Alumni Association Executive Board

Alumni Connections

Executive Summary of Survey Results
Connection to K College

Response

At the time of the survey:

• 19,699 alumni grads and non-grads were identified as ‘active’ in Kalamazoo College’s database
• 12,146 have emails on record and 10,970 allow us to use those emails for communication
• Of those, 8,999 email addresses received the survey through Exact Target, our broadcast email service (people are allowed to opt-out of communications through Exact Target)
• 1,830 (9% of all alums, 20% of the alums reached by Exact Target) responded to the survey

Demographics

Survey respondents typically do not perfectly reflect the entire population. Groups may be overrepresented or underrepresented. While we can compare various demographics, it is important to remember that:

• We started with roughly half our active alumni database – those that have an email address that we can use through Exact Target
• We don’t have insight into why some people respond and others do not
• Therefore, while results are indicative, we cannot generalize findings to the population of living alumni
Connection to K College

In thinking about your experience at Kalamazoo College, how connected do you feel to the following?

• **Strongest Points of Connectivity:**
  College friends
  Student experience as a whole
  My graduating class
  Professors

• **Weakest:**
  Internship community
  Student volunteer connectivity
Staying Connected

In what ways do you currently stay connected with the College?

• **Strongest Points of Connectivity:**
  - Reading communications
  - Making charitable contributions
  - Wearing or displaying Kalamazoo College brand clothing or items

• **Weakest:**
  - Hosting career development student or interns
  - Mentoring K students
  - I don’t stay connected with the college
  - Volunteering for K activities
  - Identifying or recruiting prospective students
What’s Happening At K

How informed do you feel you are about what is happening at Kalamazoo College today?

• Very Informed / Moderately Informed: 34%
• Somewhat informed: 35%
• Slightly informed/Not at all informed/Did not answer: 31%
Find Out What’s Happening

How do you find out about what is happening at Kalamazoo College?

• Responses above 50%
  LuxEsto alumni magazine: 83%
  E-mails from the college: 66%
  BeLight e-Newsletter: 58%
  Personal connections: 51%

• Responses below 10%
  Public newspaper or online news service: 8%
  Kalamazoo College Department Newsletters: 5%
  Other: 5%
  Kalamazoo College Twitter Posts 2%
  I don’t stay in touch with what’s happening at the College: 5%
K College Events

Which of the following Kalamazoo College events have you attended in the past, and which events would you likely attend in the future?

• Homecoming or Reunions
  59% Past / 61% Future

• Regional Alumni Events
  30% Past / 41% Future

• Athletic Events
  29% Past / 20% Future
Participate in Alumni Activities

Please think about what makes an alumni event appealing to you. How likely would you be to participate in alumni activities that provided the following:

• **Top Responses**
  - Closer bonds with classmates
  - Opportunities to reconnect with faculty and staff
  - Opportunities for continued learning
  - Opportunities to return back to camps

• **Weakest:**
  - Greater involvement with current students
  - Opportunities for travel
Challenges in Participation

What are the challenges in your participation in College events?

Top Responses:

• Events are too far away: 59%
• Family and work constraints: 51%
• Cost (including travel): 46%
Help K College and it’s Students

In the next three years, how likely or unlikely would you be to help Kalamazoo College and its students in the following ways:

• **Top Response**
  Charitable Donations (57%)

• **Weakest Responses:**
  Identifying and recruiting prospective students (20%)
  Volunteer for college events (16%)
  Mentoring K students through the guilds (15%)
  Hosting career development intern or extern (14%)
How Strongly Do You Agree

How strongly do you agree with the following statements:

• **Top Response**
  Feel a bond with fellow K College grads (70%)
  Kalamazoo College helped prepare me for a career (63%)
  I read most of the communications I receive (57%)
  I’m interested in following developments at K (55%)
  K played an important role in my professional development (52%)

• **Weakest Responses:**
  Strong connection with sports at K (14%)
  Online directory is a useful resource (15%)