Alumni Omnibus Survey 2025

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EXECUTIVE SUMMARY

The following report summarizes responses from the University of Calgary Alumni Omnibus Survey conducted in early 2025. The overall objective of the survey was to learn about the experiences, interests, identity and general feelings and attitudes of alumni towards UCalgary, including its programs, benefits, volunteering, giving opportunities and communications. This section provides a high-level summary of key learnings from the survey. The full report contains a comprehensive overview of the current state of alumni engagement with UCalgary, highlighting areas of strength and opportunities for improvement in fostering a meaningful connection with the alumni community.

Quick Facts

- Alumni from **31** different countries participated
- **2,043** alumni completed or partially completed the survey
- **14** faculties and schools are represented in the responses
- Results have a margin of error of **+/- 2.15%** and confidence level of **95%**

Highlights

- A significant portion of alumni expressed a desire to either maintain or increase their level of connection with UCalgary, indicating a strong ongoing interest in staying engaged with the university community.
- The Net Promoter Score in 2025 is **6.3**, a decrease of 1.8 points from 2023, highlighting the need to reassess and enhance our strategies for delivering a meaningful alumni-engagement experience.
- Alumni who have volunteered since graduation primarily do so to support current students and to give back to the university. Their motivations are deeply rooted in the opportunities their degrees have provided and their pride in being graduates of UCalgary.
- Alumni are inclined to donate to UCalgary when they find the cause meaningful, and/or based on their financial situation at the time of the request. This underscores the importance of aligning fundraising efforts with causes that resonate with alumni.
- Alumni prefer to direct their support to faculty or school priorities, scholarships, or students' greatest needs.
- There is a notable segment of alumni who are uncertain about donating to UCalgary, suggesting a need for clearer communication and engagement strategies to address their hesitations.
- In general, alumni are most interested in career-development programs, current and trending topics, or programs highlighting UCalgary research.

The overall learnings from this report indicate that, while UCalgary is making significant strides in providing programming, benefits, storytelling and philanthropic opportunities for alumni, there is still room for improvement. The alumni community is a unique and influential stakeholder group, capable of articulating both the student experience and the long-term impact of a UCalgary degree. To further enhance engagement, it is essential to focus on life-stage programming, career development, community-building, volunteer engagement and philanthropy. These elements are crucial for fostering a deeper connection and awareness among alumni. Additionally, there is an opportunity to deepen relationships with alumni by leveraging the university's institutional strategy, particularly by emphasizing the institutional priorities which represent a cross-section of areas of excellence that exist at the university.

Table of Contents

INTRODUCTION

In January 2025, UCalgary Alumni invited a randomized sample of graduates to participate in the 2025 Alumni Omnibus Survey. The email invitation[1] included a message from the UCalgary Alumni Association (UCAA) president encouraging alumni to complete an online survey about their relationship with UCalgary. Each invitation contained a unique link to the survey questionnaire. The landing page for the survey provided an introduction, explained the voluntary nature of participation and assured respondents of the confidentiality of their responses. Alumni who had not yet responded received email reminders at two-week intervals leading to the survey closing date. The survey was active from Jan. 21 to March 19, 2025.

Participants who completed the survey were entered into a draw to win one of three Premium Onyx Boxes (valued at $129), filled with products from select Alumni Built Businesses such as Milk Jar Candle Co., Phil & Sebastian Coffee Roasters, Neal's Yard Remedies, and Rviita Energy Tea, along with a UCalgary hoodie (valued at $60). Three winners were randomly selected on March 20, 2025, and notified by email, with prizes sent following the confirmation of mailing addresses.

Within the survey results, there are seven sub-sections:

- **Level of Connection** with UCalgary explores respondents' feelings and levels of connection to the university, to a faculty or school, and/or to a specific academic department.
- **Net Promoter Score** illustrates how likely alumni are to recommend the university to a prospective student and the subsequent breakdown of promoters, detractors and passive participants.
- **Volunteer Engagement** examines alumni preferences as they relate to volunteerism.
- **Giving** focuses on the feelings alumni have about charitable giving to UCalgary and elsewhere.
- **Communications** focuses on learning how alumni feel about the way UCalgary communicates with its alumni and how they feel about the information they receive.
- **Programs and Benefits** probes engagement and awareness about alumni programs, benefits and services offered through UCalgary to its alumni.
- **Sentiment Analysis** delves into identifying positive and negative trends for specific issues or themes based on qualitative feedback provided on various aspects of respondents' relationships with UCalgary.

A selection of questions has been analyzed by sub-groups to gain better insight. Comparisons that appear in this report are with the most recent survey data from the biennial omnibus survey collected in 2023.

A Tableau dashboard is available internally to allow further analyses using other attribute variables. To get access to this dashboard, please submit a request via Advancement ServiceNow for "Omnibus Survey 2025."

Due to rounding, percentages that appear the same (e.g., 4%) may represent slightly different values (e.g., 3.6% vs. 4.4%), resulting in visible differences in chart dimensions.

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[1] See Appendix A for email message content samples.

SIGNIFICANCE OF SURVEY RESULTS

When reviewing the 2025 Alumni Omnibus Survey report, it's important to consider several factors that can affect how the results are interpreted. These considerations help ensure that the findings are understood in the right context and that any limitations are acknowledged.

Key Considerations

- **Generalization**: When interpreting the survey results, it's important to be cautious about generalizing findings from specific sub-groups to the entire alumni population. The survey encountered several challenges that limited the ability to make broad inferences. For instance, while the survey aimed to capture a diverse range of alumni experiences, the responses from smaller sub-groups may not accurately represent the views of the entire alumni body.
- **Sampling Issues**: The survey employed a stratified random sample to ensure representation across different faculties and graduation years. However, the confidence interval estimates are only valid for the entire response pool of 118,577 alumni with contactable email addresses. Some faculties had too few respondents to draw meaningful conclusions. For example, the School of Public Policy had only one respondent from 84 sampled alumni, making it difficult to generalize findings for that faculty.
- **Response Rate**: Out of 68,666 survey invitations sent, the response rate was 2.9%, which is lower than in previous years. However, when considering the number of alumni who opened the email invitation (28,778), the response rate increased to 7.1%. Low response rates can introduce bias, as the opinions of those who did not respond might differ from those who did. This non-response bias can affect the reliability of the results, especially when reported using averages and percentages.
- **Non-Response Errors**: Non-response errors can also bias the survey results. These errors occur when certain groups of alumni do not respond to the survey, leading to an unrepresentative sample. For example, 58% of the sample group did not open the survey invitation, which could skew the results. Additionally, certain groups, such as Faculty of Arts graduates, female alumni, donors and recent graduates, were over-represented in the responses.
- **Sub-Group Analysis**: While the survey responses are broken down by engaged versus non-engaged alumni and donors versus non-donors in some areas, the sample was not stratified based on these sub-groups. This means that the number of respondents in each sub-group can vary significantly, affecting the reliability of comparisons. For example, a result of 33% based on 100 respondents is not equivalent to one based on 10 respondents. It's important to consider the number of respondents when making comparisons and to exercise caution when interpreting percentage differences between sub-groups.

Despite these limitations, the survey successfully achieved its goal of better understanding alumni engagement, affinity with UCalgary, interests, and attitudes towards volunteer opportunities, programming, alumni benefits, charitable giving and communications. A total of 2,043 alumni expressed their opinions about their experiences at UCalgary. Sincere and honest consideration of these voices should provide a pause for constructive reflection and, in many cases, pride in the impact of the university. By acknowledging these considerations, we can better interpret the survey results and use them to inform future strategies for alumni engagement and support.

GLOSSARY OF TERMS

Engagement Scoring Model: The model tracks engagement in the areas of volunteerism, programming, giving, recognition and specific active interactions with the university. Each reporting period reflects individual engagement over one year, consisting of the most recent four quarters. The tool is used to identify trends in alumni behaviour and inform future planning in the areas of engagement measured by the model. Engagement information is reported quarterly.

Confidence Interval (Margin of Error): This is the positive and negative deviation in the survey results between the opinions of the survey respondents and the opinion of the entire alumni population (living alumni, contactable by email). Based on the survey results for 2025, the results have a margin of error of +/- 2.15%.

Confidence Level: This indicates by percentage how often the opinion of the alumni population lies within a specified range of values. For instance, given a 95% confidence level, which is the convention in social sciences research, if this survey were to be repeated, there is a 95% chance that the estimated proportion of promoters (i.e., 30%) at UCalgary will be between 27.85% and 32.15%.

Engaged Alumni: Graduates who registered a score in the Engagement Scoring Model, indicating engagement with the university between Jan. 1 and Dec. 31, 2024.

Donors: Alumni who have donated a gift of any size to the university.

Segments: For relevant analysis, respondents were segmented into four unique groups: 1) engaged alumni-donors; 2) engaged alumni-non-donors, 3) non-engaged alumni-donors and 4) non-engaged alumni-non-donors.

Net Promoter Score (NPS): The NPS is used as a proxy for gauging overall customer satisfaction and loyalty to a brand. In the context of this survey, the NPS is an index ranging from -100 (100% Detractors) to +100 (100% Promoters), which measures the likelihood of alumni to recommend the university. NPS is calculated based on responses to a single question: "How likely are you to recommend the University of Calgary to a prospective student?" The scoring for this answer is based on a 0 to 10 scale, 0 being not at all and 10 being every time. The NPS is then calculated by subtracting the percentage of respondents who are detractors from the percentage of respondents who are promoters. The NPS has three categories:

Detractors: The population of respondents who score their likelihood of recommending the university to a prospective student as a 6 or lower on a 0-10 scale. These individuals are likely to exhibit attitudes or behaviours that detract from the reputation of the university.

Passives: The population of respondents who score their likelihood of recommending the university to a prospective student as a 7 or 8 on a 0-10 scale. These individuals are likely to exhibit attitudes or behaviours that are considered unpredictable as they relate to the reputation of the university.

Promoters: The population of respondents who score their likelihood of recommending the university to a prospective student as a 9 or 10 on a 0-10 scale. These individuals are likely to exhibit attitudes or behaviours which advance or promote the reputation of the university.

Random Sample: A procedure for sampling from a population (i.e., UCalgary alumni) in which the selection of a sample unit (i.e., an alum) is based on chance and every element of the population has a known, non-zero probability of being selected.

Stratified Sample: A sample that is drawn from specific strata (i.e., faculties) of the population, rather than at random from the whole population, so that it should be representative.

METHODOLOGY

The 2025 Alumni Omnibus survey was conducted online using the Qualtrics survey platform. The goal was to measure alumni experiences, interests, identity, general attitudes towards the university, programs, benefits, volunteering, charitable giving and communications targeted at alumni. The survey was conducted between Jan. 21 and March 19, 2025.

Survey Instrument

The survey instrument was designed based on the 2023 omnibus survey for comparative analysis in key areas. The final version of the 2025 survey instrument[2] is comprised of six themes: feelings (connection, identification and recommendation); net promoter score; engagement (attendance, program interests and benefits); volunteerism; alumni giving; and communications with alumni. The final section was open-ended and provided participants with an opportunity to share additional comments about their relationship with the university. The 2025 survey consisted of 34 questions.

Sample Strategy

The population of interest for the 2025 omnibus survey was comprised of individuals who graduated with a degree from the University of Calgary between the years 1962 (when UCalgary was still a University of Alberta satellite campus) and 2024, but who are not currently affiliated with the university as enrolled students. For Privacy Policy compliance, alumni on the "do not contact" list were excluded.

A database was created to estimate the alumni population eligible to participate in the online survey. Alumni records with one or more of the following criteria were excluded from the population:

- Alumni flagged for no contact or no email
- Alumni without a valid email address in the database

The sample was stratified to ensure survey respondents were representative of the current alumni population (as of Jan. 15, 2025), according to their primary faculty affiliation and graduation year. The distinct distribution of alumni across their affiliated faculties, as well as the desire to canvas experiences from all faculties, was the primary reason for choosing this stratification method.

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[2] See Appendix B for survey instrument.

Alumni were randomly selected relative to the proportion of alumni in a given faculty, then by graduation year. The sample size depended largely on how accurate the desire for the results to match those of the entire population was. Two measures affect the accuracy of the data: confidence interval (margin of error) and confidence level (see *Glossary of Terms*).

The sample size was determined by assuming a confidence level of 95% and a confidence interval of 1.5%. The required response, based on the total living and contactable (by email) alumni population (118,577) at the time the data was pulled, was 4,120. Assuming a response rate of 6% (slightly lower than 2023), the required sample size was 68,667 alumni. See Table 1 (below) for the distribution of the alumni population, selected stratified random sample, opened invitations and top two faculties highlighted in red text. Figure 1 presents the survey response rate. Figure 2 displays the total number of the alumni population, alumni with a contactable email address, alumni sample, opened invitations and survey responses by graduation year (1962–2024).

Table 1. Alumni Population, sample, open and survey response distribution among faculty

| Faculties	Population	Sample	Opened Invitations	Survey Responses
Cumming School of Medicine (MD)	7.4%	7.4%	7.9%	7.2%
Faculty of Arts (AT)	22.9%	22.9%	21.9%	27.4%
Faculty of Kinesiology (KN)	3.0%	3.0%	3.3%	3.7%
Faculty of Law (LA)	2.1%	2.1%	2.4%	2.3%
Faculty of Nursing (NU)	4.9%	5.1%	5.4%	4.4%
Faculty of Science (SC)	13.6%	13.5%	12.8%	12.2%
Faculty of Social Work (SW)	4.5%	4.4%	4.6%	4.1%
Faculty of Veterinary Medicine (VM)	0.4%	0.4%	0.4%	0.5%
Haskayne School of Business (HA)	14.5%	14.5%	15.0%	13.4%
School of Architecture, Planning and Landscape (SAPL)	1.4%	1.5%	1.5%	1.5%
School of Public Policy (SPP)	0.1%	0.1%	0.1%	0.0%
Schulich School of Engineering (EN)	14.5%	14.5%	13.9%	10.5%
Unknown	0.0%	0.1%	0.1%	0.0%
Werklund School of Education (ED)	10.7%	10.7%	10.9%	12.8%
Total/Average	**118,577**	**68,666**	**28,778**	**2,043**
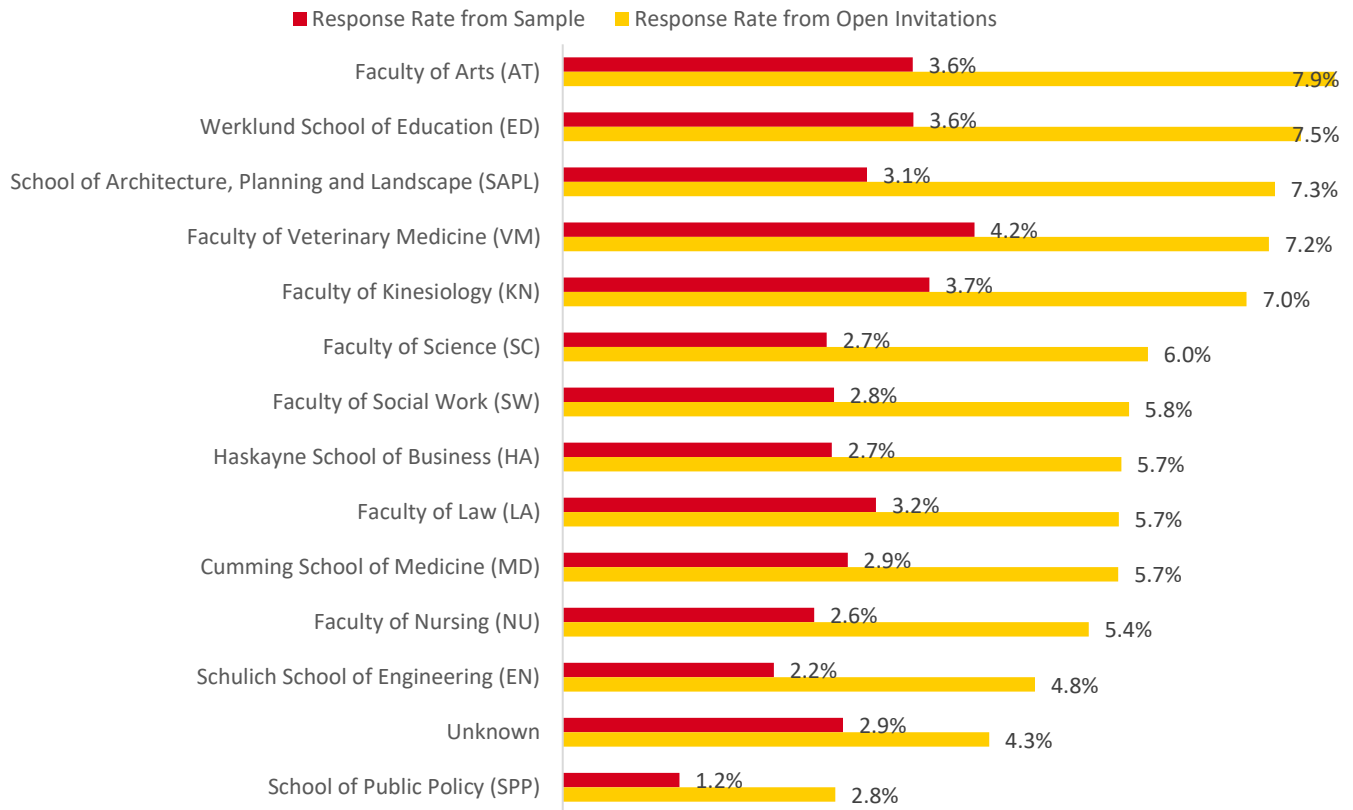
Figure 1. Survey response rate from sample and from opened invitations

At survey close, after excluding alumni identifying as current UCalgary students (99), there were a total of 2,043 completed and partially completed surveys, equating to an overall response rate of 2.9% (7.1% from opened email invitations). Based on the survey responses, barring any non-random errors, the results have a margin of error of +/- 2.15% at a 95% confidence level. Figure 2 displays that only 267 (13%) of respondents did not complete the survey.

