

Alumni Engagement and Alumni Marketing Strategies of one Higher Educational Institution (HEI) in Batangas

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Abstract - *This study sought to find out the level of alumni engagement and marketing strategies provided to alumni in one Higher Educational Institution (HEI) in Batangas and proposed strategic plan to improve alumni engagement. Descriptive survey method of research was employed using questionnaires as source for data gathering to the 250 alumni as the respondents. Weighted Mean and Ranking, Kruskal Wallis Test, Frequencies were used for statistical analysis. Findings posted that the level of alumni engagement as to alumni programs is described more on their positive experiences in the university that would lead to word-of-mouth referral. Likewise, alumni affirmed that LPU will still be their first choice in pursuing future studies and would admit their children in the same university where they graduated. This was boosted with the great support services of university staffs in all alumni-related concerns, particularly alumni discount and the long-term attachment with their college support system invited during institutional events. Overall, the profile variables do not differ their responses on the level of alumni engagement thus the participants obtained the same level of engagement across their profile. There is a significant relationship between the level of alumni engagement and marketing strategies provided to alumni. For continuous improvement, a proposed strategic plan was devised.*

Keywords – Alumni Engagement, Customer Engagement in HEI, Marketing Strategies

INTRODUCTION

In recent years, customer engagement has been rapidly growing attention among practitioners as well as academicians [1]. Customer engagement is a concept that is being explored as a tool to facilitate predictive power of customer behavior including loyalty and referrals [2]. Businesses that focus on customer engagement target value creation, not revenue extraction [3]. The value gathered over time continues through the cycle of commitment and recommitment. This makes highly engaged customers buy more, promote more and demonstrate more loyalty [4].

In higher educational institutions (HEIs), alumni are recognized as the most important asset of the university for they leverage the university brand in their respective professional endeavor. Alumni engagement plays a vital role in the advancement and success of an institution wherein some alumni choose to become engaged in a variety of ways and for a variety of reasons [5].

Universities rely on the graduates to support numerous activities requiring alumni involvement particularly in marketing the brand of the university. Alumni participation in the university are significant in many ways but the goal of university development should include forming a constant, long-term connection and relationship between the graduates and their alma mater [6]. The more alumni embrace the metric of university engagement as a meaningful tool, the more they can produce, develop, or enhance programs that would suit the needs of the institution [7].

On a similar setting, marketing is a collaborative effort of the whole university. The internal stakeholders (educators, managers, employees, faculties, and staffs) primarily are the front-liners of the business who directly interact with the external stakeholders (students, parents, alumni, suppliers, and industry partners) on keeping the business operations run smoothly. Understanding the role of business front-liners

must be well-communicated to all involved in the organization because they reflect the company and individually, markets the brand of the university through their services and engagement with the external stakeholders.

Nowadays, marketing strategies in HEI sector need to embrace innovation in a highly competitive HE landscapes by engaging potential students, currently enrolled students, and alumni [8]. Marketing in higher education is essential to encourage enrollment and retention as well as in keeping the alumni in the loop. Alumni, as graduates of the institution, have a special connection with the university, and they are more likely to become the institution's loyal supporters. The development of long-term relations and supportive alumni network entail benefits for the institution beyond any financial contribution [9]. Benefits from the graduates may be in the form of offering support to the students, to the institution and in marketing the brand of the university. A stable communication is very essential in keeping the alumni engaged with their alma mater to keep them abreast with the progress of the university.

Each university is unique and engages with alumni through various approaches and channels. Usually, alumni get information about their alma mater from the institution's marketing team. Often these professionals are seasoned at creating and disseminating content on behalf of the institution with the primary purpose of bringing brand awareness and maintaining the institution's brand, not necessarily to attract and engage alumni. Most of the content appeals to a public and inward-focused on marketing the institution. Consequently, it often has limited impact on alumni engagement where in fact, alumni are looking for pertinent information about networking opportunities, career advancement or even alumni benefits and privileges. Given this situation, alumni are unsubscribing to e-mail messages, newsletters and other channels that would connect them with their alma mater. Most alumni offices are likewise experiencing a decrease in alumni who limits their exposure to the institution's traditional marketing efforts [10].

