

2014

CASE District I Conference

Alumni Speak: Findings From the Alumni Attitude Surveys

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Alumni Attitude
STUDY 
Data Driven. Results.



CASE STUDY (AAS PROJECTS):

2002

2009 and 2013



**ALUMNI
ASSOCIATION**



Leland (Lee) Patouillet, Ph.D.

Associate Vice Chancellor of Alumni Affairs

lpatouil@utk.edu

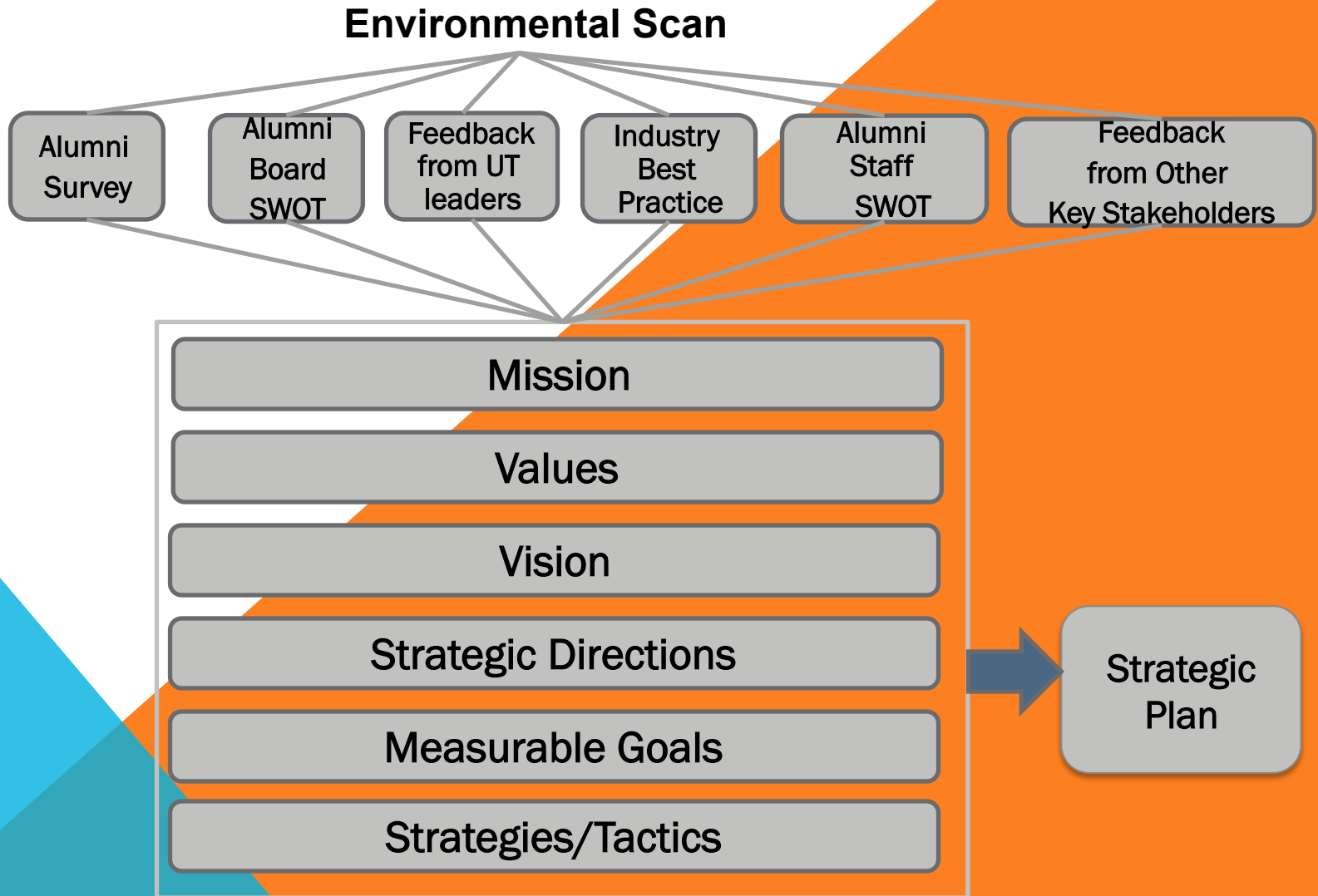
THE WORLD WE LIVE IN TODAY AS ALUMNI RELATIONS PROFESSIONALS

How would you
describe it?

THE WORLD WE LIVE IN TODAY AS ALUMNI RELATIONS PROFESSIONALS

- Lack of understanding of what is alumni relations among a number of key stakeholders
- Need for a common language, common vision and common ground about your alumni organization
- Do you have this on your campus?
- Increased expectations for the alumni program in an era of limited resources
- Is your alumni organization relevant?
- Alumni organizations need to be strategic and valued partners in advancing the institution and enriching the lives of students and alumni (How do we achieve this goal?)
- Strategic planning is now more important than ever
- Need for effective communication and meaningful engagement
- (How do we know how our alumni want us to communicate with them? How do they want to be engaged?)
- Data driven society/importance of market research
- Greater focus on ROI and Metrics
- Increased use of Scorecards and Dashboards

Alumni Program Strategic Planning Process



WHAT WE LEARNED AND HOW ALUMNI SURVEY RESULTS INFORMED OUR DECISION MAKING

University of Pittsburgh

Key Finding: Need for enhanced career networking among students and alumni

Action: Established a major online career networking tool/
Data driven decision making resulted in hiring a full-time person to promote and oversee the program

WHAT WE LEARNED AND HOW ALUMNI SURVEY RESULTS INFORMED OUR DECISION MAKING

University of Tennessee

Key Issues to be Explored: Opportunity to assess alumni attitudes toward the university's goal to become a top 25 public research institution.

Action: Driving deliberations of our strategic planning committee meeting

The background features a large, abstract geometric composition. On the left, there is a vertical orange triangle. Below it, a teal triangle points upwards. The rest of the space is filled with a large, light blue shape that has a diagonal cutout on its left side, creating a sense of depth and movement.

**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

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[®]

Initiate the process by asking their opinion

Show you care – use a high-quality process

Solidify and institutionalize by checking back to see what changed

Let them know that you heard what was said

Take action in a way that demonstrates you care about their opinion

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

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

IMPLICATIONS: HIGHLIGHTED ISSUES & AREAS OF FOCUS

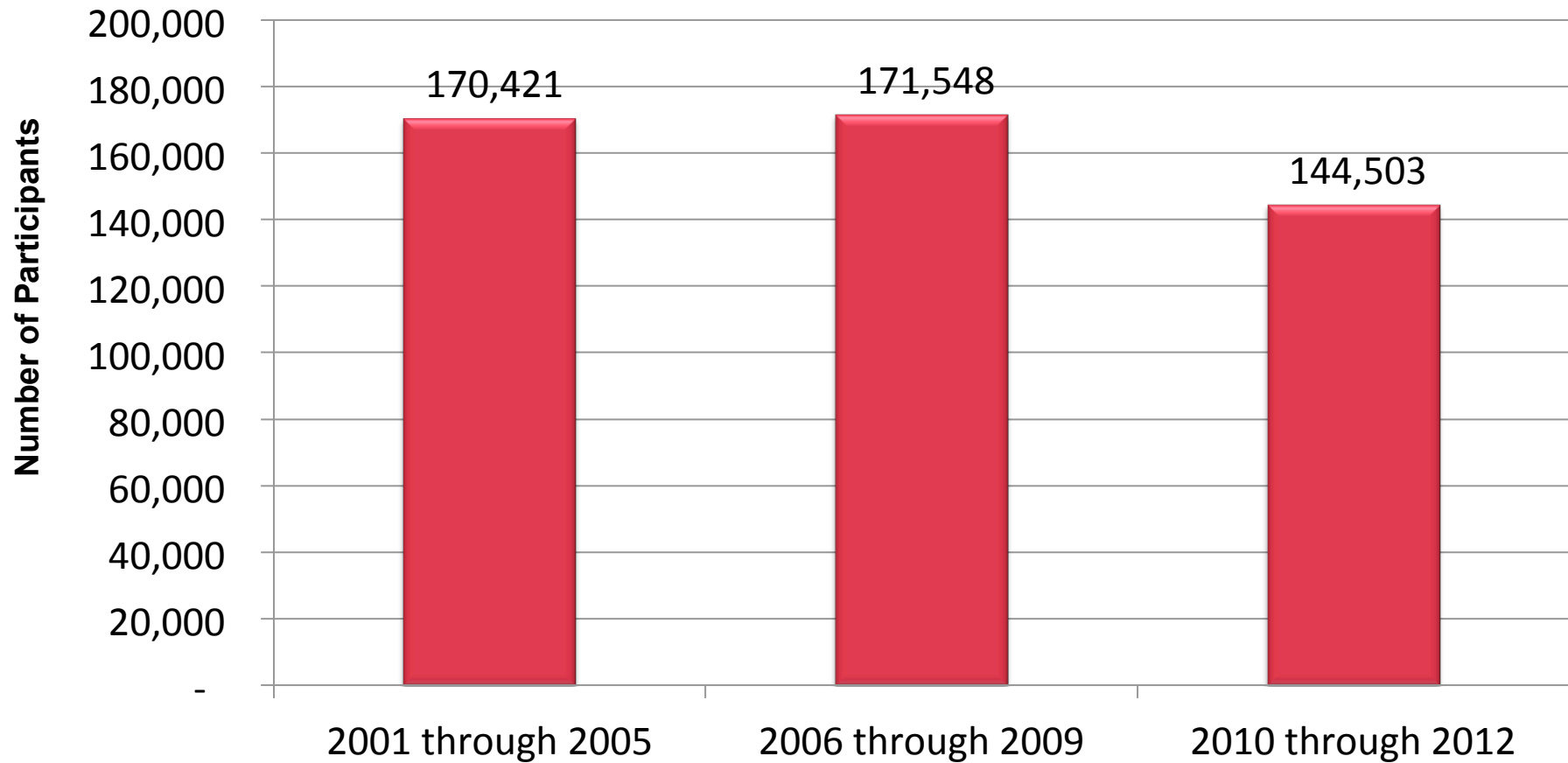
- Equity of Degree matters
- Career issues percolate to the top
- Enhanced opportunities to branding association on campus
- More effective communications
 - ✓ High value talking points
 - ✓ High value communication topics
 - ✓ Segmentation opportunities
- Underlying issues regarding alumni events

