

Research on the Brand Communication Path and Implementation Strategy of Lifelong Learning Support Programs for University Alumni from the Perspective of Digital and Intelligent Empowerment

Li Min¹, Pan Xiaochong¹ & Wang Lu¹

¹ Central University of Finance and Economics, China

Correspondence: Wang Lu, Central University of Finance and Economics, Beijing 100081, China.

Received: July 20, 2025; Accepted: August 5, 2025; Published: August 7, 2025

Abstract

The rapid development of informatization has broken down geographical and temporal constraints, enriching the pathways for lifelong learning for university alumni and significantly accelerating the integration of lifelong learning into the alumni work systems of major universities. Leveraging digital and intelligent empowerment to diversify the avenues for alumni lifelong learning can enhance the efficiency and quality of alumni work, improve its effectiveness, and ensure it truly reflects the characteristics of the current era. This approach also becomes a vital force in the university's development, promoting a deep integration and mutual growth between the personal and career advancement of alumni and the university's progress, thereby forming a lifelong development community.

Keywords: Alumni Work, informatization, Lifelong Learning for Alumni

0. Introduction

In the current era, as the wave of digital and intelligent transformation sweeps across the globe, the field of education is undergoing a profound revolution. Lifelong learning is no longer merely a slogan but has become an essential choice for individuals to adapt to the evolving times and enhance their self-worth. As centers of knowledge dissemination and talent cultivation, universities bear an unshirkable responsibility in promoting lifelong learning among their alumni. However, a significant challenge for universities is how to leverage the power of digital and intelligent technologies to develop their alumni lifelong learning support programs into widely influential brands that benefit a broader alumni base. It is against this backdrop that this plan is formulated. It centers on in-depth planning for the brand communication of alumni lifelong learning support programs empowered by digital intelligence. The objective is to enhance the program's awareness, reputation, and influence through systematic communication strategies, thereby building a healthy ecosystem of continuous interaction and mutual development between the university and its alumni.

1. Guiding Ideology

This plan is guided by Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era and fully implements the educational policies of the Party. It is informed by a deep understanding of the principles outlined in documents such as the "Guiding Opinions of the Ministry of Education on Promoting the Construction of New Educational Infrastructure to Build a High-Quality Education Support System" and the "Outline of the National Scientific Literacy Action Plan (2021-2035)". The plan is closely aligned with the objective of building a lifelong learning society where "learning is for all, accessible everywhere, and available anytime". It focuses on integrated media as the primary communication front. The core task is to construct a multi-dimensional, comprehensive communication matrix to spark alumni enthusiasm for participation, create a brand IP for the alumni lifelong learning support program empowered by digital intelligence, and enhance the university's voice and influence in the field of continuing education.

2. Approach and Strategies

"As an open and inclusive subcultural system, campus culture has moved from the periphery to the center of social culture." [1] Building the brand IP for an alumni lifelong learning support program is a key strategic practice for higher education institutions, grounded in their mission for the new era and their service to the sustainable development of society. Its core idea lies in constructing an educational ecosystem with "sharing, collaboration, and symbiosis" at its heart. Through the systematic integration of university resources, activation of the alumni

network, and alignment with societal needs, the objective is to form an educational brand with cultural appeal and lasting vitality. This process requires both the support of top-level design at the theoretical level and innovative exploration at the practical level, ultimately aiming for the profound release of social value and the substantive advancement of educational equity.

From a theoretical perspective, the deepening of the lifelong learning concept and the accelerating trend toward open education provide the fundamental basis for building this brand IP. Since its inception, the theory of lifelong learning has gradually evolved from an educational philosophy into an action program for global educational reform. In its “Education 2030 Framework for Action”, UNESCO explicitly states that education systems must transcend traditional boundaries to construct a learning support network that covers the entire life cycle. In China, the “China’s Education Modernization 2035” plan emphasizes the need to “perfect the lifelong learning system and advance the construction of a learning society”. Against this backdrop, universities, as the core vehicles for knowledge production and dissemination, urgently need to redefine their roles. Universities such as Shenzhen University and Beijing University of Posts and Telecommunications exemplify the transition of higher education from “closed-door education” to “open service” by making academic resources openly available and building learning platforms for alumni, thereby transforming campus resources into public knowledge assets. This transformation not only aligns with the demand for continuous skill updates in the knowledge economy era but also addresses the deeper call for educational equity by breaking down the barriers of academic qualifications and spatiotemporal constraints, enabling the alumni community to continuously share high-quality educational resources.[2]

