



UNIVERSITY *of*
DENVER



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Alumni Insight Survey Results
University of Denver

December 2019



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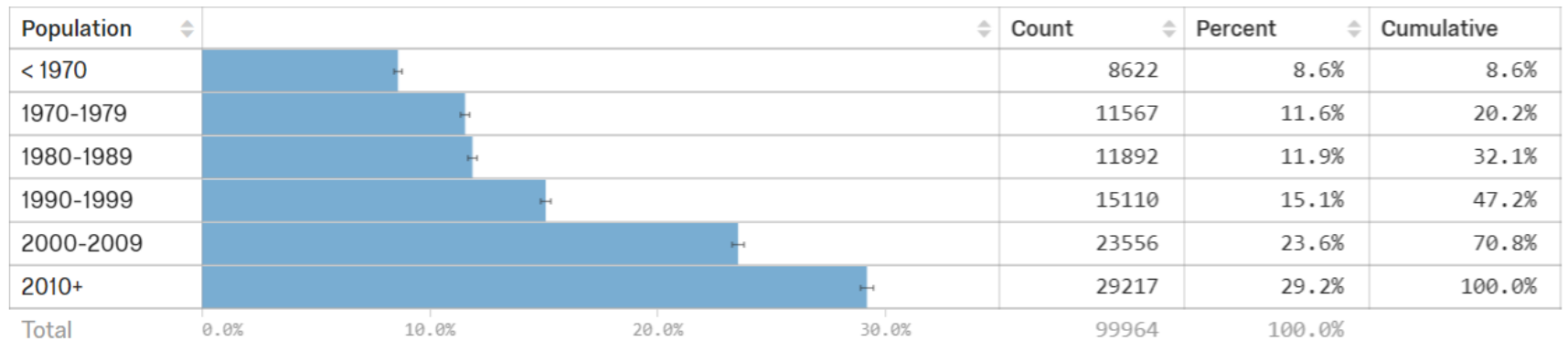
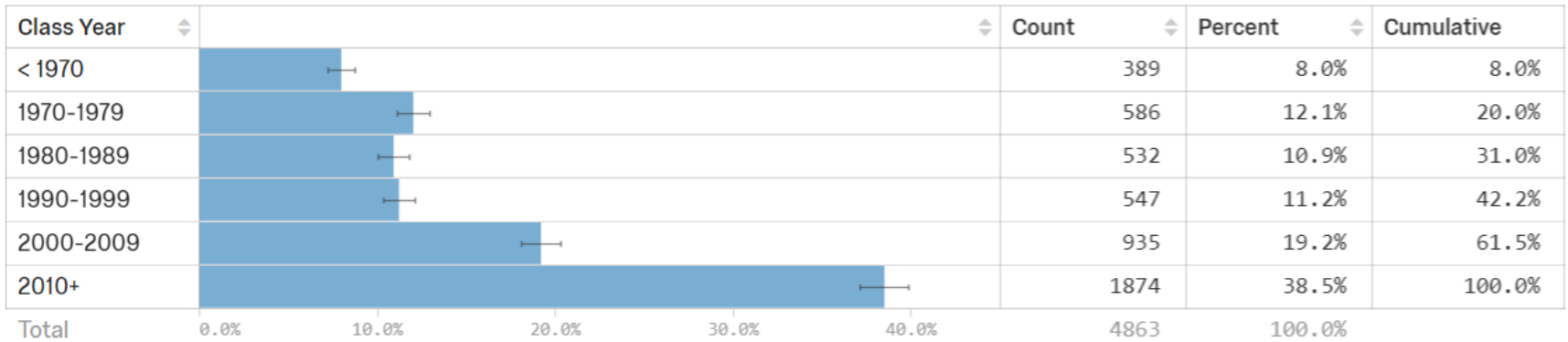
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Survey Methodology

