

alumni



MEMBER LETTER 2019 THE UNIVERSITY OF HELSINKI ALUMNI ASSOCIATION



UNIVERSITY OF HELSINKI

alumni

The University of Helsinki
Alumni Association was
founded in December 1990.
It is now one of the largest
Alumni Associations in Europe.



Cover: Professor Henrik Meinander
at the Suursitsit in the Senate Square
in 2012. In 2018 the Student Union of
University of Helsinki celebrated their
150th anniversary and the Student
Nations their 375th at the Suursitsit.
The celebration included a number
of Alumni Association members.

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COVER: ARI AALTO

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The Alumni Association is a strong community whose alumni are an important part of the University family. As a member, you will regain contact with old friends and forge new bonds with other alumni and the University. The Association provides a multitude of events, membership benefits and services. Take part, network, support the community and save money!



NINA KAVERINEN

UNIVERSITAS, UNITY IN SCIENCE

"Graduation disrupts well-begun studies," we joked at Meilahti in the spring of 1984. The rush was on toward the real world: to work, to get a paycheck, to specialize, and to become independent adults. Buying the first home, the car, and the paying off of the student loan took time and energy. However, since that time began the chance meetings with former teachers, old friends from courses, and familiar faces from the student nation and student groups. The university did not let go.

As a young medical student, I was deeply interested in my own discipline. With age and experience in life, my perspective evolved and I regretted that I didn't make better use of the university's broad academic community. Through the Alumni Association activities, I have been connected with not only my own faculty, but also others. It's remarkable how much science has advanced and the university has changed since my graduation!

As a doctor, I am more and more concerned by the alternative "truths", false news, superstition, and straight up humbug that flourishes, even though the education level of the public is higher than ever before. Medicine is science and not opinion! Knowledgeable experts are certainly needed, and no single social media commotion can replace that information. The world needs more information, facts, and research. Without it, we will not succeed in addressing

climate change or in any of the other global challenges. Sustainable development is based on researched knowledge.

In 2019 the Alumni Association will turn 29 and we have come a long way. Already, together, there are nearly 7,500 of us. Soon we will vote for a new parliament in our country and the funding for science, research, and education is an important electoral topic. Our dear alma mater has trained us to serve our country and society. The University of Helsinki needs its alumni. It is our turn to "pay it forward" and take care of the future of the university.

Like at major universities worldwide, at the University of Helsinki, the alumni community are an essential part of the University's brand, operations, society, and fundraising. The education we received at the university, the networks we created during our studies, our diploma showing the seal of the first university in Finland; all bonds us all as alumni.

We welcome you to participate in association activities this year and bring two friends to learn something new!

Kati Myllymäki

Executive Director, Finnish Medical Association
Speaker of the Alumni Association's delegation
Alumni Medical science



HEIKKI TUULI



HELP US STUDENTS DURING THE SPRING ELECTIONS!

Dear alumni! We in the Student Union have been pleased to see how much the value of education has been included in public discussion as of late and the extent to which parties have seen that the education cuts have to be reversed and that there is a need to shift funding for education.

Restoring the appreciation in the value of education is an important task we can undertake together. For this reason, we are delighted by the active approach of the University of Helsinki with the #siksitedan campaign (#becausescience) in relation to the upcoming parliamentary elections.

In the student movement, aiming to raise funding for higher education – at least to the return the university to its former budget – is also one of the most important topics in this year's election.

However, we also want to talk more about inter-generational justice. We are the first generation to not reach our parents' income levels. In addition, climate change threatens our very existence.

We hope you will help us speak about these issues during the parliamentary election period in order to change the course of policy and fund edu-

cation rather than continuing the policy of cuts. Education and science are key to combating climate change.

Student income levels are at an unsustainable level. Study aid has become more loan-centered, while the length of study periods has risen. Today, studying is not as free as before. Employment while studying is almost a necessity and the increase in load has manifested as, among other things, a worrying increase in student mental health problems.

Study aid must therefore be raised during the next parliamentary session. In the longer term, we believe that Finland needs to introduce a basic income that is free of charge and sufficient for living in response to the changing workplace and a fair policy for all generations.

But, first and foremost, we must fight against climate change. If we fail at that, nothing else matters.

Lauri Linna

Chairman of the Board 2018
Student Union of the University of Helsinki

ACADEMIC COMMUNITY

The Alumni Association is a significant Finnish and international force in terms of its size and activity. Its membership exceeds the number of residents in most Finnish municipalities – more than 7,000. We would need a facility the size of 60 metro cars or eleven University of Helsinki Great Halls to fit all our members in one place at the same time.¹ Together we are an academic community that highlights the significance of research and academic education throughout Finnish society.

When reading this newsletter, you will soon discover that the Alumni Association's persistent efforts for the benefit of students and the University are paying off. Every single member can feel proud of having supported students and the University through his or her membership fee. The Association engages members in projects that support the University's strategic objectives. Through cooperation with faculties, strategic sectors and the University's senior

management, we have agreed on focus areas for the academic volunteer work of alumni.

This is not the first time that inter-university co-operation has proved its value. It goes to show that there is no need to reinvent the wheel in alumni activities. At our events you will also find alumni from other universities as well as other #smartpeople.

I hope that everyone feels welcome to attend the Association's events. You are welcome to bring along friends who are not members. According to the feedback we have received, you will enjoy yourselves. Drop by at least once – curiosity is a key virtue of alumni!

In conclusion, I would like to thank the hundreds of alumni who have participated in our academic volunteer work this year or the pre-

vious year by, for example, holding lectures, participating in work groups, helping with mail-outs and bringing together alumni from various fields. Thank you on behalf of all us members!

"We are a community that highlights the significance of research and education throughout Finnish society."

Pia Österman

Executive Director of the Alumni Association

¹ There are 717 seats in the Great Hall and 124 seats in the newest Helsinki city metro car model M200.



Inspired by his history teacher's stories at Viherlaakso high school he chose political history as his field of study.



A BRIGHT OPTIMIST

Foreign Correspondent **Heikki Aittokoski** has been chosen as the Alumni Association's **Alumnus of the Year**. In his opinion, the world and its future should not only be considered from a threat-oriented perspective, but also with a more positive outlook.

When **Heikki Aittokoski** was reading for the entrance examination for political history in the spring of 1990, socialism had just collapsed in Eastern Europe.

During the autumn of 1991, when he began his studies after finishing a year of military service, the entire Soviet Union fell apart bit by bit.

"I'm not sure whether the spirit of our student association at the time could be called right-wing, but it definitely wasn't leftist. Political empowerment and reckoning with Finlandisation were in full swing," says Aittokoski.

Growing up in Espoo's Viherlaakso district, Aittokoski loved listening to "stories told by excellent history teachers." The interests these teacher's stories

sparked in him, inspired him to choose political history as his field of study.

"To me, history was a chain of truthful stories of real life. Of course, their truth was a matter of interpretation. Of course I didn't fully understand this as a child and uncritically believed everything I read."

During the spring when he was preparing for his matriculation examination, Aittokoski also fantasised about a career in journalism. He decided to go to *Akateeminen Kirjakauppa* and purchased the entrance exam textbooks for the Tampere University journalism program. He sat down at a café beside Esplanadi and began browsing through the material.

"The text was bafflingly theoretical. I thought, *I don't want to read this*, and instead began considering the Faculty of Social Sciences at the University of Helsinki."

Eventually, in the advanced studies stage, even political history rose to a theoretical level that proved too detached from living history for Aittokoski's taste, and he never completed his studies. Instead, he opted to focus on working at the *Helsingin Sanomat* newspaper, where no one particularly cared whether or not he had a degree.

"Studying political history at the Faculty of Social Sciences and then going to work at *Helsingin Sanomat* without ever graduating is practically an established joke."

Among others, Aittokoski's best friend **Marko Junkkari**, the head of the paper's editorial section and long-time head of the politics desk, did just that. As did others from the same bunch of friends studying political history, including the paper's current editor-in-chief **Kaius Niemi** and the former head of the *Helsingin Sanomat*'s culture desk **Jaakko Lyytinen**.

AITTOKOSKI'S student life mostly revolved around *Poleemi*, a journal published by the Student Association.

"There was a lot of puerile humour stemming from a student mentality and fuelled by booze and sexual innuendo, which, in hindsight, we could've done without."

For example, an article on the history of masturbation was written for a thematic issue focused on the history of sexuality. For a sidebar, Junkkari interviewed a student named 'Heka A.' on his personal masturbation experiences. A black bar to block Heka →



HEIKKI AITTOKOSKI

- Heikki Aittokoski was born in Jyväskylä in 1970
- He is a foreign correspondent with the Helsingin Sanomat and a non-fiction author
- He studied political history at the University of Helsinki in the 1990s but did not graduate.
- He has worked as a journalist at the Helsingin Sanomat since 1995, first with the culture desk, later with the international desk. He served as the Berlin correspondent from 1998 to 2001, Brussels correspondent in 2006, and as the future studies correspondent in 2018. Deputy-editor of the international desk from 2002 to 2007 and editor from 2007–2012
- Author of four non-fiction books:
 - *Lihavan kotkan maa – Reportaasi Berliinin tasavallasta* (WSOY, 1999)
 - *Eurooppaan raiteelta 4 – Junamatka entisen rautaesiripun halki* (WSOY, 2004)
 - *Narrien laiva – Matka pieleen menneessä maailmassa* (HS Kirjat, 2013)
 - *Kuolemantanssi – Askeleita nationalismiin Euroopassa*. (HS Kirjat 2016)
- He has received several awards, the most prestigious being the 2014 journalism prize from Suomen Kuvalehti and the State Award for Public Information in 2017
- Three children, born in 1998, 2003 and 2005
- His hobbies include swimming, jogging, reading and gardening

A.'s eyes and prevent identification had been, however, intentionally positioned below the eyes.

At the same time, Aittokoski and his friends were writing very ambitious and serious articles for *Poleemi* covering subjects such as the Finnish Civil War and Finlandisation.

The group got the opportunity to interview some prominent figures over the years, including historian **Heikki Ylikangas**, author **Antti Tuuri** and, in the resplendent setting of the Bank of Finland, **Sirkka Hämäläinen**, the Governor of the bank. Hämäläinen's interview touched on issues regarding her becoming the chairperson of the Risto Ryti Society, which they finally dared to establish after the fall of the Soviet Union.

"They must be credited for treating us with all due seriousness and giving us their opinions regardless of the fact that we were twenty-something punks."

In accordance with the group's spirit, articles were written with a tongue-in-cheek tone, yet still had an ambitious mindset. Their debates were both relaxed and uncompromisingly intellectual.

"Coming from the forests of Espoo and from a middle-class family that didn't have an academic

background, the best thing about the university was its stimulating atmosphere and the number of great minds.

Aittokoski recalls student life in the early 1990s in Polho, the Political History Students Association, as relaxed and informal. When he attended Polho's anniversary party as a guest in early 2010s, he found the organization quite changed.

"The celebrations were conducted in due form, and adherence to etiquette was strict. They had reverted to very conservative customs. The contrast with my personal recollections was quite remarkable."

AITTOKOSKI considers the educational foundation he received during his time at the university to be of huge benefit to his work as a journalist. He took a course on 'isms' early in his studies that delved into

"Studying political history at the Faculty of Social Sciences and then going to work at Helsingin Sanomat without ever graduating is practically an established joke."

SAMI KERO / HS

Aittokoski travelled to Helmand Province in Afghanistan 2010 while working as the Editor of the HS foreign correspondents desk.



ideologies from fascism to liberalism. Later on, in the spring of 1994, he took part in a special degree program in the Faculty of Social Sciences with small groups of students and intensive study. One seminar in this program was lead by economist **Pekka Sutela** and focused on developments in Russia after the fall of the Soviet Union. As part of another course, Aittokoski created a website for himself, something at the very forefront of technology at the time.

"I drew up my website entirely as a joke. I wrote that I was into stamp collecting, even though that was not true," Aittokoski says. "At the time, I didn't realise that once you put something online, it may stay there forever. Luckily, that site really seems to have disappeared for good." At the same time, the study modules at that stage began diverging from practical, lived history. Thanks to his portfolio of *Poleemi* articles, Aittokoski was hired as a reporter for the *Ylioppilaslehti* magazine during the 1994–1995 academic year. This then launched him into a summer job at the culture desk of the *Helsingin Sanomat*.

His employer offered to extend the contract for his summer job until Christmas, and Aittokoski agreed. Over the following years, he still returned to study at the University in between his temp jobs at *Helsingin Sanomat*, but only half-heartedly. Journalism proved more attractive than his advanced studies.

"I guess it was partly down to a youthful world view; if *Helsingin Sanomat* is offering me a job, I couldn't refuse," Aittokoski explained. "The worst years of the recession were only a couple of years earlier with, the devaluation of the Finnish mark and grim unemployment figures. During that time we had extended lunches in the Porthania café and seriously contemplated whether any of us would ever get a job, at least in our own field."

AT THE HELSINGIN SANOMAT, Aittokoski soon transferred to the international desk. In 1998, at only 27, he was given the correspondent position in Berlin where he stayed for three years. In 2002, he was promoted to the position of deputy editor of the international desk at the *Helsingin Sanomat* home office and in 2007 to the editor of the department.

He seemed to be progressing in his career at a quick pace, but in 2012 Aittokoski decided to continue his work as a journalist. Why?

"Ten years of supervisory duties taught me a lot about other people and myself, but it was mentally taxing, since I used to have 25 individuals to lead at the foreign desk. As the boss, I didn't really have

→

**ALUMNI OF THE YEAR
HEIKKI AITTOKOSKI**

**THE NEW WORLD ORDER
AND THE PLIGHT OF
LIBERAL DEMOCRACY**

**Why did the 90s end as they did?
Who will stop the dictators
and populists?
Does Europe have a future?**

**THURSDAY 14.3.2019
4:30-6 PM**



China's sphere of influence is expanding.
Donald Trump causes a commotion on
Twitter. Vladimir Putin's Russia has returned
to a policy of political warfare. In Europe,
populists have dominated the conversation.
Liberal democracy - the traditional interna-
tional framework - is under threat from the
inside and out. How did it happen? And
where do we go from here?

Foreign correspondent and non-fiction author
Heikki Aittokoski has been analyzing the
world as a part of his work since the 1990s.
In his lecture he will give his assessment of
the current state of the world.

Great Hall,
Aleksanterinkatu 5

Register for the event at:
helsinki.fi/en/alumniassociation/program
Or call +358 (0)29 412 4494

time to write, even though writing was what pulled me to this business.”

Aittokoski's style of writing is defined by its insightfulness. Even the style of his basic news pieces often resemble columns or analytical articles.

“It feels like a natural way of writing to me, and it has only increased as I've grown older. By the time I was in my forties, I already had some experience under my belt, as well as quite a lot of knowledge. It benefits readers too, if you're not merely reporting on the world but attempting to make some sense of it through analysis.”

Aittokoski receives plenty of feedback from readers, and in the current era of disinformation, many are looking for analytical and in-depth journalism.

This has not escaped the attention of the editorial office. *Helsingin Sanomat* is an unusual academic workplace as many section editors choose to return to their previous position as journalists at some point, a move often considered estimable.

“Personally, I seem to be blind to its exceptionality, since I haven't really been employed anywhere else.”

INSIGHTFULNESS has been the trademark of Aittokoski's four non-fiction books, aimed at understanding current developments in Europe and the rest of the world, as well. From 2014 to 2017 his literary and journalistic work received much professional recognition, the most important being *Suomen Kuvalehti*'s journalism prize and the State Award for Public Information.

Still, Aittokoski's most prized award was the one he received in a children's writing competition in 1979. The topic of his submission was Pedro, an Indian street kid whose positive attitude and resourcefulness helped him overcome many difficult obstacles.

“Pedro is not actually an Indian name, but that was overlooked in the case of a 9-year-old.”

