

**University of St. Thomas**

**Alumni**

**Survey 2023**

## CONTENTS

Introduction.....	2
Likelihood To Recommend St. Thomas.....	3
Student Experience vs. Alumni Experience .....	3
Areas of engagement: .....	4
Current Level of Engagement .....	4
By location .....	4
Areas of Interest for Future Engagement .....	5
Anticipated Level of Future Engagement .....	5
Areas of connection at St. Thomas.....	6
Connection to Class Year .....	7
How informed alumni feel.....	7
How Alumni Stay Informed about St. Thomas .....	8
Demographics of Survey Respondents .....	9
By School/College.....	9
By Class Decade .....	10
By Location .....	10
Appendix .....	11
Survey Questions.....	11

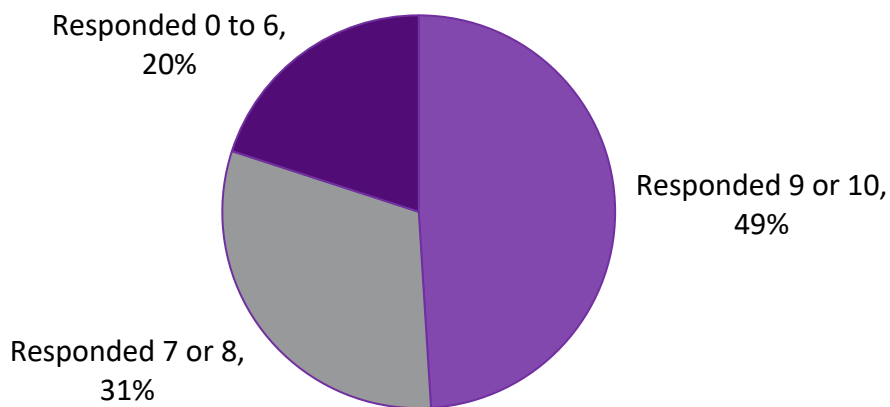
## INTRODUCTION

The 2023 alumni survey was conducted from Oct. 12 to Nov. 6, 2023. The list of questions included in the survey can be found in the appendix.

A total of 1,813 **degreed** alumni participated in the survey with representation from all colleges/schools and spanning class years from 1950 to 2023. Demographics of all survey respondents can be found in the demographics section.

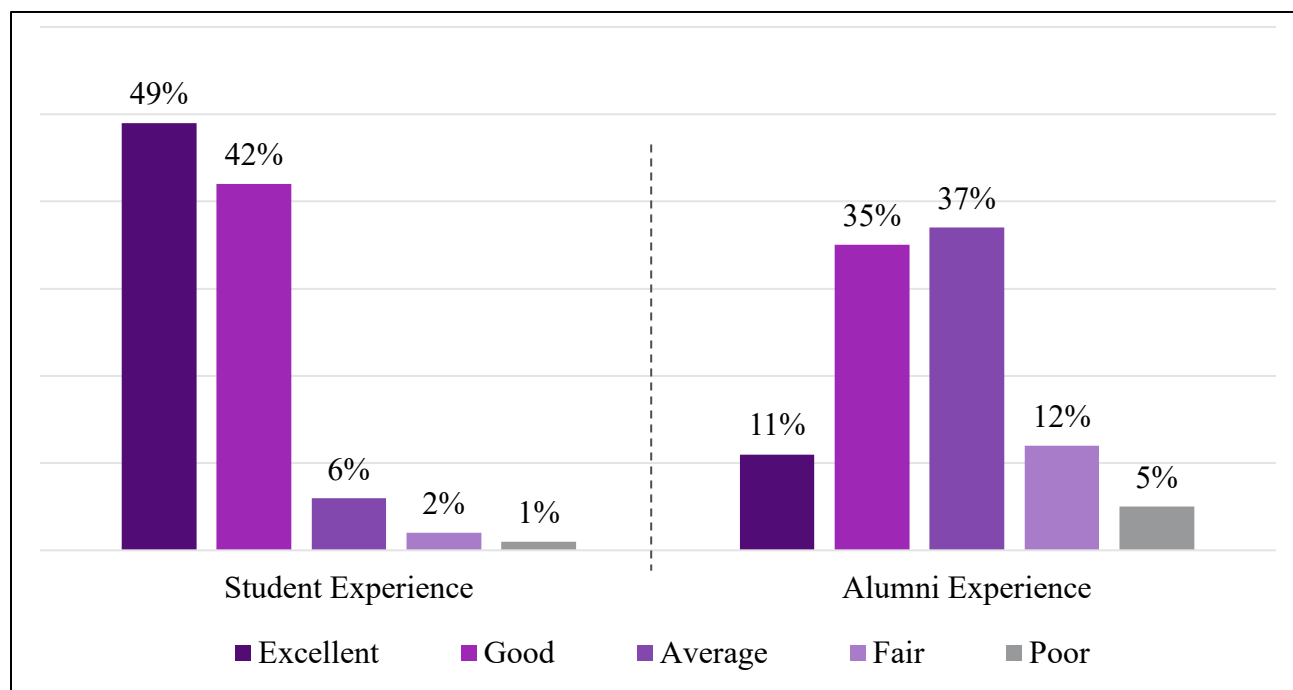
## LIKELIHOOD TO RECOMMEND ST. THOMAS

When asked the question, “How likely are you to recommend St. Thomas to a colleague, friend or family member?”, 80% of respondents answered with a 7 or higher on a scale from 0 (not at all likely) to 10 (extremely likely), as shown in the pie chart below.



