



**VIVEKANANDHA**  
**COLLEGE OF ENGINEERING FOR WOMEN (AUTONOMOUS)**  
**Approved by AICTE, New Delhi, Affiliated to Anna University, Chennai.**  
**Elayampalayam, Tiruchengode - 637205.**

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## **Alumni Engagement Policy**

### **1. Purpose:**

To strengthen the bond between the institution and its alumni by creating a structured platform for mutual growth, collaboration, and contribution toward the development of students, the institution, and society.

### **2. Policy Statement:**

The college recognizes its alumni as valuable stakeholders who contribute significantly to its reputation, growth, and community outreach. This policy ensures systematic engagement with alumni for academic support, mentoring, career development, research collaborations, and institutional advancement.

### **3. Objectives:**

- To maintain a strong, lifelong relationship between the alumni and the institution.
- To create a platform for alumni to share expertise, mentor students, and support placement and entrepreneurship activities.
- To involve alumni in institutional growth, curriculum feedback, and accreditation processes.
- To establish a formal network for communication, collaboration, and contribution.
- To recognize and celebrate the achievements of alumni as role models for current students.

### **4. Scope:**

This policy applies to all alumni of the institution who have successfully completed any undergraduate or postgraduate program offered by the college. It also includes alumni associations, chapters, and registered networks linked to the college.

## **5. Alumni Association:**

- The institution shall facilitate and support the functioning of a registered Alumni Association.
- The association shall operate under approved bylaws and in coordination with the Principal and Alumni Coordinator.
- It shall maintain updated records of alumni and conduct activities promoting institutional welfare.
- The college shall extend administrative and logistical support for alumni activities.

## **6. Engagement Activities:**

The institution shall encourage alumni participation through the following initiatives:

### **a) Academic and Professional Contribution**

- Guest lectures, webinars, and workshops by alumni.
- Mentoring students in career planning, higher studies, and entrepreneurship.
- Participation in curriculum development and feedback committees.
- Collaboration in research, consultancy, and innovation projects.

### **b) Placement and Career Support**

- Assisting in internships and job placements through industry connections.
- Providing career guidance sessions and mock interviews.
- Recommending students for industrial training or company referrals.

### **c) Networking and Social Engagement**

- Organizing annual alumni meets, departmental reunions, and online networking events.
- Creating social media groups and digital platforms for communication.
- Publishing alumni newsletters and success stories.

### **d) Philanthropy and Institutional Support**

- Encouraging alumni contributions towards student scholarships, infrastructure, or research funds.
- Supporting rural women through community outreach and social initiatives.
- Establishing endowment funds for specific institutional development activities.

## 7. Roles and Responsibilities:

Stakeholder	Responsibilities
Management	Approves alumni-related initiatives and supports association activities.
Principal	Oversees alumni engagement and coordinates strategic partnerships.
Alumni Coordinator	Maintains database, organizes events, and ensures communication between alumni and the institution.
Department Alumni In-Charge	Facilitates departmental alumni programs and collects feedback.
Alumni Association	Conducts meetings, maintains membership, and supports college initiatives.

## 8. Alumni Database Management:

- The college shall maintain a digital alumni database containing contact details, employment status, and achievements.
- The data shall be updated annually through surveys, social media, and alumni events.
- The information shall be used solely for institutional development and not for commercial purposes.

## 9. Communication and Outreach:

- Regular updates through email newsletters, social media, and the college website.
- Alumni achievements shall be recognized and publicized in institutional reports and magazines.
- Feedback from alumni shall be collected periodically for curriculum improvement and student development.

## 10. Recognition and Awards:

- The institution shall recognize distinguished alumni through awards and honors for excellence in academics, research, entrepreneurship, or social service.
- Annual "Outstanding Alumna Award" may be instituted to encourage alumni contributions.

## 11. Monitoring and Review:

- The IQAC and Alumni Committee shall monitor alumni engagement annually.

- An annual alumni activity report shall be prepared for NAAC/NBA and Governing Body review.
- The policy shall be reviewed every three years or as per institutional needs.

## **12. Conclusion:**

This Alumni Engagement Policy aims to build a sustained, collaborative, and empowering relationship between the institution and its alumni. By connecting graduates with their alma mater, the college fosters a cycle of mentorship, growth, and social contribution, reinforcing its mission to empower young women through quality technical education.



Signature

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