Optimism is something that has also sustained Aittokoski's own career. In contrast with journalism's current general mentality, he is confident about the future.

“We shouldn't approach the world from a threat perspective, but with a more positive light, without of course letting ourselves be gullible. It bothers me how typical it is these days to look at the present and the future through a dystopic lens rather than in the light of more encouraging possibilities.”

“Regarding the world with cynicism and pessimism is considered a token of intellectuality. In my experience, that has nothing to do with intellect. Today most people in the world live in far better conditions than their grandparents did.”

Aittokoski has been irked in recent years with the interviews of many influential Finnish cultural figures postulating how the Finnish welfare state is corroding.

“Those are sloppy throwaways, uttered without grounding them with substantial facts. Those kinds of casual remarks are really disturbing.”

In 2018, Aittokoski was *Helsingin Sanomat*'s Futures Studies correspondent, which meant a post in the paper's home office but travelling extensively around the globe, familiarising himself with the challenges and opportunities of mankind's future.

“I've generally been slow to adapt to new technology, but this assignment forced me to immerse myself in it. It's a fascinating world. I have genuine respect for the field of engineering and I believe it will be able to improve the lives of all inhabitants of this planet in the future.”

Still, there is a morsel of the diehard social scientist hidden underneath Aittokoski's surface: when writing about technology, he cannot refrain from mulling over the moral implications and connecting to the theoretical dimensions of the issues. A quote that has particularly fascinated him came from the American Technology historian **Melvin Kranzberg**: “Technology is neither good nor bad, nor is it neutral.”

AITTOKOSKI was honored when the board of the Alumni Association asked him to be the Alumnus of the Year, while at the same time acknowledging clearly that he never graduated. The invitation was worded with a careful politeness that would allow either side to back out of the relationship easily, should they so choose.

However, non-graduation is a non-issue to the association. Ten years ago, the association put into writing that anyone who has studied, researched, or worked at the University of Helsinki is an alumnus or alumna. The motivation for the decision was multifaceted but rooted in wanting to include those who had not completed their studies because of family obligations or having found permanent employment.

“Such open mindedness really makes me happy,” says Aittokoski. “There are quite a few of us who didn't graduate.”

“It's nice to return to the University hallways as an alumnus, but at the same time a thought is gnawing at the back of my mind: should I have finished my master's thesis after all?”

Antti Kivimäki

**ALUMNUS OR ALUMNA
OF THE YEAR**

- 2019** Foreign Correspondent, Pol. Sc. Stud.
Heikki Aittokoski
- 2018** Founder of Gold&Green Foods, Chief
Technology Officer LVD **Reetta Kivelä**
- 2017** Judge of the European Court of Human
Rights, LL.D h.c. **Pauline Koskela**
- 2016** Rock musician, LL.B. **Hannu Nurmio**
- 2015** YLE Correspondent. M.Sc.
Marja Manninen
- 2014** Head of VATT Institute for Economic
Research, D.Sc. **Juhana Vartiainen**
- 2013** Professor, Ph.D. **Laura Kolbe**
- 2012** Secretary-general of the World
Meteorological Organization, Ph.D.
Petteri Taalas
- 2011** Commissioner, M.Soc.Sc **Olli Rehn**
- 2010** Professor, Ph.D. **Bengt Holmström**
- 2009** Writer, Psychologist, Lic. Med.
Claes Andersson
- 2007** Philosopher, Professor **Pekka Himanen**
- 2005** Licentiate of Laws, LL.D. h.c.
Jacob Söderman
- 2004** Forensic Dentist, professor **Helena Ranta**
- 2003** Bishop, TD, **Eero Huovinen**
- 2002** Writer, BA **Kaari Utrio**
- 2001** Archiatre **Risto Pelkonen**
- 2000** President of the Republic, LL.M., FT h.c.,
LL.D. h.c. **Tarja Halonen**
- 1999** Commissioner, M.Pol.Sc
Erkki Liikanen
- 1998** CEO, MSc., M.Pol.Sc **Jorma Ollila**
- 1997** CEO, Ph.D, doc. **Jorma Kaimio**
- 1996** MA **Eeva Ahtisaari**
- 1995** Speaker of the Parliament, Ph.L. **Riitta
Uosukainen**
- 1994** President of the Supreme Administrative
Court, LL.D. **Pekka Hallberg**
- 1993** Chairman of the Board, Dr
Liisa Joronen, SOL
- 1992** Professor, D.Sc. **Yrjö Pessi**
- 1991** Minister of Justice, LL.D. **Hannele Pokka**



EMPLOYMENT ANXIETY TROUBLES STUDENTS

Young people find it easier to identify with alumni if they know that student life with parties and courses were much the same then as they are now.

Many students dread the thought of leaving the University. What if they are unable to find passion in professional life? What if they end up working as a cashier even after all this education?

Such concerns have been expressed to **Sonja Sipponen** when she talks with students at career events organised by student organisations and at conventions. Sipponen is herself a sixth-year history student and the project coordinator of the Alumni Ambassador programme of the Alumni Association.

“Fear of professional life is a chronic problem among students of the humanities at the City Centre Campus, but I also observed similar anxieties, for example, at Viikki. Students easily feel at a loss if they haven’t specialised in a certain field and are unable to explain to businesses the benefits of being multidisciplinary.”

Most of all, Sipponen thinks the problem stems from students only starting to consider their career at the final stages of their studies. Instead of asking alumni well in advance which courses might be valued by employers, they only retrospectively consider the appearance of completed courses on their CV and how to supplement their skills to optimize their post-graduation employability.

ACTIVITIES organised by the Alumni Association to support students’ career skills include mentoring, LinkedIn training and, with special emphasis, the Alumni Ambassador programme. These programs provide alumni with a direct and simple way of helping students. Part of the help offered to students by the association is channelled through student organisations.

“There is strength in cooperation, and there are smart people in the student associations,” **Pia Österman**, CEO of the Alumni Association, states.

“Student organisations know best what kinds of events should be organised for their students and when. If we at the Alumni Association were to try to organise career-related panel discussions, they could easily end up being poorly timed or miscommunicated, only attracting very small audiences,” Sipponen notes. Therefore, the student organizations prefer to organize and arrange events while the alumni association solicits speakers for the chosen topic. This practice has proved to be extremely effective.

Relaxed conversations suit some organisations best, while others wish for more formal events, such as panel discussions, and others still prefer to take their student groups on excursions to the workplaces of alumni.

At career events, students are most interested in the factors related to studying that have helped propel alumni to their current positions.

“Alumni rarely point to a single crucial course. What they consider important are the networks established at university, as well as learning to apply critical thinking and quickly mastering large amounts of information. This is a relief for many students,” Sipponen explains.

The relationship between alumni mentors and the students has the difficulty that it is easy for alumni to recall what it was like to be a student themselves, while it is much more difficult for the students to imagine themselves settled into successful careers in some undefined future period.

Sipponen believes this emotional gap usually narrows when alumni meet students face-to-face in a relaxed atmosphere.

“Students realise that alumni used to have the same sorts of parties or that the same difficult and annoying course was also required back then.”

The Alumni Association offers those in charge of career and alumni affairs at student organisations help in organising their own events. The association is a seasoned event organiser, whereas those active in student organisations often begin their work without needed networks.

The Alumni Association also organises evening sessions during term where the new and the old career and alumni coordinators of student organisations have the opportunity to get together and share experiences.

“This way, information is disseminated and those new to these positions don’t have to start from scratch.”

JOIN THE INTERNATIONAL ALUMNI NETWORK IN HELSINKI

One of the hottest topics in Finland currently concerns internationalization. Attracting international talents and integrating them into the labour market and society at large is a key issue and the focus of many strategies. The University of Helsinki (UH) has offered Master’s Degree Programs in English for a decade already, so we are very aware of the great potential of our international talent. Similarly, the Career Services at UH have offered support with employability issues throughout the years. You can read more about this on the Career Services’ website: blogs.helsinki.fi/urapalvelut/page/2/

But what more can UH do to support international students and alumni in building a career in Finland? This is a question which the Career Services and the Alumni Association have been busying themselves with recently. We know that one major factor that hinders the job search is the lack of relevant networks in the local society. Information shared through professional networks is essential for integrating into the labour market.

With this in mind, the Alumni Association and the Career Services have established the **University of Helsinki International Alumni Network**. The aim of the network is to provide opportunities for students and alumni to meet, to share information and experiences as well as to take part in different activities.

The Career Services will offer some workshops for international students covering themes such as job hunting, information about local working culture and the rights and duties of employees in Finland. Alumni will be invited to talk to students about their experiences and to share ideas.

Anna Storgårds

University of Helsinki Career Services

Read more about the International Alumni Network’s activities at helsinki.fi/en/alumniassociation/



alumni AMBASSADOR

Alumni Ambassadors support students finding employment better, faster and more easily.

Alumni Association's volunteer Alumni Ambassadors help students to prepare for work by sharing their own experience. The Alumni Ambassador program enables busy alumni and busy students to connect through the online platform LinkedIn. That way, both parties can be in contact anywhere and anytime that works for them.

At the start of summer many students find themselves in need of practical tips: what is

worth writing into a CV, where can one find summer jobs in their own study or work field, how does one write an application letter?

Identifying one's own skills is often challenging to those who are looking to move into the working world. Students have already built up a wide range of skills, but not necessarily the confidence to communicate them during the job application process. Alumni are able to advise students on how to effectively convey

their skills to recruiters. Lectures and student life provides a versatile skill set that cannot be understood simply from the name of the course. Ambassadors can, therefore, be helpful in many ways.

The Ambassador program aims especially to help young students who have not yet built work-life networks. Online communications means that the threshold for participation is quite low. Usually, work related discussions are only had between friends, however, alumni can provide useful information and help from outside of the students own social networks.

Alumni and students do not know each other, and they don't need to; alumni are linked to one another.

Students have express a desire to get help from alumni, especially in their field, because alumni understand what can help them to prepare for work life. The Alumni Association encourages students to approach alumni from outside of their specific field as well, as there are may be job opportunities that will present themselves through non-traditional career routes. On LinkedIn, it is easy to see what networks the alumni have built.

The Alumni Ambassador Program is easier and faster than traditional mentoring as alumni do not have to make a long-term commitment and are not required to undergo training to become a mentor.

Ambassadors must meet two requirements: they have to have a LinkedIn profile, and they must commit to responding to the messages they receive from students, even if it is to tell them that they do not currently have the time to help them. Students who register with the service are given a password the Ambassador will recognize to let them know that they are with the program. Students will find Ambassadors from the Alumni Association website.

Watch a video about the program:
youtu.be/A0AWw4osvjo

WANT TO JOIN THE PROGRAM?

ALUMNI: Fill out the application form on the association's website. After enrolling, you will receive instructions on how to join a closed LinkedIn group (which can be done already at: linkedin.com/groups/8431519). You will also get instructions on how to participate. Students will contact you via the LinkedIn platform.

STUDENTS: Sign up by filling out the form on the Alumni Association website to join the closed LinkedIn group. Get instant networking connections with alumni by contacting them with the password sent to you.





VEIKKO SOMERPURO



ALUMNI PARTICIPATE IN THE FRESHMAN ADVENTURE

"A brilliant combination of fun and information – LinkedIn benefits everyone!"

University alumni once again joined first-year students when 4,000 people participated in the Freshman Adventure on 28 September 2018. The Student Union of the University of Helsinki brought together student organisations, University representatives and partners at control points in various locations in Helsinki where new students completed assignments.

At the action-packed Alumni Association's LinkedIn Superheroes control point, alumni turned supermarket cashiers into successful sales reps and substitute teachers into the rising stars of educational sciences. The purpose was to demonstrate the important role of

LinkedIn in future job seeking and show students how to highlight their strengths to find their dream job.

"It was a playful exercise, but provided students with a fun introduction to LinkedIn," said one of the volunteers manning the alumni control point.

The alumni control point featured two tasks in which freshman groups created the LinkedIn profile of their dreams, either for one of the group members or for a fictitious character. The groups created the profiles under alumni supervision and presented them with great confidence. The fictitious characters even got to answer some tough questions from alumni about their skills. International students also participated in the Freshman Adventure, with several

groups visiting the alumni control point.

One of the stories heard at the control point during the evening involved a bowling pin who wanted to become a bowling ball. His motto was that though he often falls down, he always gets back up again. In other words, the LinkedIn profile emphasised a spirit of tenacity and gumption as important characteristics.

The alumni volunteers were **Anna Autere, Minna Palander-Collin, Hilkka Karvinen, Sari Malka, Marja Pirttivaara, Saana Söderlund** and **Ville Tolvanen**. Thank you to all the volunteers who filled the control point with noise, laughter and learning!

"It was a fun event and a great chance to meet students from different fields!"

ACADEMIC VOLUNTEER WORK

MEMBERS OF THE Alumni Association have a great deal of expertise to offer for the benefit of the University. The Association's office has, as one of its responsibilities, to find suitable experts for various volunteer tasks. Each task is based on a commission, a description, and an approach, be it teamwork, pair work, or independent undertaking. The volunteers commit to the task for one year, at the end of which they can request a volunteer work certificate. In 2018 the Association members completed a total of 800 hours of volunteer work in partnership programs, working groups, faculties, and at events. The tasks included strategic planning, corporate cooperation, mentoring, commenting, lecturing, recording information, proofreading, and reviewing contact details.

IF YOU ARE INTERESTED, register and tell us what kind of volunteer work you would like to do for the benefit of current and former students and the achievement of the University's strategic objectives.

Please register at: helsinki.fi/en/alumniassociation/volunteering

OUR COMMUNITY IS GROWING

THIS CHART is an overview of the Alumni Association's membership growth. The statistics from 1991–2007 are based on numbers from the annual reports. From 2008 onward, the chart included only those members who have paid their membership fee for the specified year.

