

Alumni Engagement Survey Program Review 2022

University Relations administered a survey via email to all alumni on record to collect feedback on the Alumni Association's programs, initiatives, communications, and volunteer resources. The survey was open from November 1, 2022 to January 8, 2023. Participants had the option to provide contact information and be entered into a raffle to win SU merch worth \$150. There were 678 valid responses. Not all alumni answered every question. Totals of percentages may not add to 100% due to rounding.

Demographics

Are you of Hispanic, Latino, or of Spanish origin? (*Ethnicity*)

Response	N	%
Yes	77	12%
No	568	85%
Prefer not to say	23	3%

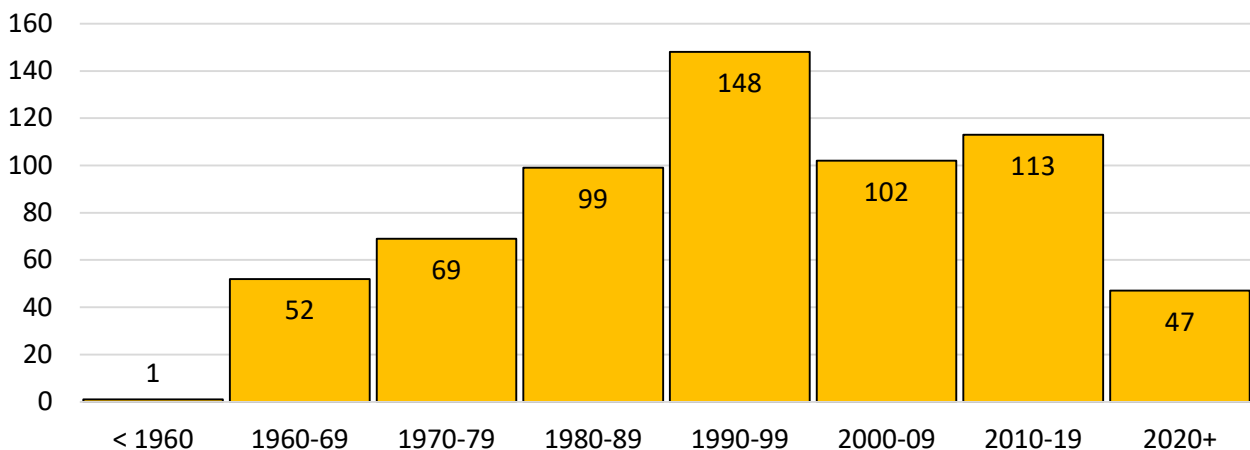
How would you describe yourself? (*Race*)

Response	N	%
American Indian or Alaskan Native	2	0.3%
Asian	18	3%
Black or African American	21	3%
Native Hawaiian or Other Pacific Islander	0	-
White	584	87%
Prefer not to say	46	7%

Did you graduate from Southwestern University?