## STUDENT EXPERIENCE VS. ALUMNI EXPERIENCE

Survey respondents were asked to rate their experience as a STUDENT (ALUMNUS/A) at St. Thomas. As shown in the chart below, over 90% rated their student experience as above average, while 46% expressed having an above-average alumni experience.

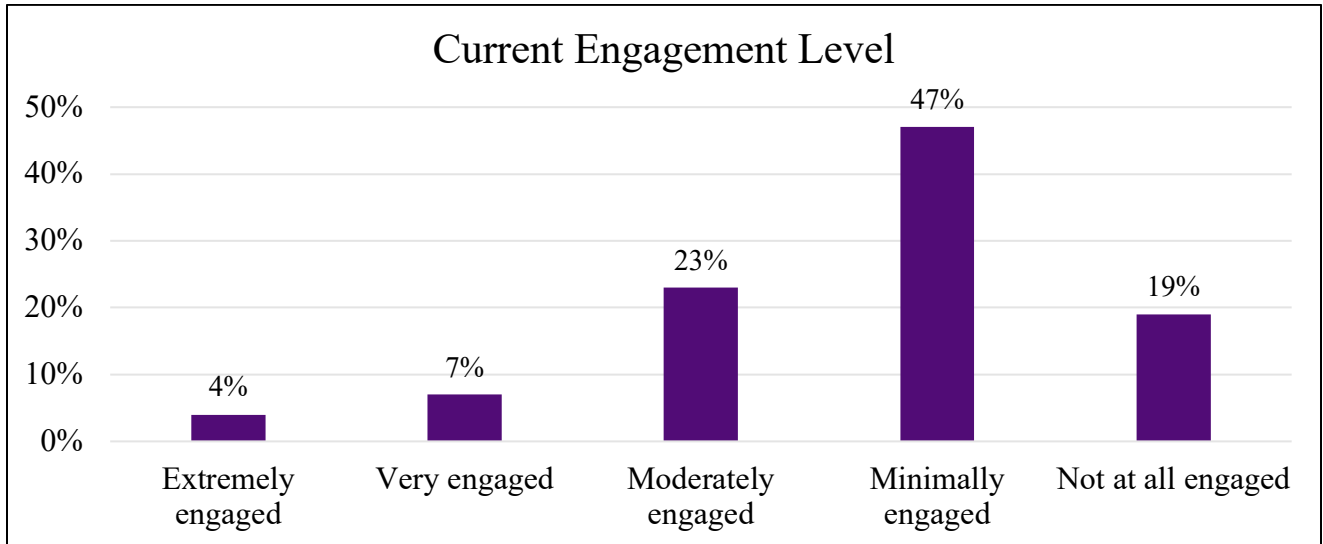


## AREAS OF ENGAGEMENT:

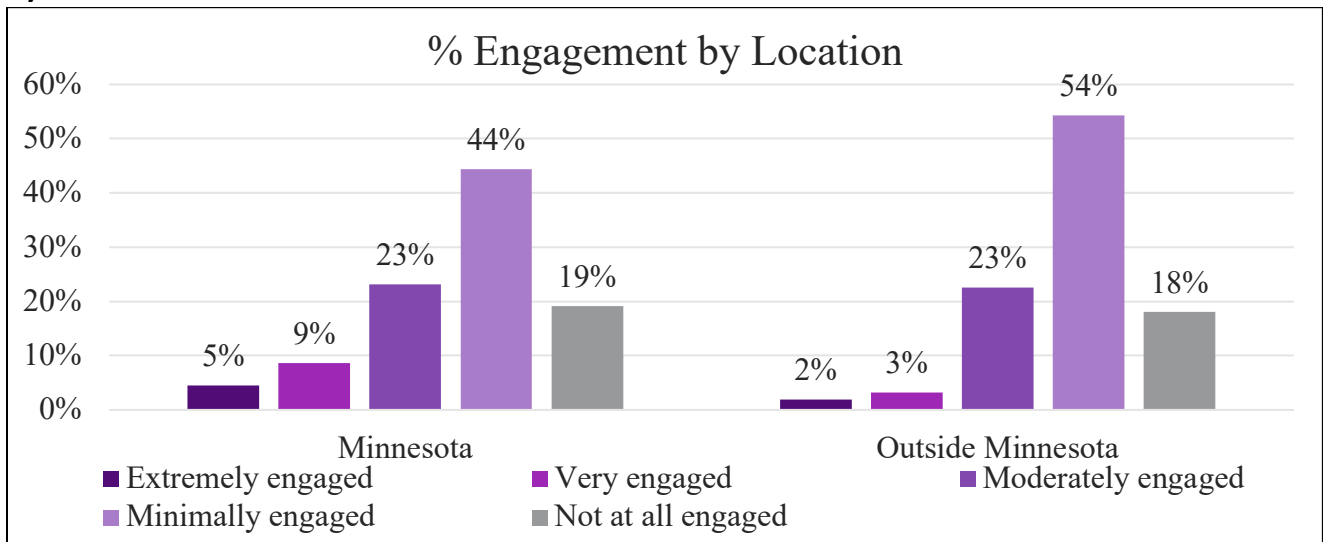
### Current Level of Engagement

Survey respondents were asked to describe their current level of engagement on a scale from 1 to 5 (1=not at all engaged, 2=Minimally engaged, 3=Moderately engaged, 4=Very engaged, 5=Extremely engaged). They were told that for the purposes of this survey, "engagement" is defined as how involved you are with St. Thomas or how connected you feel.

