

ALUMNI DEVELOPMENT CENTRE

2020 ACTIVITY REPORT



ALUMNI AV

PREPARED BY:
Sharifah Darweena Syed Ahmad Amir Feisal

ABOUT ALUMNI DEVELOPMENT CENTRE (ADC)

Mission

1. To develop "Saya Sayang USM" among present and former students.
2. To increase networking with alumni on it's alma mater.
3. To encourage philanthropic, expertise and volunteer support to USM.

Vision

A community that cultivates lifelong relationship with alumni to maximize engagements that will foster support for the University.



ENGAGEMENT SUMMARY

1. ALUMNI BIRTHDAY WISHES

3863 monthly birthday wishes send to alumni working in USM.

2. ALUMNI AMBASSADOR

26 representative from each school to collaborate in alumni activities and mentorship.

3. ALUMNI DISCOUNT RATE

10% off for Postgraduate Tuition Fee and 5% off for alumni's offspring.

4. CLASS OF 2020

4034 congratulations greetings send out to the graduates of 2020.

DATABASE SUMMARY

1. LAUNCHING NEW WEBSITE

100% completed and launched by June 2020. 3781 visitors by end of the year.

2. UPGRADING ALUMNI SYSTEM

75% completed by the end of the year (Collaboration with PPKT).

3. ALUMNI TRACKING

76.66% active alumni. The number increased from 17,289 to 30,720.

4. DATABASE COLLECTION

436 contact details of USM alumni collected from 5 Universiti Awam

MEDIA & COMMUNICATION SUMMARY

1. ALUMNI BULLETIN

2

issues published. Circulation to 15,240 via email and 200 via hard copies.

2. ALUMNI INSIGHT

3

videos produced on Alumni Sharing Knowledge (collaboration with MPRC).

3. WHO'S WHO GALLERY

49

prominent alumni highlighted by Schools and uploaded in ADC website.

4. ADC SOCIAL MEDIAS

1.9K

followers in Facebook, 487 followers in LinkedIn and 250 in Instagram by end of the year.

PHILANTHROPIC SUMMARY

1. COVID-19 DONATION DRIVE

RM51,796 collected from 338 alumni during MCO to sponsor food pack to students in campus (collaboration with PAUSM)

2. ICONIC TALK

3

alumni icon were invited to share their experience and expertise to the final year students (collaboration with HDC)