With the emergence of these challenges, universities must plan effective marketing strategies to nurture alumni relation. Like HEIs, Lyceum of the Philippines University-Batangas (LPU-B) also faces similar challenges in sustaining the foundation that was built with the former undergraduates. Despite the outstanding institution standing in Batangas, LPU-B struggles in alumni engagement. Based on the available statistics of the Career Development, Alumni and Placement (CDAP) Office, the alumni network of LPU-B is an underdeveloped area that the university must improve, strengthen, and maintain. For these reasons, the researcher decided to conduct a study on alumni engagement as marketing strategy in one HEIs in Batangas to contribute to the improvement of underdeveloped area/s of university in terms of alumni engagement as marketing strategy. Supported by the recommendations of the study conducted by Etzelmueller [6] that further study may provide clarifications about behaviors of the graduates regarding their involvement. Additionally, a thorough research could provide a wide array of observations within a specific group of undergraduates as they progress to be the alumni of the university.

To assess and address the gaps in alumni engagement and improve the marketing strategies provided to alumni of LPUB, the researcher conducted an in-depth study regarding this timely situation. Furthermore, this study will aid the needs for continuous improvement of the underdeveloped areas of alumni engagement under the management of CDAP. This study could also leverage alumni involvement with the university through fund raising, donations, and reborn philanthropy within the alumni that could benefit the business growth of the institution.

OBJECTIVES OF THE STUDY

This paper aims to contribute in the improvement and strengthening the alumni relations of the university through the assessment of alumni engagement as institution's marketing strategy. Specifically, the objectives of the study

are to determine the demographic profile of the respondents, to assess the level of alumni engagement to the alumni programs, to determine the marketing strategies provided to alumni, to test the significant difference between the respondent's demographic profile and the level of alumni engagement, to test the significant relationship between the level of alumni engagement and marketing strategies, to develop an action plan to improve alumni engagement.

MATERIALS AND METHODS

Research Design

The researcher applied descriptive research method in this study to assess alumni engagement as marketing strategy in one HEIs in Batangas. Descriptive research was applied since the researcher gathered quantifiable information for statistical inference on the target audience through data analysis. Moreover, a thorough descriptive research could deliver detailed results in revealing the respondent's range of views and insights.

Participants of the Study

The participants of the study were a total of 250 college alumni of LPUB from batch 2000 to batch 2010. While, for the pilot testing, a random sample of 100 alumni were chosen from this study's sample master list and invited to participate in the pilot study. A voluntary response sampling technique was used in the pilot testing. An online form of Microsoft to complete the alumni role identity questionnaire was sent to the pilot study sample via social media platform. A total of 30 alumni in the sample completed the survey.

Data Gathering Instruments

The primary source of data is the modified survey questionnaire of the researcher adopted from the work of Dillon [11] entitled *Factors and Characteristics of Alumni Role Identity: Implications for Practice in Higher Education Fundraising and Alumni Relations*. The questionnaire was divided into five (3) parts. First part of the questionnaire is the demographics of the alumni subcategorized as to name, sex, marital status, email address, contact number, permanent address, occupation, company/business, address, contact number, income level, college/department,

and batch/year graduated. The second part is alumni engagement, and the last part is alumni marketing strategies.

Data Gathering Procedures

The researcher formulated the research title and presented to the adviser for approval. After the approval of the title, the researcher immediately formulated the objectives of the study and was approved by the adviser. The researcher gathered information from online resources, articles and published thesis. After data gathering, the researcher formulated the modified survey questionnaire that shall be presented to the adviser for approval. After the approval of the questionnaire, the researcher seek permission from the Director of Career Development, Alumni and Placement (CDAP) Office of Lyceum of the Philippines University-Batangas to access and obtain the necessary data of the alumni. The researcher then administered the survey randomly distributed to the participants of the study through an online platform for two (2) months where an introductory statement was included upon sending the online form. After the distribution of survey questionnaire, the researcher collated, tallied, interpret, and analyzed the data obtained.