5 REASONS ALUMNI PARTICIPATE

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

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

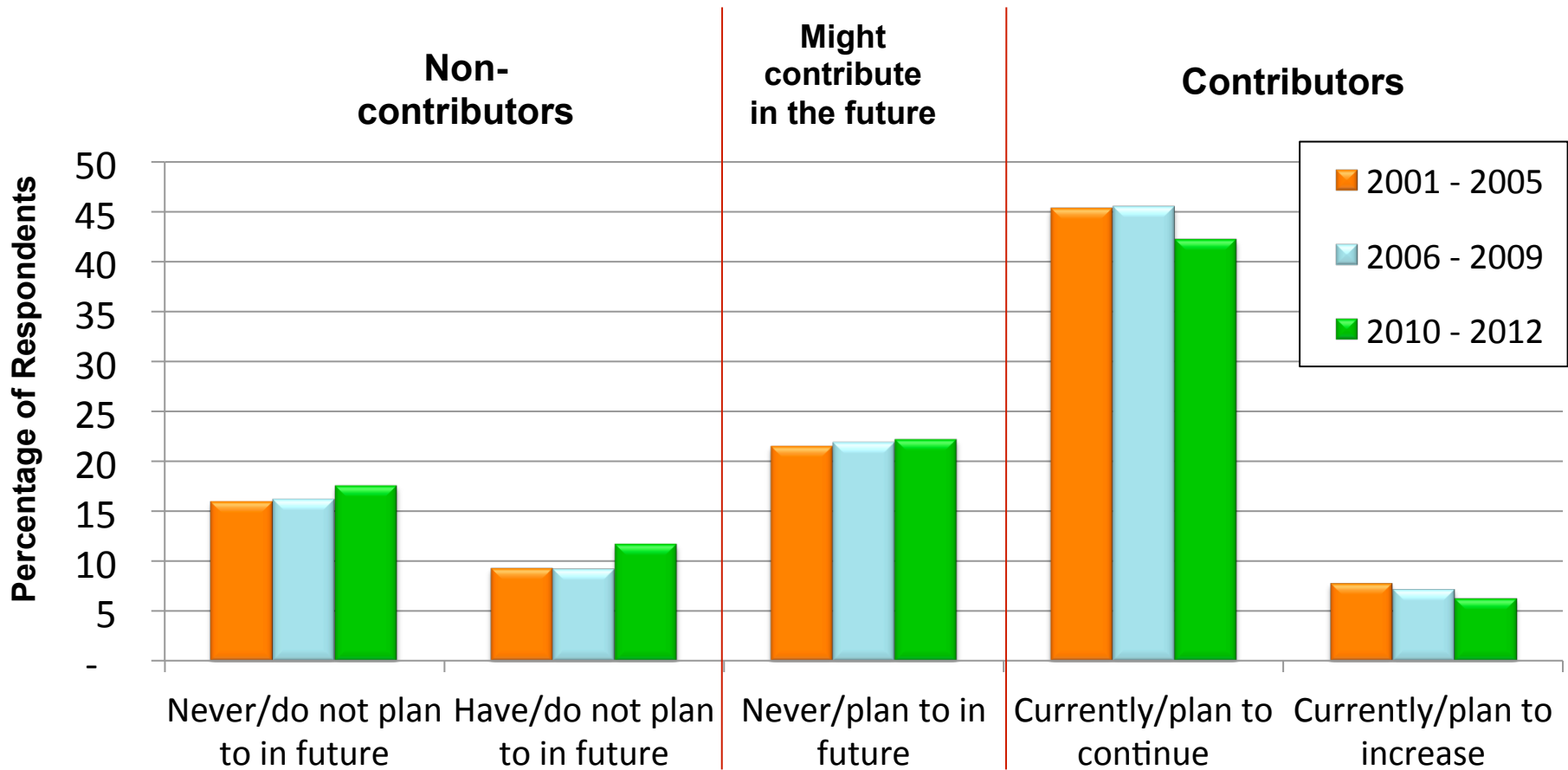
- A low survey response rate and corresponding high non-response rate causes concern about differences between respondents and non-respondents
- Exists in both internet and phone surveys as well as mail
- Consistency of ranking for question groups helps alleviate concern
- Distribution across membership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

