



# ALUMNI RELATIONS POLICY

**CCTU P NO. 25**





**CAPE COAST  
TECHNICAL  
UNIVERSITY**

# **GAZETTE**

## **ALUMNI RELATIONS POLICY**

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## **1.0 PREAMBLE**

Cape Coast Technical University is a distinctive institution dedicated to training highly skilled individuals in Engineering, Applied Sciences and Technology, Applied Arts, and Business-related programs. It emphasizes strong partnerships with industries and commerce. As a Technical University, it operates under the Technical University Act (Act 922), as amended by the 2018 Act (Act 974). The university offers both full-time Tertiary and Non-tertiary programs and comprises six schools: the School of Engineering, the School of Applied Arts, the School of Applied Sciences and Technology, the School of Built and Natural Environment, the School of Business and Management Studies, and the School of Graduate Studies.

Cape Coast Technical University has witnessed the graduation of over 10,000 students, who have assumed diverse roles and responsibilities across various sectors in Ghana, as well as in other countries and international organizations worldwide. These graduates, most likely all of them, hold a deep appreciation for the invaluable impact the university has had on their lives and are eager to maintain strong connections with CCTU while actively contributing to its growth. This policy establishes a comprehensive structure aimed at fostering a sustainable and mutually advantageous relationship between CCTU and its alumni.

## **2.0 DEFINITIONS**

**CCTU ALUMNI:** Refers to individuals who have undergone education at the former Cape Coast Polytechnic, now known as Cape Coast Technical University.

**CCTU ALUMNI ASSOCIATION (CCTUAA):** Represents an organization comprising all CCTU Alumni, with the primary goal of cultivating relations between the Alumni and their Alma Mater while advancing their shared interests.

**CCTU ALUMNI ASSOCIATION CHAPTER:** Refers to a group of CCTU Alumni formed based on common interests, such as their college, school, department, profession, region, residence, sports, culture, etc. These chapters are established following the guidelines and regulations set forth by the CCTUAA, and they independently determine their objectives and activities aligned with the overall purpose of the CCTUAA.

**CCTU ALUMNI PROGRAM:** Encompasses initiatives devised and implemented by the CCTU Directorate of Public Affairs and/or the Alumni Relations Unit to foster and strengthen the connections between CCTU and its Alumni, ultimately benefiting both parties mutually.

### **3.0 POLICY PURPOSE**

The objective of this policy is to create a well-defined structure for relinking CCTU Alumni with both CCTU and their fellow alumni. The aim is to support the mutual welfare of the university and its alumni. The policy includes explanations of key terms and the organizational framework for Alumni Relations, along with the goals to be achieved in this undertaking.

### **4.0 SCOPE OF THE POLICY**

This policy applies to the entire CCTU campus and provides guidance and regulation for the structure and activities involved in building and strengthening the relations between CCTU and its Alumni, with a focus on advancing their mutual interests. The implementation of this policy falls under the responsibility of the Directorate of Public Affairs (Alumni Relations).

## **5.0 POLICY STATEMENT**

CCTU acknowledges and appreciates the significance of maintaining connections with its graduates and connecting them in the university's activities and progress. Dynamic relations between CCTU and its Alumni offer numerous benefits to both parties. The CCTU Alumni unit has the potential to serve as:

- an important role models, mentors, and motivational speakers for current CCTU students.
- Establishing a vital connection between CCTU and the broader community, private organizations, and diverse sectors of the economy where CCTU students find employment.
- Engaging in the assessment of university teaching and research programs to ensure their relevance in the job market.
- Providing guidance and assistance to recent CCTU graduates as they navigate their way through the job market.
- Acting as ambassadors and effective advocates for CCTU.
- Mobilizing resources and contributing to the development initiatives of CCTU.
- Offering mutual support to fellow alumni as they navigate life after university, along with other associated obligations.

Similarly, the university can offer valuable support to its alumni, including career counseling, lifelong access to learning resources and materials, and facilitating connections among alumni. However, to fully reap these advantages, it is essential to establish dedicated structures within the university, such as an Alumni Relations Office at the main CCTU campus, as well as alumni association chapters in different regions across Ghana. These entities will be responsible for developing and

executing various alumni engagement programs that benefit both the university and its alumni.

