

**MYTHS**

**VS**

**REALITY**

Debunking Common Assumptions  
You Have About Your Alumni

## MYTH 1

My Alumni DON'T care about their school.

They won't respond, let alone contribute.

## REALITY

Building an Alumni Network is an investment that can become a self-sustaining system if utilised and executed well.

## WHAT TO DO?

Engage with  
your Alumni regularly.

Follow the mantra of  
'Give to Get Back'. Create value  
for Alumni to get them  
to contribute.



## MYTH 2

We can build an Alumni Network on Social Media.

## REALITY

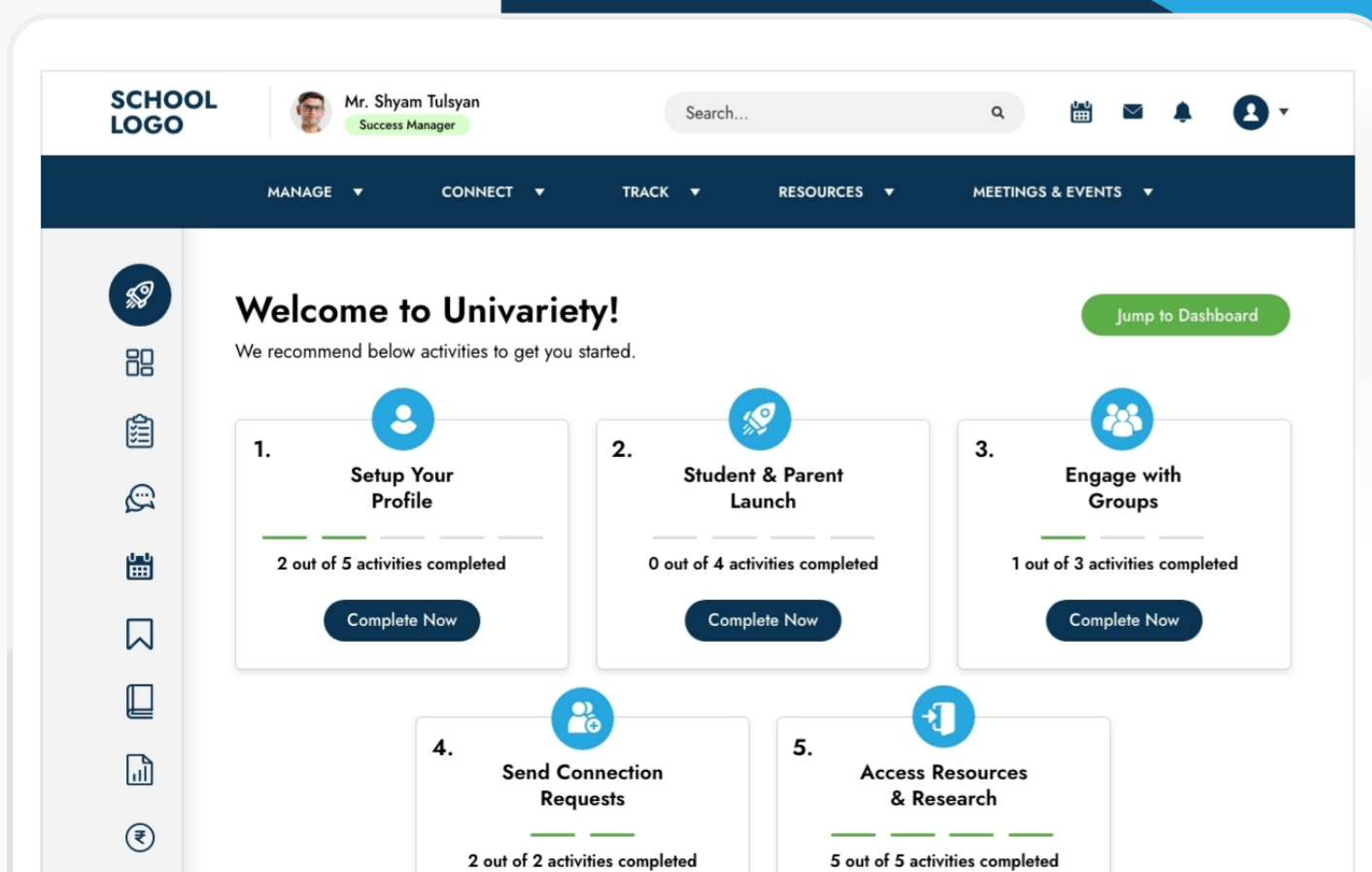
Social media is an open platform and too informal. It won't lend you much control over the content that is posted. Soon enough it will be another dead-end community page.

## WHAT TO DO?

### 1. Setup Your Profile

- Verify your account details**  
While you're creating your account, you'll get an email from Univariety. Open the email and find the verification code.  
[Read Less](#) Verify
- Upload Image**  
[Read More](#) Upload
- Complete basic profile**  
[Read More](#) Update
- Setup and synch calendar**  
[Read More](#) Setup
- Setup your communication preferences**  
[Read More](#) ✓ Completed

You need a dedicated platform that is exclusive to your student-alumni community. It will also give you control over user interaction.



