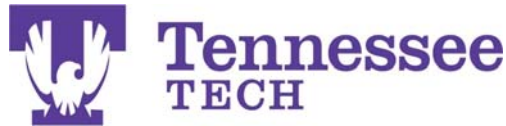


Alumni Attitude Study® Findings and Results



Results from the 2017 Alumni Attitude Study®

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Presented by:



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.

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	



Slide 2



Alumni Attitude Study®

Findings and Results

Participants

Comparable Universities Based on Carnegie Classification

- | | |
|--|---------------------------------------|
| American International College | Oakland University |
| Arizona State University-Downtown Phoenix | Pepperdine University |
| Azusa Pacific University | Rochester Institute of Technology |
| Barry University | Sam Houston State University |
| Benedictine University | Seton Hall University |
| Boise State University | St John's University-New York |
| California State University-Fresno | Texas A & M University-Corpus Christi |
| California State University-Fullerton | Texas Southern University |
| Clarkson University | Texas Woman's University |
| Indiana University of Pennsylvania-Main Campus | University of Nebraska at Omaha |
| Louisiana Tech University | University of San Diego |
| Mercer University | Widener University-Main Campus |
| National Louis University | Wright State University-Main Campus |



Slide 3



Alumni Survey Process



Slide 4



Alumni Attitude Study® Findings and Results

Study Results: Distribution and Response

	2017
Response Rate	6.96%
Presumed Delivered	40,316
Number of responses	2,806



Slide 5



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*

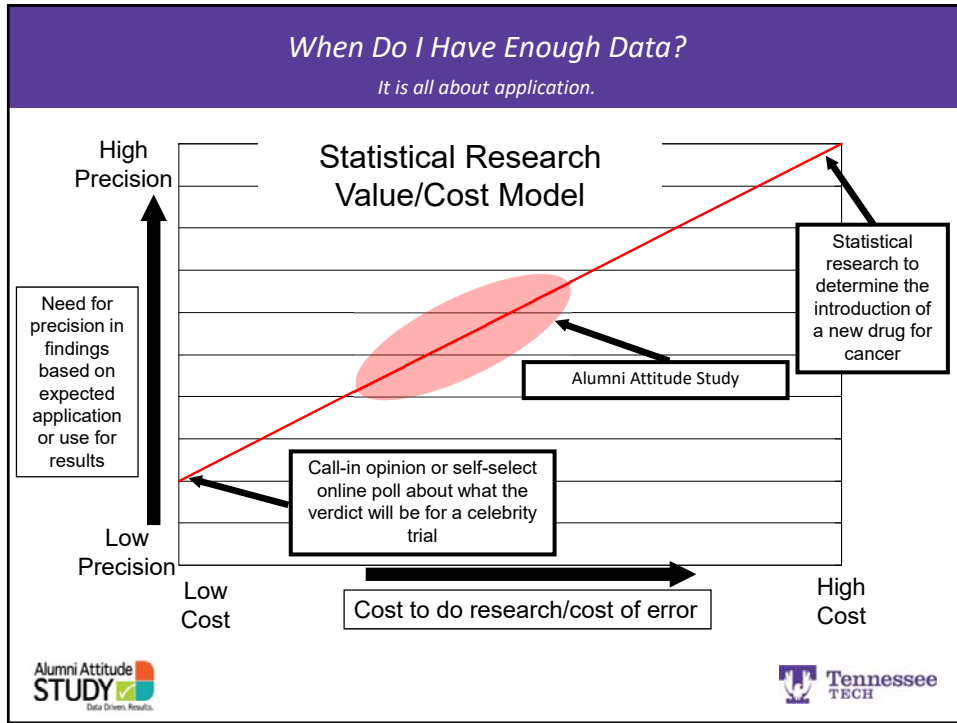
* Source: "Americans' Internet Access:2000-2015," Pew Research Center, June 26, 2015.



Slide 6



Alumni Attitude Study® Findings and Results



Demographic Data

<u>Degree Obtained</u>	<u>All School</u>	<u>Comps</u>	<u>Tennessee Tech 2017</u>
Undergraduate	63%	67%	76%
Graduate	25%	21%	10%
Both undergraduate and graduate	11%	12%	15%
No degree obtained	1%	1%	0%

<u>Distance from Campus</u>	<u>All School</u>	<u>Comps</u>	<u>Tennessee Tech 2017</u>
within 16 miles	20%	18%	16%
17-50 miles	16%	21%	8%
51-160 miles	15%	15%	39%
161-250 miles	10%	9%	10%
Over 250 within the US	34%	33%	23%
Over 250 outside the US	4%	4%	3%

<u>Ethnicity</u>	<u>All School</u>	<u>Comps</u>	<u>Tennessee Tech 2017</u>
Caucasian	82%	84%	91%
African American	6%	6%	2%
Hispanic	6%	7%	1%
Asian/Pacific Islander	5%	4%	2%
Am. Indian/Alaskan	1%	0%	0%
2 or more ethnic groups (multi-ethnic)	0%	0%	1%
Other	0%	0%	2%

Slide 8

Alumni Attitude STUDY Data Driven Results

Tennessee TECH

Alumni Attitude Study® Findings and Results

Demographic Data

<u>Age</u>	<u>All School</u>	<u>Comps</u>	<u>Tennessee Tech 2017</u>
Less than 25	8%	8%	10%
26 to 30	12%	11%	13%
31 to 44	24%	25%	23%
45 to 62	33%	36%	30%
63 and older	23%	20%	23%

<u>Gender</u>	<u>All School</u>	<u>Comps</u>	<u>Tennessee Tech 2017</u>
Male	53%	49%	60%
Female	47%	51%	40%

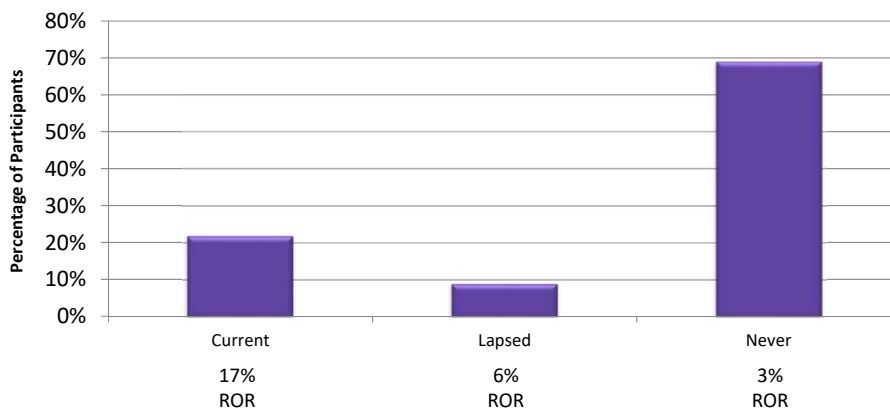


Slide 9



Response

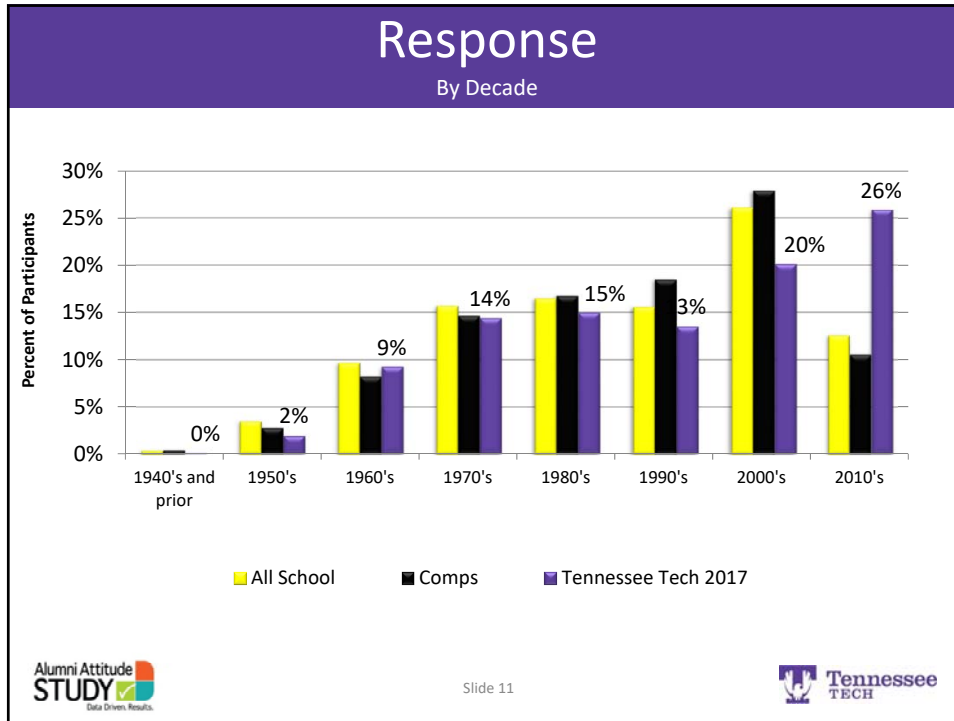
By Donor Status



Slide 10





Alumni Attitude Study® Findings and Results



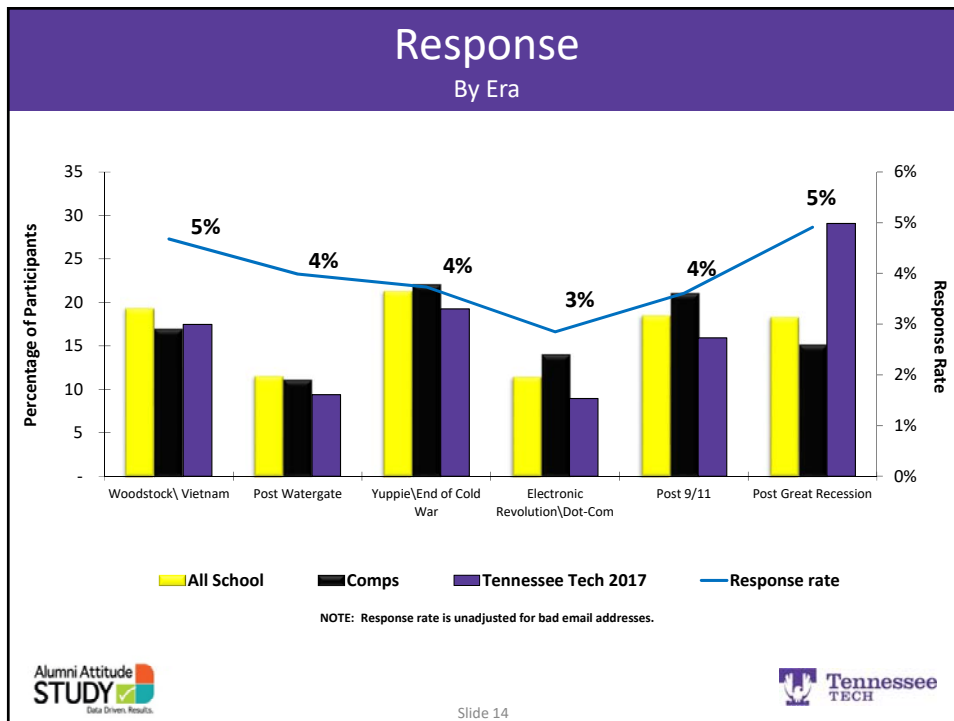
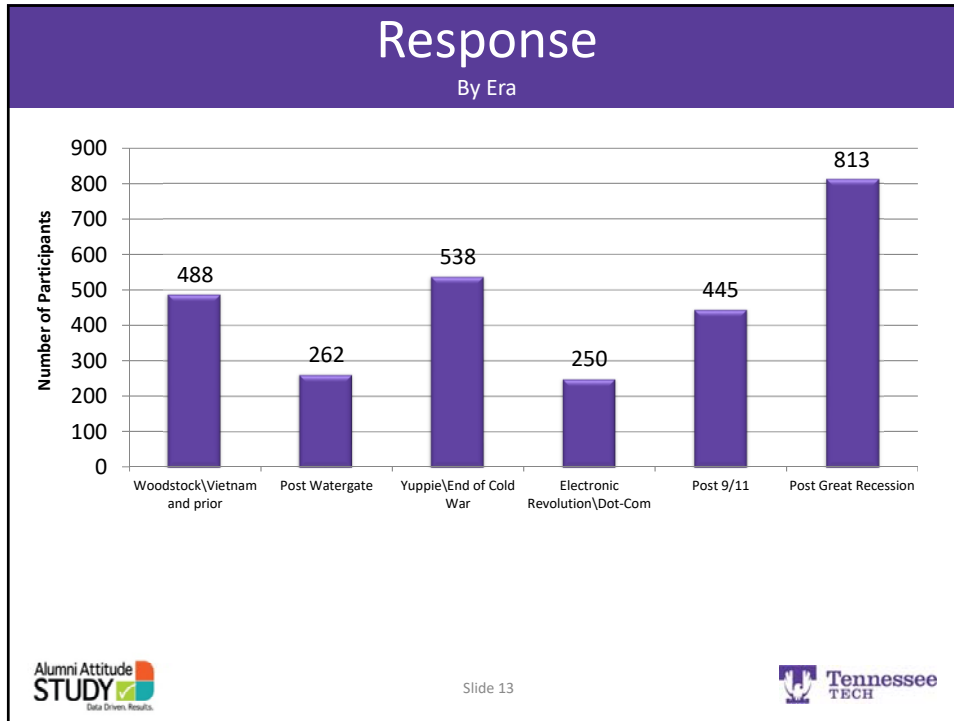
Era of Graduation

