

Table of Contents

SURVEY PARTICIPANTS	24
THE QUESTIONNAIRE	26
Summary of Main Findings	35
Characteristics of the Sample	35
Percentage of Alumni Currently Alive Who Have Made a Contribution to the College	35
Size of the Alumni Affairs Office	36
Relationship Between Alumni Affairs and the Office of Advancement	36
Travel Spending for Alumni Affairs	36
Employment Trends in the Alumni Affairs Office	36
Budgets for the Alumni Affairs Office	37
Staff Time Spent on Online Tasks	37
Spending on Conferences	37
Mean Spending on Consulting Services for Alumni Affairs	37
Surveying Alumni	37
How Alumni Surveying is Done	38
Use of Direct Mail to Communicate with Alumni	38
Use of Telephone Solicitation to Solicit Donations from Alumni	38
Telephone Solicitation Costs	39
Spending for Alumni Reunions	39
Participation Rate for the Last 5-Year Reunion	39
Participation Rate for the Last 10-Year Reunion	39
Participation Rate for the Last 20-Year Reunion	39
Percentage of Colleges that have Reunions for Recent Graduates	39
Percentage of Colleges with Dues-Paying Alumni Associations	40
Maintenance of Regional Alumni Clubs	40
Provision of Operating Funds to Alumni Clubs	40
Alumni Mentoring Programs	40
Staff Time Spent on Social Media	40
Use of Twitter, Instagram and Pinterest by Alumni Relations Staff	41
Percentage of Workable Email Addresses for College Alumni Obtained by Alumni Office	41
Formal Restrictions on the Number of Times Alumni Can be Emailed	42

Percentage of Colleges that Keep Track of Open Rates on Emails to Alumni.....	42
Open Rates on Emails to Alumni	42
Maintenance of Sites or Presence on Major Social Media	42
Magazines Published Specifically for Alumni	43
Participation Rates in Alumni Organizations.....	43
Level of Involvement in Alumni Affairs from Different Types of Alumni.....	43
CHARACTERISTICS OF THE SAMPLE.....	45
Table 1.1 Choose the phrase which best describes your College:	45
Table 1.2 Choose the phrase which best describes your College: Broken out by Carnegie Class	45
Table 1.3 Choose the phrase which best describes your College: Broken out by Type of College	45
Table 1.4 Choose the phrase which best describes your College: Broken out by Annual Tuition Level.....	46
Table 1.5 Choose the phrase which best describes your College: Broken out by FTE Enrollment	46
Table 1.6 Choose the phrase which best describes your College: Broken out by Type of Alumni Organization.....	46
Table 2.1 Is your College a public or private institution?.....	47
Table 2.2 Is your College a public or private institution? Broken out by Carnegie Class	47
Table 2.3 Is your College a public or private institution? Broken out by Type of College.....	47
Table 2.4 Is your College a public or private institution? Broken out by Annual Tuition Level... ..	47
Table 2.5 Is your College a public or private institution? Broken out by FTE Enrollment	48
Table 2.6 Is your College a public or private institution? Broken out by Type of Alumni Organization.....	48
Table 3.1 The annual full time tuition (\$) for your College prior to any deductions or student aid is approximately what?.....	49
Table 3.2 The annual full time tuition (\$) for your College prior to any deductions or student aid is approximately what? Broken out by Carnegie Class.....	49
Table 3.3 The annual full time tuition (\$) for your College prior to any deductions or student aid is approximately what? Broken out by Type of College.....	49
Table 3.4 The annual full time tuition (\$) for your College prior to any deductions or student aid is approximately what? Broken out by Annual Tuition Level.....	50
Table 3.5 The annual full time tuition (\$) for your College prior to any deductions or student aid is approximately what? Broken out by FTE Enrollment.....	50
Table 3.6 The annual full time tuition (\$) for your College prior to any deductions or student aid is approximately what? Broken out by Type of Alumni Organization.....	51
Table 4.1 The entire current full time equivalent enrollment of your institution is?.....	52
Table 4.2 The entire current full time equivalent enrollment of your institution is? Broken out by Carnegie Class	52
Table 4.3 The entire current full time equivalent enrollment of your institution is? Broken out by Type of College.....	52
Table 4.4 The entire current full time equivalent enrollment of your institution is? Broken out by Annual Tuition Level.....	53

Table 4.5 The entire current full time equivalent enrollment of your institution is? Broken out by FTE Enrollment	53
Table 4.6 The entire current full time equivalent enrollment of your institution is? Broken out by Type of Alumni Organization.....	53
CHARACTERISTICS OF THE ALUMNI OFFICE.....	54
Table 5.1 Your alumni office is responsible for alumni of all schools and departments of the College or a specific school or department of the College?	54
Table 5.2 Your alumni office is responsible for alumni of all schools and departments of the College or a specific school or department of the College? Broken out by Carnegie Class	54
Table 5.3 Your alumni office is responsible for alumni of all schools and departments of the College or a specific school or department of the College? Broken out by Type of College	54
Table 5.4 Your alumni office is responsible for alumni of all schools and departments of the College or a specific school or department of the College? Broken out by Annual Tuition Level	55
Table 5.5 Your alumni office is responsible for alumni of all schools and departments of the College or a specific school or department of the College? Broken out by FTE Enrollment	55
Table 5.6 Your alumni office is responsible for alumni of all schools and departments of the College or a specific school or department of the College? Broken out by Type of Alumni Organization.....	55
Table 6.1 Your alumni organization is best described as:.....	56
Table 6.2 Your alumni organization is best described as: Broken out by Carnegie Class	56
Table 6.3 Your alumni organization is best described as: Broken out by Type of College.....	57
Table 6.4 Your alumni organization is best described as: Broken out by Annual Tuition Level..	57
Table 6.5 Your alumni organization is best described as: Broken out by FTE Enrollment	58
Table 6.6 Your alumni organization is best described as: Broken out by Type of Alumni Organization.....	58
DIMENSIONS OF THE ALUMNI POPULATION	59
Table 7.1 What is the total number of alumni of your college (total alumni not members of the alumni association).....	59
Table 7.2 What is the total number of alumni of your college? (total alumni not members of the alumni association) Broken out by Carnegie Class	59
Table 7.3 What is the total number of alumni of your college? (total alumni not members of the alumni association) Broken out by Type of College.....	59
Table 7.4 What is the total number of alumni of your College? (total alumni not members of the alumni association) Broken out by Annual Tuition Level.....	60
Table 7.5 What is the total number of alumni of your College? (total alumni not members of the alumni association) Broken out by FTE Enrollment.....	60
Table 7.6 What is the total number of alumni of your College? (total alumni not members of the alumni association) Broken out by Type of Alumni Organization.....	61
Table 8.1 What is the estimated number of alumni of the College currently alive?	62
Table 8.2 What is the estimated number of alumni of the College currently alive? Broken out by Carnegie Class.....	62
Table 8.3 What is the estimated number of alumni of the College currently alive? Broken out by Type of College	62
Table 8.4 What is the estimated number of alumni of the College currently alive? Broken out by Annual Tuition Level.....	63

Table 8.5 What is the estimated number of alumni of the College currently alive? Broken out by FTE Enrollment.....	63
Table 8.6 What is the estimated number of alumni of the College currently alive? Broken out by Type of Alumni Organization.....	63
Table 9.1 To your knowledge, what percentage of alumni currently alive have ever made a financial contribution to the College?	64
Table 9.2 To your knowledge, what percentage of alumni currently alive have ever made a financial contribution to the College? Broken out by Carnegie Class.....	64
Table 9.3 To your knowledge, what percentage of alumni currently alive have ever made a financial contribution to the College? Broken out by Type of College.....	64
Table 9.4 To your knowledge, what percentage of alumni currently alive have ever made a financial contribution to the College? Broken out by Annual Tuition Level	65
Table 9.5 To your knowledge, what percentage of alumni currently alive have ever made a financial contribution to the College? Broken out by FTE Enrollment.....	65
Table 9.6 To your knowledge, what percentage of alumni currently alive have ever made a financial contribution to the College? Broken out by Type of Alumni Organization	65
ALUMNI OFFICE DYNAMICS.....	66
Table 10.1 How many full time equivalent employees work in the alumni affairs office?	66
Table 10.2 How many full time equivalent employees work in the alumni affairs office? Broken out by Carnegie Class	66
Table 10.3 How many full time equivalent employees work in the alumni affairs office? Broken out by Type of College	66
Table 10.4 How many full time equivalent employees work in the alumni affairs office? Broken out by Annual Tuition Level	67
Table 10.5 How many full time equivalent employees work in the alumni affairs office? Broken out by FTE Enrollment.....	67
Table 10.6 How many full time equivalent employees work in the alumni affairs office? Broken out by Type of Alumni Organization.....	67
Table 11.1 How many full time employees work in the departments of institutional advancement and/or fundraising?.....	68
Table 11.2 How many full time employees work in the departments of institutional advancement and/or fundraising? Broken out by Carnegie Class.....	68
Table 11.3 How many full time employees work in the departments of institutional advancement and/or fundraising? Broken out by Type of College.....	68
Table 11.4 How many full time employees work in the departments of institutional advancement and/or fundraising? Broken out by Annual Tuition Level	69
Table 11.5 How many full time employees work in the departments of institutional advancement and/or fundraising? Broken out by FTE Enrollment.....	69
Table 11.6 How many full time employees work in the departments of institutional advancement and/or fundraising? Broken out by Type of Alumni Organization.....	69
Table 12.1 Which answer best describes your alumni affairs office's relationship with the offices at your College, often fundraising or institutional advancement, that focus on raising money for the College?	70
Table 12.2 Which answer best describes your alumni affairs office's relationship with the offices at your College, often fundraising or institutional advancement, that focus on raising money for the College? Broken out by Carnegie Class.....	71

