

Alumni Attitudes Survey

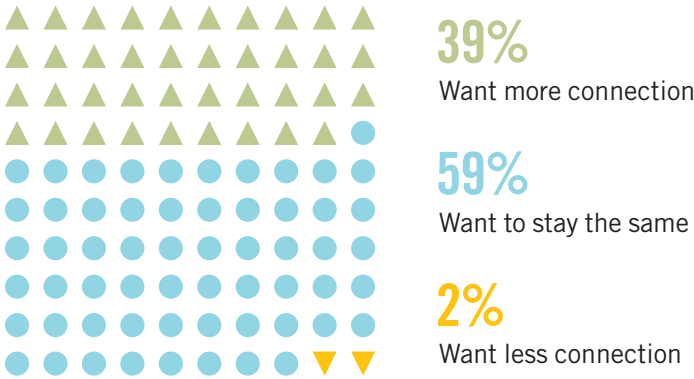


OVERALL OPINIONS & ATTITUDES

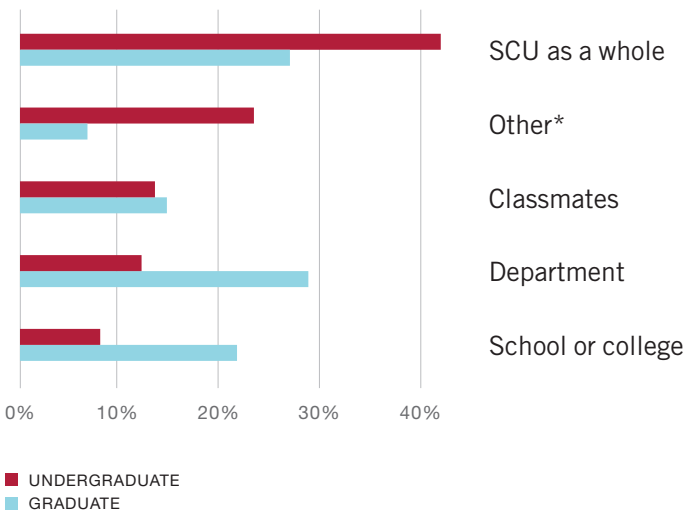
Student Experience

92% of alumni are **very** or **somewhat satisfied** with the overall experience they had as a student at SCU

Alumni Want to Be MORE Connected



Aspects of SCU Alumni Most Identify With



*ex: sports team, student group, residents hall/dorm, center/institute

SCU Has Alumni "Mindshare"

82% say their current opinion of the University is **excellent** or **good**

46% of alumni say they mentioned SCU within the past week

71% of alumni feel a lifelong relationship with SCU is worth maintaining

"My time spent at SCU was the best time of my life. The relationships that were built will never be broken and always cherished." -'04

"I have become very successful in my career due to my academic background and good morals and a sense of community that I established at SCU." -'10

"SCU is an excellent source of enrichment both for young people starting out in life and alumni who benefit from an enduring positive influence." -'75

