

THE PROCESS OF ORGANIZING ACTIVITIES TO FOSTER ENGAGEMENT WITH ALUMNI OF SUAN SUNANDHA RAJABHAT UNIVERSITY'S COLLEGE OF INNOVATION AND MANAGEMENT

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ABSTRACT

This article aims to study the The process of organizing activities to foster engagement with alumni of Suan Sunandha Rajabhat University's College of Innovation and Management Kasperson and Breitbank Participation Theory concepts and social context were used to describe the participation relationship. activity creation in the process of developing fruitful Is able to play a creative role and the results of the activities must return to them. thus resulting in the development of bonds with students and alumni Because during the past period after 2020, the relationship with students and alumni related to relationship management has deteriorated to the point that the participation in activities of students and alumni gradually disappears.

From information providers who are administrators, faculty, staff and students, alumni of the College of Innovation and Management, Suan Sunandha Rajabhat University found that there were policies, communications and activities. There should be a clear structure for supervising agencies, with associations, clubs, and contact channels. There is an alumni database to build a relationship organizing activities Strategize The student development plan focuses on students and alumni to participate. and give importance to foreign alumni students Including honoring the alumni The activities must be born from the needs of the alumni. Develop relationships with relevant people There is a plan to organize a general meeting, including all associations, clubs, annually. Fundraising from alumni should not be emphasized. to set guidelines for organizing activities Integrating student development activities with relationships.

Keywords: Organizing Activities, Alumni Engagement, College of Innovation and Management

INTRODUCTION

Due to the changing situation in society, especially in the area of learning, which has been continuously emphasized by both government agencies. As a result, "education" has become an important part of the country's economic and social development. To be able to keep pace with changes, as well as create opportunities and competitive advantages to prepare for the changes of the world in today's era. The Institute of Higher Education is responsible for providing educational services, including creating knowledge for students, and aiming for higher education to expand into various areas comprehensively. It focuses on creating academic excellence in all subjects, as well as laying the foundation for the region's information center and being a quality educational agency to build the country's human resources to be a wealthy person. Knowledge,

ability and potential for the further development of the nation. Additionally, alumni It can also be considered as an important force in the development of educational institutions or universities. In particular, it operates through the channels of activities to promote, participate in, or support the university to benefit, such as fundraising, providing support or providing opportunities. These are characteristics of the expression of alumni's bond with the institution, so they have begun to adapt to create a good atmosphere of study and encourage students to love and bond with the institution inWhile still studying, the focus is on building good bonds with graduating students. To build a strong network by conducting cooperation between educational institutions or universities and alumni through activities and channels for joint development in various areas. However, although the agency is currently set up to coordinate or serve as a central agency in the implementation of the bond between alumni and current students. However, it is still not possible to meet the needs of the university's alumni to be fully informed or have access to the university's information. This brings with it the need to conduct or manage good relationships with alumni. This will lead to the formulation of supporting activities or long-term plans to build bonds between the university and its alumni. to be more concentrated.

From a review of the concept Theories and related research It was found that the role of promoting participation is divided into the selection of relevant persons to be representatives or members of the group must be elected in the administration, including resource support, operational support, and consultation in activities. (Pannawat Chuvichian,2018) with a focus on linkages, engagements, and communication coordination. Exchange of opinions Ongoing mutual support Therefore, it brings about the principle of creating a good bond. Between the College of Innovation and Management and alumni through various procedures, including the form of activities, including cooperation and support from alumni to find ways to develop and improve. Alumni Relations Management Procedures of the College of Innovation and Management Suan Sunandha Rajabhat University Therefore, the researcher formulated the conceptual framework for the research as shown in Figure 1.

