

The purpose of the study was to examine alumni perceptions of their alma mater, thus University of Education, Winneba – Kumasi Campus (UEW-K) in Ghana. The study was a cross-sectional survey of 750 respondents using structured questionnaire personally administered. A usable 408 questionnaire were returned, representing 54.5% response rate and analysed using SPSS Version 20.0. The study found six (6) items highly rated by the alumni as activities carried out by their alma mater, with the highest being academic programs. Additionally, the alumni rated highly four (4) items they perceived as values they received from the university, with the highest being the qualification they obtained from the university. Furthermore, three (3) items were highly rated by the alumni as their willingness to give to their alma mater, with the highest being the desire to give. Recommendations are also made to management of the university to put in place the necessary measures to improve their activities. This paper contributes to the body of knowledge in the area of management and administration in higher education. Keywords: Alma Mater, Alumni, Giving, Higher Education, Management, Perception, University