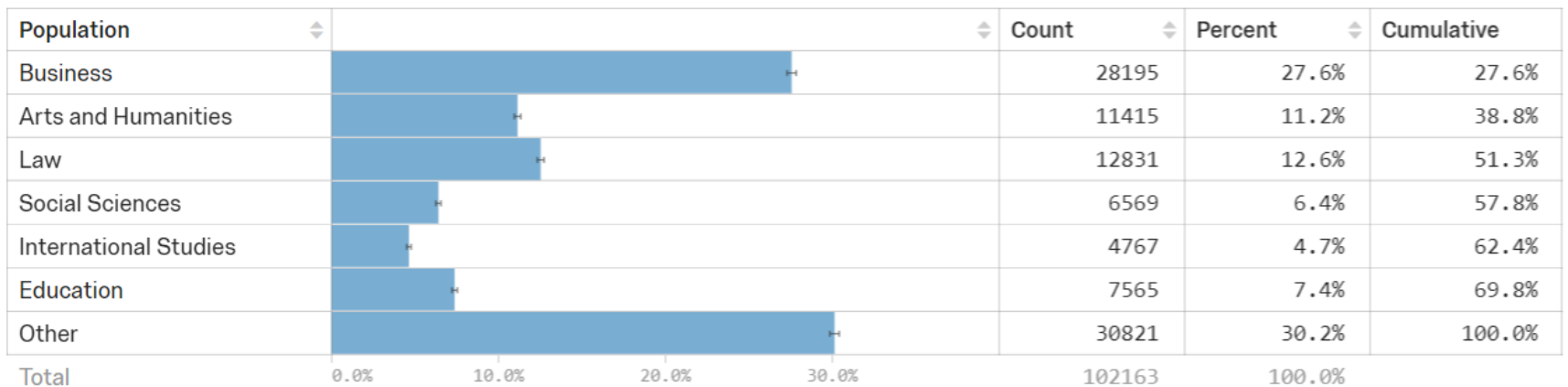
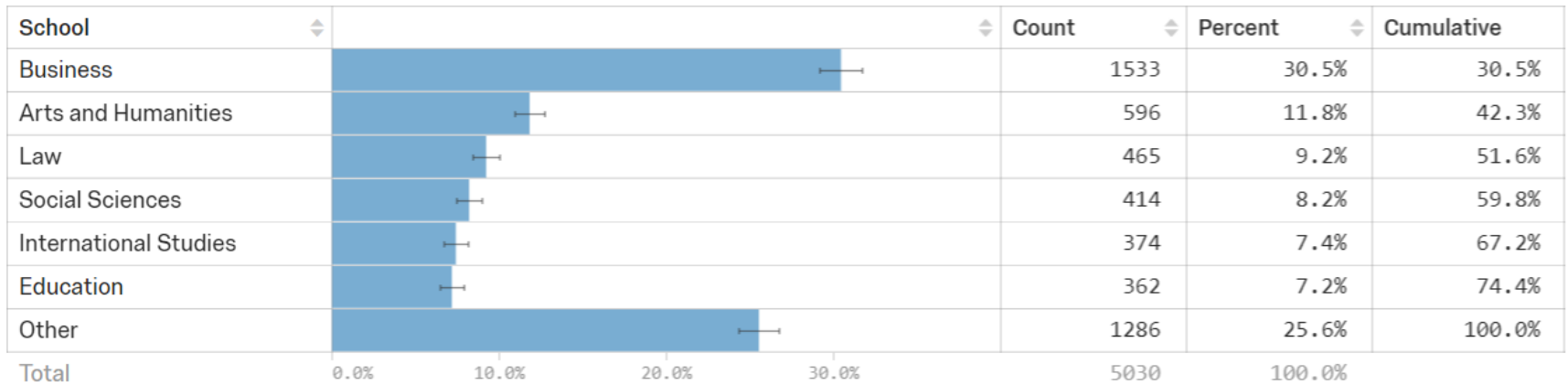
- In October and November 2019 GG+A SurveyLab conducted a survey on behalf of University of Denver (DU).
- The primary goal of the survey was to gather data about the DU alumni community in service of a strategic plan for alumni engagement. The survey investigates alumni attitudes towards DU, preferences for engagement and communications, compelling messaging, donor motivations, and propensity for philanthropy.
- The online survey was sent to 106,124 DU alumni who were individuals with valid email addresses. At the time of analysis, 5,132 respondents participated in the survey, yielding a response rate of 5%. None of the questions required a response, so the number of respondents for any given question will vary.
- The large number of respondents results in a low margin of error, and thus a high ability to extrapolate the results to the full alumni population. The overall margin of error is approximately +/- 1%. Margins of error are shown on each bar graph. In cross-tabulations, green or red chevrons demonstrate the degree and direction of statistical significance at a 95% confidence level.
- Many questions asked for a response on a scale of 1 (lowest) to 10 (highest). For easier viewing and analysis, these were categorized into 3 groups:
 - High (8-10)
 - Medium (5-7)
 - Low (1-4)