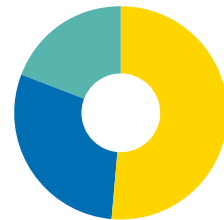
Gender 1.1.2019

34 % male
66 % female
0,01 % other

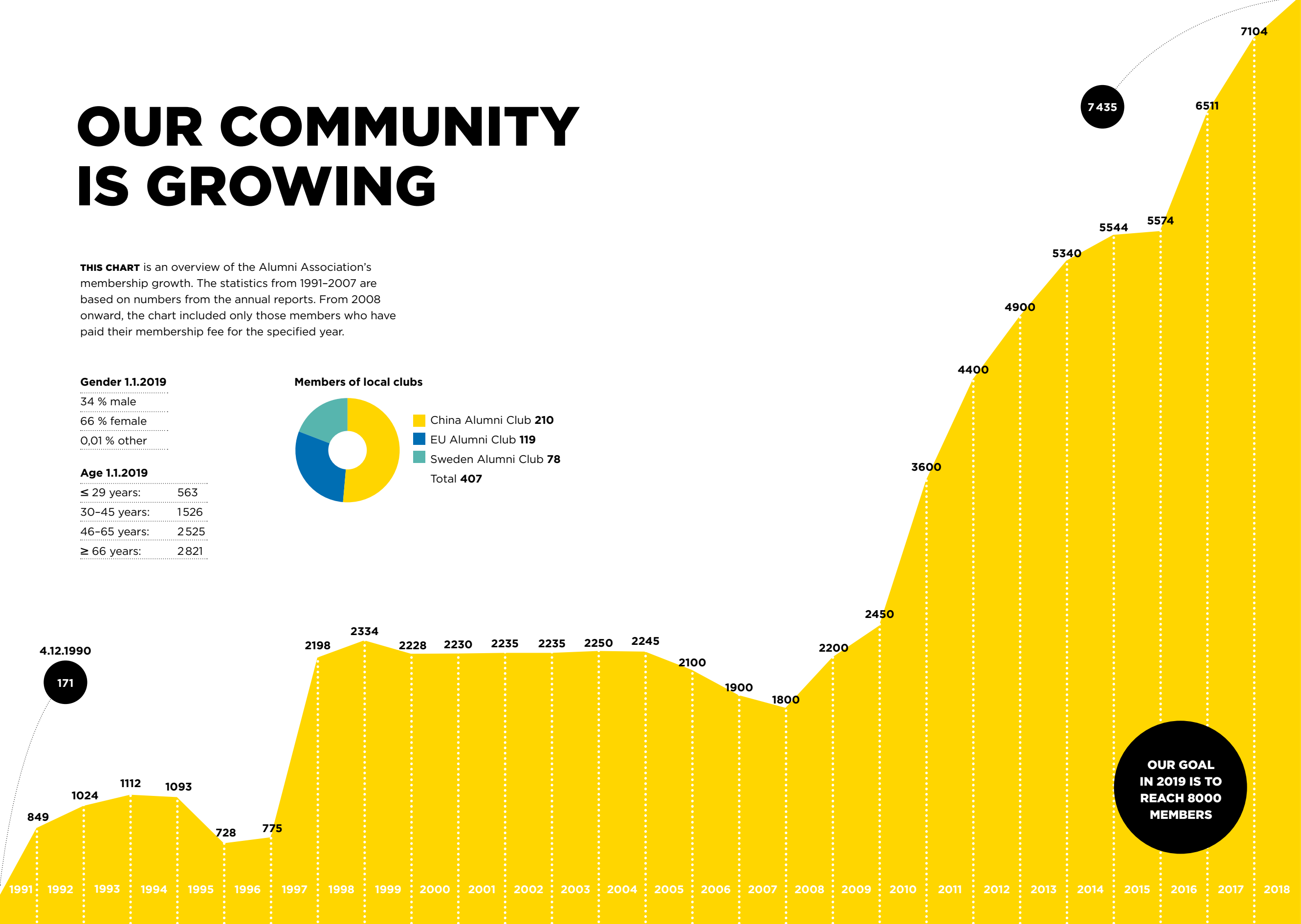
Age 1.1.2019

| | |
|--------------|------|
| ≤ 29 years: | 563 |
| 30–45 years: | 1526 |
| 46–65 years: | 2525 |
| ≥ 66 years: | 2821 |

Members of local clubs



China Alumni Club **210**
EU Alumni Club **119**
Sweden Alumni Club **78**
Total **407**



**OUR GOAL
IN 2019 IS TO
REACH 8000
MEMBERS**

WHY AM I A MEMBER?



”I arrived at the University of Helsinki as an exchange student during the academic year 1989–1990, at the end of the Soviet era. After completing my master’s degree at the University of Tartu, I came back to Helsinki to write my doctoral dissertation, working as a researcher. I lived in Helsinki for nine years altogether, and the University still feels like home to me.

Nowadays I am the head of the Institute of Computer Science at the University of Tartu, but membership of the Alumni Association of the University of Helsinki helps me preserve a feeling of having a connection to my alma mater.

The distance prevents me from attending Alumni Association events, but I have been to the biggest parties in the Department of Computer Science, such as professors’ retirement parties and the Department’s 50th anniversary celebration. A couple of years ago, I also attended the conferment ceremony for doctoral graduates from the Faculty of Science – 15 years after I received my degree. That was one of the grandest events I have ever been to.

By reading the Alumni Association emails, I am able to compare alumni activities in Helsinki and Tartu. It seems that discipline-specific, small-scale alumni activities in Estonia are more regular than in Helsinki, but in terms of University-wide activities, we still have some way to go.”

Jaak Vilo
Faculty of Science

”I eagerly participated in establishing the Alumni Association at the end of the 350th anniversary of the University of Helsinki. At the time, I worked as a PR and press officer at the University, but soon after transferred to a communications position in the private sector. For six years, I served as the communications coordinator of the association’s board, since it was a natural way of keeping a link with the University. Later, my contact with the University has mostly been through meeting old acquaintances at anniversary parties, as well as occasionally attending book club meetings.

Some years ago, I visited a career orientation course for students of media and communications, talking about my career. Studies at the University are based on theory (as they should be), which makes practical experience helpful for students’ career planning.

Being an alumni of the University of Helsinki is also a sort of tradition in my family. My father studied to be a forester, my mother was a teacher of biology and geography, and my daughter graduated with her JD a few years ago. Also, my grandfather studied farming and economics at the Imperial Alexander University (the former name of the University of Helsinki) during the 1910s.”

Katriina Palmroth-Ramm-Schmidt
Faculty of Social Sciences



”During my time as a student, I was active in the Student Union, and served for three years as its secretary general. This is why it’s important to me to maintain contact with the University and the younger generations even now. During the early stages of the Alumni Association, I was a member of its board. At that time, the operations were very small-scale, but fortunately, the association has since grown to a substantial size.

I have decades of experience in communications. I have gotten to know students through alumni evenings organised by KTTO, the association for students of economics at the University of Helsinki. This has been an important recruitment channel for me.

Together with my wife, we have travelled around Europe on alumni trips. Nothing can beat sailing up the Danube in a riverboat, while listening to lectures on the Habsburg era by **Laura Kolbe**. Trips organised for alumni are more refined than regular Finnish package tours, as the fellow travellers comprise a select group, including social scientists, physicians and judges, not heavy drinkers.”

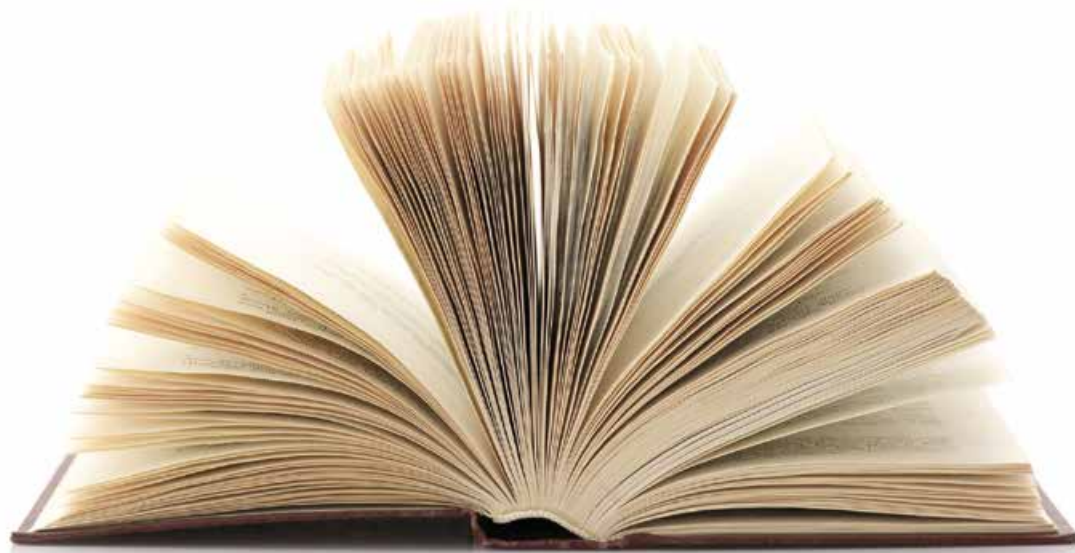
Matti Saarinen
Faculty of Social Sciences

”I joined last spring when I was still finishing my master’s thesis in early childhood education. I graduated in the summer, and in the autumn, I decided to attend some alumni events. I volunteered and managed an alumni control-point during the Freshman Adventure where freshmen had to come up with a superhero-like LinkedIn profile. I also attended an event organised by the Alumni Association about embarking on a career after university, which focused on professional life, career paths, and career-related tips. I also went to an alumni after-party organised after a Think Corner event themed ‘This wasn’t taught in school.’ Through the Alumni Ambassador service, I have received advice, for example, on looking for jobs.

I work in early childhood education, in addition to which I write about events and people for the *Karjala* weekly. However, my goal for the future is to work in a position more closely connected to my master’s degree. In the Alumni Association, I want to network and gain tips on what others have done in a similar situation.”

Saana Söderlund
Faculty of Educational Sciences





LITERATURE CIRCLE

Mon 11.2. 5–6 pm

Finlandia prize winner Olli Jalonen will speak about Taivaanpalo and its background and the writing process. Moderator: **Hannu Harju**. Register on the associations website or contact the office by phone or email. Porthania, Hall PI, Yliopistonkatu 3

Mon 11.3. 5–6 pm

The role of literature and what it means to be an author as a profession. Speakers will be **Antti Nylén** and **Saara Turunen**. Moderator: **Mikko Aarne**. Register on the associations website or contact the office by phone or email. Porthania, Hall PII, Yliopistonkatu 3

Mon 8.4. 5–6 pm

Cultural ownership in fiction. Speakers will be **Elina Hirvonen** and **Jani Saxell**. Moderators: **Anna-Riikka Carlson** and **Hannu Harju**. Register on the associations website or contact the office by phone or email. Porthania, Hall PII, Yliopistonkatu 3

Mon 13.5. 5–6 pm

Addressing climate change in fiction. Speakers will be **Emma Puikkonen**, **Leo Stranius**, and **Ina Westman**. Moderator: **Anna-Riikka Carlson**. Register on the associations website or contact the office by phone or email. Porthania, Hall PII, Yliopistonkatu 3

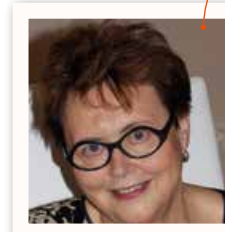
LITERATURE CIRCLE MODERATORS AND PROGRAM PLANNER:

Anna-Riikka Carlson is the head of WSOY's fiction division and supports publishers and writers as a part of her role at WSOY. In addition to the books, her favorite things include national parks, writing letters, and debating those with opposing views to find constructive ideas.

Hannu Harju is Tammi's head of Finnish literature. He believes that literature stimulates, inspires, challenges – and can help save the world.



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VEIKKO SOMERPURO

Back row: Mari Pantsar, Taisto Hujala, Seppo Honkapohja, Juha Jolkkonen, Sami Sarvilinna.
Front row: Kirsi Komi, Christina Gestrin, Leena Niemistö, Kati Myllymäki, Ritva-Liisa Luomaranta, Carmela Kantor-Aaltonen

THE ADVISORY BOARD VISITS DIFFERENT CAMPUSES

There are plenty of opinion pieces published in the newspapers – often signed with a pseudonym – discussing how a doctoral degree is no guarantee of a job within the degree field.

Paavo Pylkkänen, vice-dean of the Faculty of Arts, introduced an idea for addressing this issue at the meeting of the Advisory Board of the University of Helsinki Alumni Association held in November 2018. In addition to supervisors, doctoral students of the Faculty of Arts will, in the future, receive support from an advisory committee, which could also include an alumni mentor. Alumni mentors would help doctoral students establish contacts with employers and be introduced to students who could be potential future employees.

The Advisory Board found the idea attractive. **Jari Pitkälä**, a board member working as a senior advisor at Bravedo, noted that there are more than 2,000

current open positions at Bravedo (a member of the Bravedo group). In recent years they have recruited hundreds of doctoral graduates for permanent positions to meet both its own needs and those of its clients. **Peter Stenlund**, a board member and former state secretary at the Ministry for Foreign Affairs of Finland, considered the idea interesting, as long as it is done with sensitivity toward the autonomy of the University, as there are often extremely powerful organisations behind alumni.

Previously, the Advisory Board has convened at the home office of one of the members, with a business introduction at the beginning or end of the meeting. In the autumn of this year, this procedure was changed moving meetings instead to one of the University's campuses, providing different disciplines and faculties an opportunity to give updates on their activities and express their wishes to the Alumni Association.

The first of such meetings was held in September 2018 at the Meilahti Campus. During the discussion, Vice-Dean **Kari Reijula** from the Faculty of Medicine stated that the added-value of being an alumnus or alumna remains largely untested at the Faculty of Medicine, as well as in the wider society. Reijula noted that the Faculty needs confidential contact with alumni working in business to receive direct feedback on its operations and advice on how to increase their effectiveness.

Member of the advisory board, **Kirsi Komi**, who is also a member of several other boards, expressed a desire for students be made aware of the cost of education. For example, the six-year training of a single

"Alumni mentors would help doctoral students establish contacts with employers and might themselves, find new potential future employees among them."

physician costs approximately €1.5–2 million.

This year, the Advisory Board first convenes in Viikki, hearing from representatives of the biosciences, and later in Kumpula at the invitation of the Faculty of Science.

After these meetings, the board will return to the City Centre Campus, which has too many departments to allow all of them the opportunity to present their wishes at a single meeting. This year, the Faculties of Law, Social Sciences and Theology, among others, will present their perspectives.

Opportunities for organizing similar discipline introductions on different campuses for the entire membership of the Alumni Association are also currently being investigated. This would give interested members the chance to find out how teaching and research are advancing in their own field, or any field of interest.



THE UNIVERSITY OF HELSINKI ALUMNI ASSOCIATION'S ANNUAL GENERAL MEETING

Thursday November 28th 2019 5–7 pm
Porthania, hall PII, Yliopistokatu 3

The material for the annual meeting is available on the Alumni Association's website and at the office.

YOUNG IN, YOUNG OUT

The government wants to see young people enter university straight out of school, and this is reflected in the reform of entrance examinations at the University of Helsinki.

Last spring, the University limited the time available for preparing for entrance examinations by releasing the examination material only a month before the examination date. The material was also of a narrower scope than previously. The aim was to improve the prospects of applicants who completed their school-leaving examination, known in Finland as the matriculation examination, earlier in the spring, so that they would first have the opportunity to concentrate on the matriculation examination and even take a small break before tackling the entrance examination.

“Limiting the scope of the material for preparation was only the first step; radical changes still lie ahead,” says **Susanna Niinistö-Sivuranta**, director of development from Teaching and Learning Services.

“In future, in 2020 to be precise, the primary admission channel will be what is known as certificate-based admission. We will also develop an entrance examination for which the material will only be accessible to the applicants in the examination room,” predicts Niinistö-Sivuranta, and continues:

“Then about half of the applicants will be admitted on the basis of their grades in the matriculation examination and about half on the basis of the entrance examination alone.”

In addition, admission to the University may be possible by obtaining top scores in an Open University online course.

It is too early to estimate how young the university students of the future will be, but the trend is inevitable.

“The funding model 2021 for universities clearly spells out that students completing their first degree, and completing it in the target duration for degrees, will bring more money to universities than students completing their second or third degrees. This will steer universities, in one way or another, to admit young and first-time applicants.”

By mid-December, the funding model had not yet been approved, but Niinistö-Sivuranta expects changes to occur.

“However, universities wish to retain several routes for admission, which means that entrance examinations will not be abolished entirely.”

For alumni this will mean that

they might see more and more master’s degree holders as young as 22 recruited to their workplaces.

To ensure that these graduates will not be too green in their professions, the University increased the number of credits required for career education to 10 credits in connection with a recent education reform.

The career education module varies from faculty to faculty. Modules can include activities such as lectures on careers or guidance in how to write a CV. Some faculties have students participate in research projects and projects involving real-life case studies from businesses, which gives them the opportunity to combine theoretical knowledge with practical problem-solving. For example, students consider issues of occupational wellbeing in companies, provide the perspective of the younger generation at the launch stage of a project, or generate ideas for a new game for the games industry.