At the practical pathway level, the construction of the brand IP relies on innovation in resource integration models and the perfection of ecosystem-based operational mechanisms. Firstly, the establishment of a multi-dimensional collaborative mechanism is crucial. The University of Electronic Science and Technology of China, leveraging its national-level research platforms, collaborated with leading industry enterprises to launch an “Artificial Intelligence + Management” advanced study program, achieving a precise alignment between empowerment from cutting-edge technology and the demands of industrial transformation. Secondly, technological empowerment and the innovation of learning models are also key to overcoming spatiotemporal constraints. Currently, the application of digital tools such as online learning platforms, virtual simulation laboratories, and credit banks has progressively built learning scenarios that are available “anytime and anywhere”. [3] Such practices demonstrate that the competitiveness of a brand IP lies not only in the sheer volume of its resources but more so in achieving the precise matching and efficient conversion of those resources through technological means.

The social value of the brand IP is ultimately manifested in the construction of an “education community” and the enhancement of capabilities for sustainable development.[4] Firstly, activating the alumni network reinforces the symbiotic relationship between the alma mater and its alumni. By creating a two-way channel for sharing knowledge and passing on experience, alumni become both beneficiaries and providers of resources. This interactive relationship not only enhances alumni’s cultural identity with their alma mater but also forms a virtuous cycle of “talent-resource-industry”. Secondly, the social benefits of educational empowerment are significant. Alumni enterprise alliances can offer internship and employment positions to current students while also absorbing and industrializing the university’s research findings. The construction of the brand IP effectively drives the transformation of educational outcomes into social productivity, achieving a synergistic growth of both economic and social benefits. Thirdly, the refinement of the institutional support system provides a foundation for sustainable development. Pilot explorations of a National Qualifications Framework and the establishment of certification mechanisms for non-degree educational achievements are progressively creating conversion pathways between professional qualifications and lifelong learning outcomes, injecting new momentum into educational equity.

3. Implementation Plan

Against the backdrop of an era where the digital economy and the concept of lifelong learning are deeply integrated, digital and intelligent technologies offer a new paradigm for the brand communication of the alumni lifelong learning support program. To effectively enhance the program’s brand influence, reach, and service effectiveness, this section outlines a spiral-up implementation system structured around “Content Construction—Matrix Operation—Brand Upgrading”. Through the systematic advancement of four progressive phases, the plan aims to achieve the brand’s full-cycle development, from foundational construction to benchmark shaping.[5] The specific implementation arrangements are as follows.

(1) Platform Construction Phase: Solidifying the Communication Foundation

This phase involves constructing an integrated media matrix that provides a unified presence across multiple platforms. It includes upgrading the “Alumni Smart Journey” channel on the official website while simultaneously

launching new media accounts on platforms such as WeChat, Douyin, and Weibo, and establishing a unified visual identity and content release mechanism. The development of an “Alumni Lifelong Learning Case Library” will be initiated, collecting typical cases and producing a reserve of foundational materials such as articles, images, and videos through in-depth reporting and editing. This will establish the primary online communication front for “Alumni Lifelong Learning”, completing the setup of the foundational platform and material library for brand communication.

(2) Brand Deepening Phase: Innovative Content and Multi-dimensional Communication

This phase will establish a content system featuring an “Expert Think Tank + Alumni Co-creation” model. It will create the “Alumni Growth Open Course” brand, hosting monthly themed livestreams and developing derivative products like audio recordings and long-form infographics, forming a multi-dimensional model of “livestreaming + fragmented communication”. Leveraging key events such as alumni homecoming days and industry summits, a series of activities like “Alumni Talks: Empowered by Digital Intelligence” will be planned. This includes launching topic challenges on short-video platforms and coordinating with financial media for special reports to expand the brand’s recognition within the finance and economics sector and among the general public, thereby initially establishing a brand identity distinguished by “professional content + unique alumni characteristics”.

