

University of St. Thomas
2024
Alumni Survey
Highlights

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INTRODUCTION

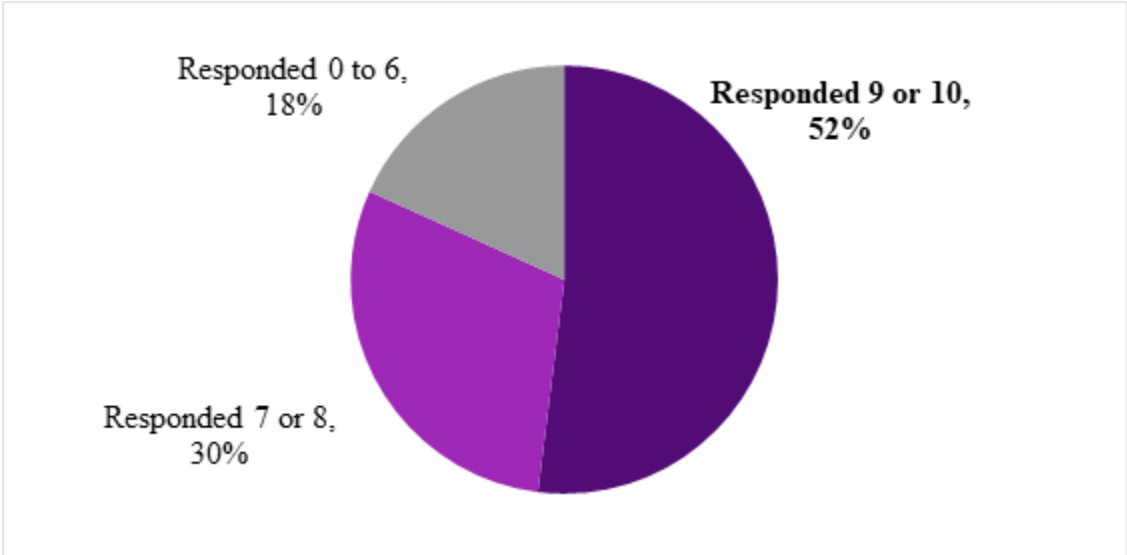
The 2024 alumni survey was conducted from June 18 to July 31, 2024. The list of questions included in the survey can be found in the appendix.

A total of 1,370 degreed alumni participated in the survey with representation from all colleges/schools and spanning class years from 1954 to 2023. Demographics of survey respondents can be found in the demographics section.

LIKELIHOOD TO RECOMMEND ST. THOMAS

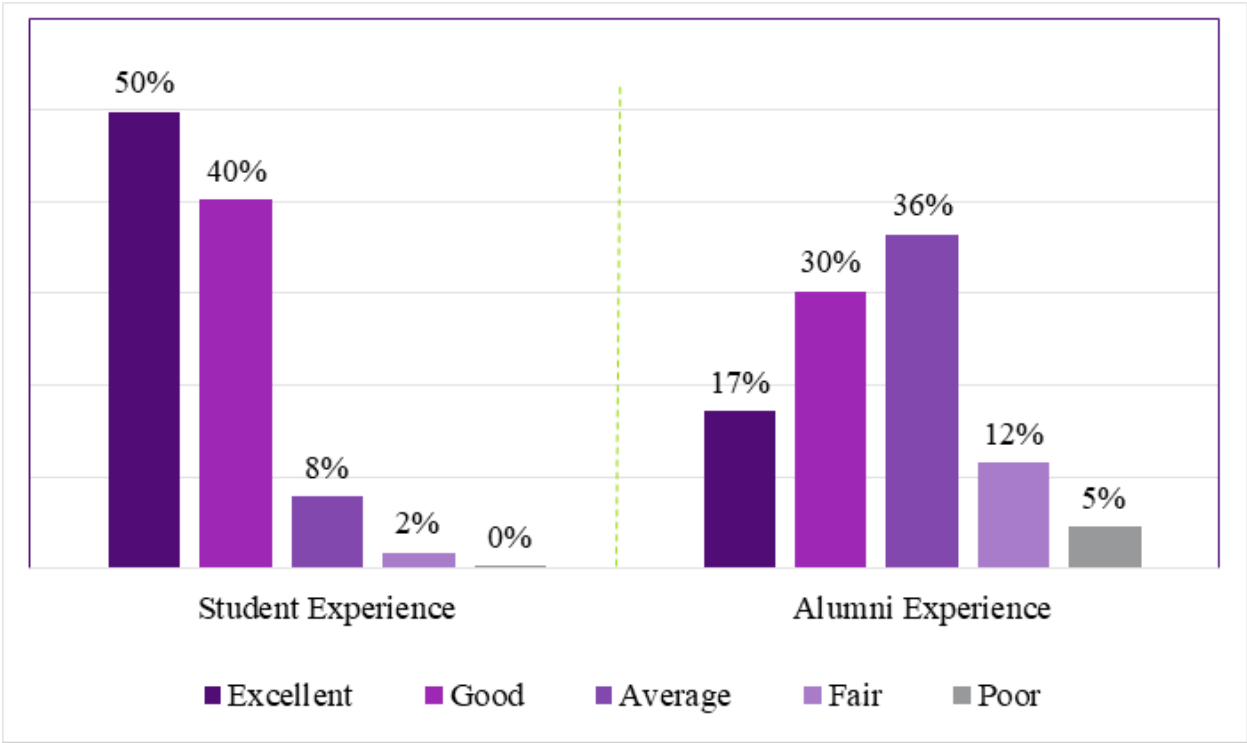
When asked the question, “How likely are you to recommend St. Thomas to a colleague, friend or family member?”, 82% of respondents answered with a 7 or higher on a scale from 0 (not at all likely) to 10 (extremely likely), as shown in the pie chart below.

