

**University of South Dakota Alumni Association**  
**2015-16 NEAT Grant Program Project Final Report**  
**Pre-Alumni Programming**

**1. Describe the purpose of the Grant Project:**

The purpose of the grant project was to garner insights and build relationships with key student organizations and student services-related departments in an effort to develop “pre-alumni” (i.e., student) programming that would result in a better understanding of the Alumni Association’s mission and begin to instill the realization that a lifelong relationship with USD can be beneficial and rewarding.

**2. Describe the scope of the Grant Project, the alumni relations-related research topic area explored and the constituency group that was involved.**

The project involved one-on-one discussions, focus groups and surveys conducted with student-services campus departments, student leaders and members of key student organizations. A student intern was retained to develop a survey vehicle to collect input from current students and graduates of the past 12 months. Focus groups were conducted with representatives of a cross-section of student organizations. The purpose of the research was to identify the need or level of interest in career, leadership and personal growth programs, social/networking opportunities, and gauging the baseline perceptions of alumni association’s mission. The focus groups provided the opportunity to “put a face to a name” in building personal relations both for the alumni association and the students and to have a more dynamic conversation, probe deeper into feedback and to share anecdotes and benefits of remaining involved with the university throughout a lifetime.

**3. Describe the process and timeline used to implement the Grant Project.**

- August-October – conducted meetings with student services-related departments (Student Life, Admissions, Career Services, et al) to identify current or desired programming that may be appropriate opportunities for the alumni association to offer or co-sponsor.

- November – meet with student government leaders to inform and build support for research project.
- January -March – Design and conduct student and new alumni surveys
- March – ongoing – partner with and advise grassroots group of students who wish to establish a student alumni association
- April – conduct student focus groups

**4. Attach separately or include in the report your survey instrument.**

See Attached

**5. Discuss your methodology for the process and/or survey.**

The survey was conducted via Survey Monkey and distributed to a targeted group of students who are actively involved in the largest, most active groups reflecting a cross-section of interest and demographics. Leaders of key student organizations were invited to focus group discussion dinners.

**6. Provide a listing of the final Grant Project budget and how grant money was allocated.**

- Focus group meals
- Student Alumni Association startup resources
- Student intern

**7. Provide a brief summary of your findings.**

The survey showed interest by current students in the areas of networking with potential employers or alumni in area of study, guest speakers and lectures, career fairs and workshops and leadership training. New graduates echoed the interest in many areas which assists in confirming these are the areas to spend time building programming. The focus groups and dialogue with student leaders resulted in a group of students requesting a student alumni association be established to help deliver the programming initiatives.

**8. Provide a brief summary of your conclusions.**

While students have only a minimal understanding of the specific mission of the alumni association, there is a desire on the part of students and campus departments to partner with the alumni association to provide networking and career opportunities. Additionally, students are willing to be involved in helping to plan and deliver these programs through a student alumni organization which will result in developing a stronger understanding and interest long-term.

**9. Provide a brief summary of the impacts this project will have on the future of your alumni association/office programming.**

This project focused our attention on formulating a plan of engagement with students to raise awareness of the alumni association and establish a relationship that will result in a lifetime affinity for the university. The launching of a student alumni association in the fall of 2016 will assist with providing programs that are of interest and value to the pre-alumni audience and build a cohort that will foster a seamless transition from involved student to engaged alumni.

The results of this survey will assist the University of South Dakota Alumni Association and Academic and Career Planning Center with planning student engagement activities. This is a research project being conducted by staff and students from the USD Alumni Association. You are invited to participate in this research project because you are a student at the University of South Dakota. It involves completing a survey <https://www.surveymonkey.com/r/DXXVBSC> that will take approximately 5 minutes and will be closed on March 21. Your responses will be anonymous.

Thank you for your participation, it is appreciated!

**University of South Dakota Alumni Association Student Engagement Survey**

**Areas of Interest**

**1. Mark the corresponding box to reflect your interest level in services or potential services offered by the USD Alumni Association and Academic Career Planning Center. If unsure of what the service means mark "Do Not Know."**

	No Interest	Some Interest	Interested	Moderate Interest	Extreme Interest	Do Not Know
Mentorship from an alumni	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Attending a dinner with alumni in area of study	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Etiquette dinners	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Networking with potential employers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Financial literacy workshops	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Developing Interview skills	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Resume building guidance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Leadership training	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Guest speakers/ lectures	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
One-on-one career advising	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Online career resources	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Helping with an alumni event	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Graduate School application assistance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify)

**2. As a student, I would be interested in the following programs or events associated with the USD Alumni Association. If unsure of what the program means mark "Do Not Know."**

	No Interest	Some Interest	Neutral	Interest	Extreme Interest	Do Not Know
Joining a Student Alumni Association	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Aiding with student recruitment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Helping with an alumni event	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Assisting with hosting alumni on campus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Alumni game day activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Move-in day participation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Graduation celebration	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify) or if interested in joining Student Alumni Association please add your email.

