

CASE Institute for Senior Alumni Relations Professionals
Alumni Attitude Study© - Presentation of Study Findings and Results
April, 2008

National Findings From the 2007 Alumni Attitude Study©

April, 2008

Presented by:



The slides in this handout are part of a more complete and comprehensive oral presentation. For an in-depth understanding of the information provided herein, you should view these slides in combination with that presentation. For questions contact Rob Shoss at PEG, Ltd.

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About The Alumni Attitude Study©

- **Cooperative development of the instrument**
 - ✓ Greater need for feedback as part of partnership model versus pricing issues to do one-up research
 - ✓ 85% remains the same from original instrument
 - ✓ Smaller versions available
 - ✓ Custom-designed instruments have some comparable questions
- **Samples were extracted by the individual schools to reflect (as much as possible) the individual school's alumni population and demographics**
- **Survey distributed to over 800,000 alumni via email (with some schools opting to also use mail and telephone) over last 4 years**
(average response rate of 15% to 20%)
- **A branded survey was emailed to each individual with a link to a secure site for survey completion**
- **Survey questions can be divided into five areas:**
 - ✓ Demographics
 - ✓ Loyalty
 - ✓ Overall experience
 - ✓ Student experience
 - ✓ Alumni experience



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Underlying Design Principles for AAS

Actionable Results

Actionable results begin with careful question wording, construction, and order. Results can and should guide an organization toward those improvement opportunities that would have the most impact.

Prioritized Improvement Opportunities

The true measure of a survey's efficacy is in the extraction of action items that can be implemented to enhance the alumni relationship. Properly structured survey research will assist the organization in identifying improvement opportunities and understanding the implications of their implementation.

Enhanced Brand/Image Recognition

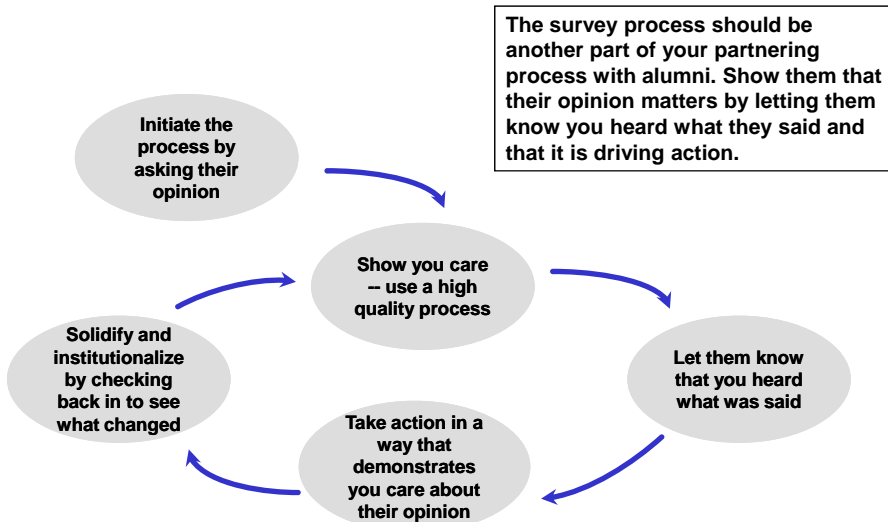
It is very important to brand your survey as an institutional communications piece. All communications represent opportunities to increase brand awareness and goodwill among the alumni population. These branding benefits accrue even among those that do not complete the survey. The specific elements (logos, colors, etc.) of the brand are introduced and reinforced.

Alumni Partnership

By directly asking for their input in a professional, deliberate way, the university demonstrates to alumni that their opinions are important. The institution is entering into a different type of relationship – one in which alumni input is highly valued. Implementing all elements of the Alumni Partnership Model® will further enhance this relationship.



Alumni Partnership Model®



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Statistical Considerations

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Confidence Interval

- Computation based on number of responses and variation of responses
- Assumes random distribution and ability to respond
- Response percentage is not part of the consideration for this calculation


Non-Response Bias

- A low survey response rate and corresponding high non-response rate causes concern about differences between respondents and non-respondents
- Exists in both internet and phone surveys as well as mail
- Consistency of ranking for question groups helps alleviate concern
- Distribution across membership status, age, and gender also helps reduce concern


Selection Bias

- A survey will be more representative of the entire population if sample selection is truly random and each member of the population has an equal opportunity to be selected
- Possibly more of an internet issue currently for some schools
- Approximately 82% of college graduates have access to the internet and email*

* Source: "The Ever-Shifting Internet Population", The Pew Internet & American Life Project, April 16, 2003.



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When Enough is Enough

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Statistical Research Value/Cost Model

Need for precision in findings based on expected application or use for results

High Precision

Low Precision

Low Cost


High Cost

Cost to do research/cost of error


Call-in opinion or self select online poll about what the verdict will be for a celebrity trial

Alumni Attitude Study

Statistical research to determine the introduction of a new drug for cancer



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Founding Participants



Baylor	Lehigh University
University of Georgia	University of Michigan
Iowa State University	University of Nebraska
Indiana University	Northwestern
Kansas State University	Oklahoma State
	SUNY Buffalo



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2007 Alumni Attitude Study®

The Alumni Attitude Study® Questionnaire



- Structure of Survey
 - *Student experience*
 - *Overall experience*
 - *Alumni experience*
 - *Demographics*
- Categories of Analysis
 - *Loyalty*
 - *Communication*
 - *Programs*
 - *Giving*
 - *Branding on Campus*







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Questions about Student Experience	<small>CASE</small> <small>Institute for</small> Senior Alumni Relations Professionals	
<ul style="list-style-type: none">• Student participation• Importance/performance – student experience<ul style="list-style-type: none">– Academics / classes– Attending athletic events– Exposure to new things . . .• Qualitative responses<ul style="list-style-type: none">– Name and discuss one <u>person</u> who had a special impact on you as a student– Name and discuss one <u>program</u> which had a special impact on you as a student		
 <small>Performance Enhancement Group, Ltd. Organizational Consultants</small>	Slide 8	 <small>2007 Alumni Attitude Study ©</small>


Questions about Alumni Experience	<small>CASE</small> <small>Institute for</small> Senior Alumni Relations Professionals	
<ul style="list-style-type: none">• Willingness to financially support the school• Importance/Performance - Communications<ul style="list-style-type: none">– Web site (both alumni and university)– Communications regarding services and benefits– Alumni magazine . . .• How often do you do things:<ul style="list-style-type: none">– Attend events– Read Alumni magazine– Visit school web site• What impacts your opinion of the university<ul style="list-style-type: none">– Value and respect for degree– Accomplishments of each – students, alumni, and/or faculty– Success of athletic teams• Barriers to participation• Qualitative questions:<ul style="list-style-type: none">– What is most important to you about being an alumnus/a– What is the most meaningful thing the association can do for you in the next 5-10 years		
 <small>Performance Enhancement Group, Ltd. Organizational Consultants</small>	Slide 9	 <small>2007 Alumni Attitude Study ©</small>

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Question about Overall Experience

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- **Loyalty**
- **How well did degree prepare you for:**
 - Current work status
 - Responding to new career opportunities
 - Contributing to community . . .
- **Importance/level of school support – alumni activities**
 - Mentoring
 - Identifying job opportunities for graduates
 - Recruiting students . . .



