

# ADC

Alumni Development Centre  
Pusat Pembangunan Alumni

# ACTIVITY REPORT

## 2021

 BUILDING D02, USM



[www.usmalumni.my](http://www.usmalumni.my)



04-653 4796/95



[dir\\_alumni@usm.my](mailto:dir_alumni@usm.my)

# **ABOUT ALUMNI DEVELOPMENT CENTRE (ADC)**

## **MISSION**

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

## **VISION**

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

# ENGAGEMENT SUMMARY

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## 1. ALUMNI BIRTHDAY WISHES

**4586**

alumni working in USM

**29,076**

external alumni

## 2. ALUMNI AMBASADOR

**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 2021

**6704**

congratulations greetings send out to the graduates of 2020.

# **DATABASE SUMMARY**

## **1.ALUMNI WEBSITE**

**11,275** web visitors by end of the year.

## **2.ALUMNI DASHBOARD**

**80%** completed by the end of the year (Collaboration with School of Computer Science).

## **3.ALUMNI TRACKING**

**91%** active alumni. The number increased from 30,720 to 58,679 (from Alumni Dashboard data cleaning).

## **4.DATABASE COLLECTION**

**10,558** contact details of USM alumni collected.

# MEDIA & COMMUNICATION SUMMARY

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## 1. ALUMNI BULLETIN

**3**

issues published. Circulation to 30,720 via email and 200 via hard copies.

## 2. ALUMNI INSIGHT

**3**

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

## 3. ADC SOCIAL MEDIAS

**2.1K**

followers in Facebook, 620 followers in LinkedIn and 359 in Instagram by year end.

## 4. PROMINENT ALUMNI

**40**

prominent alumni updated.

# PHILANTHROPIC SUMMARY

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## 1.ADOPT YOUR HOSTEL ROOM @USM

**RM61K**

garnered from 38 donors to refurbish hostel room in campus.

## 2.FESTIVALS OF IDEAS @ KPT

**1**

video produced on Alumni ICON (#mentor) under collaboration with MPRC.

# **OFFICE ADMINISTRATION**

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## 1. EMAIL BLAST

**31**

email blasting to 46,316 undergraduate and 21,174 to postgraduate on career opportunity, internship, engagement programme and wishes.

