PeoplePath

THE UNIVERSITY OF BRITISH COLUMBIA

2025 Corporate Alumni Benchmarking Report

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2025 Corporate Alumni Benchmarking Report

Strategic Investment in Lifelong Relationships Pays Off

In 2025, corporate alumni programs have transformed dramatically across both large enterprise organizations and small- to medium-sized firms in diverse industries. Amid factors such as economic uncertainty, the presence of four generations in the workforce, and rapid technological advancements, corporate alumni programs have emerged as a strategic asset. These programs aim to build lifelong connections for various reasons, but the most compelling story this year is the strengthened connection between human resources and the offboarding process – now seen as vital for achieving overall business objectives.

We are witnessing a surge in interest to formalize best practices, utilize large investments, and extend company culture and branding beyond the exit. This year's report showcases the remarkable growth of corporate alumni programs and underscores the importance of maintaining long-term relationships with former employees, along with investment in dedicated resources.

Alumni programs have become integral to the employee lifecycle, with many organizations embedding them into recruitment, onboarding, and offboarding processes. This integration fortifies the employment relationship and reinforces the message that alumni are a lasting part of the organization's community. The use of AI in alumni program management is also on the rise with most companies exploring new capabilities and tools. While some organizations still report internal restrictions on AI tools, we expect this to change as offerings become more sophisticated.

As the world of work continues to evolve, these programs will play a crucial role in fostering a sense of belonging and engagement among former employees, ultimately contributing to the organization's long-term success. We also expect to see the tracking of return on investment to come to the forefront as organizations seek creative ways to achieve overall goals and justify their investments. The future of alumni programs is bright, and we are excited to see the positive impact they have had, and continue to have, on organizations worldwide.

Key Findings

1. **Testing AI Integration in Alumni Programs:** AI is nascent in corporate alumni programs, with 64% of respondents expressing interest in AI capabilities specifically for content generation and event planning.
2. **Higher Conversion Rates:** Among organizations tracking alumni conversion rates, i.e., the percentage of former employees joining the alumni program, the average conversion rate was 59%. Program budget and age play a major role in higher rates.
3. **Tracking Regrettable Losses:** 34% of respondents reported tracking regrettable losses, which may become increasingly relevant as interest in rehiring opportunities rises.
4. **Increased Career Mobility Benefits:** Alumni programs are increasingly being used to support career mobility. The most common offering, reported by 80% of respondents, was job postings for roles at the organization, followed by job postings at other companies (59%) and the ability for alumni to post open roles from their current employers (54%).
5. **Program Eligibility for All:** 80% of organizations allow all alumni to join their program, while the rest choose for those employed at competitors to either not join the program at all or be excluded from certain aspects (events, communications, etc.).
6. **Additional Team & Budget Resources:** The average alumni program budget in 2025 (not including technology or FTE costs) was $172,512, and while nearly all have at least one full-time person managing the program, 17% of companies have a team of three or more.

2025 Alumni Program Characteristics and Benefits

Alumni programs continue to mature and formalize across industries, and organizations continue to dedicate resources toward building long-term relationships with former employees.

Alumni Program Characteristics

We continue to see variation in alumni program size and age. In 2024, we found alumni programs had approximately 12,236 registered members on average. This figure increased in 2025, with managers reporting an average of 15,724 registered alumni members. This reflects a more than 28% year-over-year increase, signaling steady growth in alumni program reach. We attribute this to the rise in enterprise organizations creating programs, as well as the ability and importance of tracking registrations on a third-party platform (such as PeoplePath).

