

ALUMNI SURVEY

Start: July 2025

Finish: June 2026

Budget: \$25,000

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.

Q4 HIGHLIGHTS

- ✓ Alumni Attitude Study was on campus on April 28th and conducted 3 separate brainstorming sessions with alumni to assist with the development of the survey content.

Q4 OBJECTIVES

- Finalize survey content.
- 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: 5/8/2026

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.

