Carnegie Mellon University

Results from the 2012 Alumni Attitude Study®

2013 Volunteer Forum

Presented by:

Alumni Attitude
STUDY
Data Driven. Results.
The Survey Process

• Distributed via email to 52,347 alumni

• Survey was available 9/6/12 through 10/16/12

• Received 2,912 responses (~6% response rate) including 431 alumni who volunteered in 2012

• 20 key questions with sub-points plus several open-ended verbatim questions
Today’s Review

• Loyalty to CMU
• Loyal Scot Program
• Communication
LOYALTY
How would you rate your decision to attend Carnegie Mellon?

- Bad decision: 1
- Fair decision: 5
- Good decision: 26
- Great decision: 69
How often do you promote Carnegie Mellon to others?

- Never: 3%
- Occasionally: 37%
- Regularly: 35%
- All the time: 25%
Which of the following best describes your overall current opinion of Carnegie Mellon?

- Poor: 1%
- Fair: 5%
- Good: 27%
- Excellent: 67%
Please indicate how much each of the following impacts your overall current opinion of Carnegie Mellon.

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Value and respect for my CMU degree</td>
<td>89</td>
</tr>
<tr>
<td>Development of problem-solving students</td>
<td>85</td>
</tr>
<tr>
<td>Groundbreaking research</td>
<td>85</td>
</tr>
<tr>
<td>Employable students</td>
<td>83</td>
</tr>
<tr>
<td>Accomplishments of alumni</td>
<td>76</td>
</tr>
<tr>
<td>School rankings (e.g. U.S. News &amp; World...)</td>
<td>73</td>
</tr>
<tr>
<td>Accomplishments of faculty</td>
<td>72</td>
</tr>
<tr>
<td>Accomplishments of students</td>
<td>68</td>
</tr>
<tr>
<td>Interaction between faculty and students</td>
<td>68</td>
</tr>
</tbody>
</table>
In your relationship with Carnegie Mellon, please describe how often you do or have done the following:

<table>
<thead>
<tr>
<th>Activity</th>
<th>Never</th>
<th>One time</th>
<th>A few times</th>
<th>Frequently</th>
</tr>
</thead>
<tbody>
<tr>
<td>Talk about CMU</td>
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<tr>
<td>Read e-mail from Alumni Association</td>
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<td>Read Carnegie Mellon Today</td>
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<tr>
<td>Read college or dept. communications</td>
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<tr>
<td>Get in touch with other alumni</td>
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<tr>
<td>Visit university website (cmu.edu)</td>
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<tr>
<td>Wear CMU clothing</td>
<td></td>
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<tr>
<td>Visit campus</td>
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<tr>
<td>Visit Alumni Association website</td>
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<tr>
<td>Attend local Alumni Association events...</td>
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<tr>
<td>Use CMU Linked-In group</td>
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<tr>
<td>Attend class reunions</td>
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<tr>
<td>Interact with CMU on Facebook</td>
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<tr>
<td>Attend university sporting events</td>
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<tr>
<td>Volunteer to work on campus or at event</td>
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<tr>
<td>Follow @CarnegieMellon on Twitter</td>
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</tbody>
</table>
LOYAL SCOT
Which one of the following describes the Loyal Scot program?

- The name of the Alumni Association
- What we call anyone who is loyal to CMU
- A recognition society of individuals who only make financial donations to CMU
- Alumni and student membership club with annual dues
- An annual recognition program for involved and financially supportive alumni and students
- A program for alumni who participate in university events like Carnival
- Other

Percentage of Respondents

- 65%
- 15%
- Other
Please indicate how much you agree or disagree with the following:

The Loyal Scot program is a way for me to demonstrate pride in being an alumnus/a.
- Disagree: 10
- Somewhat disagree: 7
- Somewhat agree: 34
- Agree: 50

I am glad that CMU has a program like Loyal Scot.
- Disagree: 6
- Somewhat disagree: 10
- Somewhat agree: 43
- Agree: 41

I wish I could be a more active alumnus, alumna.
- Disagree: 11
- Somewhat disagree: 17
- Somewhat agree: 42
- Agree: 30

I want to stay connected with CMU & the Loyal Scot program provides that opportunity.
- Disagree: 14
- Somewhat disagree: 16
- Somewhat agree: 36
- Agree: 34

I think the Loyal Scot program will motivate more alumni to get involved.
- Disagree: 9
- Somewhat disagree: 18
- Somewhat agree: 47
- Agree: 25

Being a Loyal Scot is important because it shows that I am active in my support of CMU.
- Disagree: 17
- Somewhat disagree: 18
- Somewhat agree: 35
- Agree: 30

Carnegie Mellon University
How much do you agree/disagree that the following describes people who currently donate to Carnegie Mellon University?

- People who want to give back to the university
- Wealthy alumni
- People who are loyal to Carnegie Mellon University
- People who want to support groundbreaking research...
- Ppl who want to attract/retain best/brightest students
- Older alumni
- People who want to help attract & retain best faculty
- People like me
- People who are motivated by incentives to give...
- People who are athletics fans
- Recent graduates

- Strongly disagree  - Generally disagree  - Generally agree  - Strongly agree

Percentage
How valuable would each of the following be to you in making a decision to give to Carnegie Mellon University?

- Attract & retain best & brightest students
- Providing financial support to students
- Knowing how gifts are used
- Attract and retain the best faculty
- Increase the quality of the academics
- Having life-long learning opportunities available
- Improved or new facilities
- Lower tuition
- Higher school ranking
- It is the right thing to do
- Alumni activities in my area
- More exclusive benefits for alumni
- Campus privileges

![Percentage Chart]

- Strongly disagree
- Generally disagree
- Generally agree
- Strongly agree
COMMUNICATION
For each communication method listed, tell us how important that method is to you, and rate Carnegie Mellon’s effectiveness in using that method.
Please indicate your feeling regarding the frequency of the following:

- Invitations to alumni activities and events:
  - Way too much: 5
  - A little too much: 59
  - About right: 28
  - Would welcome more: 2
  - Not nearly enough: 6

- Presence on social media sites (Facebook, LinkedIn, etc.):
  - Way too much: 5
  - A little too much: 59
  - About right: 26
  - Would welcome more: 7
  - Not nearly enough: 6

- Information regarding alumni services such as insurance, travel, etc.:
  - Way too much: 7
  - A little too much: 16
  - About right: 44
  - Would welcome more: 25
  - Not nearly enough: 8

- Printed materials from Carnegie Mellon (magazines, newsletters, etc.):
  - Way too much: 8
  - A little too much: 76
  - About right: 12
  - Would welcome more: 10
  - Not nearly enough: 1

- Email from Carnegie Mellon (newsletters, emails, etc.):
  - Way too much: 16
  - A little too much: 70
  - About right: 10
  - Would welcome more: 10
  - Not nearly enough: 1

- Solicitations for donations:
  - Way too much: 13
  - A little too much: 27
  - About right: 57
  - Would welcome more: 10
  - Not nearly enough: 1
Foundation Concepts
Alumni Partnership Model

Initiate the process by asking their opinion

Show you care – use a high-quality process

Let them know that you heard what was said

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

Solidify and institutionalize by checking back to see what changed

Alumni feedback is an ongoing process of measurement, action, and re-measurement...