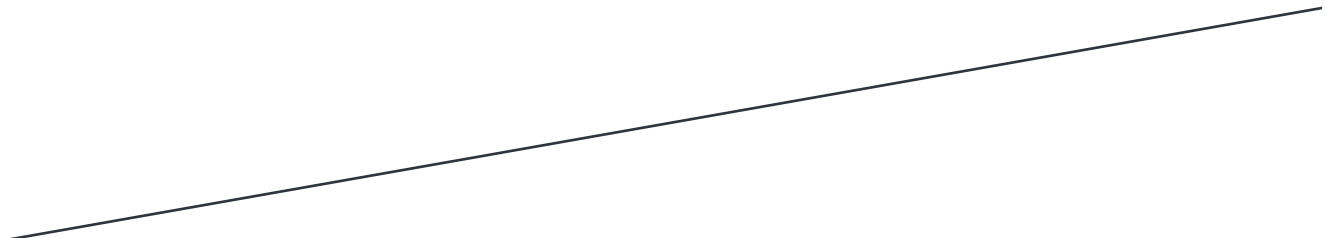


TRURO & PENWITH COLLEGE

**ALUMNI
ENGAGEMENT
STRATEGY**



OBJECTIVES

The objectives of the alumni strategy are to:

- Create a network of past students.
- Support current students with course and career advice, using alumni as specific examples of progression and destination.
- To provide case studies to outline the success of past students to raise aspirations.
- To have a designated alumni section on our website.
- Strengthen the College community locally, nationally and globally.
- Facilitate two-way communication between the College and alumni for increased engagement.
- Recognise the experiences, needs and prospects of alumni to improve Truro and Penwith standards continually.
- Promote a culture of philanthropy/altruistic regard among the alumni to support the College.

01

BUILD

Develop the foundations of an alumni network ensuring cross-College engagement and designated staff to monitor the key functions of alumni growth.



02

CONNECT

Ensure there are clear and obvious methods for current, exiting and former students to be part of Truro and Penwith's alumni community.



03

ENGAGE

Through newsletters, email, events and LinkedIn Truro and Penwith can reach out to specific cohorts and set the themes for alumni engagement.



04

CONTRIBUTE

Through social media platforms (especially LinkedIn), College run events and 'in-person' presentations - our alumni community connects with our current cohort. This inspires, motivates and informs our students of where the current 'journey' could lead to.

THE ENGAGEMENT STRATEGY

- Begin engagement and raise awareness of the alumni process when students are enrolled, detailing the present and future benefits.
- Create a social media campaign (LinkedIn, Facebook, Instagram, Twitter and Tik Tok); share alumni stories.
- Email: Dedicate an email for alumni communication such as events, workshops and university news stories as well as sharing graduation photos. Ask current students to sign up for this.
- Encourage all students to create a LinkedIn profile to enable the college to follow their career success.
- To ensure that our leavers have a mechanism to register to Truro and Penwith's alumni community, highlighting all methods of connectivity.
- Create a range of events and opportunities annually for alumni to engage with the College.
- Create opportunities to add value to alumni careers: guest speakers, networking events, mentoring and professional development courses.
- To be clear on what message, theme or campaign alumni should be contributing to so that content created is relevant, of the moment and specific to Truro and Penwith's calendar of events.
- Segmentation of alumni persona's will allow Truro and Penwith to be specific in engagement activities and the desired cohort - such as dates of attendance, occupation, or what course was studied.
- To engage with current employees who are alumni, so that there is a visible institutional commitment to the merits of an alumni network.

MEASUREMENT OF IMPACT

- Numbers of alumni that engage in social media activity.
 - Number of current students that sign up to the alumni programme.
 - Number of current students that benefited from alumni support.
 - Use of the LinkedIn alumni tool can inform Truro and Penwith on career outcome and destination data; such as, where they work, what they do, what they studied and what they are skilled at.
 - Lasting friendships and connections.
 - Growth of Truro and Penwith's brand on a global scale evidenced through LinkedIn.
 - Ex students are our 'brand ambassadors' promoting our reputation.
 - 'Career Zone' being able to inform guidance practice from LinkedIn/alumni data.
-

