



Results from the 2018 Alumni Attitude Study[®]

Presented by:



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The slides in this handout are part of a more complete and comprehensive oral presentation. For an in-depth understanding of the information provided herein, you should view these slides in combination with that presentation. For questions contact Rob Shoss at PEG, Ltd.

About the Alumni Attitude Study[©]

- **CSU System Alumni Attitude Study participation:**
 - **Prior projects conducted with the California State University System in 2008 and 2012**
 - **16K responses in 2008, 21K responses in 2012 and 15.7K in 2018**
- **About the Study:**
 - **Survey completed by over 750,000 alumni at 280 universities and colleges over the last 17 years**
 - **Instrument was branded to reflect the California State University System**
 - **This is the 3rd overall study completed by the California State University System**
 - **The California State University System results are compared to the 2008 CSU System Study results, the 2012 CSU System Study results, and a national average**

Participants

2008

CSU, Bakersfield
Cal Poly Pomona
Cal Poly SLO
Chico State
CSU, Dominguez Hills
CSU, East Bay
Fresno State
Cal State Fullerton
Humboldt State University
CSU, Long Beach
CSU, Northridge
Sacramento State University
CSU, San Bernardino
San Diego State University
San Jose State University
CSU, San Marcos
Sonoma State University
CSU Stanislaus

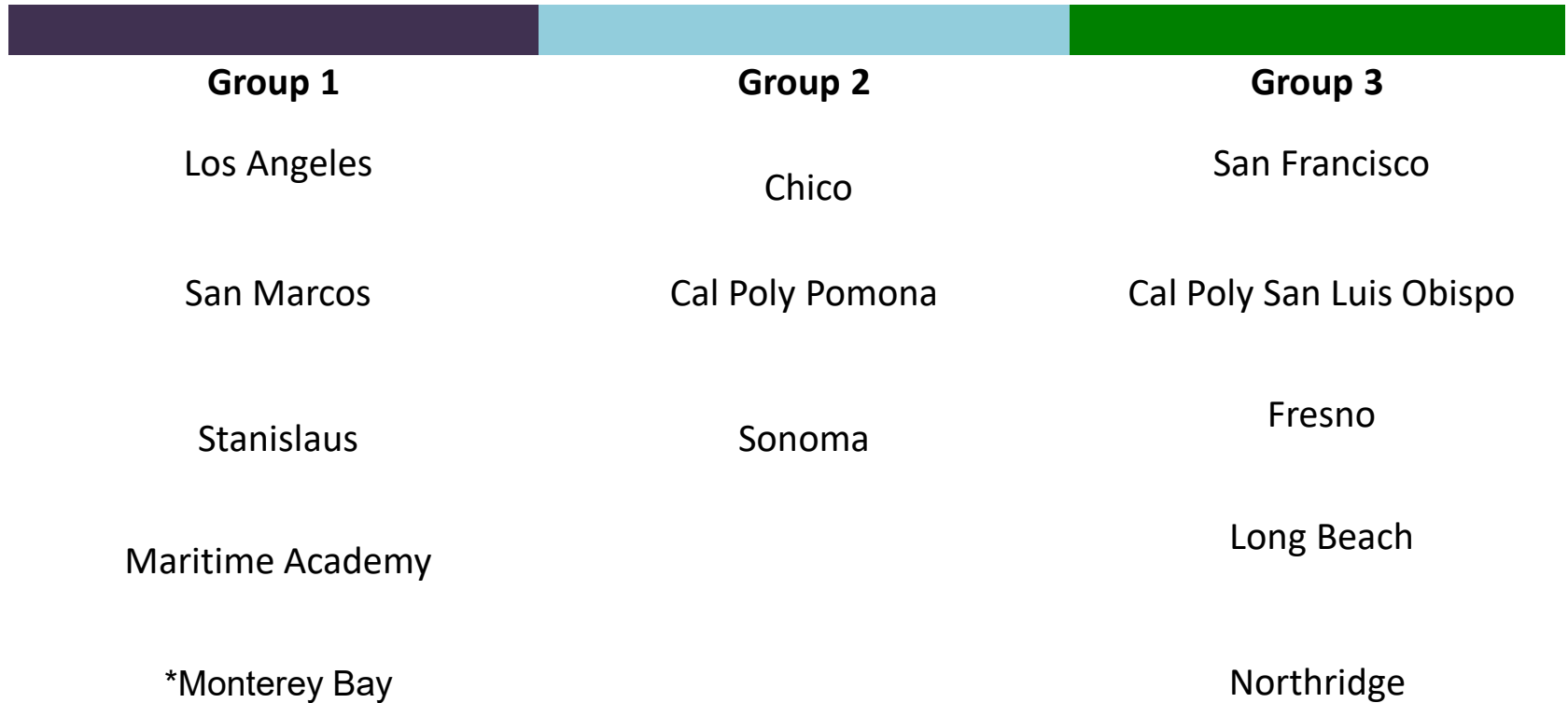
2012

Cal Poly Pomona
Cal Poly SLO
CSU, Channel Islands
Chico State
CSU, Dominguez Hills
CSU, East Bay
Fresno State
Cal State Fullerton
Humboldt State University
CSU, Long Beach
CSU, Los Angeles
CSU, Northridge
CSU, Monterey Bay
Sacramento State University
CSU, San Bernardino
San Diego State University
San Jose State University
CSU, San Marcos
CSU, Stanislaus

2018

Cal Poly Pomona
Cal Poly San Luis Obispo
Chico State
Fresno State
CSU, Long Beach
CSU, Los Angeles
CSU, Northridge
CSU, Monterey Bay*
Maritime Academy
San Francisco State
CSU, San Marcos
Sonoma State
CSU, Stanislaus

2018 Participants by group



Study Results:

Distribution and Response

| | 2008 | 2012 | 2018 |
|----------------------------|----------------|----------------|----------------|
| Response Rate | 10.75% | 2.88% | 2.94% |
| Presumed Delivered | 152,195 | 724,597 | 536,598 |
| Number of Responses | 16,367 | 20,886 | 15,776 |

Participants

All School Comparables

| | | | |
|---|---------------------------------|---|--|
| American University | CSU - Monterey Bay | McMurry University | University of Central Arkansas |
| American University of Beirut | CSU - Northridge | Minnesota State University, Mankato | University of Central Florida |
| Arcadia University | CSU - Sacramento | Morningside College | University of Central Missouri |
| Auburn University | CSU - San Marcos | New Jersey Institute of Technology | University of Cincinnati |
| Azusa Pacific University | CSU - Stanislaus | New York University | University of Delaware |
| Babson College | CSU-San Bernardino | North Carolina A&T State University | University of Florida |
| Benedictine College | Drake University | Northern Illinois University | University of Houston |
| Bloomsburg University | Duke University | Northwood University | University of Houston, Law Center |
| Boston University | East Carolina University | Nova Southeastern University | University of Massachusetts Boston |
| Bryant University | Emory University | Oakland University | University of Massachusetts Lowell |
| Buena Vista University | Felician University | Oregon State University | University of New Mexico |
| Butler University | Florida State University | Pennsylvania State University | University of North Carolina at Greensboro |
| Cal Poly Pomona | Fordham University | Rensselaer Polytechnic Institute | University of Oregon |
| California Institute of Technology | George Mason University | Rochester Institute of Technology | University of Pittsburgh at Bradford |
| California Polytechnic State University | George Washington University | Rockhurst University | University of San Diego |
| Carnegie Mellon University | Georgetown University | Saint Louis University | University of Southern California |
| Carthage College | Georgia Institute of Technology | Salem State University | University of St. Thomas |
| Case Western Reserve University | Gettysburg College | Seattle University | University of St. Thomas- Minnesota |
| Clemson University | Gonzaga University | Seton Hall University | University of Tampa |
| College of Charleston | Hamline University | Southern Illinois University-Edwardsville | University of Tennessee at Chattanooga |
| College of William & Mary | Humboldt State University | Springfield College | Univ. of Tenn. Health Science Center |
| College of Wooster | Jacksonville State University | Temple University | University of Tennessee-Knoxville |
| Colorado State University | John Marshall Law School | Texas Christian University | University of Tennessee-Martin |
| Concordia University Wisconsin | Kent State University | Texas Lutheran University | University of Toronto |
| CSU - Channel Islands | Kentucky Wesleyan College | Texas State University | Upper Iowa University |
| CSU - Chico | Lafayette College | Towson University | Valparaiso University |
| CSU - Dominguez Hills | Lake Forest Academy | Trinity University | Vanderbilt University |
| CSU - East Bay | Louisiana Tech University | Tulane University | Western Kentucky University |
| CSU - Fresno | Lyndon state college | UMKC, Bloch School | Westminster College |
| CSU - Fullerton | Marietta College | University of Alabama in Huntsville | Yale School of Management |
| CSU - Long Beach | McDaniel College | University of California, San Diego | |

Population Demographics

Study Results

Bias is inherent in all research studies. It must be understood and minimized where possible.

Confidence Interval

- Computation based on number of responses and variation of responses
- Assumes random distribution and ability to respond
- Response percentage is not part of the consideration for this calculation

Non-Response Bias

- A low survey response rate and corresponding high non-response rate causes concern about differences between respondents and non-respondents
- Exists in both internet and phone surveys as well as mail
- Consistency of ranking for question groups helps alleviate concern
- Distribution across membership status, age, and gender also helps reduce concern

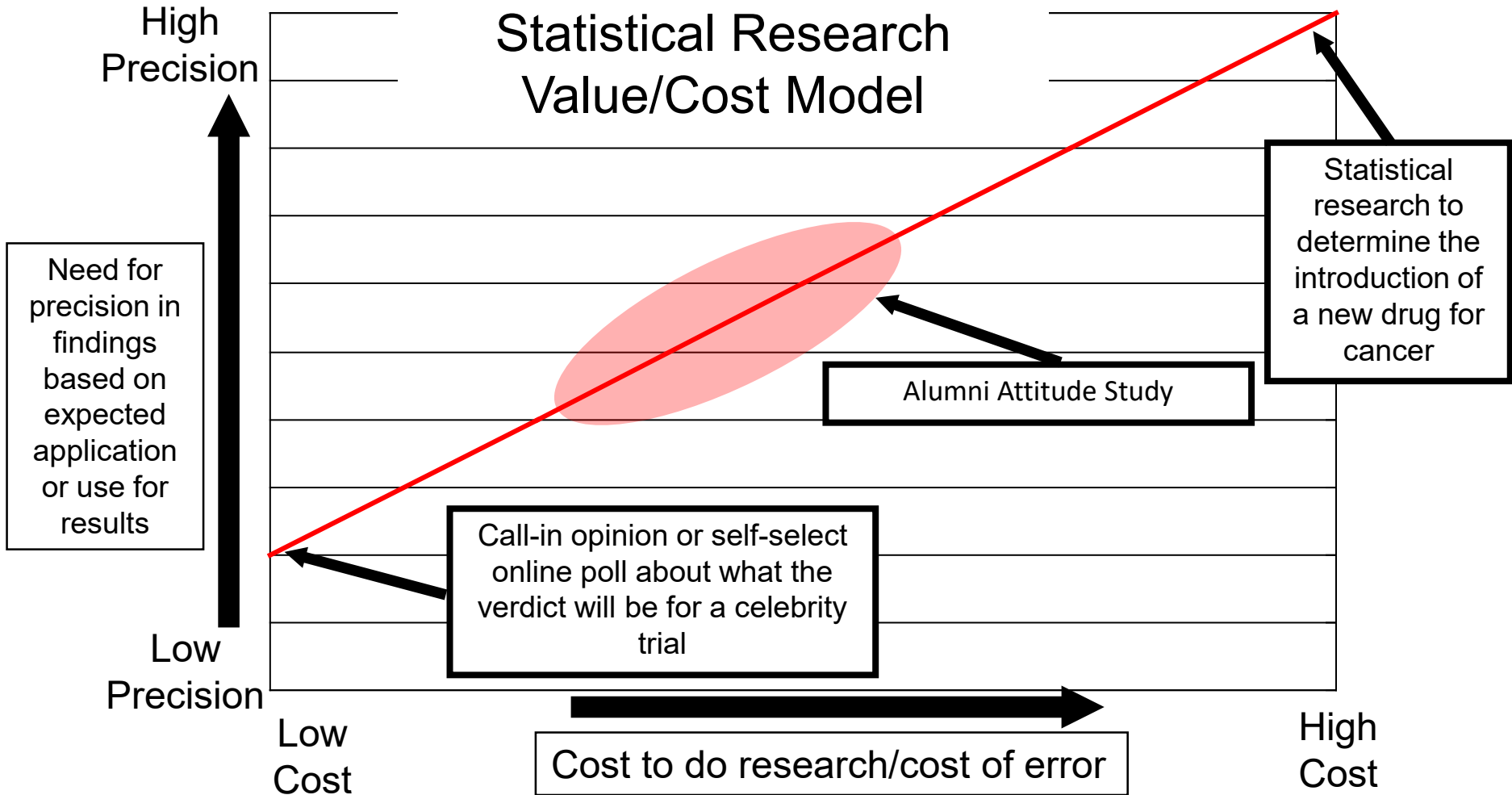
Selection Bias

- A survey will be more representative of the entire population if sample selection is truly random and each member of the population has an equal opportunity to be selected
- Possibly more of an internet issue currently for some schools
- Approximately 95% of college graduates have access to the internet and email*

* Source: "Americans' Internet Access:2000-2015," Pew Research Center, June 26, 2015.

When Do I Have Enough Data?

It is all about application.



Demographic Data

| <u>Degree Obtained</u> | <u>All School</u> | <u>2008 CSU System</u> | <u>2012 CSU System</u> | <u>2018 CSU System</u> |
|---------------------------------|-------------------|------------------------|------------------------|------------------------|
| Undergraduate | 63% | 71% | 70% | 72% |
| Graduate | 25% | 15% | 17% | 16% |
| Both undergraduate and graduate | 11% | 13% | 12% | 11% |

| <u>Distance from Campus</u> | <u>All School</u> | <u>2008 CSU System</u> | <u>2012 CSU System</u> | <u>2018 CSU System</u> |
|-----------------------------|-------------------|------------------------|------------------------|------------------------|
| Within 16 miles | 20% | 19% | 28% | 28% |
| 17-50 miles | 16% | 28% | 23% | 23% |
| 51-160 miles | 15% | 13% | 11% | 12% |
| 161-250 miles | 10% | 11% | 9% | 10% |
| Over 250 within the US | 34% | 26% | 27% | 25% |
| Over 250 outside the US | 4% | 3% | 3% | 2% |

Demographic Data

| <u>Decade of Graduation</u> | <u>All School</u> | <u>2008 CSU System</u> | <u>2012 CSU System</u> | <u>2018 CSU System</u> |
|-----------------------------|-------------------|------------------------|------------------------|------------------------|
| 1940's and prior | 0% | 0% | 0% | 0% |
| 1950's | 4% | 2% | 1% | 1% |
| 1960's | 10% | 7% | 7% | 7% |
| 1970's | 16% | 18% | 15% | 13% |
| 1980's | 17% | 20% | 16% | 14% |
| 1990's | 16% | 19% | 15% | 13% |
| 2000's | 26% | 32% | 25% | 21% |
| 2010's | 13% | 0% | 20% | 32% |

| <u>Gender</u> | <u>All School</u> | <u>2008 CSU System</u> | <u>2012 CSU System</u> | <u>2018 CSU System</u> |
|---------------|-------------------|------------------------|------------------------|------------------------|
| Male | 53% | 51% | 53% | 50% |
| Female | 47% | 49% | 47% | 49% |

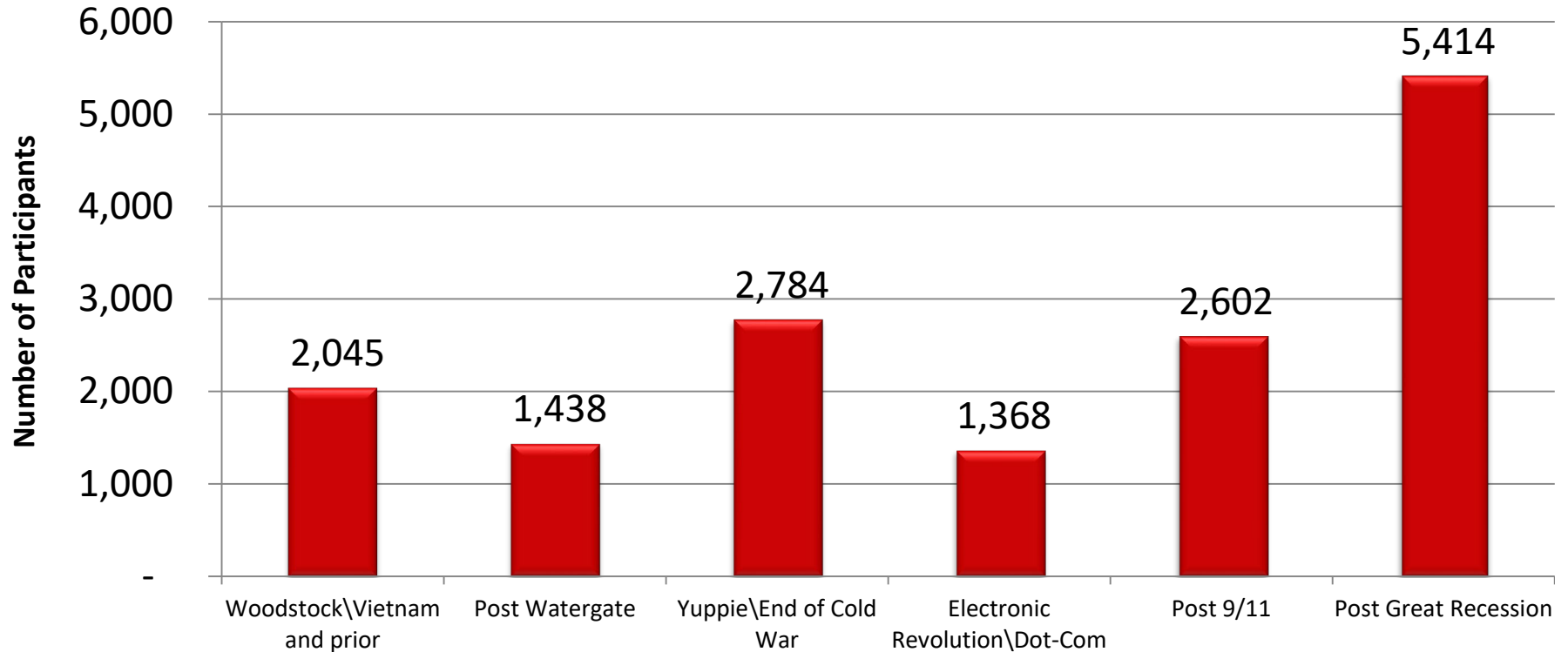
Era of Graduation

By Graduation Era - Definitions

| | | | |
|--|--|--|---|
| <p>Woodstock/ Vietnam and Prior (graduated prior to 1973)</p> | <ul style="list-style-type: none"> • Includes pre 1964 graduates • Tumultuous 60's • Civil Rights Act • Tonkin resolution to Nixon resignation • Good economy • Ages 65–72 and older | <p>Electronic Revolution/ Dot-Com (graduated 1994–2000)</p> | <ul style="list-style-type: none"> • Dot-com IPOs to 9/11 • Peace and fall of Berlin Wall • Big booming economy focused on youth • Ages 37–43 |
| <p>Post-Watergate (graduated 1974–1980)</p> | <ul style="list-style-type: none"> • Nixon resignation to Reagan boom • Younger brothers and sisters of Woodstock/Vietnam • Bad economy and pessimistic time • Ages 57–63 | <p>Post-9/11 (graduated 2000 through 2008)</p> | <ul style="list-style-type: none"> • Economic bust after Dot-Com followed by real estate driven growth • Focus away from youth • War in our time • More competition for every job • Ages 28 - 36 |
| <p>Yuppie/End of Cold War (graduated 1981–1993)</p> | <ul style="list-style-type: none"> • Reagan boom to dot-com IPOs • Good economy and optimistic time • Ages 44–56 | <p>Post Great Recession (Graduated after 2008)</p> | <ul style="list-style-type: none"> • Market crash of 2008 • Explosive unemployment • Significantly increased role of government in health care • Slowest recovery in history • Breakdown of European economy • Huge and growing US deficit • Ages 27 and younger |

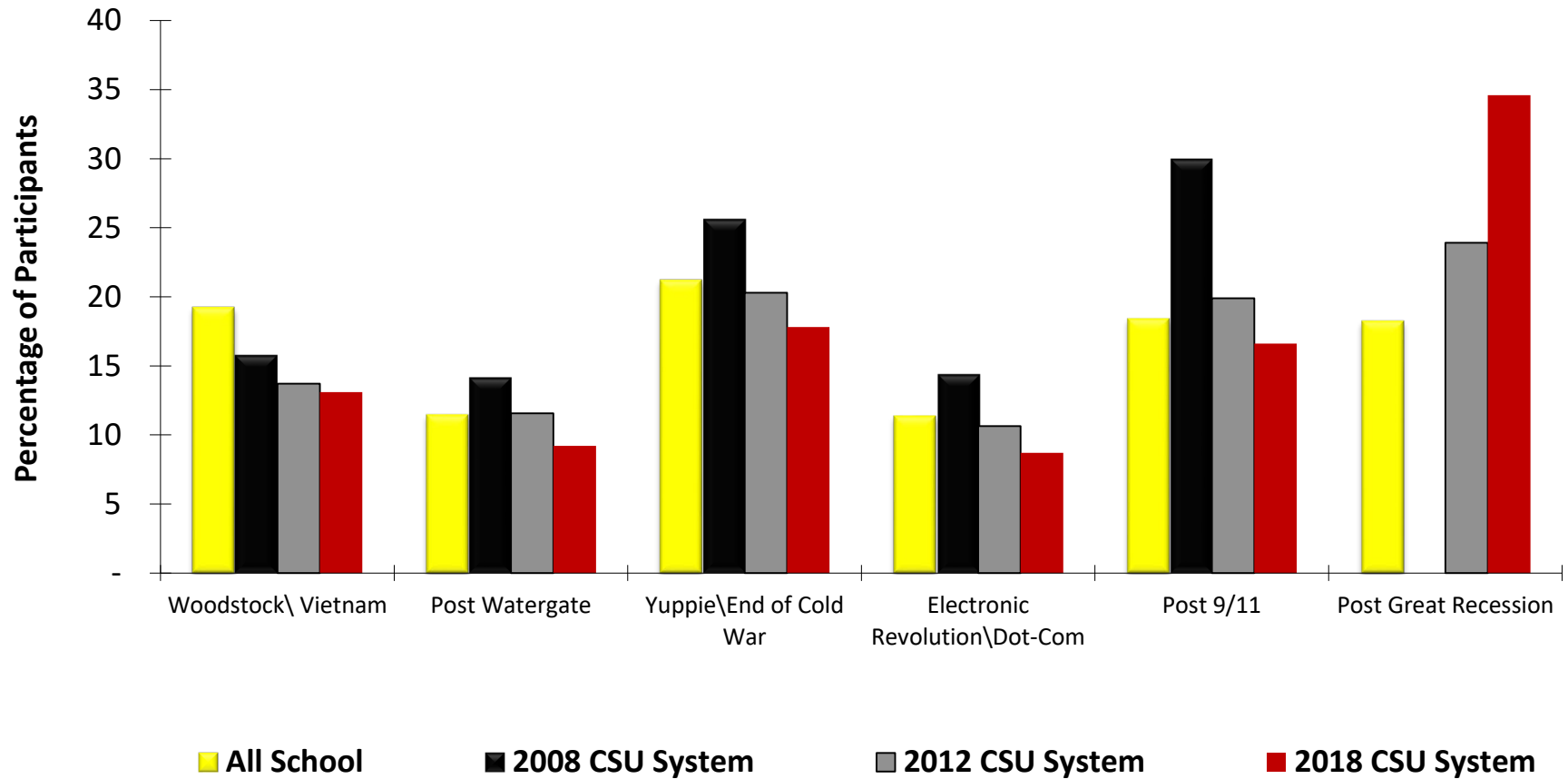
Response

By Era



Response

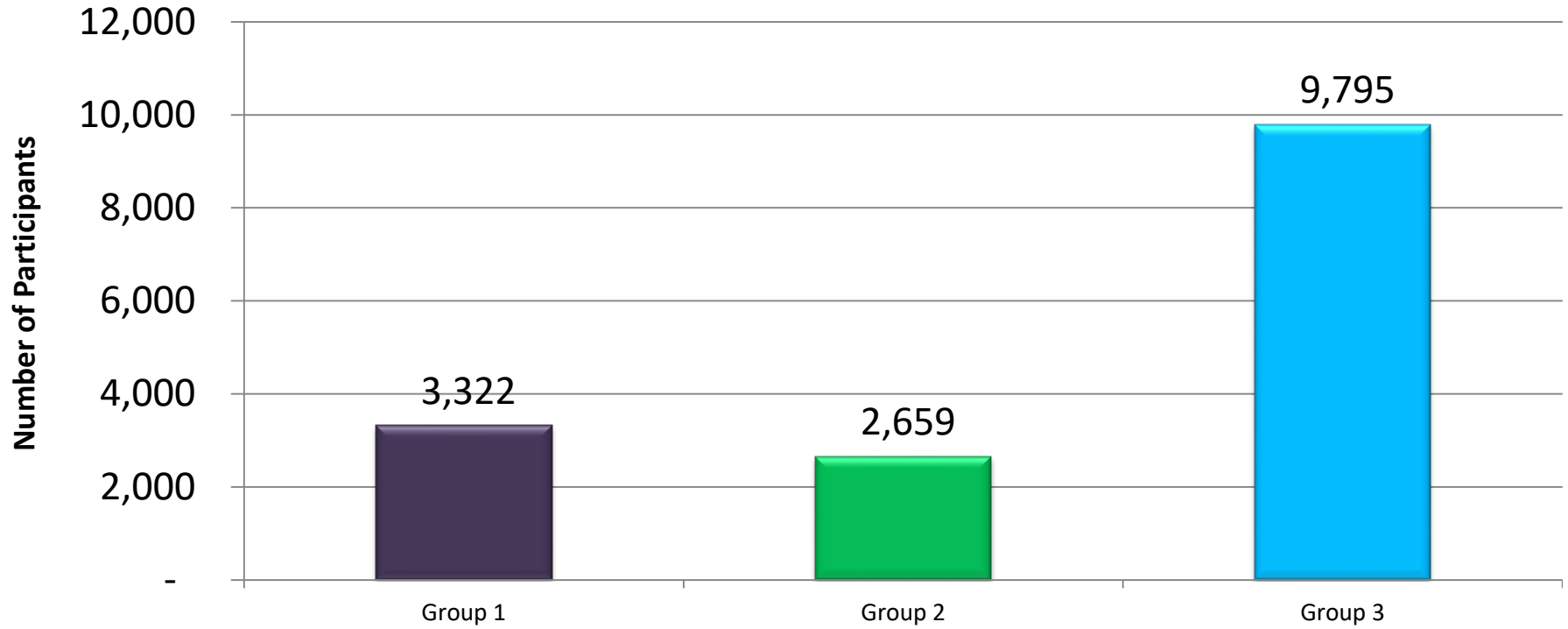
By Era



NOTE: Response rate is unadjusted for bad email addresses.

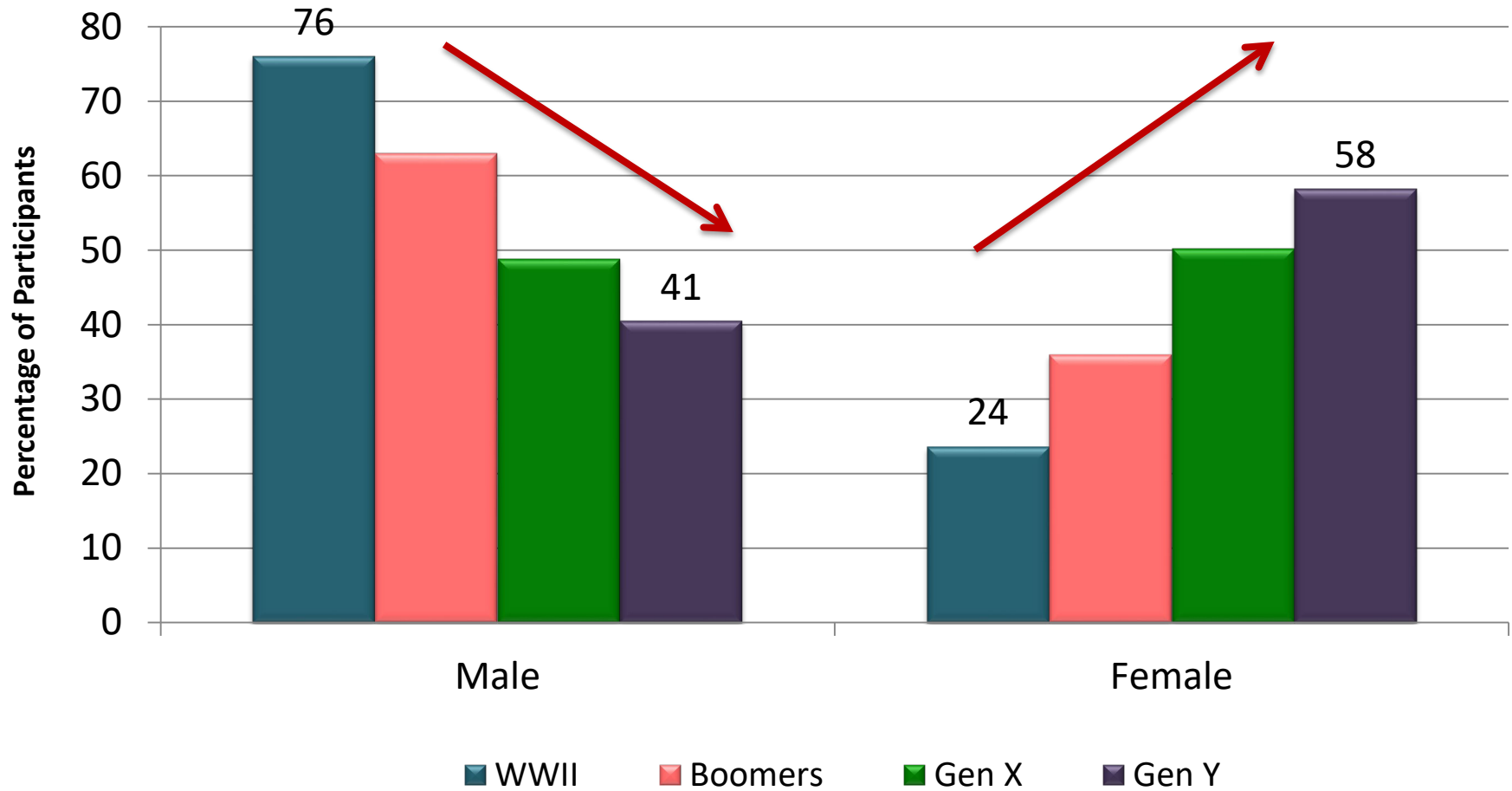
Response

By Groups



Response

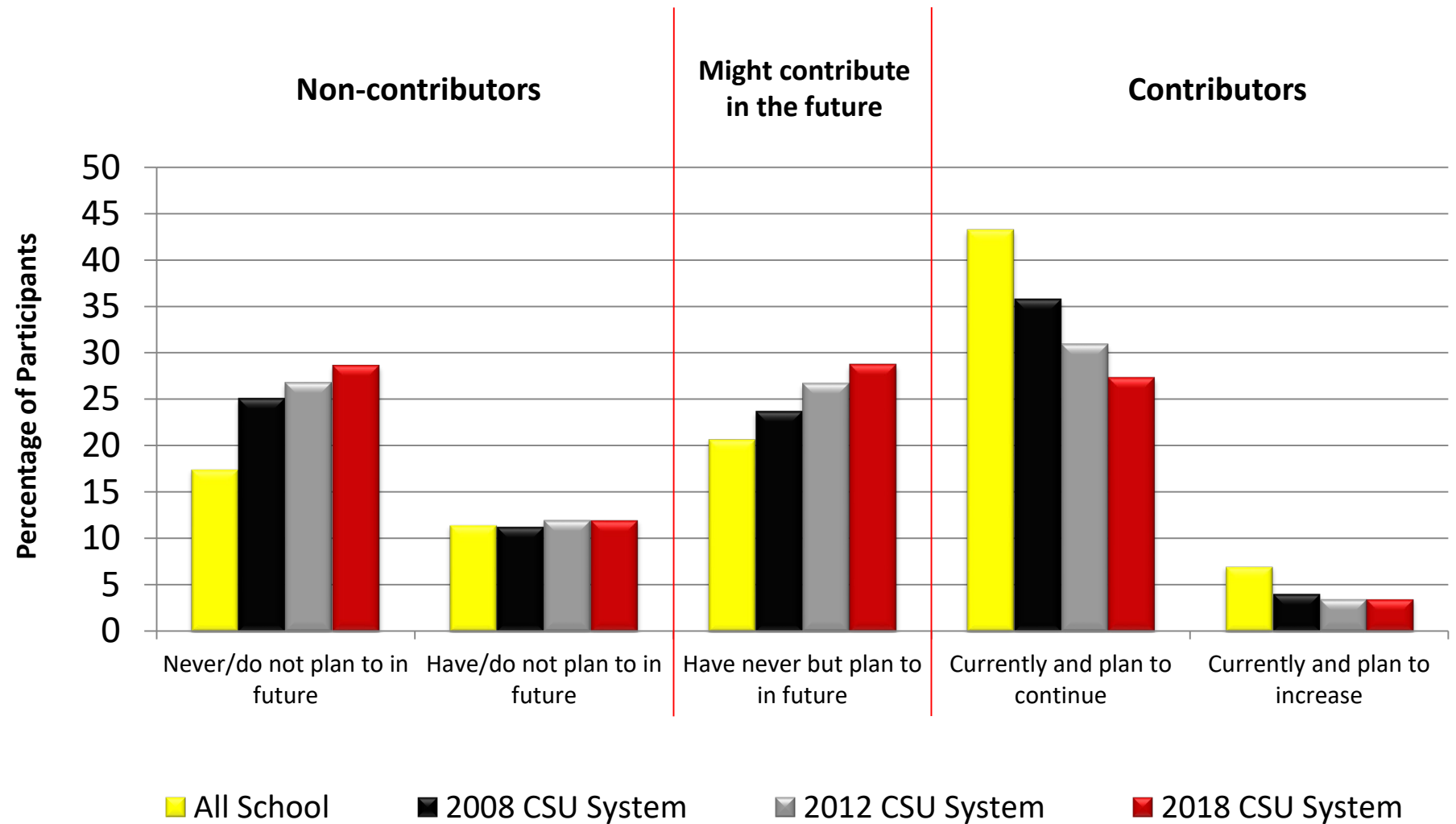
By Gender Across Generations



Alumni Affinity and Giving

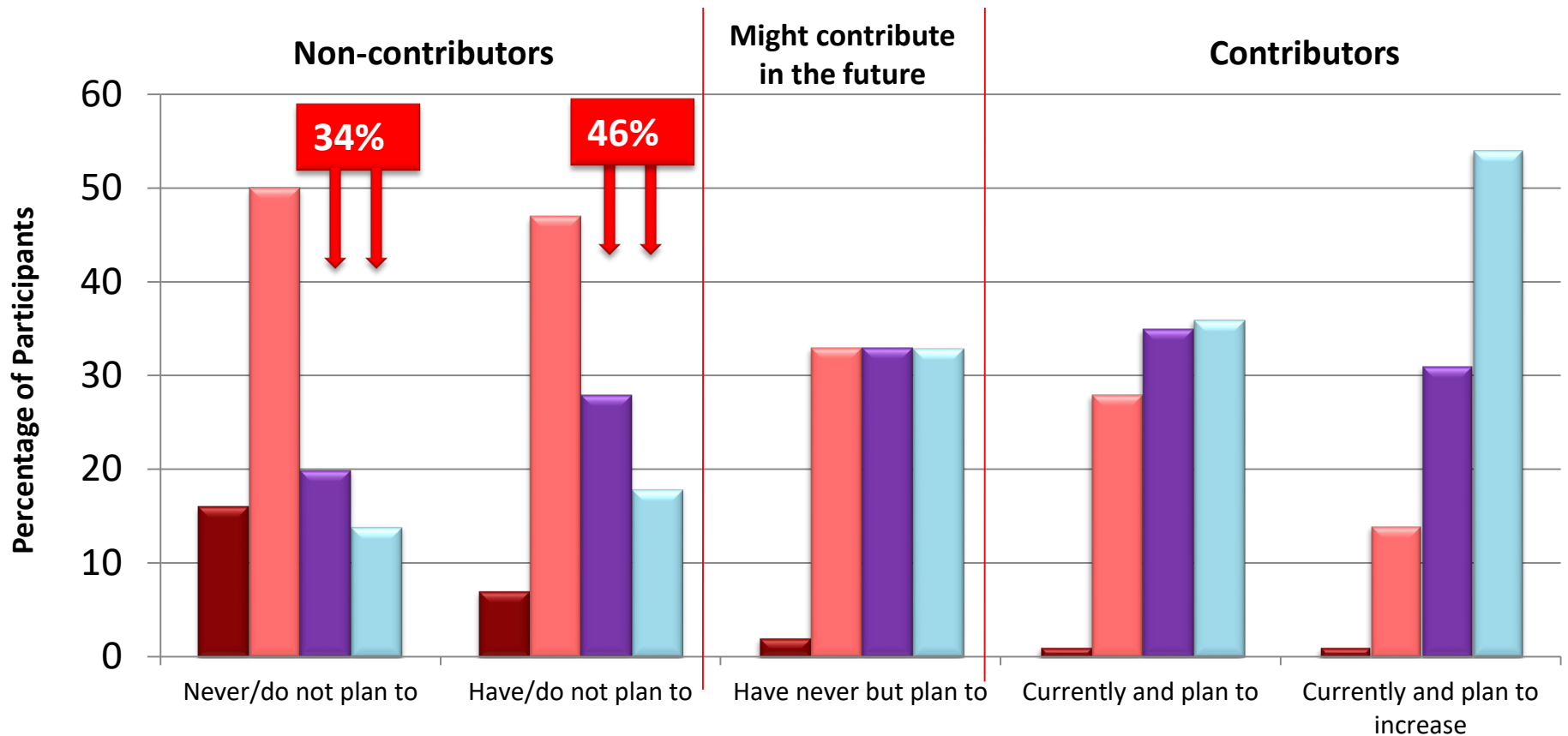
Response

By Q19 Intent to Participate Financially



Response

By Q19 Intent to Participate Financially vs. Q02

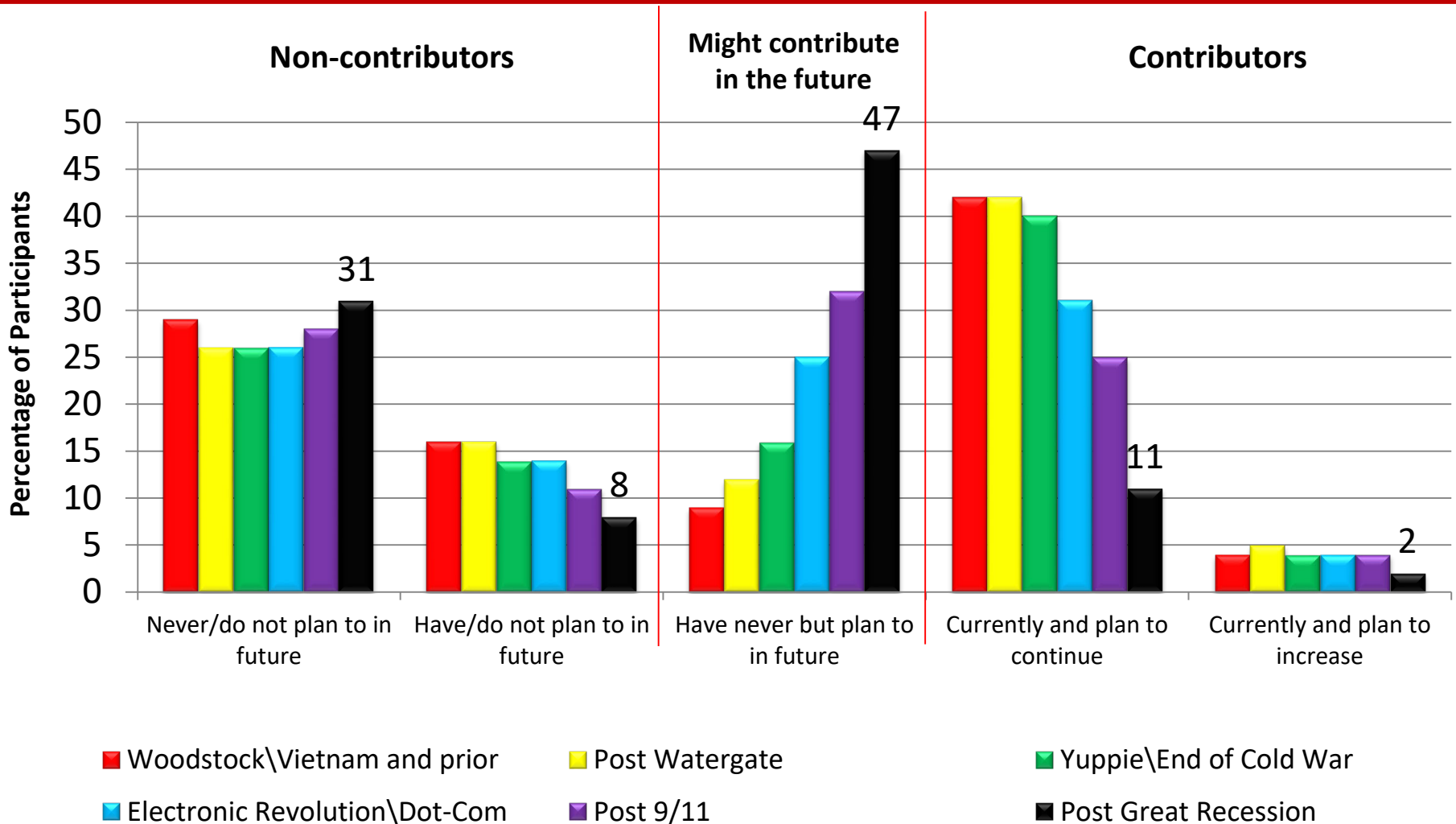


How often do you promote California State University to others?