OVERALL OPINIONS & ATTITUDES – continued

The Value of Alumni Programming & Events

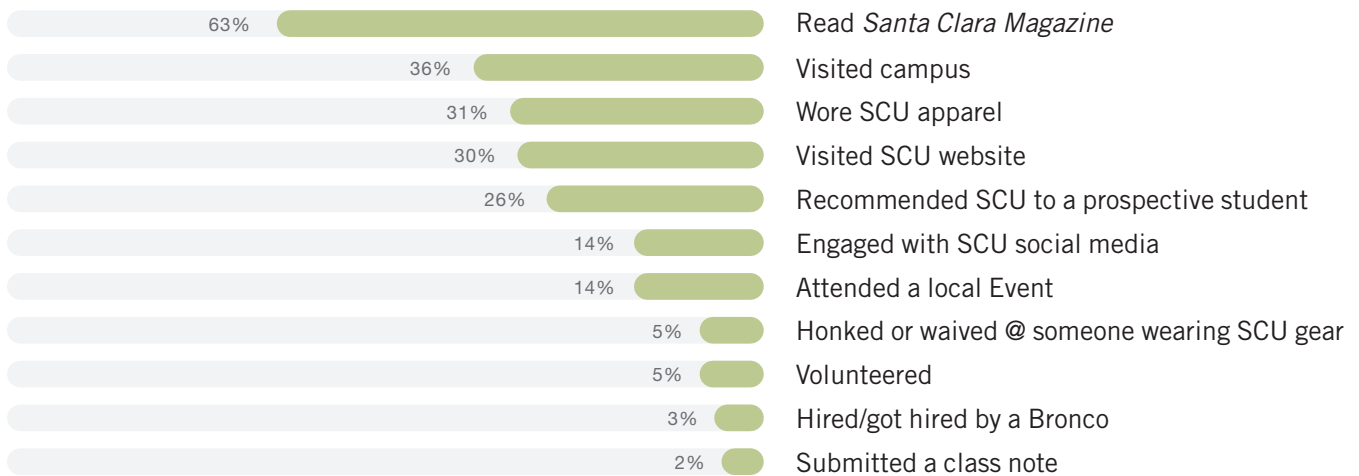
Alumni who **feel they are still part of the SCU community** are **2-3 times** more likely to:

- ✓ Take great pride in their SCU degree
- ✓ Recommend SCU to a prospective student
- ✓ Have an excellent overall opinion of the University today
- ✓ Be donors
- ✓ Say SCU is one of the most important affiliations in life today
- ✓ Feel that a lifelong relationship with SCU is worth maintaining
- ✓ Feel SCU values its alumni
- ✓ Feel an emotional connection to SCU
- ✓ Feel SCU is part of who they are

 Only a third (35%) of alumni feel they are still part of the SCU community.

