



**KOÇ
UNIVERSITY**
ALUMNI RELATIONS



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Koç University Alumni Mentor Network: An Institutional Model

How we redesigned and institutionalized alumni mentorship as a sustainable, high-impact engagement model.

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WHY IT MATTERS

Creating a Bridge Between Students and Alumni

Senior students gain access to real-world career insight, while alumni reconnect with the university community and find meaningful ways to give back.



Student Support

Guiding students through the transition from academia to professional life with real-world perspective.



Two-Way Learning

Alumni reconnect with the university and better understand the perspectives of the next generation.



Real-Life Access

Students gain exposure to career paths, industries, and decision-making processes they wouldn't otherwise encounter.



Giving Back

The program creates a structured, meaningful opportunity for alumni to contribute to their alma mater.



PROGRAM EVOLUTION

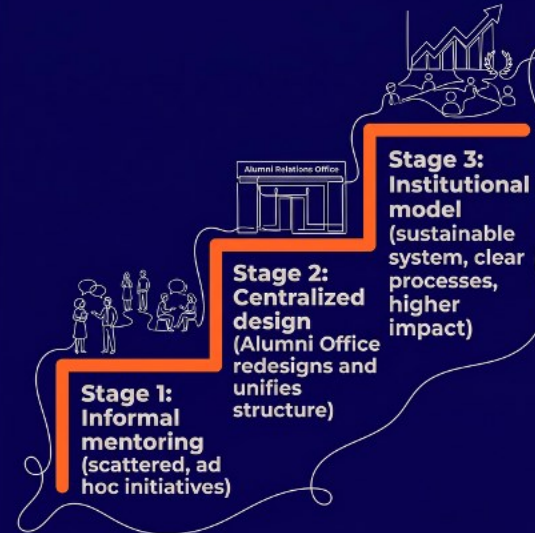
From Individual Efforts to an Institutional Model

Where We Started

Koç University already had a strong mentoring culture – but it was fragmented. Informal initiatives and ad hoc support systems existed across departments with no unified structure.

What We Built

The Alumni Relations Office redesigned and centralized the model to create a sustainable system with clearer processes, stronger follow-up, and a more consistent experience for both mentors and mentees.

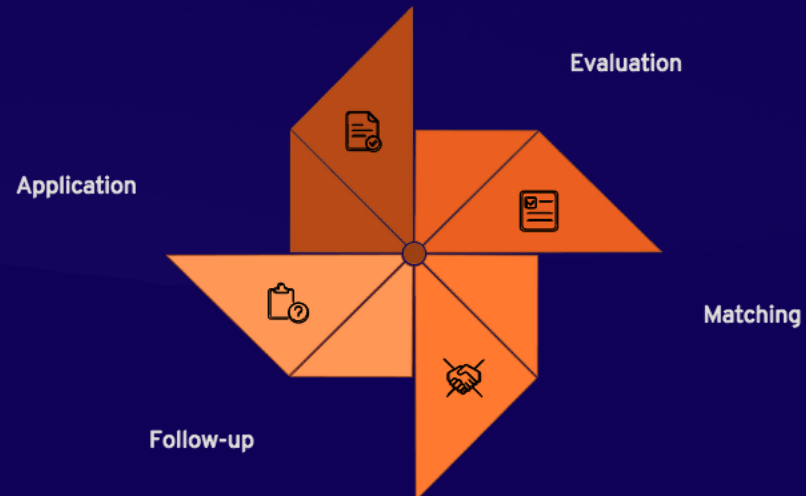




PROGRAM STRUCTURE

Four Stages That Drive the Program

Each stage is designed to ensure quality, intentionality, and accountability – from first application to final assessment.



The four-stage cycle ensures every match is intentional and every relationship is supported throughout the program's duration.



APPLICATION & EVALUATION

Human-Centered Assessment

Mentee Criteria

- Primarily 3rd and 4th year students
- Clear career expectations and development goals
- Readiness to engage actively in the process

Mentor Criteria

- Relevant and demonstrated career journey
- Sector and experience compatibility with mentee interests
- Genuine willingness to support and guide students

i Evaluation focuses on aligning student goals with alumni expertise – not just availability.



MATCHING PROCESS

Manual & Experience-Based Matching

Matching Variables

Industry &
Position

Academic
Background

Location (Country
/ City)

Career Interests

Our Approach

Matches are created manually by the Alumni Relations Office. We prioritize human insight over algorithmic automation – AI tools are used only for operational support, never for final pairing decisions.

- ☐ Experience-driven matching leads to stronger, more meaningful mentorship relationships.



PROCESS MANAGEMENT

Supporting Mentors and Mentees Every Step of the Way

Before the Program

- Training presentation and video shared with all participants
- Communication boundaries and expectations clearly defined
- Dos and don'ts for healthy mentorship relationships presented

During the Program

- Initial check-in surveys to gauge early alignment
- Continuous communication maintained by the Alumni Relations Office
- Final evaluation surveys to assess outcomes and gather feedback



SCALE & IMPACT

Program Reach & Satisfaction

~150

Mentors Annually

Engaged alumni participating each year

~200

Mentees Annually

Senior students supported each cycle

1000+

Total Matches

Cumulative mentorship pairings facilitated

3

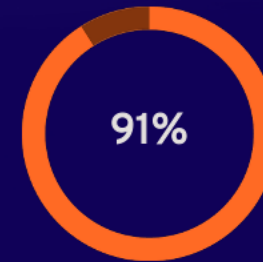
Month Duration

Official program period – many relationships continue beyond



Mentor Satisfaction

Alumni report a positive and meaningful experience



Mentee Satisfaction

Students report strong value from the program



LESSONS LEARNED

Challenges & Key Insights

Main Challenges

Limited Mentor Pool

Recruiting enough qualified, available mentors across diverse sectors remains an ongoing effort.

Finding the Best Match

Within a constrained pool, identifying the most suitable pairing requires careful judgment.

Time-Intensive Process

Manual matching and follow-up demand significant staff attention and coordination.

Key Lessons

→ Quality over Speed

Thoughtful matching creates stronger, longer-lasting outcomes than rapid pairing.

→ Structure Builds Trust

Clear processes and consistent communication increase participant confidence and engagement.

→ Access Over Advice

Mentorship should open doors to broader professional networks – not just one-to-one guidance.



CONCLUSION

Mentorship as a Strategic Alumni Engagement Tool

The Koç University Alumni Mentor Network demonstrates that mentorship is more than student support – it is a powerful engine for alumni engagement, community building, and institutional identity.



Student Support

Guiding students through a critical career transition



Alumni Engagement

Reconnecting graduates with their alma mater meaningfully



Sustainable Community

Building long-term institutional loyalty and network strength



Transformational Alumni Journey

Motivating mentees to become future mentors and continue the cycle of support



We believe this institutional, human-centered model can be adapted by other universities and organizations seeking to scale alumni engagement.



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THANK YOU

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