**3. Which of the following career planning services do you currently utilize or have used at USD? (Check all that apply)**

- Career Workshops or Presentations on Job Searching, Resumes, or Interviewing
- Career Events on campus such as Career Fairs, Networking Events, Employer Information Sessions
- Career Advising in the Academic and Career Planning Center or Beacom School of Business
- Career Service E-newsletters such as The Hired Coyote or the Biz Bulletin
- Coyote Careers to search for jobs or sign up for on-campus interviews
- Help with your Graduate School Application Process or Search

**4. What do you perceive the USD Alumni Associations role to be? Mark all that apply.**

- To communicate USD news to alumni
- To keep alumni connected through events (e.g. watch parties for athletic events, After 5 Socials)
- To raise funds for scholarship and university support (e.g. the Onward Campaign)
- I am not familiar with the USD Alumni Association or its mission

**5. Rate the best way for the Alumni Association to communicate with you.**

	Do not want communication	Least preferred	Somewhat preferred	Preferred	Most preferred
Email	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Text	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Facebook	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Twitter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Website	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Phone Call	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## Demographics

These questions are designed to allow the University of South Dakota Alumni Association and Academic and Career Planning Center to better serve to students.

### 6. Please mark your sex

- Female
- Male
- Prefer not to answer

### 7. Please mark your academic standing

- Freshman
- Sophomore
- Junior
- Senior
- 6th year plus
- Graduate

### 8. Please Mark your Residential Status

- On Campus Housing
- Off Campus Housing in Vermillion
- Greek Housing
- Commuter
- Online

**9. Please select your school**

- College of Arts & Sciences
- Beacom School of Business
- School of Education
- College of Fine Arts
- School of Health Sciences
- Sanford School of Medicine
- School of Law
- Graduate School

**10. Please list your student organization involvement(s)**

Prev

Done

As a recent graduate of the University of South Dakota, you are invited to participate in a research project that will assist the Alumni Association and Academic & Career Planning Center in planning student engagement activities. Please complete this brief (less than 5 minutes) survey <https://www.surveymonkey.com/r/MV5QWYS> . Your responses will be anonymous.

Thank you for your participation, it is appreciated!

**University of South Dakota Alumni Association Student Engagement Survey for Recent Graduates**

**Areas of Interest**

**1. As a student, what level of interest would you have had in the following activities or services? If unsure of what the service means mark "Do Not Know."**

	No Interest	Some Interest	Interested	Moderate Interest	Extreme Interest	Do Not Know
Mentorship from an alumni	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Attending a dinner with alumni in area of study	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Etiquette dinners	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Networking with potential employers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Financial literacy workshops	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Developing Interview skills	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Resume building guidance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Leadership training	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Guest speakers/ lectures	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
One-on-one career advising	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Online career resources	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Helping with an alumni event	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Graduate School application assistance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify)



**2. As a student would you have been interested in the following programs or events associated with the USD Alumni Association? If unsure of what the program means mark "Do Not Know."**

	No Interest	Some Interest	Neutral	Interest	Extreme Interest	Do Not Know
Joining a Student Alumni Association	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Aiding with student recruitment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Helping with an alumni event	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Assisting with hosting alumni on campus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Alumni game day activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Move-in day participation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Graduation celebration	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify)

**3. Which of the following career planning services did you utilize at USD? (Check all that apply)**

- Career Workshops or Presentations on Job Searching, Resumes, or Interviewing
- Career Events on campus such as Career Fairs, Networking Events, Employer Information Sessions
- Career Advising in the Academic and Career Planning Center or Beacom School of Business
- Career Service E-newsletters such as The Hired Coyote or the Biz Bulletin
- Coyote Careers to search for jobs or sign up for on-campus interviews
- Help with your Graduate School Application Process or Search



## University of South Dakota Alumni Association Student Engagement Survey for Recent Graduates

### Demographics

These questions are designed to allow the University of South Dakota Alumni Association and Academic and Career Planning Center to better serve students.

**6. Please mark your sex**

- Female
- Male
- Prefer not to answer

**7. Please mark your most recent degree from USD.**

- Undergraduate degree
- Graduate degree

**8. Please mark your Residential Status while a student.**

- On Campus Housing
- Off Campus Housing In Vermillion
- Greek Housing
- Commuter
- Online

**9. Please select your school**

- College of Arts & Sciences
- Beacom School of Business
- School of Education
- College of Fine Arts
- School of Health Sciences
- Sanford School of Medicine
- School of Law
- Graduate School

**10. Please list your student organization involvement(s)**

Prev

Done