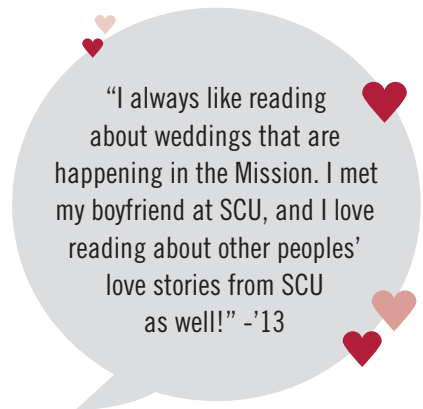
ALUMNI ENGAGEMENT & INTERESTS

Done in the Past Year or So



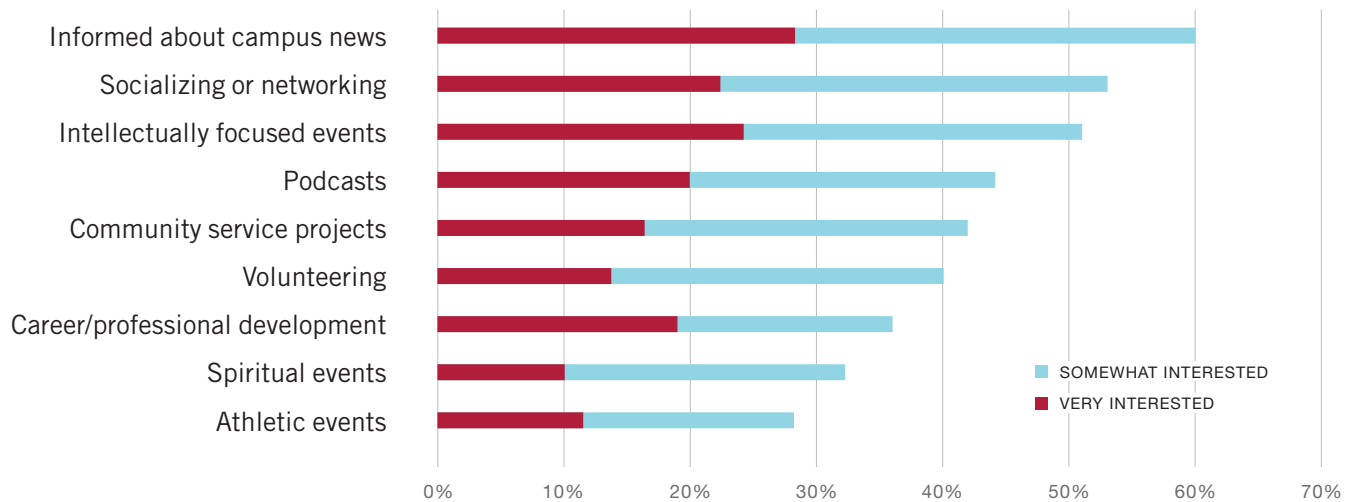
Big Opportunity: Class Notes

 Only 2% of alumni self report submitting a class note in the past year.



ALUMNI ENGAGEMENT & INTERESTS – continued

Interest in Ways to Stay Involved



ATTITUDES ABOUT PROGRAMS & ACTIVITIES

Program Diversity Is Key

“One Size Doesn’t Fit All”

No single form of involvement has universal appeal, but half of all alumni express great interest in staying involved in some way.



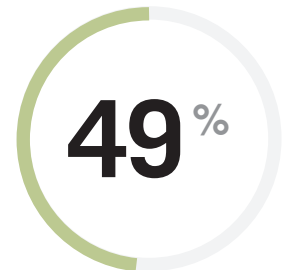
Alumni feel **more engaged** if they **live in an area with an active regional alumni chapter**

MARKETING AND COMMUNICATIONS



Communication Channels Are Very Generational

Older alumni (60 and older) say that *Santa Clara Magazine* is their main source of news and information, whereas younger alumni (under 40) get their news primarily from friends and social media



choose **email newsletter** as their preferred communication channel for events and time-sensitive info

ATTITUDES ABOUT PROGRAMS & ACTIVITIES – continued

SOCIAL MEDIA

Social media is a positive driver to increase alumni engagement, including:

- Getting together in person with other alumni
- Attending Grand Reunion Weekend
- Attending SCU events in their local area
- Visiting campus



There Is a Big Opportunity to Grow Our Social Channels

48% of alumni say they use social media to interact with other SCU alumni

63% of alumni are unaware of the Alumni Association's Facebook page

CAREER PROGRAMS

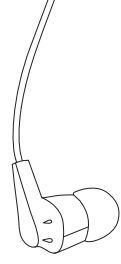
Alumni Who Are Interested in Career and Professional Development Services are:

- **Most interested in career networking opportunities (62%)**
- Dealing with a career transition (38%) or building their personal brand (38%)
- Interested in having a positive online presence for their career (31%)
- Seeking guidance during their job search (30%)
- Updating their resume (28%)
- Looking for job interviewing tips (22%)

55% of alumni want career and professional development services or events from SCU

Not surprisingly, young alumni (under 40) are the most interested in career and professional development offerings.

ATTITUDES ABOUT PROGRAMS & ACTIVITIES – continued



DESIRED AFFINITY GROUPS

Possible interest-based affinity groups

- LGBTQ
- Older singles
- Widowers

“LGBT focused alumni groups would be great!” -’05

“The most important resource for me is building professional connections with alumni.” -’09

64%

of alumni are interested in podcasts to stay involved with SCU



Possible professional affinity groups

- Teachers
- Real Estate
- Technology
- Finance

“[I would like SCU to offer] in-person networking opportunities for alumni in similar career fields.” -’10

“Opportunities for older singles to meet other singles!” -’72

VISITING CAMPUS

36%

 of alumni visited campus in the past year or so

6/10

alumni who came back to campus in the past year or so say **they just walked around and enjoyed campus**

