

WAYS ON HOW TO CONNECT WITH ALUMNI

INTRODUCTION

Higher education students look forward to graduation because it gives them a sense of success and gives them hope for the future. The university still has work to perform once students leave and become alumni. A thriving community supports flourishing colleges, and developing that community begins with innovative alumni management. It's crucial to involve recent graduates in your alumni programme as soon as feasible. If alumni get involved when they still have a strong sense of personal connection to the university, they are more inclined to contribute to the developing community as they move forward in their life. Alumni from universities can be a wonderful source for fundraising, student retention, and job networking. However, you need to take care of your relationship with them. So, here is some tips on how to connect with the alumni.



FIRST

WORTHWHILE EVENTS

Who doesn't enjoy an enjoyable event? To entice former students back to campus, host captivating

performances or talks at your university. Additionally, think about planning reunions that offer the beneficial networking opportunities that recent graduates frequently seek. For examples, Utilize mobile-friendly event registration forms to easily gather alumni information and provide registrants the option to opt in to additional messages about events.



SECOND

MONTHLY CAMPUS NEWSLETTER

You should really consider creating a monthly e-newsletter for faculty, staff, students, and alumni if you haven't already. A key strategy for creating a sense of community at your university is to send out regular information about it. An email newsletter is a simple way to stay in touch with recent grads wherever they are as the majority of them frequently view emails on their phones. Furthermore, compared to other marketing channels, email marketing has the highest ROI. For examples, To collect e-news signups that are automatically added to your email list, use an online signup form with email marketing integration.

QUARTERLY ALUMNI MAGAZINES

Making a larger periodical exclusively for alumni can increase their loyalty to the institution. Stories on the outstanding work the university and its students are doing should be included in the magazine. Include a section with succinct information on the lives and careers of university alumni. Sending alumni a printed copy of the magazine will increase awareness of the university. For those who favour browsing online, they can also keep an online version.



FOURTH

STUDENT ALUMNI MENTORSHIP



The university can benefit from setting up a programmed that fosters strong relationships between current and former students. Students want to interact with those who have been

before them and learn how to be successful outside of the classroom. Students can be put in touch with alumni who shared their career, profession, or hometown. Encourage them in developing a network of business associates who may provide guidance on a career path, opportunities for internships, and general support in the "real world." For examples, create a record of former participants in a mentoring programmed who are open to meeting or conversing with students. Then, gather student requests for alumni connections using a mentorship request form. Giving alumni the opportunity to become mentors or look for mentors is an effective yet affordable approach to maintain contact. Younger graduates may benefit greatly from the assistance in the early stages of their careers, but this may also be a good chance for those wishing to switch careers or return to the workforce after a break. The opportunity to give back to their community by sharing their knowledge and advise may appeal to more seasoned alumni as well.



TAILORED SOCIAL MEDIA

Alumni should join the social media platforms such as Instagram, Facebook, Snapchat, Twitter and as many as other recent graduates do. Make sure all key channels are active for the university. On websites like Facebook and LinkedIn, they can even set up social groups just for graduates. Alumni can interact in these communities, share job vacancies, and reminisce about their time on university. Other than that, by creating "throwback" content also can encourage alumni to join these platforms.

Some of the most popular and simple content to produce is throwback content. With a #ThrowbackMonday, you can keep it classic, or you can be creative and create your own hashtag. Drive traffic to your website by linking to a photo gallery or article in the alumni portal.



SIXTH

THOUGHTFUL SURVEY

Giving alumni a voice in surveys is a good approach to keep alumni involved with their university. You can ask alumni about their thoughts on the aforementioned topics

through questionnaires that you can disseminate. To learn how your alumni assess their time as students, what your graduates need from you, and how you may forge lasting ties with alumni, you might also think about sending a generic alumni engagement survey. This is because, a valuable tool for drawing out information from the alumni group and using that information to create future engagement strategy is an alumni feedback survey. For instances, university may also use listening survey as a chance to ask former students to join the website or update their contact details so can connect with them more easily in the future.

