

INTERNATIONAL UNIVERSITY OF SARAJEVO
INTERNACIONALNI UNIVERZIET U SARAJEVU
ULUSLARARASI SARAYBOSNA ÜNİVERSİTESİ



Alumni Engagement Plan

2025 – 2028

AT THE INTERNATIONAL UNIVERSITY OF SARAJEVO

1. Executive Summary

This report presents a comprehensive strategy to enhance alumni engagement at the International University of Sarajevo (IUS) for the period 2025–2028. With over 3,500 IUS alumni across the globe, the plan focuses on deepening alumni involvement in university life, building strong networks, and encouraging support for students and institutional initiatives. The program combines in-person, digital, and global outreach efforts to ensure broad and inclusive participation.

2. Introduction

Alumni are lifelong stakeholders of a university, playing essential roles as mentors, recruiters, collaborators, and donors. This engagement plan recognizes the potential of IUS alumni to contribute meaningfully to the university's mission and student success. The structured approach outlined in this report aims to formalize and expand alumni involvement while strengthening community ties.

3. Scope and Objectives

This plan covers all alumni of IUS, regardless of graduation year or location. It emphasizes engagement through social, professional, and philanthropic activities and focuses on:

- Building strong networks among alumni and between alumni and students
- Enhancing professional development through mentorship and training
- Increasing alumni contributions to student support and university growth
- Establishing systems for sustained alumni participation.

4. Strategic Aim

To cultivate a vibrant, committed, and globally connected alumni community that actively supports IUS in achieving academic excellence, student development, and institutional advancement.

5. Key Engagement Pillars and Activities

5.1 Alumni Reunions and Networking Events

These activities are designed to foster strong personal and professional relationships among graduates. The Annual Alumni gathering brings together the wider alumni community to celebrate achievements and milestones. Regional Mixers, held in key cities with a large alumni presence, enable localized engagement and networking. Class Year Reunions offer tailored experiences for reconnecting with peers and reflecting on shared academic journeys.

5.2 Career Development Programs

The university will support student and alumni professional growth through initiatives which connect experienced graduates with current students or recent alumni. Career Seminars and Workshops will provide training in industry trends and essential skills. The Annual Job Fair invites alumni employers to recruit talent from the student body.

5.3 Alumni Speaker and Panel Series

This series highlights the expertise and achievements of IUS alumni. Monthly Alumni Success Stories will feature personal career narratives, while Industry Panels will explore sector-specific developments and innovations. Keynote Alumni Speakers will be invited to address the IUS community at prominent academic and ceremonial events.

5.4 Professional Development Opportunities

To encourage lifelong learning, IUS will offer alumni access to Certificate Programs developed in collaboration with faculties. Leadership Workshops will target alumni in executive and entrepreneurial roles. Alumni-led Courses will allow graduates to share expertise by designing and delivering educational content.

5.5 Social Events and Recreational Activities

Engagement will also take place through casual, family-friendly experiences. Annual Family Days and Picnics will combine community interaction with campus tours. Sports Tournaments such as alumni football matches will reignite team spirit. Nature Retreats will offer opportunities to relax and bond in scenic settings.

5.6 Community Service and Philanthropy

The university will promote a culture of giving back. Alumni Volunteer Day will be an annual initiative encouraging graduates to participate in service activities. Charity Fundraisers will support local and university-related causes. The Alumni Scholarship Fund will provide financial support to current students, supported entirely through alumni donations.

5.7 Digital Engagement and Virtual Presence

To reach alumni worldwide, IUS will expand its digital engagement efforts. A regular Alumni Webinar Series will cover trending topics and alumni insights. Social Media Takeovers will allow alumni to share stories directly from IUS platforms. A dedicated Online Alumni Portal, launching in 2026, will centralize alumni news, networking, and events.

5.8 Special Interest Groups and Clubs

To build smaller, focused communities, alumni will be invited to join Special Interest Groups based on shared interests or industries. Regional Chapters will be formed in cities with strong alumni networks. Affinity Networks will provide support and space for alumni with similar life experiences or identities, such as international alumni or former student-athletes.

5.9 Recognition Programs and Awards

The contributions of alumni will be celebrated through formal recognition. The Distinguished Alumni Awards will honor professional excellence and public impact.

5.10 Integration with University Projects

Alumni will play an advisory and participatory role in shaping the university's future. The Alumni Advisory Association will serve as a strategic think tank. Alumni will be invited to contribute ideas and resources for Campus Projects. Joint Student-Alumni Collaboration Projects will include research, entrepreneurship, and social initiatives.

5.11 Publications and Alumni Media

To keep alumni informed and involved, IUS will maintain regular publications. This will include news, events, and alumni spotlights. Video Series on digital platforms will visually showcase alumni testimonials and university connections.