Our analysis uncovered no significant correlation between how an alumnus rated their alumni/student experience and their reported current levels of engagement. This suggests that engagement levels are influenced by factors beyond the student or alumni experience.

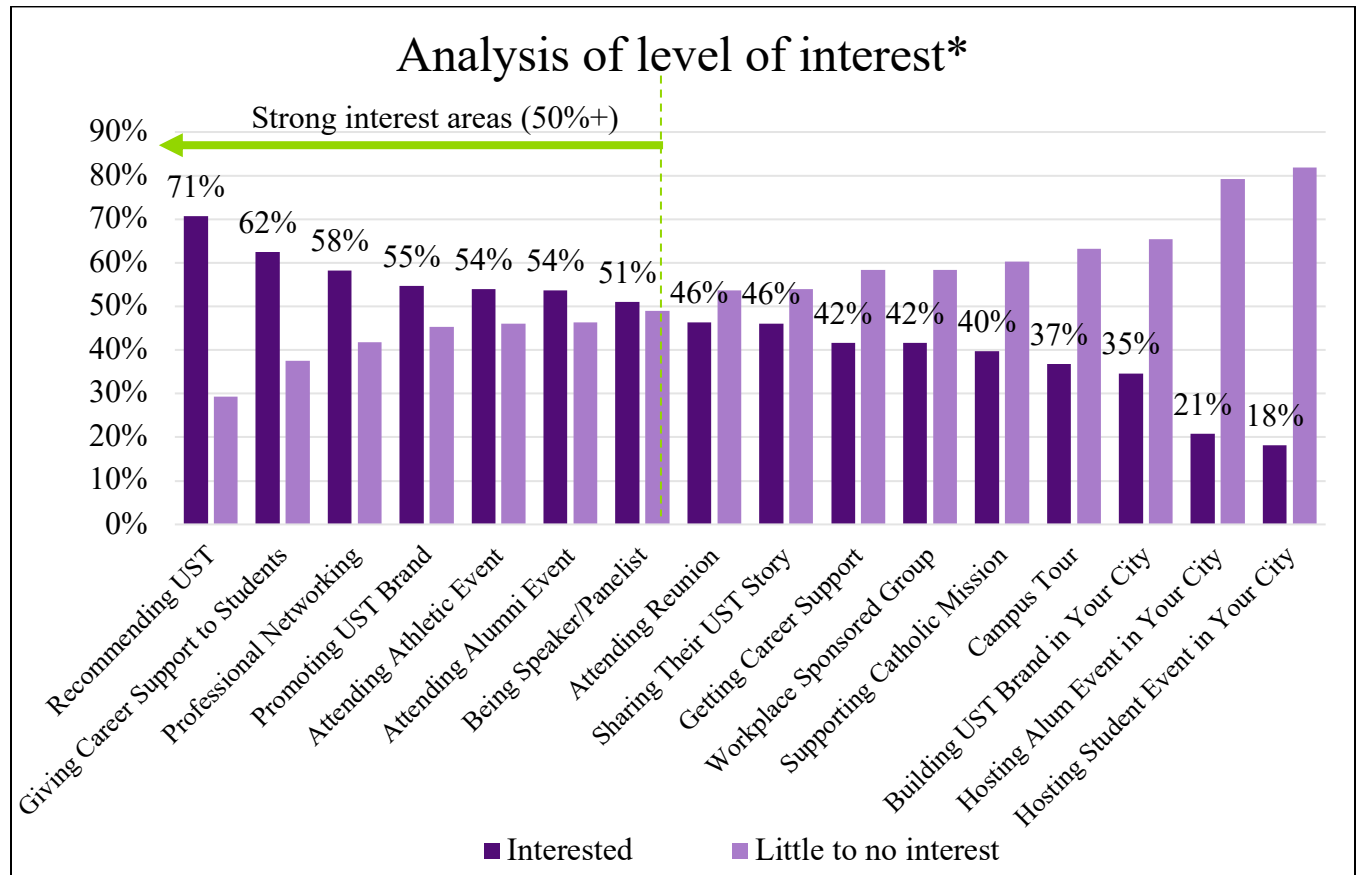


### **By location**



## Areas of Interest for Future Engagement

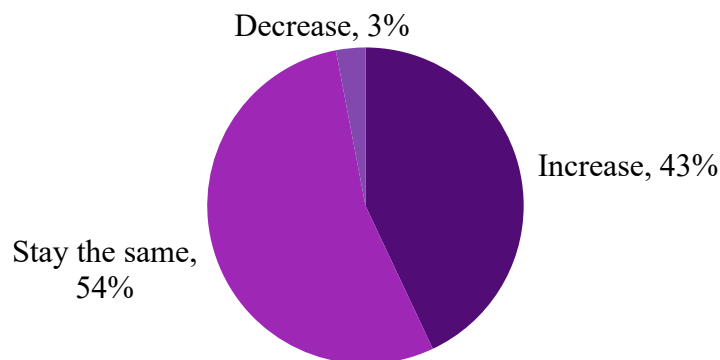
Alumni were asked to indicate their level of interest in potential future engagement opportunities. Levels of interest ranged from not at all interested, minimally interested, moderately interested, very interested, to extremely interested.



