Happy twentieth:

Our strategy, vision and goals – the VEUK strategy for the future

Preamble

For more than twenty years, the University Alumni Association (VEUK) has made a valuable contribution to promoting vibrant and fruitful connections between “former” and “current” members of the University of Konstanz.

We aim to continue to do so in the future. At the same time, we fully recognise that progress is only possible through continual innovation.

In the last few years, we have worked to reach the greatest possible number of both current and former university members with our services, putting our full effort into making sure these services fit and fulfil the association’s purpose.

Our initial success encourages us to redouble these efforts.

Membership situation and future plans

- We welcomed in our 3,000th member just in time for our twentieth anniversary. The growing number of current members demonstrates that the decision by the general assembly to allow students to join the University Alumni Association (VEUK) is beginning to have the desired effect. Over the longer term, we expect the number of alumni connected to the university to continue to grow.

- Once we have anchored the free membership for students in VEUK, our aim in the following years will be to connect with university graduates with whom we have, so far, not had any contact. Current legislation allows us to now do so¹.

Priority on funding projects

- The finances provided by membership dues allow us to fund a broad range of activities (see annual report (“Tätigkeitsbericht”) for specifics). As a result, VEUK is able to demonstrate the added value of the organisation and thus motivate new members to join.

¹ See § 14 para. 4 of the university constitution: “Former members are considered additional members in following with § 9 para. 9 para. 4 LHG (state law on higher education)"
- We will continue to expand our funding activities in accordance with our association's aims (see budget plans).
- It is particularly important to us that the projects to be funded are convincing, purposeful and creative while providing the opportunity for VEUK to present itself and for the event to establish lasting networking relationships among its participants.

Opportunities to connect with students and student councils

- In order to establish VEUK as an active part of university life, we have invested a lot of energy into creating long-lasting working relationships with our subject-specific VEUK groups, the student councils and other student groups and organisations.
- New collaborative efforts have made us both more visible and better known on campus.
- We currently have 900 student members, which makes it even easier for us to get to know our next generation of alumni better.
- Our work with "current" university members is a significant enrichment to VEUK as a whole.

Communication and networking targets

- Just in time for our anniversary, we were able to introduce our alumni platform, a great tool for our online communication with alumni.
- We will now be able to use a wide variety of new, beneficial applications to serve our alumni.
- Especially University of Konstanz alumni who are far afield will profit from being able to connect with all other alumni in our network and contribute their perspectives to the exchange between members.
- This tool will further support the work of regional and subject-specific alumni groups and bring members closer together.
- Whether in digital or analogue form, we will provide all our members with attractive ways to connect (regionally and internationally), offer special activities and keep you informed about current developments at the University of Konstanz.
- Since 2005, alumni activities have been guided by the Landeshochschulgesetz (LHG, state law on higher education)\(^2\). As a result, we are now able to

\(^2\) §2 Responsibilities, para. 1 (English paraphrase): "[…] Institutions of higher education are responsible for partnering with businesses and other employers to support students with completing internships. They also assist graduates with joining the workforce and strengthen connections with their graduates."
approach several thousand alumni and invite them to join our network. We will launch efforts to contact these alumni using our portal.

Support for subject-specific groups, departments

- VEUK would like its subject-specific groups to reflect all of the university’s departments.
- To this end, we will support subject-specific groups in their efforts to create attractive services for their participants and to encourage lively exchange among members.
- We are currently supporting work to create a new humanities group for the field of Literature-Art-Media.