5.12 International Alumni Programs

As IUS's global presence grows, international engagement becomes essential. Global Alumni Events will be held abroad to unite international graduates. Cultural Visits to IUS will provide opportunities for returning alumni to connect with the campus.

6. Progress to Date

The International University of Sarajevo (IUS) has laid a solid foundation for alumni engagement through several initiatives that are already demonstrating impact and visibility. These early successes signal strong momentum and provide valuable insights for shaping future activities within the Alumni Engagement Plan.

6.1 Alumni Success Stories on the IUS Website

IUS actively showcases the accomplishments of its graduates through dedicated alumni success stories published on the university's official website. These narratives highlight diverse career paths, achievements, and contributions across industries, serving as inspiration for current students and a source of pride for the IUS community. Example Alumni Story – IUS Alumni Website: <https://alumni.ius.edu.ba/en/blog/ius-graduate-chief-finance-and-operations-officer-aida-zukics-inspiring-journey>

6.2 Launch of LinkedIn Alumni Page and Active WhatsApp Community

The university has strengthened its digital presence by launching the official IUS Alumni LinkedIn Page, which now serves as a central platform for professional networking, job postings, and university updates. It allows alumni to connect with peers across the globe and remain engaged with institutional developments. Additionally, the formation of the Alumni WhatsApp Community, currently active with over 300 members, has enabled informal yet consistent communication among graduates,

allowing for real-time event promotion, collaboration, and peer support.

<https://www.linkedin.com/groups/12416322/>

WhatsApp community: Access via alumni registration or direct invitation

6.3 Implementation of the Alumni Loyalty Program

IUS introduced an Alumni Loyalty Program in 2025 to offer exclusive benefits to its graduates. Through a simple digital registration process, alumni receive a personalized loyalty card that provides access to discounts at a growing number of partner outlets, including shops, hotels, restaurants, and service providers. In addition, alumni enjoy privileged access to selected university resources such as professional development workshops, library services, and sporting facilities.

6.4 Alumni Involvement in Job Fairs and Mentorship

Alumni have played a growing role in career development efforts at IUS. In recent years, an increasing number of alumni have returned to campus as recruiters, employers, and mentors during the university's annual Job Fair and Career Days. Alumni-led sessions have included CV and interview workshops, sector-specific networking panels, and mentorship matching. Their active presence reinforces a practical bridge between academic and professional life, while also validating the long-term value of an IUS education.

7. Alumni as Strategic Stakeholders

Alumni serve as vital partners in the ongoing development and success of the International University of Sarajevo (IUS). Through their professional achievements and continued involvement, they play a multifaceted role in supporting the university and its students. One of the most impactful ways alumni contribute is by offering internships and employment opportunities to current students and recent graduates. By opening doors within their companies or professional networks, they facilitate practical experience and career advancement for the next generation.

In addition to career opportunities, alumni provide invaluable mentorship and guidance. Drawing on their own academic and professional journeys, they advise students on career planning, industry expectations, and personal development, often serving as trusted role models.

Financial support is another key area of alumni engagement. Many contribute to scholarships and community projects, directly impacting student access to education and the university's ability to undertake socially responsible initiatives.

Lastly, the successes and public profiles of IUS alumni enhance the university's reputation both locally and internationally. As advocates and ambassadors, they raise awareness of the university's academic excellence, further attracting students, faculty, and strategic partnerships.

Together, these contributions underscore the alumni's essential role as strategic stakeholders in IUS's long-term vision.

8. Evaluation and Impact Metrics

To ensure the effectiveness of the Alumni Engagement Plan and to track progress over time, a comprehensive set of evaluation metrics will be employed. These indicators will provide both quantitative and qualitative insights into alumni involvement, the outcomes of specific initiatives, and areas for strategic refinement.

Event attendance and participation rates will be closely monitored to gauge the success of in-person and virtual events. By tracking the number of alumni who attend galas, networking mixers, workshops, and regional reunions, IUS can assess the reach and relevance of its programming. Year-over-year comparisons will help identify which types of events resonate most with the alumni community.

Fundraising performance will be evaluated through metrics such as total funds raised, number of individual alumni donors, and consistency of giving over time. This will include contributions to scholarship funds, campus projects, and community initiatives. Donor retention and growth rates will also be tracked to assess long-term philanthropic commitment.

Digital engagement metrics will reflect how actively alumni interact with online platforms and content. These will include portal login frequency, social media engagement (likes, shares, comments, reach), newsletter open and click-through rates, and participation in virtual events or online courses. These analytics will help tailor digital strategies for broader and more sustained engagement.

9. Conclusion and Next Steps

This report outlines a roadmap to position IUS alumni as key contributors to the university's ecosystem. The next step is to mobilize resources, form an implementation committee, and initiate the activities. With continuous assessment and collaboration, IUS will build an enduring culture of alumni engagement by 2028.