It should also be noted that, while the total number of survey responses is more than adequate to estimate population proportions for the contactable alumni population, there is an insufficient number of responses for sub-group analysis in the School of Public Policy, the Faculty of Veterinary Medicine and those with unknown affiliated faculties.
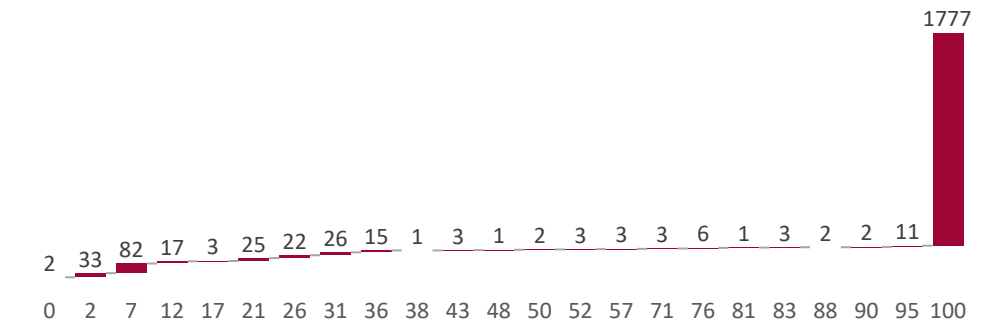

Figure 2. Completion progress

Limitations

When interpreting the survey results, it's important to consider two key factors that affect how well the results represent the entire alumni population.

Sample Selection

The survey sample was drawn from a list of alumni with valid email addresses. Comparing the total number of alumni to those with valid email addresses (see Figure 2) shows that most respondents graduated in or after 2000. This creates a coverage bias favouring more recent graduates, potentially skewing the results. Alumni who graduated before 2000 likely had different experiences, and the passage of time may influence how they report these experiences. Even if survey responses are re-weighted to match population proportions, it's uncertain whether the experiences of less-recent alumni are accurately captured by the few who responded.

Response Bias

A post-hoc analysis of the data was conducted to identify response bias by examining the relationship between response rates and survey responses. Minor biases were found among demographic variables such as age, gender and faculty. However, the analysis revealed a significant response bias: non-engaged alumni were more likely to respond and tended to report less favourable experiences. While weighting survey responses can help mitigate biases related to engagement and donor status, it cannot address all unknown sources of bias.

By considering these factors, we can better understand the survey results and their limitations. Despite these challenges, the survey responses provide valuable insights into the attitudes and experiences of the contactable alumni population. It's important to remember that the actual survey responses are the most accurate reflection of the views of the respondents.
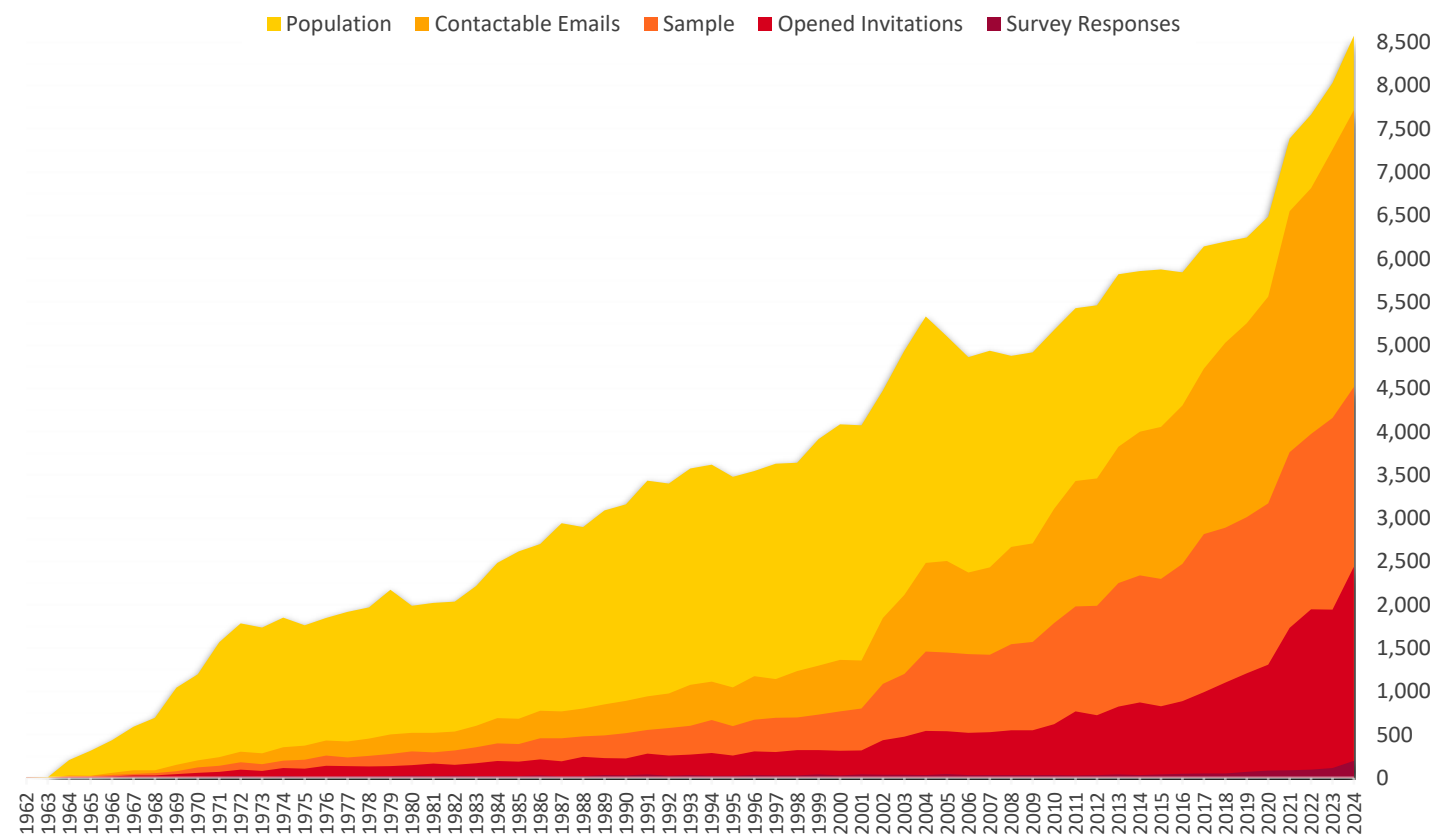

Figure 3. UCalgary Alumni – Population, contactable emails, sample, opened invitations, responses by graduation year

Introduction

This section uses imagery to describe who the respondents are (i.e., demographics) and goes on to present the results for each section of the survey, in the following order: 1) Level of connection with the University of Calgary; 2) Net Promoter Score; 3) Volunteer Engagement; 4) Alumni Giving; 5) Alumni-Exclusive Programs and Benefits; 6) Alumni Communications; and 7) Sentiment Analysis. An appendix containing the survey questionnaire with response totals follows the detailed findings. Tables and graphs included in this section highlight select relevant survey findings and are expressed in percentages. Some questions are analyzed by sub-groups or compared to 2023 responses, if applicable.

Demographics: Respondent Profile

UCalgary alumni from 31 different countries participated in the 2025 Alumni omnibus Survey (Figure 4). The population of alumni for whom the University of Calgary has a valid email address is younger than the living alumni population as a whole; the response rate was greater amongst females, non-engaged alumni, non-staff alumni, donors and alumni who graduated from 2013-2024. Figure 5 provides an indication of the number of respondents by various alumni attributes.

Figure 4. Survey responses by country

Gender

- Female
- Male
- No Data

55% Female, 42% Male, 2% No Data

Age Group

- 32 or younger
- 33-54
- 55+

25% 32 or younger, 39% 33-54, 36% 55+

Engagement

- Engaged
- Non-Engaged

32% Engaged, 68% Non-Engaged

Alumni Staff

- Yes
- No

12% Yes, 88% No

Donors

- Yes
- No

69% Yes, 31% No

Location

- Canada
- International

94% Canada, 6% International

Class Of

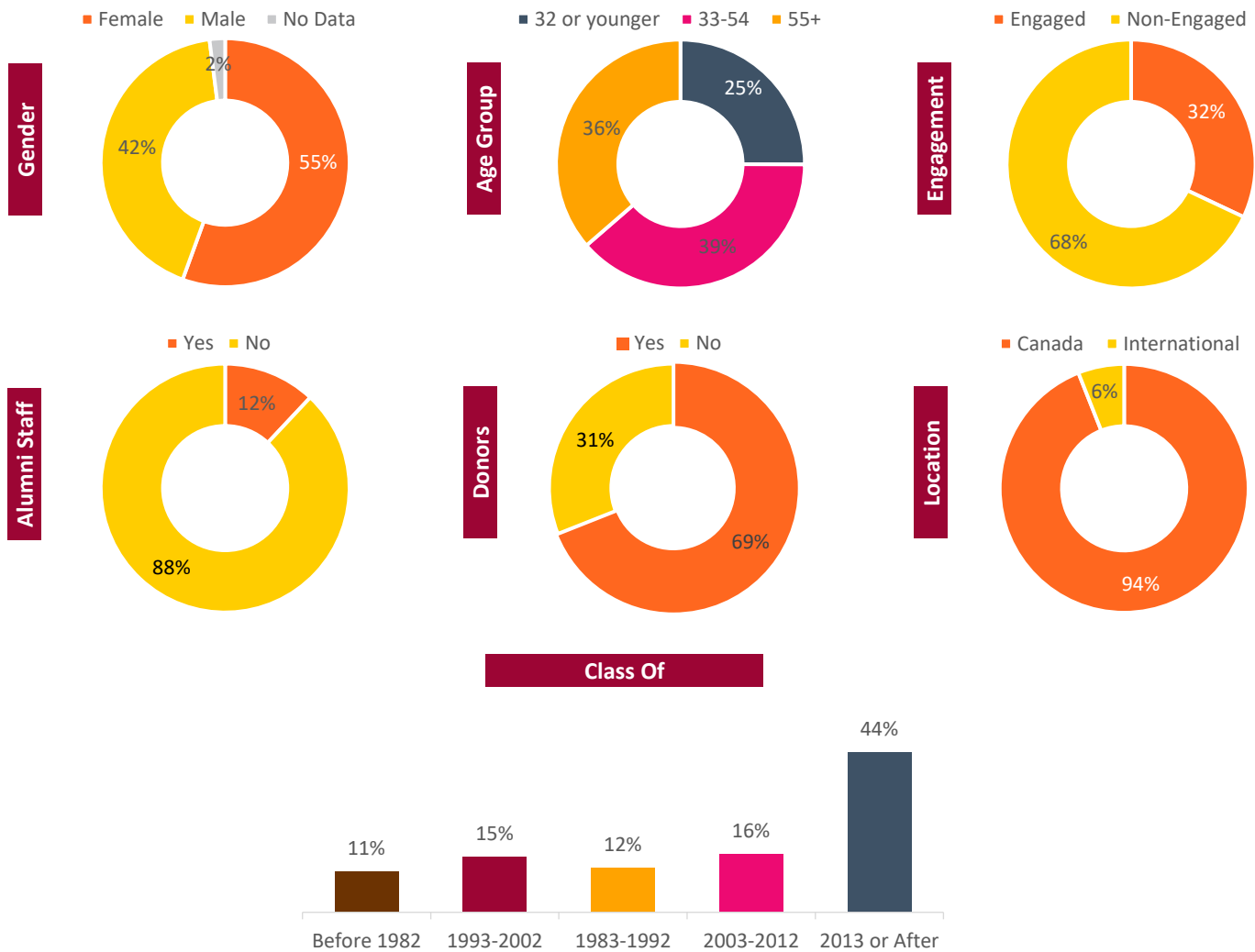| Before 1982	1993-2002	1983-1992	2003-2012	2013 or After
11%	15%	12%	16%	44%

Figure 5. Survey responses by alumni characteristics (n=2,043)

1. Level of Connection with the University of Calgary

This section focuses on feelings of alumni, level of connection to the university (as a whole, or to a particular faculty, school or academic department), and how the University of Calgary fits into their lives. Overall, alumni continue to have favourable feelings about UCalgary. Although the university is important to alumni, other affiliations are generally more important in their lives today. Those feelings vary slightly when the information is analyzed by sub-group.
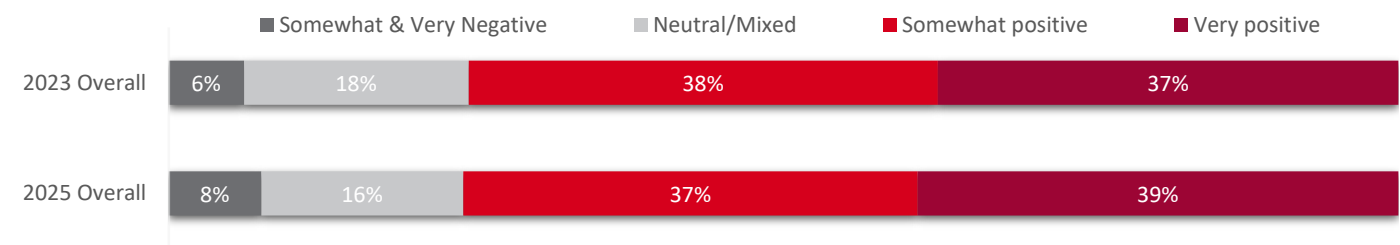

Figure 6. Overall alumni feelings towards the University of Calgary 2023 (n=2,235), 2025 (n=2,043)

Overall, 76% have a (very/somewhat) positive connection to UCalgary.
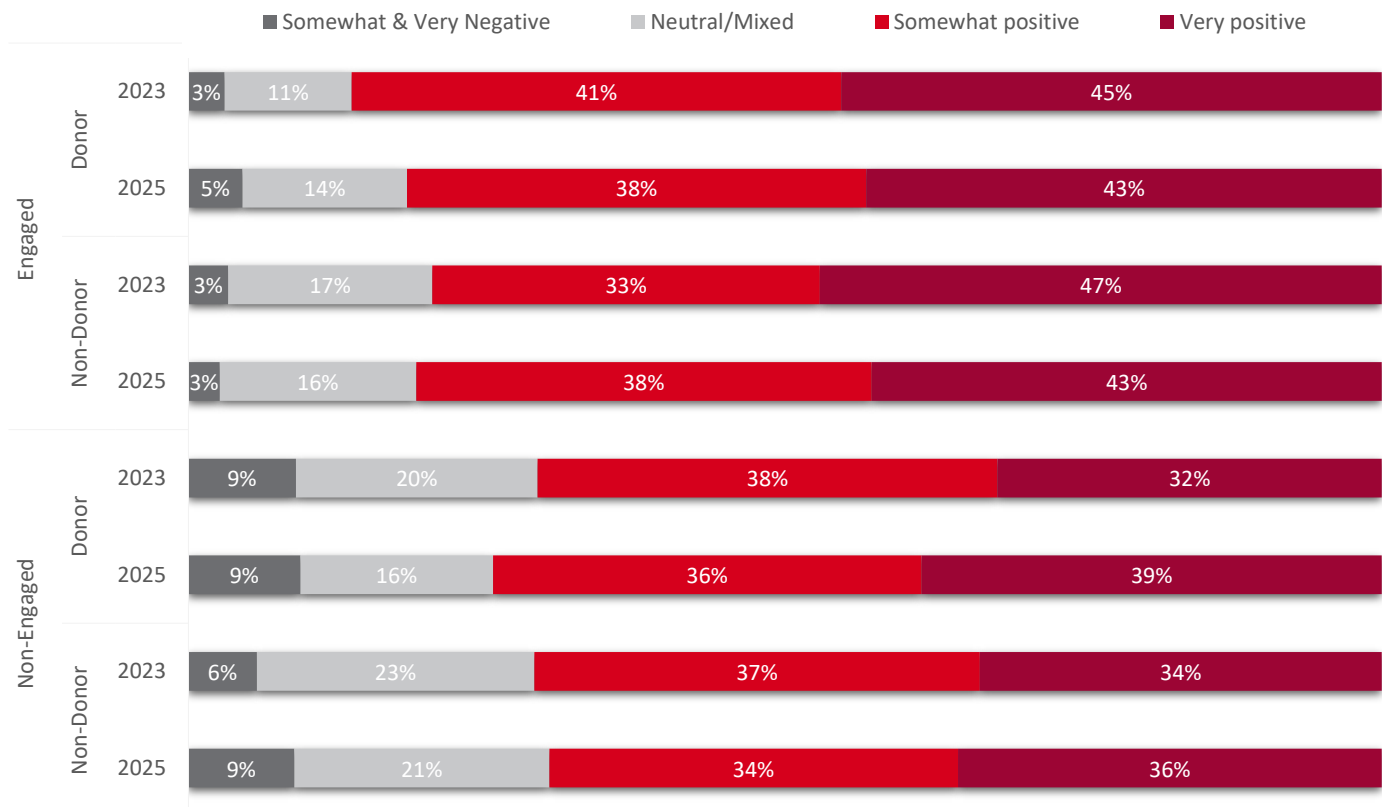