OFFICE ADMINISTRATION

1. EMAIL BLAST

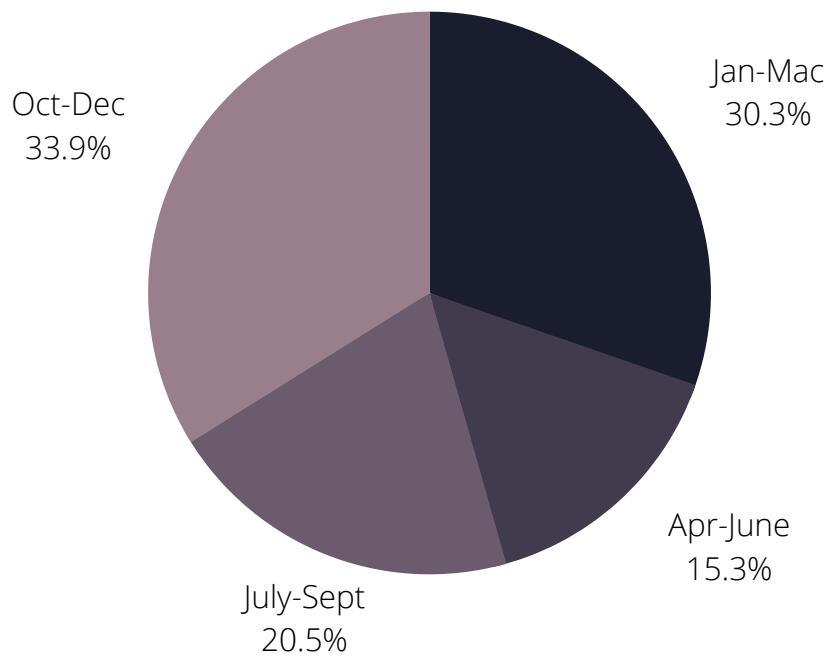
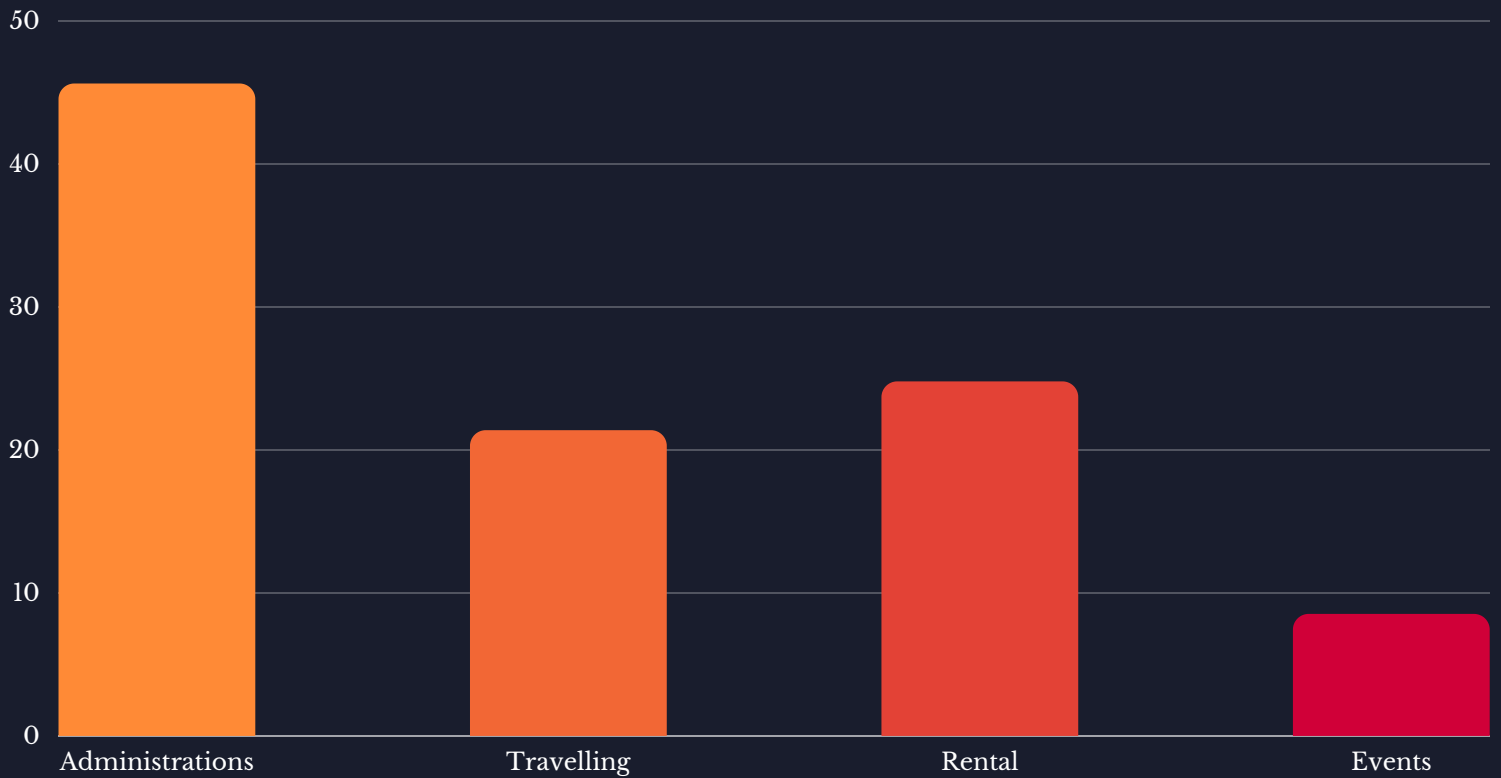
28091 to undergraduate and **22752** to postgraduate on career opportunity, internship, engagement programme and wishes throughout 2020.

