



# Alumni Speak: Findings From the Alumni Attitude Surveys

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# WHY ALUMNI RESEARCH IS IMPORTANT

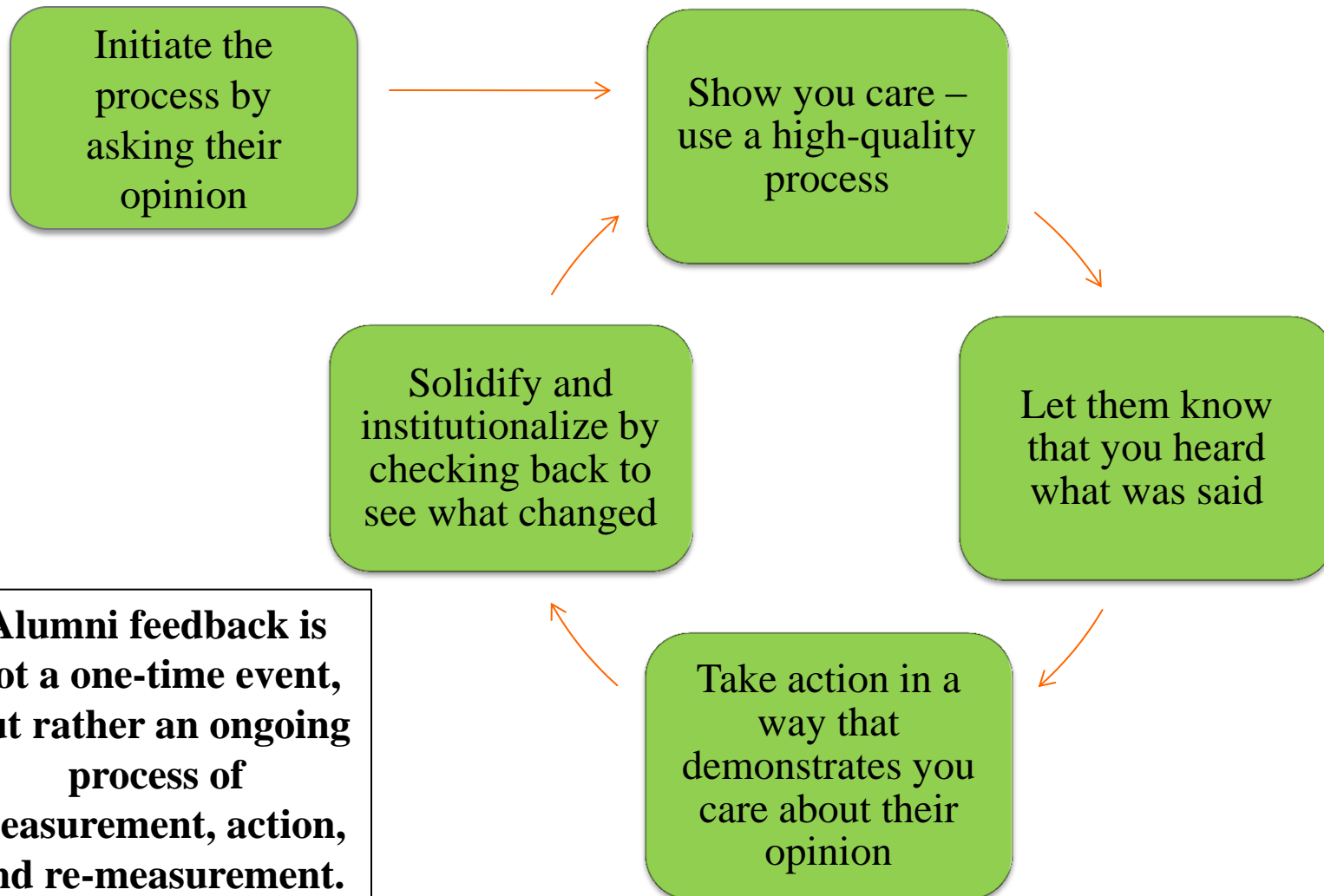
**Assessing Attitudes of Alumni** – There are specific drivers and motivators that cause alumni to become and/or not be engaged. By closely identifying trends and attitudes towards these areas, institutions can be more targeted in their outreach and better communicate the value of staying engaged and/or giving back to the institution.

**Engages Alumni Directly**– Using the AAS provides an opportunity for thousands of alumni to provide feedback directly to the institution about their student and alumni experience and perceptions about the university and the current alumni relations efforts. Having this opportunity, you are directly engaging alumni in the life of the university.

**Increases campus-wide support for alumni relations** – Having data from the institution’s most valuable stakeholders (alumni) can and should be important to all departments on campus. By using the AAS, alumni professionals have the ability to enhance their relationship with other departments across campus and create a more cooperative and unified effort to provide the best possible outreach and communications to alumni.

**Enhances the Alumni Partnership Model©**

# ALUMNI PARTNERSHIP MODEL<sup>®</sup>



**Alumni feedback is not a one-time event, but rather an ongoing process of measurement, action, and re-measurement.**

# ALUMNI FEEDBACK FUNDAMENTALS

- Begin with the end in mind
- Everything needs to be actionable (mostly)
- Prioritize improvement opportunities
- Enhance brand/image recognition
- Increase Alumni partnership

# WHAT AN ALUMNUS/A WANT TO TELL US

- Overall current opinion of the institution
- Remembering their student experience
- Their current experience as an alumnus/a

# WHAT WE WANT TO KNOW

- Drivers for loyalty and giving
- Most effective communication talking points and topics
- How to best use the different ways we communicate
- Most effective programs
- How these things vary by different groups

# A TYPICAL SURVEY PROCESS

AN AVERAGE PROJECT SHOULD TAKE ABOUT 3 MONTHS FROM START TO FINISH.

## Phase I: Design and Development

Modify outgoing communications for branding purposes

Customize instrument to fit institution's needs

Determine parameters and select sample of alumni recipients

## Phase II: Distribution

Approve the questionnaire and all other outgoing communication to alumni

Distribute survey, reminders, and any other corresponding communication

Gather responses and develop database

## Phase III: Analysis/ Action Planning

Analyze the results and prepare initial report of findings

Presentation of initial findings including recommendations for implementing results and driving action on areas of highest impact

Collaborate on future effective communication and programming efforts to increase overall engagement

# 5 REASONS ALUMNI PARTICIPATE

- Learn something
- Help their career
- Make a difference
- Gain access
- See friends



# IMPLICATIONS: HIGHLIGHTED ISSUES & AREAS OF FOCUS

- Equity of Degree matters
- Career issues percolate to the top
- Enhanced opportunities to branding association on campus
- More effective communications
  - ✓ High value talking points
  - ✓ High value communication topics
  - ✓ Segmentation opportunities
- Underlying issues regarding alumni events

**SOME FINDINGS FROM THE ALUMNI  
ATTITUDE STUDY © RESEARCH**

# ABOUT THE ALUMNI ATTITUDE STUDY®

- Developed in 2001 with core team of 11 advancement professionals
- Survey completed by over 500,000 alumni at 200 universities and colleges over the last 9 years
- Reviewed with team of users every 2 years (last completed in 2012)
- Instrument is always branded to reflect University
- Agreement with CASE to share insights and provide member discounts

