



“AN INVESTMENT  
IN KNOWLEDGE  
ALWAYS PAYS THE  
BEST INTEREST”

# ALUMNI

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eISSN 2976-3517



9 772976 351004

[ 2023 ]

PUBLISHED BY:

PERPUSTAKAAN TUN ABDUL RAZAK UITM

CAWANGAN SARAWAK



30 MARCH, 2022

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ALUMNI  
AFFILIATION  
2023

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EISSN: 2976-3517

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Published by: Publication of Tun Abdul Razak, Universiti Teknologi MARA Cawangan Sarawak, Kampus Samarahan, Jalan Meranek, 94300, Kota Samarahan, Sarawak, Malaysia.

# EDITOR'S NOTE



**MS Suriani Jack**

## Chief Editor

First and foremost, I believe it is never too late for me to wish everyone a happy and promising new year 2023. Since we are still threatened by the viruses of post Covid-19 pandemic, we must continue to observe our SOPs and never take this virus for granted.

This e-magazine is mainly focusing on Management of Business Records and how it is related to the Alumni as its core business. The Alumni can help with global admissions and recruitment efforts, career and professional development, local and state advocacy or lobbying and through their generous philanthropic support. All articles and write-ups included in this e-publication are based on research or non academic research of the university. The purpose of publishing this e-magazine is to strengthen the engagement of the alumni in university and how to strengthen this relationship so that we can create meaningful values in return to our graduates. One of the best parts of being part of an alumni association is the network that comes with it. An alumni network connects you, as a graduate, with a number of professional contacts and other graduates from your university.

"Being willing to share the lessons learned on your journey, strategies for meeting challenges, and find opportunities for growth and connection are a few good moves. It all starts with a question, 'Hello, how can I help you?'"

Last but not least, strike for the best and strive for excellence throughout our most productive year in UITM.

Have faith!

♥Lots of Love,  
MS Suriani Jack

# EDITOR'S NOTE



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*"Life teaches you  
a new lesson  
every day, if you  
are attentive  
enough in the  
class of life."*

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*"You don't have to be  
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sometimes we need to  
break before we shine"*

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living lies not in never  
falling, but in rising  
every time we fall. "*

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## **ALUMNI AFFILIATION**

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"Success is born out of  
constancy of purpose."

-Analisa Balares-



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Tabung Seri Kenyalang (TSK) merupakan tabung khas bertujuan untuk membantu pelajar yang kurang berkemampuan dari segi kewangan sepanjang tempoh pembelajaran di Universiti Teknologi MARA Cawangan Sarawak. Sumbangan TSK meliputi bantuan kepada pelajar yang memerlukan kewangan membayar yuran, sara hidup, dan bantuan bencana alam. Semenjak penubuhan TSK pada tahun 2018, ia telah digunakan untuk:

- Membantu pelajar Bumiputera (B40) membayar yuran pelajaran, atau latihan atau kursus bagi tujuan pembangunan diri dan akademik.
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- Membantu pelajar Bumiputera (B40) yang layak tetapi kurang berkemampuan menjalani program mobiliti (dalam dan luar negara).
- Member bantuan kepada pelajar yang ditimpa musibah seperti kemalangan, kematian ibu/bapa, bencana alam (banjir, ribut, kebakaran, dan tanah/bangunan runtuh).

Semua bakal graduan dipohon untuk menyumbang sebanyak RM10 sahaja kepada Tabung Seri Kenyalang bagi memastikan objektif penubuhan tabung dapat diteruskan.

Bayaran boleh dibuat dengan mengimbas kod QR yang tertera. Sila isikan nombor pelajar dan nama graduan di ruang student/staff/participant ID (contoh: 20126422319/ AISYAH). Resit pembayaran perlu dicetak dan ditunjukkan kepada petugas di Kaunter 1 (Alumni) untuk pengesahan sumbangan. Kaunter akan dibuka dari jam 08.00 pagi sehingga 02.00 petang semasa sesi pengambilan jubah.

Semoga sumbangan daripada semua graduan in mendapat ganjaran yang sewajarnya dan seterusnya menyumbang dalam melonjakkan prestasi dan reputasi UTM Cawangan Sarawak ke persada dunia.

# ACKNOWLEDGMENT

Bismillahirrahmanirrahim.