2. ASSETS AUDITING

Achieved



3. BUDGET BREAKDOWN





ACTIVITIES

ADC collaborates with BJIM, HDC and Schools to offer better services for alumni and students.

COLLABORATION ACTIVITIES

MAJLIS ALUMNI UNIVERSITI AWAM



24-25 FEBRUARY 2020: Seminar on Best Practices of Alumni Management at USIM



6-7 AUGUST 2020: Bengkel Pemerkasaan Pusat Alumni Universiti Awam dan Mesyuarat bersama Jabatan Pendidikan Tinggi di UMS

COLLABORATION ACTIVITIES

MAJLIS ALUMNI UNIVERSITI AWAM



21 SEPTEMBER 2020: Konvesyen Usahawan Alumni bersama Industri di Marriot, Putrajaya.



28-30 September 2020: Bengkel Pemurnian Pemerkasaan Majlis Alumni UA di UPSI

COLLABORATION ACTIVITIES

LAWATAN KE INDUSTRI BERSAMA BJIM DAN NAIB CANSOLOR

Lawatan Industri bagi menyediakan kerjasama dua hala, peluang penyelidikan serta pemerksaan graduan universiti ke lima (5) industri

1. Oppstar Technology
2. OSRAM Opto Semiconductors (M) Sdn. Bhd.
3. National Instruments (NI) Malaysia Sdn. Bhd.
4. ViTrox Corporation Berhad
5. Western Digital (WD)

MESYUARAT AGUNG TAHUNAN PERSATUAN ALUMNI USM (PAUSM) KALI KE-24



Diadakan pada 26 September 2020 di Dewan Pembangunan Siswa 1, Kompleks Cahaya Siswa

HIGH IMPACT 2020



COVID19 DONATION DRIVE
A Gift From Alumni To Students

RM15 per pack

Sponsor A Food Pack To Students Staying On Campus During This Restricted Movement Order

Donation can be made between 20-30 March 2020 to:
Name: **Persatuan Alumni USM**
Acc No: **80-0381480-6 (CIMB)**
Reference: covid19
Email: persatuan.alumni@gmail.com