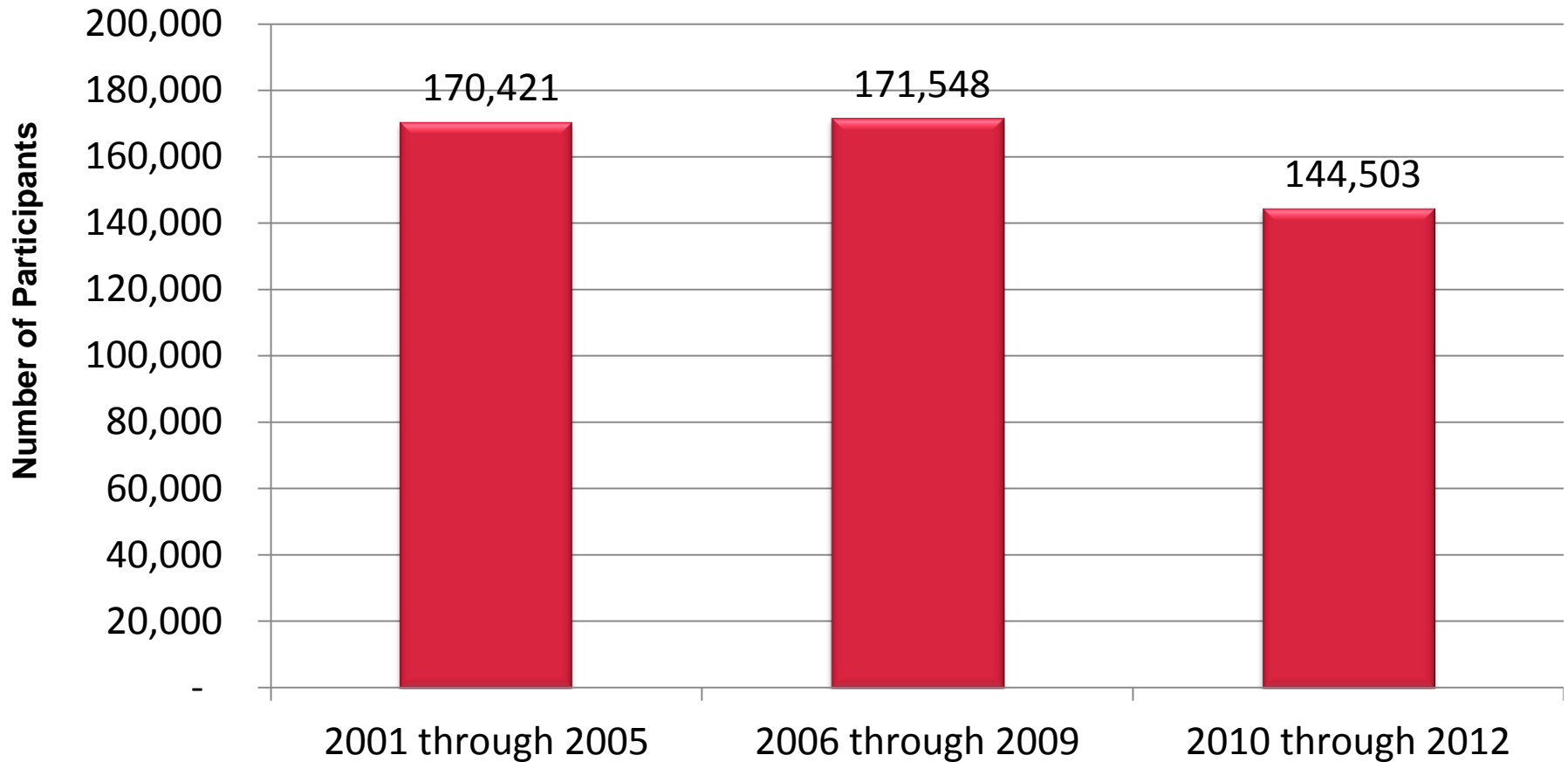
# GENERATION VS. ERA

## By Graduation Era - Definitions

<p>Woodstock/ Vietnam and Prior (graduated prior to 1973)</p>	<ul style="list-style-type: none"> <li>• Includes pre 1964 graduates</li> <li>• Tumultuous 60's</li> <li>• Civil Rights Act</li> <li>• Tonkin resolution to Nixon resignation</li> <li>• Good economy</li> <li>• Ages 60-68 and older</li> </ul>	<p>Electronic Revolution/ Dot-Com (graduated 1994-2000)</p>	<ul style="list-style-type: none"> <li>• Dot-com IPOs to 9/11</li> <li>• Peace and fall of Berlin Wall</li> <li>• Big booming economy focused on youth</li> <li>• Ages 33-39</li> </ul>
<p>Post-Watergate (graduated 1974-1980)</p>	<ul style="list-style-type: none"> <li>• Nixon resignation to Reagan boom</li> <li>• Younger brothers and sisters of Woodstock/Vietnam</li> <li>• Bad economy and pessimistic time</li> <li>• Ages 53-59</li> </ul>	<p>Post-9/11 (graduated 2000 through 2008)</p>	<ul style="list-style-type: none"> <li>• Economic bust after Dot-Com followed by real estate driven growth</li> <li>• Focus away from youth</li> <li>• War in our time</li> <li>• More competition for every job</li> <li>• Age</li> <li>• Ages 27 - 32</li> </ul>
<p>Yuppie/End of Cold War (graduated 1981-1993)</p>	<ul style="list-style-type: none"> <li>• Reagan boom to dot-com IPOs</li> <li>• Good economy and optimistic time</li> <li>• Ages 40-52</li> </ul>	<p>Post Great Recession (Graduated after 2008)</p>	<ul style="list-style-type: none"> <li>• Market crash of 2008</li> <li>• Explosive unemployment</li> <li>• Significantly increased role of government in health care</li> <li>• Slowest recovery in history</li> <li>• Breakdown of European economy</li> <li>• Huge and growing US deficit</li> <li>• Ages 26 and younger</li> </ul>

AAS  
2001  
through  
2012

# NUMBER OF RESPONDENTS



# BIAS IS INHERENT IN ALL RESEARCH STUDIES. IT MUST BE UNDERSTOOD AND MINIMIZED WHERE POSSIBLE.

## 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

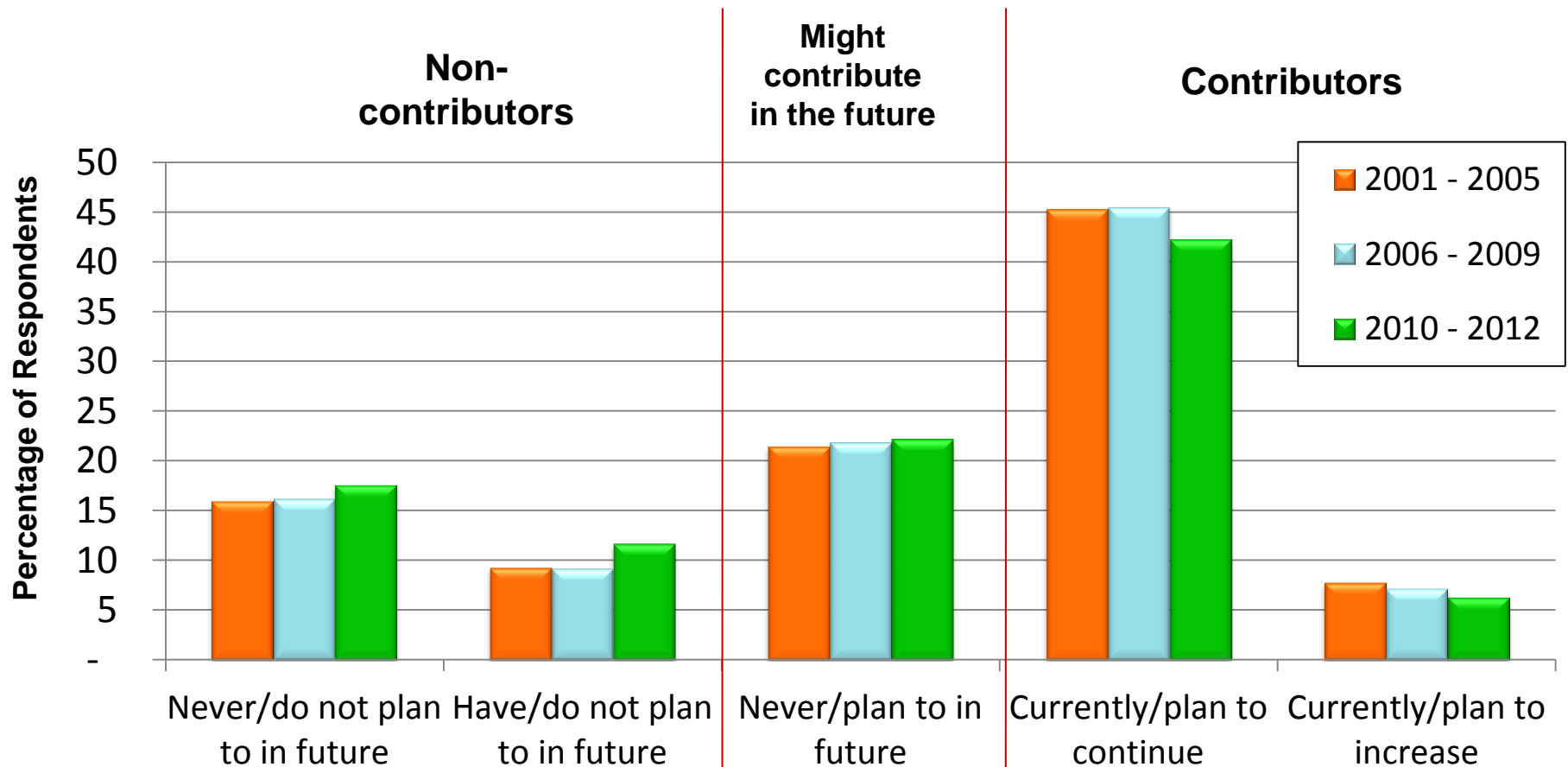
- A low survey response rate and corresponding high non-response rate causes concern about differences between respondents and non-respondents
- Exists in both internet and phone surveys as well as mail
- Consistency of ranking for question groups helps alleviate concern
- Distribution across membership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

