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THE QUESTIONNAIRE

CHAPTER 1 – Contact Information

1. Please give us the following contact information:
 - A. Name:
 - B. Company:
 - C. Work Title:
 - D. Country:
 - E. Email Address:
2. Your college is public or private?
 - A. Public
 - B. Private
3. What is the annual tuition of your college prior to any deductions or aid but excluding room and board?
4. What is the Total Enrollment of your college?
5. Your college might best be described as:
 - A. Community College
 - B. 4-Year College
 - C. MA/PHD Granting.
 - D. Research University

CHAPTER 2 – Frequency and Type of Alumni Surveys

6. How often does your alumni organization conduct surveys of alumni?
7. In addition to one or more major alumni surveys, does the college conduct smaller or more targeted surveys which involve fewer questions or sub groups of the alumni population or both?
 - A. Yes
 - B. No
8. If the college does conduct surveys of subgroups of alumni which of these has it surveyed in recent years?
9. Has the college employed a consultant or surveying organization within the past three years to assist or conduct alumni surveys for the college?
 - A. Yes
 - B. No

10. Alumni surveys are conducted by which of the following:

- A. Office of Advancement or Fundraising
- B. Office of Alumni Affairs
- C. Institutional Assessment or Planning
- D. Other Department or Office
- E. Other (please specify):

CHAPTER 3 – Response Rates

11. The response rate for your last alumni survey was approximately?

12. If you have taken any measures to increase response rates or response quality what have you done?

13. If response rates are higher for some groups of alumni than others defined by age, gender, profession, college major or school attended, income level or other variable please describe these differences in response rates.

14. In recent years would you say that response rates have:

- A. Decreased
- B. Remained About the Same
- C. Increased

CHAPTER 4 – Distribution of Findings

15. Does the college publish a report based on the research findings of the alumni survey?

- A. Yes
- B. No

16. The results of the alumni survey are distributed to which departments at your college?

17. If so to whom is the report made available?

18. Which departments of the college would you say have contributed questions to the alumni survey?

CHAPTER 5 – Partnerships and Consortium Efforts

19. To the best of your knowledge has your college participated in any consortium or other alumni surveying effort that involves directing your alumni to take a standardized alumni survey that is open to alumni of other colleges so that colleges may benchmark responses against group norms or other benchmarks?

- A. Yes
- B. No

- 20. If your college has participated in such efforts what was the fee for the last time you participated?
- 21. Describe the nature of this consortium or other partnership effort with other colleges or through vendors.

CHAPTER 6 – Survey Instrument

- 22. If the college uses an online survey tool for its alumni surveying which online tool or tools does it use and why those particular ones?
- 23. The surveys are predominantly sent out or done by:
 - A. Mail
 - B. Phone
 - C. Email
 - D. Other (please specify)
- 24. If your last major alumni survey was completely or partially conducted by mail, how many survey forms did you mail out?
- 25. What was the cost of the mailing for each of the following:
 - A. Printing:
 - B. Postage:
- 26. Has the college ever offered an incentive or inducement to alumni to take the alumni survey?
 - A. Yes
 - B. No
- 27. If so what was the incentive or inducement; how much did it cost the college and what was the impact on survey response rates?

CHAPTER 7 – Survey Contents

- 28. Approximately how many questions did the college's main alumni survey questionnaire have?
- 29. What percentage of questions pertain to the student's current job and income level?
- 30. What percentage of the questions on the main alumni survey would you say pertain

to the alumni's educational experiences after leaving the college or plans for future education?

31. In your experience what is the trade off between survey length and survey response rates? If you increase the length of a survey by 20 questions what does this do to your response rates? How do you take into account this trade off?

CHAPTER 8 – Use of Survey Results

32. Have you redeveloped or altered your alumni surveying in recent years to get a better picture of how your alumni are faring in the job market so that your college will be better able to meet current or future demands from government for such information?

A. Yes
B. No

33. Do you plan to make such initial changes or adjustments of more such changes or adjustments in the near future to your alumni surveying efforts in order to better deal with current or potential demands from government or other overseers?

A. Yes
B. No

34. If you have made changes or adjustments in the recent past, or plan such changes in the near future, what have you done or do you plan to do?

CHAPTER 9 – Advice for Peers

35. What advice can you offer your peers about best practices in designing, administering and using alumni surveys and the resulting data?

PARTICIPANTS LIST

Berry College
Bluffton University
Bridgewater College
Bridgewater State University
Casper College Alumni Association
Cedar Crest College
Colorado Christian University
DeSales University
East Central Community College
Ferrum College
Florida International University
Freed-Hardeman University
Genesee Community College
Hamilton College
Hodges University
Lackawanna College
Lawrence Technological University
Life University
Louisville Presbyterian Seminary
Mason
Nichols College
Oklahoma City University
Pacific Lutheran University
Presbyterian College
Saginaw Valley State University
Saint Joseph's College of Maine
Schoolcraft College
Southern Arkansas University
State University of NY at New Paltz
SUNY Orange
Susquehanna University
The Moody Bible Institute of Chicago
The University of Tampa
University of Arkansas Fort Smith
University of Idaho
University of the Pacific
UT Martin
WV Wesleyan College