## MYTH 3

We can build our school Alumni Network in-house.

## REALITY

Alumni Networking and Management takes a lot of effort. It takes dedicated teams and a technology-backed system for:

Collecting Alumni Data and scaling up

Driving continuous meaningful engagement

Crafting student success stories for marketing

## WHAT TO DO?

Outsource it to a team that specialises in Alumni data collection and management.

They will provide end-to-end support to build your Alumni Network and also drive meaningful engagement.



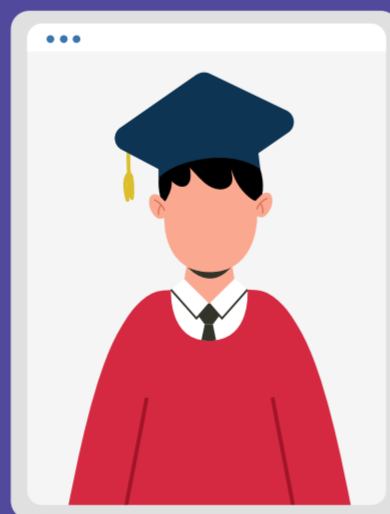
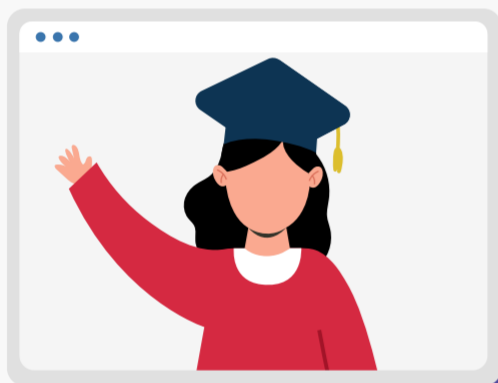
## MYTH 4

It is too early for us to build an Alumni Network! Only a few batches have graduated to date.

## REALITY

Starting early means you don't have to struggle to collect your Alumni's data. They have graduated recently and haven't yet lost their connection with the school.

## WHAT TO DO?



Now is the best time to start your Alumni Network. You can add meaningful benefits for your current alumni to join the network. Your network will grow and thrive over the years.



## MYTH 5

It is too late for us to build an Alumni Network! Our Alumni are already lost.

## REALITY

What is lost can be found again. Delaying building your Alumni Network would mean more lost opportunities and more difficulty in getting hold of your alumni.

## WHAT TO DO?

When it comes to building an Alumni Network, the right time is **NOW!** You can start small with Alumni data collection and scale up with time.



## MYTH 6

Our School's brand speaks for itself. Building an Alumni Network is not a necessity.

## REALITY

Your Alumni are part of your school's brand story. Their successes provide irrefutable proof of your brand's efficiency and credibility.

## WHAT TO DO?

Use your Alumni as your brand ambassadors. Showcase their success story as part of your school marketing plan to increase your school's credibility in the eyes of prospective parents.



## MYTH 7

My school's world-class infrastructure and facilities are enough to attract prospective parents. I don't need my Alumni for marketing.

## REALITY

Modern infrastructure and facilities are a status quo for all schools. It doesn't make you stand out from other schools. Alumni Success Stories are the deciding factor for prospective parents.

## WHAT TO DO?



Build an Alumni Network to discover and show unique student success stories for marketing.



## MYTH 8

We do show student achievements in our marketing banners, brochures, etc. They work well for us.

## REALITY

You showcase a few chosen students' academic achievements. Student success is not just about scoring 90% and above. Those banners are not inspiring for your current students.

## WHAT TO DO?

Focus on bringing your Students' Success Journeys rather than individual achievements. This will allow your current students to learn from them.



## MYTH 8

Building an Alumni Network is very expensive.

## REALITY

Building an Alumni Network is an investment that can become a self-sustaining system if utilised and executed well.

## WHAT TO DO?

Start small, measure the impact and see for yourself.

You can always opt for a starter pack.

PACKAGE	STARTER	GOLD	PLATINUM
=====	✓	✓	✓
=====	-	✓	✓
=====	✓	✓	✓
=====	-	✓	✓
=====	-	✓	✓
=====	-	-	✓
=====	-	-	✓
=====	-	-	✓
=====	-	-	✓
=====	-	-	✓
=====	-	-	✓

## MYTH 10

Alumni Networking is a dead investment with no real benefits.

## REALITY

Your Alumni are your most valuable, yet most under-utilised asset. They can help you in

School branding  
and marketing

Student  
guidance

Driving admission  
referrals and  
contributions

WE WILL SHOW YOUR  
ALUMNI'S REAL IMPACT

TALK TO US.