■ Never
 ■ Occasionally
 ■ Regularly
 ■ All the time

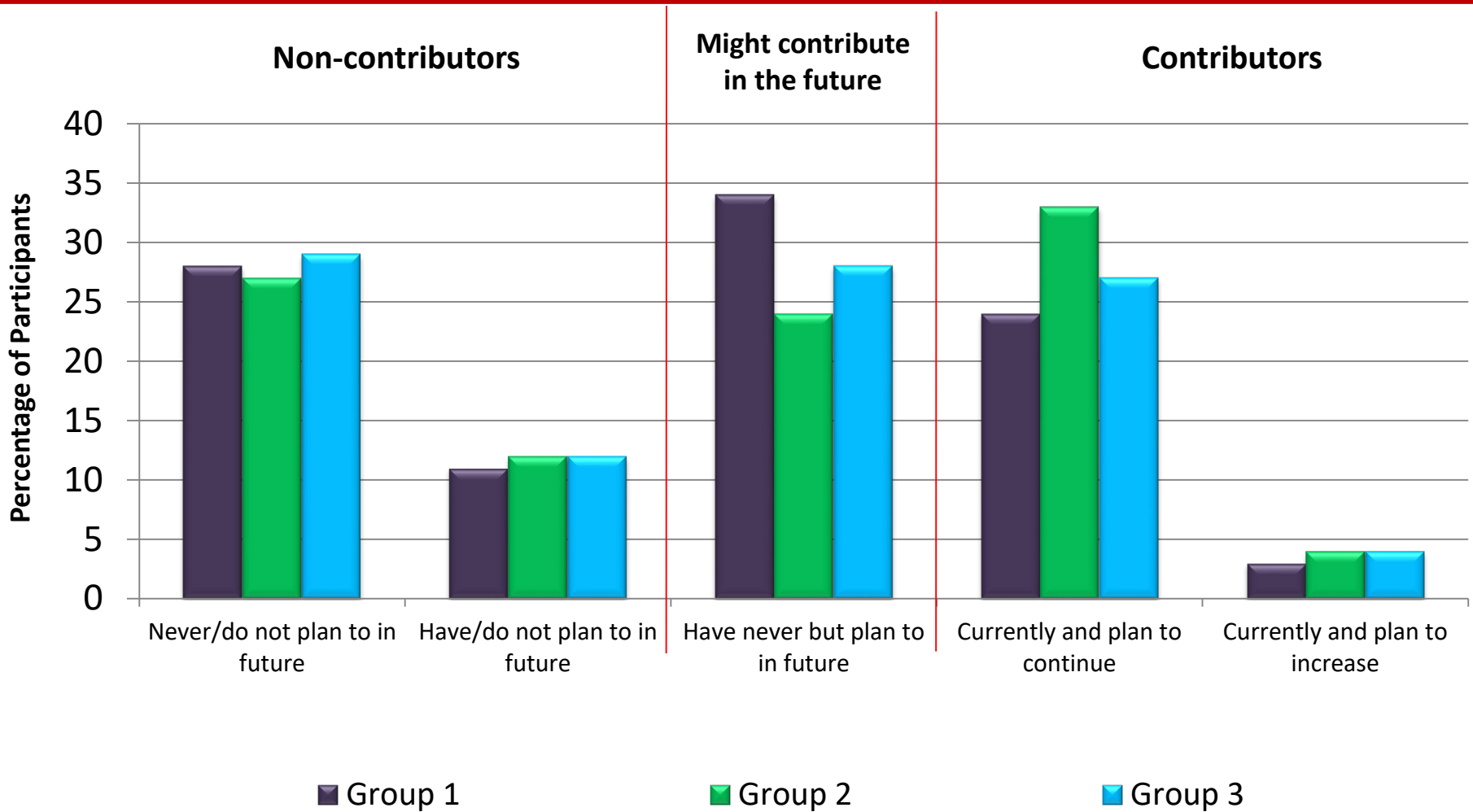
Response

By Q19 Intent to Participate Financially vs. Era

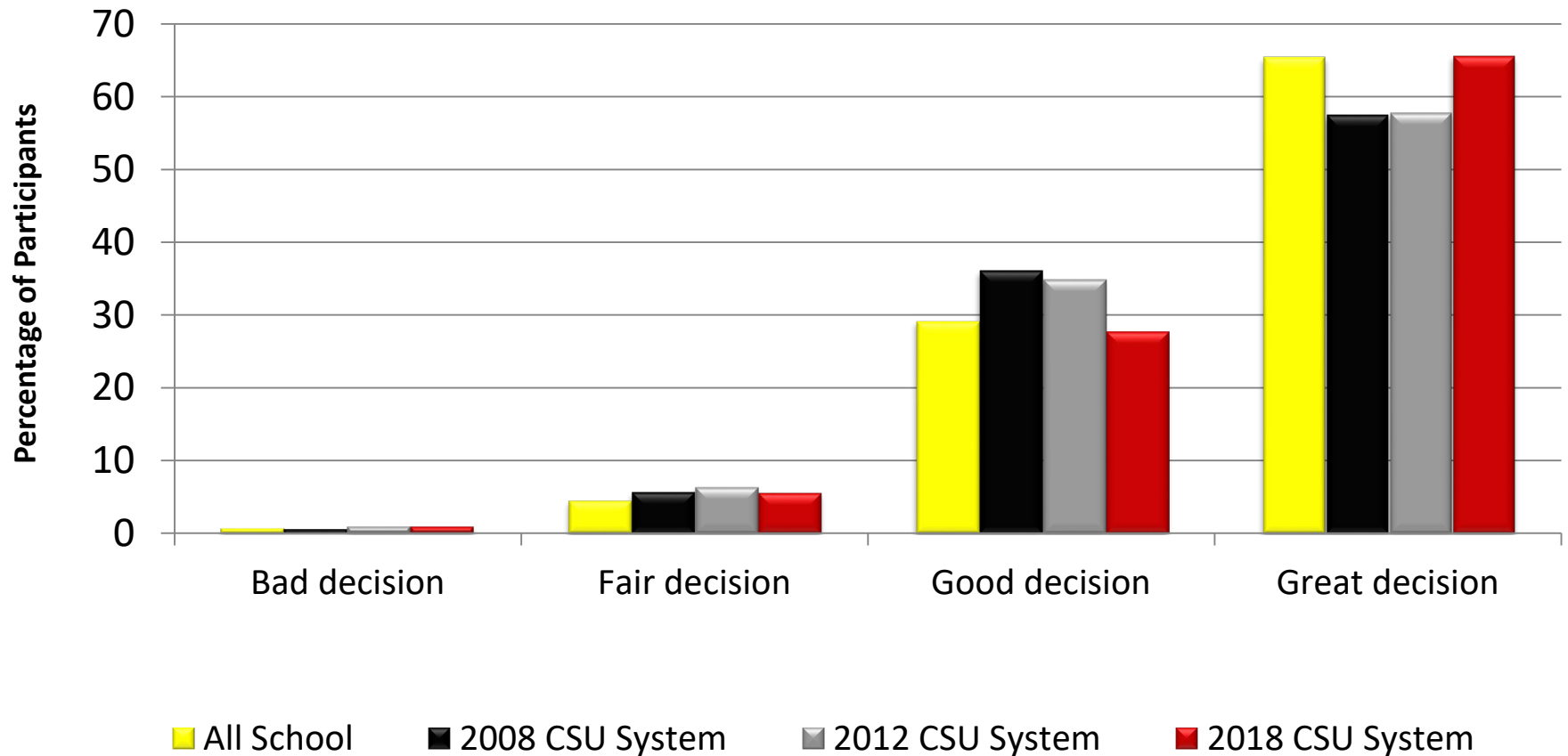


Response

By Q19 Intent to Participate Financially vs. Group

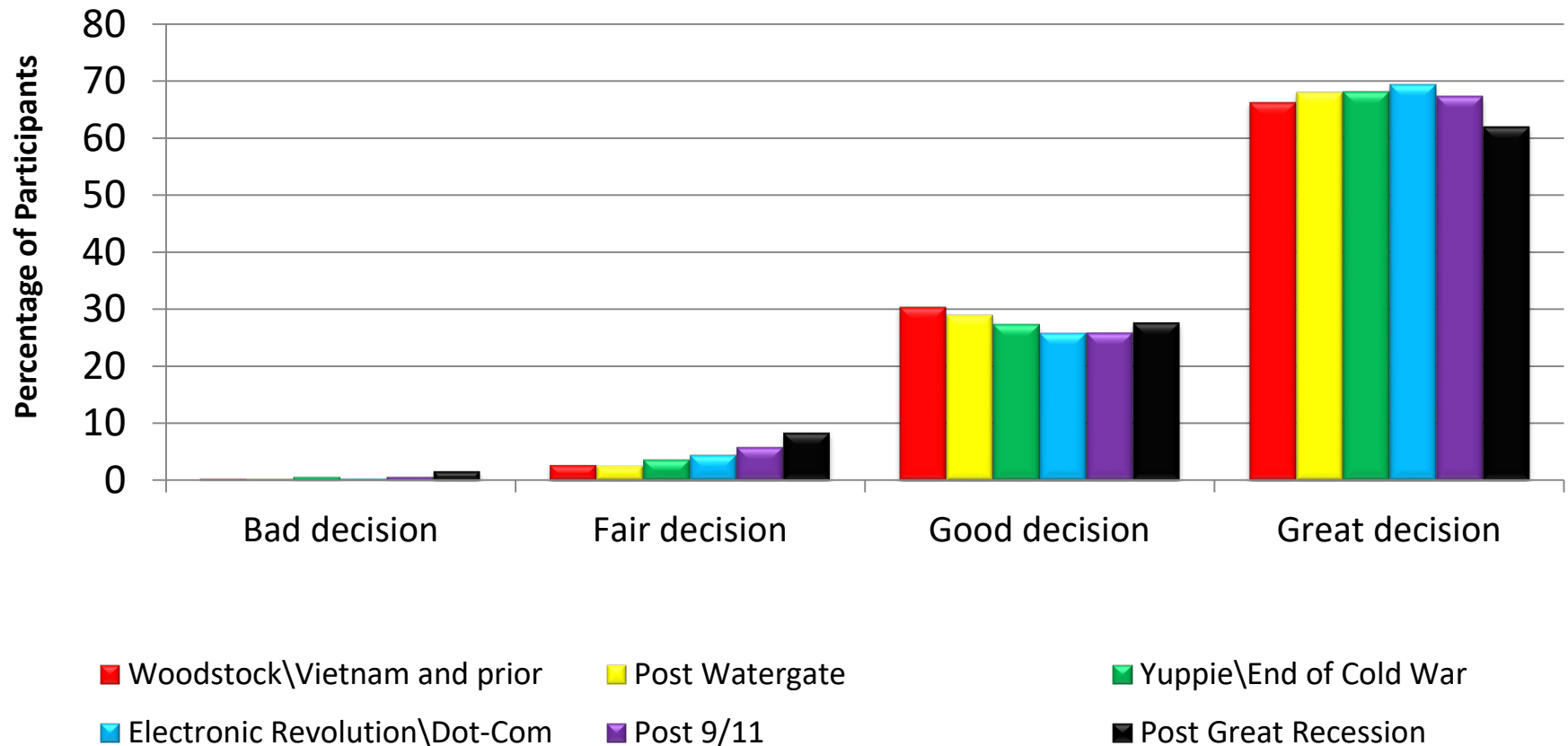


Q01. How would you rate your decision to attend the California State University?

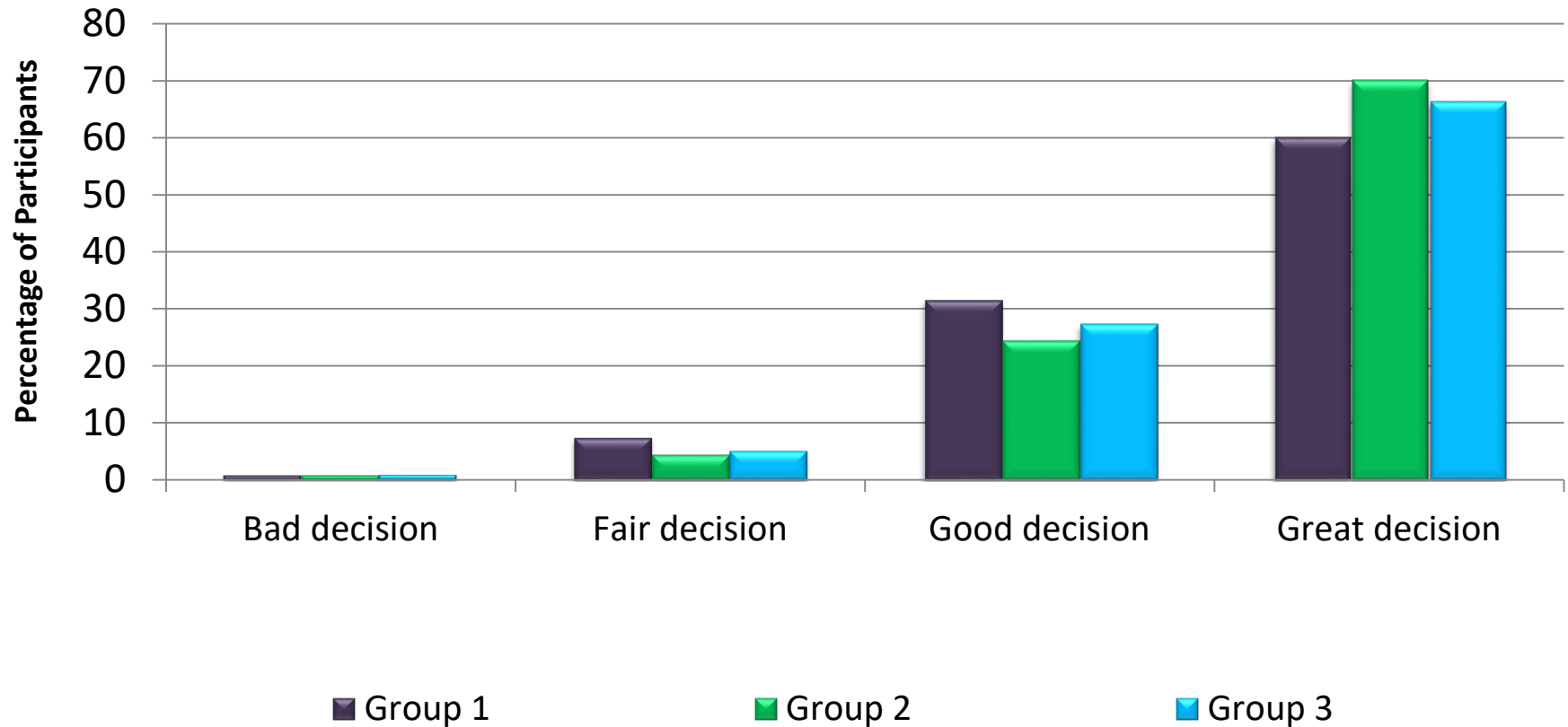


Q01. How would you rate your decision to attend the California State University?

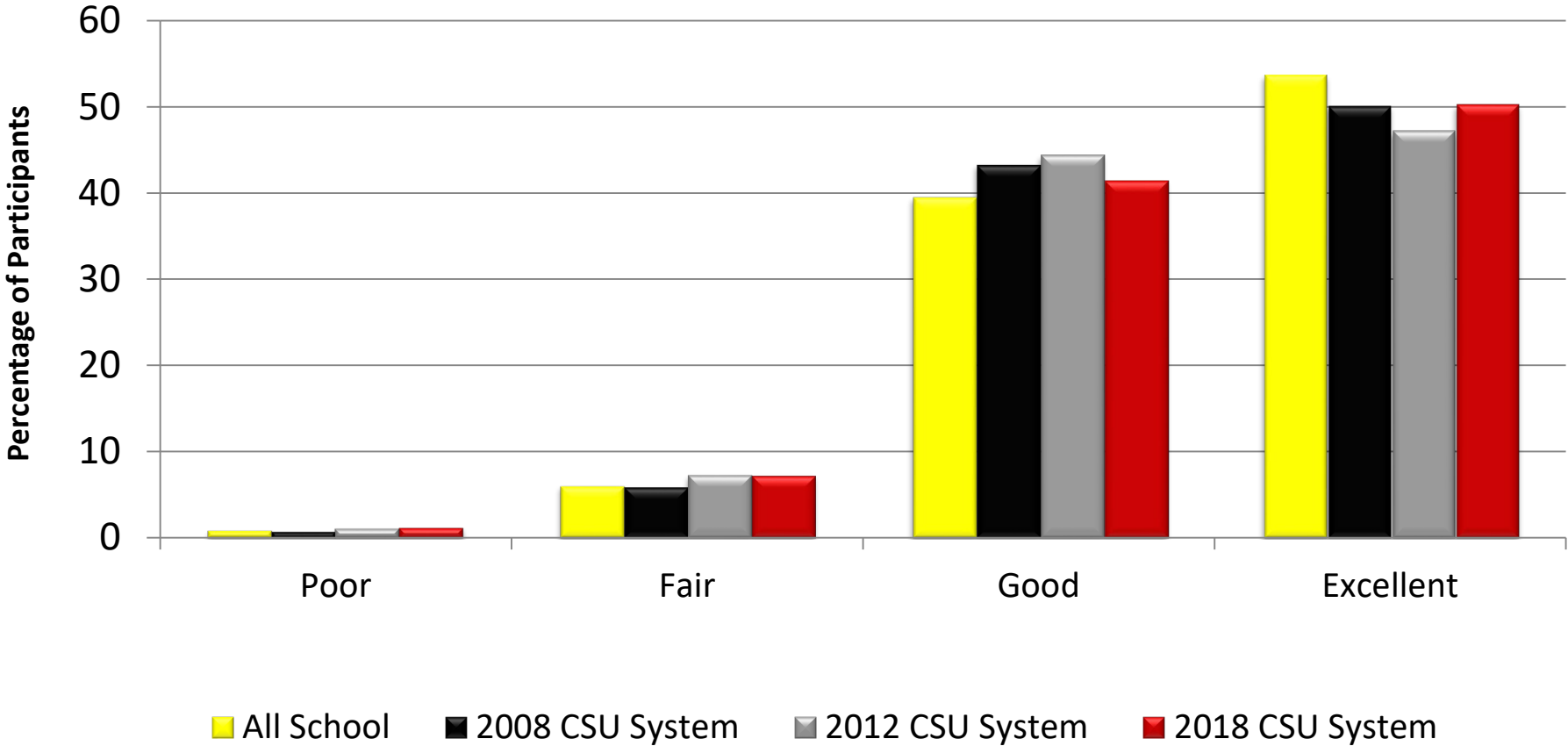
By Era



Q01. How would you rate your decision to attend the California State University? By Group

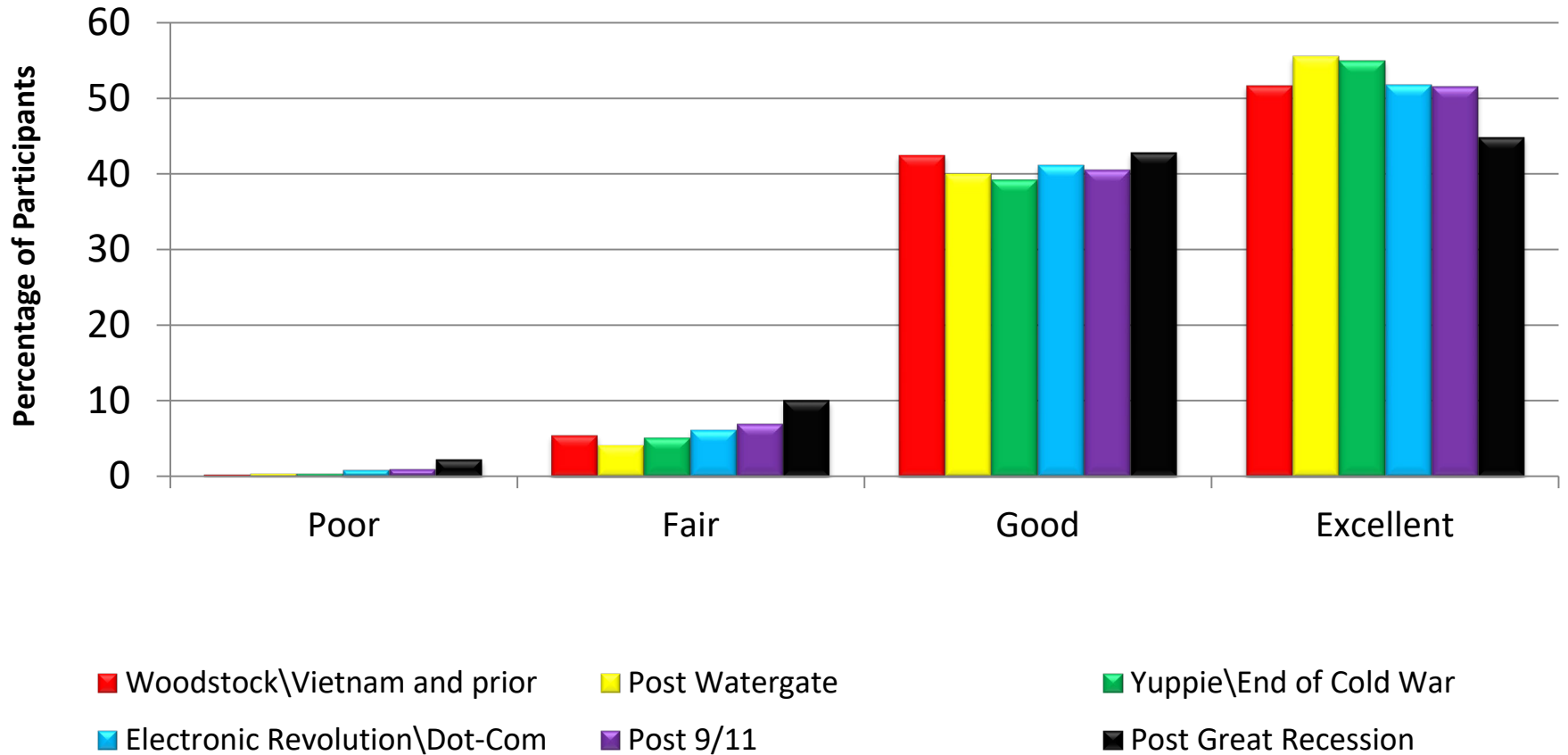


Q03. Which of the following best describes your experience as a student?



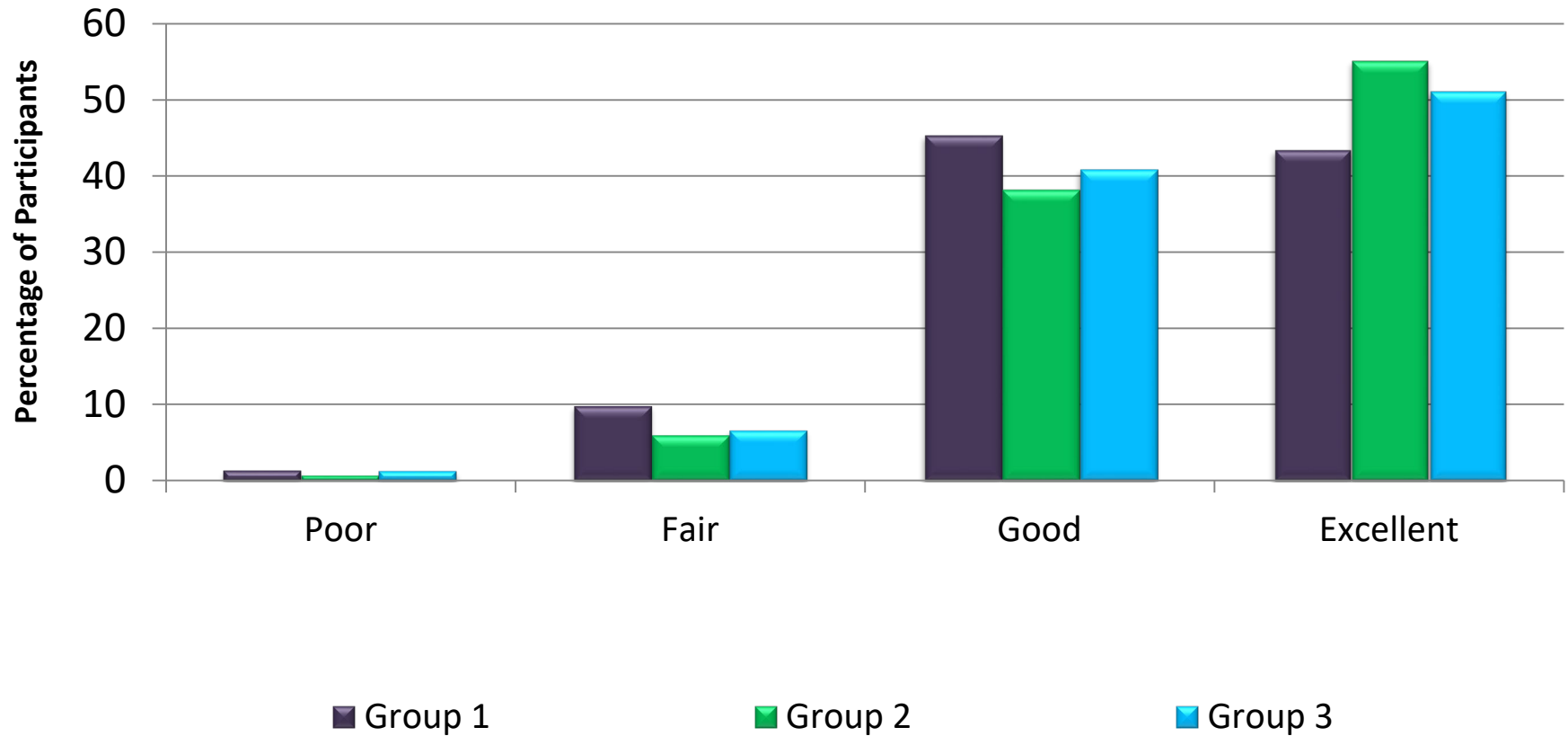
Q03. Which of the following best describes your experience as a student?

By Era

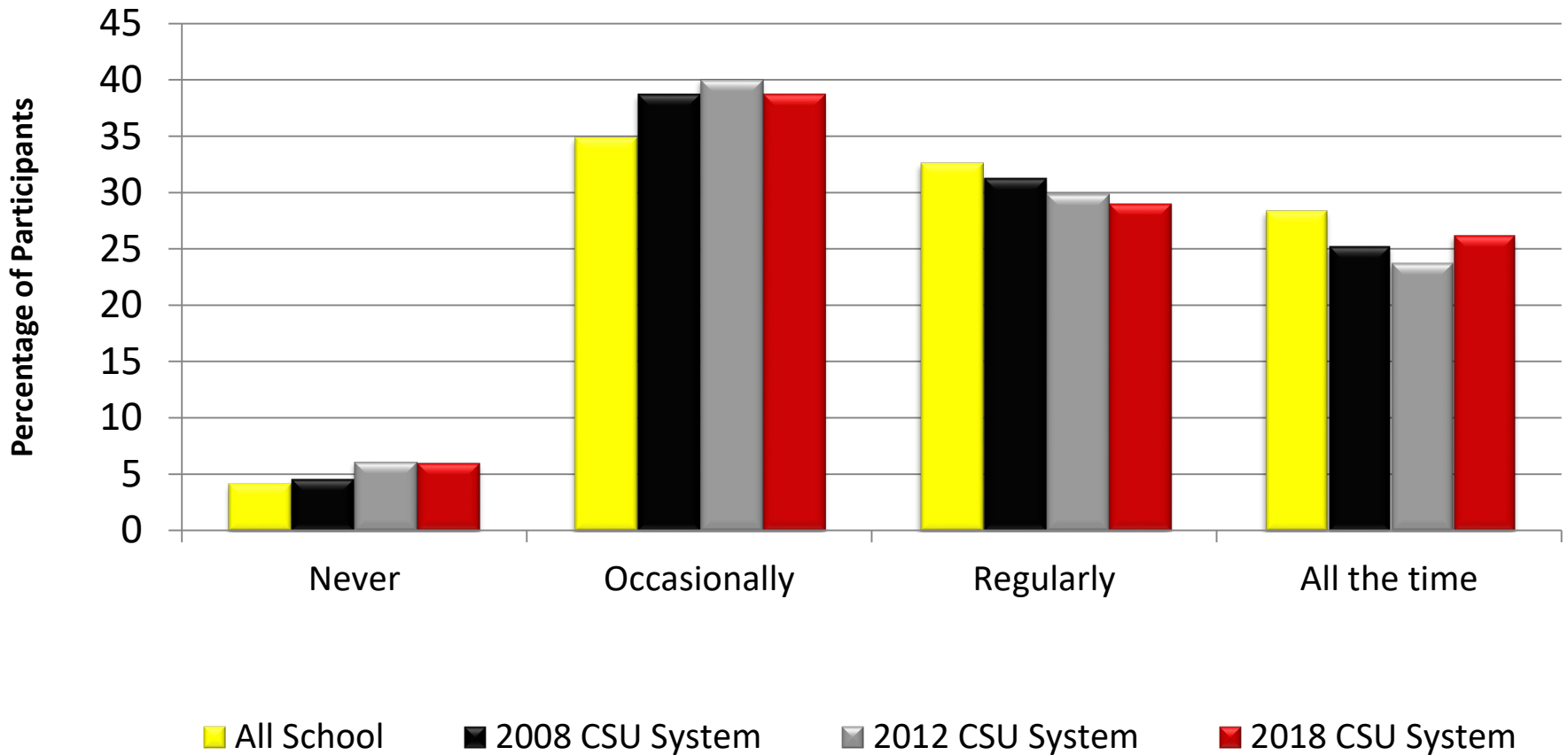


Q03. Which of the following best describes your experience as a student?

By Group

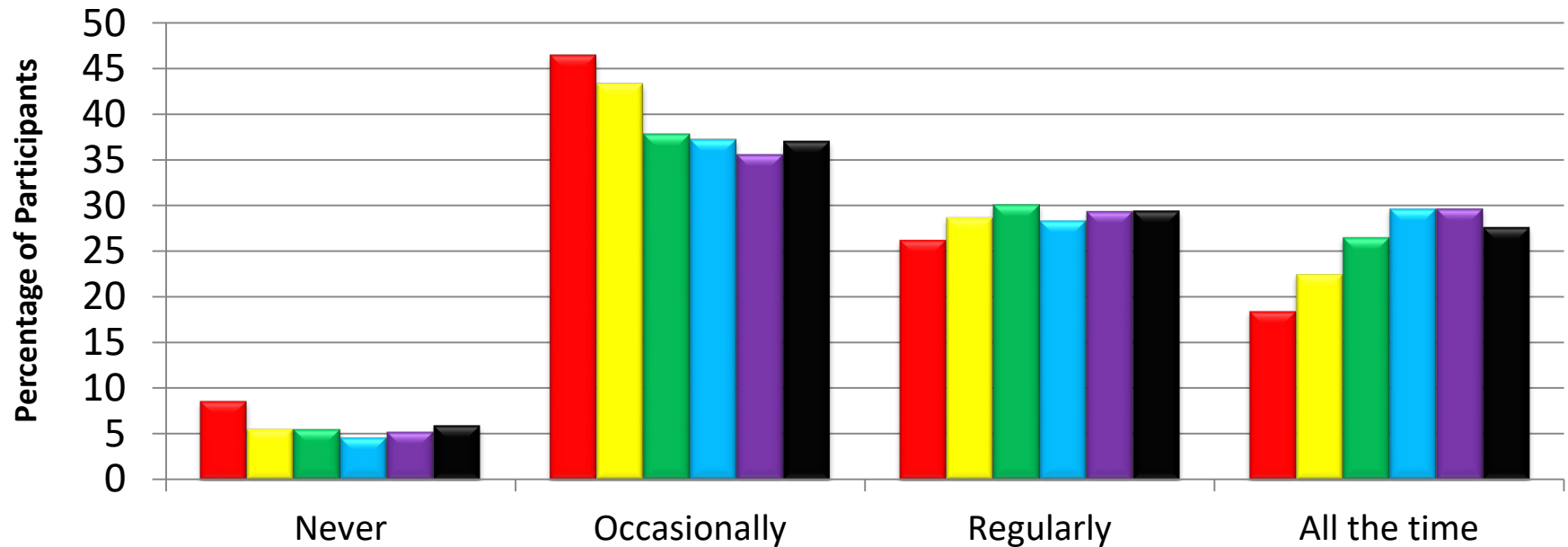


Q02. How often do you promote the California State University to others?



Q02. How often do you promote the California State University to others?

By Era



■ Woodstock/Vietnam and prior

■ Post Watergate

■ Yuppie/End of Cold War

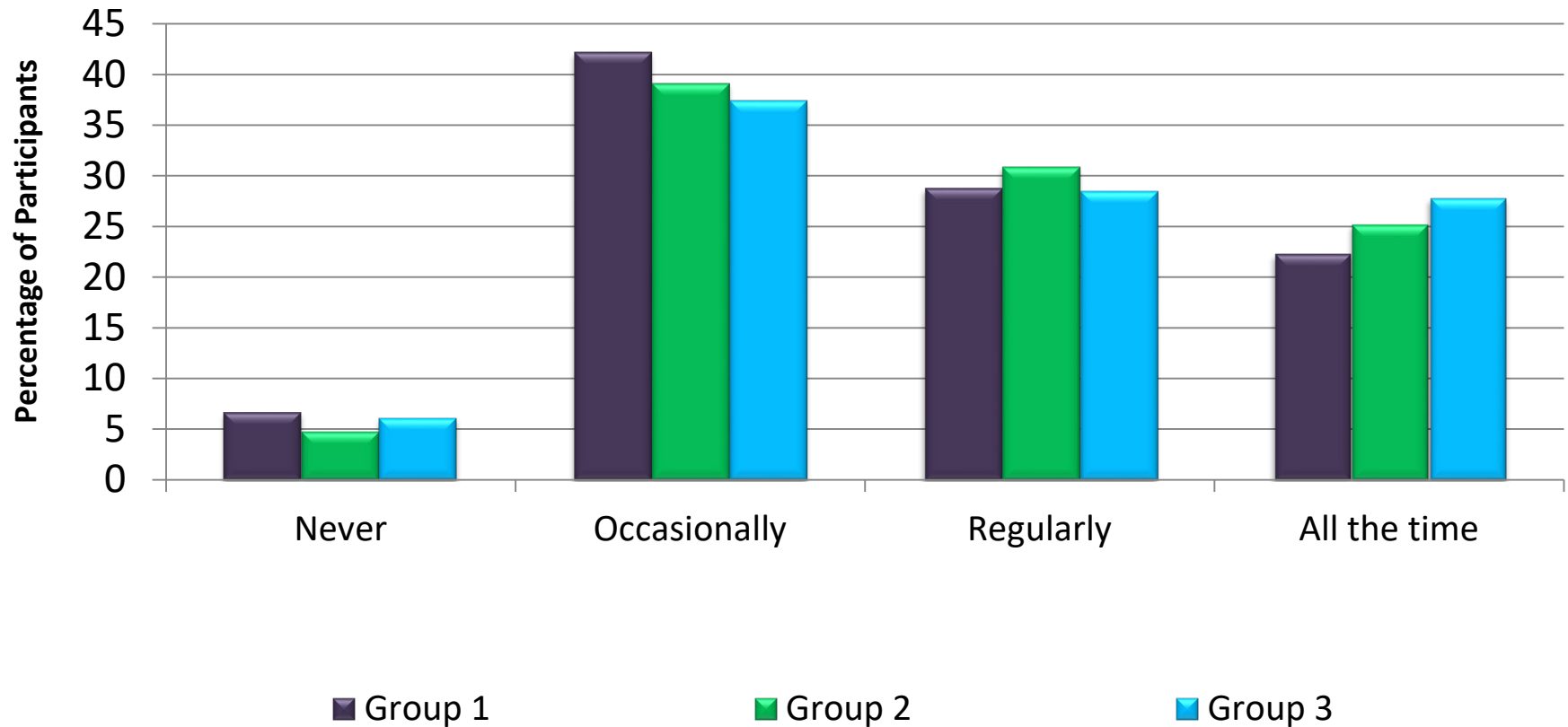
■ Electronic Revolution/Dot-Com

■ Post 9/11

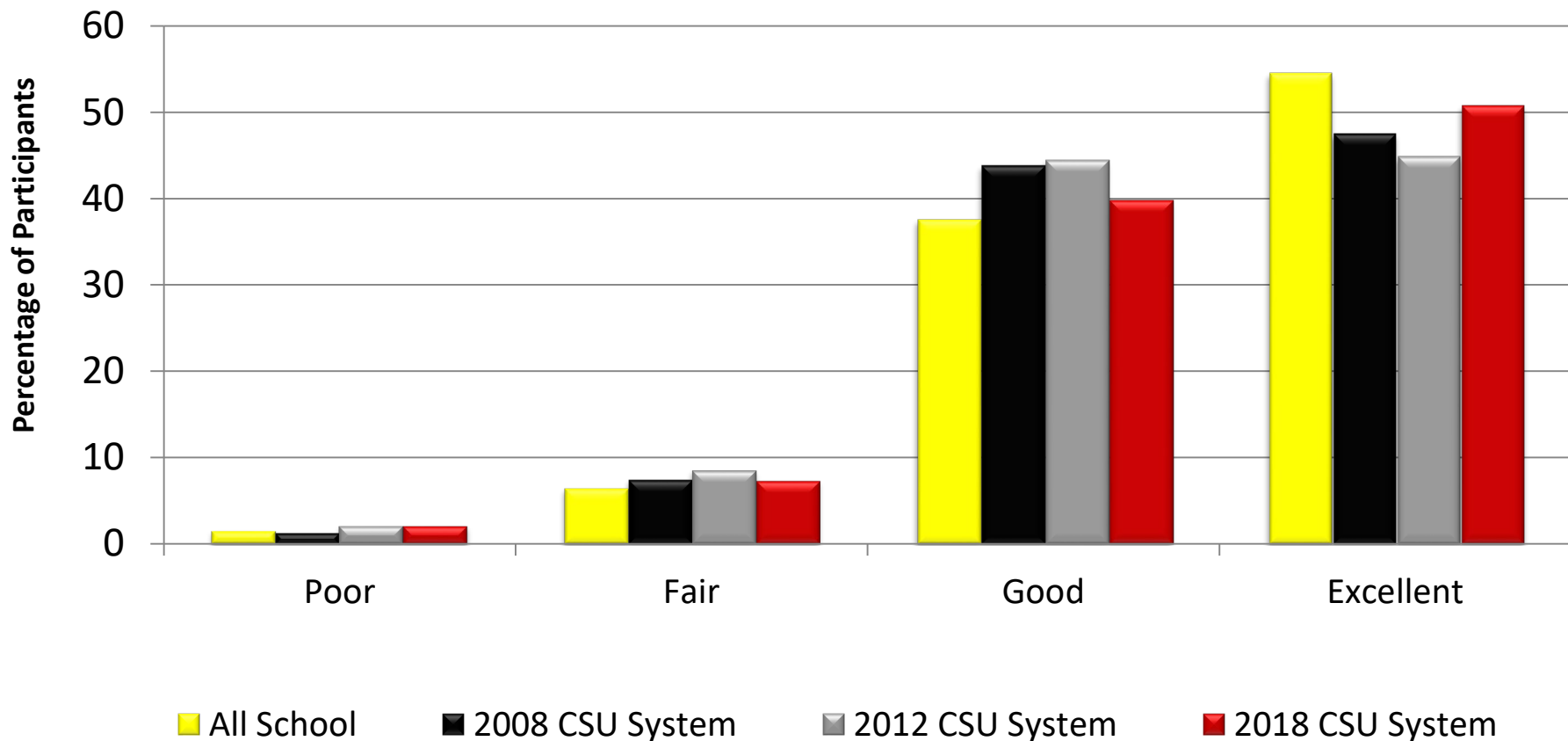
■ Post Great Recession

Q02. How often do you promote the California State University to others?

