

The Construction of the Back-feeding Mechanism of the Alumni Association of Local Colleges and Universities

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Abstract: The development of higher education and the extensive development of foreign exchanges have increasingly revealed the important role of alumni resources in the development of colleges and universities, and the establishment of alumni associations has received more and more attention from colleges and alumni associations. This article focuses on the research on the back-feeding mechanism of the local college alumni associations. Based on the literature, it has a general understanding of the relevant theories of the local college alumni associations. Then, in order to further understand the current situation of the back-feeding Methods Investigate it. The results of the investigation show that in the current stage of the problems in the back-feeding mechanism of college alumni associations, the lack of alumni contact accounts for about 46%, followed by the insufficient development of alumni resources.

1. Inductions

For a long time, China's higher education institutions have been centered on national policies, and the autonomy of running schools has been relatively small, and the role of graduates is not very important [1-2]. However, after the reform and opening up, especially since 1990, with China's gradual implementation of the socialist market economic system, the autonomy of Chinese institutions of higher learning has gradually increased, and market competition has gradually increased[3-4]. Institutions of higher learning must also seek to use the public resources available to all schools to expand the school space, thereby increasing the scale and optimizing resource sharing, and enhancing the social reputation of the school [5-6]. In this historical background, the work of alumni has been paid more attention to by domestic institutions of higher learning in China, thus forming the special alumni association work organization of the University Alumni Association Committee [7-8].

Regarding the study of alumni associations, some researchers pointed out that there is a virtuous

circle between universities and graduates. The university provides excellent social capital, through its unique knowledge, interpersonal relationship and reputation, trains students, enhances their own value, and increases their growth opportunities. At the same time, high-platform graduates use social capital to repay their alma mater and provide them with funds, information and growth opportunities for their growth. Further enhancing the value of the university will promote the continuous progress of graduates. At the same time, the school needs to handle the alumni relationship well, and also needs to pay attention to the needs and long-term development of alumni, and promote mutual benefit and win-win results between alumni and universities [9]. At this stage, some researchers believe that the development of outstanding resources for graduates in our country has problems such as backwardness, discontinuity, uniformity, one-way, and utilitarianism. In recent years, although more and more progress has been made in the development of alumni associations, there are also various problems in the early stage of work, traditional unified working methods, and limited contact with alumni associations, and a large number of alumni associations have become a university institution. The management of the affiliated institutions, pragmatism is obvious, the school only pays attention to the main alumni associations, which leads to insufficient innovation in alumni association activities and unbalanced integration and development [10]. Some scholars compare the differences in the development of alumni associations of Chinese and American universities, mainly because of the differences in the development level of higher education, the higher education system, national socioeconomic and environmental conditions, and traditional cultures. To upgrade the alumni association work to the strategic height of school development and develop it to a mature and standardized level, Chinese universities need long-term conceptual changes and institutional guarantees [11]. In summary, there are many research results of alumni associations, mainly focusing on the problems existing in the alumni association organization, and there are fewer studies on the recommendations of the problems.

This article studies the backfeeding mechanism of local colleges and universities alumni associations, analyzes the significance of the establishment of local colleges alumni associations and some existing problems on the basis of data, and then uses the questionnaire survey method to analyze the current situation of the backfeeding mechanism of local colleges alumni associations conduct investigations and construct a feedback mechanism through the analysis of the investigation results.

2. Research on Alumni Associations of Local Colleges and Universities

2.1 Significance of Local College Alumni Associations

(1) Help improve the reputation of the university and attract talents

If the school is a factory, then the students who grow up in the school are the "products" of the factory. Quality and market reputation will continue to affect the existence and development of the factory. Graduates, especially those with good reputations, not only improve their personal prestige, but also improve the social image of their alma mater. Therefore, when people think of the presidents of great countries like Clinton and Bush, they think of Yale University[12]. But undoubtedly, the graduates of prestigious schools also help to increase the recognition of the alma mater in the society, so as to obtain more outstanding students who face university choices.

(2) Promote students' advancement to higher education, promote student education, talents and employment

Many graduates are experts and professors in the fields of scientific research and education.

Their rich theories, experience and technology are valuable resources. These resources can be used to give lectures at the alma mater, carry out scientific research cooperation, contribute to the academic construction of the alma mater and attract talents. Not only that, the graduates' rich business experience and life philosophy not only shine with artistic light, but also serve as a living teaching material. Today may be my tomorrow, so as a senior, their suggestions and guidance will be more easily accepted by students. The behavior of outstanding graduates is even more exciting, especially for ordinary college students. They believe that their alma mater can also train students with a high reputation in society. This is the most attractive to them.

