

# *Development and Utilization of Outstanding Alumni Resources in College Enrollment*

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**Abstract:** Under the background of the new college entrance examination reform, the enrollment work is faced with many difficulties. Through the local popularity and influence of outstanding alumni, drawing closer the distance between university-alumnus-high school and university-alumnus-new students, providing some convenient conditions and guidance for college enrollment work, not only opening up the situation for enrollment work, promoting the quality of students and enrollment rate, but also strengthening the long-term development of college alumni work, laying a good foundation for cooperation between schools and enterprises, so as to improve the quality of talent training.

## 1. Introduction

Enrollment is the basic work in the training of talents in colleges and universities, and it is also a very important work. The quality of enrollment and employment in colleges and universities is related to the survival and development of colleges and universities, and the recruitment work involves the quality of students, the number of new students, the registration rate and so on, which is directly combined with the development of the school, and has a close relationship with the overall situation of the school. Since "the first year of the new college entrance examination" 2018, candidates in college entrance examination channels and other aspects of the choice. Candidates and colleges as the main body of enrollment have become the direct face of the reform of the college entrance examination, candidates have more choices, relatively reduce the burden of the examination, colleges and universities need to meet the greater challenges of enrollment publicity and admission work. How to creatively do well the enrollment propaganda work under the network information age and attract more high-quality students has become an important problem to be solved urgently in colleges and universities [1].

The effective use of alumni resources, especially excellent alumni resources, and constantly broaden the thinking and situation of enrollment work are the objective problems in front of colleges and universities. After summing up the significance of outstanding alumni resources in the

recruitment work, exploring the way of work, deepening multi-party cooperation, providing more high-quality students for our alma mater, thus reforming the enrollment work mechanism of colleges and universities and continuously improving the quality of talent training, it is a strategic measure, which will certainly have a profound impact [2].

## **2. Distinguish between Alumni Resources and Alumni Resources**

Alumni resources are the sum of the talents value of alumni and their financial, material and social influence resources. Current research refers to alumni resource development, usually without classification, generally refers to the "alumni" this huge category. Although a few studies distinguish between well-known alumni and ordinary alumni, outstanding alumni and general alumni, they are still not accurately refined and defined.

### **2.1. Meaning of Alumni Resources**

Excellent alumni refer to alumni who have achieved great achievements in a certain profession or industry, and have high level positions or great influence. Excellent alumni resources refer to this part of people as the value of talent resources, and its own financial, material and social impact and other resources combined. It should be pointed out that the specific criteria of excellent alumni should be different from school to school, and whether they are excellent alumni is only practical in specific colleges and universities. On the one hand, because of the subject background, school level, orientation, historical origin and other factors, there is no comparability between the excellent alumni of this institution and the excellent alumni of that institution; on the other hand, a person with multiple academic backgrounds may be an excellent alumni in this institution, while in another institution they are ordinary alumni.

### **2.2. Confusion between Alumni Resources and Outstanding Alumni Resources**

In fact, talking about the development and utilization of alumni resources, such as hiring special professors, inviting lectures, providing jobs, donating educational and teaching equipment and so on, obviously does not apply to those alumni who have just graduated from school, or to ordinary alumni who have performed generally in their position, financial resources and professional achievements, but rather to the scope of "excellent alumni resources". From the point of view of resource distribution, "excellent alumni" is at the top of the "triangle" distribution form of alumni, and also grasps the top of the corresponding "inverted triangle" distribution form of alumni resource stock: a few people master more resources. The resource stock of "regular alumni" and the effective supply of demand for their alma mater can not be compared with that of "excellent alumni", that is to say, in terms of the goal of development and utilization, the scope of "excellent alumni" is more limited and accurate than that of "alumni" [3].

## **3. The Significance of Outstanding Alumni Resources in College Enrollment**

In the development of world-class universities, alumni often appear as third parties, this identity has the characteristics of target non-profit, organization specialization, behavior voluntary, can become

an important force affecting school governance, for the improvement of governance system and innovation is of great significance. As a third-party force affecting school governance, the main manifestation of alumni is the formation of excellent volunteer team and its active voluntary behavior, which mainly includes enrollment interview, freshman guidance, information service, lobbying and so on [4].

Colleges and universities often encounter some practical difficulties in the face of unfamiliar areas and propaganda objects when sending personnel out to carry out enrollment propaganda work, while outstanding alumni are leaders and leaders in all walks of life. They are well-known and have rich practical experience and high social influence and popularity. The existence of excellent alumni resources provides "navigation", propaganda forms, interpersonal communication and other services in the enrollment area, which brings great convenience to the work. At the same time, because of the school specialty and alumni engaged in the work of the counterpart, often alumni work unit staff children also have the potential need to apply for college, is also one of the object of enrollment publicity.

