

Implementing the Alumni-Unicamp platform: A case study

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Abstract:

Background and objectives: Unicamp is a young university, currently comprising about 20,000 undergraduate students, 18,000 in graduate school and almost 3,000 in high school. It trains around 2,500 undergraduates per year, with the same number of postgraduate graduates and around 1,100 high school graduates. Previous experiences for the creation and maintenance of a platform for Unicamp graduates were not perennial due to the high maintenance cost and the need for people directly linked to the program. In this way, this project was designed with the aim of connecting graduates and students in training with the possibility of direct interactions, such as offering internships and/or mentorships, and in exchange keeping up to date on courses, participation in structuring teaching centers, in events at Unicamp and much more.

Process: The intention to keep in touch with the former community goes beyond the need to fill in rankings. This project aimed to include all graduates on a single platform, allowing for general communication and also in groups separated by courses or even classes. It belongs to Pro-Rector of Undergraduate Studies, and the partnership of the Center for Computing and Coordination of Information Technology, the directory of academic board and the advice of the dean's office were essential to the success of the actual program.

Outcomes and impact: The customization of our Alumni platform, hosted today at: <https://unicamp-alumni.org.br/feed>, was carried out. The launch took place in August 2020, and in March 2021 we had 5 thousand members. The continuous and careful action of the team ensured security in the system and feed publications, ease of access and in the dissemination of vacancies. This project was thought of, idealized and executed at no cost in the PRG Planes budget.

Conclusion: The project meets immediate and future expectations, shows replicability, efficiency, and cost and time reduction. However, we still need the supervisors to achieve that at least 10% of our 150,000 users were fed into the system by the Academic Board.

Article

Introduction Background and objectives:

Unicamp is a young university, currently comprising about 20,000 undergraduate students, 18,000 in graduate school and almost 3,000 in high school. It trains around 2500 undergraduates per year, with the same number of postgraduate graduates and around 1100 high school graduates. Previous experiences for the creation and maintenance of a platform for Unicamp graduates were not perennial due to the high maintenance cost and the need for people directly linked to the program. In this way, this project was designed with the aim of connecting graduates and students in training with the possibility of direct interactions, such as offering internships and/or mentorships, and in exchange keeping up to date on courses, participation in structuring teaching centers, in events at Unicamp and much more.

Pro-Rectory Undergraduate Strategic Project - Alumni UNICAMP

The strategic project of the Dean of Undergraduate Studies was resumed on August 21, 2017, as I have the name UNICAMP Graduate Program. This project's main objectives were to establish a partnership with graduates for the purposes of assessment by and by the graduate, voluntary contribution and creation of the portal and support fund for ongoing students.

The Graduway platform is a platform that meets the expectations of the university, promoting a collaborative and participatory virtual space where the community of active students, graduates, professors, and staff-facilitators of Unicamp will be able to share experiences, publicize and promote professional opportunities through mentoring, internships, and partnerships in addition to collaborations and support funds.

We idealize as products.

. Egress Portal; Graduate Management Process; Evaluation Mechanisms of and by the Graduate; Policies and Mechanisms for attracting and applying Financial Resources.

Expected gains from this project:

- . Expand/qualify permanence.
- . Decreased Evasion.
- . Expand dialogue with society.
- . Increase in extrabudgetary resources.
- . Increased visibility of the University.
- . Enrichment of student training.

Premise

We started our activities by rescuing previous initiatives, thinking about how to institutionalize the Secretariat that would handle the activities involved in the Graduate Program and scale resources for these activities.

We wanted to modernize our undergraduate courses with better evaluation indicators, a higher employability index, greater scientific and cultural exchange. We also thought that the link with successful egress partners could involve financial support for the modernization of some teaching areas, as well as support with innovation incentive grants and internship grants.

Process:

The intention to keep in touch with the former community goes beyond the need to fill in rankings. This project aimed to include all graduates on a single platform, allowing for general communication and in groups separated by courses or even classes. It belongs to Pro-Rectorate of Undergraduate Studies, and the partnership of the Center for Computing and Coordination of Information Technology, the directory of academic board and the advice of the dean's office were essential to the success of the actual program.

In the first stage, we identified the previous initiatives and evaluated the reasons for the failures that led to the discontinuities of the programs. One of the highlights that sought to unite graduates on a single platform was the one launched in 2011 and in 2013 it was discontinued.