\*Interested = Extremely interested + Very interested + Moderately interested

## Anticipated Level of Future Engagement

When thinking about the anticipated impact of engagement options on future involvement over the next year, 43% of participants expressed a likelihood to increase their engagement should opportunities align with their specified areas of interest (see pie chart below).

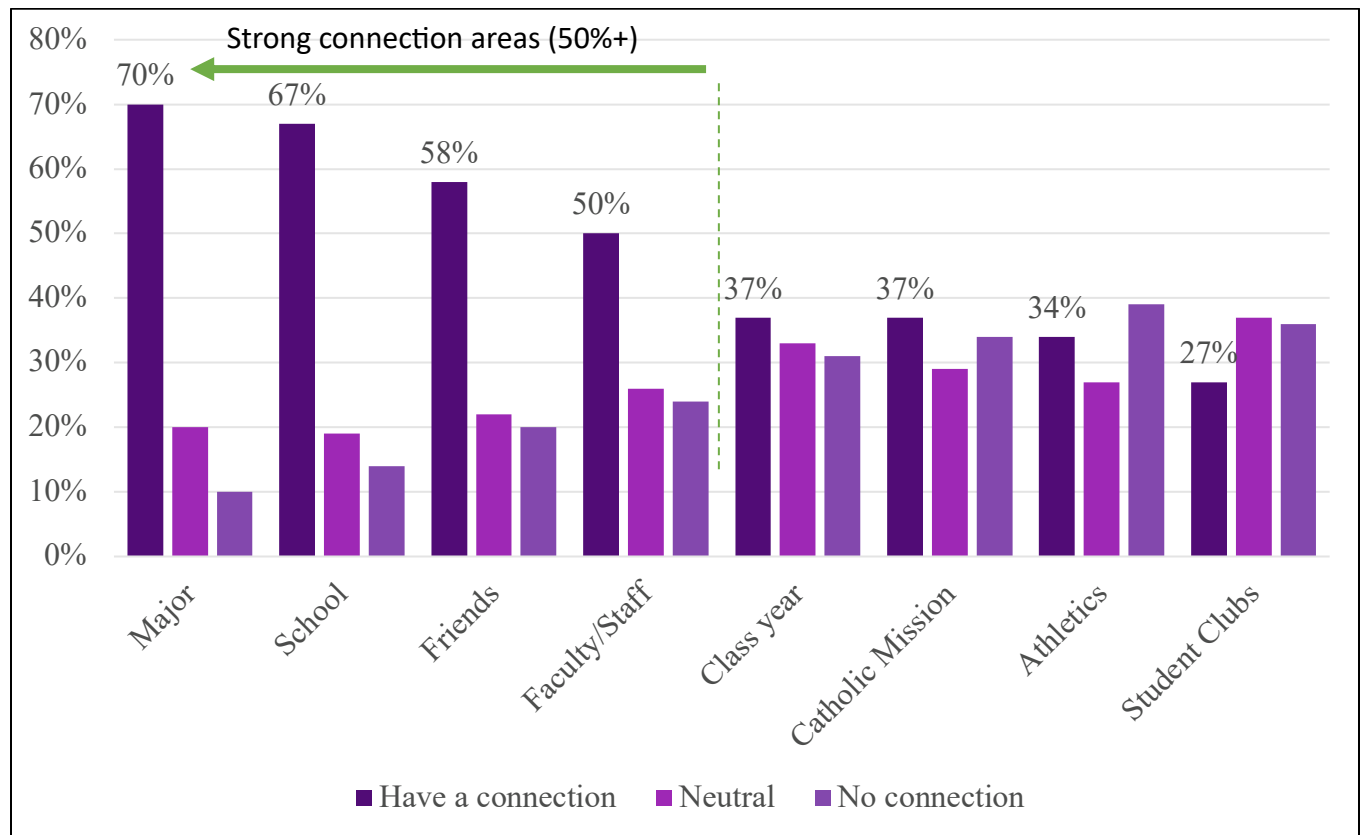


For those who said their engagement would increase if the engagement options they expressed interest in were available, the majority expressed interest in the following engagement opportunities:

- hosting a student event in their city (65%)
- hosting an alumni event in their city (64%)
- being a speaker or panelist (61%)
- participating in a workplace-sponsored group (60%)

## AREAS OF CONNECTION AT ST. THOMAS

Alumni were asked to indicate their level of connection to different areas/people at St. Thomas. Over **20%** feel connected\* to three or more areas. Over **50%** feel a strong connection to St. Thomas in the four areas indicated in the chart below.

