

Covenant Alumni Plans Big for Varsity

Chairman of the Covenant University Alumni Association (CUALA), Mr. Reginald Bassey, has urged the University management to engage the alumni in the branding and rebranding strategy of the University, while he also tasked members of the alumni to uphold the Covenant brand with a sense of ownership.

This was the crux of the message contained in a presentation delivered on behalf of Mr. Bassey by the Covenant University Registrar and immediate past Chairman of the alumni association, Dr. Olumuyiwa Oludayo, at the just concluded 2017 Executive Advance programme of the University.



Registrar, Dr Olumuyiwa Oludayo, making his presentation

Mr. Bassey, whose presentation was titled, 'Improving Level of Participation and Feedback from the Alumni Platform', noted that the extent of the connection between Covenant and the University Alumni will help determine a sense of ownership by alumni members.

He said that with the increasing numbers of Covenant alumni across the continents of the world, it was important that they be carried along so as to help foster visibility for the University, which would be achieved through focused partnership drive via workplace improvement and social media presence that will keep signposting innovations from the Covenant stable among other schemes.

The alumni platform, according to the Chairman, was ready to partner Covenant in the area of students engagement, and support for academic departments by facilitating the 'Town and Gown Seminars' and the establishment of departmental or college wide mentoring initiatives. In addition, Mr. Bassey posited that the association has set aside some funds to support 12 indigent students in the payment of their tuitions for the current academic session.

He noted that the alumni base was working at improving on the number of awards from the current 19 doled out at the last convocation ceremony of the University.

While stating that the alumni was interested in the University's students recruitment drive, Mr. Bassey solicited partnership towards developing platforms for such outreaches, like the production of short introductory videos of departments and faculty members, and joint marketing initiative for programmes with low subscription to targeted schools.

Mr. Bassey noted that with the Eagles' (sobriquet for graduates of the University) growing reputation in the social, economic and political sectors of the nation, it was imperative that their potentials be harnessed in signposting the University's brand in the public domain.