



Alumni Omnibus Survey 2023

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EXECUTIVE SUMMARY

In 2019, The University of Calgary Alumni Engagement office conducted an omnibus survey to set a baseline to track the progress of the *Wherever Life Takes You (2018-22)* alumni strategy, followed by a midpoint survey in January 2021. The following report summarizes responses from an omnibus survey conducted in early 2023 and demonstrates the full impact of the recently sunsetted strategy.

The overall objective of the survey was to learn about the experiences, interests, identity, and general feelings and attitudes of alumni towards UCalgary, including programs, benefits, volunteering, giving and communications. This section provides a high-level summary of key learnings from the survey. Please note that the full report contains a comprehensive overview of the current state of alumni engagement with UCalgary.

Quick Facts

- Alumni from **36** different countries participated
- **2,491** alumni completed or partially completed the survey
- **13** faculties and schools are represented in the responses
- Results have a margin of error of +/- **1.9%** and confidence level of **95%**

Highlights

- Most alumni would like to either maintain or increase their level of connection to the university.
- The Net Promoter Score in 2023 is 8.1, an improvement of 2.8 points from 2021 (an increment of 2.3 points also happened between 2019 and 2021 survey result), which is an indication that the needle is continuing to move in the right direction.
- Alumni who volunteered after graduation indicated that their primary motivations to volunteer with UCalgary are to support students and to give back because of the opportunities their university degree has afforded them.
- Alumni donate to UCalgary if the cause is meaningful to them, based on their financial situation at the time of the request, or because of the impact of their gift.
- Alumni prefer to direct their support to faculty or school priorities, scholarships, or students' greatest needs.
- There is a strong indication that a large group of alumni is unsure about donating to UCalgary.
- In general, alumni are most interested in career development programs, programs highlighting UCalgary research, or current and trending topics.

The overall learnings from this report are an indication that, while UCalgary continues to gain momentum through the provision of programming, benefits, storytelling and philanthropic opportunities for alumni, there is still more work to be done. The alumni community is a distinct and powerful UCalgary stakeholder; there is no other group that can speak to both the student experience and subsequent impact of having a UCalgary degree. Strategically engaging alumni through life-stage programming, career development, community-building, volunteer engagement and philanthropy remain critically important levers in continuing to build awareness and connection with the university. There is also an opportunity to strengthen this relationship through the institutional strategy, particularly in the areas of transdisciplinary scholarship, innovation, and work-integrated learning.



Table of Contents

EXECUTIVE SUMMARY	3
Quick Facts.....	3
Highlights	3
INTRODUCTION	5
SIGNIFICANCE OF SURVEY RESULTS	6
Considerations	6
GLOSSARY OF TERMS.....	7
METHODOLOGY	9
Survey Instrument	9
Sample Strategy.....	9
Limitations	12
Introduction.....	13
Demographics: respondent profile.....	13
1. Level of connection with the University of Calgary	15
2. Net Promoter Score	19
3. Volunteer Engagement.....	22
4. Alumni Giving.....	24
5. Alumni-Exclusive Programs and Benefits	27
6. Alumni Communications	31
7. Sentiment Analysis	35
REFERENCES.....	37
APPENDICES.....	38
Appendix A – Messages – Email Invitations	38
Appendix B – Questionnaires and detailed survey results	42



INTRODUCTION

A baseline survey was sent in January 2019 to measure the progress of the alumni strategy, *Wherever Life Takes You* (2018-22), and to better understand alumni experiences of, and perceptions towards, the University of Calgary and its programs, benefits and services. All alumni, as defined in the University of Calgary Alumni Association (UCAA) Bylaws¹, were eligible to participate. Surveys were sent to a randomly selected group that is representative of the contactable alumni population, stratified by faculty and graduating year. The same was done in 2021 as a mid-point check on the progress of the strategy.

In January 2023, the UCalgary Alumni Engagement office invited a randomized sample of graduates to participate in the 2023 Alumni Omnibus survey. The email invitation² included a message from the UCAA president asking them to complete an online survey about their relationship with UCalgary, and each invitation contained a personalized link to the survey questionnaire. The landing page for the online survey included: an introduction to the survey, an explanation of the voluntary nature of the survey, and full disclosure regarding the confidentiality of survey responses. Alumni who had not yet responded at key timing points (two-week intervals) before the survey closing date received email reminders requesting that they complete the survey. The survey was active between January 18 and March 10, 2023.

Those who completed the survey were entered to win three different prizes: a candle-making workshop for two at alumni-built business Milk Jar Candle Co. (\$240 value), two spice sets from alumni-built business Silk Road Spice Merchant (\$200 value), or a prize pack that included a UCalgary-branded black or mahogany Briarwood degree frame, water bottle and hoodie (\$240 value). Three randomly selected winners were drawn on March 17, 2023, and notified by email. Prizes were 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 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 about various aspects of respondents' relationships with UCalgary.

A selection of questions has been analyzed by sub-groups to gain better insight. Since the intent of the survey was to measure the progress and impact of *Wherever Life Takes You*, some responses were compared to results from the

¹ UCAA Bylaws – revised Oct. 3, 2022, Part 2: Membership, 2.1 Membership. The following individuals are Members of the UCAA: (a) All graduates from university degree programs, and (b) Other Members as determined by the University and the Board from time to time.

² See Appendix A for email message content samples.



2019 and 2021 surveys. The 2021 survey results indicated the midpoint progress of *Wherever Life Takes You*. The 2023 omnibus survey, however, measures the cumulative impact of the strategy.

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 2023.”

SIGNIFICANCE OF SURVEY RESULTS

Upon reviewing the alumni omnibus survey report, the reader must keep in mind several important considerations that will influence interpretation of the results.

Considerations

It is important to exercise caution and not attempt to generalize the results of specific sub-groups to the larger alumni population. There were some methodological challenges encountered during the administration of the survey that limited the inferential capacity of the results, including:

- While a stratified random sample allows other errors notwithstanding, the confidence interval estimates are only valid for the entire response pool (101,744 living alumni with contactable email addresses). The uneven distribution of alumni amongst faculty populations did not permit a sample of enough alumni for every faculty; as a result, only select faculties can confidently perform sub-group analyses. Drilling down for some smaller faculties will truncate the sample leaving too few respondents to yield meaningful inferences. For example, The School of Public Policy only had 155 contactable alumni, 81 were in the sample and six answered the survey.
- 45,521 survey invitations were emailed on January 18, 2023, followed by three email reminders between January and March 2023. The survey yielded a response rate of 5.7%, a reduction from both the 2021 and 2019 response rates (both years were 8.4%). However, the response rate increased to 12% when calculated from the number of alumni who opened the email invitation (22,030). Low response rates exacerbate non-response bias, and, as a result, serve as a warning, particularly when survey results are reported using means and percentages.
- There remain some unaccounted non-response errors that may bias the survey results. Coverage error (i.e., outdated, or incorrect email addresses) and non-contact (i.e., unopened emails) proved to be problematic. 18,627 alumni (46%) did not open the survey invitation. Moreover, there were distinct non-response biases observed; Faculty of Arts graduates, female alumni, donors, and alumni who graduated in or after 2000 were once again over-represented in the response pool, as in 2019 and 2021, the latter two being the greatest sources of bias.
- Although survey responses are broken down by engaged versus non-engaged alumni, and donors versus non-donors in some areas, it is important to bear in mind that the sample of respondents was not stratified based on these sub-groups. The reader must remain aware of the number of respondents when performing



comparisons. Particular caution should be exercised when percentage comparisons are made. For example, a result of 33% based on 100 respondents is not equivalent in weight to one based on 10 respondents. An appendix containing the survey questionnaire with response totals is included.

Bearing these limitations, the objective of the omnibus survey was still achieved, which was to understand levels of alumni engagement, affinity with UCalgary, interests, and attitudes towards volunteer opportunities, programming, alumni benefits, charitable giving and communications. In total, 2,347 alumni expressed opinions about their experiences at UCalgary. Sincere and honest consideration of these voices should provide pause for constructive reflection and in many cases pride in the impact of the university.

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 of 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 2023, the results have a margin of error of +/- 1.9%.

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 28.1% and 31.9%.

Engaged Alumni: graduates who registered a score in the Engagement Scoring Model indicating engagement with the university between January 1 and December 31, 2022 (See Engagement Scoring Model).

Donors: Alumni who donated a gift of any size between April 2011 and December 2022. This metric was determined based on the beginning of the *Energize* campaign, which was active at the time *Wherever Life Takes You* was launched.

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 (See NPS).

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.

Wherever Life Take You: The UCalgary Alumni engagement strategy active between 2018 and 2022, rooted in the *Eyes High* strategy and the university's Academic and Research plans, which stressed the importance of creating and maintaining strong ties with alumni.



METHODOLOGY

The 2023 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, and programs, benefits, volunteering, charitable giving and communications targeted at alumni. The survey was conducted between January 18 and March 10, 2023.

Survey Instrument

The survey instrument was designed based on the 2019 omnibus survey for comparative analysis in key areas, and the remainder of the design was focused on measuring strategic objectives directly aligned with the alumni strategy, *Wherever Life Takes You*. The final version of the 2023 survey instrument³ 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 2023 survey consisted of 33 questions.

It should be noted that the connection, net promoter score, volunteer engagement and alumni giving questions are similar to those in 2021 and 2019, albeit sequenced differently in the questionnaire. Some of the program interests and benefits questions were updated to reflect the current offerings at the time of the survey.

Sample Strategy

The population of interest for the 2023 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 2022, 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 January 13, 2023), according to their primary faculty affiliation and graduation year. The distinct distribution of alumni across their affiliated faculties, as well as the desire to canvass experiences from all faculties, was the primary reason for choosing this stratification methodology.

Alumni were randomly selected relative to the proportion of alumni in a given faculty, then by graduation year. The sample size depended largely, other things being equal, 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).

³ See Appendix B for survey instrument.



The sample size was determined by assuming a confidence level of 95% and a confidence interval of 1.5%. The required sample size, based on the total living and contactable (by email) alumni population (101,744) at the time the data was pulled was 4,097. Assuming a response rate of 9% (slightly higher than 2021), the required sample size was 45,522 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 – 2022).

Table 1. Alumni Population, sample distribution, open and survey rate

Faculties	Population	Sample	Opened Invitations	Survey Responses
Cumming School of Medicine (MD)	6.4%	6.4%	7.1%	5.8%
Faculty of Arts (AT)	23.2%	23.2%	22.2%	25.7%
Faculty of Kinesiology (KN)	3.0%	3.0%	3.0%	2.9%
Faculty of Law (LA)	2.1%	2.2%	2.5%	2.0%
Faculty of Nursing (NU)	5.0%	5.0%	5.0%	4.5%
Faculty of Science (SC)	13.5%	13.5%	13.2%	14.6%
Faculty of Social Work (SW)	4.6%	4.7%	4.8%	5.1%
Faculty of Veterinary Medicine (VM)	0.4%	0.4%	0.5%	0.4%
Haskayne School of Business (HA)	14.7%	14.5%	15.1%	12.6%
School of Architecture, Planning and Landscape (EV)	1.5%	1.4%	1.4%	1.9%
School of Public Policy (SPP)	0.2%	0.2%	0.2%	0.2%
Schulich School of Engineering (EN)	13.7%	13.8%	13.6%	12.4%
Unknown	0.4%	0.4%	0.4%	0.5%
Werklund School of Education (ED)	11.2%	11.3%	11.0%	11.4%
Total	101,744	45,521	22,030	2,347

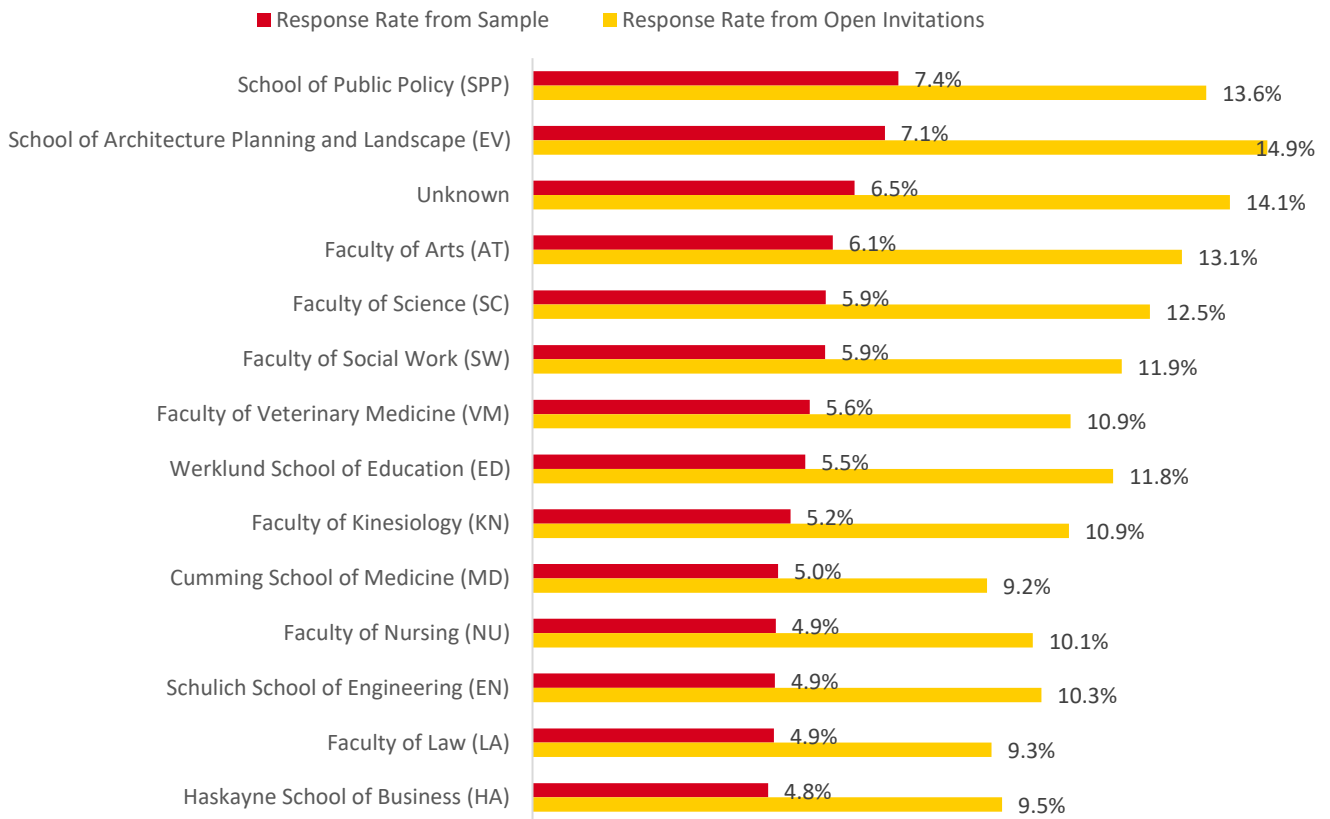


Figure 1. Survey response rate from sample and from opened invitations

At survey close, after excluding alumni self-identified as current UCalgary students (144), there were a total of 2,347 completed and partially complete surveys, equating to an overall response rate of 5.7% (11.6% from opened email invitations). Based on the survey responses, barring any non-random errors, the results have a margin of error of +/- 1.9% at a 95% confidence level. Figure 2 displays that only 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.

