

Alumni Portal

Keep alumni active, engaged and connected so they stay invested

Did you know...

62%

of institutions say
"increasing the number of
alumni who engage" is a
top goal for next year

Engaged alumni are invested alumni

It's no secret that higher ed institutions rely on the engagement (and monetary contributions) of their alumni. They're your top evangelizers and major supporters. But capturing alumni attention is increasingly difficult. Phone calls and emails are way too easy to ignore (just ask your alumni relations team).

It's time to give alumni a better way to engage.

Pull everything alumni care about into a single app so they can easily stay up-to-date and connected. Keeping up with institution happenings, participating in Groups with fellow alum and chatting with old professors make the platform interesting and worthwhile. While they're there, you can surface important tasks ... like donating to the latest fundraising drive or sharing an open internship.

Getting in front of alumni is challenging. Offering a portal with features they actually want to use trumps traditional outreach methods everyday of the week.

Break through the noise

20%

of institutions say the biggest roadblock to alumni engagement is **too much competition for their attention**

Only 23%

of institutions have a **dedicated mobile app** for their alumni

7.4

the average number of emails institutions send to alumni **per month**

Alumni Portal

How alumni use the Pathify portal

Keeping up with campus life

Even though they're not in school anymore, making it easy for alumni to keep up with campus events (like homecoming), news (like sports scores) and favorite professors (via direct messaging) helps them feel connected to their alma mater and stay invested.

Connecting with peers

[Pathify Groups](#) lets alumni create networking connections based on their current interests, like career, degree, location and more.

Actually seeing tasks

Phone calls and emails are easy to ignore. Make sure important campaigns get in front of alumni with in-portal announcements, alerts, push notifications and [Tasks](#) that need to be completed.

Helping current students

Alumni are one of the most valuable — but underutilized — resources for current students. Connect your alumni to your current students with the same portal. Alumni can offer advice and help via Groups, messaging, virtual events and more.



See how Andy Alumni uses the portal

pathify.com/alumni

Alumni portal benefits

Connected

Keep alumni actively connected to your institution no matter how long they've been away.

Engaged

Get important information, requests and reminders in front of alumni in a platform they actually engage with.

Involved

Give alumni a way to interact with fellow alum, professors and current students to foster deep culture and community.

About Pathify

Pathify is the most innovative student portal for higher ed. We're not just obsessed with making great technology, we're completely obsessed with student experience. Delivering cloud-based, integration-friendly technology designed to drive student engagement, Pathify pushes personalized information, content and resources to the right people on any device. With a team of former university executives and technologists, we know what we're doing — and our recent incredible 84 net promoter score from customers proves it. Learn more at pathify.com.