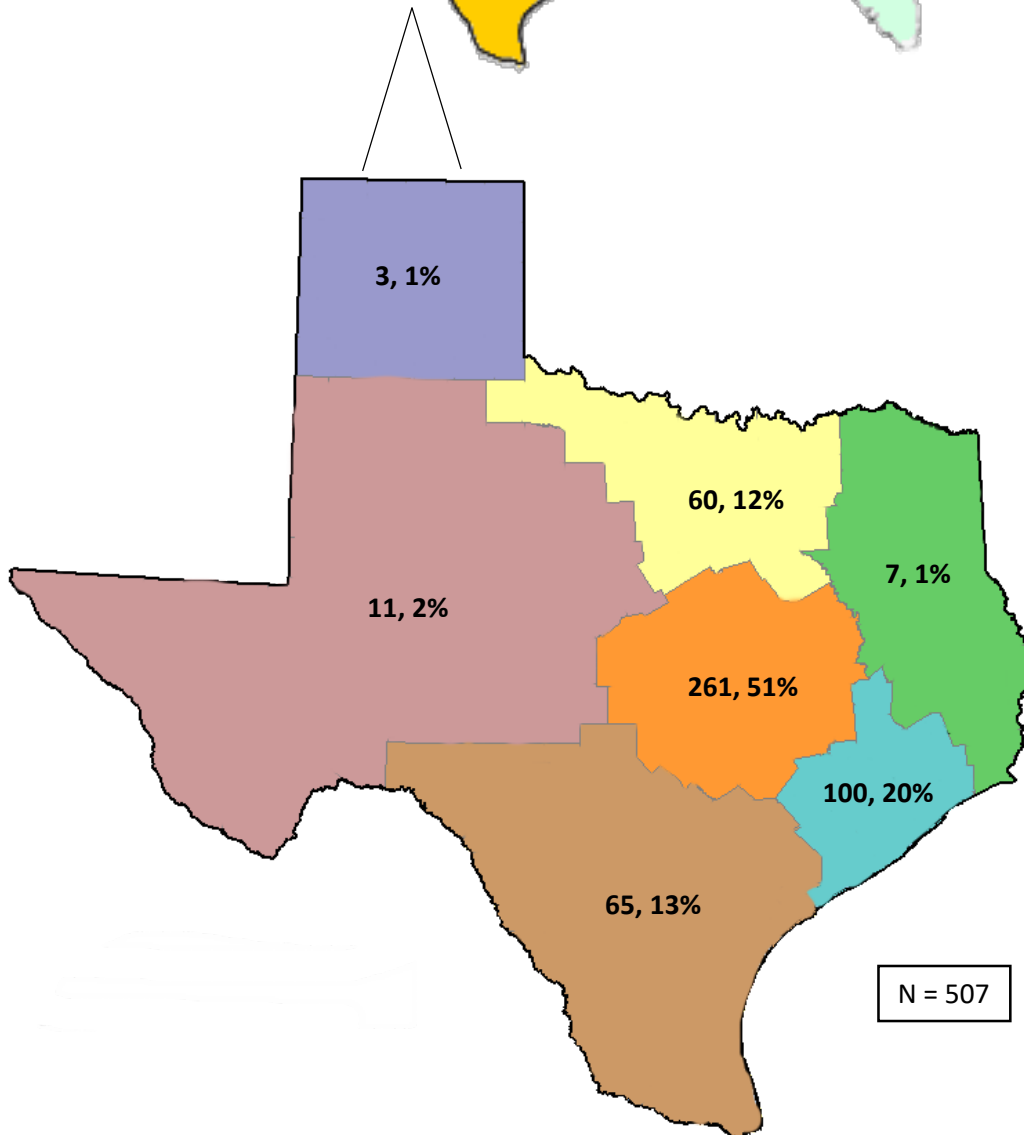
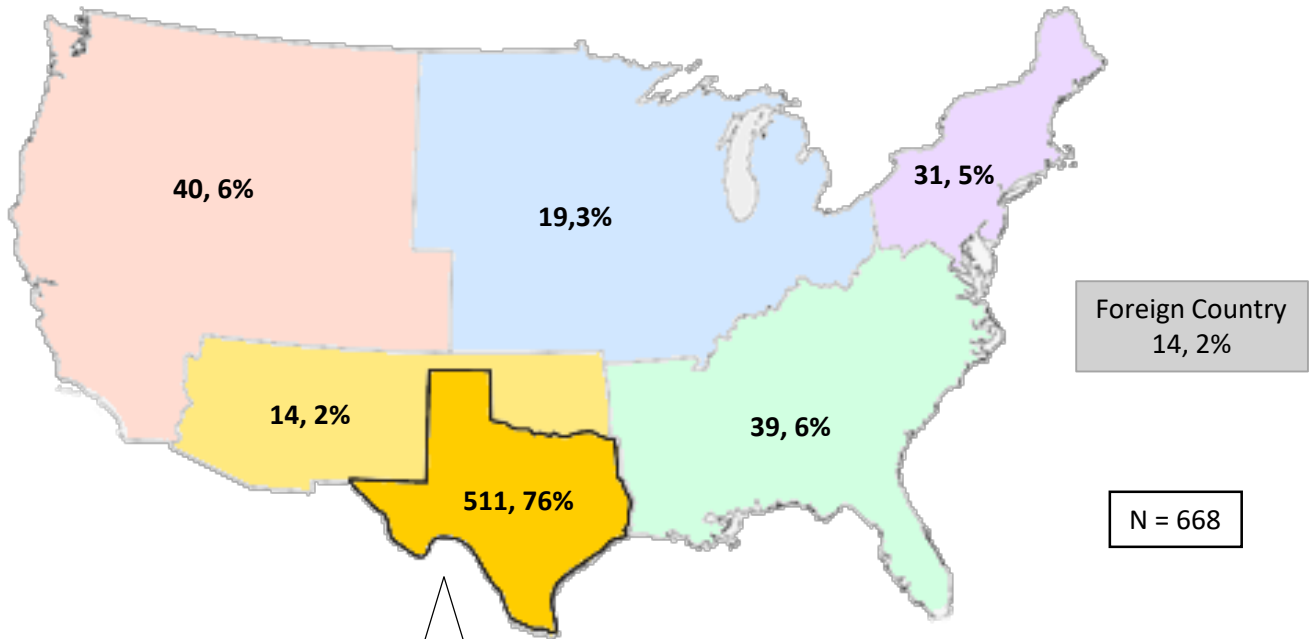
Response	N	%
Yes	651	97%
No	23	3%

In what year did you graduate from Southwestern University?



Demographics Continued

Where are you currently located?

