

ALUMNI ENGAGEMENT IN COMMUNITY

Meaning of Community

Engagement

Community engagement is a very important part of every alumni platform. It can be defined as the key process to establishing and maintaining connections within the alumni which involves various levels of educational background. Through community engagement, alumni can strengthen their relationship with their alma mater. Building meaningful relationships with students and alumni is vital for the growth and advancement of higher education programs. Community engagement between alumni and their alma mater could also help attract more students to join. The goal of community engagement is to achieve long-term relationships and enable skills of decision making which can give more benefit both alumni and the organization. In the technological era nowadays, people may find it hard to maintain engaged alumni since some of them might be busy with their careers. Hence, campus leader organizations should establish a strong student-institution relationship which could help the relationship continue beyond graduation.



ENGAGEMENT IN COMMUNITY

● Alumni Volunteer

Day

Every alumni organization should have an alumni volunteer day, which should be held once a month. Alumni volunteer day can create more opportunities for alumni to engage with one another after they leave university by volunteering. Doing volunteer work can strengthen relationships with their alma mater, which is a vital part of community engagement. Alumni organizations should make this volunteer day compulsory to join. A volunteer day can be organized in different parts of the country as well as on campus to help foster a philanthropic culture. On alumni volunteer day, there is a lot of activity that alumni can do such as community service, giving donations to underprivileged students, or mural painting at their institutions.



● Class Agent Program

A good class agent programme allows alumni to contribute back to the college via fundraising. A strong programme includes specialized staff, a budget to support the agents, solicitation materials, and an internet platform that allows for peer-to-peer fundraising. These peer-to-peer solicitations have the potential to increase participation rates. Giving your class agents training gives them the courage to ask their classmates for money, and rewarding their accomplishments may have a good impact. For example, alumni could make a class program at their past institutions regarding how to improve communication skills, how to make a good resume or do a fundraising class which is helpful for the student.

● Support

Employability

When we have a strong connection with the alumni, they can help support employability for students when they do have a job within six months after graduation. High employability within higher levels of education may increase the rankings of the institution. Alumni could help find a suitable career for students or even can employ them to work in their company. For example, there is a social media Facebook group which has been created in order to help young graduate to find jobs conducted by UITM Alumni. A lot of UITM Alumni have been advertised for job vacancies and young graduates also could interact more with alumni regarding job information.



● Alumni Appreciation Award

University should hold an alumni appreciation day in order to appreciate alumni engagement in the community. There should be data from alumni organizations to measure each alumni's volunteer engagement. The reason why an award is important is that we can encourage more alumni volunteers to contribute more and students to be more involved in community engagement after graduation.

