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# ENPC MBA ALUMNI

## 2013-2014 Program

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# 1 Introduction

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Dear alumni,

What do you remember from your ENPC MBA or MIB as it was formerly known? Were you fortunate enough to have known founder Celia Russo? Did you take your classes at rue des Saints Pères or at the Maison des Ponts?

I'll bet you remember your classmates, joyous debates, favorite professors and a sense of belief in the future. Part of that confidence came from buoyant youth, for sure. But not all. It also came from a sense of integrity, of values; that if you were true to yourself, the world would see that truth.

As I look at participants today - as I reestablish links with alumni and classmates - I perceive once again that sense of possibility, of opportunity. Perhaps the difference is that we now have the experience of what works and the know-how to apply it. We do so in the interest of our alumni community. We do so in the confidence that when you engage with great people, good things happen.

ENPC MBA ALUMNI: Values Driven, ... Driven to Create Value!

Desmond McGetrick  
President

## 2 Alumni Program Goal

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The current ENPC MBA Alumni Association Program goal is to strengthen the organization and public presence of the Alumni network all over the world and to support the further professional development of alumni and expand their connections with other organizations. Value creation includes economic value (empowering the network and its members), but also includes friendships and mutual support. We are sufficiently confident of our strength to extend friendships beyond the strict definition of alumni, while never losing sight of the interests of our alumni community.

### 2.1 Alumni Program Strategic Priorities

For the period 2013-2014, the ENPC MBA Alumni Association will set priorities in the following areas:

Prepare for the establishment of an international alumni organization with the right collaboration of central and local leadership of prominent alumni

Strengthen the existing alumni structure by forming a strong and committed core teams, build on what is working, re-activate inactive groups and create a great collaborative environment

Focus professional seminars/ workshops on enhancing alumni professional skills, and ensure professional events are of high quality and are well attended

Develop a strong communication plan to support ENPC MBA Alumni promotion and mentoring activities

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Re-establish contact with all our Alumni and ensure a continuous process of alumni mapping and updating of the alumni database

Reinforce the ENPC MBA ALUMNI association as an institution and organize partial elections in the first quarter of 2014, in line with our statutes

Hold our inaugural alumni gathering in Paris on June 29th and initiate a four-year plan of events alternating between Paris and other cities around the world (Paris in 2013, 2015 & 2017; elsewhere in 2014 & 2016).

## 2.1 Project Management & Collaborative Tools

The board has chosen to implement a decentralized project management, supported by virtual collaborative tools. The notion is to release energy by enabling alumni to contribute wherever they are in the world, whenever they are available.

It also has the advantage of transparency without information overload; because active alumni can request access to our collaborative space and directly witness (and participate) in project planning and tracking

## 2.2 Lessons Learned

A number of lessons learnt can be considered for improving effectiveness of the ENPC MBA Alumni Association and they have been incorporated in the strategy.

### 2.2.1 Identifying alumni needs and interests

Cocreation of value in a geographically dispersed network implies iterations. While, it is important to identify needs and topics of interests of alumni for determining Association support and activities, the incoming board must start by acting and by proposing future actions. This document plays a key role in this approach, as is often easier to react to a proposal than to propose something from scratch.

One-to-one interactions with board members remain a powerful development lever. Group discussions (or Focus groups) are another. Semi-public posts by alumni on our LinkedIn page help us greatly, as do suggestion emails to [alumni-association@enpcmbaparis.com](mailto:alumni-association@enpcmbaparis.com). Few things are stronger than alumni demonstrating their interest by taking charge of a project. This notion of a "learning organization" can be complimented through surveys and targeted interactions. There will be MVA (minimum vital activities) that will be conducted and the expressions of alumni around those activities will be the bottom-up substance to capture to improve or to design new activities. An important outcome from this process is the alumni expression of interests in professional development events, generic topics regardless of their various disciplines.

### 2.2.2 Quality of guest speakers

A critical success factor for professional development events is the quality of trainers/ guest speakers. Preferably speakers should be well known in their fields. The interactivity of the presentation is appreciated where the lecture format is not really adapted for Alumni who prefer another way of interactions with the speaker.

### 2.2.3 Importance of social networking activities

Alumni have emphasized the importance of social activities as a means of motivating a larger number of alumni to participate in alumni activities. Last Tuesday is one of the regular opportunities to do so. It enables to interact in a relaxed social environment and to get to know each other better. Where possible, such social event should be combined with professional events to attract larger number of participants.