Alumni Respondent Characteristics – Graduation Class



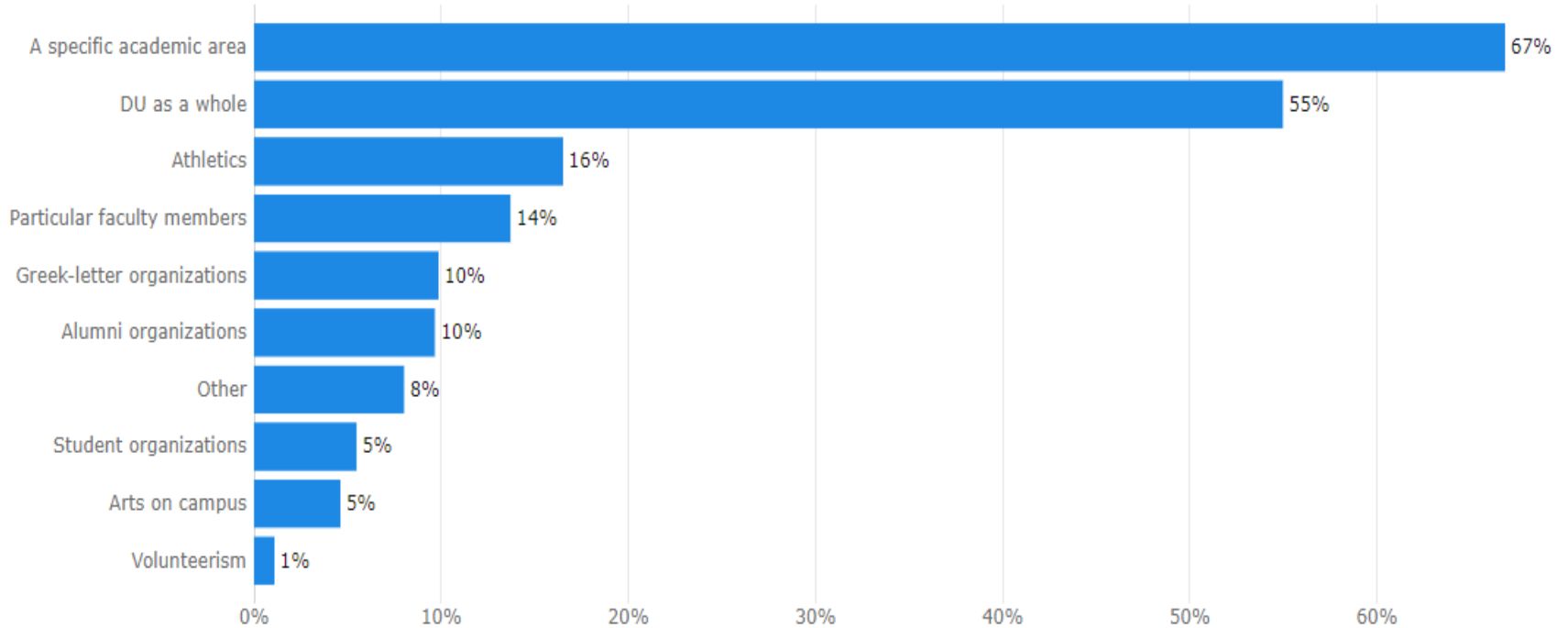
Alumni in class years 2010 or later are slightly over-represented in the survey, making up 39% of the survey distribution, and just 29% in the overall population on file.

