

**PSG COLLEGE OF TECHNOLOGY**  
**DEPARTMENT OF BE COMPUTER SCIENCE**  
**ENGINEERING**



**23Z311 - APPLICATION DEVELOPMENT LABORATORY**

**ALUMNEXUS**  
**(ALUMNI ASSOCIATION NETWORK)**

TEAM MEMBERS: KANIKA R                      23Z334

KEERTHANAA P                      23Z334

MEENALOSHINI V                      23Z343

TEAM NO: 3

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# **ALUMNEXUS (SIH – 1609)**

## **VISION**

### **1) Introduction**

Alumni play a crucial role in strengthening an institution's professional network, offering mentorship, and contributing to institutional development. However, many educational institutions struggle to maintain an active alumni network due to the absence of a structured system. This results in missed networking opportunities, inefficient communication, and difficulty in organizing events or managing donations.

This document proposes a modern Alumni Association platform that will bridge these gaps by providing an integrated, user-friendly, and digital ecosystem. The platform will streamline alumni engagement, enhance networking, facilitate career opportunities, and promote alumni achievements, ensuring a dynamic and engaged community.

### **1.1 Purpose**

The purpose of the Alumni Association platform is to create a structured and interactive digital ecosystem that fosters strong and lasting relationships between alumni and their alma mater. Many educational institutions struggle with alumni engagement due to a lack of an organized system, leading to missed opportunities for networking, mentorship, and institutional support. This platform aims to bridge these gaps by providing a centralized space where alumni can connect with their peers, faculty, and current students, thereby fostering a sense of belonging and professional collaboration.

A key objective of this platform is to enhance networking and mentorship opportunities, allowing alumni to connect based on shared interests, industries, and expertise. By facilitating professional relationships, the platform will help alumni advance in their careers while enabling them to guide and mentor students. Additionally, a dedicated job portal will be integrated into the system, where alumni can explore career opportunities, post job openings, and seek professional guidance, ensuring a continuous flow of support within the alumni network.

Beyond networking, the platform will also simplify donation management, providing a transparent and secure system that allows alumni to contribute financially to scholarships, research projects, and institutional development initiatives. This will help institutions strengthen their funding mechanisms while making it easier for alumni to give back to their alma mater in a meaningful way.

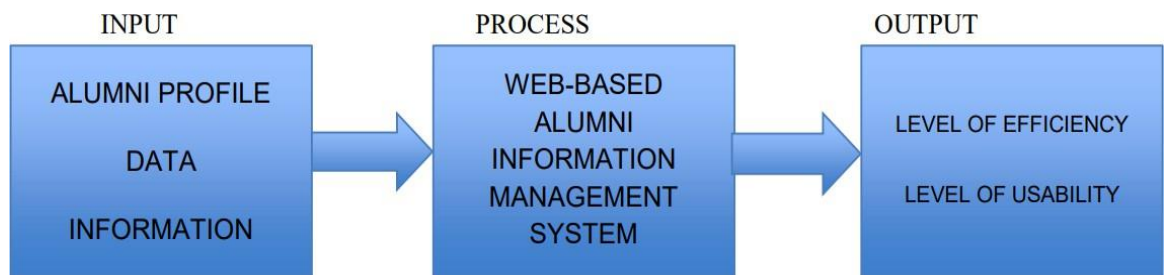
The platform will also streamline event and reunion coordination, enabling seamless planning, promotion, and management of alumni gatherings, professional workshops, and institutional events. This will ensure active participation and better engagement from alumni across different locations. Additionally, a success story and recognition feature will be included to showcase alumni achievements, celebrating their contributions and inspiring both students and fellow alumni.

To ensure continuous improvement, the platform will incorporate a structured feedback mechanism, allowing alumni to share insights, suggestions, and experiences that will help refine and enhance the platform's functionalities over time.

By integrating these essential features, the Alumni Association platform will ensure a strong, dynamic, and engaged alumni community that actively contributes to institutional growth, professional networking, and student success. Through sustained interaction and collaboration, this platform will help create a lifelong bond between alumni and their institution, ultimately benefiting both individuals and the educational ecosystem as a whole.

