2018 Alumni Survey Results

Methodology
The online survey was delivered through Qualtrics. The survey was fielded between August 7, 2018, and September 5, 2018, and sent to 27,222 alumni (this excludes emails that bounced back). We had a 16 percent response rate.

Summary
● Alumni desire a blend of events and online content.
● There is an opportunity to engage alumni with educational content and events with an emphasis on current political issues, literature, and advances in science and technology.
● St. Olaf has positive ratings among alumni and parents for willingness to recommend, agreeing that St. Olaf prepared them well for life after college, and that St. Olaf is passionate about the long-term success of its students.
● For Oles, being an alumnus/a is important, but it’s not the first thing they tell people about themselves. It is important to provide alumni with opportunities to help current students and fellow alumni.
● The survey results support building Ole Professional Networks, with 54 percent of alumni reporting that they would be very likely or likely to participate. Ole Professional Networks are even more meaningful for recent graduates and younger alumni.
● Oles stay connected with St. Olaf — the majority report staying connected through St. Olaf Magazine, word-of-mouth, and the new St. Olaf e-newsletter, Ole Notes. Leveraging digital and social channels will grow in importance as younger alumni are less likely to stay connected through traditional vehicles.
EVENTS

- Fifty-one percent of our alumni report that they have not attended an event in the past two years. One-third have only attended one or two events.
- The most attended event, among those who attend events, is Reunion (42 percent) followed by Christmas Festival (35 percent).
- Seventy-four percent of alumni are interested in attending future St. Olaf events.
- Of those who are planning on attending future events, Reunion is the highest rated. In addition, in-person educational events with professors or notable alumni (58 percent) or online lectures and educational content (53 percent) also rated high.
- Politics, books/authors, and advancements in science and technology are the three most popular potential topics for events.
Q.4 Please check all in-person St. Olaf events and or programs you have attended in the past 2 years. Base: Those who have attended 1+ Events

- Reunion: 42%
- Christmas Festival: 35%
- Music ensemble performance: 24%
- Homecoming and Family Weekend: 20%
- Athletic event: 16%
- Events sponsored by local St. Olaf chapters (happy hours, book networking event (Ole Biz, Ole Med, etc.): 15%
- St. Olaf On the Road: 12%
- Campus lecture or guest speaker: 12%
- Fine arts event (art show, dance, theater): 11%
- Black and Gold Gala: 10%
- Institute for Freedom and Community event: 10%
- Alumni and Family Travel opportunities: 3%

Are you interested in attending future St. Olaf events?

- No: 26.0%
- Yes: 74.0%
Q.5 Please rate how likely you would be to participate in the following alumni programming in the next year. % Very Likely/Likely

- Reunion: 65%
- In-person educational events with professor or notable alum: 58%
- Online lectures and educational content: 53%
- Events by local chapters (books clubs, happy hours): 52%
- Reception before a music event: 43%
- Service project (neighborhood cleanup, food shelf): 43%
- Local networking events (Ole Connections): 40%
- St. Olaf On the Road: 40%
- Networking events by industry (Ole Med, Ole Biz): 34%
- Online career content: 34%
- Homecoming and family weekend: 30%
- Virtual networking events: 23%
- Reception before an athletic event: 17%
- Fundraising and auction events: 17%

Total

Q.6 Please rate how likely you would be to attend an event on the following topics in the next year.

- Commentary and/or discussion on current political issues: 48%
- Book discussion and author commentary: 45%
- Advancements in science and technology: 44%
- Exploration of life’s purpose/vocation: 39%
- Study abroad programs: 35%
- Exploration of faith and values: 34%
- Career advice and development: 28%
- Financial planning: 28%

% Very Likely/Likely
ATTITUDES
● Fifty-six percent of our alumni are considered promoters (rated their willingness to recommend St. Olaf to a prospective student a 9 or 10) while only 15 percent are considered detractors (rated a 6 or less).
● Only one-third of alumni feel informed about St. Olaf’s current offerings and how the college is fulfilling its mission.
● The majority of alumni have strong feelings about being an alumnus/a and feel that being an alumnus/a means more than just contributing money. About half say it’s an important part of who they are and that they think about being an alumnus/a often.
● 50% of alumni also feel that their role is to help current students or fellow alumni, which rates higher than attending events, volunteering, and becoming a board or committee member. Forty-one percent strongly agree or agree that making donations is an important part of their role.
● The majority of alumni feel that the people closest to them know that they are an alumnus/a of St. Olaf, but it is less likely that friends/family perceive it as important to them or that it’s the first thing they tell people when they meet them.
● One-third of alumni say they are willing to volunteer by being a speaker at an alumni event, writing content, participating as a content provider related to their industry, or being a classroom speaker. The lowest-rated roles are being a class or chapter volunteer.
Q.13 Please rate your agreement with the following statements about how you feel as a St. Olaf alumnus/a.