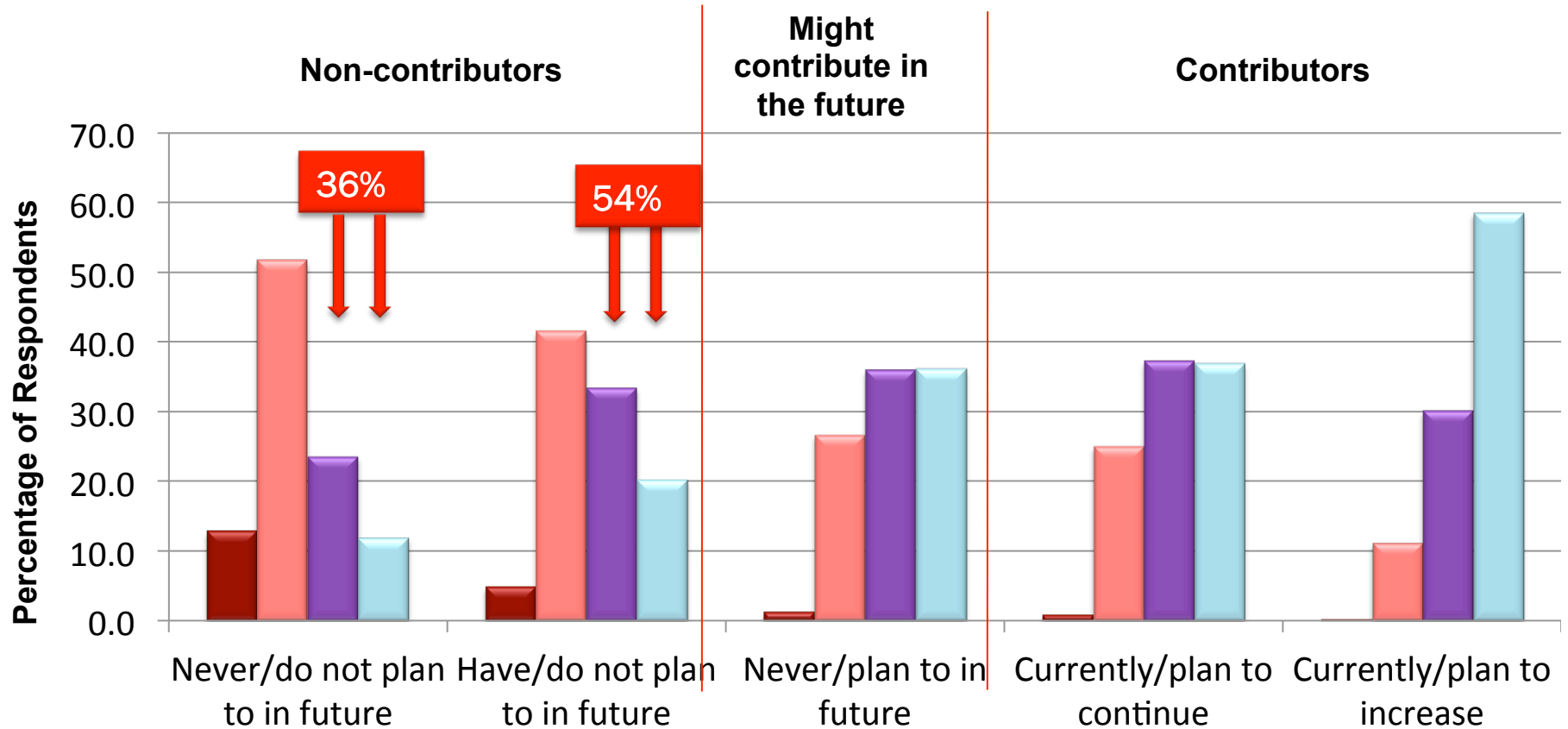
AAS
2001
through
2012

INTENT TO PARTICIPATE FINANCIALLY



AAS
2001
through
2012

INTENT TO FINANCIALLY PARTICIPATE

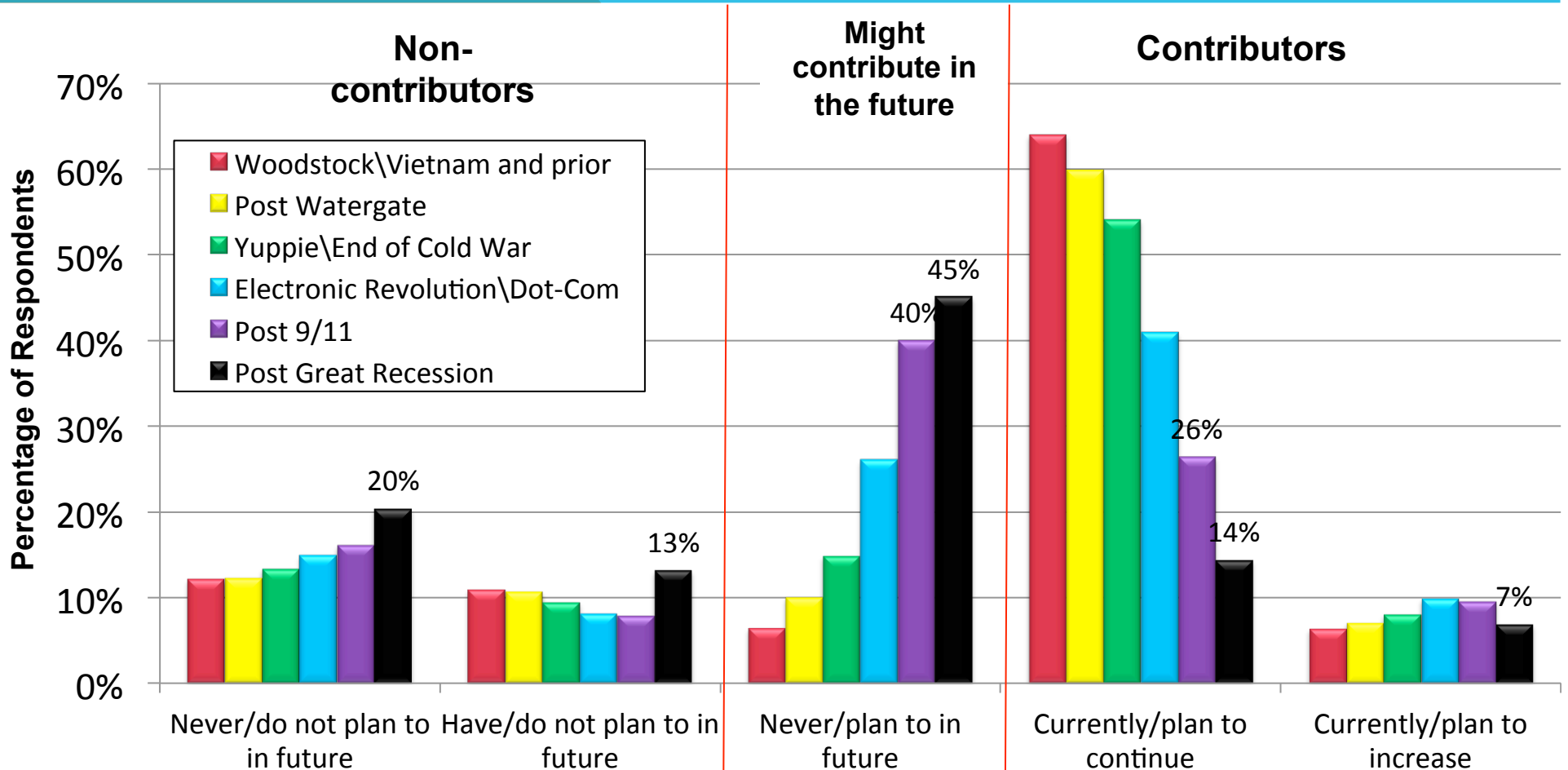


How often do you promote your University to others?