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School Participation by Year

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2002	2003	2004
Baylor	University of Colorado	Boise State
Nebraska	Drake University	Brandeis
SUNY Albany	George Mason	Cincinnati
Central Washington	Montana State	Jacksonville State
Missouri	North Dakota State	Kent State University
New Mexico University	Ohio University	Linfield College
University of Pittsburgh	Portland State	Missouri
Spelman College	Cincinnati, University of	Nebraska
St. John's	University of California <u>(9)</u>	Oregon
Syracuse	West Virginia University	Purdue
Central Florida		RIT
University of Kansas		Southern Miss. State
Montana, University of		UMass Lowell
Western Michigan State		Weber State University

Red – Follow-up surveys







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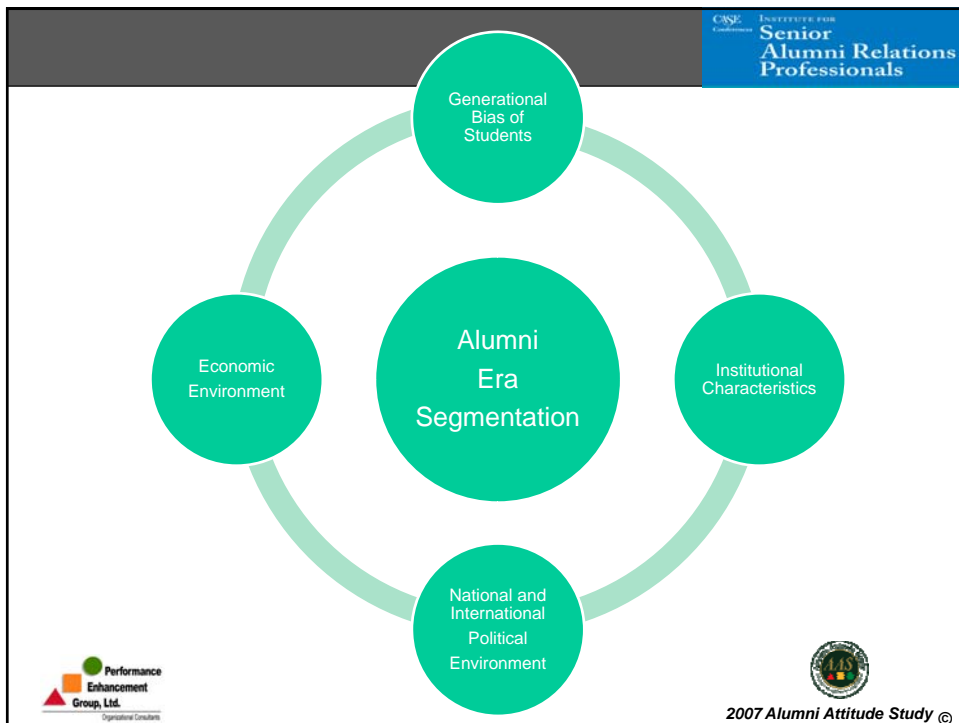
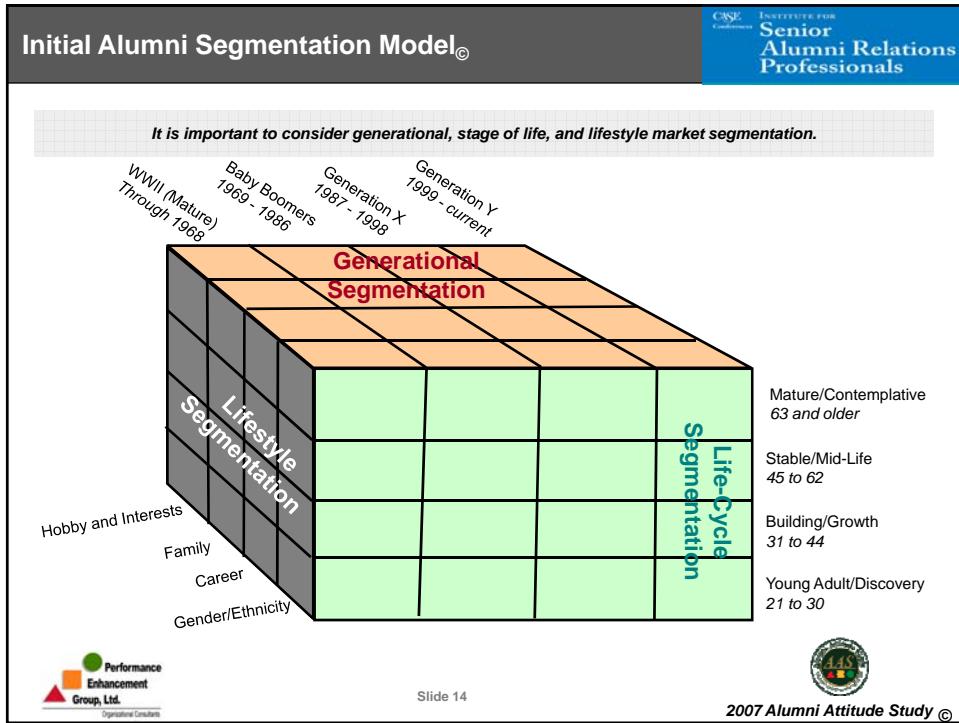
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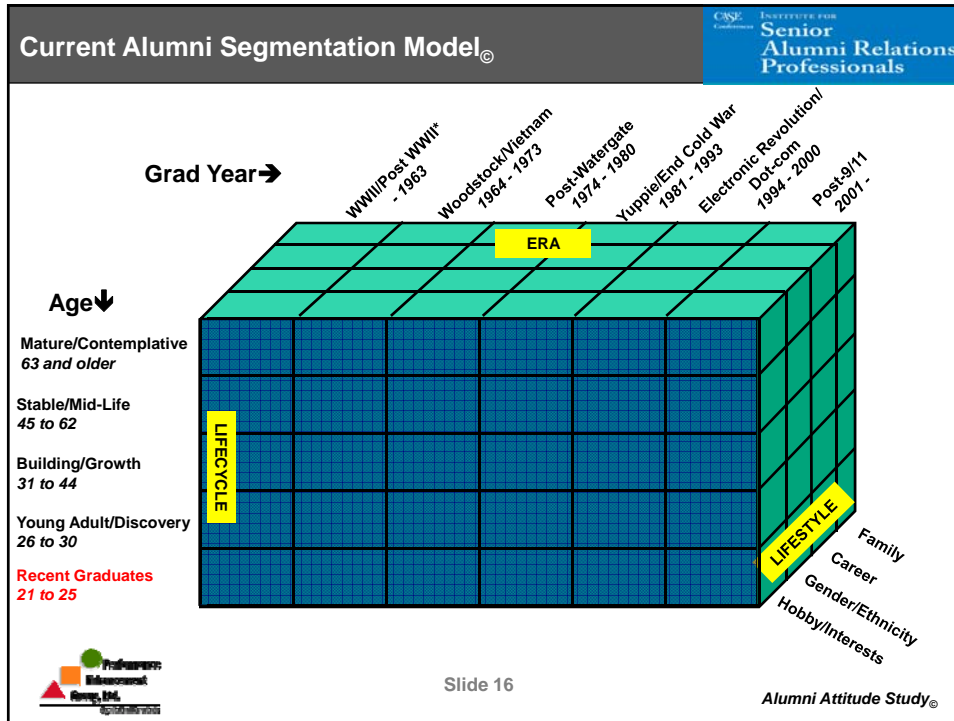
School Participation by Year			CASE INSTITUTE FOR Senior Alumni Relations Professionals
2005 North Dakota State UCSD Baylor Colorado State Georgetown George Washington Lehigh University Niagara University RIT Syracuse Houston, University of Utah, University of Ithaca New York University Texas Christian Southern Methodist	2006 University of Alaska Buffalo State Central Florida University of Kansas Mercer Oakland University Plymouth State UNLV Western Michigan Winthrop Wisconsin La Crosse Southern Illinois George Washington Concordia University	2007 Southwest Minnesota Southern Polytechnic Bryant University Montana State Billings American University Emporia State Florida International Georgia Tech National Louis University Oregon State Rensselaer Poly USC Berea College University of Alaska Comm.	2007 (Continued) East Carolina University Sigma Nu Widener University Whitworth St. John's Cedarville Barry University Northern Iowa University Santa Clara Law School Florida State
<div style="border: 1px solid black; display: inline-block; padding: 2px 10px;">Red – Follow-up surveys</div>			
		Slide 12	
			2007 Alumni Attitude Study ©

Alumni Attitude Study® Segmentation		CASE INSTITUTE FOR Senior Alumni Relations Professionals	
Internally Generated <ul style="list-style-type: none"> • Gender • Ethnicity • Giving Status • Degree Type • Membership Status • Age • Graduation Year • Activities as Student 	Optionally Provided by Institution <ul style="list-style-type: none"> • College • Giving level • Campus • Actual Degree • Giving Program Involved • Alumni Activities • Volunteering Status • Major 		
			
