

How Universities Develop Relations with Alumni?

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Establishing and maintaining reciprocal relations between the university and alumnus always considered important by policy makers and planners in higher education systems. The purpose of this study was to identify activities, programs and services to create relations with alumnus in selected world universities. By using descriptive method, the content strategies and services of selected world universities were analyzed.

The selection of countries were purposefully, and based on UNESCO' worldwide classification of higher education institutions. A total of seven countries and two universities in each country that had some achievements in university alumni relations were studied. The research showed that studied universities arranged programs in informing, providing opportunities for learning and teaching, assessment, follow-ups, organizing special events etcetera in order to find relations with alumnus. In addition, they make efforts to present academic and career services, electronic services and other benefits to utilize maximum potential participation of alumnus in the variety of situations.

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