Figure 7. Alumni feelings towards the University of Calgary from 2023–2025 in sub-groups

Figure 8 displays the level of connection to the university. Survey results show that slightly more than half of alumni (54%) feel that UCalgary is important to them, but other affiliations are currently more important in their lives. Comparing responses in 2025 to previous years, the number of alumni who stated that UCalgary is one of the most important affiliations in their lives today has increased slightly (16% vs. 14% consistently since 2019).
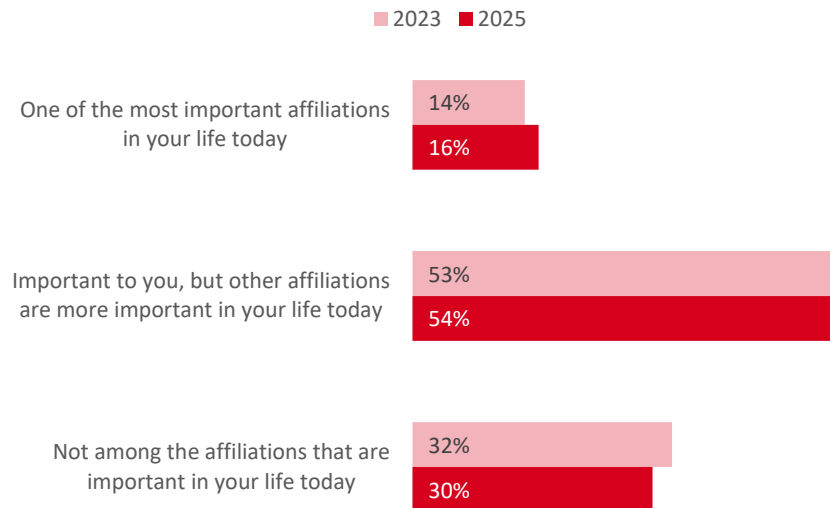
■ 2023 ■ 2025

	2023	2025
One of the most important affiliations in your life today	14%	16%
Important to you, but other affiliations are more important in your life today	53%	54%
Not among the affiliations that are important in your life today	32%	30%

Figure 8. How the University of Calgary fits in the life of alumni in 2023 (n=2,197), 2025 (n=1,881)

Preferences in the level of connection with UCalgary since 2023 have remained fairly consistent. As shown in Figure 9, overall, alumni are more likely to feel an affinity (great deal and/or a fair bit) with UCalgary (51%) than with a faculty (43%) or a specific academic department (37%).

■ 2023 ■ 2025

	2023	2025
University	49%	51%
Faculty	45%	43%
Program	37%	37%

■ 2023 ■ 2025

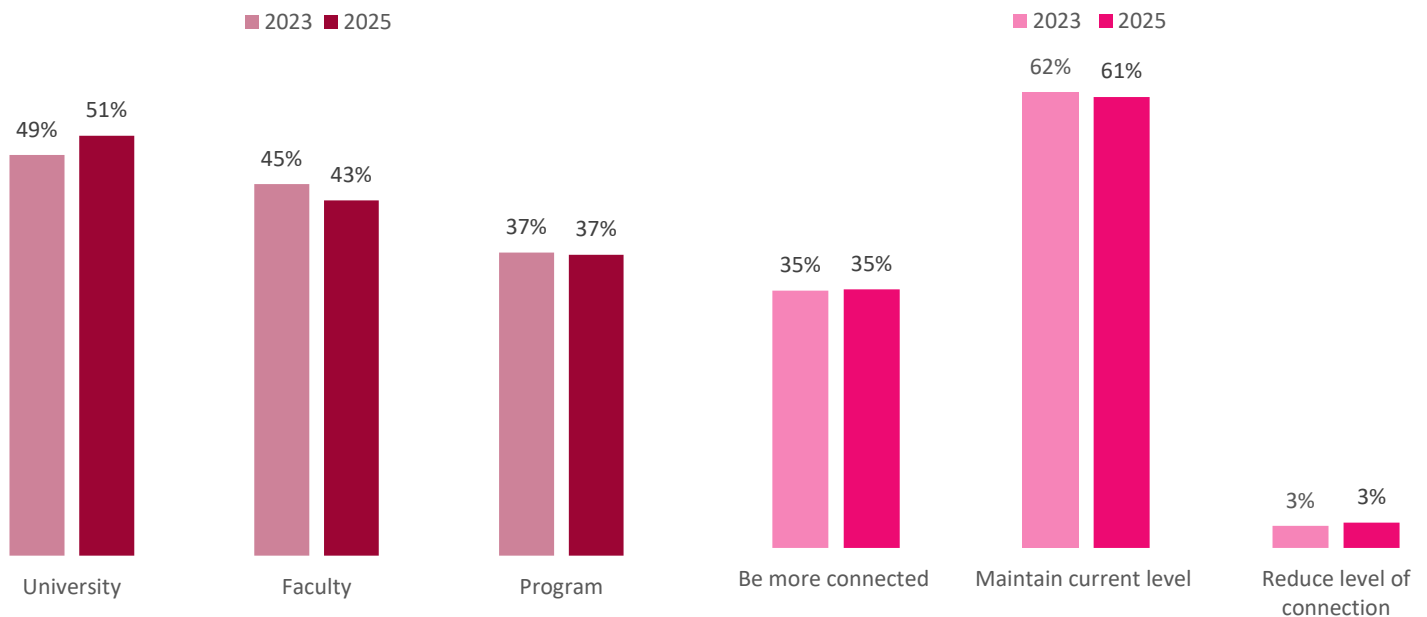|	2023	2025
Be more connected	35%	35%
Maintain current level	62%	61%
Reduce level of connection	3%	3%

Figure 9. Alumni affinity towards the University of Calgary, a faculty or academic program in 2023 (n=2217), 2025 (n=2,043)

Figure 10. Overall alumni level of connection in 2023 (n=2217), 2025 (n=1,856)

The survey asked UCalgary alumni to state their motivation in terms of their level of connection with the university. Those connection motivating factors have stayed consistent year over year. Survey responses indicate that more than a third of alumni (35%) would like to increase their connection to the university, a steady increase since 2019 (from 32%), whereas almost two-thirds (61%) of alumni prefer to maintain their current level of connection (Figure 10).

The high level of priority the university has put on alumni engagement in recent years is paying off. Survey results show that all of the key personal connection indicators tested are improving when compared to the results from 2023.
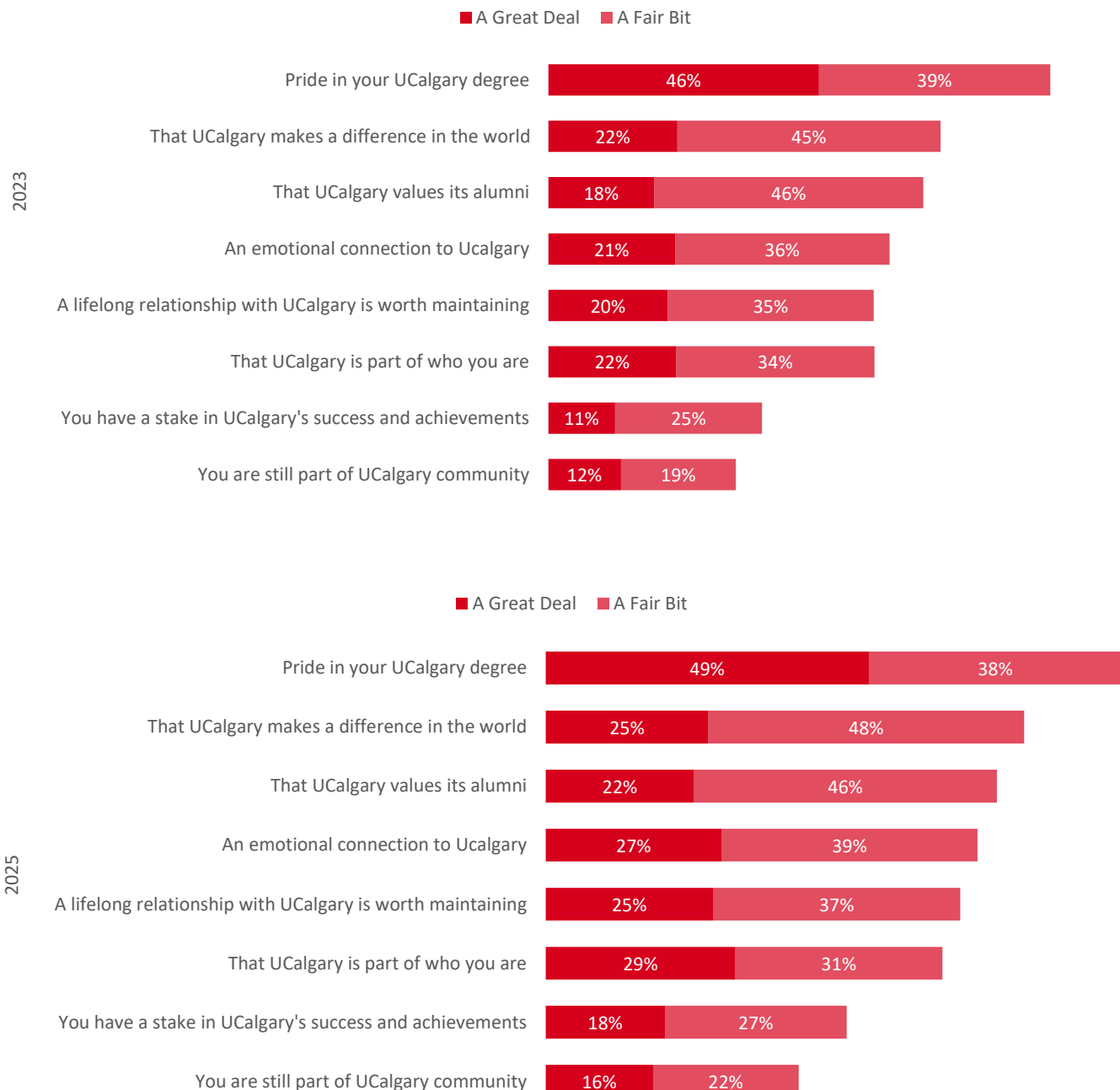

Figure 9. Alumni connection with the University of Calgary

The outlook remains positive and, in general, alumni feelings toward the university have improved since 2023 in every sentiment. It is important to leverage the evolving strategies and priorities of the university and have a sustained commitment to alumni engagement for UCalgary to continue the upward trajectory in results.

While these activities are self-reported, the responses provide valuable insight into ways alumni are passively staying connected to the university. Figure 12 displays the top three interactions not currently tracked in the Engagement Scoring Model. Interestingly, non-engaged alumni visited campus, the alumni website or wore UCalgary apparel notably more than engaged alumni. Please note that the total values in Figure 12 represent the number of respondents who selected the option.
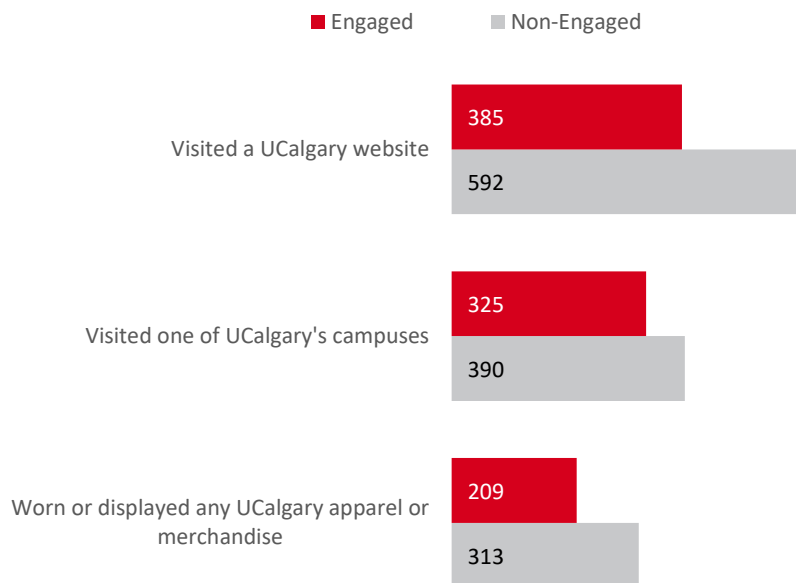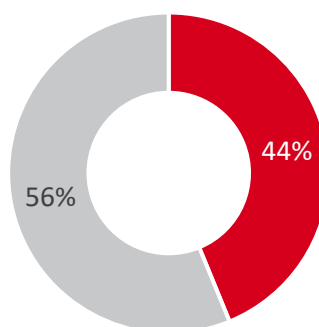

Figure 10. How alumni interacted with the University of Calgary – Top 3 choices

A new question was added this year survey to gauge the awareness of the UCalgary Alumni Association and its board. Figure below shows more than half of the respondents (56%) are not aware of the UCAA Board and its representation of the alumni population.

2. Net Promoter Score

The Net Promoter Score (NPS) is used as a proxy for gauging overall customer satisfaction and loyalty to a brand (Reichheld and Markey, 2011). In the context of this survey, NPS is an index ranging from -100 (100% Detractors) to +100 (100% Promoters) that measures the likelihood of alumni to recommend the university. The NPS is calculated based on responses to a single question: "How likely are you to recommend the University of Calgary to a prospective student?" Scoring for this answer is based on a 0 to 10 scale (0 being not at all and 10 being every time).
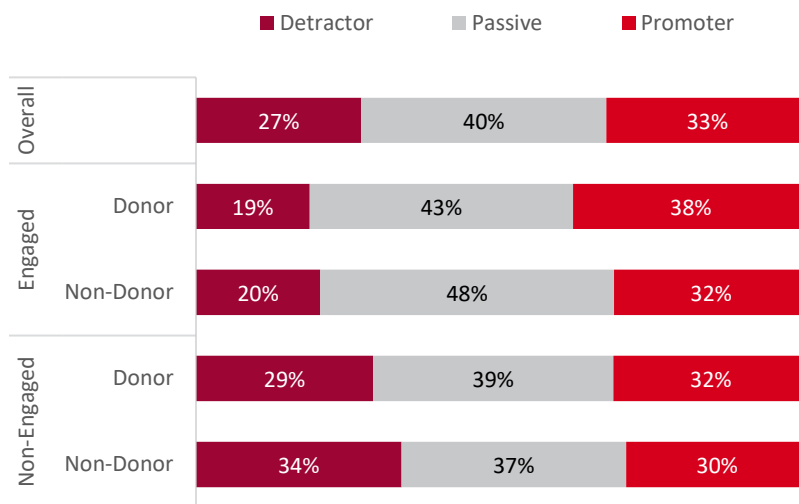

Figure 11. Net Promoter Segments (n=1,896)

Figure 12. Net Promoter Score by sub-group 2023 (n=2196), 2025 (n=1,896)

Alumni who gave a score of 9 or 10 are "Promoters" and considered most likely to exhibit value-creating behaviours, such as speaking positively about the university to potential students. Responses of 7 and 8 are believed to be "Passively Satisfied" or "Passives." The likelihood of a referral from these individuals is considerably lower than that of a promoter. Those who gave ratings of 0-6 are considered "Detractors." They are unlikely to speak positively about the university and, in some cases, can pose a reputational risk.

