



ÓBUDA UNIVERSITY

REJTŐ SÁNDOR FACULTY OF LIGHT INDUSTRY
AND ENVIRONMENTAL ENGINEERING

Rejtő Sándor
Faculty of Light Industry and
Environmental Engineering (RKK)

ALUMNI STRATEGY
2024-2026

REJTŐ SÁNDOR FACULTY OF LIGHT INDUSTRY AND ENVIRONMENTAL ENGINEERING

ALUMNI STRATEGY 2024-2026

INTRODUCTION AND BACKGROUND

The Rejtő Faculty of Light Industry and Environmental Engineering of Obuda University has played a prominent role in engineering education in Hungary for decades. Its students regularly demonstrate their excellence in many fields. The students' excellence is ensured by their high level of professional knowledge, practical experience, research activities, participation in competitions, innovation, and international contacts. Faculty graduates are in demand in the labour market and make a significant contribution to the development of the Hungarian industry and society, which is why the Faculty has a strong alum potential.

The professional experience, contacts, and support of former students are key to enhancing the institution's prestige, building students' careers, and developing the university. Therefore, the alumni network is a particularly valuable resource.

In connection with the 50th anniversary of founding the Faculty's predecessor institution, we have organised several alumni meetings and developed an alumni database based on voluntary applications. There is also an alumni page on the Faculty's website in Hungarian: <https://rkk.uni-obuda.hu/alumni/> and in English: <https://eng.rkk.uni-obuda.hu/alumni/>.



THE AIM OF THE ALUM STRATEGY

The alum strategy of the ERC aims to strengthen the relationship with the students, i.e. alums, of the faculty and its predecessor institutions. To this end, we strive to build an active and engaged alum network whose members stay in touch with each other and the University. One of the network's main objectives is to support alums in their career and professional development. In addition, we want to increase the visibility and attractiveness of the ERC to the market and potential students. Last but not least, we want to mobilise alum resources for the development and economic support of the university to make it even more successful. The alum strategy is a long-term process. The first results are expected in 1-2 years; the full impact will be achieved in the long term.

TARGET GROUP

Our alum network includes all students who have graduated from the Faculty. However, we are particularly interested in connecting with younger alums who have recently left the university, and we want to help them build their careers. In addition, experienced professionals in leadership positions, active members of professional associations, and alums inclined to donate are also a priority, as they represent a significant resource and network of contacts.

SPECIFIC STRATEGIC OBJECTIVES

In building and developing the alum network, several initiatives will be launched to strengthen links, support careers and enhance the prestige of the University. These are detailed below:

NETWORK BUILDING & MAINTENANCE

- Regular communication
- Organisation of events
- Development of online platforms

FUNDRAISING

- Supporting projects for the development of the university

BRANDING

- Strengthening the image of the University and the Faculty among alums.

CAREER SUPPORT

- Mentoring programs
- Job fairs
- Training opportunities

NETWORKING

- Strengthen alum relations
- Implement joint projects
- Development of online platforms

ACTIVITIES TO ACHIEVE ALUM GOALS

We use various communication channels to build our alum network..



NEWSLETTER

We keep our former students informed about university life through regular newsletters.



SOCIAL MEDIA

We interact interactively with them on our social media platforms.



ALUMN MAGAZINE

Our annual alum magazine provides a deeper insight into the achievements of the University and the alum community.



PERSONALISED MESSAGES

We highlight important events with personalised messages.



EVENTS

We organise various events to bring alums together with each other and with academics. These include annual meetings, professional development courses, and joint sports and cultural events.



MENTORING PROGRAM

Experienced professionals run our mentoring program to help newcomers.

ADDITIONAL HIGHLIGHTED ALUMNI ACTIVITIES



NETWORKING ONLINE

AWe also plan to provide a range of opportunities for networking online. Currently, we have an alum community (a group of students of the College of Light Industry Technology) on Facebook: <https://www.facebook.com/groups/1289499805024184>. In the longer term, we plan to develop a closed alum portal where alum members can share information, organise events, and contact each other.



FUNDRISING CAMPAIGNS

Alumni support is essential for the university's development. That is why we are launching targeted fundraising campaigns, setting up a foundation, and creating a donor wall.



PROFESSIONAL ORGANISATIONS

We also work closely with professional organizations to strengthen the alumni network and represent alumni interests.



