

GKI Alumni Association Vision-Mission-Goals

Vision

To become a proactive body that generates value for GKI and its Alumni.

Core Values

1. Pro-active value-generating network of Alumni.
2. Volunteerism and generosity
3. Excellence in action
4. Ethics and high professional standards
5. Mutual respect, tolerance, diversity and inclusion.
6. Sustainability, commitment and ownership

Goals

Alumni Network

1. Organize and maintain GKI AA communities locally and globally to drive engagement, networking, funding and professional development activities.
2. Enable networking opportunities for the GKI Alumni online and offline.
3. Build and maintain channels that highlight news and achievements of the Alumni (social media, website, newsletter and a magazine)

GKI Students

4. Start a strong donation collection drive from the alumni across the world to expand the scope of GKI Alumni Scholarship fund.
5. Provide career counseling, professional training opportunities, and mentoring to GKI students.
6. Set up a mechanism for the Alumni to assist GKI students with internships, senior design projects, and jobs.
7. Facilitate industry sponsored research projects for GKI

GKI Institute

8. Establish interface with SOPREST and GKI Board of Governors, to encourage Alumni to play an active role in supporting GKI.
9. Establish an endowment fund for GKI-AA.

Academic Programs and Quality

10. Leverage the expertise within GKI Alumni Network to provide advice, assistance and opportunities to improve academic programs at GKI.

Outside world

11. Establish a strong showcasing of the strength of our Alumni community to the outside

world.

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Goals for FY2020

Continuation of Key Programs

Activity in FY2019-20	Target for FY2020-21
<p>Data Collection of Alumni (Rayyan Zahid)</p> <ul style="list-style-type: none"> ● Collected data and contact information of 2,669 out of roughly 5,500 alumni (45%) 	<ul style="list-style-type: none"> ● Target is to reach 95% (Without MS & PhD) ● Launch a Salary Survey. Produce report. ● Streamline process for fresh graduates survey and merging it with the main database. ● Get 50% of MS & PhD students data ● Maintain a more active batch POC group with website presence. Each POC runs his or her batch communities.
<p>Organize GIKI AA Global Coordination (Soban Jalil)</p> <ul style="list-style-type: none"> ● Created SOP for GIKIAA Global Coordinators ● Activated 21 coordinators in 11 regions 	<ul style="list-style-type: none"> ● Activate coordinators in South Korea, Qatar, Malaysia, Norway, Japan, Ireland, Kuwait and Switzerland. ● Enable City coordinators in major Pakistan cities
<p>Marketing and Social Media Engagement (Rayyan)</p> <ul style="list-style-type: none"> ● Developed Social Media and Marketing Team along with Digital Marketing strategy (Twitter, LinkedIn, FB etc.) ● Released first-ever GIKI AA Newsletter and established input streams for future ● Built a team for 12 volunteers for marketing ● Rebuilt the website for immediate launch 	<ul style="list-style-type: none"> ● Secure year long funding for Social Champ software (Social Media Management) ● Find designer and copywriter for social media ● Complete website redesign with perfect SEO ● Complete rebranding of GIKIAA ● Launch 12 newsletters for 12 months ● Launch 1 annual magazine ● Start GIKIAA Stories (video, photos, podcasts) for social media ● Have complete analytics setup for all platforms with custom dashboard ● Run Ads promoting GIKians to

	<p>the outside world</p> <ul style="list-style-type: none"> ● Run an alternative messaging platform mitigating the Whatsapp limitation ● Implement easy donation from the website and run performance marketing ads ● Develop marketing funnel and bucket
<p>Scholarship Fund and Zakat Disbursement (Zain ul Hassan Khan)</p> <ul style="list-style-type: none"> ● Disbursed PKR 10M to XX students ● Distributed 2000+ ration packs, 80,000+ kg food to Covid affectees ● Established SOP and created 5 batch scholarship seats 	<ul style="list-style-type: none"> ● Target is PKR 20M
<p>Endowment Fund</p> <ul style="list-style-type: none"> ● Established team to build business plan for endowment fund 	
<p>Coordination with GIK Institute (Junaid Kalim)</p> <ul style="list-style-type: none"> ● Met with the Rector in formal meetings to establish coordination with the Institute ● Attended meetings of SOPREST as representative of the Alumni 	

New Initiatives for FY2020

For GIKI Students and Recent Graduates

Resume, LinkedIn, CV, Cover Letter Review

Create resources for different career backgrounds and review resumes, linkedin profiles, CVs and cover letters for the Alumni by the Alumni.

Interview/Grooming Practice with Alumni

Mentorship program

Create a mentorship program between different Alumni and student sub-groups.

Internships and Jobs

Facilitate the final year students in internship placements and getting jobs

GIKI Alumni Funded Final Year Projects

Create a vehicle for alumni to sponsor FYPs

Alumni - Student Professional Conference

Create a conference where students and alumni can interface for different professional objectives

For GIKI Alumni

Public Newsletter

Create a front facing Alumni newsletter for the public that can be subscribed

GIKIAA Stories

Photo, video and podcast marketing of our Alumni and scholarship holders

GIKIAA loyalty program

Build a loyalty program with discounts and deals for our alumni