

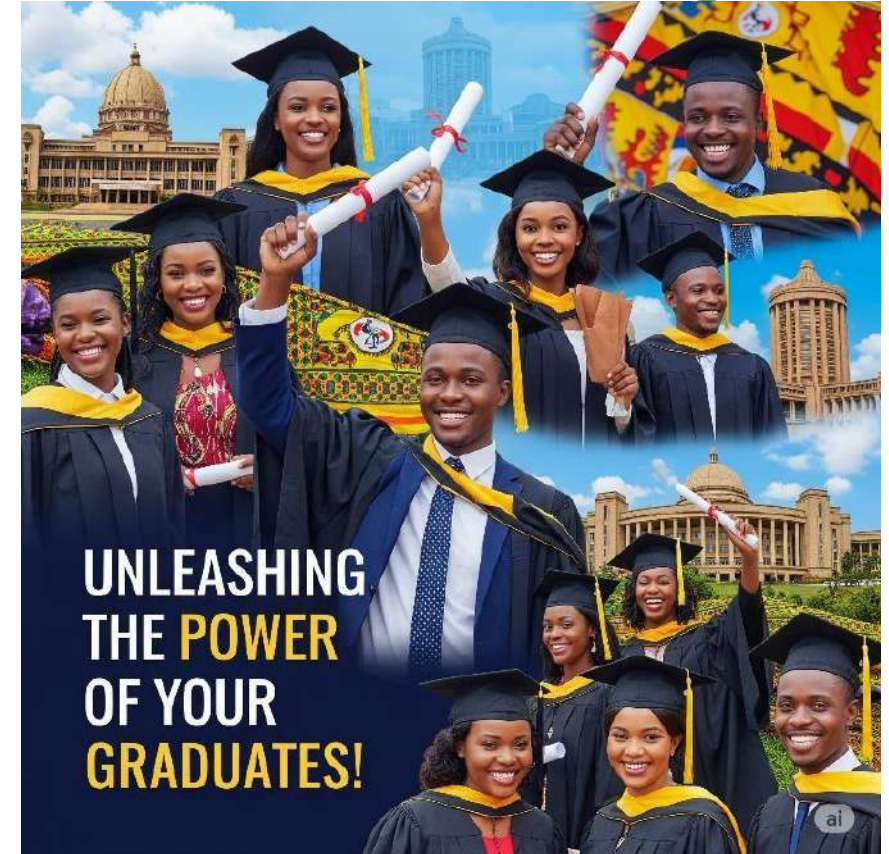
# Leveraging Alumni Success Stories for Marketing s Recruitment

---

A Game-Changer for Ugandan Universities

Presenter: Marx Rukundo

18<sup>th</sup> July 2025



# Marx Rukundo: Education & Certifications



1

MSc in Finance

University of Strathclyde, Glasgow, United Kingdom

2

Bachelor of Commerce in Marketing

Makerere University, Kampala, Uganda

3

Applied Impact Evaluation

Certification from Makerere University

4

Monitoring and Evaluation

Comprehensive Course from Centre for Statistical Analysis and Research (CESAR), Johannesburg



# Marx Rukundo: Professional Experience



## British American Tobacco & MTN Uganda

- Early career in Sales and Marketing roles



## Orange Uganda

- Business Analyst, Marketing Manager, Head of Marketing



## Ipsos

- Country Manager, Head of Market Research (Uganda), Operations Director, Commercial Director (South Africa)



## Genesis Analytics

- Primary Research Manager for Financial Services Strategy, East Africa



# Marx Rukundo: Current Role

## General Manager

Brac Social Business Enterprise Ltd, Kampala

- Leads a social enterprise with \$2M annual turnover
- Focuses on empowering female and youth small businesses
- Delivers innovative strategies
- Manages complex operations



