

Bharati Vidyapeeth (Deemed to be University), Pune

A+ Accreditation (third cycle) by NAAC in 2017
Category-I Deemed to be University Grade by UGC
68th Rank among Universities by NIRF-2021

POLICY FOR

ALUMNI ENGAGEMENT

(w.e.f. 2021-22)

Bharati Vidyapeeth (Deemed to be University), Pune
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1. Preamble:

A university campus is a hub of fond memories and experiences. It is here that the students not only learnt a thing or two about industry topics and set themselves up for career success, but they also built a relationship with their college that grew to ingrained loyalty.

For universities, the love and commitment of alumni can be a powerful tool for fundraising opportunities, marketing and brand awareness for which the university/college need to maintain a relationship with the students even after they receive their degree. In this digital age, the alumni engagement activities can assume a more consistent and impactful activity.

The UGC Quality Mandate mentions one of the initiatives as the “Student Career Progression and Alumni Network of Higher Education Quality Improvement Programme’. Under this initiative it is imperative that each institute should evolve a mechanism to monitor student career progression at every stage as a part of student centric learning.

The NEP 2020 also lays emphasis on the global outreach of the higher education institutes.

An active alumni network can go a long way in supporting the academic activities, student support as well as financial and non-financial resource mobilization. Alumni of the units can play a crucial role in brand building at national and international levels. Involvement of alumni who are spread across professions like politics, administration, education, health care, design, publishing, journalism, sports, law, business and construction, etc. can be very fruitful and meaningful for HEIs. This policy may be suitably adopted by the constituent units by adding appropriate clauses as applicable.

2. Objectives

- To establish Alumni associations at different constituent units
- To set up a centralized Alumni Relations Wing and engagement platform for efficient and effective data management of alumni of BVDU.
- To create an ecosystem for leveraging mutually beneficial engagement between the alumni and the universities/colleges.

- To build and nurture long lasting relations with the alumni through meaningful alumni engagement.

3. Centralized Alumni – Relations Wing:

There shall be a centralized Alumni – Relations Wing of the university that will be responsible for the alumni engagement initiatives, fundraising and deployment of the funds raised through donations. This alumni-relations wing will suggest / plan various initiatives and programs to engage alumni. They will also approve the activities being planned by either students, faculty or alumni groups.

4. Strategies for Alumni Engagement

(i) Registered Alumni Association

- Each constituent unit must have a registered alumni association as part of their organizational hierarchy with a structure of governance for their alumni association that clearly specifies the role of stakeholders. All alumni engagement activities of the constituent units are to be reported to the centralized alumni-relations wing of the university.
- A separate bank account should be operated for the alumni related activities. The constituent unit may also apply for IT rebate on Alumni donations to appropriate office of Income Tax.
- All outgoing final year students may be enrolled with the Alumni Association of the institute for a nominal registration fee that may be charged as approved by the university authorities.

(ii) Alumni Database:

- In order to be able to contact the alumni in various ways (by phone, email, physical mail, etc.), a comprehensive database of the alumni should be maintained, which has the information regarding the career progress of the alumni. The initial data may typically be compiled by migrating the student admission data to the alumni database after the graduation of the student.
- The alumni data should be periodically updated to keep it up to date. College / institutional level database should be mandatorily maintained by institutions, with stringent privacy, and

security measures of data as it contains highly personal and sensitive information.

- The access to database should be restricted with full history-saving and post-access audit trail.
- Alumni database should be used for communications with the alumni. Various mailing lists based on relevant criteria may be created from the database so that targeted communications can be sent to the alumni. The database is also used to identify alumni who can be invited to contribute to various activities.

(iii) Alumni Contact: Information about the latest initiatives of the college / university should be shared with the alumni.

