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Building a Strong Alumni Community for Marine Science Doctoral Degree Holders: Lessons Learned from the SEA-EU DOC Erasmus+ Project focus groups

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Objective



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Create a community of European marine sciences doctorate holders to facilitate collaboration and further career development.

Specific tasks

Task 1: Review of relevant networks (November 2020 – November 2021)

Identify best practice alumni networks

Task 2: Focus group on alumni network (March 2021 – December 2021)

Identify needs for the blue doctoral alumni network

Task 3: Blue doctoral network creation (January 2022 - ongoing)

Create and maintain the blue doctoral network platform



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Methodology

Online or onsite focus groups

- **Topic:** needs and expectations regarding networking and professional collaboration
- **Participants:** doctoral students, doctorate holders and representatives of the non-academic sector
- Max of 12 participants per focus group
- **Approach:** round table discussion + design thinking exercise
- Duration app. 2 hours

FIRST PART – DISCUSSION QUESTIONS (60 minutes)



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General benefit of the alumni network

- What would be the most important benefit/role of the alumni network? What would be their reasons for wanting to be members of the alumni network?

Events and collaborations opportunities

- What kind of events would they like to attend if organized by the alumni network?
- What kind of collaboration opportunities would they seek in the alumni network?

Communication

- Which communication channels would they prefer?

SECOND PART – DESIGN THINKING EXERCISE (65 - 75 minutes):

Problem-solving exercise in breakout sessions/team activity, Miro board for reporting



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Questions generation

- using the “How Might We - HWM” method to identify design challenges when developing robust, agile and attractive alumni support

Ideation

- grouping the HMW notes and identifying the most potent HMW question

Consolidation

- working collaboratively to consolidate all the ideas generated within teams in the earlier step

Prototyping

- collaboratively identifying the best possible idea that could be used for the future alumni network



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Results

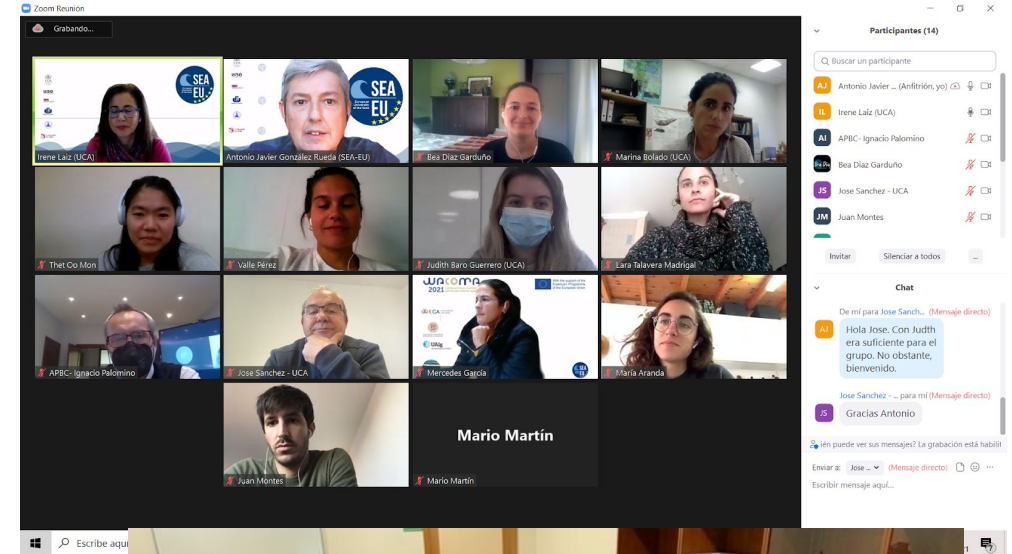
- Total of 6 focus groups across all partner countries
- 59 participants in total
- 12 (CAU)+ 9 (UBO) + 11 (UCA) + 9 (UG) + 7 (UM) + 11 (UNIST)
- Balanced mix of academic and non-academic sector.



General Benefits from alumni network

Job opportunities, networking, exchange of topics

- Rapid exchange of knowledge, job opportunities, and international projects
- Support and mutual help for job seekers
- Internship and training opportunities in different areas
- Finding partners for science projects
- Exchange of experiences and planning joint projects
- Bringing the needs of the economy to academic institutions





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Events and collaborations opportunities

For PhD candidates:

- Workshops,
- Social gatherings,
- Public lectures
- Seminars
- Assistance with project applications

For non-academic representatives:

- Round tables and
- B2B meetings
- Job offers

Communication



For PhD candidates:

- Twitter
- Research gate

For non-academic representatives:

- LinkedIn

Plus:

- Mailing list
- Facebook, and
- Alumni Network website

Balancing multiple channels for effective communication

Consideration of a single communication channel that allows clustering many topics: i.e. Rocket chat and Trello



Features of the ideal alumni network website

- **Central place to disseminate all key information**
- **Posts on job offerings and other collaboration possibilities**

- Alumni directory and member resumes
- Keyword catalog for easy searching

Design thinking exercise

How might we so we can and

How might we improve the patient's experience in the waiting room so we can improve their overall satisfaction and increase the number of return visits?

