



GHIS

**BUILT A VIBRANT
AND INTERACTIVE
COMMUNITY FOR
ALUMNI & STUDENTS**

Univariety helped the school build a community online for students & alumni, enabling interactions and new admissions.

INTRODUCTION

About GHIS

- Independent co-educational English medium institution in Bangalore
- Offers IBDP, IGCSE, MSP, and IPYP programmes
- Ranked No. 1 in Bangalore and Karnataka, No. 2 in India in the Best Day cum Boarding Co-Ed School Category by the School Excellence Awards for 2020-21



Challenges Before Univariety

1 Building a Unified Network

- Difficulty gathering accurate contact information due to outdated records and relocations
- Need for a platform appealing to a diverse alumni base spanning different graduation years and interests



2 Maintaining Engagement and Interaction

- Ensuring ongoing participation with regular and relevant communication
- Organizing events and managing online platforms to encourage meaningful interactions while preventing spam



How Univariety Helped Greenwood High Build a Vibrant & Interactive Community

KEY STRATEGIES



Centralised and
Updated Database



Engaging and
Relevant Communication



Interactive
Online Platform

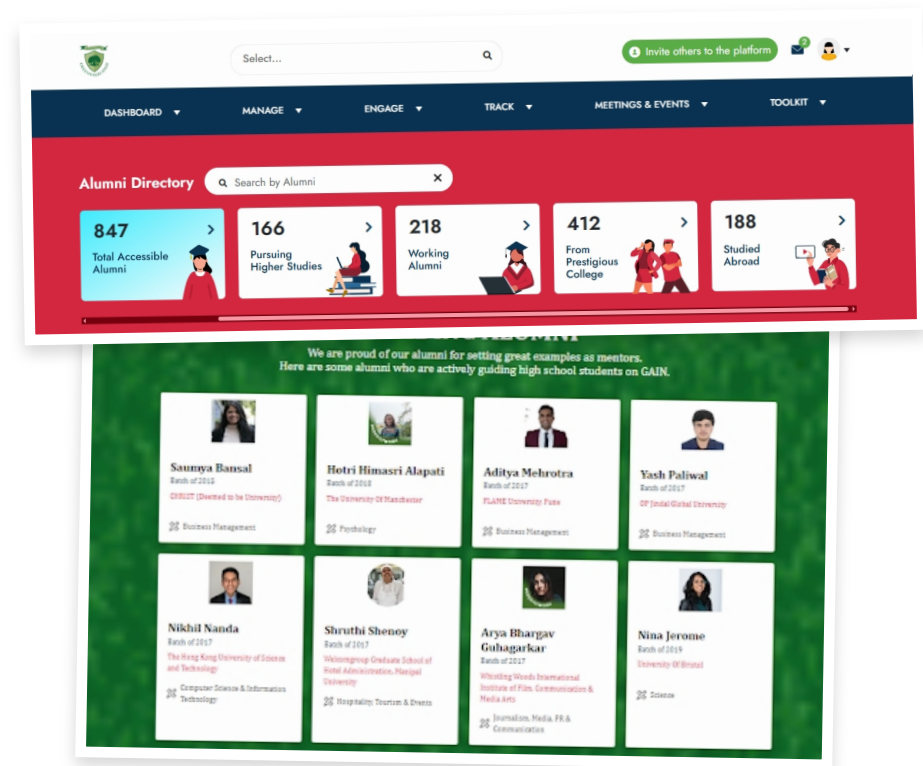


Centralized and Updated Database

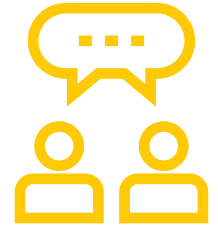


COMPREHENSIVE DATA MANAGEMENT

- **Data Collection and Verification**
Systematic processes for collecting and verifying alumni data, ensuring current and accurate contact information
- **Comprehensive Profiles**
Detailed alumni profiles including professional achievements, areas of expertise, and interests
- **Ease of Access**
Easy access for school administrators and alumni to manage and update information efficiently



Engaging and Relevant Communication



TAILORED COMMUNICATION

- **Personalised Newsletters**

Highlighting success stories, knowledge sharing, and upcoming events catering to both alumni and current students

- **Event Invitations**

Streamlined process for sending out event invitations, ensuring all alumni are informed about reunions, webinars, and networking opportunities

- **Surveys**

Incorporation of surveys to gauge interests and preferences, continuously improving communication strategy.