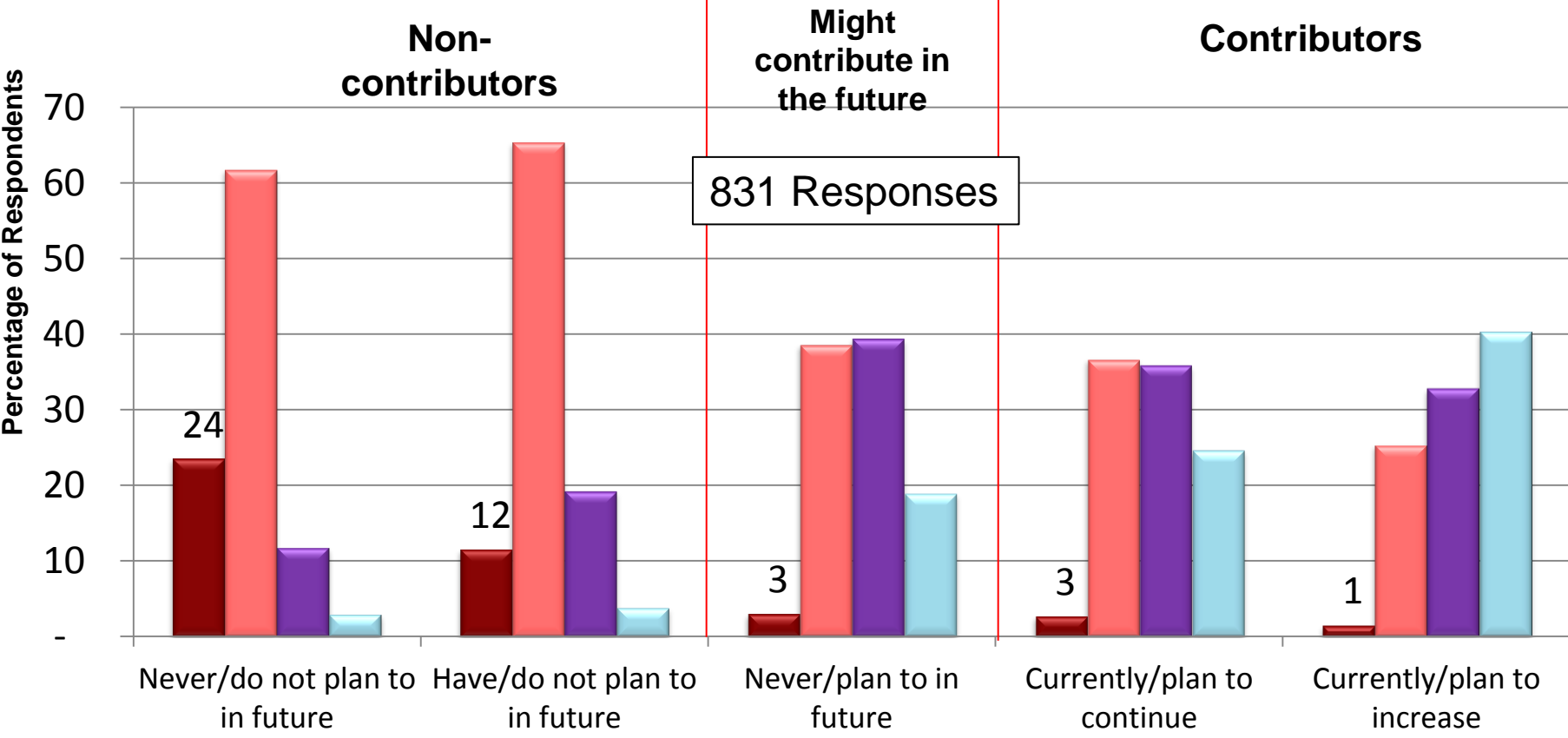
AAS  
2001  
through  
2012

# INTENT TO PARTICIPATE FINANCIALLY



Rockhurst  
Survey  
Findings

# INTENT TO FINANCIALLY PARTICIPATE



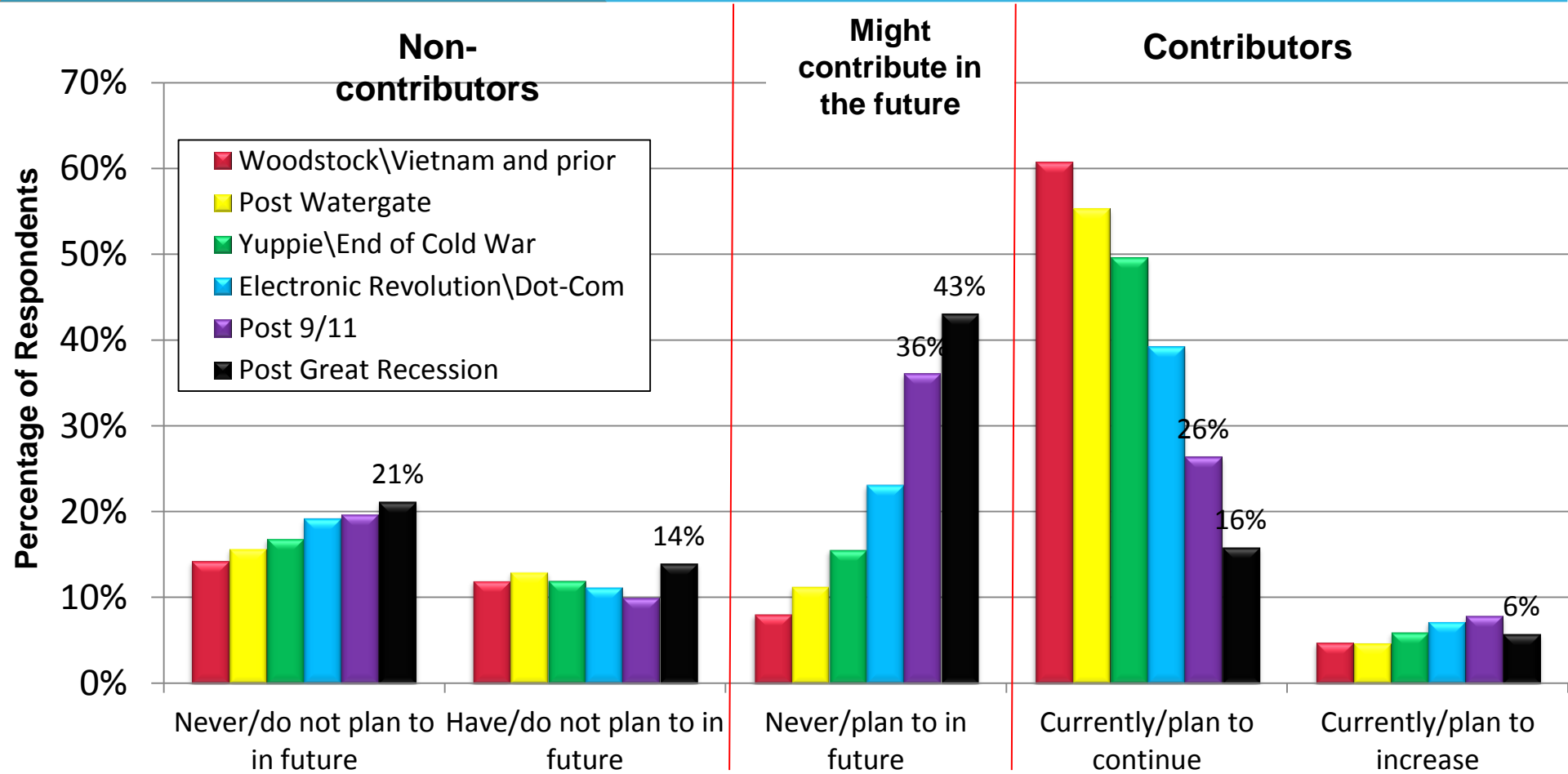
How often do you promote Rockhurst to others?