82% of alumni are considered advocates in 2024, compared to 80% in 2023.



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, 90% rated their student experience as above average, while 47% expressed having an above-average alumni experience.



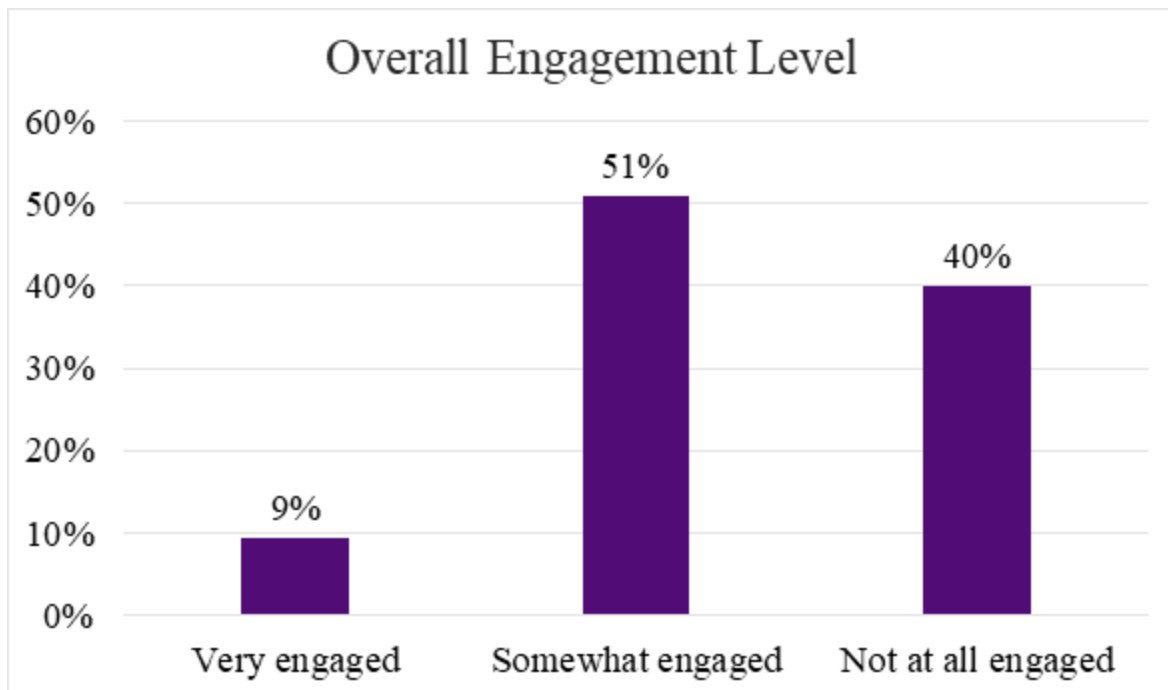
AREAS OF ENGAGEMENT

Current Level of Engagement

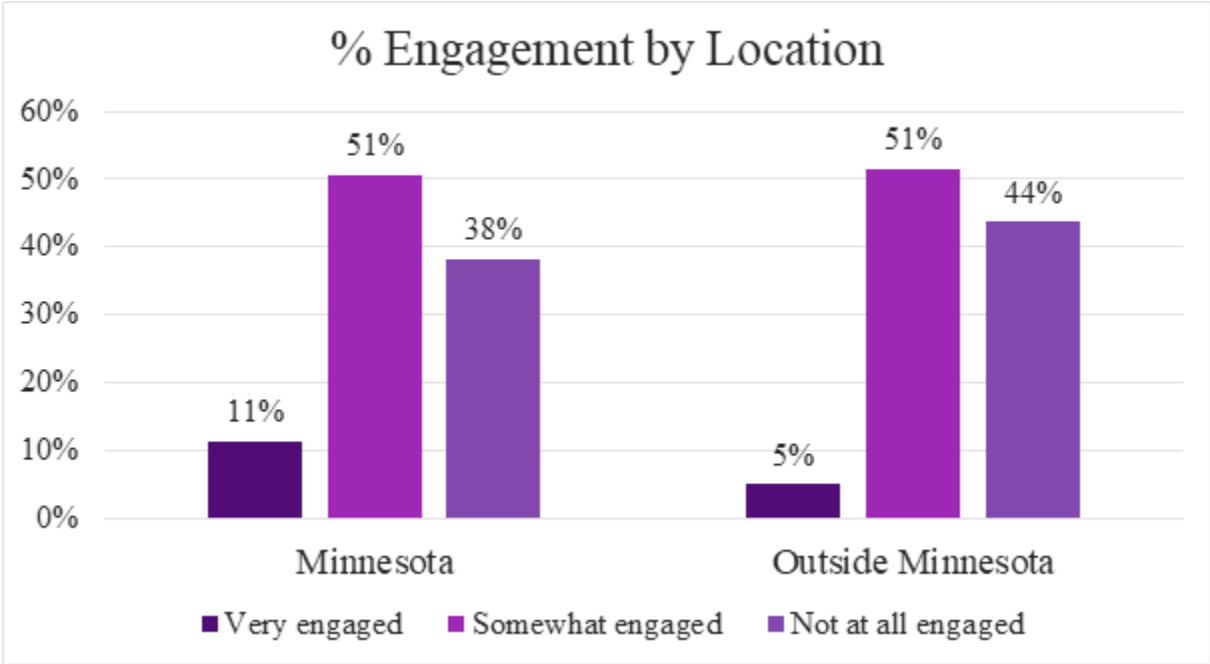
Survey respondents were asked to describe their current level of engagement on a scale from 1 to 3 (1=not at all engaged, 2=somewhat engaged, 3=Very engaged). They were told that for the purposes of this survey, "engagement" is defined as how involved you are with St. Thomas or how connected you feel.

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.

