



Building the Business Case for Your Alumni Platform

Part 2: Utilizing the Power of Technology

An actionable guide to spark leadership excitement, secure investment, and build an alumni program that sets your organization apart





Part 2: Utilizing the Power of Technology

Goals of this section:

- ✓ Highlight the risks of manual, fragmented alumni tools as programs scale
- ✓ Show why a dedicated platform is the smartest long-term investment for growth and governance
- ✓ Share proven examples of organizations achieving alumni goals with a platform

The following pages will provide the steps to achieve these goals.

Alumni Programs Struggle to Thrive with Disconnected Systems



Alumni programs reach a critical point where managing contacts by hand or with fragmented, low-cost tools becomes inefficient and unsustainable.

Programs stall, data decays, and opportunities are missed. Help leadership see the gap between current tools and what a modern alumni program requires.

Most programs now run on dedicated platforms for a reason: to ensure scale, accuracy, and consistency while automating engagement and driving sustainable growth.

Why the Right Platform Changes Everything

Many alumni programs start manually, with spreadsheets, static lists, and occasional newsletters. Data decays fast, with B2B records losing up to **70% accuracy each year**.¹ Engagement becomes inconsistent, and there's no clear view of impact. The right platform transforms efforts into scalable, insight-driven results.

Before: Manual & Fragmented

- ✗ Spreadsheets & static mailing lists
- ✗ No clear data "source of truth"
- ✗ Sporadic, transactional outreach
- ✗ No segmentation, no personalization
- ✗ Inconsistent engagement
- ✗ No analytics, no proof of impact



After: Modern & Scalable

- ✓ Centralized, living alumni directory
- ✓ Maintained, accurate data
- ✓ Automated, targeted communication
- ✓ Scales across regions
- ✓ Integrated engagement insights
- ✓ Relationship intelligence

The Majority of Formal Programs Utilize a Dedicated Platform

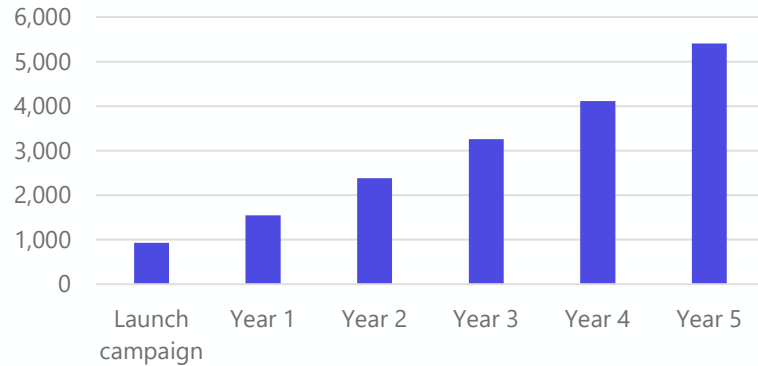
System	Pros	Cons	Usage by Formal Programs (%)*
Dedicated Platform	Full engagement suite, automation, data ownership, integration with systems	Higher setup cost; requires adoption	68%
CRM	Already in-house; low cost	Not built for alumni; no community features; no clear data ownership	10%
LinkedIn (standalone)	Free and simple set-up	No data ownership, limited engagement, no branding	7%
Own website	Low upfront cost; full branding control	Hard to maintain; lacks analytics & automation	3%

¹Sean Shea for Forbes, "The B2B Data Decay Epidemic: How To Protect Your Bottom Line", (2024)

²Data from the 2025 Corporate Benchmarking Report

Projected Alumni Network Growth for a 10,000-Employee Organization

Alumni Network Growth to ~5,000 in 5 Years



Alumni networks scale quickly and compound over time. In mature programs, **conversion rates can reach up to 89%**¹, rapidly expanding the network as employees exit. To support this scale, **69% of programs rely on automated invite and reminder processes.**²

At this pace, growth cannot be supported manually. A structured, automated approach is required to manage onboarding, governance, and engagement as programs mature.