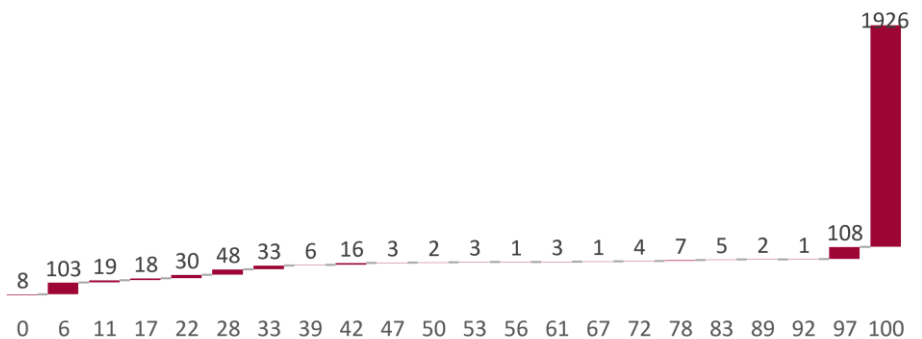


Figure 2. Completion progress

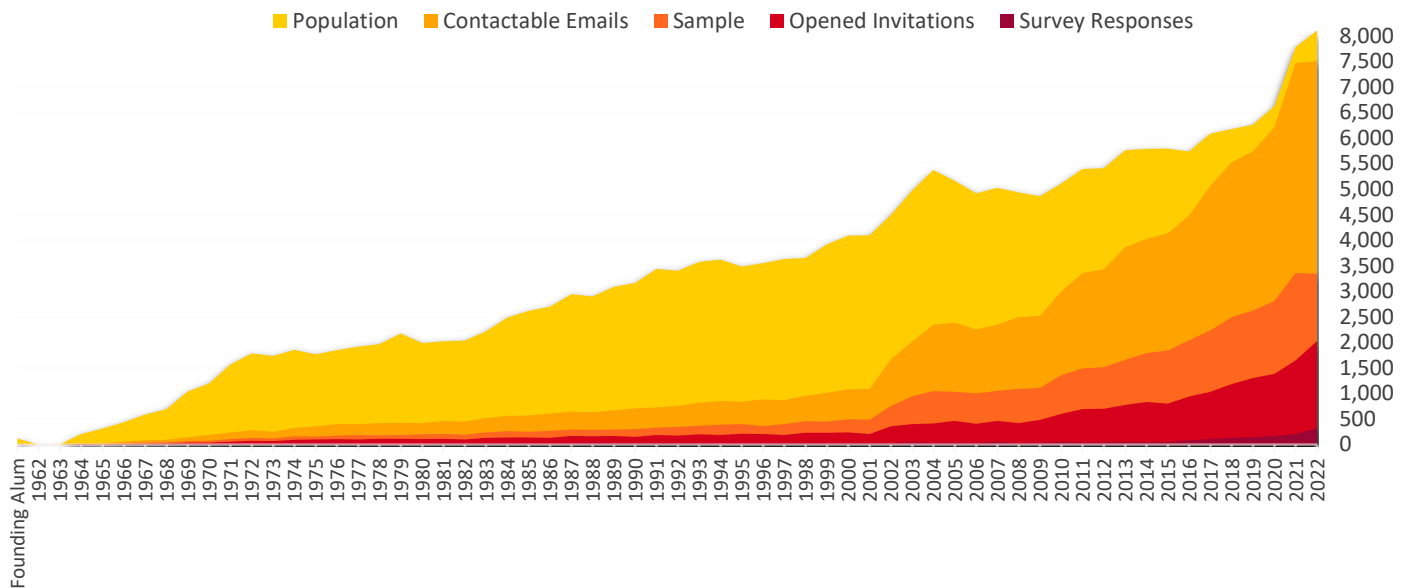


Figure 3. UCalgary Alumni - Population, contactable emails, sample, opened invitations, responses by graduation year

Limitations

When considering the degree to which one may estimate population proportions from survey responses, the reader must bear in mind two factors that influence the degree to which the results represent the entire alumni population.

First, the sample was drawn from a list of alumni for whom valid email addresses were available. A comparison between the number of alumni and the number of alumni with valid email addresses (see Figure 2) clearly shows that the sampling frame was composed primarily of alumni who graduated in 2000 and later. This coverage bias in favour of more recent alumni has the potential to generate substantial response bias. It is likely that alumni who graduated before 2000 had different experiences than those who graduated more recently. The passage of time alone may play a role in the reporting of these experiences. Although one may re-weight survey responses to match population contact proportions, doubt remains around whether less-recent alumni experiences are truly captured by the few who did respond.

Second, a post-hoc analysis of the data using sampling frame variables was conducted to ascertain the presence of response bias by examining the relationship between response rates and survey responses. While minor biases were detected amongst some demographic variables (age, gender, faculty), the analysis does reveal a substantial response bias to the extent that non-engaged alumni were more likely to respond and were less likely to report favourable experiences. Weighting survey responses to mitigate against non-engaged and donor alumni account for some aspect of topic saliency as the main motivation for answering the survey, but there are likely many more unknown sources of bias, which weighting alone cannot solve.

The ability to mitigate against engagement-related response biases, along with small demographic biases, does increase confidence that the survey responses can provide insight into the attitudes and experiences of the contactable alumni population. That being said, it should be remembered that actual survey responses are the only true reflection of the views of the respondents.

Introduction

This section starts by graphically describing who the respondents are (i.e., demographics) and then presents 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 2019 and 2021 responses, if applicable.

Demographics: respondent profile

UCalgary alumni from 36 different countries participated in the 2023 alumni omnibus survey (Figure 4). At survey close, there were a total of 2,347 completed and partially completed surveys. 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, undergraduate alumni, alumni who graduated in the last 20 years, and those who are 33 years or older. Figure 5 provides an indication of the number of respondents by various alumni attributes.



Figure 4. Survey responses by country (n=2,347)

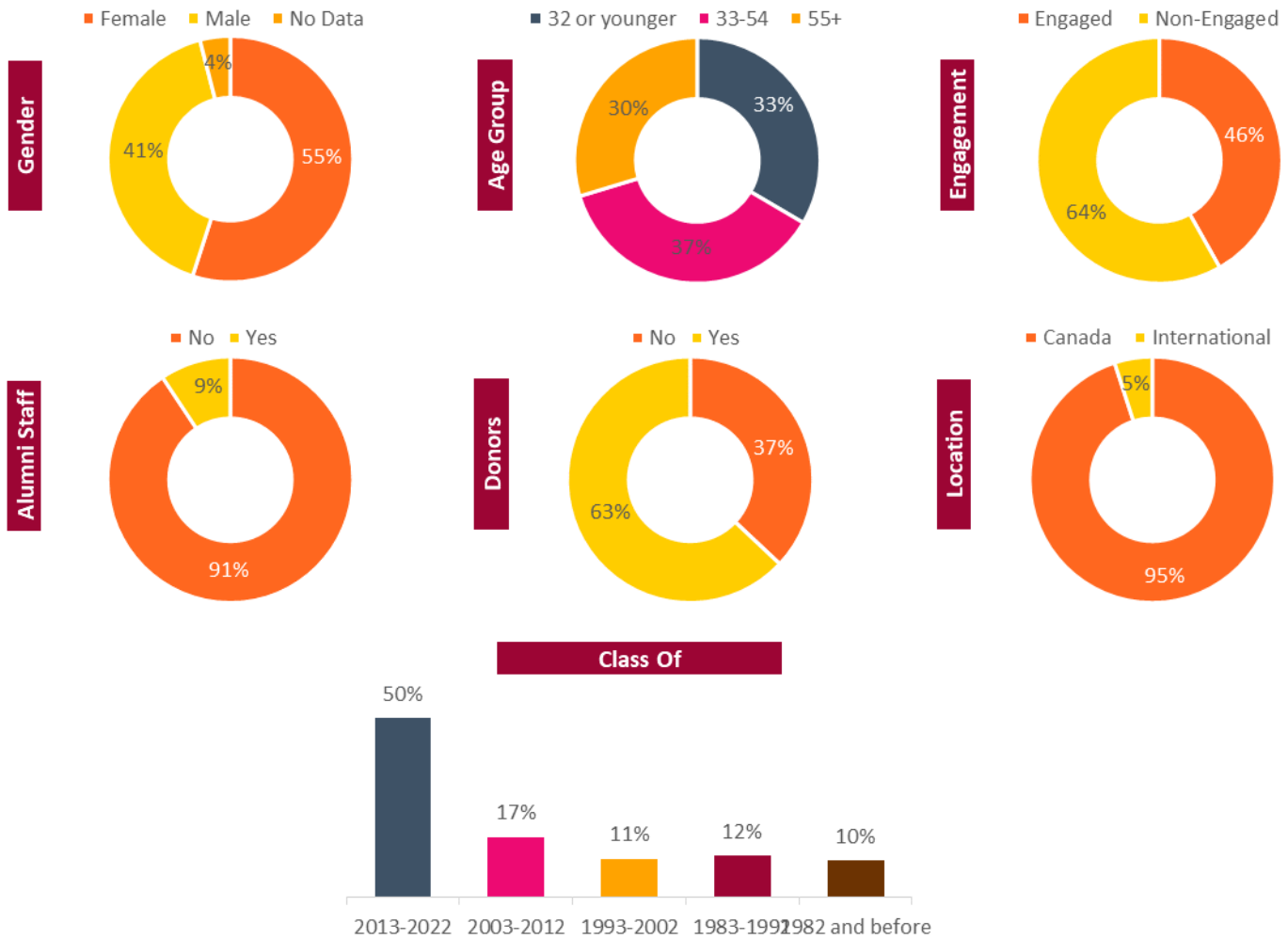


Figure 5. Survey responses by alumni characteristics (n=2,347)



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."

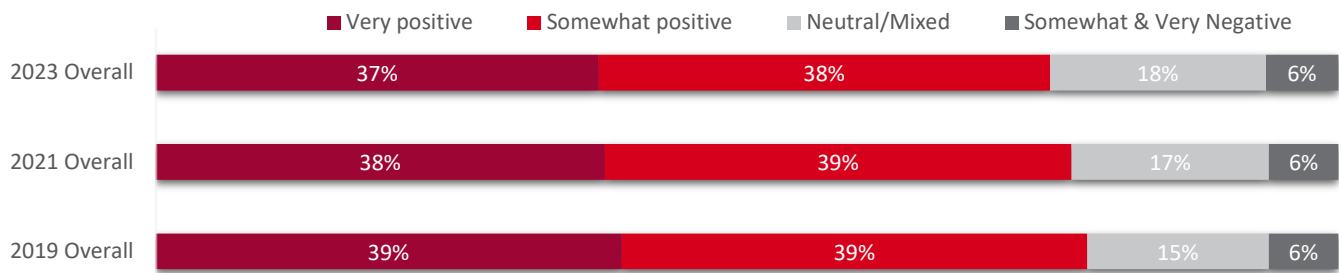


Figure 6. Overall alumni feelings towards the University of Calgary 2023 (n=2235), 2021 (n=2654) & 2019 (n=3315)

Overall, 75% have a (very/somewhat) positive connection to UCalgary. Due to the timing of the survey some responses likely reflect the impacts of the COVID-19 pandemic on alumni — some physical, some digital — and will be echoed in their perceptions and level of connection to UCalgary and other organizations.



Figure 7. Alumni feelings towards the University of Calgary from 2019-2022 in sub-groups



Figure 8 displays level of connection to the university. Survey results show that slightly more than half of alumni (53%) feel that UCalgary is important to them, but other affiliations are currently more important in their lives. Comparing responses in 2023 to previous years, the number of alumni who stated that the UCalgary is one of the most important affiliations in their life today is consistent.

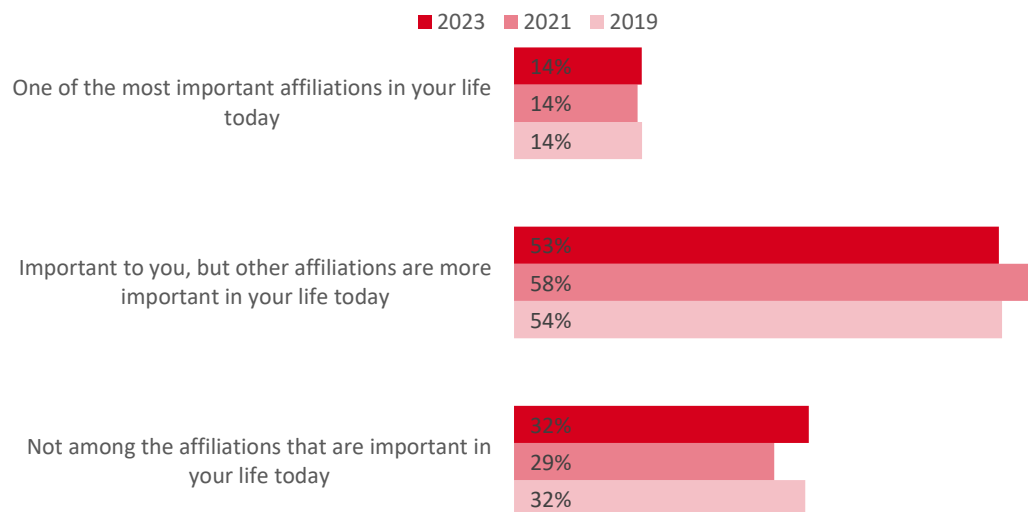


Figure 8. How the University of Calgary fits in the life of alumni in 2023 (n=2197), 2021 (n=2486) & 2019 (n=3127)

Preferences in the level of connection with UCalgary since 2019 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 (49%) than with a faculty (45%) or a specific academic department (37%).

