

Alumni Relations and Institutional Giving

Finnish Higher Education Experts USA Study Tour 2012

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Pia Dolivo is the Head of Community Relations Office at the University of Helsinki. Dolivo's team is responsible for the development of alumni relations, fundraising and external relations. Dolivo is also the Campaign Manager of the university's current fundraising campaign Helsinki Insight 2012.

Dolivo joined the University of Helsinki at the beginning of October 2000 and started out her career as an Alumni co-ordinator. Since then Dolivo has held several posts at the University of Helsinki. She has acted as a Planning Officer and a Head of Career Service Center for example.

Before working at the University of Helsinki Dolivo was a producer at the City of Helsinki Cultural Capital Foundation working closely with universities and other science and community related projects. Previous to the Helsinki City of Culture year Dolivo was a Member of Parliament's personal assistant.

Dolivo is an alumna of the University of Helsinki. She graduated in 1991 as a Master of Political Science. Dolivo's Master's Thesis was concerned with Election Campaigns for the European Parliament.

Dolivo is married and has a 6-year-old daughter. Dolivo loves books, movies, design and fishing.



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Salla Häsä started in this new position in the beginning of 2012. She is responsible for the strategic development and organizing of Aalto University's international alumni relations, as well as taking care of international donor relations. She works closely with university's internal and external interest groups building sustainable partnerships beneficial to all parties. International relations aims to further Aalto University's strategic goals to be an institution that is internationally recognized for the impact of its science, art, and learning. Salla Häsä reports to Aalto University's Fundraising Director.

Prior to this position, Salla Häsä lead the alumni relations' operations at Helsinki University of Technology (TKK) from 2008 to 2010 as a substitute to Nora Rahnasto. In the past she has also been working in the education sector with career services, corporate relations and with event marketing.

Salla Häsä has a Master's Degree in Economics (M.Sc) specializing in international marketing and management.



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Sakari Jussi-Pekka (b.1962), Head of External Relations, is responsible for developing the University of Oulu fundraising, alumni & employer relations.

He started his career at the University of Oulu Academic Affairs in 1991. Sakari Jussi-Pekka was given responsibility for establishing the university career services in 1994 and continued his career as Head of Career Services. He made an initiative for activating the University alumni relations in 2004 and has been involved in advancement of the alumni and employer relations as part of his work all this time. In 2009 Sakari Jussi-Pekka was nominated as Student Services Manager of the University of Oulu and moved to his present role as Head of External Relations in Jan 2012.

He is a member of many working & steering groups e.g. chairman of the Development Group for Guidance and Counselling services in the University of Oulu, National Coordinator and Member of the Fedora Executive Committee (European Forum for Student Guidance), Member of the Regional Coordinating Group for Education and Research.

Sakari Jussi-Pekka has had an active role in the national network of Academic Career Services in Finland. He conducted the national survey of the career services in 1999 (published in 2000).



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Education

2003 MA in International Business Communication,
University of Oulu, Finland

Positions in Higher Education Administration

2009–

University of Oulu, External Relations, Alumni Relations and
Fundraising

Alumni Coordinator

Alumni Relations strategic management and development, fundraising.

2004–2005

University of Oulu, Teaching Development Unit, Finnish Virtual
University Project: Developing pedagogical support for ICT use in
teaching.

2002–2009

University of Oulu, International Relations

Coordinator of International Programmes

Mobility programmes, event management, communications and
marketing, CRM support.



Pirve Lapiolahti

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Education

17.12.1999 Bachelor of Business Administration
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Work Experience

Pirve Lapiolahti currently works at Helsinki Metropolia University of Applied Sciences as a coordinator and is responsible for coordinating and developing alumni relations. Her work also includes taking part in the fundraising operations and cooperation with the business and working life. She also coordinates a national project "Stepit" funded by the European Social Fund (ESF) that aims at developing and improving alumni relations and activities in Finnish higher education institutions. Before her current positions Pirve Lapiolahti has worked in several organizations that have a close connection to higher education and its' development. She has been an adviser on higher education issues in the national organization for students at universities of applied sciences – SAMOK as well as a coordinator and press officer for the Council of Rectors of Universities of Applied Sciences - ARENE. She has also been a member of many steering groups and committees which have had special tasks that aim at developing Finnish higher education.