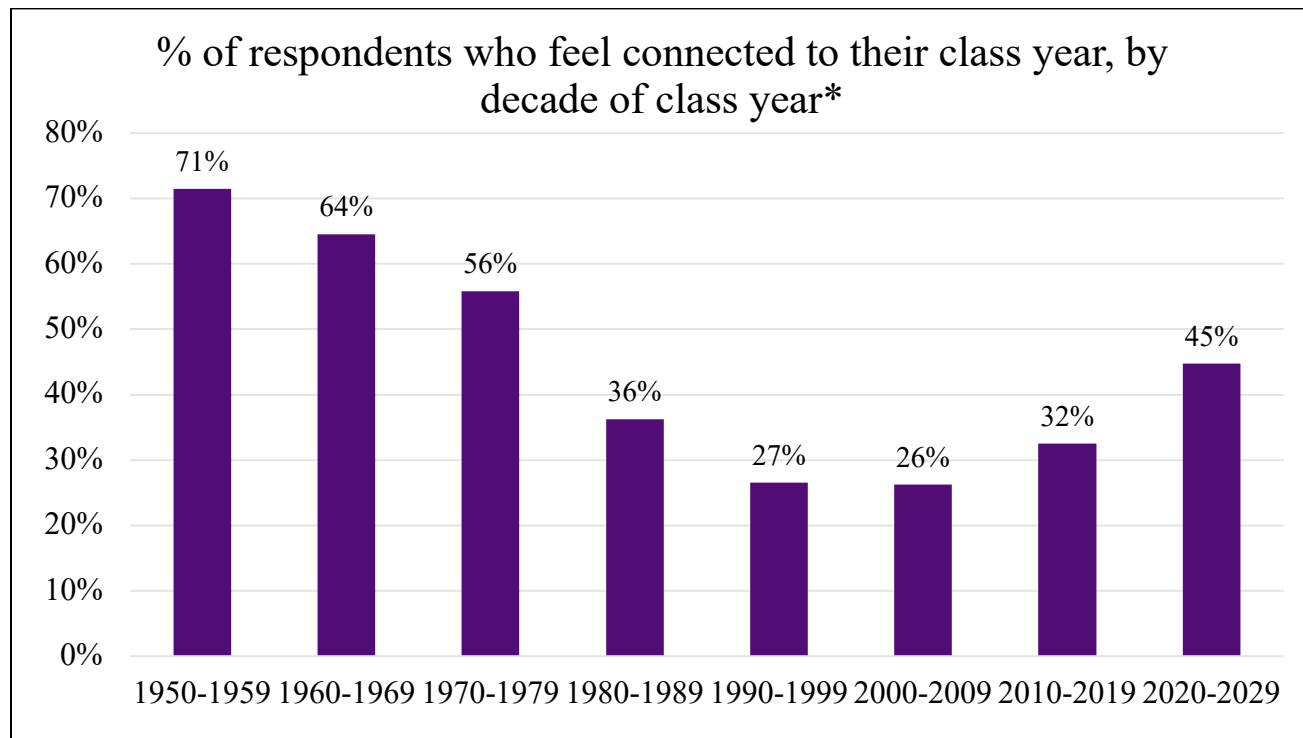


\*Have a connection = strongly agree + somewhat agree; No connection = somewhat disagree + strongly disagree

## Connection to Class Year

Among alumni graduating between 2000 and 2009, 40% expressed having no connection to their class year, while only 26% said they had a connection.

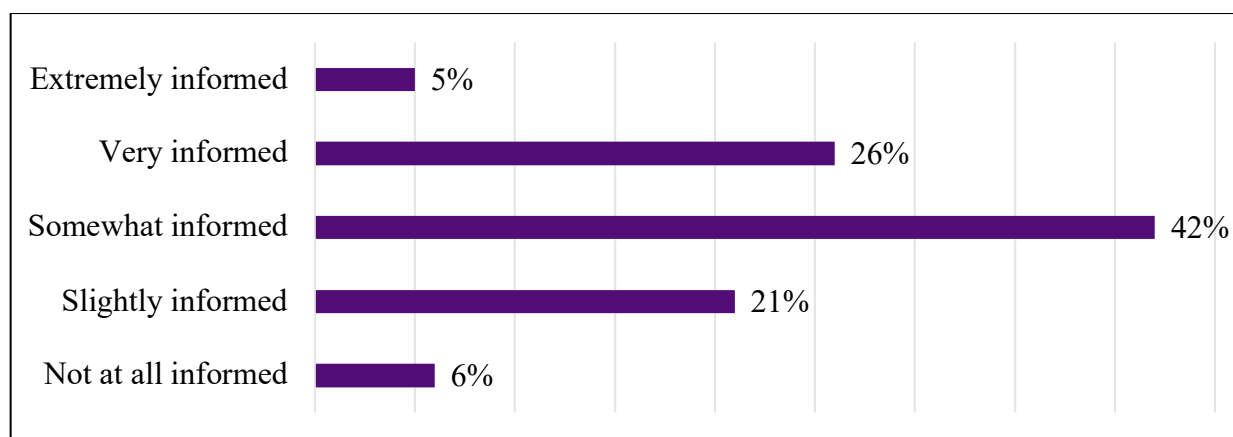
The alumni who graduated between 1950 and 1959 expressed a high level of connection to their class year, as shown in the chart on the next page.



