

Alumni outreach is a critical part of higher education operations, supporting engagement, events, career connections, and fundraising efforts. When handled manually, alumni communication becomes time-consuming and difficult to manage, often resulting in missed opportunities.

SimplyCast's Personalized Alumni Communications solution automates and personalizes outreach, helping institutions strengthen relationships with their alumni community while reducing manual workload.

Unified Alumni Database

Maintain a single database of alumni contact information and engagement history, with automated reminders to keep records current.

Custom Message Templates

Create visually engaging templates tailored to different alumni groups, such as program, faculty, or graduation cohort.

Personalized Auto Outreach

Send personalized emails and SMS messages that adapt to alumni interests, actions, and responses.

Automated Notifications

Reach alumni through multiple channels, including email and SMS, for events, opportunities, and updates.

Tracking & Follow-Up

Track engagement and flag alumni for personalized follow-ups based on responses or lack of interaction.

SMART EDUCATION: THE FUTURE OF LEARNING