

SIXTH AUSTRALIAN UNIVERSITIES INTERNATIONAL ALUMNI CONVENTION (AUIAC) 2008, 10 TO 13 JUNE 2008, SINGAPORE

PANEL SHARING ON ALUMNI NETWORKING – 11 JUNE 2008

IMPERATIVES IN ALUMNI CULTIVATION

Does your alumni feel jaded about their alma mater? What plans do you have to engage your alumni? Do you face challenges in budgeting for your alumni programmes? How can your alumni be more engaged?

All these issues and more will be addressed in this session on “Imperatives In Alumni Cultivation” by Assoc Prof Teo Choo Soo, Director, National University of Singapore (NUS) Alumni Office.

With a 100-year heritage of excellence, the National University of Singapore is ranked as one of the top research universities in the world. Participants at this session will be apprised of NUS’ experience in engaging its 186,000 alumni in Singapore and across the globe.

Underlining the approach of the NUS Alumni Office’s engagement with alumni is its 5Cs Framework of alumni cultivation. These are Connection, Contribution, communication, Collaboration and Cultivation.

Resourcing is key to successful outcomes and here one can learn how Space (e.g. Asia Pacific’s first custom-built alumni house), Finance (e.g. Dollar Subsidy per Alumnus) and People (creating a corp of Advancement professionals) are fully harnessed to engage alumni and to align them with NUS’ aspirations.

The core business of the NUS Alumni Office is vividly expressed in its slogan *Building Bonds, Bridging The Future* – strengthening the bonds of kinship between alumni and alma mater and bridging the future by aligning the aspirations of alumni with that of NUS.

Ultimately, the desired outcome of alumni cultivation is to have Connected Alumni. Whether as an individual alumnus or as part of alumni groups, they have a shared destiny with NUS and thus contribute their Time, Talent and Treasure to help their alma mater aspire to global greatness.