



CMUL North America Alumni Association 3-year Roadmap

Alumni-led transformation towards a globally competitive CMUL

September 2022

A 3-year roadmap to transform CMUL and alumni body into a globally-recognized institution and a model for Africa



Foster stakeholder¹ belief in the art-of-the-possible

\$5M



Equip the core (libraries, laboratories, alumni, etc.)

\$10M



Sustain impact through multi-channel strategies

\$5M



Towards a **transformed** globally competitive CMUL

\$5M

| Target Amount | \$5M | \$10M | \$5M | \$5M |
|---------------------------------------|--|--|--|---|
| Estimated duration | ~3-6 Months | ~6-18 Months | ~6-12 Months | Ongoing |
| Key Objective | Set aspirations and prioritize key initiatives; fix basics | Equip and upgrade resources towards aspiration | Sustain impact through multi-channel strategies | Transform mindsets – shift towards sustenance culture |
| CMUL Initiatives | <ul style="list-style-type: none"> a) Crowdsource needs to incorporate current students' feedback. b) Assess options for fixing rudiments, e.g., buildings, power, internet, sanitation, etc.; optimize TCO² c) Select the most feasible self-sustaining mini-grid to power campus d) Provide broadband WIFI internet e) Undertake quick fixes to amenities | <ul style="list-style-type: none"> a) Equip research laboratories b) Equip classrooms and libraries with hardware and services to support audio-visual learning c) Modernize curriculum (e.g., personalized health care) d) Upskill academic staff on modern research methods e) Other initiatives, e.g., transcript | <ul style="list-style-type: none"> a) Extend partnerships to global and alumni-run institutions b) Create a structure for ongoing grant inflow, evaluation & monitoring c) Launch endowment fund and other schemes for sustenance d) Mandate CMUL global alumni events towards endowment (e.g., via fundraisers, matching, etc.) | <ul style="list-style-type: none"> a) Rollout plan for ongoing initiatives (e.g., office for alumni recruitment/welfare) b) Cascade plans for continuous maintenance and upgrade of core assets and people c) Introduce gamification across faculties, regions, etc., to drive healthy competition |
| CMUL North America Alumni Initiatives | <ul style="list-style-type: none"> a) Align on alumni aspirations and communicate accordingly (what faculties/degrees to focus on?) b) Rally and organize alumni, EXCOS | <ul style="list-style-type: none"> a) Aggregate alumni, set up benefit plans for welfare, and business support b) Create scholarships / grants to encourage students/entrepreneurs | <ul style="list-style-type: none"> a) Introduce alumni/industry mentorship into the curriculum b) Strengthen value proposition for alumni global members | <ul style="list-style-type: none"> a) Create a marketing campaign to drive awareness about CMUL alumni transformation and impact b) Become a model alumni body that elevates its members and attracts top students |