			2007 Alumni Attitude Study ©

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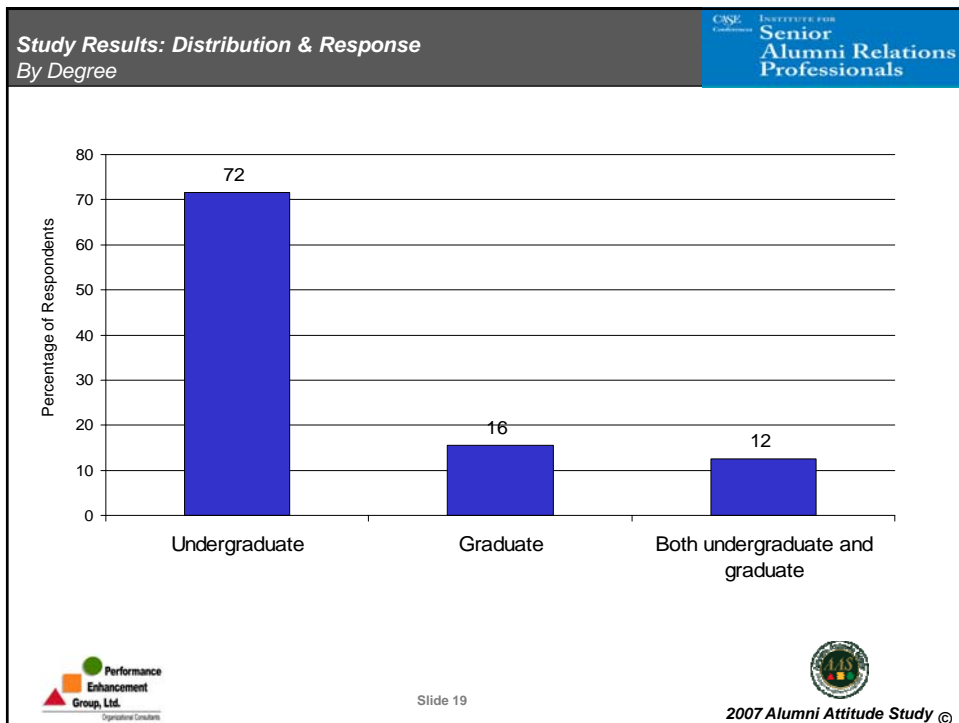
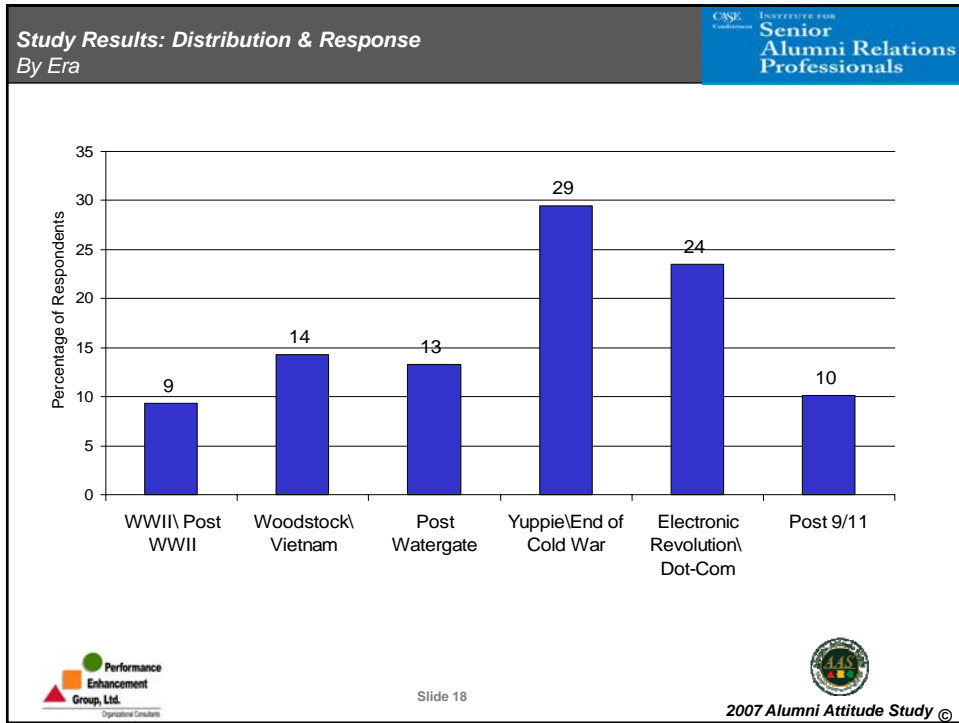
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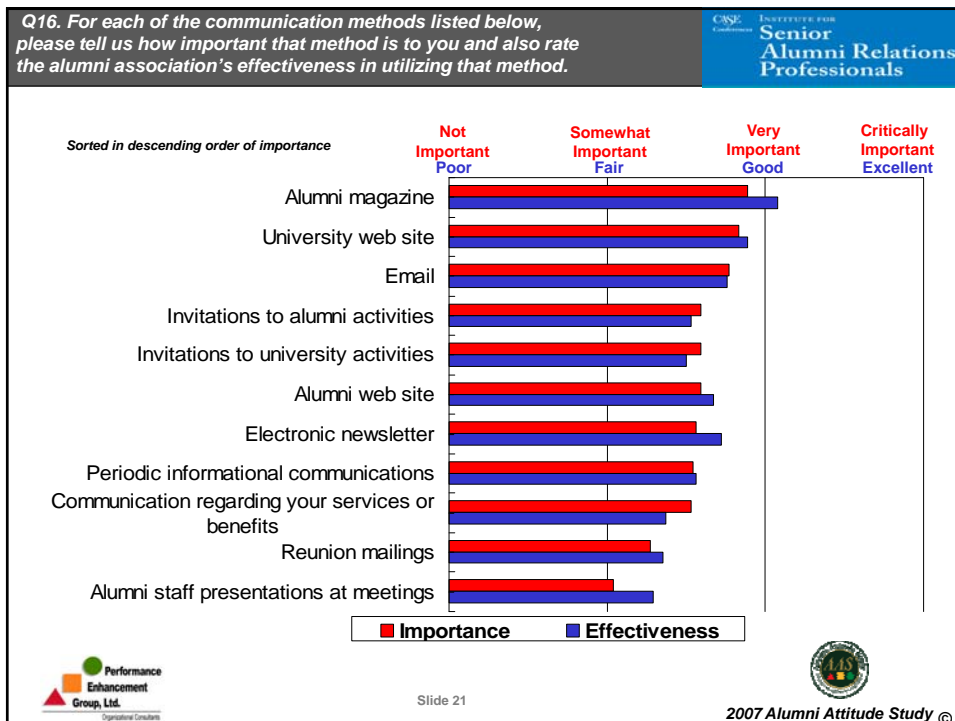
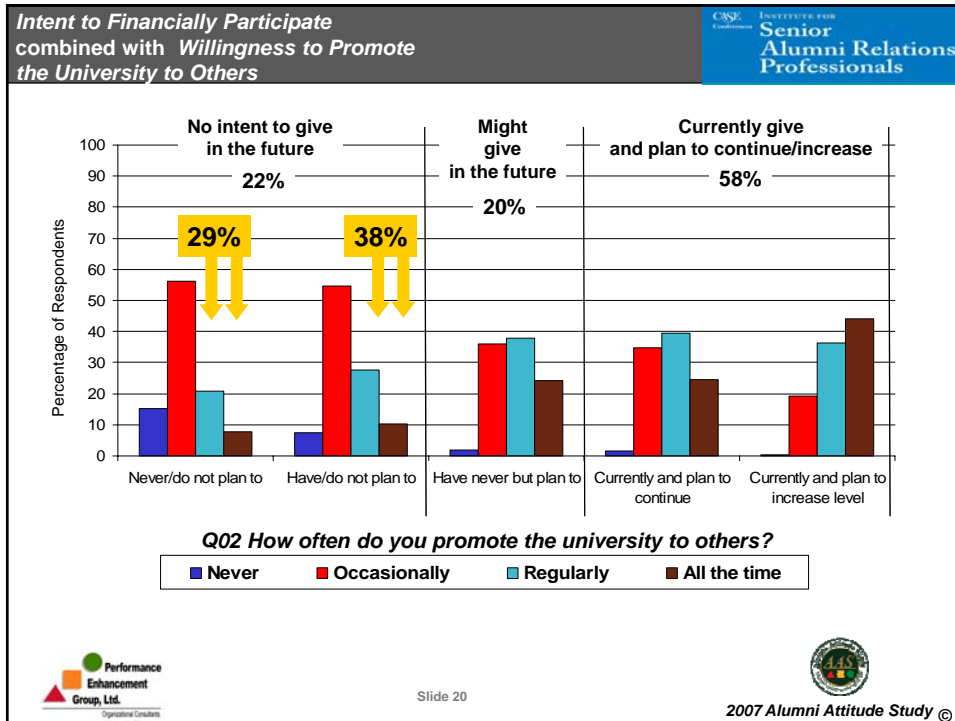
- Some Key Findings**
1. Communicate to alumni about how the diploma is increasing in equity
 2. Provide opportunities for alumni to provide feedback and engage in activities
