IITRAA Youth Participation Improvement Plan

Insights, Analysis and Recommendations

Prepared by:

Nandan Choudhary   – Batch 2023
Somansh   – Batch 2024
Suyash   – Batch 2020
Prempal Singh   – Batch 2018
Ranjit Karamchandani   – Batch 2002
Kapil Puri   – Batch 1993

IITRAA Youth Participation Improvement Plan

Background: *The IITRAA EC (2024-26) collectively has a view that the young Alumni participation in IITRAA affairs is low and lacks enthusiasm. The members desire to change this and therefore have tasked a team to seek insights on reasons, analyze root cause and put recommendations for IITRAA and its chapters, that can help improve this behavior.*

*This study aims to provide strategic insights for increasing alumni involvement, **particularly among younger graduates, by analyzing participation patterns (in a survey targeted at Alumni graduating in 2010 or any time later (last 15 yrs),** their expectations from Association affairs and provide suggestions to drive up their engagement with IITRAA*

- Objectives:
    - Assess the level of awareness and membership (from batches 2010-2024) in the alumni association.
    - Identify reasons for non-membership and barriers to participation.
    - Understand preferred communication channels and event types.
    - Gather feedback and suggestions to inform future engagement strategies.

- Outcome Expectation: Insights from this survey are intended to guide the alumni association in designing tailored initiatives and communication strategies, ultimately fostering a more active and engaged alumni community.

Brief Description of the Data used for analysis

- ## Data Source:
  The data analyzed here, has been collected from **an online survey** conducted among IIT Roorkee alumni who graduated in the year **2010 or later, and** some **conversations with young Alumni.**

- ## Sample Size:
  The survey received responses from a diverse group of alumni across multiple graduation year groups and geographical locations. (81 responses)

- ## Data Points:
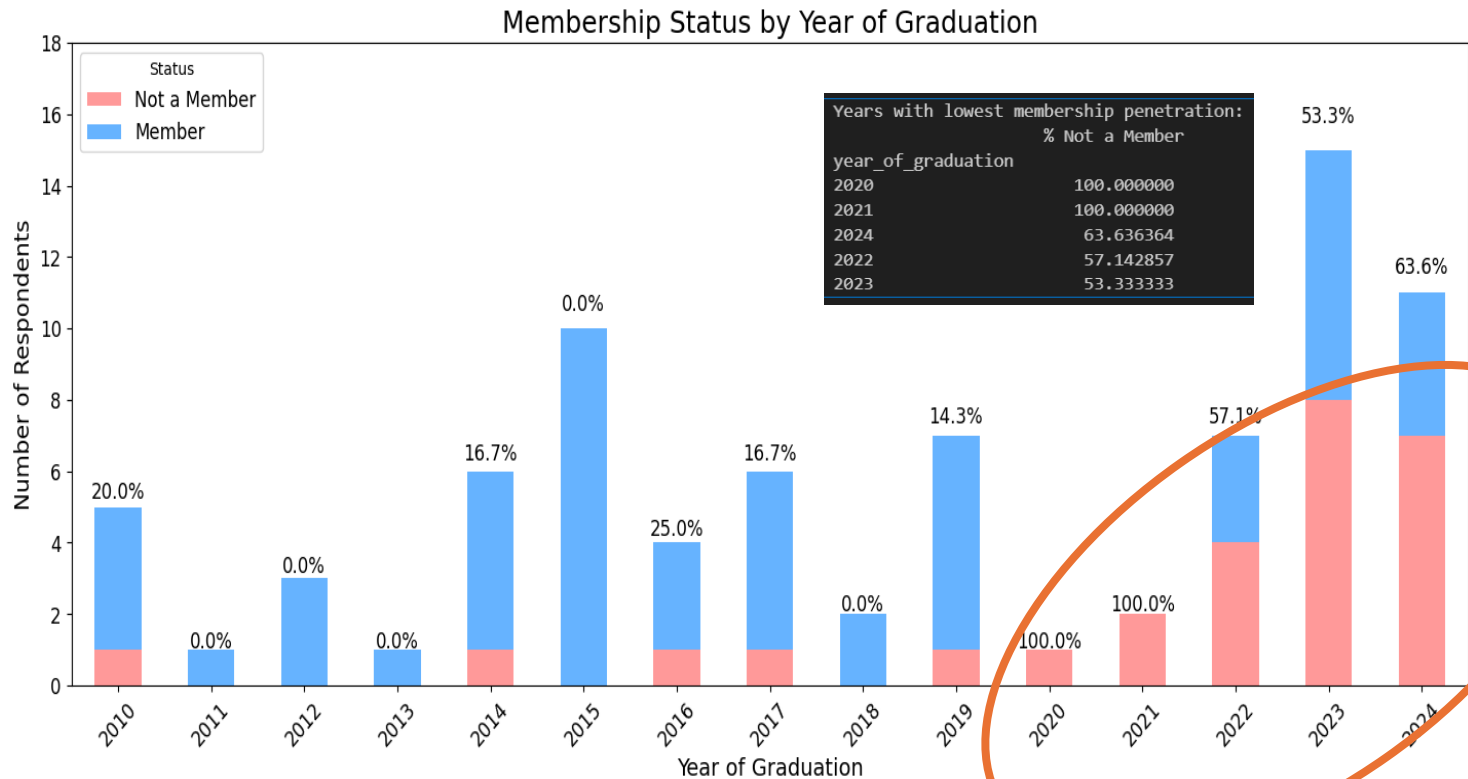 The survey included questions on:
  - Awareness and membership status
  - Participation in alumni events and activities
  - Preferred communication channels
  - Suggestions for improvement and enhanced engagement