The Alumni Relations Office operates with a defined vision, mission, and objectives, which are as follows:

### **5.1 Vision**

To develop a close relationship with the alumni that lasts a lifetime in order to enable them prosper, become involved, and make a real difference in the expansion and success of the University

### **5.2 Mission**

By offering a supporting network, chances for personal and professional growth, and meaningful connections within the community, the Alumni Relations Unit is committed to fostering lifelong relationships with the alumni. Our mission is to:

1. **Support:** Through the provision of pertinent information, career services, and opportunities for lifelong learning, we are dedicated to assisting our alumni in developing personally and professionally. We offer mentoring programs, employment possibilities, and educational initiatives to help people develop their talents and become more independent in their chosen professions.
2. **Engage:** By building a lively and welcoming community where they may interact, exchange experiences, and work together with one another as well as with teachers and current students, we hope to engage our alumni. We organize gatherings, opportunities for networking, and digital spaces that encourage participation and promote long-lasting relationships.

3. **Recognize:** We strive to honour and celebrate the accomplishments of our graduates because we respect their efforts and accomplishments. By exposing their contributions to society and encouraging others to emulate them, we recognize their achievements through awards, publications, and special events.
4. **Communicate:** By establishing efficient channels of contact, we inform our alumni about the institution's most recent projects, accomplishments, and changes. In order to maintain an open and cooperative relationship that benefits both our alumni and the university, we proactively solicit their opinions and views
5. **Give Back:** We encourage our alumni to give back to our institution and society by providing opportunities for philanthropic engagement. We promote fundraising campaigns, volunteering initiatives, and community service projects, encouraging our alumni to contribute their time, expertise, and resources to support our institution's mission and make a difference in the world.
6. **Communicate:** By establishing efficient channels of contact, we inform our alumni about the institution's most recent projects, accomplishments, and changes. In order to maintain an open and cooperative relationship that benefits both our alumni and the university, we proactively solicit their opinions and views.
7. Through these efforts, we aim to create a vibrant and interconnected alumni network that embraces diversity, fosters lifelong learning, and embodies the values and mission of our institution.

### **5.3 Objective**

- i. **Increase Alumni Engagement:** Organize a variety of events, reunions, networking opportunities, and online platforms to encourage alumni to actively participate

- and engage with the institution. This will increase alumni involvement and foster a feeling of community.
- ii. Provide comprehensive support services to alumni, such as career counselling, job placement assistance, professional development programs, and access to relevant resources, in order to strengthen alumni support. This will increase alumni's possibilities for both personal and professional advancement.
  - iii. Foster Alumni Recognition: Create a mechanism to discover and recognize alumni accomplishments and contributions both within the school and in their respective professions through awards, publications, and recognition occasions in order to inspire current and future alumni and to foster a culture of acknowledgment.
  - iv. Encourage Alumni Giving: Create and implement successful philanthropic projects, fundraising campaigns, and stewardship initiatives to inspire alumni to donate their time, skills, and money. This will increase alumni giving and support for institutional priorities and initiatives.
  - v. Enhance Alumni Communication: Establish effective and transparent channels of communication with alumni to notify them about the University's developments, alumni news, and volunteer opportunities. This will guarantee ongoing, meaningful communication that strengthens the bond between the institution and its alumni.
  - vi. In order to establish a culture of mentoring, advice, and support and to better prepare students for successful transitions into the workforce, it is important to strengthen the relationship between alumni and current students.

- vii. **Expand Alumni Network:** Actively cultivate and expand the alumni network by connecting with alumni residing in different regions, establishing regional alumni chapters, and leveraging technology and social media platforms to reach a wider alumni audience, resulting in a more extensive and diverse alumni network.
- viii. **Measure Alumni Satisfaction and Impact:** Create tools to gather feedback and assess alumni satisfaction, monitor the effects of alumni engagement programs, and continuously enhance the opportunities and services offered to alumni to meet their needs and expectations.

By attaining these goals, the Alumina Relations Section will improve the relationship between the school and its graduates, build a healthy and encouraging alumni community, and promote a long-lasting relationship that is advantageous to both the graduates and the school.

## **5.4 Policies for the Alumni Relations Section**

### **1. Alumni Engagement Policy:**

- a. Establish and maintain a robust alumni engagement program to foster connections, build relationships, and enhance the participation of alumni in institutional activities.
- b. Develop a variety of engagement opportunities, including events, reunions, networking platforms, and volunteer initiatives, to cater to the diverse interests and preferences of alumni.
- c. Regularly assess the effectiveness of engagement activities and make necessary adjustments to ensure maximum alumni participation and satisfaction.