■ Never   
 ■ Occasionally   
 ■ Regularly   
 ■ All the time

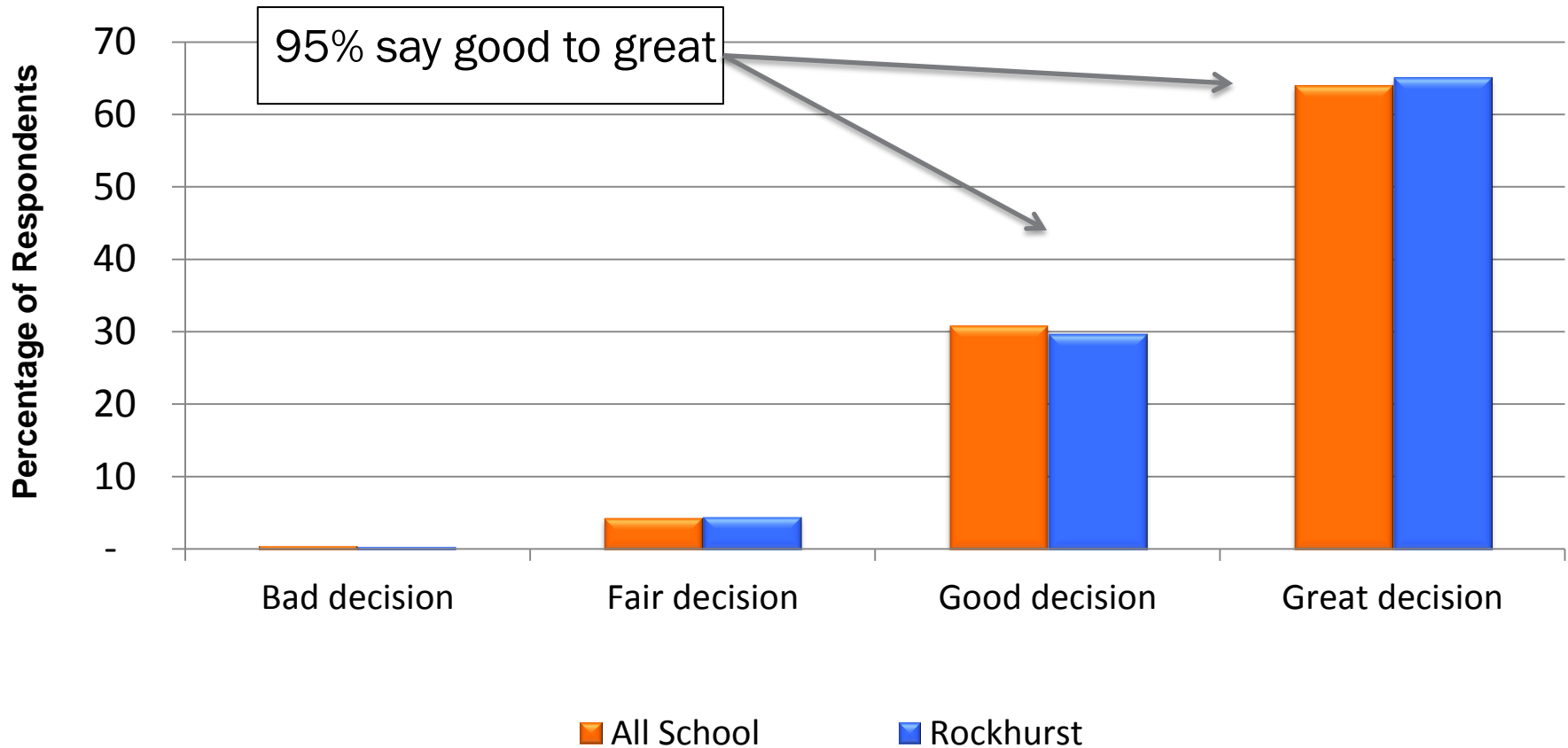


AAS  
2010  
through  
2012

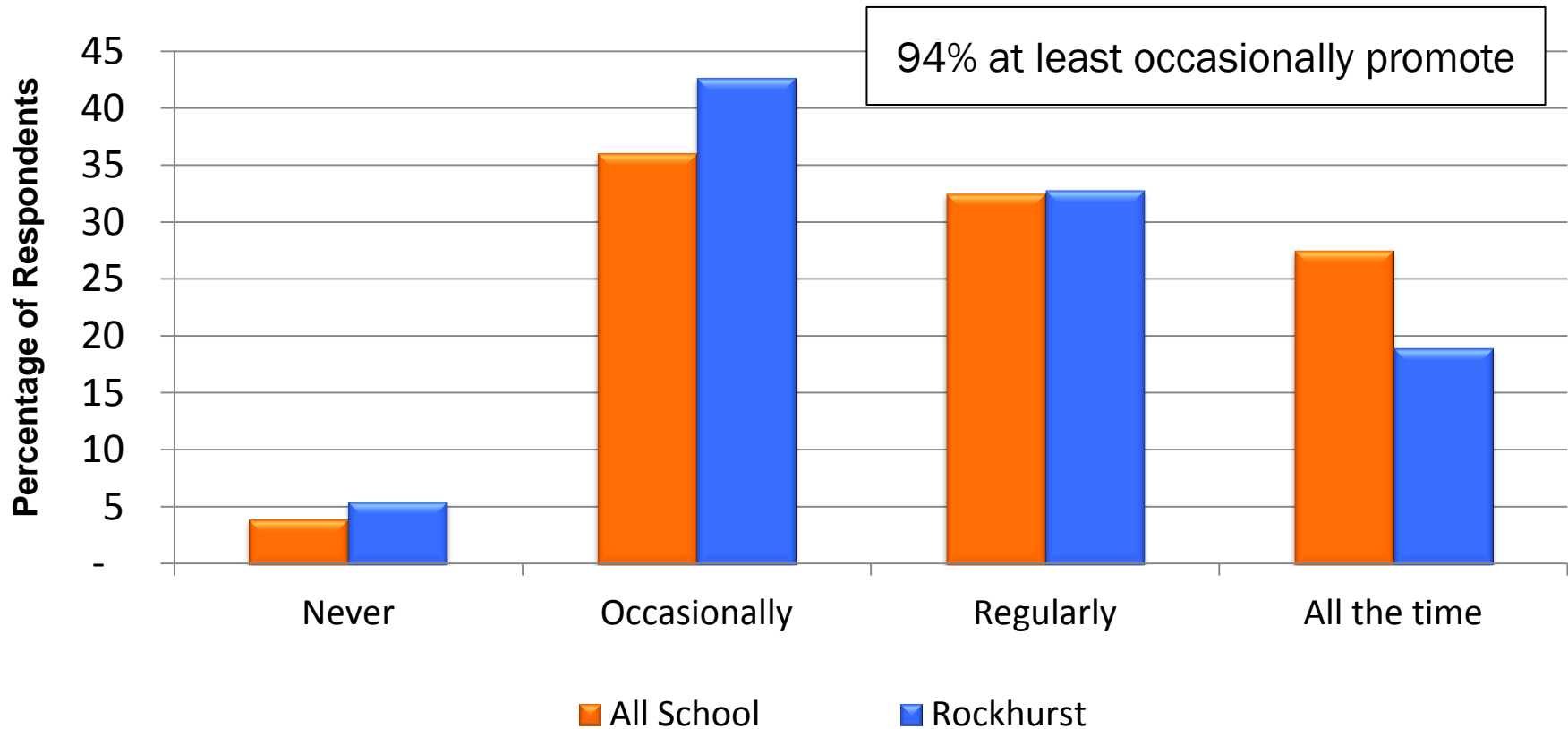
# INTENT TO PARTICIPATE FINANCIALLY VS. ERA OF GRADUATION



# HOW WOULD YOU RATE YOUR DECISION TO ATTEND ROCKHURST?

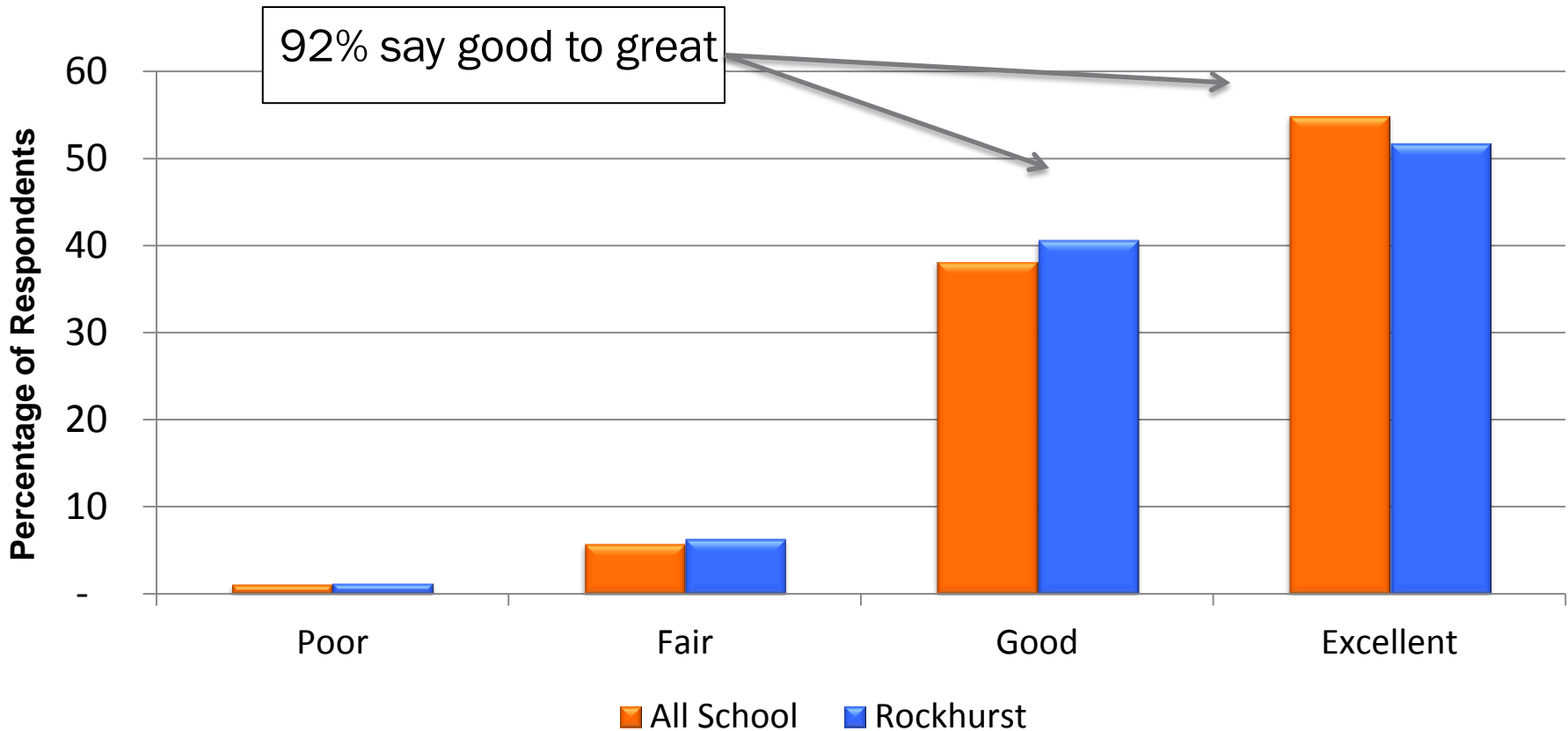


# HOW OFTEN DO YOU PROMOTE ROCKHURST TO OTHERS?

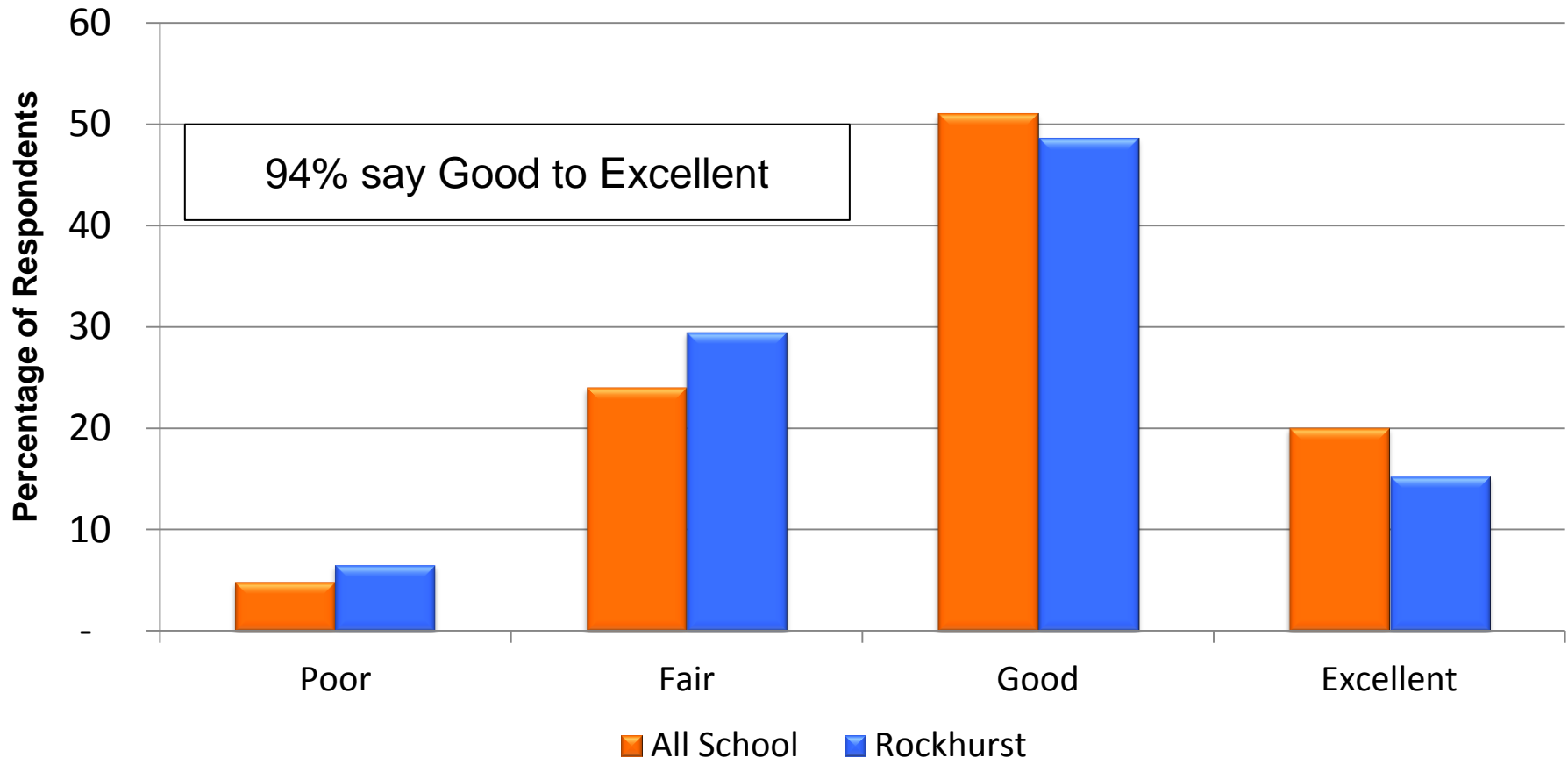


Rockhurst  
Survey  
Findings

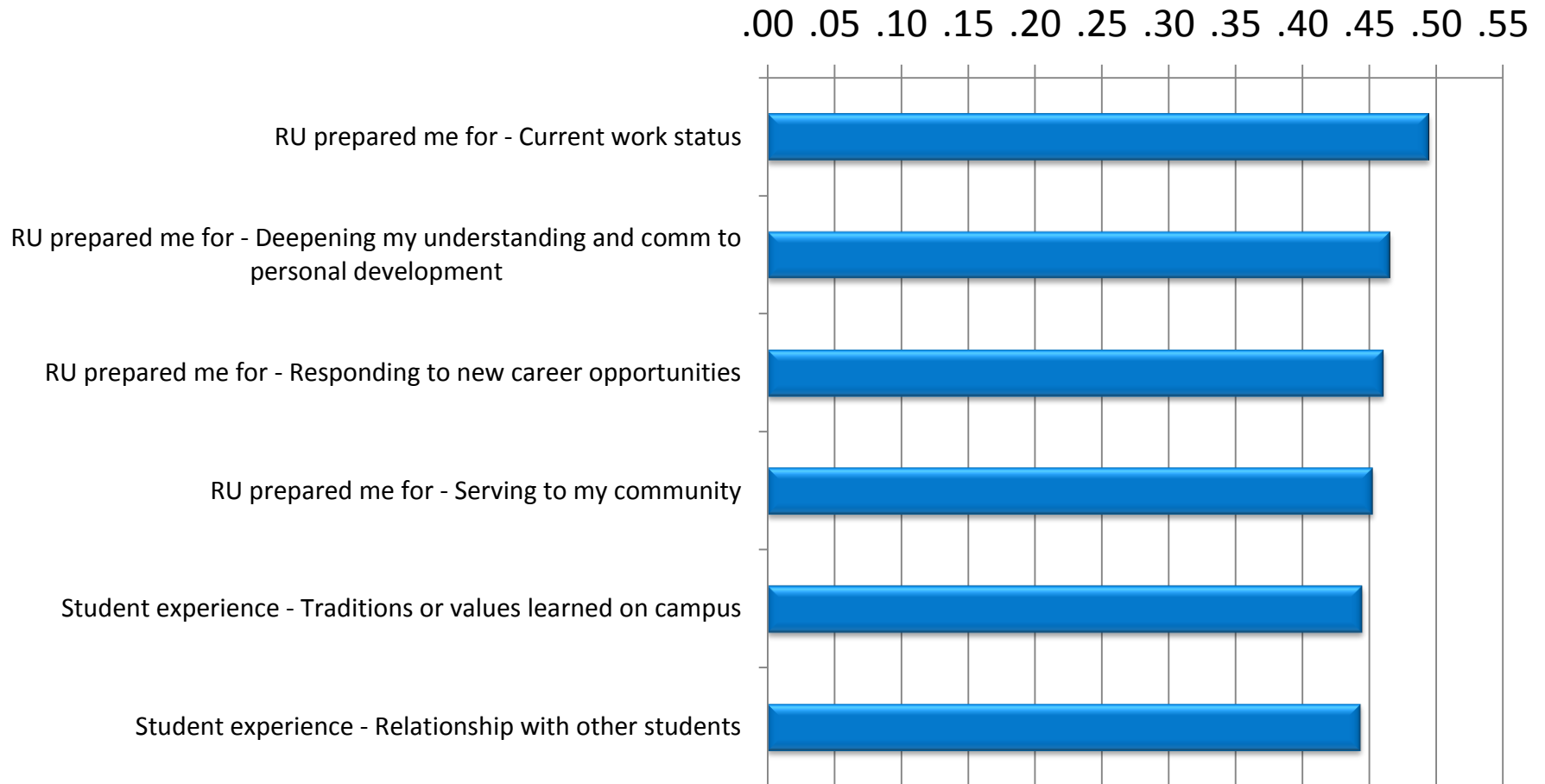
