

EPPS 6354: Information Management

Project Proposal

Alumni Connect Database

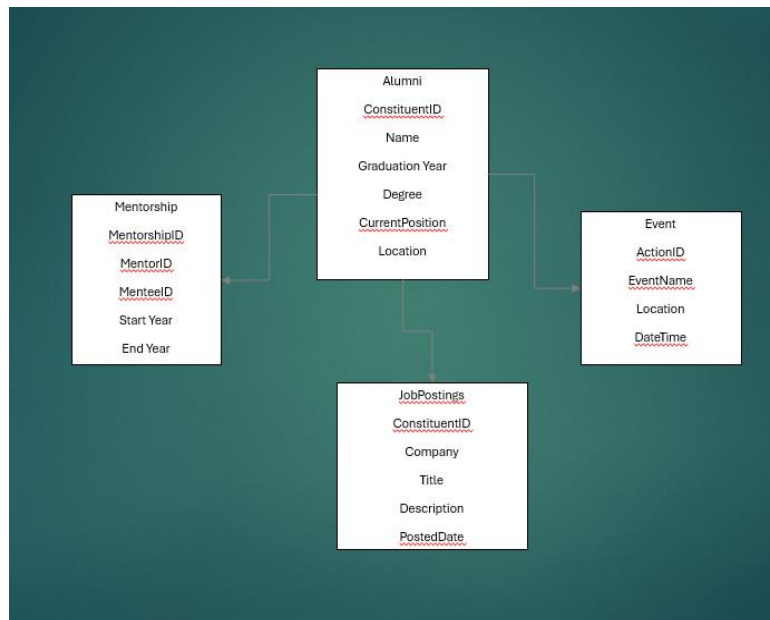
Introduction

Raiser's Edge by Blackbaud is a leading CRM platform widely adopted by higher education institutions for its robust capabilities in managing donor relationships, facilitating fundraising efforts, and engaging alumni. However, one notable area where Raiser's Edge falls short is in directly supporting alumni with their professional development and networking needs. Recognizing this gap, the proposed Alumni Connect project seeks to develop a standalone database system, inspired by the functionalities and user experience of Raiser's Edge, but specifically tailored to foster career services management for alumni. This initiative aims to complement the existing strengths of Raiser's Edge by addressing the unmet need for a dedicated career support system within the alumni community.

Database Purpose

Alumni Connect intends to offer a comprehensive solution for career services management, distinct yet inspired by the ecosystem of Raiser's Edge. The project focuses on introducing functionalities critical for career advancement, including job postings, mentorship opportunities, and notifications for professional events specifically designed for alumni. By leveraging a robust data management framework akin to that of Raiser's Edge, Alumni Connect aspires to provide a holistic support system that facilitates meaningful connections, career progression, and active networking among alumni, thereby enriching their post-graduation experience and engagement with their alma mater.

The database schema for Alumni Connect is meticulously designed to capture the essence of alumni career management while reflecting a structure that users familiar with Raiser's Edge would appreciate:



Alumni (Constituents): This foundational table is crafted to store comprehensive profiles of alumni, cataloging both their academic and professional journeys. Key fields include: ConstituentID (Primary Key): A unique identifier for each alumnus. Name, GraduationYear, Degree, CurrentPosition, Industry, Location.

JobPostings: Designed to centralize job opportunities within the alumni network, this table facilitates the sharing and discovery of career openings. PostingID (Primary Key): Ensures each job posting is uniquely identified. ConstituentID (Foreign Key): Establishes a link to the Alumni table, attributing each posting to an alumnus. Company, Title, Description, Location, PostedDate: Provides detailed information on each job opportunity.

Mentorship: A dedicated space to foster mentor-mentee relationships, offering a structured approach to professional guidance within the alumni community. MentorshipID (Primary Key): A

unique code distinguishing each mentorship pairing. MentorID, MenteelD (Foreign Keys): Connects participants to their profiles in the Alumni table. StartYear, EndYear, Feedback: Tracks the duration and impact of mentorship engagements.

Events (Actions): This table is envisioned to keep alumni abreast of upcoming career-related events, facilitating active participation and lifelong learning. ActionID (Primary Key): A unique marker for each event. EventName, Description, Location, DateTime: Details essential information about professional gatherings and workshops.

Although Alumni Connect is envisioned as a standalone system and will not integrate directly into Raiser's Edge, the interface design will draw inspiration from Raiser's Edge's usability principles. It will feature straightforward navigation for job searches, mentorship program sign-ups, and event registration, ensuring a user-friendly experience that mirrors the familiarity and efficiency of Raiser's Edge.

Conclusion

Alumni Connect is conceptualized as a novel solution to a gap identified in the capabilities of Raiser's Edge, specifically tailored to support the career development needs of alumni. While it stands independent from Raiser's Edge, it is inspired by the platform's robust data management and user engagement features. This project presents a strategic opportunity for higher education institutions to enhance their alumni services, fostering professional growth and networking opportunities that extend well beyond graduation.