



ADC

Alumni Development Centre
Pusat Pembangunan Alumni

**ACTIVITY
REPORT**

2022

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.

1. Alumni Birthday Wishes

7175

alumni working in USM

38,322

external alumni

2. Class of 2022

13,206

congratulations greetings send out to the graduates of 2022

3. Alumni Discount Rate

10%

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

4. Alumni Ambassador

26

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

1.Alumni Website

15,053

web visitors by end of the year.

2.Alumni Dashboard

85%

completed by the end of the year.

3.Alumni Tracking

37.6%

active alumni. The number increased from 58,679 to 70,309 (from Alumni Dashboard data cleaning).

4.Database Collection

11,630

contact details of USM alumni collected.

1. Alumni Bulletin

3

issues published. Circulation to 58,679 via email and 200 via hard copies.

2. Alumni Insight

3

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

3. ADC Social Media

2.3K

followers in Facebook, 920 followers in LinkedIn and 575 in Instagram by year end.

4. Prominent Alumni

50

prominent alumni updated.

1.USM Car Plate

900

car plates sold to alumni and staff generating more than 500K

2.Alumni Discount Rate

1399

alumni and Alumni's offspring registered.

3.In-house Production

RM27K

was saved using in-house production for Alumni Insight

1.Email Blast

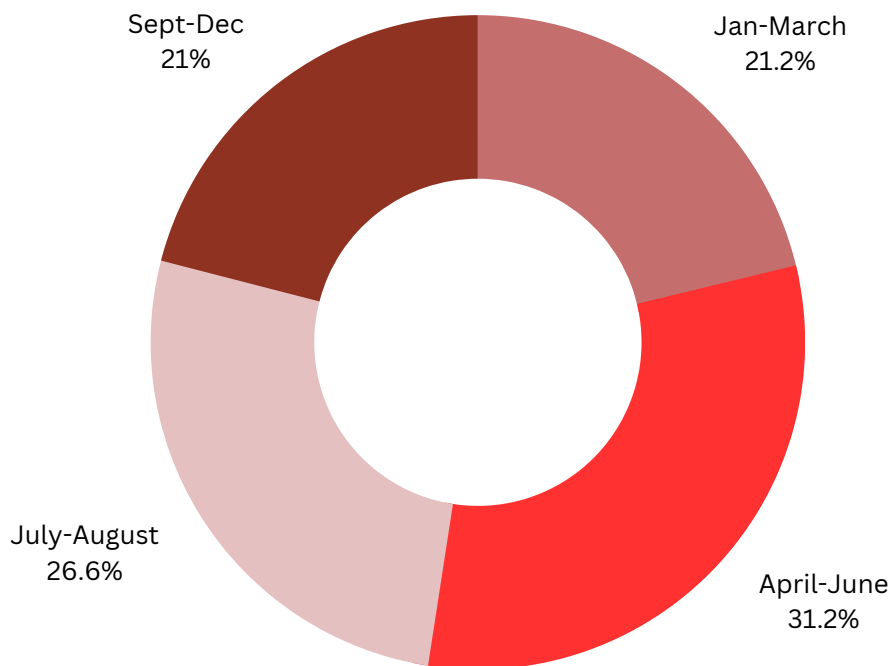
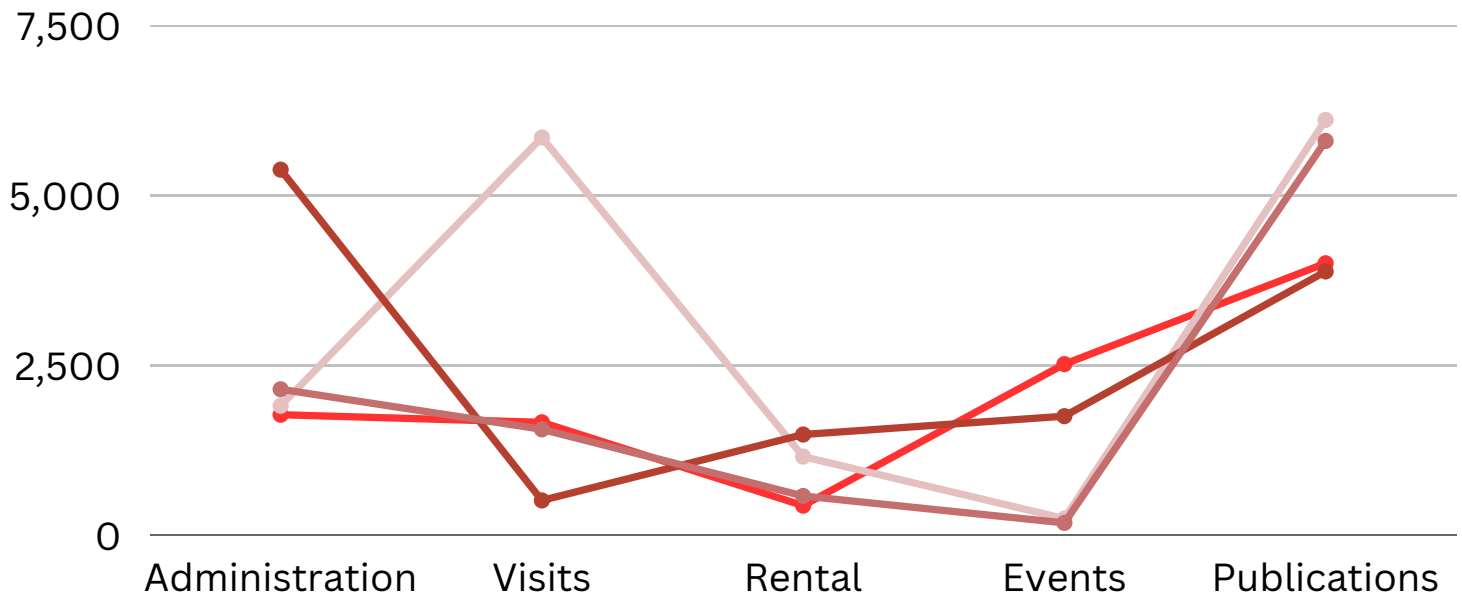
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email blasting to 51,116 undergraduate and 28,765 to postgraduate on career opportunity, internship, engagement programme and wishes.