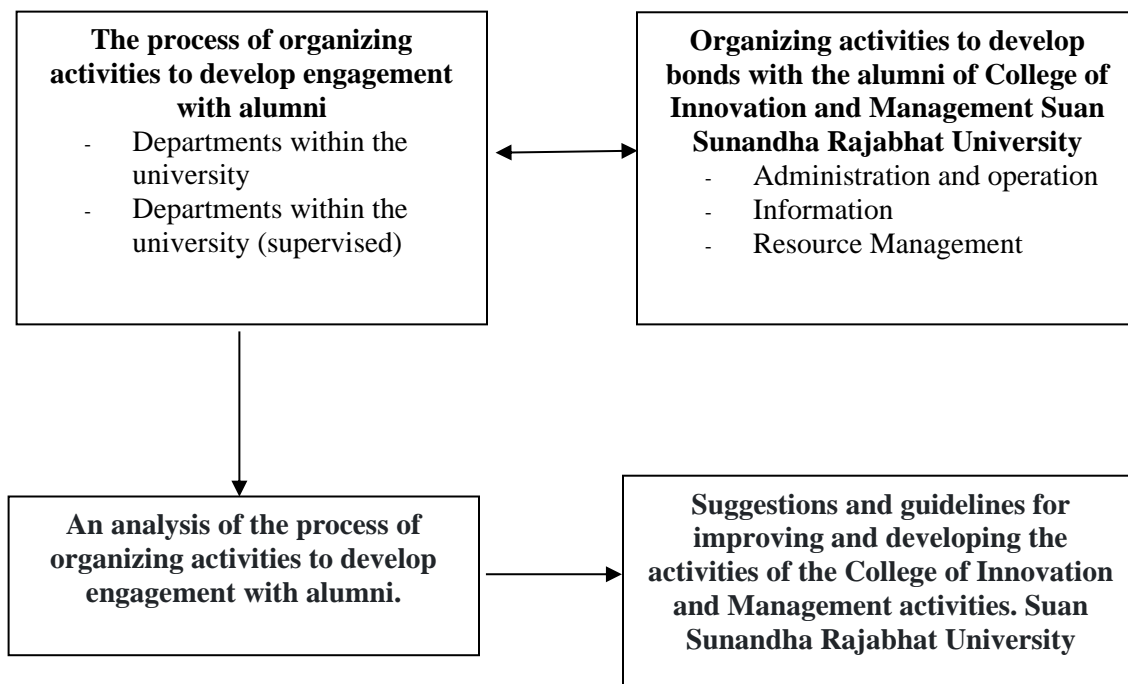


Figure 1: Research Conceptual Framework

RESEARCH METHODOLOGY

Conducting a research study on the process of organizing activities to develop engagement with alumni of the College of Innovation and Management. Suan Sunandha Rajabhat University consists of 3 steps: Step 1: Organizing activities to develop engagement with alumni of departments within the university and departments within the university (in supervision). Step 2 analyzes the process of organizing activities to develop engagement with alumni of the College of Innovation and Management and Step 3 Finding ways to improve and develop the process of organizing activities to develop engagement with alumni of the College of Innovation and Management. Staff, management and alumni Suan Sunandha Rajabhat University is the target population, with the researchers using qualitative research methodology to find out the truth from alumni of the College of Innovation and Management. With the organization of activities To achieve a full understanding (Insight) from primary data is an in-depth interview, key informant, and an interview guideline is a tool to study both target groups, namely: A And a group of alumni who are involved in various activities. The secondary data used for this study will be a collection of documentary research that is systematically compiled with academic credibility that can be used to explain and reference to draw conclusions about the issues studied, including theories, dissertations, dissertations, academic papers, newspapers, and social media, which are involved in developing alumni bonds, especially the issues of alumni activities.

In this collection, we started by studying secondary data, which is information related to activities to develop engagement with alumni of departments within the university and departments within the university (in governance). Suan Sunandha Rajabhat University by departments within the university, namely the Faculty of Education, Faculty of Science and Social Sciences Faculty of Industrial Technology The universities (directed) include the College of Nursing and Health, the College of Communication Arts, the College of Politics and Government, and the College of Logistics and Supply Chain. Strategic alternative approach to the development of procedural systems Organizing activities to develop engagement with alumni of the College of Innovation and Management, as well as researching information from various related documents, both related research and documents from various sources related to education. To learn about activities to develop engagement with alumni. Management and operational principles and related issues to be used for the analysis of information on the process of organizing activities to develop engagement with alumni of departments within the university and departments within the university (in governance) and the College of Innovation and Management. Afterwards, the researchers developed interview guidelines for primary data collection. It consists of guidelines for interviewing personnel and administrators and interviewing alumni, which is a collection of information from real phenomena from a group of 20 informants, divided into 9 staff and administrators, and alumni. 11 persons

In this research, we analyzed the data using content analysis. Secondary and primary data collection by examining data both at the secondary data collection stage and at the primary data collection stage. Systematization of information by classifying and classifying the resulting data into categories. And compare the data from each section to draw conclusions by separating the secondary data collected from various relevant documents and the primary data obtained from interviews with targeted informants. To analyze the strengths and weaknesses of the operation, then use the collected data to analyze, interpret, and suggest various approaches with analytical descriptive methods.