 3. Job and career related activities
 4. Communicate differently with younger alumni (30 and under)
 5. Branding presence on campus
 6. Engaging out-of-state alumni
- 
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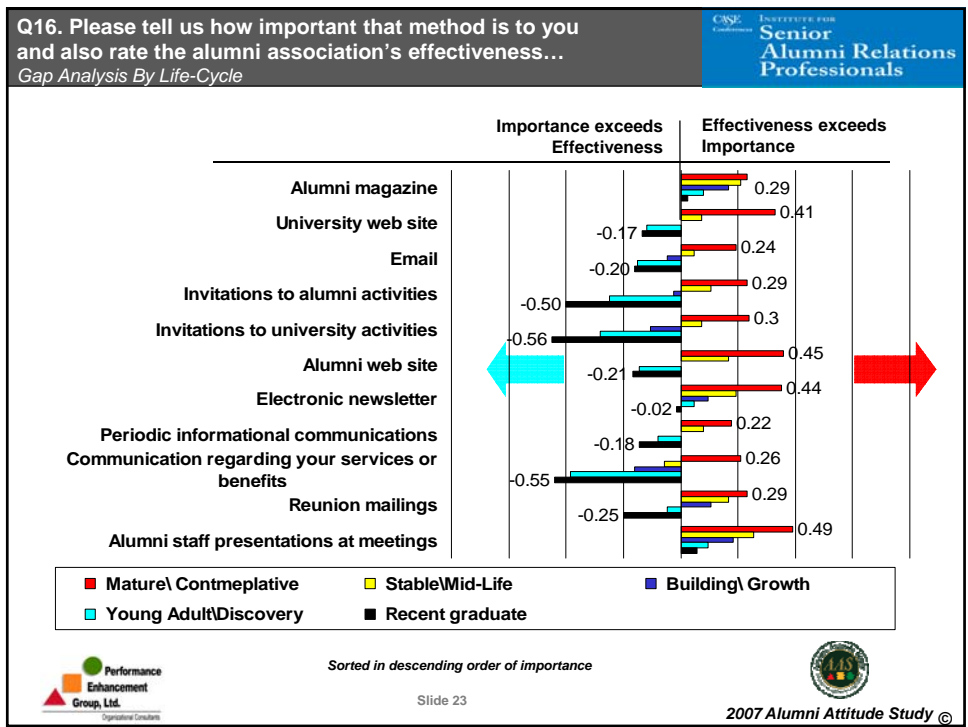
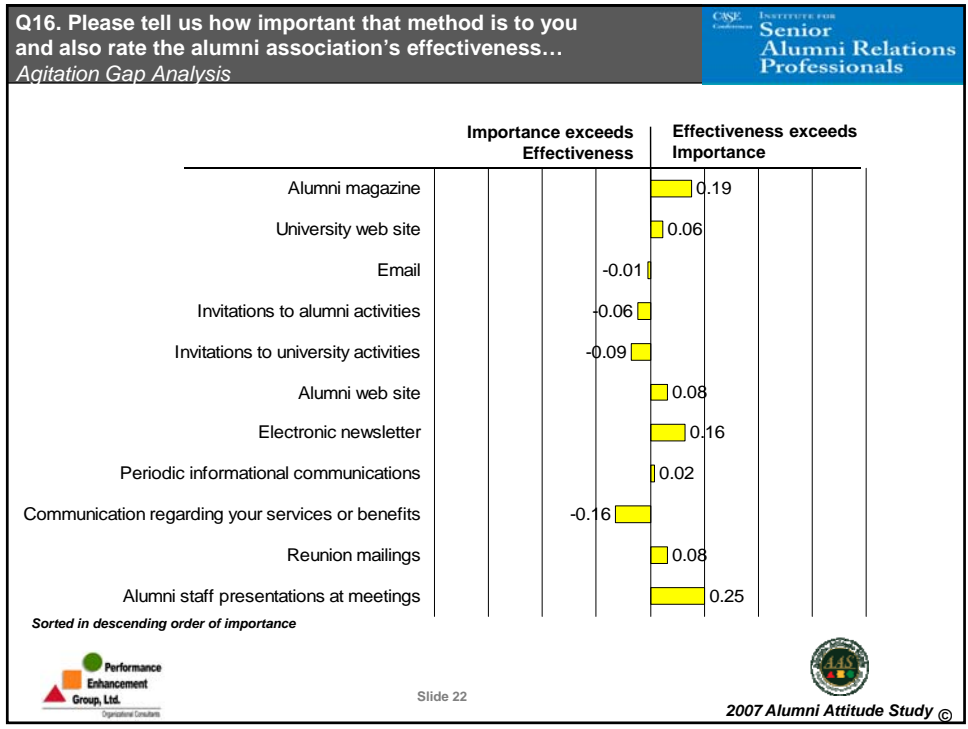
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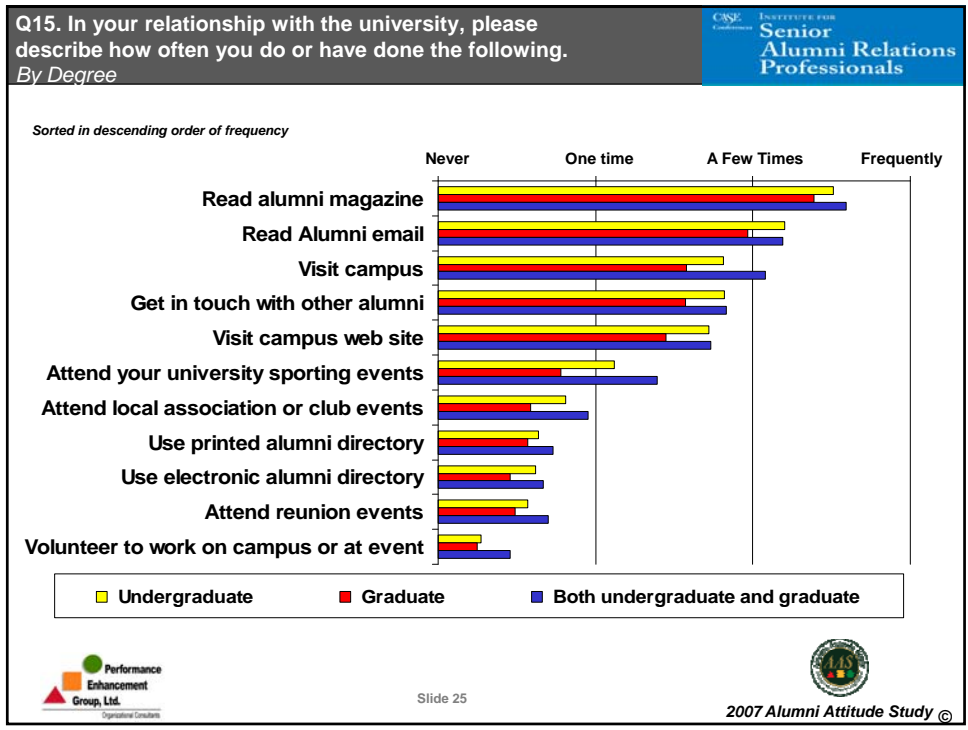
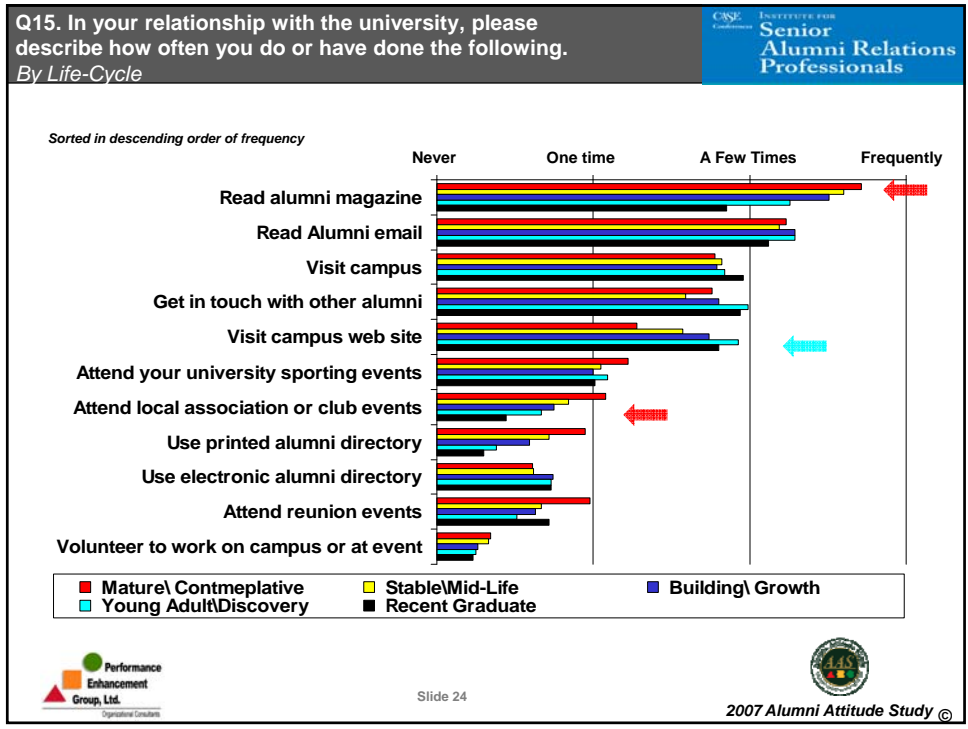
