Alumni Attitude Survey

Commissioned in 2015 to gather feedback on how best to relate to and engage alumni as well as guidance on what sorts of events and other programs would appeal.

- Of the 70,810 surveys deemed to have been delivered by mail and email, we received a 3% return which is considered reliable based on.....
- UNCG responses were compared to a large (n=230) group of private and public universities who have also participated in this survey, as well as a smaller group of public universities.
- 19% of respondents were graduates of the WC (an era ending officially in 1963) while 81% attended coeducational UCCG.

UNCG Alumni are both satisfied and loyal

- **95%** of respondents rated their decision to attend UNCG as **good or great**
  - **88%** of respondents base their opinion of the university on the **value and respect for degree**, while other highly rated factors included:
    - providing scholarships (73%); history and tradition (72%); accomplishments of students (72%); and accomplishments of faculty (70%).
- **94%** of respondents judged their student experience at UNCG to have been **good or excellent**.
  - According to respondents, the university’s **performance exceeded expectations** on:
    - admission process;
    - attending cultural events;
    - student leadership opportunities;
    - attending athletic events; and
    - opportunity to participate in fraternity or sorority.
- **92%** of respondents said that their overall current opinion of the University is **good or excellent**.
  - Loyalty, among respondents, was most often tied to:
    - **UNCG in general** followed closely by their
    - **major or academic department within the college or school** from which they graduated.
  - In addition, respondents reported feeling **somewhat loyal** to:
    - their **undergraduate college/school**;
    - a **faculty member or instructor**; and/or
    - a **student organization or activity** with which they were associated.
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Quality of Alumni Experience

- **64%** of respondents reported having a **good or excellent experience** as a UNCG alumnus/a.
  - Respondents **generally agreed** (3 points or more on a 4 point scale) that the Alumni Association:
    - responds to alumni inquiries in a timely manner;
    - plans and executes good programs/events;
    - provides adequate services; and
    - provides adequate information on programs/events.
- We **could do a better job** of supporting alumni who wish to help by:
  - identifying job opportunities for graduates;
  - mentoring students;
  - serving as ambassadors promoting UNCG to others; and
  - recruiting students.
- Respondents felt the **most useful things the Alumni Association can do for them are to**
  - keep in touch through a monthly magazine;
  - maintain alumni clubs; and
  - continue to host events such as Founders Day.
- University’s communication to them via print and electronic channels is **about right**, with approximately **20%** reporting that they **would welcome more**:
  - social media contacts,
  - invitations to alumni activities, and
  - printed materials.
- **64%** of responding alumni prefer to be contacted by e-mail compared to **25%** who prefer mail.
- Communication vehicles of at least **fair importance** (**3 points on a 4 point scale**) were:
  - Alumni magazine
  - Email
  - Periodic informational communications
  - University web site
  - Invitations to alumni
  - Electronic newsletters
  - Communication regarding the University’s services or benefits
  - Reunion/Homecoming mailings
  - Print newsletters
  - Alumni web site and social media/online community.
- **Only 24%** of respondents felt that Alumni Association arrangements to provide discounts at various companies would increase their interest in the UNCG Alumni Association.
What are the one or two things that are most important to you about being an alumnus/a?
What is the most meaningful thing The University of North Carolina at Greensboro can do for you in the next 5-10 years?

- Provide opportunities
- Stay in touch
- Help me find a job
- Send the magazine
- Communication
- Networking
- Keep in touch
- Get a football team
- Keep me updated
- Continue to grow
- Keep me informed
- Continue to provide quality education
- Maintain high standards
- Continue to improve