2.Asset Auditing



3. Budget Breakdown



ACTIVITIES

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

1.Konvensyen Usahawan Alumni



Konvensyen Usahawan Alumni Ke-2 26 hingga 27 Mac 2022 di Universiti Malaysia Kelantan (UMK), Bachok.

2. Lawatan Penanda Aras UNiMAS



Lawatan Penanda Aras Pusat Pembangunan Pelajar (UNIMAS) ke ADC pada 1 September 2022 bertempat di The Nest, Pusat Pembangunan HEBAT

3. Lawatan Penanda Aras UniKL



Lawatan Penanda Aras Pusat Pembangunan Pelajar (UNIMAS) ke ADC pada 8 September 2022 bertempat di The Bricks.

4. Bengkel Pengurusan GE & Alumni



Bengkel Pengurusan Kebolehpasaran Graduan dan Pengurusan Alumni Untuk Pentadbir Universiti 2022 - 27 hingga 29 September 2022 di Hotel Adya, Pulau Langkawi.

5. Sesi Pendaftaran Pelajar Baharu



Sesi Pendaftaran Pelajar Baharu Bagi Sidang Akademik 2022/23 pada 8 Oktober 2022 bertempat di Dewan Utama Pelajar, Kampus Induk Universiti Sains Malaysia.

6. Majlis Makan Malam



Majlis Makan Malam kepada Mantan Pengarah Pusat Alumni Universiti Awam di Universiti Teknologi Malaysia (UTM) pada 31 Oktober 2022.