Overall

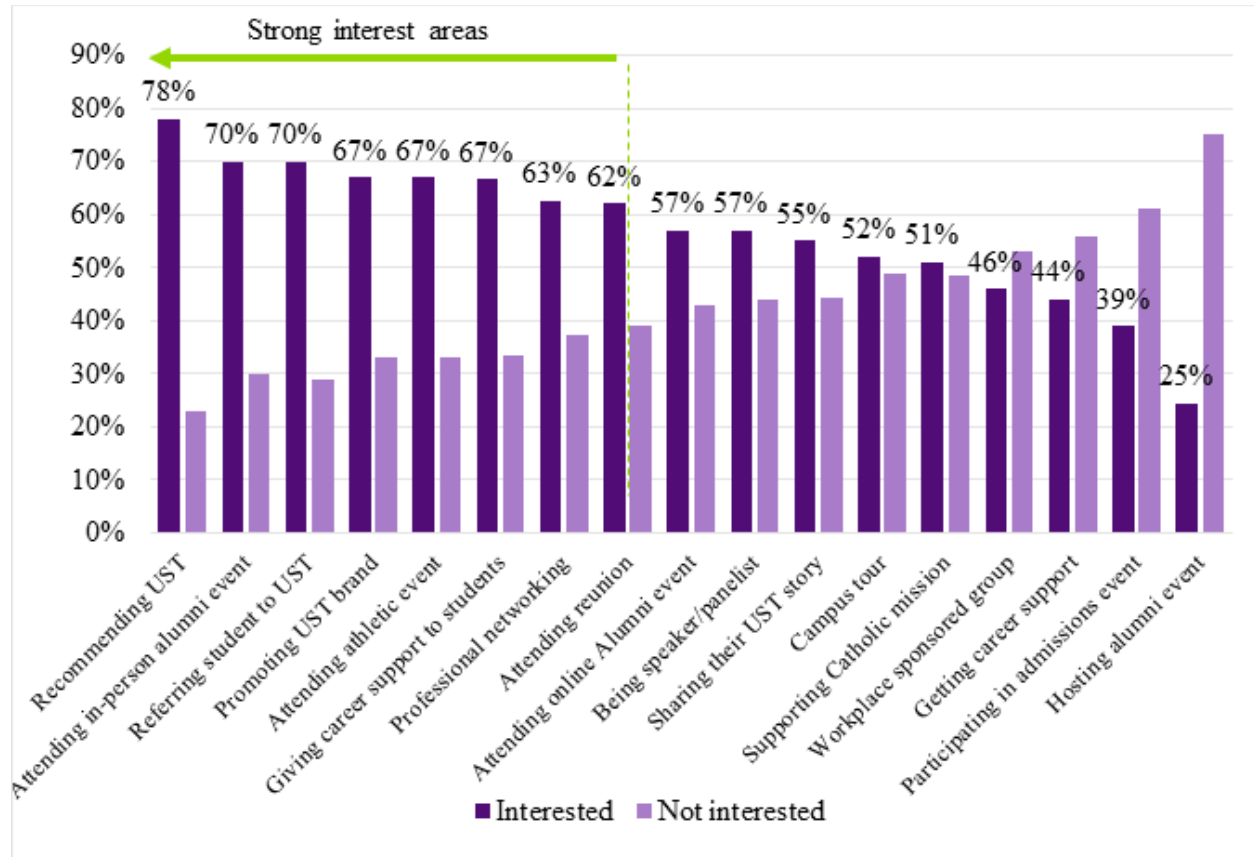


By Location



Areas of Interest for Future Engagement

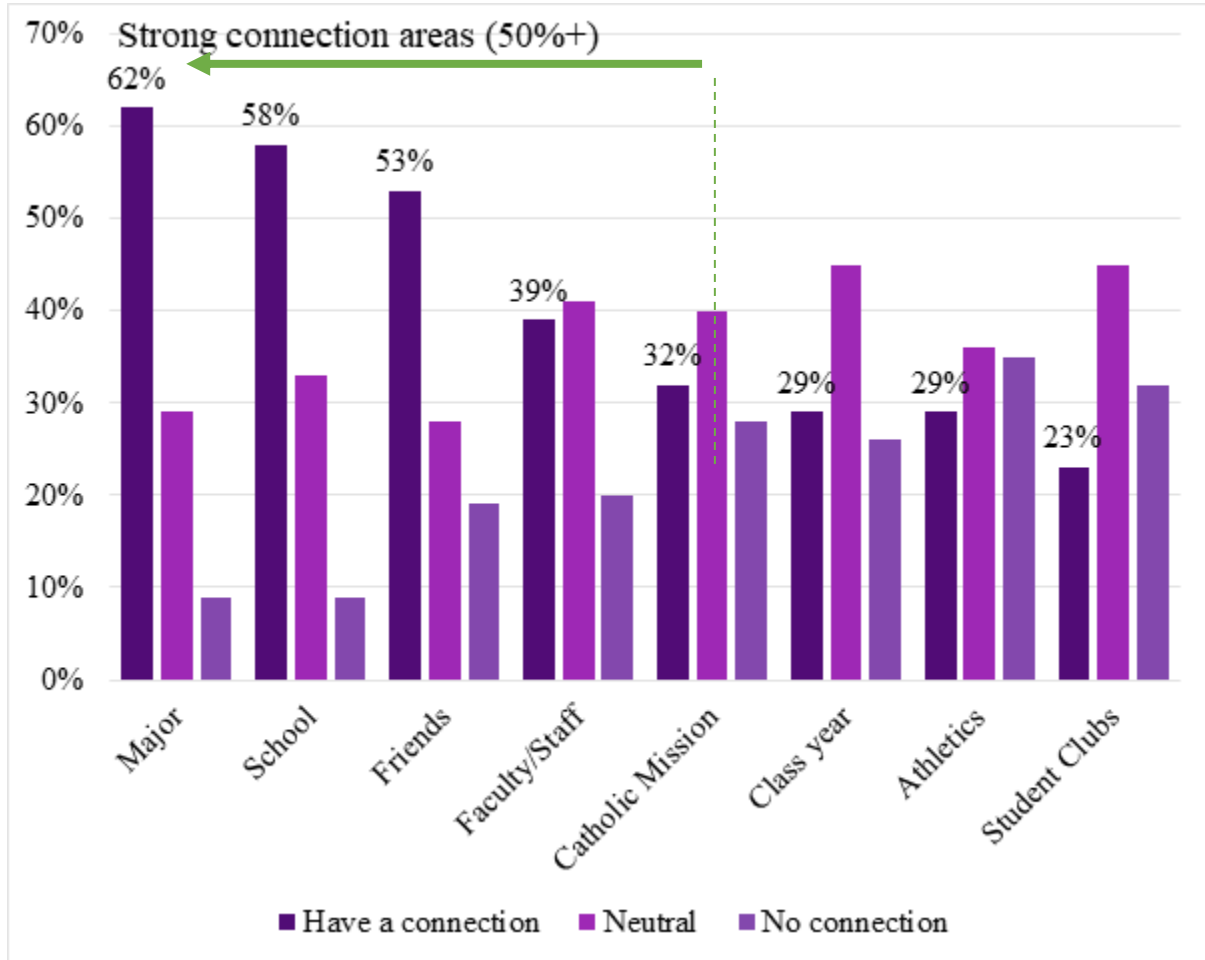
Alumni were asked to indicate their level of interest in potential future engagement opportunities. Levels of interest ranged from not interested to somewhat interested to very interested.