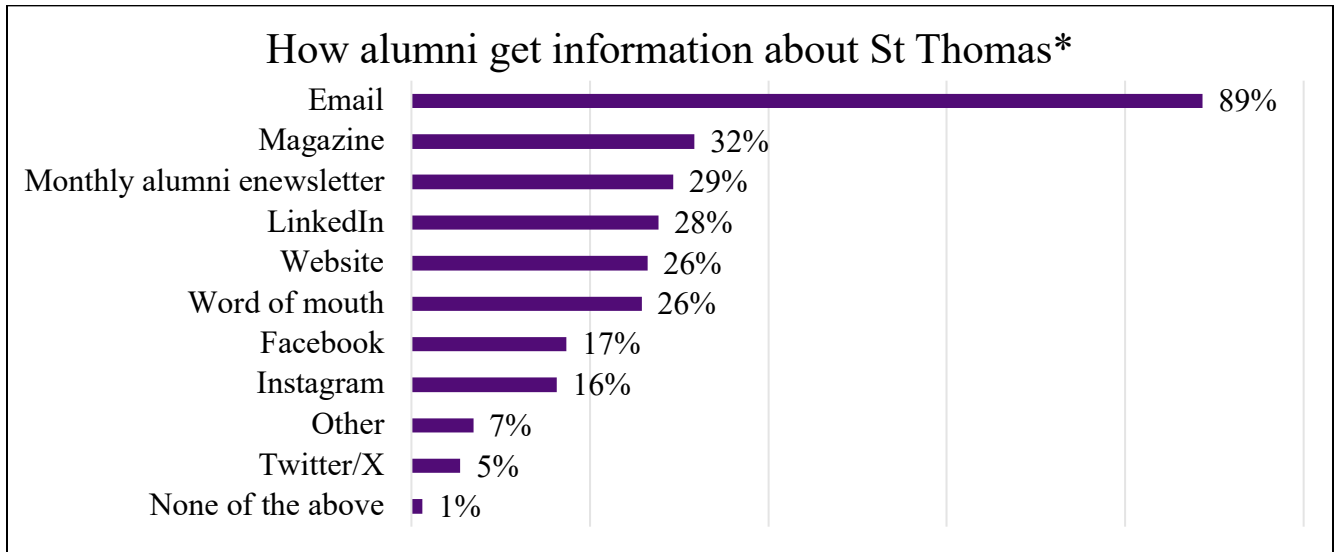
\* Feel connected = Strongly agree + somewhat agree

## HOW INFORMED ALUMNI FEEL

When asked how informed they feel about what's happening at St. Thomas, 71% of alumni said they feel somewhat informed, very informed or extremely informed as shown in the chart below.



## HOW ALUMNI STAY INFORMED ABOUT ST. THOMAS



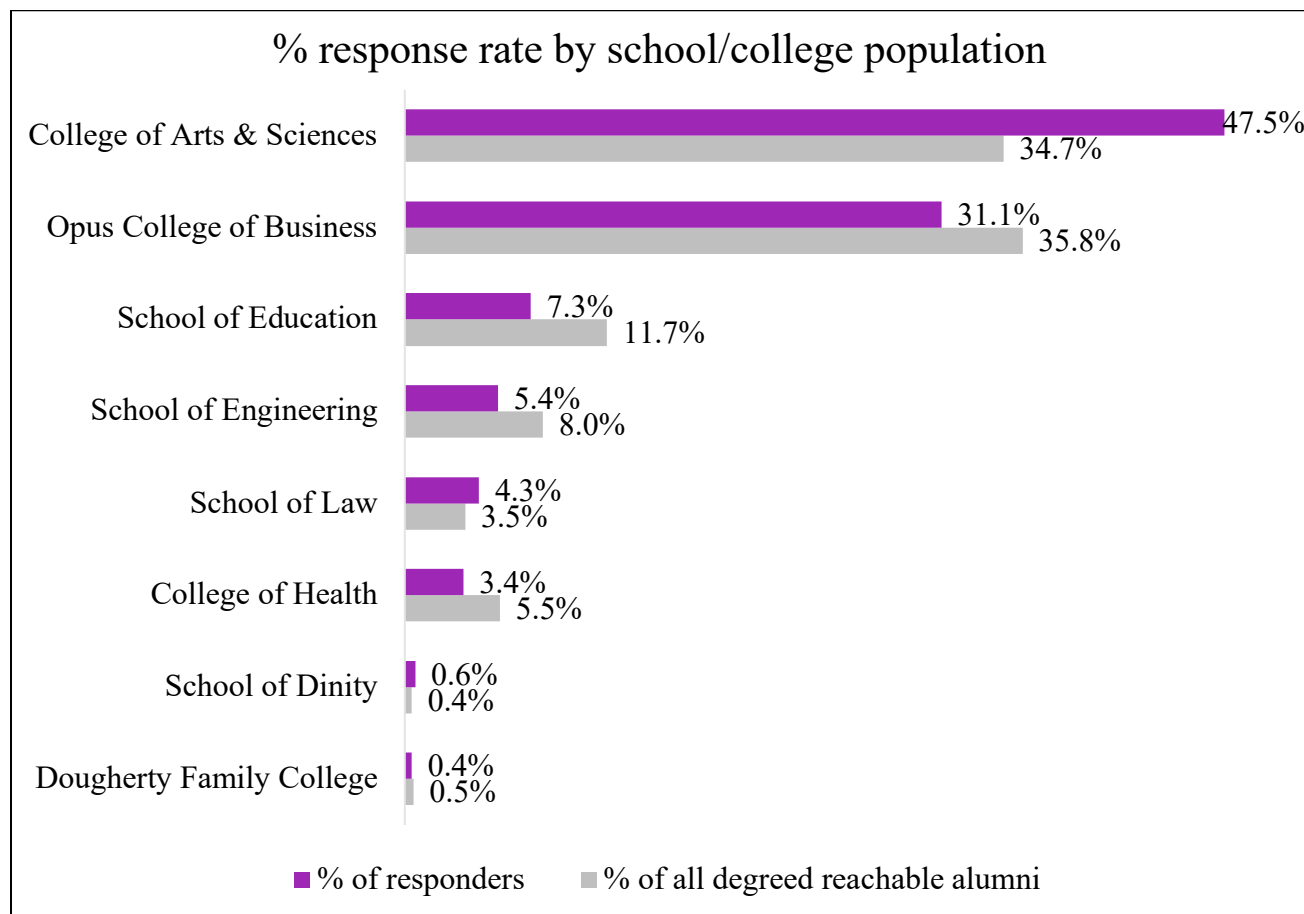
\* There is overlap as most alumni use multiple sources of information.