Projected Network Growth Using Benchmarks

Network Metrics \ Timeline	Launch	Year 1	Year 2	Year 3	Year 4	Year 5
Alumni Invited / Annual Leavers*	3,900	1,300	1,300	1,300	1,300	1,300
Eligibility rate**	95%	95%	95%	95%	95%	95%
Join rate***	25%	50%	70%	75%	80%	80%
New Alumni Members	926	618	865	926	988	988
Churn	0	0	57	78	197	294
Total Alumni Members	926	1544	2377	3256	4114	4,896

*Existing alumni base based on industry benchmarks. Average voluntary leaver rate is 13% from Mercer's 2025 Workforce Turnover Survey

**Eligibility rates based on those leaving on good terms

***Join rates are based on benchmarking research

Alumni Networks Scale Beyond Manual Tools



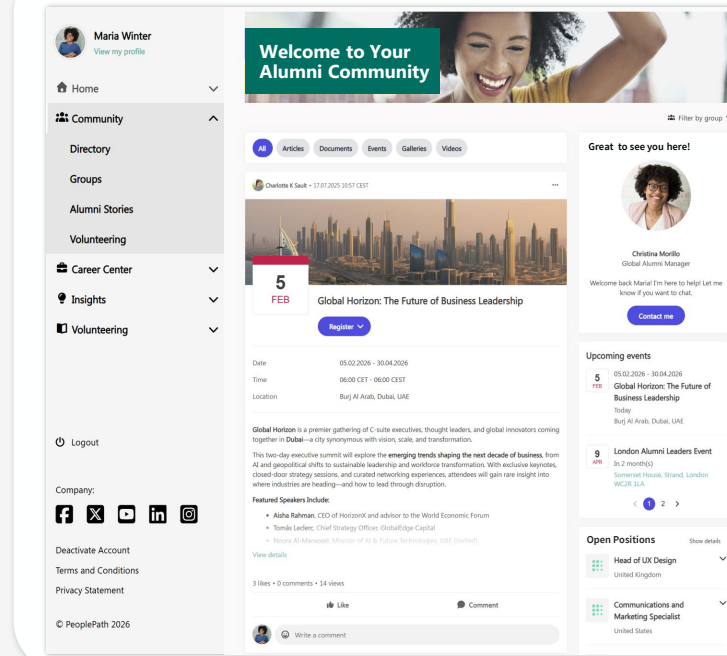
Using our network growth model it's possible to demonstrate how a program can outpace manual or fragmented tools. As turnover occurs, only a dedicated platform ensures smooth, consistent offboarding, one of the most important steps for driving adoption.

What a Modern Alumni Platform Delivers



Show leadership what's possible with a modern alumni platform. A dedicated platform acts as a one-stop hub, bringing engagement, communications, and program management together in a single, integrated system.

It's about creating mutual value. By showing alumni that you're investing in them, they're more likely to give back through referrals, advocacy, and goodwill. At the same time, administrators get the tools they need to manage the program confidently and effectively.