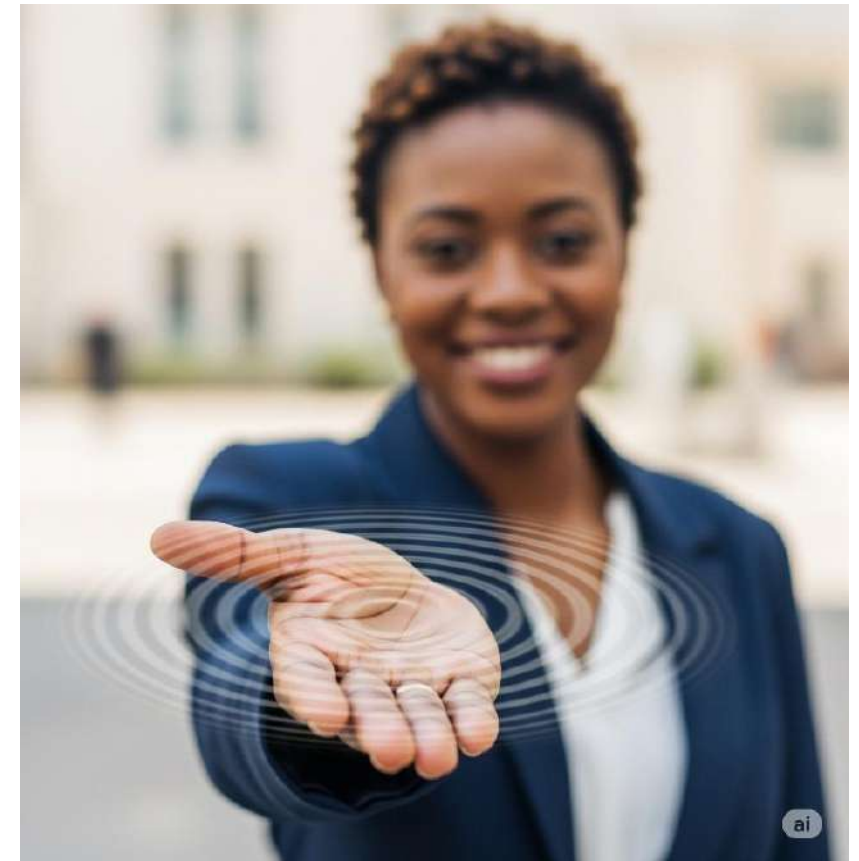
# A Warm Welcome s Quick Question

---



Quick thought experiment:

When a prospective student asks 'Why should I choose *your* university?', **what's your most compelling answer?"**



# Today's Journey: From Dorm Rooms to Dream Careers



## Our Expedition: Charting the Course to Alumni-Powered Growth

- **The Undeniable Value of Alumni**
- **Tracer Studies: Unearthing the Gold**
- **Alumni Engagement: Building Bridges, Not Just Databases**
- **Strategic Storytelling: Amplifying Your University's Narrative**
- **Actionable Insights for Registrars: Your Role in This Revolution!**
- **Brand and communications at the centre- not periphery**



# The Unsung Heroes: Why Alumni are Your University's Goldmine

---

**More Than Just Graduates: They're Your Legacy, Your Brand, Your Future!**

- **Living Proof:** They embody the quality of your education. (S)heroes -
- **Brand Ambassadors:** Their success elevates your university's reputation.
- **Mentors s Network:** A valuable resource for current students.
- **Donors s Supporters:** Future investment in your institution. (*Africa University, Zimbabwe - :5.2M in Real Estate; Bayero University, Kano, Nigeria - :3.2 - Dangote Business School*)
- **Recruitment Magnets:** "If they can do it, so can I!"

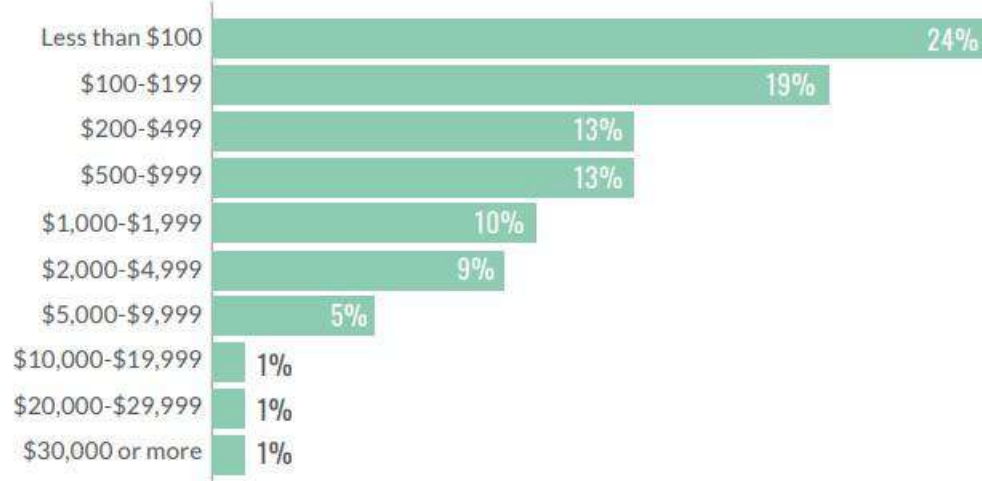




# The Unsung Heroes: Why Alumni are Your University's Goldmine - Food for Thought!



WHAT WAS THE APPROXIMATE AMOUNT OF YOUR LAST DONATION?



