Alumni Survey 5-Years Out

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Alumni Pulse Survey
Trends Driving Higher Ed Philanthropy in 2013

Foundational Insights Report, Part II – Organizational Factors
May 2013
A professor helped me get an internship at a national lab, which was a good learning experience that also led to an additional scholarship and some summer income. Later when I was struggling to pass one of his classes, that same professor sat me down and said that I should not use him as a professional reference anymore because of how poorly I was performing. He watched my reaction carefully and when I didn't show any indignation he started to ask how things were going. We chatted about how life was heavy for me at that time and he offered some advice. Later he ended up helping me get an interview at the job where I now work, which has been an enormous blessing for my family.

Also, participating in a student organization helped me have social interaction and fulfillment. I was a vice president of the org and gained some leadership experience in planning and carrying out events and initiatives.

Being among a diverse group of students opened my eyes more to folks from other walks of life. I wish I had spent more time getting to know the other students; the times that I did were beneficial to my ability to love others.
Survey Methods

- Target population: all alumni who graduated in 2011-12
- 2,138 surveyed, 262 responded
- 12% response rate, 6% margin of error
91% of respondents are working full-time, part-time, or for themselves

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<thead>
<tr>
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<th>Full-time Position</th>
<th>Part-time Position</th>
<th>Self</th>
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<tbody>
<tr>
<td>Is their work related to their degree and goals?</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Related to their degree (somewhat or very)</td>
<td>90%</td>
<td>78%</td>
<td>77%</td>
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<tr>
<td>Using the knowledge and skills gained at Boise State in their position (at least some of the time)</td>
<td>97%</td>
<td>89%</td>
<td>94%</td>
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<tr>
<td>Related to their career goals (somewhat or very)</td>
<td>96%</td>
<td>89%</td>
<td>94%</td>
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Annual Income (full-time workers)

66% of those working full-time make >$50,000 (from all sources of income)
How well did your Boise State experience prepare you for. . . ?

- Your current career: 92%
- Furthering your education: 91%
- Community service or volunteer: 80%
- Engaging with art and cultural: 74%
- Ongoing engagement with the: 61%
In what ways are these alumni most engaged?

- Reading communications from... 76%
- Following athletics 74%
- Following Boise State in the news 67%
- Purchasing products or tickets 55%
- Attending athletic events 53%

And 41% said they would like to become more engaged with Boise State!
88% were satisfied or very satisfied with their experience as a student, but they are more ambivalent as alumni.
Research Questions

**Do satisfied students become satisfied alumni?**
- Yes (correlation of .59)

**Is there a relationship between satisfaction as a student and alumni engagement?**
- Yes, though the relationship isn’t as strong (correlation of .26)
Research Questions

**What factors related to students’ careers, preparation, and overall Boise State experience predict engagement as an alumni?**

- Adjusted R-Square of .326
- Statistically significant predictors from strongest to weakest:
  - Being prepared for ongoing engagement with the university
  - Being prepared for current career
  - Being prepared to engage with art and cultural events
Did you have any particularly positive or impactful experiences while a student that played a role in shaping who you are today?
Theme 1: Faculty & Staff

Two [___] teachers that were truly passionate about what they taught and were also very willing to get to know their students, support us and still to this day remember me!

My advisor was extremely encouraging when I attended and after I left that I pursue a career in research. He instilled in me many skills outside of those necessary to be successful as a student and employee but also in recognizing my own self worth.
Theme 2: Co-curricular Experiences

My on campus involvement hugely shaped who I've become today! I participated in ASBSU, student clubs related to my major (3), student clubs related to my passions (2), LeaderShape, on campus jobs - orientation leader, student tour guide. All of these experiences gave me the skills I've needed in my jobs after graduating.

I was a member of the track and field/cross country teams, and also held a student job in the Admissions Office. These two things greatly helped shape me and my future.
Theme 3: Quality Academics

I lived in and was an active member of the Honors College, and the people I lived/worked with challenged my world views and made me aware of different experiences.

The [___] courses I took opened my mind to think in ways to which I was not accustomed, and I find myself utilizing those thought processes on a regular basis. While I was an open person before BSU, I am even more so now due to the great faculty and students with whom I was lucky enough to associate.
Theme 4: Applied Learning Experiences

Work as a student Research Assistant had the most impact on my professional skills, and was hands-down the most rewarding part of my undergrad.

My internship with the [____] helped me connect with people who would help me get my current job, a couple of years after the I met them.
Survey Findings Summary

• Strong majority of respondents are working in fields related to their degrees and career goals
• Satisfied students tend to become satisfied alumni
• Satisfied alumni don’t necessarily become engaged alumni
  o Those who do become engage tend to feel like they were prepared as students to engage with the university, prepared for their career, and prepared to engage with the larger culture
Student and Recent Alumni Programs

- Hired Lauren Hamilton, Assistant Director Student and Recent Graduates

Five year program: incoming freshman-alumni

- Alumni note writing campaign
Admissions Assistance
- Send off Parties- Chapters, Bronco Contacts, Clubs
- Alumni/Chapter representation and attendance at admissions events

Career and Professional Development
- Discount for professional and career development
- Career mentor program connecting current students and alumni

Student IMPACT Board
- Undergraduate student led organization
- Teaching current students
  - School traditions
  - Impact and importance of philanthropy
  - Providing leadership opportunities and guidance
- National Philanthropy Day on campus
**BOLD**

- **Exchanges:** Networking
- **Conversations:** Job exploration, life transitions
- Dinner with 12 Broncos - Professional development
- **Nights:** Social, networking and learning