

# Research on Alumni Resources Development and Alumni Association Work in Colleges and Universities under "Integrated Media" Environment

Jing Wang<sup>1,2,a</sup>, Ziyi Zhang<sup>1,2,\*</sup>

<sup>1</sup>School of Foreign Languages , Southwest University of Science and Technology, Sichuan, China;

<sup>2</sup>School of Literature and Arts, Sichuan, China.

<sup>a</sup>10193603@qq.com, <sup>\*</sup>964505919@qq.com

**Abstract.** Integrating alumni resources, building interactive platforms and carrying out alumni work through modern tools such as integrated media and meta-universe are of great significance in promoting interconnected interaction and mutual assistance between alumni and their alma mater as well as the society. The study has sorted out the construction of alumni associations in Chinese colleges and universities, focused on collating the advantages of the melting media in promoting the development of alumni resources and improving the efficiency of alumni associations, promoting the transformation of alumni service mode, as well as fostering the culture of alumni, etc. The study explores and establishes the paths and ways how to make use of the advantages of the melting media to carry out the work of alumni associations in the new environment, including the construction of a cloud-based data-tracking and management system, forming a This includes building a cloud-based data tracking management system, forming a "1+M+N" alumni work team, and creating a new IP of the alumni association, so as to realise the effective output of alumni work.

**Keywords:** integrated media; alumni association; alumni resource development.

## 1. Introduction

The alumni association, as a "heater and accelerator" connecting the school and the alumni, is an important part of the school's construction. In 2018, the Ministry of Education and the Academic Degrees Committee of the State Council issued a notice (No. 5 of 2018) <sup>8</sup>to carry out a special clean-up of the normative documents that are not conducive to the reform of the "release of the management of the service", and the Ministry of Education repealed the "Notice on the General Disposal of the Organization of Alumni Associations". Organization of Alumni Association", marking a shift in the university's attitude towards alumni as an important stakeholder. The change in the government's attitude towards alumni associations marks the formal embarkation of alumni, as an important stakeholder of the school, on the stage of school governance, and also marks the shift from "management" to "shared governance". With the arrival of the media integration era, the media integration technology provides a brand-new development opportunity and unlimited possibilities for alumni work in colleges and universities. [1]It can better play the role of the alumni work department as a link between alumni and schools, and promote lifelong and long-term learning for alumni by providing all-round services, pooling resources and sharing values.

## 2. Problems in the development and management of alumni resources in colleges and universities

### 2.1.Inadequate Staffing

There are two modes of college alumni work organizations: affiliated and independent. Under the affiliated model, the alumni association, as a part of the university organization, belongs to the internal function of the university, and is managed and operated within the university; while the independent alumni association belongs to the social group independent of the university, and has the nature of non-government, non-profit-making and legal association.[2] However, in the actual

operation, most of the alumni associations of universities in China are often appointed by the head of the affiliated departments, and there are fewer functional departments of alumni associations, unclear division of departmental responsibilities and authorities, and the phenomenon that people are busier than they should be, and departments are shirking their responsibilities to each other, etc.[3] Meanwhile, the activities of the alumni associations are numerous and the funds are insufficient, which makes the alumni associations staffs have more than enough to organize the activities of the alumni. There is a lack of regular liaison mechanism between the university, the college and the alumni, as well as between the alumni association and the branch, which limits the work of the alumni association. In addition, some colleges and universities lack of staffing in alumni organizations, even if there is a special department responsible for alumni work, but also belongs to the marginal departments of the school, most of the alumni work by the school leaders of other departments concurrently, this part of the staff not only have to take on the complicated work of the alumni, but also have to take on the work of teaching and scientific research.

## **2.2.Focusing too much on solicitation**

Many colleges and universities and alumni workers pay more attention to the alumni association's "solicitation" function, which is regarded as an important source of funds, but neglect the duty of serving alumni, the needs of alumni and their emotional inputs, and there is an obvious tendency of utilitarianism. Usually, alumni associations only pay attention to alumni liaison work when colleges and universities organize major events such as school celebrations and commemorations, and carry out a series of activities such as thematic meetings and organizing alumni homecoming. However, once the activities are over, the alumni work will return to the previous semi-stagnant state, forming an obvious contrast. [4]In carrying out alumni activities, usually give priority to alumni with higher social status or strong economic strength for liaison, while highlighting the achievements of the university's education, there is also the opportunity to obtain more material donations, but this differential treatment often frustrates the enthusiasm of ordinary alumni to participate in the activities, and weakens the feelings for the alma mater.

## **3. Suggestions on the development of alumni resources and management of alumni association construction by using integrated media**

### **3.1.Establish a global comprehensive alumni cloud database and online management platform**

As the content of alumni work continues to expand and the alumni group continues to grow, colleges and universities need to establish a management system with dynamic updating and data tracking functions. This system should be a global integrated alumni cloud database and online management platform to effectively manage alumni information and provide related services. With the dynamic update function, universities can track the latest information of alumni and update the database in a timely manner. The three modules of "database, backend management and frontend service" are the three major functions that must be included in an integrated alumni network management platform. The database module is the core of the alumni network management platform. A well-established database system can efficiently manage and store alumni information. The background management module is an important guarantee to ensure the normal operation of the alumni network management platform. It can maintain and update the database to ensure the accuracy and completeness of the data, and also has the functions of providing data analysis and report generation to provide a scientific basis for the decision-making of alumni work. [5]The front-end service module is the bridge between the alumni network integrated management platform and users. By optimizing the user interface and interaction design, it improves the user experience, attracts more alumni to use the platform, and provides more value and convenience for alumni. Transform the alumni work of local alumni associations and college alumni associations into a network, integrate alumni work, and promote the management of alumni communities, so that

alumni can contact and communicate with each other more conveniently through the establishment of alumni communities.

