

ALUMNI SURVEY

Start: July 2025

Budget: \$25,000

Finish: June 2026

Actual YTD: \$0

ALUMNI SURVEY WORKFLOW

Task	Oct	Nov	Dec	Jan	Feb	Mar	Apr
Interview and Selection of Vendor							
Initial Meetings to Develop Survey							
Survey Distributed to Alumni							
Analysis of Results & Reporting							

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.

Q2 HIGHLIGHTS

- ✓ Vendor for alumni survey was selected – [Alumni Attitude Study](#).
- ✓ Initial on-boarding meeting was conducted with vendor to discuss scope of survey and to review data outputs that may be of most interest to Winthrop.

Q3 OBJECTIVES

- It is estimated that the entirety of the survey process will take three months. One month to interview stakeholders and design the survey, one month to conduct the survey and one month to analyze the results. Thus, the objective is to complete the entirety of the survey process during Q3 or early Q4 at the latest.

Status:

Lead: Kevin Hughes

Pillars: Engage

Date: 1/9/2026

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.