By Graduation Era - Definitions

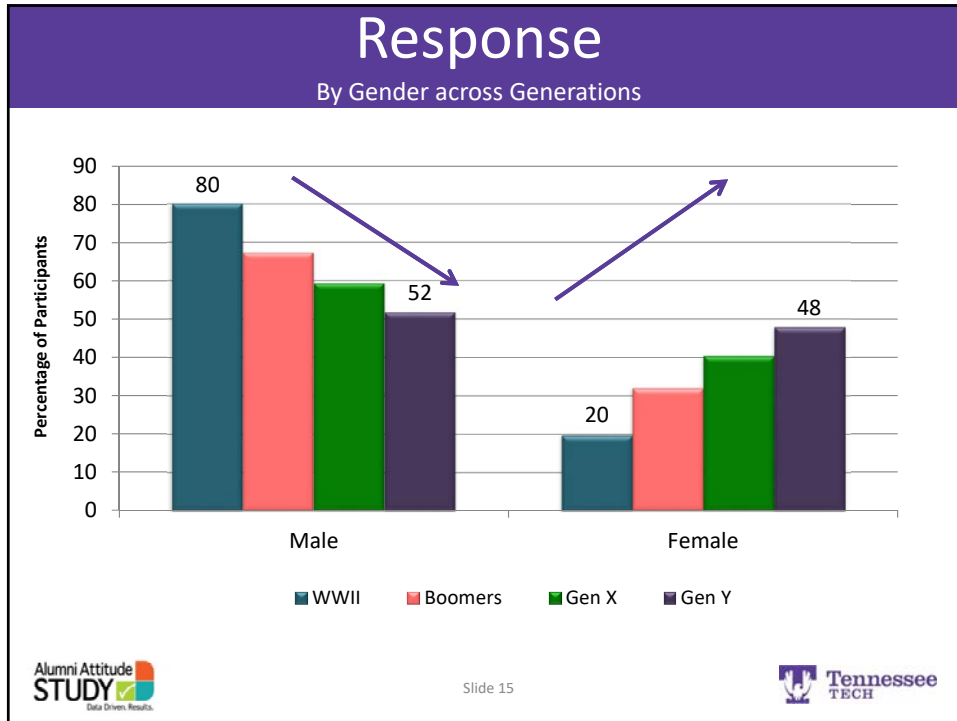
Woodstock/ Vietnam and Prior (graduated prior to 1973)	<ul style="list-style-type: none"> Includes pre 1964 graduates Tumultuous 60's Civil Rights Act Tonkin resolution to Nixon resignation Good economy Ages 65-72 and older 	Electronic Revolution/ Dot-Com (graduated 1994-2000)	<ul style="list-style-type: none"> Dot-com IPOs to 9/11 Peace and fall of Berlin Wall Big booming economy focused on youth Ages 37-43
Post-Watergate (graduated 1974-1980)	<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 	Post-9/11 (graduated 2000 through 2008)	<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 Age Ages 28 - 36
Yuppie/End of Cold War (graduated 1981-1993)	<ul style="list-style-type: none"> Reagan boom to dot-com IPOs Good economy and optimistic time Ages 44-56 	Post Great Recession (Graduated after 2008)	<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

Alumni Attitude Study® Findings and Results



Alumni Attitude Study® Findings and Results

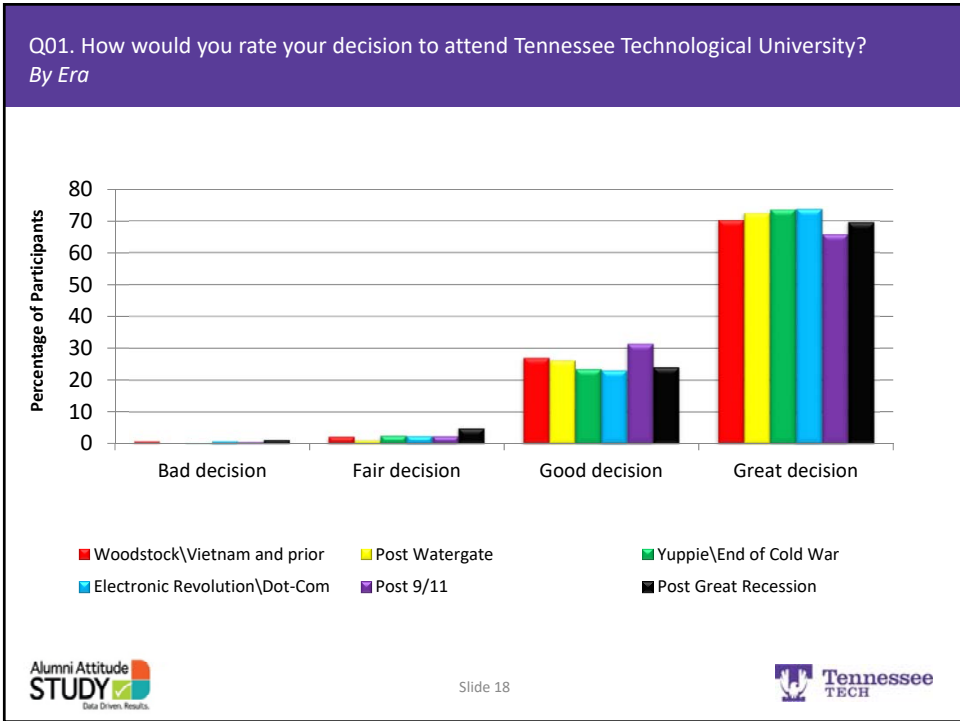
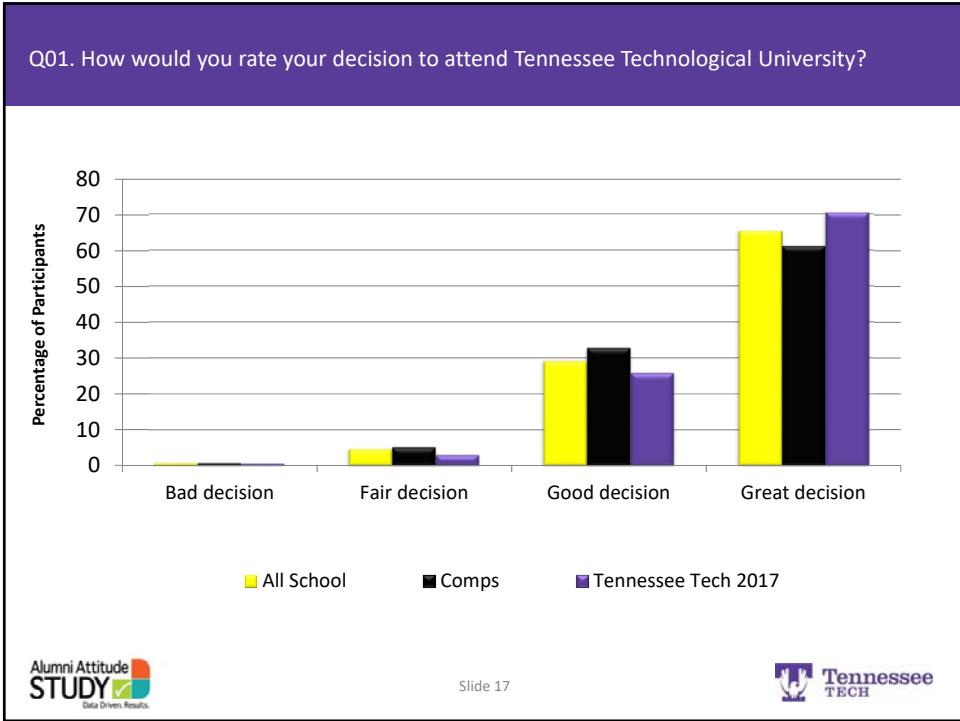


Alumni Affinity and Giving

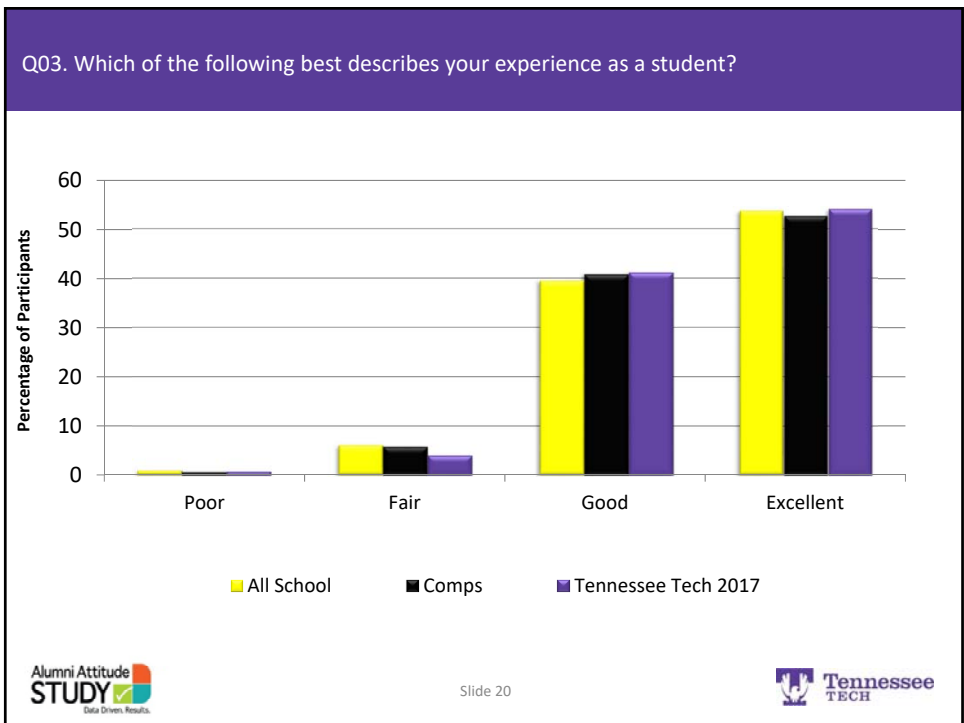
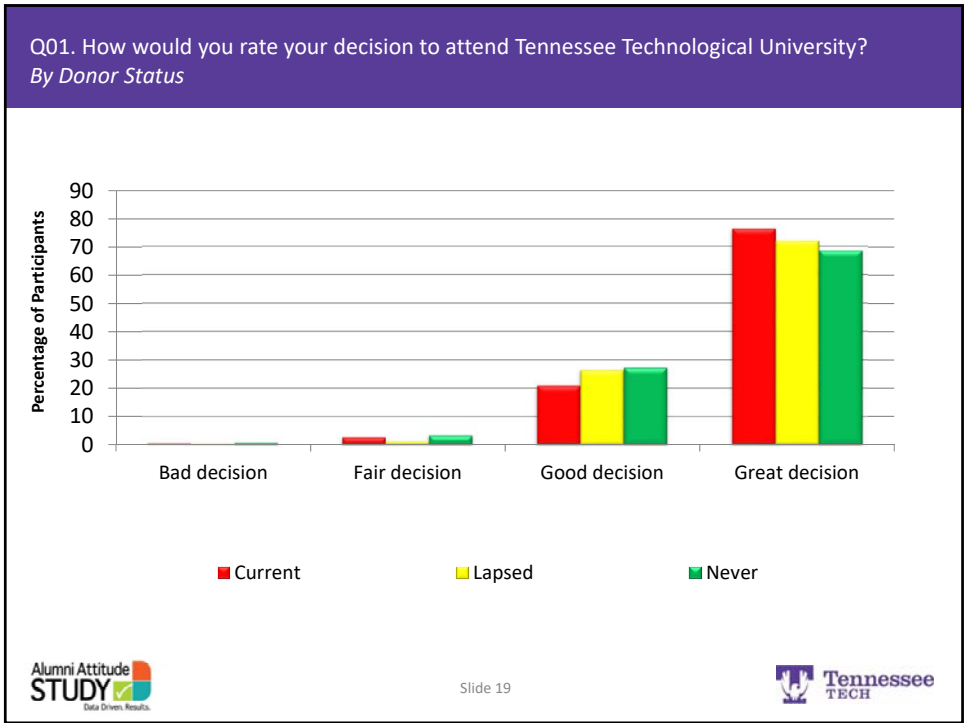
Alumni Attitude STUDY Data Driven Results. Tennessee TECH

Slide 16

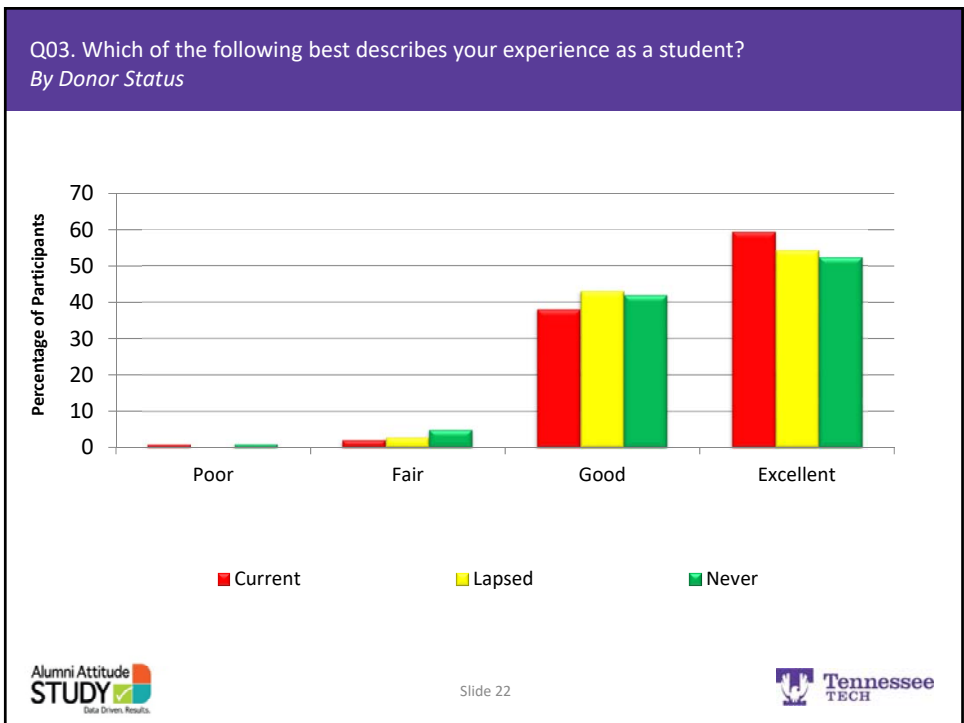
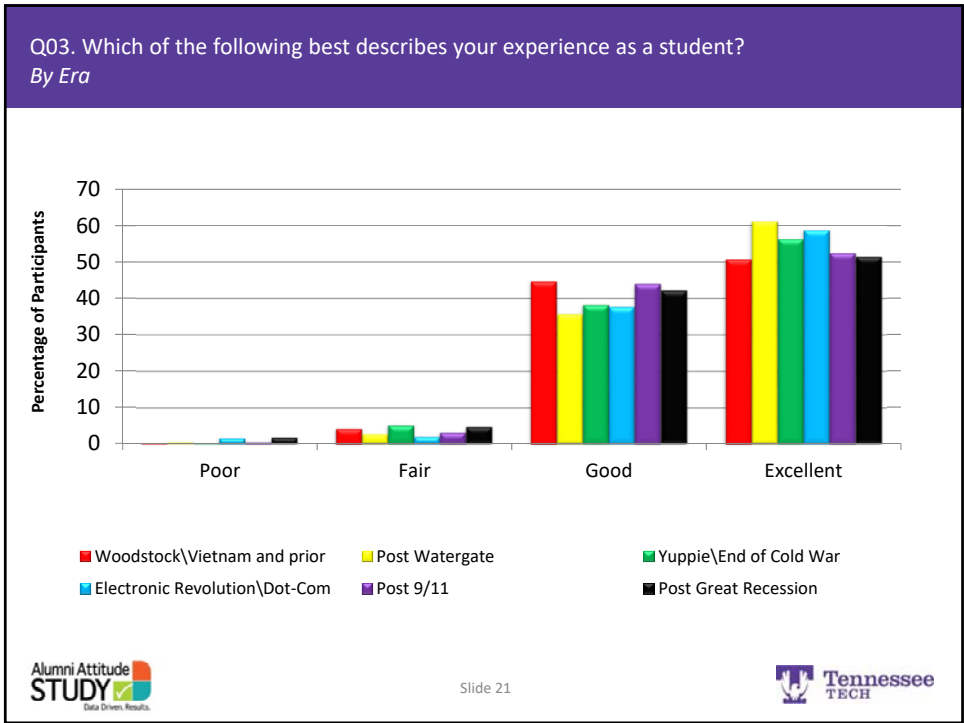
Alumni Attitude Study® Findings and Results