Table 12.3 Which answer best describes your alumni affairs office's relationship with the offices at your College, often fundraising or institutional advancement, that focus on raising money for the College? Broken out by Type of College.....	72
Table 12.4 Which answer best describes your alumni affairs office's relationship with the offices at your College, often fundraising or institutional advancement, that focus on raising money for the College? Broken out by Annual Tuition Level.....	73
Table 12.5 Which answer best describes your alumni affairs office's relationship with the offices at your College, often fundraising or institutional advancement, that focus on raising money for the College? Broken out by FTE Enrollment.....	74
Table 12.6 Which answer best describes your alumni affairs office's relationship with the offices at your College, often fundraising or institutional advancement, that focus on raising money for the College? Broken out by Type of Alumni Organization.....	75
Table 13.1 How much did the alumni office spend (\$) on travel for staff members in the past year?.....	76
Table 13.2 How much did the alumni office spend (\$) on travel for staff members in the past year? Broken out by Carnegie Class.....	76
Table 13.3 How much did the alumni office spend (\$) on travel for staff members in the past year? Broken out by Type of College.....	76
Table 13.4 How much did the alumni office spend (\$) on travel for staff members in the past year? Broken out by Annual Tuition Level.....	77
Table 13.5 How much did the alumni office spend (\$) on travel for staff members in the past year? Broken out by FTE Enrollment.....	77
Table 13.6 How much did the alumni office spend (\$) on travel for staff members in the past year? Broken out by Type of Alumni Organization.....	77
Table 14.1 In the past two years, total FTE employment in the alumni office has:.....	78
Table 14.2 In the past two years, total FTE employment in the alumni office has: Broken out by Carnegie Class.....	78
Table 14.3 In the past two years, total FTE employment in the alumni office has: Broken out by Type of College.....	78
Table 14.4 In the past two years, total FTE employment in the alumni office has: Broken out by Annual Tuition Level.....	78
Table 14.5 In the past two years, total FTE employment in the alumni office has: Broken out by FTE Enrollment.....	79
Table 14.6 In the past two years, total FTE employment in the alumni office has: Broken out by Type of Alumni Organization.....	79
Table 15.1 The overall budget (\$) for the alumni office, including salaries, equipment, events, outreach, travel, promotional materials and other items was, in the past year: (exclude annual fund and development office expenses).....	80
Table 15.2 The overall budget (\$) for the alumni office, including salaries, equipment, events, outreach, travel, promotional materials and other items was, in the past year: (exclude annual fund and development office expenses) Broken out by Carnegie Class.....	80
Table 15.3 The overall budget (\$) for the alumni office, including salaries, equipment, events, outreach, travel, promotional materials and other items was, in the past year: (exclude annual fund and development office expenses) Broken out by Type of College.....	81

Table 15.4 The overall budget (\$) for the alumni office, including salaries, equipment, events, outreach, travel, promotional materials and other items was, in the past year: (exclude annual fund and development office expenses) Broken out by Annual Tuition Level	81
Table 15.5 The overall budget (\$) for the alumni office, including salaries, equipment, events, outreach, travel, promotional materials and other items was, in the past year: (exclude annual fund and development office expenses) Broken out by FTE Enrollment.....	82
Table 15.6 The overall budget (\$) for the alumni office, including salaries, equipment, events, outreach, travel, promotional materials and other items was, in the past year: (exclude annual fund and development office expenses) Broken out by Type of Alumni Organization	82
Table 16.1 Approximately how much staff time per week in man hours does your alumni office spend in online tasks such as editing the website, compiling and sending email lists and alumni e-newsletters, developing web ads, and other online-related alumni tasks?.....	83
Table 16.2 Approximately how much staff time per week in man hours does your alumni office spend in online tasks such as editing the website, compiling and sending email lists and alumni e-newsletters, developing web ads, and other online-related alumni tasks? Broken out by Carnegie Class.....	83
Table 16.3 Approximately how much staff time per week in man hours does your alumni office spend in online tasks such as editing the website, compiling and sending email lists and alumni e-newsletters, developing web ads, and other online-related alumni tasks? Broken out by Type of College.....	84
Table 16.4 Approximately how much staff time per week in man hours does your alumni office spend in online tasks such as editing the website, compiling and sending email lists and alumni e-newsletters, developing web ads, and other online-related alumni tasks? Broken out by Annual Tuition Level	84
Table 16.5 Approximately how much staff time per week in man hours does your alumni office spend in online tasks such as editing the website, compiling and sending email lists and alumni e-newsletters, developing web ads, and other online-related alumni tasks? Broken out by FTE Enrollment	85
Table 16.6 Approximately how much staff time per week in man hours does your alumni office spend in online tasks such as editing the website, compiling and sending email lists and alumni e-newsletters, developing web ads, and other online-related alumni tasks? Broken out by Type of Alumni Organization	85
Table 17 How much did your organization spend (\$) in the past year for all costs associated with any of the following services:.....	86
Table 17.1.1 How much did your organization spend (\$) in the past year for all costs associated with conferences and seminars related to alumni relations or advancement?	86
Table 17.1.2 How much did your organization spend (\$) in the past year for all costs associated with conferences and seminars related to alumni relations or advancement? Broken out by Carnegie Class	86
Table 17.1.3 How much did your organization spend (\$) in the past year for all costs associated with conferences and seminars related to alumni relations or advancement? Broken out by Type of College.....	86
Table 17.1.4 How much did your organization spend (\$) in the past year for all costs associated with conferences and seminars related to alumni relations or advancement? Broken out by Annual Tuition Level.....	87

Table 17.1.5 How much did your organization spend (\$) in the past year for all costs associated with conferences and seminars related to alumni relations or advancement? Broken out by FTE Enrollment	87
Table 17.1.6 How much did your organization spend (\$) in the past year for all costs associated with conferences and seminars related to alumni relations or advancement? Broken out by Type of Alumni Organization.....	87
Table 17.2.1 How much did your organization spend (\$) in the past year for all costs associated with research reports, books, magazines, ezines and other information services about alumni relations/advancement?	88
Table 17.2.2 How much did your organization spend (\$) in the past year for all costs associated with research reports, books, magazines, ezines and other information services about alumni relations/advancement? Broken out by Carnegie Class.....	88
Table 17.2.3 How much did your organization spend (\$) in the past year for all costs associated with research reports, books, magazines, ezines and other information services about alumni relations/advancement? Broken out by Type of College.....	88
Table 17.2.4 How much did your organization spend (\$) in the past year for all costs associated with research reports, books, magazines, ezines and other information services about alumni relations/advancement? Broken out by Annual Tuition Level.....	89
Table 17.2.5 How much did your organization spend (\$) in the past year for all costs associated with research reports, books, magazines, ezines and other information services about alumni relations/advancement? Broken out by FTE Enrollment.....	89
Table 17.2.6 How much did your organization spend (\$) in the past year for all costs associated with research reports, books, magazines, ezines and other information services about alumni relations/advancement? Broken out by Type of Alumni Organization	89
Table 17.3.1 How much did your organization spend (\$) in the past year for all costs associated with consulting services?	90
Table 17.3.2 How much did your organization spend (\$) in the past year for all costs associated with consulting services? Broken out by Carnegie Class	90
Table 17.3.3 How much did your organization spend (\$) in the past year for all costs associated with consulting services? Broken out by Type of College	90
Table 17.3.4 How much did your organization spend (\$) in the past year for all costs associated with consulting services? Broken out by Annual Tuition Level.....	90
Table 17.3.5 How much did your organization spend (\$) in the past year for all costs associated with consulting services? Broken out by FTE Enrollment	91
Table 17.3.6 How much did your organization spend (\$) in the past year for all costs associated with consulting services? Broken out by Type of Alumni Organization.....	91
What are some of the most useful magazines, webs sites, blogs, listservs, social media sites and other information resources about alumni relations that you benefit from?	92
ALUMNI SURVEYING.....	94
When was the last time (year) that your association conducted an official major survey of the school's alumni?	94
Table 18.1 What was the number of completed interviews for this major alumni survey?	95
Table 18.2 What was the number of completed interviews for this major alumni survey? Broken out by Carnegie Class	95
Table 18.3 What was the number of completed interviews for this major alumni survey? Broken out by Type of College	95