WHAT WOULD INSPIRE YOU TO SUPPORT YOUR SCHOOL THROUGH FINANCIAL GIVING? SELECT ALL THAT APPLY.

|  | Donors | Non-Donors | All |
|--|--------|------------|-----|
| Making education more affordable                 | 46%    | 34%        | 38% |
| Wanting to give back                             | 51%    | 28%        | 36% |
| Supporting programs/events                       | 41%    | 22%        | 28% |
| Supporting academic departments                  | 36%    | 18%        | 24% |
| Ensuring access through financial aid            | 32%    | 17%        | 21% |
| Facility improvements                            | 29%    | 12%        | 17% |
| Ensuring financial stability                     | 28%    | 12%        | 17% |
| Supporting faculty and staff                     | 27%    | 12%        | 16% |
| Ensuring applied learning/training opportunities | 22%    | 11%        | 14% |
| Other  | 3%     | 3%         | 3%  |
| None of the above                                | 6%     | 29%        | 21% |

Source: Hanover Research, 2022 STATE OF ALUMNI GIVING REPORT. 1,100 U.S. Alumni surveyed; “c5% of alumni choose not to give, with many saying they don’t believe their gift makes an impact.”



# The Challenge: Are We Maximizing This Potential?

## The Silent Goldmine: Is It Truly Being Mined?

- We often celebrate graduations, but what happens next?
- Are we systematically tracking their journeys?
- Are we effectively sharing their incredible stories?
- Often, these powerful narratives remain untold, a missed opportunity for marketing and recruitment.

## Consider: B.Comm graduating class of 1996

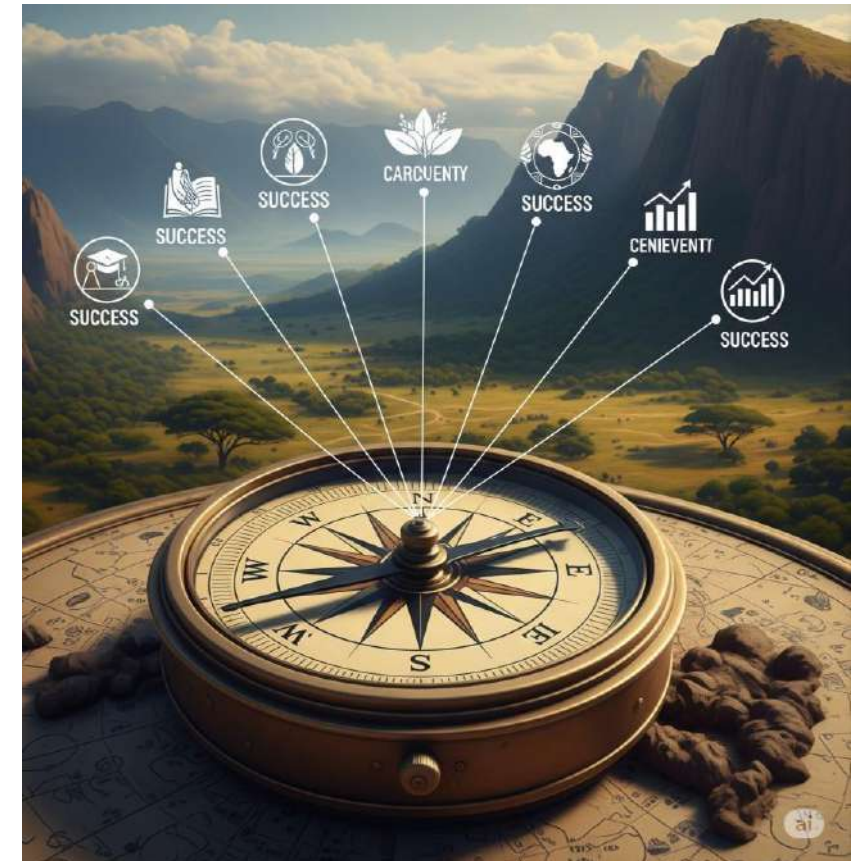
- David Bahati - Minister of State
- Mr. Godfrey Ssemugooma - Director Financial Services; MOFPED,
- Herbert Nuwamanya - General Manager Coca Cola - Zambia;
- Prof. Moses Muhwezi - Principal, Makerere University Business School.



# Enter Tracer Studies: Your Data-Driven Compass

## Tracer Studies: Beyond Just Numbers, Towards Narratives!

- **What are they?** Systematic tracking of graduates' post-graduation experiences (employment, further education, entrepreneurship).
- **Why are they crucial?** Provide concrete evidence of graduate employability and impact (*remember - impact on society is the point!*).
- **For Registrars:** You are uniquely positioned to initiate and manage this vital data collection.



