

ALUMNI SURVEY

Start: July 2025

Budget: \$25,000

Finish: June 2026

Actual YTD: \$8,025

ALUMNI SURVEY WORKFLOW

| Task | Dec | Jan | Feb | Mar | Apr | May | June |
|------------------------------------|-----|-----|-----|-----|-----|-----|------|
| Interview and Selection of Vendor | █ | █ | | | | | |
| Initial Meetings to Develop Survey | | | █ | █ | █ | | |
| Campus Brainstorming Sessions | | | | | █ | | |
| 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.

Q3 HIGHLIGHTS

- ✓ Progress in Q3 was slower than expected. This was due to the time needed to design the survey, which proved to be longer than anticipated.
- ✓ Two separate calls were conducted with the vendor in which survey design was discussed and the structure for on-campus brainstorming sessions planned.

Q4 OBJECTIVES

- Host on-campus brainstorming sessions on April 28th to assist with the design of the survey.
- Distribute the survey to all alumni for a period of one month.
- Begin the initial analysis of survey results and receive final report from the vendor. This may lead us into the new fiscal year in July.

Status: 

Lead: Kevin Hughes

Pillars: Engage

Date: 4/10/2026

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.