Demographics of participation

Participation by Graduation Year Groups
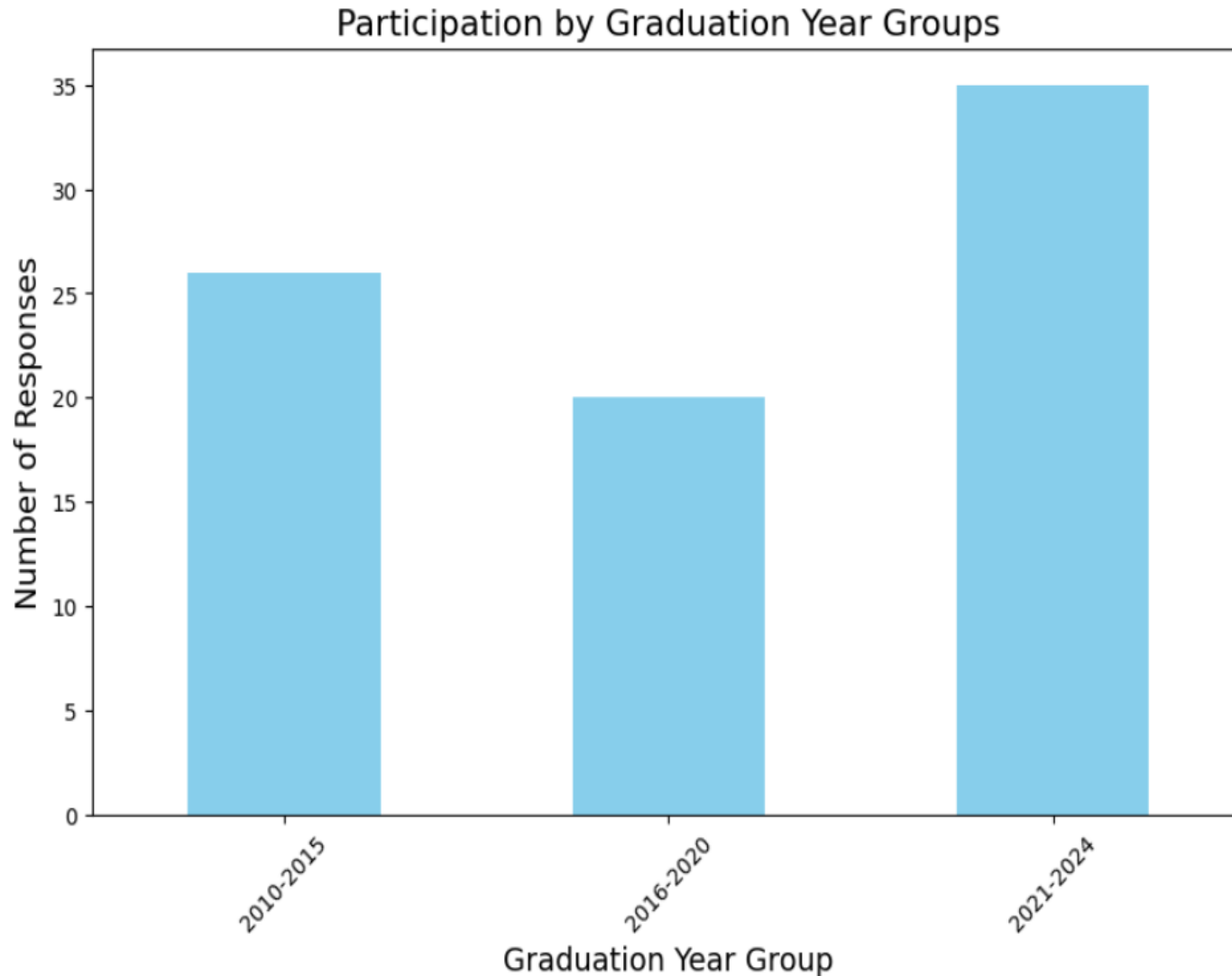
- We received 81 responses, from Alumni across the Globe.

