

Untapped Treasure : Your School's Alumni

1

Alumni have a pool of knowledge and experience to share with your current students.

2

Nostalgia and Gratitude make your Alumni active contributors for Fundraising activities.

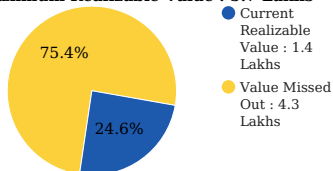
3

Alumni are the REAL Brand Ambassadors for your School and can endorse for Admissions.

Your Alumni's Current Realizable Value vs Maximum Realizable Value

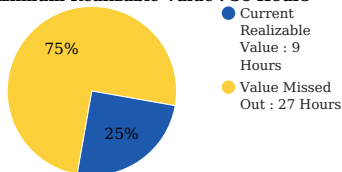
Value to the School (INR)

Maximum Realizable Value : 5.7 Lakhs



Total Hours of Alumni Assistance (Yearly)

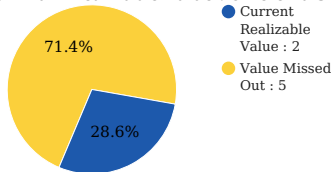
Maximum Realizable Value : 36 Hours



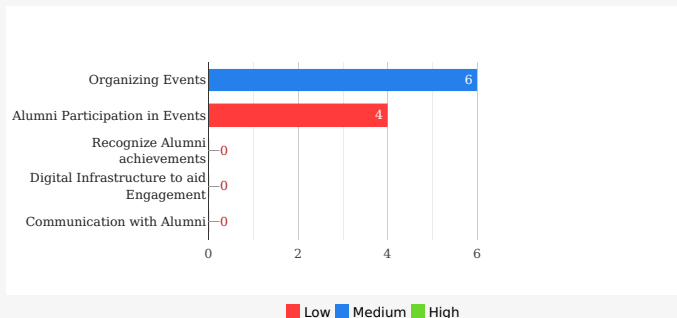
Alumni led Admission Referrals

(#Admissions/Year)

Maximum Realizable Value : 6 Referrals



Alumni Engagement benchmark:



Parameters based on which the max Realizable Value of your Alumni base is estimated :

The major factors on which the Alumni Value you can create is estimated are:

- The number of Alumni who have passed out from your school
- Age group of your Alumni base
- Average annual Fee paid by Alumni
- Location of your School and proximity of Alumni to the School campus

Parameters based on which the Current realizable value of your Alumni base is estimated:

School Engagement with the Alumni is the predominant predictor of Alumni giving back to the school:

- Do you actively seek to bring your Alumni back to the campus through meets etc.?
- Do you encourage Alumni to keep in touch with other Alumni?
- Do you promote Alumni interaction with current Students?
- Do you recognize Alumni achievements and highlight them?
- Do you inform Alumni of School developments?

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