

## ABOUT

Hult International Business School is a private, cosmopolitan business school with campuses in Boston, London, San Francisco, Dubai, New York City, and Shanghai.

There are 23,000 undergraduate and postgraduate alumni made up of over 150 different nationalities within 70 chapters around the world.

What makes Hult so unique is that its alumni will come from one country to study at Hult and then usually move on to a 3rd, 4th, or even 5th country from there to take on professional opportunities.

The alumni department is focused on encouraging lifelong learning and so each alumnus is invited back to take an elective once a year- ensuring continued engagement and interaction with the school and each other.



# Hult Connect - Engaging a global alumni community

*“If you really take in all of what this platform has to offer, it can pretty much turn your alumni world upside down. If you use all the features and human resources of the Graduway team, it can completely change how you deal with your alumni.”*

- Alik Jebejian

Alumni Communications & Corporate Events Manager, Hult International Business School

Hult International were looking for a tool which can supercharge their alumni engagement for their international alumni base. With Graduway they found that the feed based platform which has personalization built in across the network was the ideal way to connect alumni in an exclusive environment.

The school has a very robust CRM system with records of every single alumnus who has graduated, with most contact details up to date.

## THE GRADUWAY SOLUTION

With Graduway they were able to create a **one-stop shop for all of their alumni** to find relevant information and to connect alumni-to-alumni (without the school as an intermediary) through a dedicated community and network.

Alik Jebejian, the Alumni Relations Manager at Hult International Business School, says that she is “absolutely obsessed with the Graduway Next Generation platform” and that Hult Connect is central to the school’s alumni engagement strategy.

She says that it is a fun platform with great visuals, the ability to post an array of information and, most importantly, **complete flexibility with no restrictions on how they can customize it** to best suit the school.

*“Our alums are really impressed with the information they can access on Hult Connect. We post everything there, including our annual alumni magazine, and then when someone comes to us looking for something, we direct them to Hult Connect to find it. It makes my job so much easier!”*

The school is now working to centralize all communications through Hult Connect alone rather than using external mailing systems.



## RESULTS

Perhaps the most successful element of the platform has been the “willing to help” settings, of which a whopping 86% of all platform users have opted in to assist the school, or their peers in some way, with a number of flash and long-term mentoring relationships having happened organically through the platform , without the need for school intervention.

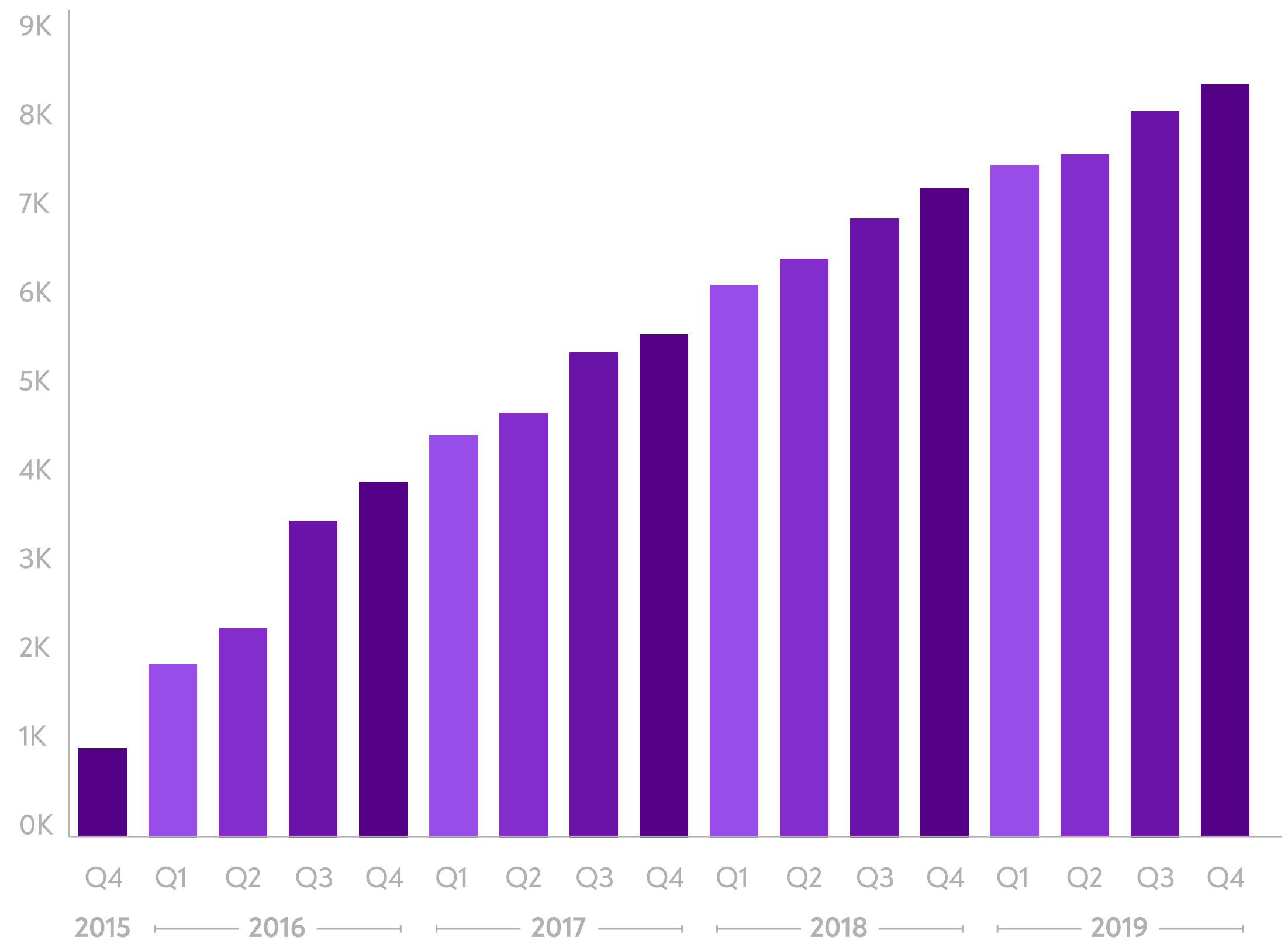
**9,000+**  
users registered

**86%**  
of users willing to help

**4,260**  
messages exchanged

**568**  
events created

## Network Growth





*I have looked at other platforms from other providers and I can see that Graduway is always working to provide the newest thing on the market. The product you see in front of you is always adapting to trends within the alumni market and staying up to date with the needs of the Alumni Relations world. You will often have the latest thing even before you know you need it.*



**Alik Jebejian,**  
Alumni Communications & Corporate Events Manager, HULT  
International Business School