Before anything else, we would like to convey our heartfelt gratitude and appreciation for the priceless opportunity to take part and complete this e-magazine on the subject of Management Of Business Records (IMR652). Although it is not an easy journey for us to complete this assignment, in which we must have our writing, subject knowledge and creativity skills to create our first e-magazine, we manage to complete this task successfully. We owe Allah SWT a huge debt of gratitude for His mercies, strength, and grace, which made it possible for us to finish this e-magazine in accordance with the guidelines.

Alistina Sara, Azzah, Dyg Fatin Zakirah, and Soima Kamila, are the members of our group whose efforts we want to recognize and applaud. This is due to their willingness to take responsibility and commitment to completing this e-magazine by providing all ideas, information, and knowledge related to the assignment. This e-magazine would not be able to be completed in accordance with the guidelines and timeframe without them.

Finally, our lecturer for the Management Of Business Records (IMR652) subject, Ms. Suriani Binti Jack, is someone we will never forget because she has been a huge help to us since the first day. We sincerely thank you for all of the guidance and knowledge you provided to us as we completed this e-magazine. We are totally grateful.





# Istiadat Konvokesyen

Universiti Teknologi MARA<sup>ke-</sup>95

• 26 November - 21 Disember 2022

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## UNDERSTAND THE MEANING BEHIND OF AN ALUMNI



### WHAT EXACTLY IS ALUMNI?

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According to Oxford Learner's Dictionaries, alumni is a graduate male or female student of a particular school, college, or university.

Men and women who have completed their education, particularly at a college or university, are referred to as alumni, as reported by the Cambridge Dictionary.

In the meantime, based on Collins English Dictionary, alumni is the plural form of alumnus, and alumni of a school, college, or university are the people who previously attended there.





## UNDERSTAND THE MEANING BEHIND OF AN ALUMNI

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### Additional Terms:

- **Alumnus:** Male former student
- **Alumna:** Female former student
- **Alumni:** Plural of alumnus
- **Alumnae:** Plural of alumna
- **Alum:** Informal word for alumnus/alumna

---

Alumni is a phrase that is frequently used today and can be used by both male and female students, despite the fact that different terminologies have different connotations.



## UNDERSTAND THE MEANING BEHIND OF AN ALUMNI



### Alumni

The term of alumni can also refer to a person who left a group, company, or institution. However, in this e-magazine, we will concentrate on a person who left educational institutions.



### Example

Dwayne Douglas Johnson, popularly known as Dwayne Johnson, is an American actor and former pro-wrestler who graduated with a Bachelor Of General Studies from the University Of Miami in 1995, with a specialty in criminology and physiology.



### Explanation

Alumni is a broad term. To put it another way, people are capable of graduating from any academic background such as accountancy, engineering, medical, and so on. They are also eligible to graduate from any educational institution in the world such as Harvard University or the University of Oxford. All they need to do is do their coursework within the timeframe and in accordance with the standards established by the particular educational institutions.





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# ALUMNI ENGAGEMENT IN COMMUNITY

## Meaning of Community

## Engagement

Community engagement is a very important part of every alumni platform. It can be defined as the key process to establishing and maintaining connections within the alumni which involves various levels of educational background. Through community engagement, alumni can strengthen their relationship with their alma mater. Building meaningful relationships with students and alumni is vital for the growth and advancement of higher education programs. Community engagement between alumni and their alma mater could also help attract more students to join. The goal of community engagement is to achieve long-term relationships and enable skills of decision making which can give more benefit both alumni and the organization. In the technological era nowadays, people may find it hard to maintain engaged alumni since some of them might be busy with their careers. Hence, campus leader organizations should establish a strong student-institution relationship which could help the relationship continue beyond graduation.



# ENGAGEMENT IN COMMUNITY

## ● Alumni Volunteer Day

Every alumni organization should have an alumni volunteer day, which should be held once a month. Alumni volunteer day can create more opportunities for alumni to engage with one another after they leave university by volunteering. Doing volunteer work can strengthen relationships with their alma mater, which is a vital part of community engagement. Alumni organizations should make this volunteer day compulsory to join. A volunteer day can be organized in different parts of the country as well as on campus to help foster a philanthropic culture. On alumni volunteer day, there is a lot of activity that alumni can do such as community service, giving donations to underprivileged students, or mural painting at their institutions.



