

Young Alumni Survey Executive Summary
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From June 15 - July 31, 2011 the office of Alumni Relations, in coordination with the Young Alumni Club, conducted a survey to gather updated contact information, ideas and opinions from graduates of the classes of 2001-11. The results from the survey will be used to assist the University in tailoring communications, events and services to recent graduates. The response goal of 500 was exceeded by 58% with a total of 792 alumni completing the survey. Key results and outcomes are below.

Communications

- 79% of respondents shared their cell phone number as a means of contact; as compared to 18% for home phone and 3% for business.
- 49% of respondents selected email as their preferred means of receiving communications from Seton Hall. Other selections included Facebook (24%), Snail Mail (10%), Text Message (7%), Twitter (6%) and Phone Call (3%).
- Nearly 50% would welcome more invitations to alumni events and opportunities to volunteer for the University. 46% stated that they receive the right amount of these communications and 4% felt that they were contacted too frequently.

Events

- 19% of the responses stated that they are most likely to attend Sporting Events, 17% Beer/Wine Tastings, 17% Happy Hours, 14% Networking Receptions, 9% Outdoor Adventures, 9% Community Service Trips, 9% On-Campus Activities, and 6% Formals.
- 79% of respondents are more likely to attend an event on the weekend, as opposed to a weeknight.

Giving

- 70% stated that they know what the Seton Hall Fund is.
- 58% believe Seton Hall needs financial support from alumni their age.
- 9% selected that they would welcome more solicitations. 56% thought they were solicited “just the right amount” and 35% felt they were solicited either “a little too much” or “way too much.”

Outcomes

- 512 updated phone numbers
- 369 updated email addresses
- 267 updated mailing addresses
- 4 potential new Young Alumni Club leaders

Next Steps

1. Update all information in Raiser’s Edge
2. Respond to all participants who requested information or are interested in volunteering
3. Share results with the Young Alumni Club members and campus partners
4. Use results as a guide for strategic planning of programming and solicitations
5. Conduct a similar survey in 2013 and compare results