■ Never ■ Occasionally ■ Regularly ■ All the time

AAS
2001
through
2012

INTENT TO PARTICIPATE FINANCIALLY VS. ERA OF GRADUATION



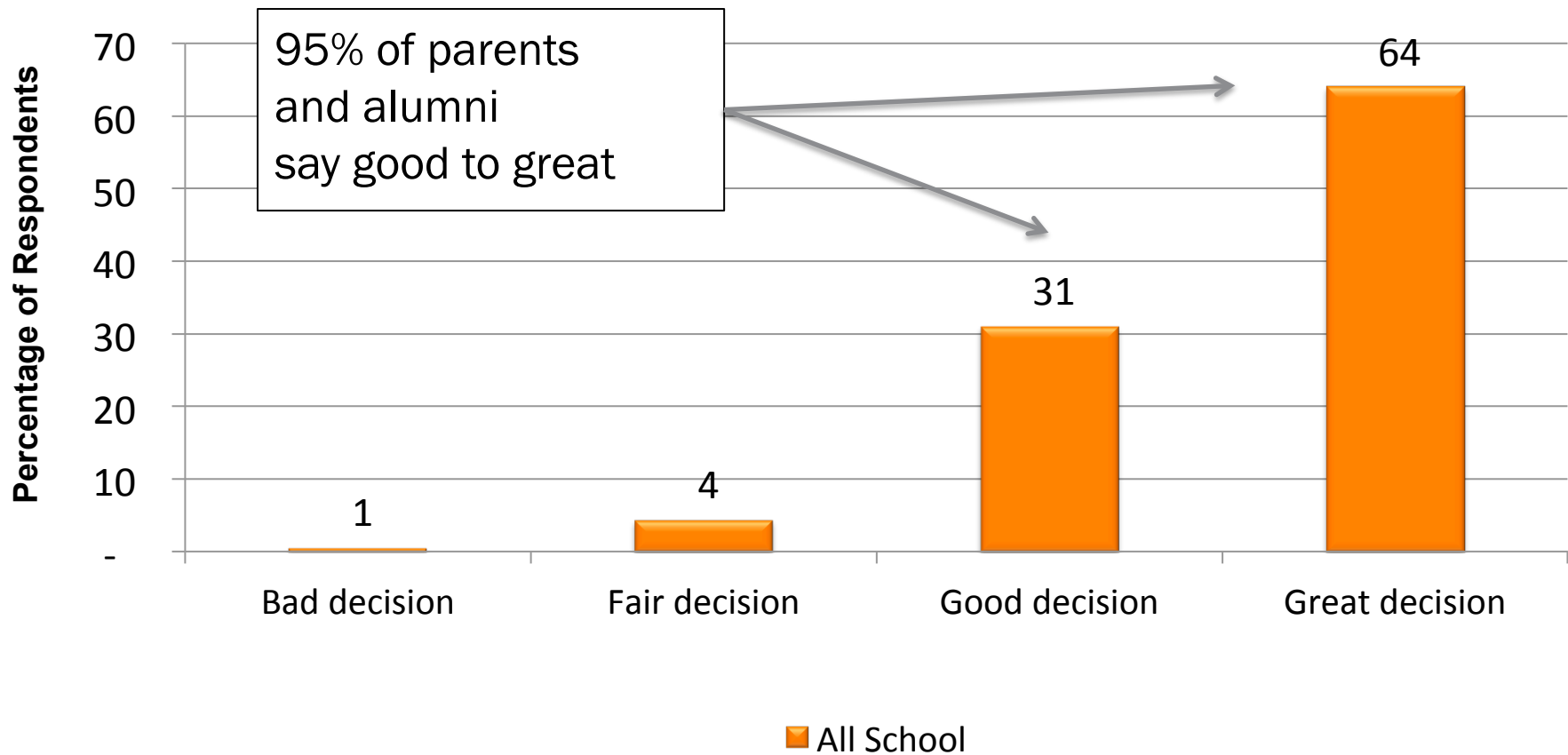
GENERATION VS. ERA

By Graduation Era - Definitions

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

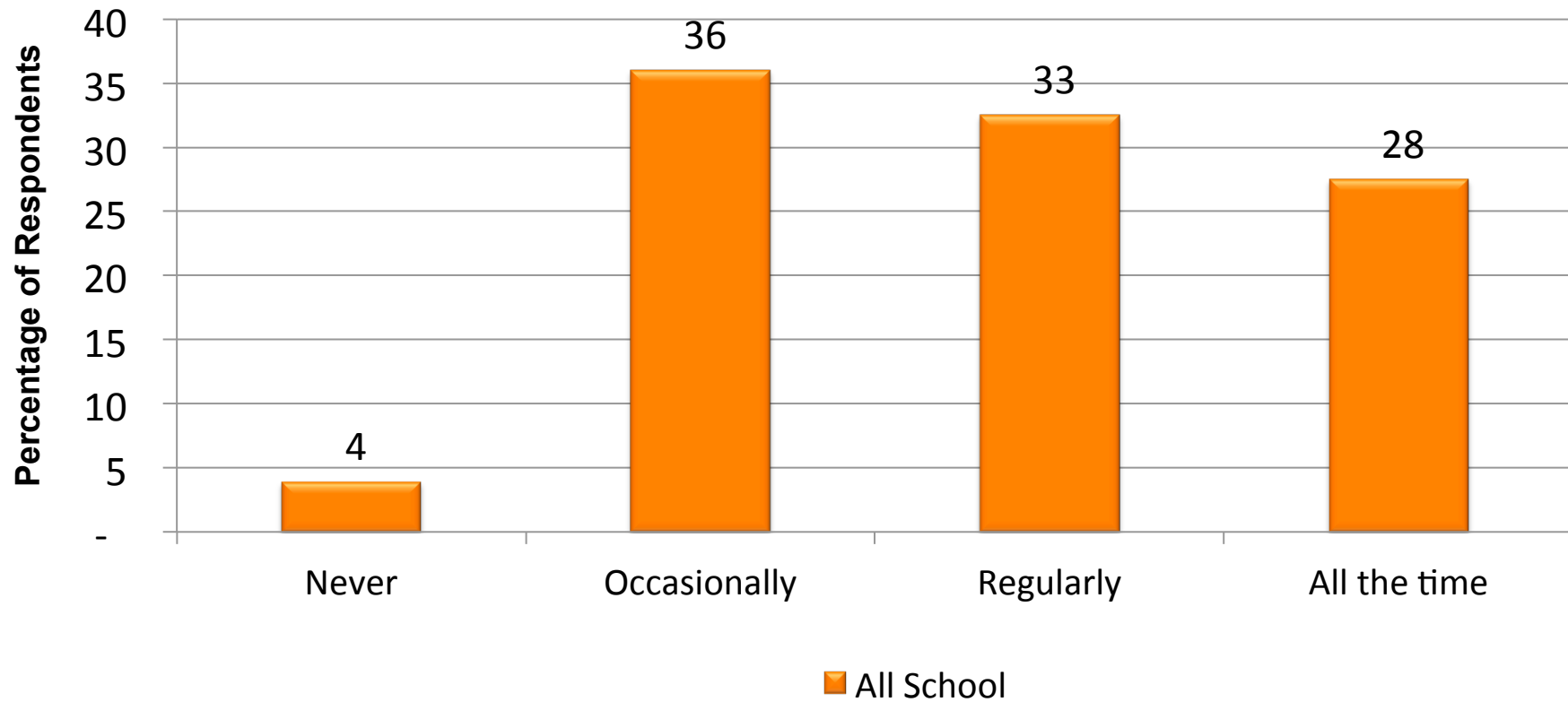
AAS
2001
through
2012

HOW WOULD YOU RATE THE DECISION TO ATTEND YOUR ALMA MATER?



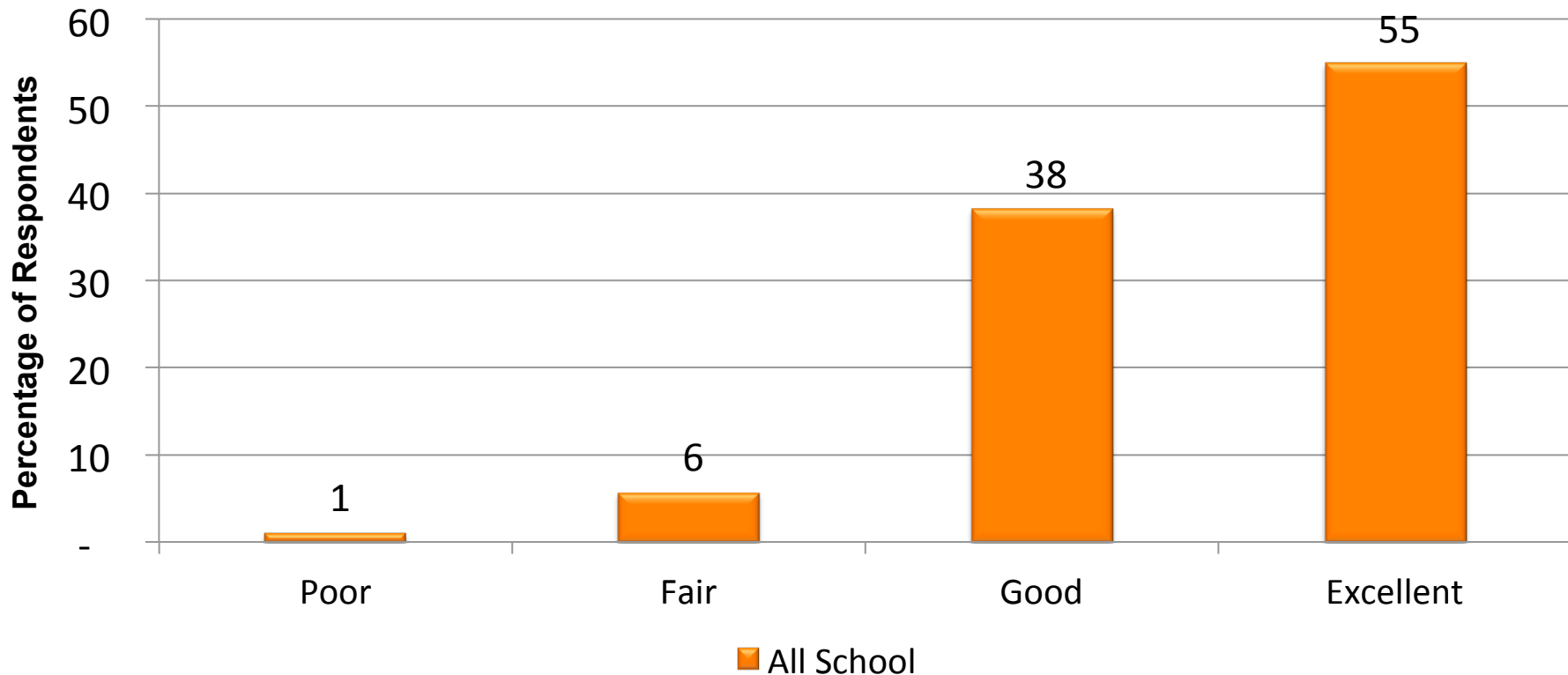
AAS
2001
through
2012

HOW OFTEN DO YOU PROMOTE YOUR ALMA MATER TO OTHERS?



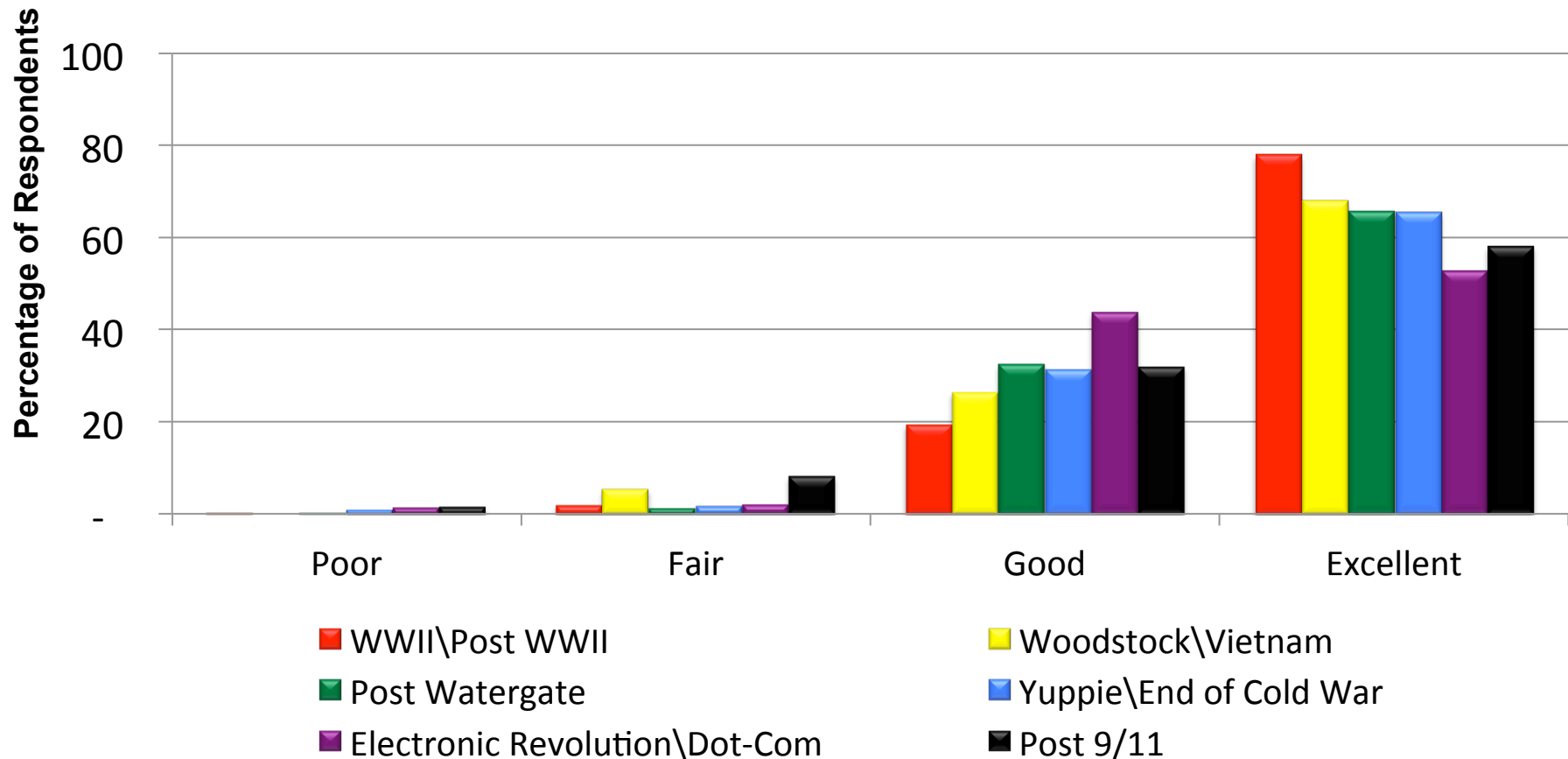
AAS
2001
through
2012

WHICH OF THE FOLLOWING BEST DESCRIBES YOUR OVERALL CURRENT OPINION OF YOUR ALMA MATER?