“The importance of generic interaction skills as well as problem-solv-

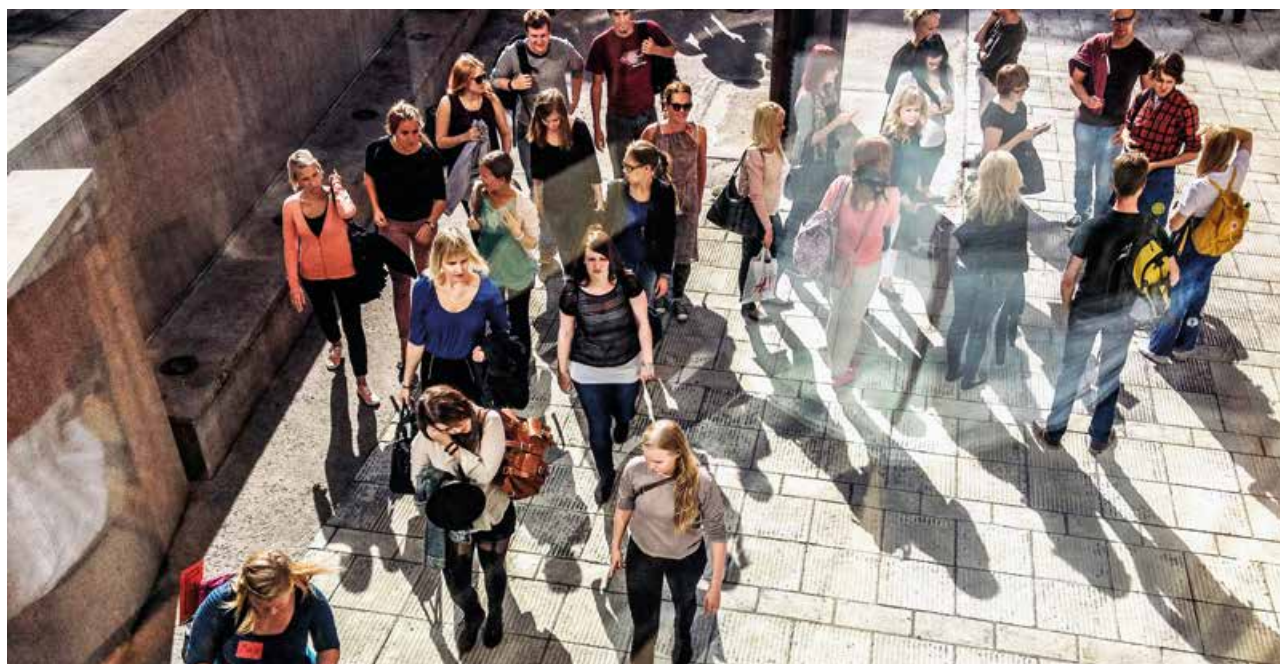
ing skills is systematically underlined in career monitoring surveys,” observes Niinistö-Sivuranta.

It is impossible to directly demonstrate the effectiveness of the measures taken by the University, but evidently something has been done right and the trend is promising. This autumn, good news about university rankings showed the University of Helsinki rising from 82nd position to 48th in a university ranking comparing the employability of graduates on the global labour market.

At the top of the list were Harvard, Caltech and MIT from the United States and Cambridge from the UK. Aalto University ranked 140th.

In this ranking commissioned by Times Higher Education, two juries consisting of some 7,000 experts assessed which universities, in their view, produced the most employable graduates.

Alumni can offer bachelor’s students project placements in their companies either directly or through Career Services.



ALUMNI AS WORK TRAINING MENTORS

Small and medium sized businesses can play an important role in employing recent graduates from the University of Helsinki. That is why the Career Services at University of Helsinki is planning to forge closer ties with small and medium sized businesses in 2019.

In 2012 17% of graduates from the University of Helsinki worked at small or medium sized businesses five years after completing their degree. According to a university career survey, small and medium enterprises (SMEs) were the second largest employers after the public sector in 2017.

For this reason, the university’s Career Services will be forging closer ties and working in co-operation with SMEs in order to help students become familiar with them and their potential as employers while they are still studying. At the same time, this will help SMEs to understand the versatility of university students.

In the spring of 2019 the *Think Career* internship program will launch with the aim of finding new internship opportunities for University of Helsinki students at SMEs. Internships are of great importance to help students build work-life skills and the develop their of career plans. These internships sometimes even lead to permanent employment. For employers, the students at the University of Helsinki offer a new perspective from outside the company’s internal culture and the latest information from the university.

The *Think Career* internship program currently includes 12 employers and 14 internship places. Because a majority of the businesses are recruiting interns for the first time, Career Services is supporting the companies in the recruitment and instruction of interns.

Read more about cooperation opportunities on our website: helsinki.fi/tyonantajapalvelut And get in touch with the University’s Career Services at: employerservices@helsinki.fi.



Viikki Campus

THE FACULTY OF VETERINARY MEDICINE PILOTS A BUSINESS COLLABORATION INITIATIVE

With the reduction of Finnish state funding for corporate research and product development projects in recent years, many companies have begun looking to the EU,” says **Maarit Haataja**, Head of University Services and leader of the Business Collaboration team at the University of Helsinki.

In her meetings with business representatives, she has taken note of increasing interest in applying for EU funding for projects that utilize the University’s basic

research for corporate product development. This is beneficial to companies due to the University’s extensive experience of EU projects.

As for Finland, it has been suggested that *Business Finland* - created through the merger of Finpro, the Finnish trade promotion organisation, and Tekes, the Finnish Funding Agency for Innovation - could provide research funding to collaborative projects with an emphasis on project development.

The nine-person team, headed by Haataja, brings together researchers and the corporate world.

“The most active companies contact us directly, asking us what the University can offer them in terms of useful research,” Haataja states.

When common ground is found, Haataja’s team visits the companies with researchers they are interested in partnering with to provide information about the University’s research.

A pilot project with the Faculty of Veterinary Medicine is currently investigating how business collaboration can support research and strengthen existing relationships, as well as how new collaborative partners can be found.

The Faculty’s potential for business collaboration has been analysed together with the Faculty leadership and researchers, and successful collaboration projects have been featured in blogs from the perspective of both companies and researchers.

Since last spring, researchers have been offered training on how to cooperate with companies in matters such as contracts and pricing

and how to identify aspects of research that might be of commercial interest to companies.

Researchers can also participate in cross-disciplinary meetings on specific themes, such as the microbiome, to get an idea of who is studying similar themes or topics at the University from other perspectives. This can help research groups present their expertise in a way that companies can easily grasp.

A session will be held this spring in which the Faculty of Veterinary Medicine’s researchers will present the current state of veterinary research to relevant companies which can then identify potential

researchers with whom they can cooperate.

“Other faculties have also expressed an interest in increasing their cooperation with the business sector. After this year’s pilot program with the Faculty of Veterinary Medicine, we will know a lot more about what works and what doesn’t. We can then tailor a business collaboration program for each faculty,” Haataja explains.

The Business Collaboration team’s blog: blogs.helsinki.fi/andaction/

Contact the team: businessteam@helsinki.fi



NORDIC BUSINESS FORUM 2019

THIS YEAR the business and leadership seminar’s theme is Growth. At the Alumni Association’s independently organized livestream event in Tiedekulma you can follow the event with other alumni and students and see world class speakers and presentations by successful influencers. Speakers this year include Apple founder **Steve Wozniak** as well as Oscar winning actor, director, businessman, and UN Ambassador for Peace **George Clooney**.

Wed-Thu 9-10.10.2019
Tiedekulma, Yliopistonkatu 4

Places are limited, register on the Alumni Association’s website.

Permanent members of the Alumni Association will have a networking event organized in conjunction with the NBF event.

alumni
ALWAYS

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Art House -ryhmän monipuolinen kirjavalikoima nyt jäsenetuna alumneille. Saat edun kaikista kirjoista Art Housen verkkokaupassa käyttämällä kampanjakoodia **ALUMNI2019** sekä kirjakaupassamme Bulevardilla näyttämällä alumniyhdistyksen jäsenkorttia. Tarjoamme verkkokauppaostoksiin myös postikulut.

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BOARD POSITIONS OFFERED AT STARTUPS

The University of Helsinki's *Helsinki Innovation Services* (HIS) helps researchers set up startup companies to commercialize their research findings.

"Experienced alumni are welcome to serve on the boards of the newly founded startups or as entrepreneurs or business team members," says Managing Director **Jari Strandman**.

Currently, HIS has more than 20 commercialization projects in the works. If they are successfully transitioned into businesses, each will need at least three board members. The boards usually have one member who is a research representative, a second represents the interests of the University of Helsinki trust, but the third, as well as any additional members, will be experienced and motivated persons from outside the university.

LAST YEAR HIS HELPED TO FOUND THREE BUSINESSES

Nanojet was established at Kumpula campus has developed technology "with built-in stair structure that make standard 2D microscopes make 3D pictures." This provides significant savings to laboratories, as 3D microscopes cost hundreds of thousands of euros while 2D microscopes cost only a tenth of that.

Developments made on Kumpula campus by

GlucModicum, allows for the measuring of blood glucose levels without needing to break the skin with needles.

Solubility Company, founded on Viikki campus, developed technology for pharmaceutical companies to measure drug solubility at an early point in drug development. Early information brings major savings for companies as it allows them to make changes in the further stages of development if the solubility is found to be poor, or to even drop development altogether if the results call for it.

In addition, at Viikki, a company is in the process of being founded which will produce a bee-vaccine for foulbrood. This will be the world's first insect vaccine.

According to Strandman, the world's top universities foster an average of five to ten such spin-off companies each year.

"The number is small, but the value-growth potential of these companies is really high, because their competitiveness comes from top-research and new innovations. For example, **Valo Therapeutics** is developing a new type of cancer vaccine that is potentially valued at billions of euros," Strandman says.

Contact information:

jari.strandman@helsinki.fi or +358 40 7006968



and commerce. In this area, alumni can definitely help!

ONE OF THE BEST IN THE NORDICS

From year to year, North American universities remain at the top of the rankings. The 2018 Shanghai ranking are the same as last year with *Harvard University* and *Stanford University* at ranks one and two and the *University of Cambridge* tied for third position with the *Massachusetts Institute of Technology (MIT)* and *University of California, Berkeley*.

There were only a handful of Nordic universities among the

global top 100. Of these, the *University of Copenhagen* and the Stockholm-based *Karolinska Institutet* surpassed the *University of Helsinki*. Compared to previous years, the University of Helsinki has risen above both *Uppsala University* and the *University of Oslo*.

HIGH RANKING IN GRADUATE EMPLOYABILITY

In *The Employability* rankings published by *Times Higher Education*, the University of Helsinki's placement was 48th, an improvement of 35 positions compared to last year. Ranking reflects the view of employers in different countries regarding the skills and competence of graduates for the labor market. The University of Helsinki has improved its placement in the rankings almost every year since 2012. Among the Nordic countries, the rank of the University of Helsinki was the second, last year Fifth.

WHAT ARE THE RANKINGS BASED ON?

International university rankings measure several factors, such as the extent and impact of research, the level of teaching, as well as the reputation and international outlook of universities. For instance, the *ARWU* ranking takes the Nobel Prize and the Fields Medal, a prestigious award in mathematics, and their numbers awarded to alumni of an institution into account in addition to scientific publications and citations. *The Times* ranking, on the other hand, is focused on the reputation of teaching, on the number of doctoral degrees and on research from a wider perspective. The Nobel Prize awarded to **Bengt Holmström**, the Alumnus of the Year 2016, will gain additional points for the University of Helsinki in future rankings.

AMONG THE TOP 100

Of the approximately 20,000 universities around the world, the University of Helsinki ranks among the top 100 (top 0.5%) in almost all rankings. Alumni are encouraged to mention their studies at the University in their CV, as well as in other contexts. The University of Helsinki publishes topical information on ongoing top-level research on its website helsinki.fi/en/research.

In 2018, the University of Helsinki maintained its rank of 57 in the internationally prestigious *Shanghai Academic Ranking of World Universities (ARWU)*. In another internationally respected ranking, the *Times Higher Education World University Rankings (THE)*, the University was ranked 99th, largely due to scientific citations. Based on the ranking, primary development challenges for the University of Helsinki are relations with businesses and the world of industry

THE 2017-2018 PLACEMENT OF THE UNIVERSITY OF HELSINKI IN THE LARGEST INTERNATIONAL RANKINGS

| | SHANGHAI (ARWU) | QS | TIMES (THE) | TAIWAN (NTU) | US NEWS GLOBAL RANKING | FIVE-YEAR AVERAGE |
|------|--------------------|-----|----------------|-----------------|------------------------------|----------------------|
| 2018 | 57 | 110 | 99 | 79 | 92 | 87.4 |
| 2017 | 56 | 102 | 90 | 81 | 81 | 82.0 |
| 2016 | 56 | 91 | 91 | 71 | 91 | 80.0 |
| 2015 | 67 | 96 | 76 | 69 | 100 | 81.8 |
| 2014 | 73 | 67 | 103 | 68 | 101 | 82.2 |

THE UNIVERSITY OF HELSINKI'S PLACEMENT IN KEY RANKINGS BY GEOGRAPHICAL AREA IN 2018. 2017 results appear in brackets.

| | SHANGHAI (ARWU) | QS | TIMES (THE) | TAIWAN (NTU) | US NEWS GLOBAL RANKING | FIVE-YEAR AVERAGE |
|---------|--------------------|-----------|----------------|-----------------|------------------------------|----------------------|
| WORLD | 57 (56) | 110 (102) | 99 (90) | 79 (81) | 92 (81) | 87.4 (82.0) |
| EUROPE | 18 (16) | 38 (35) | 33 (31) | 23 (25) | 31 (24) | 28.6 (26.2) |
| NORDIC | 3 (3) | 4 (4) | 4 (3) | 3 (3) | 4 (3) | 3.6 (3.2) |
| FINLAND | 1 (1) | 1 (1) | 1 (1) | 1 (1) | 1 (1) | 1 (1) |

UNIVERSITY OF HELSINKI'S RANKINGS IN THE'S EMPLOYABILITY RANKINGS which represents employers' views on the labor market qualifications of graduates from a given university.

| | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | CHANGE 2017-2018 |
|------------------------------|------|------|------|------|------|------|------|---------------------|
| THE EMPLOYABILITY RANKING | 103 | 99 | 91 | 72 | 70 | 83 | 48 | 35 |

MEMBER SURVEY RESULTS



The Alumni Association regularly conducts surveys in order to better understand the views and opinions of alumni through questions related to the University of Helsinki, membership in the Association, and current events, as well as to identify trends in attitudes. The most recent extensive member survey, an internationally comparable survey conducted at five-year intervals, was carried out in 2016, running from June to September.

Altogether 2,653 alumni (43% of all members) responded to the survey. Since 2015, the Association has applied the Net Promoter Score (NPS) method to all of its surveys. Results show that, among alumni, the University's NPS score is +64, while the corresponding score for the Alumni Association is +47, which is a good result. The NPS scale ranges from -100 to +100.

- 88% of the alumni are proud of their degree completed at the University
- 4% saw relations with the University as positive or very positive
- The Association is perceived to have committed well or very well to its strategic values for 2017-2020 (visionary, useful, inspiring and educational).
- The Association is considered very active, diverse, and interesting, and its communications are seen as efficient. The brand of the Association is strong.
- Regardless of age, all respondents are interested in research and science outside their own field.
- For the alumni, the three most important sources of information related to the University are the *Yliopisto* magazine, newspapers, and the Alumni Association. For younger alumni, social media is also important.
- We also asked which focus areas should be the focus of the rector of the University. In open comments, the following topics were mentioned frequently: internationalization, appreciation of research quality and teaching, wellbeing of the academic community, and actions in advocating for the significance of science.



VEIKKO SOMERPURO

INTERNATIONAL SPARRING PARTNERS

The biggest benefit from foreign students is that they encourage improvement of the university and its teaching.

Seven percent of master's students at the University of Helsinki are foreigners. "The figure is small when you consider the positive reputation of the University abroad and its ranking among the top 100 universities in international rankings," says **Esko Koponen**, an expert with Strategic Services at the University of Helsinki.

Part of this can be explained by the fact that a nation's top university has a lot of subjects in one's own language and about one's own

culture in addition to education in specifically defined professions such as teaching and dentistry.