Table 18.4 What was the number of completed interviews for this major alumni survey? Broken out by Annual Tuition Level	96
Table 18.5 What was the number of completed interviews for this major alumni survey? Broken out by FTE Enrollment	96
Table 18.6 What was the number of completed interviews for this major alumni survey? Broken out by Type of Alumni Organization.....	96
Table 19.1 The last major alumni survey your organization performed was:.....	97
Table 19.2 The last major alumni survey your organization performed was: Broken out by Carnegie Class.....	97
Table 19.3 The last major alumni survey your organization performed was: Broken out by Type of College.....	98
Table 19.4 The last major alumni survey your organization performed was: Broken out by Annual Tuition Level	98
Table 19.5 The last major alumni survey your organization performed was: Broken out by FTE Enrollment	98
Table 19.6 The last major alumni survey your organization performed was: Broken out by Type of Alumni Organization.....	99
If your organization uses an online survey tool to survey alumni, describe the survey tools that you use and how you use them.....	100
REACHING OUT TO ALUMNI	101
Table 20.1 Approximately how many direct mail pieces for all purposes including those not related directly to fundraising are sent out annually by the college office of alumni affairs to alumni? (exclude mailings by regional clubs and other offices of the College unless these offices have the main responsibility for alumni relations).....	101
Table 20.2 Approximately how many direct mail pieces for all purposes including those not related directly to fundraising are sent out annually by the college office of alumni affairs to alumni? (exclude mailings by regional clubs and other offices of the College unless these offices have the main responsibility for alumni relations). Broken out by Carnegie Class	101
Table 20.3 Approximately how many direct mail pieces for all purposes including those not related directly to fundraising are sent out annually by the college office of alumni affairs to alumni? (exclude mailings by regional clubs and other offices of the College unless these offices have the main responsibility for alumni relations). Broken out by Type of College	102
Table 20.4 Approximately how many direct mail pieces for all purposes including those not related directly to fundraising are sent out annually by the college office of alumni affairs to alumni? (exclude mailings by regional clubs and other offices of the College unless these offices have the main responsibility for alumni relations). Broken out by Annual Tuition Level.....	102
Table 20.5 Approximately how many direct mail pieces for all purposes including those not related directly to fundraising are sent out annually by the college office of alumni affairs to alumni? (exclude mailings by regional clubs and other offices of the College unless these offices have the main responsibility for alumni relations). Broken out by FTE Enrollment	103
Table 20.6 Approximately how many direct mail pieces for all purposes including those not related directly to fundraising are sent out annually by the college office of alumni affairs to alumni? (exclude mailings by regional clubs and other offices of the College unless these offices have the main responsibility for alumni relations). Broken out by Type of Alumni Organization	103

Table 21.1 Does the alumni association, or some other unit of the College, use direct telephone solicitation of alumni to solicit donation to the College?.....	104
Table 21.2 Does the alumni association, or some other unit of the College, use direct telephone solicitation of alumni to solicit donation to the College? Broken out by Carnegie Class	104
Table 21.3 Does the alumni association, or some other unit of the College, use direct telephone solicitation of alumni to solicit donation to the College? Broken out by Type of College.....	104
Table 21.4 Does the alumni association, or some other unit of the College, use direct telephone solicitation of alumni to solicit donation to the College? Broken out by Annual Tuition Level..	105
Table 21.5 Does the alumni association, or some other unit of the College, use direct telephone solicitation of alumni to solicit donation to the College? Broken out by FTE Enrollment	105
Table 21.6 Does the alumni association, or some other unit of the College, use direct telephone solicitation of alumni to solicit donation to the College? Broken out by Type of Alumni Organization.....	105
Table 22.1 If the College uses direct telephone solicitation about what did the College spend (\$) in the past year, in salary costs, telephone expenses, call center costs, etc. - either for in-house or outsourced telephone solicitation services - for the purposes of soliciting funds from alumni?	106
Table 22.2 If the College uses direct telephone solicitation about what did the College spend (\$) in the past year, in salary costs, telephone expenses, call center costs, etc. - either for in-house or outsourced telephone solicitation services - for the purposes of soliciting funds from alumni? Broken out by Carnegie Class	106
Table 22.3 If the College uses direct telephone solicitation about what did the College spend (\$) in the past year, in salary costs, telephone expenses, call center costs, etc. - either for in-house or outsourced telephone solicitation services - for the purposes of soliciting funds from alumni? Broken out by Type of College.....	107
Table 22.4 If the College uses direct telephone solicitation about what did the College spend (\$) in the past year, in salary costs, telephone expenses, call center costs, etc. - either for in-house or outsourced telephone solicitation services - for the purposes of soliciting funds from alumni? Broken out by Annual Tuition Level.....	107
Table 22.5 If the College uses direct telephone solicitation about what did the College spend (\$) in the past year, in salary costs, telephone expenses, call center costs, etc. - either for in-house or outsourced telephone solicitation services - for the purposes of soliciting funds from alumni? Broken out by FTE Enrollment	108
Table 22.6 If the College uses direct telephone solicitation about what did the College spend (\$) in the past year, in salary costs, telephone expenses, call center costs, etc. - either for in-house or outsourced telephone solicitation services - for the purposes of soliciting funds from alumni? Broken out by Type of Alumni Organization.....	108
How does your organization work with the Office of Advancement or other fundraisers to profile alumni and identify likely donors, particularly especially generous donors?	109
Describe how your organization uses LinkedIn as a tool to locate possible donors? What kind of filters do you use in searching? How does the use of LinkedIn compare to the use of other search resources? How much time do you advise others put in to master use of LinkedIn compared to other options?.....	111
ALUMNI REUNIONS	113
Table 23.1 What was the College budget (\$) for all alumni reunions in the past year?	113

Table 23.2 What was the College budget (\$) for all alumni reunions in the past year? Broken out by Carnegie Class	113
Table 23.3 What was the College budget (\$) for all alumni reunions in the past year? Broken out by Type of College.....	113
Table 23.4 What was the College budget (\$) for all alumni reunions in the past year? Broken out by Annual Tuition Level.....	114
Table 23.5 What was the College budget (\$) for all alumni reunions in the past year? Broken out by FTE Enrollment	114
Table 23.6 What was the College budget (\$) for all alumni reunions in the past year? Broken out by Type of Alumni Organization.....	114
Table 24 What was the participation rate in the last College reunion held for those that graduated the number of years ago specified (choose the reunion closest to the period listed)	115
Table 24.1.1 What was the participation rate in the last 5-year College reunion?.....	115
Table 24.1.2 What was the participation rate in the last 5-year College reunion? Broken out by Carnegie Class	115
Table 24.1.3 What was the participation rate in the last 5-year College reunion? Broken out by Type of College.....	115
Table 24.1.4 What was the participation rate in the last 5-year College reunion? Broken out by Annual Tuition Level.....	115
Table 24.1.5 What was the participation rate in the last 5-year College reunion? Broken out by FTE Enrollment	116
Table 24.1.6 What was the participation rate in the last 5-year College reunion? Broken out by Type of Alumni Organization.....	116
Table 24.2.1 What was the participation rate in the last 10-year College reunion?.....	117
Table 24.2.2 What was the participation rate in the last 10-year College reunion? Broken out by Carnegie Class	117
Table 24.2.3 What was the participation rate in the last 10-year College reunion? Broken out by Type of College.....	117
Table 24.2.4 What was the participation rate in the last 10-year College reunion? Broken out by Annual Tuition Level.....	117
Table 24.2.5 What was the participation rate in the last 10-year College reunion? Broken out by FTE Enrollment	118
Table 24.2.6 What was the participation rate in the last 10-year College reunion? Broken out by Type of Alumni Organization.....	118
Table 24.3.1 What was the participation rate in the last 20 year College reunion?.....	118
Table 24.3.2 What was the participation rate in the last 20 year College reunion? Broken out by Carnegie Class	118
Table 24.3.3 What was the participation rate in the last 20 year College reunion? Broken out by Type of College.....	119
Table 24.3.4 What was the participation rate in the last 20 year College reunion? Broken out by Annual Tuition Level.....	119
Table 24.3.5 What was the participation rate in the last 20 year College reunion? Broken out by FTE Enrollment	119
Table 24.3.6 What was the participation rate in the last 20 year College reunion? Broken out by Type of Alumni Organization.....	119