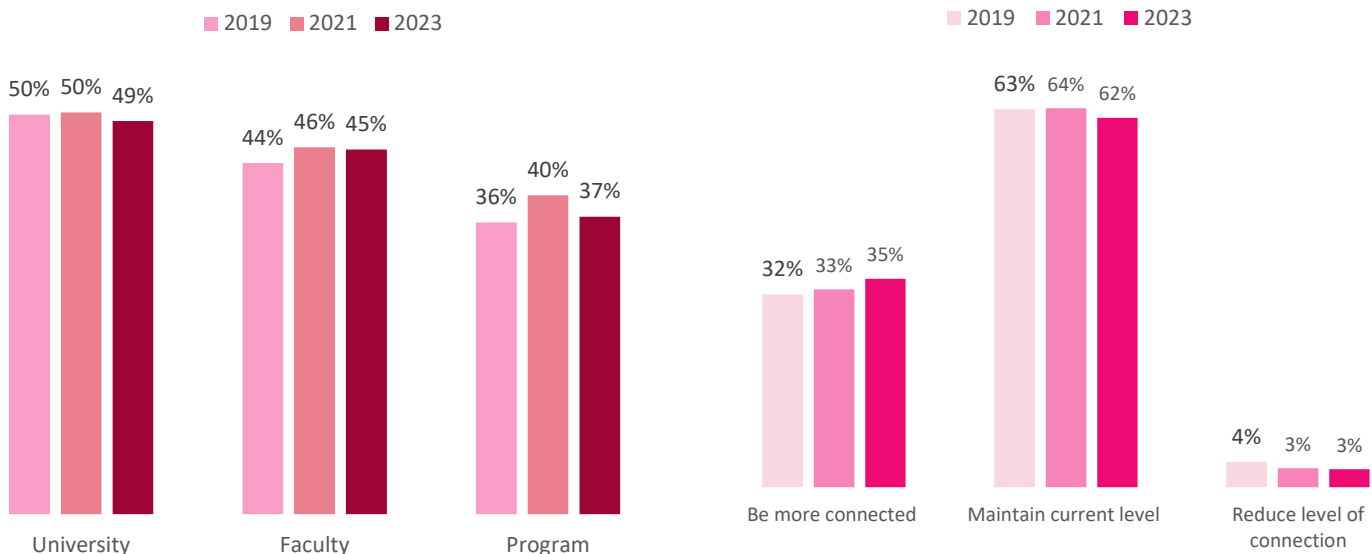


Figure 10. Alumni affinity towards the University of Calgary, a faculty or Academic Program in 2023 (n=2217), 2021 (n=2514) & 2019 (n=3154)

Figure 9. Overall alumni level of connection in 2023 (n=2217), 2021 (n=2499) & 2019 (n=3140)



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, whereas almost two-thirds (62%) 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 2019 (Figures 11) and have remained consistent since 2021.

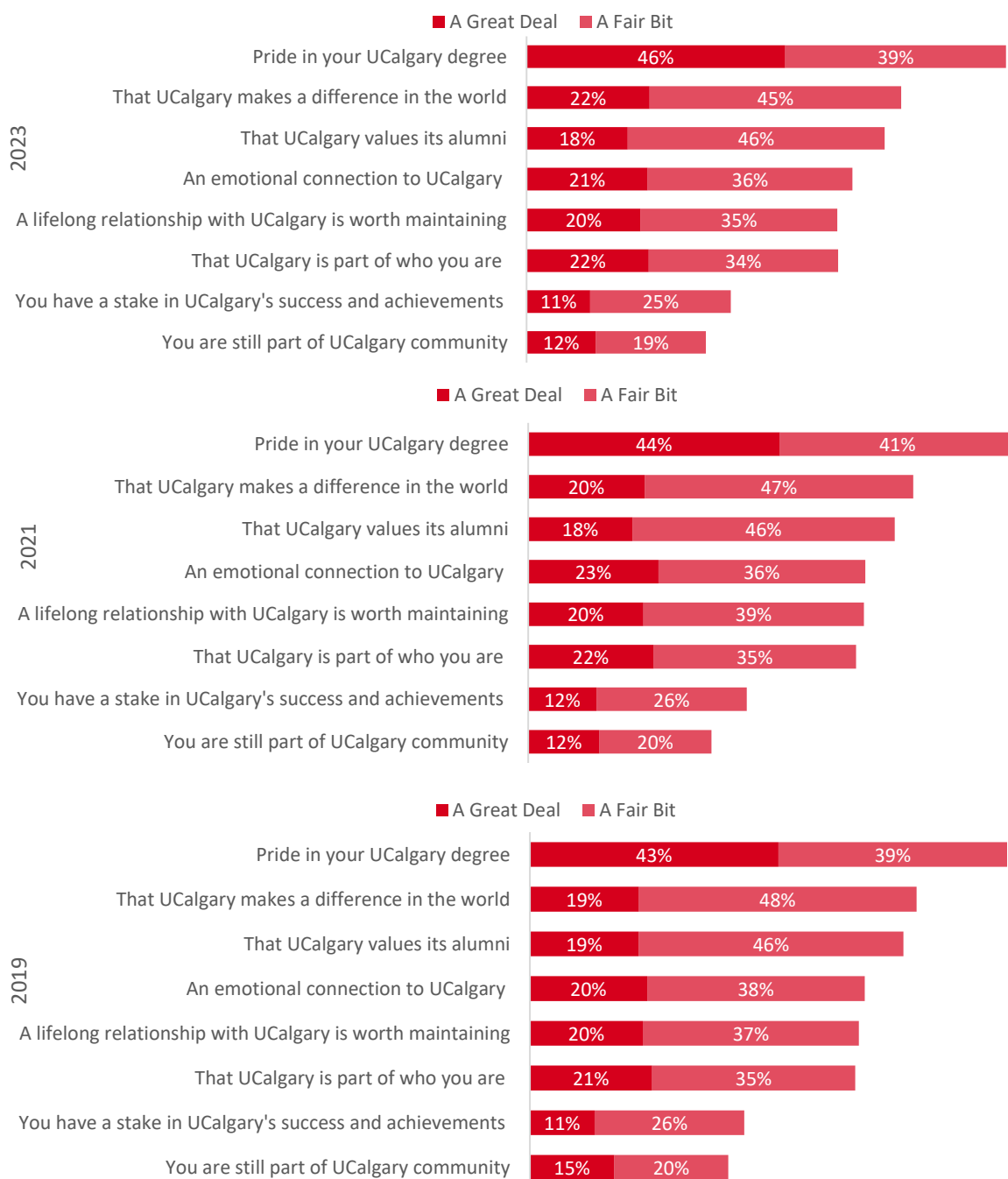


Figure 11. Alumni connection with the University of Calgary



The outlook remains positive and in general, alumni feelings towards the university have improved since 2019. 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 moving the dial in an upward trajectory.

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.

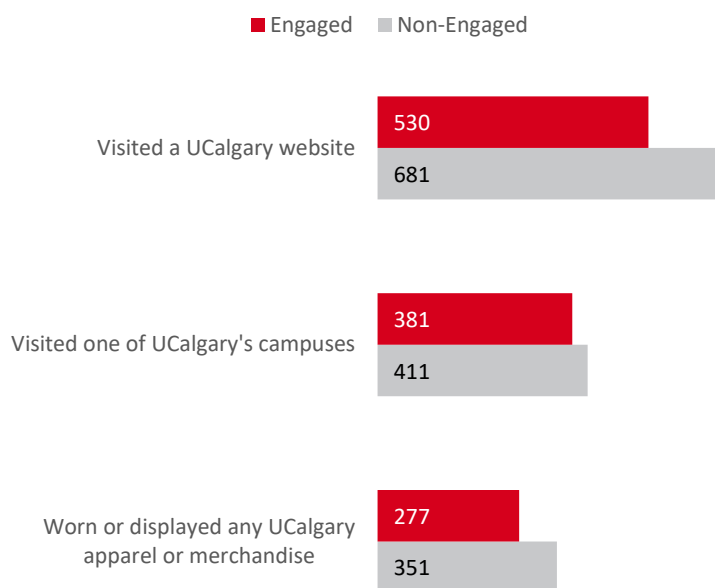


Figure 12. How alumni interacted with the University of Calgary - Top-three choices

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).

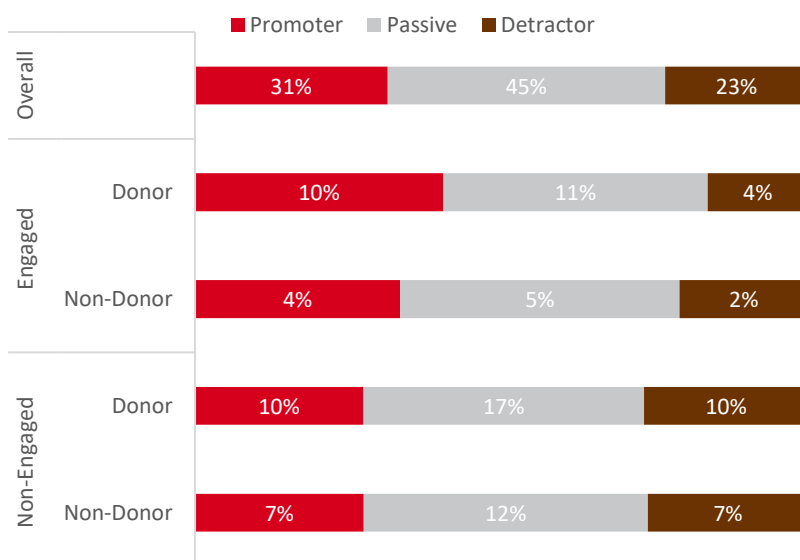


Figure 13. Net Promoter Segments (n=2196)

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.

Net Promoter Score 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 is predictive of alumni behaviour.

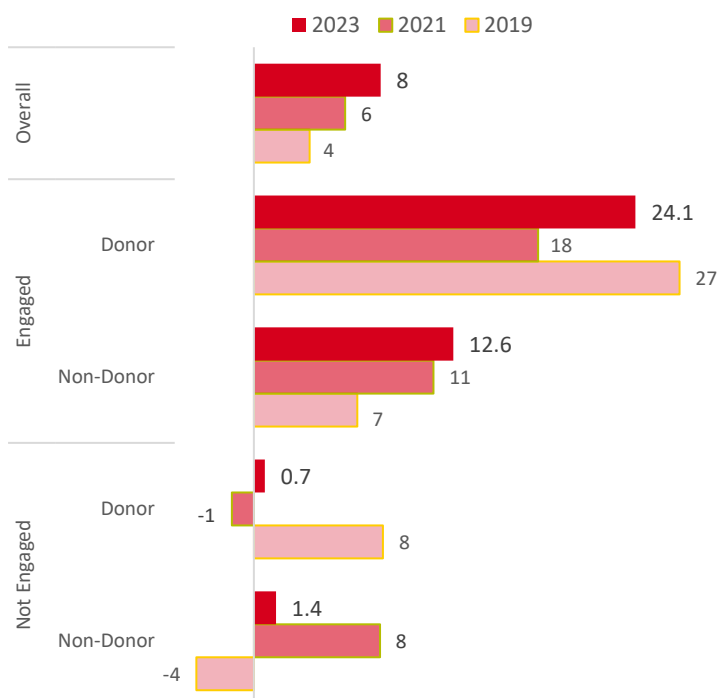


Figure 14. Net Promoter Score by sub-group 2023 (n=2196), 2021 (n=2479) & 2019 (n=3118)

Alumni gave the University of Calgary a higher NPS in 2023 (8.1) than in 2021 (5.8) and in 2019 (3.5). This means there are 8.1% more alumni who would recommend the University of Calgary to prospective students (i.e., Promoters) than those who would not (i.e., Detractors). That is an improvement of 4.6 points since 2019, which is an indication that the needle is moving in the right direction (Figure 14). When UCalgary first began measuring NPS in 2012 it was -10.

Figure 14 also shows the NPS disaggregated by alumni sub-group analyzed in this report. The NPS varies greatly amongst sub-group and there were some significant fluctuations in scores since 2019. Engaged alumni have higher scores than those alumni who are not engaged, and, overall, alumni donors’ NPS increased by 6 points (versus a decrease of 15.2 points from 2019 to 2021). These numbers are an indicator that the university may want to assess its engagement strategies with particular sub-group. Understanding Detractors is imperative to reversing a downward trend with any group in NPS.

When analyzing the NPS as two separate segments, Promoters and Detractors, it is easy to discount the Passives. Usually, as in this case, the majority falls in the middle. As displayed in Figure 15, 45% of alumni gave a score of 7 or 8. The greatest opportunity to increase the NPS is in focusing efforts to convert the Passive segment to Promoters. It is paramount to understand the root causes that influence the opinions and feelings Passive alumni have towards the university. An in-depth analysis of comments⁴ provided by alumni will assist in answering the “why” behind these scores.

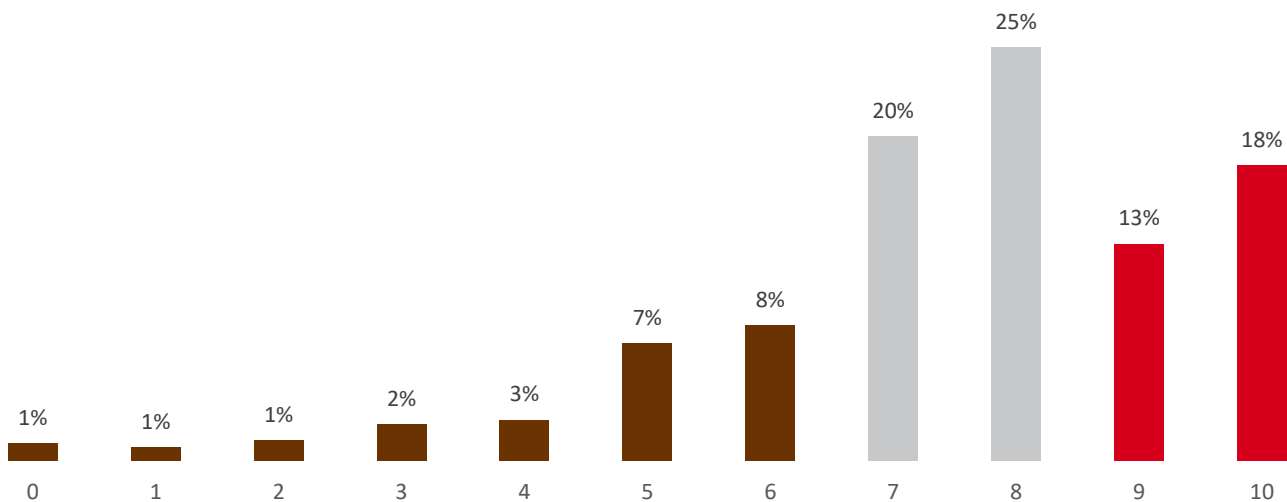


Figure 15. Net Promoter Score - Rating Scale (n=2196)

⁴ See Appendix C for qualitative feedback

Tables 2 to 11 provide an indication of the NPS by different alumni characteristics in 2019 (n=3118), 2021 (n=2479) & 2023 (n=2196).

