



# 2013 Alumni Survey Insights: A pulse check of Urbana Campus alumni

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UNIVERSITY OF ILLINOIS ALUMNI ASSOCIATION

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# Alumni Barometer Survey

- Gather insight about alumni perceptions, satisfaction, loyalty
- Create a baseline of attitudinal data
- Test conventional wisdom about affinity, experience
- Identify issues for further investigation

# Sample Population

Urbana Campus graduates with email address on file

**Total Population: 188,493**

**Random Sample: 40,000**

Male	Female
59%	41%

20-30	31-40	41-50	51-60	61-70	71+
9,167	7,340	6,812	7,414	5,726	3,532

**Response Rate: more than 1,700 (4%)**

# Key Takeaways

- Survey puts issues on the table for further study
- Findings have implications for marketing strategy more so than advancement strategy
- Alumni believe University of Illinois is a very good school and greatly value their experience
- About 40% are somewhat indifferent, ambivalent and don't feel connected

# Key Takeaways

## Alumni Association insights:

- Best known for recognizing, promoting University and alumni achievements
- And preserving, promoting University history and traditions
- Very aware of its communications, but could provide more value and impact

# Next Steps

- Conduct baseline surveys for UIC and UIS
- Develop survey strategy with advancement partners
- Plan future surveys
  - ❖ *What do alumni want to hear about?*
  - ❖ *What would engage them more?*