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Jyrki Liikanen is responsible for the strategic development and organizing of Aalto University's donor relations. During the Aalto University's successful 200 million principal campaign, he worked as a campaign manager. Day to day fundraising is a new function in Aalto University and other Finnish Universities. Building of donor culture among alumni, corporate partners, foundations etc. stake holders will be based on Aalto University's unique characteristics combined with best fundraising practices around the world. Jyrki Liikanen works closely with university's internal and external interest groups building sustainable partnerships beneficial to all parties. Jyrki Liikanen reports to Aalto University's Fundraising Director.

Prior to this position, Jyrki Liikanen was fundraising campaign manager in Helsinki School of Economics and Business Administration (now part of Aalto University). In the past he has been working in private sector with marketing and corporate relations.

Jyrki Liikanen has a Bachelor's Degree in Economics specializing in marketing and area studies (South East Asia).

Riikka Mäntyniemi



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Riikka Mäntyniemi started her career in the field of higher education fund-raising and alumni relations in August 2010, at the University of Helsinki. At first, she worked as a campaign secretary, but after her graduation she now works as a coordinator for fund-raising and donor relations. Besides her responsibilities in the field of fund-raising, she has also gained a wide range of knowledge in alumni relations as she works together with the alumni coordinator of the university.

Riikka's tasks include developing alumni and donor relations and fund-raising, communication with donors, alumni and other interest groups, organizing events and CRM-responsibilities. Riikka also works with issues related to social responsibility and corporate relations, as the team where she works is responsible for the community relations of the university in general.

Riikka is also an alumna of the University of Helsinki where she completed her Master's Degree in Political Science (M. Soc. Sci.) in the autumn of 2011.



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Nora Rahnasto, Head of Alumni Relations at Aalto University, started in her position in January 2011. Nora Rahnasto is responsible for the strategic and overall development of alumni relations and is in charge of all alumni relations' staff at Aalto (10 people), finance and other organizational matters. Nora Rahnasto reports the work to Aalto University's Fundraising Director.

Prior to her work at Aalto University, Nora Rahnasto led the alumni relations' operations at Helsinki University of Technology (TKK) since 2004. She has also been the chair person for Finnish Network of Alumni Relations' Professionals and the contact for Nordic Cooperation (NARN) within universities in Scandinavia.

During the years Nora Rahnasto has, amongst other things, rebuilt alumni relations' strategic vision and the alumni databases and portal, first to TKK, and then 2011 to whole Aalto (Aalto AlumniNET portal). There are 27 000 alumni in Aalto's alumni network at the moment. Nora has Master's Degree in Education, and her special interest in alumni relations concerns the development of intellectual and human capital through functional alumni networks and creating new possibilities of co-creation within the university community.



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Susanna Ritala has been responsible for the development of the Aalto University School of Economics (former Helsinki School Economics) alumni relations since spring 2007, and since 2011 as a part of Aalto University alumni relations team. The School of Economics has had school driven operations since 1990 growing the database up to 12 000 registered alumni.

Susanna is specialized in event management and as a highlight from her career next to annual seminars open for public and dozens of reunions could be mentioned the centenary jubilee. Furthermore, she has introduced the use of social media in the school's alumni relations and has been developing the mentoring program that has been running since 1999.

Susanna has also been the chair person for Finnish Network of Alumni Relations' Professionals and active in alumni associations as a board member and trainer. She is also herself an alumni of the School of Economics where she did her Master's Degree in Economics (M.Sc) specializing in international business and communication.



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Since 1999, Asta Ruodemäki has worked in the University Communications department at the University of Jyväskylä. She is responsible for alumni relations and cultural activities. In addition to coordinating and developing the domestic and international alumni activity, she is in charge of the staff recreational activities and arranges PR events as well as academic festivities.

Ruodemäki has also worked as a communication officer at the Craft Museum of Finland from 2006 to 2007 and in the cultural service unit of the city of Jyväskylä from 1998 to 1999.