Expand the reputation of colleges and universities. School reputation mainly includes academic reputation and social reputation, which is related to people's recognition of the level of running a school, the ability to run a school and the quality of educating people. Academic reputation is the academic influence of a university to increase the contribution of knowledge to mankind through knowledge innovation, and is a concentrated reflection of the level of scientific research in a university. Social reputation is the social influence produced by a university, which is a kind of imperceptible convention, which needs to be realized by the hard work and historical accumulation of countless alumni. In the process of enrollment promotion, most candidates and parents are more interested in social reputation, and a few candidates and parents are interested in academic reputation, but the following will be higher than the social reputation.

Fit the characteristics of enrollment publicity. Excellent alumni resources help colleges and universities recruit students propaganda work, fully realize the authenticity, pertinence and timeliness of enrollment propaganda. Authenticity: through the excellent alumni own development resume, can be more real and detailed explanation of the school situation, more attractive candidates and parents. Pertinence: due to the different places of origin, different majors need targeted publicity, excellent alumni resources, through influence in the local, and their own major can be more targeted to promote the alma mater. Timeliness: the golden period of voluntary filing, especially in the online college entrance examination enrollment consultation meeting, excellent alumni from all over the world can help and complete publicity in a timely manner.

Multi-party cooperation, close the distance between university-alumnus-high school, build high-quality student source base. Through the social influence of the outstanding alumni and the local network management, the base middle school as the grasp point, promotes the high quality student source base construction. As the most direct docking platform between universities and candidates, the high quality student source base can effectively enhance the popularity and influence of colleges and universities among students and parents, form a reputation advantage among students, occupy an active position, lay a good foundation for later propaganda, and have a great role in promoting the whole enrollment propaganda work.

Assist admission, close the distance between university and alumni and freshmen, and improve the registration rate. For example, the alumni tutorial system of the Haas Business School (Haas S

chool of Business), alumni, according to the schedule, as full-time, weekend or evening admissions ambassadors, share experience on relevant platforms, through admission notices, send congratulatory phone calls or email to admitted students, by adding alumni contact information to indicate admission to the new students, plan dinner or entertainment activities to welcome new students, and share the Haas Business School email brochure with freshmen via the Internet. The alumni, who were former college students, were very rich in educational resources for college students, especially freshmen, to ensure their adaptation to college life and study [5]. At the same time, it reduces the worries of distant parents, enhances the sense of trust, and inevitably increases the rate of new students reporting.

#### **4. Development and Utilization Mechanism of Outstanding Alumni Resources**

##### **4.1. Establishment of a Dedicated Institution for the Development and Utilization of Alumni Resources**

Alumni resources development and utilization of professional institutions generally refers to "Alumni Association" and "Alumni Promotion Association" and other professional institutions. But at present, many colleges and universities set up "alumni association", still linked to the recruitment and employment office, school offices and other departments, or even "two brands a set of people", the focus of office staff on the completion of their own work, the management and operation of the alumni association is mostly powerless, tired of coping, the functions of the alumni association exist. To this end, colleges and universities should ensure their independent operation mechanism when setting up a full-time organization for alumni resource development, match a number of corresponding full-time dedicated managers to carry out relevant alumni management work, and truly realize the efficient operation mechanism of alumni association "independent, full-time and dedicated personnel ". After the establishment of the alumni association (general association) based on the alma mater, we should gradually establish local branch organizations according to the influence of the school and the development of alumni, establish provincial and even national networks of alumni association organizations, and maximize the role and influence of alumni association.

##### **4.2. Establishment and Improvement of Alumni Records to Promote Effective Development of Alumni Resources**

As the main channel to track and master alumni information and the fundamental basis for the development of alumni resources, the establishment of alumni archives is an important work that must be carried out by the alumni development management department of colleges and universities.

###### **4.2.1. Establishment of Alumni Files and Refinement of Outstanding Alumni Files**

The establishment of alumni archives mainly contains two parts: one is the alumni school file, the other is the alumni resume file. According to the similarities and differences between ordinary alumni and outstanding alumni development needs and economic cost considerations, in addition to

including their personal information and other basic file content, outstanding alumni files should also improve their academic performance in school, award-winning situation, hold the position of student cadres and after work resume, achievements, achievements, job titles and other information content, to promote the integrity of outstanding alumni files.

#### **4.2.2. Dynamic Management of Alumni Archives**

With the transfer of time and the development of things, ordinary alumni and excellent alumni are constantly changing, which also means that the alma mater needs to update the excellent alumni file dynamically. The first is to update the latest archival information of outstanding alumni in the case of job changes and new achievements; the second is to improve their personal information according to the standard of outstanding alumni archives after ordinary alumni become outstanding alumni.