CONCLUSION

3.1 Analysis of the process of organizing activities to develop engagement with alumni of departments within the university and departments within the university (in supervision)

Internal departments and departments within the university (governance) focus on building engagement and encouraging Good bond between alumni and the university in various ways. Participate in the organization of activities or actions of the university, as well as satisfaction with the performance and good bond between alumni and the university. Requirements Response Clear Communication Fast and convenient Access to services, welfare, and engagement with service recipients through various activities, the results of which are consistent with a study by Montri Namwong (2017). Service Relationship Management, Establishing Engagement Program, and Customer Retention in terms of database building. Using the right technology, decision-making behaviors are practiced. i.e. when alumni have Be aware of the process of organizing activities to develop alumni bonding. It starts with the creation of the database. Adding a list of alumni to the system Public relations for alumni to know about information and news Projects and management guidelines or activities organized by the University Open up opportunities to participate, provide support. accommodation Alumni in various fields and providing good service to alumni will make alumni important to be a part of the university and be an important force in helping, planting and pushing the university in another way.

3.2 Analysis of the process of organizing activities to develop engagement with alumni of the College of Innovation and Management Suan Sunandha Rajabhat University

Analysis of the process of organizing activities to develop alumni engagement of the College of Innovation and Management Suan Sunandha Rajabhat University The results showed that the College of Innovation and Management has established the College of Innovation and Management Alumni Association. To serve as a link between alumni and current students. College by creating an alumni database from doing activities with alumni as well as maintaining bonds with alumni. To create satisfaction for alumni and to create alumni values, which is in line with the alumni commitment operations of departments within the university and departments within the university (in directed) and in accordance with the results of Nattanun's study. Chanda Center (2017) explains that the factors of determining the relationship building program. Factors related to database creation, customer retention, and the use of appropriate technology There are also some issues that differ from departments within the university and departments within the university (in governance), such as the issue of the process of increasing the list of alumni. The format and approach of activities that are interesting and useful, instilling in alumni a clear love for the institute in order to become alumni who see the importance of the university and give importance to support. Participation in the promotion of the university Helping alumni in various fields The researchers considered that it was an issue that should be suggested for the agency to take into account for implementation in its activities. Alumni to be in line with the mission and goals of the operation. For the process of organizing activities to develop engagement with alumni, it is seen that there are operations in the field of management and operation, resource management and information aspects, which are carried out in accordance with the mission of the department, which is in line with the operation of the departments within the university. and universities (in governance). Especially in the field of information that aims to allow alumni to be informed and participate in various activities by using channels that are convenient, fast, easy to access and easy to understand. In terms of administrative and operational procedures, it was found that each department within the university has a specific department and department for the management and engagement of alumni.

3.3 Analysis of guidelines for applying the benefits of the activity process to develop alumni bonding.

Analysis of practical approaches to the utilization of the activity process to develop alumni engagement. The results of the research showed that the guidelines Development and improvement Analysis of the activity process to develop engagement with alumni of the College of Innovation and Management in 3 parts: the process of organizing activities with alumni; The main principles of managing activities to develop alumni bonding and building relationships with

alumni are in accordance with the procedures for organizing activities to develop engagement with alumni of departments within the university and departments within the university (in directed). All departments within the university have created a database of students before and after graduation. There are many types of activities between alumni and departments within the university, focusing on interesting activities and providing opportunities for alumni to play a role, participate and suggest suggestions, as well as promote alumni in various fields and provide services that make an impression. This will lead to continued support or cooperation from alumni, and is also in line with Suwannee Pradit's study (2019), explaining that service recipients are satisfied with activities that create relationships. With the service provider in regards to maintaining relationships with the service recipients. In terms of providing services that are convenient, fast, timely and efficient that are conducive to service recipients, especially in the field of impressive service, it is one of the forms that attracts customers very well.

SUGGESTIONS

4.1 According to the results of the study, the process of organizing activities to develop engagement with alumni in management and operations. There are limitations in the number of personnel not enough to perform the work. Suan Sunandha Rajabhat University should review the force rate to determine the number of personnel suitable for the operation and assigned tasks and efficiency.

4.2 According to the results of the study, it was found that the implementation of the activity process to develop engagement with alumni in the field of information. There are still problems with the database that still lacks accuracy. Such as the College of Innovation and Management. Suan Sunandha Rajabhat University should review and give importance to the development of alumni databases to be accurate. Clear and up-to-date, including guidelines and operational plans that are clear procedures so that relevant parties can check the status and access the database system conveniently and quickly.

4.3 According to the results of the study, the process of organizing activities to develop engagement with alumni in resource management. There are budget constraints that are not sufficient to carry out activities/projects related to alumni. Suan Sunandha Rajabhat University should plan the use of budget, event planning. Clearly defining the duration of the event to perform various actions. This includes finding ways to seek additional funding or budget to effectively carry out various activities/projects.

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