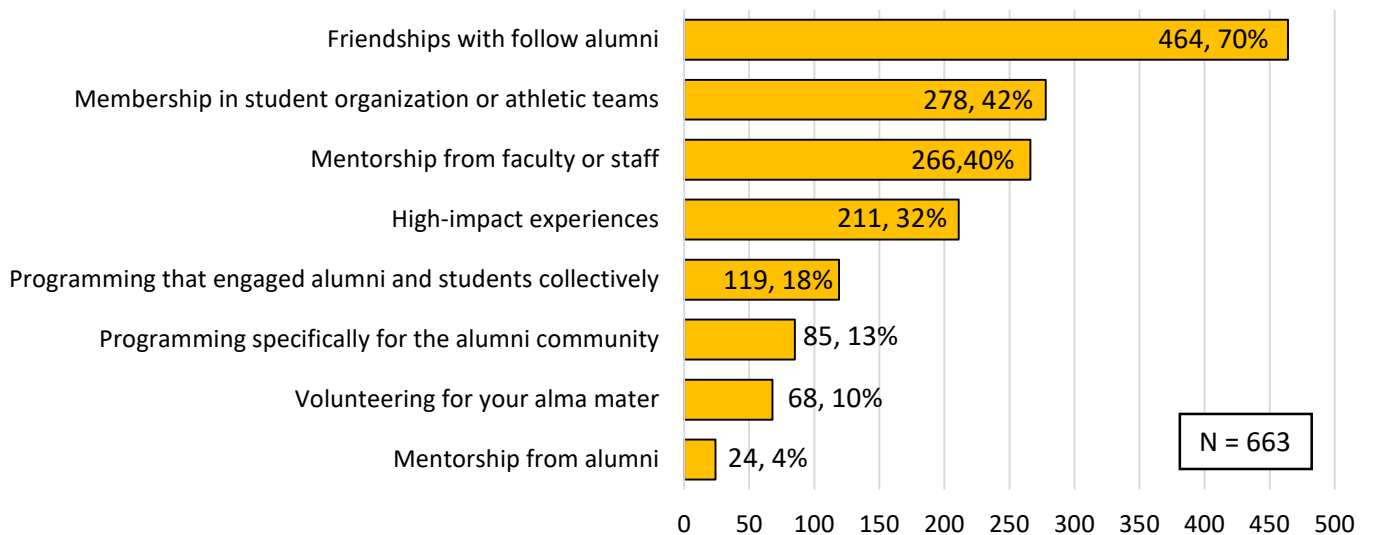


Questions

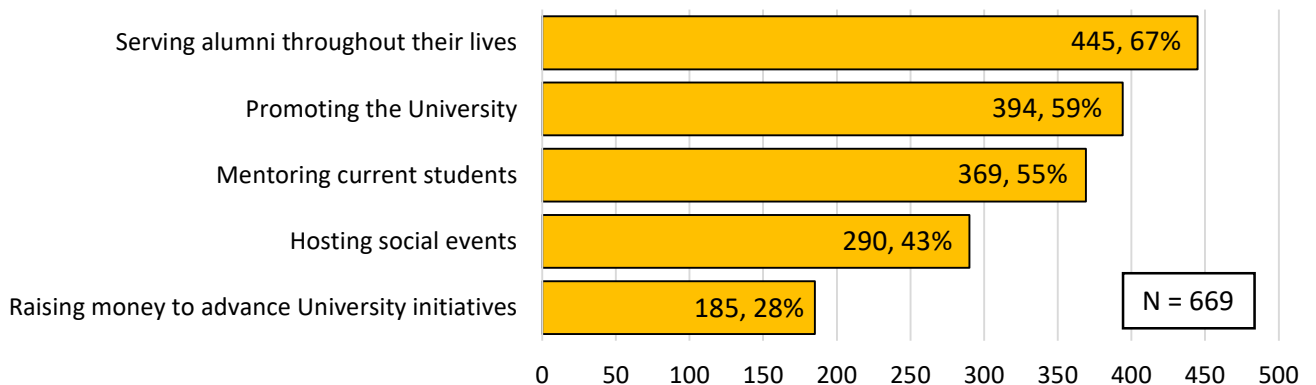
1. When did you most recently attend a Southwestern University event or volunteer for Southwestern University?