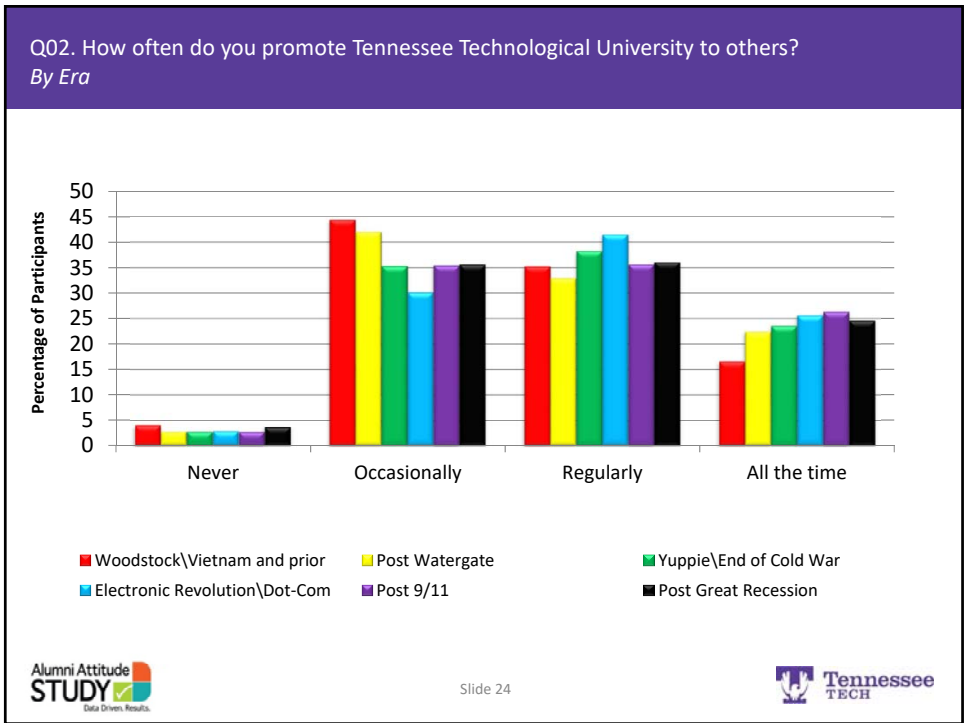
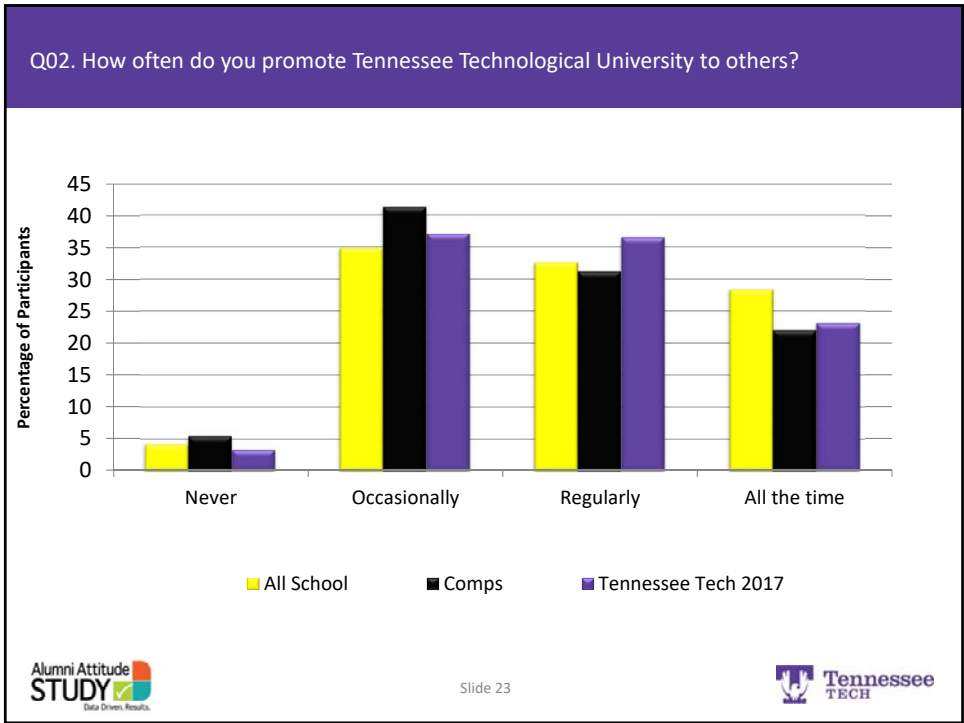
Alumni Attitude Study® Findings and Results



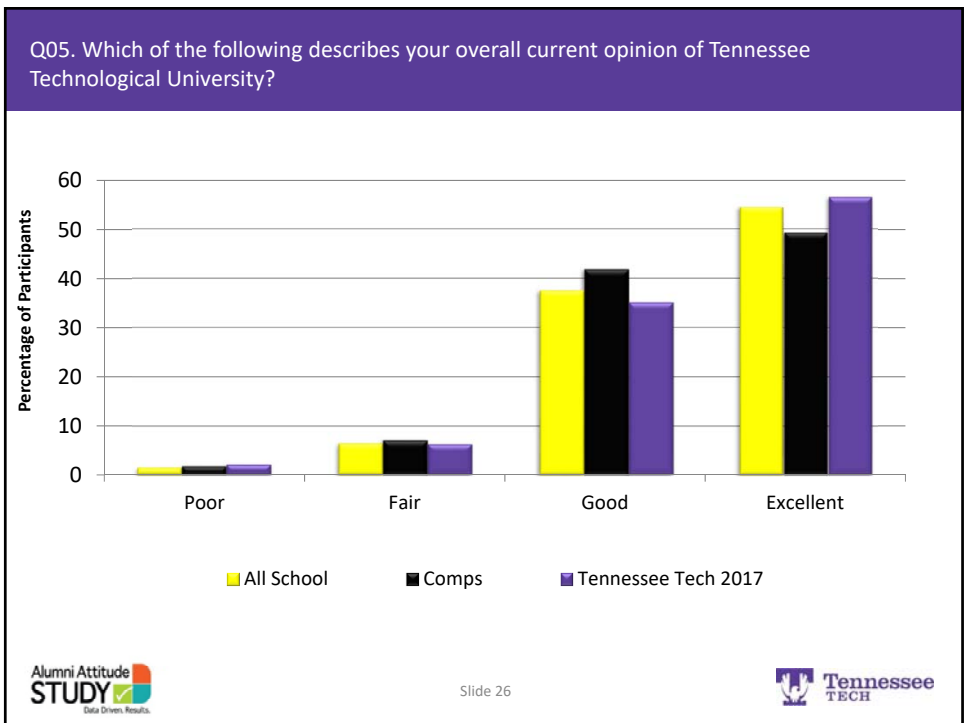
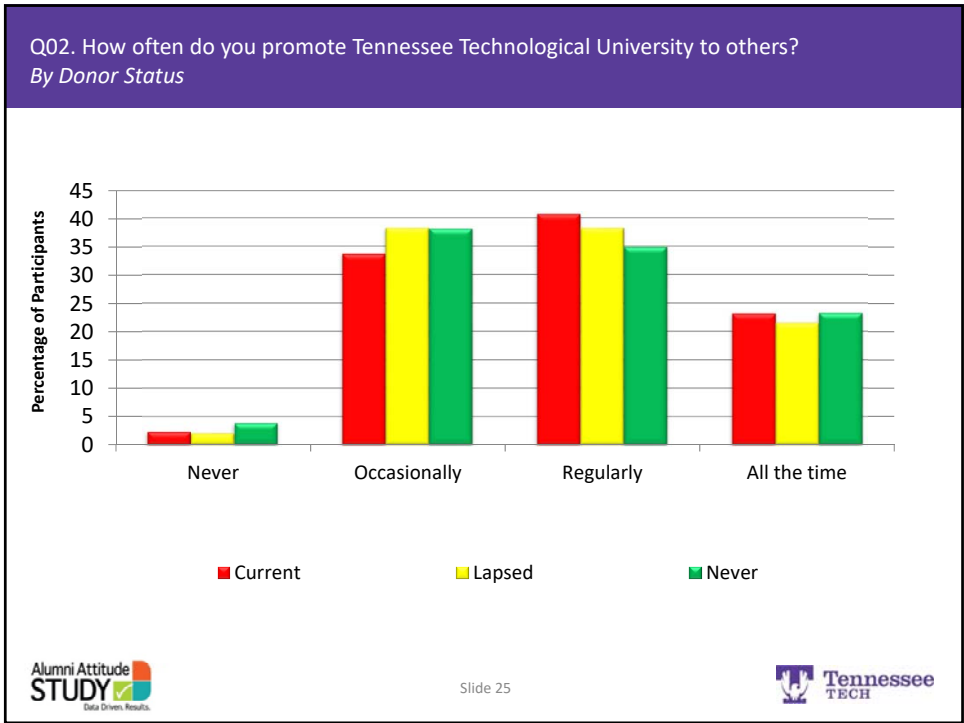
Alumni Attitude Study® Findings and Results



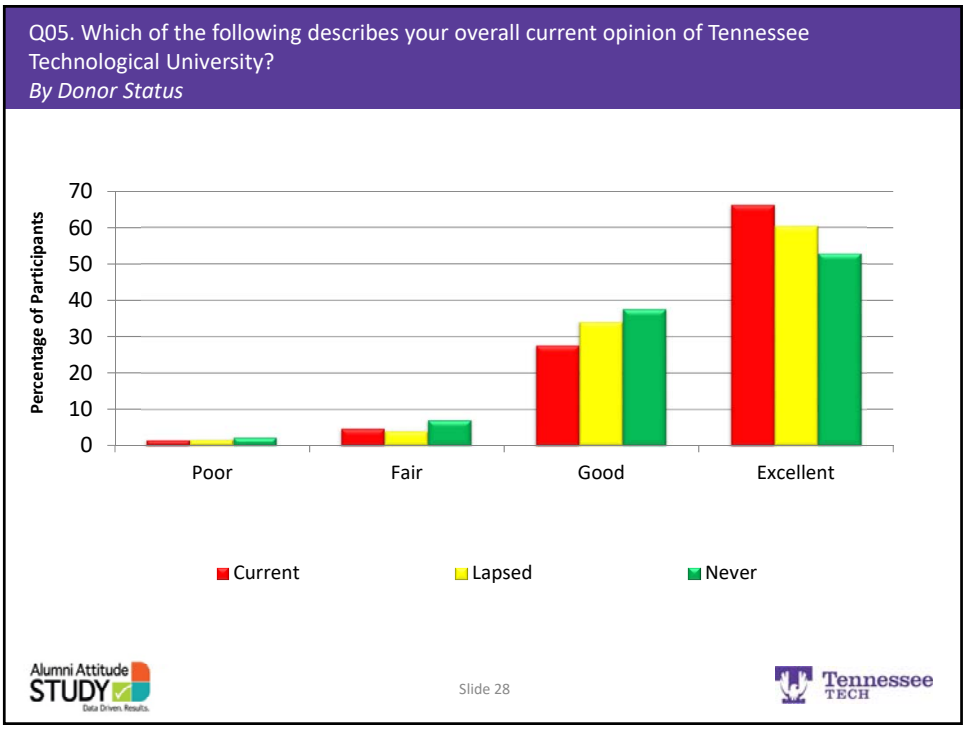
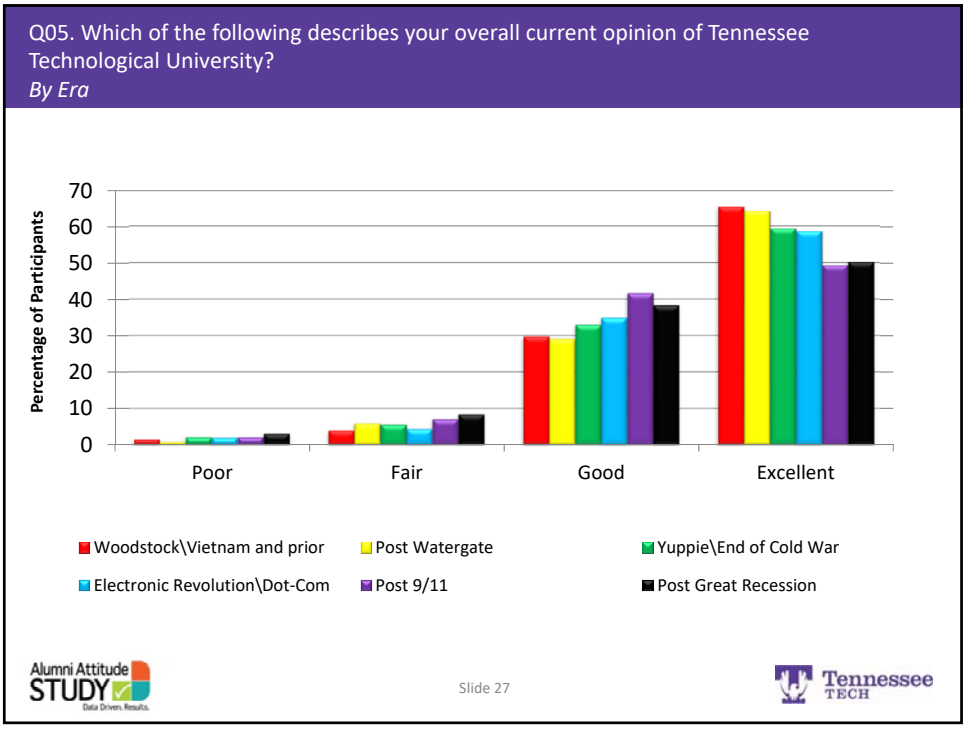
Alumni Attitude Study® Findings and Results



