



IMPACTS OF ALUMNI RELATIONSHIPS & INVOLVEMENTS

ALUMNI RELATIONS

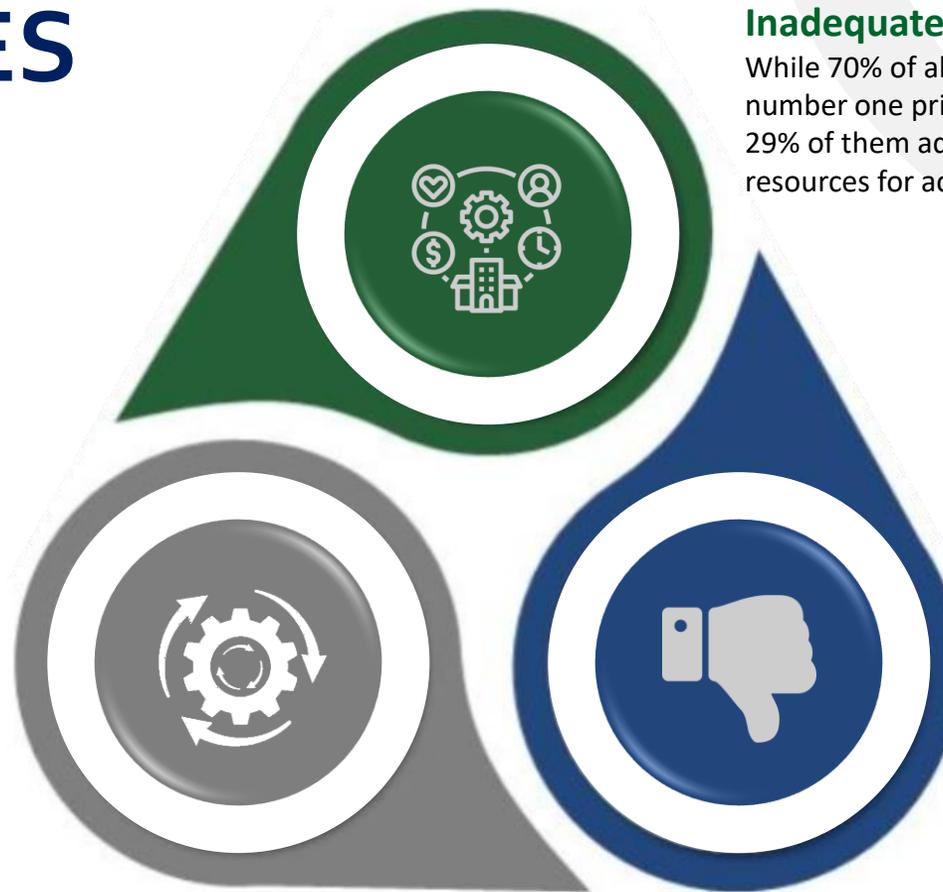
Fostering meaningful lifelong relationships with students and alumni is important for the strategic growth and advancement of higher education programs.



ALUMNI ENGAGEMENT CHALLENGES

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.



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.

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?**

ALUMNI ENGAGEMENT AVENUES

Alumni Engagement Avenues

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..



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.