By Group

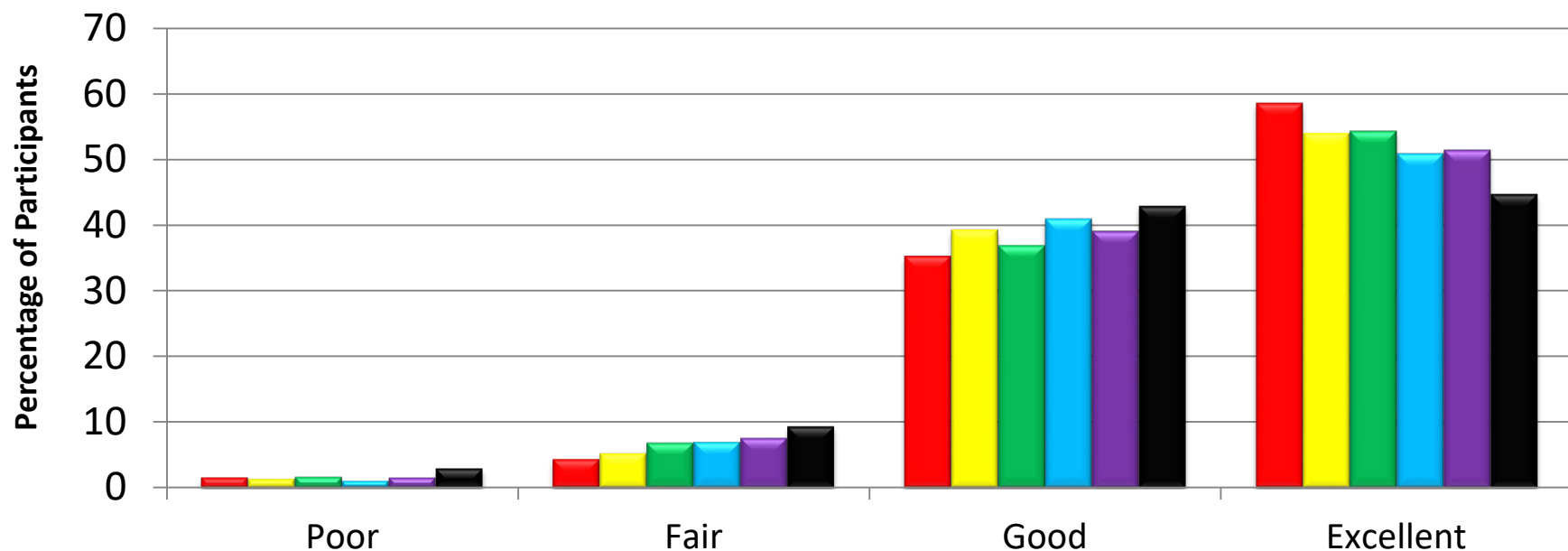


Q05. Which of the following describes your overall current opinion of the California State University?



Q05. Which of the following describes your overall current opinion of the California State University?

By Era



■ Woodstock/Vietnam and prior

■ Post Watergate

■ Yuppie/End of Cold War

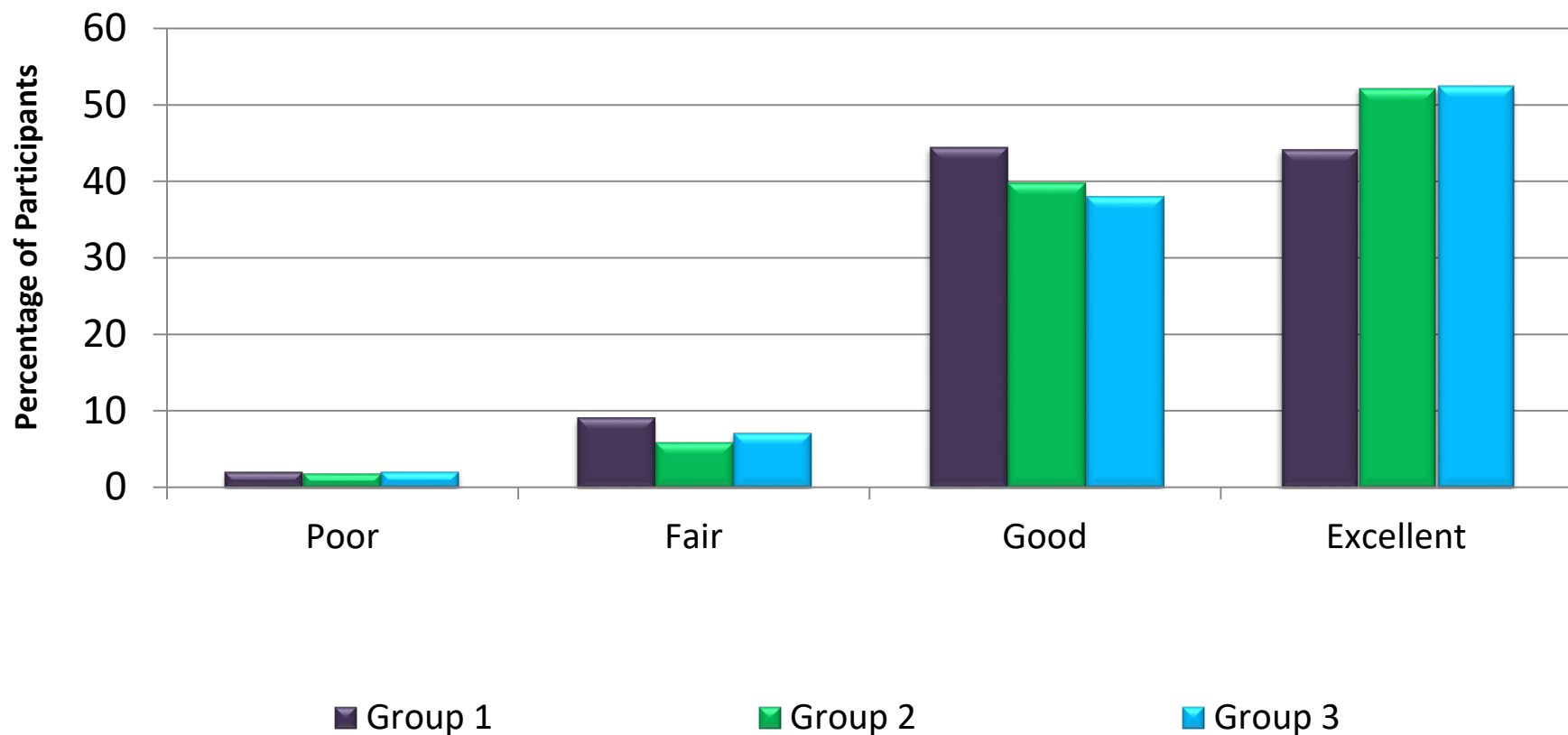
■ Electronic Revolution/Dot-Com

■ Post 9/11

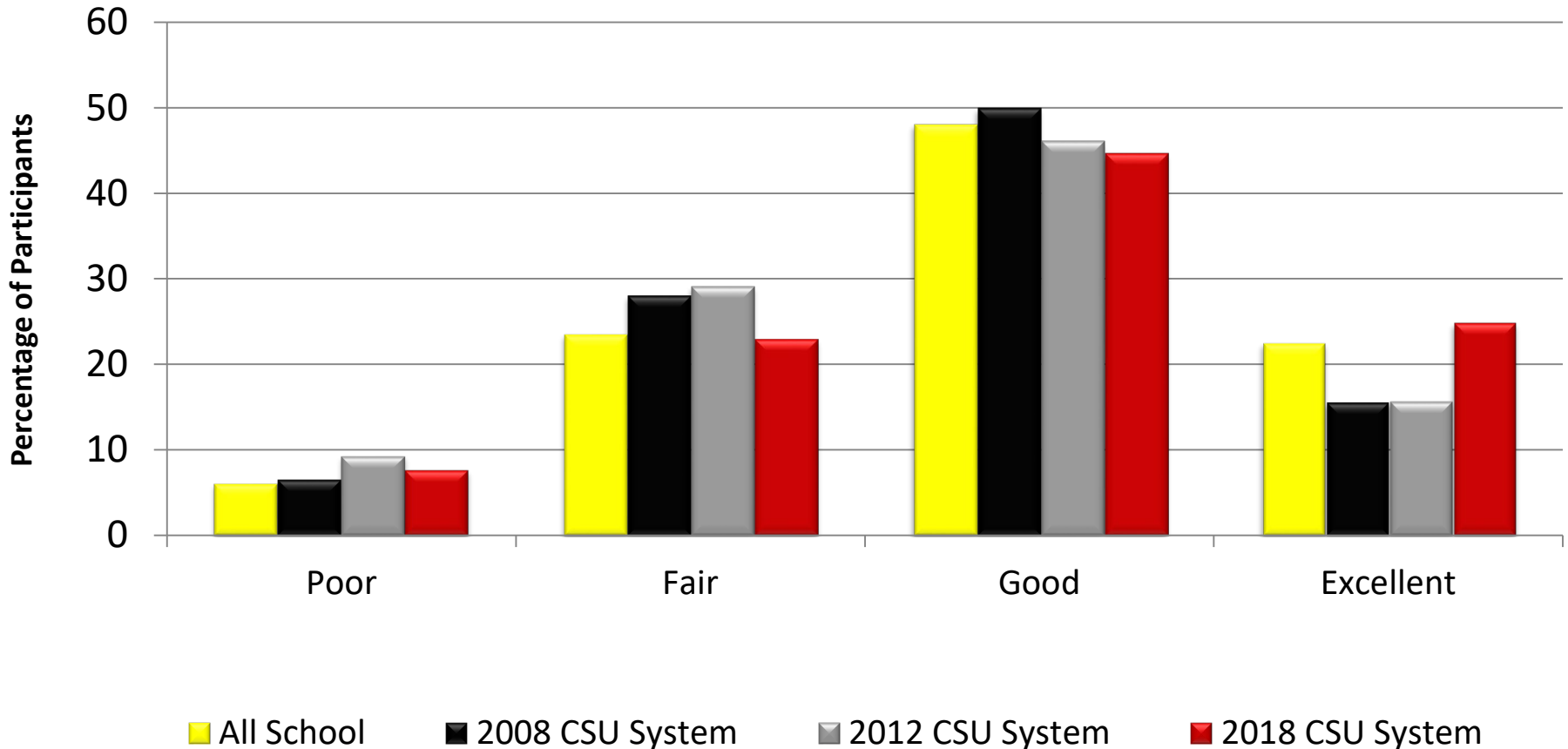
■ Post Great Recession

Q05. Which of the following describes your overall current opinion of the California State University?

By Group

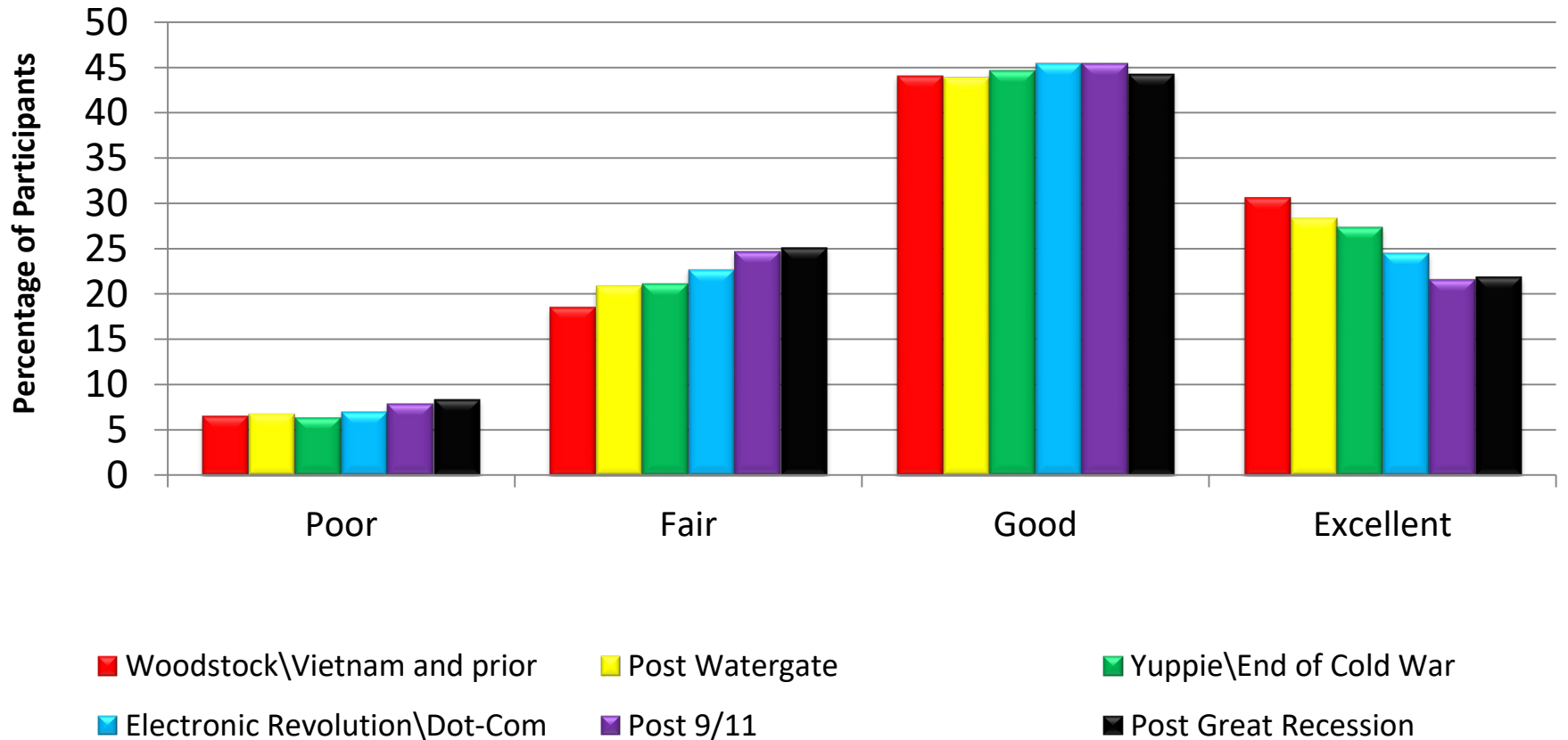


Q04. Which of the following best describes your experiences as an alumnus/a?

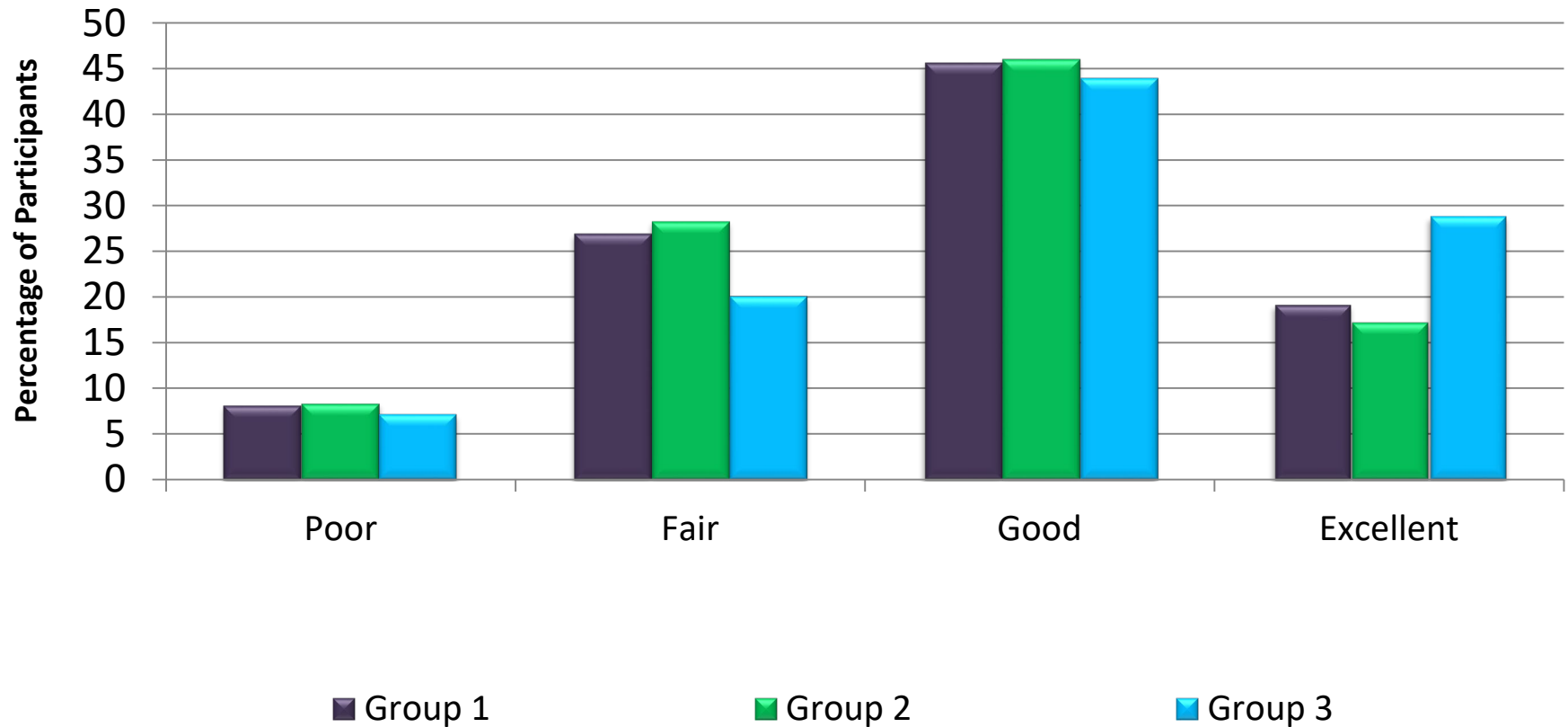


Q04. Which of the following best describes your experiences as an alumnus/a?

By Era



Q04. Which of the following best describes your experiences as an alumnus/a? By Group



Affinity Index

The *Affinity Index* is calculated as the average of:

Q01 How would you rate your decision to attend the California State University?

Q02 How often do you promote the California State University to others?

Q04 Which of the following best describes your experiences as an alumnus/a?

Q05 Which of the following best describes your overall current opinion of the California State University?

Expressed as a percentage:

$$[\text{Index} = ((\text{Q01} + \text{Q02} + \text{Q04} + \text{Q05}) / 4) / 4]$$

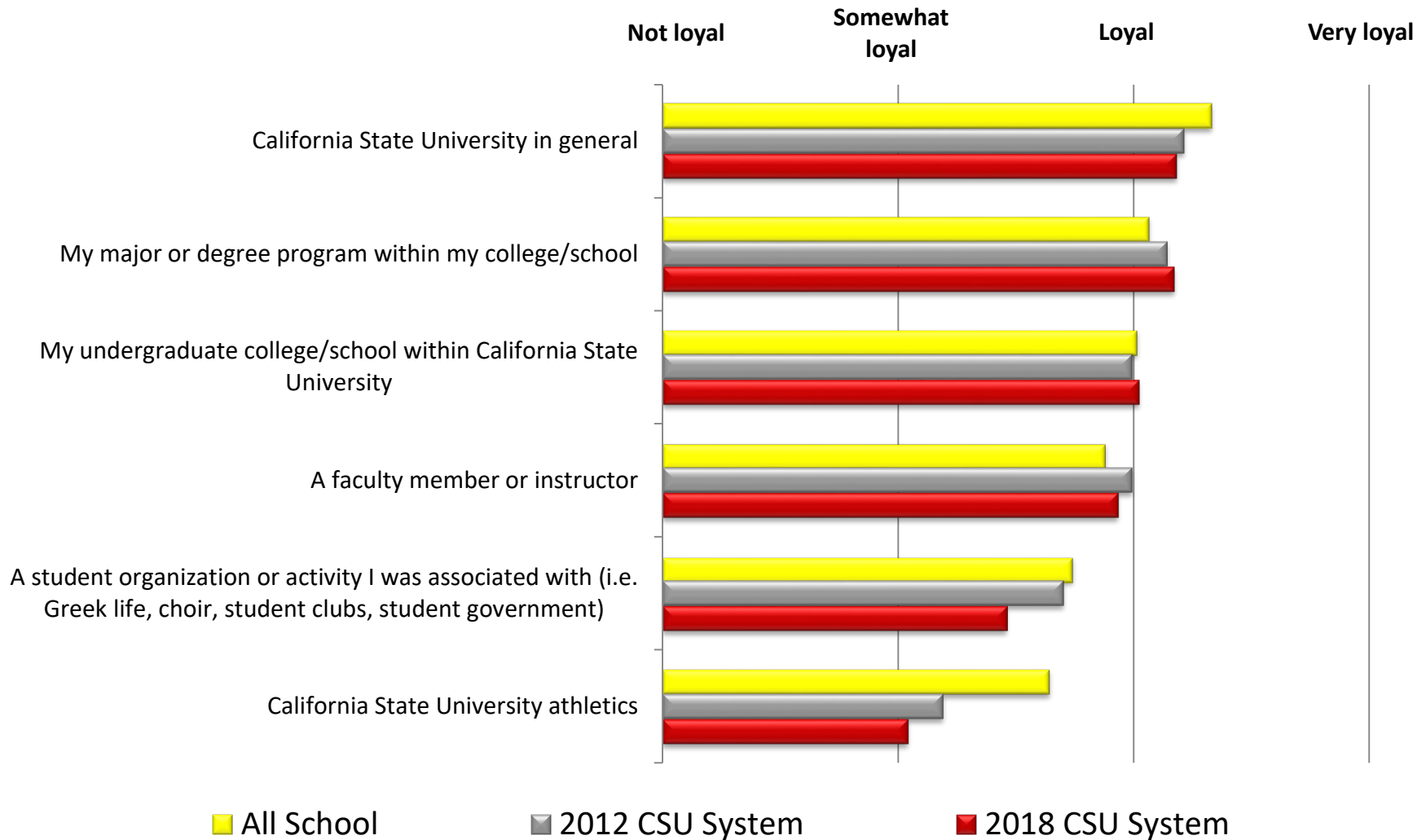
Affinity Index (The California State University System) = 79%

CSU 2012= 76%

CSU 2008= 77%

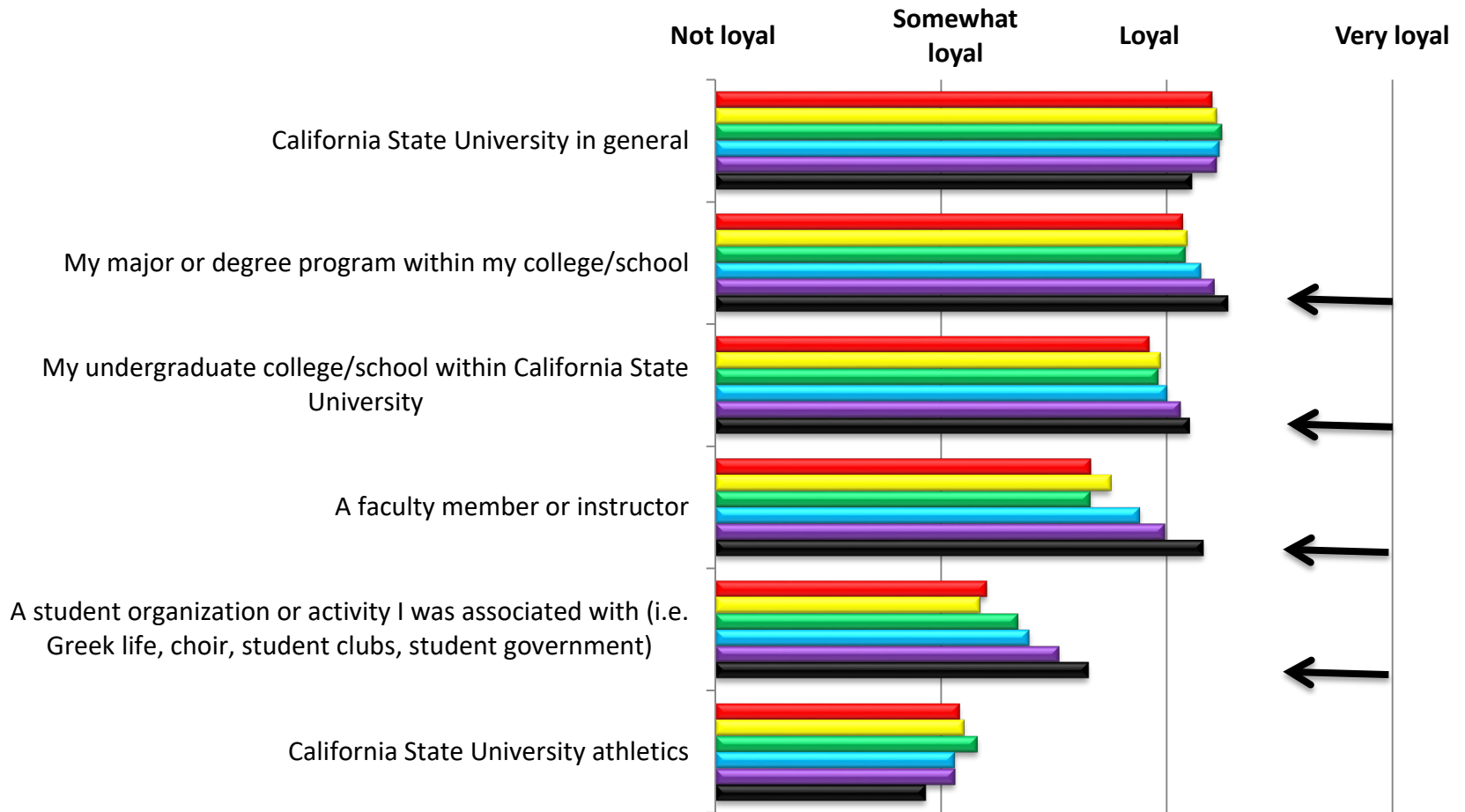
All School Average = 80%

Q20. Please indicate the extent of your loyalty to each of the following:



Q20. Please indicate the extent of your loyalty to each of the following:

By Era



■ Woodstock\ Vietnam

■ Post Watergate

■ Yuppie\End of Cold War

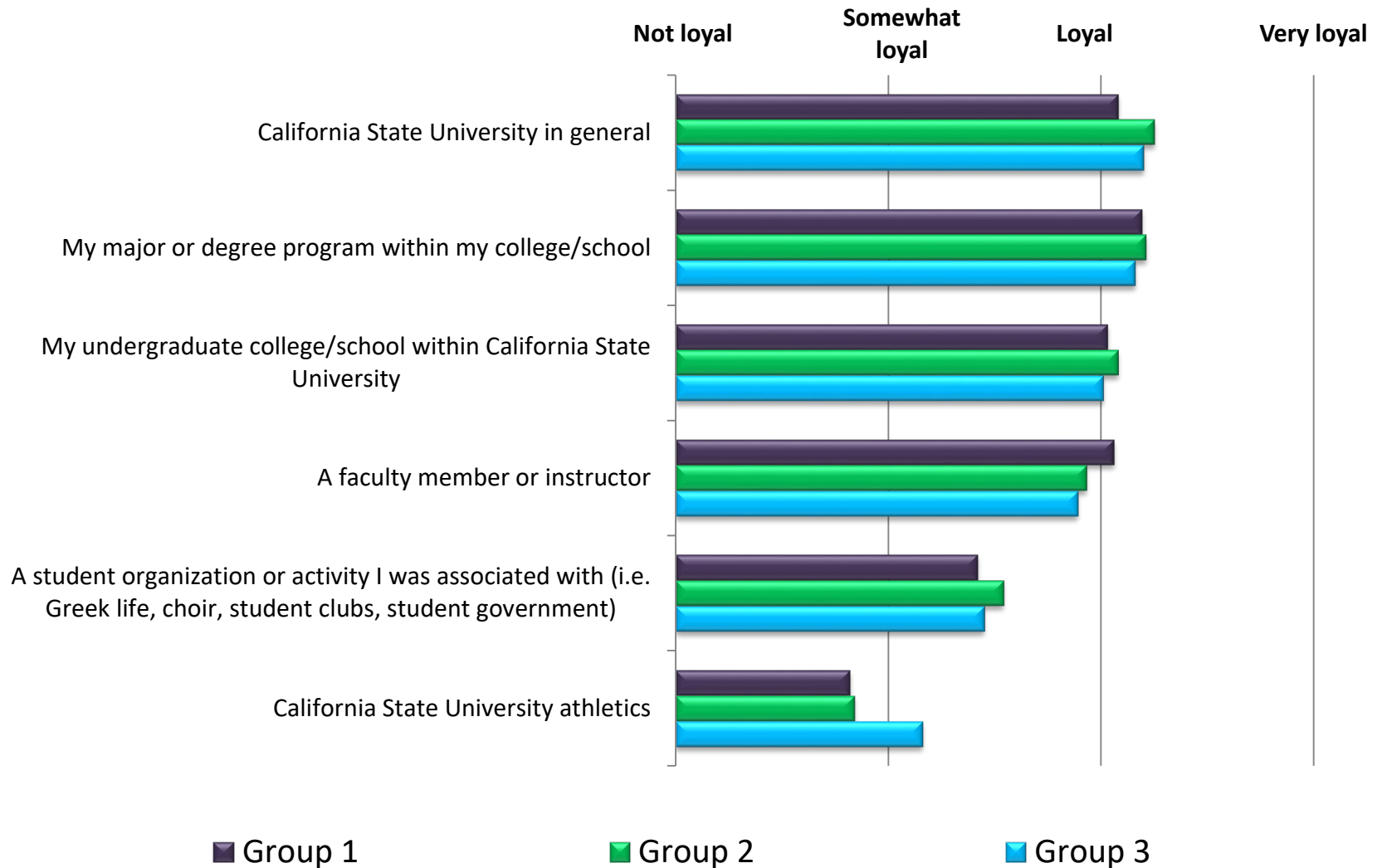
■ Electronic Revolution\Dot-Com

■ Post 9/11

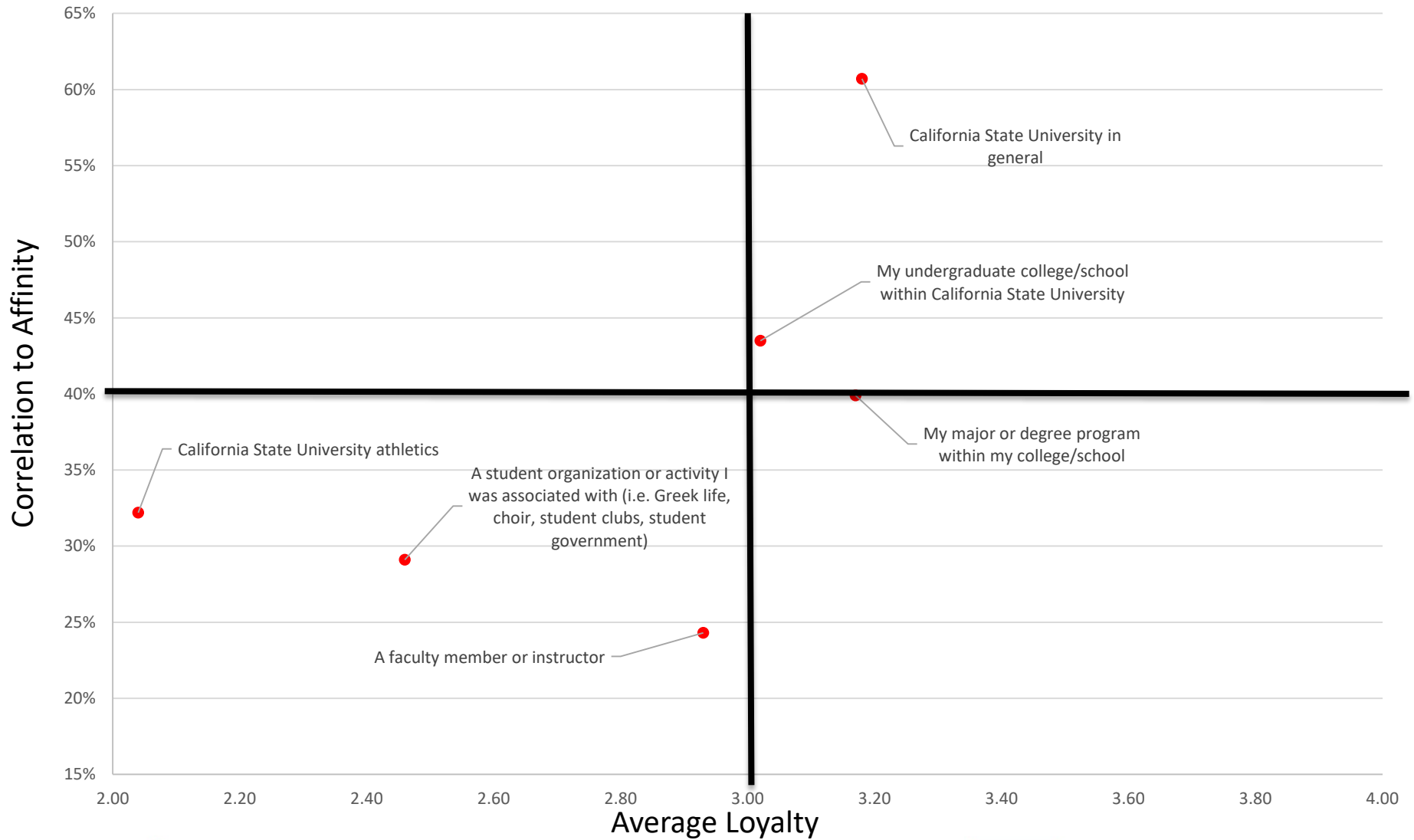
■ Post Great Recession

Q20. Please indicate the extent of your loyalty to each of the following:

By Group

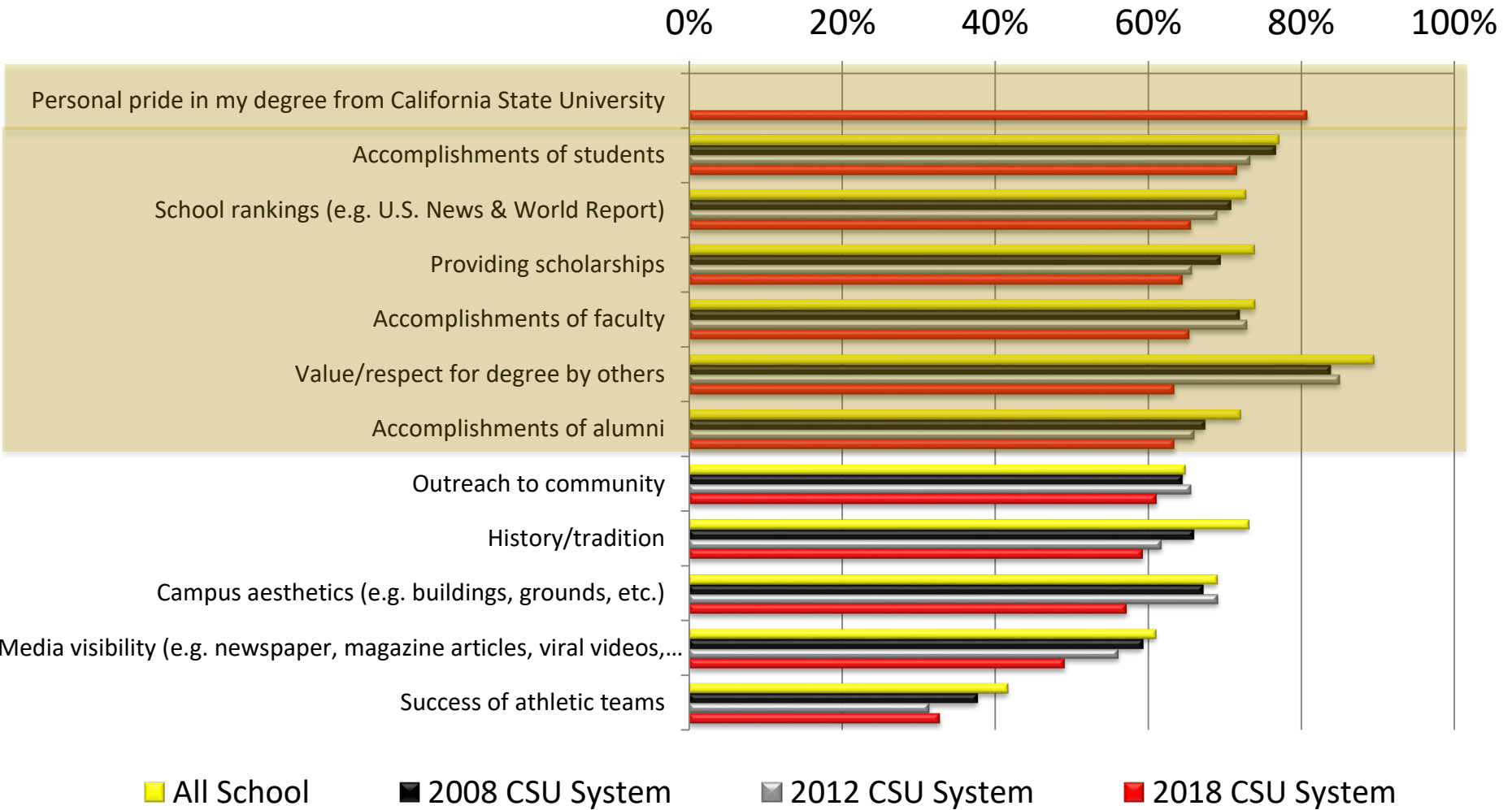


Q20. Please indicate the extent of your loyalty to each of the following:

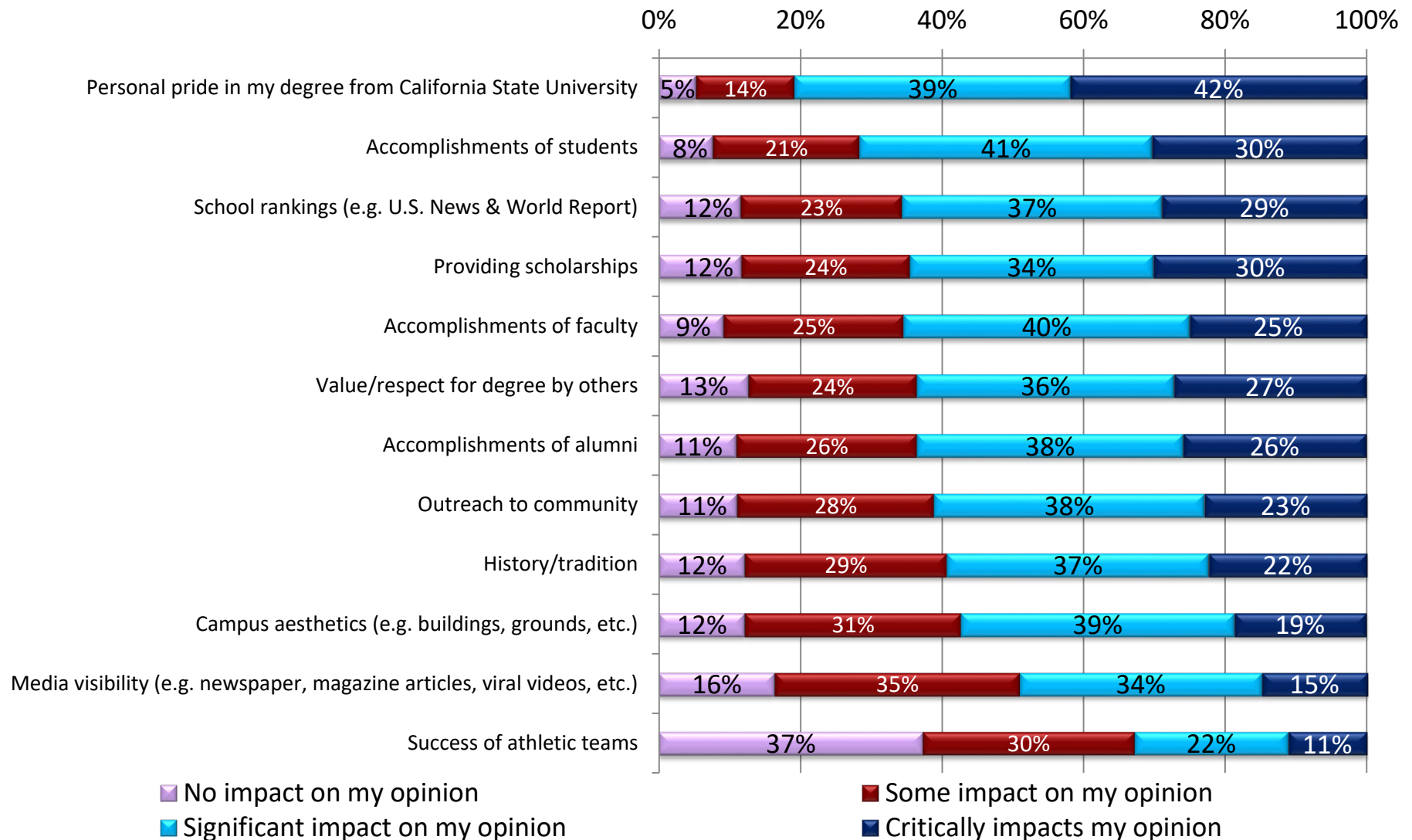


Alumni Messaging

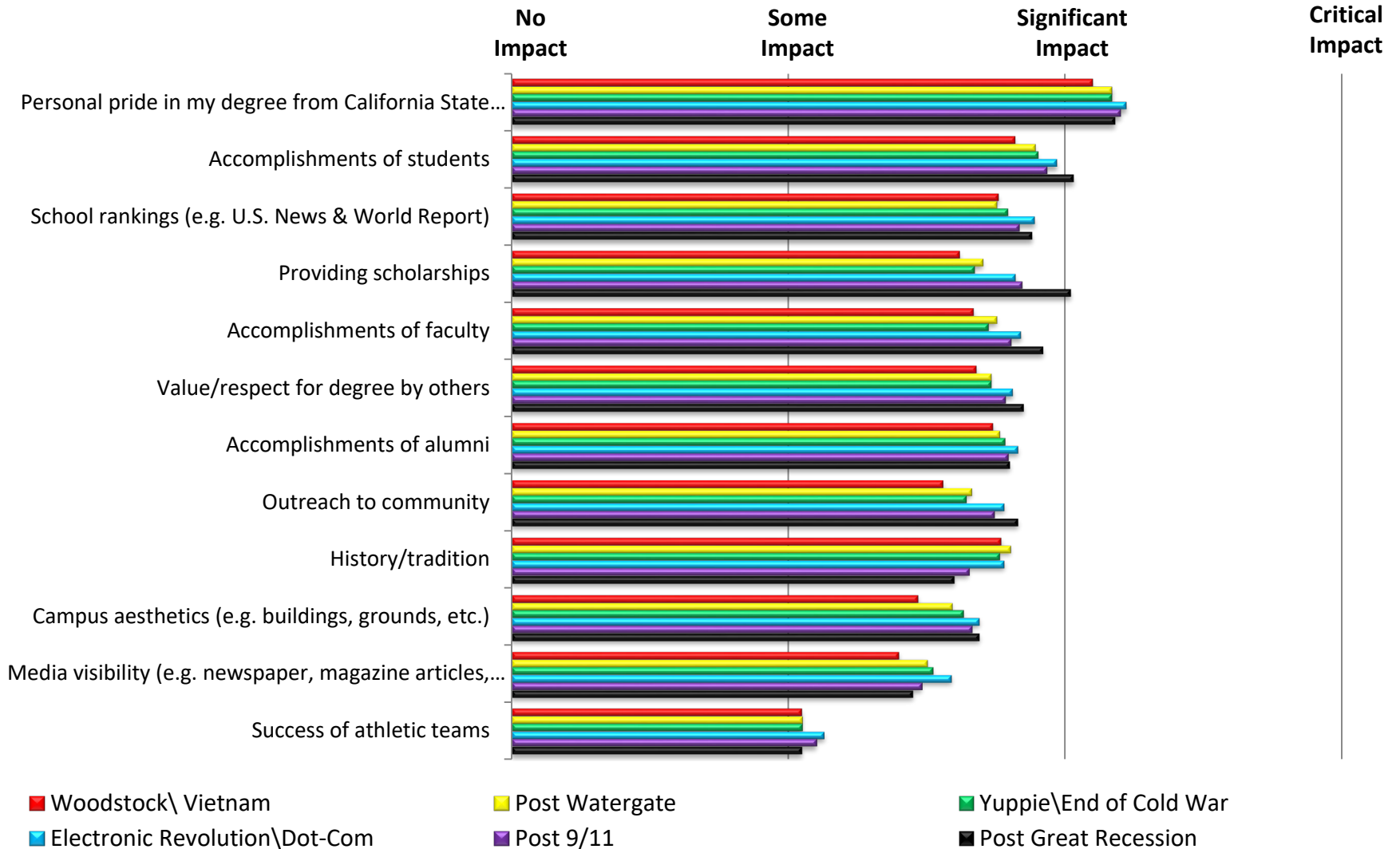
Q16. Please indicate how much each of the following impacts your overall opinion of the California State University:
Percentage of respondents who chose top two choices



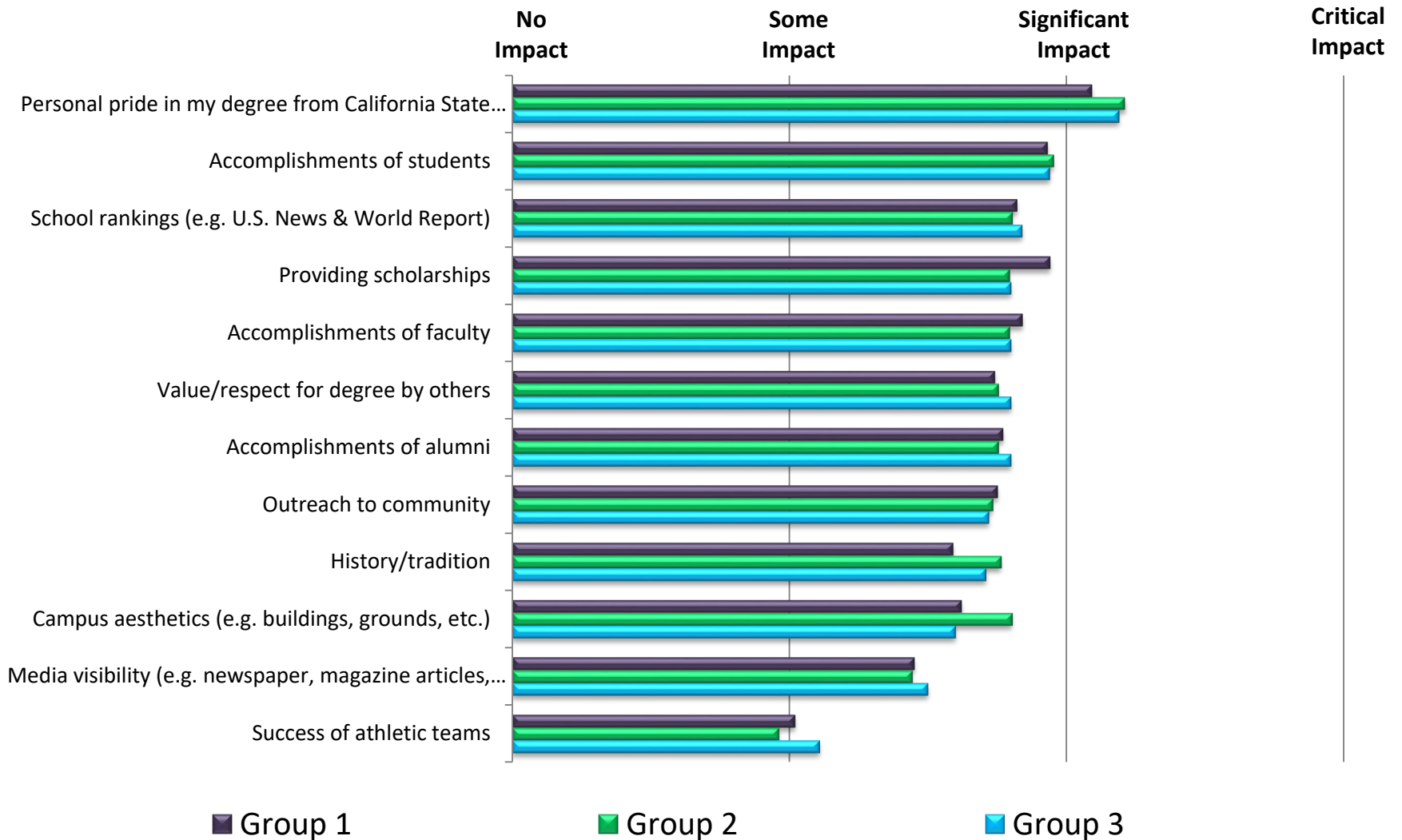
Q16. Please indicate how much each of the following impacts your overall opinion of the California State University:



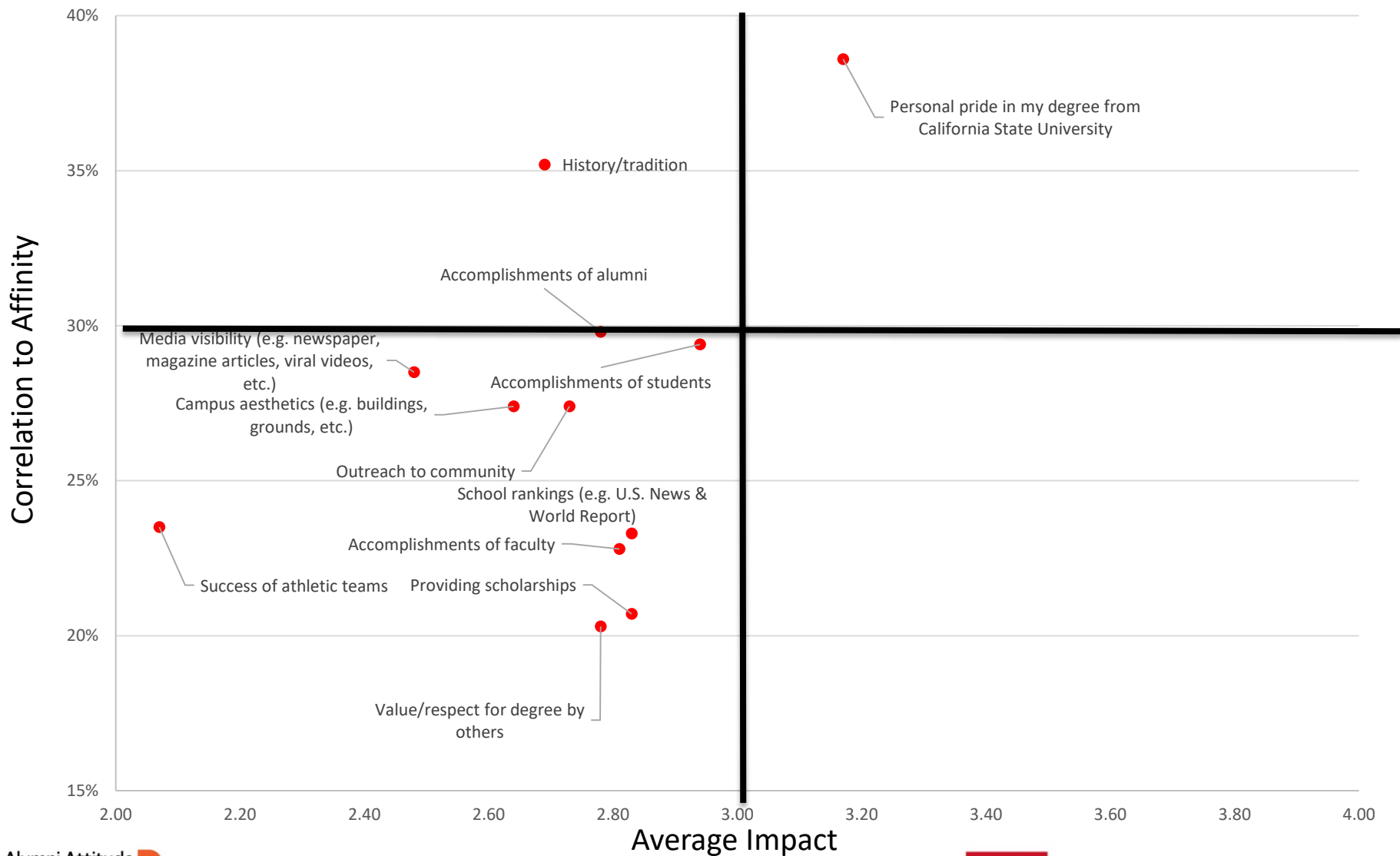
Q16. Please indicate how much each of the following impacts your overall opinion of the California State University: By Era



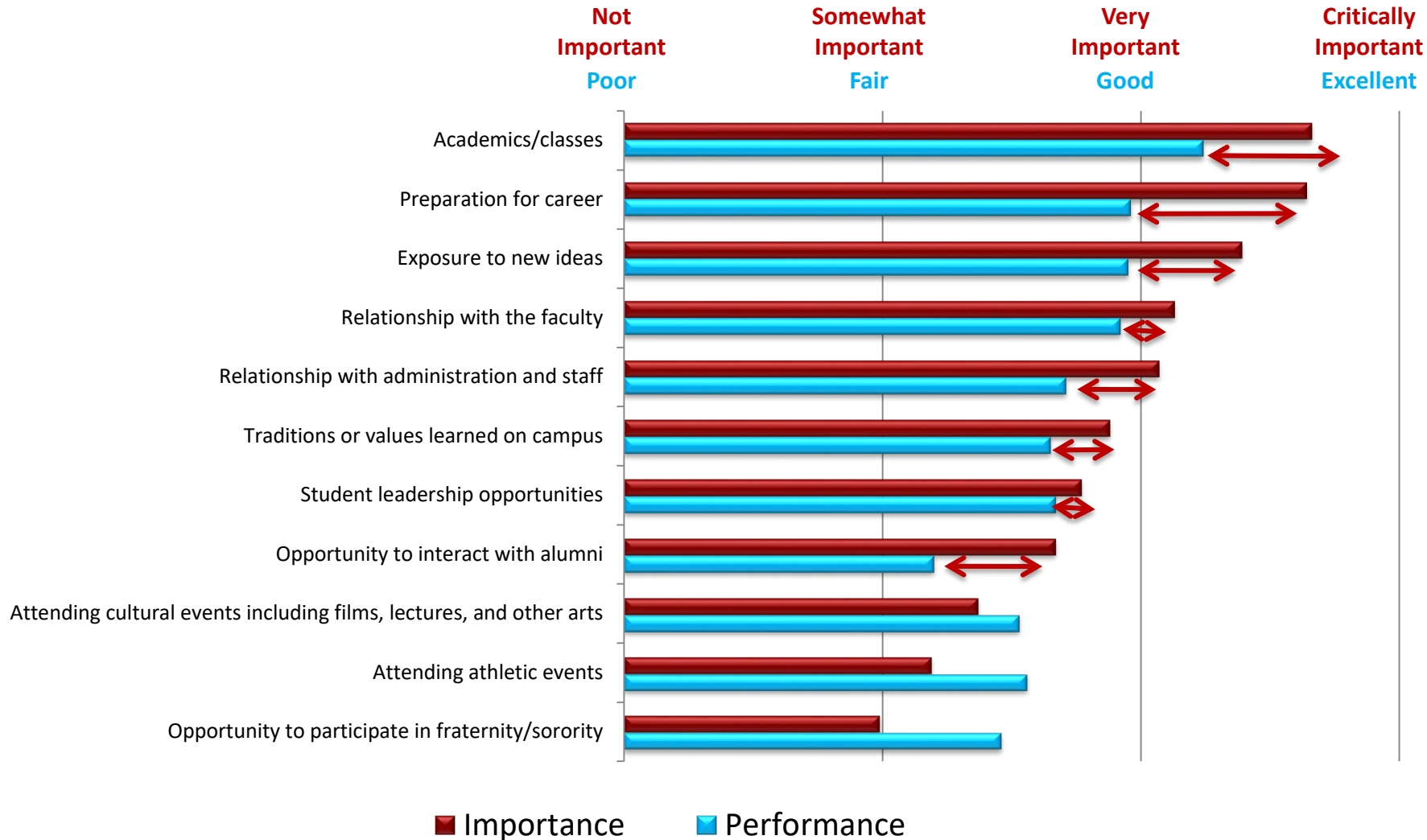
Q16. Please indicate how much each of the following impacts your overall opinion of the California State University: By Group



Q16. Please indicate how much each of the following impacts your overall opinion of the California State University:

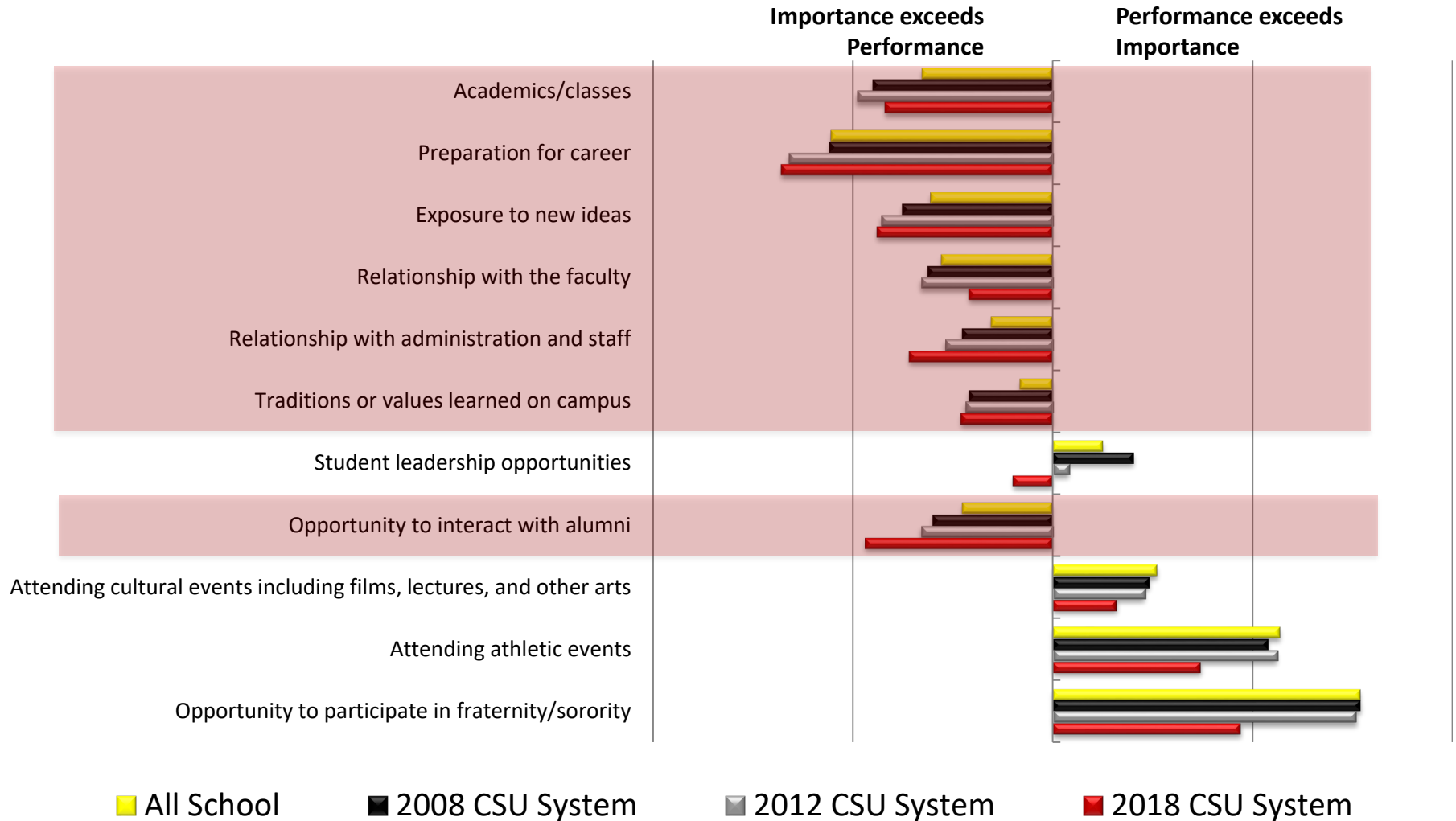


Q10. How important was each of the following to your experience as a student, and how well did the California State University do at providing them?



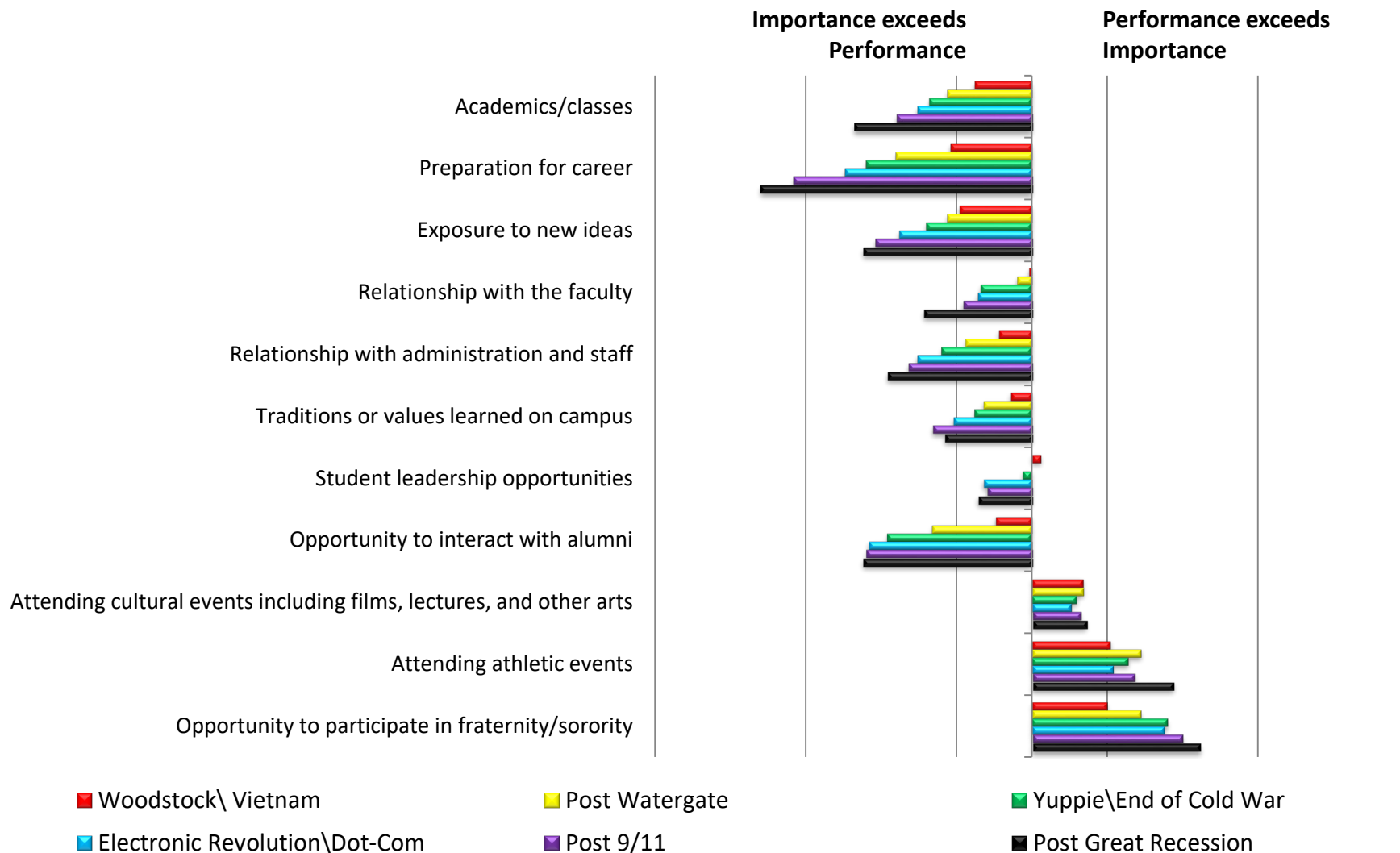
Q10. How important was each of the following to your experience as a student, and how well did the California State University do at providing them?

Gap Analysis



Q10. How important was each of the following to your experience as a student, and how well did the California State University do at providing them?

Gap Analysis by Era



■ Woodstock \ Vietnam

■ Post Watergate

■ Yuppie \ End of Cold War

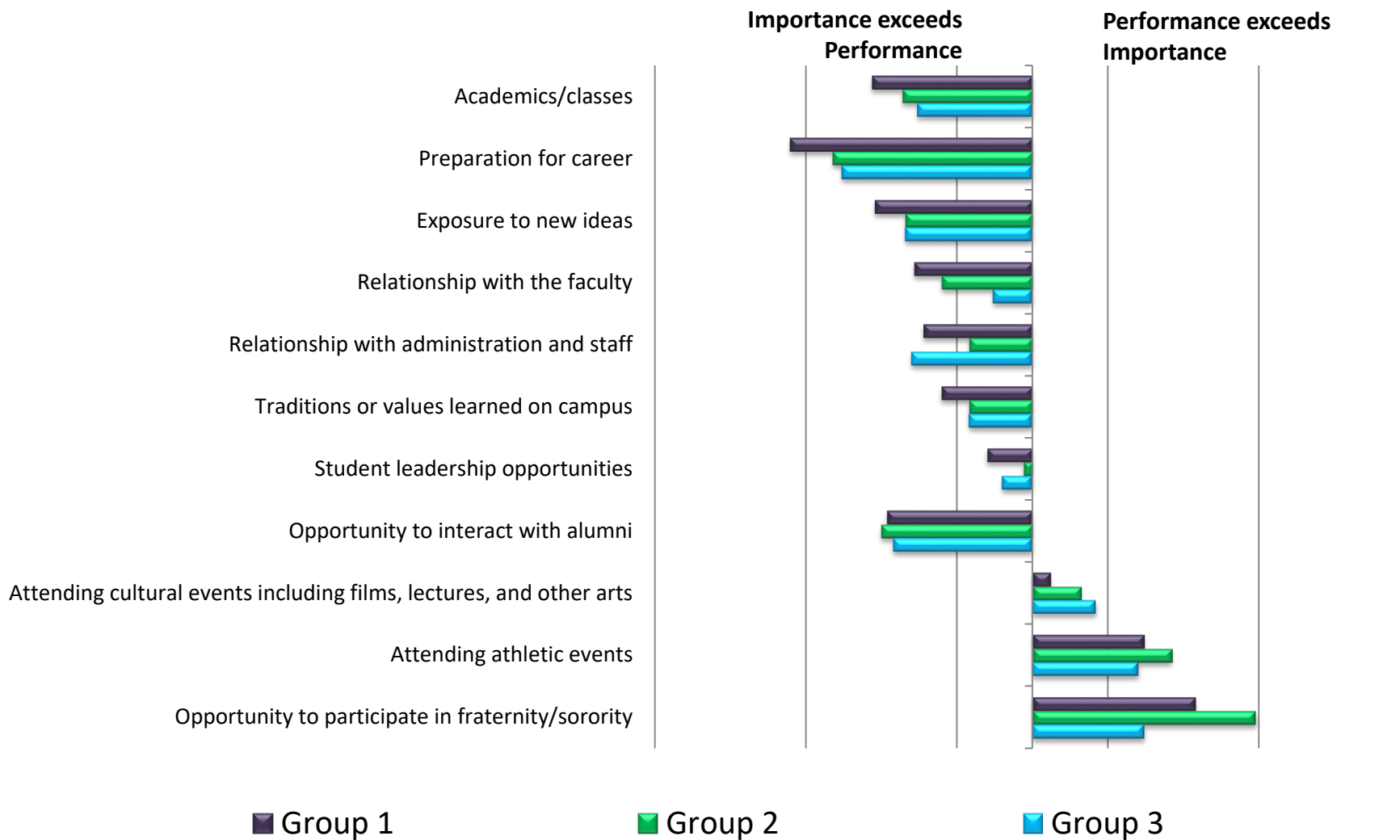
■ Electronic Revolution \ Dot-Com

■ Post 9/11

■ Post Great Recession

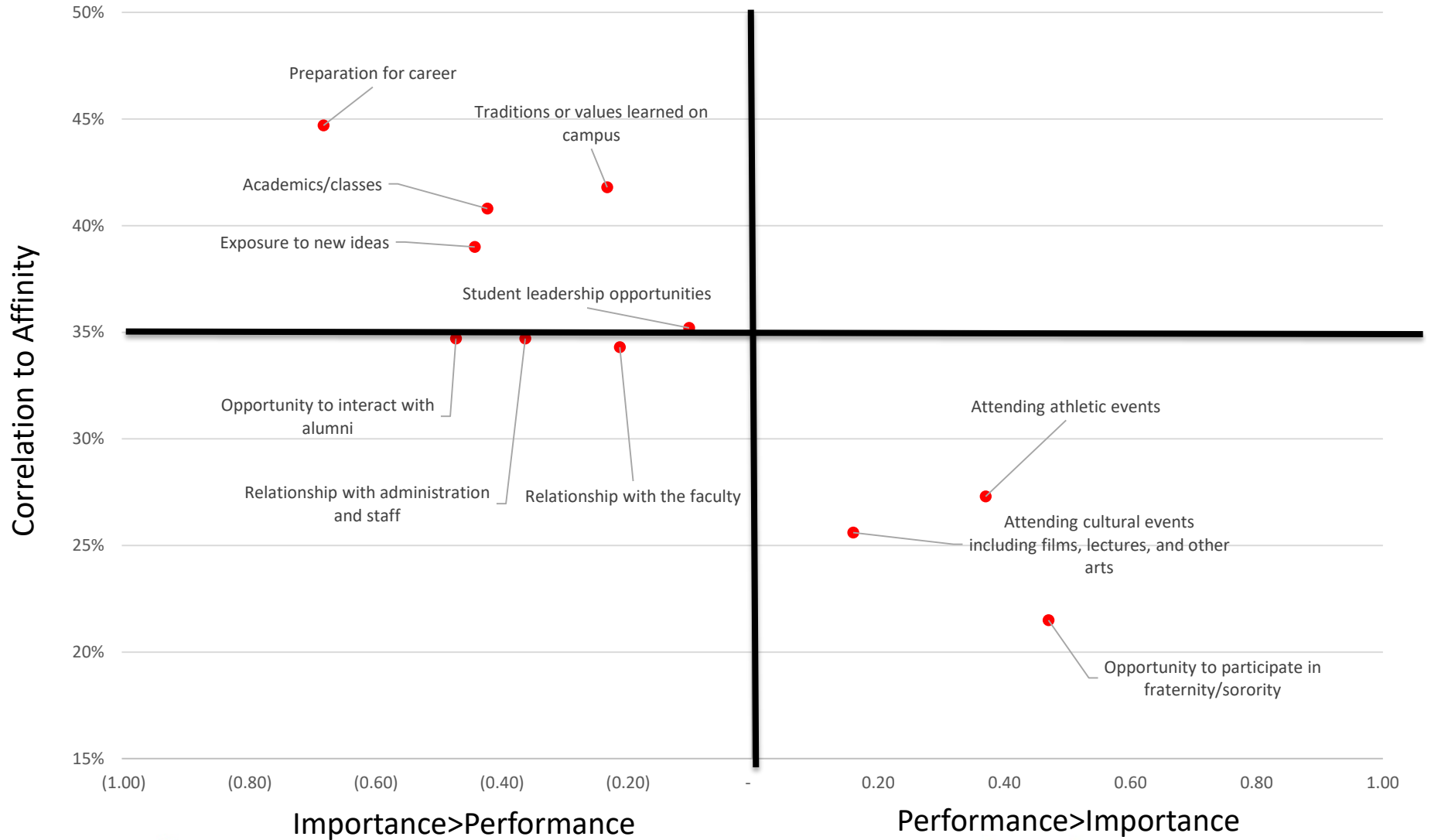
Q10. How important was each of the following to your experience as a student, and how well did the California State University do at providing them?

Gap Analysis By Group



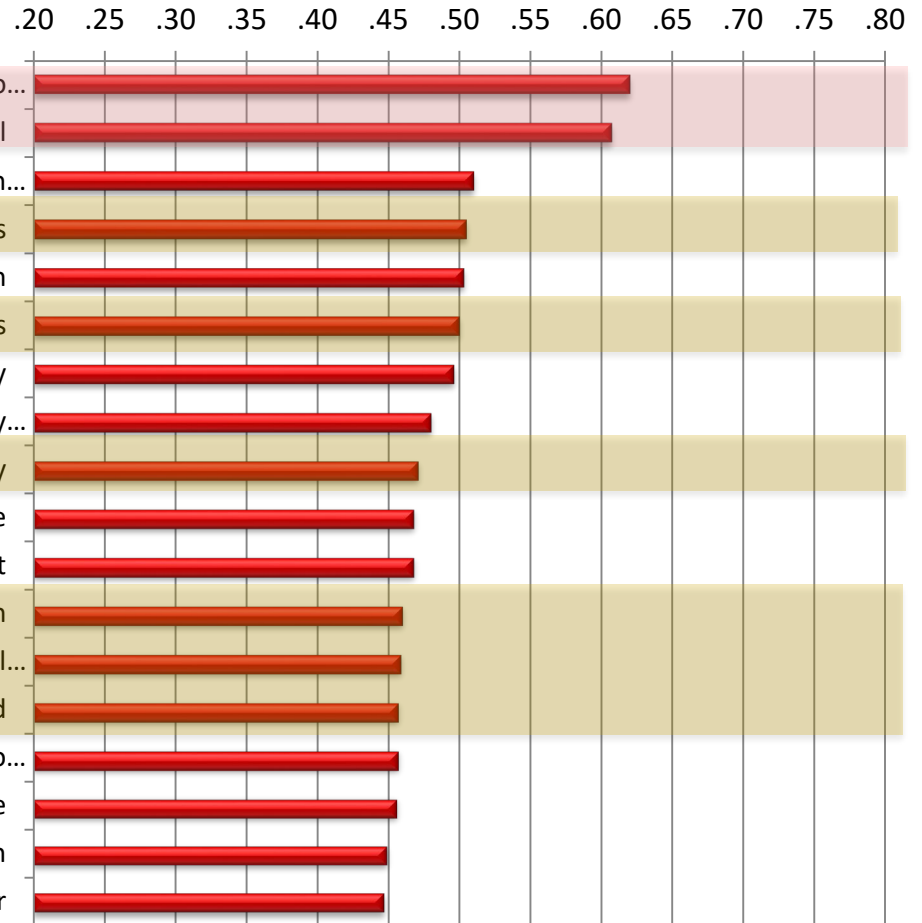
Q10. How important was each of the following to your experience as a student, and how well did the California State University do at providing them?

-Box Plot

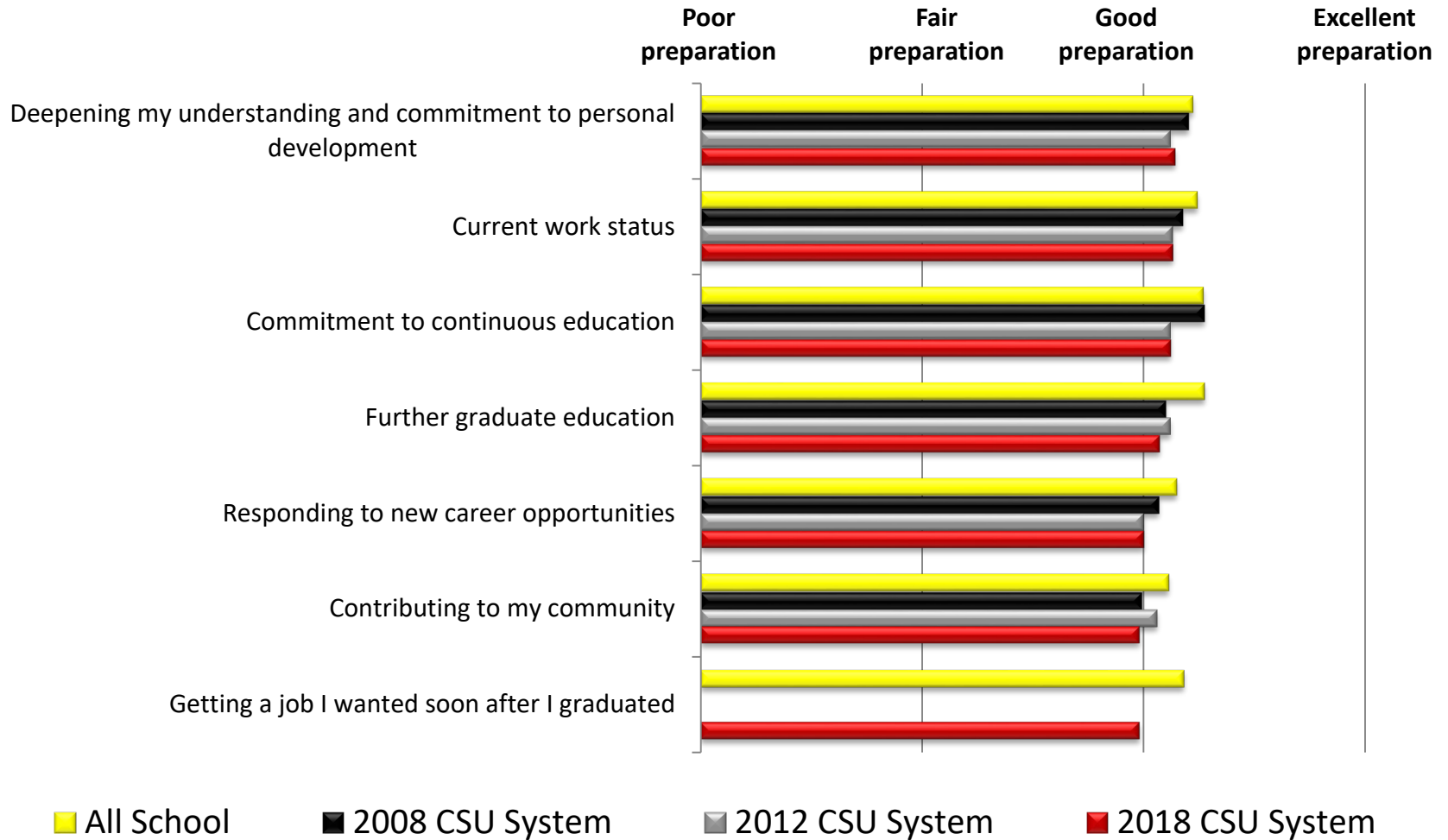


Correlation Analysis

Highest correlation to “Affinity Index” across all questions.