# Tracer Studies: What to Look For (The "Aha!" Moments)

---

## Digging Deeper: Unearthing the "Wow!" Factors

- **Employment Rates:** Simple, but powerful.
- **Job Relevance:** Are they using what they learned?
- **Career Progression:** Rapid advancement, leadership roles.
- **Entrepreneurial Ventures:** Job creators, innovators.
- **Community Impact:** Alumni making a difference in Uganda and beyond.
- **Further Studies:** Pursuing advanced degrees at prestigious institutions.



# Making Tracer Studies Fun (Yes, Fun!) s Effective

## Data Collection Doesn't Have to Be Dull!

- **Online Surveys:** User-friendly, mobile-optimized.; snowballing
- **Alumni Events:** Informal data gathering through networking.
- **Social Media Mining:** Public success stories on LinkedIn, Facebook.
- **Departmental Involvement:** Faculty often have existing connections.
- **Incentivize Participation:** Small tokens of appreciation.
- **Registrars:** Championing the process and ensuring data integrity.



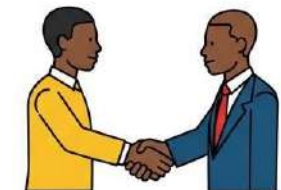
Data Capture  
via SMS



Web-Based  
Data Survey



Interview  
Interview



Data collected  
Alumni Events



# From Data to Diamonds: The Power of Alumni Engagement



It's Not Just About Collecting Data, It's About Cultivating Relationships!

- **Beyond the "Ask":** Engagement is a two-way street.
- **The Lifelong Relationship:** Your university should be a continuous resource.
- **Why Engagement Matters:** Retention of goodwill, future support, and crucially, access to those success stories!