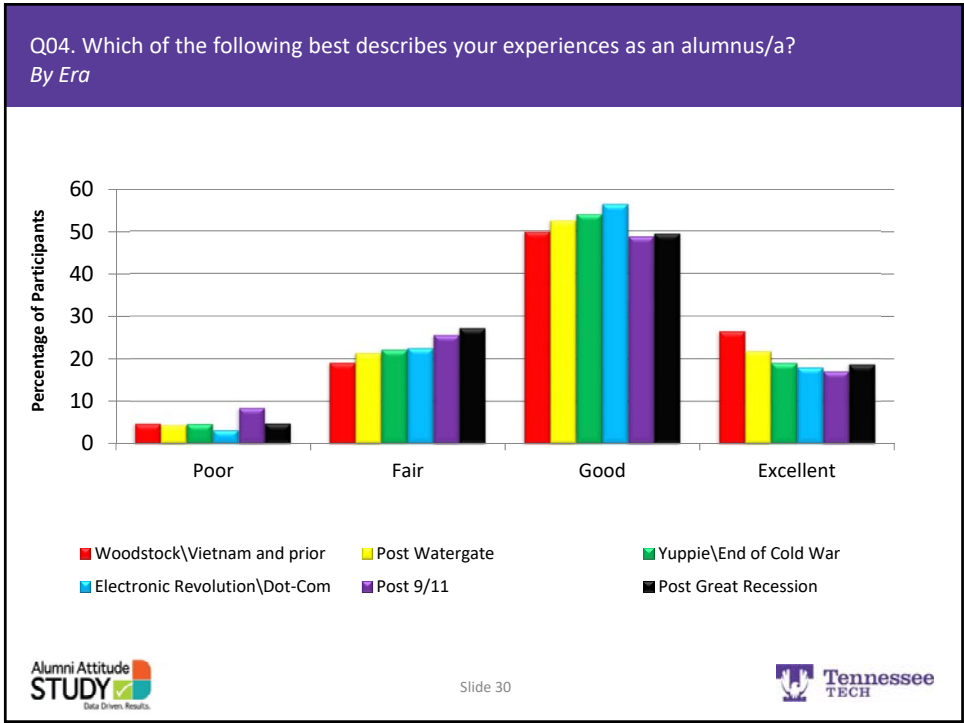
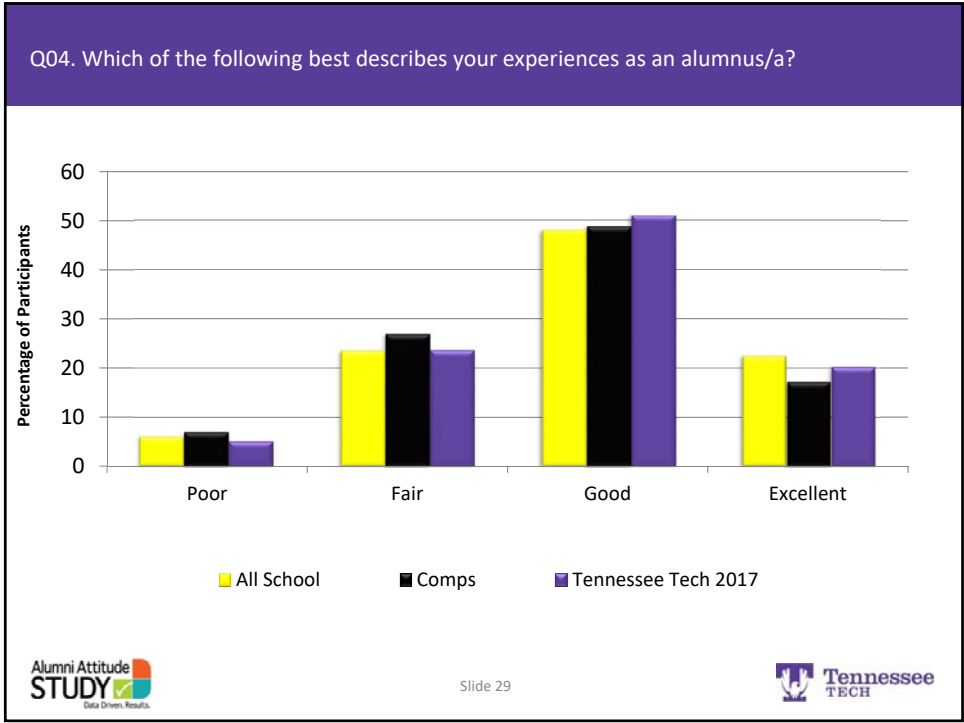
Alumni Attitude Study® Findings and Results



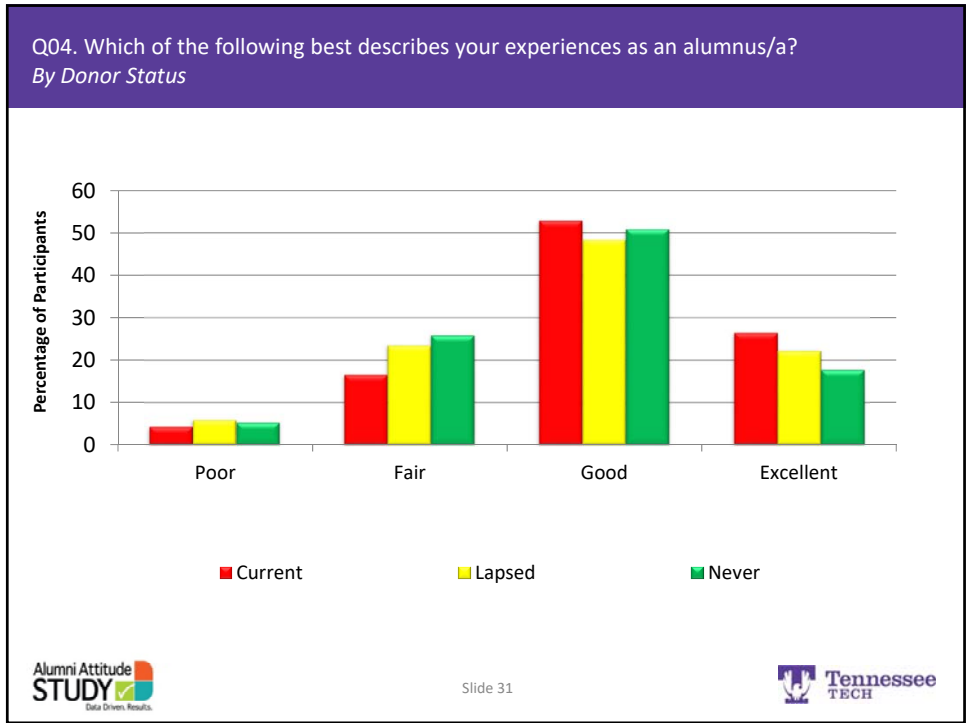
Alumni Attitude Study® Findings and Results



Alumni Attitude Study® Findings and Results



Alumni Attitude Study® Findings and Results



Affinity Index

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

- Q01 How would you rate your decision to attend Tennessee Technological University?
- Q02 How often do you promote Tennessee Technological 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 Tennessee Technological University?

Expressed as a percentage

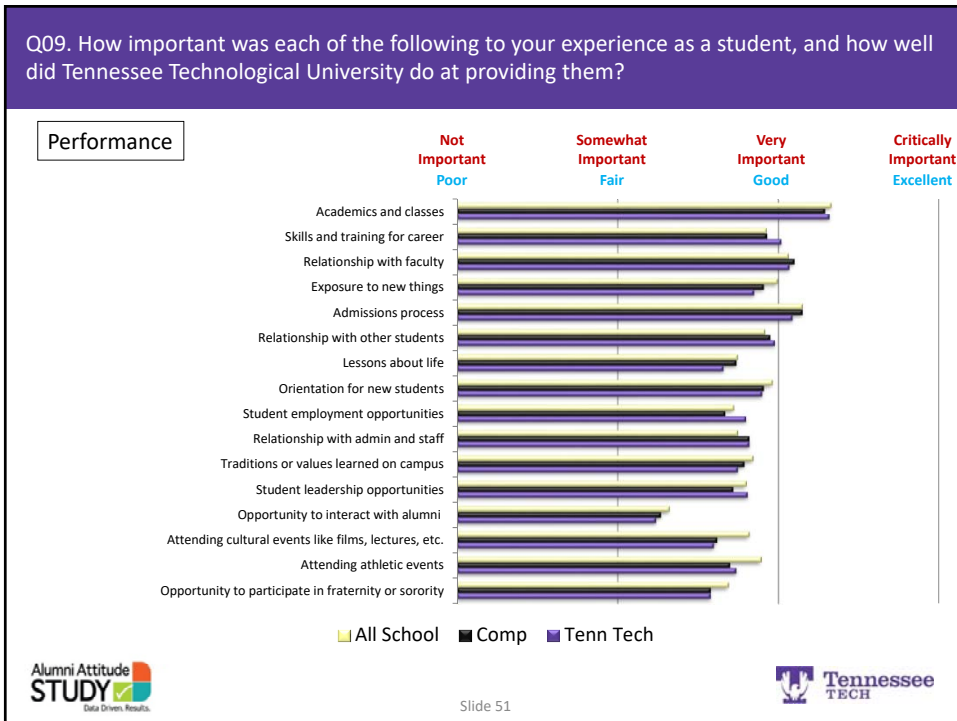
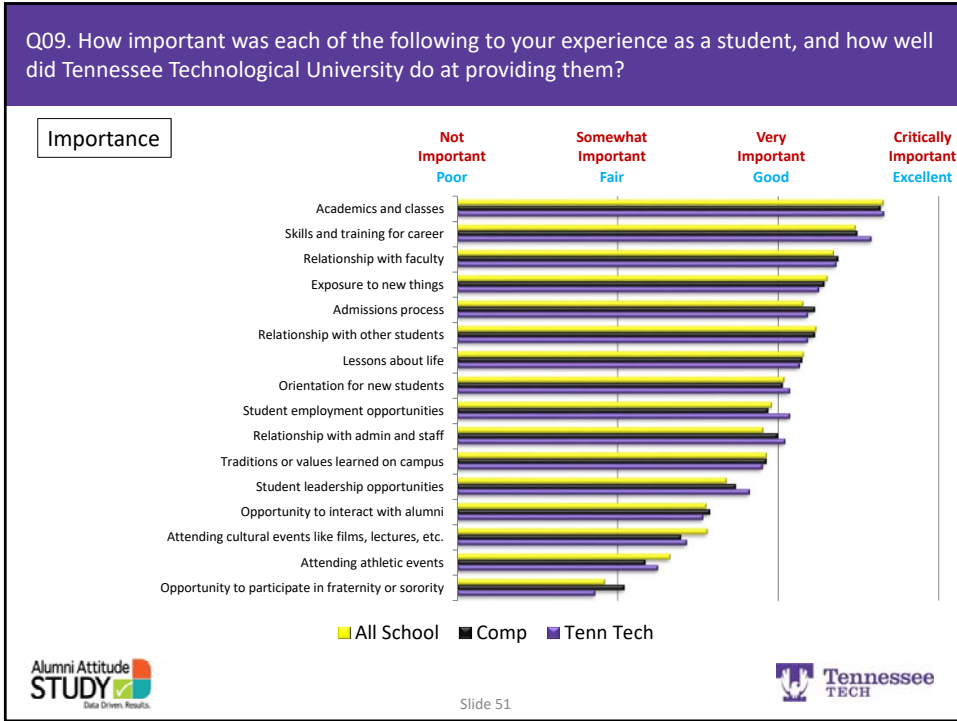
$$[\text{Index} = ((\text{Q01} + \text{Q02} + \text{Q04} + \text{Q05}) / 4) / 4]$$

Affinity Index (Tennessee Technological University 2017) = 80%

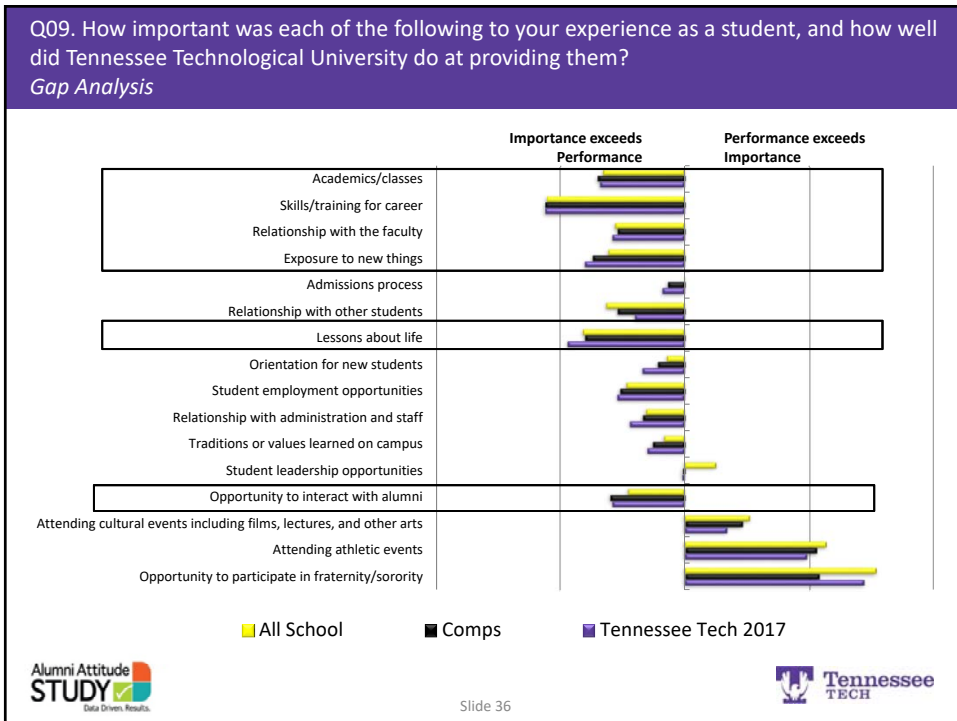
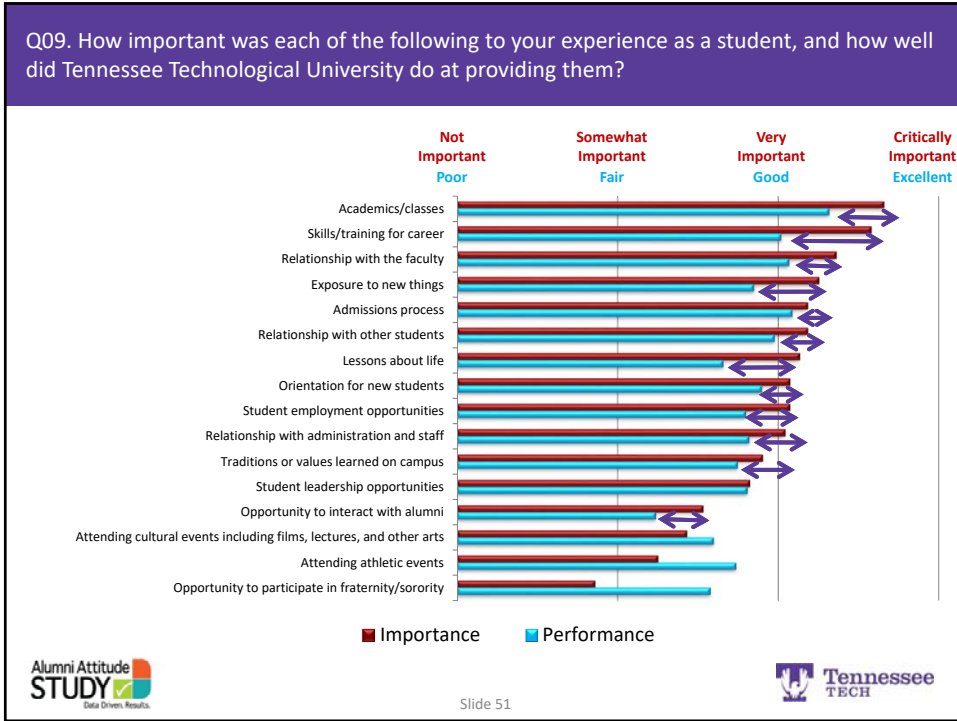
Comparable Institutions = 77%
All School Database = 80%

