

# INTERNATIONAL SCHOOL OF BRUSSELS

## ABOUT

The International School of Brussels (ISB) is an English-language international school catering to over 1300 students aged 3 to 18 from 60 different countries and nationalities.

The school is divided into four Divisions - Early Childhood, Elementary, Middle and High School.

The school graduates around 140 high school students annually.



## Meeting Alumni Where They Are

### CHALLENGES

**GDPR:** As they were coming up to and facing GDPR, they needed a way to be in contact and stay in contact with their alumni without going against any regulation.

**Mobile community:** As an international school, the students, staff and parents are constantly on the move and are spread out over the globe. Some will join for the entire school lifecycle, many come for a certain period before moving on.

**Data:** Former students, employees and parents are all considered part of the school's 25,000 alumni, but under 12,000 of them are contactable. ISB needed a way to improve this score, maintain better relationships, and keep their information updated.

**Small team and limited resources:** The school maintains a small team but the demands are extensive - especially when related to needing to stay in touch with thousands of alumni who are constantly moving around and living in different time zones.

In addition, while already overstretched, they knew that they needed to grow from only running reunions to incorporating certain services that a mature alumni services office offers such as mentoring, internships, job recommendations and more.

## SOLUTION



### GDPR COMPLIANT

As an **opt-in / consent platform**, each platform user gives their consent to be on the platform and for each piece of information that is shared with others and with them. This powerful point has ensured that the school can maintain contact within the GDPR protocols.



### RELEVANT ALUMNI DATA

In order to gain the most value from AlumISB, the profiles are in the hands of the users - their creation, updating, syncing and resyncing - ensuring that the school enjoys the most up to date and relevant data on each AlumISB member. Graduway's ability to offer both public and private full profile LinkedIn API, has allowed the school to further pull relevant information from LinkedIn and into the platform profiles. For platform-specific data, the real-time statistics gives all the relevant data at the click of a button according to the chosen time period - quick, easy and presentable.



### GLOBAL TOUCH

The interactive, easily searchable platform **directory** forms the basis of the community, allowing people to look each other up and make contact, no matter where they are in the world, or what the time of day. The **interactive directory map** and **mobile capabilities** were a must for ISB, which gives their community a global, mobile presence in the palm of each hand.



### SMALL TEAM, BIG IMPACT

Using their Graduway platform, International School of Brussels has been able to 'outsource' a lot of manual work around database enrichment and segmentation by automatically enriching their CRM while engaging thousands of global alumni at scale. Managing these processes with only a small team, it still allows them to give the right value to the right groups, at the right time, at scale without the need to hire an extra member of staff.

## RESULTS

**1,995**

registered users and consistently growing

**54.2 %**

of the users are 'willing to help'

**Engaging older alumni**

Most popular group is 'Classes of the early 80s'



*Graduway has provided us with a concentrated platform for our alumni efforts. There are so many other platforms out there that offer a variety of features, but the Graduway platform actually puts the focus on the International School of Brussels alumni and establishes all they need and we need in one place - allowing us to meet each alumna/us where they are in life at the time.*



**Emma Zigan,**  
Chief Development Officer,  
International School of Brussels