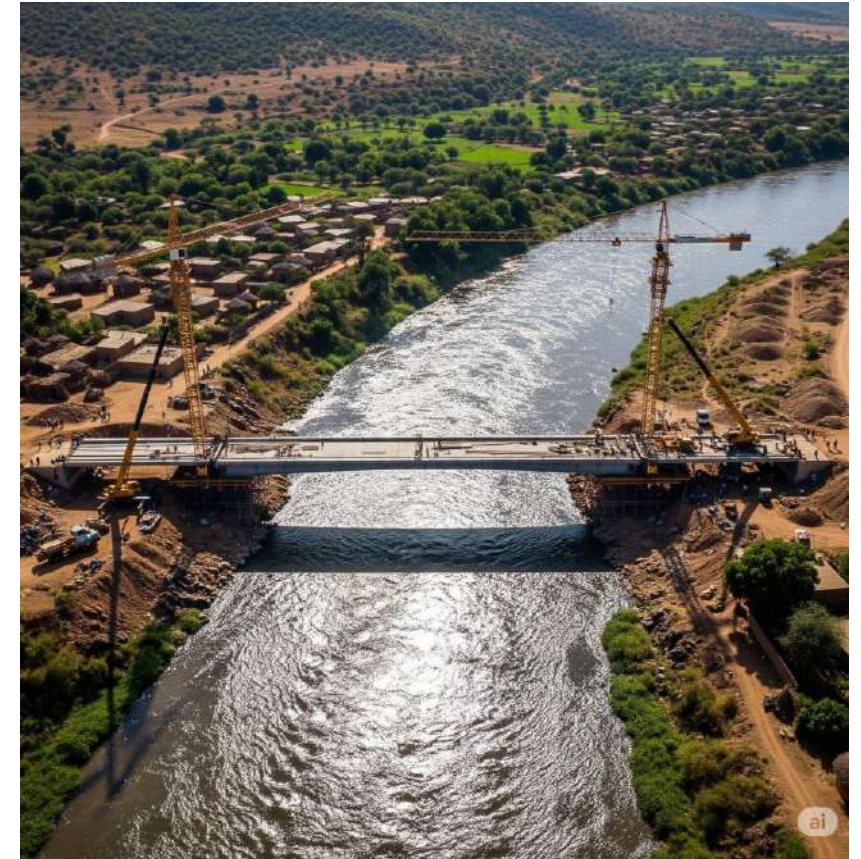


# Building Bridges: Practical Alumni Engagement Strategies



## Keeping the Flame Alive: Strategies for Ongoing Connection

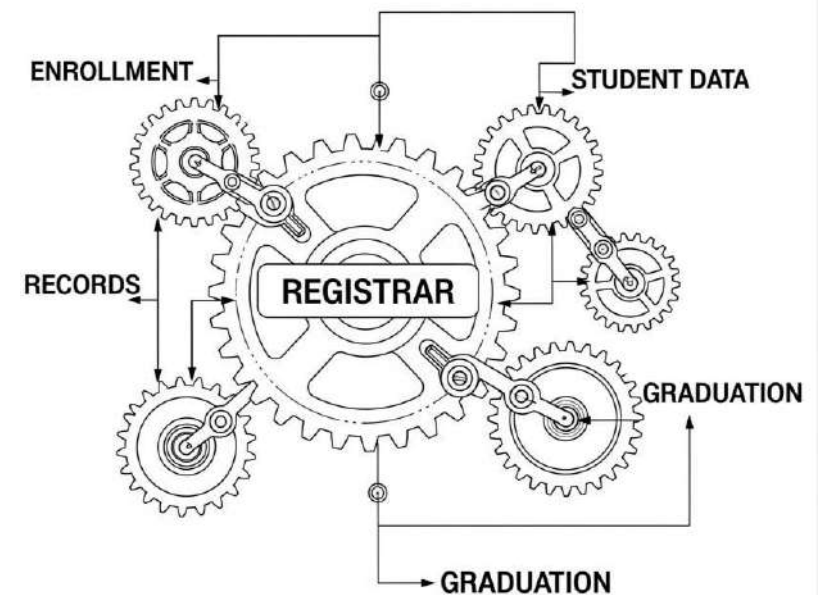
- **Dedicated Alumni Office/Liaison:** A central point of contact.
- **Alumni Chapters (Local s International):** Creating communities.
- **Professional Networking Events:** Connecting alumni and current students.
- **Mentorship Programs:** Alumni guiding the next generation.
- **Guest Lectures/Workshops:** Alumni sharing expertise.
- **Online Alumni Portals:** A digital hub for news, jobs, and networking.



# The Registrar's Role in Fuelling Engagement

## You're the Maestro! Orchestrating Connections

- **Data Gatekeepers:** Ensuring accurate alumni contact information from day one.
- **Communication Hub:** Facilitating outreach and information sharing.
- **Advocates:** Championing the importance of alumni relations to leadership.
- **Collaborators:** Working with career services, marketing, and academic departments.
- **Policy Shapers:** Developing guidelines for alumni involvement.



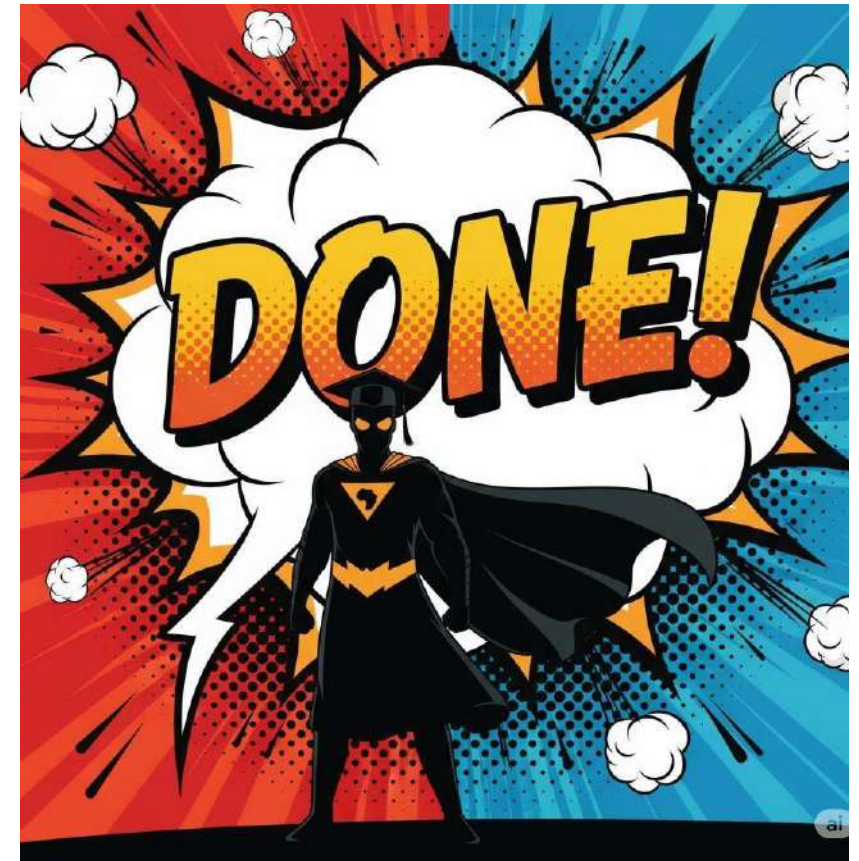


# Success Stories: Your University's Superpower!

---

## Forget the Bat-Signal, Use the Alumni-Signal!

- Every graduate with a fulfilling career, a successful business, or a positive impact is a walking, talking advertisement for your university.
- These aren't just anecdotes; they're powerful, relatable narratives that inspire and convince.
- They answer the question: 'What can I become if I study here?'