The NPS is calculated by subtracting the percentage of alumni who are detractors from the percentage of alumni who are promoters. To calculate NPS, passives count toward the total number of respondents, thus decreasing the percentage of detractors and promoters and pushing the net score toward zero. Grouping alumni into these three categories provides a simple, intuitive scheme that can be predictive of alumni behaviour.

Alumni gave the University of Calgary a lower Net Promoter Score (NPS) in 2025, with the score dropping to 6.3 from 8.1 in 2023, reverting close to the 2021 level of 5.8. This indicates that there are 6.3% more alumni who would recommend UCalgary to prospective students (Promoters) than those who would not (Detractors). Although the percentage of Promoters increased slightly from 31% in 2023 to 33% in 2025, the percentage of Detractors rose more significantly, from 23% to 27%.
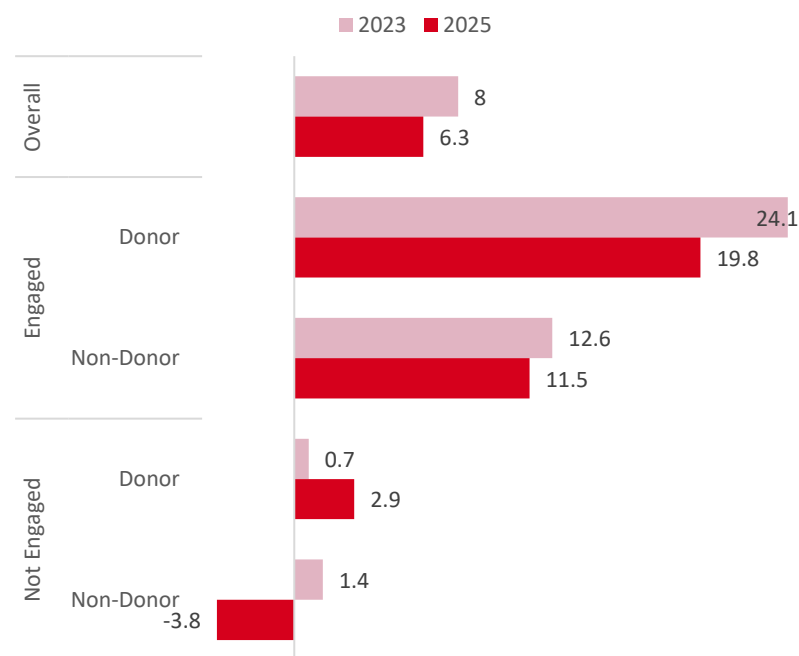
Figure 14 illustrates the NPS broken down by various alumni sub-groups. The NPS varies considerably amongst these sub-groups, with some experiencing significant fluctuations in scores. Engaged alumni consistently have higher NPS scores compared to non-engaged alumni. However, overall, there were decreases across all sub-groups. These variations suggest that the university may need to reassess its engagement strategies for specific sub-groups. Understanding the reasons behind the detractor scores is crucial for reversing any downward trends in NPS.

When analyzing the NPS, it's easy to overlook the passives, who typically fall in the middle. As shown in Figure 15, 40% of alumni gave a score of 7 or 8, indicating they are passives. The greatest opportunity to improve the NPS lies in converting this population into promoters. To achieve this, it is essential to understand the root causes influencing the opinions and feelings of passive alumni towards the university and create strategies to deepen their connection to the university. An in-depth analysis of the comments provided by alumni will help uncover the reasons behind these scores and guide efforts to enhance alumni engagement.
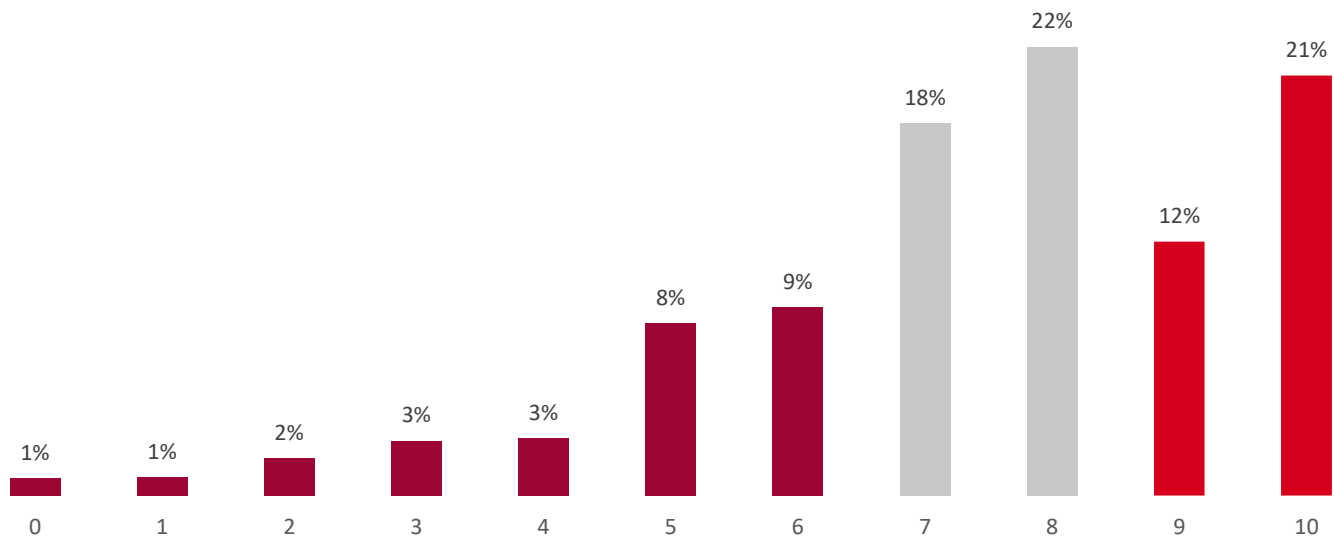

Figure 13. Net Promoter Score – Rating Scale (n=1,896)

Tables 2 to 11 provide NPS through the lens of different segments of the alumni population in 2025 (n=1,896).

Table 2. Net Promoter Score by Faculty 2023-2025

Faculty for Survey	2023	2025
Cumming School of Medicine (MD)	20	1
Faculty of Arts (AT)	0	2
Faculty of Kinesiology (KN)	9	16
Faculty of Law (LA)	22	16
Faculty of Nursing (NU)	21	10
Faculty of Science (SC)	-6	-2
Faculty of Social Work (SW)	24	19
Faculty of Veterinary Medicine (VM)	0	-11
Haskayne School of Business (HA)	20	1
School of Architecture, Planning and Landscape (EV)	-17	7
School of Public Policy (SPP)	17	
Schulich School of Engineering (EN)	4	5
Unknown	20	
Werklund School of Education (ED)	16	25
Overall	**8**	**6**

Table 3. Net Promoter Score by Gender

Gender	2023	2025
Female	12	10
Male	3	0
Other	12	27

Table 4. Net Promoter Score by Donors

Donor	2023	2025
Donor	10	9
Non-Donor	5	0

Table 5. Net Promoter Score by Engagement

Engagement	2023	2025
Ambassador	40	50
Connected and Proud	22	17
Peeking Over the Fence	18	11

Table 6. Net Promoter Score by Alumni Staff

Alumni-Staff	2023	2025
Alumni Staff	16	4
Not Staff	7	7

Table 7. Net Promoter Score by Age Group

Age (Group)	2023	2025
32 or Younger	-4	-9
33-54	11	4
55+	17	20

Table 8. Net Promoter Score by Grad group

Grad groups	2023	2025
Before 1982	7	18
1983-1992	22	13
1993-2002	19	10
2003-2012	0	8
2013 and after	5	-1

3. Volunteer Engagement

This section examines volunteer engagement trends amongst UCalgary alumni, both for the university and externally. Understanding why alumni choose to volunteer is crucial for creating opportunities that foster sustained engagement with UCalgary. Alumni have numerous options for volunteering their time with various organizations, so it is essential to offer compelling and impactful ways for them to engage as volunteers or representatives of UCalgary. The 2025 survey results indicate that the number of alumni who have volunteered with UCalgary since graduation has remained relatively stable. In contrast, the number of alumni who have volunteered with other organizations has increased significantly. Figure 16 illustrates volunteer engagement data from 2019 to 2025, highlighting these trends.
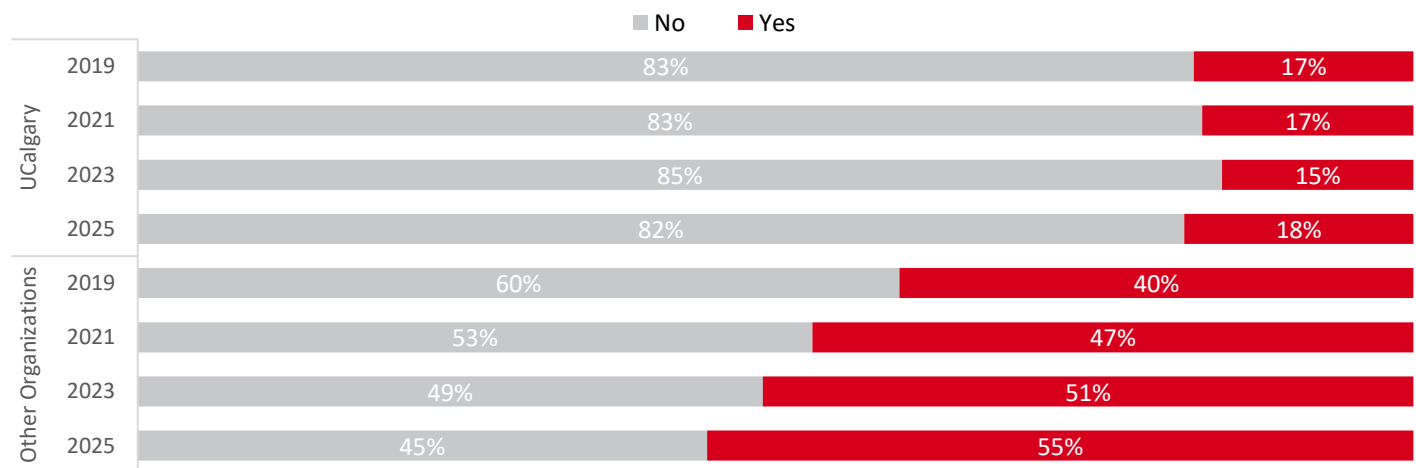
Figure 14. Alumni volunteering – University of Calgary (n=1,794) vs. Other Organizations (n=1,804) in 2025

When asked about their motivation to volunteer at UCalgary, alumni indicate that their primary reasons are supporting students and pride in being UCalgary graduates. Supporting students remains the primary motivator at 31%, although this has decreased by 2% since 2023. Conversely, the sense of pride in being a UCalgary graduate has increased by 2%, now standing at 25% (Figure 17). Alumni feel a strong connection to the university and are driven by a desire to give back to the community that helped shape their careers and lives. This sense of pride and responsibility is a powerful motivator for alumni to engage in volunteer activities.
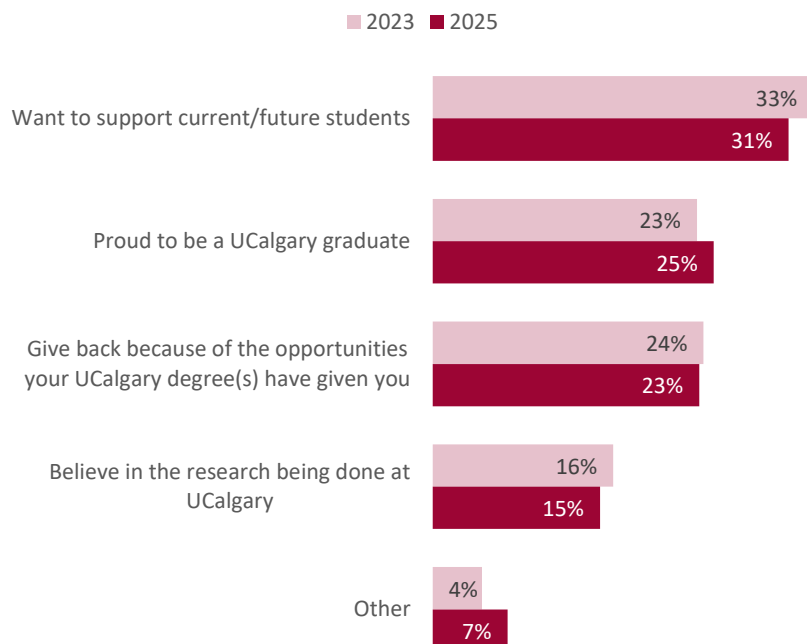
Figure 15. Reasons why alumni volunteer with UCalgary

Results suggest that UCalgary alumni are willing to volunteer with the university if there is an opportunity to make a meaningful difference in the lives of students. For instance, there is significant interest in mentoring a UCalgary student or recent graduate, which allows alumni to share their knowledge and experience directly with those who are following in their footsteps. Additionally, there is considerable interest in speaking in a classroom, where alumni can inspire and educate current students. Seven in 10 non-engaged alumni indicated that they were interested in volunteer opportunities, primarily as mentors, being part of an affinity community or serving as classroom speakers. These findings highlight the importance of creating volunteer opportunities that leverage alumni expertise and foster connections between alumni and students.

Figure 16. Volunteer opportunities that interest UCalgary alumni (%) in 2023 (n=3473), 2025 (n=2,986)

4. Alumni Giving

Gaining a better understanding of alumni donors and their motivations to give will help us make informed decisions regarding the solicitation and stewardship of UCalgary alumni. Every gift to the Universi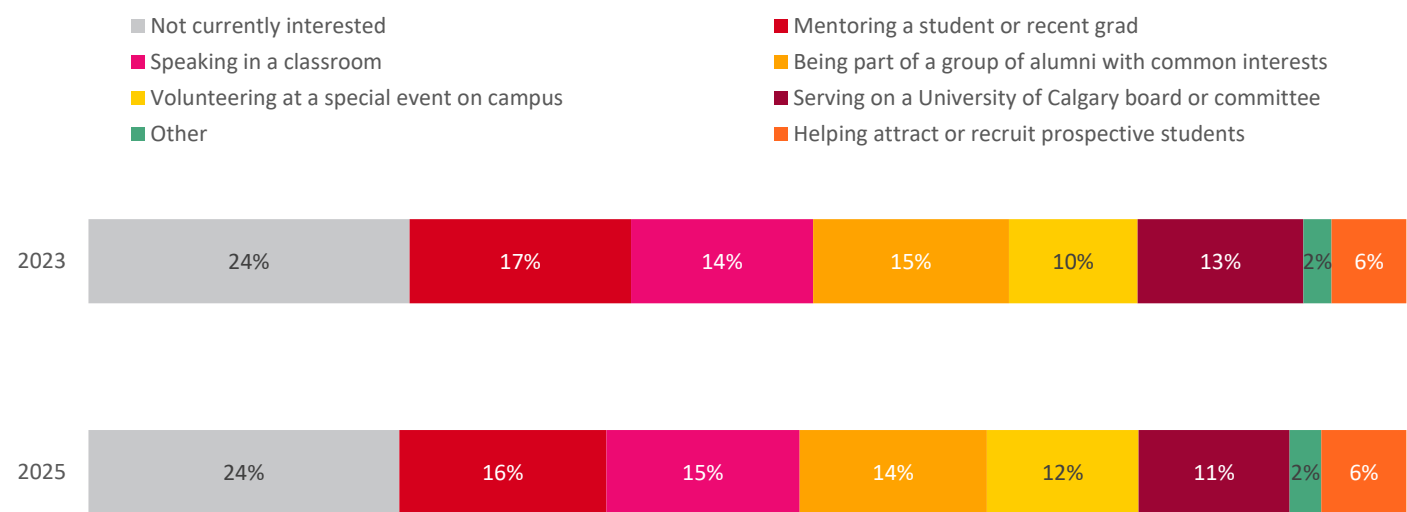ty of Calgary has the power to impact causes and research that matter to alumni, both on campus and in the broader community. This section delves into the feelings and attitudes alumni have about charitable giving; what motivates them to give; what is important to them when deciding where to direct their support; and the reasons that may dissuade them from doing so. By understanding these factors, we can tailor our approach to better align with alumni interests and enhance our fundraising efforts.