Response	N	%
Within the last year	254	38%
More than 1 year but less than 5 years ago	206	30%
More than 5 years but less than 10 years ago	82	12%
More than 10 years ago	111	16%
Never	23	3%

2. What do you value most about your Southwestern Experience? (select up to three)

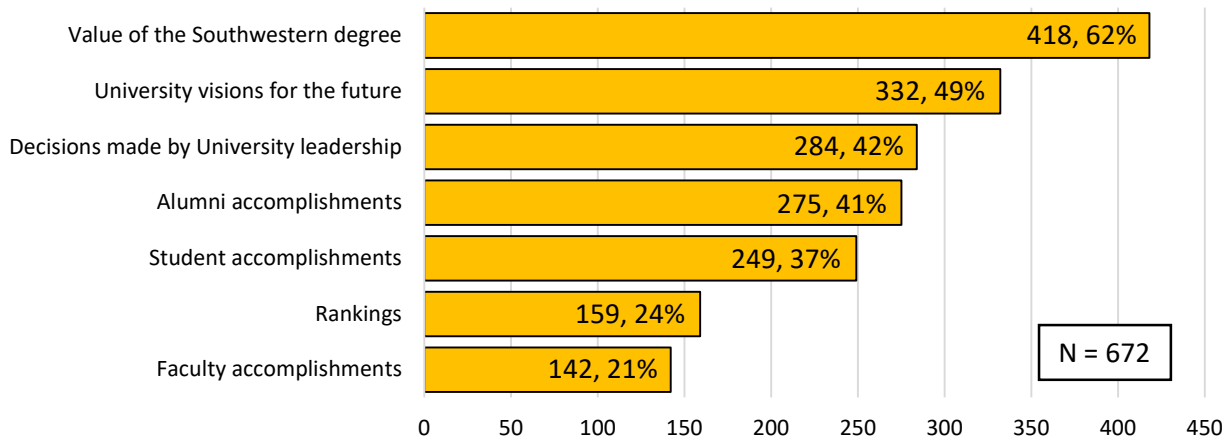


3. What should be the focus of the Southwestern University Alumni Association? (select up to three)

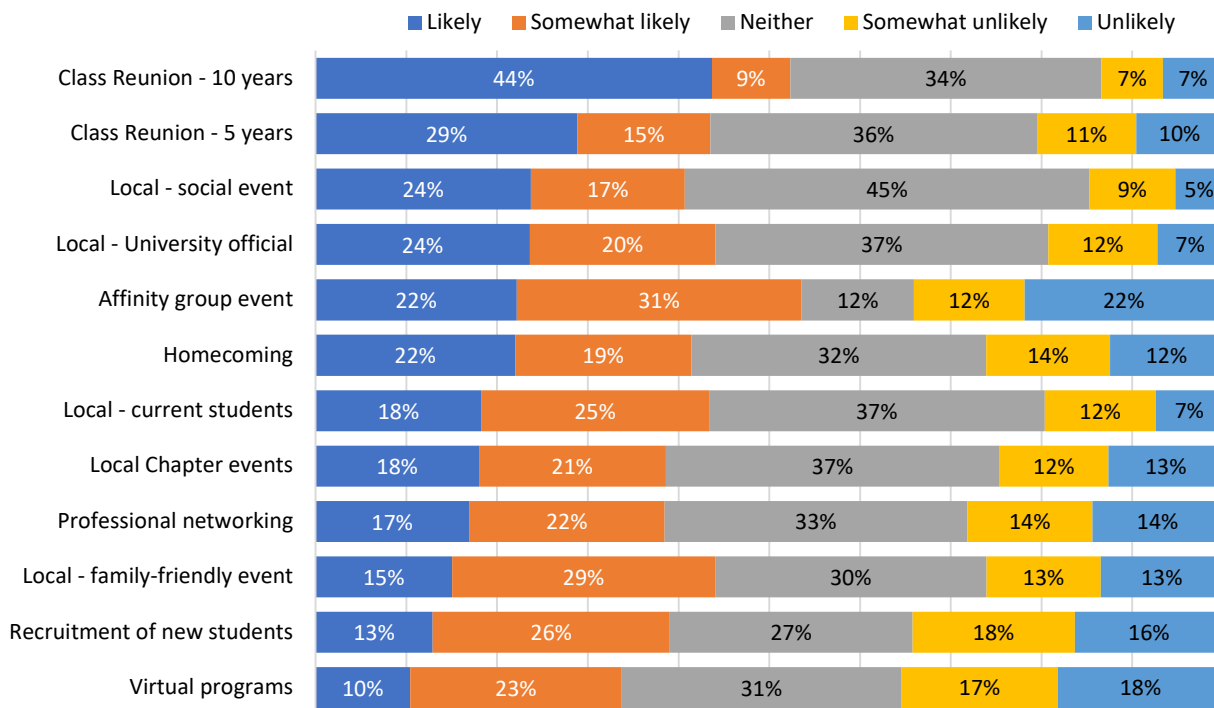


Questions Continued

4. What would have an impact on your opinion of the University (*select up to three*)



5 and 6. How likely are you to participate in the following types of events?



7. If not mentioned above, how else would you like the Southwestern University Alumni Association to enhance its initiatives?

There were 92 responses to this open-ended question, they are detailed in a separate report.