

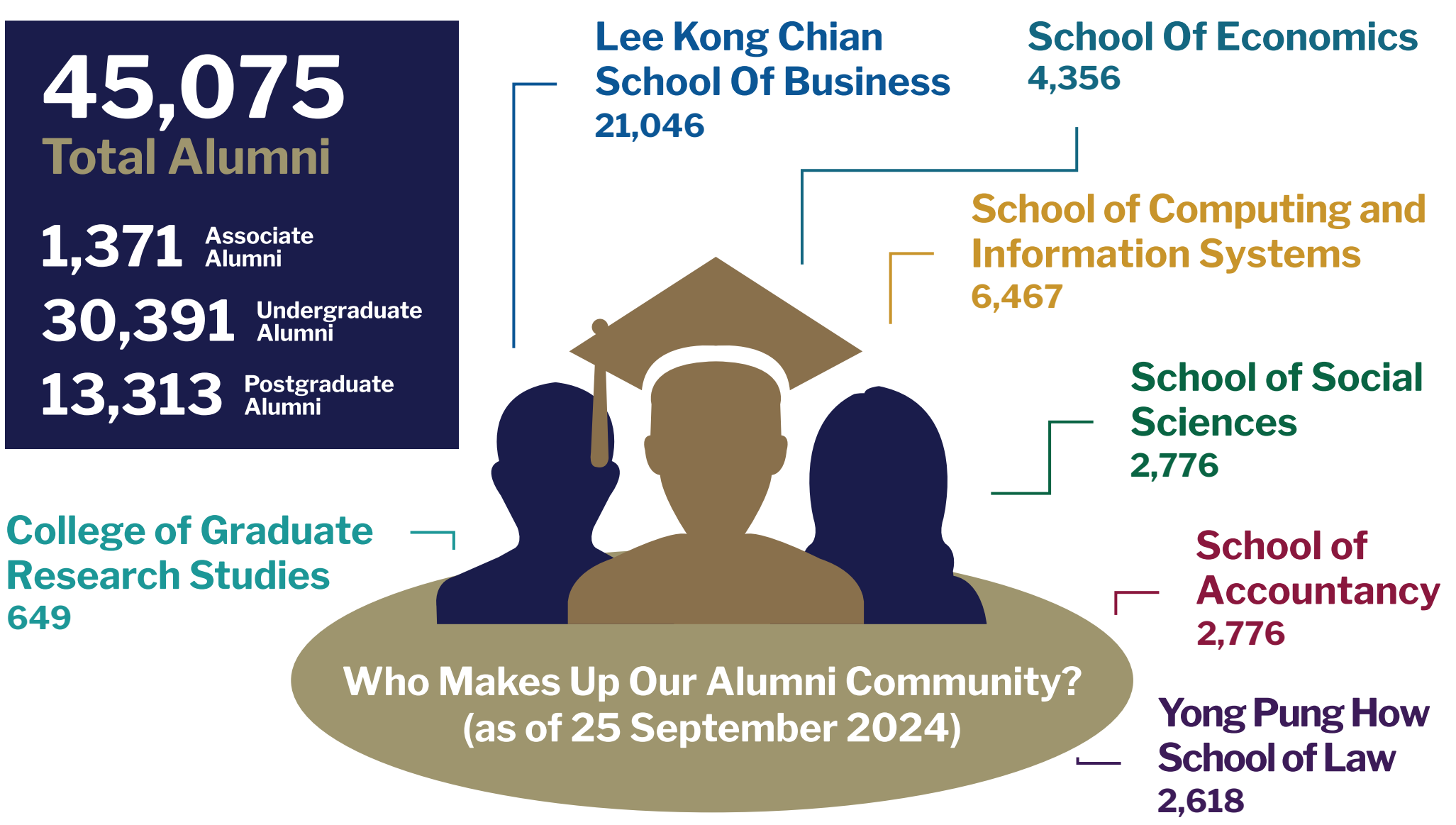


A Year of Connection, Growth & Impact

A Big Year Made Possible—Together!