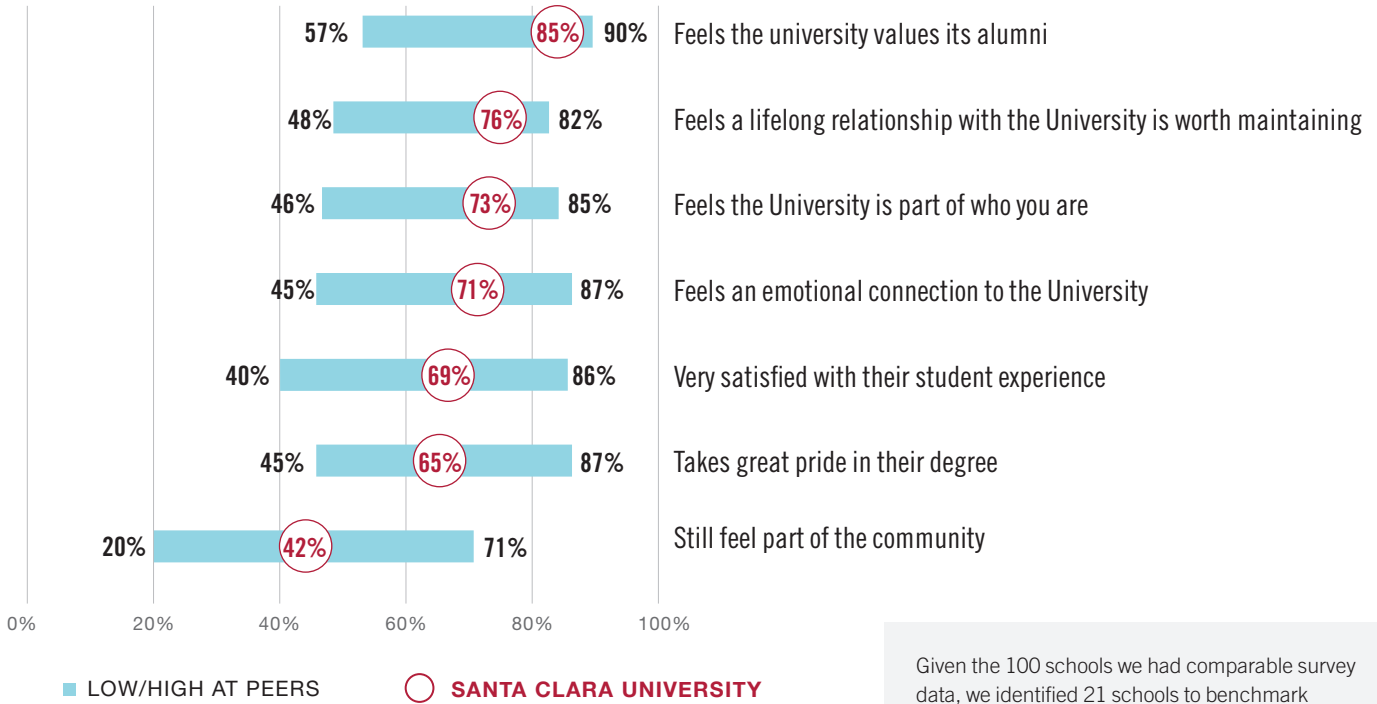
“I still visit campus, and it is simply beautiful and welcoming.” -’90