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## 2.1 Review and Redefinition of Strategic Values; Good Governance

### 2.1.1 Commission of Values

In parallel to this document which may be seen as a draft proposal to alumni, or working document, a small but important commission has been initiated by the office of the secretary to find a compelling and collectively accepted articulation of our definition, values, mission and roadmap.

A starting point will be found amongst best practice, views of expressed by the school's founder and why not the statement of candidates, of which the following is just one example:

" If -- on April 2nd --- you give a clear mandate to my fellow alumni and myself, then...

... I commit to an open, transparent and inclusive alumni association.

... I commit to human, one-to-one relations amongst (great) equals.

... I commit to collaborative, respectful management of our collective interests.

... I commit to building a balanced relationship with our alma mater.

... I commit to a grand vision, combined with modest and effective execution."

### 2.1.2 Commission on Governance

The first board meeting mandated an independent commission of two alumni to make recommendations with regard to:

- integrating new people onto board and bureau, especially those it judges to have been inappropriately excluded from the election process
- preparing next year's election in a manner that is not only fair and transparent, but demonstrably so.

## 3 Objectives, issues and key initiatives

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### 3.1 Establishment of an international alumni organization

#### 3.1.1 Objective

To establish a great international alumni organization with prominent leadership to generate greater prestige and public presence for ENPC MBA Alumni

#### 3.1.2 Issues

There is no international organization for ENPC MBA Alumni where our Alumni are all over the globe. For the purposes of establishing higher visibility and greater public presence as well as increased credibility of the Alumni Network, it is desirable to establish such an international organization centered in Paris with local partners in key countries where our Alumni are. It is premature to establish such international organization until the Alumni network is fully developed and the organizational scope defined and clear.

#### 3.1.3 Working definition of who is an alumnus

All alumni who receive a diploma from the ENPC which goes through the CER (conseil d'enseignement et de recherche or academic and scientific council) are considered alumni. This includes SIMBA (Shanghai), EHTP (Casablanca), India (Kochi and Delhi), Argentina (Buenos Aires and Mendoza) as well as Nagoya, Tokyo and Abu Dhabi.

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The school's program in Martinique may not (or may) have qualified for this. This also means that not included are our programs with KPMG Europe, the undergraduate programs like CIM or doctoral programs like the Course in Management (formally the Doctoral Program in Management).

They could (and should) be considered alumnus of the school but cannot be included as alumni for the ENPC and Pontois Alliance.

### 3.1.4 Key initiatives and actions

Meanwhile, the association has started by launching two commissions that will work on developing the bridge and start building a stronger network with Alumni in Morocco and in China. A commission has the ability to draw on wide range of resources and to deliver value in the long run. A complimentary notion is on of "chapters": we've recently created a Greater London chapter of ENPC MBA ALUMNI. A third notion is that of "ambassador" or regional representative: we have identified first opportunities to coordinate activities in this way with India, USA and Japan. Feel free to offer your services in these or other parts of the world.

### 3.1.5 Strategic Advisors

ENPC MBA ALUMNI recognizes that those who can often help greatly are not always those with most time. Hence, we are considering inviting leading experts and senior alumni to join us in the form of a Strategic Advisors. Strategic Advisors would be considered on proposal of the current president and would be mandated by the majority vote of the bureau and would serve till the end of the term of any given president (i.e. year-end elections at the Annual General Meeting). They could be reappointed the following year by the same mechanism if so decided by mutual consent of the Strategic Advisor and the incoming bureau. Strategic advisors could either advise on an *ad hoc* basis, or be invited to meet (virtually or physically) probably not more than twice a year.

## 3.2 Emulation value of alumni

### 3.2.1 Objective

We admire alumni who have succeeded & appreciate learning from their example.

### 3.2.2 Issues

With ENPC MBA Alumni numbering 2594 persons, of whom many have risen to leadership positions, alumni can be seen as ambassadors and have the potential of promoting the broader ENPC MBA, publicising the high quality of the academic content and the program as a whole.

### 3.2.3 Key initiatives and actions

A historical example of this is relationship with alumni is the Leadership Series at ENPC MBA. By collaboration between ENPC MBA ALUMNI and the ENPC MBA team we achieve a win-win situation for alumni, current participants and the school.