## DEMOGRAPHICS OF SURVEY RESPONDENTS

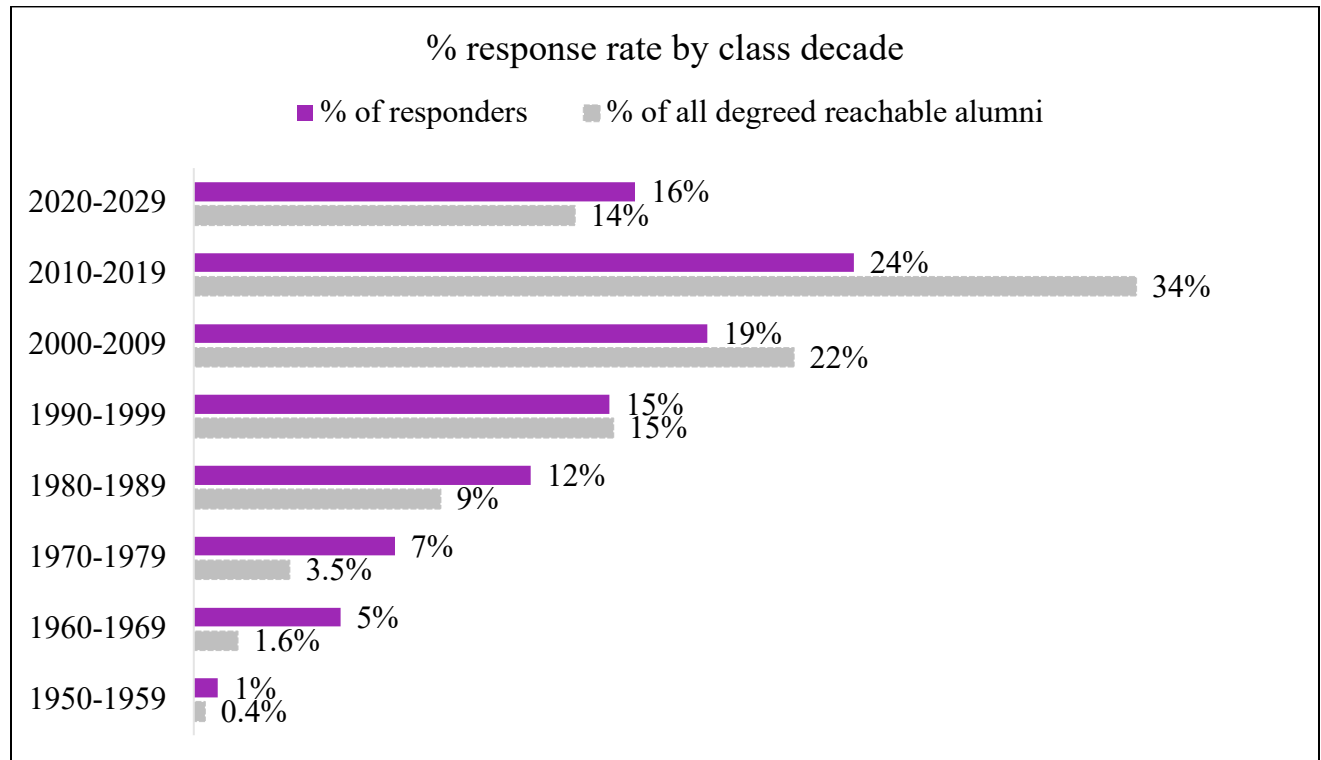
### By School/College

The chart below compares survey response rates to the general distribution of degreed alumni **who are contactable by email** by school/college. For example, 0.4% of respondents are DFC alumni. DFC alumni make up 0.5% of all contactable degreed alumni. Therefore, this response rate is **consistent with** the population of DFC alumni. It was generally observed that the response rates are fairly consistent with the overall school/college alumni population distribution.