Alumni Attitude STUDY Data Driven Results. Slide 32. Tennessee TECH

Alumni Attitude Study® Findings and Results



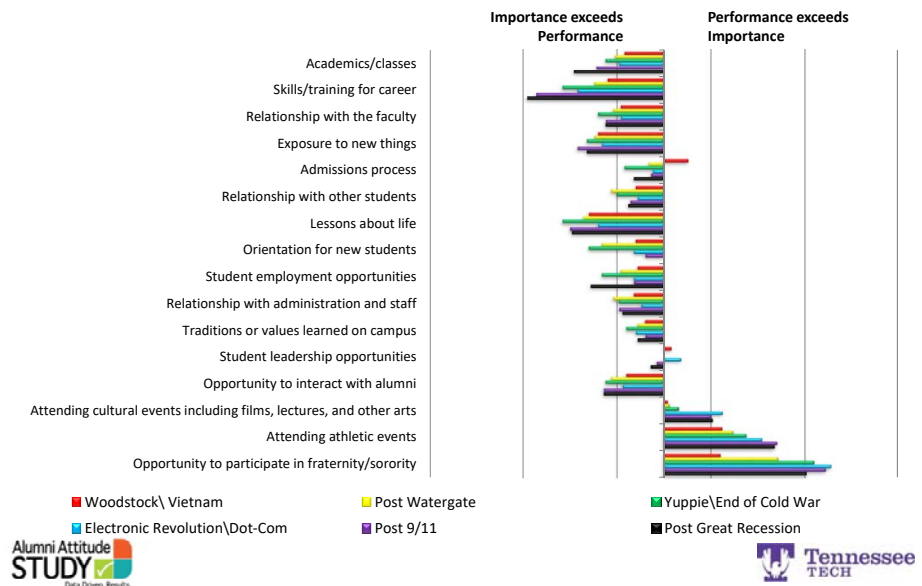
Alumni Attitude Study® Findings and Results



Alumni Attitude Study® Findings and Results

Q09. How important was each of the following to your experience as a student, and how well did Tennessee Technological University do at providing them?

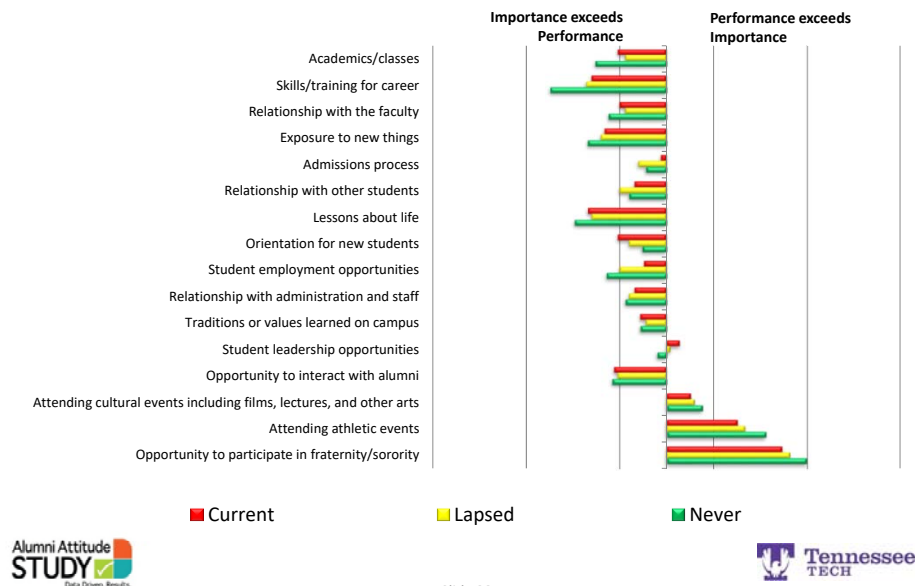
Gap Analysis by Era



Slide 37

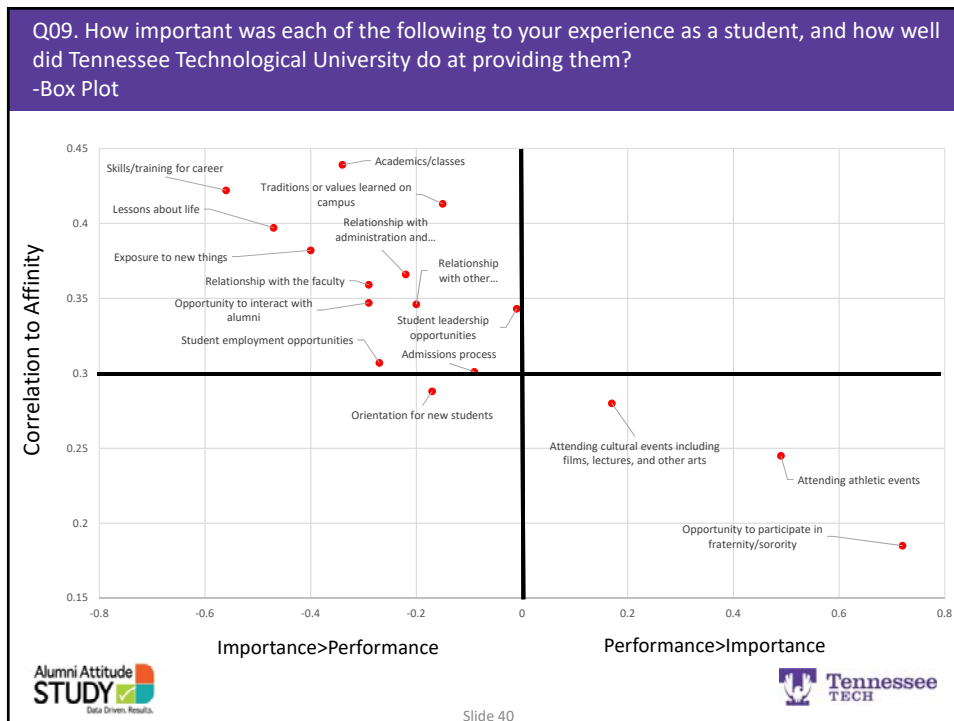
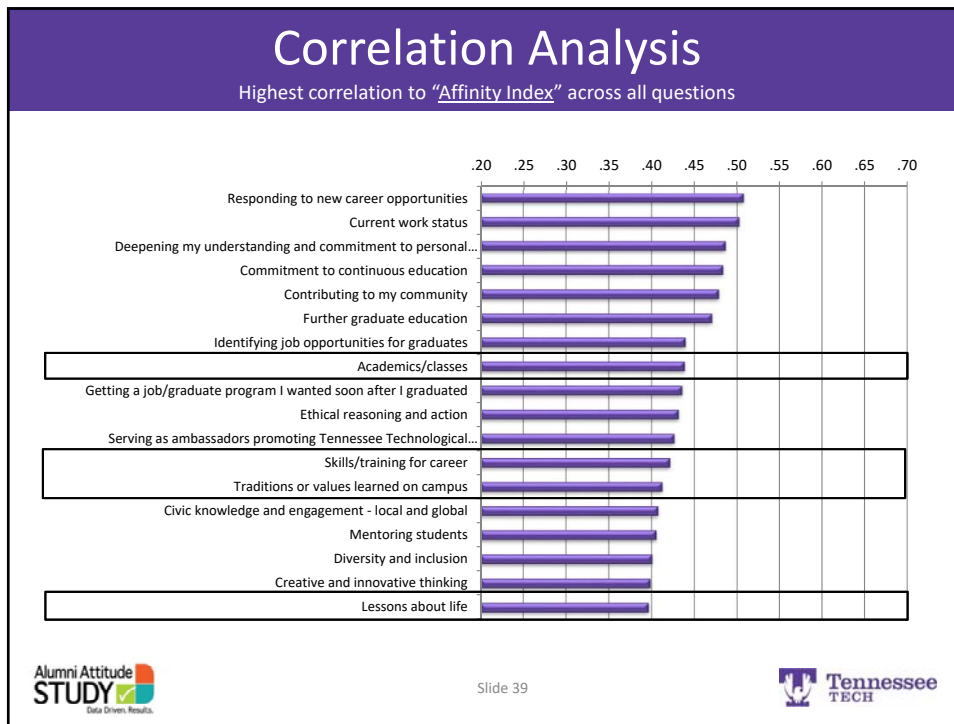
Q09. How important was each of the following to your experience as a student, and how well did Tennessee Technological University do at providing them?

Gap Analysis By Donor Status

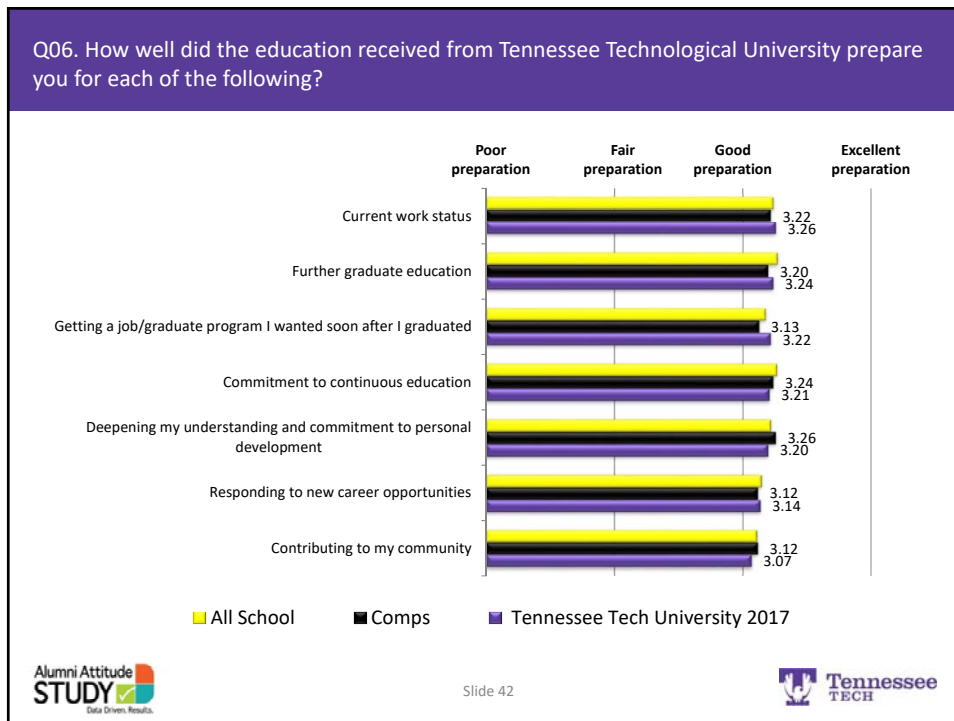
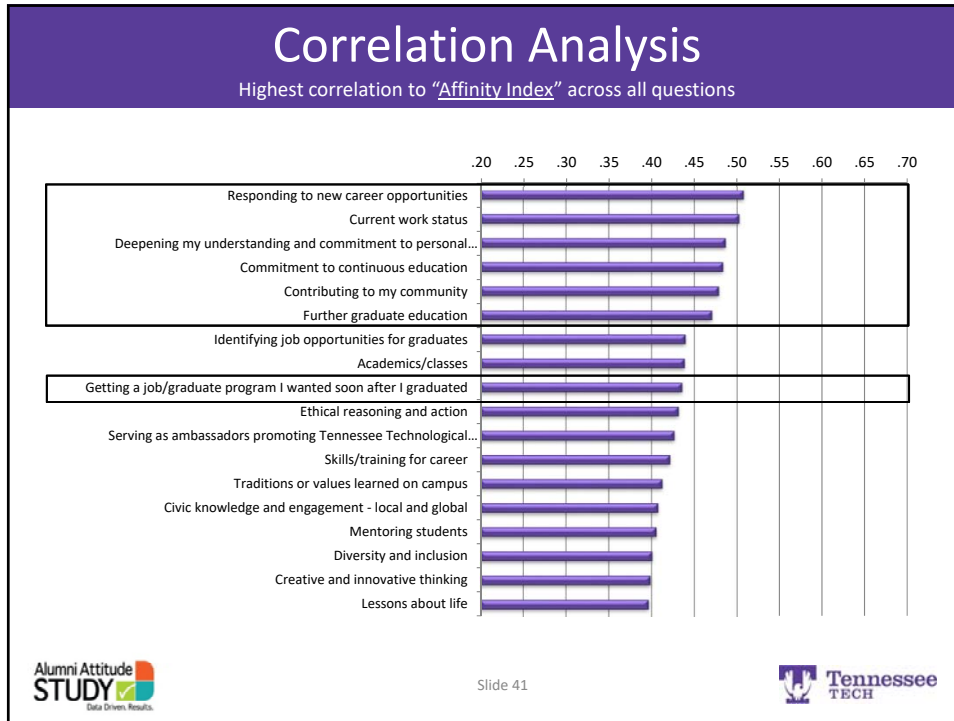