*Interested = Very interested + Somewhat interested

AREAS OF CONNECTION AT ST. THOMAS

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

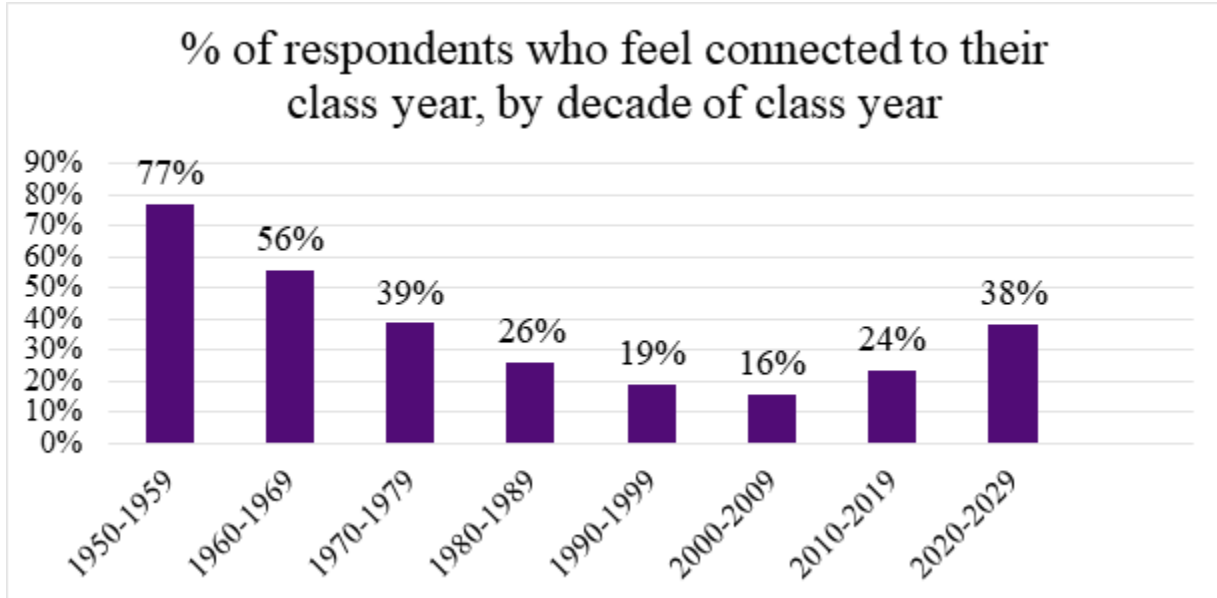


*Have a connection = Agree; No connection = disagree

Connection to Class Year

Among alumni graduating between 2020 and 2029, 38% expressed having a connection to their class year, while only 16% of alumni graduating between 2000-1999 said they had a connection.

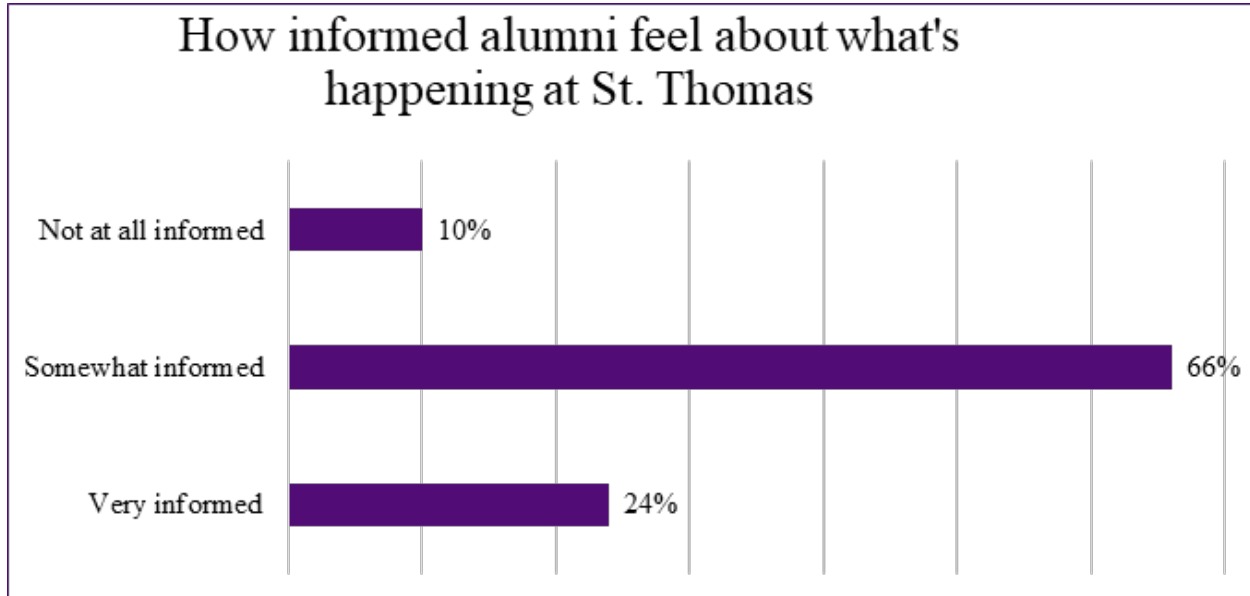
The alumni who graduated between 1950 and 1959 expressed a high level of connection to their class year, showcasing a distinct and enduring bond with that period.