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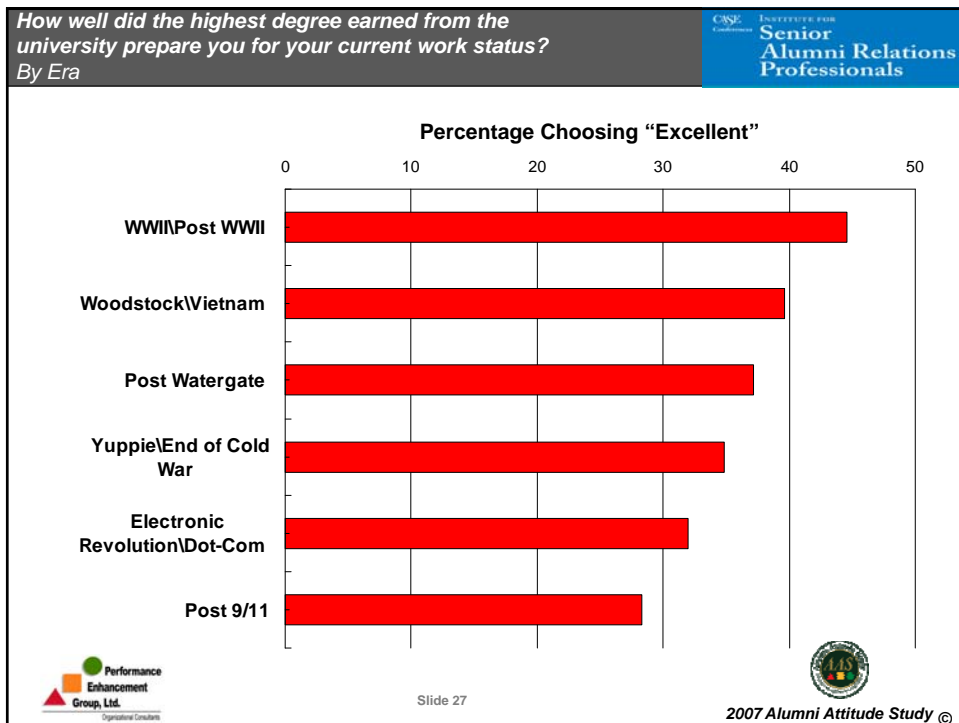
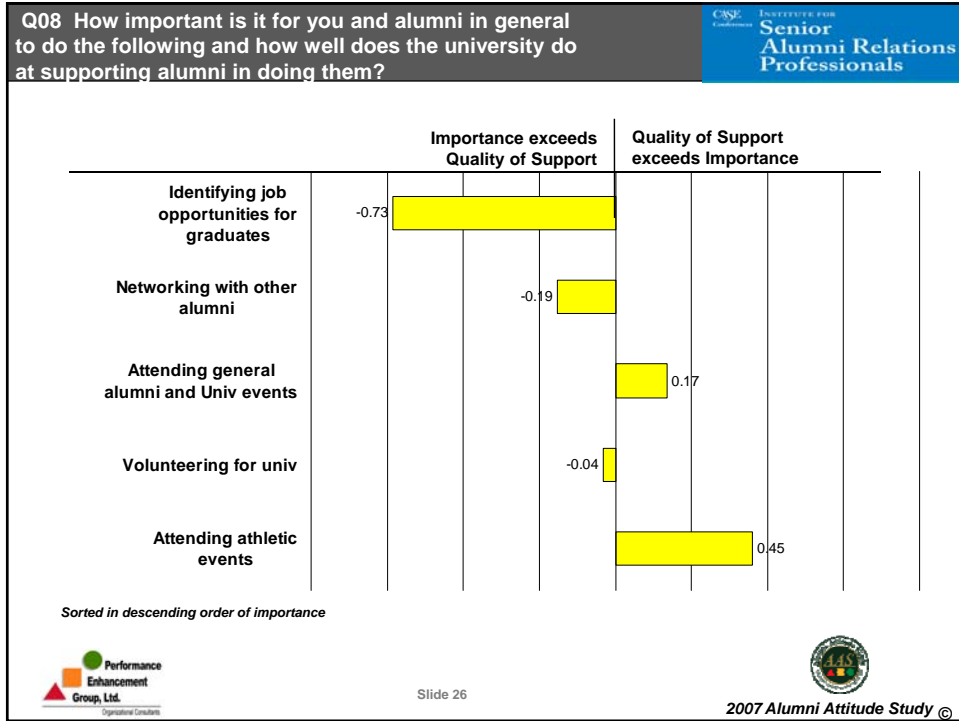
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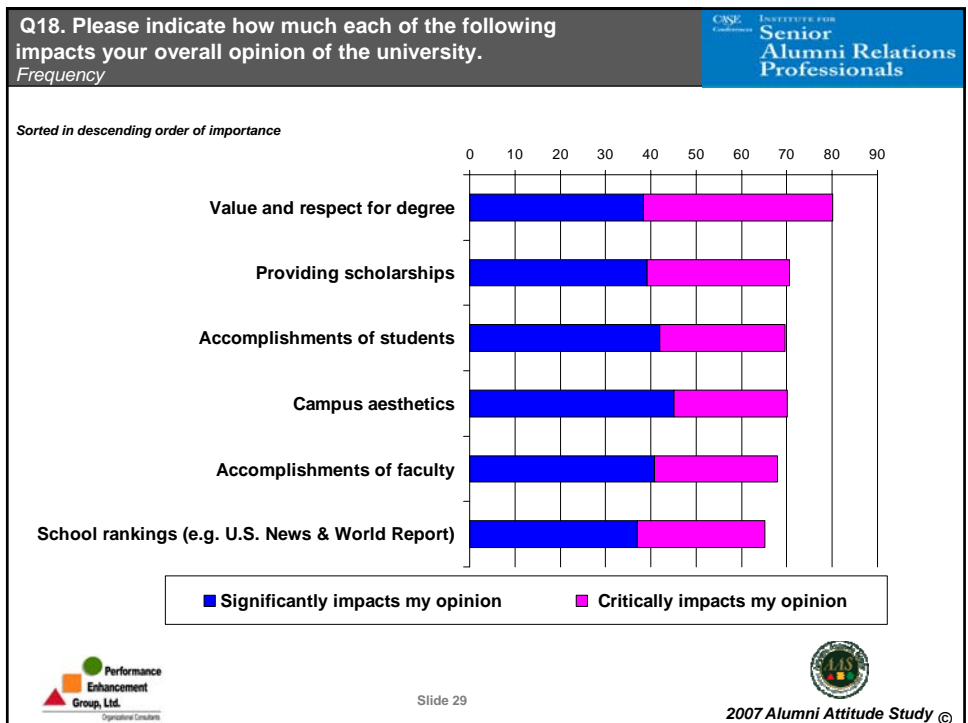
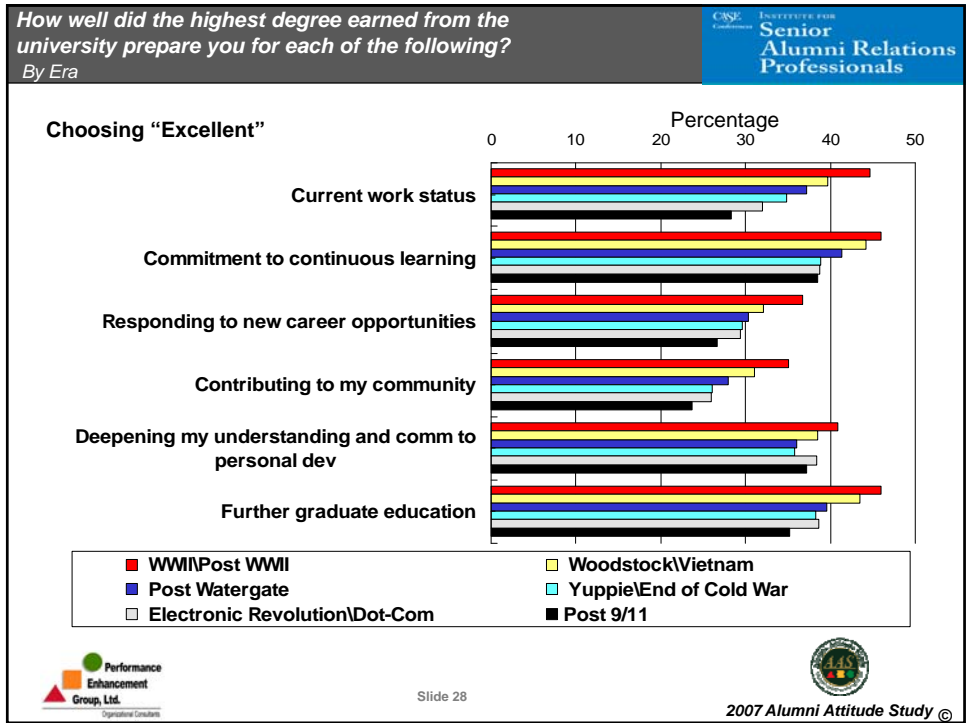
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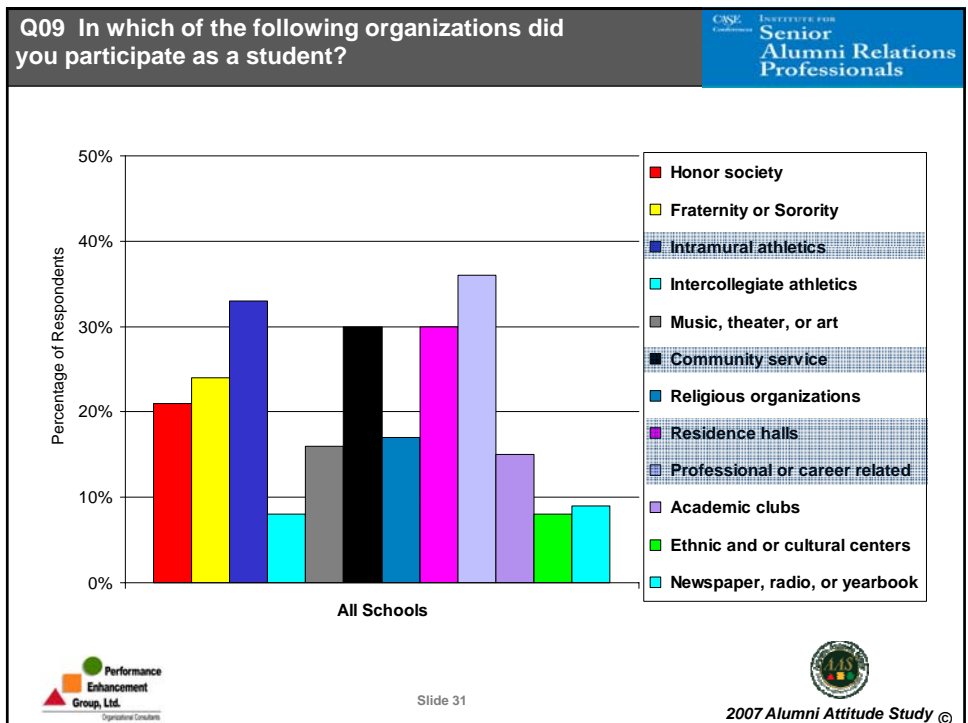
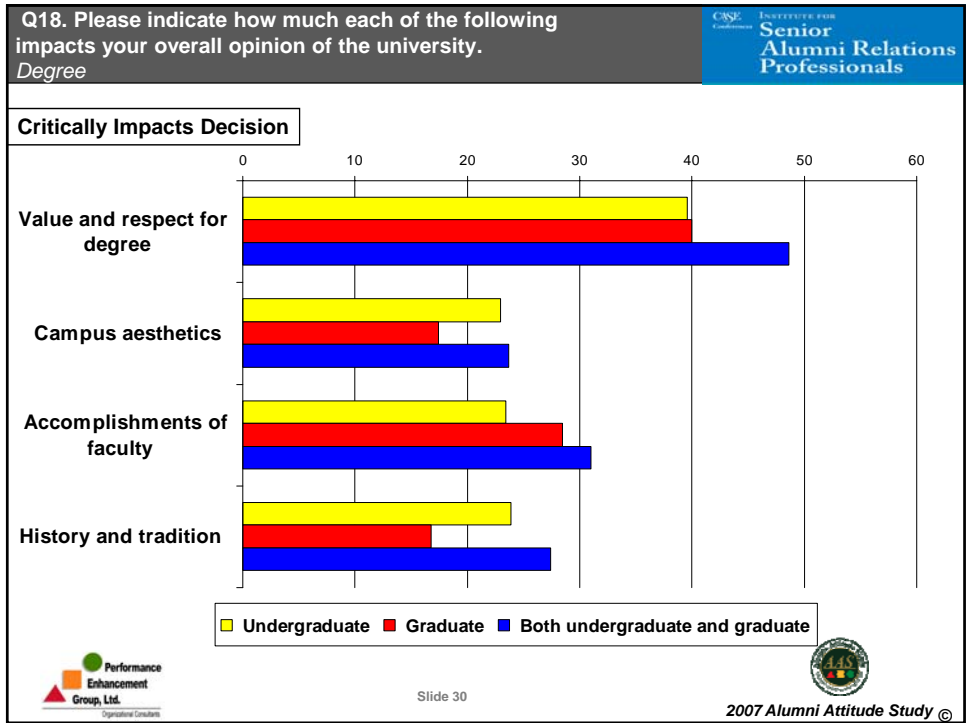
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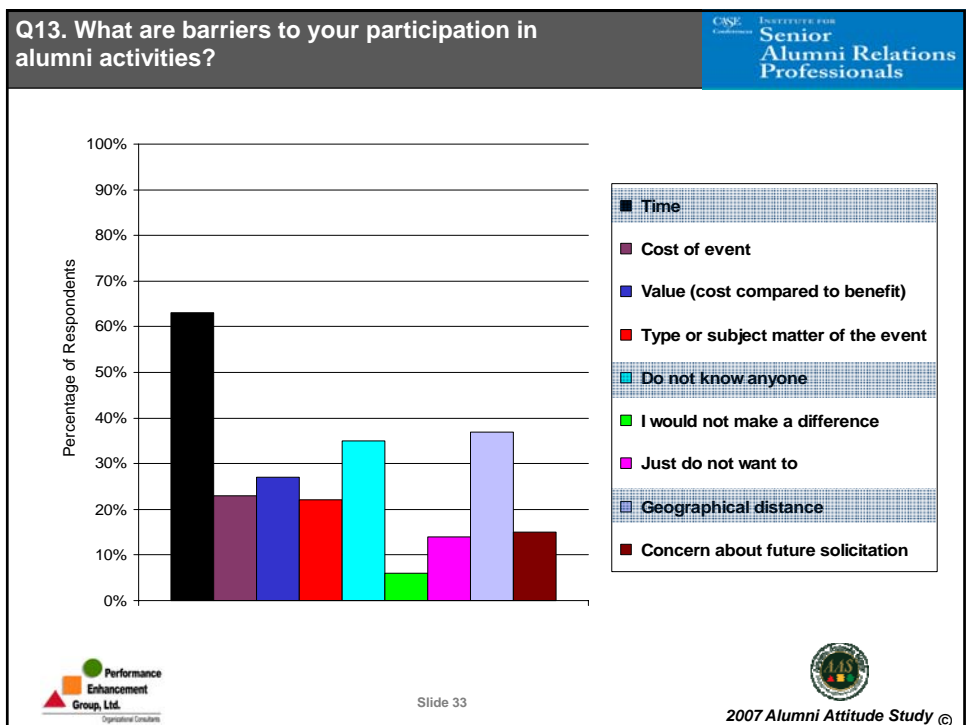
