



# Connecting for the Future

**Ontario Tech University  
Alumni Engagement Strategy  
2025 – 2028**



# Land Acknowledgement

Ontario Tech University acknowledges the lands and people of the Mississaugas of Scugog Island First Nation. We are thankful to be welcomed on these lands in friendship. The lands we are situated on are covered under the Williams Treaties and the traditional territory of the Mississaugas, a branch of the greater Anishinaabeg Nation, including Algonquin, Ojibway, Odawa and Pottawatomi. These lands remain home to a number of Indigenous nations and people.

We acknowledge this land out of respect for the Indigenous nations who have cared for Turtle Island, also called North America, from before the arrival of settler peoples until this day. Most importantly, we remember the history of these lands has been tainted by poor treatment and a lack of friendship with the First Nations who call them home.

This history is something we are all affected by as we are all treaty people in Canada. We all have a shared history to reflect on, and each of us is affected by this history in different ways. Our past defines our present, but if we move forward as friends and allies, then it does not have to define our future.

# We are looking forward to the future with you.

We are excited to introduce *Connecting for the Future*, Ontario Tech's Alumni Engagement Strategy for 2025–2028. This plan demonstrates our dedication to building lasting, meaningful connections within our alumni community, grounded in Ontario Tech's core values.

Supporting our 31,000 Ontario Tech alumni is an honour and a source of pride. Our alumni are dedicated changemakers and thought leaders, tackling complex problems in local and global communities. This strategy represents our vision to foster a strong, engaged alumni network.

Through extensive consultation with on-campus partners and input from over 2000 alumni who completed our alumni engagement survey, we have developed a plan that is created for alumni by alumni. *Connecting for the Future* prioritizes inclusivity, community building, and personalized engagement to create innovative opportunities for our alumni. Each pillar within the plan is purposefully tied to Ontario Tech's institutional priorities to promote cohesion throughout the alumni experience and support the university's growth.

This strategy also embraces a tech-forward approach that leverages data-driven insights to enhance the alumni experience, ensuring that our community feels supported, valued, and connected. We continue to ingrain technology in all plans, leveraging our strengths and developing a bold future for our graduates. Through *Connecting for the Future*, we aspire to have 30,000 alumni interactions over the next several years and continue to build an alumni experience that includes volunteer roles, philanthropic opportunities, events and interactive communications.

Together, we will design an alumni network that reflects Ontario Tech's spirit and expands the university's influence, reputation, and community legacy. We are here for our alumni; from their final degree moments to significant changes in their lives, we will continue cultivating a network that empowers, supports, and evolves with you throughout your journey.

Thank you for being an integral part of our story.



**Sarah Rasile**

Director, Alumni and Donor Engagement



**Patil Mksyartinian**

Chair, Alumni Association Council

# Introduction

Over the past two decades, Ontario Tech University has nurtured a community of alumni who are solving complex problems in local communities and around the world. As risk-takers, trailblazers and pioneers, especially those who joined at the university's inception, these alumni have boldly shaped their paths, and by extension, the trajectory of Ontario Tech as an institution.

This Alumni Engagement Strategy is informed by the 2023 Ontario Tech Alumni Engagement Survey and is a result of a collaborative effort, including consultations with Ontario Tech staff, faculty and the Alumni Association Council.

The Alumni Engagement strategy aligns with the strategic pillars outlined in Ontario Tech's *Integrated Academic Research Plan*. It represents a shared vision of cultivating lifelong connections and highlights the importance of engaging with alumni in meaningful ways.

# Approach

The process was designed to engage stakeholders across Ontario Tech University and the alumni community to establish goals, identify opportunities for collaboration and map out the focus for alumni engagement for the next four years.



Goal: 30,000+ meaningful alumni engagements



# Vision

*Inspired by technology with a conscience, we enable all Ontario Tech alumni to cultivate meaningful life-long connections and a legacy of transformative contributions.*

## Values



### Integrity

Supporting a culture of trust and belonging by consistently promoting equity, fairness, kindness and ethics.



### Innovation

Inspiring world-changing ideas by re-imagining learning and in so doing, fostering an environment that provokes curiosity, creativity, ingenuity and failure while stimulating growth.



### Inclusion

Advancing a learning community where we achieve success by prioritizing reconciliation, valuing diversity and eradicating discrimination and hate.



