
CHAPTER 1: KEY STAKEHOLDERS

Alumni form an essential group of stakeholders for any university. They play a vital role in shaping the reputation, growth, and success of their alma mater. As former students who have experienced the transformative power of education, alumni possess a unique perspective and a strong connection to the institution. In this article, we will explore the significance of alumni as stakeholders and highlight the valuable contributions they make towards their universities.

Alumni can be of enormous value for higher education institutions because of the time and money they can spend on their former institution. (Snijders, Wijnia, Rikers, & Loyens, 2019)



Former students or alumni of an institution can play an immensely positive role in higher education transformation. The alumni have the great potential to conduct fundraising. It has equally great ability to build a skills and knowledge sharing network. It is therefore strategic for institutions of higher learning to establish and maintain good relations with its alumni by inviting them in decision making, network building and development processes towards the overall advancement of any institution. (Tulankar & Grampurohit, 2020)

Alumni are invaluable stakeholders for universities, offering a range of contributions that extend far beyond their time as students. Their financial support, mentorship, advocacy, and volunteerism help shape the future of their alma mater. By actively engaging with alumni, universities can tap into their vast resources, creating a symbiotic relationship that benefits both parties. Recognizing the significance of alumni and nurturing their involvement is crucial for universities seeking to thrive and maintain their position as centers of knowledge and innovation.