Table 24.4.1 What was the participation rate in the last 30 year College reunion?.....	120
Table 24.4.2 What was the participation rate in the last 30 year College reunion? Broken out by Carnegie Class	120
Table 24.4.3 What was the participation rate in the last 30 year College reunion? Broken out by Type of College.....	120
Table 24.4.4 What was the participation rate in the last 30 year College reunion? Broken out by Annual Tuition Level.....	120
Table 24.4.5 What was the participation rate in the last 30 year College reunion? Broken out by FTE Enrollment	121
Table 24.4.6 What was the participation rate in the last 30 year College reunion? Broken out by Type of Alumni Organization.....	121
Table 25.1 Does the College have a reunion of any kind for individuals who graduated from the College within the past two years?.....	122
Table 25.2 Does the College have a reunion of any kind for individuals who graduated from the College within the past two years? Broken out by Carnegie Class	122
Table 25.3 Does the College have a reunion of any kind for individuals who graduated from the College within the past two years? Broken out by Type of College.....	122
Table 25.4 Does the College have a reunion of any kind for individuals who graduated from the College within the past two years? Broken out by Annual Tuition Level.....	123
Table 25.5 Does the College have a reunion of any kind for individuals who graduated from the College within the past two years? Broken out by FTE Enrollment.....	123
Table 25.6 Does the College have a reunion of any kind for individuals who graduated from the College within the past two years? Broken out by Type of Alumni Organization.....	123
ALUMNI CUBS AND ALUMNI ASSOCIATION STRUCTURE	124
Table 26.1 Your College alumni association is dues paying or not?.....	124
Table 26.2 Your College alumni association is dues paying or not? Broken out by Carnegie Class	124
Table 26.3 Your College alumni association is dues paying or not? Broken out by Type of College	125
Table 26.4 Your College alumni association is dues paying or not? Broken out by Annual Tuition Level.....	125
Table 26.5 Your College alumni association is dues paying or not? Broken out by FTE Enrollment	126
Table 26.6 Your College alumni association is dues paying or not? Broken out by Type of Alumni Organization.....	126
Table 27.1 How many regional alumni clubs does the College have?	127
Table 27.2 How many regional alumni clubs does the College have? Broken out by Carnegie Class.....	127
Table 27.3 How many regional alumni clubs does the College have? Broken out by Type of College.....	127
Table 27.4 How many regional alumni clubs does the College have? Broken out by Annual Tuition Level	128
Table 27.5 How many regional alumni clubs does the College have? Broken out by FTE Enrollment	128
Table 27.6 How many regional alumni clubs does the College have? Broken out by Type of Alumni Organization	128

Table 28.1 Does the College provide operating funds to these clubs?	129
Table 28.2 Does the College provide operating funds to these clubs? Broken out by Carnegie Class.....	129
Table 28.3 Does the College provide operating funds to these clubs? Broken out by Type of College.....	129
Table 28.4 Does the College provide operating funds to these clubs? Broken out by Annual Tuition Level	129
Table 28.5 Does the College provide operating funds to these clubs? Broken out by FTE Enrollment	130
Table 28.6 Does the College provide operating funds to these clubs? Broken out by Type of Alumni Organization	130
Table 29.1 If the College funds its alumni clubs, how much (\$) does is spend annually for this purpose?.....	131
Table 29.2 If the College funds its alumni clubs, how much (\$) does is spend annually for this purpose? Broken out by Carnegie Class.....	131
Table 29.3 If the College funds its alumni clubs, how much (\$) does is spend annually for this purpose? Broken out by Type of College.....	131
Table 29.4 If the college funds its alumni clubs, how much (\$) does is spend annually for this purpose? Broken out by Annual Tuition Level.....	132
Table 29.5 If the college funds its alumni clubs, how much (\$) does is spend annually for this purpose? Broken out by FTE Enrollment.....	132
Table 29.6 If the college funds its alumni clubs, how much (\$) does is spend annually for this purpose? Broken out by Type of Alumni Organization.....	132
Table 30.1 Does the alumni office or another office of the college offer an alumni mentoring program?.....	133
Table 30.2 Does the alumni office or another office of the college offer an alumni mentoring program? Broken out by Carnegie Class.....	133
Table 30.3 Does the alumni office or another office of the college offer an alumni mentoring program? Broken out by Type of College.....	133
Table 30.4 Does the alumni office or another office of the college offer an alumni mentoring program? Broken out by Annual Tuition Level.....	133
Table 30.5 Does the alumni office or another office of the college offer an alumni mentoring program? Broken out by FTE Enrollment.....	134
Table 30.6 Does the alumni office or another office of the college offer an alumni mentoring program? Broken out by Type of Alumni Organization	134
STAFF TIME SPENT ON SOCIAL MEDIA	135
Table 31 Approximately how much staff time, in hours per month, would you say that the alumni office expends on the following activities:.....	135
Table 31.1.1 Approximately how much staff time, in hours per month, would you say that the alumni office expends on posting alumni-related materials to YouTube, Vimeo or other such sites?.....	135
Table 31.1.2 Approximately how much staff time, in hours per month, would you say that the alumni office expends on posting alumni-related materials to YouTube, Vimeo or other such sites? Broken out by Carnegie Class	135

Table 31.1.3 Approximately how much staff time, in hours per month, would you say that the alumni office expends on posting alumni-related materials to YouTube, Vimeo or other such sites? Broken out by Type of College.....	135
Table 31.1.4 Approximately how much staff time, in hours per month, would you say that the alumni office expends on posting alumni-related materials to YouTube, Vimeo or other such sites? Broken out by Annual Tuition Level.....	136
Table 31.1.5 Approximately how much staff time, in hours per month, would you say that the alumni office expends on posting alumni-related materials to YouTube, Vimeo or other such sites? Broken out by FTE Enrollment	136
Table 31.1.6 Approximately how much staff time, in hours per month, would you say that the alumni office expends on posting alumni-related materials to YouTube, Vimeo or other such sites? Broken out by Type of Alumni Organization.....	136
Table 31.2.1 Approximately how much staff time, in hours per month, would you say that the alumni office expends on working on the alumni Facebook or other Social media sites?	137
Table 31.2.2 Approximately how much staff time, in hours per month, would you say that the alumni office expends on working on the alumni Facebook or other Social media sites? Broken out by Carnegie Class	137
Table 31.2.3 Approximately how much staff time, in hours per month, would you say that the alumni office expends on working on the alumni Facebook or other Social media sites? Broken out by Type of College.....	137
Table 31.2.4 Approximately how much staff time, in hours per month, would you say that the alumni office expends on working on the alumni Facebook or other Social media sites? Broken out by Annual Tuition Level.....	138
Table 31.2.5 Approximately how much staff time, in hours per month, would you say that the alumni office expends on working on the alumni Facebook or other Social media sites? Broken out by FTE Enrollment	138
Table 31.2.6 Approximately how much staff time, in hours per month, would you say that the alumni office expends on working on the alumni Facebook or other Social media sites? Broken out by Type of Alumni Organization.....	138
Comment on the use of Twitter by your association. How often do you tweet? How many accounts does the association have? How effective is Twitter as a means of getting out your message? Encouraging attendance at alumni events? As a fundraising tool?.....	139
Describe how your association uses Instagram and Pinterest as alumni relations tools.....	141
EMAILING TO ALUMNI.....	143
Table 32.1 The College has a workable email address for what percentage of its alumni?.....	143
Table 32.2 The College has a workable email address for what percentage of its alumni? Broken out by Carnegie Class	143
Table 32.3 The College has a workable email address for what percentage of its alumni? Broken out by Type of College	143
Table 32.4 The College has a workable email address for what percentage of its alumni? Broken out by Annual Tuition Level	144
Table 32.5 The College has a workable email address for what percentage of its alumni? Broken out by FTE Enrollment.....	144
Table 32.6 The College has a workable email address for what percentage of its alumni? Broken out by Type of Alumni Organization.....	144