- The largest participation was from Alumni from recent years(2021-24) – probably a reflection of inquisitiveness and need for this segment, for this network to be useful for them.

Membership Status*- our coverage on membership

Membership Status by Year of Graduation

Years with lowest membership penetration:
                          % Not a Member
year_of_graduation
2020   100.000000
2021   100.000000
2024   63.636364
2022   57.142857
2023   53.333333

- The survey highlighted that the membership penetration was lowest in the Covid year pass outs (2020 and 21). Presumably many activities were on hold during this time and also the membership drive.

- The membership percentage is also lower in recent years (2022-24) but not as low. Heartening signs – however, significant efforts may need to be done to bring recent graduates in the fold
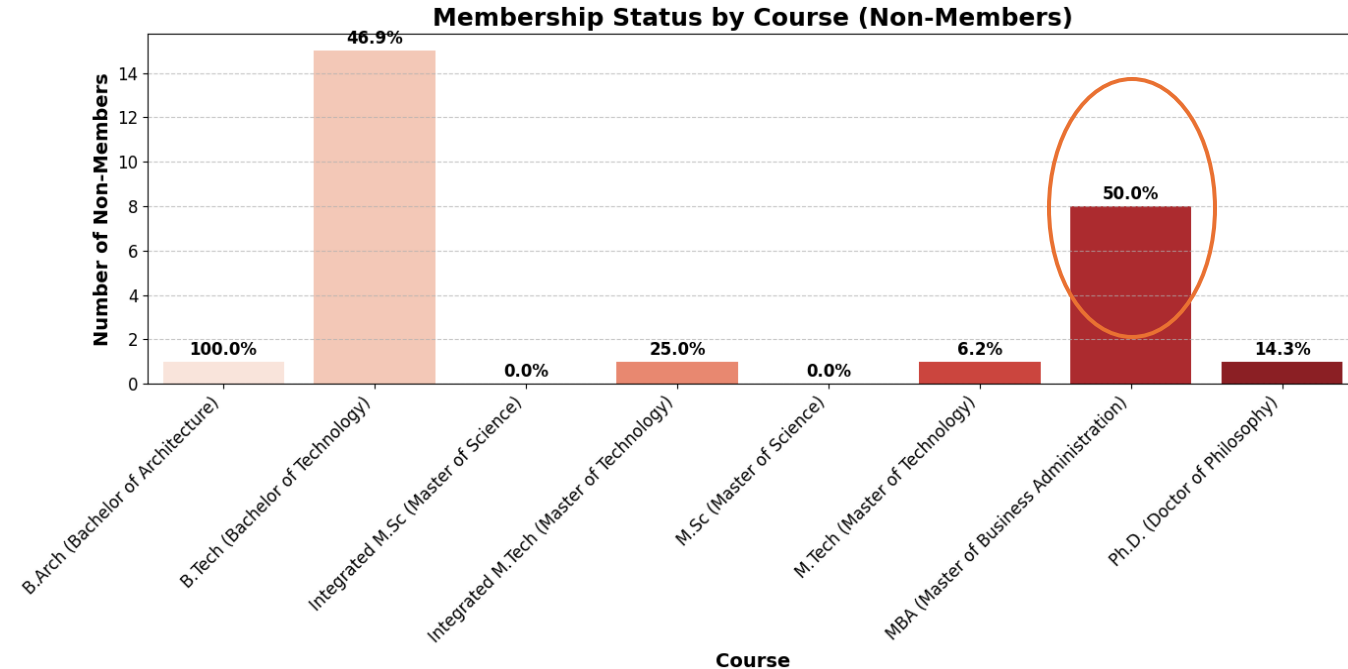
*The results are outcome of a survey responded by a sample population. It may provide us directional inputs only. For example, it does not mean that there are no registered members from 2020 and 2021 yrs, but this population may be less penetrated on membership as compared to other batches.

