



UNIVERSITY
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“ CELEBRATING DREAMS ”

Standard Operating Procedure (SOP) for Coordinator of Alumni Management

Objective: The objective of this SOP is to define the roles, responsibilities, and measurable actions of the Coordinator of Alumni Management at ITM University, Gwalior. The aim is to foster and enhance the relationship between the university and its alumni, encouraging continued engagement and support.

Roles and Responsibilities

1. Alumni Engagement and Communication

- **Action:** Develop and maintain a database of alumni contact information.
- **Measurable Parameters:**
 - Percentage of updated alumni contacts details.
 - Frequency of communication (newsletters, emails).

2. Event Organization and Participation

- **Action:** Plan and organize alumni events (reunions, seminars, webinars).
- **Measurable Parameters:**
 - Number of events organized per year.
 - Alumni participation rate.
 - Feedback scores from event participants.

3. Mentorship and Support Programs

- **Action:** Establish mentorship programs linking alumni with current students.
- **Measurable Parameters:**
 - Number of mentorship pairs created.
 - Satisfaction ratings from mentors and mentees.

4. Fundraising and Resource Mobilization

- **Action:** Develop fundraising campaigns and mobilize resources from alumni.
- **Measurable Parameters:**
 - Amount of funds raised.
 - Number of donors.



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5. Alumni Benefits and Services

- **Action:** Provide benefits and services to alumni (career services, library access).
- **Measurable Parameters:**
 - Number of alumni availing benefits.
 - Satisfaction ratings from service users.

6. Promotion and Advocacy

- **Action:** Promote the university's achievements and encourage alumni advocacy.
- **Measurable Parameters:**
 - Number of promotional materials distributed.
 - Alumni involvement in advocacy activities.

7. Collaboration and Networking

- **Action:** Foster collaboration and networking opportunities among alumni.
- **Measurable Parameters:**
 - Number of networking events.
 - Alumni feedback on networking opportunities.

8. Administrative Duties

- **Action:** Maintain records of alumni interactions, event participation, and financial contributions.
- **Measurable Parameters:**
 - Accuracy and completeness of records.
 - Timeliness of report submissions.

Six-Monthly Report Format

The following matrix outlines the measurable parameters and their targets for the six-monthly report to be filed by the Coordinator of Alumni Management.

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Parameter	Target	Actual	Remarks
Updated alumni contact details	90%		
Frequency of communication	Quarterly newsletters/emails		
Number of events organized	4 per year		
Alumni participation rate	75% attendance		
Event feedback scores	Average score of 4/5		
Mentorship pairs created	20 pairs		
Mentorship satisfaction ratings	Average score of 4/5		
Funds raised			
Number of donors			
Alumni availing benefits			
Service satisfaction ratings	Average score of 4/5		
Promotional materials distributed	... items		
Alumni advocacy involvement	50 alumni		
Networking events	3 events		
Networking feedback	Average score of 4/5		
Record accuracy	100% accuracy		
Timeliness of report submissions	100% on time		

Implementation and Review

- **Frequency of Review:** The SOP and the six-monthly report matrix will be reviewed annually to ensure relevance and effectiveness.
- **Responsible Parties:** The Coordinator of Alumni Management, along with the standing committee, will be responsible for the implementation and review of this SOP.

By adhering to this SOP, the Coordinator of Alumni Management will help build a robust alumni network at ITM University, Gwalior, ensuring continued engagement and support from the university's alumni community.


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