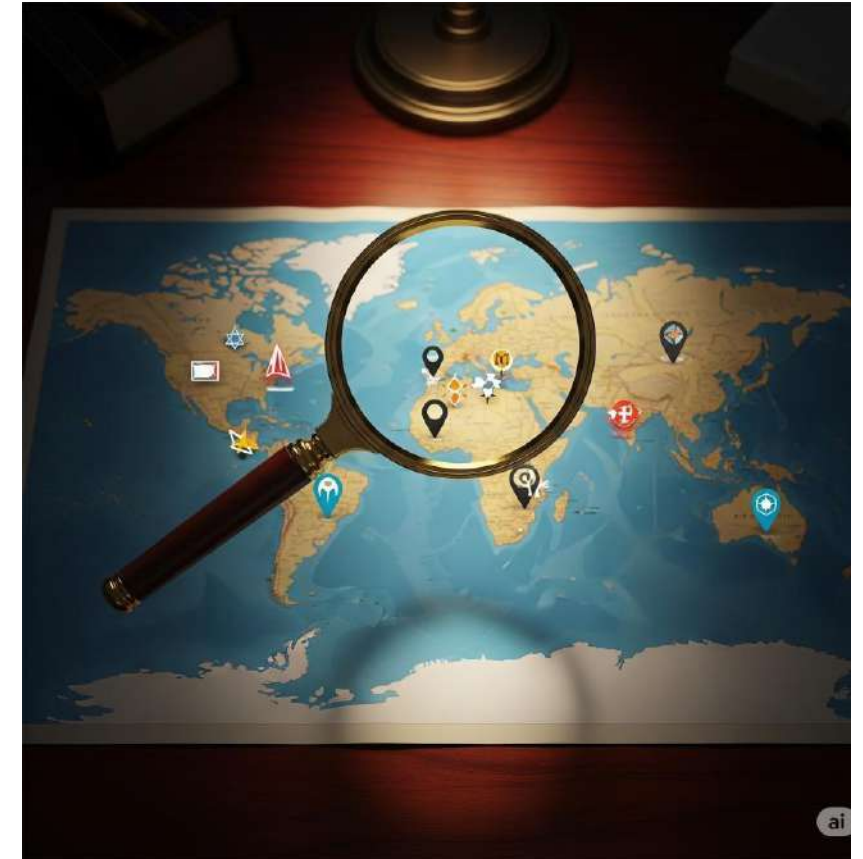




# Identifying Your Star Alumni (The "Who's Who" Hunt)

## Spotting the Shinning Stars: Where to Find Your Gems

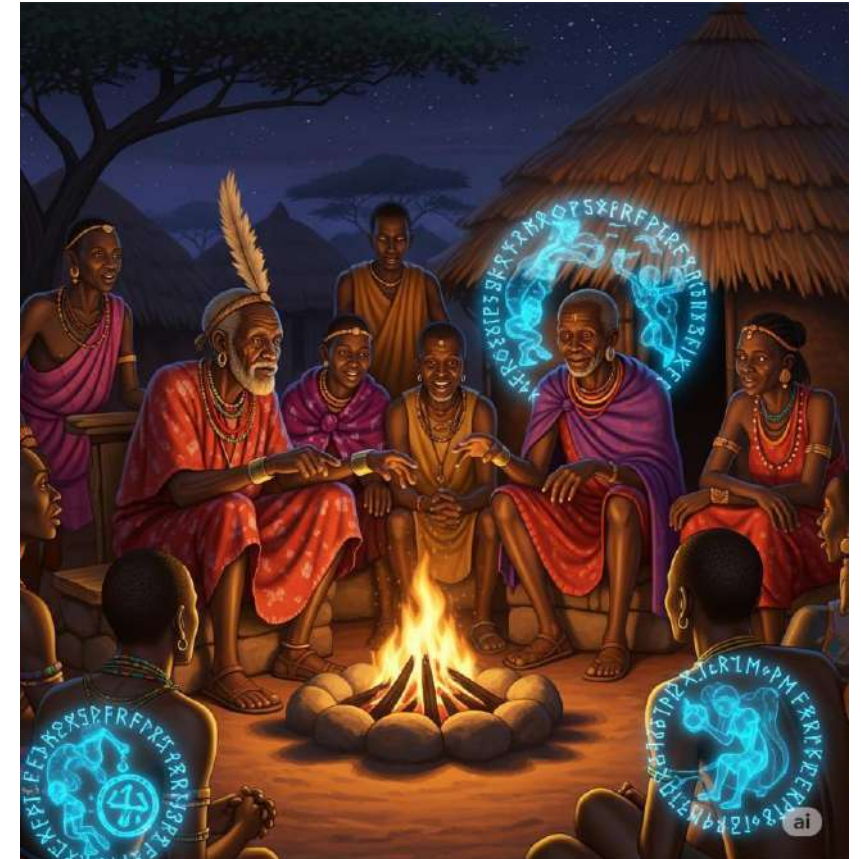
- **Tracer Study Data:** The primary source!
- **Faculty s Department Heads:** They know their best students.
- **Social Media:** LinkedIn is a goldmine for professional achievements.;
- **Alumni Associations:** Their networks are invaluable.
- **News s Publications:** Keep an eye on public recognition.
- **Current Students:** They often follow successful alumni!