(3) Help increase the source of funding for the school

There is no doubt that colleges and universities will never be able to run schools without government funds and material guarantees. In addition to financial funds, the diversification of university funding is undoubtedly very critical. Graduation donations are the norm in world-renowned universities. Although the government's financial support for colleges and universities is increasing, it is still insufficient to rely solely on local governments. Many graduates have considerable operating capabilities in financial services, manufacturing, and international trade. The various achievements the students have obtained in their careers are importantly related to the economic education of their alma mater. When these graduates are successful in their careers, many of the students also hope to share their financial results with their alma mater and encourage more students.

2.2 Problems in the Back-Feeding Mechanism for Alumni of Local Colleges and Universities

(1) Insufficient contact information for alumni

The main task of the alumni association is to manage the information of the alumni association. At present, the alumni association mainly compiles the information manual of the alumni association and develops the business of the alumni association. Alumni information brochures are a good way, but with the development of computer science, people are surrounded by various wireless signals every day. All communications rely on the Internet, and manual paper connections are no longer sufficient. "The smart phones in use today have a wide range of functions and can access the network anytime and anywhere, and with the popularization of 4G networks, 5G networks are being tested, and the speed of mobile access to the network will become faster and faster with the development of technology. Most individuals Information can be managed on various devices, and mobile phone software is also very rich, and these functions make it easier to build alumni network.

(2) Insufficient development of alumni resources

Nowadays, local colleges and universities have done a lot of work to serve graduates, but few alumni back-feeding their alma mater work is almost blank. There are also schools that have established alumni education foundations, but they currently accept very few donations from alumni associations. This objectively explains two problems. The first is that graduates do not understand the work of the institution, and the second is the insufficient development of alumni resources.

3. Investigation on the Status Quo of the Back-Feeding Mechanism of Local College Alumni Associations

3.1 Purpose of the Investigation

This article mainly investigates the main problems existing in the feedback mechanism of the

local college alumni associations at this stage and the suggestions for the construction of the feedback mechanism of the local college alumni associations.

3.2 Investigation Process

(1) Survey object

This article investigates the back-feeding mechanism of local colleges and universities alumni associations, so the subject of the survey is the managers of college alumni associations. In order to ensure the accuracy of the survey objects, the survey activities are carried out in colleges and universities in this city.

(2) Survey sample

The number of survey samples is an important factor that affects the results of the survey. Therefore, based on the relevant information and based on the actual conditions of the survey, the number of questionnaires in this survey is determined to be 132. After the questionnaires are issued, the number of questionnaires is 128 and a valid questionnaire is obtained. The quantity is 125 copies.

3.3 Formula for Determining Sample Size

Knowing the accuracy of the expected survey result (e), the confidence level of the expected survey result (L), and the specific data of the overall standard deviation estimate σ , the number of overall units is N .

The calculation formula is:

$$n = \sigma^2 / (e^2 / z^2 + \sigma^2 / N) \quad (1)$$

Under special circumstances, if it is a very large population, the calculation formula becomes:

$$n = z^2 \cdot \sigma^2 / e^2 \quad (2)$$

4. Analysis of Survey Results

4.1 The Main Problems in the Back-Feeding Mechanism of Local College Alumni Associations

This article investigates the current situation of the back-feeding mechanism of local colleges and universities alumni associations, and obtains data about the main problems existing in the back-feeding mechanism of local college's alumni associations by sorting out the questionnaire data. The results are shown in Table 1:

Table 1: The main problems in the back-feeding mechanism of local college alumni associations

	A college	B college	C college
Expand channels and methods for feeding back	46%	47%	48%
Recognition and propaganda of giving back-feeding behavior	31%	30%	32%
Utilize new technology	23%	23%	20%

