

Alumni Association Promotes Regional Economic Development

---Taking the Hong Kong Asian Business School Alumni Association as an Example

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Abstract. Alumni Association refers to the social activities between the same alumni, with the alma mater as the carrier, through the activities between the alma mater and alumni association, alumni associations and alumni, alumni and alumni, to produce material, cultural, information, resources and other aspects of communication and Sharing, an organization that can bring considerable benefits to the alma mater, alumni and the local economy, and effectively promote local economic development; The alumni association continuously organizes various activities for a long time, and can promote business cooperation between alumni, and achieve a series of related business activities such as information sharing and resource matching.

Keywords: alumni association; regional economy; economic development.

1. Introduction

Alumni associations can be cross-industry, cross-regional, cross-border, cross-cultural, but extremely inclusive, inclusive, and shared. The alumni associations are basically organizations that have been centrally managed and guided by alumni of different levels, different industries and ages after leaving the university, under the unified information and information of colleges and universities. The number of alumni associations will increase with the number of graduates, and the team will become larger and larger. In order to facilitate alumni communication and regular organization of activities, clubs will usually be established to facilitate unified management and event notification.

The resources of the alumni association can be fed back to colleges and universities, providing a variety of people, wealth, materials, and various resource information contributions to the university, many of which are unpaid; Members of the Alumni Association will also support financial support, participate in teaching and research, employment placement, university image building, etc., and gain corresponding fame and status in the organization of the Alumni Association.

With the organization of the society, it is more an information hub. More professional opportunities and effective social activities are newly obtained by the Alumni Association and communicate effectively between the Alumni Associations. At the same time, during the Alumni Association activities, Information exchange and actual assessment, and the members of the Alumni Association;

2. The Activities Organized by the Alumni Association are Mainly Spontaneous, the Purpose is Relatively Simple, and the Organization Effect is Quite Good.

The alumni association's activities are mostly funded by the AA system. There are not too many financial situations, sustainability, and no dependence. Alumni are gaining more business opportunities and resources in their activities, expanding their network of contacts, and each the activities of the secondary alumni associations are all in an incremental state. The alumni association at the business school is the most obvious, with the largest number of participants.

The members who participate in the activities organized by the alumni association are not showing off how successful they are. Instead, they stand on the platform of the university and show it outward.

The education of the university or the school is successful. The support of the alumni association is a very crucial part of success. At the same time, this is also a manifestation of the amount of gold in college diplomas, which helps to improve the reputation of the school when you join the school's organization. This, in turn, will make your degree more valuable and achieve a win-win situation.

The alumni association is a non-profit organization. Except for the entrance fee, there will be no other expenses; the expenses are mainly used for organizing activities, the alumni association organizes the prizes for the competition, and the annual meeting organizes the expenses. Take it from alumni and use it for alumni. You can say that. The leader of the same society is unpaid, equivalent to the volunteers of the alumni association.

In the process of alumni activities, it is necessary to emphasize the cultivation of activists, and divide alumni into different echelons according to different situations, and treat alumni of different echelons differently.

For example, to treat older alumni, we pay more attention to their feedback to the school and the training of young people; for young people who have just graduated, the school should strengthen their contact with them, and use the alumni platform to solve their life and work. The difficulties encountered in them have enabled them to achieve self-improvement and transformation as soon as possible.

The alumni association can bring information, funds, projects, international cooperation and other benefits and opportunities to the alma mater. Many alumni have contributed a lot of money to the alma mater building because of their strong alma mater complex. According to foreign experience, alumni donate money and materials, which is not directly proportional to the size and reputation of their alma mater. They ask for money from alumni, and small universities tend to have more advantages. In the United States, the rate of alumni donation is higher than that of Yale and Harvard, because the primary school is more human, the bond between the students is stronger, and it is easier for students to be responsible for the school. It can be seen that the emphasis on alumni association work, small colleges may benefit more.