## ● Class Agent Program

A good class agent programme allows alumni to contribute back to the college via fundraising. A strong programme includes specialized staff, a budget to support the agents, solicitation materials, and an internet platform that allows for peer-to-peer fundraising. These peer-to-peer solicitations have the potential to increase participation rates. Giving your class agents training gives them the courage to ask their classmates for money, and rewarding their accomplishments may have a good impact. For example, alumni could make a class program at their past institutions regarding how to improve communication skills, how to make a good resume or do a fundraising class which is helpful for the student.



## ● Support

### Employability

When we have a strong connection with the alumni, they can help support employability for students when they do have a job within six months after graduation. High employability within higher levels of education may increase the rankings of the institution. Alumni could help find a suitable career for students or even can employ them to work in their company. For example, there is a social media Facebook group which has been created in order to help young graduate to find jobs conducted by UITM Alumni. A lot of UITM Alumni have been advertised for job vacancies and young graduates also could interact more with alumni regarding job information.



## ● Alumni Appreciation Award

University should hold an alumni appreciation day in order to appreciate alumni engagement in the community. There should be data from alumni organizations to measure each alumni's volunteer engagement. The reason why an award is important is that we can encourage more alumni volunteers to contribute more and students to be more involved in community engagement after graduation.





# TAHNNIAH

**Ts. Dr. Mohamed Ackiel Mohamed**

Alumni Kolej Pengajian Kejuruteraan, UiTM

*di atas perlantikan sebagai*

**Timbalan Ketua Pegawai**

**Eksekutif Kumpulan**

**Serba Dinamik Holdings Berhad**





## THE IMPORTANCE OF ALUMNI ASSOCIATION IN STUDENT'S LIFE

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Nowadays, the student and alumni affairs professionals are actively involved in a variety of activities that is beneficial to the university and the students. The activities engaged by both parties include invitation program for people to join the university and orient the new students to the university, as well as programs to draw the students to the institution and then to keep them there. These partnerships are essential for the university if it hopes to attract a large number of highly qualified students, ensure high standards of academic quality and achievement, and make sure that graduates are successful in finding suitable employment after receiving their university degrees.



Student growth and development can be significantly facilitated by relationships between student and alumni affairs. The majority of student and alumni affairs professionals say that when programs are organized collaboratively, they generally have excellent experiences. Professionals from both fields agree that these meetings typically provide extremely positive outcomes when both students and alumni are included in the target group for a program. Several opportunities exist for professionals in student and alumni affairs to collaborate.

The establishment of organizations such as student foundations and student alumni associations have been credited with improving the relationship between students and alumni in the most effective ways. They are an efficient and reasonably priced way to introduce students to the university and encourage connection with alumni. These student organizations positively impact campus life and serve as a great resource for identifying and developing future alumni leaders. Such organizations see students as alumni living on campus while they are enrolled at the schools.



## THE IMPORTANCE OF ALUMNI ASSOCIATION IN STUDENT'S LIFE



Finding a mentor to help students make the transition from college to the working world is a quality that is frequently connected to job success. Alumni are particularly qualified for the position. They can draw from their previous work guiding students to network, obtain employment, explore the workplace, and more. Alumni working directly with students has several advantages, particularly when they are choosing their first careers. Alumni are in a unique position to offer advice and teaching to students studying in fields

that correspond to their professional experiences. The ability to observe students who may someday be contenders for jobs in their own companies gives the alumni the opportunity to feel personally satisfied by helping someone else grow. For presently enrolled students, a variety of alumni groups arrange job-shadowing, men-tutoring, summer job placement, or internship opportunities. They also assist in connecting alumni employers with possible job seekers for their organizations.

"A LITTLE PROGRESS EACH DAY ADDS UP  
TO BIG RESULTS"



## THE IMPORTANCE OF ALUMNI ASSOCIATION IN STUDENT'S LIFE

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Engaged college students are more likely to develop a greater sense of ties to their alma mater as graduates. By participating in numerous initiatives intended at attracting new students, they are more likely to support the university's promotion. In addition, graduates who were active in significant student groups during their time in college likely to contribute more to the university than their less-involved peers do after graduating. In order to develop future programs and services and maintain contact with these students while they are enrolled, alumni professionals need to comprehend the experience of today's students. The importance of this increases for state-funded institutions as a result of declining government support and rising expenditures.

