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| Stakeholder | Stake in the Project | Impact | What do we need from them | Perceived attitudes / risks | Stakeholder Management Strategy | Responsibility |
|---------------------|---|--------|--|--|--|----------------------------------|
| Chancellor | Oversee what important information needs to be on the website / goals for the website | Low | Set the goals for the website and supervise what needs to be on the site | Lack of coherence of thought/clear sight of goals. Poor leadership/incapable leaders | Conduction of meetings to keep these leaders involved in the process and problems | Advisors/Leaders/Project manager |
| Pro-Chancellor | | | | | | |
| Vice-Chancellor | | | | | | |
| COO | | | | | | |
| Registrar | | | | | | |
| Alumni | Primary users of the site | High | Visit the site and make the most of the services provided by the university | No enthusiasm to interact with alma mater/contribute to its network and community | Interaction through emails/other contact details or social media to keep them updated with the university's events | Primary users |
| Students | Information on the site is about the current students of the university | Medium | Contribute positively to the university's success so that their information can be added to the website | Lack of school spirit and interest to contribute to the success of the school. | Conduction of events and providing opportunities for students to contribute to the university activities | Project team |
| Faculty | Contribute to achievements of the students/university | Low | Enhance the contributions of students and the achievements of the university so that the information can be added to the website | Inexperienced or under qualified faculty. | Engaging in meetings to keep them up-to-date with the events of the university and the short and long term goals for the university with respect to alumni | Project team |
| IT Department | Manage the site, make any changes/updates and keep it running smoothly | High | Update the website and take care of any mishaps with respect to the functioning of the website. Ensure that the website is functioning smoothly at all times | Lack of precision, Unskilled professionals or inattentive IT personnels could cause huge losses. | Regular checks of the website and regular meetings with staff to keep everyone up-to-date with the goals of the website | Project team |
| Admissions services | Work with people that contact the university using the contact details on the website | Medium | Talk to people that contact the admissions office and help them with their queries | Lack of patience, No knowledge of the workings of the university or university procedures. | Regular meetings to go over university policies/procedures and to stay up-to-date with deadlines/admission information | Project team |
| Receptionist | Be the first point of interaction with anyone that reaches out to the university for the first time | Medium | Direct people to the different wings of the university based on their queries/requirements | No knowledge of the different aspects of the university, no people skills or no interest in helping the user | Regular meetings to go over university policies/procedures and to stay up-to-date with deadlines/admission information | Project team |