“Taking this survey makes me want to visit the campus!” -’09

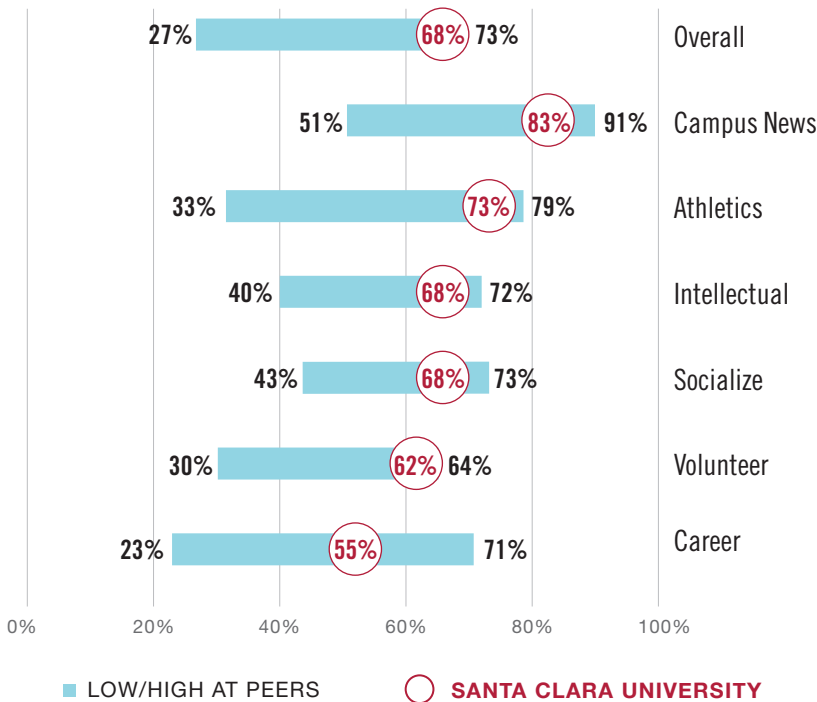


HOW WELL ARE WE DOING – BENCHMARKING AGAINST OTHER SCHOOLS

Alumni Feelings



Alumni Programs



Given the 100 schools we had comparable survey data, we identified 21 schools to benchmark against that were:

- Mix of peer and aspirational
- Mix of large and small
- Mix of private and public
- A few Jesuit schools
- A few schools we compete with for admissions

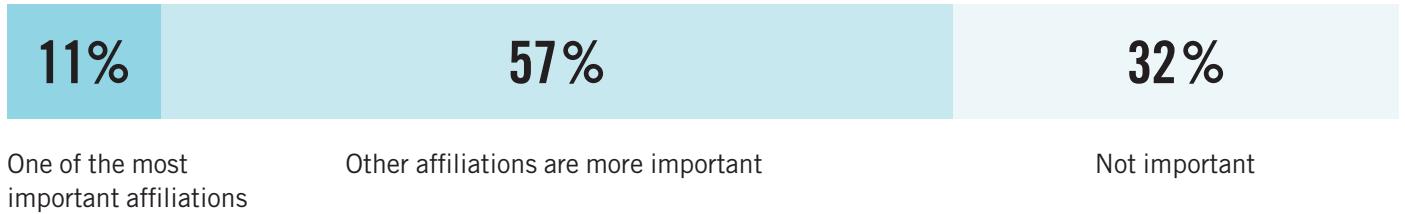
Schools included in benchmarking assessment:

- Binghamton University
- Creighton University
- Hawai'i Pacific University
- McGill University
- Massachusetts Institute of Technology
- New York University
- Penn State University
- Regis University
- San Diego State University
- Stanford University
- Trent University
- University of Alaska Anchorage
- University of California Berkeley
- University of California Davis
- University of Colorado
- University of Minnesota
- University of North Carolina
- University of South Florida
- University of Virginia
- Wake Forest University
- Willamette University

Since not all schools have graduate programs, we've only compared undergraduate data.

HOW WE CAN DO BETTER

How SCU Fits in Your Life Today



COMMUNICATIONS

Alumni Want MORE Communications

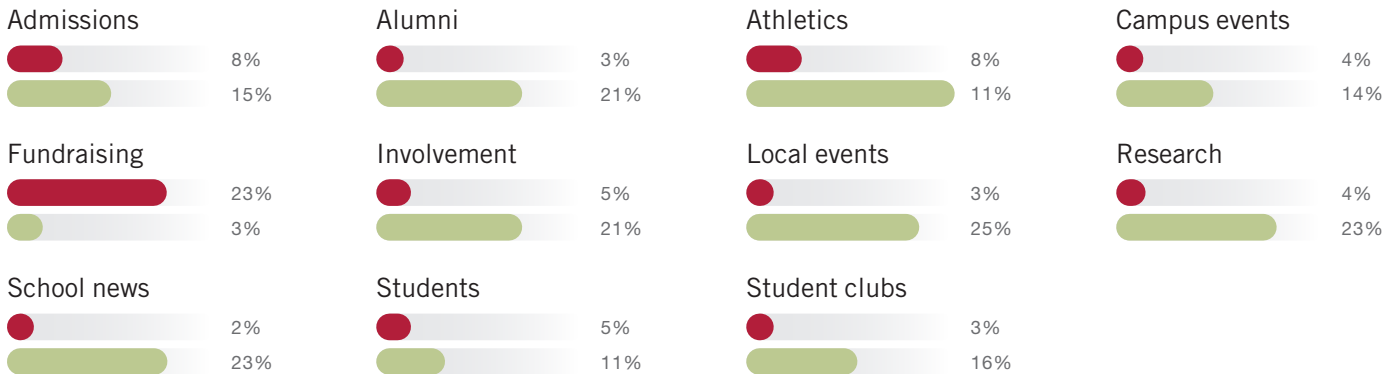
25% of all alumni say they don't receive enough information about SCU events in their local area, while just 3% say they receive too much.