RECTOR

Prof. Dr. Ali Osman Kuşakcı

Action Plan for IUS Alumni Engagement Plan (2025 – 2028)

ACTION PLAN FOR IUS ALUMNI ENGAGEMENT PLAN (2025–2028)

Goals	Objectives	Indicators	Targets (2025–2028)	Target Achieved %	Corrective Actions	Dead line	Links / Evidence
1. Goal: Build Strong Alumni Networks & Community Connections	Organize annual alumni networking and reunion events (Gala, reunions, iftars, picnics, etc.)	Number of events held per year; number of participants	1-2 events annually; 250+ alumni participants per year	100% (1 Job Fair + alumni iftar held)	Intensify direct outreach through WhatsApp, LinkedIn & faculty alumni lists; earlier promotion calendar	Annually (Q2–Q4)	Job Fair Programme; Event photos; Registration lists https://news.ius.edu.ba/en/news/ius-job-fair-2025-building-bridges-between-students-and-industry
	Establish and activate Regional Alumni Chapters	Number of active chapters; local events organized	Min. 3 regional chapters by 2026	33% (Turkey's chapter already exists)	Identify city clusters via alumni database; appoint alumnus chapter coordinators;	End 2026	Alumni database; Chapter charters
	Create Special Interest Groups (SIGs) - by study	SIG groups formed and number of members	5 SIGs (by program or by year of graduation) by 2027	0%	Online polls to identify interest groups; open calls via social media	End 2027	SIG registration forms

	program or faculty, or by year of graduation						
2. Goal: Enhance Career Development	Organize Career Seminars & Workshops	No. of seminars/workshops per year	Minimum 5 per year	60% (3 workshops/ lectures were held in 2025)	Schedule via alumni portal & LinkedIn; invite industry speakers early	Annually	https://news.ius.edu.ba/en/news/art-storytelling-emir-isovic-shares-creative-insights-ius-elit-students ; https://news.ius.edu.ba/en/news/art-sound-and-identity-ius-welcomes-vacd-alumna-dr-maja-zecoguest-lecture ; https://news.ius.edu.ba/en/news/nutrigenetika-co-founder-ms-selma-knezovic-inspires-talk-modern-nutrition-challenges
	Strengthen alumni participation at Job Fair	Number of alumni-company exhibitors	Minimum 25% of alumni companies	100%	Formal alumni-company registry	Annually	Job Fair participants list
3. Goal: Strengthen Digital Alumni Engagement	Publish Monthly Alumni Success Stories	No. of stories published annually	12 stories per year	100% (regularly implemented)	Expand visibility of alumni success stories by publishing it in local media	Ongoing	<u>Alumni Website:</u> https://alumni.ius.edu.ba

	Maintain LinkedIn Alumni Community	Number of members; engagement rate	1,000+ alumni members by end of 2028	40% (300+ active members)	Targeted invites to graduates	Ongoing	https://www.linkedin.com/groups/12416322/
	Operate WhatsApp Alumni Community	Membership growth	500 active members by 2026	60% (300+ members)	Targeted invites to graduates	Ongoing	Internal WhatsApp community
	Alumni Webinar Series	No. of webinars published and shared; Diversity of topics and represented industries	1 per semester; Inclusion of alumni speakers from multiple countries and sectors		0%	To be launched in 2026; Promote through LinkedIn Alumni Page and WhatsApp Alumni Community	
4. Goal: Build Culture of Philanthropy & Giving	Charity fundraising campaigns	Funds raised annually	€10,000+ annually by 2028	15% (alumni donations for IUS Wolves)	Corporate sponsorship approach;	Annually	Donation reports
	Establish Alumni Scholarship Fund	Fund launched; donations received	Fund operational by 2028	0%	Establish legal fund framework; promotion during events	Q4 2028	Finance & Senate reports

5. Goal: Alumni Integration into University Governance & Projects	Establish Alumni Advisory Association	Association operational	Association formed by end 2026	30% (<i>foundational NGO association steps taken</i>)	Finalize rules of procedure; Senate nominations; announcement and calls for establishment	Q4 2026	Statute documents; Senate minutes; Association reports
	Alumni participation in strategic projects (through OSP)	No. of alumni projects	At least 1 per year (to be done in cooperation with OSP)	100% (2 IUS alumni have participated in IUS projects)	Add alumni in calls for project application (in cooperation with OSP)	Annually	Project MoUs; news
6. Goal: Recognition & Visibility	Establish annual Distinguished Alumni Awards	Award ceremony held	First awards ceremony in 2026	0%	Develop award criteria; selection committee	Q4 2026	News, photos, award guidelines