#### **4.2.3. Selection of "Prospective Alumni"**

In addition to mastering the existing successful alumni files, we should also select the "prospective outstanding alumni" who are in school and have just graduated for 3-5 years. Do a good job of liaison and service in the early stage, which is helpful to the management and development management of long-term outstanding alumni files.

Grass-roots colleges recommend: grass-roots college team, as the most closely linked group of college teachers with students, they understand the situation of students in more detail, such as through the students in charge of the secretary, deputy secretary, league committee secretary, counselors to find excellent alumni. Teachers in basic colleges are more likely to find excellent students in the course of teaching, especially in classroom learning, professional practice, subject competition in the process of teacher-student interaction will also have a lot of outstanding deeds worth excavating.

All kinds of award-winning candidates: in order to encourage college students to learn and practice, each functional department sets up different aspects of award evaluation each year, and can directly select some outstanding alumni from the results of these awards. There are also some typical tree-picking activities in the competent departments associated with colleges and universities in the province. For example, the Communist Party Committee of the League, the Communist Party Committee of the League selected outstanding League members, League cadres, grass-roots League organizations; "Internet + Entrepreneurship Competition" won provincial and national awards alumni and so on.

The relevant functional departments of the school are responsible for the policy propaganda, registration and organization recommendation of the corresponding employment channels. For example, the armed forces department is responsible for the enlistment of college students, the league committee is responsible for the propaganda and implementation of the western planning policy, the alumni association connects all the members of the alumni association, the international exchange department is responsible for the work of students studying abroad and visiting schools, and the employment department is responsible for the special post teacher policy, the student selection and transfer policy and so on. These departments not only have the opportunity to deal directly with graduates, but also have many opportunities to contact and discover good alumni [6].

### **4.3. Establishment of Alumni Admission Service**

Set up local enrollment propaganda service station, by the local outstanding alumni organization concurrently responsible person, can input the information to the examinee for a long time, the examinee has the time to think, avoids the admission risk caused by the surprise inquiry large amount of information after the college entrance examination, achieves the long-term effect of enrollment propaganda, the work expense and the labor service subsidy of the workstation are borne by the school. In addition, the workstation collects the local detailed and true enrollment information for the school, and regularly provides the school with the local annual student source situation and the enrollment propaganda situation of other colleges and universities. According to the annual school enrollment work plan, responsible for the local key students secondary schools and student base enrollment publicity work, such as special lectures, auxiliary voluntary filling, welcome to the new year and other activities.

### **4.4. Regular Annual Alumni Meetings**

The school takes advantage of the winter and summer holidays, holds the annual meeting of the enrollment service station, invites the head of the workstation to return to his alma mater, listens to the work of each workstation, and discusses together the development plan of the future enrollment work [1]. The school should arrange for the head of the alumni workstation to visit the school, hold relevant enrollment lectures and training, etc., so that alumni can contribute to their alma mater through specific work. At the same time, we should experience the development and change of our alma mater through coming to school, increase the sense of honor and responsibility of alumni, and inspire them to do a good job of recruiting students further.

### **4.5. Integration of Education and Industry and Establishment of Outstanding Alumni**

In practice, many excellent alumni resources development forms, such as inviting alumni back to school, organizing new students to visit alumni enterprises, carrying out activities and so on, do not want to invite, want to go, want to take. Many alumni are concerned about the cultivation of their alma mater, only to be grateful to give back to their alma mater and Shien, kindness can be actively rewarded, but not dependent on demand. Based on the essence of "emotional relationship" between alma mater and alumni and the development needs of alumni themselves, alumni resource management department should pay attention to the micro-psychological level of alumni, focus on the good relationship between management and alumni, and provide a cooperative path that can meet the interests of both alumni (or their units) and alma mater to achieve mutual benefit and win-win. Only so, can make alumni resources development vitality, lasting.

In addition, not only the recruitment work, the employment of colleges and universities, practical training, equipment supply and so on, many educational and teaching activities have the need of continuity and stability, for alumni resources, long-term and stable supply of resources, is more conducive to the construction of education and the healthy development of reform. Both the characteristics of alumni resources and the need for the continuity of education and teaching are the logical coupling in the development behavior of alumni resources, which points out the direction of action——"career "direction for the development of alumni resources in colleges and universities.

Therefore, the alumni resource management department should focus its work on providing and building more "career" bearing platforms that meet the needs of our alma mater and are also conducive to the development and profit of our alma mater.

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