



Strengthening Alumni Engagement: Key Webinar Takeaways

Why Alumni Engagement Matters

- Enhances student learning and career readiness
- Strengthens professional networks and employer pipelines
- Provides meaningful input for continuous quality improvement (CQI)
- Supports accreditation readiness and site visits
- Most effective when intentional, structured, and aligned with program goals

High-Impact Alumni Engagement Strategies

- Mentorship programs
- Advisory boards
- Guest speakers, webinars, and adjunct teaching
- Alumni involvement in admissions and student preparation
- Targeted activities: consulting workshops, mock interviews, fellowship prep, international student support
- Entrepreneurship initiatives such as pitch competitions, judging, and donations
- Focused alumni “asks” tied to specific outcomes are more sustainable

Recruiting & Sustaining Alumni Engagement

- Dedicated staff or partial faculty/staff support
- Rotational or time-limited alumni commitments
- Regular communication (newsletters, LinkedIn, surveys, events)
- Alignment with school- or university-level alumni efforts
- Clear expectations to avoid overburdening faculty and alumni

Alumni Engagement as a CQI Input

- Advisory board discussions
- Preceptor evaluations
- Formal alumni surveys (e.g., 2- and 5-year post-graduation)
- Feedback from mock interviews, competitions, and presentations
- Use alumni input to inform curriculum, program improvement, and strategic decisions

Documentation & Site-Visit Readiness

- Track alumni time, talent, and contributions
- Maintain advisory board agendas and meeting minutes
- Document faculty, department, and committee discussions
- Integrate alumni engagement into self-studies and annual reports
- Clearly show the CQI cycle: engagement → feedback → decision → improvement

Scaling Alumni Engagement for Smaller Programs

- Clarify goals for alumni engagement (mentorship, recruitment, CQI, advising)
- Start with a small advisory board or one to two annual activities
- Align alumni engagement with existing coursework or events
- Focus on high-impact activities rather than volume
- Develop a simple one-year and three-year alumni engagement plan

One Action to Try Next Academic Year

- Launch or refine an alumni advisory board
- Add alumni mock interviews or professional development workshops
- Collect structured alumni feedback and use it to inform program changes
- Select one activity and implement it intentionally and consistently