Pockets where we see greater issue of membership

Membership Status by Location
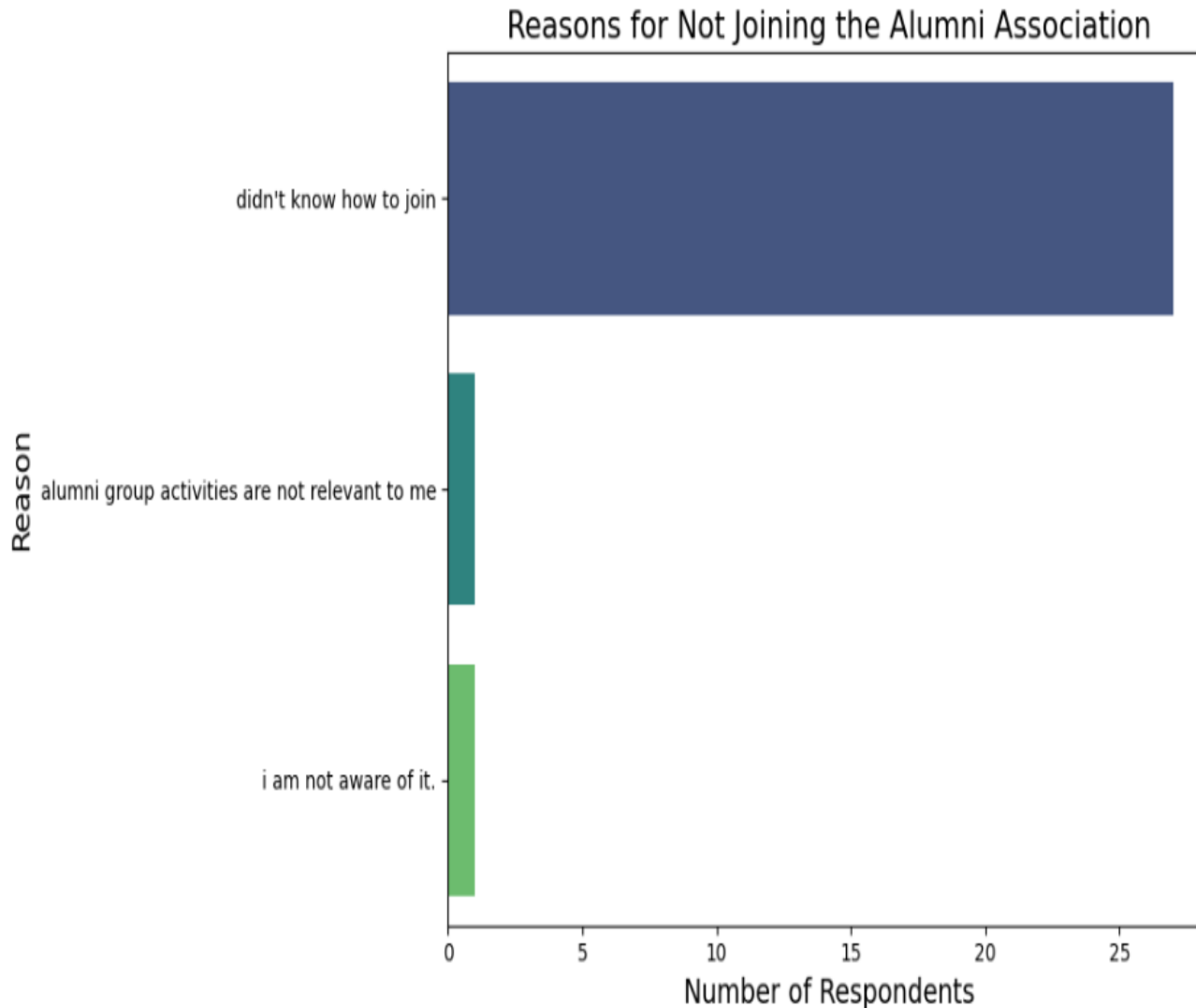

Membership Status by Course (Non-Members)
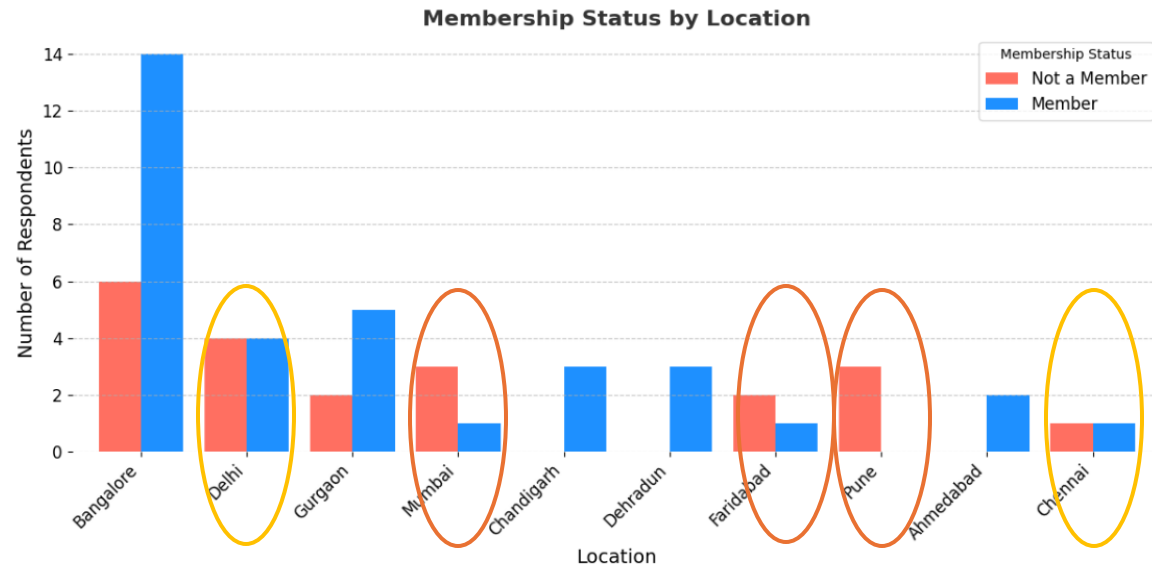
Special emphasis may need to be given to drive membership in certain pockets
- For example locations like NCR (Delhi/Faridabad), Pune, Chennai.
- MBA batches

What is inhibiting Alumni from being a member?

Reasons for Not Joining the Alumni Association

- Awareness around the process to join, or whom and where to reach out, is probably the most highlighted reason by those who are not a member still.
- A few find activities, not of much interest.

What is inhibiting Alumni from being a member? where is the problem more acute

Trends in Reasons for Not Joining Alumni Association (2010 Onwards)

Reason
— didn't know how to join
— alumni group activities are not relevant to me
— i am not aware of it.