This study measured the engagement and alumni marketing strategies using the college alumni role identity questionnaire. Participants in Dillon [11] were graduates of a mid-sized, Jesuit university on the West coast, whereas the population and sample for this study were graduates of one HEIs of Batangas. Given the distinct differences between two research settings (i.e. alumni role identity v. alumni engagement, HEI v. Jesuit, marketing strategies to alumni), a pilot study was undertaken in order to test the reliability of the alumni engagement instrument for this study.

Participant responses were loaded into the statistical software SPSS for analysis. Cronbach alpha reliability estimates were computed at the summary level for each scale within the alumni engagement questionnaire. The two scales of the alumni engagement questionnaire demonstrated a high level of reliability within the pilot study with

Cronbach alpha reliability estimates of 0.86 or good for alumni engagement and 0.93 or excellent for marketing strategies. From this result, the researcher concluded that the revised alumni role identity instrument was suitable for use in this study.

Data analysis

The data collated were computed, averaged, and scrutinized with the use of statistical methods/tools. These will include weighted mean and ranking which will be used in determining the level of alumni engagement as marketing strategy of one HEI in Batangas using a Likert Scale. A four-point Likert Scale was used with the following range and corresponding verbal interpretation to interpret the computed weighted means. The ranges are 4.00-3.50 or Strongly Engaged/Strongly Agree, 3.49 – 2.50 or Moderately Engaged/Agree, 2.49 – 1.50 or Not Engaged/Disagree, and 1.49 – 1.00 or Strongly Disengaged/Strongly Disagree

Ethical Considerations

There were no individuals mentioned in the report to observe the highly confidential nature of the survey. The information of the volunteered respondents will be treated with utmost confidentiality. Their necessary personal data were obtained from the CDAP of LPUB through the permission of the Director of the concerned office. To ensure data protection of the respondents, the researcher included a Data Privacy Statement in the survey which was based on the current Data Privacy Statement of CDAP office with specified purposes of data collection. The information from the survey and results of the study are purely based on the gathered data.

RESULTS AND DISCUSSION

Table 1 shows the percentage distribution of the respondents' profile. In terms of sex, results revealed the number of females is 183 or 52.30 percent and male is 167 or 47.70 percent. This data distribution is a good implication of equal groupings with respect to gender participation.

Table 1. Percentage Distribution of the Respondents' Profile

Profile	f	(%)
Sex		
Male	167	47.70
Female	183	52.30
Marital Status		
Single	81	23.10
Married	267	76.30
Divorced	1	0.30
Widowed	1	0.30
Income Level		
Less than PHP 9,520	1	0.30
Between PHP 9,520 and PHP 19,040	36	10.30
Between PHP 19,040 and PHP 38,080	118	33.70
Between PHP 38,080 and PHP 66,640	100	28.60
Between PHP 66,640 and PHP 114,240	45	12.90
Between PHP 114,240 and PHP 190,400	9	2.60
N/A	41	11.70
College/Department		
College of Allied Medical Sciences (CAMP)	3	0.90
College of Business Administration (CBA)	72	20.60
College of Computer Studies (CCS)	121	34.60
College of Education, Arts and Sciences	17	4.90
College of International Tourism and Hospitality Management (CITHM)	119	34.00
College of Criminology (CCJ)	1	0.30
College of Nursing (CON)	3	0.90
College of Engineering (COE)	13	3.70
College of Dentistry (COD)	1	0.30
Batch/Year Graduated		
2000	25	7.10
2001	13	3.70
2002	10	2.90
2003	16	4.60
2004	24	6.90
2005	7	2.00
2006	23	6.60
2007	35	10.00
2008	73	20.90
2009	47	13.40
2010	77	22.00

In terms of marital status, it was posted that most of the alumni are married with 267 respondents or 76.30 percent, followed by single with 81 participants or 23.10 percent, and equal results for divorced and widowed with 1 participant or 0.30 percent.

As to income level, results revealed that most of the alumni belongs to lower middle-income

class earning between Php 19,040 to Php 38,080 with 118 participants or 33.70 percent, followed by middle middle-income class earning between Php 38,080 to Php 66,640 with 100 respondents or 28.60 percent, then upper middle-income class earning Php 66,640 to Php 114,240 followed with 45 participants or 12.90 percent and alumni with no income with 41 respondents or 11.70 percent. The least in the rank as to income level are alumni who belong to low-income class (but not poor) earning between Php 9,520 to Php 19,040 with 36 or 10.30 percent, upper-income class (but not rich) earning between Php 114,240 to Php 190,400 with 9 respondents or 2.60 percent, and poor with less than Php 9,520 earnings with only 1 respondent or 0.30 percent.