## 1.2 Scope

The scope of the **Alumni Association Network** focuses on creating a comprehensive platform where alumni can connect, engage, and contribute to their alma mater and peers. The system will enable alumni to create and manage personal profiles, offering details like education, career history, and professional interests, with customizable privacy settings. It will feature tools for networking and career development, such as job listings, mentorship programs, and a professional networking space to help alumni find relevant opportunities and advice. Additionally, the network will support event management, allowing alumni to organize and participate in reunions, webinars, and other professional events, with seamless registration and calendar integration. Communication features, including forums and messaging systems, will foster ongoing dialogue, while the donation and fundraising capabilities will enable alumni to contribute to their institution's growth and charitable initiatives. Ultimately, the scope ensures that the Alumni Association Network serves as a dynamic and interactive space for fostering lifelong connections and supporting personal and professional growth.



## 1.3 References

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## 1.4 Overview

The Alumni Association platform aims to strengthen alumni engagement by providing a centralized digital hub accessible via web and mobile applications. It will enable seamless networking, mentorship, career support, and structured communication between alumni, students, and faculty. A dedicated job portal will facilitate career advancement, while a secure donation system will simplify contributions to scholarships and institutional projects.

To enhance interaction, the platform will include an event management system for reunions and professional workshops, ensuring greater participation. Additionally, a success story feature will highlight alumni achievements, inspiring current students and fostering institutional pride. A structured feedback mechanism will also be implemented, allowing alumni to share insights for continuous platform improvement.

By integrating these features, the platform will ensure lifelong alumni engagement, creating a strong, supportive community that contributes to institutional growth, student mentorship, and professional development. Through this initiative, institutions can effectively manage and nurture their alumni networks for long-term success.

## 2) Positioning

### 2.1 Problem Statement

The problem of	Limited Alumni Engagement.
Affects	<ul style="list-style-type: none"><li>• Alumni.</li><li>• Current students.</li><li>• Faculty.</li><li>• Institutional growth.</li></ul>
The impact of which is	Weak professional connections, low participation in institutional activities, and lack of real-time communication.
A successful solution would	A unified digital platform fostering continuous interaction, discussion forums, and knowledge-sharing spaces.

The problem of	Inefficient Donation System.
Affects	<ul style="list-style-type: none"><li>• Institutional development.</li><li>• Scholarships.</li><li>• Funding initiatives.</li></ul>
The impact of which is	Lack of structured and transparent donation mechanisms leading to underutilized philanthropic potential.
A successful solution would	A secure, easy-to-use donation portal with transparent tracking and automated contribution acknowledgments..

The problem of	Lack of Networking and Mentorship Opportunities.
Affects	<ul style="list-style-type: none"><li>• Alumni career progression.</li><li>• Student mentorship.</li><li>• Institutional collaboration with industry leaders.</li></ul>
The impact of which is	Missed opportunities for professional growth, knowledge transfer, and industry partnerships.
A successful solution would	A dedicated networking and mentorship hub connecting alumni based on interests, industries, and expertise.

The problem of	Absence of Career Advancement Support.
Affects	<ul style="list-style-type: none"> <li>• Alumni employment prospects.</li> <li>• Student placements.</li> <li>• Institutional job partnerships.</li> </ul>
The impact of which is	Difficulty in job placements, weak employer-alumni relations, and lack of a structured career resource hub.
A successful solution would	An interactive job portal featuring job postings, career resources, and recruiter connections.

The problem of	Lack of Alumni Recognition and Success Showcasing.
Affects	<ul style="list-style-type: none"> <li>• Alumni morale.</li> <li>• Institutional reputation.</li> <li>• Student inspiration.</li> </ul>
The impact of which is	Reduced motivation for alumni engagement and missed opportunities to highlight success stories
A successful solution would	A dedicated success story section celebrating alumni achievements and inspiring future graduates

The problem of	Poor Event and Reunion Management.
Affects	<ul style="list-style-type: none"> <li>• Alumni participation.</li> <li>• Event attendance.</li> <li>• Long-term engagement.</li> </ul>
The impact of which is	Ineffective event planning, low turnout, and lack of interest in alumni programs.
A successful solution would	A comprehensive event management module enabling smooth event scheduling, promotions, and participation tracking.

The problem of	Lack of Structured Feedback Mechanism.
Affects	<ul style="list-style-type: none"> <li>• Platform development.</li> <li>• Alumni satisfaction.</li> <li>• Institutional decision-making.</li> </ul>
The impact of which is	No systematic approach to collecting alumni feedback, leading to stagnation in alumni initiatives.
A successful solution would	A feedback and survey module allowing alumni to share insights, rate platform features, and suggest improvements.