

# FIVE-YEAR STRATEGIC PLAN



Pledge to Make a  
Better Community

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# FOREWORD

Alumni live at the heart of any institution, serving as a critical bond between a university's academic community and the world in which it prepares its students to lead. As the landscape of higher education continues to evolve, alumni have become a fundamental part of a university's brand experience, assuming roles as loyal advocates, ambassadors, and mentors who actively contribute to the way people think, feel, and act toward a university and the communities it serves.

Mehran University of Engineering and Technology is one of the leading premier institutions of Pakistan with an alumni community – numbering more than 30,000, serving in different professions around the world. As a highly reputable public sector university of Pakistan, we acknowledge the importance of our alumni and do everything possible to keep them engaged, connected, and filled with pride. We recognize that our university's future, and its ability to enrich lives and improve communities around us, depends upon the development of meaningful and lifelong relationships with our alumni. For that very reason, Mehran University of Engineering and Technology established an Alumni Office at the Science and Technology Park of the university.

Over the past few years, MUET has accomplished a great deal and started activities for alumni engagement. But there is much more to do. There is a significant untapped opportunity to harness this community for the benefit of the university. First, we must engage them through inspiring storytelling and connecting them to the university in ways that are personally meaningful. To address the ongoing needs of university alumni, we must set our sights on transformative strategic goals. This strategic plan is designed to complement those of the university.

The premise of this strategic plan is based on a value proposition that provides mutual benefit to alumni and alma mater. Over the next five years, the alumni office will use this plan to vigorously strengthen its relationships with alumni while pursuing a path that not only advances our strategic objectives but empowers the personal and professional growth of alumni around the world. However, to keep our alumni office responsive to changing circumstances, the university officials and alumni board members may recommend any change in the plan, as needed.

This is the beginning of a new journey together. We hope you will join us every step of the way.





## Vision



*Inspire and engage our alumni in a lifelong commitment to support the university and make a better community around it.*

## Community

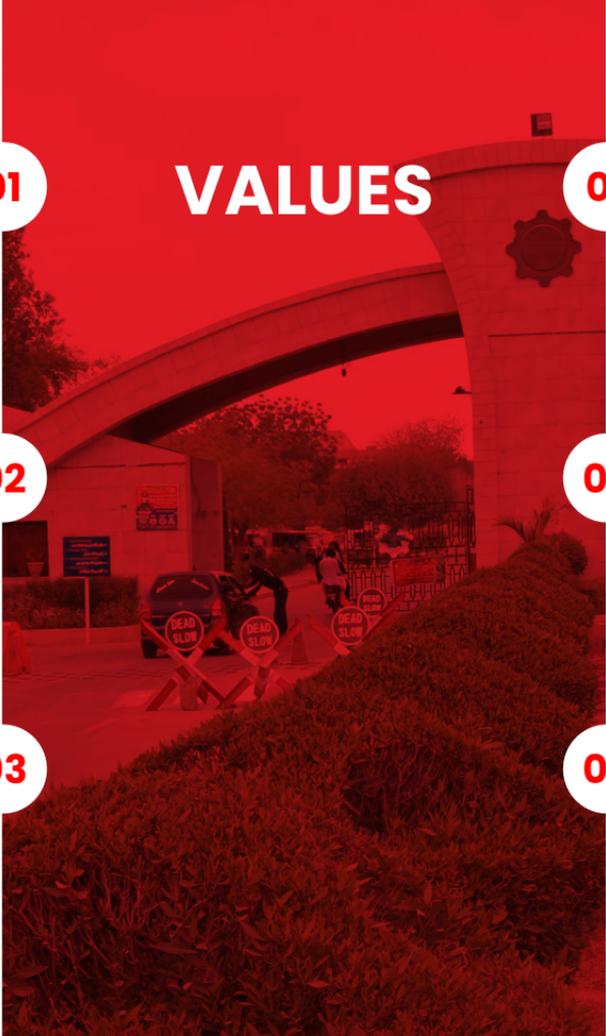
*By community, we mean our alumni, students, faculty members, staff, donors, partners, university, and everyone around it.*

## Mission

*To reach, inspire, engage and support current and future alumni of the university by nourishing pride, celebrating achievements, inspiring volunteerism and giving, and providing lifelong learning opportunities for personal and professional growth, to bring benefit to the alumni, university, and community around it.*



# VALUES



## 01 Communication

We are committed to connecting with our alumni through frequent communications and thoughtful content.

## 02 Community

We are committed to connecting a diverse community, sharing common attitudes, interests, and goals to empower our alumni, university, and community around us.

## 03 Excellence

We are committed to providing quality and excellence in all our endeavors.

## 04 Creativity

We are committed to the development of original ideas, knowledge, and innovative approaches to solving complex problems.

## 05 Giving

Supporting the university's philanthropic campaigns by building a pipeline of community, and involving alumni in fundraising and volunteerism.