A culture of philanthropy exists within the UCalgary alumni community. Survey responses indicate that 57% of alumni participate in charitable giving; 11% prioritize giving to the university, 61% to other organizations and 39% to both. Figure 19 shows that just over a quarter of alumni (27%) self-report that they have donated to the University of Calgary since graduating, while more than half (57%) self-report that they have donated to other organizations. Interestingly, two out of three (66%) donors self-report that they have not donated to UCalgary since graduating; on the other hand, approximately one out of eight (12%) non-donors self-report that they have donated. This perception should be taken into consideration when interpreting subsequent survey results, as it highlights the need for improved communication and engagement strategies to encourage donations to UCalgary.
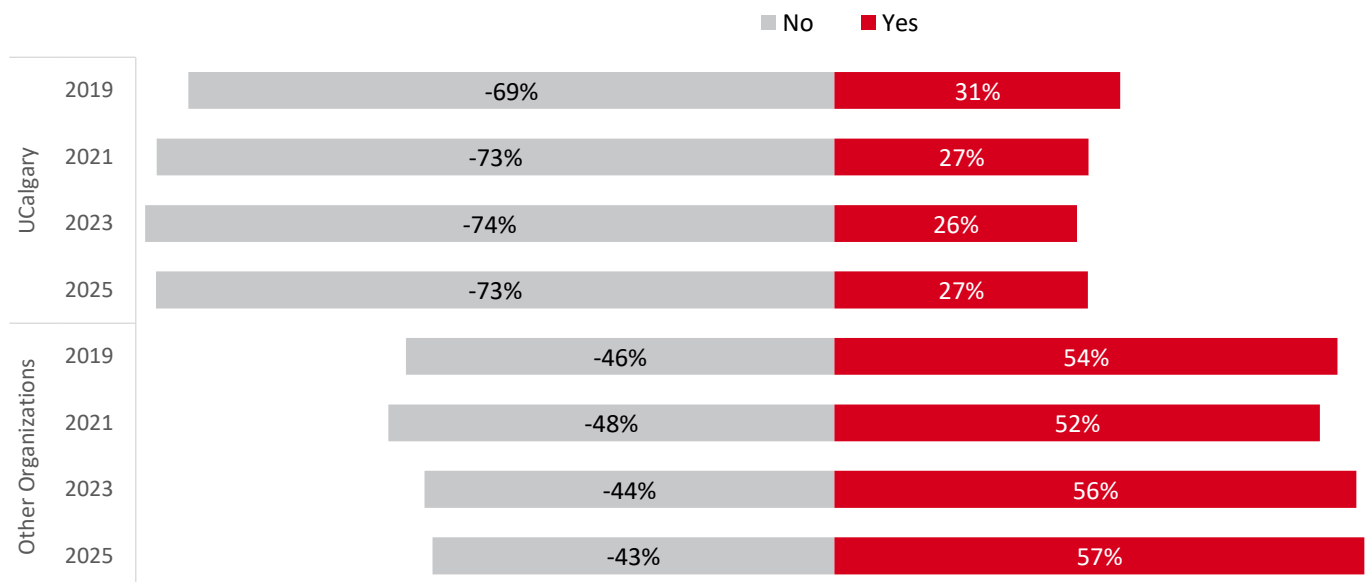

Figure 17. Gifts to University of Calgary (n=1,796) vs. Other Institutions (n=1,763) in 2025

The reasons that motivate alumni to donate to UCalgary have not changed significantly since 2023. In the 2025 survey, about a third of alumni who give to UCalgary (33%) donate if the cause is meaningful to them; approximately one in four alumni (24%) donate based on their financial situation at the time of the request; and about 15% donate because of the impact of their gift. Other reasons for donating are similar to motivations for volunteering, such as wanting to give back because of the opportunities a UCalgary degree has provided and the desire to support current students. Figure 20 displays the reasons alumni are motivated to donate to the University of Calgary.

Alumni were invited to share which factors are important to them when considering a donation. Analysis from the results in 2023 shows that about four out of five alumni make charitable-giving decisions based on three factors: 1) their financial situation at the time of the request (30%); 2) if the cause is meaningful to them (28%); and 3) the impact of the gift (23%). Figure 20 displays the motivations causing UCalgary alumni to donate. Figure 21 shows what is important to UCalgary alumni when deciding to make a charitable gift. Understanding these factors allows us to better tailor our fundraising strategies to meet the needs and preferences of our alumni community.

Motivation

■ 2023 ■ 2025

The cause was meaningful to you	33% / 33%
Your financial situation at the time of the request	23% / 24%
The impact of your gift	14% / 15%
You trust UCalgary	15% / 14%
The ease of making a gift	9% / 9%
Other	5% / 4%
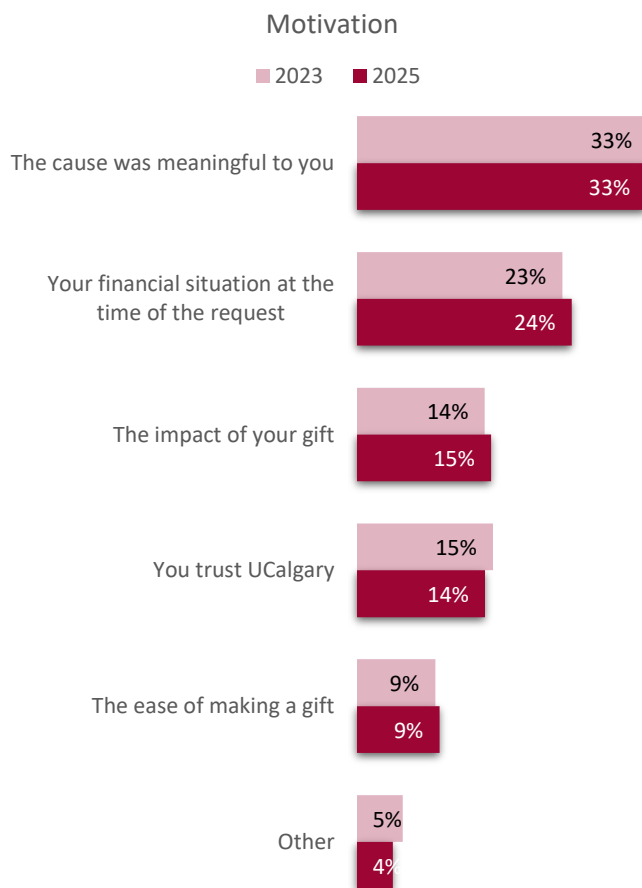
Figure 18. Reasons UCalgary alumni give

Important Factors

■ 2023 ■ 2025

Your financial situation at the time of the request	30% / 31%
The cause was meaningful to you	28% / 29%
The impact of your gift	23% / 21%
The organization asking you to make a gift	10% / 10%
The ease of making a gift	7% / 8%
Other	2% /

Figure 19. What is important to UCalgary alumni when deciding to give

The survey asked alumni, if they were to make a gift, where they would direct their support. Overall, scholarships or bursaries top the list, followed by faculty or school priorities (Figure 22). All giving options display consistent interest amongst groups, except for athletics. Less than 5% would donate to an athletics fund; however, this number is double the percentage of alumni with a direct tie to athletics (about 2%).
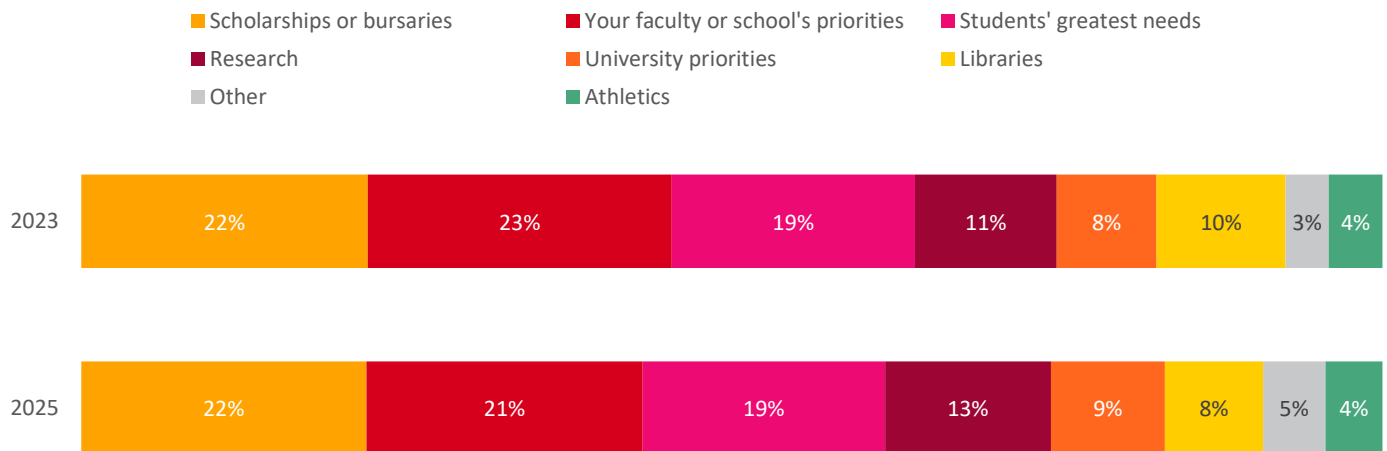
Figure 22. Giving priorities UCalgary alumni support (n= 730 for 2025)

We asked alumni who identified as UCalgary donors if they would donate to the University of Calgary in the next 12 months. More than a third of alumni (33%) answered positively, while about half (45%) are unsure if they would donate to the university in the next 12 months (Figure 23).

Alumni who indicated having not donated before were also asked if they would donate to UCalgary in the next 12 months (Figure 23). While only 2% answered positively, about 45% of this group of alumni were unsure if they would donate to UCalgary in the next 12 months.
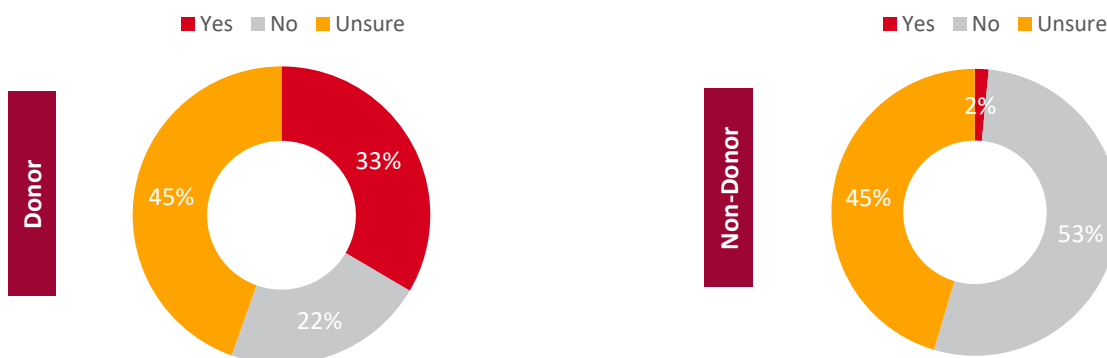
Figure 21. Intentions in the next 12 months (%) Donor (n=487), Non-Donor (n=1,308)

5. Alumni Programs and Benefits

There are a wide range of campus benefits and programming curated for the UCalgary alumni community. This section of the survey asked alumni to indicate what program content is of most interest to them and gauged their level of awareness and interest. Additionally, alumni shared their level of awareness related to alumni-exclusive benefits that UCalgary Alumni currently offers. The relative proportion of the activities alumni are most interested in is presented in the figures below and how it compares to results from 2023. About a quarter of alumni (23%) are interested in career-development programs, whereas 1 in 5 (20-21%) are interested in current and trending topics or programs featuring UCalgary research. Figure 24 displays the range of program categories and topics of most interest to alumni.
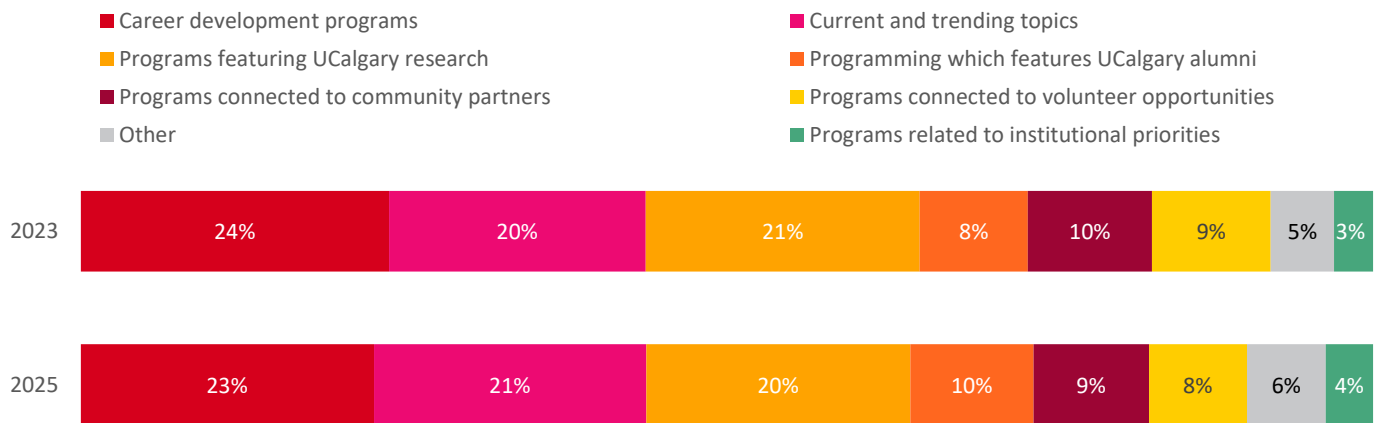
Figure 22. Types of program content that most interest UCalgary alumni in 2023 (n=1,958) vs. 2025 (n=1,689)

The survey also asked which program themes alumni are most interested in. Alumni reported a slightly higher interest in life-stage programming, what is happening in their faculty or school, and research priorities and breakthroughs. Figure 25 displays the program themes that interest UCalgary alumni. Although 11% of the options selected indicated "Other," the answers provided can be mostly redistributed to existing options.

■ 2023 ■ 2025

Program theme	2023	2025
Life-stage programming	16%	16%
What is happening in your faculty or school	15%	15%
Research priorities and breakthroughs	15%	15%
Alumni career development	13%	13%
Campus development	10%	11%
What UCalgary alumni are doing	10%	9%
Being part of an interest-based or regional alumni community	9%	8%
Alumni Volunteer Opportunities	8%	8%
Dinos athletics	5%	5%
Other	12%	11%

Figure 23. Program themes that most interest UCalgary alumni from 2023–2025

Figure 26 shows specific types of programs alumni are interested in attending. Again, results in most areas fluctuate very slightly; with the exception of programs for retirees which saw an increase in interest, mentorship declined.
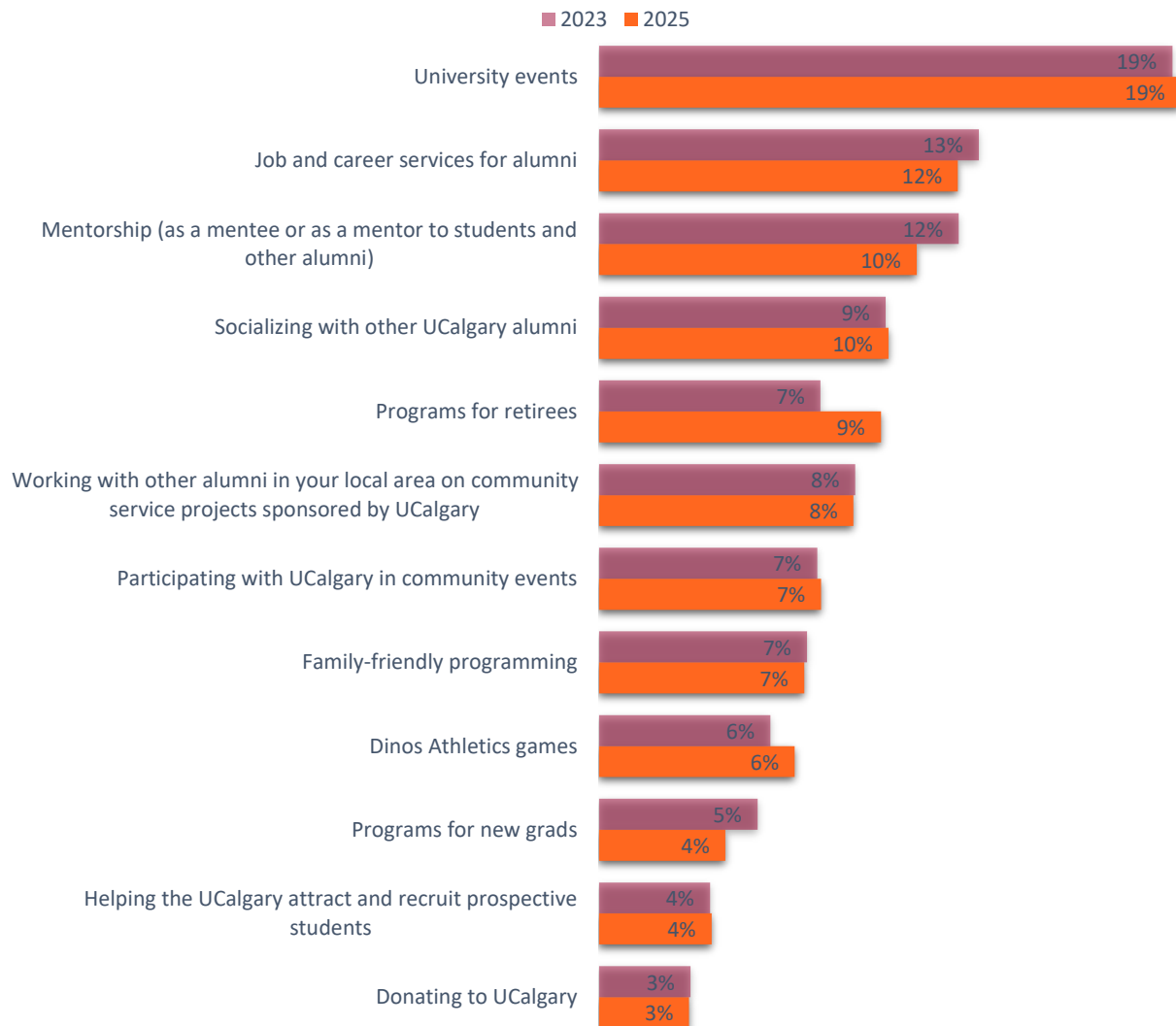
Figure 24. Types of programs that interest UCalgary alumni from 2023–2025

