
ALUMNI ENGAGEMENT

A University's alumnus grouping is one of its most valuable assets in terms of its potential financial, strategic and social contribution towards the credibility and longevity of the institution.

Many schools define Alum as anyone who attended a certain number of semesters or years. This is often done so that individuals that may have attended but not necessarily graduated are included in solicitation pools and as part of the overall marketing strategy. In terms of giving and connection with an institution, it is often the case that those who attended often have just as many strong ties to the institution as Alum.

We at Saviance understand the importance of "staying connected" & therefore structured a portal which is equipped to let you connect, build credibility and expand upon the Graduates.

Enterprise Social Networking

The first type of interaction to enhance alumni networking is social interaction. We not only let you perform social interactions between the institution and its alumni members, but also, and more importantly, between the alumni members themselves. By executing relationship marketing initiatives amongst the alumni constituents successfully, the alumni become institutional brand ambassadors and spread a positive message by word of mouth about the institution acting as brand ambassadors.

In many ways, alumni are the real measure of an institution's brand. Fundamentally, an institution's reputation and prominence rest on the manifestations of its graduates. Our portal lets the alumni to share their knowledge and competence, successes, contributions, position and stature.

Benefits to your alumni

Through our alumni portal, you provide your former students with valuable resources, including a social network engine that connects them to each other and your organization, a Career Center, Events and News Pages, a powerful Directory of their peers and other flexible marketplace options, from consulting opportunities to new business advice. Alumni will keep returning to your program to connect with former colleagues and learn about positions and opportunities posted for your university—and those posted by other alumni.

Our portal creates a secure, interactive space where members can build and create their own personal and professional networks, connecting

with each other and the university.

Giving Back to School

"An Alumni association or convocation is solely a network for social interaction that has cost initiatives valuable financial and human resources"

Our portal helps universities looking to their alumni associations either for fund-raising or to assess feasibility of those units.

Our experience with former universities tells us that universities receive more funding from individual donors (mostly in the form of alumni bequests) than from corporate donors. The individual donors act more out of loyalty towards the institution (whether it is towards a specific department/faculty or the institution as a whole) and out of concern for their survival.

We enable you to tap these financial resources through online donations.

CMS

In addition to the above mentioned features the portal is escorted with a Content Management System used for storing, controlling, versioning, and publishing university-specific documentation such as news articles, operators' manuals and blogs.

Our CMS facilitates document control, auditing, editing, and timeline management and provides the following key features:

Automated templates

We provide you with a sophisticated templating system where you can change the whole look and feel of the website with a few clicks. This is particularly useful to change the sites theme according to festivities and/or seasons.

Easily editable content

There is in place a WYSIWYG which makes it easier and quicker to edit and manipulate content. You do not need to have any knowledge of HTML or any other web languages to publish content.

Workflow management

Workflow is the process of creating cycles of sequential and parallel tasks that must be accomplished in the CMS. For example, a content creator can submit a story, but it is not published until the copy editor cleans it up and the editor-in-chief approves. The same goes for the comments published on the website.

End-User Experience

We as a Web 2.0 Company are always seeking new and innovative methods for user interactions making sure the whole Web Experience is mesmerizing. We understand the end user browsing the website and want to create a sense of belongingness for the community website. From an End-Users perspective, some of the features he will get are as follows:

- Ability to register on the website
- Browse site content articles
- Browse site blogs and comment on other blogs
- Browse directory
- View the Picture Gallery
- Upcoming events
- Community or any other new
- Manage user profiles
- Receive newsletters

Event Management

Our events section offers a user-friendly environment for facility scheduling and event management. Its features are focused on preparing all facets of a facility, providing you with the ability to efficiently organize information and

run custom reports.

The events sections adapts from our proprietary Web Events Management Software which is an outcome of sustained research and applied principles of Project Management to the events paradigm.

The events section provides centralized management of all your small to mid-size events. Because Event Console is a persistent application, you can manage the details of hundreds of events concurrently, maximizing the effectiveness of your event dollars.

The Event module features:

- Centralized event calendar
- Easy-to-use online registration software for free and paid events
- Partner / Sponsor management tools
- Multi-tenant architecture enables our partners to launch custom-branded applications on a customer-by-customer basis
- Attendee management tools

E-Commerce

included with the system is also an E-Commerce shop which has proved useful in selling memorabilia.

The E-Commerce aspect is based on current E-Commerce standards on the internet without compromising on performance.

- Few of the features are as follows:
- One-Click check out
- Product Tagging
- Product Reviews
- Bestsellers
- Attributes for different sizes and colors
- Order Status and History
- Shipping tracking

Newsletter Management

Electronic content delivery provides a way for universities to communicate with their alumni on a scheduled basis and, in the business-to-business arena, it is becoming increasingly important to find ways to maintain strong ties that build brand loyalty and solidify relationships. E-Newsletters provide these things, but they also offer the unique opportunity to track what interests readers (and

what doesn't). If you don't do it well, however, there is also the danger that your e-newsletter could be perceived as Spam either by the reader or by the target company's email filtering system.

Creating and sending newsletters has never been easier with our Newsletter Management System. You can choose from multiple templates or create your own from scratch using the "Composer". You don't need any HTML or Programming experience to get started. You can even send a pre-built Web page!

Features at-a-glance

- Complete content management system for creative content building
- Customized Newsletter format
- Pre-formatted or Free-form HTML building
- Complete List Management system with multiple list handling
- Complete Email campaign system for Newsletter "Push" deliver

Discussion Groups (Forums)

Making your site a hub for information and discussion encourages visitors to return again and again. It's also a highly effective way of improving your service to customers or users of your website. The discussion groups featured in the portal keep up to the forefront of new Internet innovations, while always keeping an eye on security and performance.

Features at a glance:

- Private Messaging System
- Topic display options - Sort by Topics, Topic Starter, Replies, Views, Post Date, etc.
- Active Topics - Topics containing new posts since last visit or other user defined period
- Un-answered Topics - Topics with no replies since last visit or defined period
- WYSIWYG Post Writing Editor (optional)

- Forum Polls
- Report offensive or unwelcome post
- Anti-SPAM Tools prevent robots from posting SPAM messages

Career Center

Attrition has been a common issue in almost all organizations. In order to tackle the problem we provide a Career Center on our portal. This provides advertising for the vacancy in addition to the existing measures your university takes for recruitment.

We provide a simplified version of a standard recruitment website where it is possible to search for jobs and post resumes. This has proved beneficial when used in conjunction with the referral programs.

Referral Programs

It is very likely that an alumni has contacts having done similar courses from the university, or might himself be interested in working for the vacancy.

We make it easy for the alumni to post a potential candidates contact details for your consideration. In return the alumni (as many universities have done) might be awarded with a monetary value.

The referral program is expandible for students as well. Alumni can also refer students for courses at the University.



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