

DRAFT

PROPOSAL

FOR THE

**FORMATION OF
THE APRU ALUMNI NETWORK**

by

***Office of Alumni Relations
National University of Singapore***

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1. Preamble

Formed in 1997, the Association of Pacific Rim Universities (APRU) is a consortium of 36 leading research universities in the Pacific Rim. APRU aims to foster education, research and enterprise thereby contributing to the economic, scientific and cultural advancement in the Pacific Rim.

APRU aims to promote scientific, educational and cultural collaboration among Pacific Rim economies. In both its objectives and guiding principles, APRU embodies a commitment to global academic and research standards.

APRU recognises that its activities can be powerful catalysts for expanding educational, economic, and technological cooperation among the Pacific Rim economies. In this regard, the association seeks to promote dialogue and collaboration between academic institutions in Pacific Rim economies so that they can become effective players in the global knowledge economy.

2. Significance of Educational Advancement

Advancement in the field of education refers to a systematic and integrated method of managing relationships in order to increase an educational institution's support from its major stakeholders in particular the alumni and donors.

The core areas in advancement are alumni relations, communications and marketing, and development (fund raising).

- **Alumni Relations** – to build enduring bonds with an institution's former students.
- **Communications and Marketing** – to keep alumni informed about the institution so as to influence their opinion and to build support for the institution.
- **Development** – to garner financial support from alumni for their alma mater.

Realising the importance of educational advancement, most universities have established offices focusing in these specific areas.

3. Importance Of APRU Alumni Network

It is important to have an APRU Alumni Network for the following reasons:

- **Tap Global Networks** – In today's borderless world and IT age, the pursuit of knowledge is no longer limited by geographical boundaries and information access. Rather, it is advanced by a global community of scholars, researchers and knowledge professionals, collaborating together in social, professional and organisational networks.
- **Extend Beyond Campus** – APRU is in a strong position to leverage on its existing strong links among member universities to go beyond the campus to the world at large. This would enable APRU to expand its global influence and outreach. No international grouping of universities has attempted to leverage upon such alumni linkages.
- **Expand Scope of APRU's Activities** – There is tremendous potential for the expansion of APRU's scope of activities by involving the alumni of member universities. The opportunities for APRU to tap upon the vast ocean of talent, connections and resources of their alumni are immense.
- **Enhance Stakeholder Ownership** – With increasing autonomy being given to the educational institutions, the focus on building successful relationships with alumni has become more pronounced. Hence, it is important for educational institutions to nurture a culture of ownership among their alumni stakeholders and engage them in shaping and contributing to the future of their alma maters.

With APRU firmly established, it is now well poised to take a fresh and bold initiative by forming an APRU Alumni Network to further advance its interests and to extend its global outreach.

4. Benefits of Alumni Network

The objective is to establish a network of alumni offices from APRU universities. This will benefit APRU in tangible ways:

- **Build Synergies** – to leverage on the combined strengths and connections of alumni through the pooling of talent, resources and connections.

- **Better Networking** – to enhance and expand its scope of activities by harnessing the local and global networks already established by alumni residing in their respective countries.
- **More Partnerships** – to facilitate collaborations with alumni in educational and entrepreneurial projects.
- **Efficient Communications** – to provide a platform for the exchange of information, sharing of best practices and understanding of issues that are of strategic importance to research universities.
- **Wider Influence** – to entrench its global presence through the active engagement of alumni in APRU's aspirations and initiatives.
- **Reciprocity** – to enable reciprocal arrangements between alumni offices with equivalent resources and facilities.
- **Linkages** – to establish ties with major world bodies of direct relevance to APRU such as the Council for Advancement and Support of Education (CASE) and the Association of Fundraising Professionals (AFP).

5. **Formation of Network**

For the APRU Alumni Network to be a successful initiative, there should be:

- a central coordinating agency to drive projects.
- a common link among APRU alumni offices.
- belief and commitment from APRU members of the importance of such a network.

6. **Approval by APRU Senior Staff Meeting**

It is recommended that the APRU Senior Staff Meeting approve the proposal to form an APRU Alumni Network and establish a working committee to look into the structure and workings of the Network.