

How gender Shapes Alumni Engagement: A Case Study from Public Higher Education Institutions of Pakistan

Presenters: Dr. Nabeel Nisar

nnisar1985@gmail.com

&

Dr. Maria L. Gallo

maria@keepintouchededucation.com



Are you aware that **female graduates** from public higher education institutions in Pakistan encounter unique challenges in connecting with their alma mater?

Today, we will discuss how institutions might foster an atmosphere that promotes and welcomes female graduates of Pakistan's public higher education institutions.



Meet Sarah

Meet Sarah, one of the female graduates of our research with high expectations and goals for the future, who has just graduated from a Public Higher Education Institution (PHEI) in Pakistan. Despite her academic success, Sarah struggled to maintain a relationship with her alma mater after graduation. She observed that her male counterparts were more actively involved in the institution and had better access to employment chances and other resources offered.

Unfortunately, Sarah's experience is not unique. Many female alumni in Pakistan face similar challenges when engaging with their alma maters.

What Limits Female from Engagement

Cultural & Societal norms

“Yes, there is a difference. As most female alumni get married after their bachelor’s, a minimal ratio comes to the corporate world. If they are not going for the job because of culture, family values, societal norms, or religion, how could they help their university in any way? (INTV, PHEI-4)

Patriarchal society

“One of the major reasons for the low engagement of female alumni is that they must ensure that their family affairs are not disturbed in their absence before they take permission from different authorities like husbands and parents. These are our cultural and societal norms that females have to take care of their families.” (INTV, PHEI-1)

What Limits Female from Engagement

Limited decision-making authority

“Of course, it (gender) has. Females have the primary responsibility of taking care of their homes even if they are working. So that’s why the level of the engagement of males is higher. I have experienced this at my university as well like hardly 10-20 percent females are there who seldom engage with the university” (INTV, PHEI-2)

How to Stratigize Female Alumni

Recognize the significance
of female alumni
engagement

Share success
stories

Develop targeted
programming

Foster female alumni
networking
opportunities

Nurturing the sense of
engagement when they are
studying



Create a female alumni
mentorship program for female
students

Thank you for your Attention!