- Year 2020 and later, seem to be most unaware of the process.
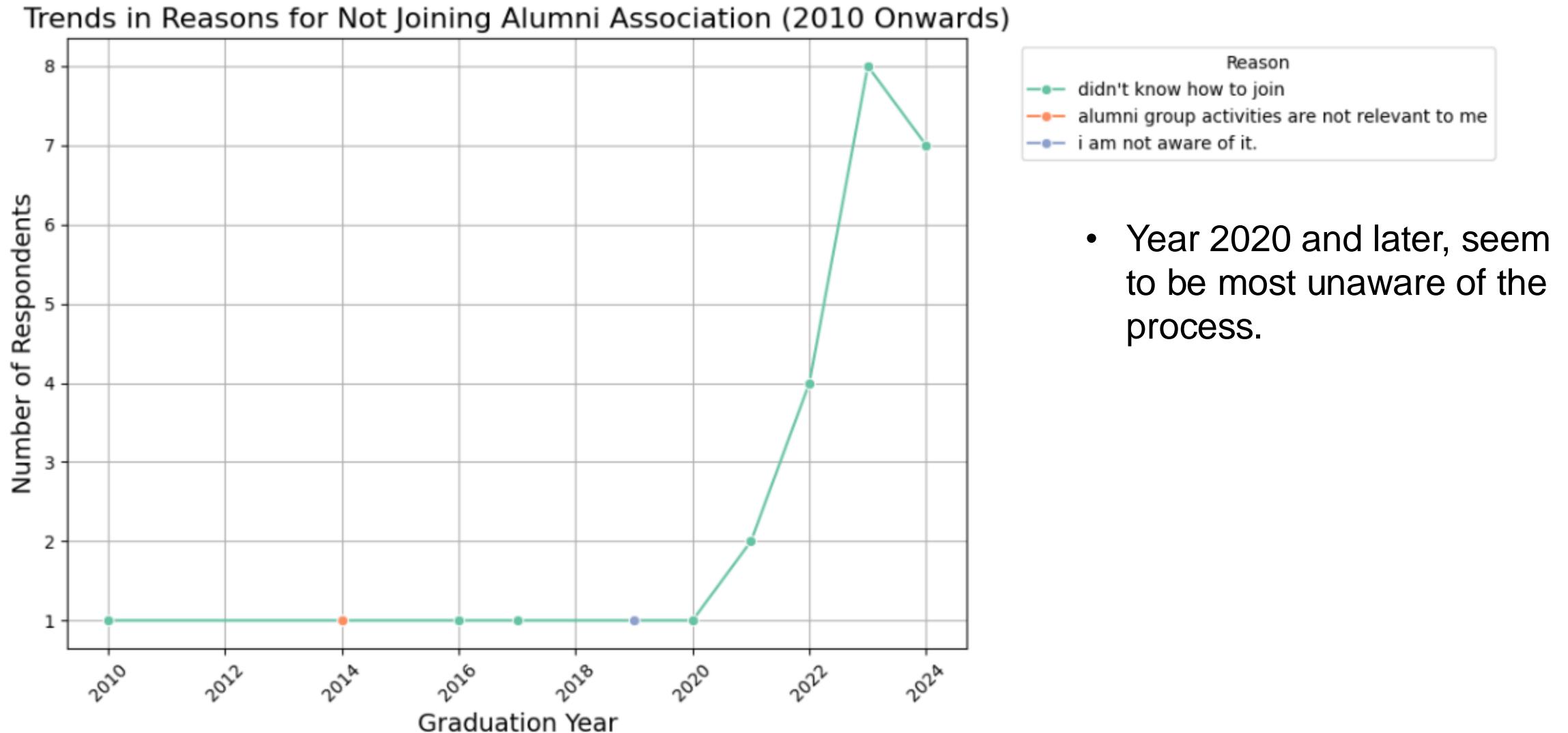
What do young Alumni expect from IITRAA activities/events?