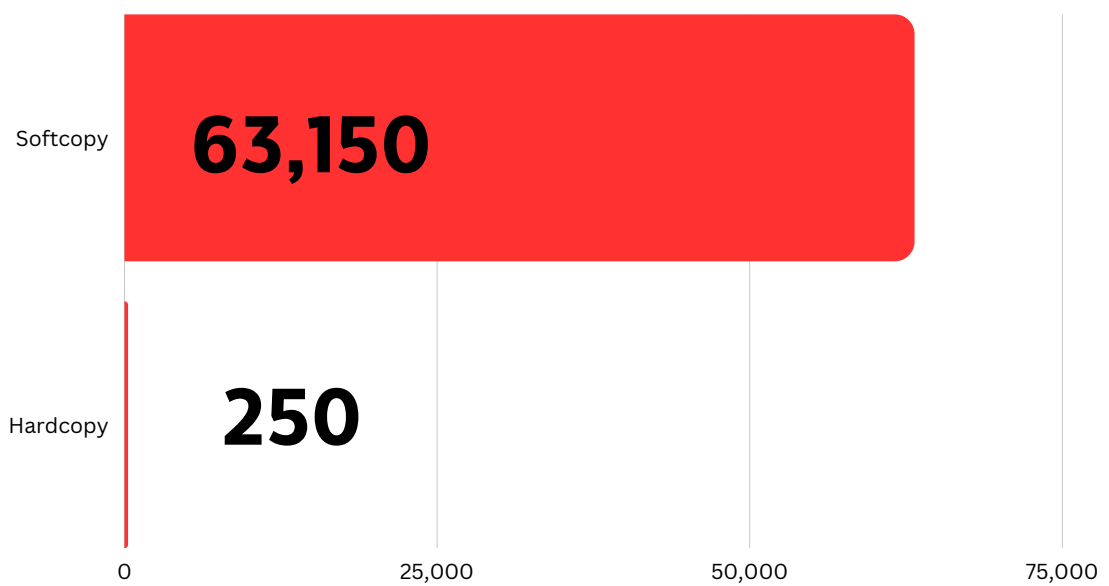
7. Mesyuarat Majlis Alumni UA



Mesyuarat Majlis Alumni UA Bil 3/2022 (31 Oktober 2022) di Bilik Perbincangan Utama, Fakulti Komputeran UTM, Johor Bahru.

HIGH IMPACT 2022

1. Alumni Bulletin



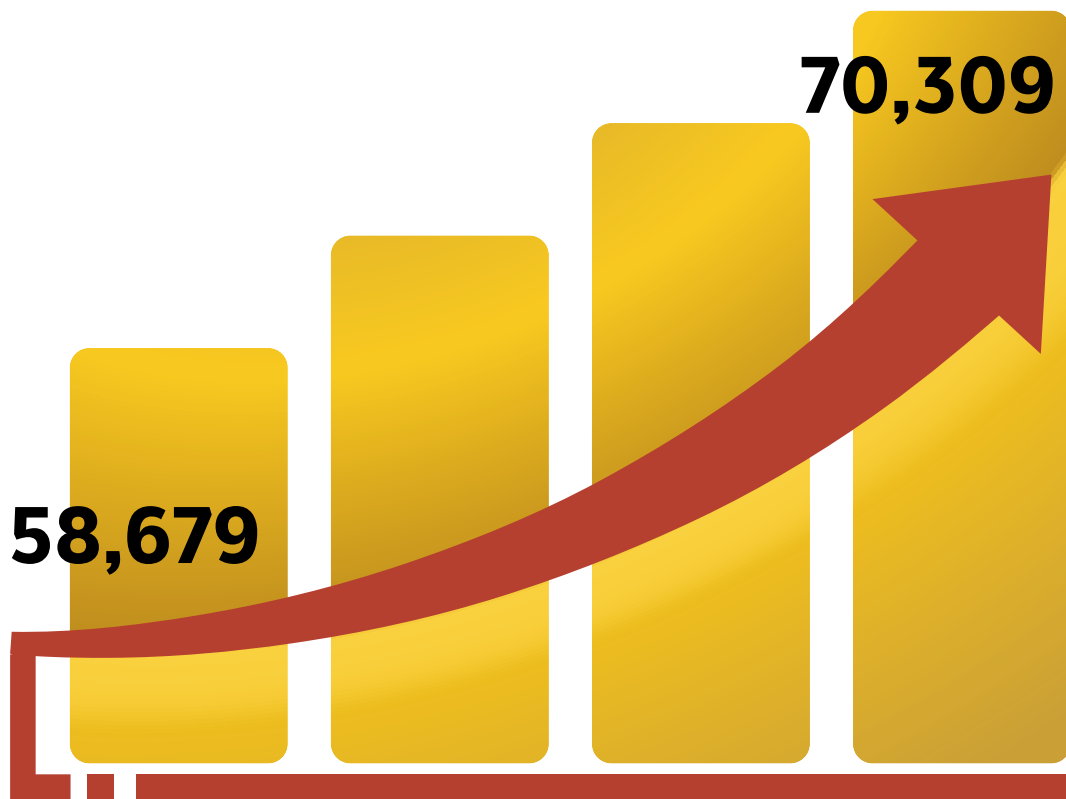
HIGH IMPACT 2022

2.Alumni Insight (3 videos produced)



HIGH IMPACT 2022

3.Contactable Alumni Data



11,630 alumni data collected and clean

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.