* Feel connected = Agree

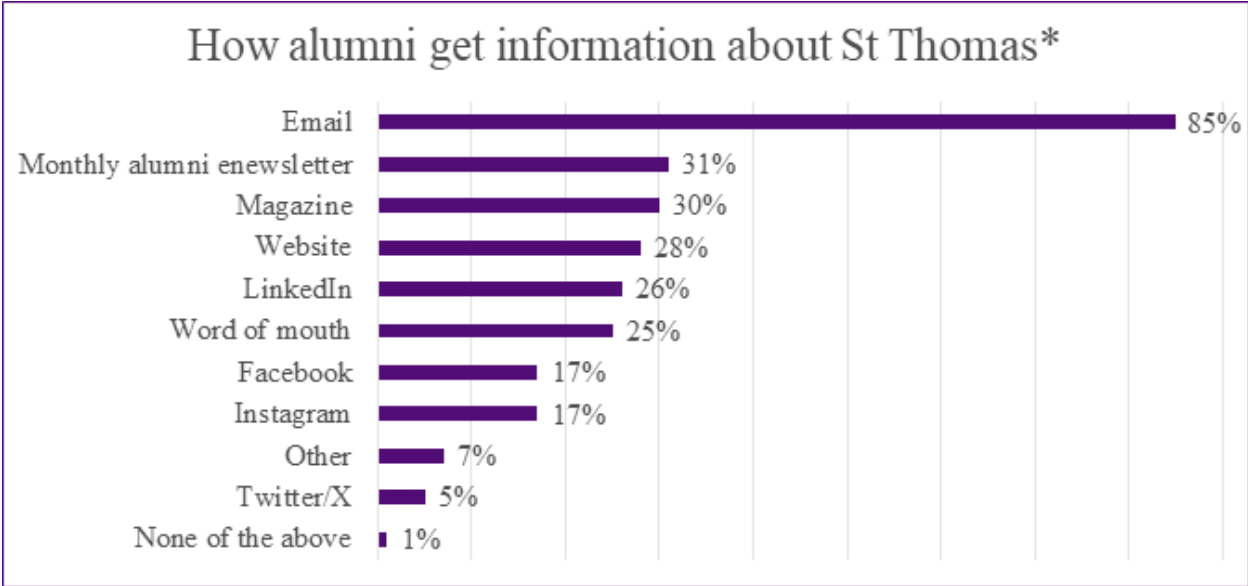
HOW INFORMED ALUMNI FEEL

When asked how informed they feel about what's happening at St. Thomas, 90% of alumni said they feel somewhat informed or very informed as shown in the chart below. In 2023, 73% of alumni said they feel somewhat informed, very informed or extremely informed.



HOW ALUMNI STAY INFORMED ABOUT ST. THOMAS

We saw a slight decrease in alumni who indicate that they receive their information by email from 89% in 2023 to 85% in 2024 and slight increases in those who get their information from the monthly alumni newsletter, website and LinkedIn.