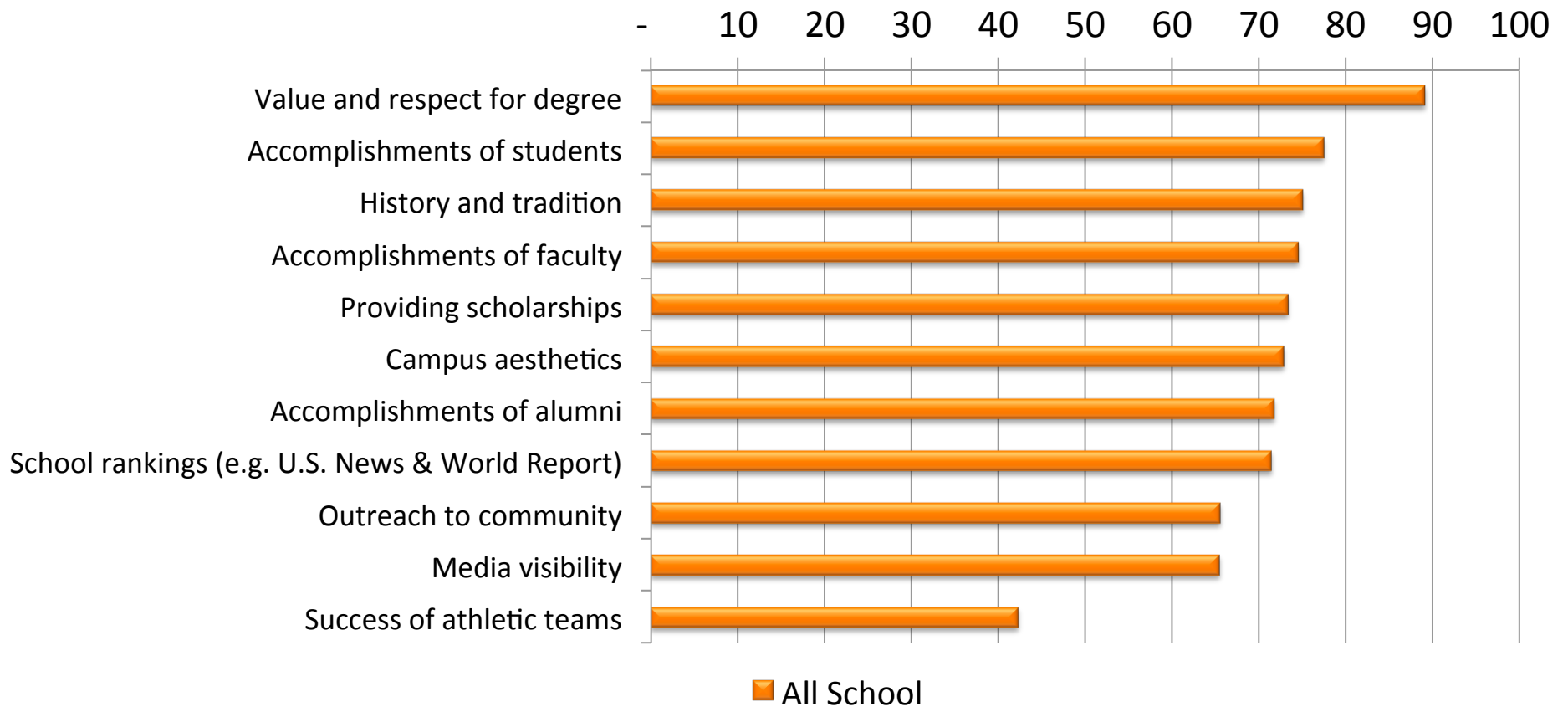
AAS
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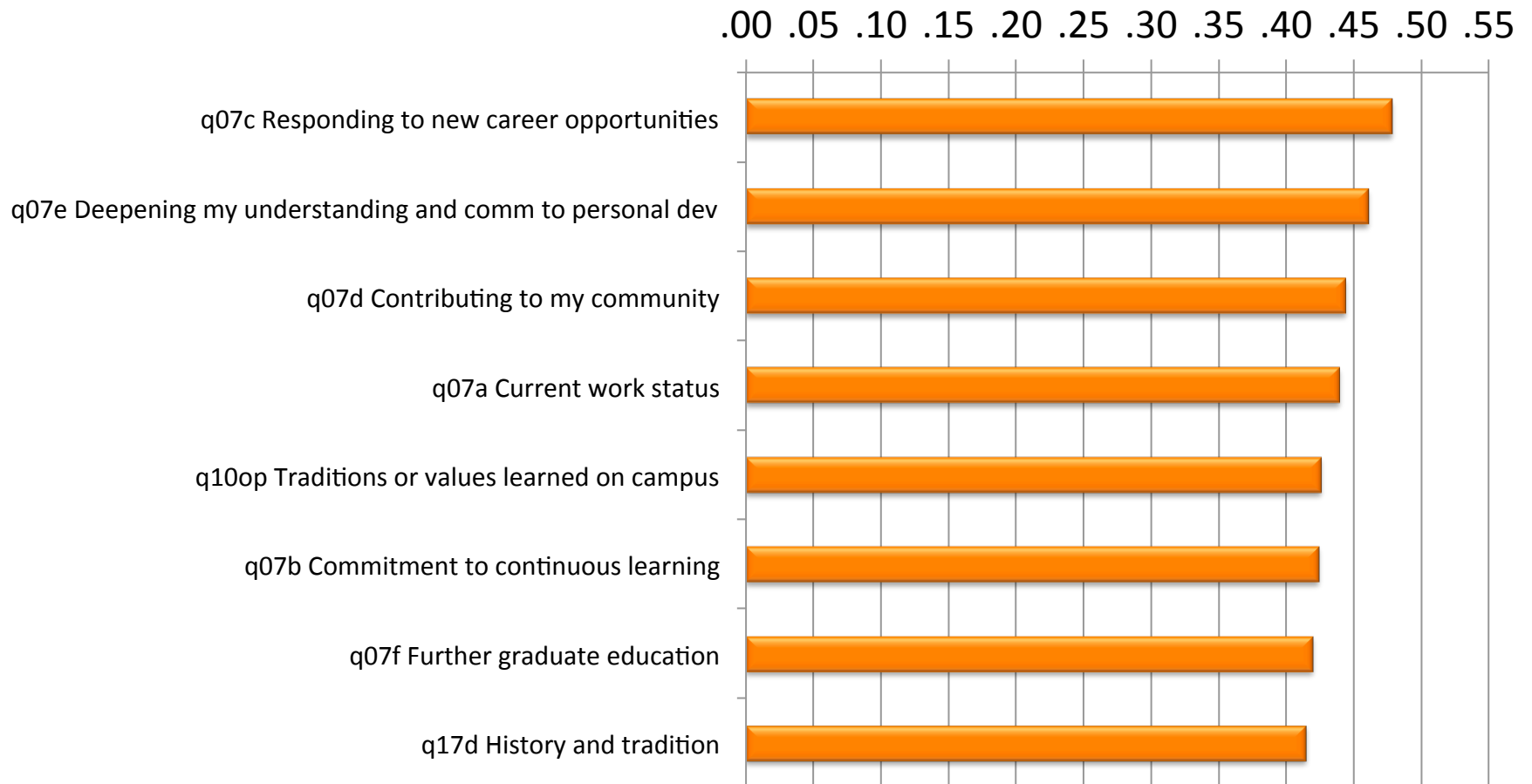
AAS
2001
through
2012