3. Hong Kong Asian Business School Alumni Association Model

The Alumni Association of Hong Kong Asian Business School is composed of the president, executive president, rotating president, vice president, secretary general, deputy secretary general and alumni association directors; The rotating president is rotated by the vice president and is responsible for all organizational activities within his/her time frame;

Each campus of the Alumni Association needs to organize a salon sharing meeting every month. The contents include: business management, business development, financial management, human resource management, business model, etc. The sharing lectures are basically the alumni association of the general manager of the company. Members, alumni who participate in the sharing meeting, are basically related to the risk content;

Enterprise visits, including corporate visits, resource docking, talent exchange, and strategic cooperation, are organized by the Alumni Association Alumni Association Academic Affairs Office, visiting companies that are basically listed companies, or well-known high-tech enterprises, and members of the Alumni Association. Develop and create favorable development conditions;

Outdoor activities, including golf, parent-child activities, outdoor hiking, leisure travel, and sports competitions, are organized spontaneously by the Alumni Association. The prizes are sponsored by the Alumni Development Fund or alumni companies. This is a very popular alumni event;

Book clubs, including reading sharing and traditional cultural exchanges, mainly in the form of salons;

Loving donations, including poverty alleviation in poverty-stricken areas, community-loving services, consolation in welfare homes, self-help for children in poverty-stricken areas, and charitable activities for schools in poverty-stricken areas.

Establish a honeycomb hatchery base, become an alumni association business incubator center, put business ideas between alumni, alumni and alumni associations into action; help more alumni start a business and realize young people's entrepreneurial dreams.

4. Alumni Associations become a New Force to Promote Local Economic Development

The alumni association organizes activities, which are basically held in large hotels or famous local scenic spots, effectively stimulating the development of the local economy; the alumni association organizes major events, basically chooses relatively large star hotels, the choice of hotels, There must be a lot of space for the venue, and the cost is quite high;

In addition, after the event, you will continue to sing, yachts and other projects; or in the famous local scenic spots, after the event, then go in for other activities;

Cooperation between members of the Alumni Association; due to the members of the Alumni Association, they basically have considerable economic strength, or have their own business. In the exchange activities of the Alumni Association, they will choose alumni suitable for their own development and joint for stronger. Or set up a partnership to use the resources to achieve sharing and gain greater economic benefits.

Alumni will indirectly promote local economic development by donating or supporting science and technology to universities; The alumni association will arrange various forms of donations to the alma mater, and more directly and directly. In order to further promote alumni donations, the alumni association must focus on improving service awareness and ability, enhance the alumni donation experience, and carefully plan to enhance the relationship between the alumni and the alma mater. Members of the Alumni Association, as well as research work on the alma mater, provide financial and technical support, can effectively promote the development of science and technology innovation in the alma mater, and promote the implementation of the maternal school's integration of production and education.

Alumni Association can solve the employment problem of college students;

Alumni associations are a great way to help existing students find employment.

Whether it is through scholarship donations, event support or rewards, the alumni association's business or organization is willing to accept, and the alumni who want to do the same thing in the same year, provide opportunities for internship employment. Colleges and universities will also invite alumni to return to school to share social experiences, build a platform for employment of students, and provide experience and spiritual support for the employment of students.

Alumni Association adds local economic vitality; The cooperation of member companies of alumni associations will produce a corresponding "butterfly effect". After the cooperation is effective, more alumni will actively follow suit and generate more cooperation projects. After each large alumni association, different forms of cooperation will be produced, effectively stimulating the development of the local economy;

5. Summary

The alumni association promotes regional economic development and is a long and continuous process of real-time renewal. The alumni association staff will gradually grow and the economic benefits will gradually increase, which will have a positive effect on the development of local cities and the development of colleges and universities.

The development of the alumni association requires the continuous efforts of both the university and the alumni. Different types of colleges and universities, in different stages of development, will have different goals and tasks for alumni associations, but the common theme is always to serve universities and cities.

Achieving a win-win situation for the development of colleges and universities and alumni associations is the optimal situation for the final stage of the development of colleges and universities in today's society.

More importantly, the establishment of the alumni association is only the beginning. With the development of the school, the responsibility of the alumni association is even greater.

Therefore, in terms of the specific activities of the alumni association and the support of the alumni to the alma mater, we must not be quick and quick, and excessively ask the alumni to support the alma mater. Because, we know that the source of drinking water is definitely the inevitable result. The alma mater and alumni will need to give them more help as much as possible. When they have enough manpower, material resources and financial resources to give back to their alma mater, they will be obliged.

The alumni have developed well and the alma mater will develop better. This is a virtuous circle. Focusing on the development of each alumni is not only the proper meaning of the alumni association's continuous construction, but also the goal of the school's continuous education.

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