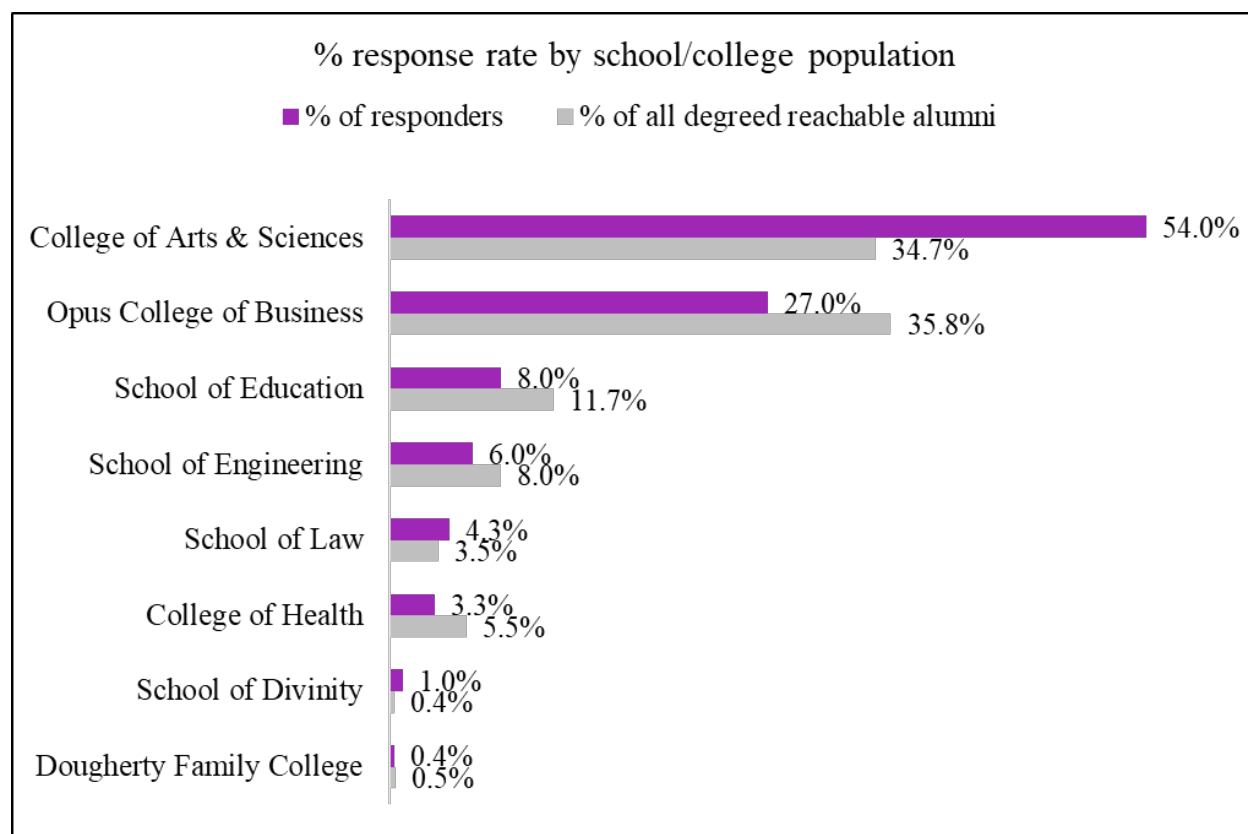


* There is overlap as most alumni use multiple sources of information.

DEMOGRAPHICS OF SURVEY RESPONDENTS

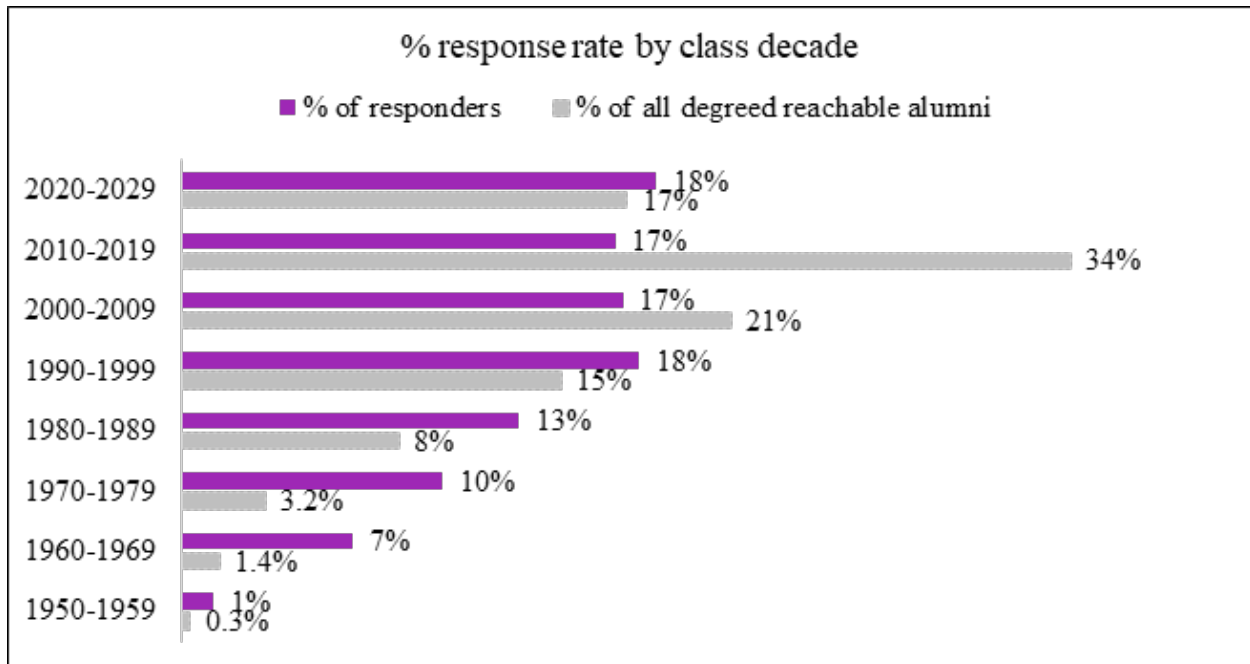
By School/College

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.