"Still, seven percent is a bit less when compared to most foreign universities and even some Finnish universities. Beginning to charge tuition for students from non-EU and non-EEA countries, as expected, reduced the number of international students from autumn 2017 on."

In terms of degree programs, the situation is looking brighter. Currently one can enroll at the univer-

sity first in a three-year bachelors program and then continue with a two-year masters program. Thirty-four of the masters programs are international, or just over half, and in these international programs, 30% of students are from international backgrounds. Most programs are in the natural and life sciences, centered in the Kumpula and Viikki Campuses, with fewer located on the City Center Campus.

For Finnish student, the programs are beneficial as they provide an easy way to "internationalize"

while still in familiar circumstances. The language instruction is in English, and students from different countries bring new perspectives with their international backgrounds.

For young Finns, this is a low-threshold way of internationalizing, especially as only part of the masters program is done in English. Lessons are taught in English, but exams and graduation tests, for example, can be done in Finnish or Swedish.

International students also challenge the curriculum simply by being there.

"Some students pay for their studies, and, in practice have to graduate on time," Koponen says. "It can sharpen the education and rally the Finnish students as well."

The presence of international students also forces teachers to reconsider their teaching methods and content. They cannot assume that all students have attended the same courses during their previous studies."

Koponen likes to highlight the indirect benefit brought by international students.

"The university must justify its decisions to society in a sustainable

and continuous manner. The enrollment of international students cannot be justified purely on the grounds that they will potentially stay after graduation and use their educational expertise in projects here."

According to Koponen, the majority of international students would like to remain and work in Finland after graduation. The problem is that the public sector and companies do not hire young persons who do not know Finnish for jobs or training programs.

"Employers might consider that it could be worthwhile to hire an expert who, in addition to their trained skills, could forge relationships with their country of origin," Koponen hopes.

"Of course, I understand the reluctance of small to medium sized businesses in particular. Each hire is not only an opportunity, but also a risk and a cost. It is harder to judge the added value of an international masters graduate than a native Finn, as to whether or not they will provide the adequate 'added value' in the field.

One possibility is for employers to work together in their attempts to recruit international talent. The

university has just set up the UH Talent Hub to bring together those interested in employing international students. The university also works closely with the City of Helsinki. The Alumni Association and Career Services have also set up a network for international students and alumni who want to be employed or have already gotten jobs in Finland. Networking and communication are important supports for achieving employment. Koponen urges alumni to contact the University of Helsinki's international programs and let them know what skills they want from international students and what sorts of project work they could offer to graduates of the programs.

"On the one hand, as far as the circulation of knowledge, it's not a bad thing, for master's program students to return to their home country or even move to a third country, much the same as many Finns do," Koponen says. "It is valuable for Finland to educate international students especially if they take on significant position in a nation's economy or society as have **Nickey Iyambo**, Namibia's first Minister of Health who also ascended to the office of Vice President, and **Albert Rivera**, the speaker of the Ciudadanos party in Spain. Iyambo began his studies in the Political Science faculty at the University of Helsinki, but later switched to the medical science department and graduated as a medical doctor. Rivera studied at the University of Helsinki in the early 2000s in the Erasmus exchange program.

Antti Kivimäki

Find more information about the international masters programs:
www.helsinki.fi/fi/opiskelijaksi
www.helsinki.fi/en/admissions





ALUMNI CLUBS OUTSIDE OF FINLAND

ENGAGE LOCALLY REGARDLESS OF YOUR LOCATION

The University of Helsinki's alumni are everywhere, but how do they find each other? The answer are the local clubs of the Alumni Association. They bring alumni living in different countries and cities together and back to the University of Helsinki. The members are the ideal ambassadors to spread information about the University of Helsinki through their local networks to students, companies, and researchers at other universities.

The local clubs currently have a total of more than 400 members, and the number continues to grow. The clubs operate independently, but with the solid backing of the Alumni Association. The Association and the University have supported the clubs in organising their first events, finding local alumni and creating club rules.

The local clubs are highly important to the University and the clubs are primarily intended for alumni networking. Alumni can use the clubs to make new friends or to reconnect with old ones, to maintain their Finnish skills or to create new business opportunities.

EU ALUMNI CLUB

ESTABLISHED in September 2017, the Brussels-based EU Alumni Club aims to promote the University's image as a strong international player and to offer the expertise of its members to the University and other alumni. Many Finns living in Brussels work for the EU, and can thus offer a great deal not only to the University but to each other.

"Networks are an integral part of the job description, particularly when working for the EU. Networking with members of the academic community provides significant benefits and added value, which is reason enough to get involved in the club operations," says its chair **Saara Harjula**.

"I find it personally important to promote and strengthen the brand of the University of Helsinki in Brussels, and to attract top students, researchers and other staff to the University."

The mission of the EU Alumni Club is to create a lifelong and worldwide community of alumni through increasing opportunities for mutual engagement: Stay Connected, Continue Learning and Support the University of Helsinki.

The EU Alumni Club offers alumni meaningful opportunities in:

- Creating networks and strengthening connections between present, former and future students at the University of Helsinki, as well as in building an internal sense of community through various EU Alumni activities.
- Promoting and supporting research excellence and the standard of education at the University of Helsinki; attracting the best students, researchers and employees to the university. Reinforcing the positive image of the University of Helsinki as an international actor.
- Developing lifelong learning in the University of Helsinki and using its possibilities for self-development and to gain new professional skills. Providing



one's expertise to the University of Helsinki and other alumni.

- Close communication and dialogue between the University of Helsinki and the Alumni communities on current affairs, especially regarding scientific studies, topical EU matters, and news concerning the University of Helsinki.



SWEDEN ALUMNI CLUB

SWEDEN AND FINLAND are linked together not just by history, but also by the Baltic Sea. Yet, for some reason the Baltic Sea seems easier to cross when travelling west rather than east. This is reflected in the mobility of both students and researchers: Sweden is more attractive to Finns than vice versa. The Sweden Alumni Club was established in Stockholm in 2017 to address this imbalance

"Having lived in Sweden for close to 30 years, I have noticed that many sectors need more information about Finland. The local club has its work cut out for it," says **Kate Sevón**, the club chair.

"Our goal is to act as the local ambassadors for the University of Helsinki in Sweden and spread information about Finnish academia, the University of Helsinki and study opportunities in Helsinki – studies can also be completed in Swedish, which comes as a surprise to many."

CHINA ALUMNI CLUB

THE ALUMNI ASSOCIATION'S biggest local club is the Beijing-based China Alumni Club. Up to 150 alumni have participated in its events, and the club has 230 followers in the Chinese WeChat social media service. Still, there is room for growth since there are more than 1,800 University of Helsinki alumni currently living in China. The University also hopes to see an increase in the number of students attending the University of Helsinki and research done in cooperation with Chinese universities.

The University has a good reputation among Chinese researchers, but few students know about it.

"Alumni and exchange students can promote the University of Helsinki by sharing their stories," says **Li Ying**, general-secretary of the China Alumni Club.

Ying, a former student of the University of Helsinki, now teaches Finnish language and culture and heads the centers of Finnish and Nordic studies at Beijing Foreign Studies University.

"The University of Helsinki is a top university, but its location in Finland is also significant. Finnish culture is important for students and researchers who wish to study at the University, because the Chinese value its emphasis on freedom of research, equality, respect for privacy, safety and security."



ALUMNI TRAVEL

- ADVENTURES WITH A PURPOSE

Memorable experiences with alumni and academic experts.



PARIS – UNIVERSITY CITY

THE VERY FRENCH capital city is a global meeting place for students and teachers from around the world. Along with history, art, literature, fashion, and gastronomy, numerous colleges and universities have always played a significant role in the Parisian way of life. Paris has also been an important educational destination for Finns throughout the ages. The Alumni Association is leading a unique trip to Paris from the **11–15.9.2019** and again from the **18–22.9.2019**. The trip has been designed in collaboration with **Kristina Ranki**, a philosophy PhD, who

will participate as an expert guide. On this trip we will experience the intellectual atmosphere of the left bank, and get to know different institutes of higher education (*Sorbonne, Collège de France, École Normale Supérieure, École Nationale d'Administration and École de Guerre*). We will visit the traditional Sorbonne University and take several walks throughout the city. We will meet several Finnish and French students, professors as well as other university figures. The trip includes group dinners at classic restaurants as well as opportunities to enjoy the city's rich cultural life.



EGYPT AND THE NILE OF THE PHARAOHS

SEE THE NILES most important sites on a cruise from Cairo to Luxor and Assuan **14–22.2.2020**. Experience the stream of life of Egypt, which the pharaohs first sailed thousands of years ago. Professor **Jaakko Frösen** will serve as our expert guide and lecturer. Our journey begins in Cairo and it's surroundings, we will visit the pyramids

and admire the Egyptian museum collections. Outside of Cairo, in the Egyptian countryside, we will visit Sakkara and Dashur's fascinating burial grounds and the temples at Luxor and Karnak. After that we will go on the five star Nile river cruise, during which we will see famous sites such as the Edfu Horace Temple and the Assuan dam.

IRAN – HIGH CULTURE AND PILGRIMS

FOLLOW IN THE FOOTSTEPS of the pilgrims and get to know all the Persian history and the new spirit of modern Iran **29.10–6.11.2019**. Our trip will include **Inka Nokso-Koivisto**, philosophy PhD, as an expert guide. On our trip through this ancient country, we see magnificent mosques, small mountain villages, and wonderful gardens. Our trip will include an expert guide. We will visit Isfahan, Safavid's mythical city, the gardens and the city of poets in Shiraz, and the university in Tehran. The history of the University stretches back over 2000 years. In addition to religion, the university taught mathematics, astronomy, medicine, literature, biology, physics, and chemistry.



Registration and inquiries should be directed to the Axtours travel agency: alumni@axtours.fi.
For additional information, please call Axtours at +358 (0)40 483 4950

CULTURAL EVENTS

Sat 23.3.2019, 6 pm
St. Petersburg – Paris,
Composer performances across borders,
Helsinki Philharmonic Orchestra
Great Hall, Aleksanterinkatu 5

THE HELSINKI PHILHARMONIC ORCHESTRA will hold a chamber music concert at the University of Helsinki's Great Hall on two Saturdays in spring 2019. The concerts theme is Saint Petersburg – Paris, composers across borders. The music at the concert will include pieces from **Debussy, Stravinsky, Tchaikovsky,** and **Saint-Saëns.** The University's Great Hall was the home of the Helsinki Philharmonic Orchestra from 1882 to 1971.

100 tickets have been reserved for alumni, seats are not numbered. Alumni tickets are 12€ (norm. 15€). Alumni priced tickets can be redeemed using the code ALUMNI at Ticketmaster sales points **through 11.3.2019.** Service charges will be added to the ticket price. Tickets can also be purchased by phone at +358 (0)600 10 800 (1.98€ per minute plus local network charges). Further inquiries can be directed to: helsinki.philharmonic@hel.fi or +358 (0)9 3102 2710.

Wed 27.3.2019, 7 pm
Medusa's Room
Q-teatteri, Tunturikatu 16

MEDUSA'S ROOM is a fragmentary theatrical performance inspired by the Medusa myth. According to Greek mythology, Medusa was a beautiful young girl Poseidon seduced and raped which transformed her into a terrible creature with hair made of snakes. The performance is a subtle and dream-like portrayal of gendered power and the culture of silence. The program examines the topics with the help of music and visual narratives. The performance is a continuation from director and writer **Saara Turunen's** earlier theatrical work *Tavallisuuden aave* with its familiar stage language and theatrical style. Performers: **Elina Knihtilä, Tommi Korpela, Katja Küttner, Aksinja Lommi** and **Ylermi Rajamaa.**

Prior to the performance, at 6 pm, Saara Turunen will discuss the work at a pre-event organized for members of the Alumni Association.

100 tickets have been reserved for alumni. Tickets are 35€ and include the pre-event program. Tickets can be purchased **through 5.3.2019** from the Q-teatteri box office at Tunturikatu 16 C, (if you have questions for them you can call +358 (0)9-4542 1333, between 11-15). Use the reservation number 6068922628. It is also possible to get your tickets by calling the Q-teatteri ticket office and asking to be billed by invoice. Their billing fee for this service is 5€ for each order. Tickets can also be bought at Tiketti service points (37,50€ per ticket).



LARS BORGES



Tue 2.4.2019, 7 pm
Japanese Philharmonic Orchestra
Helsinki Music Center, Concert Hall,
Mannerheimintie 13 A

THE JAPANESE PHILHARMONIC ORCHESTRA makes its first visit to Finland on April 2nd, 2019 to celebrate 100 years of diplomatic relations between Finland and Japan.

The concert will be lead by Head Conductor **Pietari Inkinen**, and the soloist will be cellist **Sheku Kanneh-Mason**, BBC's young soloist of the year and two time winner of the Classic BRIT-Award. He won the public's hearts over with his performance at the most recent royal wedding.

Before the concert, a pre-event program has been organized for alumni about the performers and the program.

100 tickets have been reserved for alumni. Tickets cost 65€ when purchased from the box office at Musiikkitalo and include the pre-event program. Tickets purchased through Ticketmaster will include a service charge. Alumni tickets can be purchased **through 6.3.2019.** Use the reservation code 14377633. Tickets cannot be purchased online.

To participate, you must also register on the Alumni Association's website or by contacting the office. Having this information allows us to contact participants in the event of possible program changes. See the full list of programs on our website.

Sun 14.4.2019, 4 pm
Saint Matthew Passion, BWV 244
Helsinki Music Center, Concert Hall,
Mannerheimintie 13 A

THE HELSINKI BAROQUE-ORCHESTRA'S spring performance will be the Saint Matthew Passion. **Johann Sebastian Bach's** passion works have been an Easter tradition since 1921. The performances are almost always done in churches – as done by Bach in Leipzig's church. However, the Saint Matthew Passion in Helsinki will be played by the Helsinki Baroque-Orchestra in the Helsinki Music Center concert hall. With the religious symbols hidden from view, there are new opportunities to reflect on the music's place as a masterwork of western music culture.

Prior to the performance, **Márta Schmidt** will talk about the orchestra and afterwards, **Aapo Häkkinen** will talk about the musical piece. The pre-event program for members of the Alumni Association will take place on the Helsinki Music Center's terrace lobby at 3 pm.

80 tickets have been reserved for alumni and can be purchased **through 8.3.2019** on the Ticketmaster website, which can be found on the Alumni Association website (helsinki.fi/en/alumniassociation). Tickets are 37€ and include the pre- and post-performance events.



MICHAEL ZAPF



ALUMNIGOLF

A MEETING PLACE FOR SCIENCE AND PRACTICE

Alumni Golf V was played at Hirsala golf course in Kirkkonummi on May 31st, 2018. A good choice in the weather (sunshine) ensured an excellent day of golf. Alumni Golf V, with 48 participants, was our biggest event yet. Pairing up caused a bit of a fuss in the caddie-master's office, but eventually everyone ended up with a partner. The main competition was a personal point-bogey with full handicap. We also played a best-ball competition with two person teams. A special competition rewarded the ball that landed closest to the flag and the straightest drive.

Different from our tradition, the event took place at the same venue as 2017, the Hirsala golf course. Several golf courses are located in a reasonable distance, so we will see where we have the Alumni Golf 2019. After the competition, we enjoyed a delicious buffet lunch with wine or beer, catered by the club's restaurant. After the game, everyone left with positive feelings and happy memories of the buzz of the competition. The handicaps seemed to be in line with the scores.