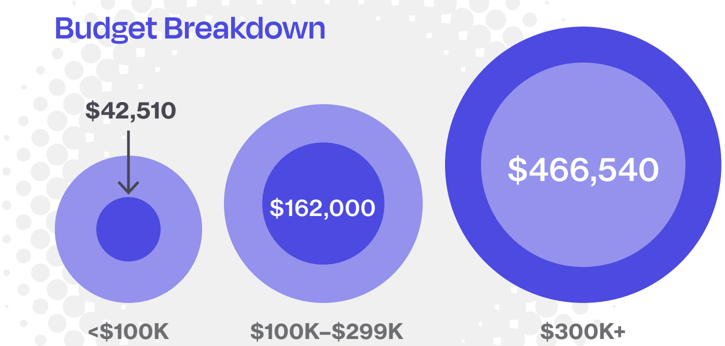
Consistent with trends over the past decade, approximately 26% of alumni programs in 2025 were less than 2 years old. This ongoing pattern suggests that new programs continue to enter the market each year. At the other end of the spectrum, 30% of programs are now more than 10 years old, reflecting a growing cohort of mature, well-established initiatives.

Alumni Program Resources

As alumni programs evolve, so too do the resources dedicated to supporting them. From team size to budget allocations, the 2025 data highlights the range of investment organizations are making in order to scale and sustain alumni initiatives.

The majority of respondents (66%) have one to two full-time staff members managing the program. However, as alumni programs grow in size and complexity, organizations are scaling their teams accordingly. In 2025, 17% of respondents reported having three or more full-time staff dedicated to managing the alumni program.

The average alumni program budget (not including technology or FTE costs) in 2025 was $172,512, reflecting a wide range of investment levels across organizations. When broken down by group, stark contrasts emerge: Programs with budgets under $100,000 averaged just $42,510, while those with budgets of $300,000 or more averaged an impressive $466,540 – more than 10 times higher. This disparity suggests a growing divide between foundational programs and those with the resources to scale, innovate, and deliver more complex offerings. Notably, program size, industry, or age did not change these results.



Alumni Program Platform

A successful alumni program depends on creating a clear and consistent home for communication, connection, and community. Many programs (68%) use a dedicated third-party alumni management platform. These platforms enable integration with internal systems, facilitate reporting, and support community-building efforts. Solely using LinkedIn groups (7%) or internal CRM solutions (10%) are additional options some companies consider before committing to a more robust alternative.

2025 Alumni Program Characteristics and Benefits (cont.)

Alumni Program Benefits

Consistent with prior years, some of the most frequently offered benefits include access to company news (94%), alumni newsletters (90%), an alumni website (86%), and in-person and virtual events (86% and 74%, respectively). In the next section, we'll break down benefits specifically for talent management purposes. Interestingly, even though mobile phones are nearly universal among alumni of all ages, only 16% of programs offer a mobile app.

We are often asked about how programs can offer new, innovative benefits to their members to help increase engagement. Respondents shared several creative approaches to alumni engagement, including:

- Publishing an alumni yearbook
- Offering on-demand wellness programs
- Providing continued access to the organization's physical campus
- Creating opportunities for alumni to mentor current employees
- Incorporating social impact, corporate social responsibility, and volunteer opportunities
- Providing advice for serving on corporate boards
- Facilitating one-on-one networking

While not yet widespread, these initiatives reflect growing efforts to tailor alumni programming to personal and professional needs, as well as continue to extend company culture and branding.

AI is rapidly reshaping the world of work, and alumni program management is no exception. This year, we asked managers which AI capabilities they would consider using to support and enhance their alumni programming. When asked about potential AI applications, 64% of respondents expressed interest in an AI assistant for content generation, event planning, and other program activities, and 26% were interested in using chatbots to support alumni. Notably, 9% reported that their organizations do not currently allow the use of AI tools. We fully expect this to quickly evolve in the near future.

General Benefits

Benefit	%	Benefit	%
Company news and information	94%	Alumni newsletters and stories	90%
Alumni website	86%	In-person events	86%
Online alumni directory	76%	Virtual events and webinars	74%
Groups on other social network platforms (e.g., LinkedIn, Facebook, etc.)	66%		
Exclusive company content	41%	Exclusive perks and discounts	41%
Affinity groups on alumni website (interests, development, location, etc.)	29%		
Mobile app for alumni website	16%		

16%

The number of programs utilizing a mobile app which suggests a big opportunity to increase accessibility and engagement

Alumni Program Integration with the Employee Lifecycle: Talent Offboarding and Conversion

In the last five years, we have noticed a significant increase in organizations embedding the alumni program into the employee lifecycle and strategic business operations. In this report, we wanted to focus specifically on the employee exit and offboarding experience and how that impacts the overall alumni program.