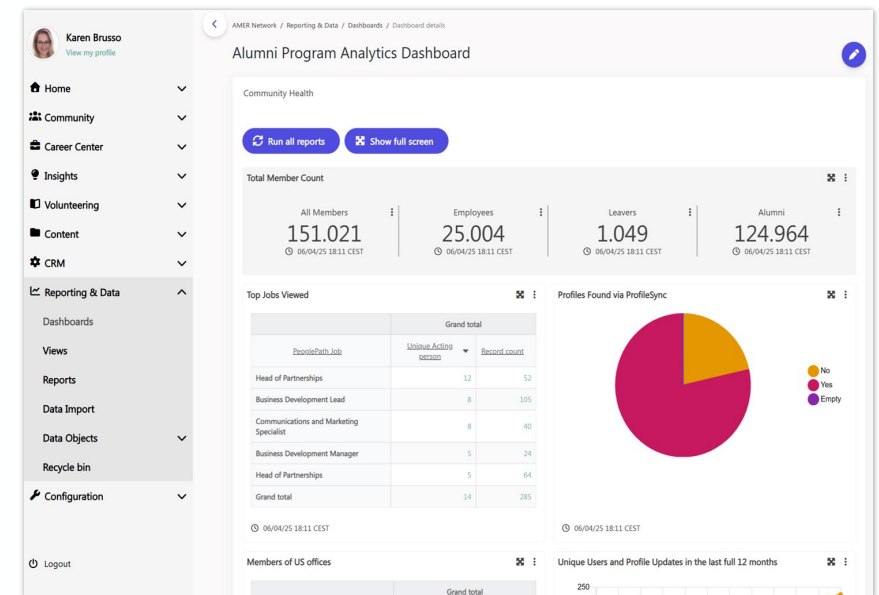


Alumni Experience

- ✓ Central, personalized home feed for news, updates, and opportunities
- ✓ Easy, on-the-go access to community, connections, and communications
- ✓ Modern, intuitive experience that keeps alumni engaged and coming back


Admin & Program Management

- ✓ Centralized tools to manage content, events, resources, communications, and engagement
- ✓ Built-in tracking to measure activity and program performance
- ✓ Single system of record with connected data, governance, and oversight across systems



Platform Capability	What Alumni Experience	What Admins & Leaders Gain	Why a Dedicated Platform Matters
Professional Set-up & Branding	A trusted, branded alumni hub that delivers a seamless, premium user experience	Faster launch, lower risk, and consistent brand and user experience	Enterprise branding, governance, and scale cannot be delivered with DIY tools
Automated Onboarding & Lifecycle Management	A seamless transition from employee to alum with clear next steps	Higher adoption with minimal manual effort	Lifecycle automation cannot be replicated with spreadsheets or email tools
Profile Data Enrichment & Relationship Intelligence	Surfaces relevant opportunities and connections without constant manual profile updates	Richer, continuously updated alumni intelligence for strategic targeting and insight	Integrated AI enrichment and relationship intelligence require unified, governed data and ability to segment and target.
Hyper-personalized Engagement & Communication	Personalized content, events, and messages that feel timely and relevant.	Stronger engagement targeting with less manual campaign work	Hyper-personalization requires aggregated data and intelligent orchestration
Career Opportunities, Rehires, & Skill Matching	Jobs and opportunities matched to skills, interests, and career stage, served up	Stronger rehire pipelines, referrals, and talent visibility up	Skill matching depends on deep profile data and historical relationships
Analytics & Program Value Insights	Experiences and offerings shaped by proven engagement signals	Clear insight into what drives engagement, value, and growth	Strategic insight is built by tracking progress over time and viewing it through the right lens
Compliance, Security, & Governance	Confidence that personal data is protected and responsibly managed	Reduced legal, reputational, and operational risk	Enterprise compliance and permissions cannot be bolted onto consumer tools
Continuous Innovation & AI Enablement	More intuitive, tailored experiences as the platform evolves	Access new AI-driven capabilities over time without changing platforms	Innovation at scale requires a purpose-built platform and data foundation

What a Dedicated Platform Delivers for Alumni and Admins

 This chart highlights why a dedicated alumni platform stands apart by unifying experience and operations in a single system.

A dedicated alumni platform is uniquely designed to support both the alumni experience and the operational needs of the organization.

While alumni engage through a professional, intuitive hub, administrators gain the tools to manage communications, track engagement, govern data, and scale the program.

No other option delivers this level of balance, control, and long-term value.

How a Platform Enables Smart Strategy Through Real-Time Insights



The platform acts as the engine behind the alumni program, enabling continuous monitoring of engagement and growth over time.