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



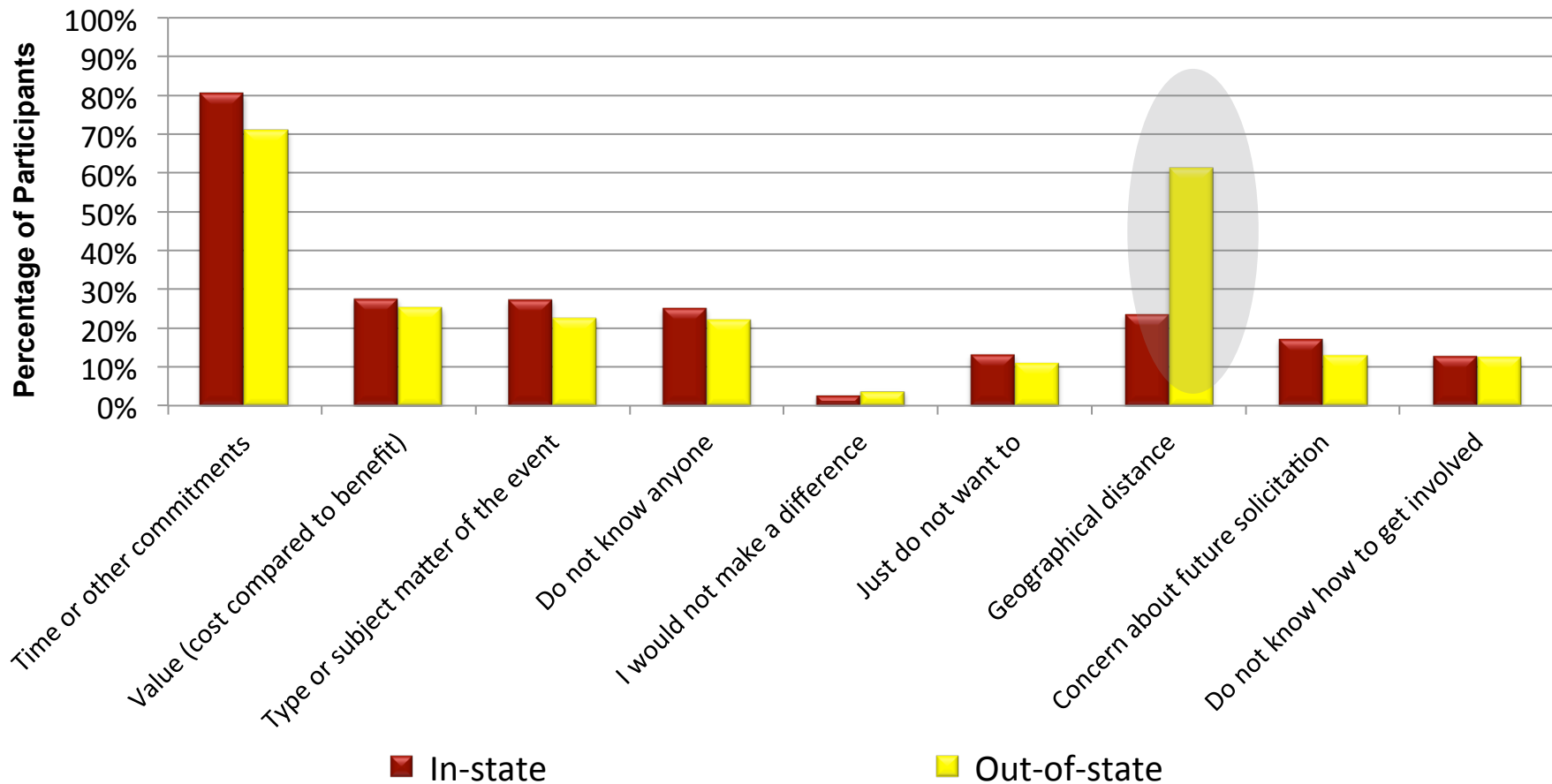
AAS
2001
through
2012

HIGHEST CORRELATION TO “LOYALTY” ACROSS ALL QUESTIONS



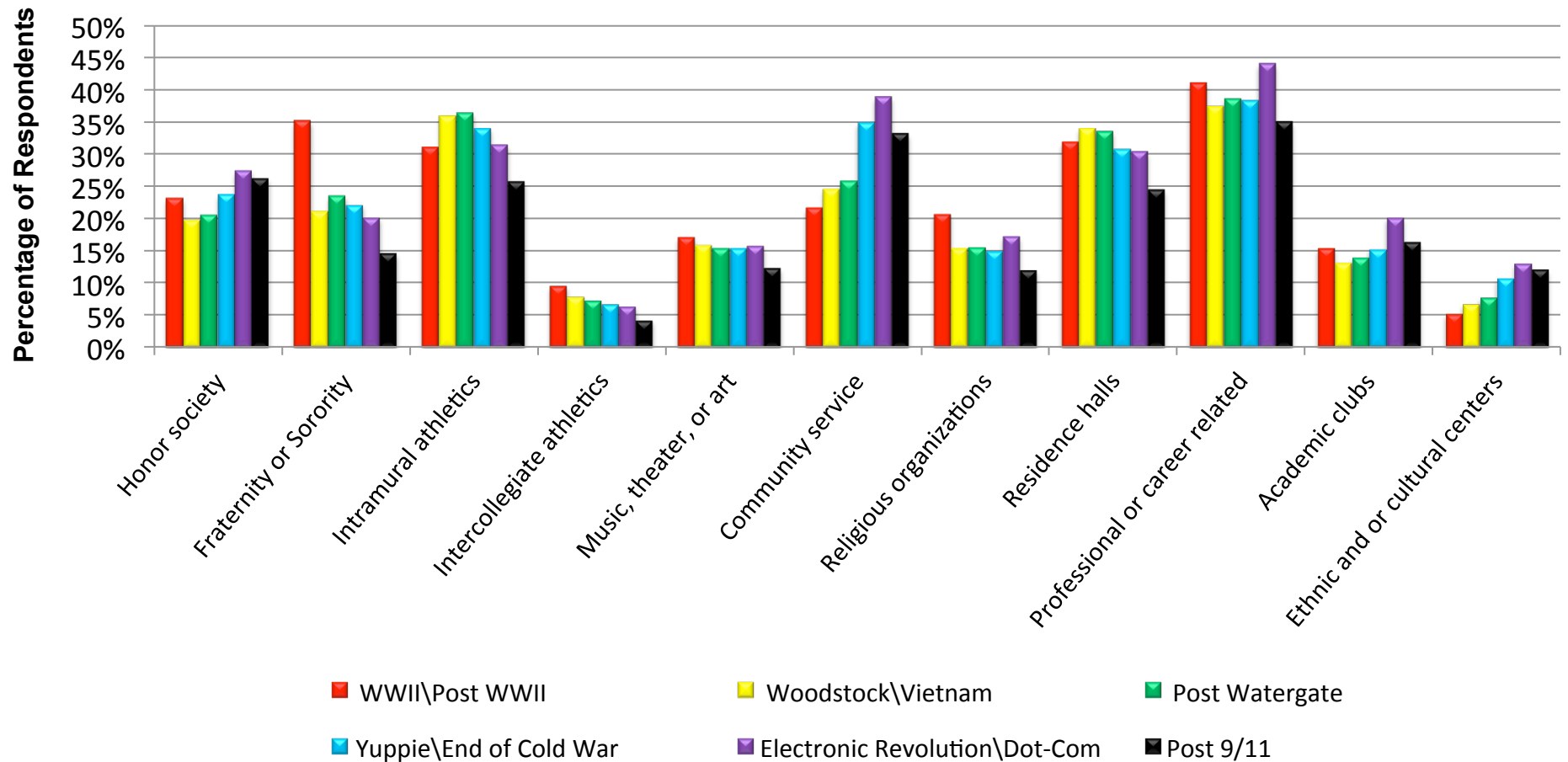
AAS
2001
through
2012

WHAT ARE BARRIERS TO YOUR PARTICIPATION IN ALUMNI ACTIVITIES?



AAS
2001
through
2012

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

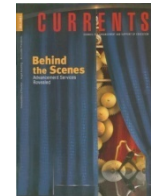
Dues and Don'ts

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



CASE STUDY: EAST CAROLINA



Paul J. Clifford

President and CEO

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[@PirateAlumniCEO](#)

COMMITMENT TO MARKET RESEARCH

- ❖ 21st Century Alumni programs value market research
- ❖ East Carolina conducts the follow surveys:
 - Post-Event survey within 3 days of every event
 - Event Satisfaction is a dashboard success indicator
 - Magic Satisfaction Question
 - Six month membership check-in survey
 - Member Satisfaction is a dashboard success indicator
 - Magic Satisfaction Question
 - Alumni Attitude Survey
 - Every other year – the best money we spend annually
 - Measure success longitudinally and comparatively

REPORT YOUR FINDINGS

One key result of the survey is that alumni want to feel like they are being heard.

Report your findings in words and actions

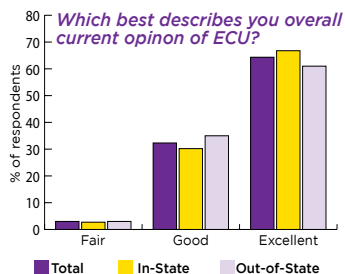


WE'VE HEARD YOU!

What do you think about East Carolina? If you're like most ECU alumni that responded to a recent survey, you are proud of our University and want to stay connected. The Alumni Association received 1,700 responses from an alumni attitude survey to gauge your perception of the University, your experience as a student and now as an alumnus, and how we can better serve you. With a twenty-nine percent response rate, we are pleased by the results, and have heard you loud and clear.

The East Carolina Alumni Association's mission is to inform, involve, and serve members of the ECU family throughout their lifelong relationship with the University. The results of this survey will guide our future plans, ensuring that we provide programs, activities, and communications that you expect from the Alumni Association.