Alumni Respondent Characteristics – Academic Area



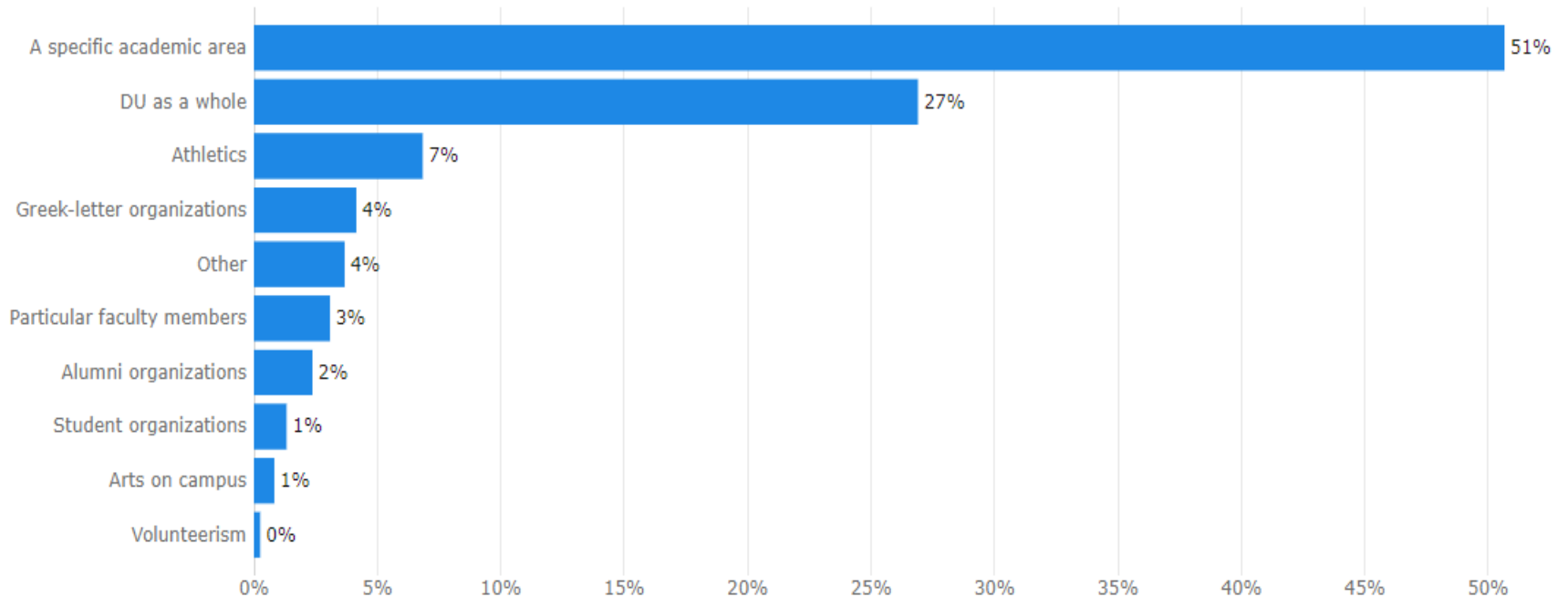
The six most common schools in the survey sample are used for analysis. Alumni from other schools are grouped together in the “Other” category.

Affiliation with DU



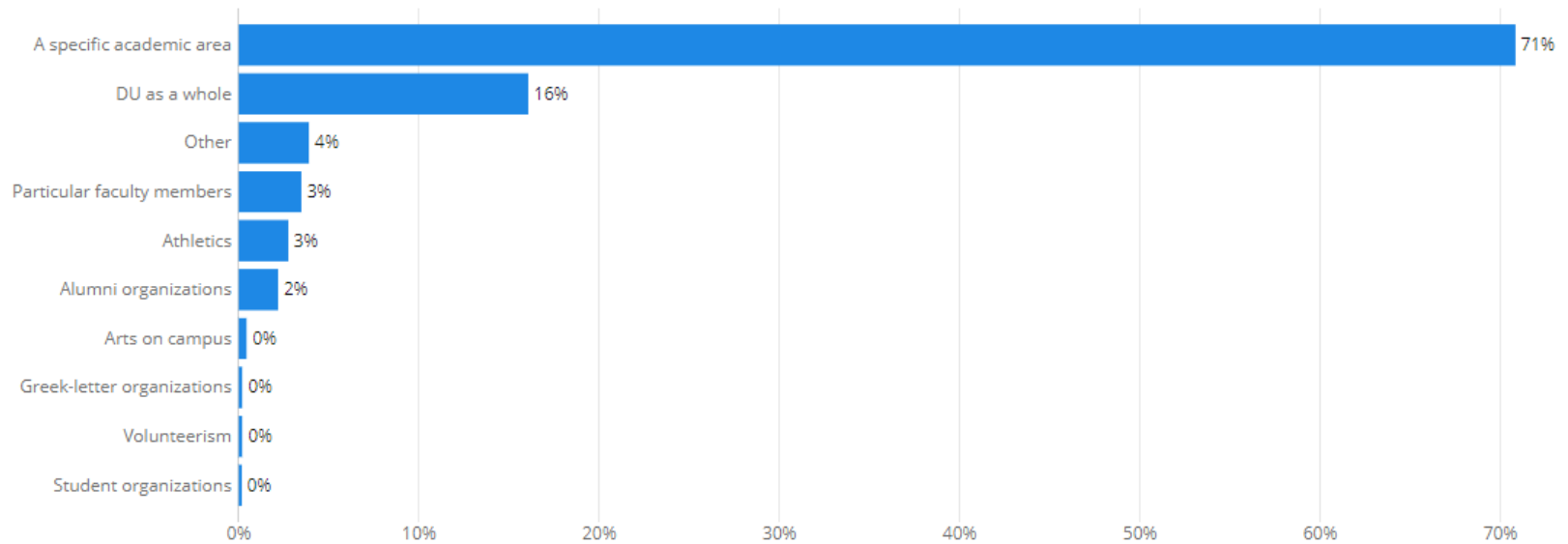
Respondents most commonly express affiliation with a specific academic area (67%) and with DU as a whole (55%). Smaller numbers feel affiliated with athletics (16%), particular faculty members (14%), and Greek (10%) or alumni organizations (10%). Response options are not mutually exclusive.