MEASUREMENT AND EVALUATION OF ALUM ACTIVITIES

We regularly evaluate the effectiveness of our alum network. We use satisfaction surveys to determine alums' views on the services and programs we offer. Attendance at events and donations are also important indicators of alum engagement. Network activity is measured through participation in online platforms, collaboration on joint projects, and participation in professional forums. Finally yet importantly, we monitor how alums perceive the university.

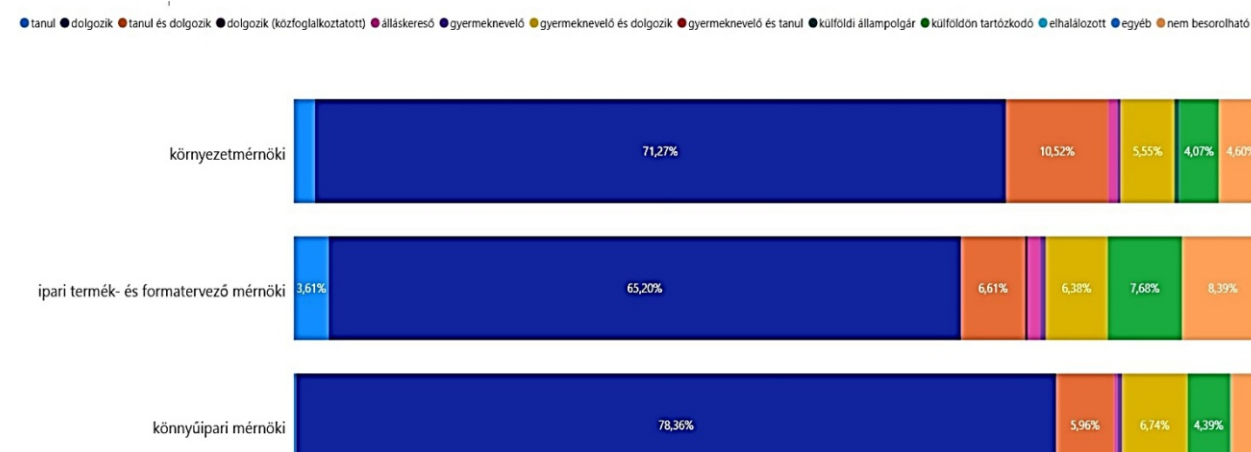
DIPLOMA TRACKING DATA ON THOSE GRADUATED AT THE REJTŐ SÁNDOR FACULTY OF LIGHT INDUSTRY AND ENVIRONMENTAL ENGINEERING BETWEEN 2011 AND 2018, BASED ON THE 2019 MEASUREMENT

Table 1 shows the location of the degrees of the three BSC engineering majors of the Faculty of Light Industry and Environmental Engineering Sándor Rejtő: environmental engineer, industrial product and design engineer, and light industrial engineer. The data are shown in percentage distribution and the status of the graduates belonging to each major, i.e., what kind of activity they are engaged in 2019.

Based on the data, we can make the following conclusions:

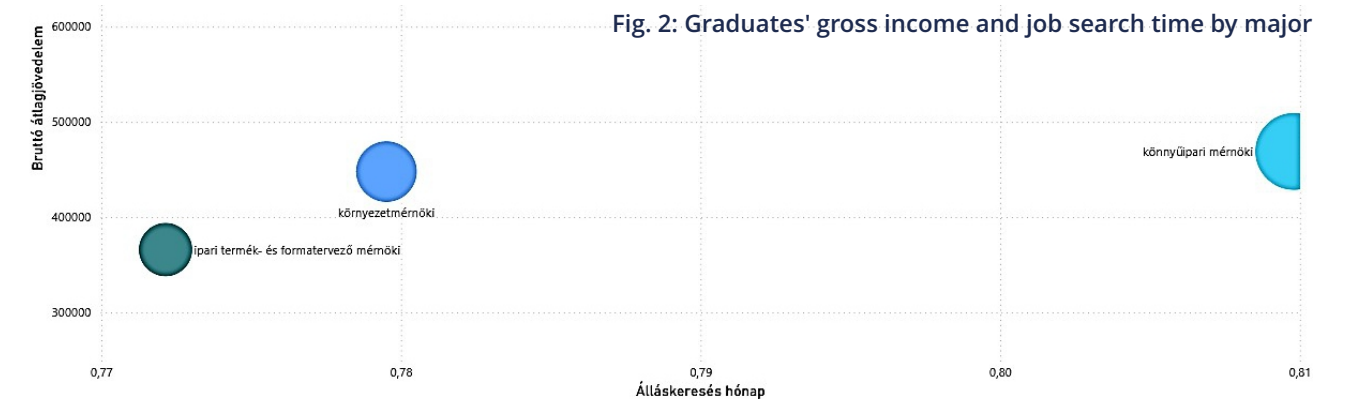
Overall, it can be said that most of the graduates of the three engineering majors are employed on the labor market. Industrial product and design designers have the highest rate of continuing their studies, while light industry engineers have the highest employment rate. The rate of public employment is low in all majors. 4-7.6% of graduates live abroad, this proportion is the highest among industrial product and design designers, and the lowest among light industry engineers.

