

Alumni rollout

Under-pinned by a robust database management system DevMan can handle large volumes of alumni data, make your team's work easier and enhance their productivity.

To realise the promised benefits and achieve your alumni department's strategic goals it's important to make the transition to DevMan with a well thought out roll-out strategy. This guide which follows a tried and tested phased approach is designed to get you there as quickly as possible and with minimal disruption and productivity loss.

Step 1 – System setup and imports

System value depends on acquisition of data from legacy systems. Steps include:

- DevMan team to provide Import Specification Document
- Client to source official alumni data (from ITS, PeopleSoft or other student systems)
- DevMan team to import data
- Client to source any other alumni data (mailing list spreadsheets etc)
- DevMan team to import data
- Client to verify imported data with assistance from the DevMan team
- DevMan team to set up alumni stewardship procedures (birthday SMS etc)



Step 2 – Basic training

A series of introductory sessions will be provided to cover the following:

- View and update alumni profiles
- Search for groups of alumni (eg. by faculty, graduation year, region)
- Build customised reports
- Produce customised exports
- Send individual and bulk email and SMS



Step 3 – Alumni portal

Harness hyper scale by interacting with your alumni online. DevMan provides facilities for your stakeholders to:

- Update their details online
- Choose their communication preferences
- Network with other alumni
- Donate online
- Consultation between the alumni team, the webmaster and the DevMan team is required for rollout of each online facility.



Step 4 – Advanced training: communication & events

DevMan provides a complete set of tools for managing subscriptions, bulk mailing and events. Training will cover:

- Manage subscription and mailing lists
- Newsletter template design
- Send mailshots
- Event setup and management of the invitee list
- Send event invitations with online RSVP
- Track attendees and event reporting



Step 5 – Membership management

There is a drive among some institutions to have alumni pay an annual membership fee. If applicable, rollout steps include:

- Client to source legacy membership data and DevMan team to import
- DevMan team to set up membership workflow procedures (expiry notifications etc)
- DevMan team to provide training on managing membership data

Step 6 – Pre-alumni programme

Build relationships with pre-alumni (students) by communicating with them via DevMan. Rollout steps include:

- Client and DevMan team to setup a student data feed into DevMan, ideally via a recurring integration process
- DevMan team to set up pre-alumni stewardship procedures (good luck for exams SMS etc)
- Client to use existing DevMan expertise in communicating with this stakeholder group

Step 7 - Staff stakeholder group

Typically, a large proportion of the institution's staff are alumni. Communicate easily with any and all groups of staff by maintaining their contact details on DevMan. Steps include:

- Client and DevMan team to setup an HR data feed into DevMan, ideally via a recurring integration process
- DevMan team to set up staff stewardship procedures (work anniversary email etc)
- Client to use existing DevMan expertise in communicating with this stakeholder group

Step 8 – Graduation ceremonies

Graduation is a key information gathering event, since by the time of the ceremony graduates have moved out of residence, likely changed contact details and may have landed employment. DevMan features that can be of value to this process include:

- Online RSVP for the graduation event
- Online portal for graduates to upload their new information
- Ensuring all information sources feed into DevMan
- Since graduation is usually not managed by the alumni department, facilitation is required by the client to achieve some of these objectives.