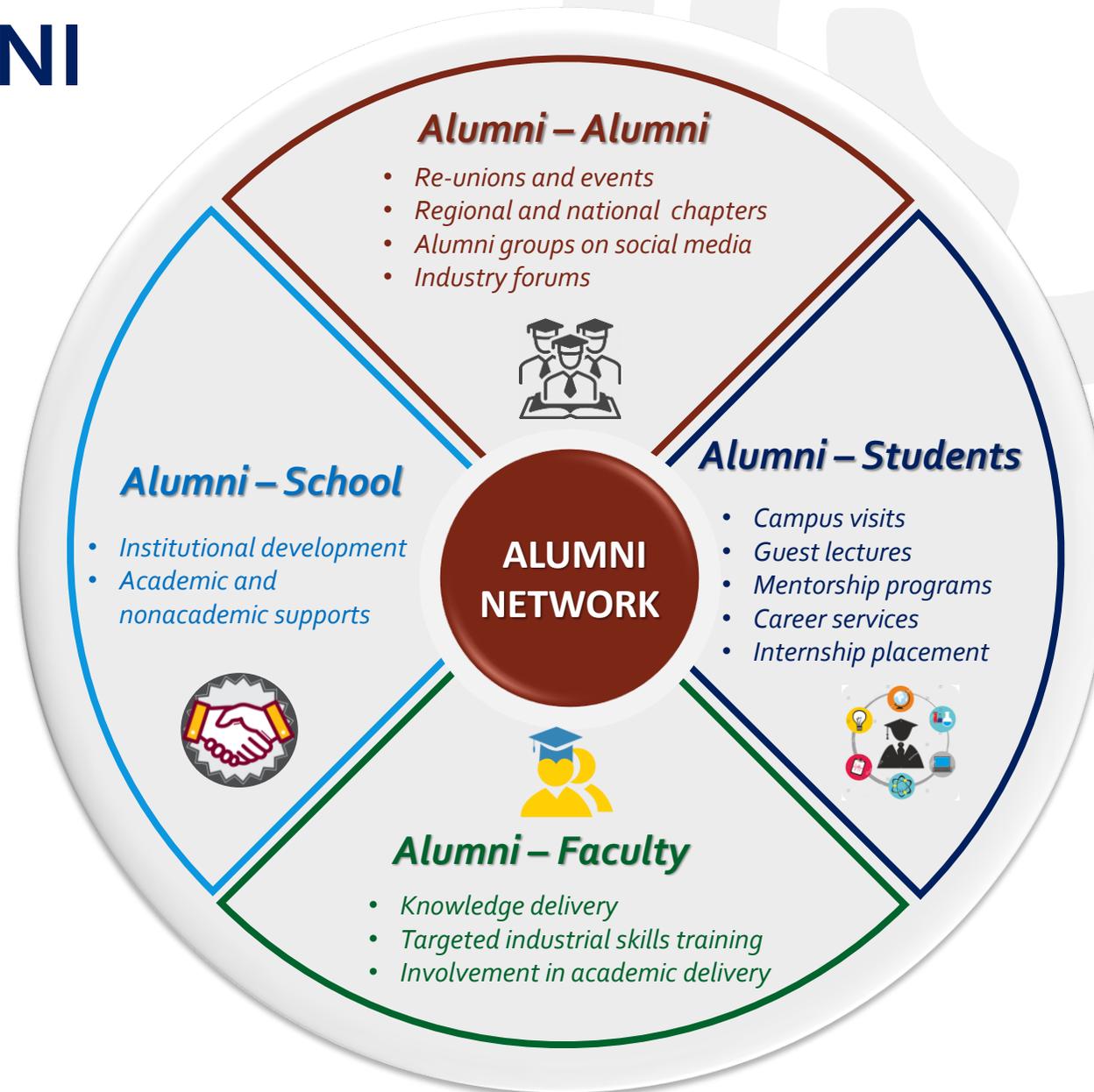
Corporate and Industry Alliance

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



MAPPING ALUMNI ENGAGEMENT

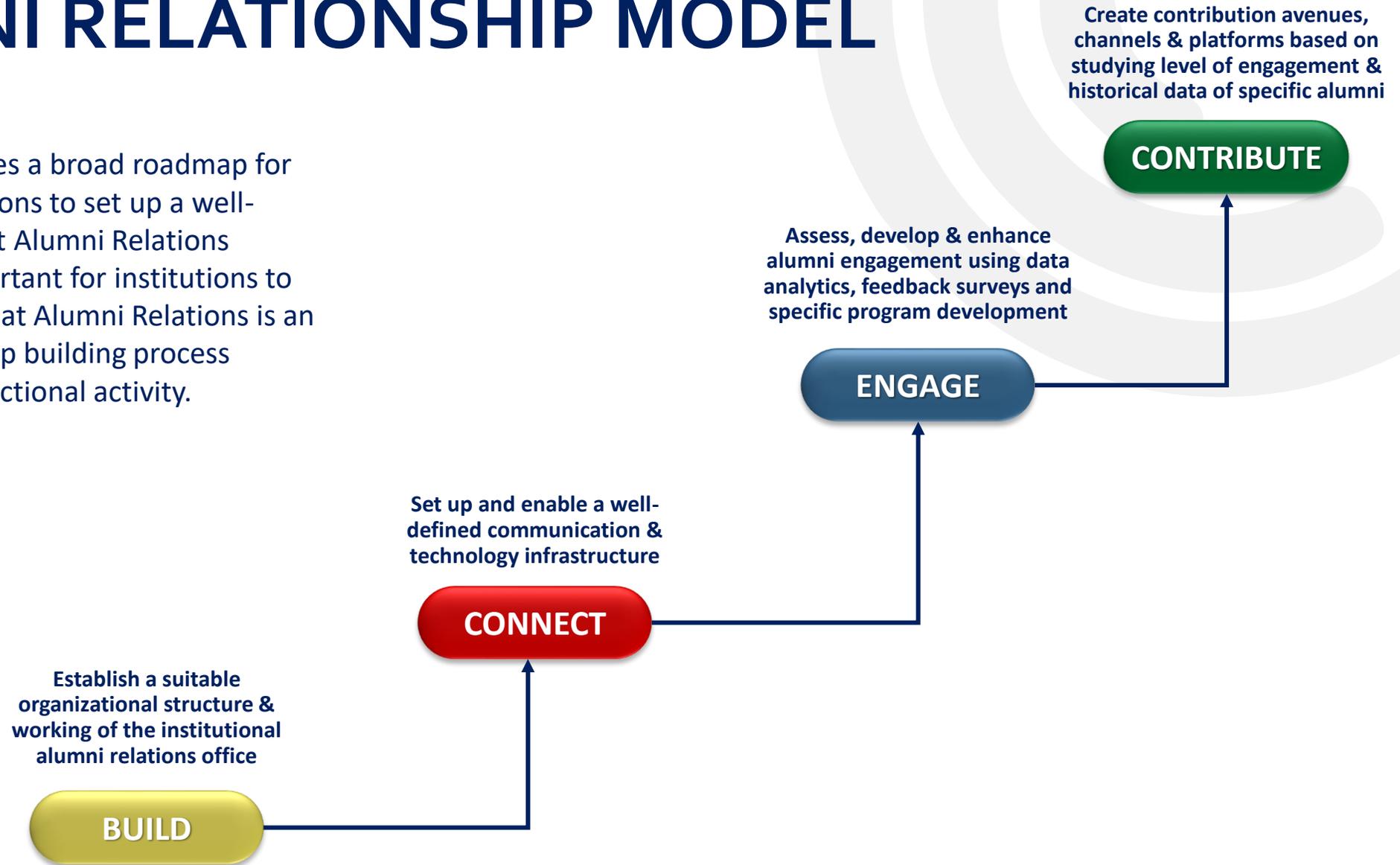
When students graduate, the student-institution relationship does not end; instead, it continues to evolve as needs and expectations change.



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

ALUMNI RELATIONSHIP MODEL

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.