# WHICH OF THE FOLLOWING BEST DESCRIBES YOUR OVERALL CURRENT OPINION OF ROCKHURST?



# WHICH OF THE FOLLOWING BEST DESCRIBES YOUR EXPERIENCE AS AN ALUMNUS/A OF ROCKHURST?

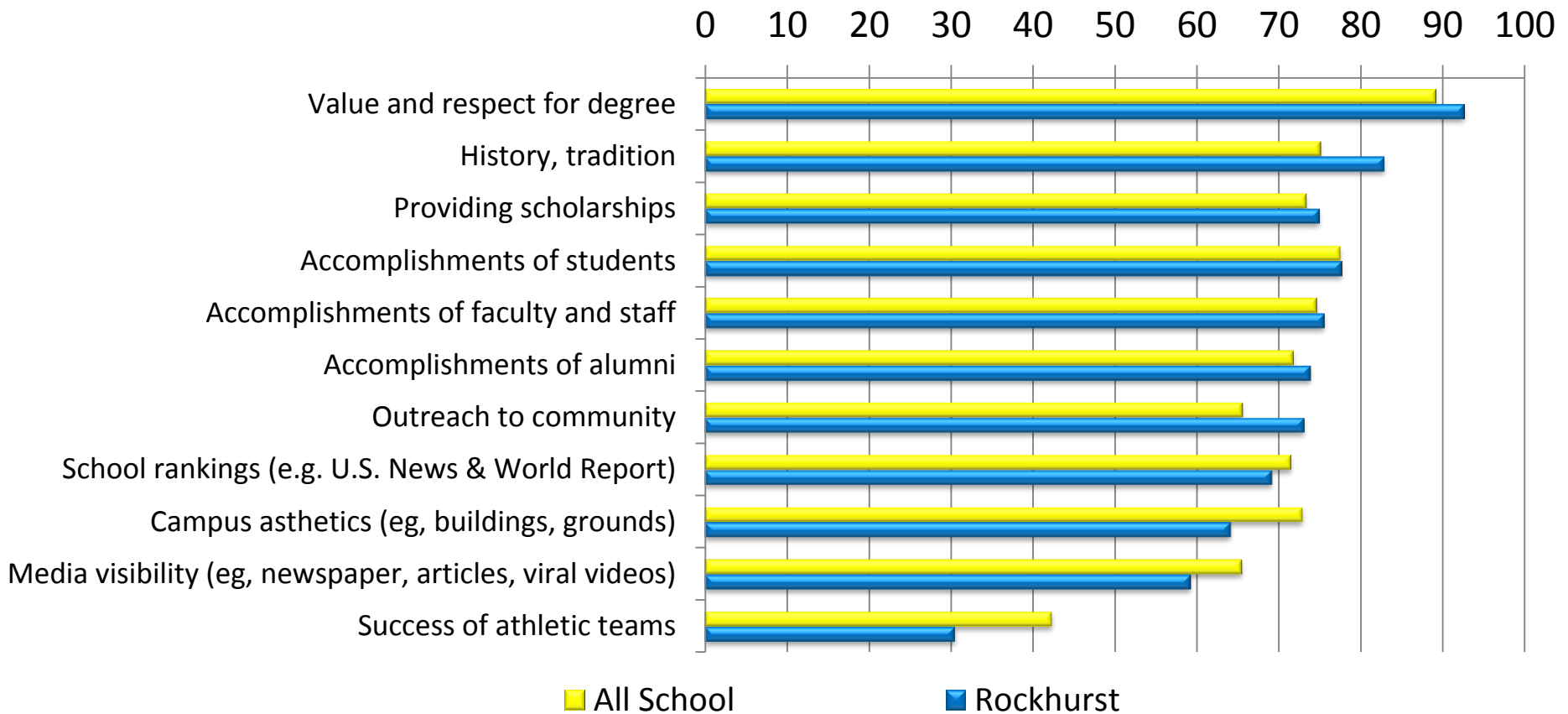


# HIGHEST CORRELATION TO “LOYALTY” ACROSS ALL QUESTIONS



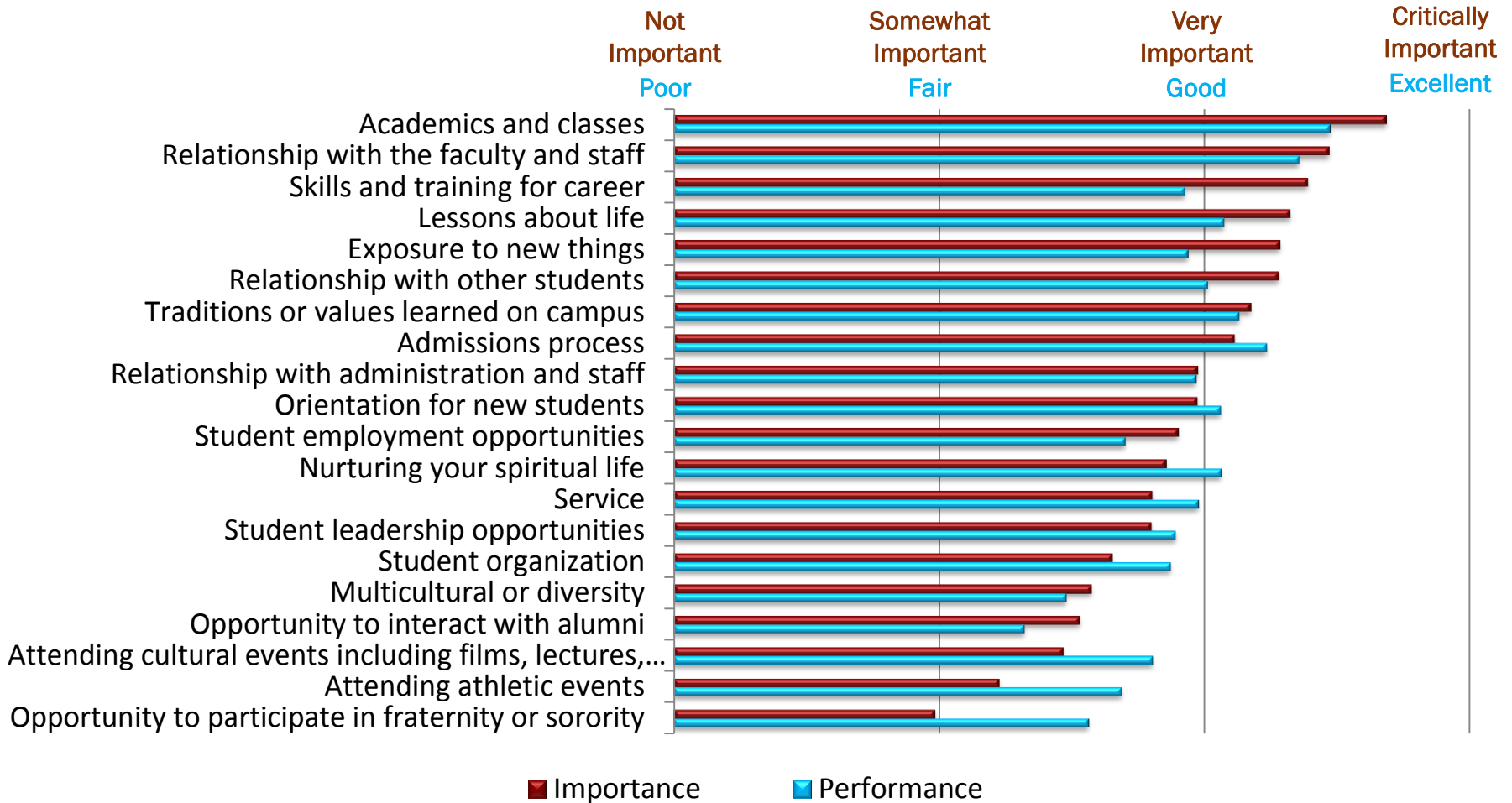
Rockhurst  
Survey  
Findings

# HOW MUCH EACH OF THE FOLLOWING IMPACTS YOUR OVERALL CURRENT OPINION OF UNIVERSITY:



Rockhurst  
Survey  
Findings

# HOW IMPORTANT WAS EACH OF THE FOLLOWING TO YOUR EXPERIENCE AS A STUDENT, AND HOW WELL DID ROCKHURST DO AT PROVIDING THEM?