# Crafting Compelling Narratives: Storytelling Magic!

## From CV to Captivating: Making Their Journey Resonate

- **The "Hero's Journey":** Their humble beginnings, the challenges, the university's role, their triumph.
- **Focus on Impact:** How are they making a difference?
- **Quotes & Testimonials:** Authentic voices are powerful.
- **Visuals, Visuals, Visuals:** High-quality photos, short videos.
- **Keep it Concise:** Attention spans are short.



# The Anatomy of a Powerful Alumni Story



## The Recipe for Recruitment Gold!

- **Catchy Headline:** Grab attention! (e.g., "From Mbale to Microsoft: How Sarah Conquered the Tech World")
- **High-Quality Photo/Video:** A professional, engaging visual.
- **The "Before s After":** Show their transformation.
- **The University's Role:** How did *your* institution equip them?
- **Specific Achievements:** Quantify their success where possible.
- **Inspirational Quote:** A direct message from the alumnus.





# Channelling the Stories: Marketing s Recruitment Avenue

- Spreading the Word: Where to Shout Their Success!
  - **University Website s Admissions Pages:** Dedicated "Alumni Success" section.
  - **Social Media Campaigns:** Instagram, Facebook, LinkedIn - perfect for visual stories.
  - **Prospectus s Admissions Materials:** Feature inspiring alumni prominently.
  - **Open Days s Career Fairs:** Alumni speakers, video testimonials.
  - **Newsletters s Press Releases:** Share stories with the wider community.
  - **School Outreach Programs:** Alumni speaking directly to high school students.





# Case Study Spotlight (Example): The Tech Innovator

## Meet David: From Our Computer Science Lab to Silicon Valley!

- **Name:** David Okello, Class of 2018
- **Degree:** BSc. Computer Science
- **Current Role:** Founder C CEO, "Uganda Bytes Innovations" (a successful tech startup)
- **Impact:** Created 50+ jobs, developed innovative mobile solutions for rural communities.
- **David Says:** "The rigorous problem-solving skills and mentorship I received at Kabale University were the bedrock of my entrepreneurial journey."
- **Marketing Angle:** Attracts aspiring tech entrepreneurs.



# Case Study Spotlight (Example): The Community Champion

---

## Sarah: Empowering Women, One Village at a Time!

- **Name:** Sarah Nansubuga, Class of 2015
- **Degree:** BA Social Sciences
- **Current Role:** Director, "Empower Uganda Foundation"
- **Impact:** Transformed lives of over 10,000 women through microfinance and vocational training.
- **Sarah Says:** "My studies here didn't just give me a degree; they instilled a passion for social justice and the tools to create real change."
- **Marketing Angle:** Appeals to students passionate about social impact and development.



# The Registrar's "Secret Sauce": Your Strategic Influence

---

## Your Unique Position: Orchestrating the Alumni Advantage

- As Academic Registrars, you hold the **keys to invaluable data and connections**.
- **Data Custodians:** You control the initial data points of every student's journey.
- **Cross-Departmental Connectors:** You interact with admissions, academics, and often, career services.
- **Policy Influencers:** You can advocate for institutional support for alumni initiatives.
- **First Point of Contact:** For many alumni returning to the university, you are their first stop.