Alumni Program Benefits: Supporting Career Mobility

This year, we separated talent-related benefits from general benefits to better understand how organizations are leveraging alumni programs to support career mobility. The most common offering, reported by 80% of respondents, was job postings for roles at the organization, followed by job postings at other companies (59%) and the ability for alumni to post open roles from their current employers (54%). These findings suggest that alumni programs are increasingly being used to not only support rehires but also to create opportunities for expanding external networks by placing alumni in organizations within their ecosystem, e.g., clients, prospects, partners, etc., thus creating tighter strategic cohesion between human resources and business development.

While some programs provide career development (40%) and continuing education resources (44%), these offerings are less prevalent than job-focused benefits. Fewer programs currently support project-based or freelance models, with only 23% offering contractor postings and 9% providing a broader marketplace for alumni to post skills or services.

Career Mobility Benefits

Benefit	%	Benefit	%
Job postings for positions at organization	80%	Job postings at other companies	59%
Allow alumni to post open jobs at their current companies	54%		
Continuing education resources	44%	Career development resources	40%
Postings for contractor positions at organization	23%		
Postings for contractor positions at own company	11%		
A marketplace for alumni to post skills, offers, etc.	9%		

Recruitment and Onboarding

More organizations are recognizing the value of introducing the alumni program early in the employee experience, as this strengthens the employment relationship from day one and reinforces the message that alumni are a lasting part of the organization's community.

37% of respondents reported highlighting the alumni program during recruitment in 2024. In 2025, that figure rose to 43%, with an additional 30% planning to integrate it in the future. Similarly, the percentage of organizations introducing the alumni program during onboarding increased from 55% in 2024 to 60% in 2025, and another 24% are planning to do so in the future. These increases reflect a growing commitment to embedding alumni engagement into the broader talent experience.

Boomerangs

The prominence of boomerangs in hiring stays on trend. Consistent with the past few years, boomerang hires make up about 7%–8% of all new hires. Also similar to past years, there is considerable variation in the extent to which organizations are relying on boomerang hires. We found that one quarter of the companies that hired boomerang employees in 2025 said they represented 10% or more of their total hires. In previous reports and webinars, we've showcased that when an organization focuses on boomerang hires throughout the lifecycle – specifically at the exit – this number can increase to as much as 30%.

Alumni Program Integration with the Employee Lifecycle: Talent Offboarding and Conversion (cont.)

Career Transition Support

As workforce transitions continue, we have seen steady growth in the use of career transition support. Looking ahead, reskilling offerings may become increasingly important as organizations adapt to AI and the rapid changes occurring in the workplace.

Managing the Exit Transition

The transition out of the organization plays a critical role in shaping the long-term alumni relationship. A thoughtful and well-managed exit transition not only encourages employees to join the alumni program but also lays the groundwork for a lifelong relationship built on respect and mutual value.

This year, we found that only 4% of organizations reported **not** having a formal exit process in place. The most commonly used exit practices were emailing or sending an automated note to invite alumni to join the network (73% and 69%, respectively) and providing departing employees with information about the alumni program (61%).

We send an email encouraging alumni to join the network	73%
We have an automated invite and reminder process to encourage leavers to join the alumni program	69%
We provide materials that include information about the alumni program before they leave the organization	61%
We encourage a supervisor or other leader to meet with an exiting employee	41%
We provide a departing gift from the company to alumni	20%
We provide resources for employees to send off the exiting employee (e.g., money for cake or a goodbye party)	14%

Alumni Program Integration with the Employee Lifecycle: Talent Offboarding and Conversion (cont.)