Table 33 Estimate the percentage of the following groups for which the alumni office has valid email addresses	145
Table 33.1.1 Estimate the percentage of Alumni that graduated within 5 years for which the alumni office has valid email addresses	145
Table 33.1.2 Estimate the percentage of Alumni that graduated within 5 years for which the alumni office has valid email addresses, Broken out by Carnegie Class	145
Table 33.1.3 Estimate the percentage of Alumni that graduated within 5 years for which the alumni office has valid email addresses, Broken out by Type of College	145
Table 33.1.4 Estimate the percentage of Alumni that graduated within 5 years for which the alumni office has valid email addresses, Broken out by Annual Tuition Level	146
Table 33.1.5 Estimate the percentage of Alumni that graduated within 5 years for which the alumni office has valid email addresses, Broken out by FTE Enrollment	146
Table 33.1.6 Estimate the percentage of Alumni that graduated within 5 years for which the alumni office has valid email addresses, Broken out by Type of Alumni Organization.....	146
Table 33.2.1 Estimate the percentage of Alumni that graduated 5-10 years ago for which the alumni office has valid email addresses	147
Table 33.2.2 Estimate the percentage of Alumni that graduated 5-10 years ago for which the alumni office has valid email addresses, Broken out by Carnegie Class	147
Table 33.2.3 Estimate the percentage of Alumni that graduated 5-10 years ago for which the alumni office has valid email addresses, Broken out by Type of College	147
Table 33.2.4 Estimate the percentage of Alumni that graduated 5-10 years ago for which the alumni office has valid email addresses, Broken out by Annual Tuition Level	147
Table 33.2.5 Estimate the percentage of Alumni that graduated 5-10 years ago for which the alumni office has valid email addresses, Broken out by FTE Enrollment	148
Table 33.2.6 Estimate the percentage of Alumni that graduated 5-10 years ago for which the alumni office has valid email addresses, Broken out by Type of Alumni Organization.....	148
Table 33.3.1 Estimate the percentage of Alumni that graduated 10-20 years ago for which the alumni office has valid email addresses	149
Table 33.3.2 Estimate the percentage of Alumni that graduated 10-20 years ago for which the alumni office has valid email addresses, Broken out by Carnegie Class	149
Table 33.3.3 Estimate the percentage of alumni that graduated 10-20 years ago for which the alumni office has valid email addresses, Broken out by Type of College	149
Table 33.3.4 Estimate the percentage of alumni that graduated 10-20 years ago for which the alumni office has valid email addresses, Broken out by Annual Tuition Level	149
Table 33.3.5 Estimate the percentage of alumni that graduated 10-20 years ago for which the alumni office has valid email addresses, Broken out by FTE Enrollment	150
Table 33.3.6 Estimate the percentage of alumni that graduated 10-20 years ago for which the alumni office has valid email addresses, Broken out by Type of Alumni Organization.....	150
Table 33.4.1 Estimate the percentage of alumni that graduated 20 or more years ago for which the alumni office has valid email addresses	151
Table 33.4.2 Estimate the percentage of alumni that graduated 20 or more years ago for which the alumni office has valid email addresses Broken out by Carnegie Class.....	151
Table 33.4.3 Estimate the percentage of alumni that graduated 20 or more years ago for which the alumni office has valid email addresses Broken out by Type of College.....	151
Table 33.4.4 Estimate the percentage of alumni that graduated 20 or more years ago for which the alumni office has valid email addresses Broken out by Annual Tuition Level	151

Table 33.4.5 Estimate the percentage of alumni that graduated 20 or more years ago for which the alumni office has valid email addresses Broken out by FTE Enrollment.....	152
Table 33.4.6 Estimate the percentage of alumni that graduated 20 or more years ago for which the alumni office has valid email addresses Broken out by Type of Alumni Organization.....	152
Table 34.1 The alumni office/college administration formally or informally restricts the number of times any group of alumni can be emailed to, to about:	153
Table 34.2 The alumni office/college administration formally or informally restricts the number of times any group of alumni can be emailed to, to about: Broken out by Carnegie Class.....	153
Table 34.3 The alumni office/college administration formally or informally restricts the number of times any group of alumni can be emailed to, to about: Broken out by Type of College.....	154
Table 34.4 The alumni office/college administration formally or informally restricts the number of times any group of alumni can be emailed to, to about: Broken out by Annual Tuition Level	154
Table 34.5 The alumni office/college administration formally or informally restricts the number of times any group of alumni can be emailed to, to about: Broken out by FTE Enrollment.....	155
Table 34.6 The alumni office/college administration formally or informally restricts the number of times any group of alumni can be emailed to, to about: Broken out by Type of Alumni Organization.....	155
Table 35.1 Do you keep track of the percentage of recipients that open your emails, regarding the college's email campaign to alumni?	156
Table 35.2 Do you keep track of the percentage of recipients that open your emails, regarding the college's email campaign to alumni? Broken out by Carnegie Class.....	156
Table 35.3 Do you keep track of the percentage of recipients that open your emails, regarding the college's email campaign to alumni? Broken out by Type of College.....	156
Table 35.4 Do you keep track of the percentage of recipients that open your emails, regarding the college's email campaign to alumni? Broken out by Annual Tuition Level	157
Table 35.5 Do you keep track of the percentage of recipients that open your emails, regarding the college's email campaign to alumni? Broken out by FTE Enrollment.....	157
Table 35.6 Do you keep track of the percentage of recipients that open your emails, regarding the college's email campaign to alumni? Broken out by Type of Alumni Organization	157
Table 36 For the college's last email campaign to alumni what were the rates of unique and total email opening by the recipients? Unique opens counts the number of recipients that open the email; the term total opens includes multiple opens by the same individual. Choose the answer that best reflects your experience:	158
Table 36.1.1 For the college's last email campaign to alumni, the last unique open rate was? %	158
Table 36.1.2 For the college's last email campaign to alumni, the last unique open rate was? Broken out by Carnegie Class	158
Table 36.1.3 For the college's last email campaign to alumni, the last unique open rate was? Broken out by Type of College.....	158
Table 36.1.4 For the college's last email campaign to alumni, the last unique open rate was? Broken out by Annual Tuition Level.....	159
Table 36.1.5 For the college's last email campaign to alumni, the last unique open rate was? Broken out by FTE Enrollment	159

Table 36.1.6 For the college's last email campaign to alumni, the last unique open rate was: Broken out by Type of Alumni Organization.....	159
Table 36.2.1 For the college's last email campaign to alumni, the last total open rate was? %	160
Table 36.2.2 For the college's last email campaign to alumni, the last total open rate was? Broken out by Carnegie Class	160
Table 36.2.3 For the college's last email campaign to alumni, the last total open rate was? Broken out by Type of College.....	160
Table 36.2.4 For the college's last email campaign to alumni, the last total open rate was? Broken out by Annual Tuition Level.....	160
Table 36.2.5 For the college's last email campaign to alumni, the last total open rate was? Broken out by FTE Enrollment	161
Table 36.2.6 For the college's last email campaign to alumni, the last total open rate was? Broken out by Type of Alumni Organization.....	161
ALUMNI OFFICE PRESENCE ON SOCIAL MEDIA	162
Table 37 Does your alumni affairs office have a presence on any of the following: MySpace, Facebook, Google Plus, Twitter, YouTube, InCircle, Instagram, Pinterest, Vimeo?	162
Table 37.1.1 Use of MySpace	162
Table 37.2.1 Use of Facebook.....	162
Table 37.2.2 Use of Facebook: Broken out by Carnegie Class	162
Table 37.2.3 Use of Facebook: Broken out by Type of College	162
Table 37.2.4 Use of Facebook: Broken out by Annual Tuition Level	163
Table 37.2.5 Use of Facebook: Broken out by FTE Enrollment.....	163
Table 37.2.6 Use of Facebook: Broken out by Type of Alumni Organization	163
Table 37.3.1 Use of Google Plus	164
Table 37.3.2 Use of Google Plus: Broken out by Carnegie Class.....	164
Table 37.3.3 Use of Google Plus: Broken out by Type of College.....	164
Table 37.3.4 Use of Google Plus: Broken out by Annual Tuition Level.....	164
Table 37.3.5 Use of Google Plus: Broken out by FTE Enrollment.....	165
Table 37.3.6 Use of Google Plus: Broken out by Type of Alumni Organization	165
Table 37.4.1 Use of Twitter	166
Table 37.4.2 Use of Twitter: Broken out by Carnegie Class	166
Table 37.4.3 Use of Twitter: Broken out by Type of College.....	166
Table 37.4.4 Use of Twitter: Broken out by Annual Tuition Level.....	166
Table 37.4.5 Use of Twitter: Broken out by FTE Enrollment	167
Table 37.4.6 Use of Twitter: Broken out by Type of Alumni Organization.....	167
Table 37.5.1 Use of YouTube.....	168
Table 37.5.2 Use of YouTube: Broken out by Carnegie Class	168
Table 37.5.3 Use of YouTube: Broken out by Type of College.....	168
Table 37.5.4 Use of YouTube: Broken out by Annual Tuition Level.....	168
Table 37.5.5 Use of YouTube: Broken out by FTE Enrollment	169
Table 37.5.6 Use of YouTube: Broken out by Type of Alumni Organization.....	169
Table 37.6.1 Use of InCircle	170
Table 37.7.1 Use of Instagram	170
Table 37.7.2 Use of Instagram: Broken out by Carnegie Class.....	170
Table 37.7.3 Use of Instagram: Broken out by Type of College.....	170

