

ALUMNI SURVEY

Start: July 2025	Budget: \$25,000
Finish: June 2026	Actual YTD: \$0

ALUMNI SURVEY WORKFLOW

Task	July	Aug	Sept	Oct	Nov	Dec	Jan
Interview and Selection of Vendor							
Initial Meetings to Develop Survey							
Survey Distributed to Alumni							

RISK/MITIGATION

There is minimal risk associated with conducting the alumni survey. However, the benefits will be numerous, given that it has been since 2011 that such a survey has been conducted.

Q1 HIGHLIGHTS

- ✓ Interviews were conducted with two potential vendors, while a third vendor provided a written quote via email.
- ✓ Procurement process was initiated based upon the three quotes received.

Q2 OBJECTIVES

- Finalize procurement process and select vendor to conduct the alumni survey.
- Begin initial meetings with selected vendor to design the survey, with an intended target of launching the survey in January 2026.

Status:
Lead: Kevin Hughes
Pillars: Engage
Date: 10/10/2025

DESCRIPTION

Conduct a comprehensive survey of Winthrop’s alumni community of nearly 70,000 individuals. The goal of this survey is to determine how alumni most want to be engaged, and to inspire them be more involved and financially supportive of their alma mater.