Table 2. Net Promoter Score by Faculty 2019-2023

Faculty for Survey	2019	2021	2023
Cumming School of Medicine (MD)	8	20	20
Faculty of Arts (AT)	2	2	0
Faculty of Kinesiology (KN)	36	15	9
Faculty of Law (LA)	9	11	22
Faculty of Nursing (NU)	13	4	21
Faculty of Science (SC)	-8	-4	-6
Faculty of Social Work (SW)	5	9	24
Faculty of Veterinary Medicine (VM)	-16	29	0
Haskayne School of Business (HA)	4	6	20
School of Architecture Planning and Landscape (EV)	-29	-16	-17
School of Public Policy (SPP)	-33	20	17
Schulich School of Engineering (EN)	-2	-2	4
Unknown			20
Werklund School of Education (ED)	16	25	16
Overall	4	6	8

Table 3. Net Promoter Score by Degree

Degree	2019	2021	2023
Undergraduate	3	2	5
Graduate	5	15	17

Table 4. Net Promoter Score by Alumni-Staff

Alumni-Staff?	2019	2021	2023
Yes	4	20	16
No	3	5	7

Table 5. Net Promoter Score by Engagement

Engagement	2019	2021	2023
Ambassador	40	34	40
Connected and Proud	24	14	22
Peeking over the Fence	11	15	18

Table 6. Net Promoter Score by Donors

Donor	2019	2021	2023
Yes	19	4	10
No	-2	9	5

Table 7. Net Promoter Score by Age Group

Age (Group)	2019	2021	2023
32 or Younger	-9	-10	-4
33-54	6	12	11
55+	16	21	17

Table 8. Net Promoter Score by Gender

Gender	2019	2021	2023
Female	4	8	12
Male	2	3	3
Other	9	1	12



3. Volunteer Engagement

This section focuses on volunteer-engagement trends among the alumni community, both for and outside of UCalgary. Understanding why alumni choose to contribute their time is critical when designing volunteer opportunities for sustained engagement with the university. Alumni have countless opportunities to volunteer their time to outside organizations, so compelling and impactful ways to engage as a volunteer with or as a representative of the university must be available. Survey results from 2023 show that about 1 in 6 (15%) UCalgary alumni have volunteered with the university since graduating, whereas 1 in 2 (51%) volunteers with organizations outside the university. Figure 16 displays volunteer engagement data for 2023, 2021, and 2019.

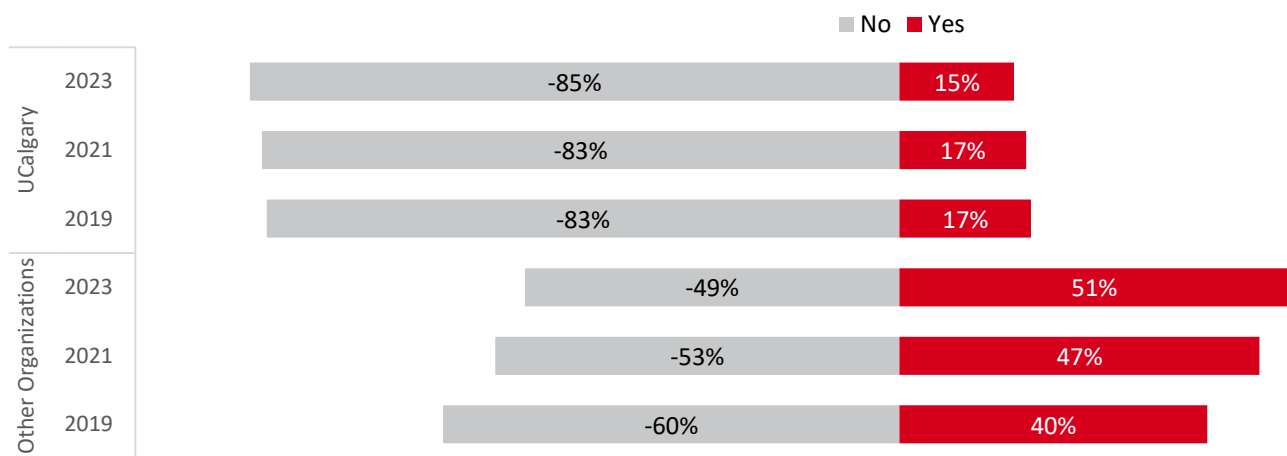


Figure 16. Alumni volunteering - University of Calgary (n=2080) vs. Other Organizations (n=2061) in 2023

When asked about their motivation to volunteer at UCalgary, alumni indicate that their primary motivations are supporting students and giving back because of the opportunities their university degree have afforded them. These two metrics have regressed slightly from 2021 but are an increase over 2019 levels. Interestingly, the other two metrics, “proud to be a UCalgary graduate,” and, “believe in the research being done at UCalgary,” regressed in 2021 and are moving back towards 2019 levels (Figure 17).

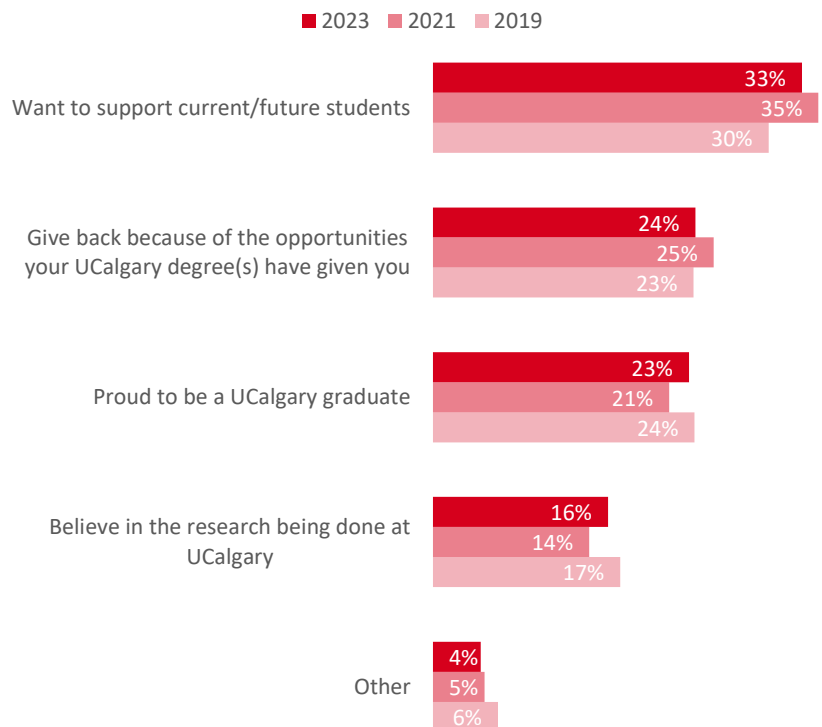


Figure 17. Reasons why alumni volunteer with UCalgary



Results suggest that UCalgary alumni are willing to volunteer with the university if there is an opportunity to make a difference in the lives of students. For instance, there is significant interest in mentoring a UCalgary student or recent graduate. Seven in 10 non-engaged alumni indicated that they were interested in volunteer opportunities, primarily as a mentor, being part of an affinity community, or as a classroom speaker. At the height of COVID-19 pandemic restrictions in 2021, the desire to volunteer increased significantly, while the 2023 numbers are more consistent with those reported in 2019.

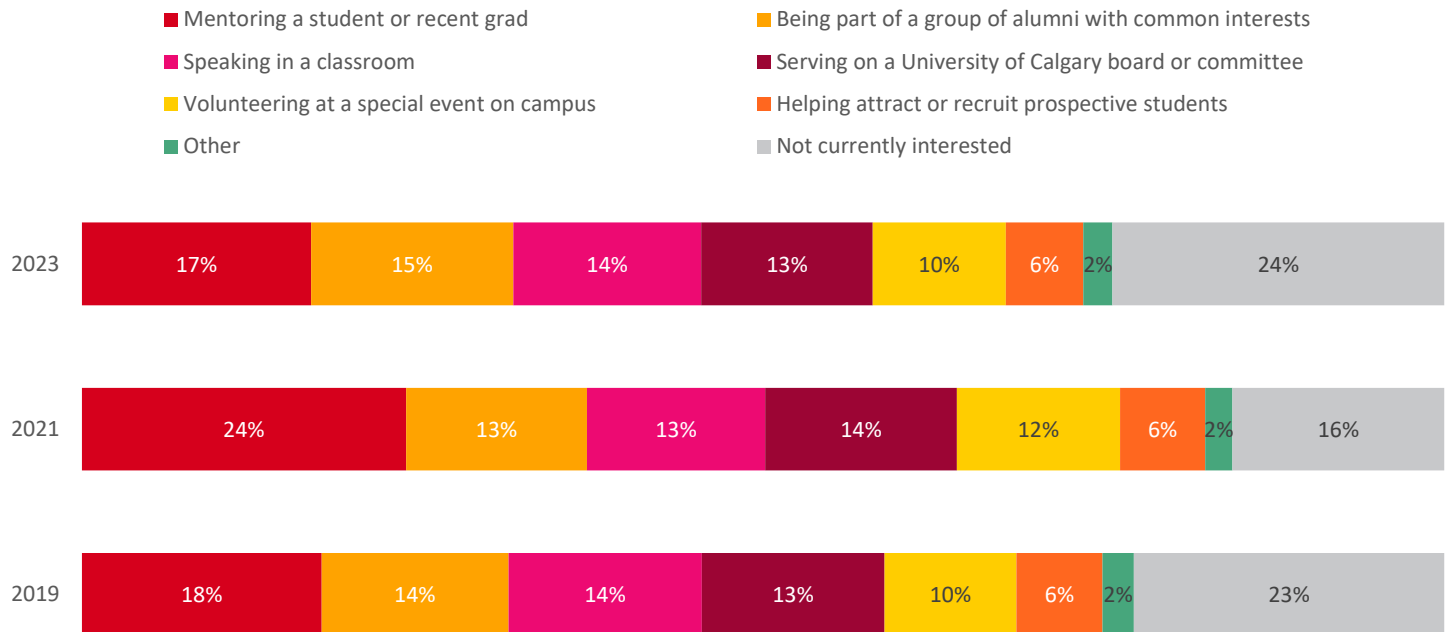


Figure 18. Volunteer opportunities that interest UCalgary alumni (%) in 2023 (n=3473), 2021 (n=4637) and 2019 (n=4996)



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 University of Calgary has the power to impact causes and research that matter to alumni, both on campus and in 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 they want to direct their support, and the reasons that may dissuade them from doing so.

A culture of philanthropy exists within the UCalgary alumni community. Survey responses indicate that 3 out of 5 alumni (60%) participate in charitable giving; 8% prioritize giving to the university, 56% to other organizations and 35% 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 about half (52%) self-report that they have donated to other organizations. Interestingly, almost 3 out 4 (72%) donors self-report that they have not donated to UCalgary since graduating; on the other hand, almost 1 out 4 (24%) non-donors self-report that they have donated. This perception should be taken into consideration when interpreting subsequent survey results.

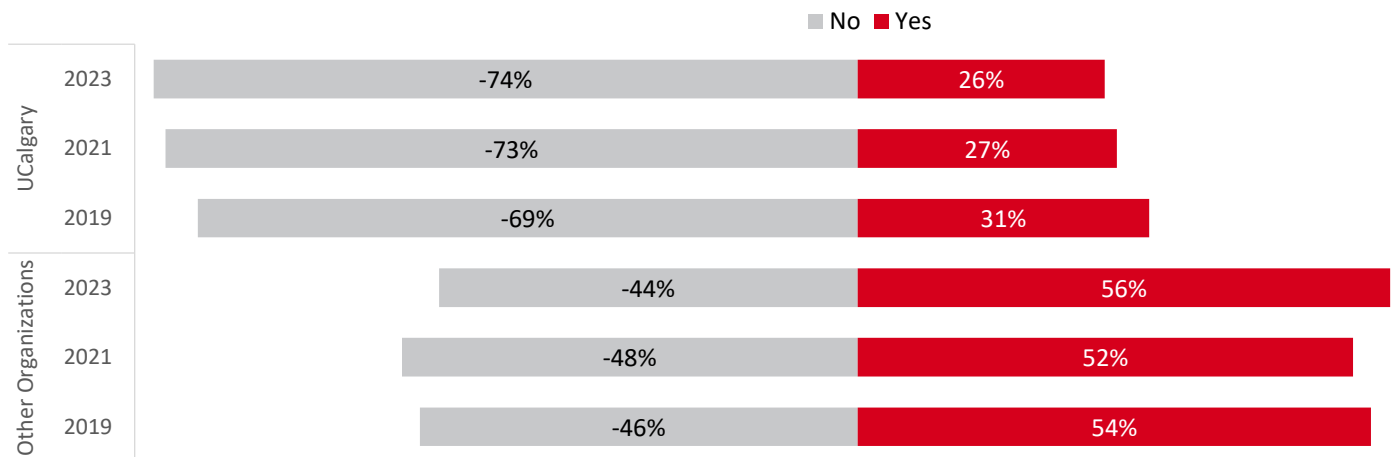


Figure 19. Gifts to University of Calgary (n=2053) vs. Other Institutions (n=2030) in 2023



The reasons that motivate alumni to donate to UCalgary have not changed significantly since 2019. In the 2023 survey, about a third of alumni who give to UCalgary (33%) donate if the cause is meaningful to them; approximately 1 in 4 alumni (23%) donate based on their financial situation at the time of the request; and about 15% donate because they trust UCalgary. Other reasons for donating are similar to the motivation for volunteering, wanting to give because of the opportunities a UCalgary degree has given them and because they want 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 making a donation. Analysis from the results in 2023 shows that about 4 out of 5 alumni make charitable-giving decisions based on three factors: 1) financial situation at the time of the request (30%); 2) if the cause is meaningful to them (28%); or 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.

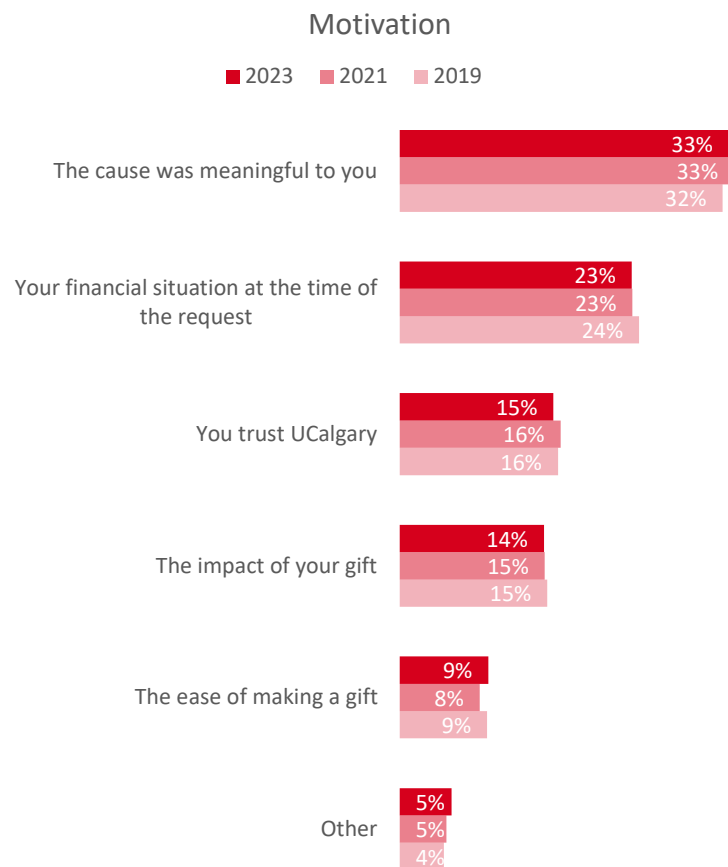


Figure 20. Reasons UCalgary alumni give



Figure 21. 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, faculty or school priorities top the list, followed by scholarships and students' greatest needs (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 consistent with the percentage of alumni with a direct tie to athletics.