TIMO KAUPPINEN was the fourth ever winner of the competition, with 34 points. The competition was close, and **Ira Leväaho**, **Arto Ojala**, **Joanna Kuusela** and **Paavo Pitkänen** were close in points. In this game, the winners of fourth and fifth place were only determined on the last hole. In the special competitions, **Anu Kekki** was the closest to the flag, at only 9.23 meters away. **Markku Lahtinen** won the straightest drive, with a distance to the center-line of only 71 cm. **Kirsti Varis** and **Pekka Vähätalo** won the team-based best ball competition with 38 points. Without handicapping or scratch-results,

Heikki Hervonen played the best game with 93 hits. The best players were awarded and the rest of the prizes were raffled among the participants.

AFTER THE COMPETITION, Nils-Henrik "Nisse" Wasenius expressed his hope that in the future there might be an additional competition for those who are 70 and older during the competition year. This additional competition to the main competition would be a shorter one, held on with a leveling handicap and played on a shorter course. The tee points are set together with the game rules on the course when it is chosen. After the discussion Wasenius promised to gift a tour prize for this competition.

Jaakko Suomela
Golf Manager of the Association
Alumni in Computer Sciences

Both Alumni and University staff participated in the Alumni Golf

**ALUMNIGOLF VI
TUE 28.5.2019**

**We will eat lunch together
after the game.
Register to play and
buy your spot:
alumnikauppa.fi**



ALUMNI- KAUPPA.FI

The Alumni Association has its own online store. There are alumni products on sale, such as event tickets, books, alumni pins, alumni bags, wine glasses and addresses.

Electronic products, such as event tickets, will be sent to your email after ordering. Other products you have to **pick-up at the Alumni office.**

See pick-up times in the alumni online store.



**ALUMNI-
PIN
10€**



**SAT SAPIENTI
CHAMPAGNE
GLASSES (6)
69€**



**LYYRA
BOOK OF
CONDOLENCES
30€**



**ALUMNI-
SHOPPINGBAG
5€**



MAPS IN POST- TRUTH TIMES

As long as people have been documenting their surrounding world with maps, maps have also been used as a tool for influencing information and exercising power. Maps have been used to create and strengthen national identities, mark spheres of influences, and demonize enemies.

State media and social media are big utilizers of visual media. Maps have become a key messaging-tool in the media, and are used as if they are scientific documents, though the reality is, they often only tell the story as seen by their creator. Additionally, with global, easy to use, free methods of distribution, the democratization of knowledge production has irreversibly changed the way the power is used. In the post-truth period, the skill of making maps, and especially reading them, has taken on a value that we could not have predicted a decade ago.

The event about this currently relevant theme will be led by the Director of the Department of Land Surveying and Cartography, Professor **Juha Oksanen**, as well as Senior Researcher, **Pyrö Kettunen**. Oksanen is the Chairman of the Finnish Cartographic Society, and Kettunen is a member of their Board.

**Thursday 4.4.2019
5-7 pm**

Metsätalo, hall 1,
Unioninkatu 40

Register on the
Alumni Association's website.



During its 130 years of history Hotel Kämp has been the landmark as Helsinki has grown into a national and European capital. Kämp warmly welcomes Helsinki Yliopisto alumni to enjoy the member benefits and historical moments at Kämp.

A starter or dessert free of charge when purchasing a main course in Kämp Brasserie

The benefit can be used by alumni with avec when pre-booking a table.

A bottle of house champagne for 110 € or a glass (12cl) for 18 € in Kämp Bar

Normal price per bottle 135€ and per glass 22€. The benefit can be used once per bar visit. (1 bottle or 1 glass / alumni / visit).

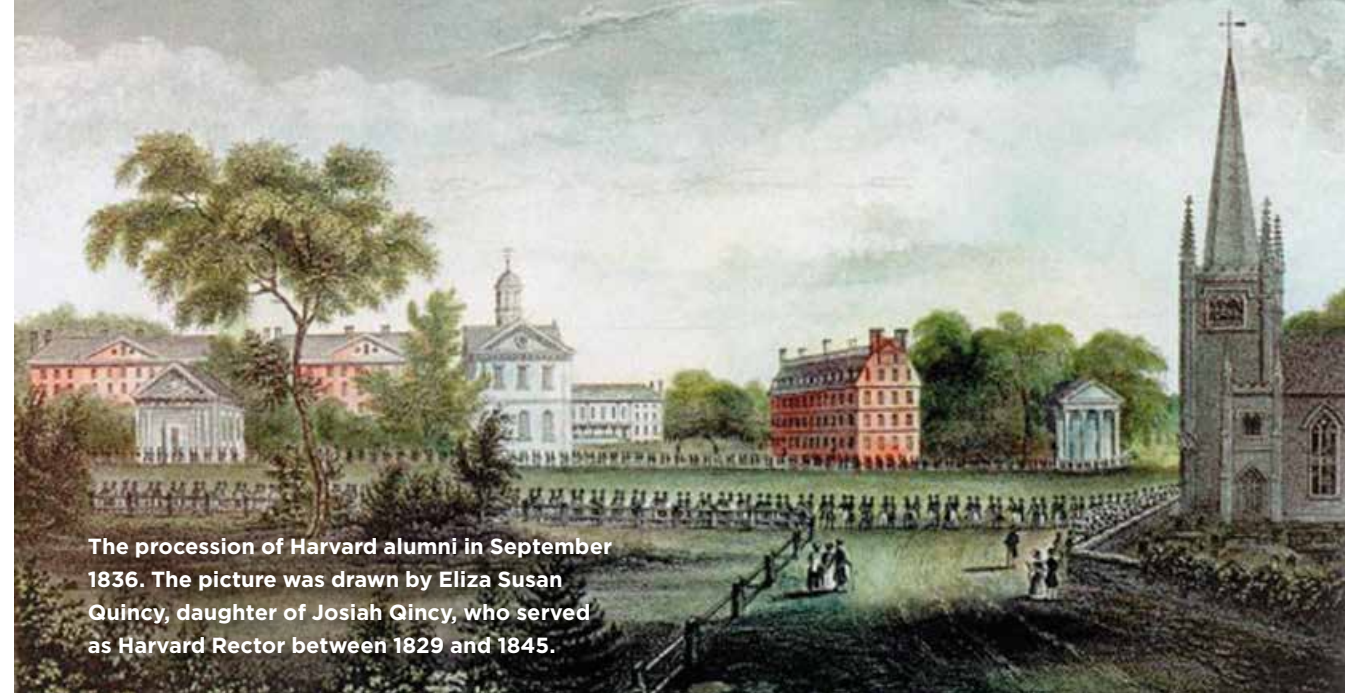
When booking a private event at Kämp banquet facilities a stay in a Deluxe room free of charge

Minimum of a 3 course dinner and 16 persons.

A gift card for a Deluxe room accommodation for two upon availability until 30.12.2019.



Members need to present a membership card or the discount code ALUMNI2019 at time of booking. Benefits are valid until 30.12.2019 excluding special days.



The procession of Harvard alumni in September 1836. The picture was drawn by Eliza Susan Quincy, daughter of Josiah Quincy, who served as Harvard Rector between 1829 and 1845.

200 YEARS OF ALUMNI ENGAGEMENT

The research of Pia Österman examines the engagement of alumni in the life of seven universities. The goal is to collect best practices from the old and new world and implement them in Finland.

Pia Österman, the Executive Director of the Alumni Association, is a morning person by nature, but for the past few years has been especially so. On weekdays she wakes up a bit before 5 a.m. and works on her doctoral thesis on alumni engagement. The area of research is relevant to her daily work, so much so, that at times observations from her morning research can be applied later the same day.

The doctoral dissertation focuses on comparing almost 180 years of alumni participation at seven universities with a special focus on active alumni involvement in the development and promotion of the universities.

The universities chosen for the research are: Harvard and Penn State in the US, University of Toronto in Canada, University of Vienna in Austria, Uppsala University in Sweden, and, of course, the University of Helsinki. They have much in common, all are at least 100 years old, ranked among the world's top universities, have more than 10,000 students, and are scientific multi-disciplinary research universities.

HISTORY IS EASILY FORGOTTEN

Six universities have already been visited – all but Toronto. Interview subjects include alumni, employees of the alumni offices from the past and present, alumni activity direc-

tors, and university representatives from both the administration and the schools. The archives of the universities and associations have also become familiar resources. It is important to use archive material to confirm the recollection of interviewed individuals. Minutes of meetings preserve the in-the-moment differences of opinion and the votes on a specific decision.

"It's not always a question of people trying to sweep the conflicts under the rug," Österman clarifies. "Often people responsible for activities now just don't know that much about activities that were done 10 or 100 years ago. Alumni engagement and its history have had sur-

→

prisingly little study dedicated to it, given its impact.”

Every generation thinks they are the first to do something, like engaging alumni in the development of curriculum and university fundraising. However, many of these activities have a long history. For example, at Harvard University in the 1840s and the 1860s, when the state of Massachusetts began to reduce its funding, alumni formed a political lobby on behalf of the University and fundraised to pay for new buildings and professors. In 1840 they founded the Harvard Alumni Association, which now has over 300,000 members and is one of the worlds largest alumni associations.

EVEN IN THE TIME OF PLATO

Even **Plato** had what he called *alumnus disciplinae meae*, and past students have always spent time among current students in the corridors of the universities. The use of the word alumni in its modern sense, began at the start of the 19th century in the United States.

The world’s first alumni association sprang up around a crisis at Williams College. In 1821, the university, located in the small village of Williamstown Massachusetts, threatened to close when the leader-

ship and several of its professors decided to move and found a new university in a more metropolitan location, believing that there were not enough students in the region for the arts university.

Upon hearing this, a group of former students published an announcement in the local paper summoning all the alumni to discuss the future of the institution: *The meeting is notified at the request of a number of gentlemen, educated at the institution, who are desirous that the true state of the college be known to the alumni*. At the meeting it was decided to take action to save the university by targeting politicians to get financial support, in addition to raising funds themselves, as well as working to develop the educational programs of the university.

A side effect of the campaign was that the alumni realized that it was stimulating and pleasant to get together, and decided the only sensible course of action was to organize a formal association.

The university was saved through the engagement of the alumni, though it lost some of the leadership and the professors who left to found what is now known as Amherst College.

THE SHORT-TERM AND PERPETUAL PERSPECTIVE

The US is a treasure trove on this subject. Alumni activities has such a long history there, that its possible to look back over a long time period and identify what kind of activities have been productive.

Many benefits are demonstrable and verifiable only in the long term. The timespan is usually so long that that the benefits are not yet demonstrable in the Nordic region where the history of alumni engagement is relatively short.

For example, Penn State Alumni Association’s permanent membership campaign, begun in the 1940s, has now, more than 70 years later proved to be a winning strategy that has provided stable funding for the association for more than half a century and substantial capital to support the development upto this point in time and long into the future.

In alumni activities, the time span is often both short and perpetual at the same time.

The thesis also examines the basic concepts of alumni engagement and builds a historically based model for tracing the impact of various types of alumni activities to compare their effectiveness in creating suc-

cessful results for the university.

– Österman is likely the first to use this information to make this type of doctoral thesis utilizing the Bertelsmann Foundation’s IOOI (input-output-outcome-impact) methodology. It is often assumed that alumni activity which happens on opposite sides of the Atlantic, or even just in different countries, is too difficult, if not impossible to compare due to differences in the institutions and their culture and context. However, the research has found many comparable similarities in the alumni engagement at the universities chosen for the thesis.

“The effectiveness of any effort depends on many factors and the impact of a single factor can be difficult to determine specifically,” Österman explains. “On the other hand, the broad historical time frame of my research has allowed me to better identify cause and effect chains. It is quite clear that if the alumni work consistently and tenaciously towards a goal for their alma mater, the results are inevitably great.

READY MADE PRODUCTS TO ALL SET FOR UTILIZATION

The alumni activities studied in this research are organized in very different ways.

At Cambridge University alumni activities are deeply linked to the colleges of the university, which the alumni retain links to even long after graduation. At Uppsala the alumni activities are strongly associated with the Student Nations while at Penn State, the alumni have organized an alumni association with more than 200,000 members to support the university.

At Harvard University, the alumni have been so deeply involved over such a long period of time, that it is difficult to speak of alumni activity

as something separate from the university. The alumni lead the university and are involved in most aspects of the university’s functions. The alumni even help in interviewing prospective students. With over 36,000 applicants for only 16,000 open places in a typical year, the help is needed.

Philip Lovejoy, the head of the Harvard Alumni Association, says that they rely heavily on work done by alumni volunteers. He sees the alumni activity as democratic at its core, as people participate and give their time and expertise as suits them. “*The alumni have made Harvard a better place*”, he asserts.

Finn and Harvard alumni **Kalle Heikkinen**, who is also a former member of the Executive Board of Harvard, organized meetings for Österman with high level executives at Harvard to help interpret the alumni activities and their history at the university.

Harvard is crucial to understand for any research in alumni engagement. Only by knowing Harvard one can have a conversation about whether it is possible for alumni to be too involved. Without knowing Harvard it is useless as no other university has reached the same level of engagement.

“The research results will bring tested methods to the drawing board, from institutions such as Cambridge and Harvard, which have provided verifiable results,” Österman reveals. “We should in the Nordics make great leaps forward in alumni engagement. The alumni business is booming right now in Europe and Asia.”

In her view, a key feature of alumni activity in Finland is that alumni are related to as mature individuals in their current field of work, rather than just through the prism of their student experience

and harkening back to that emotional bond. In Finland, alumni benefit the university by working as mentors and career field experts.

“All these tens of thousands of brilliant alumni live in the present and look to the future in their worklife,” Österman emphasizes. “They can see coming trends faster than the university can. For example, they have long recognized the need for life-long learning, modern electronic communications methods, and online learning.”

EFFECTIVE ALTRUISM

According to Österman, alumni often take into account the effectiveness when considering measures that might be taken. It is important to them that their volunteer work gives the most benefit possible. Österman compares the alumni attitude of seeking to have the greatest impact to *effective altruism*, a term created by philosopher **Peter Singer**. Using evidence and information we seek the best and most effective ways to improve the world. This philosophy is utilized by, among others, the Bill and Melinda Gates Foundation.

“Alumni activity should be able to verify effectiveness and compare the effect of different inputs. This allows organizations to examine what are the most effective ways to achieve certain outcomes for the university,” says Österman.

What activities are most effective may not be as obvious as one might think. Harvard’s homecoming tradition may be over 170 years old, but even today it is considered one of the most effective and engaging forms of alumni activity.

In alumni activities, individual performance matters. Alumni are #smartpeople.

Antti Kivimäki



ALUMNI GROUPS

The University's former students have established discipline- and field-specific alumni groups, which operate independently or as part of the University's Alumni Association. The groups can consist of students who have studied a particular discipline (e.g., economics or theology), students who studied in a particular period or alumni interested in a specific topic (e.g., women's studies, conferment ceremonies or the Helsinki University Museum). The groups may be registered or unregistered communities. Members of the Alumni Association can join the groups when paying their membership fee.

helsinki.fi/en/alumniassociation/alumni-groups

FRIENDS OF THE HELSINKI UNIVERSITY MUSEUM (HYMY)

HELSINGIN yliopistomuseon ystävät (HYMY) is a group of alumni who are interested in and wish to support the University of Helsinki Museum. All alumni are welcome to join the group. The group has approximately 120 members.

HOW TO JOIN? The group is part of the Alumni Association and operates with its support. No membership fee.



Alumni sitsit in Helsinki.

ECONOMICS ALUMNI

THE UNIVERSITY'S economics graduates have established the *Kansantaloustieteen alumnit Helsingin yliopistossa ry* association to maintain interaction between the alumni and the discipline of economics and develop practices that promote such efforts. The purpose of the association is to strengthen and monitor the development of the discipline of economics. The association develops approaches that support the general objectives of the University's economics discipline as an academic unit of teaching, research and public engagement. The association has approximately 250 members.

HOW TO JOIN? If you wish to become a member of both the association of economics alumni and the Alumni Association in 2019, you can pay a double membership fee of 48€, which includes the membership fees of both associations, thus saving you 8€.