- I had at least one professor at St. Olaf who made me excited about learning: % Top Box (Strongly Agree) = 71, % Top 2 Box (Strongly Agree/Agree) = 94
- My professors at St. Olaf cared about me as a person: % Top Box (Strongly Agree) = 50, % Top 2 Box (Strongly Agree/Agree) = 84
- I participated in an off-campus or study abroad program that contributed significantly to my St. Olaf experience: % Top Box (Strongly Agree) = 47, % Top 2 Box (Strongly Agree/Agree) = 61
- St. Olaf is passionate about the long-term success of its students: % Top Box (Strongly Agree) = 32, % Top 2 Box (Strongly Agree/Agree) = 76
- St. Olaf prepared me well for life outside college: % Top Box (Strongly Agree) = 32, % Top 2 Box (Strongly Agree/Agree) = 75
- While attending St. Olaf I had a mentor who encouraged me to pursue my goals and dreams: % Top Box (Strongly Agree) = 30, % Top 2 Box (Strongly Agree/Agree) = 52
- I was extremely active in extracurricular activities and organizations while attending St. Olaf: % Top Box (Strongly Agree) = 28, % Top 2 Box (Strongly Agree/Agree) = 54
- I worked on a project that took a semester or more to complete that contributed to my St. Olaf experience: % Top Box (Strongly Agree) = 24, % Top 2 Box (Strongly Agree/Agree) = 44
- While attending St. Olaf I had an internship or job that allowed me to apply what I was learning in the classroom: % Top Box (Strongly Agree) = 15, % Top 2 Box (Strongly Agree/Agree) = 32
- I feel informed about St. Olaf’s current offerings and how the college is fulfilling its mission: % Top Box (Strongly Agree) = 10, % Top 2 Box (Strongly Agree/Agree) = 33

Q. 14 Please rate your agreement with the following statements about how you feel about being a St. Olaf alumnus(a).

- I have clear feelings about being an alumnus(a): % Top Box (Strongly Agree) = 22, % Top 2 Box (Strongly Agree/Agree) = 62
- For me, being an alumnus(a) means more than just contributing money or time: % Top Box (Strongly Agree) = 20, % Top 2 Box (Strongly Agree/Agree) = 56
- Being an alumnus(a) is an important part of who I am: % Top Box (Strongly Agree) = 20, % Top 2 Box (Strongly Agree/Agree) = 51
- Being an alumnus(a) is something I often think about: % Top Box (Strongly Agree) = 17, % Top 2 Box (Strongly Agree/Agree) = 48
- I would feel incomplete if I were not an alumnus(a): % Top Box (Strongly Agree) = 9, % Top 2 Box (Strongly Agree/Agree) = 24
Q.16 Please rate your agreement with the following statements about your role as a St. Olaf alumnus(a).

- To help current students: 15% (Strongly Agree) - 51% (Strongly Agree/Agree)
- To help fellow alumni: 13% (Strongly Agree) - 49%
- To support St. Olaf through financial contributions: 12% (Strongly Agree) - 41%
- To attend alumni events: 5% (Strongly Agree) - 28%
- To serve on a St. Olaf board or committee: 5% (Strongly Agree) - 17%
- To support St. Olaf through volunteering: 4% (Strongly Agree) - 21%

Q.15 Please rate your agreement with the following statements about your identity as a St. Olaf alumnus(a).

- People I am closest to know I am an alumnus(a): 37% (Strongly Agree) - 69%
- People who know me think that being an alumnus(a) is important to me: 14% (Strongly Agree) - 39%
- Many people I know are not aware that I am an alumnus(a): 9% (Strongly Agree) - 34%
- It is important to my friends and family that I am an alumnus(a): 8% (Strongly Agree) - 27%
- Being an alumnus(a) is one of the first things I share about myself when I meet someone: 3% (Strongly Agree) - 12%
OLE PROFESSIONAL NETWORKS

- Concept scored well overall, but especially high among alumni age 22-37 (75 percent) and alumni age 38-52 (66 percent).

Concept:
Ole Professional Networks connect you with members of the St. Olaf community by industry area through online content and regional programming. Members can contribute content, engage via podcast/live-streamed events, and attend regional events that spark crucial relationships as well as introduce you to fellow Ole community members working in your industry.

Based on the description, how likely would you be to participate in Ole Professional Networks?

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COMMUNICATIONS

- The majority of alumni stay connected to St. Olaf. The top three vehicles for staying connected are the *St. Olaf Magazine*, word-of-mouth through St. Olaf friends or family members, and the St. Olaf e-newsletter, *Ole Notes*.

Q.10 Do you stay connected to St. Olaf?

- Yes 76.0%
- No 24.0%

Q.11 Please indicate how you stay connected to St. Olaf.

*Base= those who stay connected*

- St. Olaf Magazine 88%
- Word-of-mouth (St. Olaf friends and family members) 70%
- St. Olaf e-newsletter (Ole Notes) 56%
- Event emails 48%
- St. Olaf website 42%
- Letter or direct mail communication 37%
- St. Olaf Facebook feed 30%
- St. Olaf Instagram feed 17%
- St. Olaf LinkedIn feed 7%
- St. Olaf Twitter feed 5%
- St. Olaf YouTube channel 2%