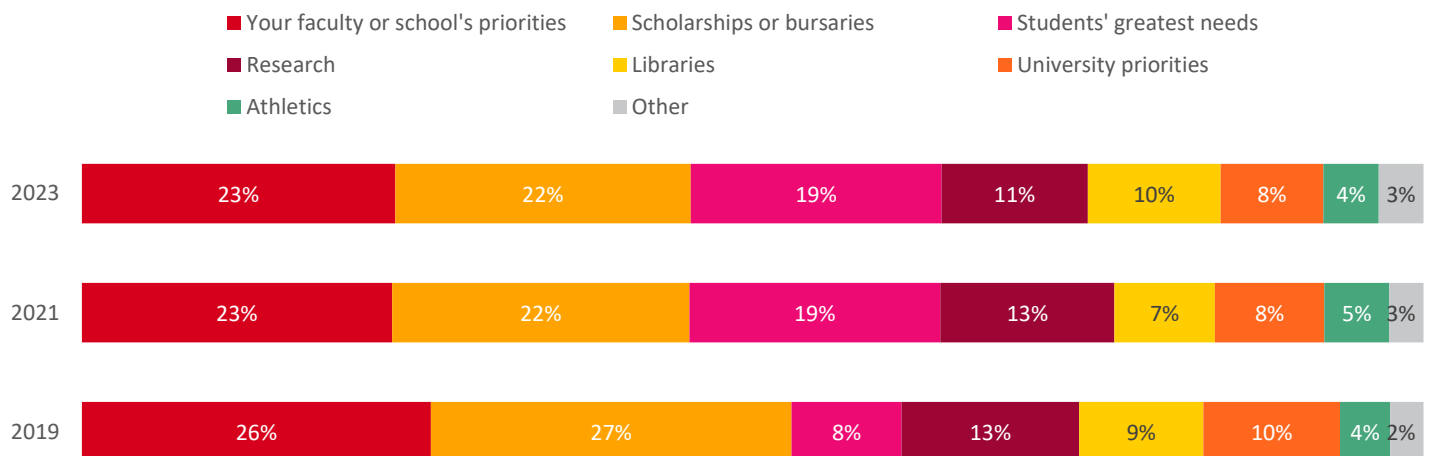


Figure 22. Giving priorities UCalgary alumni support (n= 899 for 2023)

We asked alumni who identified as having been a UCalgary donor if they would donate to the University of Calgary in the next 12 months. More than a third of alumni (34%) answered positively, while about half (46%) 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 43% of this group of alumni were unsure if they would donate to UCalgary in the next 12 months.

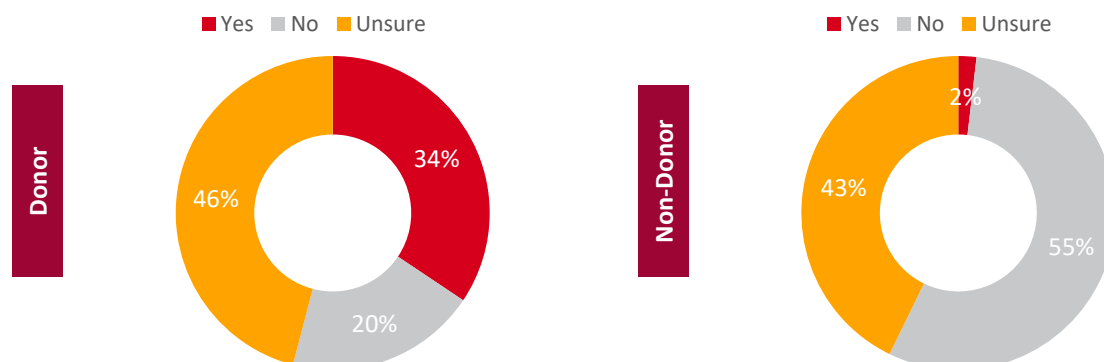


Figure 23. Intentions in the next 12 months (%) Donor (n=538), Non-Donor (n=1510)



5. Alumni-Exclusive 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 the UCalgary Alumni Engagement office 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 2021. About a quarter of alumni (24%) 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.

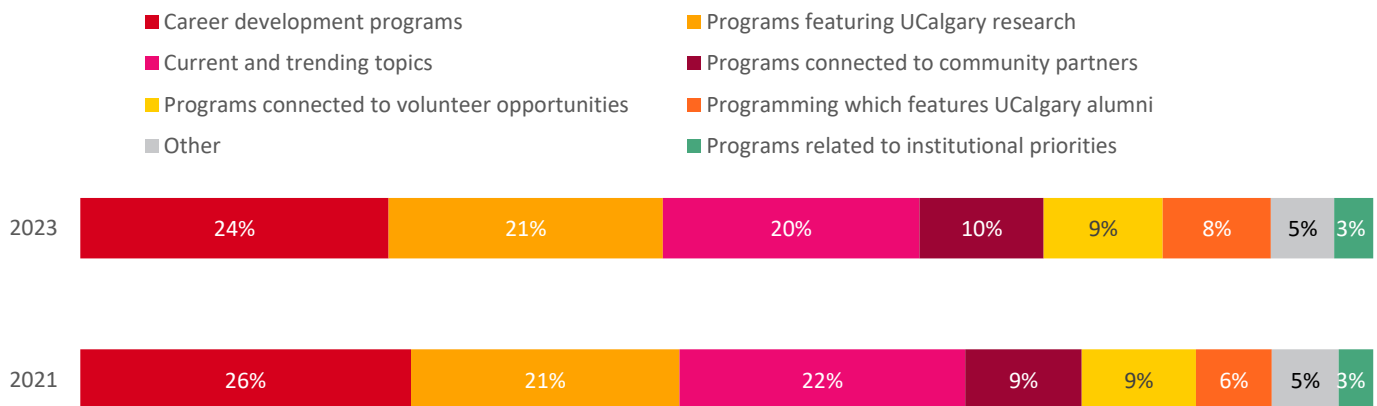


Figure 24. Types of program content that most interest UCalgary alumni in 2023 (n=1958) vs. 2021 (n=2253)



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.

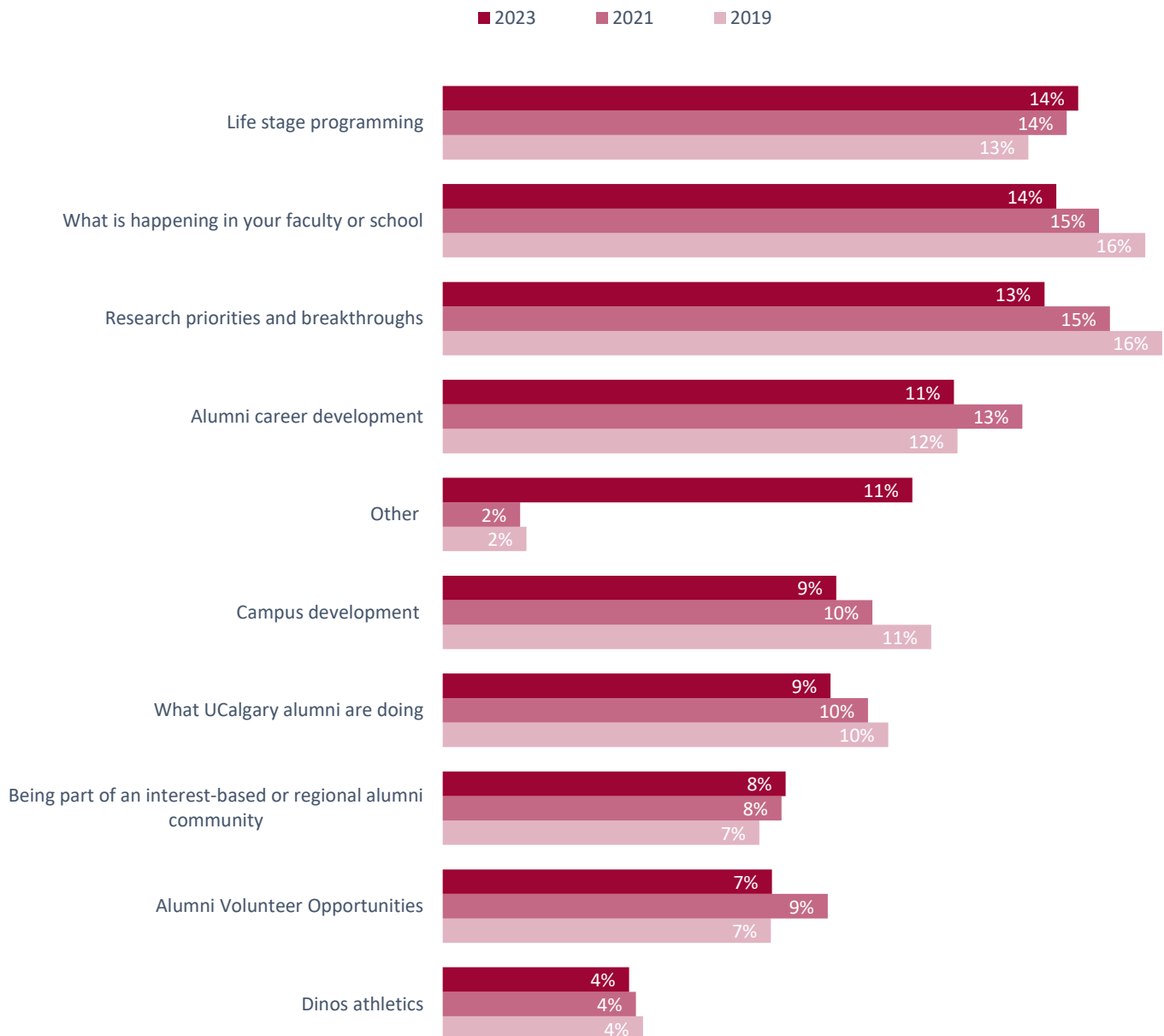


Figure 25. Program themes that most interest UCalgary alumni from 2019-2023



Figure 26 shows specific types of programs alumni are interested in attending. Again, the overall results are similar to those reported in 2019 and 2021.

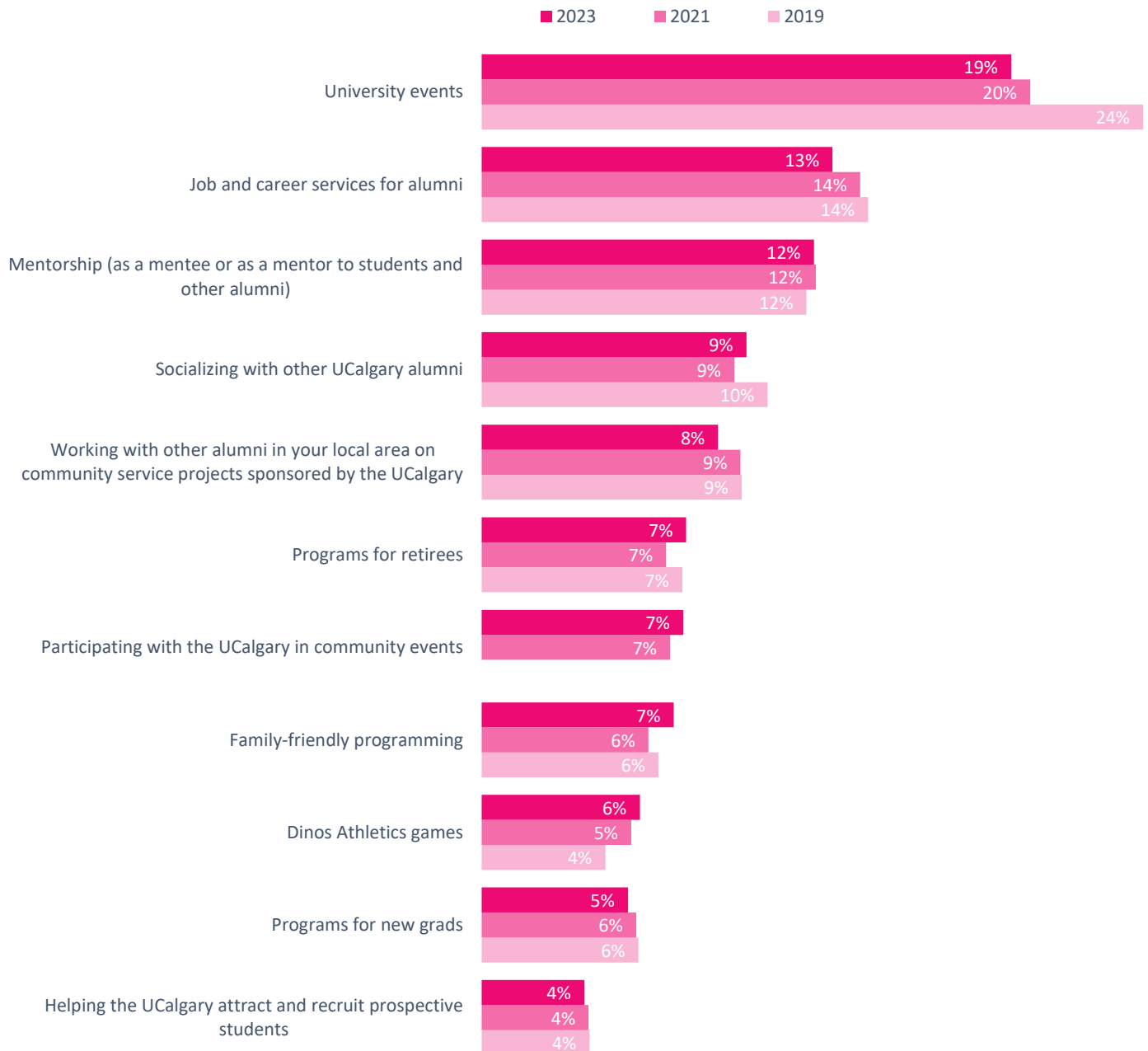


Figure 26. Types of programs that interest UCalgary alumni from 2019-2023



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.