Exit Survey Structure

For the first time, we asked about the questions companies are asking on exit surveys. Among organizations that conduct exit surveys or interviews, the most commonly collected data includes the employee's reason for leaving (64%), the employee's overall sentiment about the organization (63%), and information about the new employer (60%). Notably, 9% of respondents reported they do not conduct formal exit interviews or surveys.

Respondents also noted that they collected additional information in the exit interview process, including Net Promoter Scores (NPS®), alumni program benefits they would like to see offered, and additional contact information such as personal email addresses. Innovative companies were also exploring other ways to engage alumni by asking if they had mentors or strong relationships during employment and who the departing alum would like to keep in touch with the most.

Tracking Regrettable Losses

A growing number of organizations are also tracking employees the company would have preferred to retain, known as regrettable losses. In 2025, 34% of respondents reported tracking this type of exit, which may become increasingly relevant as interest in rehire opportunities rises.

When combined with engagement and outreach campaigns in third-party platforms (such as PeoplePath), an opportunity exists to reconnect with these highly valued individuals eight to 10 months after departure. The goal is to support their new role, gauge their sentiment about their new employer, and determine if they are open to continuing the relationship or even interested in returning as a boomerang.

80%
of companies invite all alumni in good standing

Converting Employees to Alumni: Eligibility

Alumni program managers make strategic decisions about who is eligible to join the program. These decisions are important as they can shape the reach, reputation, and long-term impact of the network. While 80% of companies invite all alumni in good standing to join the program, some companies only invite certain segments of their workforce (e.g., partners, lawyers, consultants, or retirees) to participate.

This year, we wanted to learn more about how companies manage invitations to alumni who leave for a competitor. The majority of respondents (61%) do not treat alumni who leave for a competitor differently from other alumni. For programs that do exclude alumni who leave for competitors, respondents described a variety of scenarios. For example, these alumni may be allowed in the program but are not invited to join certain in-person events or client-facing programming, or they may be excluded from certain emails, leadership communications, training and development opportunities, or consideration for alumni spotlight articles. Segmentation plays a strong role in these programs to communicate effectively.

Alumni Program Integration with the Employee Lifecycle: Talent Offboarding and Conversion (cont.)

89%

of leavers join mature alumni programs, compared to just 48% for brand-new programs

Converting Employees to Alumni: Conversion Rates

This year, 60% of respondents reported tracking whether eligible leavers actually joined the alumni program. This suggests that "alumni conversion" is becoming a key metric. Among those tracking it, the average conversion rate was 59%. These rates varied widely, however, ranging from as low as 7% to as high as 95%.

With such a wide range, we decided to review if budget or age had any impact on conversion rates. We found that both factors have a direct impact on who joins the alumni program, specifically: the more an organization invests in their alumni program, the more likely someone is to join the network, seek engagement opportunities, and contribute to broader business goals.

Programs with a budget of less than $100,000 saw an average conversion rate of 48%, while programs with a budget over $300,000 reached an average of 66%. This indicates that companies that dedicate more resources or create more thoughtful experiences throughout the employee lifecycle and exit process see better results.

Similarly, giving a program time to grow and mature helps significantly. Brand-new programs that haven't yet had a chance to fully market or embed their program into the culture see a 48% conversion rate, while mature programs see 89% of leavers join the alumni program as word spreads and the program establishes itself – and finds a rhythm both internally and externally. Building awareness and brand value happens over time, and these programs become something nearly all leavers feel that they need to be a part of.

Conversion Rates

Measuring Returns and Data Management

In today's data-driven environment, alumni programs are under increasing pressure to show results. Whether through referral numbers, NPS scores, or alumni-assisted sales, measurement is key to communicating value to internal stakeholders. Yet many programs are still developing the tools and processes needed to track these outcomes effectively.

Data Tracking

Similar to prior years, we found only 32% of respondents reported tracking alumni-assisted sales or revenue. Among those who do track it, reported contributions ranged from 5% to 20% of total revenue.