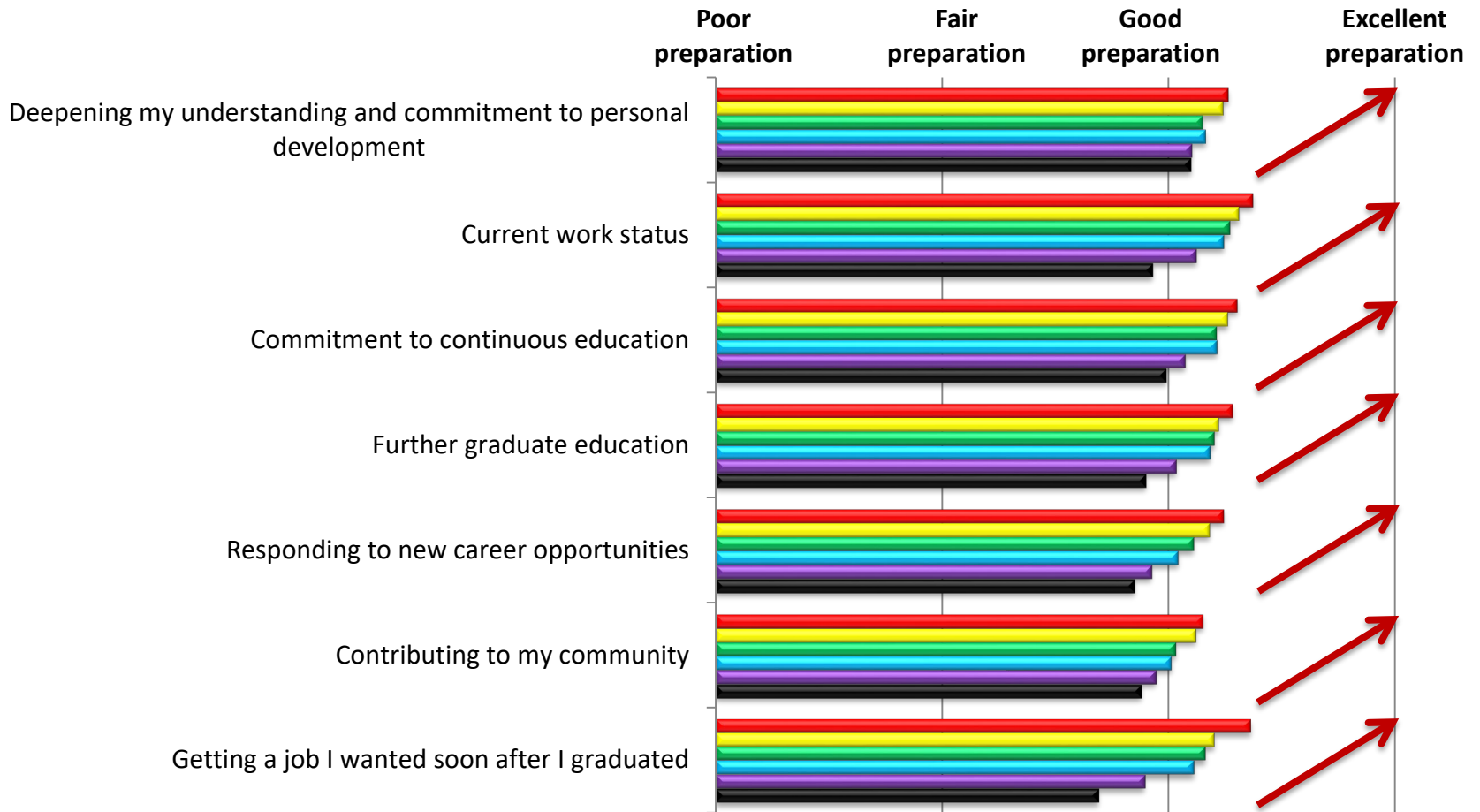


Q07. How well did the education received from the California State University prepare you for each of the following?



Q07. How well did the education received from the California State University prepare you for each of the following?

By Era



Woodstock\ Vietnam

Post Watergate

Yuppie\End of Cold War

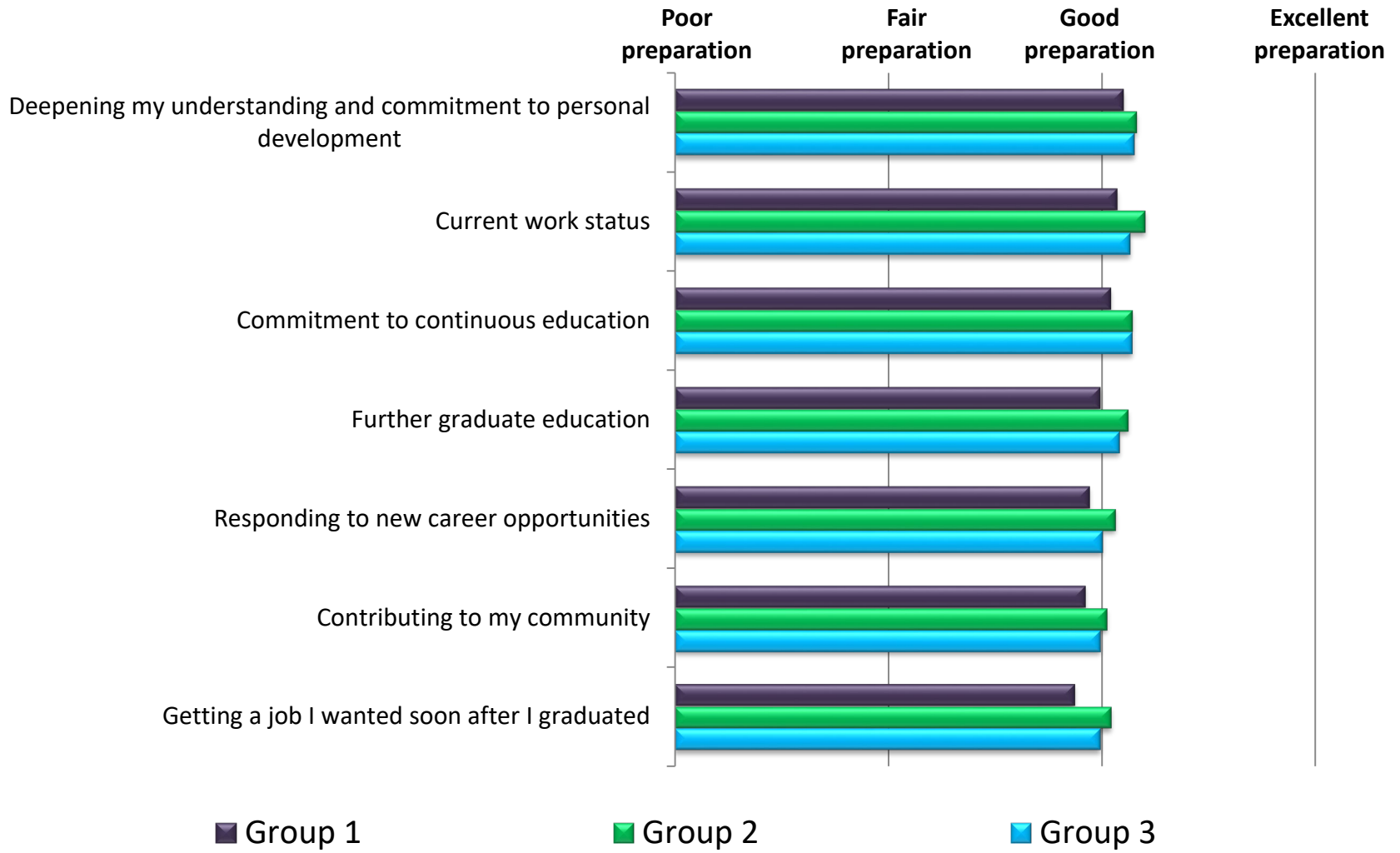
Electronic Revolution\Dot-Com

Post 9/11

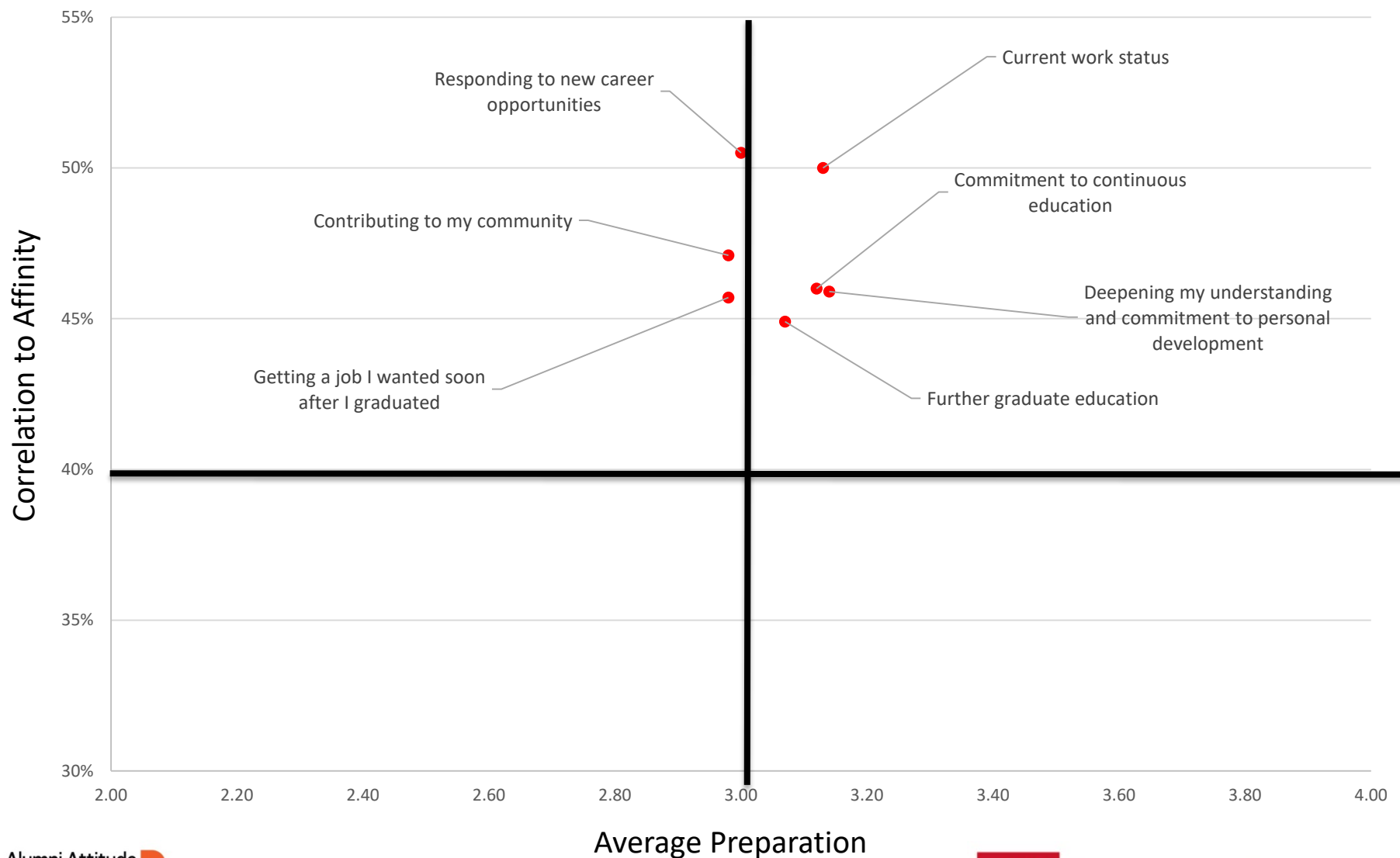
Post Great Recession

Q07. How well did the education received from the California State University prepare you for each of the following?

By Group

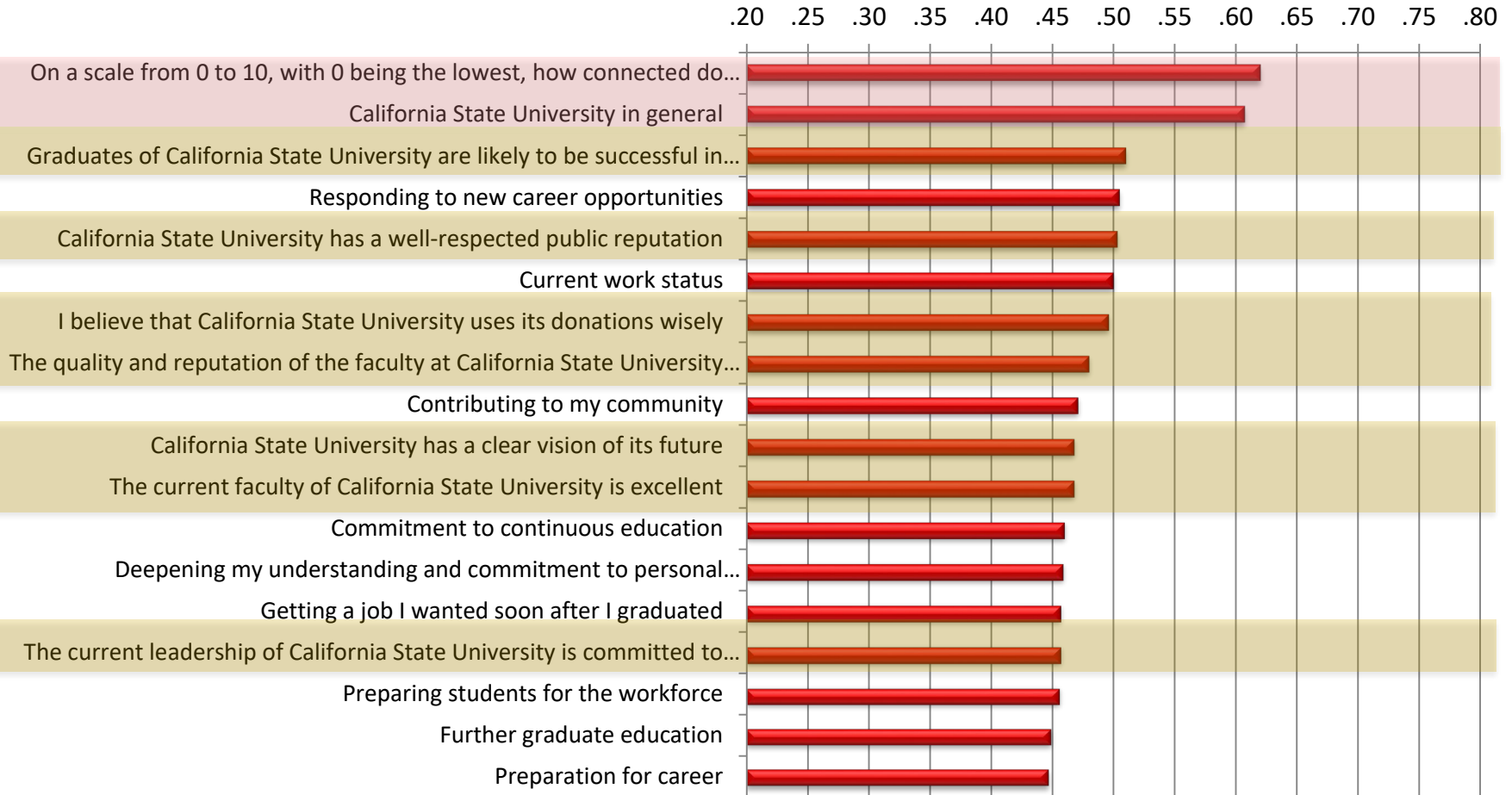


Q07. How well did the education received from the California State University prepare you for each of the following?



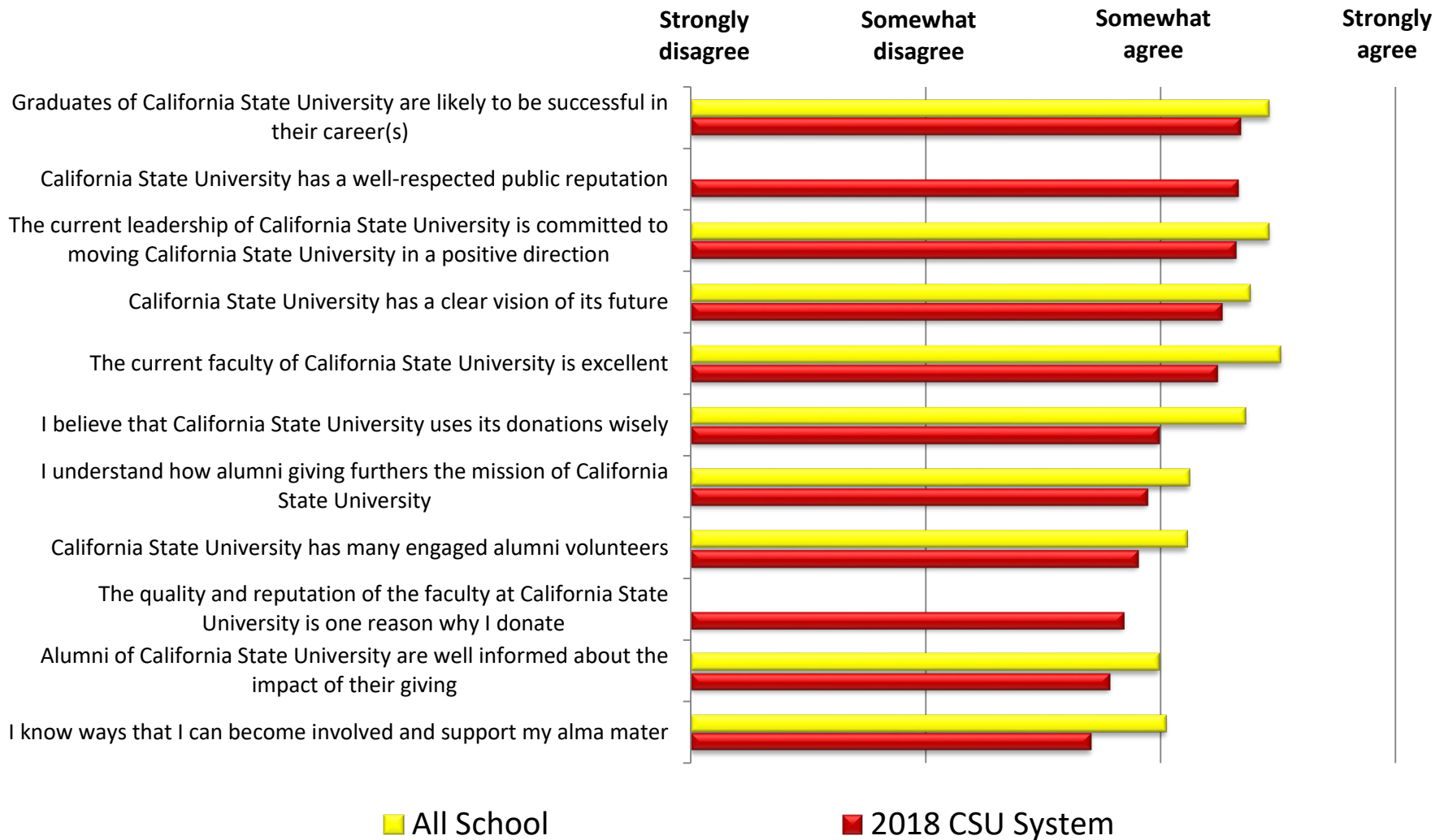
Correlation Analysis

Highest correlation to “Affinity Index” across all questions.



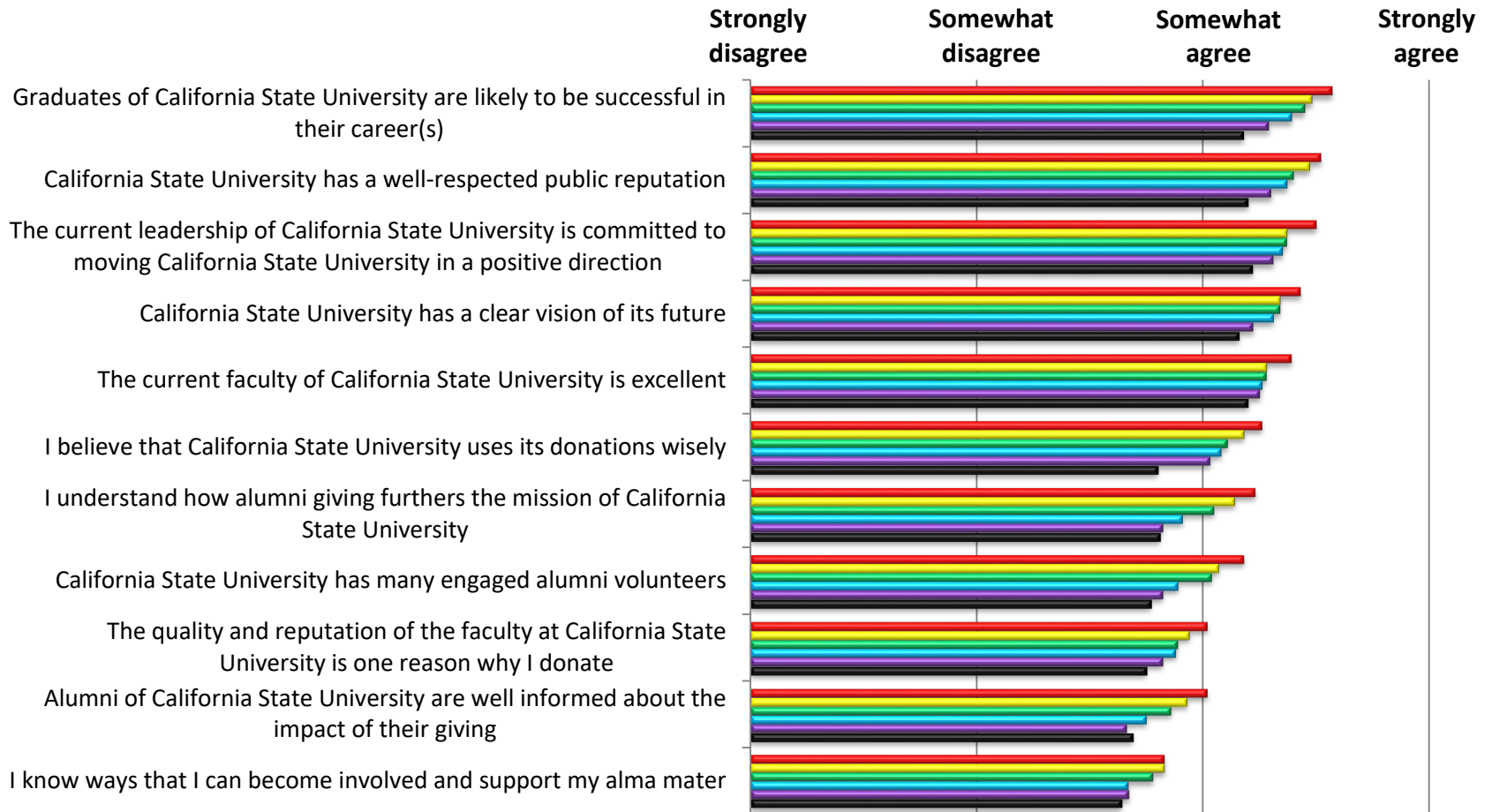
Quality of and respect for University

Q21. Please indicate your level of agreement with the following statements regarding California State University:



Q21. Please indicate your level of agreement with the following statements regarding California State University:

By Era



■ Woodstock\ Vietnam

■ Post Watergate

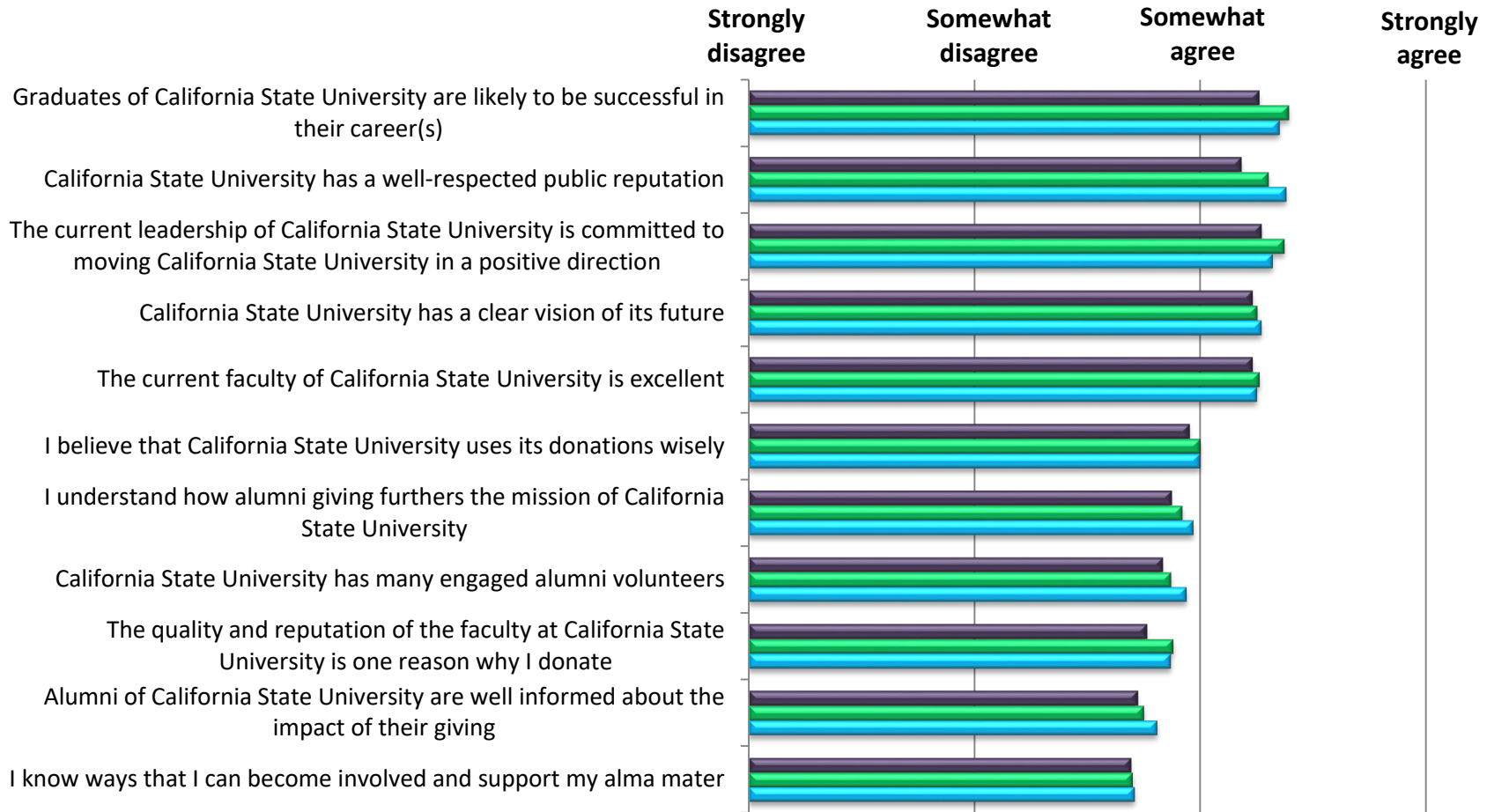
■ Yuppie\End of Cold War

■ Electronic Revolution\Dot-Com

■ Post 9/11

■ Post Great Recession

Q21. Please indicate your level of agreement with the following statements regarding California State University: By Group

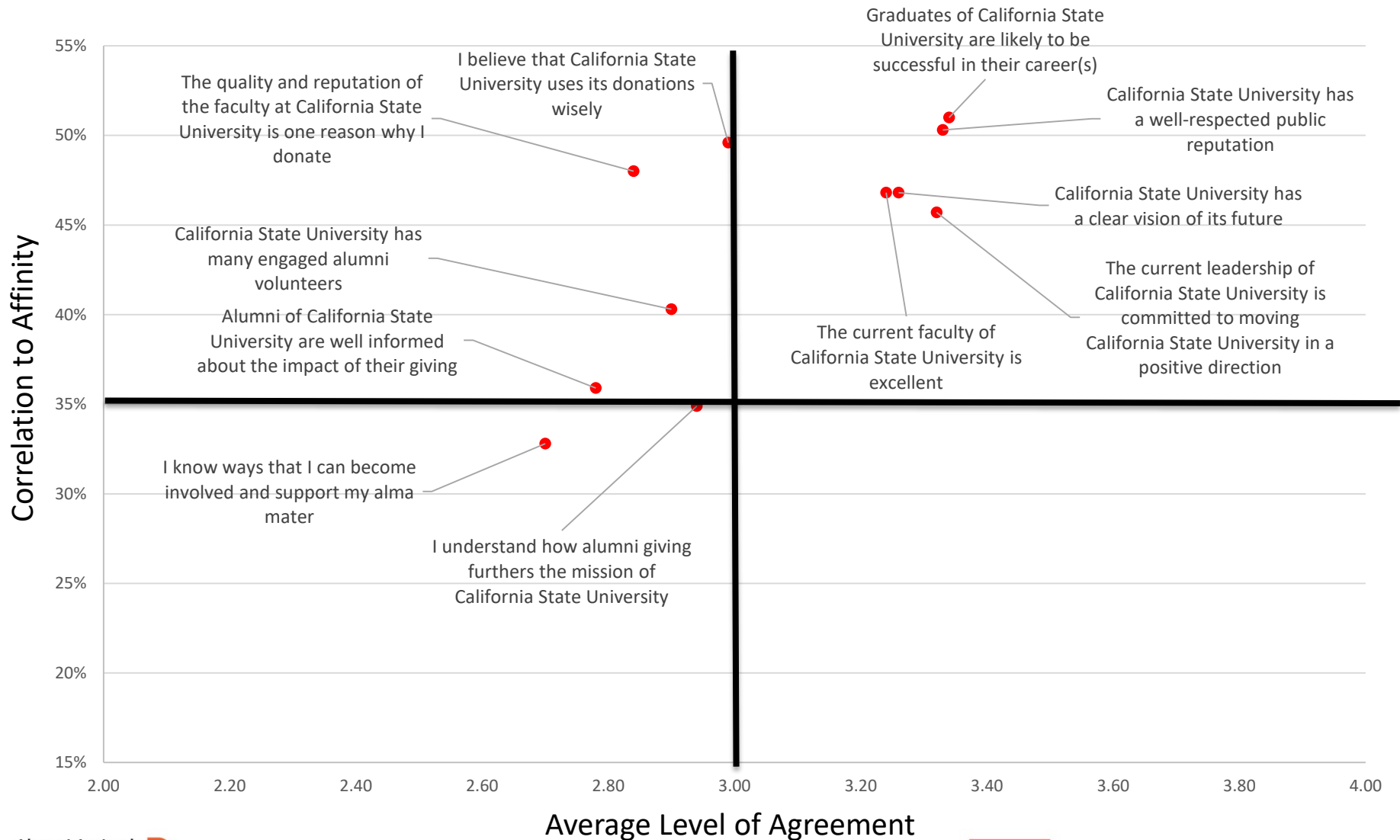


■ Group 1

■ Group 2

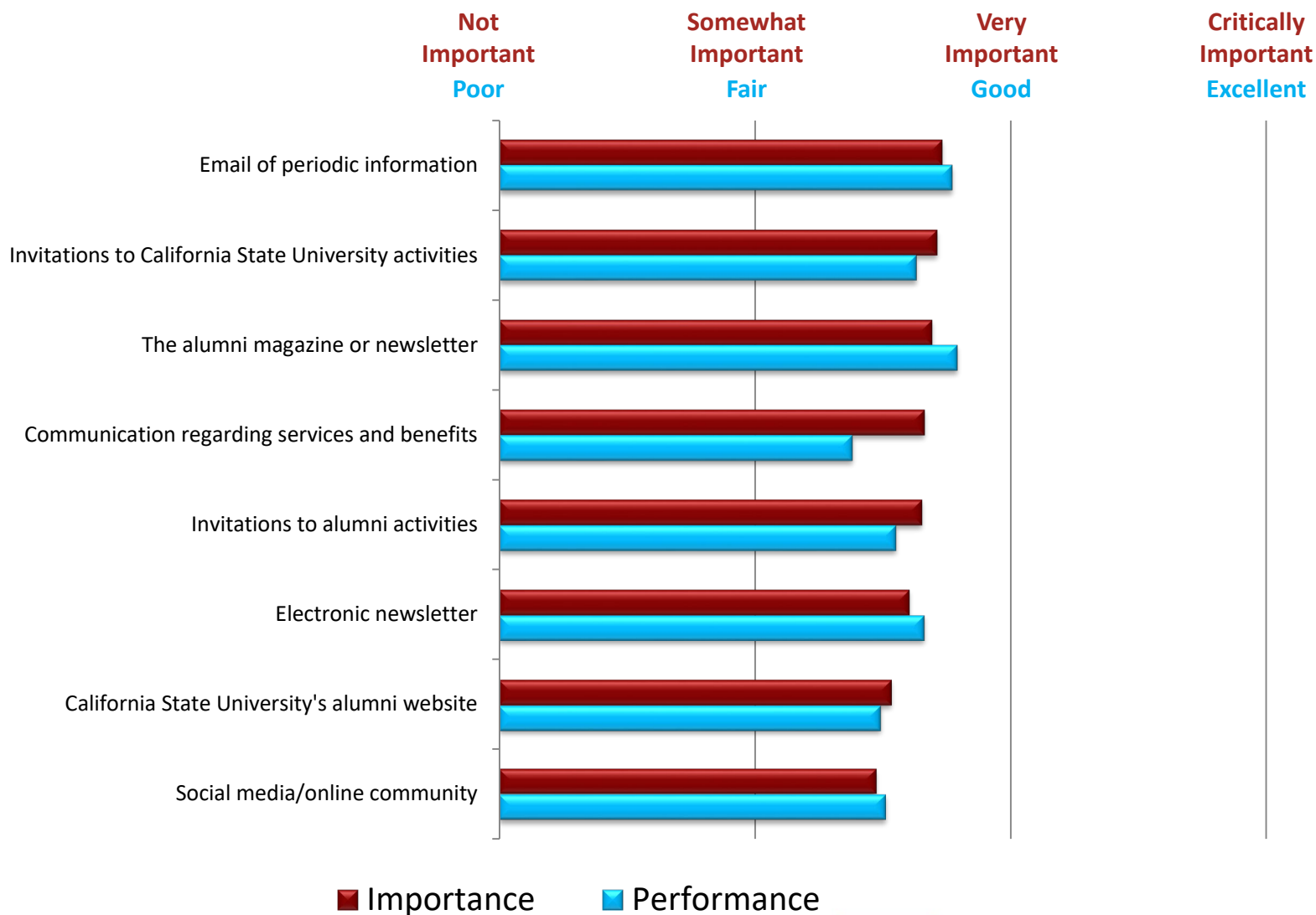
■ Group 3

Q21. Please indicate your level of agreement with the following statements regarding California State University:

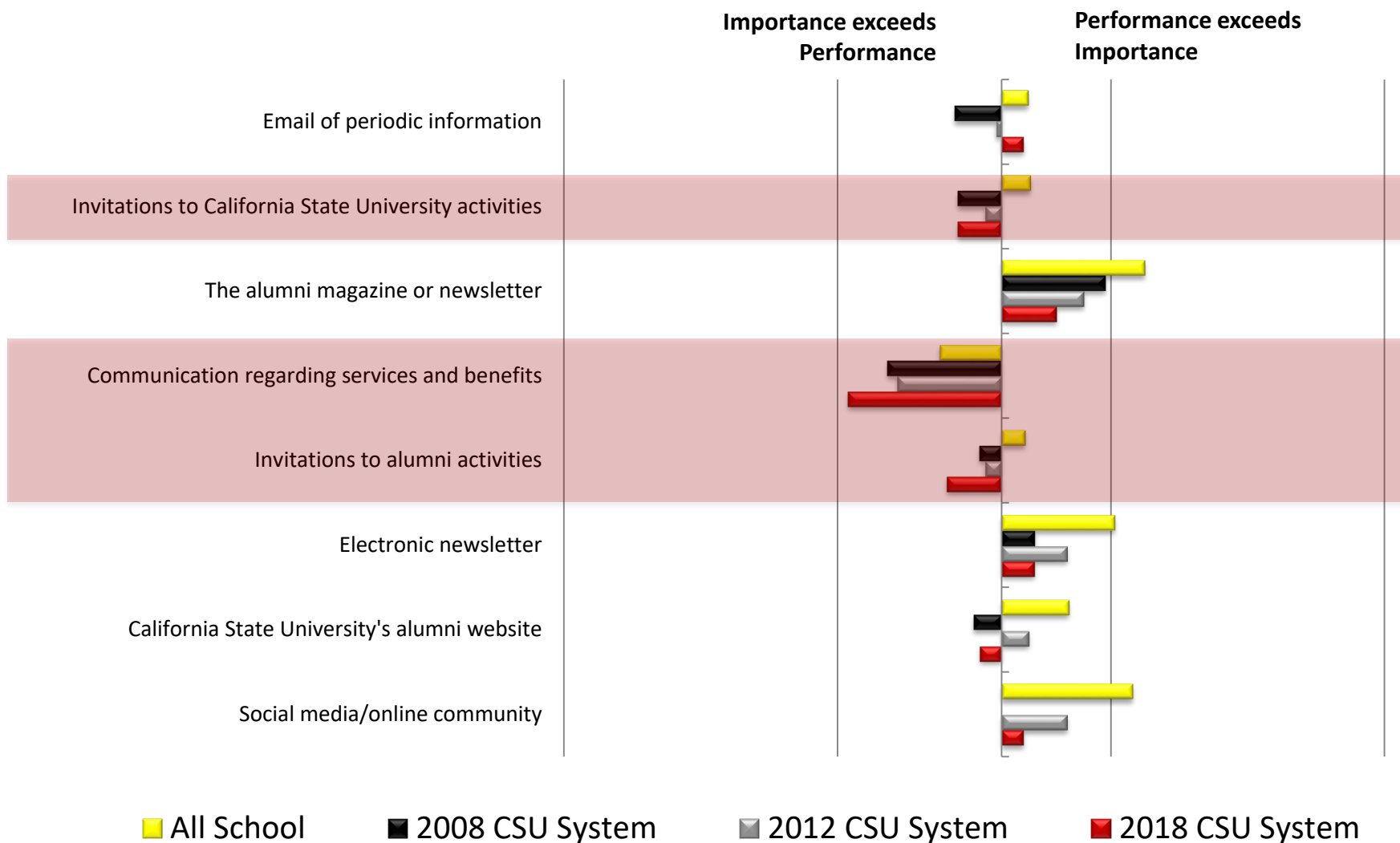


Targeting Communications

Q14. For each of the communication methods listed below, please tell us how important that method is to you and also rate the California State University's effectiveness in utilizing that method:

