

STRATEGIES TO IMPROVE ALUMNI ENGAGEMENT AT UITM SARAWAK

BY ASFA ARISSA

Alumni engagement plays a crucial role in the success and reputation of any educational institution. Universiti Teknologi MARA (UITM) Sarawak recognizes the significance of nurturing a strong and active alumni network. By fostering meaningful connections with alumni, the university can leverage their expertise, build collaborations, and enhance its overall standing.

Establishing clear and consistent communication channels is essential for effective alumni engagement. UITM Sarawak can utilize various platforms such as social media, email newsletters, and an alumni website to provide updates on university initiatives, events, and achievements. Regular communication ensures alumni stay connected with the institution and encourages their active participation.



To engage alumni, UITM Sarawak can design tailored experiences that cater to their interests and needs. This could include organizing networking events, seminars, and workshops specific to their professional domains or industries. By providing value-added opportunities, the university demonstrates its commitment to alumni success and fosters a sense of belonging within the alumni community.

UITM Sarawak recognizes the importance of nurturing strong ties with its alumni community. By implementing effective strategies such as strengthening communication channels, creating personalized experiences, establishing mentorship and volunteer programs, recognizing alumni achievements, fostering networking opportunities, and utilizing alumni data, the university can enhance alumni engagement and create a vibrant and supportive network. The active involvement of alumni will contribute to the growth and success of UITM Sarawak and further strengthen its reputation as a leading educational institution.