BIOTECHNOLOGY ALUMNI

THE PURPOSE of the *Biotekniikan alumnit* group is to enable communications among biotechnology alumni as well as between alumni and current students, and to support contacts between employers, alumni and current students. The group organises evening get-togethers to allow members to establish new contacts. The group has approximately 80 members.

HOW TO JOIN? The group welcomes all those who have studied biotechnology at the University of Helsinki or in the HEBIOT program. No membership fee.

FRIENDS OF CHRISTINA

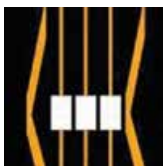
THE Kristiinan ystävät group is named after the University of Helsinki's first women's studies unit, the Christina Institute, and brings together former students and teachers of women's and gender studies as well as alumni who have influenced the development of the field or are interested in it. The group has approximately 100 members.

HOW TO JOIN? The group is part of the Alumni Association and operates with its support. No membership fee.

HISTORY ALUMNI

THE Historia-alumnit/Historia-alumner association was established in 2015 to promote communication and networking among those who have studied history disciplines at the University of Helsinki's Faculty of Arts. To this end, the association organises meetings for its members and coordinates cooperation between history disciplines and student organisations.

HOW TO JOIN? New members are charged a fee of 5€ to join the association. The payment information will be sent once the association's board has approved the prospective member.



COMPUTER SCIENCE ALUMNI

THE ALUMNI activities in computer science began at the University of Helsinki in autumn 2008 when a group of former students established an alumni association at the *TKO-äly* student association's 20th anniversary celebration on 22 November 2008 at the Old Student House. The purpose of the *TKT-alumni ry* association is to bring together the University of Helsinki's former computer science students, enable them to network, and promote cooperation between alumni, teachers, students and researchers. The alumni activities benefit all parties as well as the wider community.

The association organises monthly alumni activities as well as activities aimed at a wider target audience, such as public events and mentoring (the latter together with the University).

HOW TO JOIN? The association is open to all who have studied computer science at the University of Helsinki and consider themselves alumni. Staff are also welcome to join the network. Membership is free of charge! The *TKT-alumni* association has agreed on cooperation with the Alumni Association. Membership is free of charge. *TKT-alumni* is a cooperation partner with the Alumni Association.



Commencement ball of the Faculty of Philosophy 2017.

CONFERMENT FRIENDS

THE Promootio ystävät group is open to all who have served as a conferment committee member, official or herald of the University's Faculty of Philosophy, Faculty of Social Sciences or Faculty of Theology. The group members regularly receive information on matters related to conferment ceremonies. The group has approximately 140 members.

An application drawn up within the Alumni Association led to the tradition of Master's conferment ceremonies being added to the Finnish list of intangible cultural heritage in recognition of the significance and unique nature of the tradition. The list is associated with UNESCO's Convention for the Safeguarding of the Intangible Cultural Heritage, and the Finnish Ministry of Education and Culture can propose items added to the list for inclusion on the UNESCO list of intangible cultural heritage.

HOW TO JOIN? The group is part of the Alumni Association and operates with its support. No membership fee.

SENIORS OF THE STUDENT UNION

THE PURPOSE of the *HYY-Seniorit* association is to bring together those who have served in the University of Helsinki Student Union (HYY) or the HYY Group as chairs, deputy chairs, board members and officials. Those who have served in the above positions or have been otherwise actively involved in the Student Union's activities can join the association. The association has approximately 100 members.

HOW TO JOIN? If you wish to become a member of both the *HYY-Seniorit* association and the Alumni Association in 2019, you can pay a double membership fee of 48€, which includes the membership fees of both associations, thus saving you 8€.



SPOUSES OF UNIVERSITY OF HELSINKI PROFESSORS

THE Helsingin yliopiston professorien puoliso ry association for the spouses of University of Helsinki professors organises talks, excursions and visits, helps the spouses of professors become acquainted with each other, and works for the benefit of the University of Helsinki and related communities.

The association has established a fund at the University of Helsinki to support disabled students with annual grants. The association has approximately 130 members. The members are welcome to attend the association's events together with a companion.

HOW TO JOIN? If you wish to become a member of both the association for the spouses of University of Helsinki professors and the Alumni Association in 2019, you can pay a double membership fee of 48€, which includes the membership fees of both associations, thus saving you 8€.



The spring day trip of the Professor's Spouses group.

GYMNASTICS DEPARTMENT GROUP

THE *Voimistelulaitosryhmä* group is open to all gymnastics teachers who have studied in the University of Helsinki's gymnastics department. The purpose of the group is to enable former students of the department to keep in contact with each other, highlight the significance of the department's work for Finnish sports education and emphasise the role of sports and health education in general wellbeing. The group has approximately 50 members.



HOW TO JOIN? The group is part of the Alumni Association and operates with its support. No membership fee.

THEOLOGY ALUMNI

THE *Teologian alumnit ry* association brings together alumni who have completed a degree at the University of Helsinki's Faculty of Theology. The association promotes communication between alumni and faculty as well as between alumni and students. The association has over 60 members.

HOW TO JOIN? If you wish to become a member of both the association for theology alumni and the Alumni Association in 2019, you can pay a double membership fee of 41€, which includes the membership fees of both associations, thus saving you 10€.

FRIENDS OF THE SWEDISH SCHOOL OF SOCIAL SCIENCE

THE *Soc&kom's Vänner r.f.* association acts as a link between current and former students and staff of the University of Helsinki's Swedish School of Social Science as well as others involved in the field of the association. The association organises several events each year.

HOW TO JOIN? The membership fee is 20€. If you wish to become a member of both the group and the Alumni Association in 2019, you can pay a double membership fee of 48€, which includes the membership fees of both associations, thus saving you 8€.

SNÄF ALUMNI

THE *SNÄf alumnier* group is intended for those who have been actively involved in the delegation and/or board of *Svenska Nationer och Ämnesföreningar (SNÄf)*.

HOW TO JOIN? The group is part of the Alumni Association and operates with its support. No membership fee other than the regular Alumni Association membership fee.



GÖRAN SCHILDT



LECTURE SERIES: MOBILITY ON THE MEDITERRANEAN DURING THE ANTIQUE PERIOD

Throughout history the Mediterranean has been a vital connection for people, ideas, and goods, with the same phenomena, thoughts, and patterns appearing in different cultures as they are shared and reborn.

Once people spoke of our sea, Mare Nostrum. The sea was our uniting element. 'We' lived on the coast around this sea, the 'others' around other seas. Now people speak of the Mediterranean sea which lies between many lands and people -- the sea which separates. Freely translated from Göran Schildt's book *Medelhav*. (Wahlström & Widstrand 1955)

With the theme of **Mobility on the Mediterranean during the Antique Period**, we will look at how ideas and people moved along the coast and by sea. Through studying this, we want to increase our understanding of how, what we called today the European Cultural Tradition, arose thanks to the common and uniting sea. This lecture series is a collaboration between The Christine and Göran Schildt Foundation and the University of Helsinki's Alumni Association. The program will extend over two semesters, during the autumn of 2019 and the spring of 2020.

Wednesday 2.10 5 pm Professor emeritus **Paavo Castrén**, *Den grekiska och feniciska koloniseringen av Medelhavsområdet*

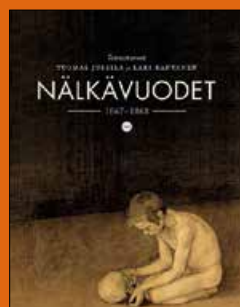
Wednesday 6.10 5 pm Professor **Mika Kajava**, *Antiikin olympialaiset liikkuvuuden moottorina*

Thursday 31.10 5 pm FD **Kristian Göransson**, *Direktör för Svenska institutet i Rom, Sicilien som grekisk koloni*

Thursday 21.11. 5 pm Professor **Arja Karivieri**, *Direktör för Finlands Rom-institut, Mobiliteten i hamnstäderna Ostia och Portus*

The lectures will be given in Swedish or Finnish. We reserve the right to make changes. Register on the Alumni Association website or by contacting the office by phone or email.

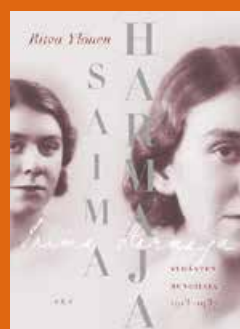
Jäsenetuna -25 % kaikista SKS:n kirjoista verkkokaupassa ja kirjakauppa Tiedekirjassa



Historiaa ja elämäkertoja



Kansanperinnettä ja mytologiaa



Kulttuuria, kieliä ja kirjallisuutta

Alennuksen saat verkkokaupastamme sekä kirjakauppa Tiedekirjasta



Saat alennuksen SKS:n verkkokaupasta käyttämällä ostoskorissa koodin **ALUMNIETU**. Yli 60 euron tilaukset ilman postikuluja.
www.finlit.fi/kirjat

Kirjakauppa Tiedekirjassa saat alennuksen näyttämällä kassalla Alumni-yhdistyksen jäsenkorttia. Palvelevasta pienestä kirjakaupasta löydät Helsingin kiinnostavimman kirjavalikoiman. Snellmaninkatu 13, Helsinki
www.tiedekirja.fi



MEMBER BENEFITS



KLASSINEN RAKKAUSTARINA
yle.fi/rso

FRSO Concert Tickets – Save 10%

The Finnish Radio Symphony Orchestra (FRSO) is the orchestra of the Finnish Broadcasting Corporation Yle, with the mission of producing and promoting Finnish musical culture. FRSO offers annual discounts to members of the Association. As a membership benefit, you get **10%** discount off normal priced concert tickets. Single tickets cost 32€/27€/22€ (16.1 & 17.1 42€/37€/32€). The concert program is published on the FRSO website (yle.fi/aihe/rso-english) and the Alumni Association page. Tickets can be purchased from Ticketmaster outlets, which will include an additional service charge in its price. Tickets can also be purchased from Musiikkitalo's ticket office, which does not add a service charge to the price. To receive the discount, please present your membership card at the register in electronic or paper form.



FLS publications
– save up to 10€ per book

The Finnish Literature Society (FLS) is Finland's largest publisher of non-fiction and scientific literature in the field of humanities. The society publishes approximately 60 new works each year on the Finnish language, literature, traditions and history. As a membership benefit, you get a **25%** discount on all FLS books at the Tiedekirja bookstore (Snellmaninkatu 13, Helsinki) and at the online bookstore (www.finlit.fi/kirjat). To receive the discount, please present your membership card at the Tiedekirja bookstore in electronic or paper form. In the online store, the discount can be applied to your cart using the discount code ALUMNIETU.



Forum Business Magazine

Forum is Finland's only Swedish-language business magazine in Finland. As a member of the alumni association, you are eligible for a **50%** discount on an annual subscription. This special offer includes 11 issues for the special price of **50€** (normal price 96€). The order must be submitted through the Alumni Association website: helsinki.fi/en/alumni-association/membership-benefits. Apply the discount using the code "Alumniföreningen vid HU" at the bottom of the order form. →



Yliopisto magazine – save 14€

The **Yliopisto magazine** is the science magazine for everyone from the University of Helsinki. As a membership benefit, you can access the **digital version** of all 10 issues of the Yliopisto magazine, as well as receive the February issue in print by mail. Yliopisto magazine is also delivered abroad. To receive all the issues in printed form by mail (value 50€), just add 4€ to your annual membership fee (choose the 40€ membership option). The Yliopisto magazine familiarises readers with the latest research and the latest analyses, as well as the most knowledgeable scholars and delightful phenomena. Membership in the Association is the most inexpensive way to obtain all of the annual issues.



Art House group books – save up to 20€ per book

The **Art House group** includes book publishers Art House, Kustannus Jalava, and Tietosanama and focuses on publishing versatile works on society, hobbies, science, history, and culture as well as professional and academic works. As a member you will receive a **20%** discount on all books in the publisher's webshop (arthouse.fi) or their physical bookstore (Bulevardi 19 C, 00120 Helsinki). As an added benefit, the bookstore covers shipping costs for online purchases. Special events and offers for alumni are also available at various times throughout the year. More information on these will be available on the Alumni Association website. The discount can be obtained in the online store using the campaign code ALUMNI2019 when checking out. At events and on location at their bookstore, you can receive the discount by showing your paper or electronic membership card.



A bottle of champagne at Kämp bar – save 25€

Many of the professors, students and alumni of the University of Helsinki spent their time at the legendary **Hotel Kämp**, including **Eero Erkkö**, **Akseli Gallen-Kallela**, **Jean Sibelius**, **Juhani Aho** and **Kaarlo Ståhlberg**. As a partner of the Alumni Association, hotel Kämp is offering the members of the Alumni Association a bottle of house champagne (Ruinart Champagne Brut) for **110€** (norm.135€) or a glass (12cl) for **18€** (norm 22€). The benefit is valid from 1.1.2019-31.12.2019. The benefit can be used once per visit to the bar (1 bottle or glass per alumni each visit). To receive the discount, please show your Alumni Association membership card at the bar.



Lunch at Unicafe – save over 3€ daily

The student owned **UniCafé**, has ensured that inexpensive and healthy food has been available to students for decades. As a member, you get lunch at all UniCafé restaurants in Helsinki for the staff price, of **5,70€ to 7,20€** (normal price 8,80€ to 9,50€). In addition to a main course, the varied lunch includes a drink, bread buffet, side salads and, either a coffee, tea or dessert. At UniCafé Ylioppilasaukio, you can also choose the Bistro option for **8,70€** (normal price 9,00€), including a starter soup, a main course and a substantial salad buffet. Relive the nostalgia of your student years by eating a tasty and inexpensive lunch while mingling with students and the University staff. To receive the discount, please show your paper or digital membership card at the register.



Sanoma Magazine – save up to 40%

Sanoma Media Finland has been a newspaper and magazine publisher since 1889, the year when Päivälehti, the predecessor to the newspaper Helsingin Sanomat, was established in Helsinki. As a membership benefit, you can receive a discount of up to **40%** for 12-month subscriptions of Sanoma Media Finland's lifestyle magazines. In addition to printed magazines, you will also receive **access to the online edition** of the magazines. Subscriptions must be purchased through the Alumni Association website (helsinki.fi/en/alumniassociation/membership-benefits). Prices may change during the year but the discount percentage will remain the same.

The offer is valid for the following magazines: Aku Ankka, Aku Ankka Juniori, ET -lehti, ET terveys, ET Matkaopas, Gloria, Glorian Koti, Glorian ruoka&viini, Hyvä Terveys, Kodin Kuvaletti, Meidän Perhe, Me Naiset, Prinsessa, Rakennuslehti, SPORT, Suuri Käsitö, Tiede, and Vauva. Each lifestyle magazine subscription includes the digilehdet.fi service, where you can read all of the Sanoma magazines in one place. The service includes all magazines published from the beginning of 2015. The personal user identification for Sanoma, created when ordering a subscription, can be used to log in to the digilehdet.fi service as well.

Tutkittua tietoa alumnihintaan

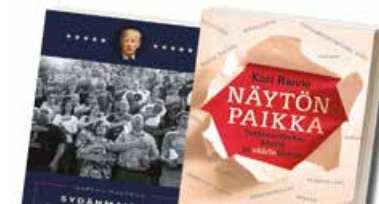
Jäsenetuna saat Gaudeamukselta -20%
kaikista kirjoista koko vuoden ajan
koodilla ALUMNI2019

GAUDEMUS.PIKAKIRJAKAUPPA.FI



Ulkopolitiikka magazine – save over 6€

Ulkopolitiikka (“Foreign Policy”) is an award-winning magazine in Finnish that deepens the debate on international politics and the economy in Finland. As a membership benefit, you get **15%** discount from a subscription. Annual subscription for members is **34.85€** (normal price 41€). The subscription includes one optional previous issue and **access to the online edition**. Subscriptions can be obtained by calling +358 9 432 7707 or by emailing asiakaspalvelu@ulkopolitiikka.fi. Please refer to your Alumni Association membership when ordering the subscription. The magazine is published by the Finnish Institute of International Affairs, which organises discussion meetings and seminars focused on international relations and the European Union. To some of these events, there is a quota for members of the Association. Further information on current events is available on the Alumni Association website.