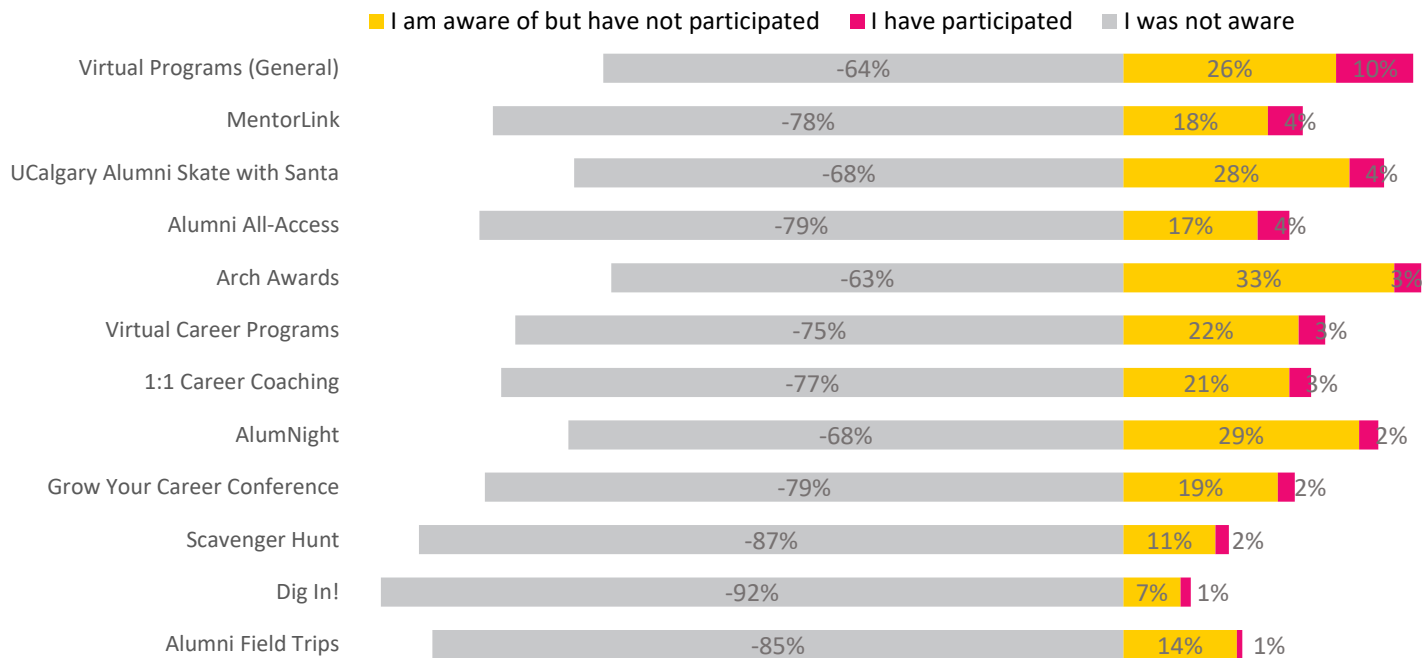


Figure 27. Level of awareness of alumni programs in 2023

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.

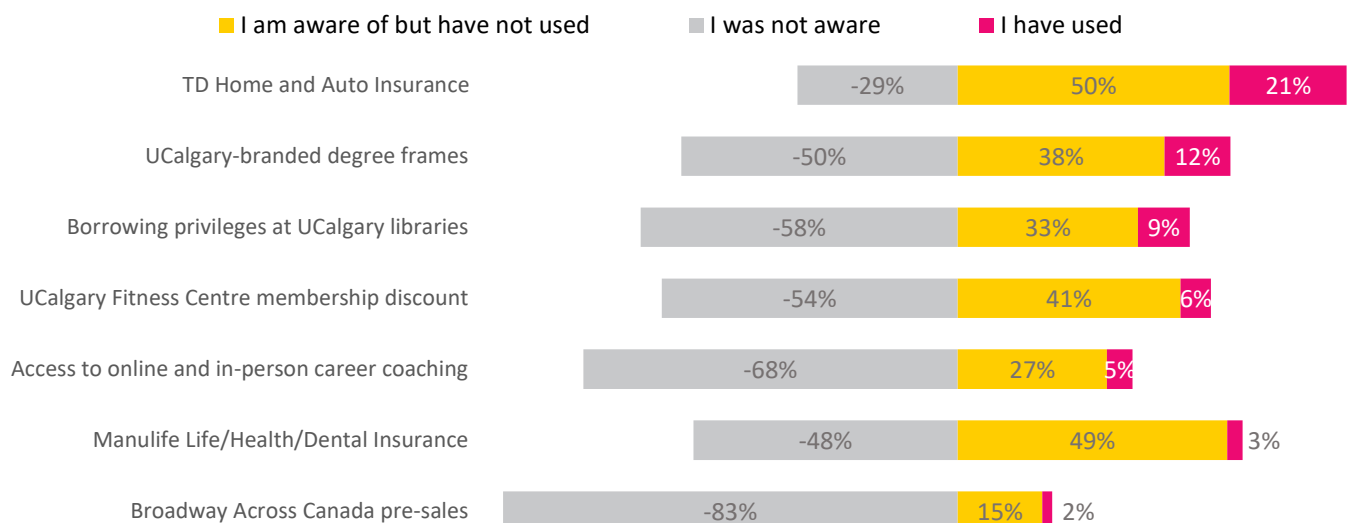


Figure 28. Level of awareness of alumni benefits in 2023



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 interaction with different university communications, how often and why alumni visit websites, social media engagement and topics of interest to alumni.

Figure 31 displays how interested alumni are in the information that they receive from UCalgary. The result is similar to 2021, with 7 out of 10 alumni (70%) feeling the information they receive is interesting (Moderately - Extremely).

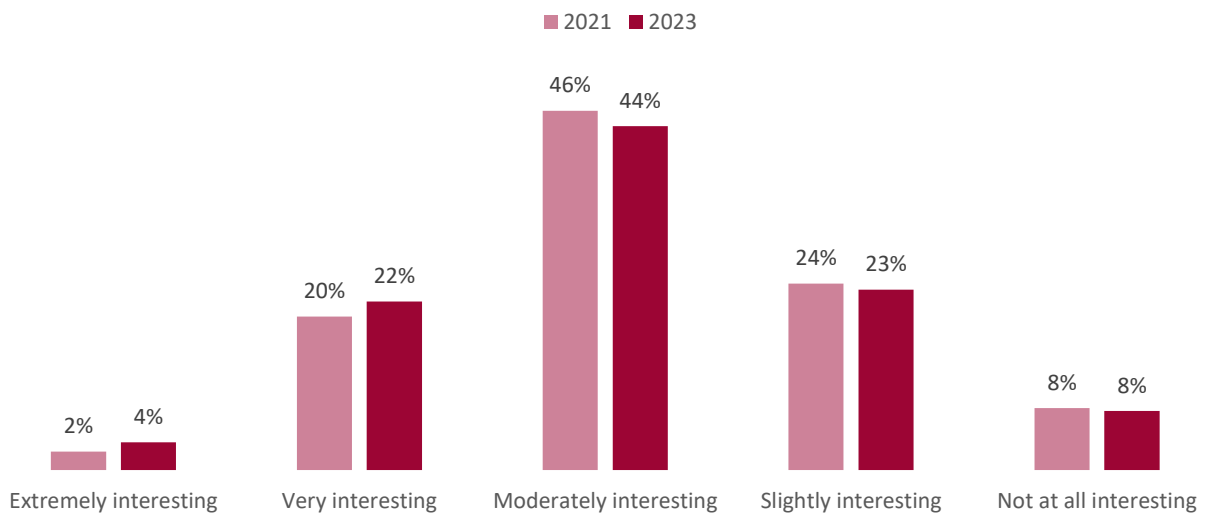


Figure 29. Alumni interest in UCalgary content (n=2042)

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 6 (16%) of 32-or-younger alumni share the same feeling.

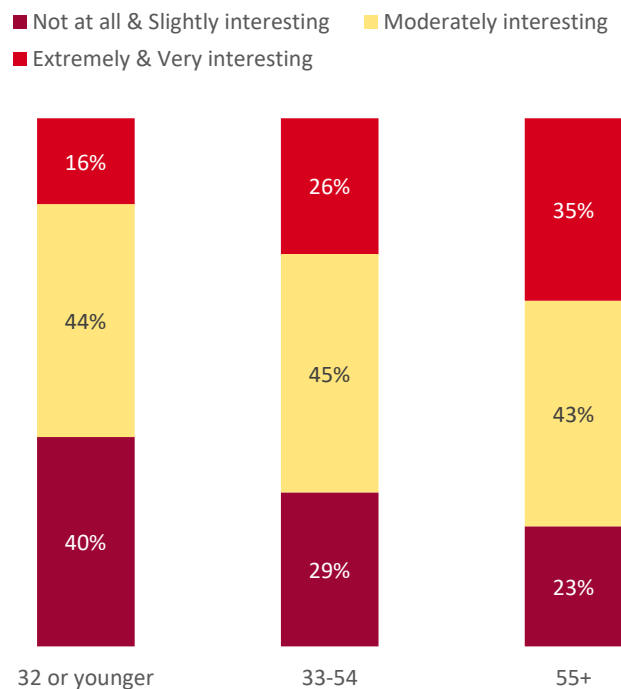


Figure 30. Alumni interest in UCalgary content by age group



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 (76%) read the monthly *Alumni News* (sometimes – every time). 53% of alumni expressed that they do not read *Utoday* or the *Explore/Energize/UCalgary Now* newsletters. Figure 31 outlines the reading frequency by newsletter.

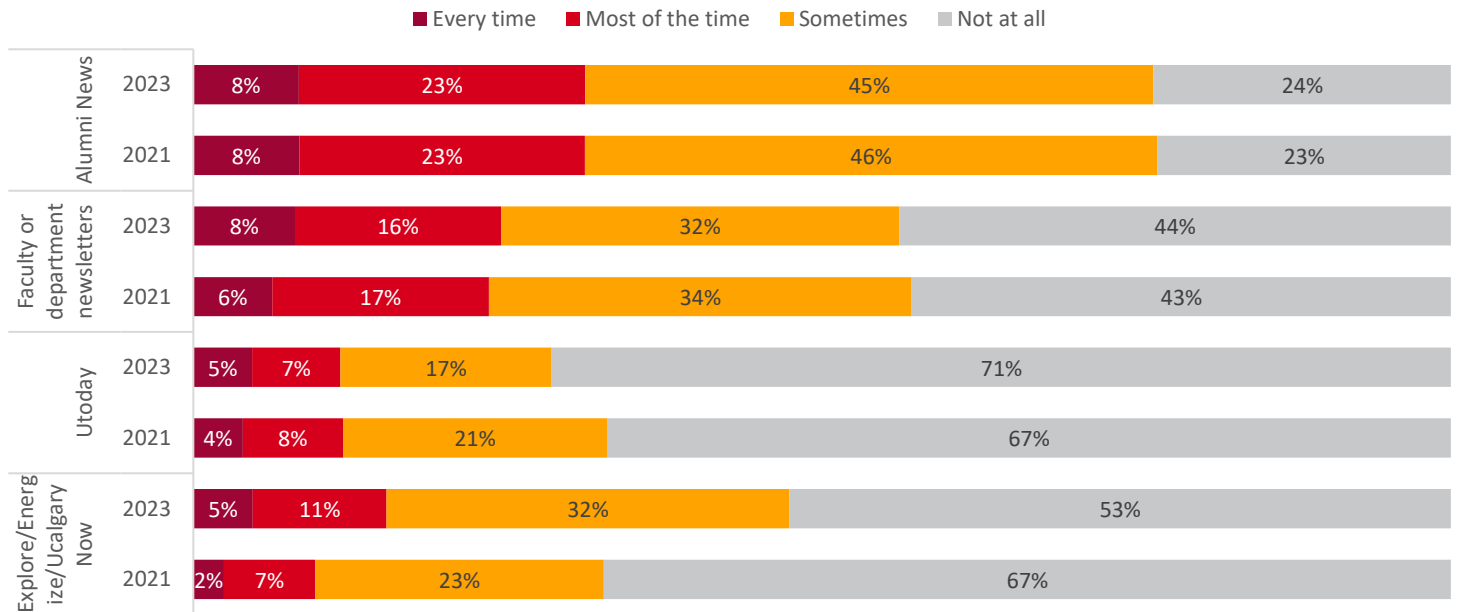


Figure 31. Alumni reading preferences amongst UCalgary newsletters

Figure 32 shows when alumni last visited a variety of UCalgary web pages. Figure 33 highlights topics that alumni are interested in reading about in UCalgary publications.

