



## **INSTITUTE OF PROFESSIONAL PSYCHOLOGY-BAHRIA UNIVERSITY**

### **ALUMNI AFFAIRS REPORT**

**August -2024**

#### **Alumni Portal:**

##### **Alumni Portal Update for August 2024**

Significant progress has been made in updating the Alumni Portal. Throughout the month of August, we successfully updated up to 400 records, leveraging a variety of outreach methods to ensure comprehensive engagement with our alumni community. The methods employed included:

- **Social Media Advertisements:** Targeted campaigns across Facebook, LinkedIn, and Instagram.
- **WhatsApp:** Direct communication via WhatsApp groups and messages.
- **Email and SMS:** Personalized emails and SMS updates to alumni.
- **Direct Calls:** Personalized phone calls to reconnect with alumni.
- **LinkedIn Engagement:** Direct outreach and follow-ups through LinkedIn.
- **Reconnection with Old Fellows:** Efforts to re-establish contact with previous alumni and encourage them to update their details.

We are committed to further enhancing our alumni network and ensuring the portal remains a valuable resource for our community. We encourage all alumni to continue updating their profiles to stay connected with us.

#### **Meeting with vice President of Alumni Association:**

On August 23rd, 2024, a meeting was held at the Institute of Professional Psychology (IPP), Bahria University Karachi Campus, between Ms. Saria Rafiq, Vice President of the Alumni Association, Bahria University Karachi Campus and Irum Shabeer, Alumni Coordinator at the Institute of Professional Psychology, Bahria University Karachi Campus. The meeting focused on encouraging alumni to update their profiles on the

Alumni Portal. We reviewed the success of the August campaign, during which upto 400 alumni profiles were updated through outreach methods such as social media, LinkedIn, WhatsApp, email, and direct calls. Additionally, ways to incentivize alumni to keep their profiles updated were explored to strengthen the alumni network. The meeting concluded with a clear action plan for increasing alumni involvement.