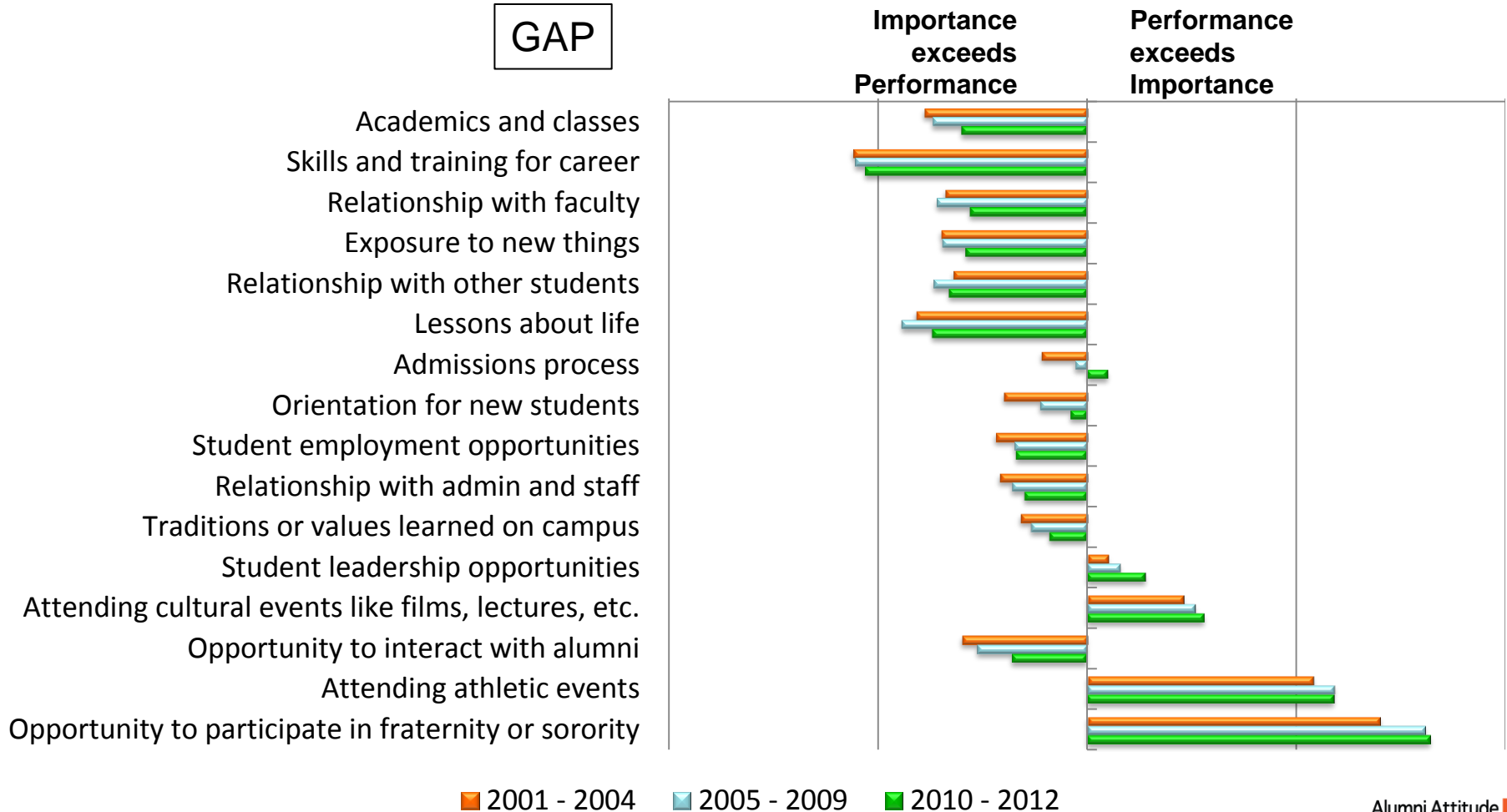




2010  
through  
2012

# HOW IMPORTANT WAS EACH OF THE FOLLOWING TO YOUR EXPERIENCE AS A STUDENT, AND HOW WELL DID YOUR ALMA MATER DO AT PROVIDING THEM?