poster konferencije, društvena događanja uz glavni event, prijava projekata, protipili alumnia, razvoj znanstvene karijere, povezivanje s kolegama, međunarodne suradnje, Kako mi možemo izgraditi mrežu preporuka da bi osigurali kvalitetu suradnji i prilika, Kako mi možemo stvoriti sustav koji bi kvalitetnijom znanošću i produktivnošću, Kako mi možemo izgraditi brend kako bi osigurali kvalitetu umrežavanja i garantirali uspjeh, Kako mi možemo iskoristiti već postojeće "profile" da ne stvaramo nove, Kako mi možemo povećati sudjelovanje i kvalitetu alumnia kako bi osigurali, Kako mi možemo potaknuti, Kako mi možemo stvoriti sustav ili bazu ili protokol ili mehanizam kako bi, Kako mi možemo mieta društvenu mrežu da stvorimo nove

povezivanje s kolegama	pronazak novih prilika	povezivanje s gospodarstvom s ciljem pronalaska potrebe turisti	povezivanje s gospodarstvom i razvoj karijere u gospodarstvu	razmjena iskustava	novi kontakti	razvoj znanstvene karijere	međunarodne suradnje	popularizacija znanosti	pitch događanja
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usklađivanje s tržištem rada	prezentacija pozitivnih prilika	transdisciplinarni suradnje	otvorenost	radionice	prijava projekata	konferencije i predavanja otvorena za sve	razmjena znanja i ekspertiza sa svima	poster konferencije	fokusirane radionice
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iz perspektive potreba gospodarstva	približiti potrebe gospodarstva	pristup informacijama	ušteta vremena gospodarstvu u kontaktu s akademijom	rast zapošljivosti?	zajedničko formiranje projekata	pristup opremi i mogućnostima	društvena događanja uz glavni event	ušteta vremena	poslovne prilike
			☆☆				☆		
razmjena ideja	profili alumnia	kombinacija svih kanala prema potrebi	spajanje različitih svjetova						mobilitnost
☆	☆		☆						

Features of the ideal alumni network website after design thinking exercise

Place for connecting different worlds through power of alumni

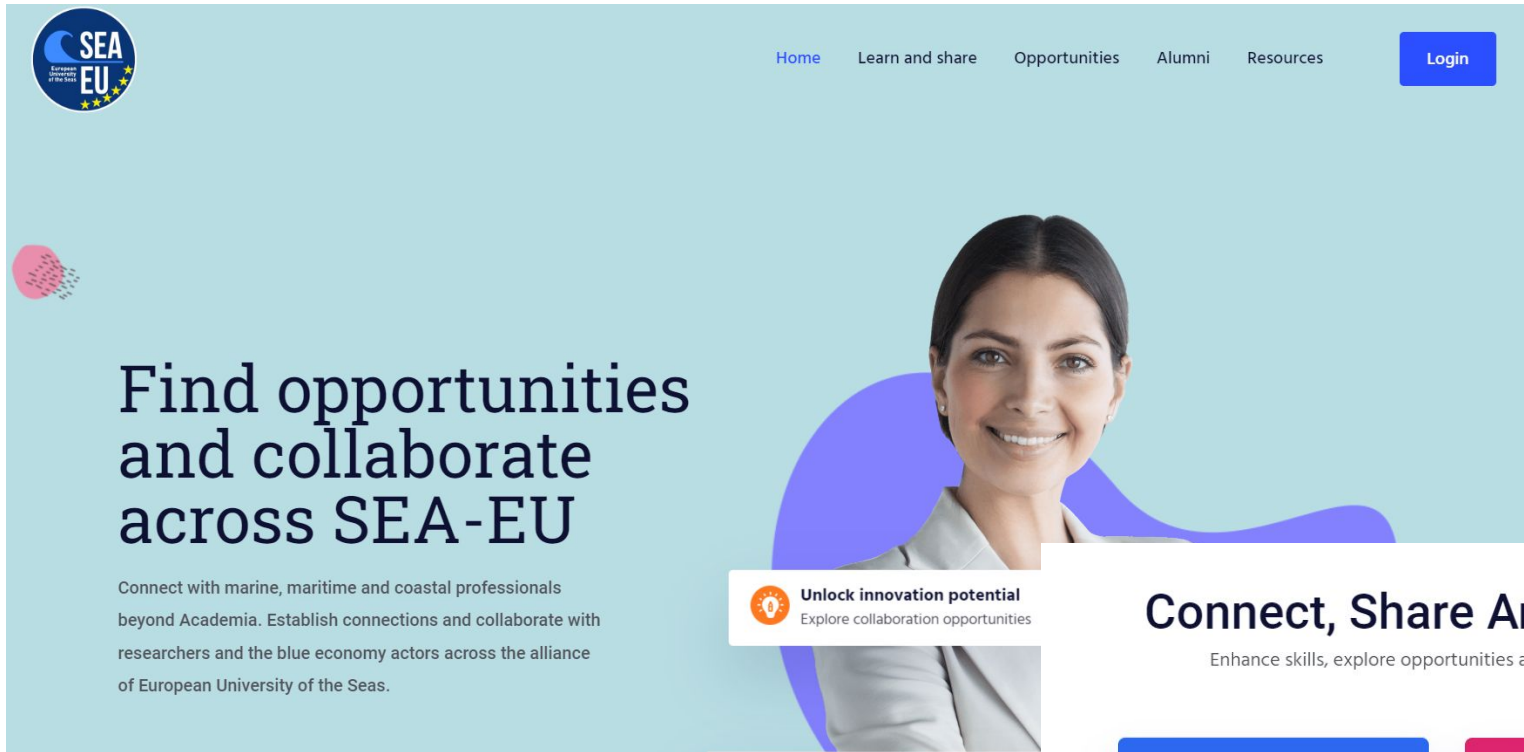
Portal targeting the business sector for identification of their needs and opportunities for collaboration and exchange