### Intellectual Resilience

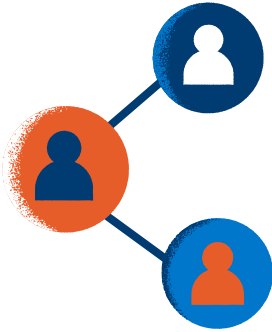
Pursuing excellence in all that we do by respecting different points of view and engaging constructively when exploring ideas and advancing knowledge.

## Mission

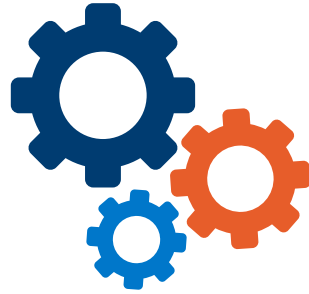
*We foster continued alumni growth to promote engagement, share our story and advance the university.*



## Alumni Engagement: Key Activities



**Connect**



**Develop**



**Engage**

## Who Alumni Engagement Creates Value For



**Students**



**Alumni**



**Institution**



**Community**



**Industry**





# Strategic Pillars & Actions



# Tech with a Conscience

## Tech Forward Reputation

Become known for integrating technology throughout the alumni experience.



### Actions

- Conduct alumni experience mapping, using alumni survey persona profiles, to identify opportunities for technology-based improvements.
- Experiment with innovative and interactive content development to enhance alumni engagement.
- Explore opportunities to leverage digital tools and formats to enable alumni peer connections.

## Data-Driven Engagement

Use data analytics to tailor and improve how we connect with alumni.



### Actions

- Review and optimize the use of the current data collection and communications tools.
- Refine the data-collection framework to support decision-making, leveraging findings from the Alumni Survey and ongoing data collection.
- Explore opportunities to integrate AI and predictive modelling into engagement efforts.
- Utilize data analytics to identify trends and insights for effective alumni segmentation.
- Develop and implement an assessment framework to evaluate alumni satisfaction and engagement on a regular basis.







# Alumni Engagement Re-Imagined

## Unique Engagement

Leave a lasting impression through memorable experiences alumni cannot get anywhere else.



## Actions

- Create sub-segments of alumni and develop targeted engagement approaches for each segment.
- Prioritize 1-2 signature events annually, that link specifically to Ontario Tech's vision, mission and brand.
- Deliver exceptional event attendee experiences consistently.

## Early Engagement

Concentrate on engaging alumni in the first five years after graduation.



## Actions

- Establish a detailed plan including specific programming and initiatives focused on supporting alumni within their first five years post-graduation.
- Develop a Welcome Program for new alumni, supporting the transition from students to recent graduates.



# 2

## Alumni Engagement Re-Imagined

### Invitation to Action

Make direct, action focused requests to alumni for engagement, and present them with straightforward paths to meaningfully contribute and stay connected post-graduation.



### Actions

- Create distinct calls to action in marketing and communication materials.
- Foster active participation by communicating ‘how’ to engage as an alumni, increasing opportunities for two-way communication.
- Record meaningful alumni engagements and mindfully review strategies and tactics to ensure the 30,000 engagement goal remains on track.

### Mentoring and Career Growth

Foster opportunities for alumni to advance professionally.



### Actions

- Review, reimagine and relaunch an Alumni Mentoring Program.
- Increase awareness about existing Ontario Tech career development programming available to alumni.



# 3

## Sticky Campus

### Moments that Matter

Connect with alumni at significant milestones and anniversaries.



#### Actions

- Invite and involve alumni in memorable and novel on-campus experiences.
- Recognize alumni milestones and leverage them as re-engagement opportunities.

### Activate Alumni Expertise for Student Success

Increase the involvement of alumni who contribute their skills and leadership to the experiences of current and prospective students through meaningful volunteer opportunities.



#### Actions

- Develop a volunteering program tailored to alumni.
- Connect with existing students and student groups to build awareness of the role of Alumni Relations.
- Identify opportunities for alumni to contribute to undergraduate and graduate education and encourage participation on advisory committees and boards.

### Encourage Life-Long Learning

Provide and promote continuous learning opportunities and resources to support personal and professional growth long after graduation.