Table 37.7.4 Use of Instagram: Broken out by Annual Tuition Level.....	170
Table 37.7.5 Use of Instagram: Broken out by FTE Enrollment.....	171
Table 37.7.6 Use of Instagram: Broken out by Type of Alumni Organization.....	171
Table 37.8.1 Use of Pinterest.....	172
Table 37.8.2 Use of Pinterest: Broken out by Carnegie Class.....	172
Table 37.8.3 Use of Pinterest: Broken out by Type of College.....	172
Table 37.8.4 Use of Pinterest: Broken out by Annual Tuition Level.....	172
Table 37.8.5 Use of Pinterest: Broken out by FTE Enrollment.....	173
Table 37.8.6 Use of Pinterest: Broken out by Type of Alumni Organization.....	173
Table 37.9.1 Use of Vimeo.....	174
Table 37.9.2 Use of Vimeo: Broken out by Carnegie Class.....	174
Table 37.9.3 Use of Vimeo: Broken out by Type of College.....	174
Table 37.9.4 Use of Vimeo: Broken out by Annual Tuition Level.....	174
Table 37.9.5 Use of Vimeo: Broken out by FTE Enrollment.....	175
Table 37.9.6 Use of Vimeo: Broken out by Type of Alumni Organization.....	175
ALUMNI MAGAZINE.....	176
Table 38.1 Does the College publish a magazine primarily aimed at alumni?.....	176
Table 38.2 Does the College publish a magazine primarily aimed at alumni? Broken out by Carnegie Class.....	176
Table 38.3 Does the College publish a magazine primarily aimed at alumni? Broken out by Type of College.....	176
Table 38.4 Does the College publish a magazine primarily aimed at alumni? Broken out by Annual Tuition Level.....	177
Table 38.5 Does the College publish a magazine primarily aimed at alumni? Broken out by FTE Enrollment.....	177
Table 38.6 Does the College publish a magazine primarily aimed at alumni? Broken out by Type of Alumni Organization.....	177
Table 39.1 Approximately how much did the college spend (\$) on its print alumni publications in the past year, including developing, writing, printing, promoting and distributing them?....	178
Table 39.2 Approximately how much did the college spend (\$) on its print alumni publications in the past year, including developing, writing, printing, promoting and distributing them? Broken out by Carnegie Class.....	178
Table 39.3 Approximately how much did the college spend (\$) on its print alumni publications in the past year, including developing, writing, printing, promoting and distributing them? Broken out by Type of College.....	178
Table 39.4 Approximately how much did the college spend (\$) on its print alumni publications in the past year, including developing, writing, printing, promoting and distributing them? Broken out by Annual Tuition Level.....	179
Table 39.5 Approximately how much did the college spend (\$) on its print alumni publications in the past year, including developing, writing, printing, promoting and distributing them? Broken out by FTE Enrollment.....	179
Table 39.6 Approximately how much did the college spend (\$) on its print alumni publications in the past year, including developing, writing, printing, promoting and distributing them? Broken out by Type of Alumni Organization.....	180
ALUMNI PARTICIPATION RATES.....	181

Table 40 What percentage of the colleges' graduates as defined in the various groups below participate in any alumni association connected to your institution?.....	181
Table 40.1.1 What percentage of the colleges' graduates defined as All graduates participate in any alumni association connected to your institution?	181
Table 40.1.2 What percentage of the colleges' graduates defined as All graduates participate in any alumni association connected to your institution? Broken out by Carnegie Class	181
Table 40.1.3 What percentage of the colleges' graduates defined as All graduates participate in any alumni association connected to your institution? Broken out by Type of College	181
Table 40.1.4 What percentage of the colleges' graduates defined as All graduates participate in any alumni association connected to your institution? Broken out by Annual Tuition Level	182
Table 40.1.5 What percentage of the colleges' graduates defined as All graduates participate in any alumni association connected to your institution? Broken out by FTE Enrollment.....	182
Table 40.1.6 What percentage of the colleges' graduates defined as All graduates participate in any alumni association connected to your institution? Broken out by Type of Alumni Organization.....	182
Table 40.2.1 What percentage of the colleges' graduates defined as Recent Graduates (within 3 years of graduation) participate in any alumni association connected to your institution?	183
Table 40.2.2 What percentage of the colleges' graduates defined as Recent Graduates (within 3 years of graduation) participate in any alumni association connected to your institution? Broken out by Carnegie Class	183
Table 40.2.3 What percentage of the colleges' graduates defined as Recent Graduates (within 3 years of graduation) participate in any alumni association connected to your institution? Broken out by Type of College.....	183
Table 40.2.4 What percentage of the colleges' graduates defined as Recent Graduates (within 3 years of graduation) participate in any alumni association connected to your institution? Broken out by Annual Tuition Level.....	184
Table 40.2.5 What percentage of the colleges' graduates defined as Recent Graduates (within 3 years of graduation) participate in any alumni association connected to your institution? Broken out by FTE Enrollment	184
Table 40.2.6 What percentage of the colleges' graduates defined as Recent Graduates (within 3 years of graduation) participate in any alumni association connected to your institution? Broken out by Type of Alumni Organization.....	184
Table 40.3.1 What percentage of the colleges' graduates defined as All graduates (except those within the past 3 years) participate in any alumni association connected to your institution?	185
Table 40.3.2 What percentage of the colleges' graduates defined as All graduates (except those within the past 3 years) participate in any alumni association connected to your institution? Broken out by Carnegie Class.....	185
Table 40.3.3 What percentage of the colleges' graduates defined as All graduates (except those within the past 3 years) participate in any alumni association connected to your institution? Broken out by Type of College	185
Table 40.3.4 What percentage of the colleges' graduates defined as All graduates (except those within the past 3 years) participate in any alumni association connected to your institution? Broken out by Annual Tuition Level	186

Table 40.3.5 What percentage of the colleges' graduates defined as All graduates (except those within the past 3 years) participate in any alumni association connected to your institution? Broken out by FTE Enrollment.....	186
Table 40.3.6 What percentage of the colleges' graduates defined as All graduates (except those within the past 3 years) participate in any alumni association connected to your institution? Broken out by Type of Alumni Organization	186
Table 41 On a scale of 1-5 with 1 representing little or no involvement with the College, and 5 representing great involvement with the College, how would you measure the level of connectedness of various categories of alumni with the college:	187
Table 41.1.1 On a scale of 1-5 with 1 representing little or no involvement with the college, and 5 representing great involvement with the college, how would you measure the level of connectedness of Male Alumni with the College?	187
Table 41.1.2 On a scale of 1-5 with 1 representing little or no involvement with the college, and 5 representing great involvement with the college, how would you measure the level of connectedness of Male Alumni with the College? Broken out by Carnegie Class.....	187
Table 41.1.3 On a scale of 1-5 with 1 representing little or no involvement with the college, and 5 representing great involvement with the College, how would you measure the level of connectedness of Male Alumni with the College? Broken out by Type of College.....	188
Table 41.1.4 On a scale of 1-5 with 1 representing little or no involvement with the college, and 5 representing great involvement with the College, how would you measure the level of connectedness of Male Alumni with the College? Broken out by Annual Tuition Level	188
Table 41.1.5 On a scale of 1-5 with 1 representing little or no involvement with the college, and 5 representing great involvement with the College, how would you measure the level of connectedness of Male Alumni with the College? Broken out by FTE Enrollment.....	188
Table 41.1.6 On a scale of 1-5 with 1 representing little or no involvement with the college, and 5 representing great involvement with the college, how would you measure the level of connectedness of Male Alumni with the College? Broken out by Type of Alumni Organization	189
Table 41.2.1 On a scale of 1-5 with 1 representing little or no involvement with the college, and 5 representing great involvement with the college, how would you measure the level of connectedness of Female Alumni with the College?	190
Table 41.2.2 On a scale of 1-5 with 1 representing little or no involvement with the college, and 5 representing great involvement with the college, how would you measure the level of connectedness of Female Alumni with the College? Broken out by Carnegie Class.....	190
Table 41.2.3 On a scale of 1-5 with 1 representing little or no involvement with the college, and 5 representing great involvement with the college, how would you measure the level of connectedness of Female Alumni with the College? Broken out by Type of College.....	191
Table 41.2.4 On a scale of 1-5 with 1 representing little or no involvement with the college, and 5 representing great involvement with the college, how would you measure the level of connectedness of Female Alumni with the College? Broken out by Annual Tuition Level.....	191
Table 41.2.5 On a scale of 1-5 with 1 representing little or no involvement with the college, and 5 representing great involvement with the college, how would you measure the level of connectedness of Female Alumni with the College? Broken out by FTE Enrollment.....	191
Table 41.2.6 On a scale of 1-5 with 1 representing little or no involvement with the college, and 5 representing great involvement with the college, how would you measure the level of	