Slide 38

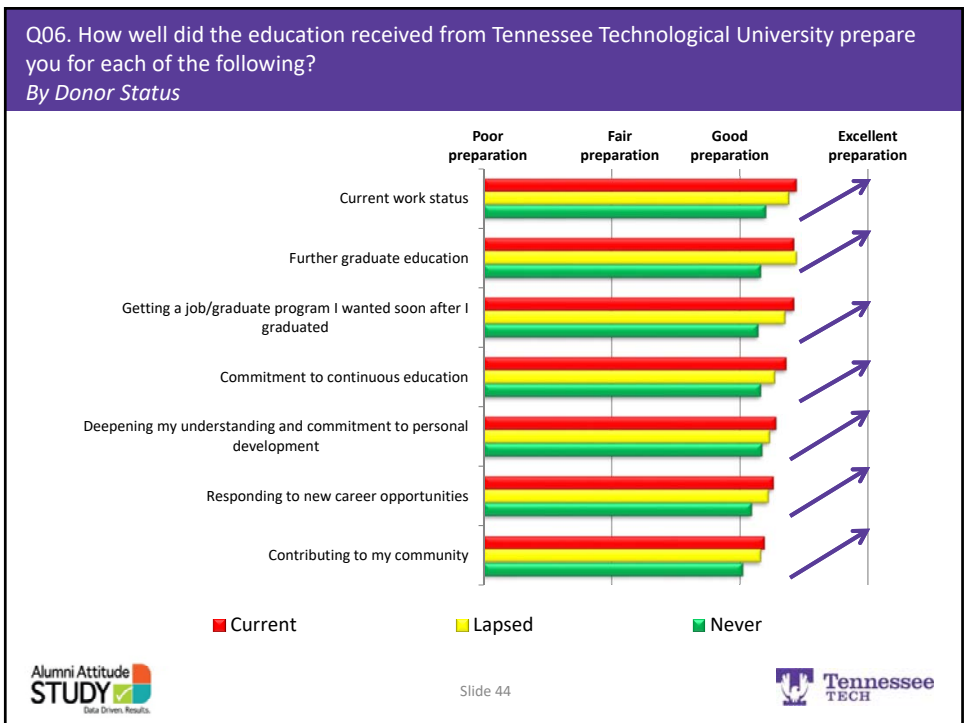
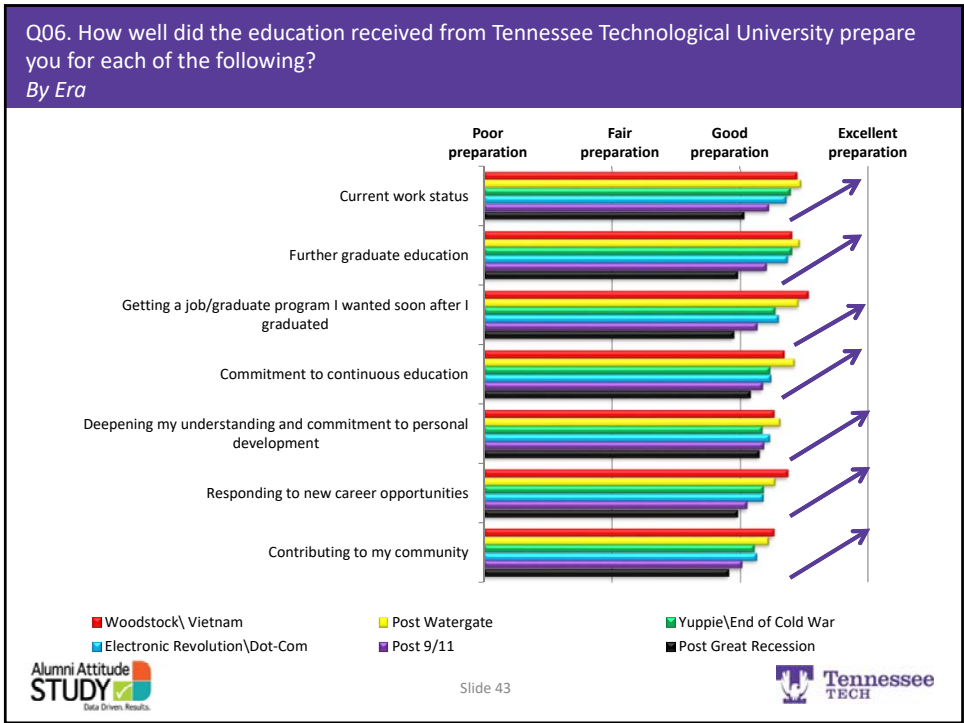
Alumni Attitude Study® Findings and Results



Alumni Attitude Study® Findings and Results

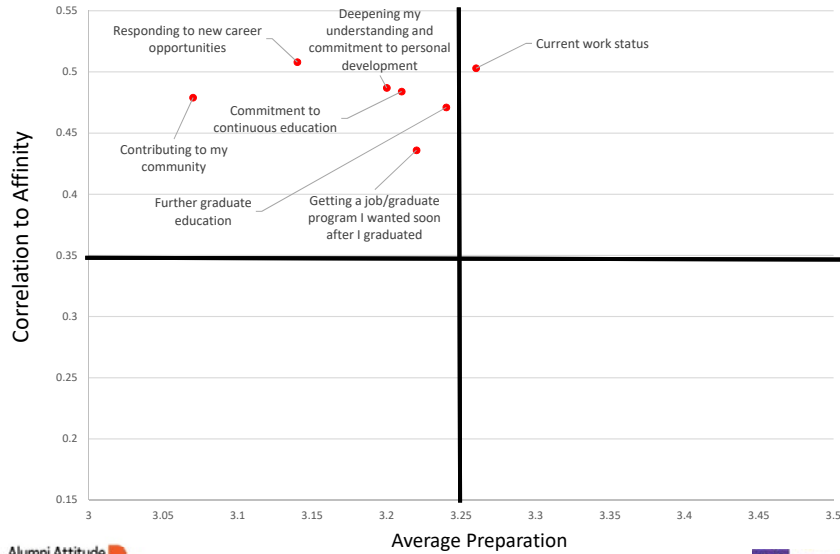


Alumni Attitude Study® Findings and Results



Alumni Attitude Study® Findings and Results

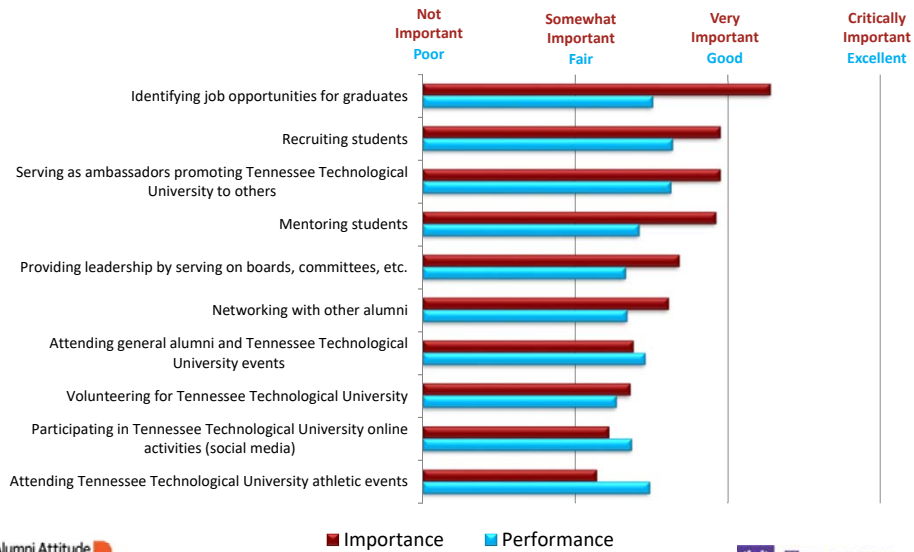
Q06. How well did the education received from Tennessee Technological University prepare you for each of the following?



Slide 45



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



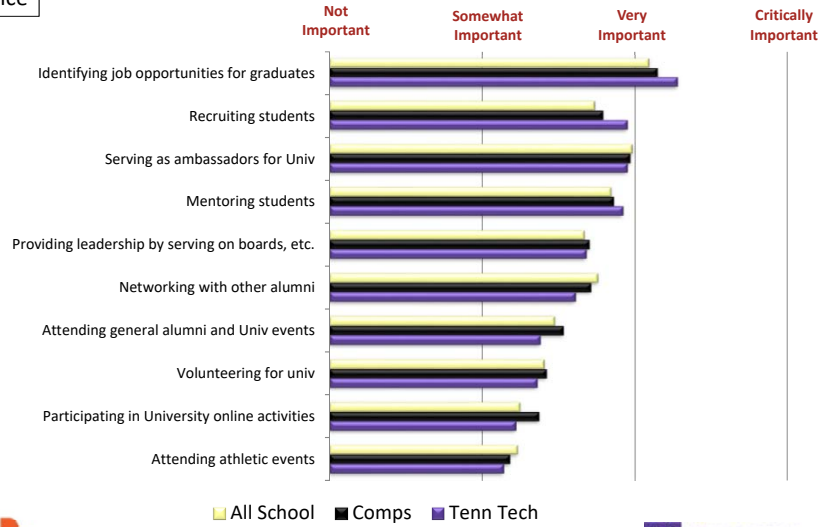
Slide 46



Alumni Attitude Study® Findings and Results

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

Importance

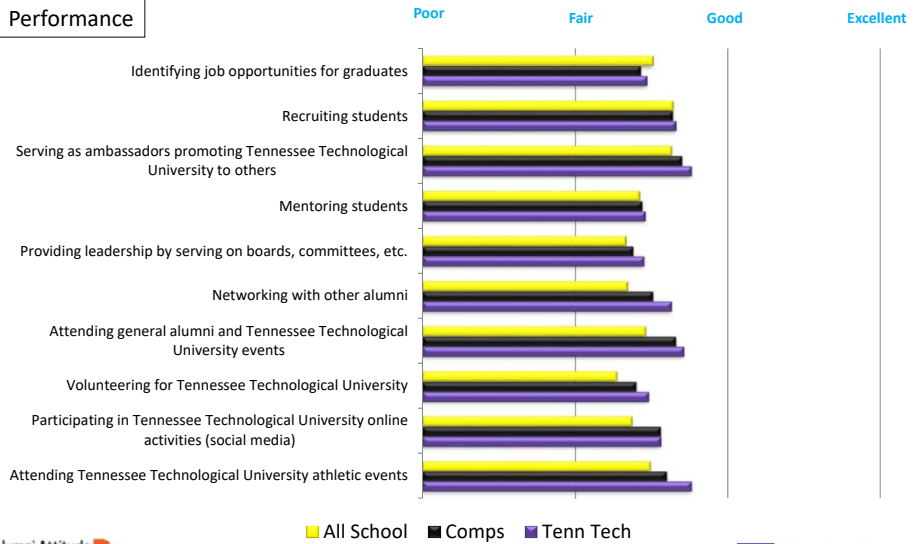


Slide 47



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

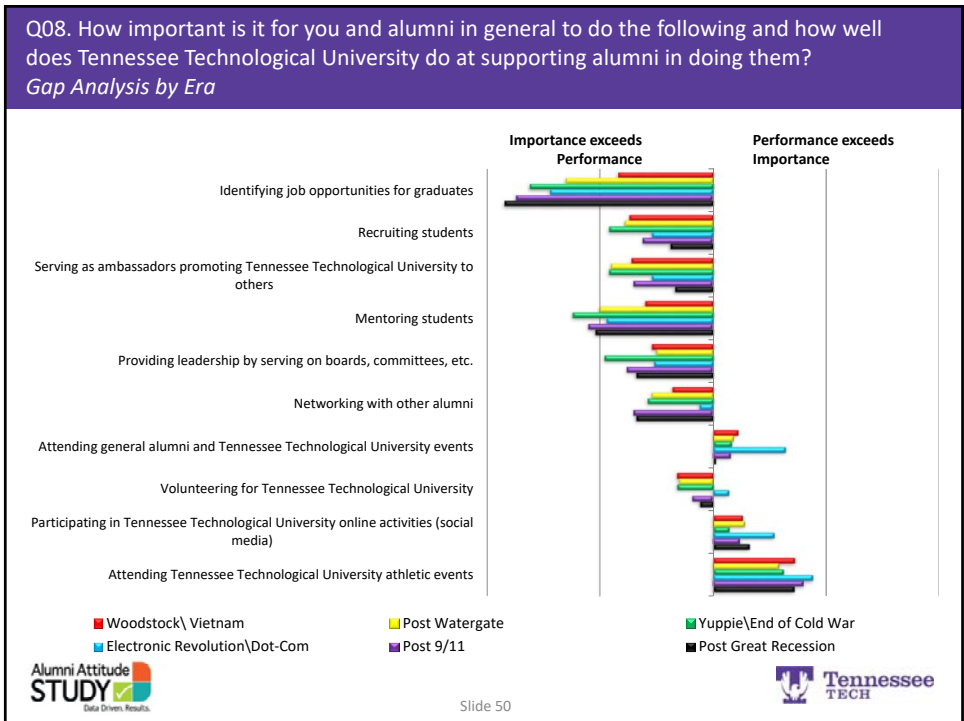
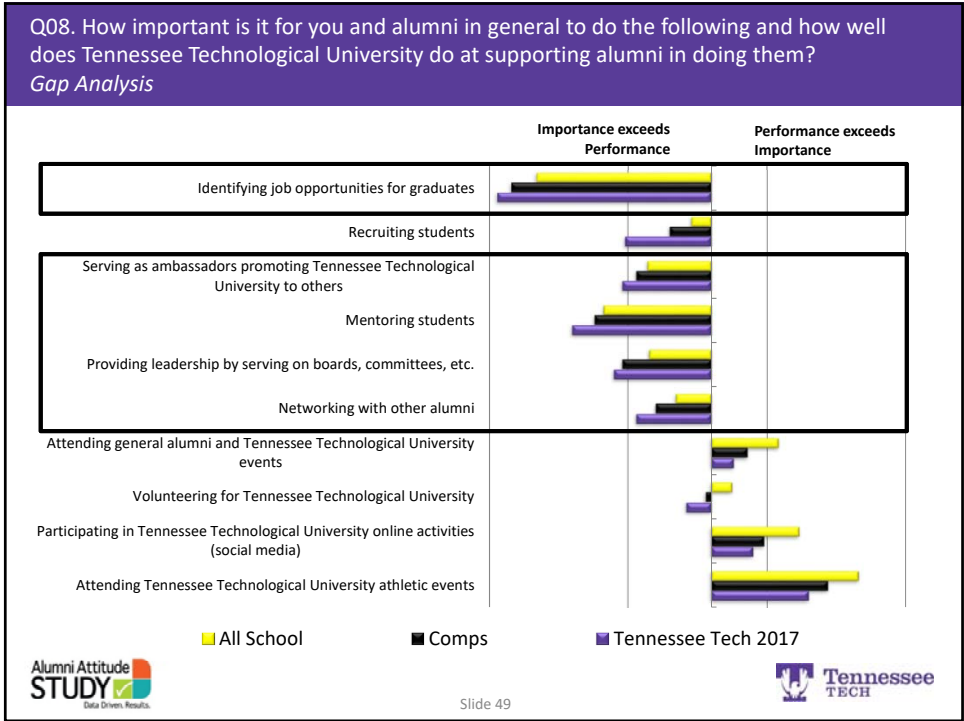
Performance



