

svial asiatic

Ingenieure ETH Agrar, Lebensmittel, Umwelt
Ingénieurs EPF agronomie, agro-alimentaire, écologie
Ingegneri SPF agraria, agro-alimentare, ecologia

Swiss Association of Agricultural and Food Scientists

Member of the ETH Alumni association

CEDIA, 17.06.2011, Dublin

svial asiat

- professional association and alumni association
- more than 1900 members in Switzerland
- facilitate your access to the World Food System
- together we follow the labor markets closely

Challenges and issues

- **Membership** – creating a need to be member
- **Mission** – communicating what we stand for
- **Services** – relevant for all members
- **Resources** – in balance with mission and services
- **Organization** – motivating members to share

Membership

How to create a need to be member?

- working with students – VIAL / IAAS
- working with employers – public and private sector
- communicating attractively – Corporate I / D / B
- offering professional career services

Membership: our challenges

Not enough food scientists in our association.

- reflecting mission – services – resources – organization
- taking the right measures

Not enough students in agricultural science.

- motivating the ETH for a communication initiative
- taking part in communication activities

Mission

Do we communicate to all members what we stand for?

- We facilitate professional careers
- of agricultural and food scientists and engineers
- within the whole world food system.

Mission: our challenges

Until 2010 our mission was not worded **STRONG** enough.

- we discovered quite different perceptions and ideas
- we developed **ONE STRONG** mission in a participatory way

Now we need to communicate our mission to **ALL** members.

- connecting with members in 5 different professional fields
- communicating in German, French and English

Services

Do we offer the right services?

- for students
- for professionals in 5 different fields
- for leaders and employers
- for all alumni

Services: our challenges

Reacting to new conditions for students.

- services also for bachelor students since 2011
- agricultural and food sciences get separated in 2012

Offering the right services for professionals in ALL fields.

- online-platform for job offers since 2011
- profile in **My SVIAL**, networking, business-events

Resources

How can we mobilize enough resources?

- motivation, knowledge, influence, awareness, time, money, etc.
- of our members, customers, partners, sponsors
- enough = in balance with our mission and services

Recourses: our challenges

Increasing the motivation for members to participate.

- organization has to follow our new strategy SVIAL 2015
- campaigns for more members are a priority for 2011

Cooperating with partner organizations.

- agreements on the different roles, on common goals, on common actions, and services for one another
- so far with: Conference of professional schools in Agriculture (SLK), VIAL, Alumni ETH, in prep.: SGA, SGPW, SVT, SGLWT

Organization

What organization supports our mission and strategy best?

- 1 board
- 5 commissions, 1 for each professional field
- 1 office, 3-4 persons working part-time (g, f)
- rules of procedure
- web-based IT-infrastructure

Organization: our challenges

Again: motivating our members to participate and share.

- organization has to follow our new strategy SVIAL 2015
- members of the board and the commissions know how to contribute to improve our services
- many other members are regularly invited to make our services possible (as a speaker, host, mentor, author, etc.)

Contact

- Michel Roux
+41 (0)31 910 50 69
m.roux@svial.ch
- www.svial.ch