COVID-19 DONATION DRIVE

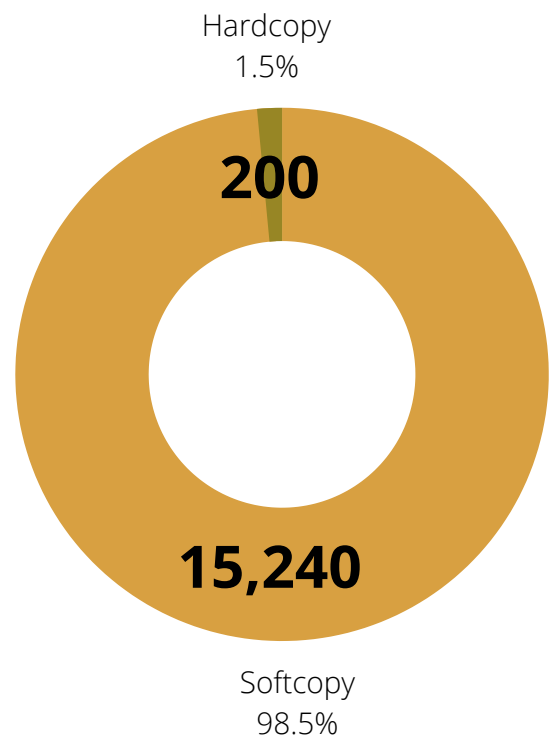
RM51,796

DONATION FROM 338 ALUMNI



ALUMNI bulletin embracing new norms

ALUMNI bulletin TOWARDS TOMORROW



HIGH IMPACT 2020

DEC 2020
30,720

JAN 2020
17,389

UPDATED DATABASE

76.66%
ACTIVE ALUMNI

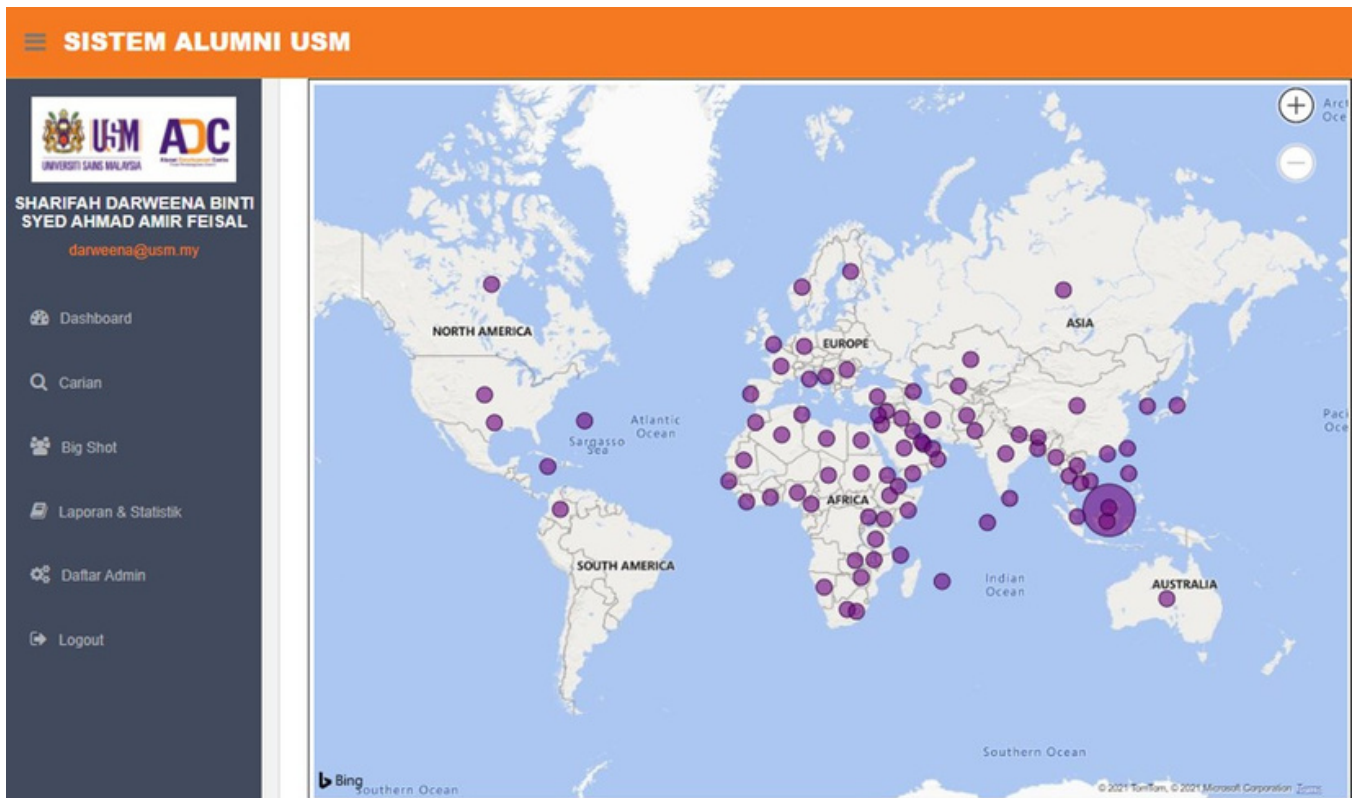


ALUMNI INSIGHT

3

VIDEOS PRODUCED

USM ALUMNI 1972-2020



TOTAL ALUMNI

175K

FROM 82 COUNTRIES

BACKGROUND

1. GENERAL

1.1 The Alumni Development Centre (ADC) forms part of the Division of Students Development Affairs & Alumni (BHEPA) since 2016 and report to the Deputy Vice Chancellor (DVC) of BHEPA.

2. AUTHORITY AND FUNCTIONS

2.1 ADC is the functional and management unit responsible for Alumni support, which includes the following:

- (a) Compiling the unit's annual plan and preparing the associated budget for approval.
- (b) Overseeing the management of the funds allocated annually to any alumni structures, where applicable, including financial reporting in line with USM policies; and
- (c) Maintaining and updating the Alumni database.

