

## 1. Strategy > Model > Process > System

### **Strategy:**

Ensign College is dedicated to enhancing its ties with alumni to create a supportive community and encourage collaboration. The primary aim is to maintain updated and comprehensive alumni records, enabling easier engagement for events, career networking opportunities, and participation in development programs.

### **Objective:**

To establish a system that facilitates the maintenance of up-to-date information about Ensign College's alumni, thereby ensuring precise communication channels and fostering engagement.

## 2. Key Business Intelligence System Components

### **Dashboard**

Create a dashboard that college management can access to monitor the current status of alumni data, engagement statistics, and communication efforts. The dashboard will allow filtering based on location, graduation year, and other key metrics.

### **Data Warehouse**

Develop an Ensign College Alumni Data Warehouse. The scope will focus on current contact details, professional information, and engagement history. This will be integrated with existing college systems, such as admissions and career services.

### **Data Update Cycle**

The system should refresh the backend data every month to keep track of new alumni information and any updates (e.g., address changes or job shifts).

## Tools

- **Microsoft Power BI** for the dashboard
- **Microsoft SQL Server** for the backend
- **Google Forms** or a similar tool for data collection and alumni outreach
- **SQL Server Management Studio** for data processing and analysis

## 3. Gap Identification

### Data Gaps:

- **Incomplete Alumni Data:** There may be missing contact details or outdated information about alumni. Current alumni data might reside in various silos, such as spreadsheets, CRM systems, or even paper records.
- **Engagement History:** There may not be a centralized place to track which alumni have engaged with the school through events, donations, or networking activities.
- **Professional Updates:** Alumni may have changed careers, moved, or made significant life changes since their last contact with the school.

### Functionality Gaps:

- **Data Collection Tools:** While some tools like Google Forms are in place, there might not be an efficient system for ensuring continuous updates from alumni. A more integrated solution could help gather data directly from alumni.
- **Analysis Tools:** The college may lack advanced tools to analyze alumni data and predict engagement or donation patterns based on historical trends.

## 4. Proposed High-Level Solutions

### Data Gaps Solutions:

- **Centralized Data Warehouse:** Build a centralized repository for alumni information. This will ensure all departments (admissions, career services, development) are working with the same data.
- **Automated Data Collection:** Set up automatic email campaigns to request updates from alumni on a bi-annual or annual basis, using forms or surveys to gather key information.
- **Social Media Integration:** Connect the system with platforms like LinkedIn or Facebook to pull updated information directly from alumni profiles, making the data collection process less reliant on manual updates.

### Functionality Gaps Solutions:

- **Develop a User-Friendly Alumni Portal:** Create a web portal where alumni can log in, update their details, and view opportunities to engage with the college.
- **Advanced Data Analytics Tools:** Implement tools within the BI system to analyze alumni engagement trends, helping the school identify high-potential alumni for leadership, volunteerism, or donations.

## 5. Sustainability and Resources

- **Hardware:** Consider a cloud solution like Microsoft Azure to host the database and reduce maintenance costs.

- **People:** Initially, one data engineer can handle the setup and ongoing maintenance of the system, but additional staffing may be required as the system scales.
- **Cycle:** Updates to the alumni data should occur monthly, with bi-annual outreach campaigns to ensure accuracy.

## 6. Risks and Considerations

### **Stability Risks:**

Server outages, alumni data not being updated due to engagement gaps, or errors in integrating external data sources like LinkedIn can pose risks.

### **Expansion:**

As alumni numbers grow, more sophisticated tools may be needed to ensure the system remains scalable and efficient.

## 7. Conclusion

Establishing an integrated business intelligence (BI) system for the alumni community of Ensign College will not only facilitate improved engagement but also enable the institution to gain a deeper understanding of the specific requirements and preferences of its alumni. By effectively addressing the existing gaps, the college can lay the foundation for a robust and enduring system for alumni relations.