We saw a slight increase in companies tracking NPS in 2025, with 27% of respondents collecting scores. Specifically, 17% collected data on alumni program satisfaction, 14% on product or service recommendations, and 21% on the organization as a place to work. 73% indicated they do not track NPS at all, which seems like a lost opportunity.

Tracking Glassdoor ratings was also limited, with only 20% of programs reporting regular monitoring. Tracking this metric is more common in financial services, accounting, and consulting organizations, suggesting it may be something law firms, technology companies, and nonprofits may consider monitoring in the future.

Consistent with our findings in prior years, alumni referrals are the most commonly tracked data point. 40% of programs are formally monitoring this metric, many of which offer things like referral bonuses and charitable donations in exchange for successful hires.

40%
of programs formally monitor alumni referrals, the most commonly tracked data point

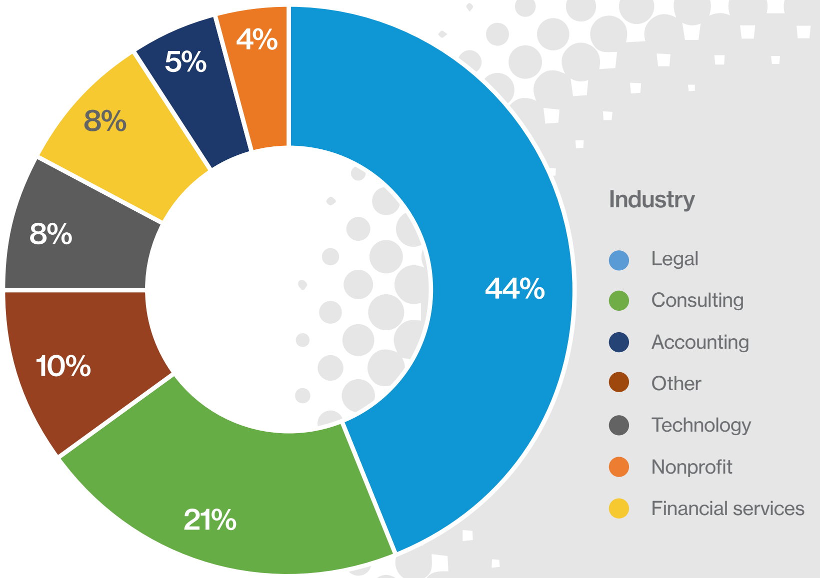
20%
of programs regularly monitor Glassdoor ratings

32%
of respondents track alumni-assisted sales, reporting 5%–20% of revenue

Respondent Profile and Conclusion

The 2025 annual benchmarking report was developed in partnership with Dr. Rebecca Paluch from the Sauder School of Business at the University of British Columbia.

We are deeply grateful to the corporate alumni managers and program representatives who took the time to share their insights. Their participation makes this report possible each year. In 2025, we received our largest response yet – with 81 submissions representing 70 unique alumni programs from across industries and regions.



Looking Ahead

Over the past three decades, corporate alumni programs have evolved from simple networking initiatives into strategic assets that drive organizational value. Today, the integration of artificial intelligence (AI) and advanced technologies is fundamentally transforming the landscape of alumni engagement, unlocking new levels of efficiency, insight, and impact. AI-driven platforms will enable organizations to deliver hyperpersonalized communications and opportunities to alumni, increasing engagement and strengthening long-term relationships.

As workforce dynamics continue to shift, corporate alumni programs are poised to become even more vital. Organizations that embrace innovative technologies in their alumni strategies will not only strengthen their talent ecosystems but also unlock new opportunities for growth, resilience, and competitive advantage.

The future of corporate alumni programs lies at the intersection of human connection and technological innovation. By harnessing the power of AI and data-driven insights, organizations can transform their alumni networks into dynamic, value-generating communities that deliver measurable impact across every facet of the business. While technology will play an extremely large role in the development and potential of these programs, building relationships and strengthening personal ties have never been more important.