

ALUMNI SURVEY

Start: July 2025

Finish: June 2026

Budget: \$25,000

Actual YTD: \$0

ALUMNI SURVEY WORKFLOW

Task	July	Aug	Sept	Oct	Nov	Dec
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 OBJECTIVES

- Interview and obtain a minimum of three written quotes from companies that specialize in conducting comprehensive alumni surveys.
- Select a vendor to work in partnership with Winthrop to conduct a comprehensive alumni survey.
- Begin initial meetings with selected vendor to work on development of survey questions and content

Status:
Lead: Kevin Hughes
Pillars: Engage
Date: 07/28/2025

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.