Figure 1- (A) Alumni network released in 2011. (B) Link to access to the system <https://www.sae.unicamp.br/portal/pt/491-rede-alumni-unicamp-abre-cadastro-para-alunos-de-graduacao->

In a second stage, we sought to study successful initiatives at different universities, we evaluated local, Brazilian Universities and we got to know the initiative of the University of Porto, with the opportunity got to know the Graduway platform (<https://gravyty.com/graduway/>).

After these studies, we started our activities by creating possibilities for raising external funds, since, as a Public Institution, we must respect special rules. Thus, the Unicamp Partners Program (https://www.dea.unicamp.br/programa_parceiros_unicamp) was born, which formalizes all forms of donation to Unicamp.



Figure 2 – Unicamp Partners Program – https://www.dea.unicamp.br/programa_parceiros_unicamp

The next step would be to customize the new platform so that it would be possible to have a platform that could be kept active, without the need to acquire new resources or even new employees. We then idealized the possibility of ongoing students and undergraduate and graduate graduates together with professors and staff working together on a single platform. It was then that we defined the visual identity (Figure 3), the access page (Figure 4) and how I would respond to the users, I chose to use an avatar (Figure 5).



Figure 3 Application logo and icon – Alumni-Unicamp. Developed by the Pro-Rector of Undergraduate Studies under the coordination of Profa. Daniela Gatti.



Figure 4- Figure with an image of the Campus of Unicamp in Campinas as the access page of the Alumni Program – Unicamp.



Figure 5- avatar developed by app as image of communication with the Unicamp Community through the institutional communication channel @alumni.unicamp.

Outcomes and impact: The customization of our Alumni platform, hosted today at: <https://unicamp-alumni.org.br/feed>, was carried out. The launch took place in August 2020, and in March 2021 we had 5 thousand members. The continuous and careful action of the team ensured security in the system and feed publications, ease of access and in the dissemination of vacancies. This project was thought of, idealized, and executed at no cost in the PRG Planes budget.

Once customized and the system fed with the database of more than 65,000 alumni, we carried out a pre-launch with Unit Directors and counselors who make up the university council (Figure 6) and after adjustments suggested by the members, the

official launch took place on August 06, 2020. In a short time, we had about 5,000 users joined the platform.



Pré-Lançamento

Alumni Unicamp

O Magnífico Reitor da Universidade Estadual de Campinas, Prof. Dr. Marcelo Knobel e a Pró-Reitora de Graduação, Profa. Dra. Eliana Martorano Amaral têm o prazer de convidá-lo para o pre-lançamento da nova Plataforma Alumni Unicamp.

O Webinar acontecerá no dia 25 de junho das 11:30 as 12:30.

A nova plataforma reunirá nossa comunidade, fornecendo acesso a:

- Um feed com atualizações, espaços para fotos, conversas, cafés e localização de grupos de interesse.
- Um diretório completo de inscrição dos egressos e alunos em curso, permitindo conectar a sua turma ou outros contatos dessa comunidade.
- Um espaço para mentoria acadêmica e profissional, estágios com o intuito de oferecer/receber ajuda, oportunidades e orientações profissionais, além de divulgação de empresas consolidadas com oportunidades de emprego.
- Conversas em grupo, permitindo o engajamento em assuntos do seu interesse.
- Um repositório de fotos, imagens e artigos dos momentos significativos da universidade.
- Acompanhamento da trajetória dos egressos Unicamp.
- E muito mais...

Segue o link: Join Zoom Meeting

<https://zoom.us/j/91497551722?pwd=Q2l0anZpWlFJbUJlFSDUzaE1heVJlQT09>

Meeting ID: 914 9755 1722

Password: 346432

Você é nosso convidado especial.

Empresas-filha da Unicamp também estarão conosco neste evento.

Este seu convite é pessoal e intransferível.

Confirme sua participação neste evento pelo e-mail: cerimonialgr@reitoria.unicamp.br até dia 23 de junho.

Cordialmente,

Cerimonial GR

UNICAMP

Figure 6- Invitation for the pre-launch of the Alumni Unicamp platform.

The next steps comprise:

- Egress Trajectory Identification
- Egress Training Assessment



Figure 7 – Pro-Rectorcy of Graduation team involved in the development of the project.



Figure 8- IT team and academic data

Conclusion: The project meets immediate and future expectations, shows replicability, efficiency, and cost and time reduction. However, we still need the supervisors to achieve that at least 10% of our 150,000 users were fed into the system by the Academic Board.

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Image credit (1980s-2020s): Antoninho Perri; Antonio Jose Scarpinetti

Professor Marcelo Knobel Rector that conducted the team.