## **2. Alumni Support Policy:**

- a. Provide comprehensive support services to alumni, including career counseling, job placement assistance, and access to professional development resources.
- b. Maintain an up-to-date alumni database to effectively communicate and provide personalized support to alumni based on their interests, needs, and career stages.
- c. Collaborate with relevant departments and stakeholders to offer alumni-exclusive benefits, such as access to campus facilities, library resources, or discounted educational programs.

## **3. Alumni Recognition Policy:**

- a. Establish a system for recognizing and celebrating the achievements and contributions of alumni through awards, publications, and special events.
- b. Develop clear criteria and processes for selecting award recipients and ensure transparency and fairness in the recognition process.
- c. Regularly communicate alumni success stories through various channels to inspire and motivate both current students and fellow alumni.

## **4. Alumni Giving Policy**

- a. Implement a comprehensive alumnus giving program to encourage philanthropic contributions from the alumni.
- b. Develop a range of giving options, including annual funds, endowed scholarships, and named giving opportunities, to accommodate varying levels of alumni giving capacity.

- c. Cultivate strong relationships with alumni through personalized stewardship efforts, recognizing and acknowledging their contributions to the institution.

#### **5. Alumni Communication Policy:**

- a. Create efficient communication routes to educate alumni about university updates, alumni news, events, and participation possibilities.
- b. Regularly update and maintain an alumni website or online platform that serves as a primary clearinghouse for resources, opportunities for involvement, and information pertaining to alumni.
- c. Make use of a variety of communication channels, such as email newsletters, social media sites, and publications for alumni, to maintain consistent and fruitful engagement with the alumni.

#### **6. Alumni-Student Engagement Policy:**

- a. Create and spread awareness of mentorship programs, networking possibilities, and student-alumni collaboration chances to foster fruitful contacts between former students and present ones.
- b. Offer advice and tools, including as internships, job shadowing opportunities, and career assistance, to help alumni interact with and support students.
- c. Promote alumni participation in panel discussions, workshops, and guest lectures so they can share their knowledge and experiences with students from the workplace.

#### **7. Alumni Network Expansion Policy:**

- a. to encourage ties and interaction amongst graduates in specific areas or with shared interests, regional alumni chapters or affinity groups should be established, and

alumni living in different regions should be regularly contacted.

- b. Expand the alumni network's reach and accessibility by utilizing social media, technology, and online communities.
- c. Collaborate with alumni
- d. ambassadors or volunteers to assist outreach programs and communicate with past students who may be less involved or active.

### **8. Privacy and Security Policy for Alumni Data:**

- a. Ensure compliance with applicable data protection regulations and safeguard alumni data and information
- b. Establish protocols and security measures to protect alumni privacy, including secure data storage, encryption, and access controls.
- c. Obtain appropriate consent for alumni data usage, respecting their preferences and providing clear opt-out options for communication and data sharing.

To ensure consistency, efficacy, and transparency in its operations and contacts with alumni, the Alumni Relations Unit uses these rules as guidelines and operational instructions.

## **6.0 POLICY IMPLEMENTATION**

The Directorate of Public Affairs – Alumni Relations Unit is responsible for the implementation of this policy. The implementation of this policy is done through the following structures: CCTU Alumni Relations Office: This office will be responsible of coordinating university-wide activities related to Alumni Relations, including among others

- Creation of a database of all CCTU Alumni,
- Establishing an efficient communication system between CCTU and its Alumni and keeping the Alumni abreast of all major events and developments in CCTU

as well as of major career achievements by fellow Alumni;

- elaborating a strategic plan for CCTU Alumni Relations as well as annual action plans and budgets;
- recognizing and awarding Alumni who have made exceptional achievements; - supporting the activities of the CCTU Alumni Association;
- Facilitating Alumni's involvement in the life of CCTU;
- Fundraising activities involving CCTU Alumni, etc.:  
The alumni relations Office will carry out similar responsibilities as the Unit is geared towards establishing chapters all over the country and will support all activities undertaken by Chapters.

## **7.0 POLICY REVIEW**

The policy shall be subject to review by the University Management every 5 years or more frequently as the management may determine.

## **8.0 EFFECTIVE DATE OF THE IMPLEMENTATION OF THE POLICY**

This policy shall come into effect on the date of its approval by the Academic Board of the Cape Coast Technical University.