Gaudeamus publications – save up to 10€

The University of Helsinki’s publishing house, **Gaudeamus**, is one of the leading scientific publishers in Finland. It serves the scientific community and the broader scientifically interested community in Finland. Gaudeamus publishes works in the fields of social science, philosophy, the humanities, environment, economics, and education. As a membership benefit, you will receive a **20%** discount off books sold in the Gaudeamus online store (gaudeamus.pikakirjakauppa.fi). The discount can be applied to all books, including promotional deals and already discounted books. During the year, Gaudeamus sells books at various events organised at the University, and makes special offers to alumni. These special offers will be announced on the Association website, by email, and via the electronic membership card. Please present your membership card at events. To obtain the discount in the online bookstore, please enter the discount code ALUMNI 2018 in the field “Lahjakortti/kampanjakoodi” (“Gift certificate/campaign code”). Free shipping on orders over 60€. Overseas shipping is available.



Dynastia salon and stylists – save 15%

Dynastia is a seven person, full service hair and make-up salon located on Fabiankatu in Helsinki. Dynastia offers monthly benefits to members of the Alumni Association. The first offer is **15%** discount of all services booked for February. Check for future monthly offers on the Association’s website. When booking, please let them know you are a member of the Alumni. We value positivity, continued learning, and passion for work. Booking contact info: +358 44 0404220, www.dynastia.fi.



UniSport season pass – save 120€

UniSport, a joint sports and wellbeing service run by the University of Helsinki, Aalto University, and Hanken, got its start in 1967. Today it is operating on six University Campuses and offers more than 40 classes and activities, ranging from easy introductory courses to more challenging ones. Association members can get a 12-month UniSport **season pass for the special price of 479€**.

WITH THE SEASON PASS YOU GET

- Unlimited access to the gym and group training classes during opening hours printed on the season pass all sports sessions for casual and experienced players
- The right to make bookings for services covered by the season pass (please note booking restrictions)
- One (1) month suspension of the season pass for no charge during a vacation for purchasers of a 12-month season pass (not applicable to freshmen alumni)
- Free temporary pass suspension for reasons stated in the terms of service (e.g., temporary change of domicile)
- 7-day satisfaction guarantee

ALL-DAY PASS FOR ALUMNI

12 months 479€ (normal price 599€)
4 months 183€ (normal price 215€)
1 month 50€ (normal price 59€)

HALF-DAY PASS FOR ALUMNI

12 months 383€ (normal price 479€)
4 months 155€ (normal price 183€)
1 month 43€ (normal price 50€)

Court and gym booking costs are not included in the benefit. Detailed terms and other service pricing is available on the online UniSport price list. Prices are valid from 1 January to 31 August 2019.

UniSport season pass for Freshmen Alumni – save 410€

Freshmen Alumni members of the Alumni Association receive a special benefit from UniSport. You get the 12-month **season pass for the staff price of 189€** (normal price 599€) as well as discounts on courses, coaching, testing and massage services (court and gym bookings not included). If you have graduated less than two years ago, you qualify as a freshman alumnus or alumna. The free one-month suspension of the pass during a vacation offered to purchasers of a 12-month season pass does not apply to Freshmen Alumni. To receive the discount, please present your membership card and graduation diploma at the register. Detailed terms and other service pricing are available in the UniSport price list. Prices are valid from 1 January to 31 August 2019.

alumni
FRESHMEN

UniSport recommends for alumni

Pilates basics, begins Wed 6.3.2019 (UniSport Kluuvi)

The course is for those who want to learn about the basics of pilates such as core support and the neutral back position.

Starting at the Gym, begins 3.25.2019 (UniSport Meilahti)

I am at the gym but what should I do? A professional trainer will work with you in small groups to guide you into beginning fitness training.

From walking to running, begins 4.4.2019 (UniSport Kumpula)

The course is for those who are just beginning to take up jogging as a hobby. The course is a great opportunity to start your training as a runner or jogger.

Additional Information:

Fitness instructor Elina Kero
 +358 50 318 2420
 elina.kero@helsinki.fi
 or unisport.fi

Check out the sports facilities – the first visit is free

KLUUVI IS THE CITY CENTER'S LARGEST GYM

- **UniSport Kluuvi** (Yliopistonkatu 4): group sports, indoor cycling, massage, personal training services
- **UniSport Kumpula** (Väinö Auerin katu 11): in addition to the gym facilities, group exercise, ball sports, massage and personal training services
- **UniSport Meilahti** (Zaidankatu 9): naturally lit gym, group exercise and indoor cycling, massage and staff training services
- **UniSport Otaniemi** (Otaranta 6): gym on two floors, group exercise, plenty of ball and racket courts as well massage and personal training services
- **UniSport Töölö** (Ilmarinkatu 1, 5/2019): gym, group exercise, ball sports, massage and personal training services
- **UniSport Viikki** (Kevätkatu 2): group sports, ball games and rackets in two different halls

For more information, please visit: unisport.fi

Propose a membership benefit to the Alumni Association

Are you interested in offering a new membership benefit? Offering a benefit to members of the University of Helsinki Alumni Association is an excellent opportunity to reach more than 7,000 academically educated individuals.

**Membership benefits offered
by partners of the Association
are updated throughout
the year, which makes price
changes possible. Please
check current prices on the
Association website.**

HOW WE COMMUNICATE

#fiksuaporukkaa #alumniyhdistys #smartpeople



MEMBER NEWSLETTER

A printed newsletter will be mailed to all Alumni Association members at the beginning of the year. New members will receive the newsletter when they join. You will also receive a physical membership card that can be used to verify your membership to partners of the Association. The newsletter will provide an overview of the Association's activities.



ELECTRONIC MEMBERSHIP CARD

The electronic membership card will be available for download for all alumni after your annual membership dues have been paid. After payment through a personal register link, you will be automatically guided to download the membership card. The electronic card will be stored as an icon on the screen of your mobile phone. The electronic membership card is a handy way of verifying your membership and making use of membership benefits when making purchases from UniCafé, UniSport, Gaudeamus and other partners. The card always stays with you on your mobile phone, with content that is continuously updated. It is advisable to check the membership card every now and then, since it does not inform you automatically about new updates (push notification). The Association website has further details on the card, instructions for downloading it, as well as answers to frequently asked questions.

UNIVERSITY MAGAZINE

Periodically the Alumni Association publishes an insert with the University magazine. The insert gives information on our current events and member benefits.



ENGLISH COMMUNICATION

We will send you messages and communicate in English whenever possible. Occasionally you will receive communication in Finnish due to limited translation resources because we don't want you to miss out on any of the Association's activities due to your language preference. You are always welcome to contact us at alumniassociation@helsinki.fi if you need help with translating details of a message from us or our partners.



Follow the Alumni Association
On Twitter and Instagram
[@HelUniAlumni](https://twitter.com/HelUniAlumni)

WEBSITE

On the website of the Association (helsinki.fi/en/alumni-association), you will find the program of events for the entire year with registration instructions, membership benefits and services, as well as advice, guidance and contact details for the office.



CONVENTIONS, EVENTS AND OTHER MEDIA

The Alumni Association makes appearances at conferences for various fields, in publications and mailings by membership benefit partners, publications, and other media, as well as at events and collaboration projects organised by the University and its faculties. Do you know of an event we should attend?

facebook

Like, follow, and join the discussion on the Alumni Association Facebook page in the company of more than 1,900 members.
facebook.com/Alumniyhdistys

LinkedIn

The closed LinkedIn group of the Association is for work and career related discussions. Group members offer each other and students employment and traineeship opportunities, as well as career mentoring. The Alumni Ambassador program provides guidance and advice on job hunting. All members of the Alumni Association will be admitted to the group. At the moment, there are more than 950 professionals from various fields in the group. linkedin.com/groups/8431519

EMAIL

Relevant Association events will be shared primarily through email. The concise messages will help you get the gist in a single glance. In order to receive emails from the Alumni Association which are relevant to your interests, you should add your interests to your personal register data under

As a member, I am interested in: (see the list below).

A link to the form where you can update your interests can be found in an email with the subject *Membership Fee 2019 and Contact Detail Update*, or, if you are a new member, with the subject *Welcome to the Alumni Association*. We tailor our communication based on your interests.

AS A MEMBER, I AM INTERESTED IN:

- ☐ Academic volunteer work for the Association
- ☐ Scientific events, such as lectures and seminars
- ☒ Events networking opportunities, such as celebrations, seasonal activities and after work get-togethers
- ☐ Events and training for employment and career development
- ☐ Cultural events, such as literary circle meetings and cultural evenings
- ☒ Society
- ☐ Health and Medicine
- ☒ Climate and Sustainability
- ☒ Economics and Business
- ☐ Alumni travel opportunities
- ☒ Sports
- ☐ Alumni products and discounts
- ☐ Academic volunteer work

You can inform us of your interests also by contacting the office at alumniassociation@helsinki.fi.

MEMBERSHIP TYPES AND FEES

ONE YEAR, three year, and lifetime memberships are available for the Alumni Association. Furthermore, two alumni sharing the same household can purchase a joint membership. Both alumni will have a personal membership, but only one copy of the Yliopisto magazine and the member newsletter will be sent to the household. When paying the membership fee, you may choose to join one or more alumni group at the same time. Independent alumni groups represent various disciplines, for example Bioscience Alumni, Economics Alumni and Theology Alumni; or interests, such as Promootion ystävät and Yliopiston museon ystävät. Selecting a group will automatically make you its member. There are groups which require a fee, such as Professorien Puolisot ry and HYY:n Seniorit ry. You can pay the membership fees for both the Association and the group at the same time, this reduces costs for you and the Association.

helsinki.fi/en/alumni-association/alumni-groups

THE MEMBERSHIP FEE can be paid online using the banking codes from any bank which operates in Finland. Over 75% of all members already use the online payment. A personal membership link is sent to all members with the subject *Member-*

ship Fee 2019 and Contact Detail Update. New members are sent the link in a message with the subject *Welcome to the Alumni Association*. In the event you cannot find the membership link email in your inbox, please send a request with the subject "My personal membership link" to alumniassociation@helsinki.fi and we will resend the message.

Those members without an email address or members who don't have Finnish based online banking should pay the membership fee through a bank transfer to the Association's account. Use the personal reference number in the invoice (sent to you by mail) or write your "First name Last name Birth date" in the message field. This ensures the correct allocation of the payment.

helsinki.fi/en/alumni-association/membership-categories

THE PRINTED YLIOPISTO MAGAZINE WITH HOME DELIVERY

The members who wish to receive the magazine in print with home delivery must pay an additional 4€ to the regular membership fee 36€, in total 40€. The Freshman membership does not include the printed magazine.

MEMBERSHIP FEES

PRICES IN PARENTHESES INCLUDE AN ANNUAL SUBSCRIPTION TO YLIOPISTO MAGAZINE, WITH HOME DELIVERY.

| | LIFETIME MEMBERSHIP | THREE YEARS 2019-2021 | ONE YEAR 2019 |
|-----------------|------------------------|--------------------------|------------------|
| One Person | 500€ | 108€ (120€) | 36€ (40€) |
| Couple | 500€/person | 156€ (168€) | 52€ (56€) |
| Freshman Alumni | | | 20€ |

alumni FRESHMEN

Your time as a student at the University of Helsinki have ended or is coming to an end but your time as an alumnus or alumna have just begun and will continue for the rest of your life!

THE POPULAR Freshmen Alumni membership is designed for current students or recent graduates. The Association offers services tailored to Freshmen Alumni to support them in finding employment and networking with potential employers. Among these is the Alumni Ambassador program, described on page 14. Freshmen Alumni also receive an additional discount on the UniSport season pass.

Those who have graduated or completed their studies less than two years ago, as well as all current students of the University of Helsinki, qualify as Freshmen Alumni. All Freshmen Alumni have had to be attending students 2017 or less, the right to study is not enough. We confirm your status from the student register. The membership fee for Freshmen Alumni is 20€/calendar year.

helsinki.fi/en/alumni-association/membership-categories



alumni ALWAYS

THE ALUMNI ASSOCIATION LIFETIME MEMBERSHIP is valid for the rest of your life. A lifetime membership equals 13 one-year memberships. By choosing to become a lifetime member you take care of the membership fees once and for all and get the following extras:

- Reserved seats on Tieteen Päivät 9-13.1.2019
- Printed invitation to the annual celebration of the University of Helsinki 26.3.2019
- Invitation to the Association's lifetime member event during Nordic Business Forum 9.-10.10.2019
- Other special invitations during the year

AS A LIFETIME MEMBER, you support the solvency of the Association and the future of the alumni activities. To preserve the financial value of lifetime memberships, all lifetime membership fees have been set aside in a fund. The fund's proceeds will cover the annual expenses for lifetime member services, including annual inflation.

HOW? Pay the lifetime membership fee of 500€ to the following account: Helsingin yliopiston alumni ry
Nordea IBAN: FI31 1011 3000 2048 25
BIC: NDEAFIHH
Please enter your full name and date of birth in the message field.

helsinki.fi/en/alumni-association/membership-categories



EVENT REGISTRATION PROCEDURES

TOGETHER WITH VARIOUS PARTNERS, the Alumni Association organizes more than 50 events annually. Their scope varies, and for some events organized by partners, the quota reserved for Association members is small. All events require registration, unless otherwise indicated in the program. This enables further marketing targeted at those who have not yet registered, while ensuring the participation of as many alumni as possible. To ensure that communications about the pre-event program and potential changes (including changes of facility) reach all participants, registration is

required also for cultural events whose tickets are claimed separately. Attendance will be confirmed at the event using a QR code generated by the Lyyti event management system. The code will be sent to you by email after registering. You can print the code or open it in your mobile phone under "Open all tickets". Registration can also be done at the door, but takes more time. All event participants will be emailed a feedback survey after the event. The Association's board, program group and office all monitor participation numbers and feedback when developing alumni activities.

ALU MNI

WHO ARE ALUMNI?

If you have been granted the right to study at the University of Helsinki or if you have worked at the University, you qualify as an alumnus or alumna and may join the Alumni Association community of over 7,000 members.

JOIN NOW

No matter where you are in life or what your connection is to the University, we have all kinds of options for membership.

Members of the Alumni Association are offered:

- Unique **cross-disciplinary programs** which includes over 50 seminars, lectures, travel programs and celebrations every year
- A subscription to Yliopisto magazine, **discounts** on concert tickets, magazines, books, courses and sports services
- A chance to take advantage of and contribute to our **community**: you can network with over 7,000 alumni, volunteer, act as a mentor and support students' employment possibilities
- An opportunity to **influence** the university and its future



LINDA TAMMISTO

Your years as a University of Helsinki alumnus or alumna have just begun – and have no deadline!

You can easily join the University of Helsinki Alumni Association either online at helsinki.fi/en/alumniassociation, by sending an email to alumniassociation@helsinki.fi or by calling **+358 29 412 4494**.

THE OFFICE

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helsinki.fi/fi/alumniyhdistys
helsinki.fi/sv/alumnforeningen
helsinki.fi/en/alumniassociation

facebook.com/alumniyhdistys
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#fiksuaporukkaa



Executive Director Pia,
Campaign Manager
Joel and Johanna and
Account Director Jenny

alumni

THE UNIVERSITY OF
HELSINKI ALUMNI ASSOCIATION

alumni



THE UNIVERSITY
HELSINKI ALUMNI

**For those who leave the
University, but for whom the
University never leaves.**