- Newsletter: A variety of ways for indirect contact in order to keep the alumni updated about the latest developments at their university / college should be there. Initiatives like newsletters (e-newsletters) incorporating information that invite alumni attention, , alumni-contact-alumni network programs, etc.
- Alumni Day: every year institutions can observe ‘Alumni Day’ and organize events of alumni interest such as felicitations of ‘favorite teacher’ in connection with that.
- Alumni Meet: Alumni meets should be periodically held. Networking events and get together must be periodically organized (at least through video-conferencing)
- System generated emails / SMS may be sent on various occasions.
- Social media – Effective use of social media like Facebook, Twitter and Instagram may be used for enhanced reach and interaction with the alumni. Professional social media platform like LinkedIn may be used for networking. Twitter may be used for brief and quick update with the alumni.

(iv) Alumni Engagement Activities: The constituent units must encourage the alumni for active participation in various alumni activities.

- Alumni may directly participate in the activities at the campus as well as through participation in activities of alumni chapters at their place of residence/work outside the college premises.
- Alumni may be invited for participation in conferences / seminars as resource persons.

- The alumni should be engaged with the college irrespective of their professional and financial successes.\
 - The head of the institution should take a lead in engaging with the alumni. He/She may devote 20% or more of his/her time for alumni engagement. They may frequently engage with alumni groups as well as meet prominent alumni in small groups or on one-to-one basis.
- (v) **Alumni Participation:** The alumni may be invited to participate in various academic and non-academic advisory bodies of a university so as to bring their professional experience to these bodies
- Alumni may be involved at policy-level in the different bodies of constituent units and university. Proven alumni at a higher lever may typically be invited so as to bring their proven leadership skills, and also contribute their knowledge of the finer points in the college / university's functioning.
 - **Alumni chapters/clusters** may be encouraged to be formed at regional level and these chapters may organize annual events for alumni in their areas. Care should be taken so that the chapters/clusters undertake fundraising only to the extent required for the alumni events (for example, up to 20 % surplus fund may be retained by the chapters and the rest given to the college for its alumni-activities fund).
 - **Special Interest Groups (SIGs)**, of alumni with common interests may be formed to provide opportunities for exchange of leadership and career development, etc.
 - **Awards:** The college / university should honor the distinguished alumni for their support in brand building exercises and overall development of the college / university. The alumni who reach positions of eminence or are otherwise role models to the students may be recognized by the college by bestowing them with distinguished alumnus/alumna and other similar awards. These awards will result in the current staff and students to recognize them as possible role models.
 - Alumni may be invited as Chief Guests on important events like Annual Day, Foundation Day etc. which gives the message of their being important for the HEI.

(vi) Alumni Donations:

Higher Education Institutions should have well defined fundraising, fund management and fund auditing/reporting process.

- All alumni fundraising activities should be highly centralized and carried out under the alumni-relations wing of the university. The alumni-relations wing also provides the necessary financial documents to enable donors to claim income tax benefits on their donations.
- The alumni donations may be exempt from the income tax deduction under Section 80G of Income Tax Act. (50 % or 100 %). The constituent units must get this provision by application to the IT Commissioner with proper documentation and reporting on the same.
- For overseas alumni donations, the donations may be transferred to the university's central account having the Foreign Contribution Regulation Act (FCRA).
- Highest level of transparency in the utilization of donations should be maintained. Periodic reporting, both financial and in terms of impact, should be done for large donations.
- In case the alumni donate physical assets to the college, the management of these donations are also among the responsibilities of the alumni association of the college

Reporting to the University Alumni Relations Wing:

There should be minimum two meetings of the alumni association and one alumni meet per year in addition to the various alumni engagement activities.

The alumni associations of the constituent units should submit a detailed report to the university alumni relations wing regarding the donations received and utilization of the funds. Along with the financial reporting, information on the impact of the donations should also be given by the Alumni associations to the alumni relations wing. The alumni associations of the respective units should send a detailed report of alumni association on the 30th November and 30th May every year.

Details to be maintained by the Alumni Cell

- **Alumni – meet / Interaction - Activity Reports**
- **Audited Accounts of the Alumni Cell account**
- **Details of Alumni – Batch-wise** (Name, Email-id, Contact numbers, Programme Pursued, Year of Passing, Specialization (if any), Present Occupation, Name of the Organization, Designation, etc.)