Alumni Attitude Survey Questionnaire - March 2023

Thank you for participating in this survey about your relationship with SCU. Your opinions are vital to helping us better understand how you feel about the University, how you engage with us, and how we can better serve your needs and interests. The entire survey will take approximately 7-8 minutes to complete.

All responses are confidential and anonymous. No response will ever be traced to an individual – we are only interested in the aggregate data.

Your voice matters.

Go Broncos!

Kathy Kale '86
Assistant Vice President, Alumni Relations

1.   How satisfied are you with your overall experience as a <u>student</u> at SCU?

   Very satisfied . . . .
   Somewhat satisfied   . . . .
   Neither satisfied nor dissatisfied . . . .
   Somewhat dissatisfied . . . .
   Very dissatisfied . . . .

2.   How satisfied are you with your overall experience as an SCU <u>alum</u>?

   Very satisfied . . . .
   Somewhat satisfied   . . . .
   Neither satisfied nor dissatisfied . . . .
   Somewhat dissatisfied . . . .
   Very dissatisfied . . . .

3.   Which of the following best describes your overall current opinion of the University?

   Excellent   . . . .
   Very good . . . .
   Good   . . . .
   Fair   . . . .
   Poor   . . . .

4.   How much do you feel... [RANDOMIZE]

	A Great Deal	A Fair Bit	Only A Little	Not At All
A. Pride in your SCU degree				
F. SCU values its alumni				
E. A lifelong relationship with SCU is worth maintaining				
C. An emotional connection to SCU				
B. SCU is part of who you are				
D. You are still part of the SCU community				

5.   [GRADUATE-ONLY ALUMNI] Do you feel a closer affiliation with... [RANDOMIZE 1&2]

Santa Clara University . . . .
Your undergraduate institution . . . .
Both about equal . . . .
Neither . . . .

6.   [GRADUATE-ONLY ALUMNI] Regardless of which institution you feel a closer affiliation with, which aspect of SCU do you identify with most closely?

Your department or program . . . .
The University as a whole . . . .
Your school or college . . . .
None of the above . . . .

7.   How do you feel about your current level of connection with SCU? Would you like to...

Be more connected with SCU than you are now . . . .
Maintain your current level of connection with SCU . . . .
Reduce your level of connection with SCU . . . .

8.   Which of these statements best describes how SCU fits in your life today? SCU is...

One of the most important affiliations in your life today . . . .
Important to you, but other affiliations are more important in your life today . . .
Not among the affiliations that are important in your life today . . . .

9.   If you were asked, how likely would you be to recommend SCU to a prospective [undergraduate/graduate] student of your own interests and background?

9-10 (Promoters) . . . .
7-8 (Passives) . . . .
0-6 (Detractors) . . . .

       Net Promoter Score (Promoters minus Detractors) . . . . . .

Alumni

10A.   [PROMOTERS (Q9>8)]
        What are the main reasons for your score of [answer from Q9]?
        _____
        _____

10B.   [DETRACTORS (Q9<7)]
        What are the main reasons for your score of only [answer from Q9]?
        _____
        _____

11.   What are you most proud of about SCU?
        _____
        _____

12.   Based on SCU's strengths, what should SCU focus more on to have a significant impact on
        the world?
        _____
        _____

13.   What are your <u>main</u> sources of news and information about the University?
        <u>Please check no more than four</u>.

        Santa Clara Magazine (either in print or online) . . . .
        Bronco Connect or *3-Point Thursday (3PT),* the Alumni Association e-newsletters   .
        Conversations with friends, relatives, students, or other alumni . . . .
        Emails about events in your local area . . . .
        SCU social media (e.g., Facebook, Twitter, LinkedIn, Instagram, etc) . . . .
        College, school, or center newsletters . . . .
        SCU websites . . . .
        Traditional media (e.g., print or online newspapers, magazines, TV, etc) . . . .
        Conversations with faculty or staff . . . .
        Other   . . . .
        None of the above . . . .

14.   Do you receive too much...about the right amount...or not enough information from SCU on
        the following topics? [RANDOMIZE]

                                                    <u>Too Much</u>   <u>About Right</u> <u>Not Enough</u>

        M. Mentoring or networking opportunities with
             students or alumni   . . . .
        K. How to get involved with SCU (on or off campus) . . .
        B. Alumni and what they are doing . . . .
        C. Research and scholarship being done at SCU . . . .
        E. SCU virtual events . . . .
        D. SCU in-person events . . . .

A. What's happening in your school, college, or center . .

J. Clubs or groups you were involved with at SCU . . . .
L. SCU history and traditions . . . .
G. Admissions updates . . . .
H. SCU athletics . . . .
F. Students and student life at the University today . . . .
I. Fundraising and support for SCU . . . .

15. When was the last time you mentioned SCU in a conversation (verbal, written, or online)?

Today or yesterday . . . .
Within the past week . . . .
Within the past month . . . .
More than a month ago . . . .

16. [IF LIVE IN AREA WITH AN ALUMNI COMMUNITY (D8<3)]
Are you aware of any SCU alumni communities in your area?

Yes . . . .
No . . . .
Not sure . . . .

17. In the past year or so, did you... [CHECK ALL THAT APPLY] [RANDOMIZE]

Read *Santa Clara Magazine* (either in print or online) . . . .
Wear or display any SCU apparel or merchandise . . . .
Visit the University website . . . .
Recommend SCU to a prospective student . . . .
Come back to campus . . . .
Visit any SCU or Alumni Association social media channels . . . .
Honk or wave when you saw an SCU license plate holder or someone
    wearing SCU gear . . . .
Hire, or get hired by, a Bronco . . . .
None of the above . . . .