# Action Plan for Registrars: Small Steps, Big Impact!

## Let's Get This Done! Your Roadmap to Alumni Leverage

- **Review s Enhance Graduate Data Collection:** Are you getting sufficient contact details and initial career aspirations?
- **Champion Tracer Studies:** Advocate for regular, systematic data collection.
- **Collaborate with Career Services (If Available):** Share data, identify potential success stories.
- **Liaise with Alumni Relations:** Ensure a seamless handover of graduate information.
- **Propose a "Alumni Success Story" Initiative:** Dedicated effort to identify and feature graduates.





# Overcoming Hurdles: Common Challenges & Quick Fixes

---

## "But What If...?" Addressing Potential Roadblocks

- **Challenge: Data Gaps:**
  - **Solution:** Incentivize complete data capture during graduation clearance.
- **Challenge: Alumni Apathy:**
  - **Solution:** Focus on mutually beneficial engagement activities first; highlight university pride.
- **Challenge: Resource Constraints:**
  - **Solution:** Start small, leverage existing staff, explore student interns for data collection/story drafting.
- **Challenge: Getting Approval:**
  - **Solution:** Present clear ROI - demonstrate how alumni success directly impacts recruitment numbers.



# The Future is Bright: A Vision for Ugandan Universities

---

**Imagine the Possibilities: Your University, Powered by Its People!**

- A university where every prospective student sees a tangible path to success.
- A brand reputation built on the real-world achievements of its graduates.
- A vibrant alumni network that supports current students and gives back to the institution.
- This isn't just about marketing; it's about fostering pride, belonging, and a powerful legacy.

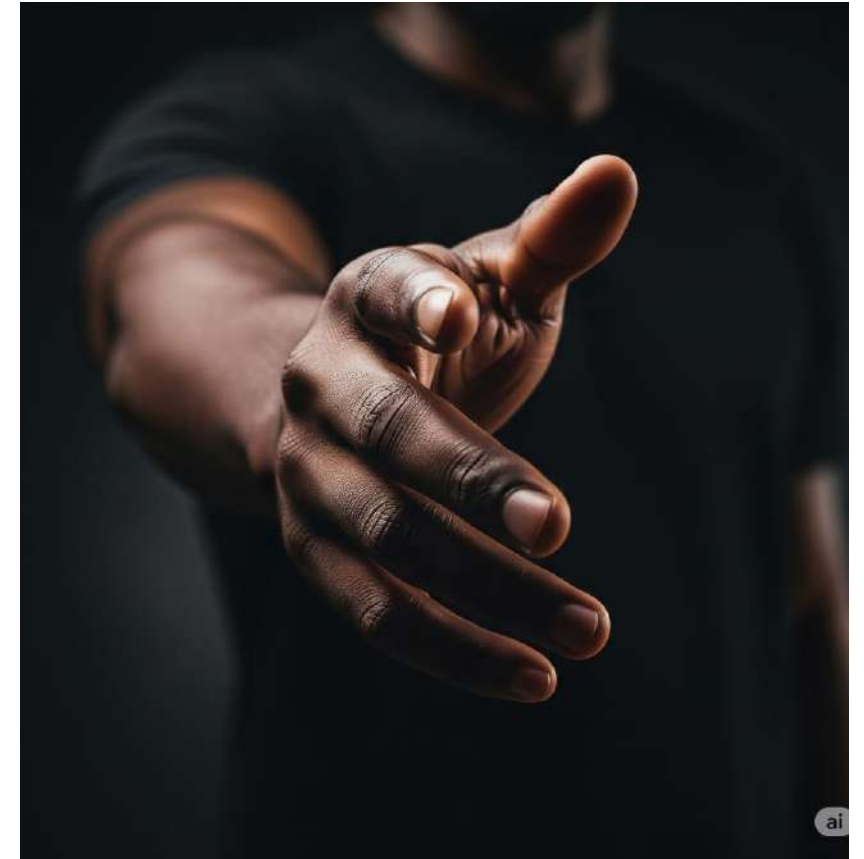


# Your Call to Action: Be the Catalyst!

---

## Unleash the Power Within: What's Your First Step?

- **Start a conversation:** Talk to your Career Services and Alumni Relations teams today.
- **Review your current graduate data collection processes.**
- **Identify one or two potential alumni success stories** from your records.
- Champion the idea of a **systematic approach to alumni engagement** and storytelling.
- Your university's next success story starts with you!





# Questions s Answers:

## Let's Discuss!

---





Thank you for your time,  
attention, and commitment  
to the future of higher  
higher education in Uganda.

**Marx Rukundo**

**+256775147207**

**Marx.Rukundo@gmail.com**

