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**Abstract**

Alumni associations are institutions that are used to create, maintain, or modify relations between educational organizations and their publics. Thus, student and alumni associations were a fundamental part of the workings of the education and employment engine in Spain during the political transition. Public relations managers of higher education institutions could gain information from alumni associations, professional associations, student associations, government, and the public in general, and therefore, achieve their goals with greater ease. (HRK / Abstract übernommen)