connectedness of Female Alumni with the College? Broken out by Type of Alumni Organization.....	192
Table 41.3.1 On a scale of 1-5 with 1 representing little or no involvement with the college, and 5 representing great involvement with the college, how would you measure the level of connectedness of Graduate Student Alumni with the College?	193
Table 41.3.2 On a scale of 1-5 with 1 representing little or no involvement with the college, and 5 representing great involvement with the college, how would you measure the level of connectedness of Graduate Student Alumni with the College? Broken out by Carnegie Class	193
Table 41.3.3 On a scale of 1-5 with 1 representing little or no involvement with the college, and 5 representing great involvement with the college, how would you measure the level of connectedness of Graduate Student Alumni with the College? Broken out by Type of College	193
Table 41.3.4 On a scale of 1-5 with 1 representing little or no involvement with the college, and 5 representing great involvement with the college, how would you measure the level of connectedness of Graduate Student Alumni with the College? Broken out by Annual Tuition Level.....	194
Table 41.3.5 On a scale of 1-5 with 1 representing little or no involvement with the college, and 5 representing great involvement with the college, how would you measure the level of connectedness of Graduate Student Alumni with the College? Broken out by FTE Enrollment	194
Table 41.3.6 On a scale of 1-5 with 1 representing little or no involvement with the college, and 5 representing great involvement with the college, how would you measure the level of connectedness of Graduate Student Alumni with the College? Broken out by Type of Alumni Organization.....	195
Table 41.4.1 On a scale of 1-5 with 1 representing little or no involvement with the college, and 5 representing great involvement with the college, how would you measure the level of connectedness of Undergraduate Alumni with the College?	196
Table 41.4.2 On a scale of 1-5 with 1 representing little or no involvement with the college, and 5 representing great involvement with the college, how would you measure the level of connectedness of Undergraduate Alumni with the College? Broken out by Carnegie Class..	196
Table 41.4.3 On a scale of 1-5 with 1 representing little or no involvement with the college, and 5 representing great involvement with the college, how would you measure the level of connectedness of Undergraduate Alumni with the College? Broken out by Type of College	196
Table 41.4.4 On a scale of 1-5 with 1 representing little or no involvement with the college, and 5 representing great involvement with the college, how would you measure the level of connectedness of Undergraduate Alumni with the College? Broken out by Annual Tuition Level.....	197
Table 41.4.5 On a scale of 1-5 with 1 representing little or no involvement with the college, and 5 representing great involvement with the college, how would you measure the level of connectedness of Undergraduate Alumni with the College? Broken out by FTE Enrollment	197
Table 41.4.6 On a scale of 1-5 with 1 representing little or no involvement with the college, and 5 representing great involvement with the college, how would you measure the level of connectedness of Undergraduate Alumni with the College? Broken out by Type of Alumni Organization.....	198

Table 41.5.1 On a scale of 1-5 with 1 representing little or no involvement with the college, and 5 representing great involvement with the college, how would you measure the level of connectedness of Adult Education Program Alumni with the College?	199
Table 41.5.2 On a scale of 1-5 with 1 representing little or no involvement with the college, and 5 representing great involvement with the college, how would you measure the level of connectedness of Adult Education Program Alumni with the College: Broken out by Carnegie Class.....	199
Table 41.5.3 On a scale of 1-5 with 1 representing little or no involvement with the college, and 5 representing great involvement with the college, how would you measure the level of connectedness of Adult Education Program Alumni with the College? Broken out by Type of College.....	200
Table 41.5.4 On a scale of 1-5 with 1 representing little or no involvement with the college, and 5 representing great involvement with the college, how would you measure the level of connectedness of Adult Education Program Alumni with the College? Broken out by Annual Tuition Level	200
Table 41.5.5 On a scale of 1-5 with 1 representing little or no involvement with the college, and 5 representing great involvement with the college, how would you measure the level of connectedness of Adult Education Program Alumni with the College? Broken out by FTE Enrollment	200
Table 41.5.6 On a scale of 1-5 with 1 representing little or no involvement with the college, and 5 representing great involvement with the college, how would you measure the level of connectedness of Adult Education Program Alumni with the College? Broken out by Type of Alumni Organization	201
Table 41.6.1 On a scale of 1-5 with 1 representing little or no involvement with the college, and 5 representing great involvement with the college, how would you measure the level of connectedness of Law, Medical, Business School Alumni with the College?	202
Table 41.6.2 On a scale of 1-5 with 1 representing little or no involvement with the college, and 5 representing great involvement with the college, how would you measure the level of connectedness of Law, Medical, Business School Alumni with the College? Broken out by Carnegie Class.....	202
Table 41.6.3 On a scale of 1-5 with 1 representing little or no involvement with the college, and 5 representing great involvement with the college, how would you measure the level of connectedness of Law, Medical, Business School Alumni with the College? Broken out by Type of College	202
Table 41.6.4 On a scale of 1-5 with 1 representing little or no involvement with the college, and 5 representing great involvement with the college, how would you measure the level of connectedness of Law, Medical, Business School Alumni with the College? Broken out by Annual Tuition Level	203
Table 41.6.5 On a scale of 1-5 with 1 representing little or no involvement with the college, and 5 representing great involvement with the college, how would you measure the level of connectedness of Law, Medical, Business School Alumni with the College? Broken out by FTE Enrollment	203
Table 41.6.6 On a scale of 1-5 with 1 representing little or no involvement with the college, and 5 representing great involvement with the college, how would you measure the level of connectedness of Law, Medical, Business School Alumni with the College? Broken out by Type of Alumni Organization.....	204

SURVEY PARTICIPANTS

Baylor Law School
Bellin College
Bethel University
Binghamton University
Butler County Community College
Butler University
BYU-Idaho Alumni Relations
California Baptist University
Carthage College
Casper College Foundation
Central Piedmont Community
College Foundation
Christendom College
Corban University
Eastern Kentucky University
Edinboro University
Furman University
Gordon College
HACC, Central Pennsylvania's
Community College
Hardin-Simmons University
High Point University
Highline College
Kentucky Christian University
Kentucky Wesleyan College
Lake Superior State University
Lebanon Valley College
Livingstone College
Loyola Marymount University
Loyola University New Orleans
Marymount Manhattan College
MSOE (Milwaukee School of
Engineering)
NC State Alumni Association
North Shore Community College
Northeastern Illinois University
Northwood University
Olin College of Engineering

Otterbein University
Rose-Hulman Inst of Technology
Rosemont College
Sam Houston State University
Alumni Association
Simpson College
Slippery Rock University
Southern Arkansas University
St. John's College - Alumni
Relations Office
SUNY Orange
The New School
The University of Tampa
Tidewater Community College
Transylvania University
Trident Technical College
Truman State University
University of Central Missouri
University of Colorado Denver
University of Hawaii at Hilo
University of Idaho
University of Minnesota Alumni
Association
University of North Georgia
University of Saint Francis
University of Vermont Foundation
UT Martin
UW-River Falls Alumni
Association
VCU Alumni
Wesleyan College
Westfield State University

THE QUESTIONNAIRE

CHAPTER 1 – Contact Information

1. Please provide the following contact information:
 - A. Name:
 - B. Organization:
 - C. Work Title:
 - D. Email Address:
 - E. Country:
2. Choose the phrase which best describes your College?
 - A. A community College
 - B. 4year degree and/or master's degree granting
 - C. PHD granting
 - D. Level 1 or Level 2 Research University
3. Is your College a public or private institution?
 - A. Public
 - B. Private
4. The annual full time tuition for your College prior to any deductions or student aid is approximately what?
5. The entire current full time equivalent enrollment of your institution is:
6. Your alumni office is responsible for
 - A. Alumni of all schools and departments of the College
 - B. A specific school or department of the College such as the law school, medical school, graduate studies, etc.
7. Your alumni organization is best described as:
 - A. A department of the College or university
 - B. An independent alumni organization
 - C. A hybrid that partially supports itself and is partially College-supported
8. The total number of alumni of your College is (total alumni not members of the alumni association)
9. What is the estimated number of alumni of the College currently alive?

