# MBUS203: INDUSTRY PROJECT

Cambridge International College

**Concept Paper**

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# TITLE

**Revitalizing Connections:** A Strategic Plan to Revive the CIC Higher Education Alumni Association

# RATIONALE, PURPOSE, AND SCOPE OF THE PROJECT

## Rationale:

Alumni associations are at the heart of the growth of higher education institutions. They act as a required link between the institution and graduates since they create a lifelong connection that is beneficial to both the institutions and the alumni. Apart from providing a platform for professional growth and networking, it boosts the image of the institution, fosters continued cooperation, and supports continued improvement through graduates' feedback (Cole & Egan, 2010). Engaged alumni can provide meaningful feedback regarding the trends of their respective industries and mentor current students, hence contributing to the value of the institution's academic offerings and student affairs (GlobalFocus Magazine, n.d.). Active alumni associations further contribute to the institution's standing, which has the effect of increasing the quality of degrees the institution confers (University of Utah, n.d.).

The CIC Higher Education Alumni Association has been inactive in recent years and this has resulted in the absence of networking, mentorship, and funding opportunities that an active alumni association would provide. The association needs to be revived in order to reconnect and to reap the potential advantages to the alumni and the institution.

The project is driven by critical issues as follows:

1. Loss of Involvement – alumni involvement has decreased because of lack of well-organized activities of involvement throughout the years.
2. Communication Barriers – the communication style has not been included as per the age of the digital world thereby limiting effective reach.
3. Professional growth – there has been a moderate professional growth since there is an increase in demand among alumni required for ongoing learning and networking platforms and opportunities which can appropriately fuel career growth.

## Purpose:

The core objective of this project is to bring back to life the CIC Higher Education Alumni Association. In doing that, we intend to create a dynamic platform via which professional networking can take place, opportunities for mentorship can be availed, and windows are opened up for alumni to give back in institution building. Apart from this, the re-established association will also be a source of alumni donations, expertise and finance, thereby contributing to the overall development and sustainability of CIC Higher Education.

## Project Objectives:

Through this project, we intend to:

1. Revitalize and Intensify Alumni Relations: Encourage former graduates to reconnect to foster powerful, and lasting relationships with current students and CIC Higher Education.
2. Establish a Sustainable Alumni Organization: Establish self-sustaining structures through leadership, fund-raising strategies and recurring interactive activities.
3. Enhance Professional and Career Development Opportunities: Offer networking, mentorship, and professional development programs benefiting both alumni, and current students.
4. Enable Institutional Growth and Reputation: Advocate for alumni achievements and contributions to enhance CIC's reputation and outreach programs.
5. Create Sense of Community and Belonging: Organize events and create channels where alumni can interact meaningfully with one another and with current students through CIC Higher Education.

## Project Audience:

Through this project we target the audience of:

* **Alumni:** CIC Higher Education graduates from all previous associates across different disciplines.
* **Current Students:** CIC Higher Education students who may benefit from mentorship, networking, and career guidance.
* **Staff, Leadership Teams, and Faculty:** Administrative staff, Faculty members, and Leadership teams who will assist in facilitating, collaborating, and managing alumni involvement initiatives.
* **Industry Partners and Employers:** Businesses that are willing to employ talented graduates and sponsor alumni and student development initiatives.
* **Potential Sponsors and Donors:** Volunteers and groups willing to fundraiser for alumni activities, scholarships, and future association events.

## Scope:

The project encompasses several key initiatives:

1. **Alumni and Stakeholder Engagement:** Formulate strategies to reconnect current alumni / former students through digital platforms, social media, and direct communication.​ It also aims to identify and engage important stakeholders – administration and industry partners.
2. **Event Planning:** Plan and hold events such as reunions, networking events, and workshops in order to develop a community and offer a venue for professional networking among alumni.
3. **Communication Strategy:** Develop and maintain an effective communication system, including newsletters and an alumni portal, to update alumni about institutional news and opportunities for participation.
4. **Sustainability Planning:** Establish a governance system for the alumni association that provides long-term sustainability by offering committee setup and bylaws.

# TEAM DETAILS

**Kennedy Kipchumba – S84967** was appointed as the team leader, responsible for providing guidance and direction throughout the project lifecycle. In his leadership capacity, Kennedy actively coordinated team activities, facilitated effective communication, and ensured that project goals and timelines were clearly defined and achieved. Additionally, he took on the critical role of assessing and estimating the resources required for successful project completion. His meticulous approach to resource estimation helped the team allocate personnel, time, and materials efficiently, which will significantly contribute to the smooth and timely execution of the project. He is studying MBA with specialization in Healthcare Informatics.

