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PROPOSITION OF AN ALUMNI PORTAL BASED ON CREATIVITY AND INNOVATIVE PROCESS AT KUPTM

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ABSTRACT

Numerous institutions and colleges in higher education have supported the establishment of alumni associations in the past few years. This is to guarantee that there are avenues for networking and engagement between the university and alumni, as well as among alumni. If any of these associations desire alumni involvement and participation, they should invest in creating a user-friendly online website. Universities' alumni are, without a doubt, one of their most important assets. As a result of their achievements, they have come to an agreement to increase their outreach to the institution. Furthermore, it is typical for higher education institutions to keep former students engaging in academic activities and other events. Consequently, the goal of this study is to establish an alumni web portal and its associated organizations. In order to assess the creative approach to developing the site, a technique known as SCAMPER was applied. We also suggest creating a portal prototype that meets the existing design and marketplace criteria.

Keywords: Alumni Association, Alumni, SCAMPER technique, prototype