Interactive Online Platform



DYNAMIC INTERACTION

- **Video Case Studies**

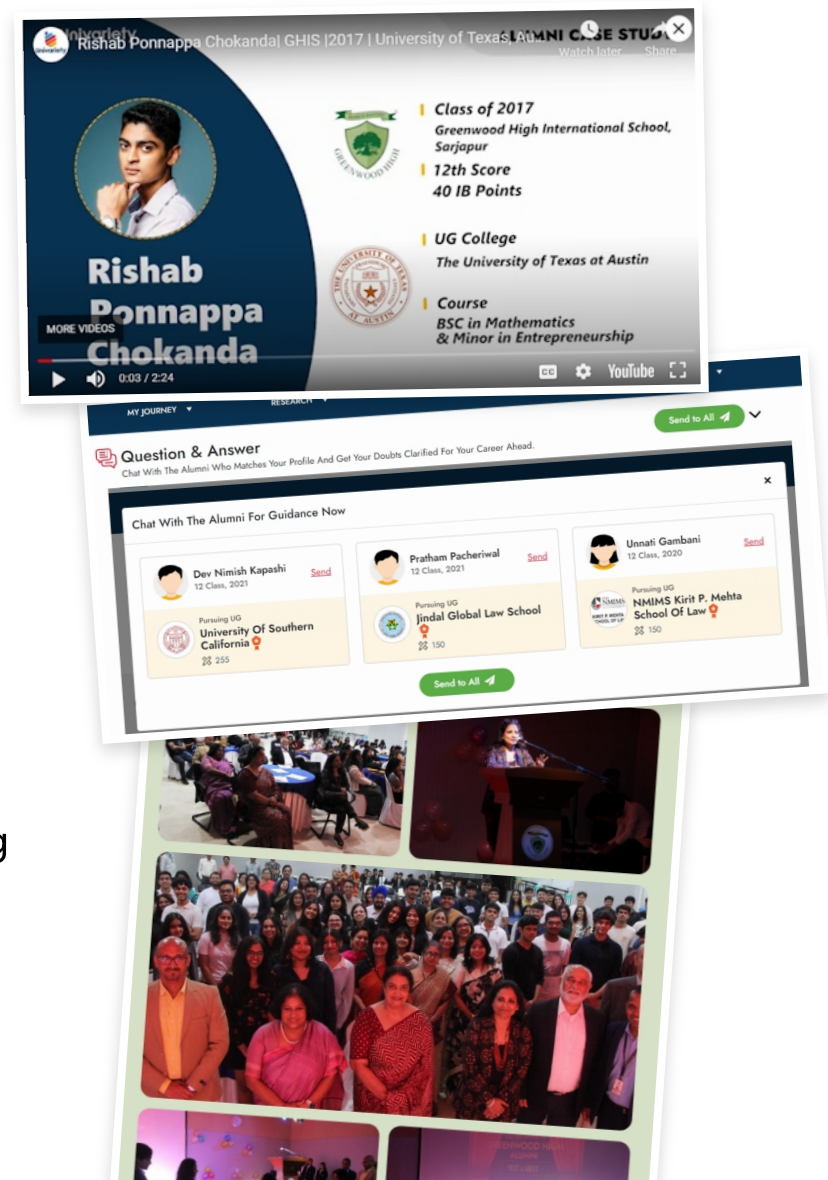
Repository of video case studies featuring successful alumni, providing students with real-life experiences for advice and insights

- **Mentorship**

Facilitated structured mentorship via direct Q&A, allowing students to message alumni for career advice and support

- **Events**

Organization of events like webinars, workshops, panel discussions, and alumni reunions, ensuring continuous interaction and engagement



The Result



SIGNIFICANT IMPROVEMENTS

800+

Active Alumni

A robust and engaged alumni network

50+

Video Case Studies

A rich repository of alumni success stories

35%+

Engagement Rate

High level of ongoing participation & interaction



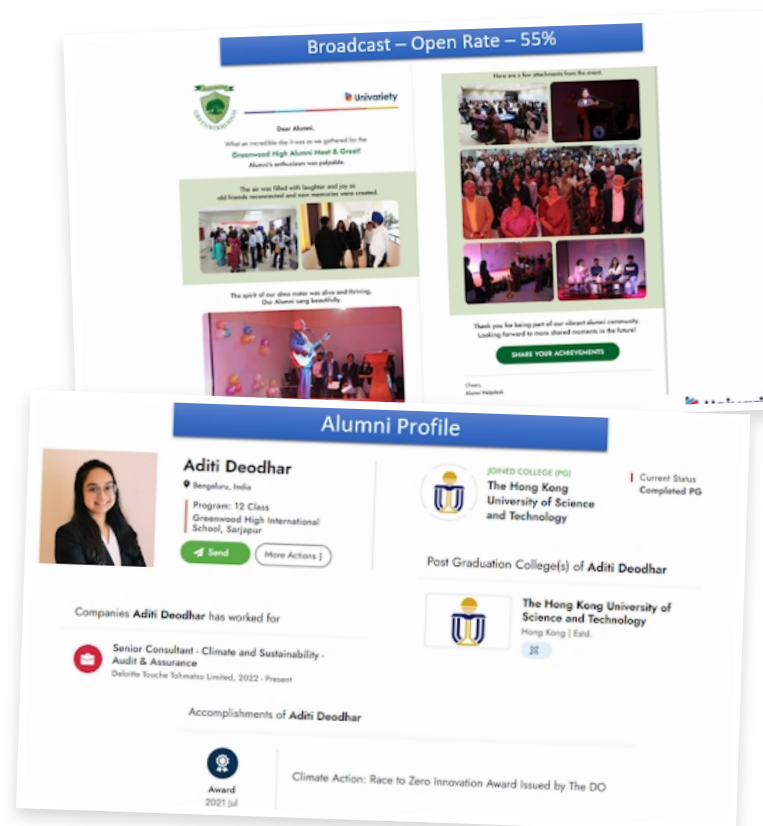
ENHANCED ALUMNI ENGAGEMENT

- Higher involvement in school events, mentorship programs, and networking activities
- Creation of a vibrant and supportive community



IMPROVED STUDENT OUTCOMES

- Enhanced interaction between alumni and students, providing real-world insights, guidance, and networking opportunities
- Better career preparation, higher confidence, and a clearer understanding of career paths.



GET IN TOUCH WITH US!



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