2.2 The Alumni Development Centre is responsible for the agreed upon administrative and other support of the Alumni Associations/Chapters, consisting of Schools/Regions, including Profession-based Alumni Associations. This will include:

- (a) Providing support with venues for meetings or events of Alumni Associations in USM as approved by the Events Committee.
- (b) Providing guidance and advice relating to the relevant USM Rules.
- (c) Providing advice relating to Alumni relations activities, but not organising such events.
- (d) Providing coverage of or marketing of Alumni Associations activities in ADC publications and on the ADC platforms.

2.3 The Alumni Development Centre is also responsible for providing guidance in terms of the relevant USM Rules to the Alumni Associations/Chapters.

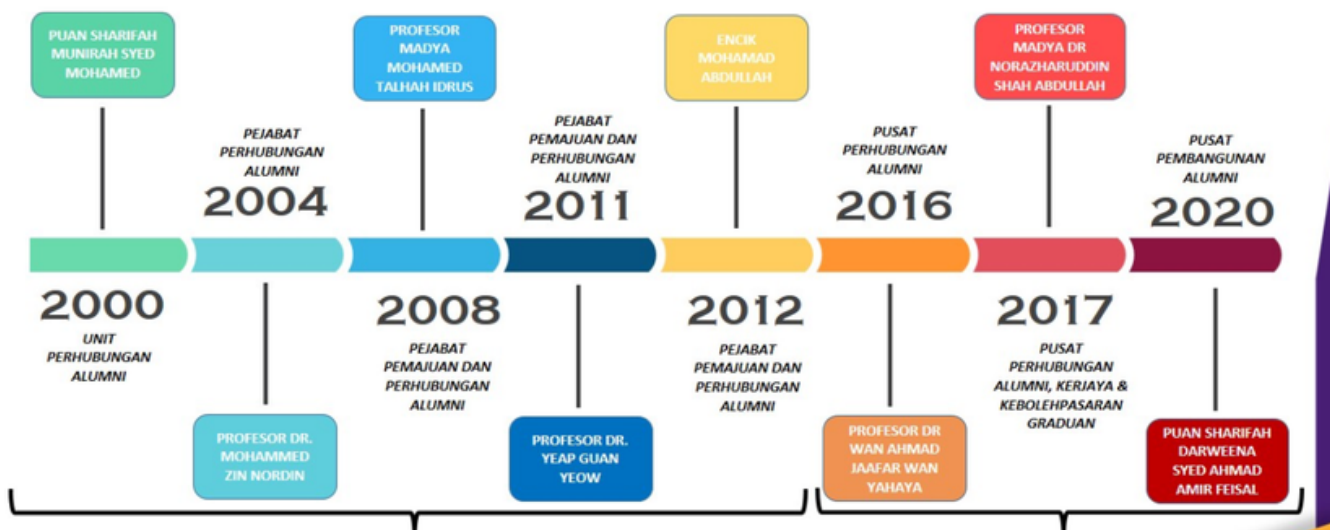
BACKGROUND

3. PROMOTION THE VISION OF USM

The Alumni Development Centre will ensure to promote the vision of the University through their annual plans and activities as set out below:

3.1 Established networks and expertise of its Alumni to the benefit of the University and current cohort of students.

3.2 The Alumni should be encouraged to “pay it forward” by investing their knowledge and experience in their alma mater – thereby cultivating and nurturing a sense of cohesion, belonging and loyalty – not only among Alumni but also towards the University.