**Nimanthi Wanniarachchige – S84819** played a vital role as an active and effective team member throughout the initial project planning. I was responsible for identifying the Rationale, Objectives, Target audience and Scope, providing a clear foundation for the project's direction and focus. Demonstrating a proactive approach, I consistently contributed new ideas that enriched the planning and development phase. With my dedication to maintaining consistent engagement and initiative in shaping the project's early framework greatly supported for creating the initial report and will support the team's overall progress and success in the future as well. She is studying MBA with specialization in Healthcare Informatics.

**Yiu Wing Kwok, Stan – S84289** Stan is responsible for taking meeting minutes, in order to help teammates be accountable for tasks and commitments by clearly documenting their responsibilities. He also concentrated on the publication of printing matters such as brochures and newsletters. Ensuring all contents, design and layout, distribution methods, and budget are appropriately aligned with the strategy for the project’s success. He is studying MBA with specialization in Project Management.

**Brian Kipruto, KOIMA - S84922 -** with his software engineering and data analysis experience. He has been fully involved in the initial phases of the project. Brian will play a key role in guiding the development and launch of these digital solutions in the areas of prototyping, user interface (UI) design, search engine optimization (SEO), and general functionality. He is studying MBA with specialization in Healthcare Informatics.

**Evans Kirwa- S84790-**played a crucial role in the initial development of the First report of the project by focusing on identifying the necessary work, defining the project deliverables, and mapping out a realistic preliminary timeline that helped provide the team with a clear framework for moving forward. I have also included a monitoring aspect of the project. He is studying MBA with specialization in Project Management.

**Rubina Sedai - S85811** is responsible for looking at the measured outcome of this project. This task shows whether the project that we have selected turns out to be fruitful or not? So, I have tracked all the outcomes and put necessary follow-up for those outcomes to make our project successful. So, according to my research, outcomes that we have selected are good to track our project but the only thing that was missing is follow-up of our report. Hence, I have added some follow-up or some action plan which will help to run our project for long-run. She is studying MBA with specialization in Project Management.

# ESTIMATION OF RESOURCES NEEDED OR AVAILABLE

In order to successfully resuscitate the CIC Higher Education Alumni Association, the project requires a combination of existing and new resources. The approximate time, expenses, and resources required for the venture are outlined below.

## Time and Cost Estimation

The project is expected to take approximately 3-**4 months**, divided into key phases such as research, outreach, event planning, and implementation. Below is an estimated breakdown of costs:

|  |  |  |
| --- | --- | --- |
| **Expense Category** | **Estimated Cost (AUD)** | **Description** |
| Marketing & Outreach | $500 | Social media ads, email campaigns, printed materials i.e alumni brochures |
| Event Planning | $ 2,000 | refreshments, guest speakers – alumni and industry partners, logistics. |
| Administrative Costs, Website & Database Setup | $5,000 | Alumni portal development, domain hosting, and maintenance. Miscellaneous expenses, software subscriptions. |
| Contingency Fund | $1,000 | Unexpected costs. |
| Total | $ 8,500 |  |

## Resources Required

To ensure the successful revival of the CIC Higher Education Alumni Association, a combination of human, technological, financial, and institutional resources is essential. Below is a detailed breakdown of the key resources required for the project’s execution.

1. **Human Resources**

A strong and dedicated team is vital for the project's success. This includes:

* **Project Team:** The six core members responsible for planning, execution, and monitoring of the initial phase of reviving the Association.
* **Institutional Support:** CIC Higher Education faculty, administrative staff, and the student services department to provide guidance, historical records, and logistical assistance.
* **Volunteers & Ambassadors:** Engaged alumni and student volunteers to support outreach, event planning, and long-term sustainability.

1. **Technological Resources**

The project requires several digital tools to manage alumni engagement effectively:

* **Alumni Database:** A secure and user-friendly database for tracking alumni details, engagement history, and communication preferences.
* **Website & Online Portal:** A dedicated portal in the CIC website for the alumni association, featuring an event calendar, membership sign-up, forums, and news updates.
* **Communication Tools:** Email marketing platforms, social media management tools, collaboration and meeting platforms.

1. **Financial Resources**

The alumni association's sustainability will depend on adequate funding from various sources:

* **Institutional Support:** CIC Higher Education may provide initial funding, office space, or resources for alumni events
* **Membership Fees & Donations:** A structured membership model where alumni contribute a small annual fee or make voluntary donations.