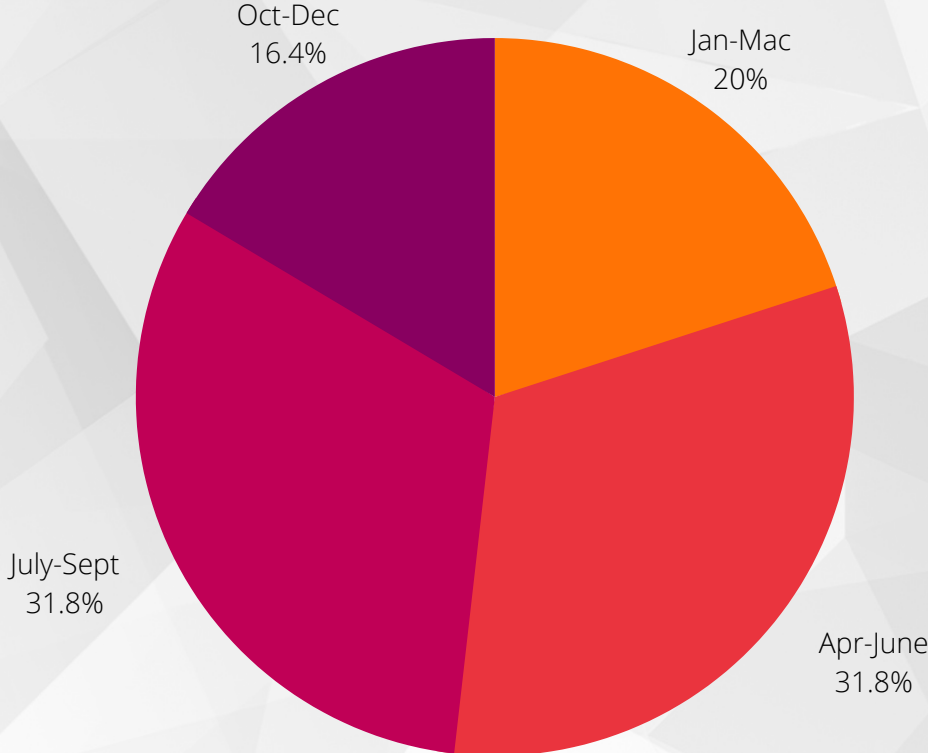
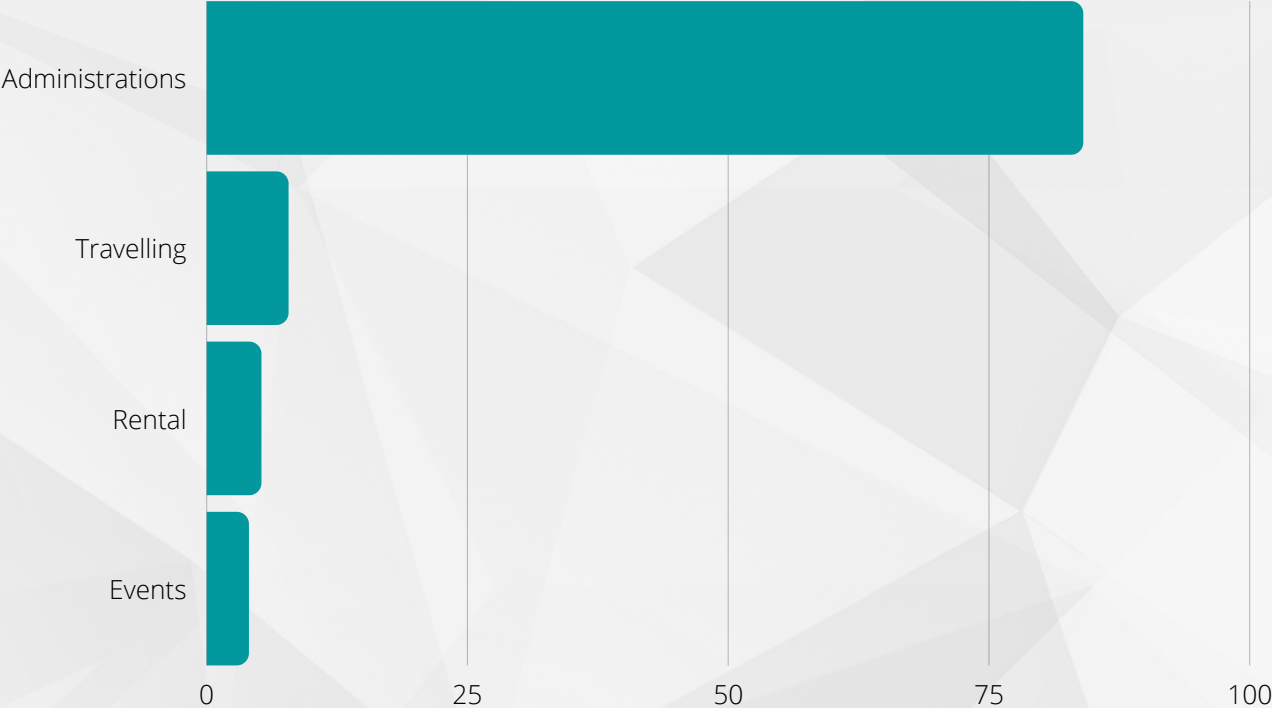
## 2. ASSETS AUDITING



