

Monday, December 7, 2009

Alumni Survey Update

Survey Says...

Alumni want to know that the equity of their degree is improving

This September, the OUAA conducted an electronic survey asking alumni to evaluate the alumni association and how it can continue to provide the services most needed by alums. More than 2,000 responses, an 11 percent response rate, were received to the survey from alumni who shared their opinions, experiences, and an interest in their alma mater.

Listed below are key findings:

- 92% of respondents rated their decision to attend Oakland University as "good" or "great."
- 43% rated their student experience as excellent.
- 42% indicated that they had participated in "professional or career-related" activities during their tenure as students (compared to about 41% for most schools).
- 32% say they intend to financially participate with the university and plan to continue (versus 58% on average for all institutions in the study).
- Among the 46% who identified themselves as "non-contributors," 30% of those indicated that they still promote the University to others either "regularly" or "all the time."
- There is a linear relationship between graduation era and the perceived effectiveness of communications between the university and alumni. Younger alumni are more concerned about being in the communications loop.
- Respondents rank ordered the following life-preparatory activities as the most important during their college experience:
 - Academics and classes
 - Skills and training for career
 - Relationship with faculty
- Time constraints, family/job commitments, and not knowing anyone at an event are the three largest barriers to participation in alumni activities.

"Bottom line, alumni want to know that the value of their degree is improving and that it will continue to improve over time," Adrienne Bass, director for Alumni Relations, said. "Degree equity continues to increase as Oakland gains more widespread recognition for its successes."

"We're focused on engaging with our alumni throughout their lives and offering support as they progress through various life and career stages," Karen Coronado, membership director, Alumni Relations added.

"We appreciate the time and feedback that our alumni provided and we value their input. As we plan for the future of the alumni association, this information will guide us in evaluating future alumni programs, communications and benefits."

A more detailed report of the survey findings can be found online at bualumni.com.

SUMMARY

Created by Bris Roberts (berobert@oakland.edu) on Monday, December 7, 2009
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