The importance of alumni in supporting higher education finance and the likelihood that alumni who make financial contributions will also be actively involved in extracurricular activities at their alma mater.

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# ALUMNI RELATION DURING COVID-19 PANDEMIC

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## COVID-19 IN MALAYSIA

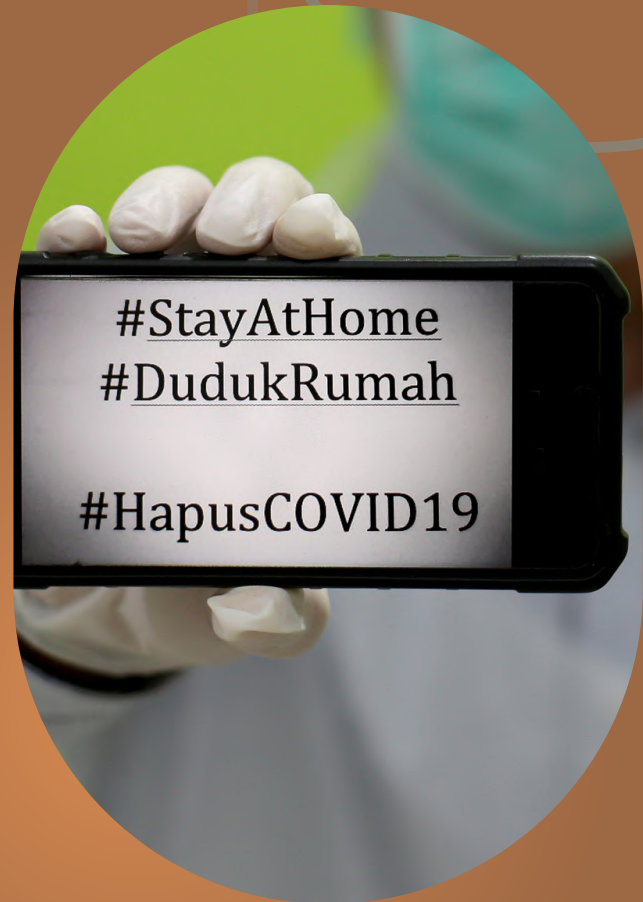
COVID-19 is a disease that is caused by an extremely lethal virus, and it is responsible for a significant number of deaths each year. In December 2019, the potentially fatal virus was found for the first time in Wuhan, China. Within the first case detected in Singapore, eight people in Johor, Malaysia were found to be in close contact with the suspect (Abdullah, 2020). However, it wasn't discovered until January 25, 2020, in Malaysia when the first COVID-19 case was reported. Over these past 2 years, the spread of COVID-19 has affected the everyday life of people. Although, the first Malaysian-positive case was reported on February 3, 2020, when the infected person attended a business meeting with a delegation from China.



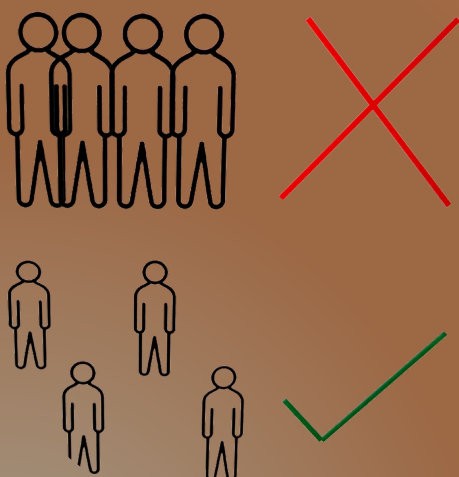


# EFFECT OF COVID-19 IN MALAYSIA

5.02 million people have tested positive for COVID-19, and 36,845 have died as a result. Moreover, the economy of the country was also declining during the outbreak since activities outdoor were limited and people were losing their jobs because some industries also stopped working. People are being affected to the extent that they are flying white flags outside their homes to draw attention and help.



## AVOID CROWDING



The MCO era had a negative economic impact on Malaysia, with daily losses of RM2.4 billion and a total loss of RM63 billion as of the end of April (Jamal Hisham Hashim, 2021). Starting from May 4th, Malaysia eased the MCO and opened up its economic sector in an effort to lighten the country's financial load. Herd immunity against COVID-19 is currently most effectively achieved through vaccination rather than through natural acquisition.