Achieved



# 3. BUDGET BREAKDOWN

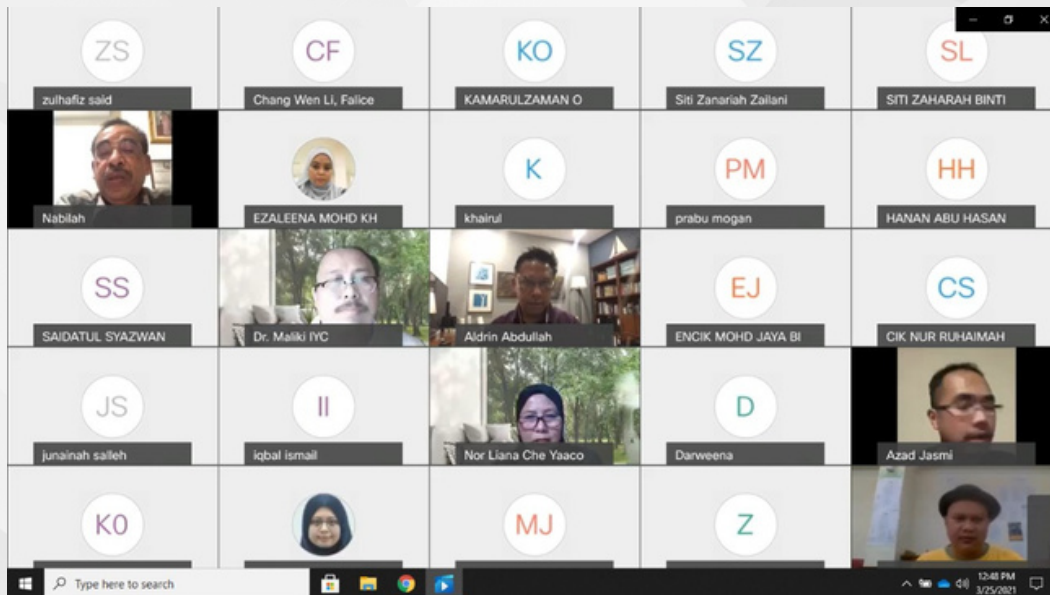


# ACTIVITIES

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

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# 1. JOM KEMBALI KE DESASISWA



6 March 2021- Pejumpaan santai secara atas talian yang dihadiri mantan MPP, MPD, PPMS, PPSL dan ahli persatuan-persatuan anjuran Majlis Penggawa Desasiswa Universiti Sains Malaysia (USM)

# 2. KUNJUNGAN HAAK USM



29 March 2021-Lawatan Himpunan Anak-anak Kelantan Universiti Sains Malaysia (HAAK USM) bagi sesi santai bersama TNC dan *Football Friendly Match*.

### 3. MAJLIS ALUMNI UA (Online Meeting)

- ii) 25 March- Mesyuarat Majlis Alumni UA Bil 1/2021
- ii) 17 June- Mesyuarat Majlis Alumni UA Bil 2/2021
- iii) 13 September- Mesyuarat Majlis Alumni UA Bil 3/2021
- iv) 6 December- Mesyuarat Majlis Alumni UA (Khas)
- v) 13 December- Mesyuarat Majlis Alumni UA Bil 4/2021

### 4. KONVENSYEN ALUMNI



20 September 2021–Unit UTM Alumni Universiti Teknologi Malaysia dan Unit Alumni Universiti Teknikal Malaysia menganjurkan Program Konvensyen Alumni Antarabangsa Dan Pertandingan Inovasi (INACIX 2021). Penganjur bersama bagi program ini melalui Majlis Alumni Universiti Awam (UA) terdiri dari USM, UMK dan UPSI. Tema bagi konvensyen ini adalah ‘Alumni Catalyst for the Future of the Nation’

## 5. KUNJUNGAN HORMAT PUSAT PERHUBUNGAN ALUMNI UPM



12 November 2021 – Pusat Pembangunan Alumni USM menerima kunjungan hormat dari Pusat Perhubungan Alumni UPM bagi sesi rakaman video.

## 6. HIGH-TEA TNC BERSAMA PAUSM 2019/21



26 November 2021 – Pusat Pembangunan Alumni (PPA) dan Timbalan Naib Canselor Hal Ehwal Pembangunan Pelajar & Alumni, Profesor Dr. Aldrin Abdullah telah mengadakan sesi perjumpaan santai bersama Jawatankuasa Eksekutif Persatuan Alumni Universiti Sains Malaysia (PAUSM).

# 7. AGM PERSATUAN ALUMNI USM KE-25



25 November- PAUSM telah mengadakan Mesyuarat Agung Tahunan Persatuan Alumni USM kali yang ke-25 bertempat di Dewan Pembangunan Siswa 1.