She is one of the founders of HUB Jyväskylä, a co-working space and part of the international HUB network. HUB Jyväskylä is specialized in social innovations and social entrepreneurship. For instance, in 2011 Ruodemäki was involved in the pilot project of the participatory city planning.

Ruodemäki earned a Master of Arts degree from the University of Jyväskylä in 1998. She completed studies in marketing communications at the Institute of Marketing in 2004. Recently she has focused on service design and community management. In early 2012, she began studying international business communication.



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Lappeenranta University of Technology



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Elina Tarkiainen has been working with alumni relations at Lappeenranta University of Technology (LUT) since April 2011. Her main responsibilities are building strong relationships with alumni, communicating with them through different channels and organizing activities. Building donor culture and introducing fundraising to LUT alumni is one of her near future challenges. Elina has also been developing an operational program for the university's external relations strategy.

Prior to this position, Elina Tarkiainen has worked over eight years in customer service. She is finishing her Master's studies in Economics (M.Sc) at LUT, specializing in international marketing management. Elina's Master's Thesis is concerned with alumni involvement and commitment to the university. She will become a LUT alumna in September 2012.



Suzanne Louis

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Suzanne Louis, presently Project Consultant at the Fulbright Center, Helsinki, has more than 30 years experience working in the field of international student and scholar exchange. In the U.S., she worked for 3 years with the English Language Institute at the American University, Washington, DC and subsequently 25 years at the University of Virginia, Charlottesville, VA., as Associate Director of the International Studies Office and as Director of the International Center. Since 2006 she has served in a volunteer capacity with the Finnish Fulbright program and presently leads the Friends of Fulbright Finland alumni network.

She earned a bachelors degree from the College of William and Mary, majoring in Cultural Anthropology, and 2 master degrees from the University of Virginia, in Anthropology and in Architectural History, through which her interest in Finland first developed. She has had 2 Fulbright awards, firstly to Germany in 1988 and then in 2001-02 a mid-career professional development award hosted by the international relations office at then Helsinki University of Technology (now Aalto University.)

Suzanne lived for one year in Taiwan, teaching English and studying Mandarin Chinese. She has been active in NAFSA: Association of International Educators, serving as chair of Region VIII and multiple other roles at the Regional level and has provided training seminars for a variety of international education professional groups.



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Terhi Mölsä, the Fulbright Center's Executive Director since 2002, is responsible for strategic development of the Center and is in charge of all staff, finance and organizational matters, alumni affairs, development and fundraising. The Fulbright Center (the binational Fulbright Commission in Helsinki, Finland) currently awards over USD 1 million in scholarships to Finnish and American students, researchers, and professionals, and provides training and information services around Finland with over 4200 client contacts per year. Finnish and US government allocations together comprise less than 40% of the Center's annual budget making fundraising and sponsored grants a central part of the operation. Nearly 80% of the Center's funding originates from Finland. Over 5000 Finns and Americans have received a grant from the Finnish-American program since its inception in 1949 and the Fulbright Center runs a growing alumni network in both countries.

Terhi Mölsä has 25 years of professional experience in higher education internationalization, initially at the institutional level at the International Office, University of Tampere, Finland, where she helped launch their European mobility programs, and more recently at the national level at the Fulbright Center, where she has initiated and designed a number of innovative programs within the transatlantic Fulbright framework. Having studied and conducted research with scholarship awards in Estonia, Russia, and the United States, she earned an undergraduate degree in Russian and a Master's degree in International Relations, both from the University of Tampere. Having pursued advanced studies in higher education governance and management she now serves as a research fellow in a European collaborative research project on the changing academic profession.

Terhi Mölsä has served as a consultant and trainer in Europe and the United States on exchange program management and developing quality programming, as an author and contributor for international education publications, an invited speaker in national and international education conferences, and a trainer and curriculum developer for international education organizations such as NAFSA: Association of International Educators. She has held numerous leadership positions within NAFSA, and in 2008-2010 served as Chair of the European Fulbright Directors.