## ALUMNI RELATION DURING COVID-19

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Alumni have shown a positive response to COVID-19 and have been very helpful throughout the outbreaks by contributing aid, food, and other essentials. Peter Kwok, Dr Helena McKeown, and many others are just a few of the many Imperial College London alumni who have contributed to the fight against the outbreak (London, 2022).



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**"Remember this: Be kind to your mind."**

– @reallygreatsite

---

It's fortunate for the people of Malaysia that there are so many good people willing to lend a hand whenever it's needed. Numerous fundraising efforts have been made to aid those who have been severely impacted by the current COVID-19 outbreak. In addition, many of our alums in Malaysia are actively assisting the affected.

Peter Kwok serves as the Chairman and Founder of the UK Federation of Chinese Professionals. Peter co-founded the Global Diaspora Coalition with the United Nations International Organization for Migration (IOM) in 2020 in response to the worldwide spread of the COVID-19 pandemic. Dr Helena McKeown is the chairperson of the Representative Body of the British Medical Association (BMA) and works as a portfolio GP locum in Wessex as well as a senior GP appraiser.





The COVID-19 pandemic has had and will continue to have a devastating effect on the lives and livelihoods of people in our community. In August 2021, EY Malaysia established Tabung COVID EY to help lessen the financial burden of those affected. Their EY alumni network connects all of their EY employees, both past and current (EY, 2021). United Sikhs Malaysia (USM) and the 'Pay It Forward' programme by WOMEN: girls and Groove Grocer are the first two recipients of money from Tabung COVID EY. COVID-19 patients in need will receive oxygen concentrators and pulse oximeters from USM, and members of the B40 community will receive assistance through the "Pay It Forward" campaign.

In addition, a total of RM30,000 was donated to the "GIVE2UKM" fund by alumni of the Universiti Kebangsaan Malaysia (UKM) in Sarawak. This donation was made in Kuching (Hady, 2022). The donation was presented to Professor Dr Mohd Syuhaimi Ab Rahman, head of the UKM Bangi Alumni Relations Centre, in the presence of President Datuk Julaihi Narawi. Minister of Utilities and Telecommunications Julaihi says the donation is in recognition of UKM's efforts on behalf of its alumni.

According to what Julaihi revealed at the Majlis Ramah Tamah Aidilfitri & Gawai of UKM Sarawak alumni, the university's alumni have donated a total of RM71,000. This money was sent to the State Disaster Management Committee (SDMC) COVID-19 fund via the Premier in order to help the state deal with the effects of COVID-19. Tabung Sumbangan COVID-19 is one of many campaigns to raise money under the "GIVE2UKM" platform. This streamlined donation process was established so that more people and organisations may support the university in its fight against the covid19 virus. The university has taken quick measures, including providing free food to students residing in residential colleges, in response to the government's mobility control order. The funds will also be used to support students who have contracted the Covid19 virus.





**"NO ACT OF KINDNESS, NO MATTER HOW  
SMALL, IS EVER WASTED."  
-@Aesop**

Now we'll look at another donation by the Malaysian university, UUM. UUM received a contribution in the sum of MYR15,000 from the UUM Alumni Association, which was represented by Dr Mohd Azlan Yahya, the association's President. This payment is intended to assist in the prevention of the COVID-19 epidemic (UUM, 2022). In addition to that, he mentioned that the Alumni Association had participated in a variety of community-based projects to support individuals who were in need, such as repairing damaged homes and providing financial assistance to victims. The Vice-Chancellor voiced their desire for the University to continue to receive financial support from the Alumni Association in the form of donations so that they may better assist the University in providing support to the students.



“NO ONE HAS EVER BECOME  
POOR FROM GIVING.”

-@Anne Frank



According to reports from around the world, alumni from all over the world provided significant assistance during the pandemic. They organised a fundraiser and distributed goods to those in need. People are losing their occupations, which means they can't provide an income for their families, therefore it helps to lessen the strain of living. Hence, at times like this, the assistance that they provide is really valuable.



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# ALUMNI AFFILIATION



PUBLISHED BY:  
PERPUSTAKAAN TUN ABDUL RAZAK UITM CAWANGAN SARAWAK

DATE OF PUBLICATION:  
30 MARCH 2023