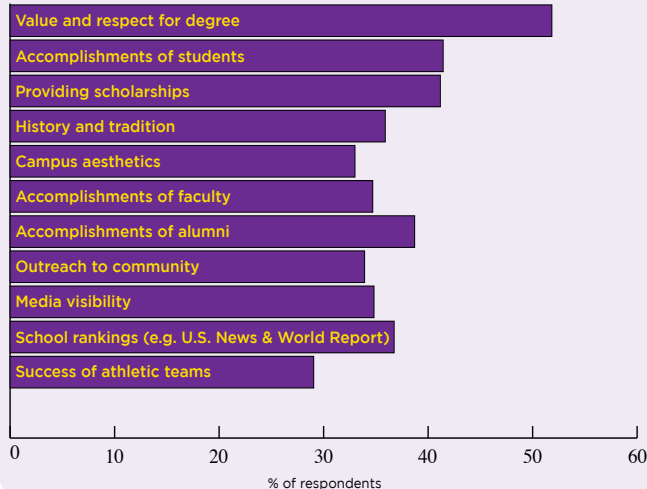
Our Purple Pride is Deep Inside Pride in East Carolina keeps our University thriving, and alumni promotion of ECU to others is the best form of marketing. With ninety-five percent of alumni having indicated their current overall opinion of the University is excellent or good, it's no wonder that the same percentage of alumni promote the University. Loyalty reigns true at ECU and the results support our claim. Ninety-six percent of alumni indicated that attending East Carolina was a good or great decision and their experience as a student was excellent or good, compared with ninety-one percent at other schools. Experience as an alumnus also ranks high with a seventy-two-percent rate of excellent or good.



Your Degree

Value and respect for an East Carolina degree is critically important to alumni and drives your overall opinion of the University. The University's prestige, the quality and variety of our academic programs, the preparedness of our graduates to enter the work force, the success of our alumni in their professional fields, and the ongoing promotion of these factors will ultimately increase the value in and respect for an ECU degree. The Alumni Association promotes alumni successes through our awards program, *A Pirate's Life for Me!* radio show, and *The Pirate's Chantey*. As an alumnus, you can help by proudly proclaiming that you are an ECU graduate!

Please indicate how much each of the following critically impacts your overall opinion of ECU.



Engage Out-of-State Alumni

The Pirate Nation spans all fifty states and more than twenty countries. Seventy-one percent of ECU's alumni live in North Carolina; therefore, many alumni activities and events take place in our state. However, engaging out-of-state alumni is something you expect of our Alumni Association. Regional events such as career and social networking, professional development, and football viewing parties are just a few of the activities

aimed toward engaging out-of-state alumni. Communications like *The Pirate's Chantey*, *PiratePulse*, event invitations, and e-mail announcements also provide alumni with printed and electronic ways to stay connected. We understand the need to increase out-of-state activities for dedicated Pirates and are exploring new ideas to implement in the coming years.

Advance your Career

What better way to bring value and respect to the East Carolina degree than through successful alumni who have made significant accomplishments in their careers? According to survey results, identifying job opportunities and providing additional career

training is very important to alumni. Respondents also indicated that we could be doing more to assist alumni with career aspirations.

Currently, the Alumni Association works with the Career Center to bring alumni a monthly Pirate Career Call. These conference calls feature topics ranging from resume writing to management skills and everything in between. Our partnership also promotes the Pirate Alumni Network

2007 Results Article

Results from the 2007 Alumni Attitude Survey

(PAN), a group of alumni who serve as mentors to current students with similar career paths. "Career Corner," a new feature of *The Pirate's Chantey*, focuses on pivotal career tips and advice. [See page 12.] Our on-line community is another way to connect with other Pirates. Networking events occur year-round in the form of alumni events. Sure, they are great social activities and a time to gather with fellow Pirates, but can also be helpful in advancing your career through cultivating new relationships.

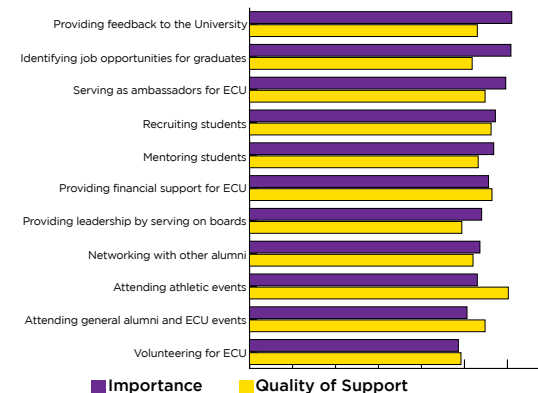
Reaching Current Students and Young Alumni

Knowledge and awareness of the East Carolina Alumni Association through branding presence is key to our future success; after all, today's students are tomorrow's alumni! We recognize the importance of engaging students while they are on-campus and as a result we annually sponsor many tradition-building events. Through these events and our Association-sponsored student programs, we hope to bridge the gap between student status and young alumni status. Affinity for the Alumni Association often ebbs and flows according to the life events of our alumni. Support from young alumni helps grow our Association and furthers the University. A gift of Association membership by parents of graduates is often the best way to start young alumni on a track of lifelong engagement with the University. In the future, a student alumni association will be formed to help students and young alumni see the value of Association membership.

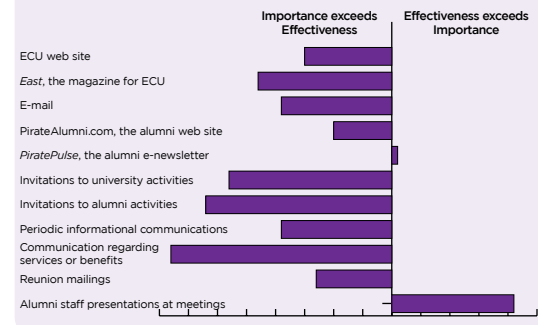
Opportunities for Alumni Feedback

Having a voice with the Alumni Association and the University is very important to alumni. Alumni feedback is an ongoing process and your opinion matters. Surveys are not the only way to tell us what you think. Send us an email at alumni@PirateAlumni.com or call us at 800-ECU-GRAD with your feedback, thoughts, and opinions. Of course our door is always open at the Taylor-Slaughter Alumni Center. Stop in, as we would love to visit with you. This survey gives us great baseline results in which to compare future survey

How important is it for alumni in general to do the following and how well does ECU do at supporting alumni in doing them?



For each of the communication methods listed below, please tell us how important that method is to you and also rate the alumni association's effectiveness in utilizing that method. Results of Post-9/11 alumni



results. At the Alumni Association we are committed to giving alumni a voice and surveys are just one example of this. We want to serve you, and your feedback is vital to shaping the activities and communications of the Alumni Association. Thank you for your participation in this survey.

This survey was commissioned by the East Carolina Alumni Association, the ECU Annual Fund, and the Office of University Advancement and conducted by Performance Enhancement Group, Ltd.



2013 Survey Results Article

Thanks for the feedback!

What do you think of East Carolina? If you're like most alumni who responded to the survey we recently distributed, you are proud of our University and want to stay connected. Sent via e-mail in the fall of 2012, this alumni attitude survey was designed by an impartial party to gauge your perception of the University, your experience as a student and now as an alumnus, and how we can better serve you. With more than 1,100 responses, we are very pleased with the results! We've noted some improvements since the last time this survey was done in 2007, and we're proud to report our progress on the actions we have taken and will take to keep alumni satisfaction high. We expect improvement to continue as we keep evaluating the data and working to enhance your experience as an alumnus. The East Carolina Alumni Association's mission is to inform, involve, and serve members of the ECU family throughout their lifelong relationship with the University. The results of this survey will guide our future plans, ensuring that we provide programs, activities, and communications that meet and exceed your needs and expectations of the Alumni Association.

Purple Pride

Pride in East Carolina keeps our University thriving, and it's easy to see from the survey results that loyalty continues to reign true at ECU. Ninety-six percent of alumni indicated that their experience as a student was good or excellent and the same number said attending East Carolina was a good or great decision, both similar figures to the 2007 results. Experience as an alumnus also ranks high at seventy-five percent, which is three percentage points higher than the seventy-two percent result in the last survey. Ninety-five percent of alumni responded that their current opinion of the University overall is good or excellent.

Value of Your Degree

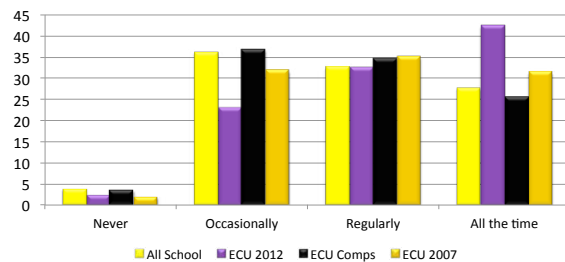
According to our respondents, the number one factor that determines their overall opinion of the University is the value and respect accorded to their degree, more so

than national rankings, media visibility, and athletic team wins. The University's quality and variety of academic programs, preparedness of our graduates to enter the workforce, the success of our alumni in their professions, and the ongoing promotion of these factors all ultimately increase the value of every degree from East Carolina and the prestige of the University as a whole. The Alumni Association propagates the value of East Carolina degrees by celebrating the accomplishments of our alumni on our weekly radio show "A Pirate's Life For Me!" in our quarterly magazine EC Alumni, and in relationships with media. An ECU degree is worth more than a treasure chest of gold!