## 06 Ownership

We are committed to engaging our alumni in the progress of the university and future alumni.

# GOAL 01

## ENGAGEMENT

Educate, engage and mobilize current and future alumni to build a stronger community, through an extensive outreach effort that drives a meaningful engagement.

### OBJECTIVES

Meaningfully connect with new alumni and build a culture of lifelong engagement.

Introduce avenues to nourish pride, empower personal growth and enhance programs for alumni engagement – locally, regionally, and globally, that includes the opportunity for alumni to connect with the university and each other.

Welcome alumni to campus by offering avenues to participate in a variety of activities, including a grand alumni reunion to engage alumni and educate them about the vision of the alumni office.

Organise award ceremonies to recognize alumni, faculty, and student achievements.

Develop and promote lifelong learning programs with content based on alumni needs through different life stages.

Provide opportunities for volunteer involvement to support engagement, communication, student recruitment, events, and vision of the alumni office.



# KPIs

Arrange grand alumni reunion by June 2023.

Acknowledge distinguished graduates and alumni by June 2023.

Announce at least one professional development program to meet alumni needs by June 2023.



# GOAL 02

## COMMUNICATION

Be the catalyst for two-way communication between the university and alumni, to establish and enhance a line of communication through thoughtful content and communication.

### OBJECTIVES

Increase digital offerings for all alumni to reach a wider and more diverse constituency.

Increase the digital media presence, and focus on a social media interaction plan, in particular through networks, including consistent use of Facebook, LinkedIn, Twitter, and Instagram with a balance of traditional methods of print, publications, and website.

Develop alumni relations software/application to strengthen emails, alumni newsletter, membership, online directory, and other applications.

Respond to all communication from the alumni promptly.

Conduct a regular alumni satisfaction survey.

Explore and implement innovative communication outreach methods for alumni engagement.



# KPIs

Reach 10,000 social media followers by June 2023.

Engage 5000 alumni on the MUET alumni portal by June 2023.

Email newsletters and other communications to 5000 alumni by June 2023.

Respond to 100% queries of the alumni, coming through email/website.





## **GOAL 03**

# **STUDENT EXPERIENCE**

Deepen current students' connections to the alumni community, charting clear pathways through which they will become engaged alumni.

### **OBJECTIVES**

Help students build identities as alumni, early and often.

Increase alumni contacts within companies to open internships and full-time opportunities for university students and alumni.

Pursue partnerships with students' societies to increase student outreach/engagement.

Increase collaboration with Student Advisor Office to leverage more professional opportunities offered by alumni to students.

Improve and expand opportunities for alumni-student mentorship.

Involve students in alumni communications and events.

Motivate students to register on the alumni portal right after graduation/convocation day.

# KPIs

Convert 75% of students of graduating batch to the alumni role (every year).

Help 100 students avail jobs and internships with the support of alumni (number increases by 100 every year).

Mentor 500 graduating students about career and business opportunities (every year).

Involve 100 students in alumni activities (every year).



# GOAL 04

## INSTITUTIONAL SUPPORT

Improve the systems and infrastructures needed to support collaboration across the university and alumni relations office to maximize impact, efficiency, and excellence.

### OBJECTIVES

Secure resources through strategic collaboration to meet the growing needs of the university and the alumni community.

Implement a long-term funding model in collaboration with university leadership.

Provide resources or support to the university for R&D.

Build successful cohorts of campus partners to meet on a regular basis to share resources and develop strategies for alumni engagement.

Establish regular contact with the leadership of the university to forecast collaborative opportunities.

Create mission-driven programming that engages faculty for meaningful content while addressing their goals for strategic alumni engagement.

Promote the mission, vision, and core initiatives of the alumni office on a regular basis.



# KPIs

Arrange faculty development programs in every department by June 2023.

Support 10 R&D programs of the university (every year).

Aware 100% of faculty, staff, and officers of the university about alumni office initiatives by June 2023.





# GOAL 05

## STRENGTHEN PHILANTHROPY

Promote a culture among the alumni community that inspires philanthropic support for the university.

### OBJECTIVES

Provide consistent messaging across all digital platforms to educate and empower alumni and donors for philanthropic support of the institution.

Encourage alumni to support needy students with financial aid, and participate in the development of infrastructure of university.

Announce annual fundraising programs and events.

Enhance the infrastructure of the university with the help of alumni, by acquiring development projects e.g., laboratories, alumni activity center, sports grounds, etc.

Identify and engage potential alumni and donors every year.

Identify and develop future alumni leaders, establishing a diverse and inclusive volunteer pipeline that will cultivate and support increased alumni giving to the university.



# KPIs

Provide financial assistance to 200 students with the help of alumni (every year).

List 100 potential alumni for funding, volunteerism, or student/alumni recruitment (every year).

Acquire at least one project for the university by June 2023.





# MUET alumni

Pledge to Make a Better Community