Slide 48



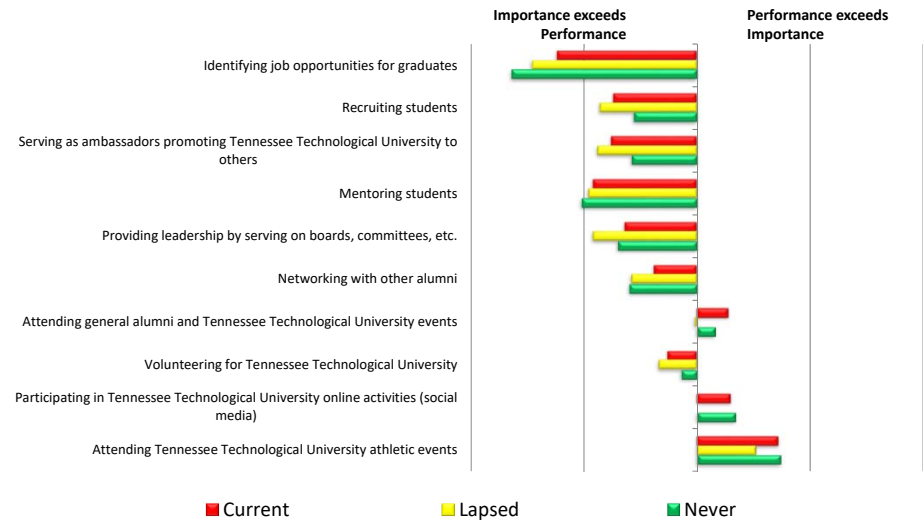
Alumni Attitude Study® Findings and Results



Alumni Attitude Study® Findings and Results

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

Gap Analysis By Donor Status

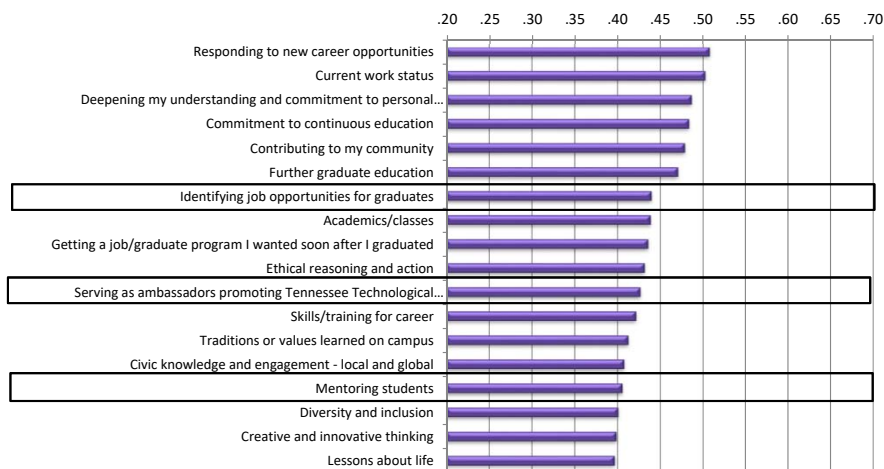


Slide 51



Correlation Analysis

Highest correlation to "Affinity Index" across all questions



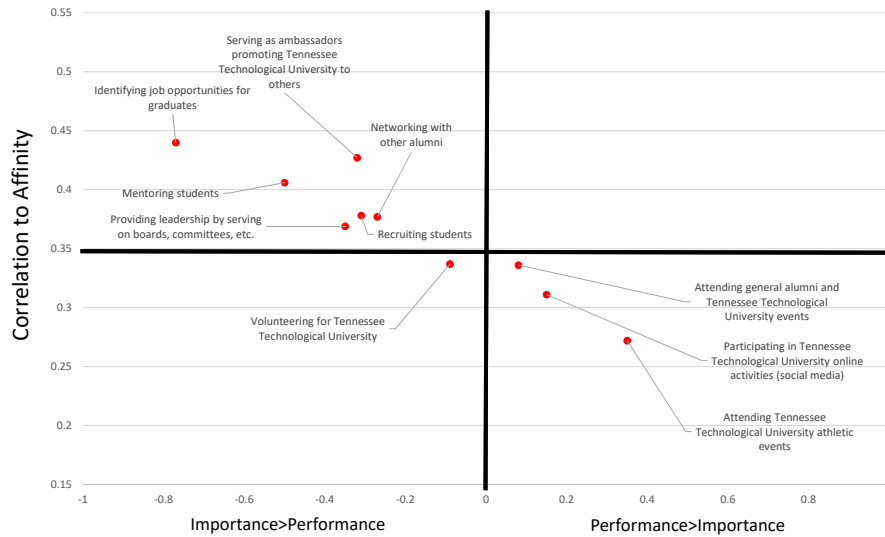
Slide 52



Alumni Attitude Study® Findings and Results

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

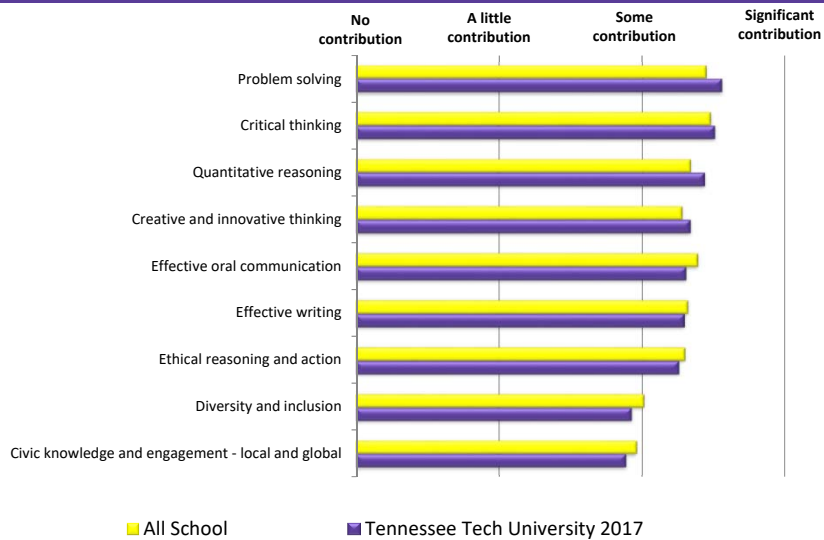
-Box Plot



Slide 53



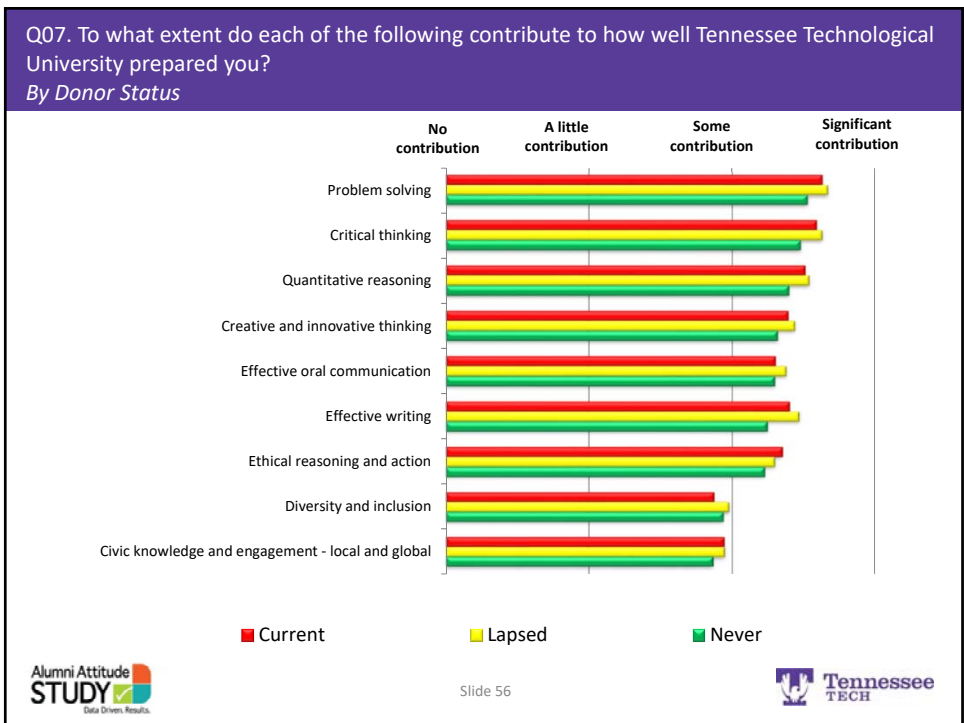
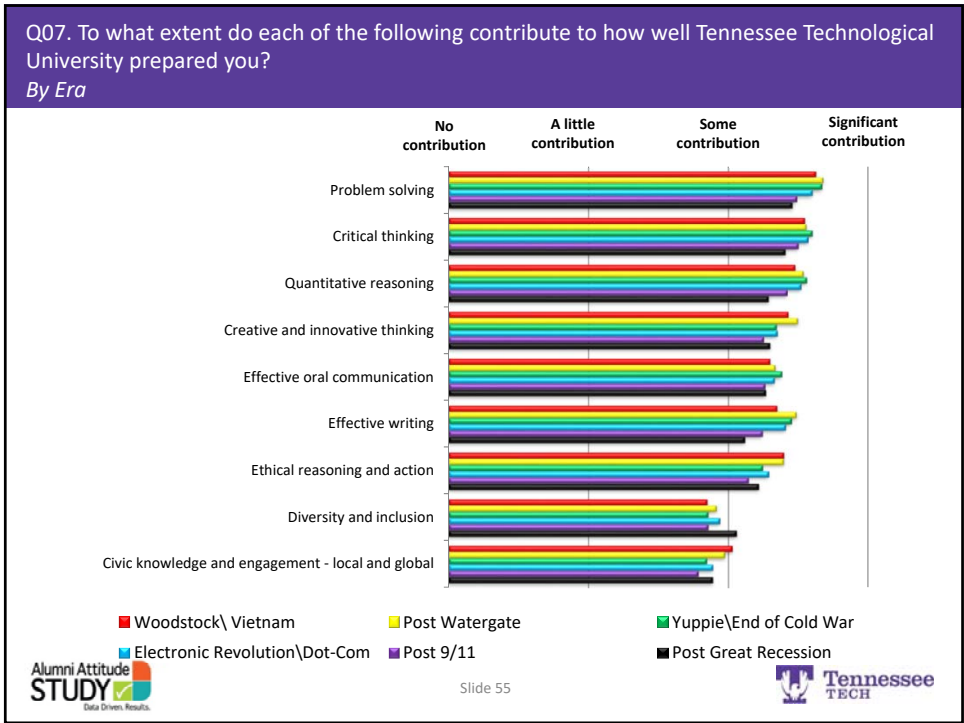
Q07. To what extent do each of the following contribute to how well Tennessee Technological University prepared you?



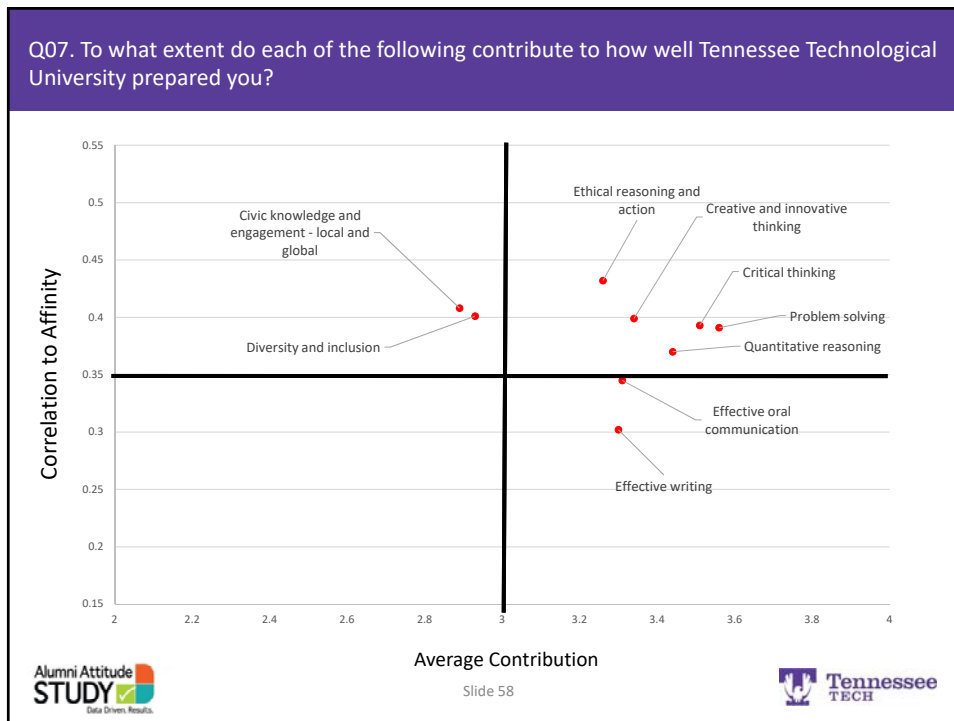
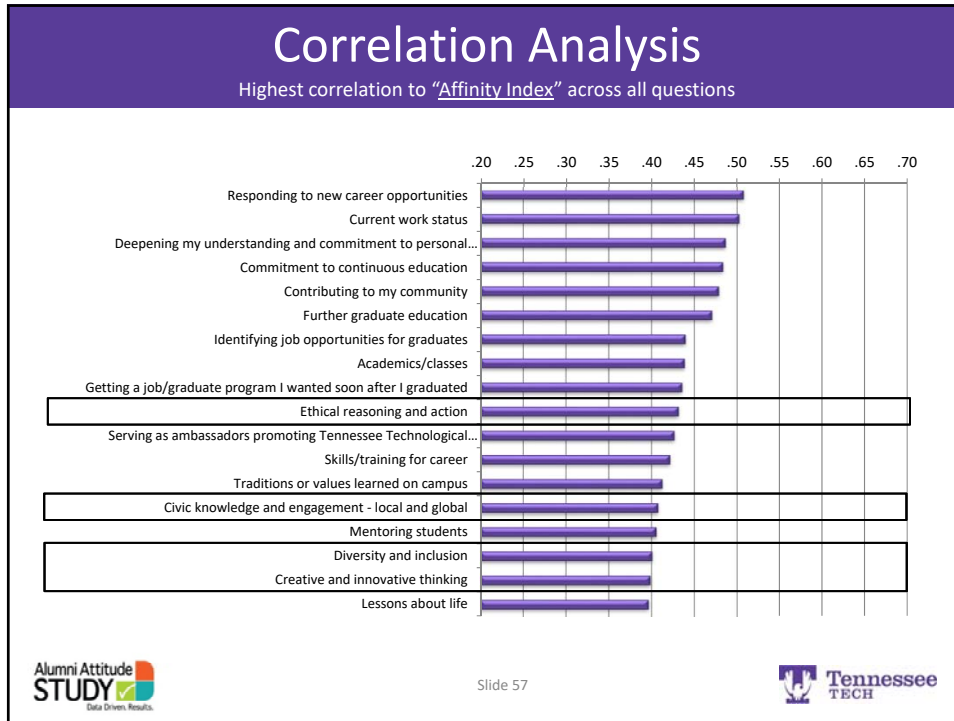
Slide 54