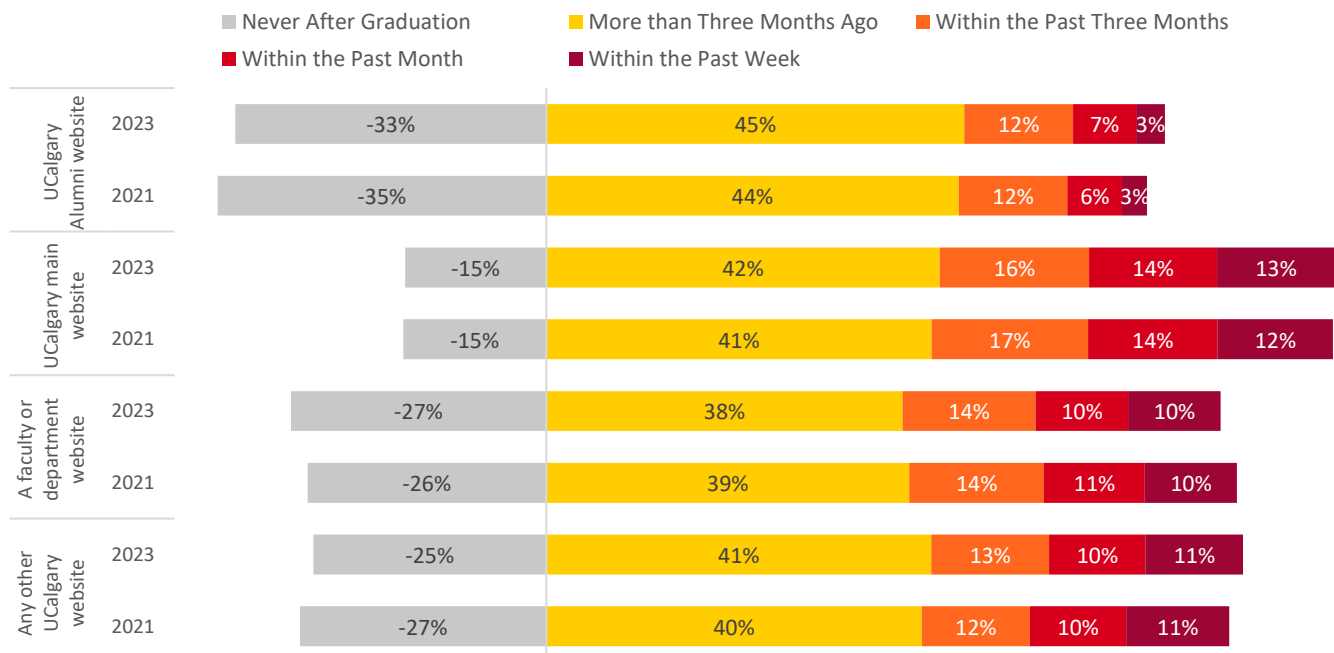


Figure 32. Frequency visiting university or UCalgary Alumni websites

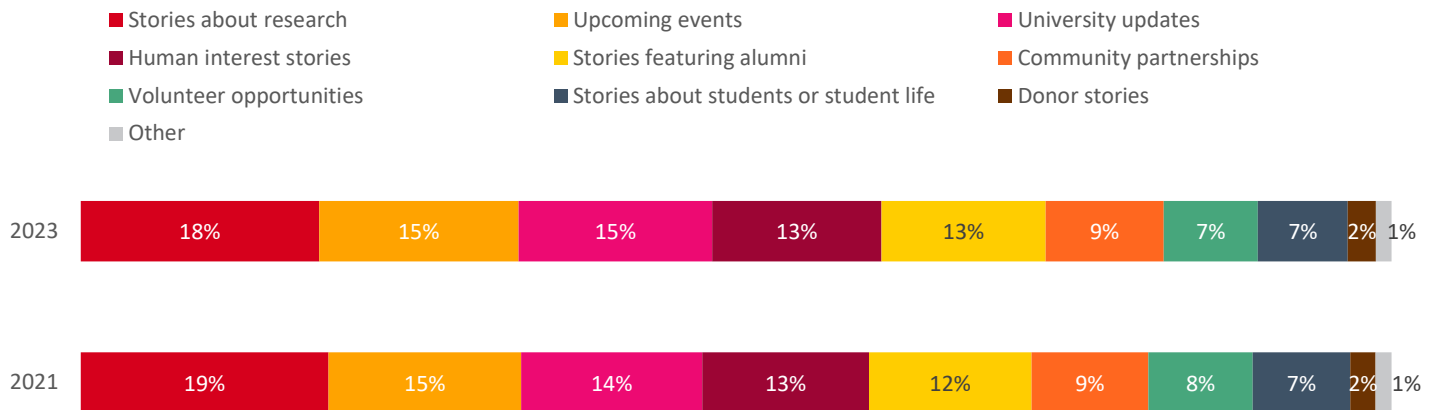


Figure 33. Topics (content) that interest UCalgary alumni (%) for 2023 (n=6830) and 2021 (n=7330)

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.

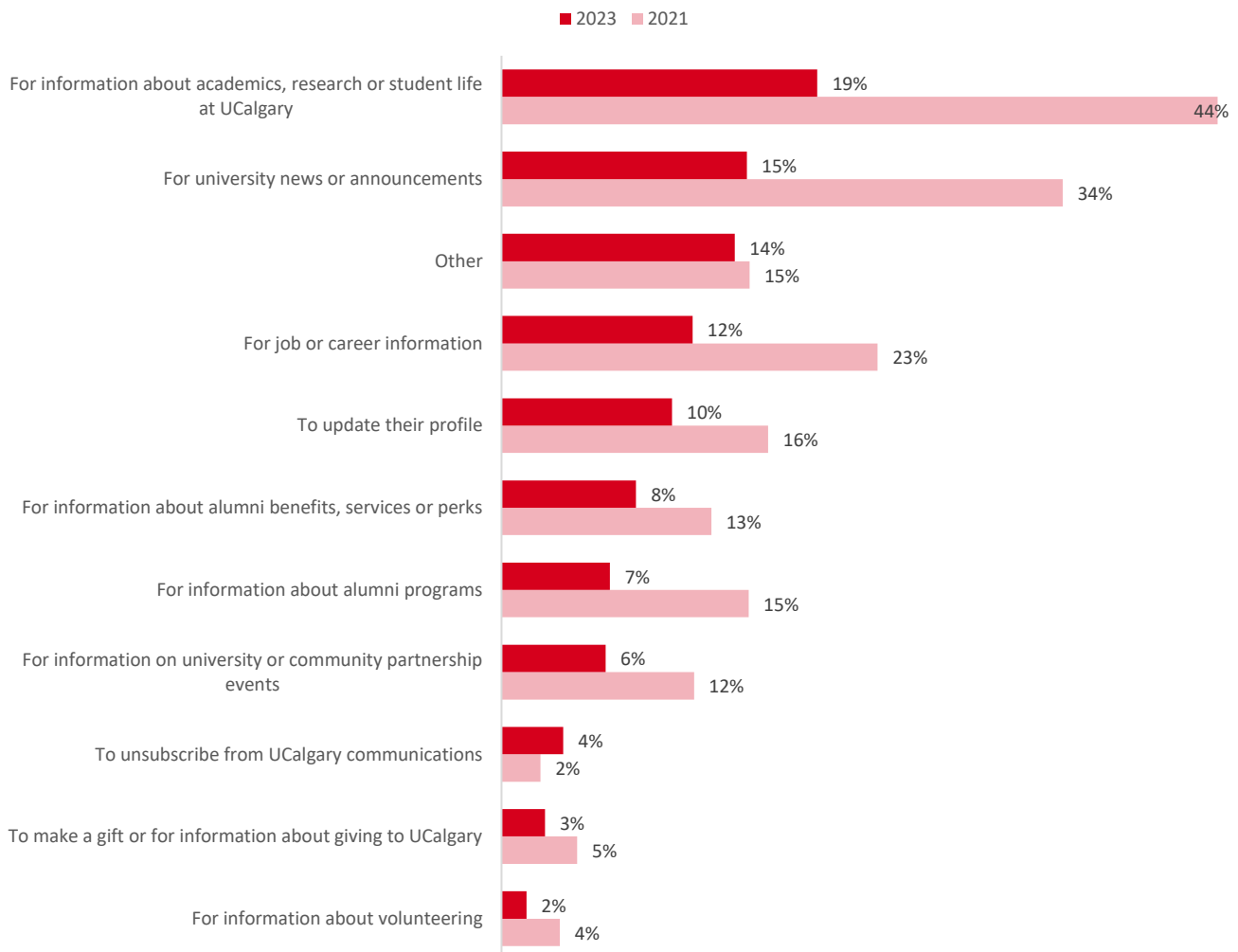


Figure 34. Reasons why alumni visit UCalgary websites (%)



When asked if they have engaged with UCalgary Alumni on social media in the past 12 months, more than half (56%) of alumni indicated that they do not follow UCalgary on social media. Of those who follow the university, about 13% use LinkedIn, Instagram (12%) and Facebook (8%). 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 (n=1321)

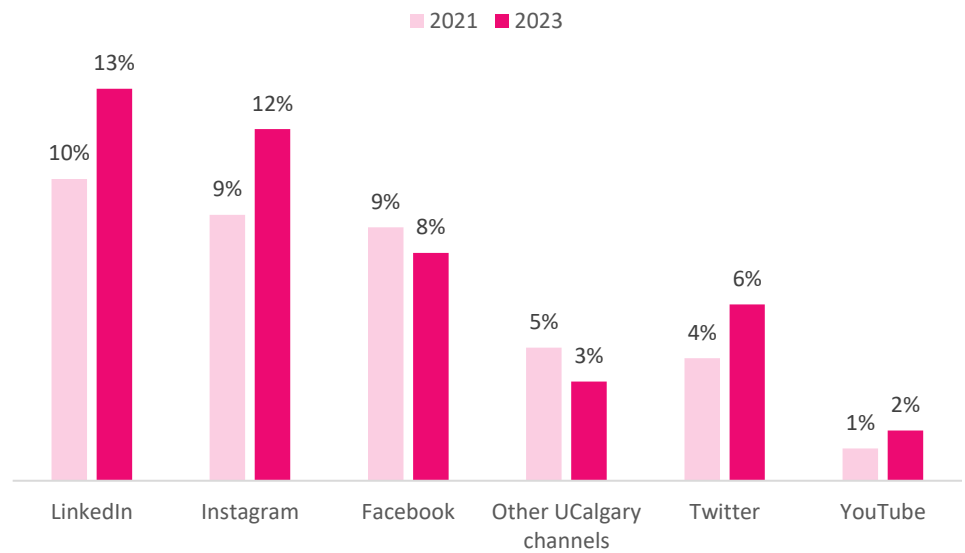


Figure 35. Social media outlet distribution (%) (for 2023 n=1059)



7. Sentiment Analysis

The survey concluded by asking alumni if they had any other comments about their relationship with the University of Calgary. In total, there were 505 comments (24 current-student comments were excluded). Sentiment analysis allows us to identify alumni feelings toward the university by categorizing their emotions into positive, negative and neutral (i.e., polarity). It's worth noting that the 2023 analysis was performed using TextIQ, a tool within Qualtrics, whereas a different natural language-processing algorithm was used in 2021, and manual rating in 2019. The presented analysis expanded the polarity categories to include very positive, very negative and mixed comments. Figure 36 displays the count of comments by sentiment.

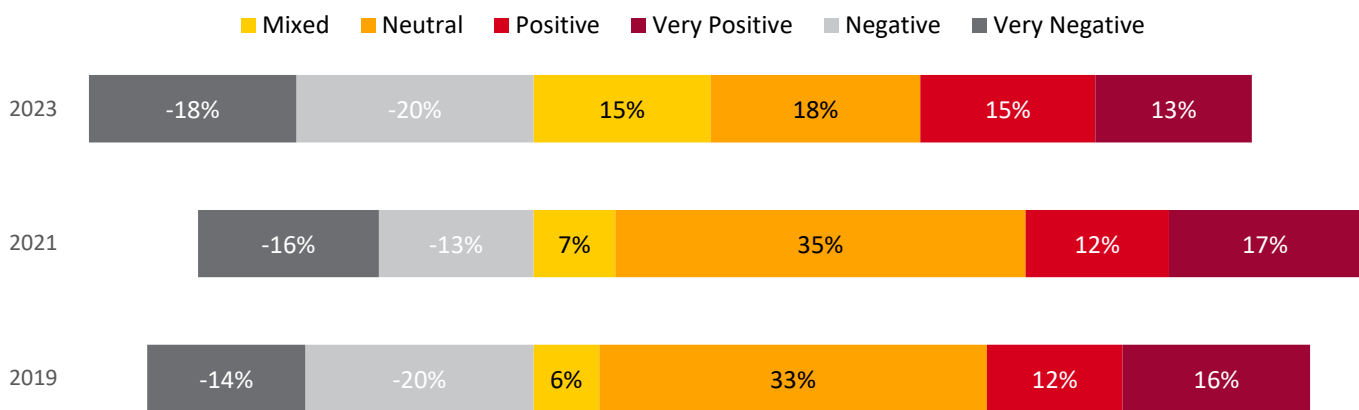


Figure 36. Sentiment analysis polarity in 2023 (n=505), 2021 (n=624) and 2019 (n=831)

Since more than 50% of the alumni population, contactable via email, graduated within the past 10 years, and is also presented similarly in survey respondents, a further analysis by graduation year helps determine how each group feels towards the University of Calgary.

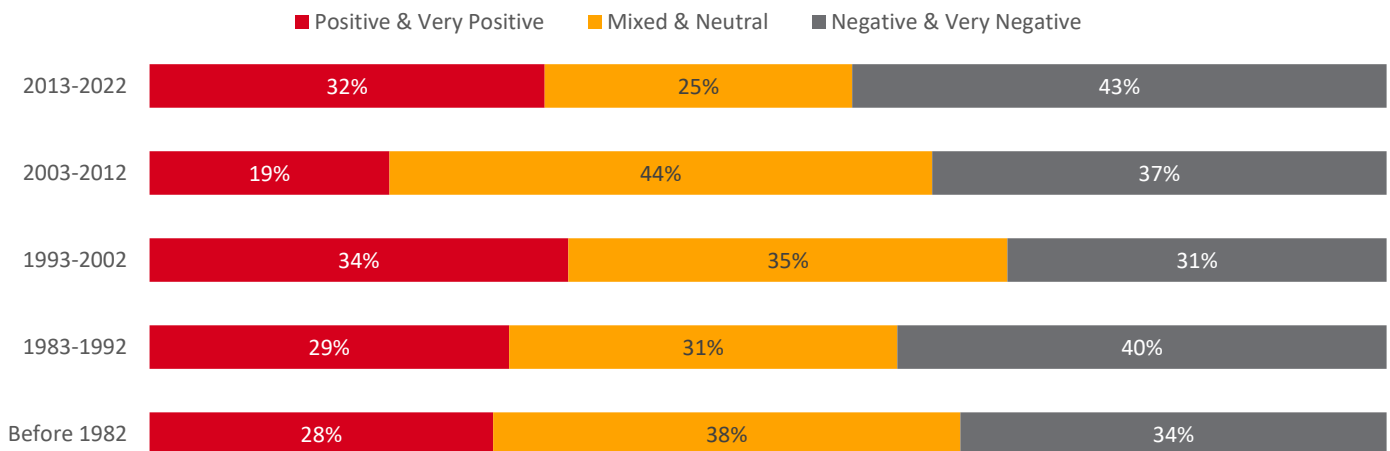


Figure 37. Sentiment analysis polarity by graduation year group (%)



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 2023.

Table 9. Comments disaggregated by polarity and category

Categories	Very Positive	Positive	Neutral	Mixed	Negative	Very Negative	Overall Sentiment	Ratios (P/N)**
Student Experience	22	11	5	5	17	25	Negative	0.79
Regional	1	11	27	17	8	2	Positive	1.20
Communications	3	5	11	16	22	5	Negative	0.30
Alumni	13	17	13	8	4	6	Positive	3.00
Culture			1	5	14	14	Negative	0.00
Programming	10	8	3	4	8		Positive	2.25
Career	2	6	5	3	4	2	Positive	1.33
Giving	1	3	2	2	6	8	Negative	0.29
Volunteering	4	3	5	1	1	3	Positive	1.75
COVID-19					3	6	Negative	0.00
Community	2	1	2	1		1	Positive	3.00
Legacy	2	2		1	2		Positive	2.00
Research	2	2	1	1	1		Positive	4.00
Athletics		1			1		Neutral	1.00
Other	6	6	16	13	12	18	Negative	0.40
Total	68	76	91	77	103	90	Negative	0.75

** 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 better positive-to-negative ratios (i.e., more positive than negative comments) than culture, COVID-19 and giving.