GAP

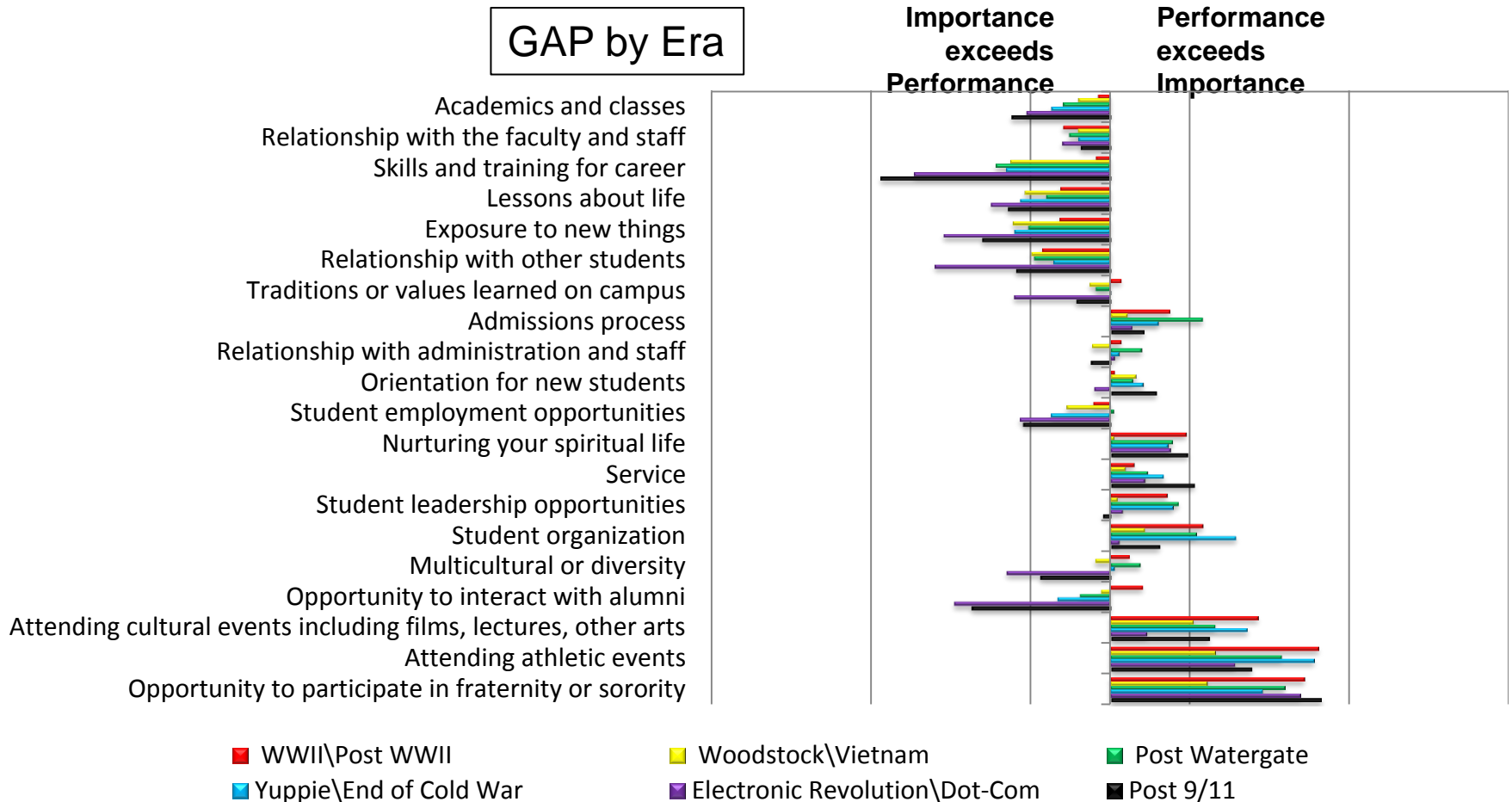


■ 2001 - 2004   ■ 2005 - 2009   ■ 2010 - 2012

# Rockhurst Survey Findings

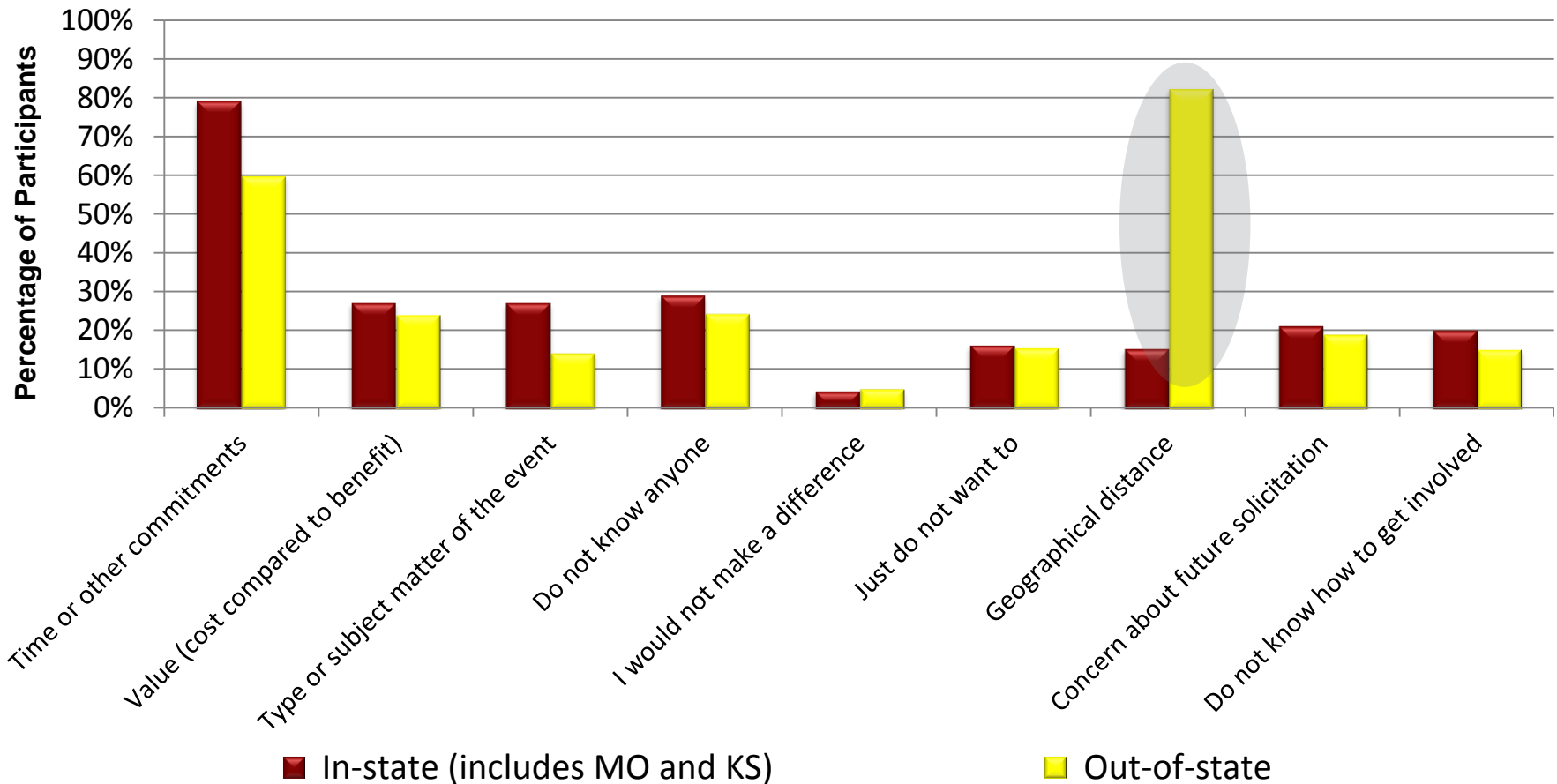
# HOW IMPORTANT WAS EACH OF THE FOLLOWING TO YOUR EXPERIENCE AS A STUDENT, AND HOW WELL DID YOUR ROCKHURST DO AT PROVIDING THEM?

## GAP by Era



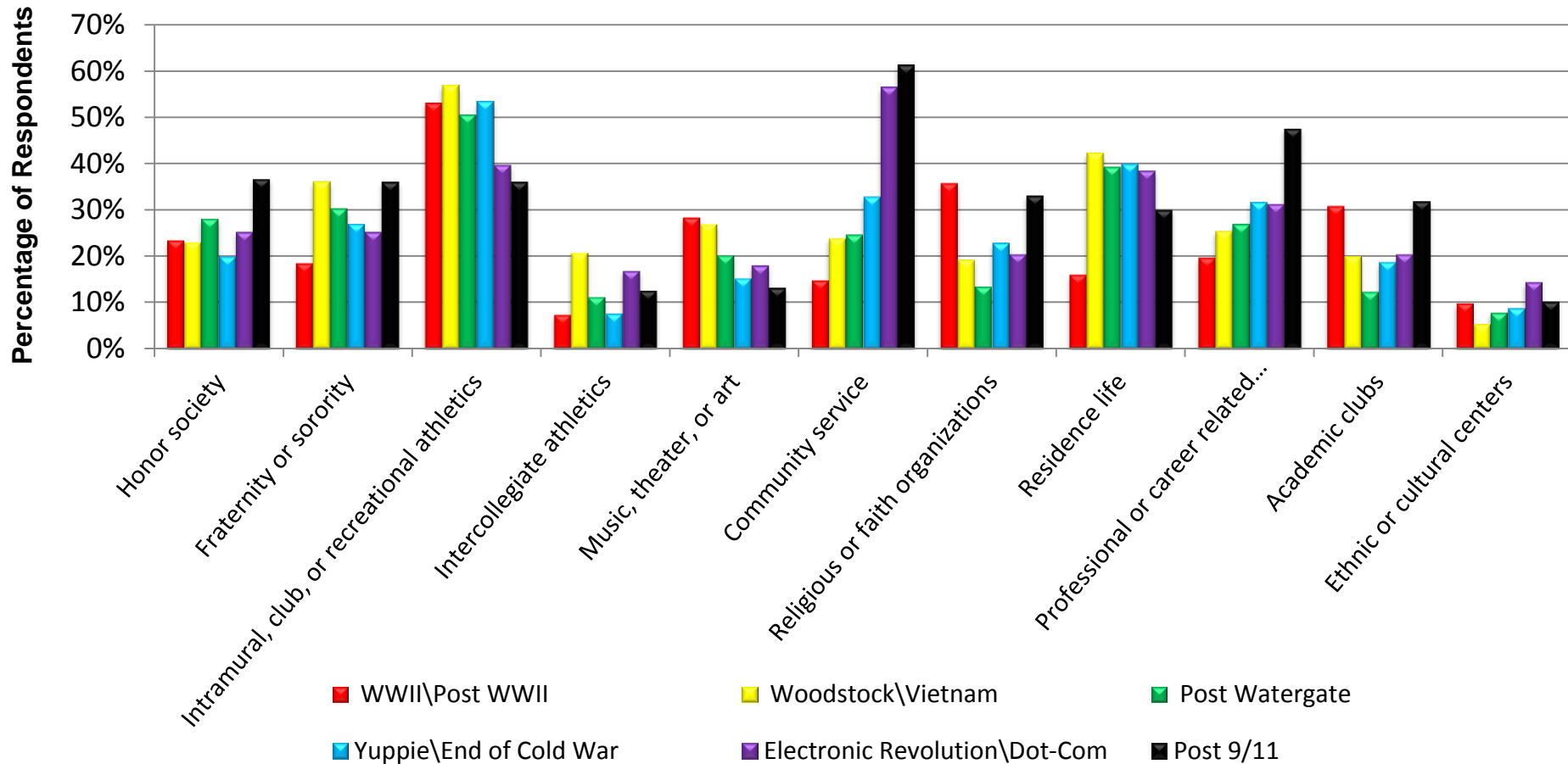
Rockhurst  
Survey  
Findings

# WHAT ARE BARRIERS TO YOUR PARTICIPATION IN ALUMNI ACTIVITIES?



Rockhurst  
Survey  
Findings

# IN WHICH OF THE FOLLOWING ORGANIZATIONS/ACTIVITIES DID YOU PARTICIPATE AS A STUDENT?



# ALUMNI ATTITUDE STUDY®

## FEATURED ARTICLES:

2010 May/June Issue

### ***Virtually Yours***

*Rethinking traditional events and considering virtual events*

2008 October Issue

### ***Know Your Market***

*Solid market research can improve alumni outreach efforts*

2007 October Issue

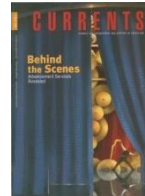
### ***Dues and Don'ts***

*To charge dues or not, that is the alumni association's question*

2005 March Issue

### ***Conversation Piece***

*Alumni surveys provide helpful data—and encourage communication between alumni and alma mater*



Results from the 2012 Alumni Attitude Study®  
And follow-up activities



**ROCKHURST  
UNIVERSITY**

*Where leaders learn.*



# SURVEY TAKEN

- Branded as Rockhurst
- 8,500 sent
- Just under 10% response rate
- Statistically valid for conclusions
- Only a few unique Rockhurst questions
- Objective was to establish a base-line

# KEY FINDINGS

- Degree Equity matters and has no history
- Alumni love RU & specific faculty that influence them
- Communications in a good zone
- Room for more communications
- 75% of alumni are 53 and younger
- Non-contributors still are promoters – don't forget about them



# SURVEY RESULTS SHARED

- **Advancement team**
- **Campus groups – Cabinet, Faculty, Student Life**
- **Alumni groups – RULC & SAA**
- **Advancement Committee of Board**
- **Magazine**

# SURVEY RESULTS SHARED

- **Asked “top 3 take aways”**
- **Asked what surprised you**
- **Asked what ideas you had for your area**
- **Purpose was to gain buy-in**

# OUTCOMES - GAVE CONFIDENCE TO MAGAZINE RE-DO

- Focused on alumni primarily
- Promoting degree equity
- Mentioned in newly designed magazine

# Re-Design of RU Magazine



# We Asked. You Answered.

One of Rockhurst University's core values is *magis* – the idea of always giving more and striving for excellence.

To make sure Rockhurst is doing the best job possible of meeting alumni needs, the University conducted its first Alumni Attitude Survey last fall. We are working to incorporate ideas from the survey into our alumni outreach.

## Here are the top areas of importance identified by our alumni:

- ▶ The value of your Rockhurst degree is important to you. We will continue to feature University accolades, alumni achievements and faculty accomplishments in our electronic and print publications to demonstrate your degree equity.
- ▶ Career issues are important. We will focus more on career tips, success stories, mentoring and career strategies in *RU* magazine, alumni e-news and other outreach efforts.
- ▶ Alumni programming is of interest, but geographical distance and busy schedules are a barrier to getting involved. We will concentrate on using social media and virtual events as a way to engage more alumni in University life.
- ▶ Rockhurst history and traditions are very important to our alumni. Keep an eye out for new alumni graphics, magazine features and web design that will continue to showcase Rockhurst history and traditions.

We hear you and we are committed to responding to your opinions and ideas. Thanks again to all who participated in the survey.



Want to review the survey results?  
Visit [rockhurst.edu/alumnisurvey](http://rockhurst.edu/alumnisurvey).