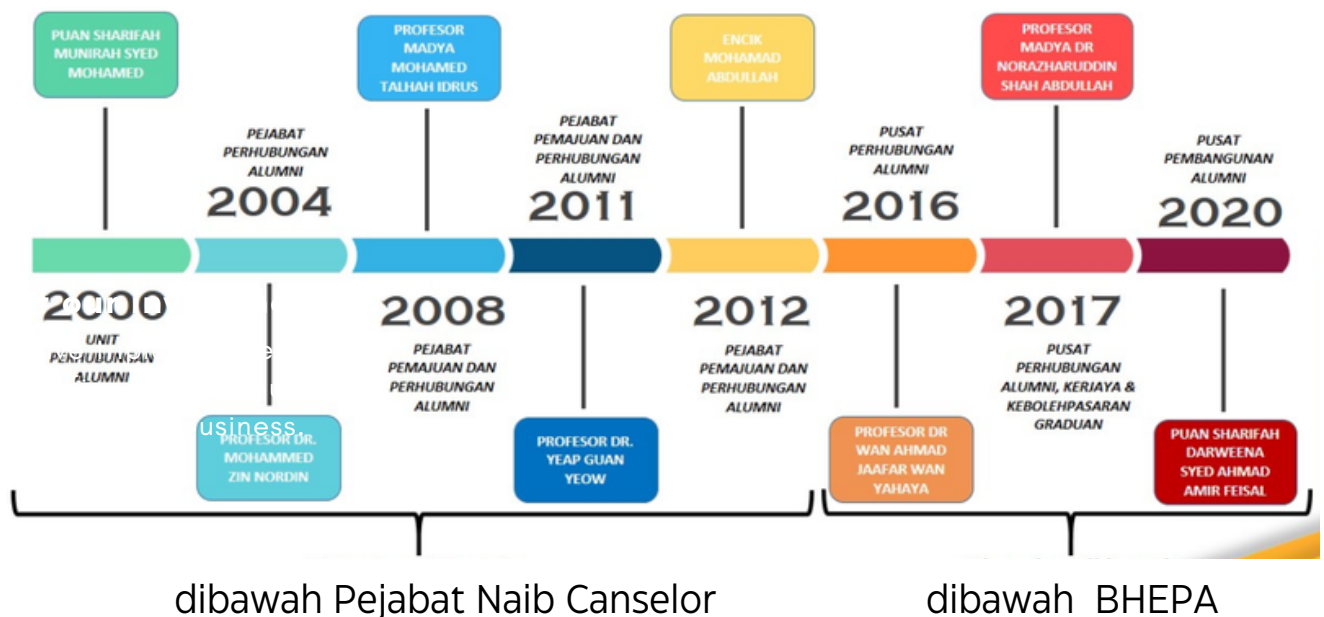
2.3 The Alumni Development Centre is also responsible for providing guidance in terms of the relevant USM Rules to the Alumni Associations/Chapters.

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



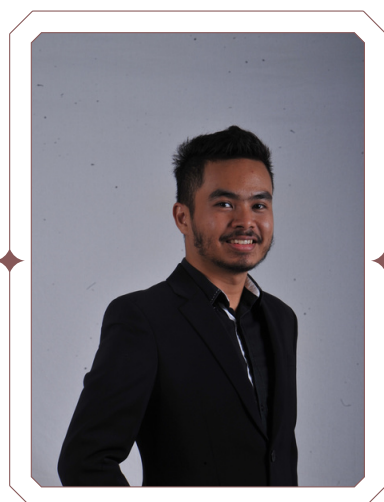
AZMIEN IELIA
IT Officer



SHARIFAH DARWEENA
Coordinator



SYAHNAZ RIZA
Senior Asst. Registrar



MOHAMAD SYUKRAN
Administrative Asst.



IZADIANA
Administrative Asst.



USM ALUMNI 1972-2022

TOTAL ALUMNI

172K

FROM 94 COUNTRIES

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.m

WE ARE HERE!