Fig. 1: Distribution of statuses in 2019



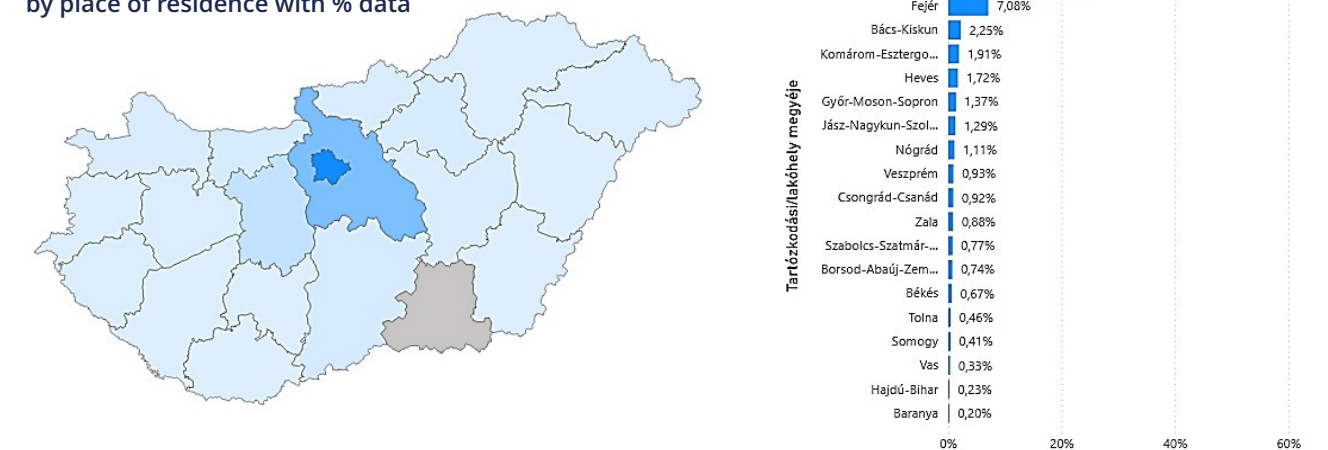
2019 MEASUREMENT RESULTS

Figure 2 shows the gross income and the time it takes to find a job for the BSc training programs managed by RKK. Based on the graph, light industry engineers graduate as the best-paid professionals. This suggests that engineers in the light industry sector are in greater demand and offer higher wages. The three majors are similar in terms of job search time. This means that students who graduate from all three majors find a job in a similar amount of time.



Figures 3 and 4 show the distribution of Rejtő Faculty graduates by place of residence.

Fig. 3-4: Distribution of graduates nationwide and by place of residence with % data



Conclusions that can be drawn from the data:

Concentration in Budapest: The most striking fact is that the vast majority of graduates (51.84%) live in Budapest. The capital's better labour market opportunities explain this.

The importance of Pest County: Pest County has the second highest rate (24.9%), which is also related to its proximity to the capital and the job opportunities it offers.

Problem of rural emigration: Many young people move to the capital or larger cities for further education and better job opportunities.

Regional differences: The graph shows significant differences between regions in the proportion of graduates. The ratio is higher in more developed areas, such as Budapest and Pest County, while it is lower in less developed areas.

IMPRESSUM

CONTACT

- **Faculty alumni coordinator:**
Eszter Bartha, Head of Deans Office
Email address: bartha.eszter@uni-obuda.hu
- **Mailing address:**
1037 Budapest, Doberdó út 6.

EDITORIAL INFORMATION

- **Compiled by the Faculty Alumni Working Group:**
Dr. habil László Koltai Dean
Dr. Edit Csanák Vice-dean
Eszter Bartha, Head of Deans Office,
Faculty Alumni Representative
- **Editor:**
Dr. Edit Csanák Vice-dean
- **Editor in Chief:**
Dr. habil László Koltai Dean