As to college or department, the college with the highest response rate is College of Computer Studies (CCS) with 121 respondents or 34.60 percent. This was followed by the College of International Tourism and Hospitality Management (CITHM) with 119 participants or 34.00 percent and College of Business Administration (CBA) with 72 respondents or 20.60 percent. The least in the rank are College of

Education, Arts and Sciences (CEAS) with 17 respondents or 4.90 percent, College of Engineering (COE) with 13 respondents or 3.70 percent, equal results were shown for College of Nursing (CON) and College of Allied Medical Professions (CAMP) with 3 respondents or 0.90 percent, and equal results also for College of Criminology (CCJ) and College of Dentistry (COD) with 1 respondent or 0.30 percent. This result is a good indicator in evaluating the level of alumni engagement with respect to the department where they belong.

In terms of batch or year graduated, the number of respondents for batch 2010 is 77 or 22 percent, batch 2009 has 47 respondents or 13.40 percent, batch 2008 has 73 or 20.90 percent, batch 2007 has 35 or 10 percent, batch 2006 has 23 or 6.60 percent, batch 2005 has 7 or 2 percent, batch 2004 has 24 or 6.90 percent, batch 2003 has 16 or 4.60 percent, batch 2002 has 10 or 2.90 percent, batch 2001 has 13 or 3.70 percent, and batch 2000 has 25 or 7.10 percent. This data is a good basis in the assessment of alumni engagement based on the batch of the alumni.

Table 2. Level of Alumni Engagement to the Alumni Programs

Indicators	WM	VI	R
1. I am updated with the happenings of LPU-B through its official website and accounts in different social media platforms (Facebook, Twitter, Instagram).	3.13	ME	7
2. I am updated with the happenings of LPU-B through my former classmates or batchmates.	3.06	ME	9
3. I am updated with the happenings of LPU-B through my former professors or mentors.	3.05	ME	10
4. I maintain an active communication with my former professors in LPU-B.	2.94	ME	12
5. I have constant communication with my batchmates.	3.17	ME	5
6. I have visited my alma mater after graduation period.	2.93	ME	13
7. I am willing to attend alumni homecoming hosted by the university or cultural organization.	3.21	ME	4
8. I am willing to share my expertise with freshmen, undergraduates and during special events of this university to enrich student-life of college.	3.14	ME	6
9. I am willing to donate funds to the university through our respective alumni association.	2.93	ME	14
10. I am willing to volunteer in community extension activities of the university or through the alumni association of my department.	3.09	ME	8
11. If I were to study again, I will still choose to take the lead with LPU-B.	3.41	ME	2
12. If my child goes to college, I will enroll him/her in LPU-B.	3.41	ME	3
13. With my positive experiences, I would recommend LPU to my friends and relatives.	3.45	ME	1
14. I am interested on being an alumni mentor.	3.04	ME	11
15. I am interested on giving seminar or trainings.	2.93	ME	14
Composite Mean	3.13	ME	

Table 2 revealed the level of alumni engagement to the alumni programs. Results indicate how alumni are engaged with the university through the alumni programs as they are considered as one of the pillars of success of a university, and it is vital to create an engaged, supportive alumni network for the success of an institution [9].

For the alumni, positive experiences with the university will lead them in recommending their alma mater to other people. Likewise, the alumni would surely enroll again in the same university they graduated if they were to study again. This goes hand in hand for as their children step into the collegiate level, the alumni affirmed that they would enroll their children in LPU. Even in HEI setting, satisfaction can provide several benefits including the relationship between the company and the customer to be harmonious, becoming the basis of repurchasing and creating customer loyalty and word of mouth recommendations that benefit the company [12].