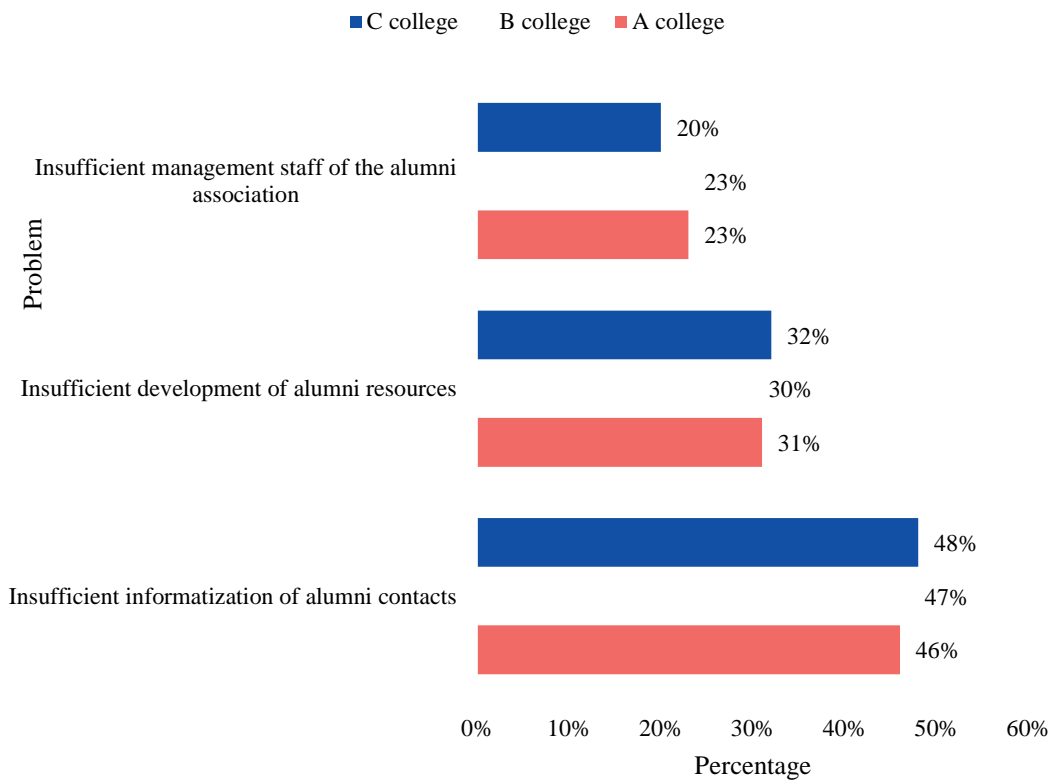


Figure 1: The main problems in the back-feeding mechanism of local college alumni associations

It can be seen from Figure 1 that, among the problems in the feedback mechanism of local college alumni associations at this stage, the lack of alumni communication accounts for about 46%, followed by the insufficient development of alumni resources, which accounts for about 32%.

4.2 Suggestions on the Construction of the Back-Feeding Mechanism of Local College Alumni Associations

This paper investigates the current situation of the back-feeding mechanism of local colleges and universities alumni associations, and obtains suggested data on the construction of the back-feeding mechanism of local colleges alumni associations by sorting out the questionnaire data. The results are shown in Table 2:

Table 2: Suggestions on the construction of the back-feeding mechanism of the local college alumni associations

	A college	B college	C college
Insufficient informatization of alumni contacts	43%	45%	42%
Insufficient development of alumni resources	34%	33%	34%
Insufficient management staff of the alumni association	23%	22%	24%