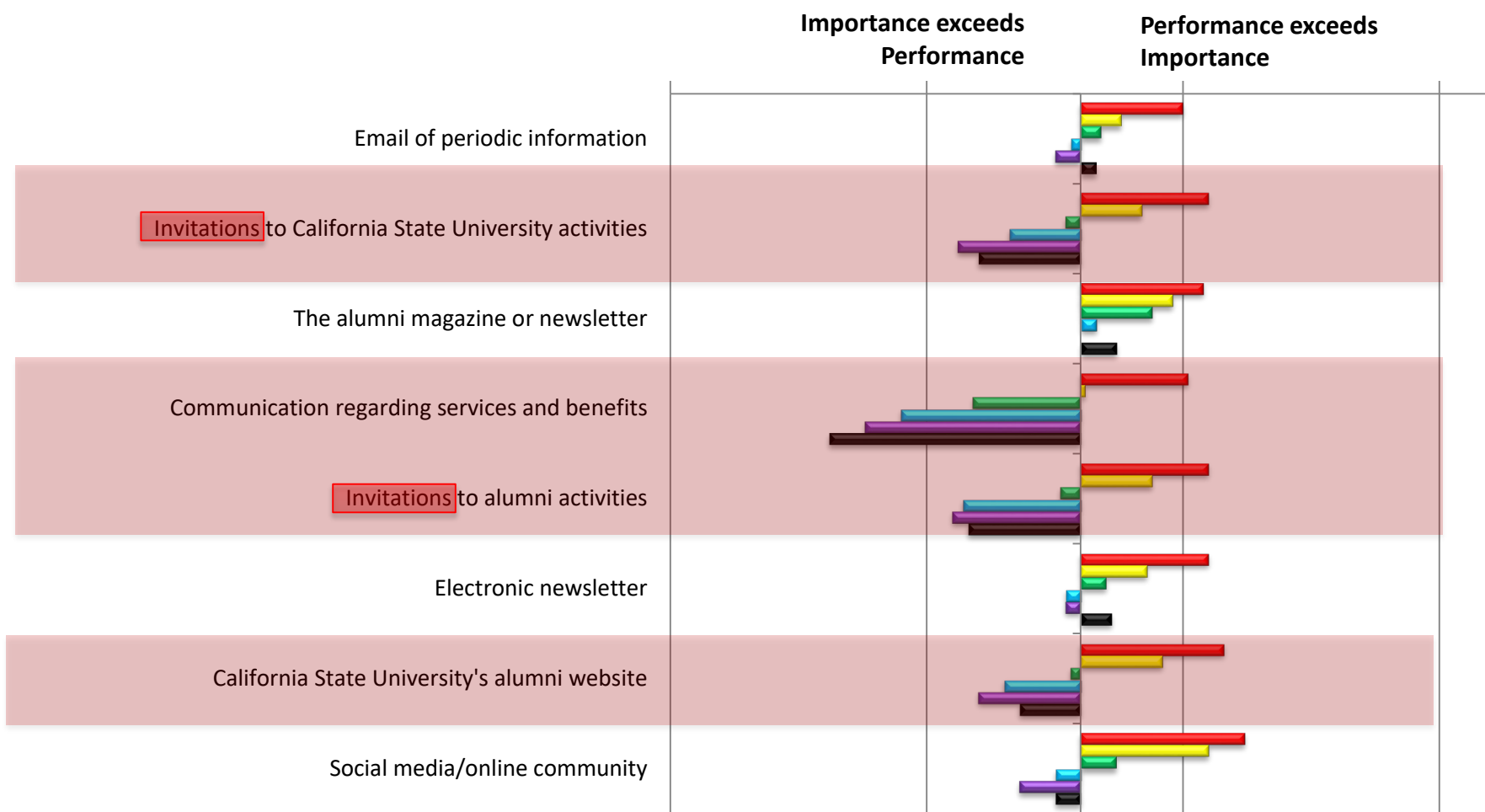


Q14. For each of the communication methods listed below, please tell us how important that method is to you and also rate the California State University's effectiveness in utilizing that method:



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Gap Analysis By Era



Woodstock \ Vietnam

Post Watergate

Yuppie \ End of Cold War

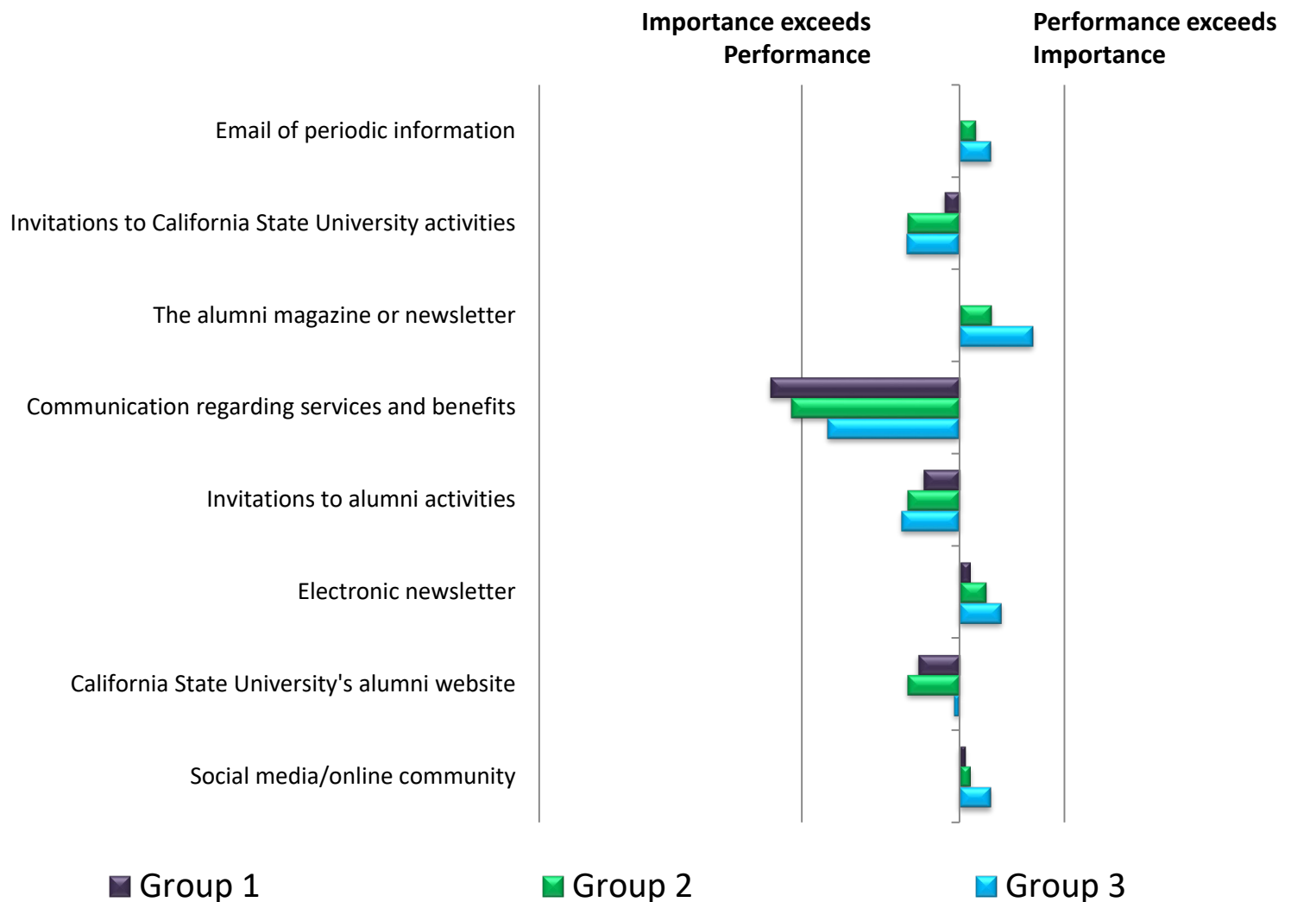
Electronic Revolution \ Dot-Com

Post 9/11

Post Great Recession

Q14. For each of the communication methods listed below, please tell us how important that method is to you and also rate the California State University's effectiveness in utilizing that method:

Gap Analysis By Group



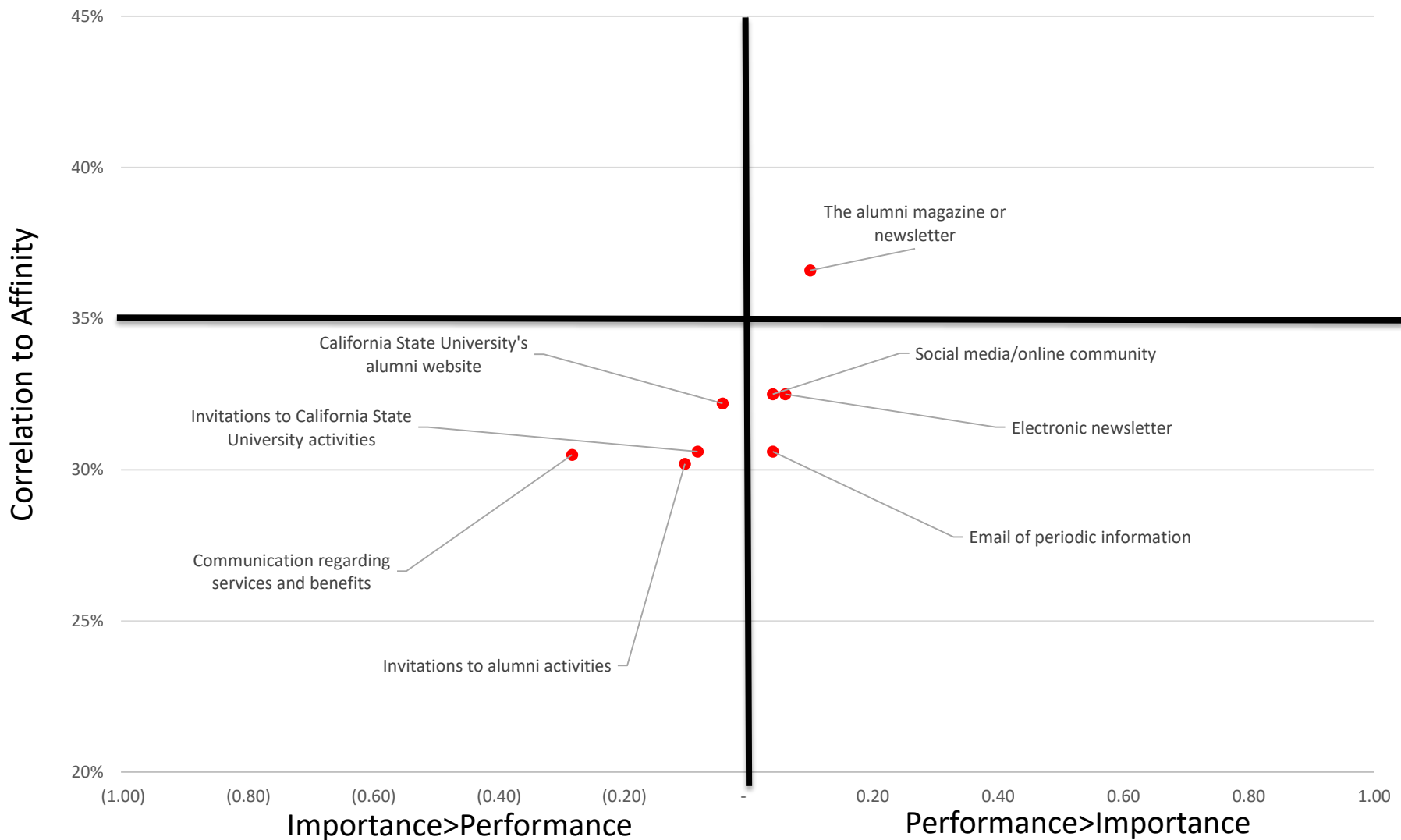
■ Group 1

■ Group 2

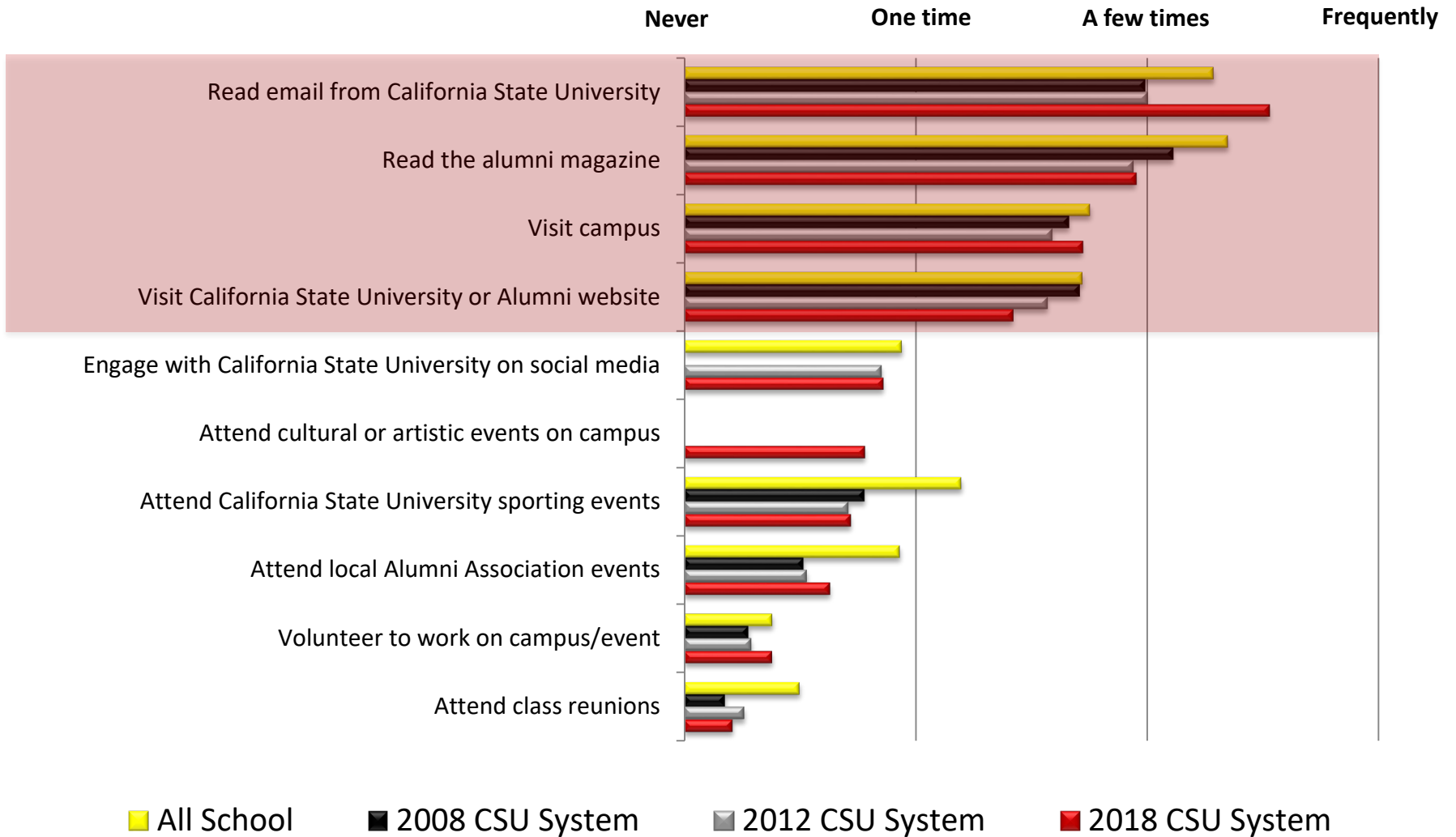
■ Group 3

Q14. For each of the communication methods listed below, please tell us how important that method is to you and also rate the California State University's effectiveness in utilizing that method:

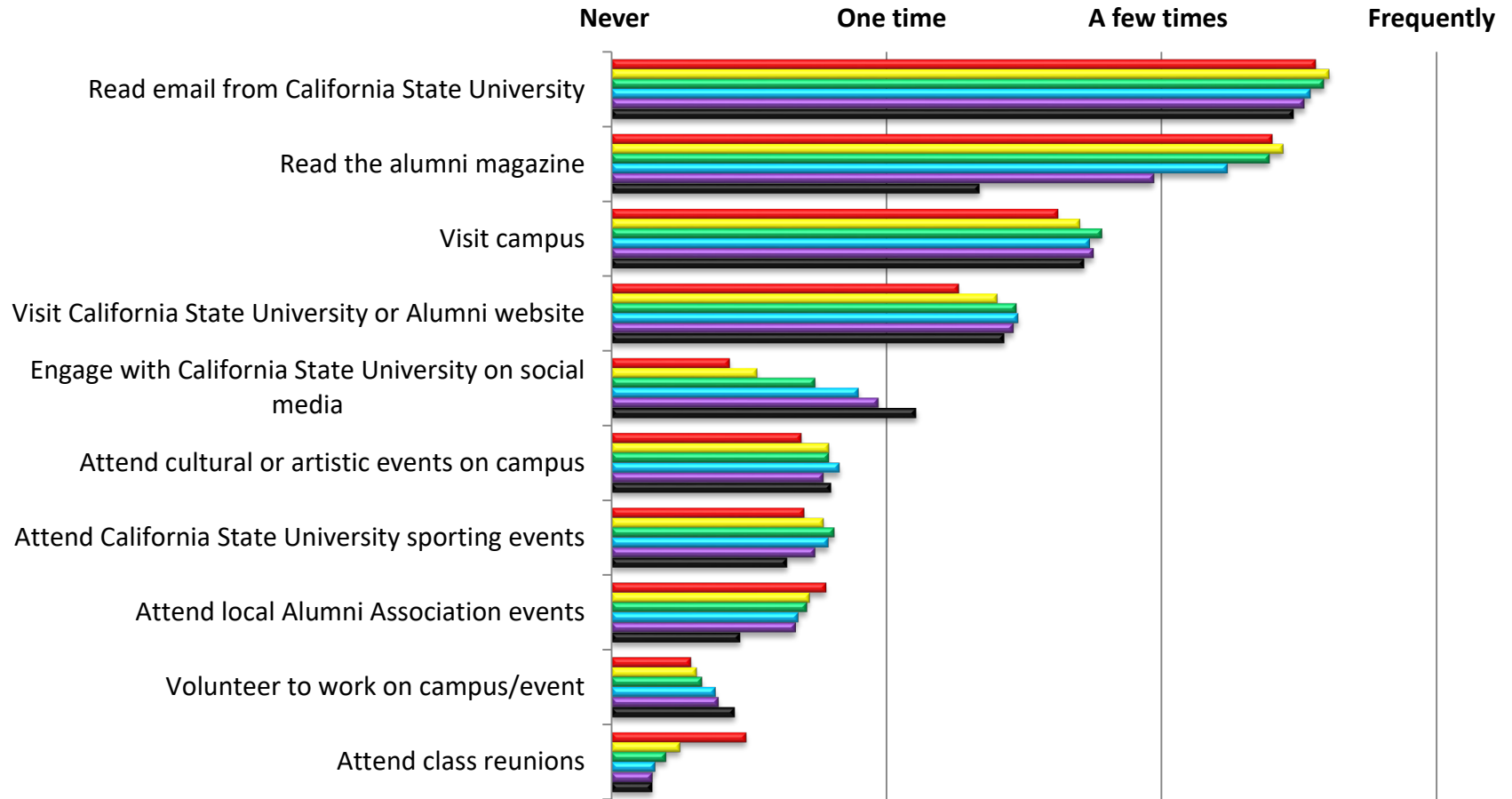
-Box Plot



Q13. In your relationship with the California State University, please describe how often you do or have done each of the following:



Q13. In your relationship with the California State University, please describe how often you do or have done each of the following: By Era



Woodstock\ Vietnam

Post Watergate

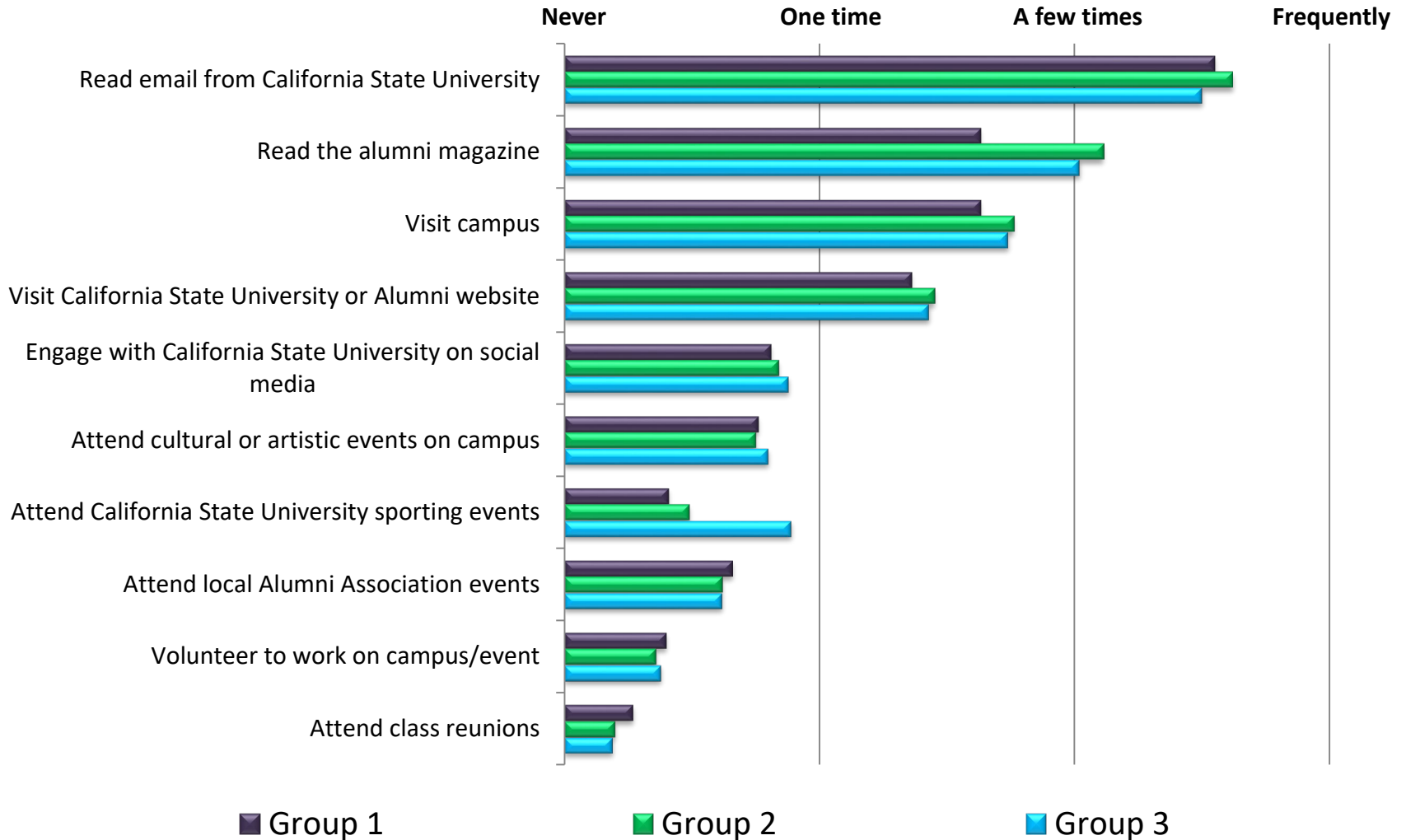
Yuppie\End of Cold War

Electronic Revolution\Dot-Com

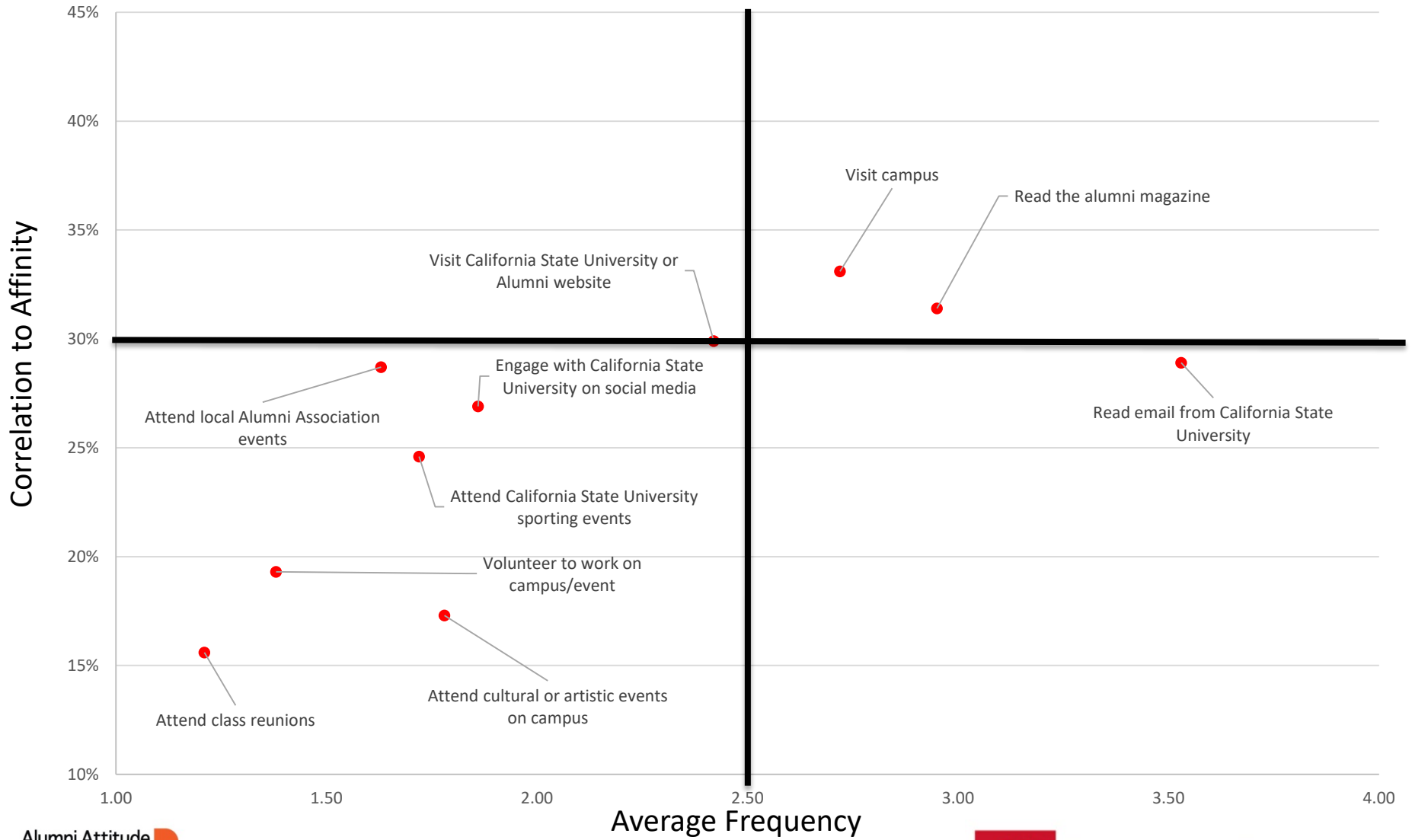
Post 9/11

Post Great Recession

Q13. In your relationship with the California State University, please describe how often you do or have done each of the following:
By Group

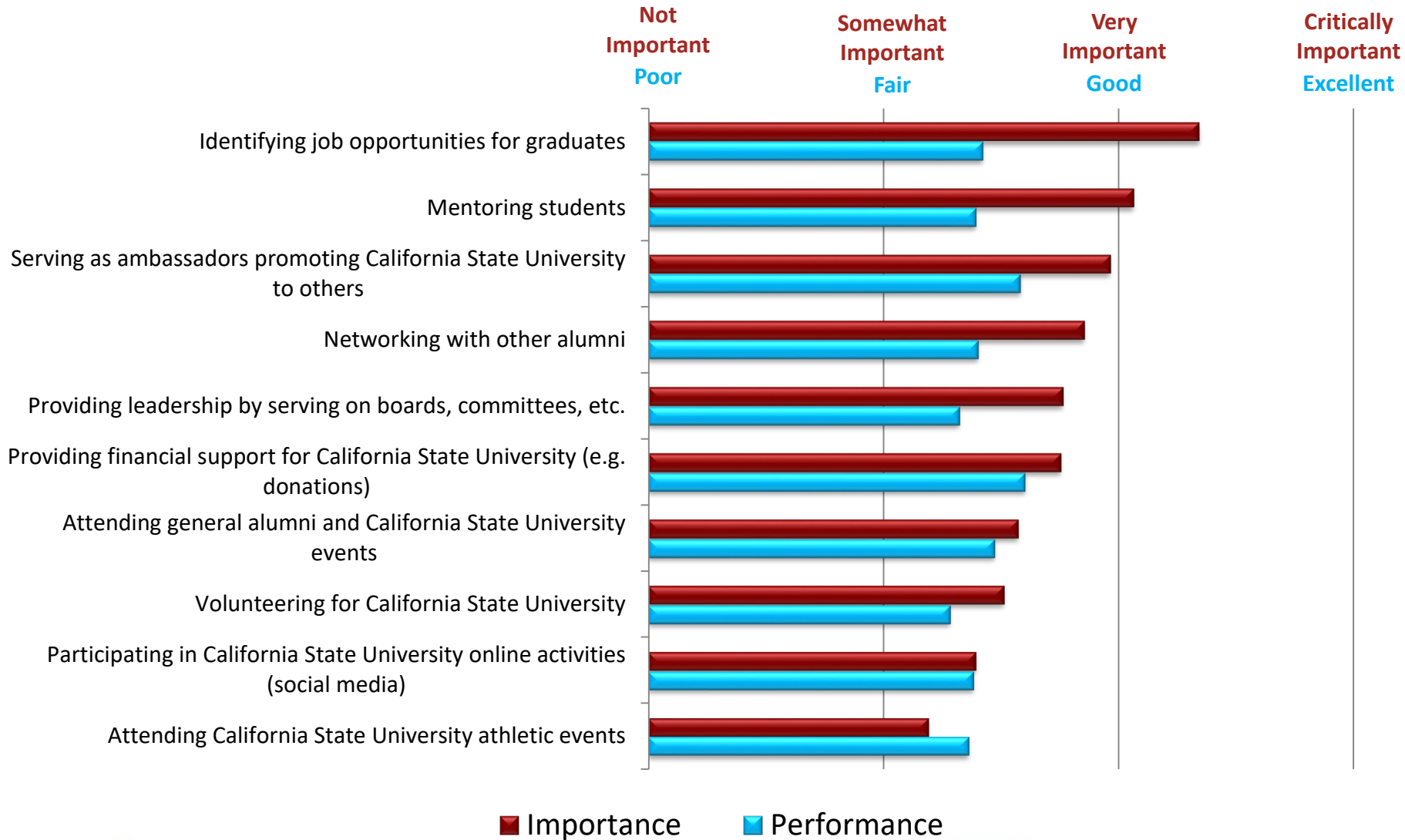


Q13. In your relationship with the California State University, please describe how often you do or have done each of the following:



Alumni Programming

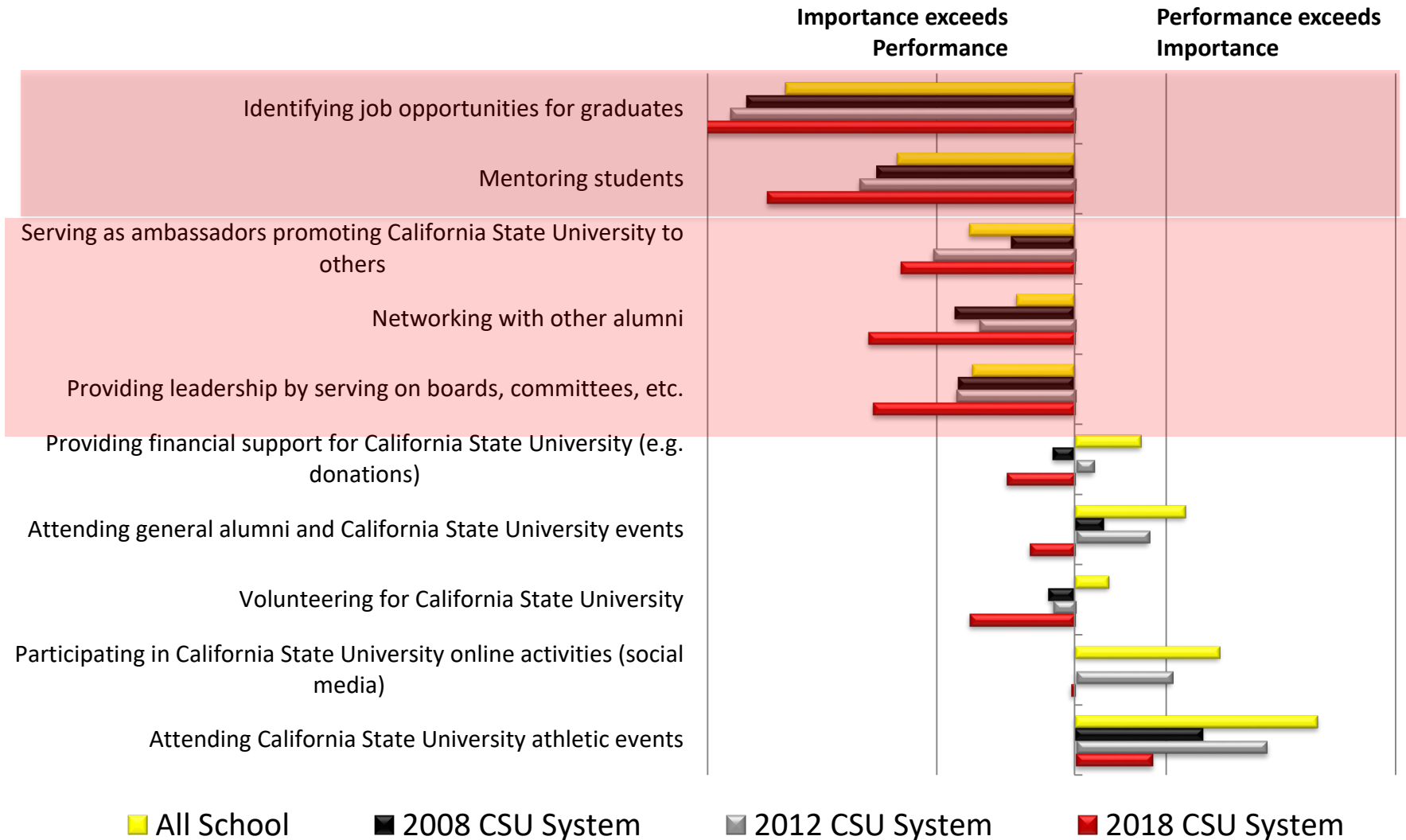
Q08. How important is it for you and alumni in general to do the following and how well does the California State University do at supporting alumni in doing them?



■ Importance ■ Performance

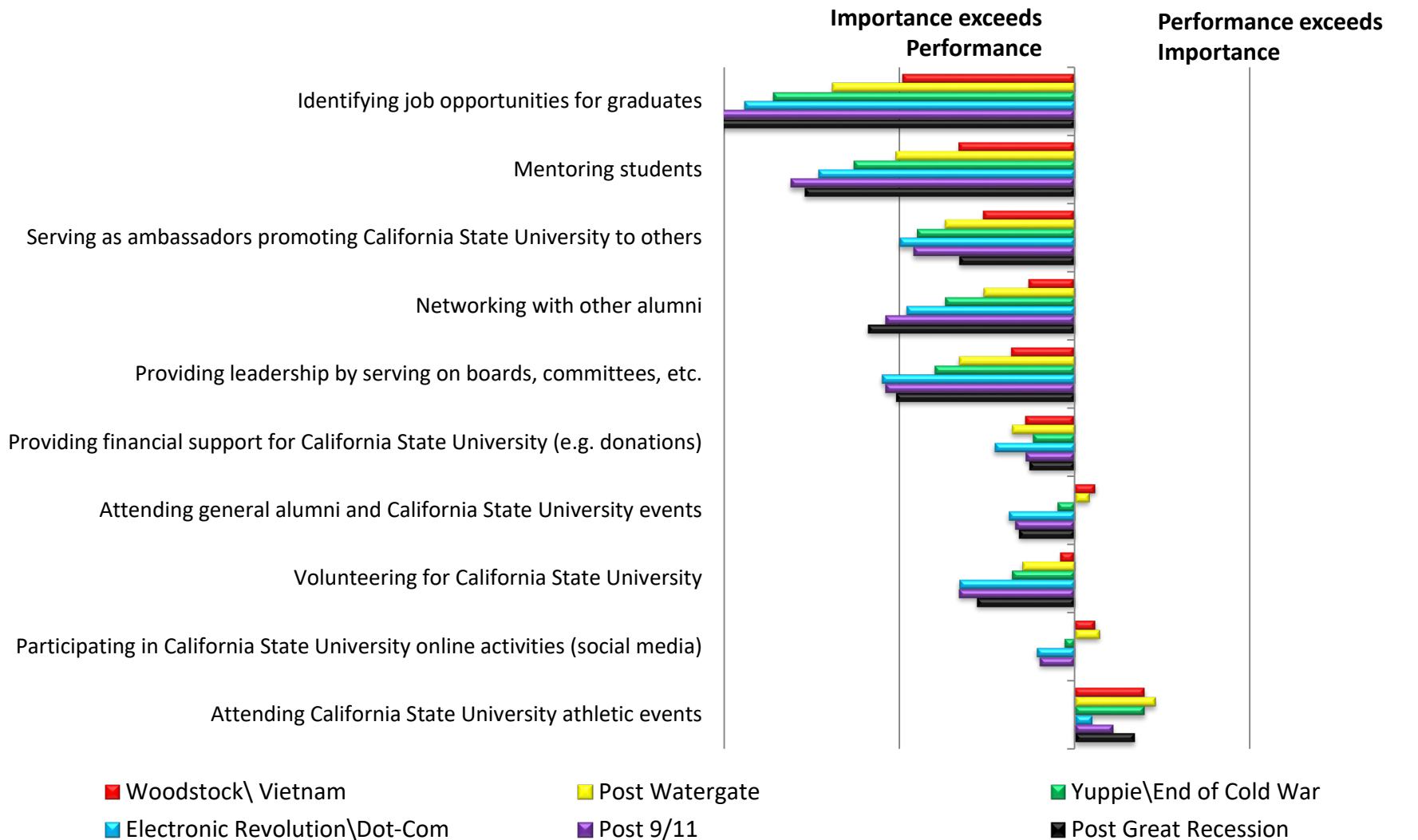
Q08. How important is it for you and alumni in general to do the following and how well does the California State University do at supporting alumni in doing them?

Gap Analysis



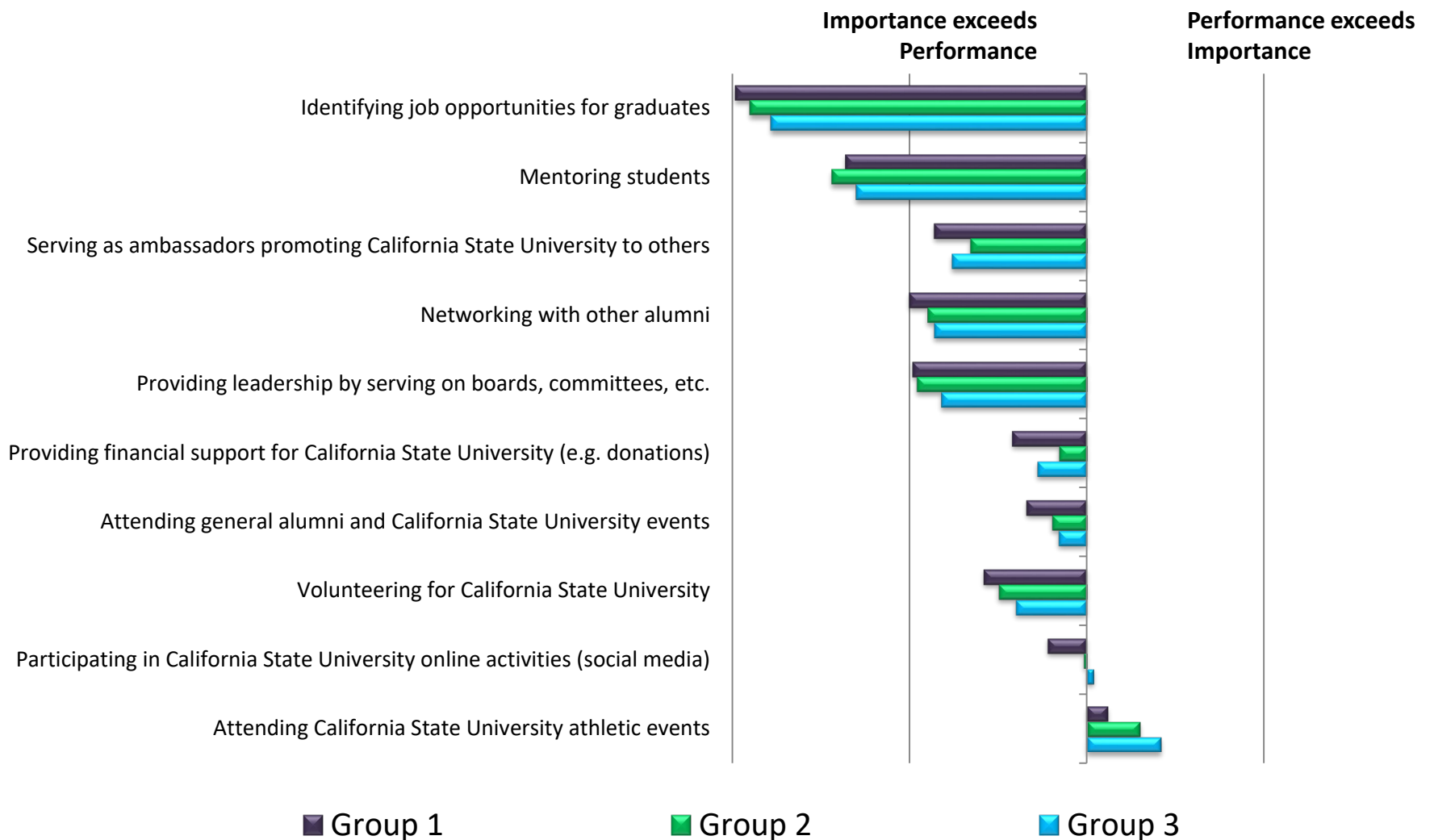
Q08. How important is it for you and alumni in general to do the following and how well does the California State University do at supporting alumni in doing them?