# 8. SAMBUTAN MAJLIS ALUMNI UNIVERSITI AWAM

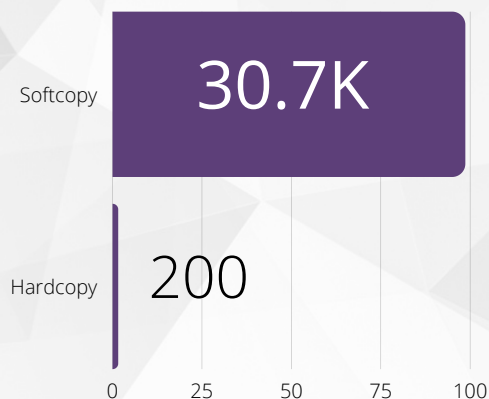
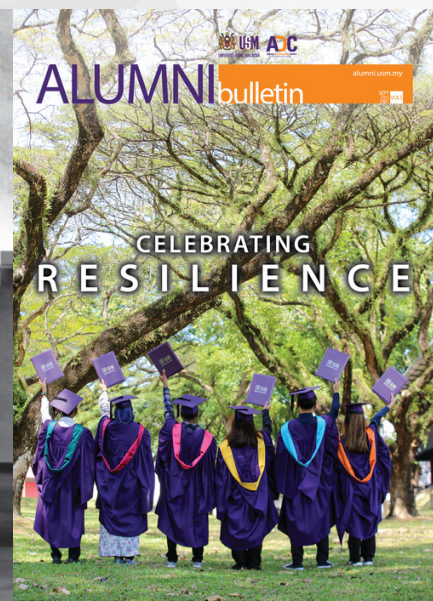
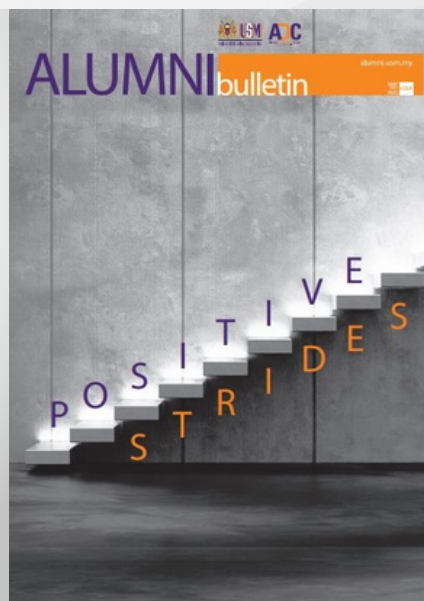
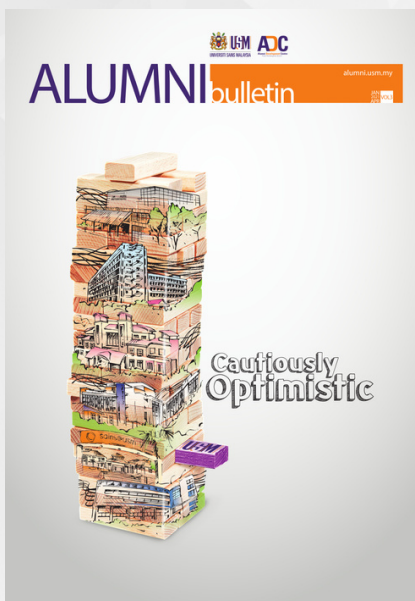


9 Disember 2021- Majlis Alumni Universiti Awam Malaysia (MAlumni) telah ditubuhkan pada 18 Julai 2020 dengan persetujuan 20 Pengarah Pusat Alumni UA dan telah menyambut ulang tahun yang pertama dengan penganjuran Sambutan Hari Alumni Universiti Awam Malaysia.