- International collaboration directory
- Inspirational case studies and success examples
- Poster conferences for the broader public to showcase results with a significant social component
- Alumni profile pages
- Alumni 2 Alumni mentoring
- Alumni worldwide hotspots (local chapters on top of virtual network)

How it look likes in the end based on the inputs?




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Connect, Share And Collaborate Within The SEA-EU Alliance

Enhance skills, explore opportunities and join our network of doctoral students, doctorate holders and professionals from the blue economy.




Learn from our network

View network stories and events



Find or Publish a job or student placement

Check available vacancies



Join our Blue doctoral community

Collaborate with peers and industry



Access SEA-EU resources

Research database and infrastructure

<https://opportunities.sea-eu.org/>

Read And Learn From Our Stories



Blog

ISblue: Post-Doctoral Programme for Young Scientists



Blog

Eight European Phycological Congress (20-26 August 2023)



Blog

OPhD Subject - Submescale Fronts Dynamics and Primary Production from Space

Latest Events

Sharpen skills and gain new knowledge

Jun 8, 2023 | online

Free online course for doctoral candidates on Nagoya Protocol

[View More →](#)

Apr 17, 2023 | Cadiz

Training in Entrepreneurship Skills in Cadiz (Spain) for doctoral students

[View More →](#)

Nov 25, 2022,

Blue talks webinar - Citizen Science and blue economy

[View More →](#)

Nov 29, 2022 | CONGRESS CENTRE OF CÁDIZ

InnovAzul conference

[View More →](#)

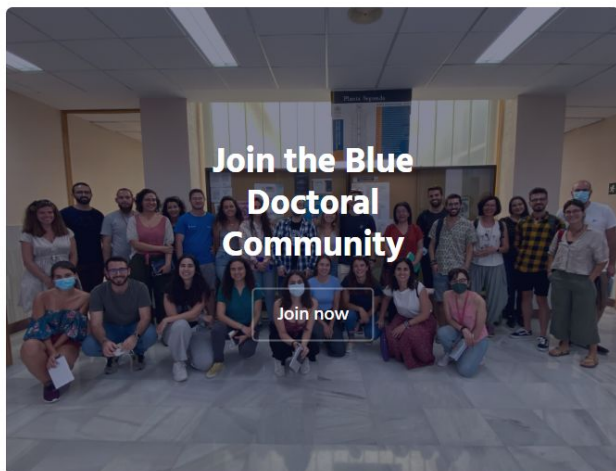
Oct 2022

SPIN OFF COMPETENCE LAB

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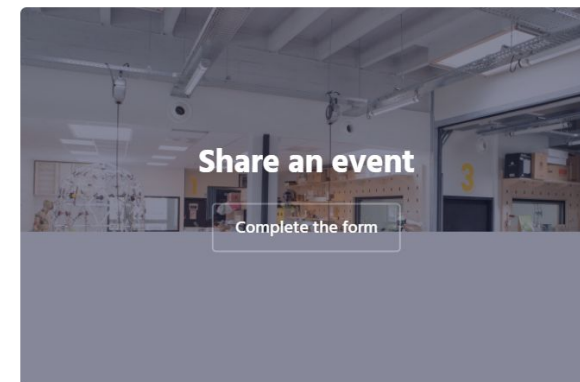
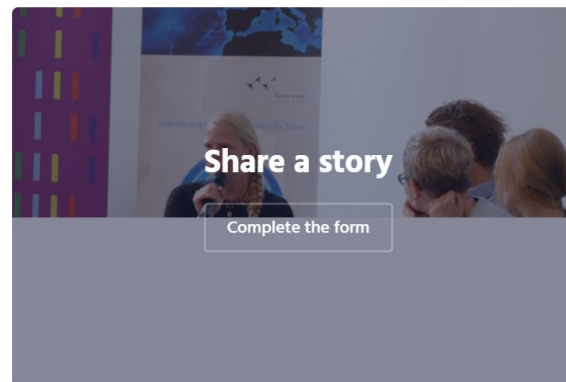
How Can You Benefit And Contribute?

Join our community and create impact



Would You Like To Share Story Or Event?

You can do that by submitting the online forms below!





Thank you



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