

Alumni Engagement Framework – Template for Schools

Objective

To create a structured and meaningful platform for engaging alumni as mentors, contributors, and ambassadors of the school’s legacy, while supporting student growth and institutional development.

A. Alumni Database Template (Basic Fields)

Field	Description
Full Name	First, Middle, Last
Batch/Year of Graduation	e.g., 2012
Contact Number	Mobile/WhatsApp
Email ID	Personal or work email
Current Occupation	Job title, business, or higher education
Location	City and Country
Areas of Interest	Mentoring, Speaking, Internships, Donations
Social Media Handle	LinkedIn/Instagram (optional)
Remarks/Notes	Any personal input or past contribution

You can maintain this data in Excel, Google Sheets, or a CRM tool (if available).

B. Annual Alumni Engagement Plan

Month	Activity	Mode	Goal
January	Alumni Database Update Drive	Online/Phone	Refresh and expand contact info
March	Alumni Guest Speaker Sessions	Offline/Online	Career talks, motivation
June	Rendezvous – Jaipuria Alumni Meet	In person	Building alumni network
August	Alumni Spotlight in School Newsletter	Print/Digital	Share success stories, inspire
September	Internship Collaboration Requests	Email/Calls	Internship for senior students
November	Alumni Meet / Reunion (Annual Event)	On-Campus	Networking, school spirit

Month	Activity	Mode	Goal
December	Year-End Thank You & Feedback Form	Email	Maintain connection and input

C. Alumni Engagement Opportunities

Area of Involvement	Description
Mentorship	One-on-one or group mentoring for career/life skills
Guest Lectures	Online/offline sessions on industry or higher education
Internships	Offer internships in their companies/startups
Alumni Panel for Events	Serve as judges or panelists in school competitions
Annual Alumni Meet	Participate in or support logistics/planning
Fundraising Support	Voluntary donations or sponsorships
Social Media Features	Promote alumni through posts or interviews

D. Communication Plan

Frequency	Mode	Message Type
Quarterly	Newsletter	School updates, alumni stories
Bi-Annual	Personal Email	Mentoring/internship invitations
Annual	Invitation	Alumni meet or guest speaker requests
As Needed	WhatsApp/SMS	Quick updates, greetings

Tools You May Use

- **Google Forms** for alumni data collection
- **Mailchimp** or **WhatsApp Broadcast** for communication
- **Canva** for designing newsletters or alumni highlights
- **LinkedIn** or Facebook Groups for ongoing engagement