(3) Efficiency Enhancement Phase: Optimized Operations and Precise Reach

A mechanism for “refined operations and real-time data” will be established. This includes developing a user profiling system to push personalized content based on alumni’s industry and career stage (e.g., recommending a data analysis course to alumni in finance). An intelligent monitoring system will be introduced to track communication data in real-time, generate monthly analysis reports, and dynamically adjust strategies. Simultaneously, user stickiness will be enhanced through community check-ins and point redemption systems.

(4) Integrated Development Phase: Extending Value and Benchmark Shaping

An annual “Brand Development Report” will be published, using data to showcase alumni learning outcomes and the results of digital empowerment, thereby reinforcing the core “Digital and Intelligent Empowerment” identity. Services such as “Learning Path Planning” and “Mentor Matching” will be launched to integrate communication with practical functions. Collaborations with major media outlets like People’s Daily and Xuexi Qiangguo will be deepened to plan special features on the “CUFE Lifelong Learning Support Program”. This will create a replicable innovation model for integrated media, driving the brand to transition from an “alumni-centric circle” to a “public education brand for society”, and establishing it as a benchmark brand for lifelong learning with distinctive characteristics in finance and economics.

4. Work Requirements

The brand construction for the alumni lifelong learning support program, empowered by digital and intelligent technology, is a systematic and long-term project. It involves multiple tasks, including cross-departmental collaboration, technological iteration, and ecosystem building. Its success is directly linked to the core competitiveness and sustainable development capability of the university’s lifelong education brand.[6] To ensure that all brand-building initiatives are effectively implemented and a concerted effort is formed, the university should adhere to the following requirements when carrying out this work.

(1) Strengthen Organizational Leadership and Improve the Collaborative Promotion Mechanism

The brand construction of the alumni lifelong learning support program, empowered by digital and intelligent technology, shall be incorporated into the university’s key task list for digital education reform. This effort will be centrally coordinated and promoted by the university’s Digital Education Working Group, ensuring a unified strategy across the entire institution. A two-level collaborative working mechanism between the university and its schools/colleges will be established, clarifying the division of responsibilities among departments such as the Publicity Department, the Alumni and Foundation Affairs Office, and the School of Continuing Education to ensure the orderly implementation of objectives at each stage.

(2) Strengthen Responsibility and Implement Project-Based Management

Following the principle of “transforming tasks into projects, projects into lists, and lists into responsibilities”, a phased implementation timetable for key tasks will be developed. This timetable will specify the responsible parties, key milestones, and deliverables. A dynamic tracking mechanism will be established, and a “dual-leader system” (comprising a business lead and a technical lead) will be implemented for core projects like the integrated media platform construction and the content innovation initiative to enhance cross-departmental resource integration and risk-warning capabilities.

(3) Perfect the Support System and Solidify the Foundation for Development

Strengthen the development of a professional talent pipeline by assembling interdisciplinary teams in areas such as integrated media operations, data analysis, and intelligent technology application through a combination of “internal training and external recruitment”. A special fund for brand construction will be established to guarantee investment in key areas, including digital content production and technology platform upgrades.

(4) Implement Strict Effectiveness Evaluation and Form a Closed-Loop Management System

Establish a dual-dimension assessment system that combines “process monitoring and outcome evaluation”. Core indicators, such as brand influence and alumni participation rates, will be incorporated into annual departmental performance reviews. Third-party professional organizations will be engaged to conduct mid-term evaluations and final acceptance assessments. A “White Paper on Brand Construction Effectiveness” will be published periodically to reinforce the role of evaluation results in supporting decision-making for resource allocation and policy optimization.

5. Expected Outcomes

“A thriving education leads to a thriving nation; a strong education leads to a strong nation.” On the journey toward becoming a leading nation in education, building a lifelong learning society where “learning is for all, accessible everywhere, and available anytime” has become a crucial mission in the field of education.[7] For universities, proactively promoting an alumni lifelong learning support program and expanding its influence through effective brand communication is a key practice in fulfilling this mission.[8] This plan is expected to achieve significant results across multiple dimensions, comprehensively driving the deep utilization of educational resources and the broad release of social value.

Enhanced Brand Influence: Through continuous integrated media promotion, the brand IP of the alumni lifelong learning support program, empowered by digital and intelligent technology, will gain widespread recognition within the finance and economics sector and among the alumni community. It will become a well-known brand in the field of continuing education, thereby enhancing the university’s social reputation and influence.