Figure 27 shows the breakdown by program. Alumni report low to moderate levels of awareness regarding the programs available to them. Notably, alumni are more aware of generic methods of delivery than specifically branded programs.
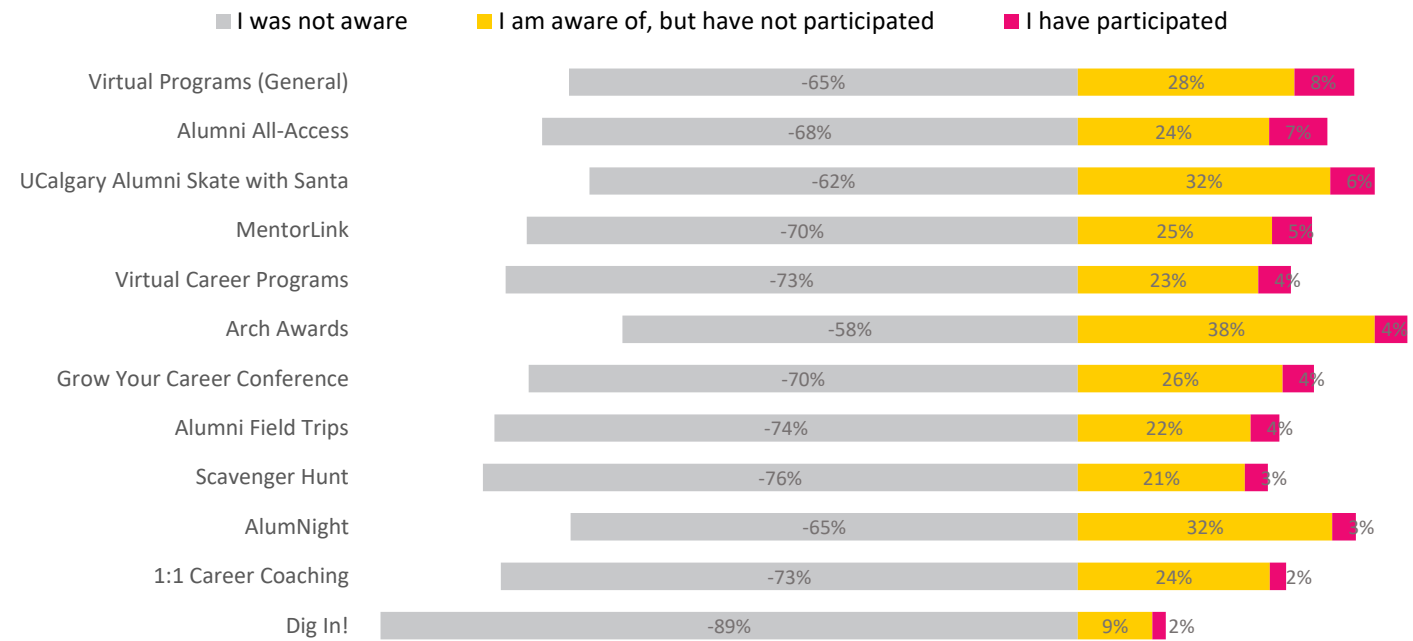
Figure 25. Level of awareness of alumni programs in 2025

Regarding levels of awareness and participation in the benefits available to UCalgary alumni, on average, 44% of alumni are aware of the benefits available to them. However, participation rates fluctuate greatly by benefit. TD Home and Auto Insurance has both the highest awareness and participation rates. Figure 29 displays the level of awareness of benefits available to alumni.
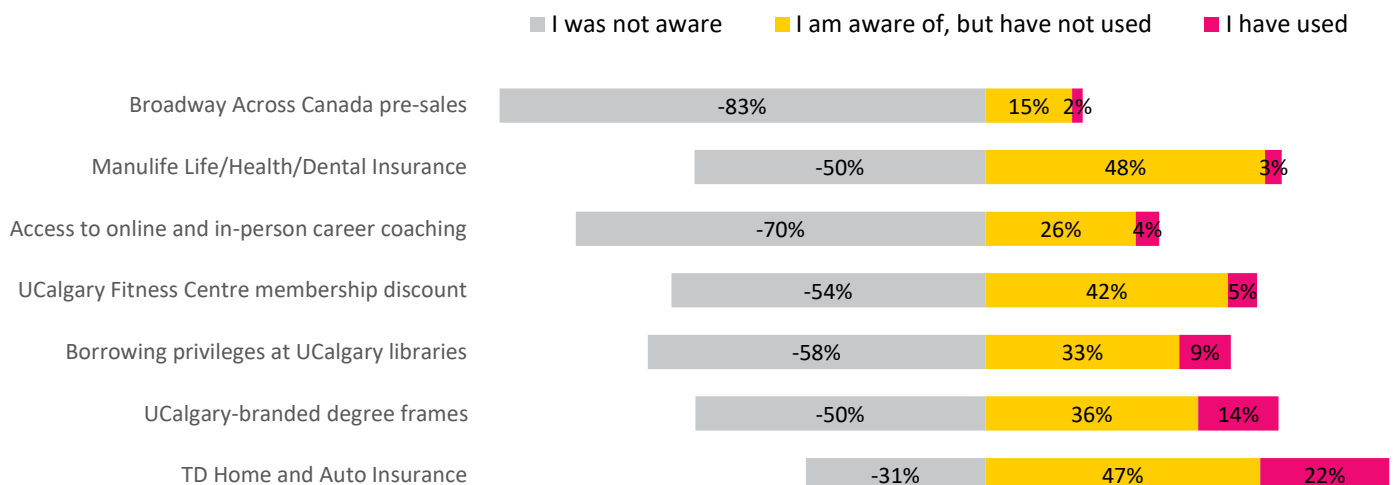
Figure 26. Level of awareness of alumni benefits in 2025

6. Alumni Communications

This section explains how alumni feel about the way UCalgary communicates with them. It also includes detailed information regarding the frequency of interactions with different university publications and channels, how often and why alumni visit websites, social media engagement, and topics of interest to alumni. Figure 29 displays how interested alumni are in the information that they receive from UCalgary. The result is similar to 2023, with 7 out of 10 alumni (72%) feeling the information they receive is interesting (Moderately – Extremely).
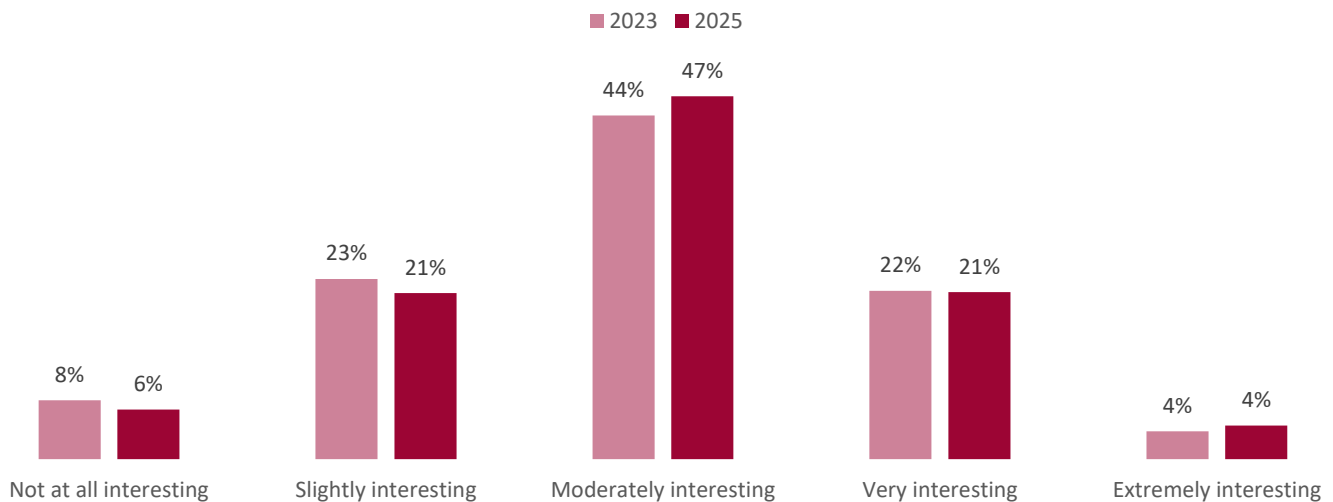
Figure 27. Alumni interest in UCalgary content (n=1,788)

When analyzed by age group, as seen in Figure 30, the results show polarized feelings. More than 1 out 3 (35%) of 55+ alumni find alumni communications extremely or very interesting, while only 1 out 5 (19%) of 32-or-younger alumni share the same feeling.
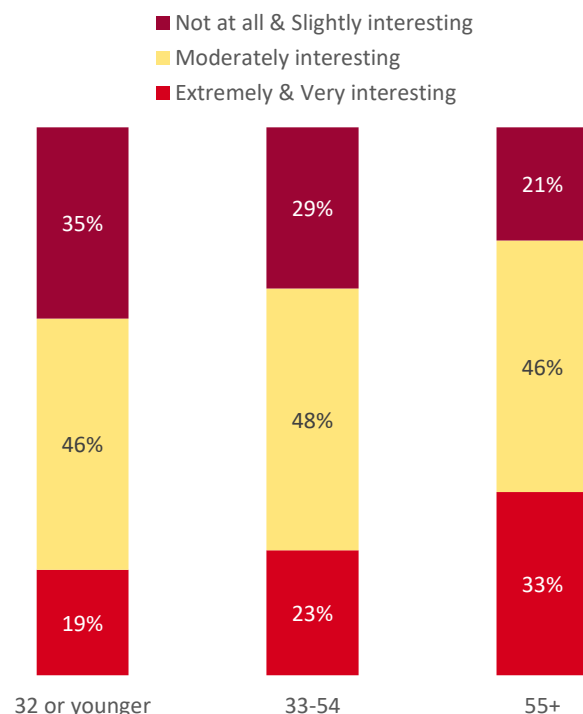
Figure 28. Alumni interest in UCalgary content by age group

We asked how often they read a selection of four university newsletters for which alumni are a key or primary audience. A significant proportion of alumni (79%) read the monthly *Alumni News* (sometimes – every time). Figure 31 outlines the reading frequency by newsletter.
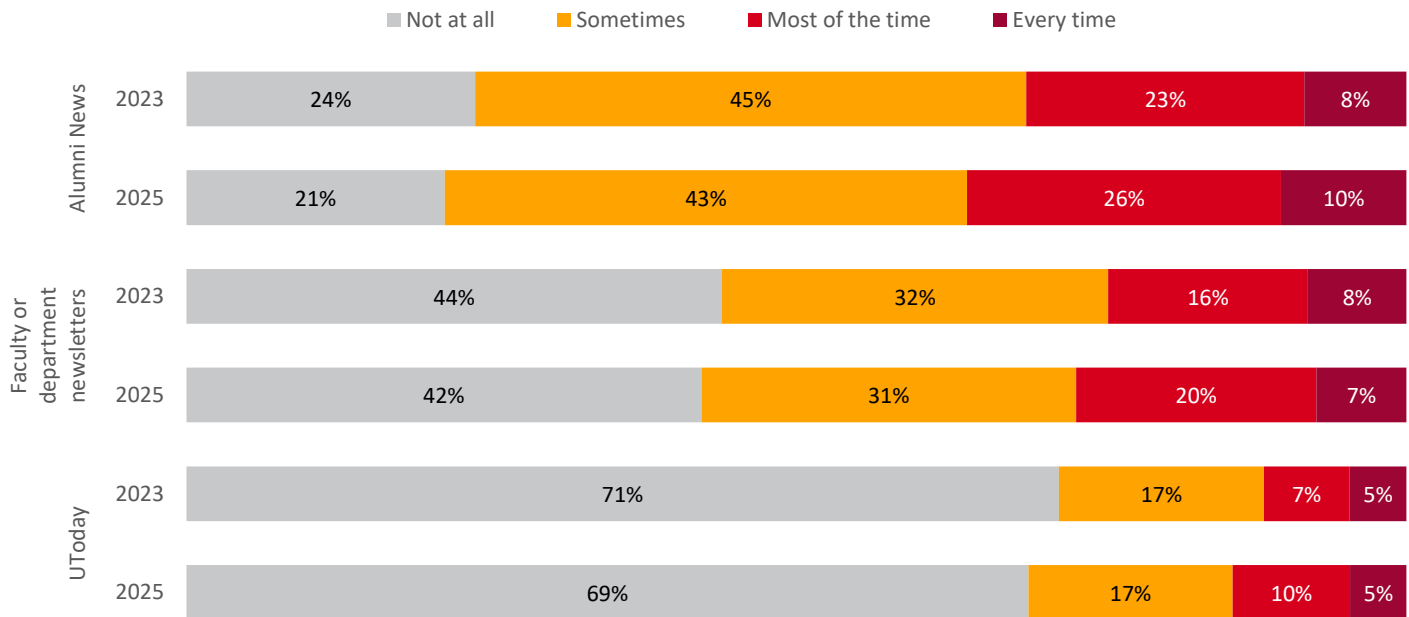
Figure 29. Alumni reading preferences among UCalgary newsletters

