

European City University

Alumni Relations Engagement Framework and Plan (2025–2030)

This framework positions ECU’s alumni as key stakeholders in the university’s growth, leveraging their expertise and networks to drive innovation, employability, and community impact. By aligning with ECU’s **Strategic Plan** and **Quality Assurance Policy**, we commit to transparency, inclusivity, and measurable outcomes.

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1. Introduction

European City University (ECU) is committed to fostering lifelong relationships with its alumni, ensuring they remain connected, engaged, and empowered to contribute to the university's mission of **innovation, accessibility, and employability**. Aligned with ECU's **Strategic Plan 2025–2030** and **Quality Assurance Policy**, this framework outlines a structured approach to alumni engagement, leveraging digital tools and strategic partnerships to create measurable impact.

Purpose:

- Strengthen ties between ECU and its alumni to support the university's strategic goals.
- Enhance alumni involvement in mentoring, networking, and giving back to the ECU community.
- Leverage digital platforms to create scalable and inclusive engagement opportunities.

Scope:

- All alumni of ECU, including graduates of online programs, micro-credentials, and executive education.
- Partnerships with alumni for industry collaboration, community projects, and student support.

2. Mission, Vision, and Core Values

Mission:

To cultivate a vibrant, global alumni community that fosters lifelong learning, professional growth, and meaningful contributions to ECU and society.

Vision:

By 2030, ECU alumni will be recognized as leaders in their fields, actively engaged in advancing the university's mission and driving societal progress.

Core Values:

1. **Connection:** Building and sustaining relationships across the alumni network.
2. **Innovation:** Using digital tools (e.g., virtual events, AI-driven platforms) to enhance engagement.
3. **Impact:** Creating measurable outcomes for alumni, students, and ECU.

4. **Inclusivity:** Ensuring all alumni, regardless of location or background, have access to engagement opportunities.

3. Strategic Goals and Objectives

Goal	Objectives
Alumni Engagement	1.1 Engage 30% of alumni annually through events, mentorship, and digital platforms.
	1.2 Launch an alumni portal with career resources, networking tools, and lifelong learning opportunities.
Industry & Community Partnerships	2.1 Partner with alumni for curriculum co-design, guest lectures, and virtual internships.
	2.2 Establish alumni-led community initiatives (e.g., digital literacy programs for underserved groups).
Student Success	3.1 Involve alumni in mentoring current students annually.
	3.2 Achieve an annual 10% increase in student-alumni interactions via virtual platforms.
Governance & Growth	4.1 Form an Alumni Advisory Council to guide engagement strategies.
	4.2 Increase alumni giving participation to 15% by 2030.

4. Key Components of the Framework

4.1 Alumni Engagement and Lifelong Learning

Initiatives:

- **Virtual Events:** Webinars, reunions, and professional development workshops.

- **Alumni Portal:** Centralized platform for networking, job postings, and micro-credentials.
- **Mentorship Programs:** Pair alumni with students for career guidance and industry insights.

Tools:

- **Digital Dashboard:** Tracks alumni participation, event attendance, and feedback.
- **LMS Integration:** Alumni access to select courses and resources.

4.2 Alumni-Industry-Community Partnerships

Programs:

- **Alumni Ambassadors:** Represent ECU in their industries and regions.
- **Social Impact Projects:** Alumni-led initiatives addressing local and global challenges.
- **Industry Collaboration:** Alumni facilitate internships, guest lectures, and research partnerships.

Measurement:

- **Impact Metrics:** Track alumni contributions to student employability and community projects.

4.3 Governance and Accountability

- **Alumni Advisory Council:** Quarterly reviews of engagement outcomes.
- **QA Oversight:** Ensure alignment with ECU’s Quality Assurance Policy (e.g., data privacy, program quality).

5. Implementation Plan

Year	Actions	Responsible Party
End of 2025	Launch Alumni Advisory Council; pilot mentorship program.	Director of Alumni Relations
2026	Expand alumni portal features; partner with 20+ alumni for industry collaborations.	Alumni Engagement Office

Year	Actions	Responsible Party
2027	Scale global alumni chapters; host first virtual global reunion.	Alumni Advisory Council
2028–2030	Achieve 15% alumni giving participation; integrate AI tools for personalized engagement.	Provost

6. Monitoring and Evaluation

- **Metrics:** Alumni participation rates, mentorship matches, event satisfaction (≥85%).
- **Tools:**
 - **PDCA Cycle:** Continuous improvement of engagement strategies.
 - **Digital Dashboard:** Real-time reporting of KPIs.

7. Key Performance Indicators (KPIs)

Area	KPI	Target
Alumni Engagement	% of alumni engaged annually	30% by 2030
Industry Partnerships	# of alumni-industry collaborations	50 by 2027
Student-Alumni Interaction	# of mentorship matches	100 annually
Alumni Giving	Participation rate	15% by 2030

8. Risk Mitigation

Risk	Strategy
Low alumni participation	Incentivize engagement (e.g., exclusive resources, recognition).

Risk	Strategy
Technological barriers	Multilingual support; mobile-friendly platforms.
Data privacy concerns	Comply with GDPR; annual cybersecurity audits.

Next Steps:

- Formalize partnerships via MoUs.
- Launch pilot programs and monitor progress.

Approval:

Endorsed by the Leadership and Academic Board.

Appendix A:

Alumni Advisory Council Terms of Reference

1. Purpose

The ECU Alumni Advisory Council (AAC) serves as a strategic advisory body to enhance alumni engagement, ensuring alignment with ECU's Strategic Plan 2025–2030 and Quality Assurance Policy.

2. Responsibilities

- Advise on alumni engagement strategies.
- Promote mentorship, networking, and giving initiatives.
- Represent alumni voices in ECU governance.
- Support regional and affinity-based alumni chapters.

3. Membership

- Composition: 5-8 members (alumni, faculty, industry partners).
- Term: 2 years (renewable once).
- Selection: Nomination by ECU leadership + alumni vote.

4. Meetings & Reporting

- Frequency: Bi-annual (virtual/hybrid).
- Reporting: Annual report to ECU's Board of Directors.

5. Key Performance Indicators (KPIs)

- Alumni engagement rate (target: 30% by 2030).
- Mentorship participation (target: 200+ pairs by 2030).
- Alumni giving growth (target: 15% participation).

Document Title	Alumni Relations Engagement Framework and Plan (2025–2030)
Document Reference	ECUQA26.1
Approval Authority	Provost
Last Approved	3 rd February, 2025
Responsible Department & Person	Dean, Academic Affairs – wilsontay@cityu.edu.eu
Review Frequency	n/a

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Aligned with ECU Strategic Plan 2025–2030 and Quality Assurance Policy.