Increased Alumni Participation: The program will attract more alumni to actively participate in the lifelong learning system. A significant increase is expected in the number of registered alumni users, with notable growth in metrics such as course enrollment and interaction frequency, fostering a positive learning atmosphere and a vibrant alumni community ecosystem.

Deepened University-Local Integration: Cooperation and exchange between the university, local governments, and enterprises will be strengthened. This will promote the organic integration of industry, academia, and research, providing intellectual support and talent security for local economic and social development, and achieving mutual benefits for both the university and the local community.

Enhanced Social Contribution: The plan will contribute the strength of the Central University of Finance and Economics to the construction of a national lifelong learning system for all. It will advance the development of a learning society, improve the scientific and cultural literacy of the nation, and promote the comprehensive progress and development of society.

6. Conclusion

This research focuses on the brand communication for university alumni lifelong learning support programs in the context of empowerment by digital and intelligent technology. By systematically reviewing the evolution of lifelong learning theory and the development trends in educational digitalization, and drawing upon practical cases from domestic universities, this study constructs a communication system framework of “Content Construction—Matrix Operation—Brand Upgrading”. The research confirms that the in-depth application of digital and intelligent tools can not only overcome the spatiotemporal constraints of traditional education but can also, more significantly, activate alumni learning demand through precise communication and personalized services, thereby offering new practical pathways for building a lifelong learning brand. The four-phase implementation strategy and collaborative support mechanisms proposed in the plan provide an operable paradigm for universities to advance the branding of their alumni educational services. Its core value lies in converting the university’s resource advantages into sustained brand influence and establishing a lifelong value connection between the alma mater and its alumni through the construction of a “sharing-collaboration-symbiosis” ecosystem.

It is worth noting that the effectiveness of this plan’s implementation may be influenced by variables such as regional economic disparities and the industry characteristics of the alumni. Therefore, dynamic adjustments based on the university’s unique features will be necessary during the actual implementation process. Future research

can be expanded in three directions: first, deepening research on the application of digital and intelligent technologies in evaluating learning outcomes to establish more precise models for assessing brand communication effectiveness; second, exploring collaborative cross-university communication mechanisms to build regional brand alliances for alumni lifelong learning; and third, strengthening research on the correlation between brand communication and educational equity to provide theoretical support for the inclusive development of the lifelong learning system. Overall, the brand construction for alumni lifelong learning, empowered by digital and intelligent technology, is a systematic engineering project. It requires continuous refinement through the interplay between theoretical innovation and practical exploration to ultimately fulfill the value mission of higher education in serving the lifelong learning needs of society.

References

- [1] Yuan, C. R. (2015). Analysis of the Operating Mechanism of the Network Information Ecosystem Chain. *Wireless Internet Technology*, 12(15), 36–37.
- [2] Lin, Y. Y. (2025). An Exploration of University Campus Culture Brand Building in the New Era. *Middle School Politics Teaching Reference*, (20).
- [3] Pan, X. C. (2024). Exploration of New Models for University Alumni Work in the Information Age. *Caizhi*, (34), 145–148.
- [4] Chang, Y. H. (2024). *A Study on the Fragmented Provision of Alumni Services in Shanghai Universities under the Digital Background* [Master's thesis, East China Normal University].
- [5] Zhang, Y. (2024). An Innovative Study on University Alumni Work from the Perspective of Integrated Media. *Knowledge Library*, 40(15), 167–170.
- [6] Su, D. (2024). *A Study on the Brand Image Enhancement Strategy of S Private University in the New Media Environment* [Master's thesis, Chang'an University].
- [7] Wan, Y. S. (2024). The Multi-dimensional Turn and Strategic Presentation of University Brand Communication from a Narrative Perspective. *News Research Herald*, 15(3), 11–14.
- [8] Yang, L. (2024). An Exploration of the Development of University Alumni Work from the Perspective of Informatization. *Huazhang*, (1), 168–170.

Copyrights

Copyright for this article is retained by the author(s), with first publication rights granted to the journal.

This is an open-access article distributed under the terms and conditions of the Creative Commons Attribution license (<http://creativecommons.org/licenses/by/4.0/>).