Many such leaders travel extensively; some have indicated that they could meet with alumni groups during their travels, in order to reinforce our international network and to build positive energy.

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### 3.3 Alumni professional development events

#### 3.3.1 Objective

To achieve high quality professional development events with a high level of attendance and cost effectiveness.

#### 3.3.2 Issues

We recommend a two-pronged approach: creating great events and creating alumni awareness of same.

#### 3.3.3 Key initiatives and actions

To achieve the objective, a number of initiatives will be implemented as follows:

“Bottom-up” approach will be used to identify subjects of interests

Identification of relevant guest speakers, for example for Leadership series or other events are keys to attract more participants.

Professional development events will aim at creating an interactive experience for idea cross-fertilization rather than lecture

Keep alumni informed with a strong communication plan on the activities and upcoming events.

#### 3.3.4 Action

The Alumni Board will work collaboratively with Group Leaders (among alumni) to survey topics of interests and to identify guest speakers. The Board will pay attention to the good preparation of Group Leaders for the event to facilitate the best time, the convenient location.

#### 3.3.5 Performance Measurements

Strong attendance by alumni, the majority of attendees confirm that the event is a positive professional development experience

### 3.4 Alumni Social networking activities

#### 3.4.1 Objective

To promote interactions, links and sharing of experiences among alumni through social networking events.

#### 3.4.2 Issues

To move toward project management and facilitation. Proposals are made to the bureau with three components: objective/content, timeline and resources.

#### 3.4.3 Key initiatives

Last Tuesday will remain our regular monthly meeting in the Paris area. It takes place "off campus" at a hotel, for example.

On campus events at the Maison des Ponts have recently and can continue to include a networking component. Examples include roundtable discussions, career workshops, forums and debates.

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We may consider inviting beyond the scope of ENPC MBA to include Ponts Alliance, members of other networks and the general public. It may be possible (or necessary) to introduce differential pricing in order to cover costs.

A key innovation will be our annual get-together, alternating between Paris and elsewhere in the world. At the annual get-togethers, we can celebrate class reunions like 5-year, 10-year and 15-year celebrations.

Regularly, it is possible and desirable to offer our know-how to support an initiative with related networks and organisations, such as Ponts Alliance, Fondation des Ponts, Ecole des Ponts, Paristech... For example, on June 26th 2013, the Fondation des Ponts will co-lead an event at Champs sur Marne to "rediscover the campus of ENPC." For Fall 2013, we've initiated the idea of holding a barbecue or similar event on the Champs sur Marne campus, open to all alumni and current participants (in the spirit of what some US universities refer to as "home-coming").

### **3.4.4 Actions**

Propose your ideas to board members. Compose cross-functional teams capable of implementing them. Formulate the project to board and (upon validation) implement the idea!

### **3.4.5 Performance measurements**

The number of attendees and their positive feedback on the quality and usefulness of social networking activities for their professional networking.

## **3.5 Mobilizing alumni to act as mentors**

### **3.5.1 Objective**

To identify and approach suitable alumni who are willing to act as mentors for current ENPC MBA students

### **3.5.2 Issues**

Many current students encounter difficulties preparing for their new life post MBA. Knowledge and practical experiences shared by alumni acting as mentors could be shortcut for many students to more rapidly be prepared to their new professional life.

### **3.5.3 Key initiatives and actions**

The mentoring program will be presented to all stakeholders. Incentives/ recognition should be offered to alumni who act as mentors to encourage their participation as well as to acknowledge their contribution to Alumni Program. It is considered in the overall context of career development.

### **3.5.4 Performance measurement**

The number of alumni who acts as mentors and the number of students who benefits from the mentoring program and gives positive feedback to the program.

## **3.6 Re-establish contact with all our Alumni**

### **3.6.1 Objective**

To re-establish contact details and keep track of employment histories

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### 3.6.2 Issues

The association is facing two main issues concerning missing records. The first is the lack of valid email or phone numbers so it will be difficult to contact them. The second is the lack of motivation among some of them which has led to low response rate toward previous school or Association contact initiatives.

### 3.6.3 Key initiatives and actions

A list will be set and analysed to work out appropriate actions.

### 3.6.4 Performance measurement

The number of contact updates among untraceable alumni with updating of their employment status

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