Top 3 Preferred Activities: ['networking', 'opportunities', 'reunions']

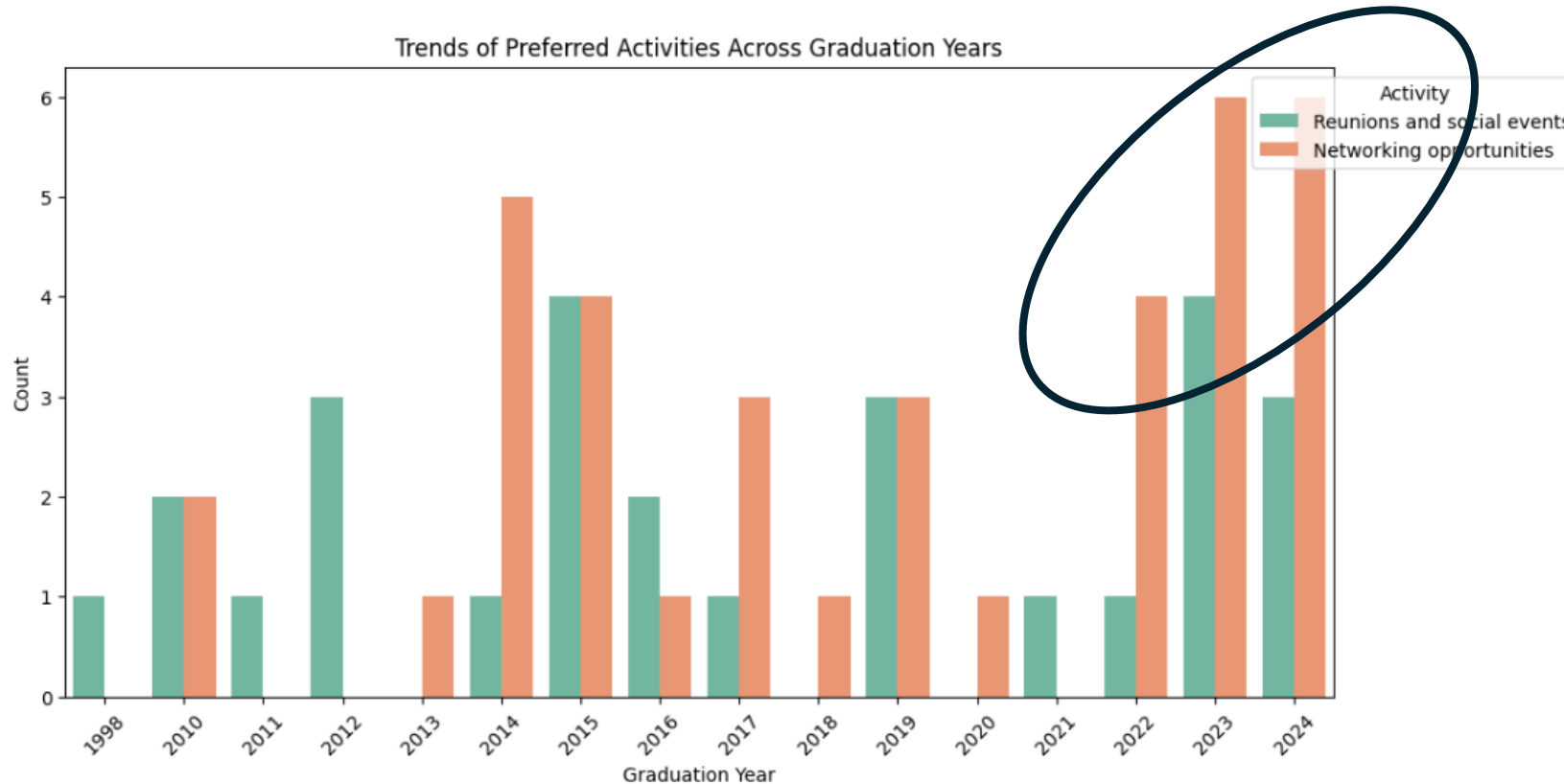Preferred Activities/Benefits for Joining Alumni Group

opportunities Networking
Community service   service projects
Networking opportunities
development sessions   Reunions   social events
Career development

Top three preferred activities/benefits that young Alumni seek from IITRAA activities:

- Networking opportunities with other Alumni

- Opportunities for themselves – could be career, partnerships or support to sustain their efforts

- Reunions – look at these events to catch up with their batchmates etc

What do young Alumni expect from IITRAA activities/events? – where do we focus for what?