Figure 32 shows when alumni last visited a variety of UCalgary webpages. Figure 33 highlights topics that alumni are interested in reading about in UCalgary publications.
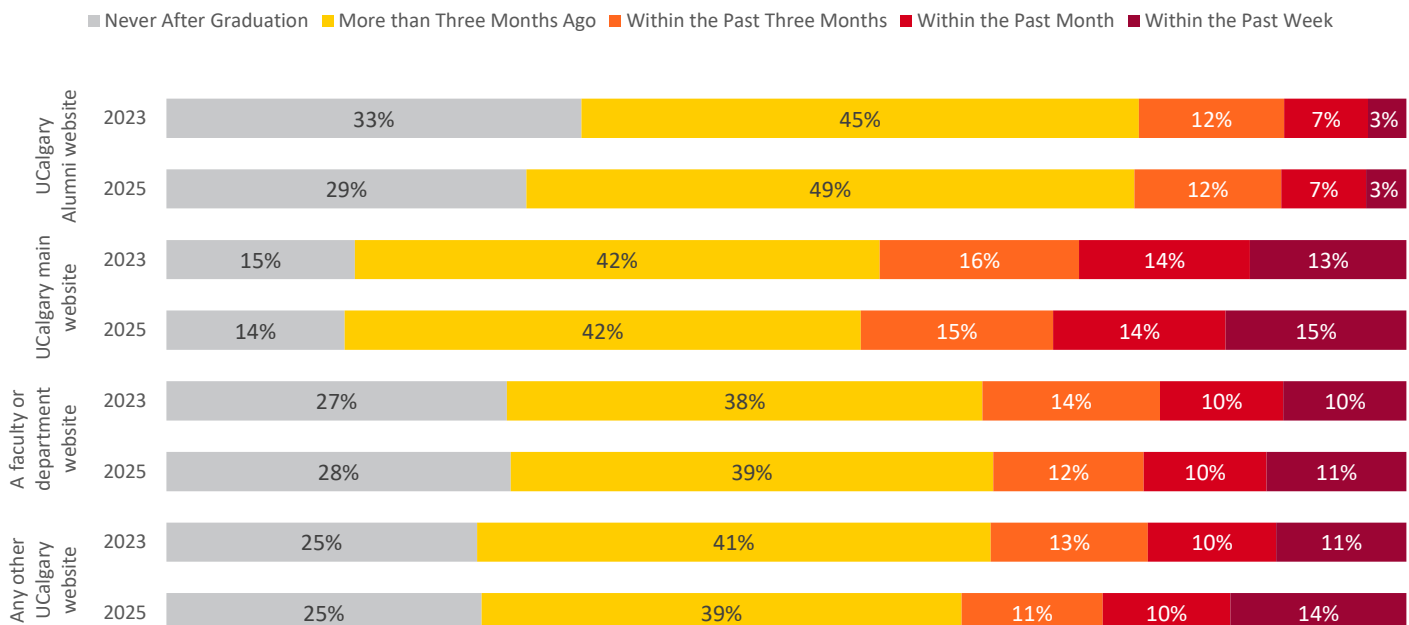
Figure 30. Frequency visiting university or UCalgary Alumni websites
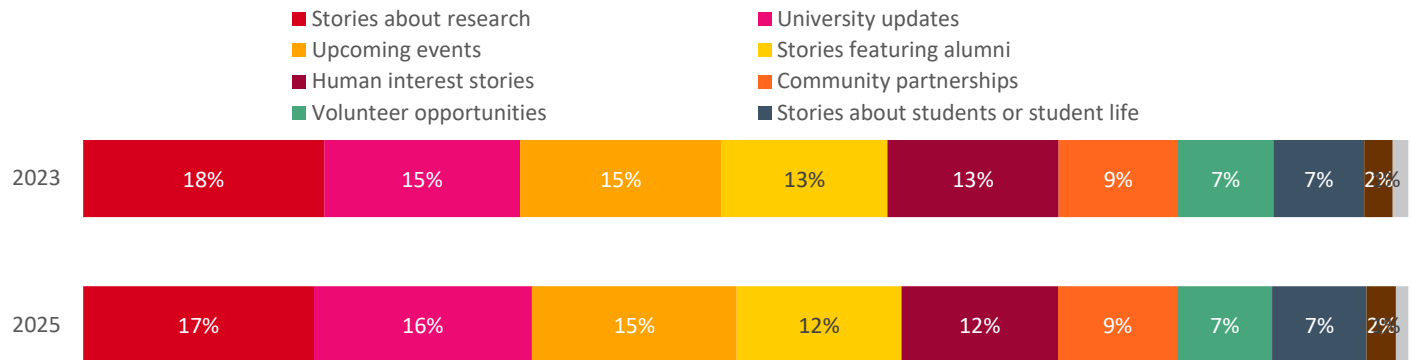
Figure 31. Topics (content) that interest UCalgary alumni (%) for 2023 (n=6830) and 2025 (n=5,815)

Alumni were queried about why they visit UCalgary websites. Approximately 1 in 5 (19%) visit for information about academics, research or student life. Figure 34 outlines other reasons alumni visit UCalgary websites.
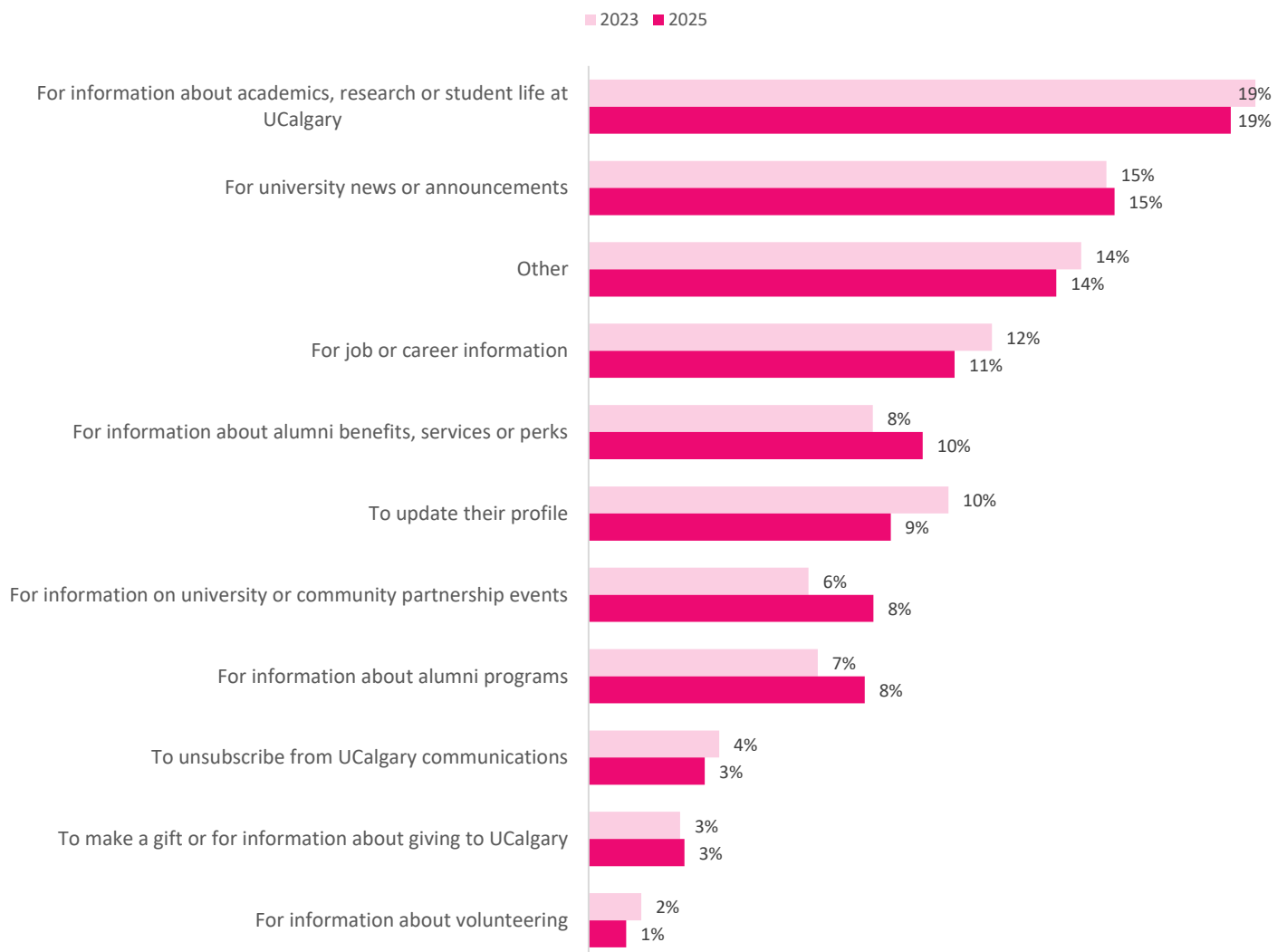
Figure 32. Reasons why alumni visit UCalgary websites (%)
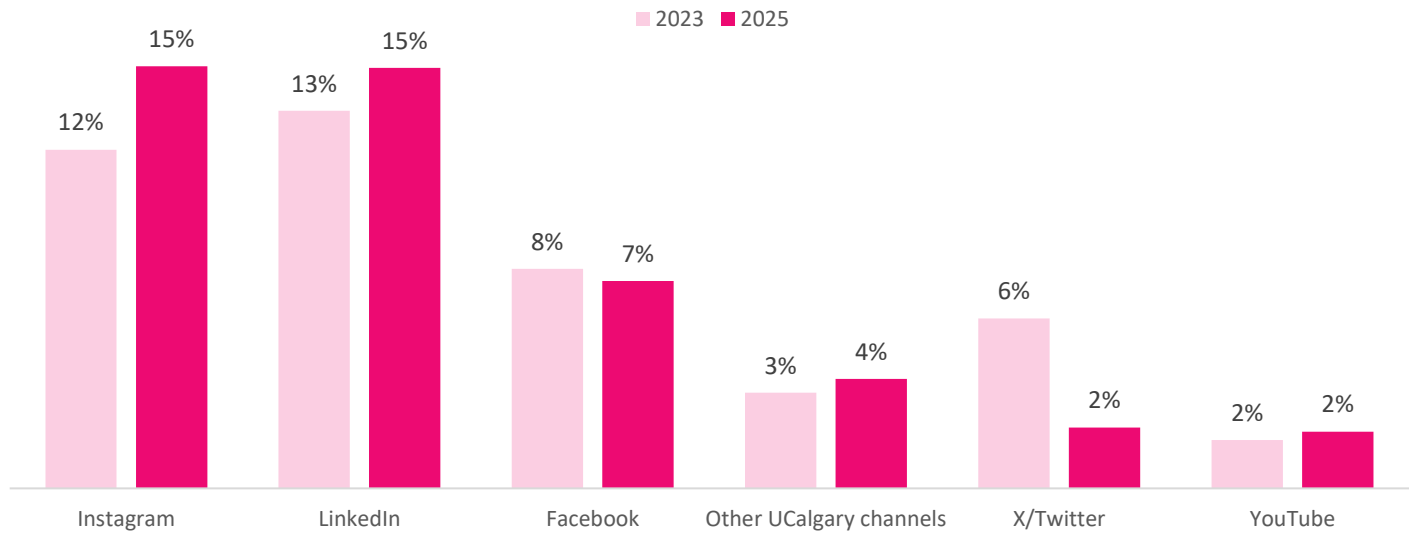
Figure 33. Social media outlet distribution (%) (for 2025 n=2,030)

When asked if they have engaged with UCalgary Alumni on social media in the past 12 months, more than half (55%) of alumni indicated that they do not follow UCalgary on social media. Of those who follow the university, about 15% use Instagram, LinkedIn (15%) and Facebook (7%). Figure 35 displays the distribution amongst social media channels. Please note those who replied that they do not follow UCalgary Alumni on social media have been excluded from Figure 35.

7. Sentiment Analysis

The survey concluded by inviting alumni to share any additional comments about their relationship with the University of Calgary. In total, 535 comments were received, with 27 comments from current students excluded from the analysis. Sentiment analysis was employed to categorize alumni feelings towards the university into positive, negative and neutral (i.e., polarity). This analysis helps to understand the overall emotional tone of the feedback. It's worth noting that the sentiment analysis for 2023 and 2025 was conducted using TextIQ, a tool within Qualtrics, and then manually adjusted as necessary. In contrast, a different natural language-processing algorithm was used in 2021, and manual rating was applied in 2019. The presented analysis expanded the polarity categories to include very positive, very negative and mixed comments, providing a more nuanced understanding of alumni sentiments. Figure 36 displays the count of comments by sentiment, offering a visual representation of the emotional distribution of the feedback.
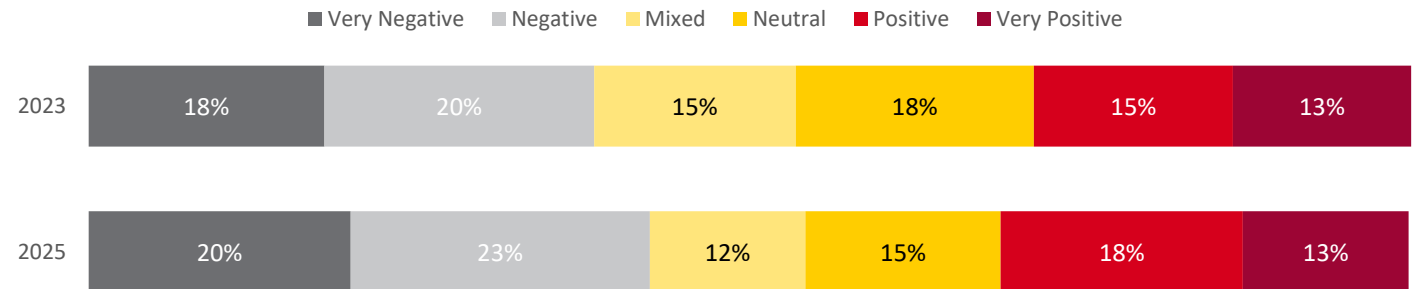
Figure 34. Sentiment analysis polarity in 2023 (n=505) and 2025 (n=535)

Since the majority of alumni contactable via email graduated within the past 12 years (55%) are also well-presented (44%) in survey respondents, a further analysis by graduation year helps determine how each group feels towards the University of Calgary.
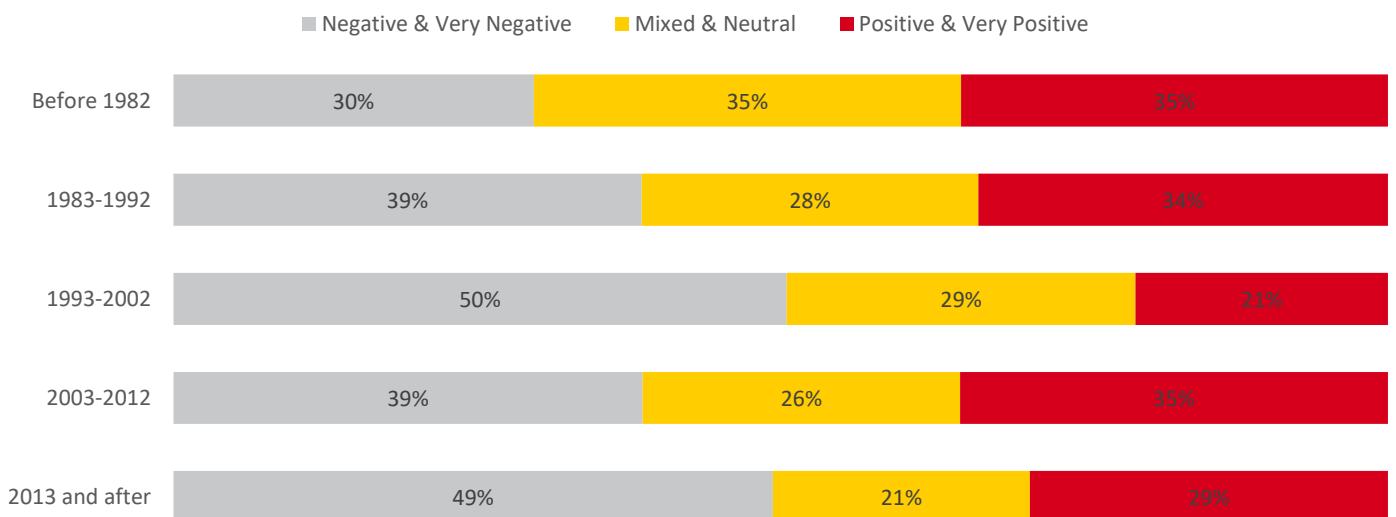
Figure 35. Sentiment analysis polarity by graduation year group (%)

Each comment was then further coded into one or more categories (i.e., communications, giving, research, etc.). In 2023, most positive comments related to student experience, alumni engagement or programming. Conversely, most negative comments were related to student experience and university culture. Table 9 displays a summary of comments by polarity and categories in 2025.

Table 9. Comments disaggregated by polarity and category

	Very Negative	Negative	Mixed	Neutral	Positive	Very Positive	Overall Sentiment	Ratios (P/N)**
Alumni	11	9	13	14	24	11	Positive	1.75
Athletics					5		Positive	5.00
Career	5	6	1	1	1	9	Negative	0.91
Communications	10	12	16	6	10	1	Negative	0.50
Community	3		3	1	2	1	Negative	1.00
COVID-Health	4	1					Negative	0.00
Culture	39	16	4	1	2	1	Neutral	0.05
Giving	8	5	3	3	5	3	Negative	0.62
Legacy		2		7	3	4	Positive	3.50
Other	8	24	5	22	21	9	Negative	0.94
Programming	1	13	4	2	6	8	Negative	1.00
Regional	1	20	6	14	6	1	Negative	0.33
Research	1				3	2	Positive	2.00
Student Experience	16	10	5	3	9	14	Negative	0.88
Volunteering		3	3	2	4	3	Positive	2.33
Total	107	121	63	79	98	67	Negative	0.72

** Positive comments divided by negative comments.

In general, comments related to research, community, alumni engagement, programming and legacy (alumni who have children who are current or prospective students at UCalgary) had a better positive-to-negative ratio (i.e., more positive than negative comments) than those related to culture, communications and giving. Alumni who expressed "very positive" comments often focused on their student and alumni experiences. Generally, these alumni had many fond memories and great experiences as UCalgary students, and they felt that positive work is being done in programming. In contrast, alumni who expressed "very negative" comments primarily focused on university culture and student experiences. Some alumni had unpleasant memories and experiences as UCalgary students and felt that the university culture did not align with their personal values or expectations.