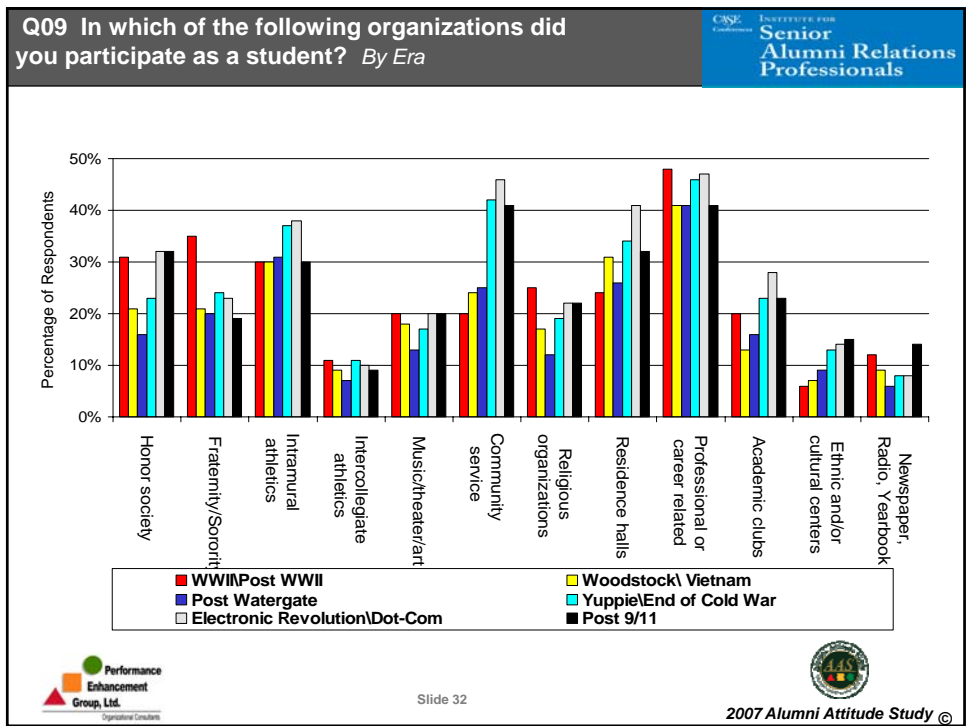
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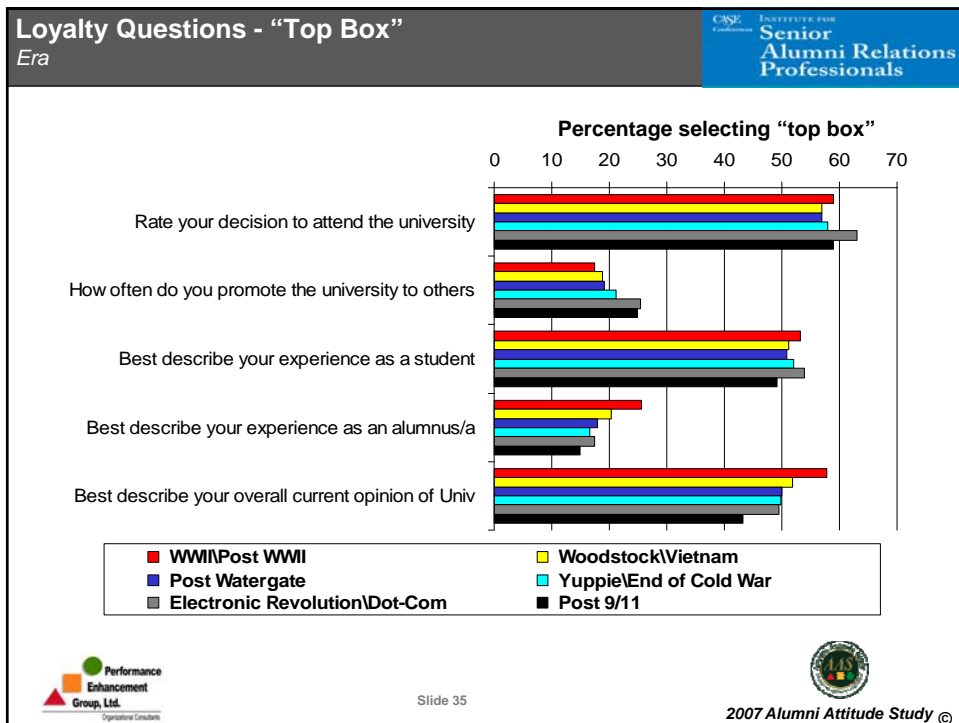
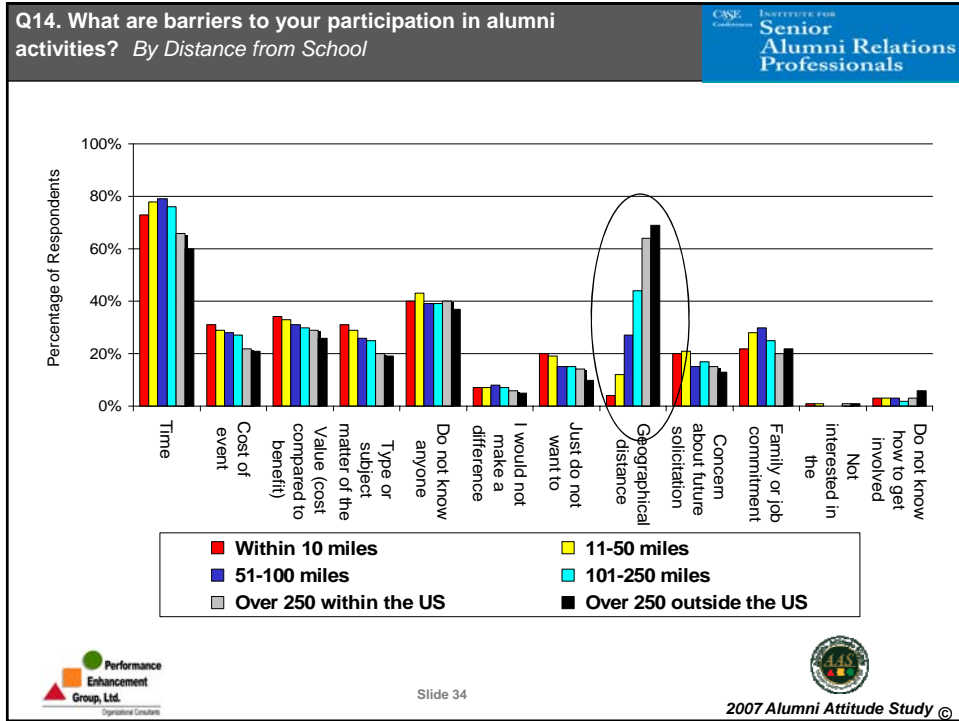
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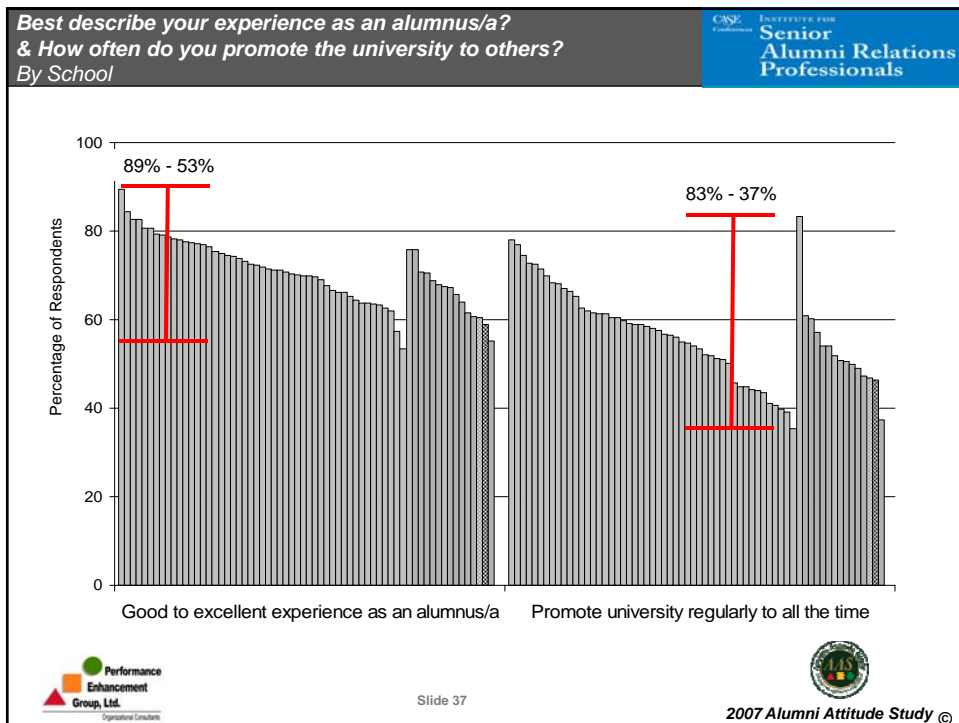
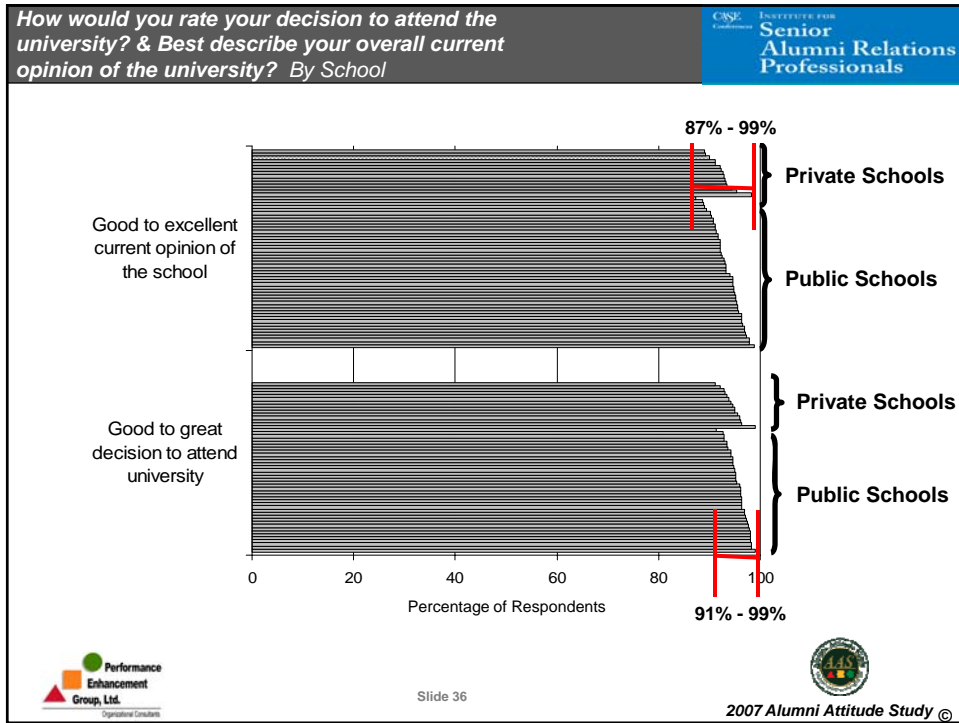
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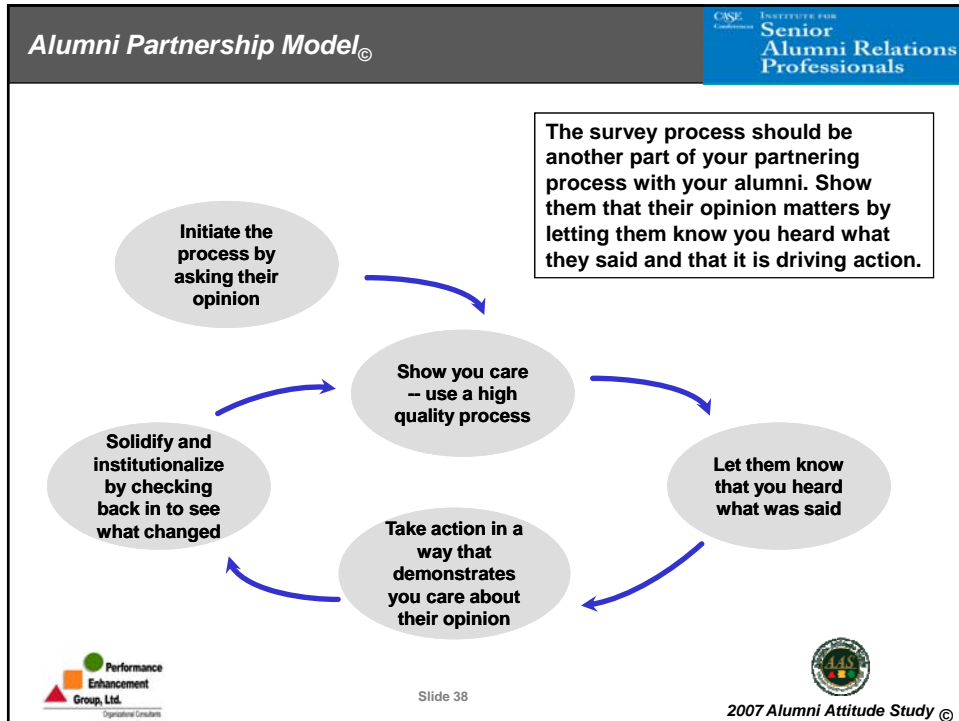
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Discussion:

Taking Action on Alumni Feedback

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Additional information

CASE Currents articles

- **2007 October Page 40**
Dues and Don'ts
To charge dues or not, that is the alumni association's question
- **2005 March Page 54**
CONVERSATION PIECE
Alumni surveys provide helpful data—and encourage communication between alumni and alma mater
- **2004 May/June Page 18**
The Ones to Watch
With their large numbers and economic influence baby boomers shape alumni programs to their tastes



Upcoming presentations

- **CASE District III Conference** February 17 – 20, 2008 – Atlanta, MA
- **CASE District IV Conference** April 5 – 9, 2008 – Little Rock, AR
- **CASE Senior Alumni Relations Professionals** April 16 – 18, 2008 - St. Pete Beach, FL
- **Past Participant Workshop** January, 2008 - Teleconference



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