In HEIs, the sense of identification or belongingness could turn the students into university ambassadors which is an important benefit of branding [13]. Continued proof of identification was visible through

the study of Etzelmueller [6] concluding that alumni relations is an important aspect of higher education to develop a connection with former graduates. Organizational identification lets former undergraduates build and produce a lifelong affiliation with their alma mater. This special rapport is helpful to alumni relations centers at HEIs as they struggle to realize different methods to keep alumni on the loop and linked in many ways philanthropically, voluntarily supporting, mentoring, and engaging potential students. Altogether, these are vital in preserving and firming the institution's standing.

For LPU alumni, they thought there is a need for alumni reconnection with their alma mater, they felt this could boost their level of engagement as alumni. Through this, their philanthropic engagement on funding and volunteerism would follow through after the reconnection process. Truly, the support and engagement of the alumni in the university creates a strong foundation among the members of the community which, in return, increases the relationship and care for each other. The ultimate result of strong bonds and relations is that the people in the community work together as one.

Table 3. Marketing Strategies Provided to Alumni

Indicators	WM	VI	R
1. The alumni office of the university continuously provides quality services (alumni ID processing, alumni tracking, releasing of graduation photo package, releasing of SS E-1 Form, releasing of Postal ID, releasing of philhealth number, job fair, job referrals, employment coaching and alumni ID privileges)	2.93	A	8
2. The university continuously establish their connection with me through sending an (online) alumni tracking form using social media platforms (Facebook) or email	2.91	A	10
3. The alumni ID of LPUB is multipurpose in a sense that it could be used in claiming discounts with partner establishments of the university.	2.93	A	7
4. As an alumnus/alumna, constant communication with my former professors, colleagues and organization helps boost my connection with the university.	3.00	A	3
5. The university send me birthday greetings which makes me feel appreciated and valued as an alumnus/alumna of LPU.	2.50	A	15
6. The university has an official page for LPUB Alumni Association.	2.89	A	11
7. The university involves alumni through alumni homecomings of our respective department.	2.79	A	13
8. The university involves alumni through special guesting/s during college seminars, practical activities/projects and institutional events (pageants, pistakasan, community extension, etc.)	2.81	A	12
9. The university posts the success stories of alumni in alumni wall, official social media accounts and website.	2.97	A	4
10. The university gives awards to outstanding alumni and outstanding alumni association.	2.75	A	14
11. The university has a specific column or tab in its official website intended solely for alumni.	2.93	A	8
12. The university posts news about alumni activities, involvements, and reunions.	2.96	A	6
13. The university offers alumni discount for the tuition fee of the alumni or his/her sibling.	3.07	A	2
14. The university staff assists alumni in all alumni-related concerns.	3.07	A	1
15. The university involves the alumni in career development activities (mentoring, coaching, etc.)	2.97	A	5
Composite Mean	2.90	A	

Legend: 3.50 - 4.00 = Strongly Agree (SA); 2.50 - 3.49 = Agree (A); 1.50 - 2.49 = Disagree (D); 1.00 - 1.49 = Strongly Disagree (SD)

Table 3 indicates the marketing strategies provided to alumni. Results revealed a composite mean of 2.90 with verbal interpretation of Agree. The highest eight in rating and were posted as agree were items such as: details, the university staff assists alumni in all alumni-related concerns; university offers alumni discount for the tuition fee of the alumni or his/her sibling, as an alumnus/alumna, constant communication with my former professors, colleagues and organization helps boost my connection with the university, the university posts the success stories of alumni in alumni wall, official social media accounts and website; the university involves the alumni in career development activities (mentoring, coaching, etc.), the university posts news about alumni activities, involvements, and reunions, the alumni ID of LPUB is multipurpose in a sense that it could be used in claiming discounts with partner establishments of the university and the alumni office of the university continuously provides quality services (alumni ID processing, alumni tracking, releasing of graduation photo package, releasing of SS E-1 Form, releasing of Postal ID, releasing of Phil health number, job fair, job referrals, employment coaching and alumni ID privileges).

For alumni, marketing strategies of the university is relatively and effectively designed for the purpose of keeping them engaged with the activities, events and goals of the institution. Alumni agreed that they receive optimum assistance from the university staff in all their alumni-related concerns wherein one of the assistances they received was the alumni discount. For LPU alumni, their constant connection established with their former professors, colleagues and organization boost their connection with the university specially during events wherein they were invited as coach or mentor.