CULTIVATE POSITIVE ENGAGEMENT

- **Communication:**

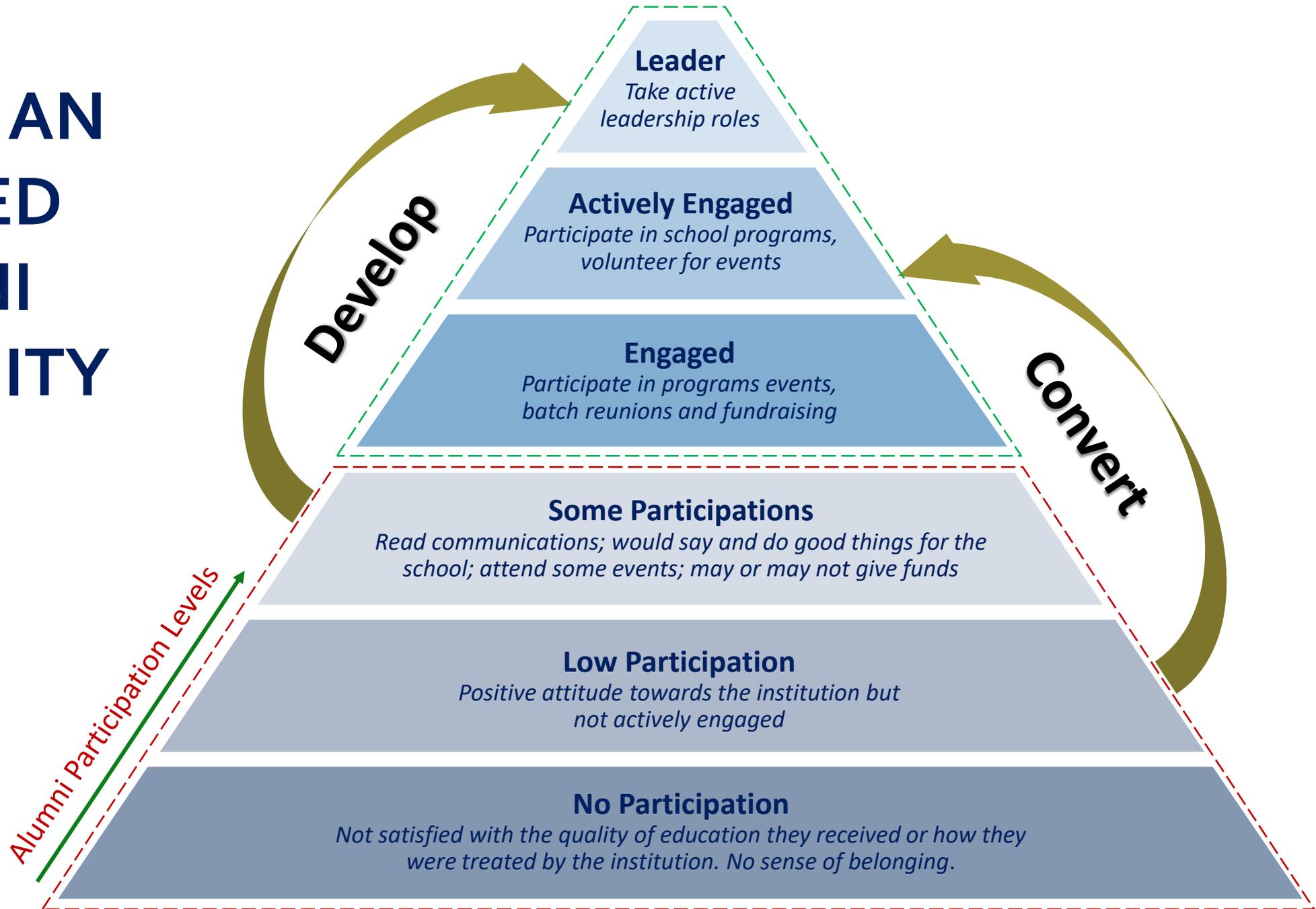
- Share personalized updates such as campus events and developments, past professors, classmates, and club activities.
- Maximize technology and social media platforms.

- **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)



BUILDING AN ENGAGED ALUMNI COMMUNITY



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.





THANK YOU!