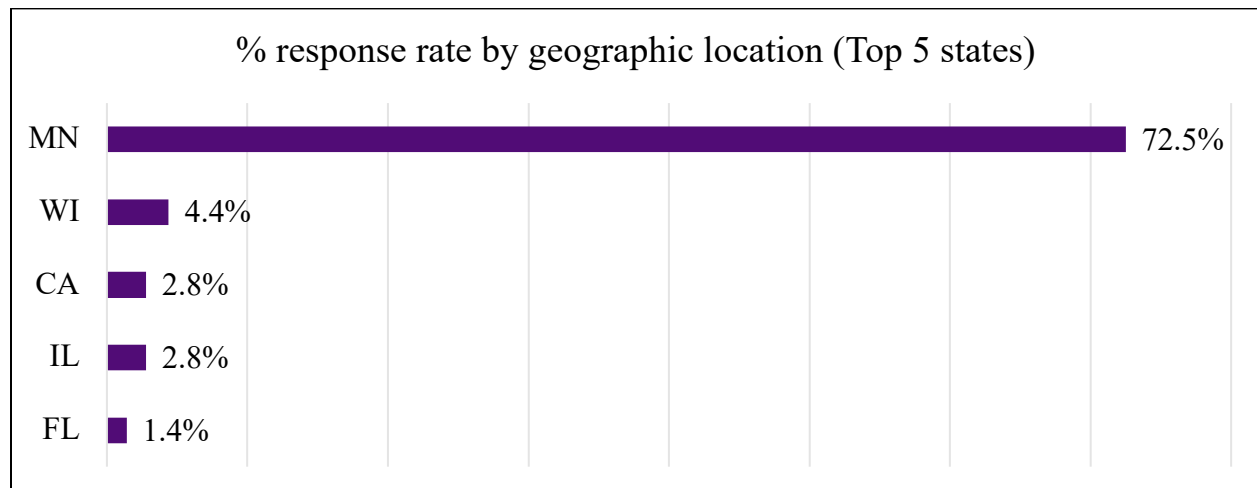
## By Class Decade

Similarly, the response rate by class decade follows the same general patterns as the overall alumni population, with the exception of alumni who graduated from 2010 to 2019. They make up 34% of the contactable, degreed alumni population, but make up only 24% of survey respondents.



## By Location

The graph below shows survey participation by geographic location. Respondents represented a total of 46 states.



## APPENDIX

### Survey Questions

Intro: We are interested in taking the pulse on affinity and engagement for the St. Thomas alumni community. This survey is only 10 questions long and designed to take no more than 15 minutes to complete. Your perspectives offer valuable insight into current thoughts on affinity and engagement and will inform the future direction of our work.

Before diving into specific questions about engagement and affinity, we want to understand what influences your perspectives.

1. On a scale from 0 to 10 (0=not at all likely, 10=extremely likely), how likely are you to recommend St. Thomas to a colleague, friend or family member?
2. On a scale from 1 to 5 (1=Poor, 2=Fair, 3=Average, 4=Good, 5=Excellent), how would you rate your experience as a student at St. Thomas?
3. On a scale from 1 to 5 (1=Poor, 2=Fair, 3=Average, 4=Good, 5=Excellent), how would you rate your experience as an alumnus/alumna of St. Thomas?

The following questions focus on alumni engagement, affinity and communication.

4. On a scale from 1 to 5 (1=not at all engaged, 2=Minimally engaged, 3=Moderately engaged, 4=Very engaged, 5=Extremely engaged), how would you describe your current level of engagement with St. Thomas? (For the purposes of this survey, we define "engagement" as how involved you are with St. Thomas or how connected you feel.)
5. As you think about potential future engagement, please indicate your level of interest in engaging in each of the following ways. (Levels of interest include not at all interested, minimally interested, moderately interested, very interested, extremely interested.)
  - a. Providing career support/advice to current students
  - b. Expanding my professional network
  - c. Sharing my St. Thomas story
  - d. Attending an athletic event
  - e. Recommending St. Thomas to a prospective student
  - f. Participating as a speaker/panelist at events or in the classroom
  - g. Attending a class reunion
  - h. Attending an affinity-based reunion (e.g. clubs, majors, cultural organizations, etc.)
  - i. Other \_\_\_\_\_
6. If the engagement options you expressed interest in above were available, do you anticipate that your engagement level would decrease, stay the same as, or increase over the next year?
7. When you think about your affinity to St. Thomas, please indicate your level of agreement with the following. I feel a strong connection to... (Strongly disagree, disagree, neither agree or disagree, agree, strongly agree, n/a)
  - j. My major
  - k. My college/school
  - l. Athletics
  - m. Student clubs/organizations in which I participated
  - n. My class year
  - o. Specific faculty member(s) or administrator(s)
  - p. The University's mission/Catholic identity

8. On a scale from 1 to 5 (1=not at all informed, 2=Slightly informed, 3=Somewhat informed, 4=Very informed, 5=Extremely informed), how informed do you feel about what's happening at St. Thomas?
9. How do you currently get information about St. Thomas? (select all that apply)
  - q. Email
  - r. Website
  - s. LinkedIn
  - t. Instagram
  - u. Facebook
  - v. Magazine
  - w. Alumni newsletter
  - x. Word of mouth (from other alumni)
  - y. None of the above
10. Please enter up to three words/phrases that describe how you currently feel about your relationship to St. Thomas. (Will have 3 specific text boxes and require two out of three.)
11. Would you be willing to participate in future research or qualitative studies to provide additional insights? Yes/no