# Alumni Management System (AMS)

## Sourabh Gupta, Huy Le and Sanyukta Ghai

## What?

Alumni is a very rich and diverse resource that a university can have. Having an online alumni database system will not only help universities to leverage this resource for creating a great community and get help from this community to fund some valuable opportunities and also for leveraging their experiences to help current and future students but also help create an enhanced experience for the alumni to help them access the community and university resources. This will encourage lifelong learning, participation and volunteering in events across the world among the alumni and allow them to easily connect with alumni clubs and groups.

## Why?

Currently the school Marvel University does not have an updated online alumni management system. They do have individual offline records that different organizations maintain independently. This system will help them create a common centralized and updated system that can be used by all the different organizations. To solidify their analysis, they researched online and found a few case studies of schools that have benefitted from such a system. This is what they found:

1. College of Idaho

An AMS enabled the College of Idaho to manage their alumni events more efficiently using a digital platform and drive higher participation rate with strategic communication. The increased participation rate (2X) also led to generating greater event revenue ($25,387).

1. Calvert Hall

An AMS enabled Calvert Hall to set up their digital alumni community. By offering easy sign ups, the institute was able to establish an up-to-date alumni directory in no time.

1. St. Ignatius College Prep

An AMS enabled St. Ignatius College Preparatory to set up customized giving day websites in no time. By leveraging the power of peer-to-peer fundraising, coupled with the ease of donation, the institute was able to increase their alumni participation. This led to 60% increase in the number of donors and 80% increase in the amount raised.

## How?

As a solution to above problem, we plan to create a database to satisfy the following needs:

1. Create a database to organize and centralize alumni contact information.
2. Make it easier for alumni to access and update their own records like the employment and contact details.
3. Get information about their programs to form a community within the community and engage alumni based on their backgrounds.
4. Make it easy to create and register events online.
5. Make it simpler to maintain alumni donations and drive more donations if it is easy to donate online.

## References:

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