

Alumni Engagement: A Key to Enhance Quality Education



Former students or graduates of an institution can play a hugely productive role in the reform of higher education. Alumni have a significant great deal of fundraising potential. It is equally capable of establishing a network for skill and information sharing. It is thus strategic for institutions of higher learning to establish and maintain excellent relations with their alumni by inviting them to participate in decision making, network building, and development processes that contribute to the overall advancement of any educational institution. A strong alumni network that includes external stakeholders helps the university build its reputation. The Alumni are a true source of strength for the educational institution. An engaged Alumni Association can help with academics, student support, and resource mobilization.

Excellent alumni can be a role model for fresh graduates. Lots of universities honour their alumni who have become entrepreneurs and have contributed to national development. Alumni has a role in university development, curriculum development, employability, higher education transformation, and continual quality improvement for education. Alumni also can provide resource persons for seminars and talks.



By: Ajurah bt Hailah

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There are many alumni contributions in improving the quality of education. The UITM Alumni Association established the UiTM Endowment Fund in 1998. The foundation provides scholarships to students who qualify and funds research and development projects. The fund has awarded out approximately RM100 million in scholarships and grants since it was established. Next, UITM alumni have contributed to university projects such as new building construction, equipment purchases, and scholarship funding. They have contributed to enhancing the educational quality of UITM.

Although fund raising appears to be a regular practice among alumni. They must be involved in a variety of ways, including mentoring students, assisting students, recruiting potential students, providing valuable input to the institution, and so on. To achieve alumni engagement, institutions can create an alumni centre or an alumni relationship group, and the research of alumni impact on institutions should be conducted, and alumni might be connected to a certification and training programme. Besides, to channel fundraising, assess alumni motivation to donate contributions for university activity.



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