The least seven in rank were the university has a specific column or tab in its official website intended solely for alumni, the university continuously establish their connection with me through sending an (online) alumni tracking form using social media platforms (Facebook) or email, the university has an official page for LPUB Alumni Association, the university involves alumni through special guesting/s during college seminars, practical activities (cake decorating, guest lecturer, etc.), and institutional events, the university involves alumni through alumni homecomings of our respective department, and the university send me birthday greetings which makes me feel appreciated and valued as an alumnus/alumna of LPU.

For LPU alumni, there is a need to boost alumni invitations through involvement with the activities of the institution or their respective department. More so, alumni noted the need to rekindle the friendship with their batchmates through alumni homecoming and allow them to expand their network. Through this, the university could update the alumni database to reach more alumni in sending birthday greetings.

Table 4. Difference of Responses on Level of Alumni Engagement When Grouped According to Profile

Profile Variables	χ^2_c	p-value	I
Sex	14334.000	0.311	NS
Marital Status	1.722	0.632	
Income Level	10.231	0.115	
College/ Department	8.323	0.403	NS
Batch/Year Graduated	18.191	0.052	NS

Legend: Significant at p-value < 0.05

Table 4 displays the comparison of responses on the level of alumni engagement when grouped according to profile variables. It was observed that the obtained p-values were greater than 0.05 alpha level, thus the researcher fail to reject the null hypothesis. This means that the responses do not vary significantly and indicates that the respondents obtained the same level of engagement across their profile. This is supported by the study of Rattanmethawong et al. [14] on alumni relationship management and Dewnarain et al. [15] on social customer relationship management. This result is an avenue for the university to realize that the alumni need to be constantly engaged with their alma mater where their engagement is manifested through their unceasing institutional involvement, communication with former colleagues, organization, professors, dean, mentors and friends, and support services rendered by concerned offices/departments that balance the relationship of the alumni and university.

This result is supported by study of Wulandari [16] revealing that alumni engagement do not significantly relate to the alumni profile but in the influence citizenship behavior and its influence in increasing financial and social giving behavior. Similar study of Torres et al. [17] states that most of the alumni engage in marketing strategy that is related to the elements of communication, loyalty, and social professional interactions. Findings from the study of Pansari et al. [18] states that customer engagement is based on how firm performance can be maximized by discussing relevant strategies regardless of the customer profile.

Table 5. Relationship Between Level of Engagement and Marketing Strategies Provided to Alumni

	rho	P-value	I
Level of Alumni Engagement vs Marketing Strategies	0.298**	0.000	HS

Legend: Significant at p-value < 0.01

Table 5 presents the association between level of alumni engagement and the marketing strategies employed. Based on the result, the computed rho value indicates a moderate positive correlation and the resulted p-value of 0.000 was less than 0.01 alpha level. This means that there was a significant relationship exists and implies that the higher the engagement, the better are the marketing strategies provided to alumni and vis a vis.

For LPU alumni, their level of engagement is based on the marketing strategies of the university. Keeping the alumni on the loop in the institution is vital in strengthening the foundation that was built during their pre-academic years and for this reason, it is equally essential for the university to design innovative marketing strategies to improve the level of alumni

Table 6. Action Plan for Alumni Engagement

Key Result Areas (KRAs)	Strategies	Person/ Office Responsible
1.1 Maintain active communication with former professors	Involve former professors in alumni tracking activity and Invite alumni as guest lecturer	CDAP College Dean/ Dept. Chair Professors Alumni
1.2 Interest to visit alma mater after graduation	Promote the perks and privileges of LPUBAA ID and Provide more career opportunities (e.g. job referral to industry partners) and events (e.g. job fairs); Invite alumni in student life enrichment activities. (such as Pistakasan, Pageant, Freshmen Day/ Orientation. Career Guidance, Employment Coaching and Enrolment Campaigns	CDAP DOLE/ POEA/ PESO, SLIA Deans, Colleges Concerned Department/s
1.3 Willingness to donate to the university	Create LPU-B Alumni Foundation and Establishment of initial projects that would encourage alumni donations/ philanthropy: Alumni Scholarship Program, Adopt-a-Family Program, Fundraising for Alumni Cancer Warriors, Run-for-a-Cause, Show-for-a-Cause (c/o cultural organization alumni), Alumni Homecoming (for-a-cause) and Gift-giving Program	CDAP LPUBAA Alumni
1.4 Interest on giving seminars or trainings	Prioritize inviting alumni in speaking engagements/ trainings in coordination with the colleges	CDAP, Deans Colleges, Alumni
1.5 Interest as Alumni Mentor	Create "LPUB Alumni Mentorship Program" comprising three areas: Academic Guidance, Career Advice and Personal Development	CDAP, Alumni Deans, Colleges

