

## 2016 Alumni Survey Findings: Satisfaction and Connectedness

In January 2016, the first survey of the full alumni association in decades was disseminated, a joint effort by the Alumni Board and the Office of Alumni and Parent Engagement. Of the 26,435 alumni contacted, 4403 responded (~17% response rate). Thank you alumni!

As promised, survey findings will be shared through the Quarterly and other communications from the College during the year. This first report summarizes survey findings on satisfaction with Gustavus and feeling of connectedness to the College, both as an alumnus/a and as a student.

Overall, alumni report feeling satisfied with Gustavus as alumni, and yet most people don't feel very connected to the College now. As students, alumni generally felt very satisfied and highly connected, with some nuances by graduation decade and for race/ethnic minority and LGBT alumni as students.

Following is a description of who responded to the survey and what they reported.

### Who Were the 4,215 Alumni Responders in this Report?

For this report, 4215 forms had complete data on key items for the analysis. Survey respondents were generally similar with the demographics of the overall alumni body, except that they are slightly under-represented by graduates from the 1990s-2000s decades and slightly over-represented by non-Minnesota residents and females.

#### *Graduation Year*

1% 1940s-earlier  
7% 1950s  
15% 1960s  
14% 1970s  
16% 1980s  
15% 1990s  
18% 2000s  
13% 2010-15  
(1% non-graduate)

#### *Current Residence*

60% MN  
39% Non-Minnesota  
(1% missing)

#### *Gender*

61% Female  
39% Male

#### 4% Racial/Ethnic Minority

93% White/Caucasian  
(3% missing)

#### 4% LGBT Identified (Lesbian/Gay/Bisexual/Transgender)

93% Heterosexual  
(3% missing)

## Satisfaction with Gustavus

*Overall, how satisfied are you with your experience as an alumnus/a of Gustavus?*

16%	Very satisfied
43%	Satisfied
36%	Neutral
4%	Dissatisfied
1%	Very dissatisfied

A majority of respondents are satisfied with their experience as an alum, although more than a third are neutral, but only 5% are dissatisfied. Combining (a) satisfied and very satisfied (59%), we compared it to (b) neutral, dissatisfied, and very dissatisfied (41%). Recent graduates reported lower alumni satisfaction than older graduates (e.g., 2010s and 2000s decades each reported 51% satisfaction, and 1940s and 1950s decades each reported 76% satisfaction). Similarly, non-Minnesota residents reported slightly lower alumni satisfaction compared to MN residents (55% vs. 60%, respectively). No significant differences were found in alumni satisfaction by gender, race/ethnicity, or LGBT identification.

*Overall, how satisfied are you with your experience while a student at Gustavus?*

56%	Very satisfied
37%	Satisfied
5%	Neutral
2%	Dissatisfied
<1%	Very dissatisfied

Alumni respondents are satisfied with their student experiences at Gustavus – 93% in fact! Beyond that, a majority are very satisfied. Given these high marks, we compared (a) very satisfied (56%) to (b) less than very satisfied (everyone else) to assess for demographic differences (44%). Alumni high satisfaction with student experience differed by decade in a non-linear manner, with slightly lower “high satisfaction” student experience reported by graduates in the 1960s (52%) and 1970s (51%). Racial/ethnic minority (46%) and LGBT (51%) alumni were also less “very satisfied” with their student experiences than other alumni. There were no significant differences by gender or current residence.

## Feeling of Connectedness to Gustavus

*Overall, how connected do you feel to Gustavus now?*

3%	Extremely connected
8%	Highly connected
26%	Moderately connected
47%	Slightly connected
16%	Not at all connected

A relatively small group (11%) of alumni feel at least highly connected to Gustavus, however another quarter of respondents feel moderately connected. Alternatively, a majority of alumni respondents feel only slightly connected or not at all connected to the College. This is interesting in the context of the earlier finding that most alumni are satisfied (only 5% dissatisfied) with their experience as an alum of Gustavus.

Grouping (a) moderately, highly and extremely connected (37%) compared to (b) slightly and not at all connected (63%), there were a number of demographic differences. Minnesota residents feel more connected to Gustavus now than non-residents (39% vs. 34% connectedness, respectively), as do males compared to females (40% vs. 35%). Graduation decade results were mixed, with a general trend toward lower proportions of connectedness for recent graduates (e.g., 26% for 2000s) and higher connectedness among older graduates (e.g., 55% for 1950s, 52% for 1960s). No other demographic differences were observed.

*Overall, how connected did you feel to Gustavus while you were a student?*

23%	Extremely connected
44%	Highly connected
26%	Moderately connected
6%	Slightly connected
1%	Not at all connected

Alumni reported being quite connected to Gustavus as students, in general, with two-thirds feeling highly or extremely connected. Another quarter of the respondents felt moderately connected, and 7% felt only slightly or not at all connected. Combining (a) highly and extremely connected (67%) compared to (b) moderately or less connected (33%), racial/ethnic minority alumni felt less “highly connected” as students than white/Caucasian alumni (57% vs. 68%, respectively). Similarly, graduates of the 1970s (58%) reported the lowest level of high connectedness as students, and the most recent graduates from 2010-15 reported the highest level (74%). No significant differences were found by gender, LGBT identification, or current residence.

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Respectfully submitted,

Gordon Mansergh, PH.D  
President, Gustavus Alumni Board of Directors, Gustavus Alumni Association