



# FUTA NEWS

## **ADVANCEMENT CENTRE TRAINS STAFF ON SOCIAL MEDIA APPLICATION IN FUND RAISING AND ALUMNI RELATIONS**

Some selected staff of the Federal University of Technology, Akure have benefitted from a 2-day In-house training/workshop on the use of social media application in fund raising and Alumni relations. Declaring the training open, the Vice-Chancellor, Professor Joseph Fuwape urged participants to utilize the knowledge acquired from the training positively to benefit the Institution. Represented by the Chairman, Committee of Deans and Dean, School of Postgraduate Studies, Professor Moses Ajewole, Professor Fuwape said “this year’s training will be strategically different as the training will explore emerging trends in the world of social media/digital application. Individual participants will therefore be exposed to productive ways of social media application in fund raising and Alumni relations”.

Speaking further Professor Fuwape said it has been observed that Advancement Centre Institutional Marketing is technically affected by insufficient, defective or incomplete proposal and also lack of winning proposals. As a result, the art of writing proposal has been incorporated to this year’s training. He also expressed confidence in the army of resource persons that has been drawn for the programme, stressing that participants have so much to gain. Earlier, the Director of Advancement Centre, Professor Afolabi Akindahunsi said the peculiarity of the workshop, apart from its updated technicalities and operations in fund raising, Alumni relations and Alumni based collaboration and partnership is a package on the use and effect of social media, in these three major areas. Professor Akindahunsi said the University

through the Advancement Centre would be engaged in Institutional marketing, prospect research, cultivation asking and stewardship without bias, stressing that efforts in Alumni engagements will be productive and commendable. He thanked the Vice-Chancellor, Professor Fuwape for his administration's support towards the success of the Advancement Centre. The training organised by the University's Advancement Centre is the 4th in the series