Those alumni who expressed “very positive” comments focused on their student experience and programming. In general, alumni had many fond memories and great experiences as UCalgary students, and they felt that positive work is being done in programming.

In contrast, those alumni who expressed “very negative” comments focused on their student experience, university culture and its COVID-19 response. Some alumni had unpleasant memories and experiences as UCalgary students and feel that the university culture is not in line 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 – Email Invitations

Initial survey invitation:

Thank you in advance for participating in the biennial University of Calgary Alumni Survey. The survey will help us to 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 University of Calgary 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 percent 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 10-15 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 10, 2023, at 11:59 p.m. MT.

At the end of the survey, you will be entered for a chance to win one of three prize packs: a candle-making workshop for two at alumni-built business Milk Jar Candle Co. (a \$240 value), two spice sets from alumni-built business Silk Road Spice Merchant (a \$200 value), or a prize pack that includes a University of Calgary-branded black or mahogany Briarwood degree frame, water bottle and hoodie (\$240 value). Winners will be notified by March 24, 2023.

* No cash alternative to the prize will be offered and travel to the in-person candle workshop in Calgary will not be covered.

If you have questions about the survey, please contact alumsurv@ucalgary.ca

Kind regards,

Ian Minniffee, BA'94
President and Chair, University of Calgary Alumni Association



Initial email invitation:

Date: January 18, 2023
Time: 10 a.m.
From name: UCalgary Alumni
From email: alumni@ucalgary.ca
Reply to: alumsurv@ucalgary.ca
Subject line: We value your opinion
Preheader: Complete the survey and enter to win!

Dear <<NICKNAME>>,

As a valued member of the University of Calgary alumni community, you have been randomly selected to participate in our biennial alumni omnibus survey. We invite you to help us continue to evolve programming, services, benefits and communications for alumni by sharing your thoughts and feelings with us.

Take the survey now (Button-Personalized link).

The survey will take about 10-15 minutes to complete, and you will be asked to answer questions that will help us better understand how you feel about the university, how you engage with us, and how we can best serve your needs and interests. Your responses will be confidential and only aggregate data will appear in the final report.

At the end of the survey, you will be entered for a chance to win one of three prize packs: a candle-making workshop for two at alumni-built business Milk Jar Candle Co. (a \$240 value), two spice sets from alumni-built business Silk Road Spice Merchant (a \$200 value), or a prize pack that includes a University of Calgary-branded black or mahogany Briarwood degree frame, water bottle and hoodie (\$240 value). Winners will be notified by March 24, 2023.

PLEASE NOTE: The survey link will be open until 11:59 p.m. MT on March 10, 2023.

Thank you in advance for your participation.

Kind regards,

Ian Minniffee, BA'94
President and Chair, University of Calgary Alumni Association
University of Calgary Alumni Association



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

Date: January 18, 2023
Time: 10 a.m.
From name: UCalgary Alumni
From email: alumni@ucalgary.ca
Reply to: alumsurv@ucalgary.ca
Subject line: We value your opinion
Preheader: Please complete the UCalgary Alumni Survey

Dear <<NICKNAME>>,

Join the more than 1900 alumni who have already completed their 2023 UCalgary Alumni Survey. The thoughts and experiences of our alumni are important to us, so we wanted to remind you that the biennial UCalgary Alumni Survey closes at 11:59 p.m. MT on March 10.

Getting enough responses from our alumni is essential to inform decisions on programming, services, benefits and communications for the University of Calgary Alumni community. Every response to this survey is important and will have an impact on the results. Participation in the survey is voluntary and your responses will be kept completely confidential.

Take the survey now (Button-Personalized link).

The survey will take 10-15 minutes to complete and, as a special thank you for your time, you will be entered for a chance to win one of three prize packs: a candle-making workshop for two at alumni-built business Milk Jar Candle Co. (a \$240 value), two spice sets from alumni-built business Silk Road Spice Merchant (a \$200 value), or a prize pack that includes a University of Calgary-branded black or mahogany Briarwood degree frame, water bottle and hoodie (\$240 value). Winners will be notified by March 24, 2023.

Thank you in advance for sharing your thoughts and experiences with us.

Sincerely,

Ian Minniffee, BA'94
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 2023 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 be entered for a chance to win one of three prize packs: a candle-making workshop for two at alumni-built business Milk Jar Candle Co. (a \$240 value); two spice sets from alumni-built business Silk Road Spice Merchant (a \$200 value); or a UCalgary Alumni prize pack that includes: a black or mahogany Briarwood degree frame, water bottle, and hoodie (a \$240 value). Winners will be notified by March 24, 2023.

Note: No cash alternative to the prizes will be offered and travel to the in-person candle making workshop in Calgary will not be covered.

Please click the arrow on the bottom-right of your screen to submit your survey response. You will be redirected to alumni.ucalgary.ca where you can explore our program offerings.

If you have questions about the survey, please contact: alumsurv@ucalgary.ca

Kind regards,

Ian Minniffee, BA'94
President and Chair
University of Calgary Alumni Association



Appendix B – Questionnaires and detailed survey results

Q2 - How would you describe your overall feelings about the university today?	Responses	%
Very positive	837	37%
Somewhat positive	853	38%
Neutral/mixed	408	18%
Somewhat negative	111	5%
Very negative	26	1%
Total	2,235	100%

Q3 - How much do you feel...	A Great Deal	A Fair Bit	Only a Little	Not At All	Responses
Pride in your UCalgary degree	1,023	874	285	53	2,235
That UCalgary makes a difference in the world	487	996	633	119	2,235
That UCalgary values its alumni	399	1016	642	174	2,231
An emotional connection to the UCalgary	479	810	698	247	2,234
A lifelong relationship with the University of Calgary is worth maintaining	451	778	778	227	2,234
That UCalgary is part of who you are	483	749	751	251	2,234
You have a stake in UCalgary's success and achievements	252	556	841	586	2,235
You are still part of UCalgary community	274	435	929	597	2,235

Q4 - How much do you feel connected to . . .	A Great Deal	A Fair Bit	Only a Little	Not At All	Responses
The University of Calgary	366	717	915	216	2,214
Your Faculty or School	372	634	792	419	2,217
An Academic Department	297	523	769	628	2,217

Q5 - Would you like to ...	Responses	%
Be more connected with the university than you are now	783	35%
Maintain your current level of connection	1,372	62%
Reduce your level of connection with the university	62	3%
Total	2,217	100%

Q6 - 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	309	14%
Important to you, but other affiliations are more important in your life today	1,174	53%
Not among the affiliations that are important in your life today	714	32%
Total	2,197	100%

Q7 - How likely are you to recommend the University of Calgary to a prospective student?	Responses	%
Promoter	690	31%
Passive	994	45%
Detractor	512	23%
Total	2,196	100%



Q8 - which of the following initiatives and activities are you most interested in?	Responses	%
Life stages programming	1,019	14%
What is happening in your faculty or school	984	14%
Research priorities and breakthroughs	965	13%
Alumni career-development	820	11%
Campus development	631	9%
What other UCalgary alumni are doing	622	9%
Being part of an interest-based or regional alumni community	550	8%
Alumni volunteer opportunities	528	7%
Dinos athletics	299	4%
Other	753	11%
Total	7,171	100%

Q9 - Are you interested in attending or participating in . . . (Check all that apply)	Responses	%
University events	1,028	19%
Job and career services for alumni	681	13%
Mentorship	645	12%
Socializing with other UCalgary alumni	514	9%
Working with other alumni on projects	459	8%
Participating with UCalgary in community events	391	7%
Programs for retirees	397	7%
Family-friendly programming	373	7%
Programs for new grads	284	5%
Dinos Athletics games	307	6%
Helping UCalgary attract and recruit prospective students	199	4%
Donating to UCalgary	164	3%
Total	5,442	100%

Q10 - In the past year, how have you interacted with the University of Calgary? (Check all that apply)	Responses	%
Visited a UCalgary website	1,211	29%
Visited one of UCalgary's campuses	792	19%
Worn or displayed any UCalgary apparel or merchandise	628	15%
Attended any UCalgary lecture or other event with an intellectual, educational or cultural focus	464	11%
Mentored a UCalgary student	261	6%
Donated to UCalgary	209	5%
Attended a UCalgary Dinos game	146	3%
Attended an alumni reunion or other UCalgary social-networking event	136	3%
Served on a UCalgary board or committee	63	2%
Participated with UCalgary through community events	0	0%
Other	285	7%
Total	4,195	100%



Q11 - What type of program content would be of most interest to you? (Select only one)	Responses	%
Career-development programs	467	24%
Programs featuring UCalgary research	415	21%
Current and trending topics	389	20%
Programs connected to community partners (e.g. Calgary Pride, Beakerhead, Calgary Economic Development, etc.)	188	10%
Programs connected to volunteer opportunities	180	9%
Programming that features UCalgary alumni	164	8%
Programs related to UCalgary institutional priorities	59	3%
Other	96	5%
Total	1,958	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)	440	1,021	601	2,062
Manulife Life/Health/Dental Insurance (Alumni Rate)	58	1,010	989	2,057
UCalgary Fitness Centre membership discount	114	833	1,106	2,053
UCalgary-branded degree frames	246	775	1,035	2,056
Borrowing privileges at the U Calgary libraries	195	675	1,187	2,057
Access to online and in-person career coaching	95	557	1,396	2,048
Broadway Across Canada pre-sales	37	316	1,697	2,050

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)	195	539	1,316	2,050
UCalgary Alumni Skate with Santa	88	573	1,390	2,051
MentorLink	88	366	1,593	2,047
Alumni All-Access	80	341	1,630	2,051
The Arch Awards	68	688	1,299	2,055
Virtual Career Programs	67	444	1,537	2,048
1:1 Career Coaching	55	420	1,571	2,046
AlumNight	49	597	1,404	2,050
Grow Your Career Conference	43	392	1,617	2,052
Scavenger Hunt	34	234	1,784	2,052
Dig In! Breakfast Speaker Series	26	145	1,878	2,049
Alumni Field Trips	14	288	1,749	2,051

Q14 - Have you volunteered with the University of Calgary since graduating?	Responses	%
No	1,763	85%
Yes	317	15%
Total	2,080	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	232	33%
You give back because of the opportunities your UCalgary degree(s) have given you	165	24%
You are proud to be a UCalgary graduate	161	23%
You believe in the research being done at UCalgary	110	16%
Other	30	4%
Total	698	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	846	24%
Mentoring a UCalgary student or recent grad	584	17%
Being part of a group of alumni with common interests or living in the same region outside of Calgary	516	15%
Speaking in a classroom, being part of a panel discussion, or emceeing at a special event	479	14%
Serving on a UCalgary board or committee	437	13%
Volunteering at a special event on campus	339	10%
Helping UCalgary attract or recruit prospective students	198	6%
Other	74	2%
Total	3,473	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	1,512	74%
Yes	541	26%
Total	2,053	100%

Q20 - What was your motivation for giving to the University of Calgary? (Check all that apply)	Responses	%
The cause was meaningful to you	349	33%
Your financial situation at the time of the request	246	23%
You trust UCalgary	163	15%
The impact of your gift	153	14%
The ease of making a gift	94	9%
Other	55	5%
Total	1,060	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	1,115	30%
The cause is meaningful to you	1,055	28%
The impact that your gift is making	840	23%
The organization asking you to make a gift	379	10%
The ease of making a gift	253	7%
Other (please specify)	77	2%
Total	3,719	100%

Q22 - Will you donate to the University of Calgary in the next 12 months?	Responses	%
Yes	28	2%
No	836	55%
Unsure	646	43%
Total	1,510	100%

Q23 - Will you donate to the University of Calgary again in the next 12 months?	Responses	%
No	106	20%
Unsure	247	46%
Yes	185	34%
Total	538	100%

Q24 - If you were to make a gift to the UCalgary, which area(s) would you direct your support to?	Responses	%
Your faculty or school's priorities	210	23%
Scholarships or bursaries	198	22%
Students' greatest needs	168	19%
Research	98	11%
Libraries	89	10%
University priorities	69	8%
Athletics	37	4%
Other	30	3%
Total	899	100%

Q25 - Are you currently a donor with organizations other than the University of Calgary?	Responses	%
No	899	44%
Yes	1,131	56%
Total	2,030	100%



Q26 - How do you feel about the information that you receive from the UCalgary?	Responses	%
Extremely interesting	73	4%
Very interesting	443	22%
Moderately interesting	904	44%
Slightly interesting	474	23%
Not at all interesting	155	8%
Total	2,049	100%

Q27 - How often do you read the following ...	Every time	Most of the time	Sometimes	Not at all	Total
Alumni News (monthly email)	171	465	922	483	2,041
Faculty or department newsletters (email and/or print)	164	332	642	890	2,028
UToday (daily email)	95	142	341	1,450	2,028
UCalgary Now	96	216	650	1,068	2,030

Q28 - What content are you interested in when reading UCalgary print or online publications	Responses	%
Stories about research	1,242	18%
University updates	1,039	15%
Upcoming events	1,009	15%
Stories featuring alumni	882	13%
Human interest stories	855	13%
Community partnerships	615	9%
Stories about students or student life	491	7%
Volunteer opportunities	469	7%
Donor stories	147	2%
Other	81	1%
Total	6,830	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	681	915	238	138	63	2,035
The UCalgary main website	309	861	327	280	257	2,034
A faculty or department website	558	779	291	202	202	2,032
Any other UCalgary website	508	840	257	210	213	2,028



Q30 - Why did you visit the UCalgary websites? (Check all that apply)	Responses	%
For information about academics, research, or student life at UCalgary	291	19%
For university news or announcements	226	15%
For job or career information	176	12%
For information about alumni benefits, services, or perks	124	8%
For information about Alumni programs	100	7%
For information on university or community partnership events	96	6%
To make a gift or for information about giving to UCalgary	40	3%
For information about volunteering	23	2%
To update your profile	157	10%
To unsubscribe from UCalgary communications	57	4%
Other	215	14%
Total	1,505	100%

Q31 - In the past 12 months, have you engaged with UCalgary Alumni on social media. (Check all that apply)	Responses	%
LinkedIn	320	13%
Instagram	287	12%
Facebook	186	8%
Twitter	144	6%
YouTube	41	2%
I follow other UCalgary social media channels	81	3%
I do not follow any UCalgary accounts on social media	1,321	56%
Total	2,380	100%

Q33 - Are you currently a student at the University of Calgary?	Responses	%
No	2347	94%
Yes	144	6%
Total	2,491	100%

Q34 - Are you currently a staff/faculty member at the University of Calgary?	Responses	%
No	1851	91%
Yes	183	9%
Total	2,034	100%