Biggest Challenge: Awareness

55% of alumni who live in an area with an active chapter are unaware of the chapter.

Feedback on Amount of Information Received from SCU

■ TOO MUCH ■ NOT ENOUGH



"I feel like we need to do a better job of promoting alumni events in local areas."

"Please reach out to alumni more about ways to stay engaged with the university—events, activities, volunteering, etc."

"I would love to be contacted more often about the events, etc., listed in this survey."

WHAT WE LIKE TO HEAR

“Santa Clara is a special place. Strong academics, amazing people, amazing community. Most important — you become a Bronco for life. The connection alumni have with the university is unmatched. Santa Clara is family.” -’86

“SCU was the perfect undergraduate home for me — it broadened me academically, culturally, athletically, and socially. The campus is so rich in history and Jesuit tradition, while sitting in the heart of Silicon Valley. I chose SCU over an Ivy League option, and as I look back at the education I received, the relationship formed, and the path to happiness in life that SCU has given me, I know SCU was the school for me.” -’92

“SCU provided me with a solid education and numerous opportunities to learn, grow and challenge myself outside of the classroom, which has shaped me both personally and professionally. I left SCU with much more than a degree. The relationships I made at SCU, in through my subsequent involvement via alumni activities, are invaluable and I still maintain a close connection with some students, faculty and staff.” -’04

SURVEY RESPONDENTS DEMOGRAPHICS

AGE	
Under 30	10%
30–39	17%
40–49	17%
50–59	20%
60–69	15%
70 and older	7%
No answer	15%

RELIGIOUS PREFERENCE	
Catholic	46%
Protestant	13%
Other Christian	8%
Jewish	3%
Hindu	3%
Buddhist	2%
Muslim	*
Other (specify)	3%
None	17%
Prefer not to say	6%

RACIAL OR ETHNIC GROUP RESPONDENT IDENTIFIES WITH THE MOST	
White/Caucasian	69%
Asian/Asian-American/Pacific Islander	13%
Latino/Chicano/Hispanic	6%
Mixed Ethnicity	3%
Black/African-American	2%
Middle Eastern	1%
Native American/American Indian	*
Other	*
Prefer not to say	6%

DEGREE	
Undergraduate/dual	54%
Graduate-only	46%

SCHOOL OR COLLEGE (OF EARLIEST DEGREE)	
Arts and Sciences	34%
Business	33%
Law	14%
Engineering	12%
Education and Counseling Psychology	4%
Jesuit Theology	2%
Pastoral Ministries	*

YEAR OF EARLIEST DEGREE (UNDERGRAD 1960–2014, GRADUATE 1965–2014)	
2005–2014	26%
1995–2004	23%
1985–1994	22%
1975–1984	19%
1960–1974	11%

GENDER	
Male	57%
Female	43%

REGION	
Local (driving distance)	57%
Non-local active chapter	33%
Elsewhere	10%

MADE A GIFT TO ANY SCU DESIGNATION IN THE PAST FIVE YEARS (SINCE JULY 1, 2010)	
Yes	25%
No	75%

ABOUT THE SURVEY: The Santa Clara University Alumni Association conducted a survey online from April 19–May 23, 2015 with a random sample of SCU undergraduate degree holders from 1960–2014 and graduate degree holders from 1965–2014.

1,817 alumni participated in the survey, which was an approximately 23 percent response rate.

For additional information about the survey, please contact Melissa Brotherton at mbrotherton@scu.edu.