Alumni Attitude Study® Findings and Results

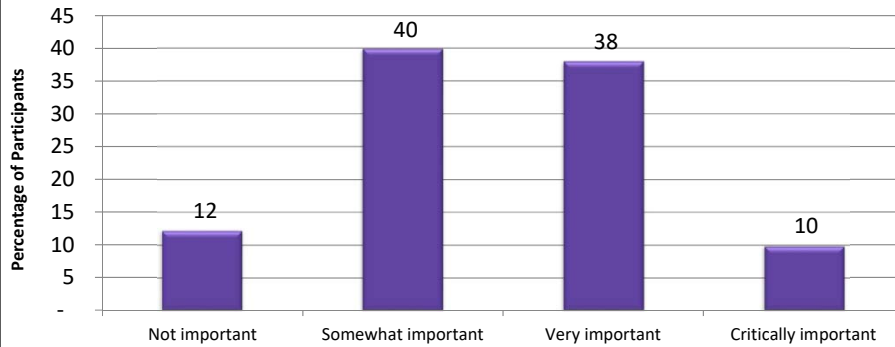


Alumni Attitude Study® Findings and Results



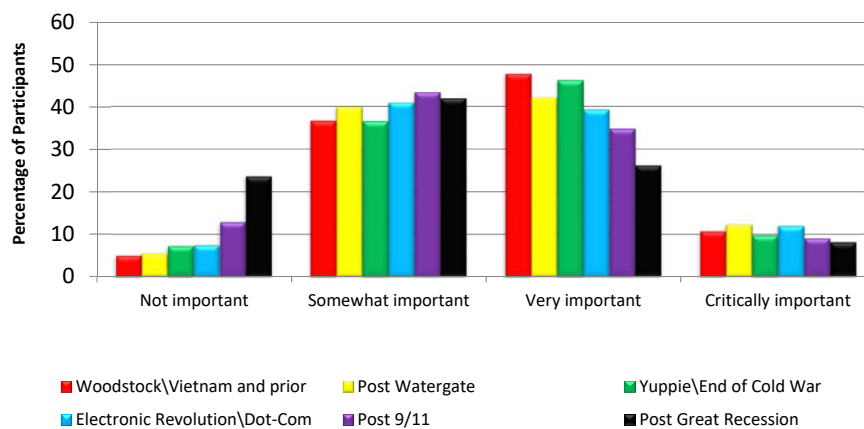
Alumni Attitude Study® Findings and Results

Q10. How important is receiving Visions, the university's alumni magazine, to you in terms of staying informed about the university, its faculty, students, and other alumni?



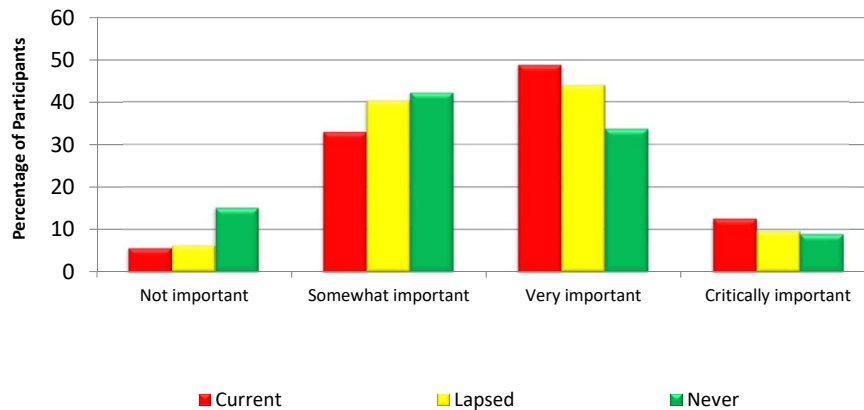
Q10. How important is receiving Visions, the university's alumni magazine, to you in terms of staying informed about the university, its faculty, students, and other alumni?

By Era



Alumni Attitude Study® Findings and Results

Q10. How important is receiving Visions, the university's alumni magazine, to you in terms of staying informed about the university, its faculty, students, and other alumni?
By Donor Status



Slide 61



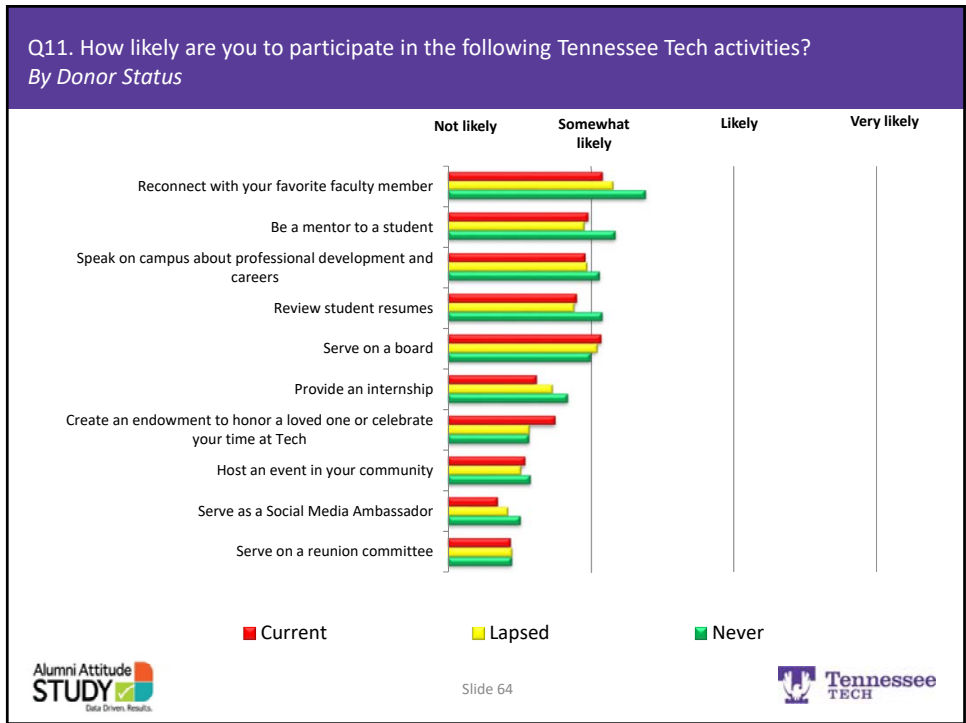
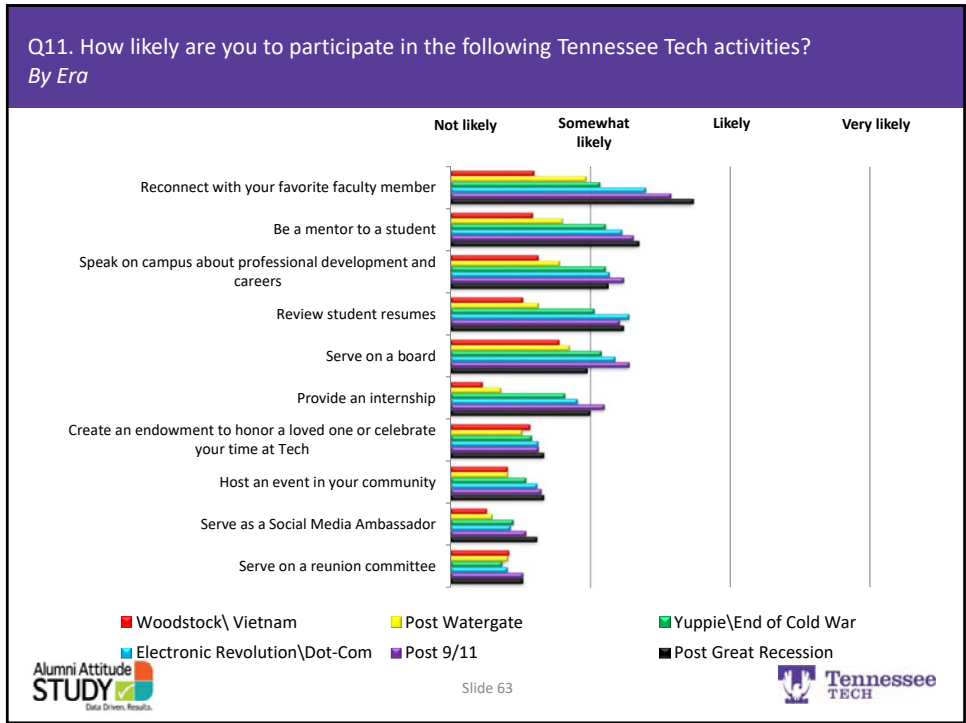
Q11. How likely are you to participate in the following Tennessee Tech activities?



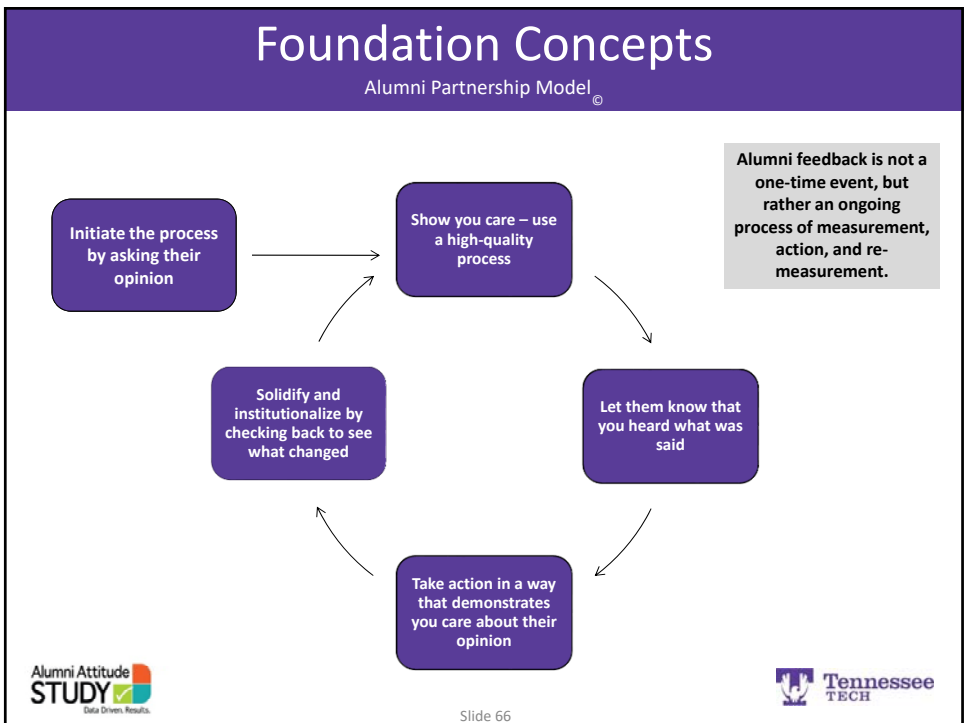
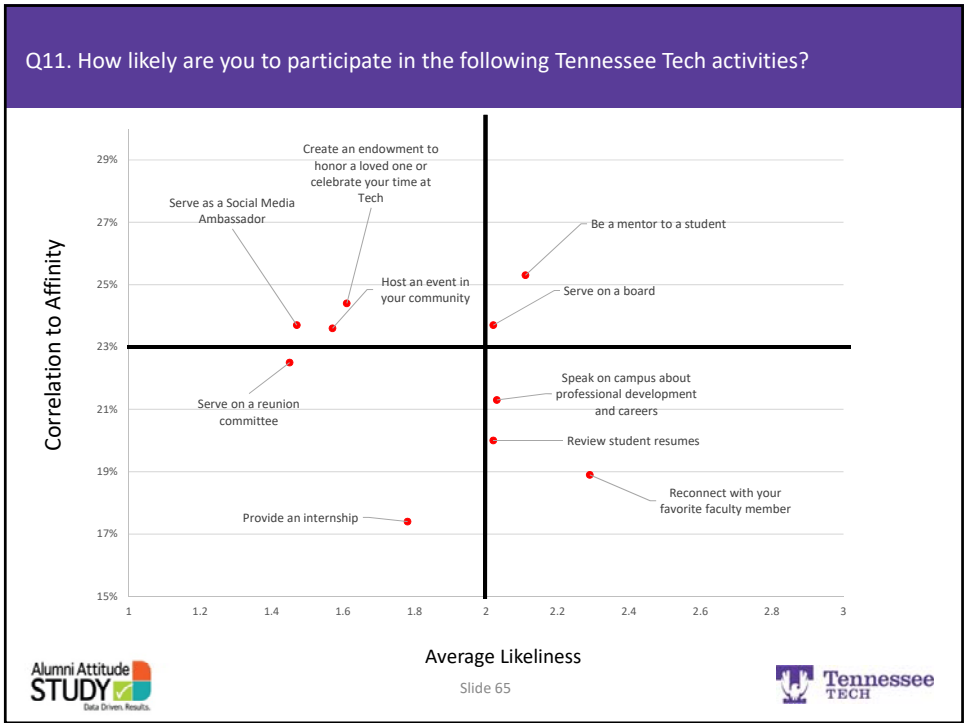
Slide 62



Alumni Attitude Study® Findings and Results



Alumni Attitude Study® Findings and Results



Alumni Attitude Study®

Findings and Results

Implications

Highlighted issues and areas of focus

- Feedback to the alumni
 - Via print, email, and social media
 - Repetition
- Programming opportunities
 - Identifying job opportunities for recent graduates
 - Mentoring
 - Leadership opportunities
 - Being an ambassador promoting the university
 - Networking events
- Targeted communications focusing on successful outcomes from events
- Focus talking points and topics on
 - How well degree prepares and prepared graduates for life
 - Where alumni want to see improvements over time
 - Skills and training for career
 - Lessons about life
 - Academics and classes
 - Opportunity to interact with alumni
 - Exposure to new things
- Build campus coalitions around alumni by sharing and discussing data



Slide 67



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