10. To your knowledge, what percentage of alumni currently alive have ever made a financial contribution to the College?

CHAPTER 2 – Alumni Office Budget & Staffing

11. How many full time equivalent employees work in the alumni affairs office?
12. How many full time employees work in the departments of institutional advancement and/or fundraising?
- A. Yes
 - B. No
13. Which answer best describes your alumni affairs office's relationship with the offices at your College, often fundraising or institutional advancement, that focus on raising money for the College?
- A. Alumni affairs is not administratively separate from institutional advancement or fundraising
 - B. Alumni affairs is pretty much considered an arm of the fundraising effort and though administratively separately we tend to be subordinate to them in actual practice.
 - C. We are separate but equal administrative units
 - D. We don't really have much to do with one another
 - E. We cooperate when possible but often seem to work at cross purposes with one another
14. How much did the alumni office spend on travel for staff members in the past year?
15. In the past two years, total FTE employment in the alumni office has:
- A. Remained the same
 - B. Increased
 - C. Decreased
16. The overall budget for the alumni office, including salaries, equipment, events, outreach, travel, promotional materials and other items was, in the past year: (exclude annual fund and development office expenses)

17. Approximately how much staff time per week in man hours does your alumni office spend in online tasks such as editing the website, compiling and sending email lists and alumni e-newsletters, developing web ads, and other online related alumni tasks?
- A. 10 hours or less
 - B. 10+ to 20 hours per week
 - C. 20+ to 40 hours per week
 - D. 40+ to 80 hours per week
 - E. More than 80 hours per week

CHAPTER 3 – Management Aids

18. How much did your organization spend (\$) in the past year for all costs associated with any of the following services:
- A. Conferences and seminars related to alumni relations or advancement
 - B. Research reports, books, magazines, ezines and other information services about alumni relations/advancement
 - C. Consulting services
19. What are some of the most useful magazines, webs sites, blogs, listservs, social media sites and other information resources about alumni relations that you benefit from?

CHAPTER 4 – Use of Surveys

20. When was the last time (year) that your association conducted an official major survey of the school's alumni?
21. What was the number of completed interviews for this major alumni survey?
22. The last major alumni survey your organization performed was:
- A. Done in-house unassisted
 - B. Done in-house assisted by a consultant
 - C. Done by a research or consulting company

23. If your organization uses an online survey tool to survey alumni, describe the survey tools that you use and how you use them.

CHAPTER 5 – Fundraising from and by Alumni

24. Approximately how many direct mail pieces for all purposes including those not related directly to fundraising are sent out annually by the college office of alumni affairs to alumni? (exclude mailings by regional clubs and other offices of the College unless these offices have the main responsibility for alumni relations).
25. Does the alumni association, or some other unit of the College, use direct telephone solicitation of alumni to solicit donation to the College?
- A. Yes
 - B. No
26. If the College uses direct telephone solicitation about what did the College spend (\$) in the past year, in salary costs, telephone expenses, call center costs, etc either for in-house or outsourced telephone solicitation services for the purposes of soliciting funds from alumni?

CHAPTER 6 – Researching Alumni

27. How does your organization work with the Office of Advancement or other fundraisers to profile alumni and identify likely donors, particularly especially generous donors?
28. Describe how your organization uses LinkedIn as a tool to locate possible donors? What kind of filters do you use in searching? How does the use of LinkedIn compare to the use of other search resources? How much time do you advise others put in to master use of LinkedIn compared to other options?

CHAPTER 7 – Alumni Reunions

29. What was the College budget (\$) for all alumni reunions in the past year?
30. What was the participation rate in the last College reunion held for those that graduated the number of years ago specified (choose the reunion closest to the period listed)

- A. 5year reunion
- B. 10year reunion
- C. 20 year reunion
- D. 30 year reunion

31. Does the College have a reunion of any kind for individuals who graduated from the College within the past two years?

- A. Yes
- B. No

CHAPTER 8 – Search Engine Optimization

32. Your College alumni association is:

- A. dues paying
- B. non-dues paying
- C. Offers dues paying and non-dues paying levels of membership

33. How many regional alumni clubs does the College have?

34. Does the College provide operating funds to these clubs?

- A. Yes
- B. No

35. If the College funds its alumni clubs, how much (\$) does is spend annually for this purpose?

36. Does the alumni office or another office of the College offer an alumni mentoring program?

- A. Yes
- B. No

CHAPTER 9 – Information Projection

37. Approximately how much staff time, in hours per month, would you say that the alumni office expends on the following activities:
- A. Posting alumni-related materials to YouTube, Vimeo or other such sites
 - B. Working on the alumni Facebook or other Social media sites
38. Comment on the use of Twitter by your association. How often do you tweet? How many accounts does the association have? How effective is Twitter as a means of getting out your message? Encouraging attendance at alumni events? As a fundraising tool?
39. Describe how your association uses Instagram and Pinterest as alumni relations tools.

CHAPTER 10 – Alumni Magazines, Newsgroups, Newsletters, etc.

40. The College has a workable email address for what percentage of its alumni:
41. Estimate the percentage of the following groups for which the alumni office has valid email addresses
- A. Alumni that graduated within 5 years
 - B. Alumni that graduated 5-10 years ago
 - C. Alumni that graduated 10-20 years ago
 - D. Alumni that graduated 20 or more years ago
 - E. Don't have this information and can't guess
42. The alumni office/College administration formally or informally restricts the number of times any group of alumni can be emailed to, to about:
- A. Weekly
 - B. Twice a month
 - C. Once a month
 - D. Less than six times per year
 - E. About once a year
 - F. No restriction

43. For the College's last email campaign to alumni what were the rates of unique and total email opening by the recipients. Unique opens counts the number of recipients that open the email; the term total opens includes multiple opens by the same individual. Choose the answer that best reflects your experience:
- A. We do not keep track of the percentage of recipients that open our emails
 - B. We don't send email queries to alumni
 - C. Our last unique open rate was:
 - D. Our last total open rate was:
44. Does your alumni affairs office have a presence on any of the following:
- A. MySpace
 - B. Facebook
 - C. Google Plus
 - D. Twitter
 - E. YouTube
 - F. InCircle
 - G. Instagram
 - H. Pinterest
 - I. Vimeo
45. Does the College publish a magazine primarily aimed at alumni?
- A. Yes
 - B. No
 - C. Yes, more than one
46. Approximately how much did the College spend (\$) on its print alumni publications in the past year, including developing, writing, printing, promoting and distributing them?

CHAPTER 11 – Alumni Demographics

47. What percentage of the colleges' graduates as defined in the various groups below participate in any alumni association connected to your institution?
- A. All graduates
 - B. Recent Graduates (within 3 years of graduation)
 - C. All graduates (except those within the past 3 years)

48. On a scale of 1-5 with 1 representing little or no involvement with the College, and 5 representing great involvement with the College, how would you measure the level of connectedness of various categories of alumni with the College:

A. Male Alumni

- i. Little or No Involvement
- ii. Modestly Involved
- iii. Moderately Involved
- iv. Significantly Involved
- v. Greatly Involved
- vi. N/A

B. Female Alumni

- i. Little or No Involvement
- ii. Modestly Involved
- iii. Moderately Involved
- iv. Significantly Involved
- v. Greatly Involved
- vi. N/A

C. Graduate Student Alumni

- i. Little or No Involvement
- ii. Modestly Involved
- iii. Moderately Involved
- iv. Significantly Involved
- v. Greatly Involved
- vi. N/A

D. Undergraduate Alumni

- i. Little or No Involvement
- ii. Modestly Involved
- iii. Moderately Involved
- iv. Significantly Involved
- v. Greatly Involved
- vi. N/A

E. Adult Education Program Alumni

- i. Little or No Involvement
- ii. Modestly Involved
- iii. Moderately Involved
- iv. Significantly Involved
- v. Greatly Involved
- vi. N/A

- F. Law, Medical, Business School Alumni
 - i. Little or No Involvement
 - ii. Modestly Involved
 - iii. Moderately Involved
 - iv. Significantly Involved
 - v. Greatly Involved
 - vi. N/A