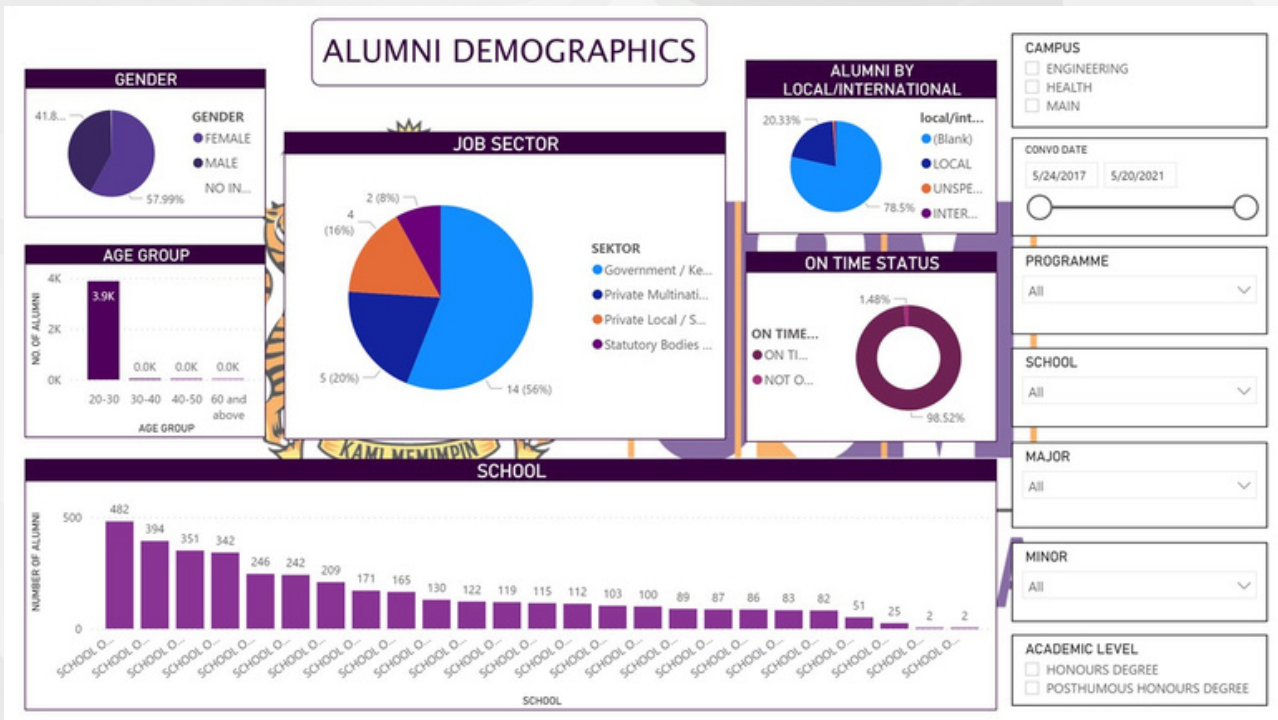
# **HIGH IMPACT 2021**

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# ADOPT YOUR HOSTEL ROOM @USM







## COPYRIGHT ALUMNI DASHBOARD



ALUMNI INSIGHT

# 3

VIDEOS PRODUCED



# USM ALUMNI 1972-2021

TOTAL ALUMNI

# 182K

FROM 82 COUNTRIES

# BACKGROUND

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## **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.

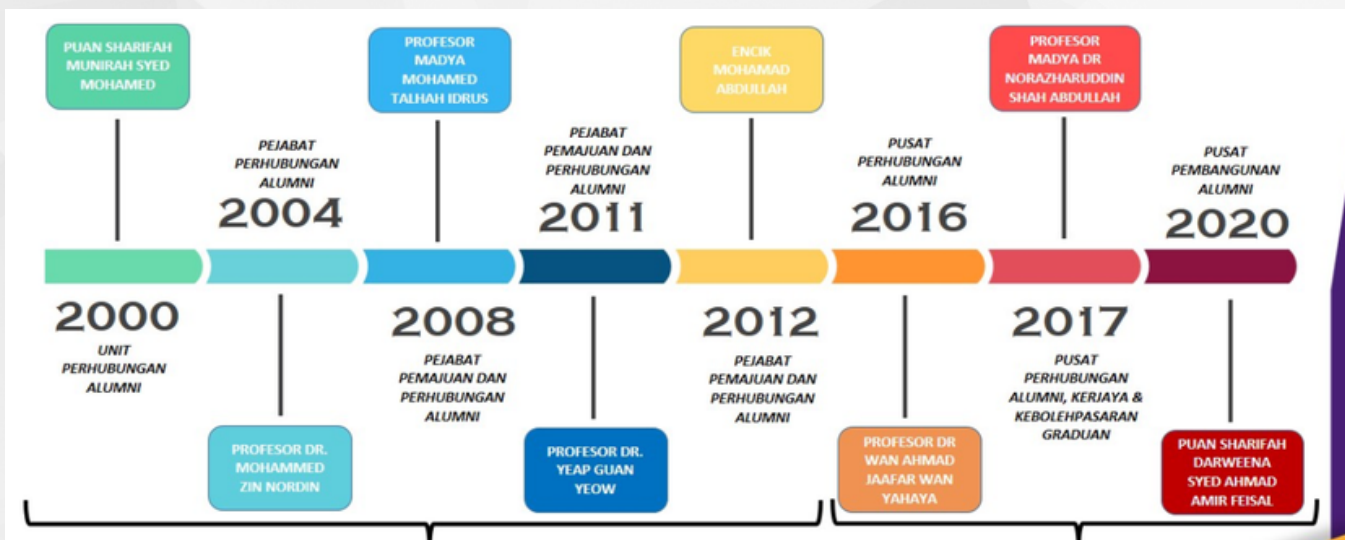
2.3 The Alumni Development Centre is also responsible for providing guidance in terms of the relevant USM Rules to the Alumni Associations/Chapters.

