

## ■ Advancement *through* Alumni Engagement

*Eduvisors is a research and consulting firm dedicated to providing cost-effective advisory services to institutions and students across K-12, college and university education. Considered an authority on research driven education trends and best practices, our strategic services help colleges and universities measurably improve performance by making the most of their investments.*



## Alumni as a Stakeholder in Higher Education Institutions

Institutions recognize the value of building and maintaining strong, long-term relationships with alumni. When engaged in building positive awareness of the institution, actively supporting admissions efforts, creating internship and job opportunities, forging bonds with other alumni, and giving to capital campaigns, alumni provide a vital mix of resources upon which an institution depends.

To help institutions foster such relationships, we:

- Analyze the historical dynamics of alumni involvement and benchmark your institution with your competitor set;
- Research levels of satisfaction among alumni;
- Apply predictive modeling to identify the key drivers of alumni engagement for your institution;
- Audit current operational practices pertaining to alumni relations and institutional advancement.

### Based on our research, analysis, and predictive modeling, we will deliver:

- Findings of causal factors of alumni (dis)satisfaction and (dis)engagement;
- Insights on how alumni want to connect with the institution;
- A prioritized list of services desired by alumni;
- Recommended best practices (operational and organizational) for increasing alumni satisfaction and involvement;
- Comprehensive student-outcomes information for use in communicating with prospective students, accrediting agencies, and others.
- We can also work with you on an implementation program that includes activities, schedules, and measured outcomes.

### Key outcomes addressed:

- ✓ Increased alumni involvement
- ✓ Increased alumni giving
- ✓ Reduced student recruiting costs
- ✓ Increased pool of recommended potential students
- ✓ Increased enrollments

**Eduvisors** is a research and consulting firm dedicated to providing strategic business advisory services to institutions and other stakeholders in Higher Education.

*For further details, please contact us at [info@eduvisors.org](mailto:info@eduvisors.org)*



*professional rigour in education*

## Thank You

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