#### Actions

- Partner with Continuous Learning to promote life-long learning and career development opportunities.
- Invite alumni to participate in faculty events or presentations that focus on key industry trends, emerging technologies and personal development topics.



# 4

## Partnerships

### Advancing Ontario Tech Objectives

Partner with faculties and departments to tailor alumni engagement activities to advance the university's overarching strategic goals.



### Actions

- Develop an Ontario Tech Alumni Engagement Advisory Committee to become a trusted entry point for alumni engagement, facilitating connections and providing faculty and departments access to information and resources.
- Create pathways for alumni to leave a lasting legacy and support Ontario Tech's mission through giving opportunities.
- Leverage existing initiatives, programming and events that align to Ontario Tech's strategic priorities and showcase the impact of teaching and research at Ontario Tech.
- Identify opportunities to enhance the strategic role of the Alumni Association.
- Identify opportunities to support initiatives across campus through connections to alumni.

### Industry Partnership Opportunities

Collaborate with the Partnership Office and work with alumni to forge strong industry connections.



### Actions

- Understand the Partnership Office's strategic goals for connecting with alumni and work together to achieve outcomes.
- Leverage the alumni network to create partnerships with industry.
- Build on the success of previous multi-stakeholder events that connect alumni, faculty, students and community partners to amplify impact and collaboration.





# Telling our Story

## Brand Impact and Amplification

Work with Communications and Marketing to highlight the contributions of alumni and bolster the brand.



### Actions

- Review and update the alumni engagement marketing and communication plan.
- Showcase and recognize alumni who make significant contributions in their fields and who embody ‘tech with a conscience.’
- Inspire university value of alumni-related communications.

## Elevate Alumni Engagement

Increase the visibility and importance of alumni involvement throughout the university.



### Actions

- Refine and execute an internal communications plan sharing alumni engagement strategies and actions, alumni data and highlighting the value of strong alumni relationships.
- Work closely with faculties and groups to ensure alumni news is widely shared and alumni engagement efforts are supported.
- Develop and facilitate a communications plan to ensure stakeholders receive updates on Plan implementation, progress and outcomes.



# Alumni Engagement Strategy: Summary

The new Ontario Tech Alumni Engagement Strategy aligns with Ontario Tech's strategic pillars. Each priority is paired with specific actions to achieve our key objectives, collectively driving our vision and mission.

## 1. Tech with a Conscience

- Tech-Forward Reputation: Become known for integrating technology throughout the alumni experience.
- Data-Driven Engagement: Use data analytics to tailor and improve how we connect with alumni.

## 2. Alumni Engagement Re-Imagined

- Unique Engagement: Leave a lasting impression through memorable experiences alumni cannot get anywhere else.
- Early Engagement: Concentrate on engaging alumni in the first five years after graduation.
- Invitation to Action: Make direct, action focused requests to alumni for engagement, and present them with straightforward paths to meaningfully contribute and stay connected post-graduation.
- Mentoring & Career Growth: Foster opportunities for alumni to advance professionally.

## 3. Sticky Campus

- Moments that Matter: Connect with alumni at significant milestones and anniversaries.
- Activate Alumni Expertise for Student Success: Increase the involvement of alumni who contribute their skills and leadership to the experiences of current and prospective students through meaningful volunteer opportunities.
- Encourage Life-Long Learning: Provide and promote continuous learning opportunities and resources to support personal and professional growth long after graduation.

## 4. Partnerships

- Advancing Ontario Tech Objectives: Partner with faculties and departments to tailor alumni engagement activities to advance the university's overarching strategic goals.
- Industry Partnership Opportunities: Collaborate with the Partnership Office and work with alumni to forge strong industry connections.

## 5. Telling our Story

- Brand Impact and Amplification: Work with Communications and Marketing to highlight the contributions of alumni and bolster the brand.
- Elevate Alumni Engagement: Increase the visibility and importance of alumni involvement throughout the university.

# Acknowledgements

This report was developed with the insight and participation of the multitude of individuals and teams who actively contributed throughout the project.

We would like to thank the Administration, Staff, Faculty and Alumni who participated in meetings, interviews and workshops. We are deeply appreciative of your time and contributions.

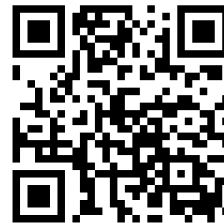
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