2024 was an extraordinary year for SMU's alumni community! With over 180 events on the calendar, many in collaboration with our university partners, alumni had countless opportunities to **ShowUP, LinkUP, StepUP, and LevelUP**.

From professional development workshops to global reunions, every connection was made possible thanks to the dedication of alumni leaders, volunteers, and partners who worked alongside us to keep the SMU spirit alive.



By the Numbers: A Community in Action

180+ Events Organised
A milestone year!
Over 2,315 alumni turned up to connect, learn and grow with SMU.

Alumni Volunteers

A total of **778** alumni stepped up to make a difference and create meaningful impact in the SMU community. From guiding peers as alumni mentors, to rallying class connections as class alumni leaders, and shaping initiatives as alumni **leaders**—these individuals embody the spirit of service and shared growth.

Growing Conversations

More alumni are tuning in! Our email open rates hit an average of **18%**, climbing steadily from single digits—thanks for staying connected!

Global Reach

15 overseas events brought the SMU spirit to cities like Melbourne, Mumbai, Beijing, Shanghai, and more—proving that distance is no barrier for our global alumni family.

Lifelong Learning Events

Alumni took charge of their growth through career dialogues, masterclasses, and leadership fireside chats—**10+** learning events that helped sharpen skills and spark fresh perspectives.

Mentorship

143 alumni mentors (placeholder) stepped up to guide the next generation—sharing insights, experience, and real-world advice through mentoring and career sessions.

OneSMU Collaborative Spirit

12 university partners worked hand-in-hand with OAR to make many of these moments happen. Thank you to SMU Academy, LKCSB, SCIS, SOA, YPHSL, OAFA, ExD, Libraries, CGRS, PGCS, PGPP, EMBA Office, OSL, CMP, and more for creating meaningful alumni connections together!

Rising Engagement on our Social Media

Followership across our social media platforms grew by **27%**, helping alumni stay plugged into SMU stories, events, and opportunities.

Powered by Alumni

Close to **20** events were driven by alumni groups like MITB, MQF, MAF, ICON, SMU REAL, Founders, SINO, IDCA ReVOIX, ASMU, and overseas groups in Beijing, Shanghai, India, Melbourne—a testament to alumni leadership and community spirit.



SMU Alumni Homecoming

Highlights of 2024

Strengthening Alumni Networks

From campus to boardrooms, SMU continued to foster meaningful connections within our alumni family.

SMU Alumni Homecoming returned as a two-weekend celebration, welcoming graduates back to campus for a series of unforgettable events.

President's Table Luncheons gathered alumni from SOA, YPHSL, and LKCSB for exclusive conversations with SMU senior leadership—deepening ties and shaping the future together.



President's Table Luncheons

Special Initiatives: Celebrating and Empowering our Alumni

SMOO Pins were proudly distributed to **spark pride and a sense of belonging** within the SMU alumni family.

SMU ALCove was transformed into a **vibrant 'alumni lounge-in-the-city'**, giving alumni a **dedicated space to connect, collaborate, and unwind** right on campus.

Alumni Leaders Town Halls, held locally and virtually, brought together alumni leaders worldwide to **strengthen networks and raise the bar for alumni engagement governance**.



SMOO Pins Giveaway



SMU ALCove Opening

Looking Ahead: SMU's 25th Anniversary in 2025

As we celebrate all that we have achieved in 2024, we look forward to **SMU's 25th Anniversary in 2025**—a milestone year to deepen connections, grow our community, and amplify our collective impact.

Whether you are reconnecting, learning, mentoring, or celebrating, there is always a place for you in the SMU alumni family. Join us for an exciting year ahead!

SignUP: Stay Connected & Get Involved

Follow us for the latest updates

@sgsmualumni
sg_SMUalumni
sgsmualumni
sgSMUalumni

Join an Alumni Group to grow your network

<https://alumni.smu.edu.sg/alumni-group-chapters>



Volunteer & Mentor: Share your time and expertise

<https://alumni.smu.edu.sg/contribute>

