

# BUSINESS ADMINISTRATION STUDENTS CREATE WINNING CAMPAIGN FOR CIT ALUMNI OFFICE



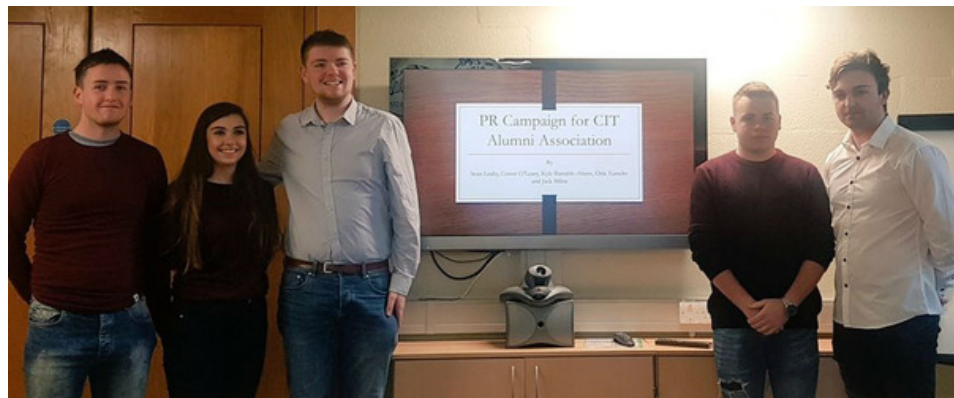
## BACKGROUND

CIT Alumni Office nurtures and maintains links with over 26,000 alumni worldwide. The Office offers networking opportunities, access to Institute facilities and career support while also tracking and celebrating the successes of CIT alumni. However, the Alumni Office also plays an invaluable role in shaping the career path of existing students through some of its joint initiatives.

Partnering with CIT Student Engagement Office, the “Meet the Graduate” initiative offers alumni the opportunity to reconnect with CIT and promote graduate opportunities and vacancies within their organisations. The CIT Joint Mentorship Programme, in conjunction with CIT Careers Service, matches current students with professionals to share business experience, expertise and career advice.

## THE NEED

Seeking to stimulate engagement and build awareness amongst students, the CIT Alumni Office was eager to explore new ways of publicising their activities. The Solution Using in-house talent, Alumni Relations Officer, Glynis Gardiner, enlisted the skills of CIT BBus in Business Administration students to devise a PR Campaign to achieve this end.



## CRITICAL SUCCESS FACTORS

The Business Administration students, working in teams, used their PR techniques to identify and harness existing resources to grow the Alumni ‘brand’. Knowing that PR is ‘telling not selling’, students devised practical solutions, using social media, newsletters and posters to inform and educate undergraduates about the value of the Alumni Office.

The winning PR Campaign recommended capitalising on the existing popularity of CIT social media platforms, including using the main CIT webpage and Facebook page to share Alumni Office videos and news. It also suggested incorporating the Alumni Office as part of the Official Campus Tour for new students, creating a pivotal link with future alumni.

**“I found the PR Project to be an enlightening and enriching experience. So often in college, students are given assignments or work to do and they are left wondering ‘what is the point of this? I’m never going to use this in the real world’, but everything we did gave us the distinct feeling we were equipping ourselves with the tools to succeed in the real world and in the workplace.”**

- Jack Milne, Bachelor of Business in Business Administration Student.

**“The recent collaboration with the class provided the Alumni Office with a number of ideas on ways to engage with future alumni (students). A proposal from the winning team will be implemented during first-year student induction in September. A win-win for all involved in the partnership.”**

- Glynis Gardiner, Alumni Relations Officer.

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