## TOP AREAS of importance TO ALUMNI

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- 1 Value of Rockhurst degree
  - 2 Career guidance
  - 3 High interest in alumni programming
  - 4 Rockhurst history and traditions
-

# A Brand New *RU*

**W**e feel like we've gotten to know you a whole lot better over the past year and a half. That's when we began work on a redesign of the magazine formerly known as *Rockhurst*.

Armed with information from a readership survey and the Alumni Attitude Survey described in the story above, we set out to deliver a publication to more richly reflect your experience as a Rockhurst University graduate.

The class notes column is wildly popular, so we created an expanded alumni section that allows more room for alumni news and photographs. You enjoy reading about faculty and students, so you will find kudos, profiles and feature stories. You said the Rockhurst University alumni network is a valuable asset as you launch and continue your careers, so we added

a career column and bonus stories showcasing the variety of fields where Hawks are found.

Although the majority of you are still interested in receiving a printed version of the magazine, you want to know we've done all we can to minimize environmental impact. We're happy to tell you we have switched to a recycled paper that, compared to products made with 100 percent virgin fiber, saves the equivalent of 47 trees and the energy consumption of one household for a year.

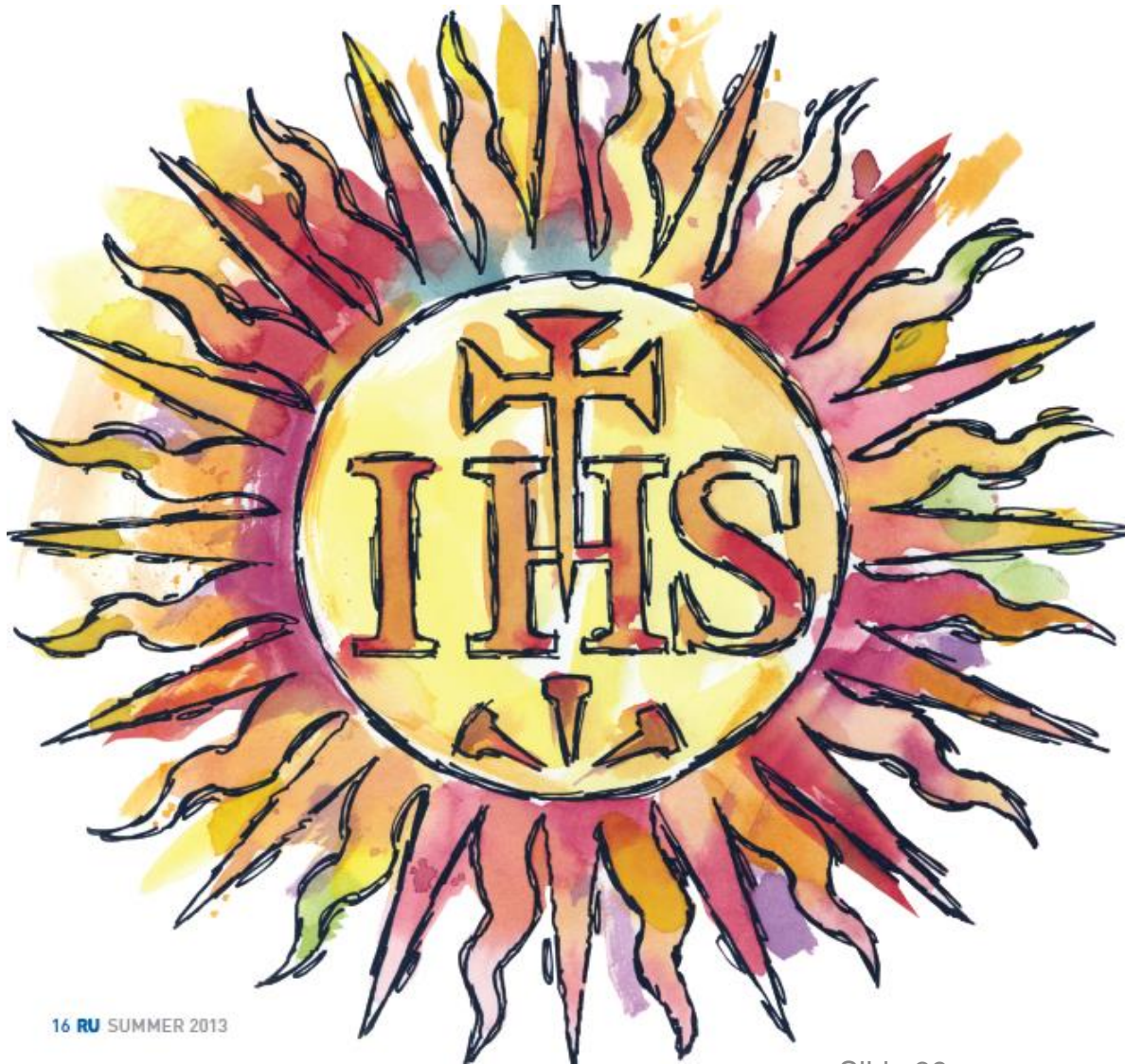
What do you think of the new format? Visit us online at [rockhurst.edu/RUmagazine](http://rockhurst.edu/RUmagazine) to send a letter to the editor or submit a class note, or see page two for additional contact options.

## Our greener footprint



1 household of energy consumption





## A REFLECTION ON WHAT MAKES ROCKHURST JESUIT

STORY BY ESTUARDO GARCIA  
MAIN ILLUSTRATION BY JAKE MARSHALL

**W**ith a puff of white smoke signifying the election of Pope Francis, the Jesuit order took center stage throughout the world. In Kansas City, reporters turned to Rockhurst University to learn more about the Society of Jesus. It was the perfect opportunity to explain what may seem impossible to do in a 30-second television story – describe what makes Rockhurst University Jesuit.

### ASK A JESUIT

When lay people and Jesuits work side by side to continue the Jesuit tradition, they are going back to early Ignatian roots, says the Rev. William Oulvey, S.J., mission office assistant and rector of the Rockhurst Jesuit Community.

"It is evident that everybody owns it now," Fr. Oulvey said about the mission. "Jesuits are important because of our unique commitment to our goals as members of the Society of Jesus, but so are our lay colleagues. The whole point of this place is the education of young people, with good faith, good morals, solid academics and the perspective to balance these so they can deal with the real world."

The Rev. John Craig, S.J., chaplain, says he has seen people united through belief in the larger goals of the University.

*Continued on page 18*

# Re-Design of RU Magazine



This was the second year for a new Rockhurst tradition — a May crowning ceremony. On May 1, students, faculty and staff gathered around the Mary statue to sing, pray the Rosary and adorn the statue with flowers.

FOR ALUMNI

## Stay Connected

You're part of the Rockhurst University family. That means you belong to an organization that's changing the world one leader at a time. Don't miss out on news meant for you. Go to [rockhurst.edu/update](http://rockhurst.edu/update) and update your information today. Be sure to share your email address to receive the latest University and alumni news.



'64

Tom Downs was appointed chairman of the Washington Metro, the regional bus and rail service provider for Washington, D.C.

'69



Daniel Tobben was honored by *Missouri Lawyers Weekly* for his work, along with the rest of the defense team, as "Missouri Attorneys Securing the Largest Defense Verdicts in 2012" at the 2013 Missouri Lawyers Awards.

'70



Charlie Haake and his wife, Jeanne, served as presidents for the 39th Annual Snow Ball, which benefits Catholic Charities Foundation of Northeast Kansas. The Snow Ball raised more than \$1.8 million and the proceeds will help with programs such as emergency utility and rent assistance, Shalom House and a resource bus.

'74

Richard Bahner was inducted into the Missouri High School Soccer Coaches Association Hall of Fame on Jan. 5. Bahner is head coach at Sacred Heart High School in Sedalia, Mo., and has been on the staff for 26 years.

'79



Glen Gabert, Ph.D., president of Hudson County Community College, has been recognized as an outstanding leader by the Hudson County Chamber of Commerce at the fifth annual Legends Ball held in December 2012.

'80

Patrick R. Finlen, Certified Golf Course Superintendent and director of golf at the Olympic Club in San Francisco, Calif., was elected president of the Golf Course Superintendents Association of America at the association's annual meeting held in San Diego, Calif., in March.

'81, '99 EMBA

Salvatore Nigro has been named president of Broker Source, a general agency representing brokers in the Kansas City and surrounding areas.

'82

Roger P. Hadix wrote *Baseball in Colorado Springs*, published by Arcadia Publishing in May. Hadix writes, "I came to Rockhurst with a passion for local history and discovered I truly enjoy writing, which I discovered from taking those philosophy classes."

'82 EMBA

Rick Stacy, of Stacy Realty Co., was named business person of the year by the Castle Rock (Colo.) Chamber of Commerce.

'82

Scott Goodman has been named president of Enterprise Bank & Trust. He is responsible for commercial banking in St. Louis, Kansas City and Arizona.

'86



John Payne, the CEO and Founder of Pet Health Innovations LLC, has been named chairman of the board at American Humane Association.

'86, '92 MBA

Rich Shaw has moved to The Hague, Netherlands, to serve as the chief technology officer for Royal Dutch Shell on behalf of AT&T.



Connect with Rockhurst University through your favorite social networks.



# OUTCOMES

- **Connect alumni with students**
  - Leadership & Ethics Day
  - Faculty's importance to alumni
- **Concept of you asked and we delivered**
- **More student philanthropy**
  - Giving Tuesday
  - Beginning in 1<sup>st</sup> semester
  - Concept of -2 +3 – rebuilding a culture of philanthropy
  - Student Alumni Assoc. more inclusive than in the past

# OUTCOMES

- **More events for alumni**
  - Don't necessarily want to come; but want more events
  - Just keep inviting!!!
  - Family & Alumni Weekend – young alumni specific casino & dancing night
  - More Reunions planned
- **Altering of email communication**
  - Monthly to all alumni – was quarterly
  - Weekly to higher-engaged members
- **More Spirituality**
  - Students choose a Jesuit school as this aspect was important and carries to alumni

# OUTCOMES

- Facebook is now viewed as an alumni chapter
- Company specific alumni groups
  - Helps place students
- Affinity based alumni chapters planned
- 14% more donors YTD this year than last through end of December
- Successful athletics = importance (based on eras)
- History is important
  - Instituted “throwback Thursday” on Facebook

# CONTACT INFORMATION

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Today's session evaluations  
will be e-mailed to you.

Session handouts will be available after the conference.  
Conference registrants will receive an email with web link,  
username and password.

CASE