Gap Analysis by Era

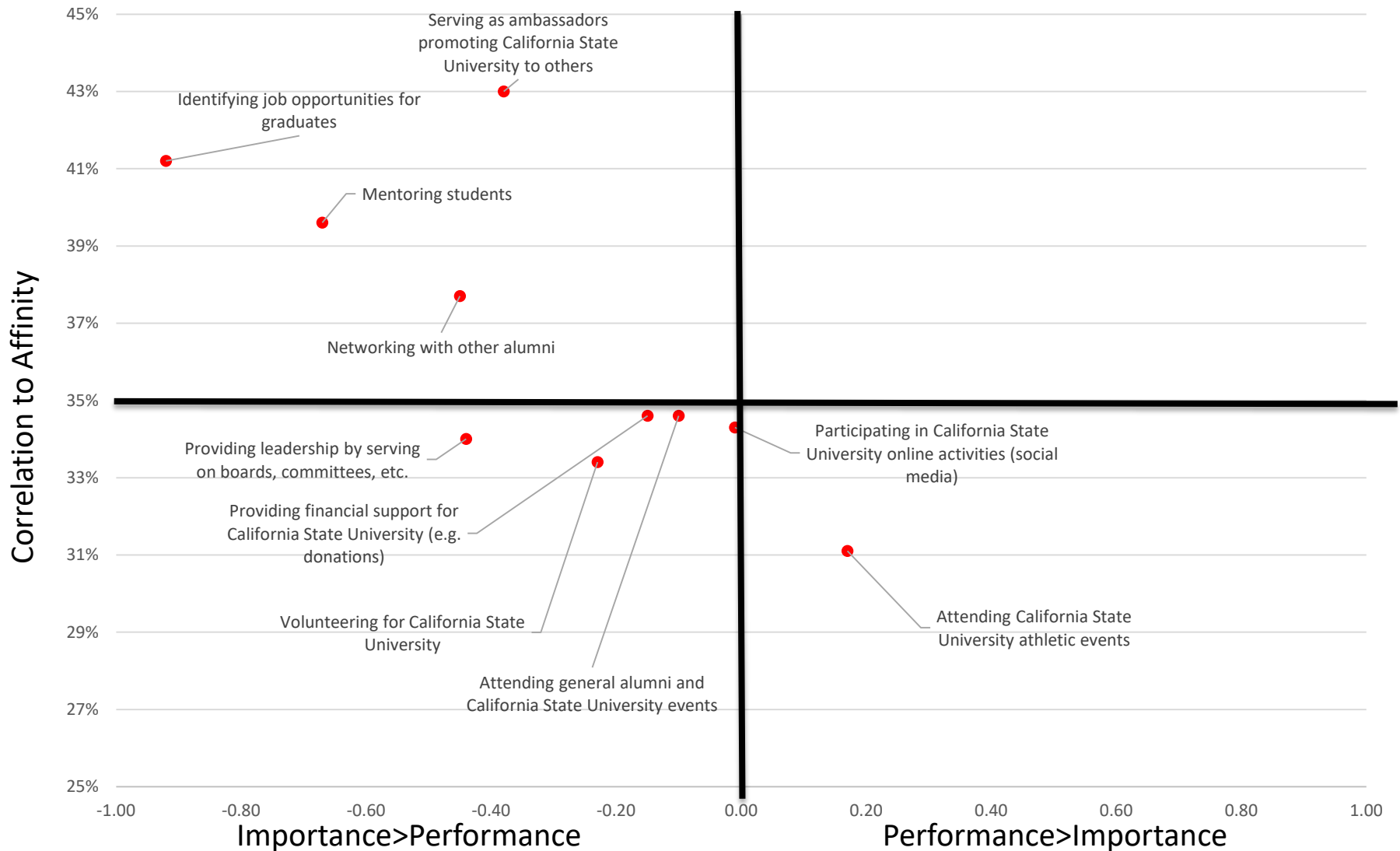


Q08. How important is it for you and alumni in general to do the following and how well does the California State University do at supporting alumni in doing them?

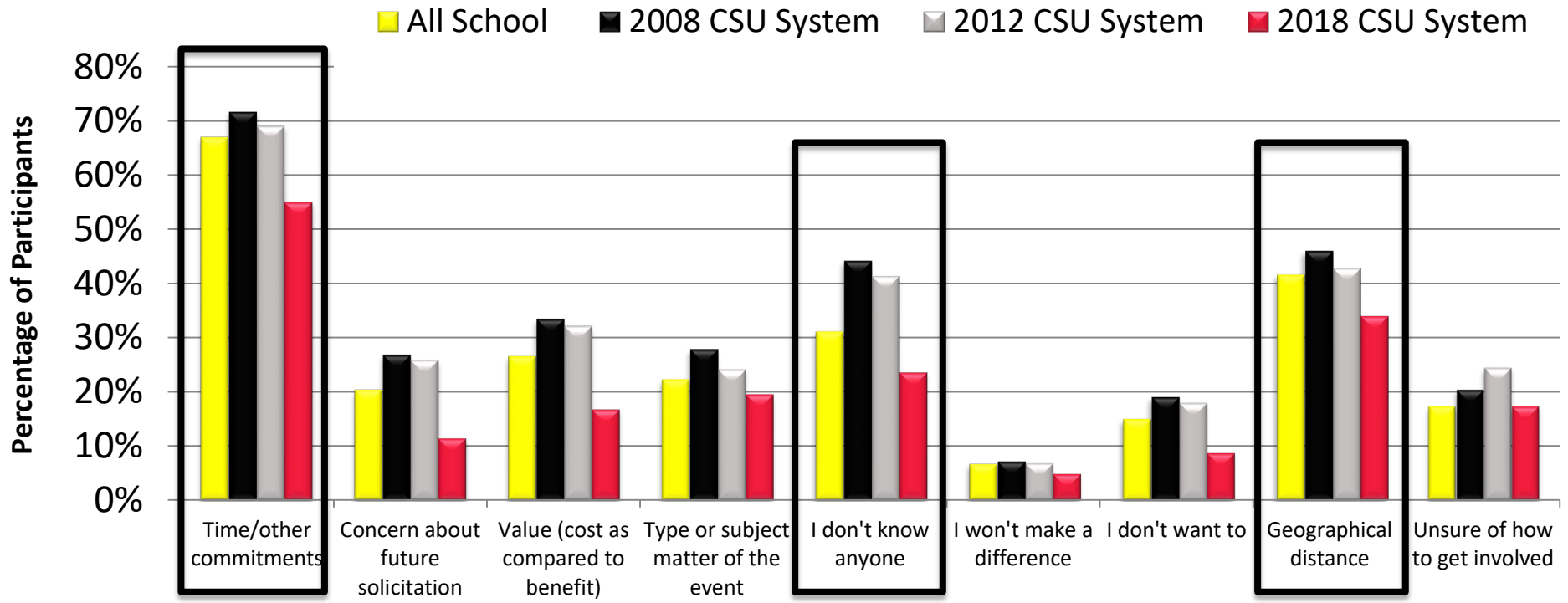
Gap Analysis By Group



Q08. How important is it for you and alumni in general to do the following and how well does the California State University do at supporting alumni in doing them?

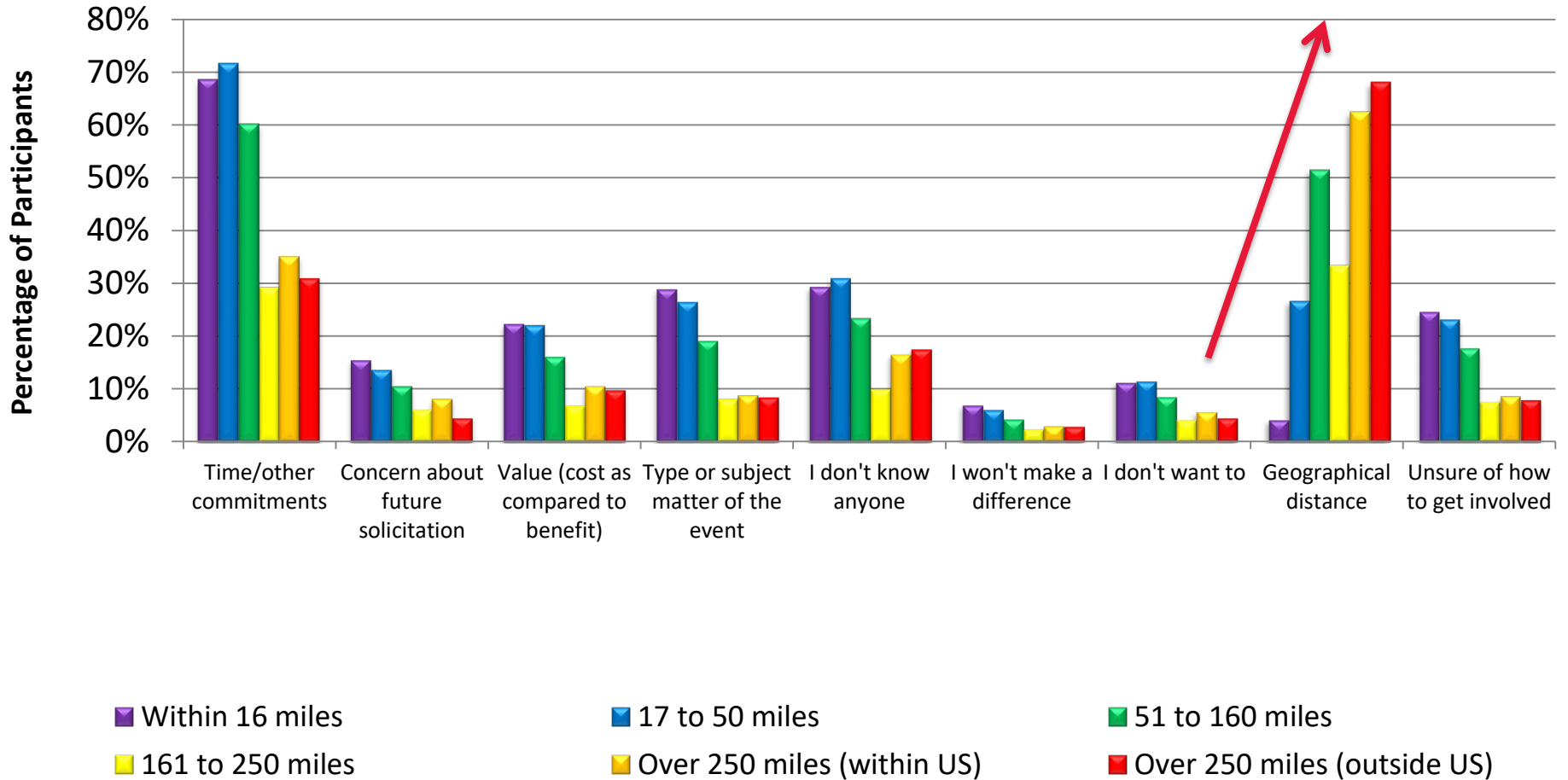


Q15. What are barriers to your participation in alumni activities? (Choose all that apply.)



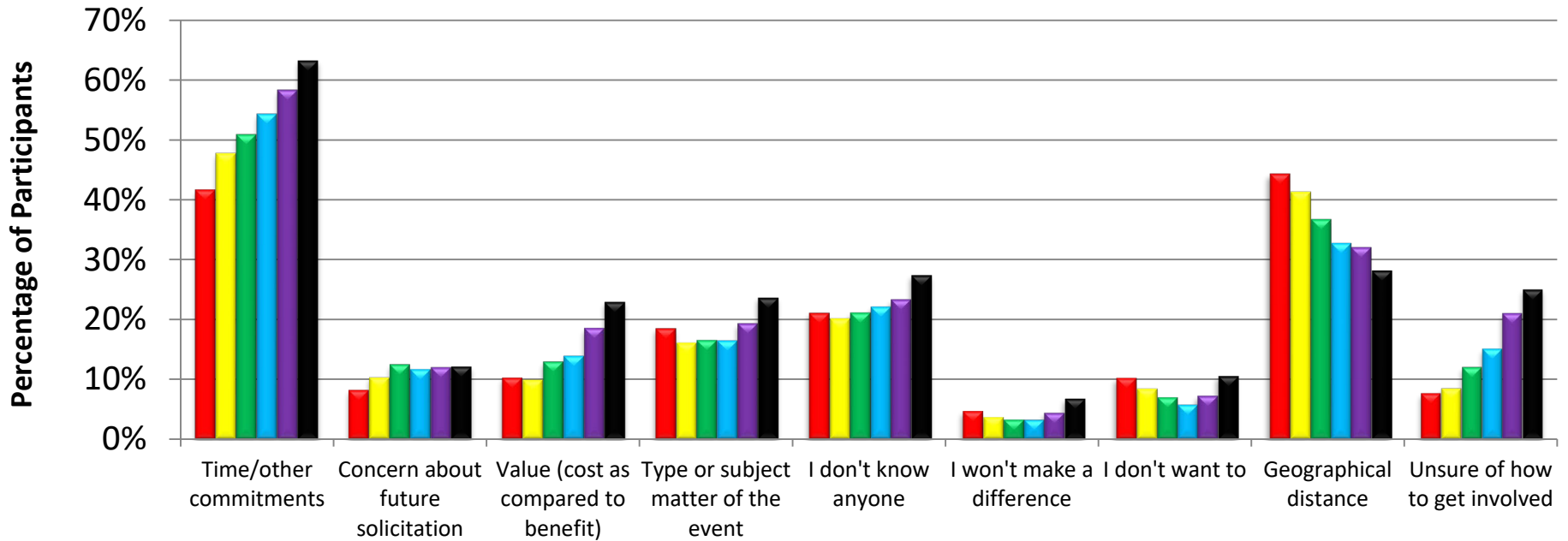
Q15. What are barriers to your participation in alumni activities? (Choose all that apply.)

By Distance



Q15. What are barriers to your participation in alumni activities? (Choose all that apply.)

By Era



■ Woodstock\ Vietnam

■ Post Watergate

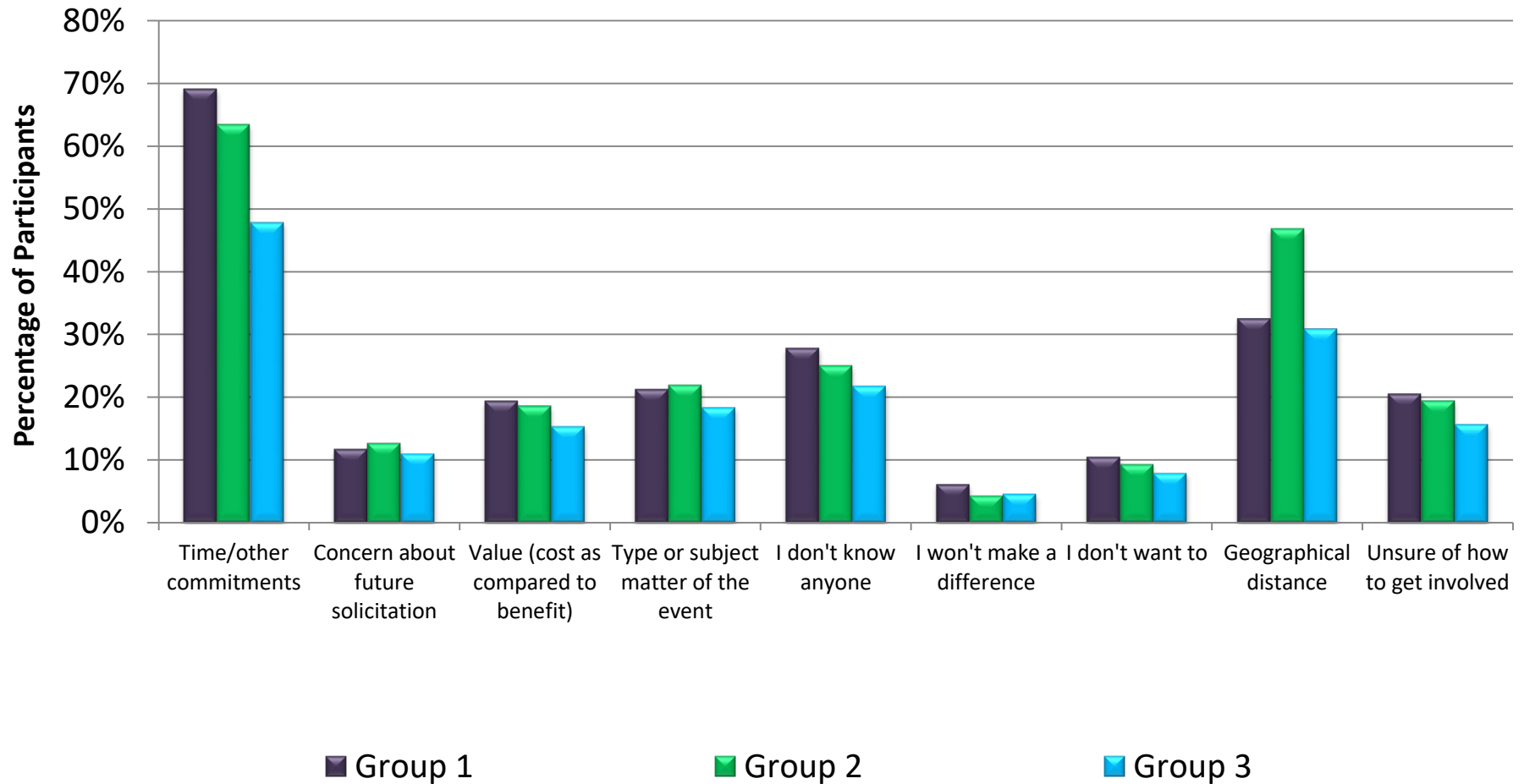
■ Yuppie\End of Cold War

■ Electronic Revolution\Dot-Com

■ Post 9/11

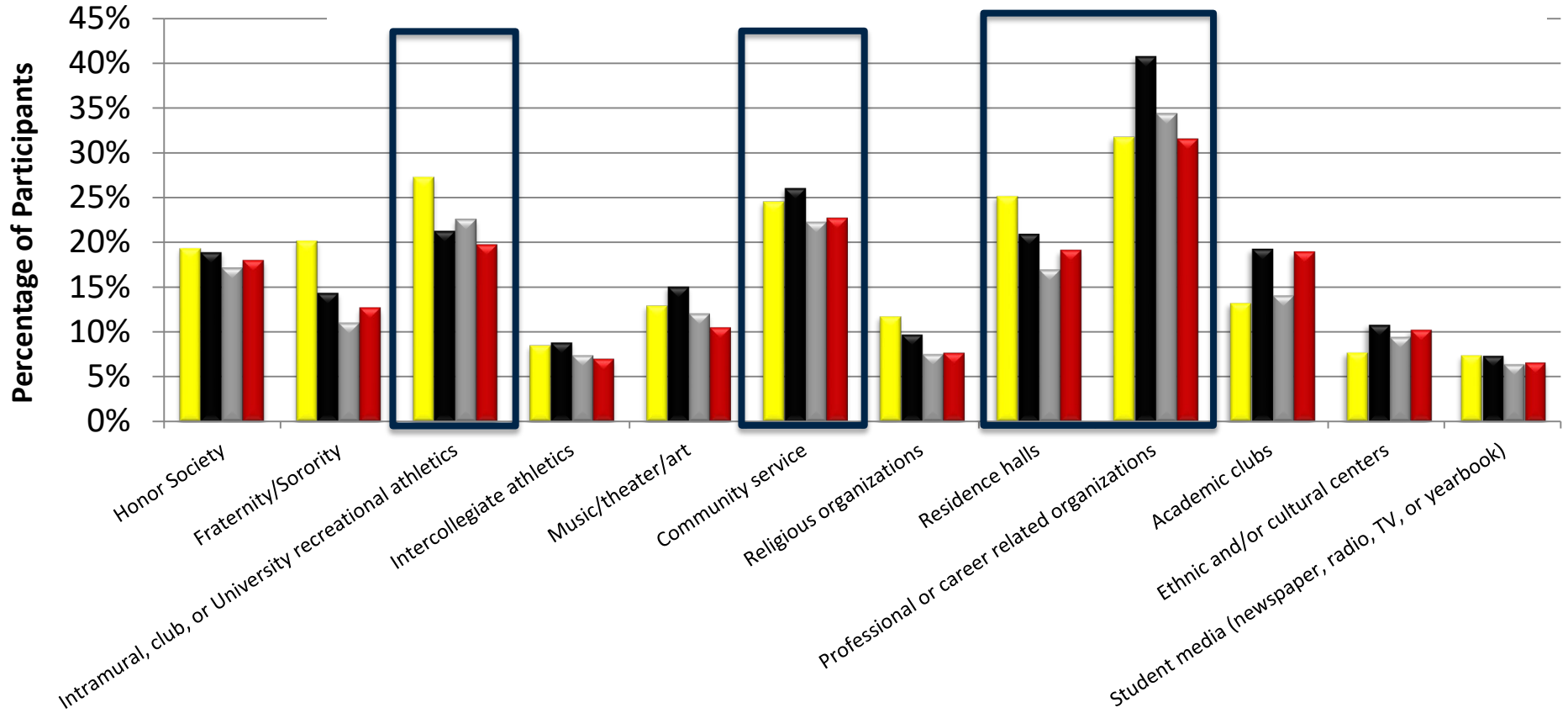
■ Post Great Recession

Q15. What are barriers to your participation in alumni activities? (Choose all that apply.) By Group



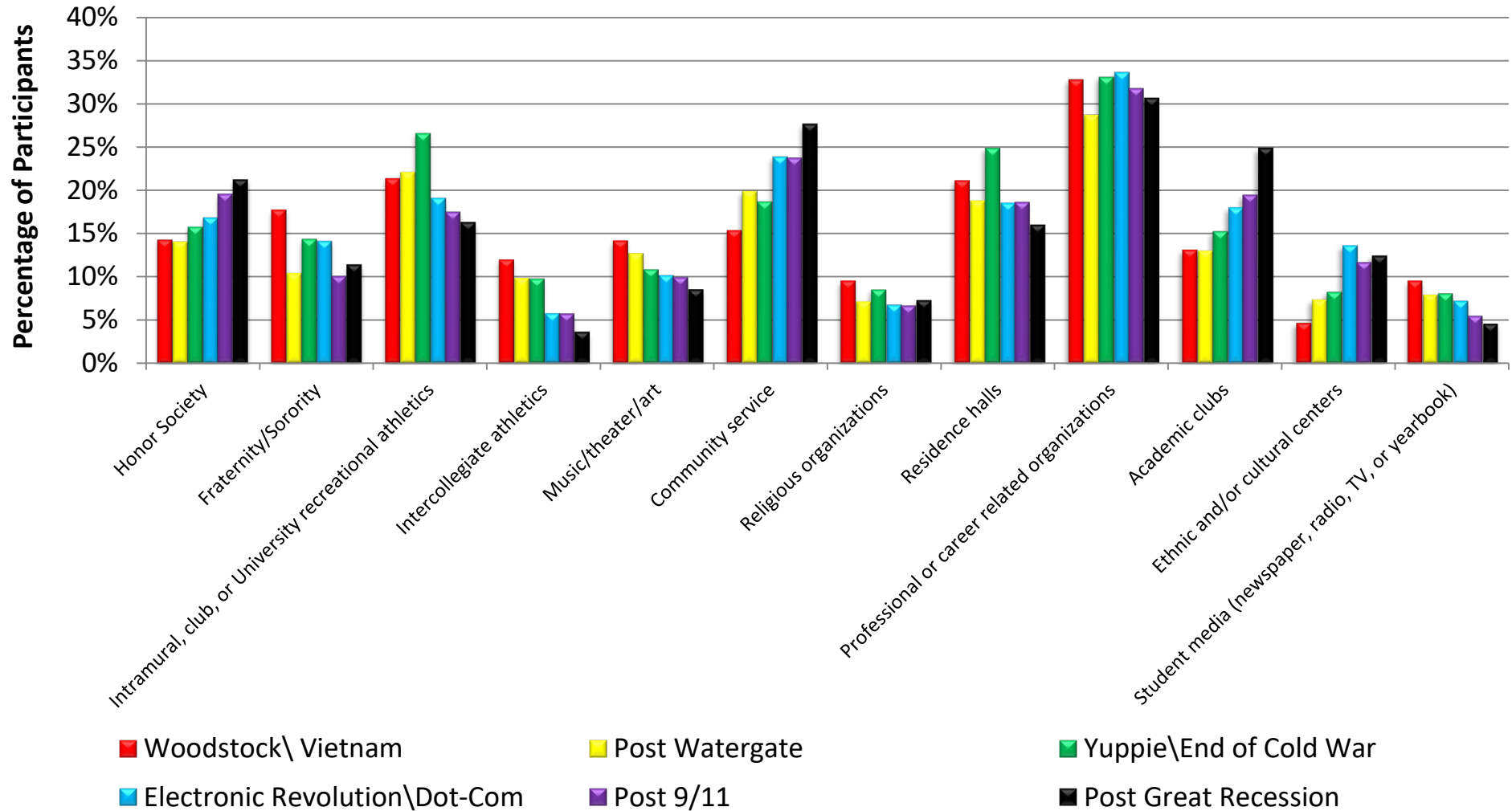
Q09. In which of the following organizations/activities did you participate as a student? (Check all that apply.)

■ All School
 ■ 2008 CSU System
 ■ 2012 CSU System
 ■ 2018 CSU System

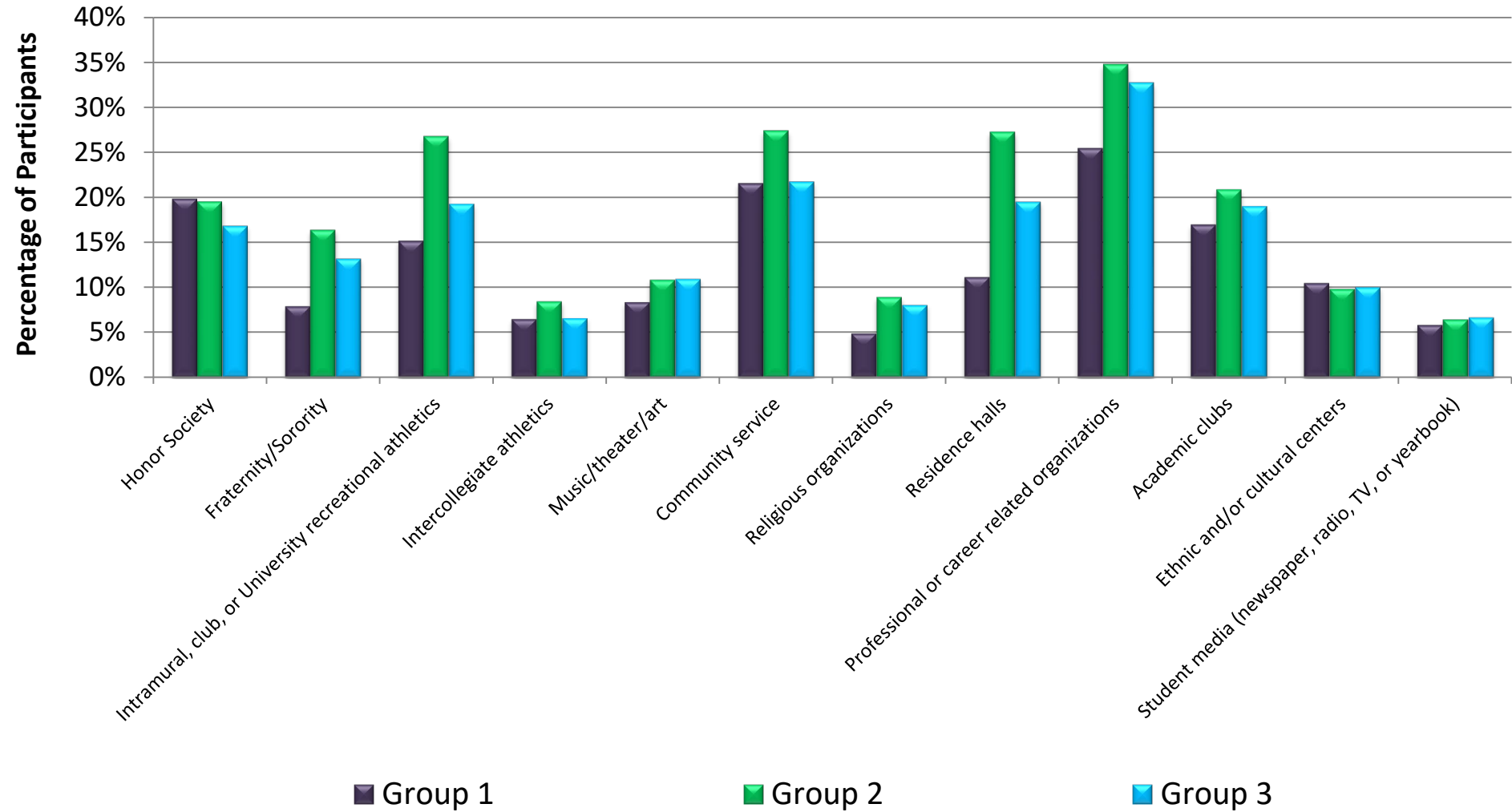


Q09. In which of the following organizations/activities did you participate as a student? (Check all that apply.)

By Era

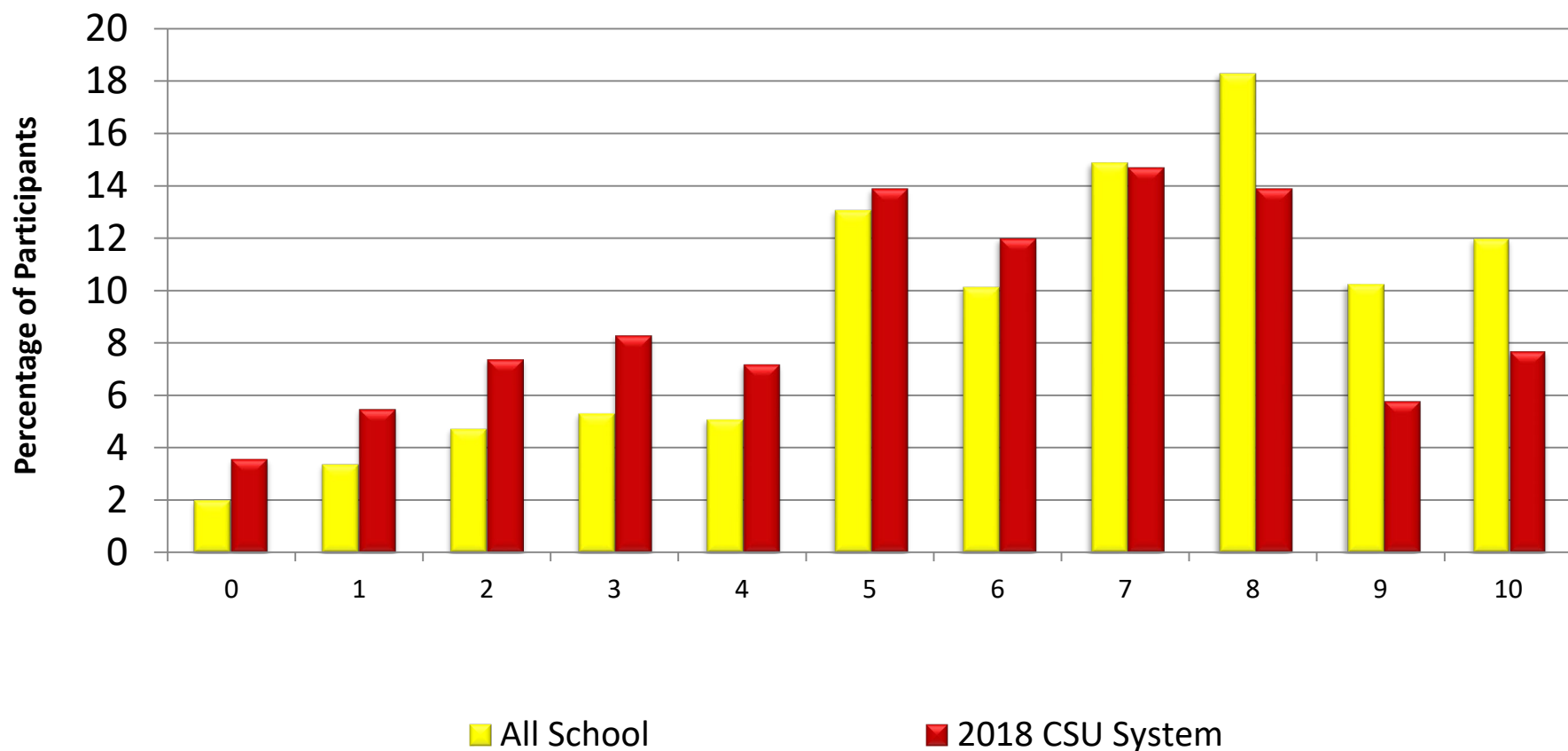


Q09. In which of the following organizations/activities did you participate as a student? (Check all that apply.) By Group

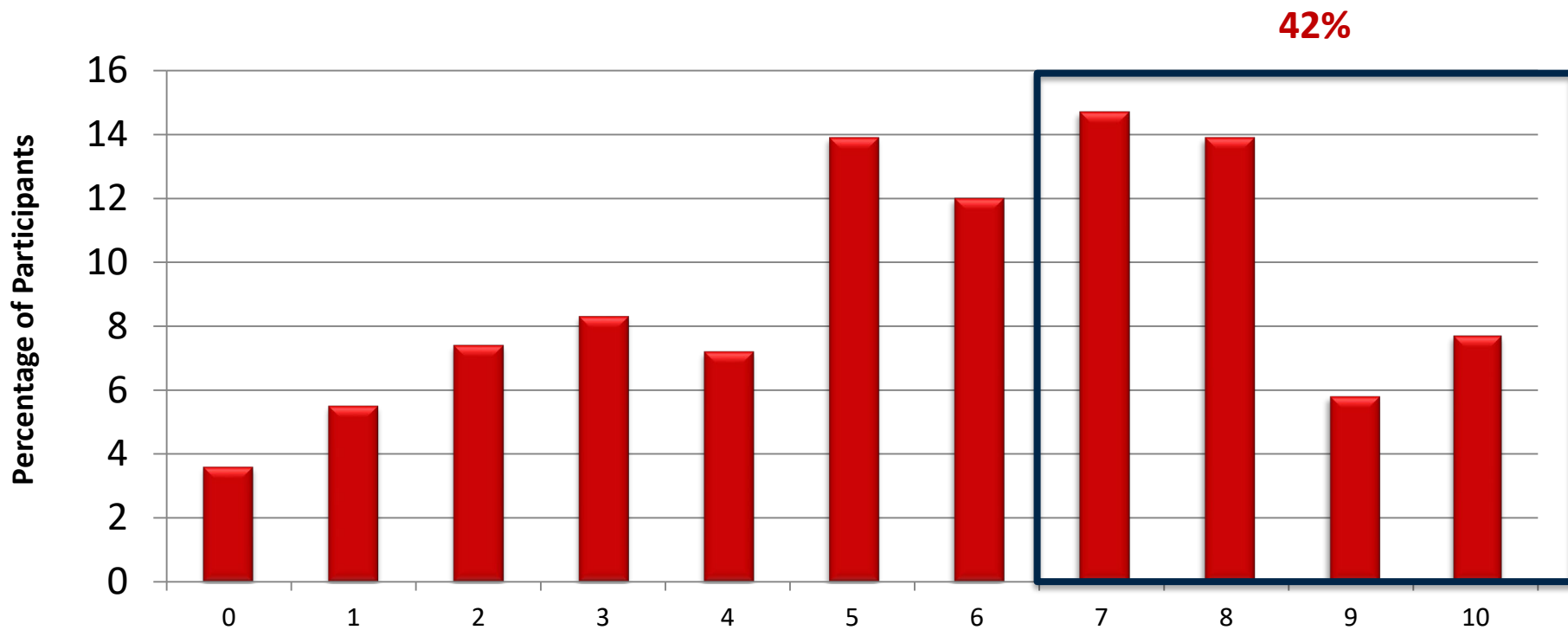


Net Promoter Score

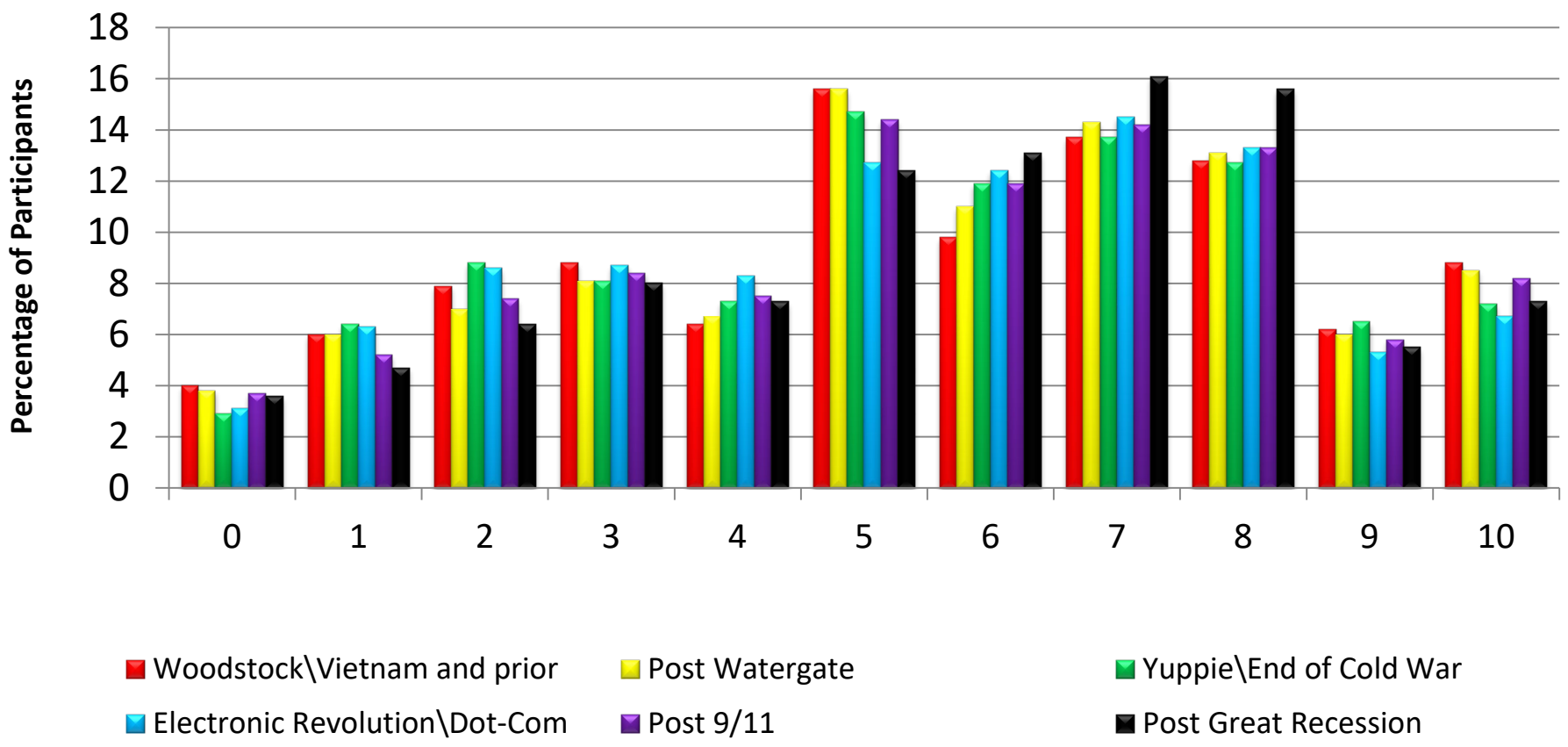
Q06. On a scale from 0 to 10, with 0 being the lowest, how connected do you feel to the California State University?



