

IMPACTS OF ALUMNI RELATIONSHIPS & INVOLVEMENTS

ALUMNI RELATIONS

Fostering meaningful lifelong relationships with students and alumni is important for the strategic growth and advancement of higher education programs.





ALUMNI ENGAGEMENT CHALLENGES

Inadequate Assigned Resources

While 70% of alumni relations professionals say their number one priority is to increase alumni engagement, 29% of them admit to having no dedicated strategy and resources for accomplishing this goal.

Lack of Mutual Benefits Relationship

46% of tertiary institution's alumni relations programs offer insignificant or no benefits for alumni but instead rely solely on their continuous generosity and loyalty to secure donations.



Increased Opt-Out Rate

Since 2015, there is a 15% increase in the number of alumni who opted out of all institution programs and asked to be put on the "do-not-contact" or "do-not-solicit" list.



WHAT ARE THE VARIOUS WAYS IN WHICH YOUR ALUMNI CAN ENGAGE WITH THE INSTITUTION?

Roles in Admission Process

Properly informed and engaged alumni are the most loyal supporters and best ambassadors for their alma mater.



Support for Career Advancement Services

Donations from alumni can fund life-changing scholarships, updates to facilities and equipment, and advancement in teaching and research..

ALUMNI ENGAGEMENT AVENUES

Alumni Engagement Avenues



Volunteers Workforce

Alumni who feel connected to their alma mater are more likely to become volunteers, providing valuable support and resources.



Students Mentorship Programs

Alumni can share their wealth of experience and skills with current students via talks and newsletters.



Fundraising Support from Alumni

Dedicated and grateful alumni often become generous philanthropists who fund specific institutions' programs.



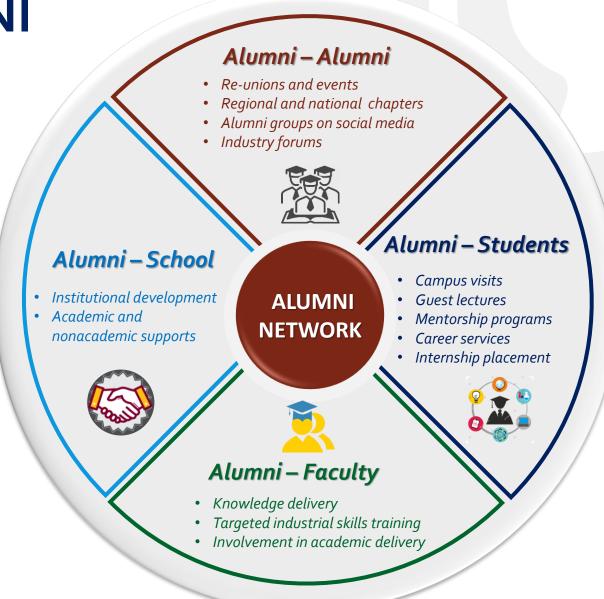
Corporate and Industry Alliance

Alumni are recruiters helping to support new graduates in work placements and in launching careers.



MAPPING ALUMNI ENGAGEMENT

When students graduate, the student-institution relationship does not end; instead, it continues to evolve as needs and expectations change.





HOW CAN YOU CULTIVATE A STRONG ALUMNI ENGAGEMENT WITH THE INSTITUTION?

ALUMNI RELATIONSHIP MODEL

Create contribution avenues, channels & platforms based on studying level of engagement & historical data of specific alumni

CONTRIBUTE

This model provides a broad roadmap for education institutions to set up a well-defined and robust Alumni Relations
Strategy. It is important for institutions to first understand that Alumni Relations is an organic relationship building process instead of a transactional activity.

Establish a suitable organizational structure & working of the institutional alumni relations office

BUILD

Assess, develop & enhance alumni engagement using data analytics, feedback surveys and specific program development **ENGAGE** Set up and enable a welldefined communication & technology infrastructure **CONNECT**



CULTIVATE POSITIVE ENGAGEMENT

• Communication:

- Share personalized updates such as campus events and developments, past professors, classmates, and club activities.
- Maximize technology and social media platforms.

Outreach Engagement:

- Networking: Establish official alumni communication channels for in person and virtual networking.
- 85% of alumni would donate more often if they knew their money would fund organizations or initiatives with which they were involved as a student.
- Create customized volunteer opportunities (specific areas of interest)





BULDING AN ENGAGED ALUMNI COMMUNITY



Take active leadership roles

Actively Engaged

Participate in school programs, volunteer for events

Engaged

Participate in programs events, batch reunions and fundraising

Some Participations

Read communications; would say and do good things for the school; attend some events; may or may not give funds

Low Participation

Positive attitude towards the institution but not actively engaged

No Participation

Not satisfied with the quality of education they received or how they were treated by the institution. No sense of belonging.





STRATEGIC POINTS

Start Early:

 The relationship between alumni and institutions begins well before graduation.

Stay Connected:

• Keep updated records and professional information about alumni.

Sustain the Relationship

 Make them feel recognized: Foster a lifelong partnership by creating an alumni – institution mutual benefits relationship.







THANKYOU!