CORE CONCEPT

Alumni Relations and University Advancement Course: Engagement, Chapters, Giving and Careers

22 – 26 March 2027
Paris - Right Bank business hotel

Alumni Relations and University Advancement Course: Engagement, Chapters, Giving and Careers

Ref: 2008_29603 **Date:** 22 – 26 March 2027 **Location:** Paris - Right Bank business hotel **Fees:** 23500 SAR

Introduction:

Alumni relations and university advancement covering engagement, chapters, giving and careers is a 1-week course for alumni office, advancement services and graduate career staff, ending with an Alumni Engagement Strategy for a case university. Many institutions hold incomplete graduate records, contact alumni only when asking for support and cannot show leadership what chapters, reunions or mentoring schemes return. Nominees already run alumni events, records or career services and work through case studies built on alumni data extracts, chapter reports and engagement scorecards. CoreConcept Training Center delivers this alumni relations and university advancement course.

Course Objectives:

- Define the alumni office mandate, alumni eligibility policy and graduate value exchange within the university advancement structure
- Map the alumni engagement lifecycle and audit graduate records, channels and activity against each lifecycle stage
- Apply an alumni engagement metrics framework and scoring model to segment graduates by cohort, discipline and affinity
- Set up alumni chapters, volunteer roles, reunions, mentoring schemes and graduate career services with charters and recognition
- Raise alumni giving participation and link class gifts, named scholarships and alumni funds to the endowment
- Produce an Alumni Engagement Strategy with an engagement ROI dashboard for a case university

Target Audience:

- Managers responsible for alumni relations offices, alumni associations and graduate communication
- Advancement services managers accountable for alumni records, data quality and engagement reporting
- Career and employability managers who run alumni mentoring, job referrals and employer links for graduates
- Chapter and volunteer coordinators who lead alumni groups organised by location, discipline or shared interest
- Advancement managers who plan annual alumni giving, class gift campaigns and alumni fund appeals

Course Outline:

Day 1: Alumni Relations Landscape and Graduate Community Baseline

- Alumni Office Mandate Within the University Advancement Structure
- Alumni Definition Policy for Graduates, Non-Completers and Associates
- Graduate Value Exchange Map of Benefits and Contributions
- Alumni Engagement Lifecycle From Enrolled Student to Senior Graduate
- Current-State Audit of Alumni Records, Channels and Activity

Day 2: Engagement Frameworks, Segmentation Models and Advancement Services

- Alumni Engagement Metrics Framework Across Four Engagement Modes
- Alumni Database Record Standards and Contact Data Refresh Cycle
- Alumni Segmentation by Graduation Cohort, Discipline and Affinity
- Engagement Scoring Model Weighting Attendance, Volunteering and Giving
- Consent and Preference Records for Alumni Communication Channels

Day 3: Chapters, Volunteer Networks, Reunions and Graduate Career Services

- Alumni Chapter Charter With Officer Roles and Activity Plan
- Volunteer Role Descriptions, Recruitment Routes and Recognition Ladder
- Reunion and Affinity Event Planning by Graduation Cohort
- Alumni Mentoring Scheme Matching Rules and Progress Check-Ins
- Graduate Career Services Using Alumni Job Boards and Referrals

Day 4: Alumni Giving Participation, Endowment Linkage and Problem Cases

- Alumni Participation Rate and First-Gift Pathway for Young Graduates
- Senior Class Gift Campaign Linking Final-Year Students to Giving
- Endowment Linkage Through Named Scholarships and Alumni Funds
- Dormant Chapter Revival and Volunteer Burnout Warning Signs
- Alumni Complaint, Reputational Incident and Record Error Handling

Day 5: Case Study Work on the Alumni Engagement Strategy

- Case University Brief With Alumni Data Extract and Chapter Reports
- Case Segmentation and Engagement Score Calculation for Priority Cohorts
- Case Chapter, Volunteer and Mentoring Plan With Named Owners
- Alumni Engagement ROI Dashboard With Cost per Engaged Graduate
- Alumni Engagement Strategy Completion and Peer Panel Challenge

Skills You Will Gain:

- Alumni Data Governance
- Graduate Cohort Segmentation
- Engagement Scoring
- Chapter Development
- Volunteer Network Management
- Alumni Mentoring Design
- Alumni Participation Analysis
- Engagement Dashboard Reporting

Why Attend This Course:

- Present an Alumni Engagement Strategy to the head of advancement or the alumni board for approval and staffing
- Decide which graduate cohorts, chapters and mentoring schemes receive staff time first, based on engagement scores rather than habit
- Avoid lapsed chapters, outdated contact records and appeals sent to graduates who were never engaged in the first place
- Coach colleagues with the chapter charter, volunteer role templates and engagement scorecard used during the course

Conclusion:

Back at work, the participant presents the Alumni Engagement Strategy to the head of advancement, the alumni board and the career services lead. Leadership uses it to agree which cohorts and chapters to prioritise, how volunteers and mentors are recruited and recognised, which alumni giving participation targets to set and how the dashboard reports return on staff time and budget. After the first reunion cycle or academic term, the office should compare engagement scores, chapter activity, mentoring matches and participation against the strategy and reset the targets that have slipped.

Frequently Asked Questions FAQ:

What should participants know before an alumni relations and university advancement course?

Participants should already work with alumni records, events, chapters or graduate career services. No database administration skill is needed. Bringing an anonymised alumni data extract, chapter report or engagement survey helps them apply the segmentation and scoring exercises to their own institution.

How does an alumni relations and university advancement course differ from a major gift fundraising course?

This course builds the wider graduate community: records, segmentation, chapters, volunteers, mentoring, career links and broad alumni participation. Major gift fundraising courses centre on researching, cultivating and soliciting a small number of high-capacity donors, which appears here only as a later result of engagement.

Why does alumni relations and university advancement measure engagement and not only alumni giving?

Giving is one of several engagement modes. Graduates who volunteer, attend events, mentor students or read alumni communication form the community that later gives, so measuring every mode shows where engagement is growing or fading before income changes.

What do participants take back from the alumni relations and university advancement course?

Participants take back an Alumni Engagement Strategy with a segmentation model, an engagement scoring sheet, a chapter and volunteer plan, a mentoring and career scheme outline, alumni participation targets and an ROI dashboard they can adapt to their own institution.