Engaging Current Students and Young Alumni

In the 2007 survey, we noted the importance of engaging current students while they are on campus; after all, today's students are

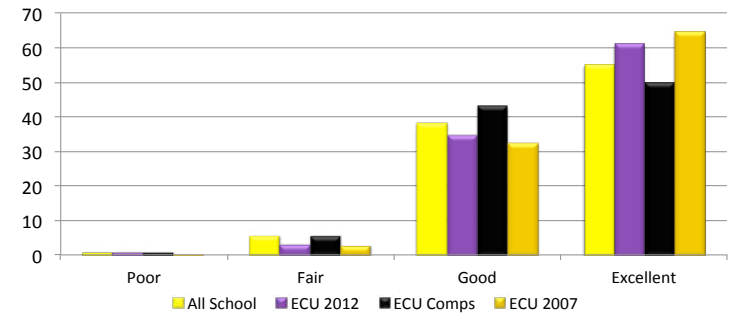
How often do you promote East Carolina to others?



tomorrow's alumni! Young alumni have much ahead of them and affinity for the Alumni Association can ebb and flow based on life events, so it is important to establish strong bonds early on. Even if they don't have a lot of money or time, young alumni can still stay connected! When we reported the 2007 results, we said, "In the future, a student alumni association will be formed to help students and young alumni see the value of an Association membership." We are happy to report that we have fulfilled this goal. Formed in 2010, our Forever Pirates student alumni organization is more than 1,300 members strong! Forever Pirates are current full-time students who become lifetime members of the Association. Along with qualifying for a discount on lifetime membership dues and not having to pay until after graduation, Forever Pirates enjoy benefits while on campus like networking opportunities with alumni, career advice, special events, and prizes. In addition to Forever Pirates, we have other Association-sponsored student groups like the ECU Ambassadors and the Magnolia Belles that all serve to enhance the student experience and further the University. We also host several annual tradition-building celebrations like Walk the Plank freshmen welcome event in the fall and the Senior Salute dinner for the graduating class in the spring. Through these groups and events, we hope to bridge the gap between student and young alumni status and increase the involvement of our recent graduates. Our 2012 survey results indicate that we should continue and expand this focus on Pirates in their last two years on campus and their first three years out of college, and we welcome your input on the best ways to do so!

Reaching Out-of-State Alumni
Pirate Nation spans all fifty states and more than twenty countries. Seventy-five

Which of the following best describes your overall current opinion of East Carolina?



percent of East Carolina alumni live in North Carolina; therefore, many activities and events take place in our state. However, with ninety-seven percent of our alumni spread across the south and east from Texas to Maine, engaging out-of-state alumni is a major and ever-increasing role of the Alumni Association. In the 2012 survey results, out-of-state alumni cited geographic distance as the number one factor preventing participation in events, but we are working on more ways to bring Pirate Nation to you wherever you are! Regional offerings such as professional and social networking events, career development opportunities, and football and basketball viewing parties are just a few of the many activities we coordinate to engage alumni across the nation. Our Pirate Contact program trains alumni volunteers to plan activities and facilitate communication for alumni in their area. We understand the need to increase out-of-state events, and we are exploring new ideas to implement in the coming years.

Communications

One of the major responses we saw from this survey was a desire for more communication! While most respondents said that our frequency of general e-mails was about right, many indicated a desire for more invitations to events relevant to them and more presence on social media. The Alumni Association offers many ways to stay connected, from traditional mailings and phone calls to e-mails and several social media platforms. If you prefer one over the other, you are always

welcome to update your contact preferences with us anytime. Members also continue to enjoy our monthly e-newsletter ECUupdate and our quarterly magazine EC Alumni. Our radio show "A Pirate's Life For Me!" airs each week on Pirate Radio 1250 & 930 AM and streams online. We're working to enliven our social media presence and welcome your suggestions for increased interactivity! Please visit PirateAlumni.com to see a listing of all our social media profiles. Be sure to like, follow, and connect!

Continuing Feedback Opportunities

Having a voice within the Alumni Association and the University is very important to our alumni. Gathering feedback is an ongoing process and your opinion always matters. Surveys are not the only way to tell us what you think. At the Alumni Association, we are committed to giving alumni a voice and this survey is just one method. Send us an e-mail at alumni@PirateAlumni.com or call us at 800-ECU-GRAD to share your opinions and suggestions. Of course our door is always open at the Taylor-Slaughter Alumni Center at 901 East Fifth Street in Greenville. You are welcome to stop by anytime Monday through Friday from 8:00 a.m. to 5:00 p.m. We want to serve you, and your feedback is vital to shaping our programs, services, and communications.

This survey was commissioned by the East Carolina Alumni Association and conducted by Performance Enhancement Group, Ltd. of Houston, TX.



BE NIMBLE AND ADJUST

2007 Alumni Survey Results

Alumni want career
related services

Alumni want
to network

Alumni want to hear
from us more often

■ Solutions

- Tools for the Times
- Career Corner
- Linked In
- Pirate Career Cast
- Tap into the power
of the Pirate
Alumni Network

TELL THE SUCCESS STORIES



 **East Carolina Alumni Association**
Liked · November 8

Sage Onderdonk '00 believes in ECU! Sage was in a merchandising class today sharing her experience as senior styling director for JC Penney. #WeBelieveInECU

[Tag Photo](#) [Add Location](#) [Edit](#)

Like · Comment · Share · Edit

 33 people like this.

 1 share

 **Valerie Springle** Go Sage Hunihan Onderdonk!!
November 8 at 3:02pm · Like ·  1

 Write a comment... 

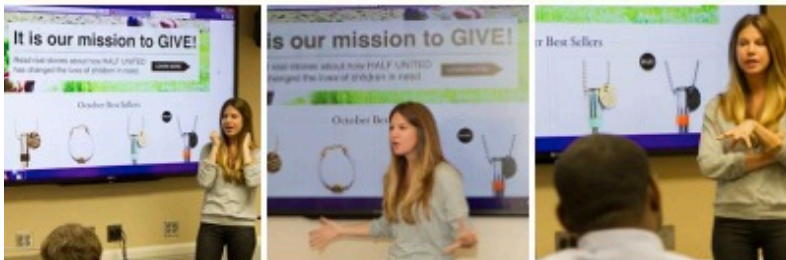


East Carolina Alumni Association

October 17

Carmin Black '07 Believes in ECU! (4 photos)

Carmin Black '07 is the co-founder of Half United, a nonprofit that provides meals to children by selling handmade jewelry. Carmin was on campus today giving back to students in Business Strategy classes by sharing her story since graduating from ECU. — at East Carolina University College of Business.



Like · Comment · Share

20 1 2

1,351 people saw this post

Boost Post



East Carolina Alumni Association
Liked · November 8

Capt. Mike Herring '80 believes in ECU! Capt. Herring visited campus today to share career opportunities in public health with students in an environmental health class. Look for a feature on Capt. Herring in the next issue of EC Alumni magazine.

Tag Photo Add Location Edit

Like · Comment · Share · Edit

10 people like this.

1 share

Write a comment...



East Carolina Alumni Association
Liked · November 8

Sage Onderdonk '00 believes in ECU! Sage was in a merchandising class today sharing her experience as senior styling director for JC Penney. #WeBelieveInECU

Tag Photo Add Location Edit

Like · Comment · Share · Edit

33 people like this.

1 share

Valerie Springle Go Sage Hunihan Onderdonk!
November 8 at 3:02pm · Like · v1

Write a comment...



PHOTO GALLERY

Ashley Leonard '04, Adrienne Matthews '05, Brian Edgerton, and Al Godwin (not pictured) are the two-time champions of the ECU ALUMNI SCHOLARSHIP CLASSIC golf tournament that raises funds for alumni scholarships.



Capt. Mike Herring '80, Ashley Boarman '08, Sage Onderdonk '00, and Carmin Black '07 recently gave back to ECU by visiting campus to talk with today's students about their careers.



Alumni volunteers Linda Thompson Thomas '81 and Glenda Palmer Moultrie '79 ride in the annual HOMECOMING PARADE representing the recently reactivated Black Alumni Chapter.



Ted Hollingsworth '79 was named the East Carolina Alumni Association's first Legacy Parent of the Year at the Inaugural PIRATE ALUMNI LEGACY BRUNCH on September 15 during Family Weekend. The Pirate Alumni Legacy Brunch honored families of current ECU students with two or more generations of Pirates (including parents, grandparents, aunts and uncles, siblings, and/or cousins). The brunch was a sold-out event with more than 140 participants.



Year after year ALUMNI TAILGATE is the place to be before all home football games. Participants are treated to delicious food, cold Pirate beverages, music, games for the kids, giveaways, and a visit from the ECU cheerleaders.



Several hundred alumni and friends gathered in Raleigh for the ECU VS. NC STATE PREGAME PARTY and AWAY GAME TAILGATE hosted by the Alumni Association and Pirate Club.



The 2013 ALUMNI AWARDS CEREMONY was held October 18 at the Greenville Convention Center. This year's honorees were (L-R) Distinguished Service Award recipients Bill Furr '65, Mary Plybon '71; Honorary Alumni Award recipient Harvey Lewis; and Outstanding Alumni Award recipients Philip Houston '77, J. Fielding Miller '84, Jerry Tolley '66, and George Whitfield '69.

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