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Alumni Relations Survey Highlights

Overall

- 250 responses
- 98.4% are proud to be an Urban alum
- 97.6% agree that Urban prepared them well for college academically
- 81.5% believe that alumni involvement is critical to Urban's success
- Not one alum marked poor or unsatisfactory for academic quality or faculty caliber
- 157 of the respondents have been back to campus 1-4 times since graduating (42 have never come back)
- Top 5 events alums want: alumni gatherings off campus; mentoring Urban students/recent grads; alumni gatherings in other major cities; and tied are events at Urban and networking events
- Financial Aid most important program to alums (79.7%), followed by diversity (66%) and faculty (55.9%)
- 88.8% of alums most want to stay in touch via Facebook followed by 40.3% via LinkedIn
- 75% of alums want to hear about events/programs via e-mail, followed by Facebook and LinkedIn
- Most alums who said they don't give is because they can't afford to
- 53 said they want to be more involved

Reunions

- Reunion program and alumni events both ranked as good
- Alums want more communications about reunions
- Requests for reunions outside of SF and for reunions in SF around the holiday season
- Requests for a 5-year reunion after graduating from Urban

Communications

- Alums are positive about Facebook and having LeRoy as our new Alum Ambassador
- There is confusion around the website logins/passwords
- Some alums don't seem to be getting or reading Urban communications (commenting on things Urban already does, but they don't seem to know about)

Connections

- Many comments on wanting to connect with teachers, current students and fellow classmates from their years
- More communications would be helpful
- Requests for more events outside of SF/alumni groups outside of SF
- Would like casual gatherings/family-friendly events
- Requests for specific events targeted for class years or eras

Respondents by Class Years

1969: 2

1970s: 28

1980s: 43

1990s: 56

2000s: 86

2010-2012: 35