

# Rekindling Relationships

Despite a perennially busy work schedule, HKUSTAA chief Laura Cozijnsen has managed to pull together a long list of alumni events and strengthened the association's presence in the last few months.



“When you want something done, ask a busy person.” This maxim fits Laura Cozijnsen perfectly — not only does she run an award-winning branding and marketing agency but she is also the new President of HKUST Alumni Association (HKUSTAA). With the help of her cabinet, she has already managed to pull together a variety of alumni events, thus significantly raising the association's profile.

Since Laura began her two-year tenure as the HKUSTAA President late last year, she and her “fast-moving and energetic” team, which comprises a professor, entrepreneurs, and senior executives in a variety of professions, have received plenty of positive feedback from alumni. “Through different activities and events, we've managed to rekindle relationships among alumni,” says Laura. “The University management has also been very supportive in our activities. This is all very rewarding. We've had graduates coming forward to join the association and ask how they could help,” she says.

The team was clear about its objectives from the word go: in order to run a successful alumni association, engaging the alumni community is imperative. For the past six months, they have been focusing on “internal tasks”, including updating HKUSTAA's website and formulating a comprehensive year plan. This was coupled with numerous events catering to alumni and current University students. Apart from the usual alumni social gatherings, the association has held a leadership forum and charity events for alumni, and career-building programs for fresh graduates.

They are setting their sights not only on the Hong Kong community, but they are also stretching their tentacles to reach out to alumni outside the city. For example, the first Shenzhen alumni gathering was held in mid-June.

“The number of international students of the University has been growing. Never before has the association focused on the international alumni community, and now we're looking at rekindling relations with international graduates in Mainland China and other countries,” she explains.

Meanwhile, the team is looking forward to the annual alumni dinner on October 14 and many other events, which they believe will pan out well with their hard work. “Finally, I'd like to encourage all alumni to support and actively participate in HKUSTAA. It is a great way to give back to the University and acknowledge the huge role it has played — and continues to play — in your life and career,” says Laura.



Monthly get-togethers



Mainland & overseas events



Regular Leadership 'Face to Face' feature