VICE-CHANCELLOR OFFICE

STUDENT DEVELOPMENT
AFFAIRS AND ALUMNI DIVISION

THE TEAM



**COORDINATOR
(2020- 2021)**

**SHARIFAH DARWEENA SYED
AHMAD AMIR FEISAL AL-IDRUS**



**SENIOR ASST. REGISTRAR
(2018-RECENT)**

SYAHNAZ RIZA SUKOR



**ADMINISTRATIVE ASST.
(2017-NOV 2020)**
**NURUL NADIA MOHD
SAINI**

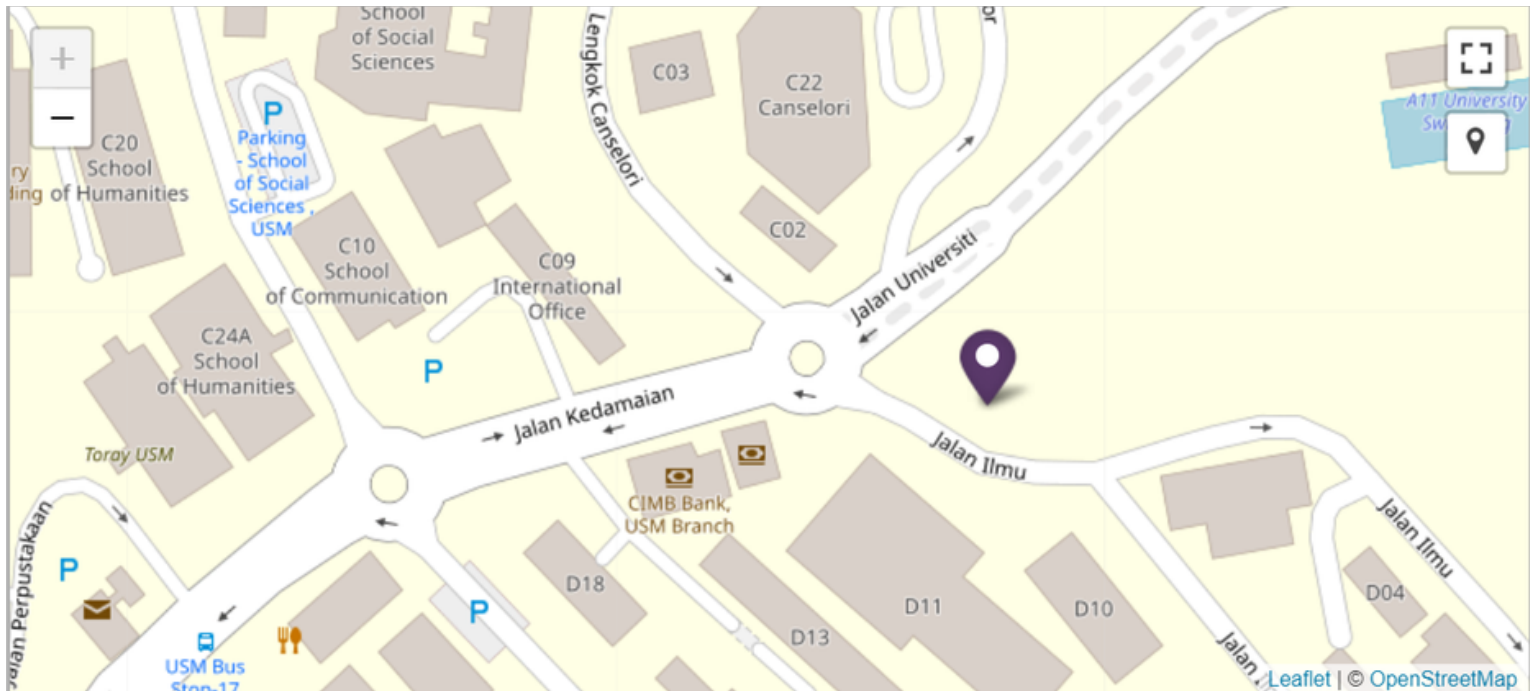


**ADMINISTRATIVE ASST.
(2018-RECENT)**
**MOHAMAD SYUKRAN
ABDUL RAHMAN@OMAR**



**ADMINISTRATIVE ASST.
(DEC 2020-RECENT)**
NORAZIMAH IBRAHIM

LOCATION



ALUMNI DEVELOPMENT CENTRE (ADC)

**Building D02, Universiti Sains Malaysia
11800 Minden, PENANG, MALAYSIA**

Tel : +604 653 4796 / 4792

Fax : +604 653 4798

Email : dir_alumni@usm.my