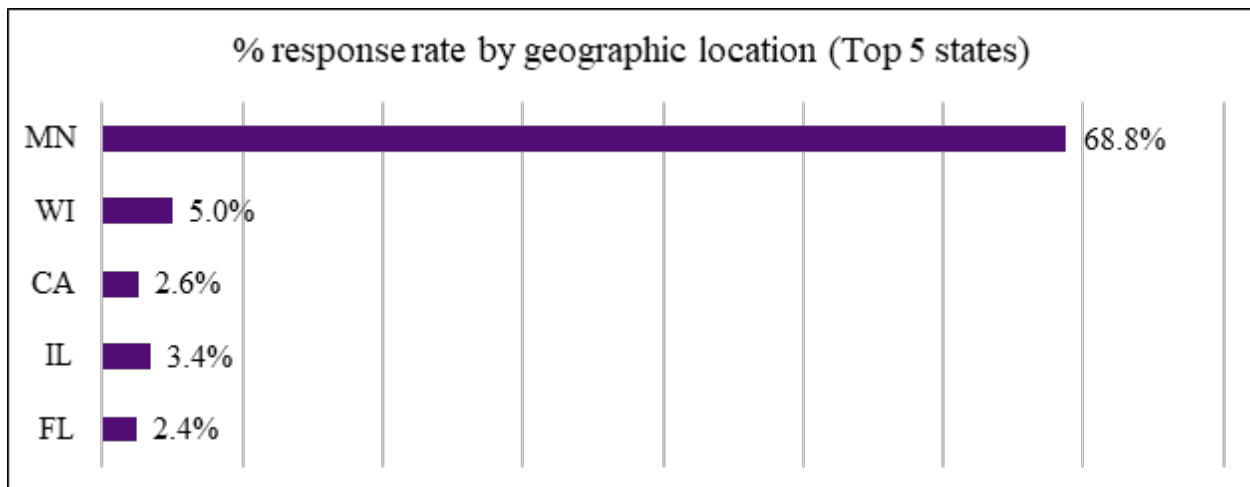
By Class Decade

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 17% 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: You are a valued member of the Tommie Network, and we want to hear from you. We want to learn more about alumni engagement with the St. Thomas community and encourage you to share your thoughts through our brief annual survey. Your perspective will inform the future direction of our work, including the programming and services we offer.

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?
 - a. (If not likely) Please share your thoughts on why you are not likely to recommend St. Thomas.
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 a scale from 1 to 3 (1=not at all engaged, 2=somewhat engaged, 3=Very 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.)
 - a. (If not at all or somewhat engaged) What is the primary barrier to engagement?
 - i. Geographic location
 - ii. Lack of availability (personal or professional commitments)
 - iii. Events offered do not meet my interests
 - iv. Unaware of engagement opportunities
 - v. Other
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 interested, somewhat interested and very interested)
 - a. Providing career support/advice or mentorship to current students
 - b. Expanding your professional network
 - c. Sharing your St. Thomas story
 - d. Supporting the mission and Catholic identity
 - e. Hosting an alumni event in your city
 - f. Promoting the St. Thomas brand
 - g. Getting career support for your professional journey
 - h. Attending an athletic event (e.g. participating in a tailgate or going to a game)
 - i. Recommending St. Thomas to a prospective student
 - j. Participating as a speaker/panelist at events or in the classroom
 - k. Attending an interest-based reunion (e.g. clubs, majors, cultural organizations, etc.)
 - l. Attending an alumni event in-person (e.g. Alumni Christmas Luncheon, First Friday, or St. Thomas Day)
 - m. Attending an alumni event online (e.g., online prayer, educational webinar, etc.)
 - n. Participating in a workplace-sponsored group with colleagues who are also St. Thomas alumni

- o. Coming on campus for a visit or guided tour
 - p. Participating in an admissions event for prospective or newly-admitted students
 - q. Referring a prospective student for admission
6. If the engagement options you expressed interest in 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 relationship with St. Thomas, please indicate your level of agreement with the following. I feel a strong connection to... (Levels of agreement=Agree, neither agree nor disagree, and disagree).
 - a. My major
 - b. My college/school
 - c. Athletics
 - d. Student clubs/organizations in which I participated
 - e. My class year
 - f. My roommates/friends
 - i. Would you be willing to share the names of classmates, friends or roommates with whom you stay connected?
 - g. Specific faculty member(s) or administrator(s)
 - i. Would you be willing to share the names of faculty and staff members with whom you stay connected?
 - h. The University's mission/Catholic identity
 8. How informed do you feel about what's happening at St. Thomas? (not at all informed, somewhat informed, very informed)
 9. How do you currently get information about St. Thomas? (select all that apply)
 - a. Email
 - b. Website
 - c. LinkedIn
 - d. Instagram
 - e. Facebook
 - f. Twitter/X
 - g. Magazine
 - h. Monthly alumni enewsletter
 - i. Word of mouth (from other alumni)
 - j. None of the above
 - k. Other
 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 in either of the following ways? (check all that are of interest)
 - a. Future qualitative studies, discussions or interviews to provide additional insights
 - i. Please share your preferred email address (if different from the one used to send this survey)
 - b. Future online surveys
 - i. Please share your preferred email address (if different from the one used to send this survey)
 12. St. Thomas is dedicated to supporting alumni entrepreneurs. Would you describe yourself as an entrepreneur? (yes, no, other)