### **3.2. Constructing the "1+M+N" Digital Grid Alumni Work Model**

Alumni work needs to start from the center, i.e. to define the core objectives and values of the organization, and then organically connect the various links. In alumni organizations, these connections can be alumni of different grades, different majors, different regions, etc. In this way, we can truly realize a multi-form and multi-level community-based alumni organization, so that alumni can find a sense of belonging and identity in this big family. The so-called "1+M+N" digital grid alumni work model refers to an independent alumni association department for alumni resources development and management, M faculty branches, and N full-time staff, forming a digital grid team model, effectively linking universities and colleges with multi-channel resources in order to lead the way. In order to better manage alumni resources and promote contact and communication among alumni, colleges and universities should establish special alumni affairs departments and set up alumni chapters in each faculty and relevant department with dedicated staff. In addition, local alumni associations can be set up in places with rich alumni resources to provide alumni with more convenient opportunities for exchanges and activities. The school alumni association can use the network and local chapters to transfer information and exchange and share with each other, and also can use the network to manage directly.

### **3.3. Create new type of exclusive IP for college alumni**

With the rapid development of the Internet, people's demand for information is becoming more and more urgent, which makes "traffic" become one of the key indicators of online platforms. People's value judgement of IP is more dependent on the marketing influence of its works, and the value mining of IP is based on the interaction between the works and the fans, and the interaction of the works group. The alumni group has a common identity and memory, which makes it easier for them to establish a unified port, and the use of alumni IP can stimulate the emotional resonance of alumni and promote the formation and development of alumni sentiment. [6]As a link between alumni, the alumni association can create a common identity among alumni by creating a unique IP image. Through the shaping and promotion of the alumni association IP, the alumni association can enhance its brand image and visibility and attract more business partners. These partners can be enterprises, government agencies, non-profit organizations, etc. By cooperating with the alumni association, they can jointly carry out all kinds of business activities and achieve the goal of mutual benefit and win-win.[7] This will provide more support and help for the development of the alumni association, forming an effective synergy to support the cultivation of current university students and the cultivation of cultural sentiments of off-campus alumni, and thus enhancing the cohesion of the alumni organization.

## **4. Conclusion**

The modernization of the governance system of colleges and universities is one of the important tasks in the development of current higher education. Alumni resources, as a key component of the university governance system, have an important role in promoting. It plays a positive role in bringing together the strength of school running, enhancing cooperation and exchange, and strengthening the guarantee of school running conditions. The reform and transformation of alumni work must grasp the opportunity of integrated media, innovate the work concept, play a multi-party participation in power and persistently promote. To build a smoother important platform for exchange of information, resource sharing and liaison, to consider integrated planning in the long term, to continue innovation, to give full play to the advantages of alumni resources, to jointly promote the modernization of the university governance system and to promote social participation in the reform of the school system, which will be more conducive to the sustainable and harmonious

development of the relationship between alumni and alumni and alumni alma mater, to promote the realization of the alma mater and alumni to become a community of development, and to realize the win-win value of the school and the alumni. win-win value pattern between schools and alumni.

## Acknowledgments

Results of the 2022 Higher Education Scientific Research Planning Project of the Chinese Society of Higher Education: Research on the Dynamic Relationship between "Integrated Media" and Alumni Associations of Colleges and Universities (22XY0408).

## References

- [1] Tang Hongwu. "Reflections on the construction of university management talent team under the perspective of "double first-class"[J]. Journal of National College of Education Administration, 2018(9):7-13.
- [2] He Yujun, Liu Hongwei. Construction of alumni association of colleges and universities under the new situation[J]. China Higher Education, 2018(21):54-55.
- [3] Zhang Manyu. Research on alumni service system-from liaison to service[J]. Media Forum, 2018(13):105-106.
- [4] Chen H, Zhou M, Luo Yawen, Wang X. An introduction to the cultivation of college students' alumni awareness in the Internet era[J]. Journalism Research Guide, 2019(5):211-212.
- [5] Luo Tao. Analysis of the functional value and construction management of college alumni resources in the Internet era[J]. New Education Era Electronic Magazine, 2018(17):1.
- [6] Zhang Yuanxiu. Management and application of alumni resources in the context of big data[J]. Science and Education Wenhui, 2019(19):11-12.
- [7] Jie Aihua. Unit:a special kind of social life space[J]. Journal of Zhejiang University (Humanities and Social Sciences Edition),2000,(05):73-80.
- [8] Ministry of Education of China Academic Degrees Committee of the State Council. Notice on Declaring Invalid a Batch of Normative Documents.