18. Apart from email, how often do you use social media to interact with other SCU alumni? For this question, please consider all social media, including those not sponsored or mediated by the University or the Alumni Association.

Daily . . . .
A few times per week . . . .
Less than a few times per week . . . .
Never . . . .

Alumni

19. How interested are you in the following ways to stay involved with SCU (either online or in-person)? [RANDOMIZE]

	Very	Somewhat	Not Interested
A. Staying informed about campus news and what's happening at SCU			
C. Events with an intellectual, educational, or cultural focus			
B. Socializing or networking with other SCU alumni			
G. Community service projects sponsored by SCU			
E. Mentoring or professional development services or events from SCU			
H. Volunteering (e.g., serving on a board or committee, helping at an SCU event, etc)			
F. Events organized around SCU athletics			
D. Spiritual programs and events			

20. [IF INTERESTED IN MENTORING OR PROFESSIONAL DEVELOPMENT (Q19E<3)] Which of these career and professional development topics are you interested in? [CHECK ALL THAT APPLY] [RANDOMIZE]

Mentoring SCU students or alumni . . . .
Improving your networking skills . . . .
Building your personal brand . . . .
Learning salary negotiation techniques . . . .
Being mentored by fellow alumni . . . .
Creating a job search strategy during career transitions . . . .
Having a positive online presence (inc luding social media) for your career .
Updating your resume . . . .
Tips for job interviewing . . . .
Other [please specify]   . . . .

21. How good of a job is SCU doing at providing... [RANDOMIZE]

Note: The ratings are based only on those with an opinion. The percentage who had an opinion is also noted for each item.

	Excellent	Good	Fair	Poor	*Only Had Opinion*
A. News and information about what's happening on campus					
F. Events organized around SCU athletics					
D. Spiritual programs and events					
G. Community service projects					
C. Events with an intellectual, educational, or cultural focus					

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B. Ways to socialize or network with other SCU alumni . .
H. Opportunities to volunteer . . . .

E. Mentoring or professional development services or
    events . . . .

I. All things considered, how good of a job is SCU
    doing at serving your needs and interests <u>overall</u>? . . . .

22. Apart from anything you already mentioned, do you have any other comments about your relationship with SCU, resources or services you would like, or how we could be more relevant to your life today?

    _____

    _____

Thank you for sharing your thoughts and opinions. The final questions are for analysis purposes only and, like the rest of the survey, your responses will be anonymous and confidential.

D1. What is your age?

    Under 30 . . . .
    30-39 . . . .
    40-49 . . . .
    50-59 . . . .
    60-69 . . . .
    70 and older . . . .
    No answer . . . .

D2. What is your religious preference?

    Catholic . . . .
    Protestant . . . .
    Other Christian . . . .
    Hindu . . . .
    Jewish . . . .
    Muslim . . . .
    Buddhist . . . .
    Other [please specify] . . . .
    None . . . .
    Prefer not to say . . . .

Alumni

D3.   What racial or ethnic group do you identify with the most?

White/Caucasian   . . . .
Asian/Asian-American . . . .
Latino/a/x/Chicano/a/x/Hispanic   . . . .
Black/African-American   . . . .
Middle Eastern . . . .
Native American/American Indian/Alaska native   . . .
Pacific Islander   . . . .
North African . . . .
Native Hawaiian   . . . .
Mixed Ethnicity . . . .
Other [please specify]   . . . .
Prefer not to say . . . .

Thank you very much for your time.
When you click "Submit," your answers will be recorded and you will be redirected to the Alumni
Association website.

SUBMIT
button sends respondents to the alumni homepage:
https://www.scu.edu/alumni/

INFORMATION FROM THE SCU DATABASE (these are not questions respondents will see)

D4.   Degree

Undergraduate/dual   . . . .
Graduate-only   . . . .

D5.   School or College (of earliest degree)

Arts and Sciences . . . .
Business . . . .
Education and Counseling Psychology . . . .
Engineering   . . . .
Jesuit Theology   . . . .
Law   . . . .
Pastoral Ministries . . . .
Former Masters Programs . . . .

* = more than zero, but less than half of one percent

D6.   Year of earliest degree (1965-2021)

D6A.   Year groups

      2015-2021 . . . .
      2005-2014 . . . .
      1995-2004 . . . .
      1980-1994 . . . .
      1965-1979 . . . .

D7.   Gender

      Male   . . . .
      Female   . . . .

D8.   Region

      Local
         East Bay, Marin, Monterey/Salinas, Napa/Santa Rosa,
         Peninsula, San Francisco, Santa Clara Valley,
         Santa Cruz, Stockton/Modesto. . . . .
      Non-local active community . . . .
      Elsewhere . . . .

D9.   Made a gift to any SCU designation in the past five years (since July 1, 2018)

      Yes   . . . .
      No   . . . .

Degree/Year/Donor status (for weighting)

Undergrad 2015-2021 Donor . . . .
Undergrad 2015-2021 Non-donor . . . .
Undergrad 2005-2014 Donor . . . .
Undergrad 2005-2014 Non-donor . . . .
Undergrad 1995-2004 Donor . . . .
Undergrad 1995-2004 Non-donor . . . .
Undergrad 1980-1994 Donor . . . .
Undergrad 1980-1994 Non-donor . . . .
Undergrad 1965-1979 Donor . . . .
Undergrad 1965-1979 Non-donor . . . .

Graduate 2015-2021 Donor . . . .
Graduate 2015-2021 Non-donor . . . .
Graduate 2005-2014 Donor . . . .
Graduate 2005-2014 Non-donor . . . .
Graduate 1995-2004 Donor . . . .

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