### 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.



# THE TEAM

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**COORDINATOR  
(2020- 2023)**

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



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

**SYAHNAZ RIZA SUKOR**



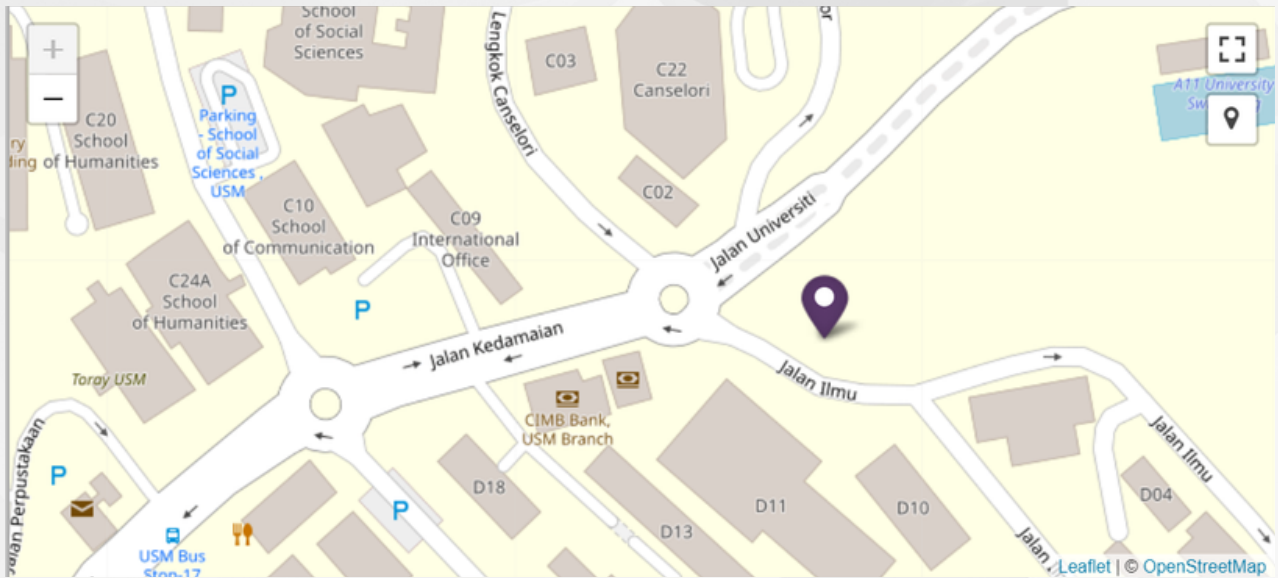
**ADMINISTRATIVE ASST.  
(2018-RECENT)**

**MOHAMAD SYUKRAN  
ABDUL RAHMAN@OMAR**



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

**NORAZIMAH IBRAHIM**



**WE ARE HERE**

**ALUMNI DEVELOPMENT CENTRE (ADC)**

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

**Tel : +604 653 4796 / 4795**

**Fax : +604 653 4798**

**Email : [dir\\_alumni@usm.my](mailto:dir_alumni@usm.my)**