Our benchmarks show a clear pattern: as programs mature, platform adoption increases and activity tracking becomes more consistent.

This visibility is critical for linking alumni outcomes to ROI, proving program impact, and securing long-term leadership buy-in.

Measuring What Matters

KPIs track how the program's key drivers perform over time. A dedicated platform makes growth, engagement, and alumni behavior visible, **turning insight into measurable ROI** and proof to support continued investment.

Key areas that programs track and measure in a platform:

Program Engagement

- Logins
- Registrations
- Active/Inactive Alumni
- Profile Completion
- Profile Updates
- Content Views
- Job Board Activity

Event Engagement

- Number of events
- Invitations
- RSVPs
- Attendance

Business Drivers

- Number of rehires
- Candidate referrals
- Business referrals
- Program Satisfaction (NPS)
- Glassdoor Reviews

40%

track alumni referrals¹

35%

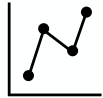
track alumni-assisted sales²

76%

track boomerang rehire rates³

^{1,2,3}Data from the 2025 Corporate Benchmarking Report

Essential AI Capabilities That Will Drive Alumni Impact



Analytics

Transforms activity and profiles into role-specific insights, revealing engagement, value drivers, and key opportunities.



Concierge Service

Guides users with context, connects them to the right people and content, and streamlines alumni management.



Hyper-personalization

Transforms updated data into meaningful action, helping alumni discover people, content, and opportunities instantly.



Data & Signals

The foundational intelligence layer that unifies all alumni and organizational data, keeps profiles current, and powers every AI capability.

AI Capabilities Power a Future-Ready Alumni Program

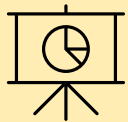


Strong AI capabilities will become more essential to building an alumni program that scales and stays relevant, delivering long-term value.

The right AI capabilities will enable the entire alumni strategy by powering personalization at scale, automating engagement as networks grow, and turning activity into insight leaders can act on. This will allow programs to move from reactive communication to proactive relationship building.

As expectations rise and alumni networks expand, AI becomes a key enabler of long-term relevance, scalability, and measurable value across the whole program.

Case Studies: How Technology Elevates Alumni Program Results



Draw on real-world case studies to see how alumni strategy turns into results.

These examples show how organizations put theory into practice by adopting PeoplePath, and why a platform approach was key to their success.

Alumni Are Driving SAP's Brand Impact

SAP sought to strengthen alumni engagement and boost brand visibility. They relaunched a geographically-diverse and vibrant community that **activates alumni as brand ambassadors**.

[Read more](#)



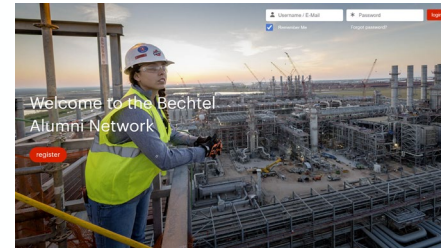
8x

average times per year alumni recommend SAP services or products

Bechtel Boosts Hiring with Alumni Network

By integrating HR systems with the PeoplePath platform, Bechtel automated alumni outreach, expanded engagement, and rehires, resulting in **25% of new hires coming from their alumni network**.

[Read more](#)



25%

of all new hires were boomerangs

Gates Foundation: Driving Collaboration

The GF Alumni Network uses its digital platform to connect a powerful community of **1,400 alumni supporting initiatives in 100+ countries**, strengthening engagement and advancing its global mission.

[Read more](#)



76%

of all former employees are members

Thank you for downloading **Part 2 of our guide: Utilizing the Power of Technology**

If you haven't already downloaded Part 1: How to Demonstrate Strategic Value, you can [find that here.](#)

As you continue building your case, PeoplePath can support you with real-world examples, benchmarks, and expert guidance.

If you'd like support as you move forward, please don't hesitate to reach out, we'd love to help you strengthen your case!



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