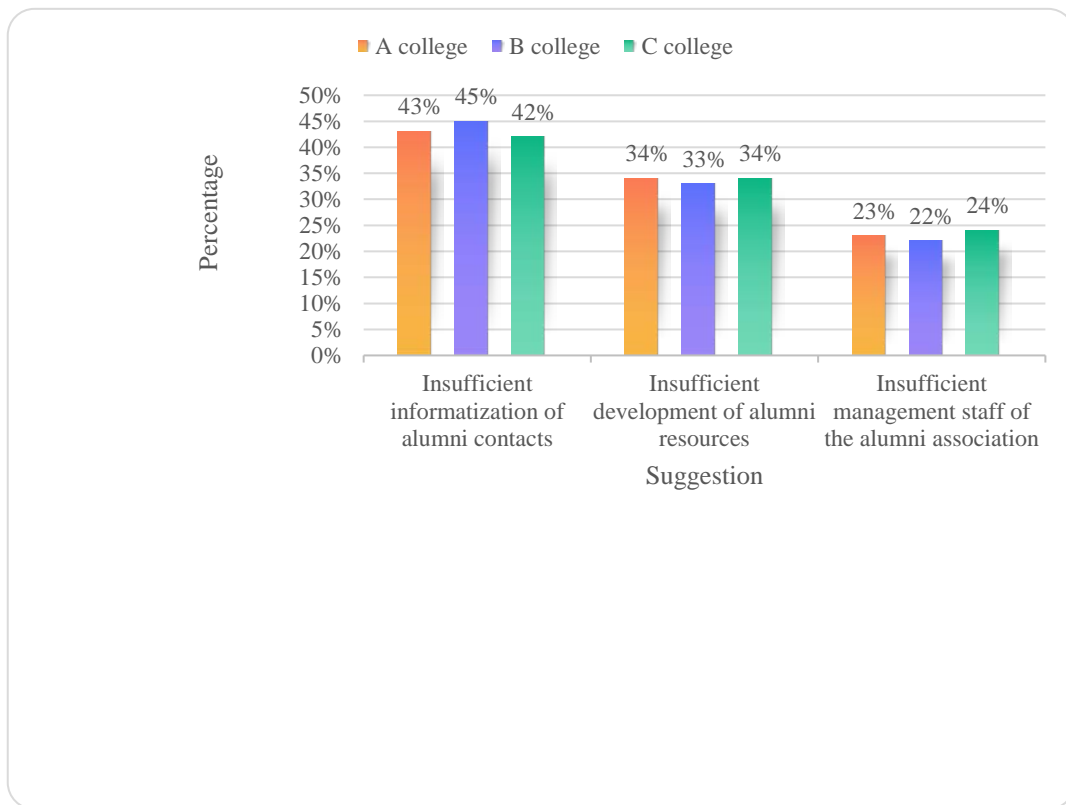


Figure 2: Suggestions on the construction of the back-feeding mechanism of the local college alumni associations

It can be seen from Figure 2 that in the suggestions for constructing the back-feeding mechanism for the local college alumni associations, the expansion of channels and methods for back-feeding accounted for about 45%, followed by the recognition and publicity of back-feeding behaviors, which accounted for about 34%.

4.3 The Practice of Constructing the Back-Feeding Mechanism of Local College Alumni Associations

(1) Alumni help the alma mater in the higher education community and graduates' entrepreneurship and employment. This kind of back-feeding method is based on the characteristics of the university and is worth promoting. These three types of support are common and can greatly help the alma mater to become more competitive and influential. A good academic environment, high employment rate, and exchanges between the alma mater and graduates are all competitive advantages for the alma mater to promote and recruit future freshmen.

These different forms of feedback should be implemented accordingly or become a bridge with the alumni association. The first is information disclosure. All graduation ceremonies need to promote outstanding alumni to all graduates quickly and preparedly. Second, it can be published on the alumni website, address book or alumni handbook. Strengthen online contacts and even call graduates directly. Graduates can understand the purpose, significance and function of the alumni association, and specify whether to join or participate in the organization, or in what specific way.

(2) Although many alumni feed back to their alma mater without consideration, it is entirely

based on the affection for the alma mater, a kind of feedback on the nurturing and grace of the alma mater in the past. However, the alma mater and alumni are obliged to respond positively, promptly and accurately, establish necessary propaganda vehicles, channels and methods, record, organize and report these backfeeding behaviors, and praise donors, which must be encouraged and announced. This not only gives the donors the highest honor, but also encourages them to give more feedback in the future. At the same time, these warm and affectionate stories and examples can inspire more graduates, use their power to attract them, and encourage more graduates to participate in the feedback action.

(3) Science and technology are advancing, and methods are being updated. It can also play a role in new technologies and help promote the construction and implementation of alumni feedback mechanisms. In the past, when communication was underdeveloped, the only way to communicate with graduates was through letters, which had no effect. Nowadays, WeChat is rapidly gaining popularity due to its convenient use and higher privacy features. During this period, with the popularization of smartphones, college graduates voluntarily organized WeChat groups with topics such as classes, classes, school levels, points of interest, etc. WeChat teams exchanged information resources, shared activity information, and exchanged ideas to introduce online and Active function. Some alumni associations have established their own joint WeChat platform to actively provide graduation information to more alumni and have carried out a number of activities. Through these complex and effective applications and platforms, graduates have become more active in responding to school feedback. Plant trees and reforestation in schools, receive saplings directly from the WeChat platform, and help poor students together. Entering the new era, graduates have started a new interactive feedback loop, applying new technologies and new methods. The Alumni Association takes this opportunity to become more active in the process of reaching out to the majority of alumni, to provide continuous service for the alma mater, to promote the career development of alumni, and to provide feedback from alumni.

5. Conclusions

This paper studies the back-feeding mechanism of local colleges and universities alumni associations. After understanding the relevant theories, it uses questionnaires to investigate the current situation of the back-feeding mechanism of local colleges' alumni associations. The results of the questionnaire survey show that the current alumni association's back-feeding mechanism the main problems are the lack of contact with the alumni association and insufficient resource development.

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