REFERENCES

Reichheld, Frederick F. (2011). The ultimate question 2.0: how net promoter companies thrive in a customer-driven world. Boston, Mass.: Harvard Business Press.

Statistics Canada. (2003). Survey Methods and Practices. Catalogue no. 12-587-X. Statistics Canada, Ottawa, Ontario, Canada.

APPENDICES

Appendix A – Messages and Email Invitations

Survey welcome page:

Thank you in advance for participating in the University of Calgary Alumni Survey. The survey will help us learn how you feel about the university, how you engage with us, how we can serve your needs and how we can better connect with you as a UCalgary graduate.

Please note that your answers are confidential and your responses will not be attributed to you as an individual in the final report. The data from respondents will be reported in an aggregated format (e.g., "20 per cent of University of Calgary Alumni feel that …"). Responses will be used to inform how the UCalgary Alumni team and UCalgary Alumni Association (UCAA) will continue to evolve programming, services, benefits and communications for our alumni community.

This survey will take approximately 15-20 minutes to complete. Your participation is voluntary, and you have the right to refuse to participate or to withdraw at any time. You may return to the survey link to complete unanswered questions after starting but can only submit your responses once between now and March 19, 2025, at 11:59 p.m., MT.

At the end of the survey, you will have the option to be entered for a chance to win one of three prizes of a Premium Onyx Box (valued at $129) filled with products from select Alumni Built Businesses — such as Milk Jar Candle Co., Phil & Sebastian Coffee Roasters, Neal's Yard Remedies, and Rviita Energy Tea — as well as a UCalgary hoodie (valued at $60). Winners will be notified by March 26, 2025.

If you have questions about the survey, please contact Meghan Whitehead, Alumni Engagement co-ordinator, at 403.220.8500 or alumsurv@ucalgary.ca.

Kind regards,

Kate Wong, BN'12
President and Chair, University of Calgary Alumni Association

Date: January 21, 2025
Time: 9 a.m.
From name: UCalgary Alumni
From email: alumni@ucalgary.ca
Reply to: alumni@ucalgary.ca
Subject line: Tell us what you think about UCalgary
Preheader: Complete the Alumni Survey and be entered to win prizes

Dear <<NICKNAME>>,

As a valued member of the University of Calgary alumni community, you have been randomly selected to participate in the biennial UCalgary Alumni Survey.

By sharing your thoughts and feelings with us, you will help UCalgary continue to create programming, services, benefits and communications that are valuable to our alumni community.

Take the Survey Now [button with personalized link]

The survey will take about 15-20 minutes to complete. Your responses will be confidential, and only aggregate data will appear in the final report.

At the end of the survey, you will have the option to be entered for a chance to win one of three prizes of a Premium Onyx Box (valued at $129) filled with products from select Alumni Built Businesses — such as Milk Jar Candle Co., Phil & Sebastian Coffee Roasters, Neal's Yard Remedies, and Rviita Energy Tea — as well as a UCalgary hoodie (valued at $60). Winners will be notified by March 26, 2025.

PLEASE NOTE: The survey link will be open until 11:59 p.m., MT, on March 19, 2025.

Thank you in advance for your time and feedback.

Kind Regards,

Kate Wong, BN'12
President and Chair
University of Calgary Alumni Association

Reminder email example – to alumni who have NOT completed the survey

Date:	March 9, 2025
Time:	8 a.m.
From name:	UCalgary Alumni
From email:	alumni@ucalgary.ca
Reply to:	alumni@ucalgary.ca
Subject line:	There's still time to provide your valuable feedback
Preheader:	Start the UCalgary Alumni Survey now

Dear <<NICKNAME>>,

Join the more than 1,400 graduates who have already completed the 2025 UCalgary Alumni Survey. Your thoughts and experiences are important to us, so we wanted to remind you that the survey closes at 11:59 p.m., MT, on March 19.

Survey feedback will help us plan future events and programs, services, benefits and communications for UCalgary alumni. Participation is voluntary and your responses are confidential.

Take the Survey Now [button with personalized link]

At the end of the survey you will have the option to be entered for a chance to win one of three prizes of a Premium Onyx Box (valued at $129) filled with products from select Alumni Built Businesses — such as Milk Jar Candle Co., Phil & Sebastian Coffee Roasters, Neal's Yard Remedies, and Rviita Energy Tea — as well as a UCalgary hoodie (valued at $60). Winners will be notified by March 26, 2025.

Thank you in advance for taking the time to share your feedback with us.

Kind Regards,

Kate Wong, BN'12
President and Chair
University of Calgary Alumni Association

The message at the completion of the survey:

We appreciate your feedback!

Thank you for completing the 2025 University of Calgary Alumni Survey. We know your time is valuable and appreciate you taking a few minutes to help us continue to serve our alumni community in the most meaningful way possible. Your feedback will help us continue to evolve programming, services and communications for our alumni community in the months and years ahead.

Once you submit your responses, you will have the option to be entered for a chance to win one of three prizes of a Premium Onyx Box (valued at $129) filled with products from select Alumni Built Businesses — such as Milk Jar Candle Co., Phil & Sebastian Coffee Roasters, Neal's Yard Remedies, and Rviita Energy Tea — as well as a UCalgary hoodie (valued at $60). Winners will be notified by March 26, 2025.

Note: No cash alternative to the prizes will be offered.

Please click the arrow on the bottom-right of your screen to submit your survey response. Upon completion of the survey, you will be redirected to alumni.ucalgary.ca

If you have questions about the survey, please contact Meghan Whitehead, Alumni Engagement co-ordinator, at 403.220.8500 or alumsurv@ucalgary.ca

Kind regards,

Kate Wong, BN'12
President and Chair
University of Calgary Alumni Association

Appendix B – Questionnaires and detailed survey results

Q1 - How would you describe your overall feelings about the university today?	Responses	%
Very positive	780	39%
Somewhat positive	721	36%
Neutral/mixed	334	17%
Somewhat negative	119	6%
Very negative	31	2%
Total	1,985	100%

Q2 - How much do you feel...	A Great Deal	A Fair Bit	Only a Little	Not At All	Responses
Pride in your UCalgary degree	934	729	210	38	1,911
That UCalgary makes a difference in the world	470	913	448	79	1,910
That UCalgary values its alumni	455	911	534	104	2,004
An emotional connection to the UCalgary	537	789	520	164	2,010
A lifelong relationship with the University of Calgary is worth maintaining	509	755	592	155	2,011
That UCalgary is part of who you are	576	638	593	204	2,011
You have a stake in UCalgary's success and achievements	364	561	709	377	2,011
You are still part of UCalgary community	354	458	768	430	2,010

Q3 - How much do you feel connected to . . .	A Great Deal	A Fair Bit	Only a Little	Not At All	Responses
The University of Calgary	341	640	736	196	1,913
Your Faculty or School	310	520	682	401	1,913
An Academic Department	270	432	633	576	1,911

Q4 - Would you like to …	Responses	%
Be more connected with the university than you are now	656	35%
Maintain your current level of connection	1,138	61%
Reduce your level of connection with the university	62	3%
Total	1,856	100%

Q5 - Which of these statements best describes how the UCalgary fits in your life today?	Responses	%
One of the most important affiliations in your life today	565	30%
Important to you, but other affiliations are more important in your life today	1,019	54%
Not among the affiliations that are important in your life today	297	16%
Total	1,881	100%

Q6 - Are you aware that as an alum, you are a member of the UCalgary Alumni Association (UCAA) and represented by the UCAA Board?	Responses	%
No	1,038	55%
Yes	836	45%
Total	1,874	100%

Q7 - How likely are you to recommend the University of Calgary to a prospective student?	Responses	%
Promoter	654	33%
Passive	815	41%
Detractor	525	26%
Total	1,896	100%

Q8 - which of the following initiatives and activities are you most interested in?	Responses	%
Life-stages programming	888	16%
What is happening in your faculty or school	808	15%
Research priorities and breakthroughs	802	15%
Alumni career-development	697	13%
Other	624	11%
Campus development	603	11%
What other UCalgary alumni are doing	507	9%
Alumni volunteer opportunities	448	8%
Being part of an interest-based or regional alumni community	433	8%
Dinos athletics	292	5%
Total	5,478	100%

Q9 - Are you interested in attending or participating in . . . (Check all that apply)	Responses	%
University events	931	19%
Job and career services for alumni	574	12%
Mentorship	508	10%
Socializing with other UCalgary alumni	463	10%
Programs for retirees	451	9%
Working with other alumni on projects	407	8%
Participating with UCalgary in community events	355	7%
Family-friendly programming	328	7%
Dinos Athletics games	313	6%
Programs for new grads	202	4%
Helping UCalgary attract and recruit prospective students	180	4%
Donating to UCalgary	144	3%
Total	4,856	100%

Q10 - In the past year, how have you interacted with the University of Calgary? (Check all that apply)	Responses	%
Visited a UCalgary website	977	26%
Visited one of UCalgary's campuses	715	19%
Worn or displayed any UCalgary apparel or merchandise	522	14%
Attended any UCalgary lecture or other event with an intellectual, educational or cultural focus	460	12%
Mentored a UCalgary student	218	6%
Others	199	5%
Donated to UCalgary	187	5%
Attended a UCalgary Dinos game	174	5%

Attended an alumni reunion or other UCalgary social-networking event	155	4%
Participated with UCalgary through community events	109	3%
Served on a UCalgary board or committee	61	2%
Total	3,777	100%

Q11 - What type of program content would be of most interest to you? (Select only one)	Responses	%
Career-development programs	383	23%
Current and trending topics	356	21%
Programs featuring UCalgary research	345	20%
Programming that features UCalgary alumni	161	10%
Programs connected to community partners (e.g., Calgary Pride, Beakerhead, Calgary Economic Development, etc.)	151	9%
Programs connected to volunteer opportunities	128	8%
Other (please specify)	103	6%
Programs related to UCalgary institutional priorities	62	4%
Total	1,689	100%

Q12 - Which University of Calgary Alumni Benefits are you aware of?	I have used	I am aware of but have not used	I was not aware of	Total
TD Home and Auto Insurance (Alumni Rate)	421	897	585	1,903
UCalgary-branded degree frames	262	693	944	1,899
Borrowing privileges at the UCalgary libraries	179	632	1,094	1,905
UCalgary Fitness Centre membership discount	95	790	1,013	1,898
Access to online and in-person career coaching	75	489	1,329	1,893
Manulife Life/Health/Dental Insurance (Alumni Rate)	54	900	948	1,902
Broadway Across Canada pre-sales	34	283	1,582	1,899

Q13 - Which University of Calgary Alumni Programs are you aware of?	I have participated	I am aware of but have not participated	I was not aware	Total
Virtual Programs (General)	133	494	1,162	1,789
Alumni All-Access	133	436	1,222	1,791
UCalgary Alumni Skate with Santa	103	571	1,114	1,788
MentorLink	83	446	1,259	1,788
The Arch Awards	75	676	1,038	1,789
Virtual Career Programs	74	411	1,303	1,788
Grow Your Career Conference	69	463	1,254	1,786
Alumni Field Trips	66	395	1,327	1,788
AlumNight	54	580	1,157	1,791
Scavenger Hunt	51	373	1,366	1,790
1:1 Career Coaching	37	437	1,314	1,788
Dig In!	31	165	1,592	1,788

Q14 - Have you volunteered with the University of Calgary since graduating?	Responses	%
No	1,472	82%
Yes	322	18%
Total	1,794	100%

Q15 - Which of the following motivated you to volunteer with the UCalgary? (Check all that apply)	Responses	%
You want to support current/future students	219	31%
You are proud to be a UCalgary graduate	173	25%
You give back because of the opportunities your UCalgary degree(s) have given you	164	23%
You believe in the research being done at UCalgary	103	15%
Other	46	7%
Total	705	100%

Q16 - Which of the following UCalgary volunteering opportunities are of interest to you? (Check all that apply)	Responses	%
I am not currently interested in any volunteer opportunities with UCalgary	704	24%
Mentoring a UCalgary student or recent grad	469	16%
Speaking in a classroom, being part of a panel discussion or emceeing at a special event	438	15%
Being part of a group of alumni with common interests or living in the same region outside of Calgary	424	14%
Volunteering at a special event on campus	344	12%
Serving on a UCalgary board or committee	342	11%
Helping UCalgary attract or recruit prospective students	193	6%
Other	72	2%
Total	2,986	100%

Q17 - Do you currently volunteer with organizations outside of the University of Calgary?	Responses	%
No	1,008	49%
Yes	1,053	51%
Total	2,061	100%

Q19 - Have you donated to the University of Calgary since graduating?	Responses	%
No	1,308	73%
Yes	488	27%
Total	1,796	100%

Q20 - What was your motivation for giving to the University of Calgary? (Check all that apply)	Responses	%
The cause was meaningful to you	298	33%
Your financial situation at the time of the request	221	24%
The impact of your gift	138	15%
You trust UCalgary	132	14%
The ease of making a gift	85	9%
Other	37	4%
Total	911	100%

Q21 - What is important to you when deciding to donate? (Check all that apply)	Responses	%
Your financial situation at the time of the request	953	31%
The cause is meaningful to you	881	29%
The impact that your gift is making	638	21%
The organization asking you to make a gift	293	10%
The ease of making a gift	236	8%
Other (please specify)	53	2%
Total	3,054	100%

Q22 - Will you donate to the University of Calgary in the next 12 months?	Responses	%
Yes	20	2%
No	691	53%
Unsure	591	45%
Total	1,302	100%

Q23 - Will you donate to the University of Calgary again in the next 12 months?	Responses	%
Yes	163	34%
No	107	22%
Unsure	217	45%
Total	487	100%

Q24 - If you were to make a gift to UCalgary, which area(s) would you direct your support to?	Responses	%
Scholarships or bursaries	160	21%
Your faculty or school's priorities	155	22%
Students' greatest needs	136	19%
Research	93	13%
University priorities	64	8%
Libraries	55	9%
Other	35	4%
Athletics	32	5%
Total	730	100%

Q25 - Are you currently a donor with organizations other than the University of Calgary?	Responses	%
No	736	42%
Yes	1,027	58%
Total	1,763	100%

Q26 - How do you feel about the information that you receive from UCalgary?	Responses	%
Extremely interesting	77	4%
Very interesting	383	21%
Moderately interesting	833	47%
Slightly interesting	381	21%
Not at all interesting	114	6%
Total	1,788	100%

Q27 - How often do you read the following ...	Every time	Most of the time	Sometimes	Not at all	Total
Alumni News (monthly email)	183	458	762	377	1,780
Faculty or department newsletters (email and/or print)	131	349	544	748	1,772
UToday (daily email)	82	171	297	1,225	1,775
UCalgary Now	71	220	517	960	1,768

Q28 - What content are you interested in when reading UCalgary print or online publications	Responses	%
Stories about research	1,013	17%
University updates	956	16%
Upcoming events	899	15%
Stories featuring alumni	722	12%
Human interest stories	687	12%
Community partnerships	523	9%
Volunteer opportunities	417	7%
Stories about students or student life	414	7%
Donor stories	128	2%
Other	56	1%
Total	5,815	100%

Q29 - When did you last visit	Never After Graduation	More than Three Months Ago	Within the Past Three Months	Within the Past Month	Within the Past Week	Total
The UCalgary Alumni website	517	873	211	122	58	1,781
The UCalgary main website	256	742	276	248	260	1,782
A faculty or department website	494	692	216	176	201	1,779
Any other UCalgary website	451	687	202	183	252	1,775

Q30 - Why did you visit the UCalgary websites? (Check all that apply)	Responses	%
For information about academics, research or student life at UCalgary	221	19%
For university news or announcements	181	15%
Other	161	14%
For job or career information	126	11%
For information about alumni benefits, services or perks	115	10%
To update your profile	104	9%
For information on university or community partnership events	98	8%
For information about alumni programs	95	8%
To unsubscribe from UCalgary communications	40	3%
To make a gift or for information about giving to UCalgary	33	3%
For information about volunteering	13	1%
Total	1,187	100%

Q31 - In the past 12 months, have you engaged with UCalgary Alumni on social media. (Check all that apply)	Responses	%
Instagram	305	15%
LinkedIn	304	15%
Facebook	150	7%
I follow other UCalgary social media channels	79	4%
X/Twitter	44	2%
YouTube	41	2%
I do not follow any UCalgary accounts on social media	1,107	55%
Total	2,030	100%

Q33 - Are you currently a student at the University of Calgary?	Responses	%
No	1,788	83%
Yes	99	5%
Total	2,142	100%

Q34 - Are you currently a staff/faculty member at the University of Calgary?	Responses	%
No	1,556	87%
Yes	232	13%
Total	1,788	100%