

TODAY

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UCM
FOUNDATION
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ANNUAL
REPORT

YOUR OPINION MATTERS

By Chelsey Buseck and Sean Williams



Dear Alumni,

First and foremost, thank you for the commitment and loyalty you have shown UCM over the years. Whether you join us for homecoming each fall, speak to students in a classroom, employ an intern, fund a scholarship, or stay connected through UCM social media, I want to personally thank you for your involvement with the university. The connection you have created and maintain with campus is something I look forward to witnessing each semester.

Second, your voice has been heard. In keeping with our mission to build loyalty and support among alumni, we wanted to know what you really think.

So, we created a survey. This survey was emailed to alumni and asked questions surrounding concepts like loyalty, student experience and alumni engagement. The survey was answered by six eras of alumni:

- Prior to 1973
- 1974-1980
- 1981-1993
- 1994-2000
- 2000-2008
- Post 2008

My goal for this survey was to understand what drives, and doesn't drive, your passion about UCM. That goal was met; the answers to the survey were created by your voice. Please explore the next few pages regarding your opinion and how it ranked among UCM peers and alumni of national universities.

Sincerely,

Traci Via, Director of Alumni & Constituent Relations

This is what you told us

96% of alumni think their experience as a student was **TOP NOTCH**

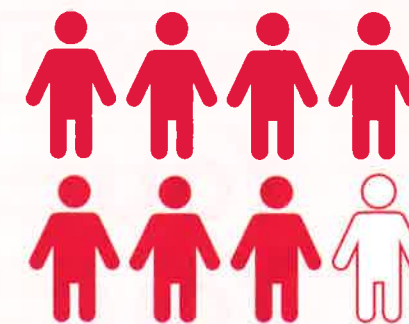
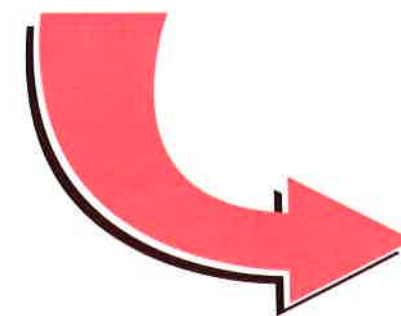
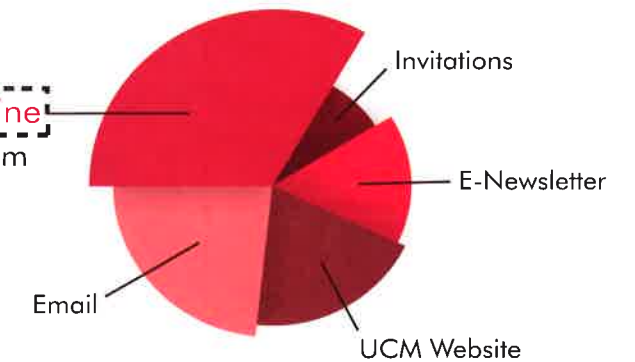
3 ways alumni want to become involved at UCM



3 out of 5 respondents say their experience as alumni is **EXCELLENT**



Our alumni believe the **Today Magazine** is the best way to communicate with them



7 out of 8 alumni **value and respect** their degree

What you said by era

Prior to 1973

You are most likely to attend reunions and alumni events

You visit campus the most

1974-1980

You read the *Today* magazine the most

1981-1993

80% prefer to be contacted by UCM through email

1994-2000

You had the best experience as a student and are having the best experience as an alumnus

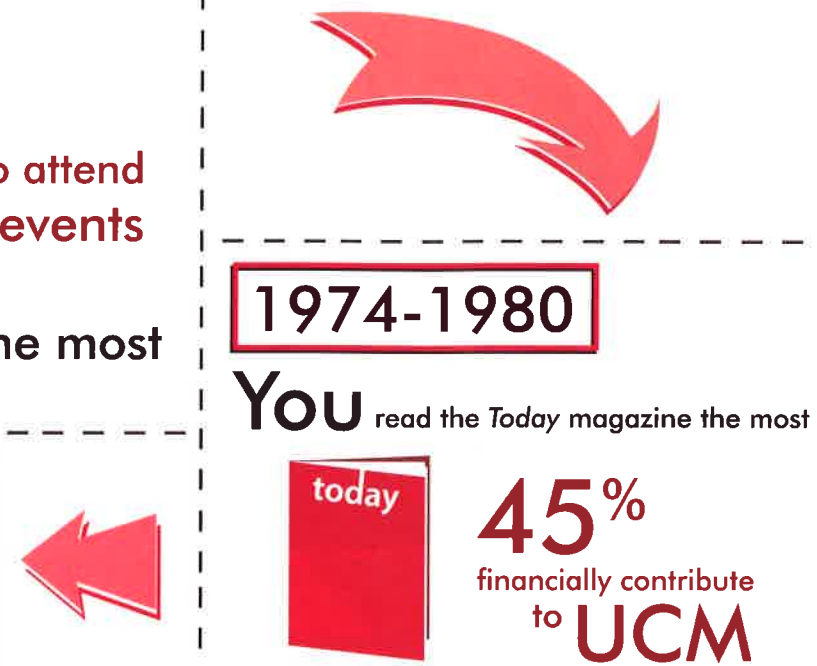
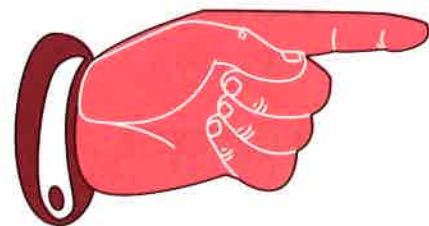
2000-2008

You stay in contact with other alumni the most and are the most loyal to your major

Post 2008

You believe UCM excelled in athletics encouraging you to attend their events

You are the most loyal to faculty members



45% financially contribute to UCM

In a national comparison, you rated UCM higher for:



This survey opened our eyes in more ways than one. Although the survey was filled with positive information, there are a few things we plan to improve.

Our solution: A Dinner for 12 Mules

Host a dinner and build relationships! The program is simple. For each dinner, a guest list is created of people who share common career goals related to the expertise of the host. The goal: provide the opportunity to bring together UCM alumni and friends with students, faculty and alumni staff members.



3 out of 9 alumni do not attend activities because they think "they won't know anyone"

Our solution: The Mule Nation Alumni Clubs

These clubs are designed to engage, develop and assist in alumni activities and events in a specific geographic area, with the goal to promote closer fellowship and networks among alumni. Mule Nation Alumni Clubs have been launched in Dallas/Ft. Worth and Kansas City. Next up is St. Louis.



55% of alumni do not attend activities due to geographical distance

University of Central Missouri Alumni



Share your opinion with us
 "How can UCM be more engaged with you?"
 Send your responses to alumni@ucmo.edu

