

SRM UNIVERSITY - AP, ANDHRA PRADESH

SRMAP / Reg. Off / Policies / 09 / 2023-24

21st September 2023

ALUMNI RELATIONS POLICY OF SRM UNIVERSITY - AP

1. Purpose

The purpose of the Alumni Relations Policy is to establish guidelines for engaging with alumni of the university, creating, and sustaining a mutually beneficial relationship between the university and its alumni.

2. Definition of Alumni

Alumni are defined as individuals who have graduated from the university or who have attended the university in the capacity of student and research scholar in any of the degree, diploma, PG diploma for a minimum of six months.

3. Directorate of Alumni Relations and its Objectives

The Directorate of Alumni Relations shall be headed by a Faculty in-charge who will define the organogram for its effective operations and execution of the alumni activities. The objectives of the Directorate of Alumni Relations are as follows:

- To create a strong network of alumni who are proud of their affiliation with the university and are willing to support its mission.
- To provide alumni with opportunities to maintain their connection with the university, stay informed about its activities and accomplishments, and participate in its development.
- To promote alumni engagement in student recruitment, mentoring, careers, and fundraising activities.
- To enhance the reputation of the university through the achievements and contributions of its alumni.
- To assist the university in building brand and improving perception through participation in various outreach activities.



4. Alumni Engagement

The Directorate of Alumni Relations shall maintain an active alumni engagement program that fosters alumni loyalty, support, and involvement. The program shall include the following initiatives:

- **Communication:** Regular and relevant communication with alumni through e-newsletters, email updates, social media, and events.
- **Events:** Organizing events that bring alumni together for networking, socializing, and professional development opportunities.
- **Volunteer Opportunities:** Providing alumni with opportunities to volunteer for the university's initiatives and programs, including student recruitment, mentoring, and fundraising.
- **Benefits and Services:** Offering benefits and services to alumni, such as career counselling and, placement, and discounts on university events. Each alumnus will be issued an Alumni Membership card to avail these services.

5. Alumni Association

The university shall establish an alumni association that serves as a platform for alumni engagement, networking, and advocacy. The association will be registered as a society and shall have its bylaws, an elected board head by the President elected from and by the Alumni, and committees responsible for various programs and activities. The Vice Chancellor will be the ex-officio Working President of the Alumni Association. The university shall provide initial support to the association, including administrative assistance, funding, and access to university resources. The Alumni Relations shall become self-sufficient in the due course of time. The roles of Alumni Association shall be clearly defined to avoid any conflicts with the activities of the Directorate of Alumni Relations.

6. Data Management

The Directorate of Alumni Relations shall maintain an accurate and up-to-date database of alumni, including their contact details, education, employment, and engagement history. The database shall be used to communicate with alumni, track their involvement, and measure the effectiveness of the alumni engagement program.

7. Funding

The university shall allocate resources for the development and implementation of the alumni affairs program, through the Directorate of Alumni Relations, including staff, budget, and infrastructure. The university shall also encourage alumni to donate to the university's fundraising initiatives, including scholarships, chair professorships, establishment of Centres of Excellence and laboratories and infrastructure development.

8. Review and Evaluation

The Policy shall be periodically reviewed and evaluated to ensure its effectiveness and relevance. The review shall include feedback from alumni, analysis of engagement metrics, and benchmarking against best practices. The policy shall be updated as needed to reflect changes in the university's goals, alumni demographics, and industry trends.



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