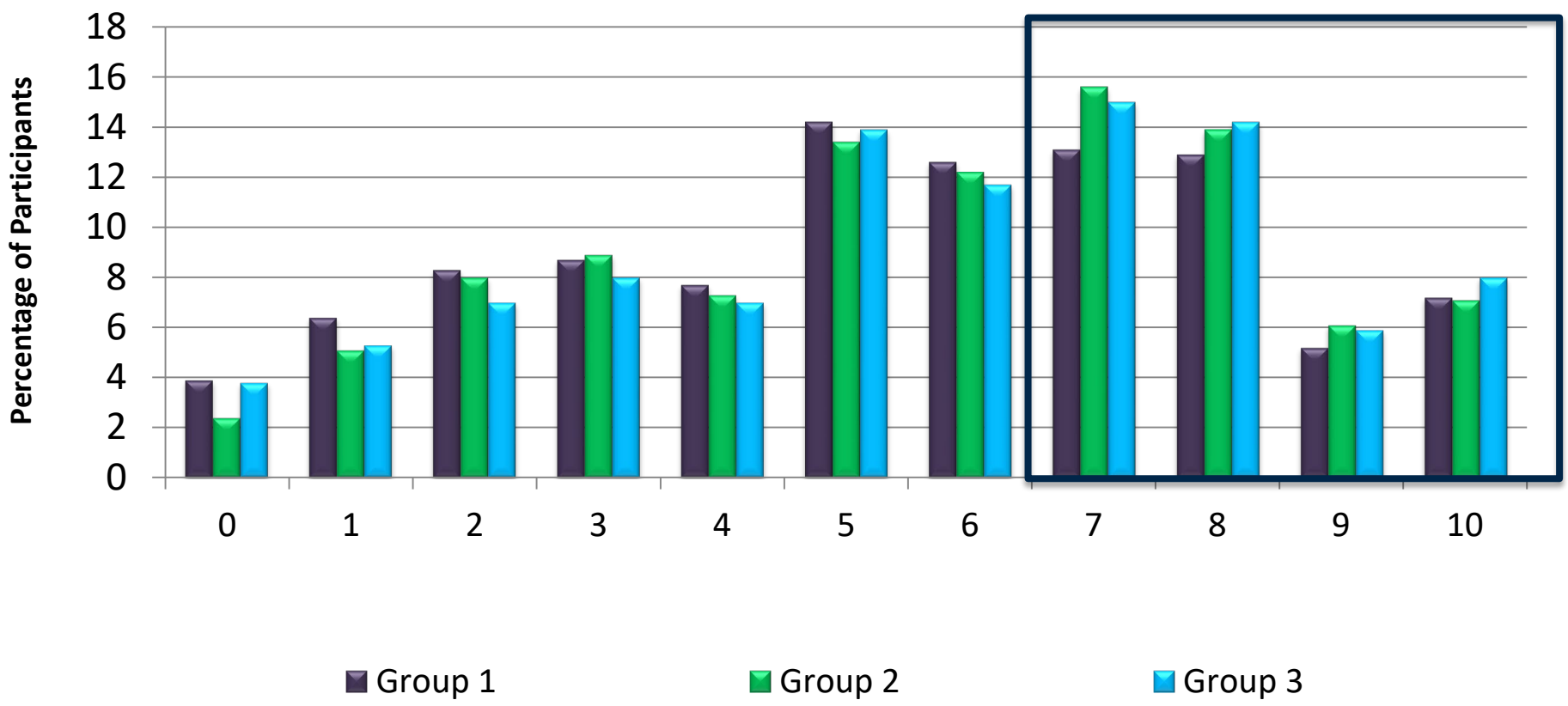
Q06. On a scale from 0 to 10, with 0 being the lowest, how connected do you feel to the California State University?



Q06. On a scale from 0 to 10, with 0 being the lowest, how connected do you feel to the California State University? By Era

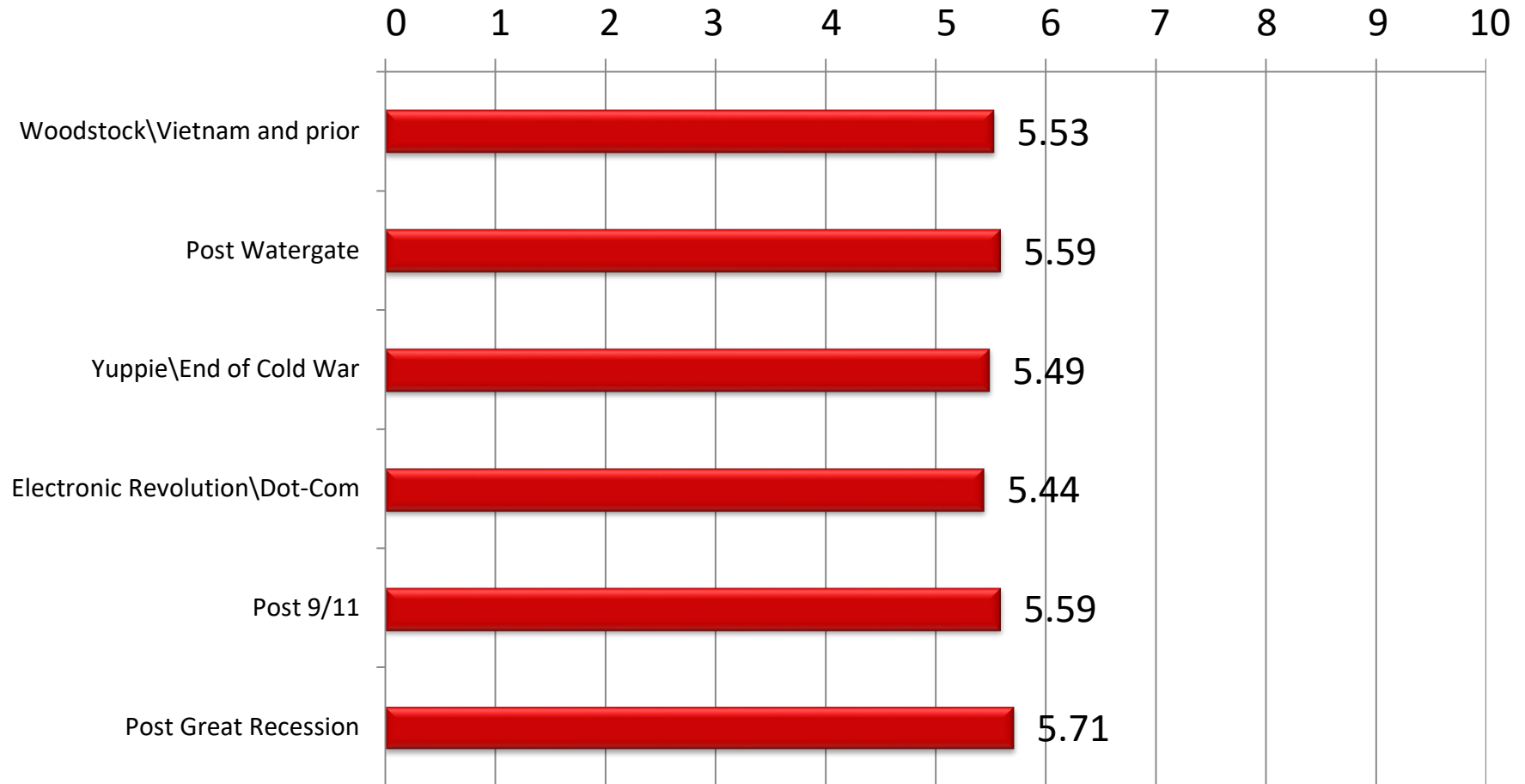


Q06. On a scale from 0 to 10, with 0 being the lowest, how connected do you feel to the California State University? *By Group*



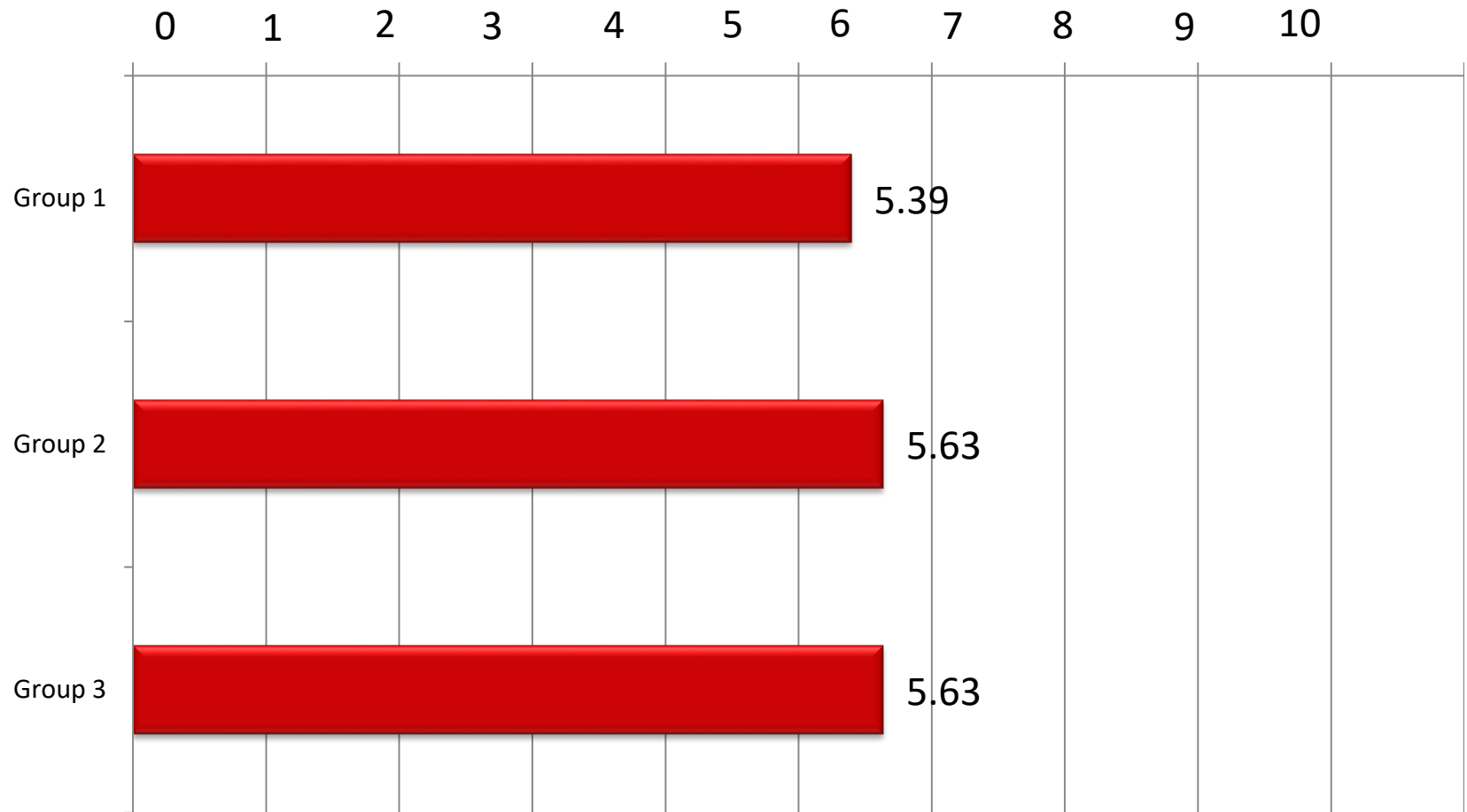
Q06. On a scale from 0 to 10, with 0 being the lowest, how connected do you feel to the California State University?

By Era



Q06. On a scale from 0 to 10, with 0 being the lowest, how connected do you feel to the California State University?

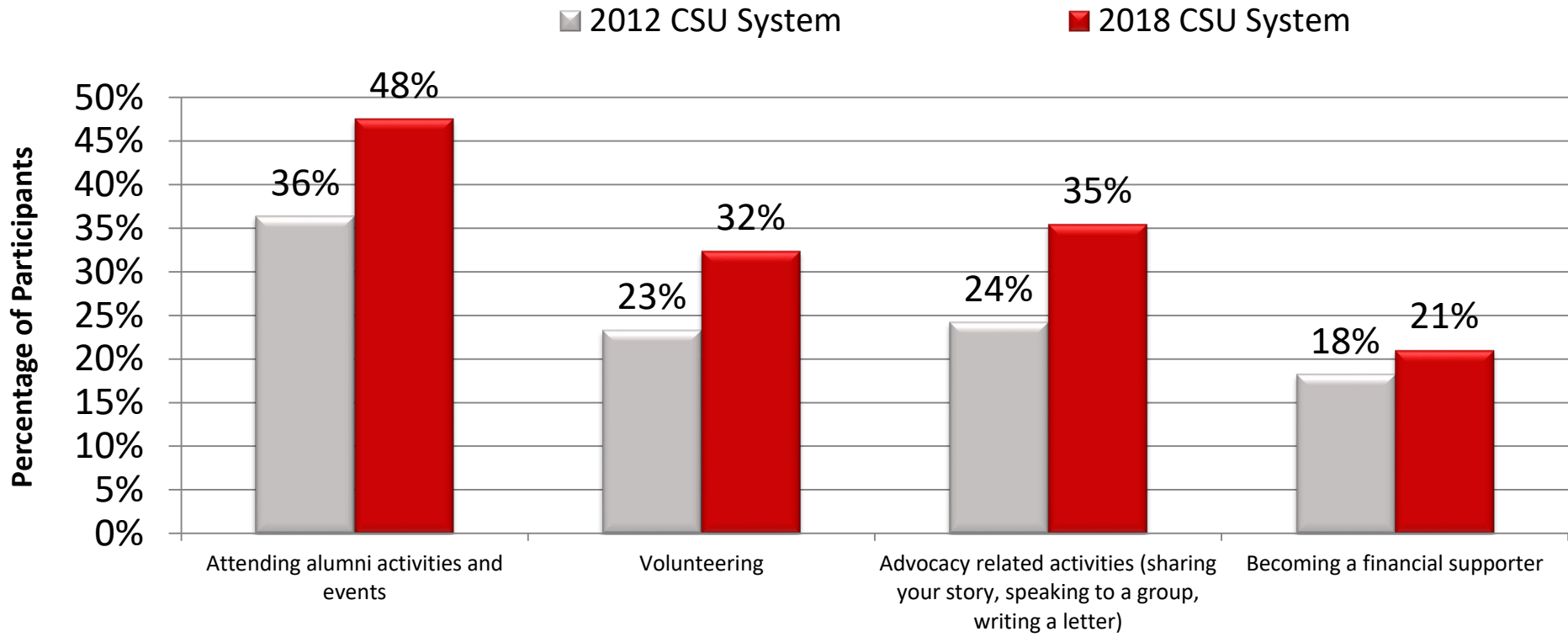
By Group



CSU System Questions

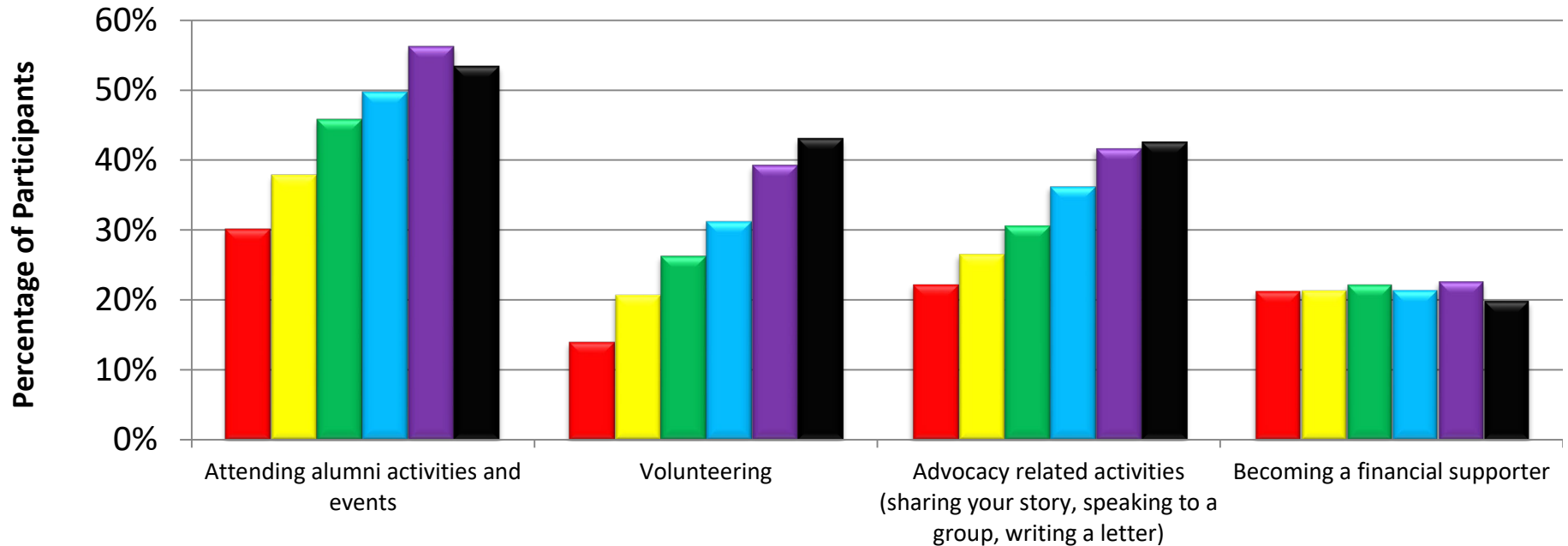
Study Findings

Q22. Are you interested in supporting California State University through the following types of activities:



Q22. Are you interested in supporting California State University through the following types of activities:

By Era



■ Woodstock\ Vietnam

■ Post Watergate

■ Yuppie\End of Cold War

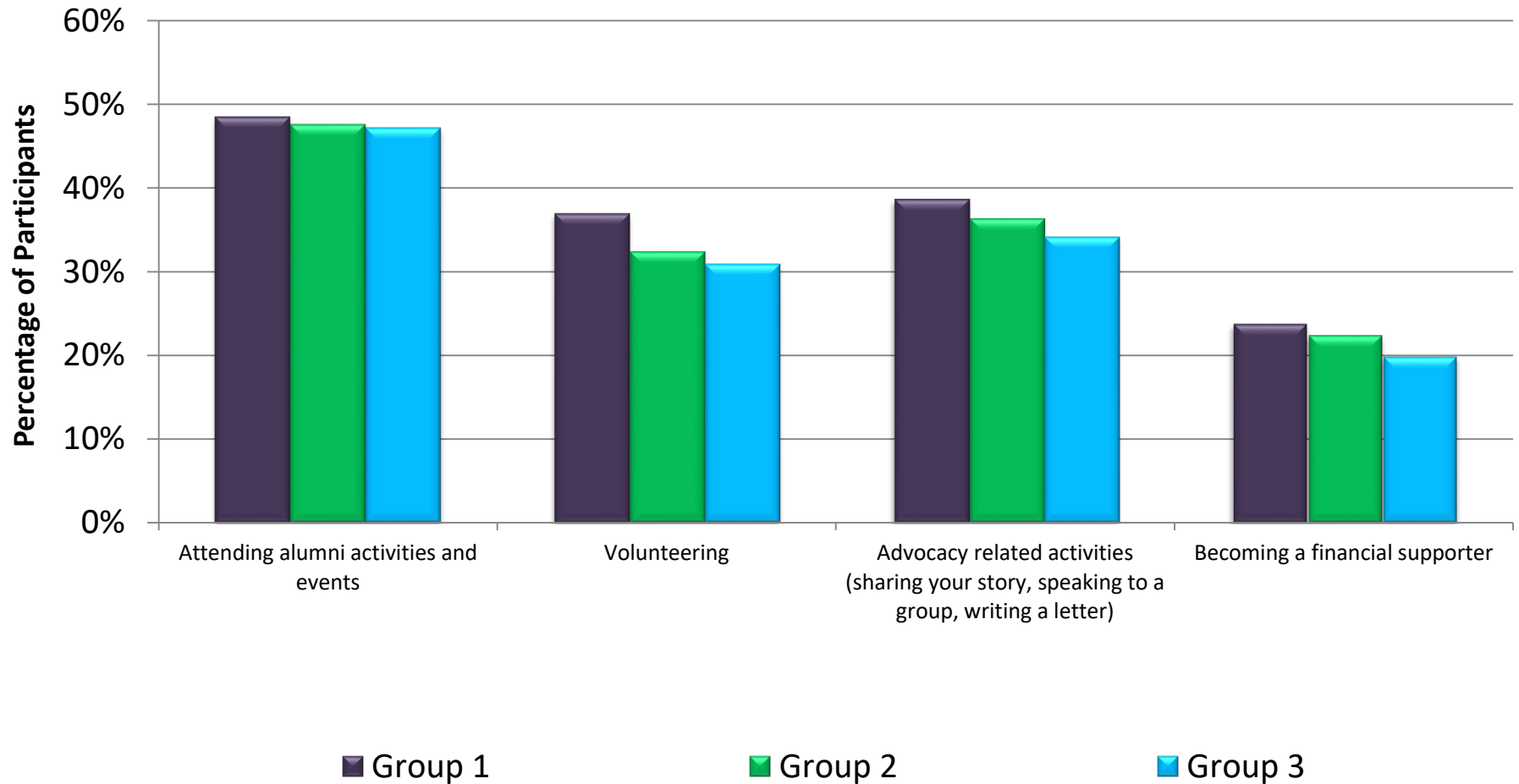
■ Electronic Revolution\Dot-Com

■ Post 9/11

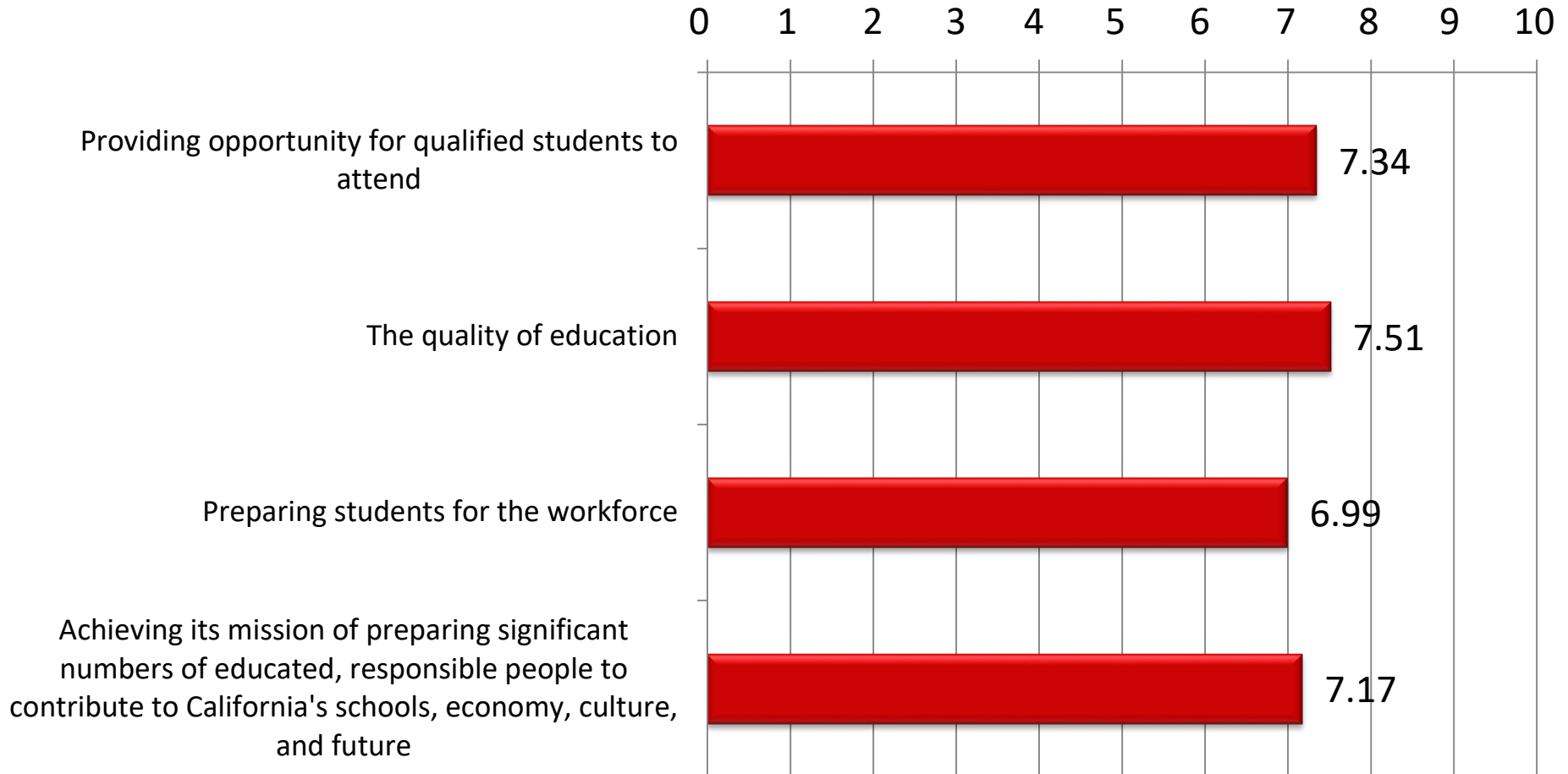
■ Post Great Recession

Q22. Are you interested in supporting California State University through the following types of activities:

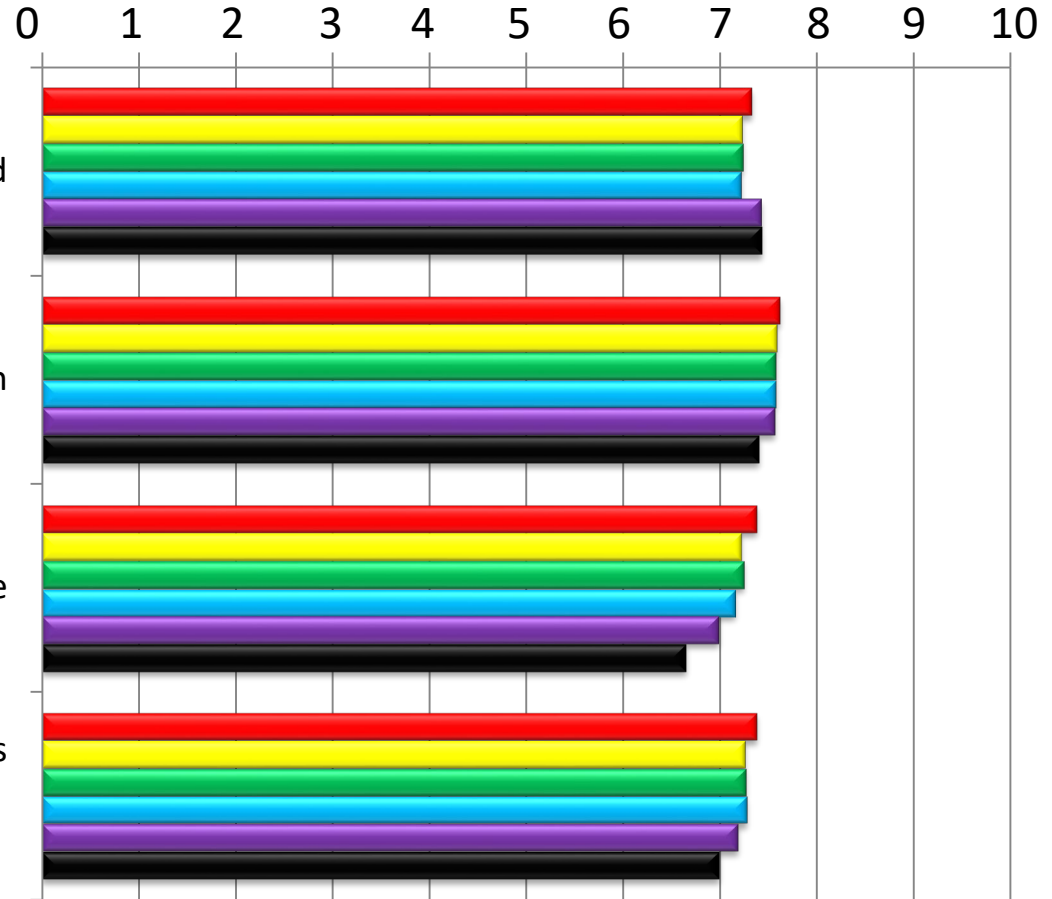
By Group



Q23. How do you currently rate the California State University System in terms of:



Q23. How do you currently rate the California State University System in terms of: By Era



■ Woodstock\ Vietnam

■ Post Watergate

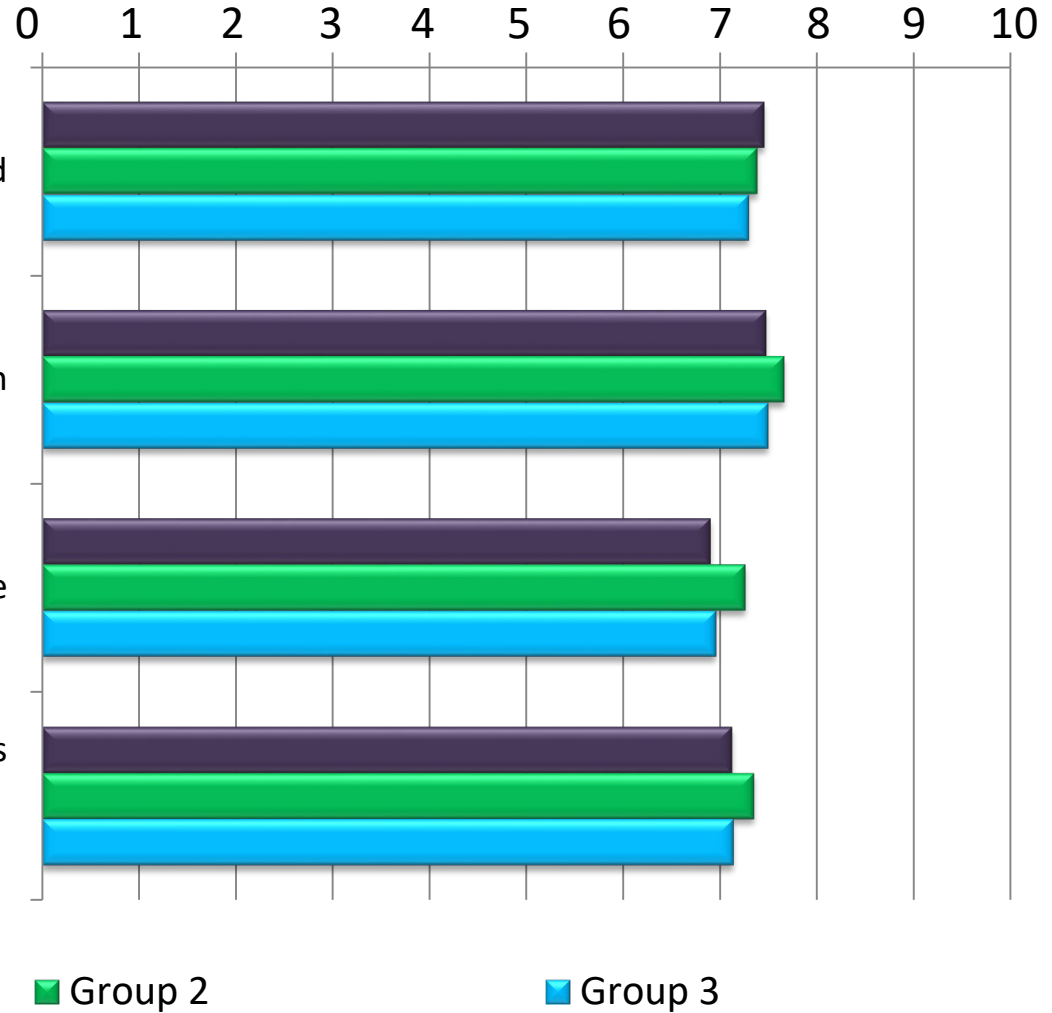
■ Yuppie\End of Cold War

■ Electronic Revolution\Dot-Com

■ Post 9/11

■ Post Great Recession

Q23. How do you currently rate the California State University System in terms of: *By Group*

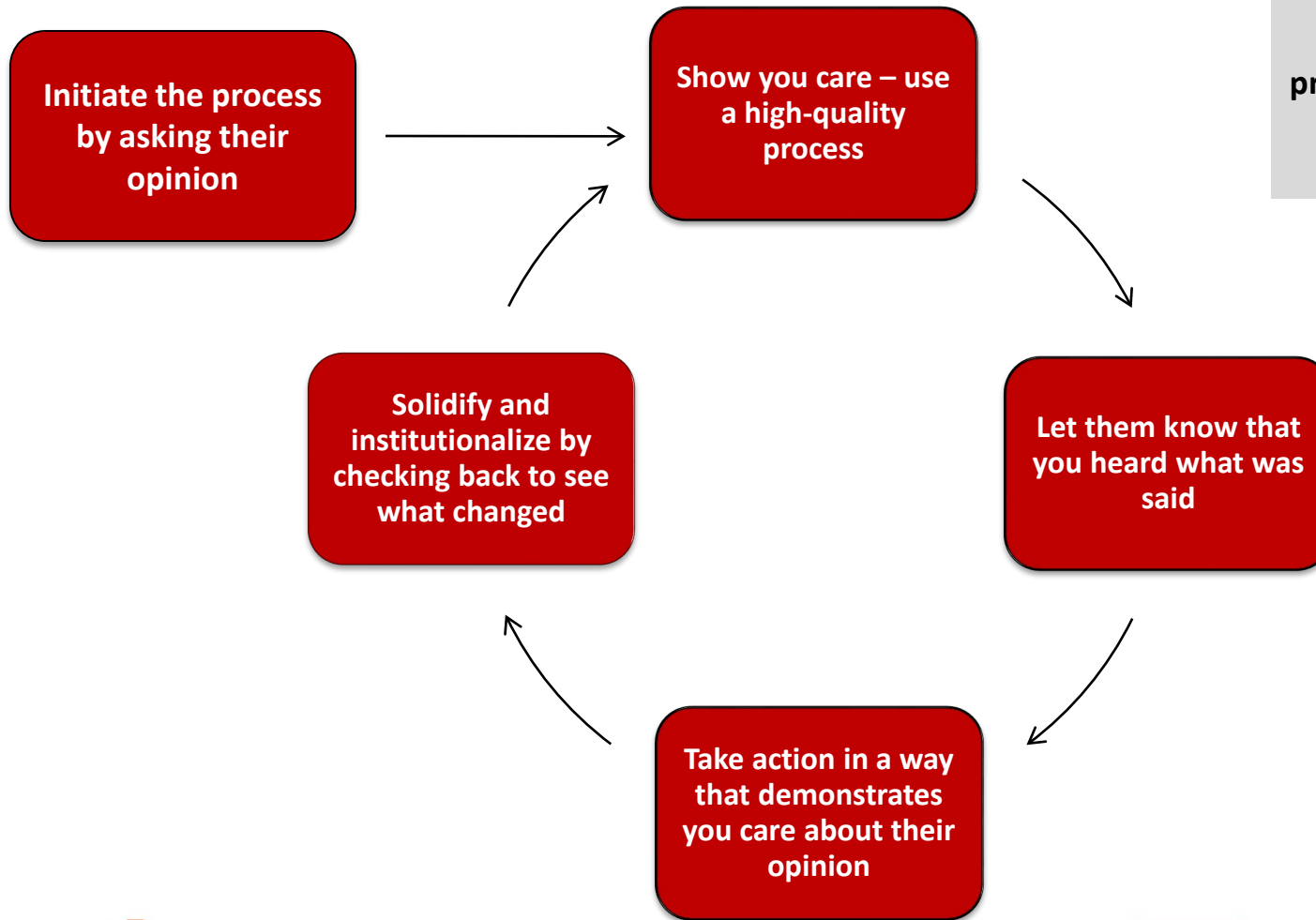


Implications

Study Findings

Foundation Concepts

Alumni Partnership Model[©]



Alumni feedback is not a one-time event, but rather an ongoing process of measurement, action, and re-measurement.

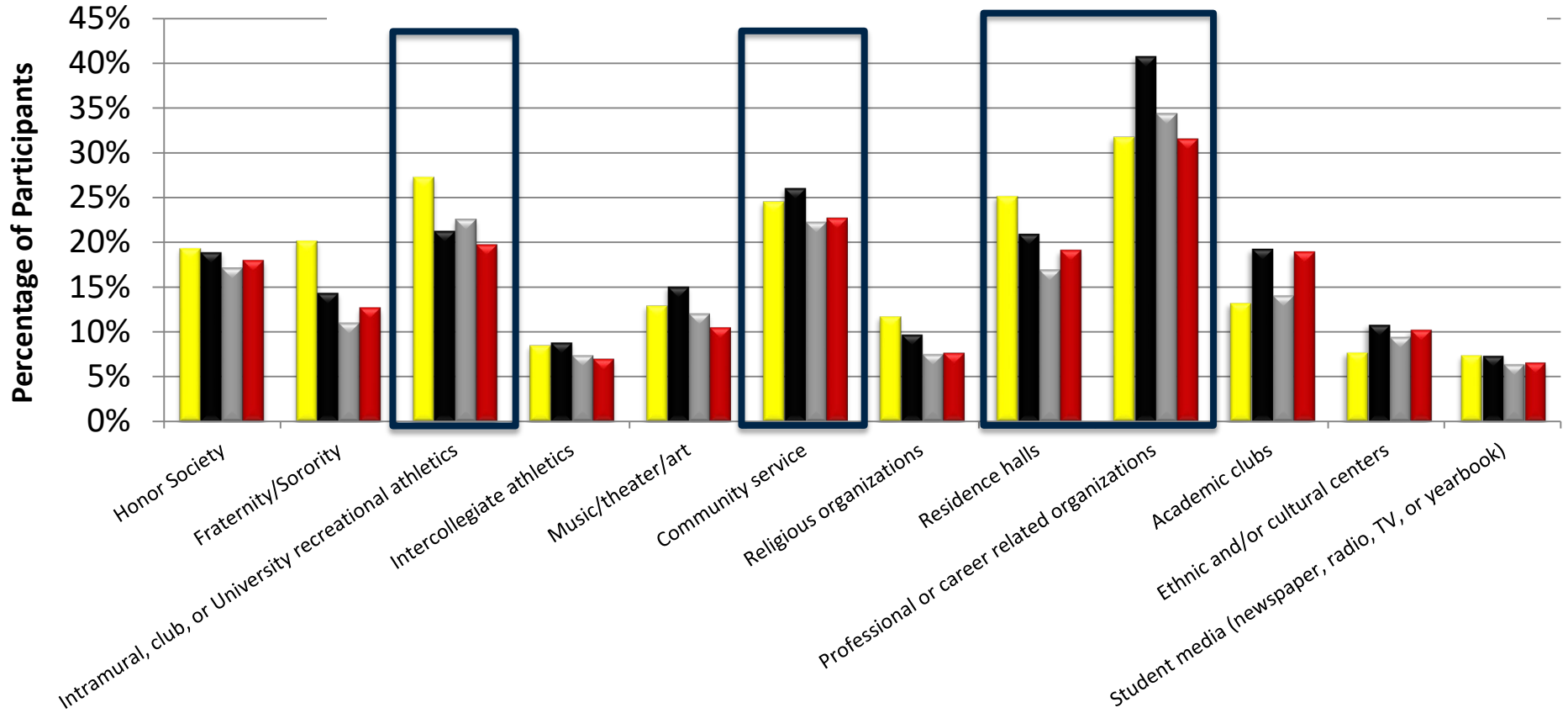
Implications

Highlighted issues and areas of focus

- Feedback to the alumni
 - Via print, email, and social media
 - Repetition
 - Action since last survey
- Focus on the future
 - Increase brand of Alumni Association and Alumni on campus
 - Professional and career related Community service
 - Intramurals or clubs
- Increase understanding of the benefits of being an Alumnus/a
- Targeted communications focusing on successful outcomes from events
- Focus talking points and topics on
 - How well degree prepares and prepared graduates for life
 - Quality of and respect for University
 - Highest impact on opinion
 - Pride in degree
 - Accomplishments of students
 - School rank
 - Scholarships
 - Accomplishments of alumni and faculty
 - Value and respect for degree
 - Where alumni want to see improvements over time
 - Preparation for career
 - Opportunity to interact with alumni
 - Academics and classes
 - Exposure to new ideas
- Build campus coalitions around alumni by sharing and discussing data

Q09. In which of the following organizations/activities did you participate as a student? (Check all that apply.)

■ All School
 ■ 2008 CSU System
 ■ 2012 CSU System
 ■ 2018 CSU System





Contact Information

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