

FEEDBACK FROM ALUMNI FOCUS GROUPS (May 2009)

REPUTATION = BRAND = STATUS = VALUE of Qualification

Alumni Association Committee (AAC)

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| 1. AAC Chairman to communicate to all Alumni the 'current status' + a clear vision/ plan of action. | Done |
| 2. Database to be updated and kept up to date, listing Alumni by 'class' not 'graduation date', highlighting areas of expertise and industry sector in which currently active. | WIP |
| 3. Alumni with relevant expertise to be approached/ asked to assist / provide input in specific areas where they can make a valuable contribution. | Done/ WIP |
| 4. AAC to facilitate networking-with-a-purpose, business related, in small groups (10-20 people) in a structured but informal setting. | Planned |
| 5. AAC to facilitate opportunities for Alumni to mentor current Students as well as recent Graduates in their new business environment (matching areas of expertise/ industry knowledge). | CPLC launched / WIP |
| 6. AAC to arrange 'refresher updates' on 'latest thinking' in business related subjects, including asking Alumni to be 'guest lecturers' in their area of expertise / experience, either as Saturday morning sessions or day block, including 'syndicate' discussions / work groups. | Done |
| 7. AAC to arrange guest speakers on a variety of topics, who can provide practical (vs. purely academic) perspectives, with in-depth knowledge, currently relevant. | Done |
| 8. AAC to facilitate Alumni participation in a Community / Social Responsibility project; and approach relevant people to advise on / champion a suitable project. | Planned |
| <u>WBS Leadership</u> | |
| 9. WBS Leadership to have a strategic plan outlining how they will regain its pre-eminent status as the leading Business School in SA. | |
| 10. Corporate Culture to be transformed to be more 'Customer' centred, where Students and Alumni are made to feel wanted and welcome. | |
| 11. Website to be regularly updated, with interactive (blogging) capability. | Done |
| 12. Administration / support services to be drastically improved, minimizing red tape, and streamlined for efficiency. | |
| 13. The MBA programme courses to be revised/updated in a more cohesive structure, with leading edge / current business-relevant content. | Done |
| 14. The public profile of the Business School to be enhanced through the quality of teaching as well as the leading contribution by the respective Academics to relevant issues of public interest. | |
| 15. WBS to create opportunities for current MBA students to network outside of their own class (e.g. F/T and P/T). | Done |
| 16. Current students to be asked for feedback / recommendations for improvements, before they leave the School at the end of their programme(s). | Planned |