

# The Association of Southwestern University Alumni 2013 Survey Executive Summary

## PURPOSE

Alumni (graduates and non-graduates) were asked by email, social media and within *Southwestern*, the University magazine, to complete a 16-question survey between May 14 and June 30, 2013. The survey served three central purposes:

1. To determine alumni interest in Association-sponsored and other Southwestern University events;
2. To clarify alumni preferences in Association communication efforts; and
3. To gauge alumni interest in volunteer opportunities.

## ALUMNI RESPONSE STATISTICS

A total of 1158 alumni completed the survey.

- 15,153 alumni have contact information with the University. 77.2% (11,697) of contactable alumni have a valid email address.
- Considering this information, 9.9% of email-able alumni completed the survey.

## KEY FINDINGS

91.36% of alumni responded that their personal or professional lives were enhanced through their *Southwestern Experience*.

## STRONGEST CONNECTION

Their academic experience is their strongest connection to Southwestern, yet survey results show that the weakest sources of news/information is from or about academic departments.

### RESOLUTION

- The Alumni Council will work with the Office of the Provost and academic divisions to effectively share information on current curriculum, student research and department-specific initiatives.

## LIFELONG LEARNING

Highest rated categories (in order of interest) are virtual education (42%), professional networking (41%) and mentoring as a mentor or mentee (39%). This data corresponds with event interest data with preferences in cultural/arts, service, socializing and academic presentations. Professional networking demonstrated the highest levels of interest in out-of-state local associations.

### RESOLUTIONS:

- Seek opportunities to engage alumni (and friends) with an online presence of faculty lectures and speaker series.
- Local association programming requires city-based research on alumni interest in regard to educational programming and professional networking.
- Investigate a program for alumni-to-alumni and alumni-to-student mentoring.

## **CLASS COMMUNICATIONS**

Approximately 70% hear from their Class Agent once per year through a letter or not at all. There is an interest in learning about classmate achievements. This data supports the need for a Class Delegate role.

### **RESOLUTION:**

- The Alumni Council will develop a sustainable Class Delegate program. Alumni who indicated an interest in volunteering for his/her class (through the survey) will be contacted about this opportunity.

## **YOUNG ALUMNI**

Young alumni (2010-2013) state the highest interest in returning for Homecoming and Reunion Weekend.

### **RESOLUTION:**

- Provide stronger programming that caters to the interests of younger alumni to keep them engaged as they grow older.

## **VOLUNTEERING**

644 respondents indicated an interest in volunteering for Southwestern.

### **RESOLUTIONS:**

- Campus offices were provided lists of volunteers to engage them in opportunities within their respective areas.
- Engage alumni through revamped volunteer training.