Trends of Preferred Activities Across Graduation Years

Suggestions from Young Alumni

Suggestions for Improving Alumni Group

Top Suggestions for Enhancing Alumni Engagement

Top 3 Suggestions:

1.More Meetups & Events
1. Frequent **city-wise and batch-wise alumni meetings**.
2. Organizing **social events, reunions, and interactive sessions**.
3. Both **online and offline meetups** should be encouraged.

2.Better Communication & Engagement Platforms
1. Strong emphasis on **WhatsApp groups, community platforms, and apps**.
2. Creating a **centralized communication channel** to keep alumni informed.
3. Ensuring **regular updates** about alumni activities.

3.Career Support & Mentorship
1. **Job referrals, mentorship programs, and industry interactions**.
2. Career-oriented **sessions, networking opportunities, and professional meetups**.
3. Engaging **younger batches** through structured career guidance.

Conclusion and recommendations – Part A

Recommendations for IITRAA Central body

1. Create greater awareness on IITRAA and its chapters, especially amongst recent graduates/passouts. To enable this, tap early:
   A. Reach out to IITR students while in college and tell them about IITRAA/Alumni network and significance. Share process to join and conduct drives to onboard.
      a. Do a face to face session with students – In Main Campus and Noida Campus each, once a year.
      b. Conduct 1-2 online sessions largely for this audience, delivered by IITR Alumni
      c. Build content on Linkedin/Instagram and other channels at regular intervals and tag IITR handles and networks, especially addressing this segment.
   B. Create clear steps laying down process to join and share at frequent intervals, on all channels. Once in every Qtr.
2. Need to create a central Database to enable Alumni community to find, access and network better. Strengthen IITRAAlmashine portal by driving focus efforts to onboard and enrichen correct Alumni data – especially Location, Current organization and email/contact, other interest etc
3. Offer a Chapter Module on IITRAA portal that Chapters can leverage to manage their membership, plan and announce events and collaborate.
4. Enrichen the Newsletter covering larger footprint of content from younger passouts (2010 to 2024). 40% content reserved for this segment
5. Sensitization about talking about UOR and IITR and take pride in both constructs.
6. Work with DORA to restart the onboarding process for batces passing out.
7. Increase visibility of Alumni network/IITRAA during key events in Campus. Participate and sponsor booth/magazines. Include IITRAA Alumni content in student publications.
8. Conduct an Annual event where invitations are sent to Alumni across the Globe/students. 175 yr celebration was a grand idea highlighted by many- Endeavor to sustain and expand this format.
9. Organize a career event once a yr at Main and Noida Campus each.
10. Provide a place to publish Calendar of events across all Chapters.
11. Offer benefits to Alumni through the portal – eg one of the IITs has partnered with MMMT to offer extra baggage allowance for Alumni booking through portal. IITRAA Lko chapter has enabled discount for OPD through a partnership with a Major Hospital chain. Such benefits to be extended across.

Conclusion and recommendations – Part B

Recommendations for IITRAA Chapters

1. Drive efforts to onboard chapter Alumni on Central DB with their location updated. This will allow them to enable greater networking between Alumni in their chapter and a platform to communicate better mutually.
2. Conduct atleast 2 face to face events in a year and 2 online.
3. If possible, spread these events every 3 months. For online events, Chapter could also take advantage of online organized by other Chapters, provided they actively promote it as if their own event.
4. Anchor atleast one event around a major festival to drive participation of families of Alumni.
5. For atleast one of the events in a yr, the ticket size for participation should be restricted to around Rs 1000-1500, so that cost is not an inhibitor.
6. Encourage Alumni to provide contribution to Alumni portal /regular newsletter.
7. Facilitate help to youngster at the time of joining the chapter and enable them make connections for their need.
8. Make an attempt to include in event some format/content around suggested options like Standup/Impromptu/Comedy/Dance. Young sports events like Sports/trek/Marathon are good options that will help entice young population. Leverage neighborhood chapter events like Marathon/Sports and extend to your chapters to drive greater participation.
9. Post an event, facilitate networking of attendees by sharing details around participants of the event. This may include ways to reach them, their interest and location etc.

Next Steps…

- Formalize a team to work on this program .
- Identify key initiatives and owners – Areas/chapters/
- Track and monitor progress
- Measure effectiveness
- Report to EC at regular intervals