engagement. The findings of the current study supported by Snijders et al. [19] states that the better marketing strategies provided to the students even after the graduation the higher engagement is. This is also parallel in the study of Drezner [20] where it was found out that university advancement officers engage the alumni to create and further relationships in which it becomes a mutually beneficial partnership to advance academic, research, and other institutional goals.

In the study of Weerts [21] provides continued evidence that advancement/alumni relations and marketing and communications can promote sensemaking and organizational learning in ways that promote engagement as a pathway to institutional sustainability. In HEI setting, the study of Harmeling [22] supports that customer engagement and marketing has defined the firm's deliberate effort to motivate, empower, and measure customer contributions into marketing functions in which marks a shift in marketing research and business practice. On a similar note, the study of Basya [23] proves that marketing strategy and customer engagement can gain a competitive advantage and establish a strong competitive position without neglecting business ethics.

2.1 Awareness about the official page of LPUB Alumni Association (LPUBAA)	Update alumni database and send invites to follow the official page of LPUBAA	CDAP Director CDAP Staff Alumni Coordinators
2.2 Alumni involvement in institutional and/or departmental events, activities and projects (e.g. comex, pistakasan)	Maximize communication channels to reach and invite alumni and Feature alumni presence during special events of the university	CDAP Director CDAP Staff Alumni coordinators
2.3 Awareness in alumni homecoming	Maximize information dissemination, announcements and advertisements through all available means of communication; Conceptualize interactive and engaging programs flow (e.g. bingo bonanza, raffle, special alumni recognition) for alumni homecoming and Revive “Search for Outstanding Alumni Awards”	CDAP Director CDAP Staff Alumni coordinators SLIA Deans
2.4 Recognition for outstanding alumni and college alumni association	Update alumni database from the tracking system to expand alumni network	CDAP Director CDAP Staff Alumni Association Alumni Deans SLIA
2.5 Sending of birthday/holiday greetings		CDAP Director CDAP Staff Alumni Coordinator

CONCLUSION AND RECOMMENDATION

Alumni demographic variables show almost an equal number of male and female participants, mostly married, and belong earning between Php 19,040 to Php 38,080. The highest participation came from College of Computer Studies (CCS) and alumni from batch 2010. LPU-B Alumni are moderately engaged as to the alumni programs of the university. Alumni affirmed that they would recommend their alma mater to their relatives and friends because of their positive experiences with the university. Among other universities in the South, LPU will still be their first choice if they decided to study again and would enroll their children in the same university where they graduated. LPU-B Alumni confirmed that university staffs provide the best assistance in all their concerns whereas one of the supports they received was the alumni discount. Continuous communication with their former professors, colleagues and organization strengthens their university attachment. All profile variables do not differ their responses on the level of alumni engagement thus the participants obtained the

same level of engagement across their profile. There is a significant relationship between the level of alumni engagement and marketing strategies provided to alumni. Finally, A proposed strategic plan was done to improve and increase alumni engagement.

It was recommended for the university to develop an interactive alumni portal to centralize messages, information, related announcements for increased alumni engagement. The university may intensify the engagement of alumni by identifying selected alumni from different colleges to be visibly engaged in the career development programs for students. The university may include alumni in the university’s enrollment campaigns, career guidance activities, marketing and promotional drives that would increase active engagements of the alumni and help the university attract more enrollees. A proposed strategic plan may be tabled for discussions for comments and further utilization. Future variables on alumni role identity in student life may be done to confirm or generalize research results.

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