1. **Institutional Support & Infrastructure**

A successful alumni association requires long-term institutional backing, including:

* **Access to Alumni Records:** The institution’s database of former students to initiate outreach efforts.
* **Use of CIC Higher Education Branding & Facilities:** Permission to use CIC branding for credibility and event promotions, as well as campus facilities for meetings and reunions.
* **Mentorship & Career Services Integration:** Collaboration with career services to create mentorship programs and alumni-student networking opportunities.

# PROJECT DELIVERABLES, MILESTONES, AND TIMELINES

This section outlines the key deliverables, milestones, and timeline for reviving the CIC Higher Education Alumni Association. It details the project phases, expected outcomes, and the timeframe for each milestone.

|  |  |  |  |
| --- | --- | --- | --- |
| **Milestone** | **Deliverable** | **Timeline** | **Key Responsibilities** |
| 1. **Project concept** | project inception | week 2 | project team |
| 1. **Initial Research & Strategy Development** | Completed research on alumni engagement strategies and a detailed project plan. | week 3-4 |  |
| 1. **Outreach & Communication Plan** | Detailed communication strategy, including social media content, email templates, and outreach plan. | week 5 | All team |
| 1. **Event Planning** | Finalized alumni event schedule, budget, guest list and logistics plan for alumni gatherings. | week 6-7 | Events Coordinator |
| 1. **First Alumni Event** | Successful launch of the first alumni event or reunion. | week 8 | Events Coordinator, Project Coordinator |
| 1. **Ongoing Engagement & Networking** | Regular newsletters, CIC online alumni interactions, and successful alumni-student mentorship programs. | week 9-10 | All Team Members |
| **7. Final Report & Sustainability Plan** | A comprehensive report on the project's outcomes. | week 12 | All team members |
| **8. presentation** | Presentation of the report. | week 13 | All project team members |

## Monitoring and Evaluation Plan

|  |  |  |
| --- | --- | --- |
| **Monitoring Aspect** | **Details** | **Frequency** |
| **Progress Tracking** | Weekly updates on task completion and project progress. | Weekly |
| **Alumni Engagement** | Tracking alumni participation and engagement activities. | Weekly/Monthly |
| **Event Success Evaluation** | Feedback collection from alumni and event performance review. | After each event |
| **Final Project Evaluation** | Comprehensive evaluation at the conclusion of the project. | At the end of project (3 months) |

# MEASURING PROJECT OUTCOME

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Outcome** | **Criteria for Measurement** | **Metrics/Indicators** | **Impact on Institution and Student Body** | **Follow-up Actions** |
| **Alumni Engagement** | Track the level of alumni participation in events and activities. | - Number of alumni re-engaged.  - Active participation rates in events and on online platforms. | - Strengthening alumni-institution bonds.  - Enhanced opportunities for current students through alumni connections and mentorship programs. | Track the number of participants and list participants as before and after and make progress reports which are visible to everyone. |
| **Event Success** | Evaluate the effectiveness of alumni events and reunions. | - Event attendance rates.  - Feedback from alumni on event quality and value. | - Boosts the institution's reputation by hosting well-attended events.  - Provides networking opportunities for students and alumni. | Send mail to thank all participants who helped for the success of the event. |
| **Financial Stability** | Assess the financial health of the alumni association. | - Total funds raised through donations, membership fees, and sponsorships. | - Creates a sustainable financial foundation for future alumni activities.  - Benefits students through scholarships and financial aid funded by alumni contributions. | Track donations in spreadsheets and follow it accordingly. |
| **Website and Platform Activity** | Measure online engagement with the alumni portal and communication tools. | - Number of visitors to the alumni portal.  - Interaction rates (e.g., forum posts, newsletter engagement). | - Improves the institution’s digital presence and alumni engagement.  - Facilitates ongoing connections between alumni and students through the portal. | Track and update progress reports via online media such as Instagram or Linkedin. |
| **Alumni Satisfaction** | Collect qualitative feedback from alumni regarding their experience. | - Survey results and satisfaction ratings from alumni. | - Improves the overall alumni experience, fostering long-term loyalty and involvement with the institution. | Take Surveys or Feedback Forms. |
| **Community Impact** | Evaluate the impact of the alumni association on students and the broader community. | - Number of alumni-student mentorship matches.  - Participation in community service or institutional initiatives. | - Enhances the overall student experience by providing mentorship, career advice, and networking.  - Promotes a culture of giving back within the alumni and student body. | Track Special Occasions such as birthdays or promotions to maintain healthy connections with all participants. |
| **Sustainability and Long-term Success** | Assess the long-term viability of the alumni association post-project. | - Ongoing alumni involvement in events and platform activity.  - Long-term funding and support for alumni initiatives. | - Establishes a sustainable alumni network that continues to benefit both the institution and students for years to come. |  |

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