Strongest area of affiliation

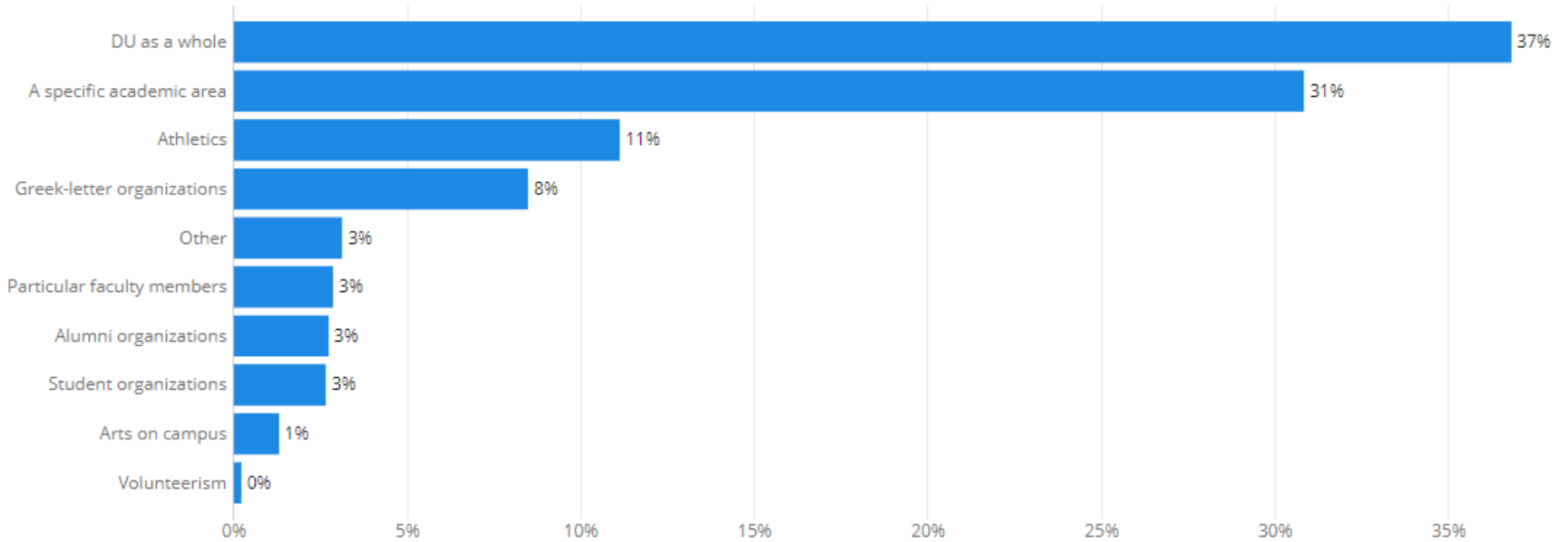


Asked which area of DU they most identify with, over half of respondents (51%) most strongly identify with a specific academic area (college, major, or department). Just 27% of respondents most identify with DU as a whole.

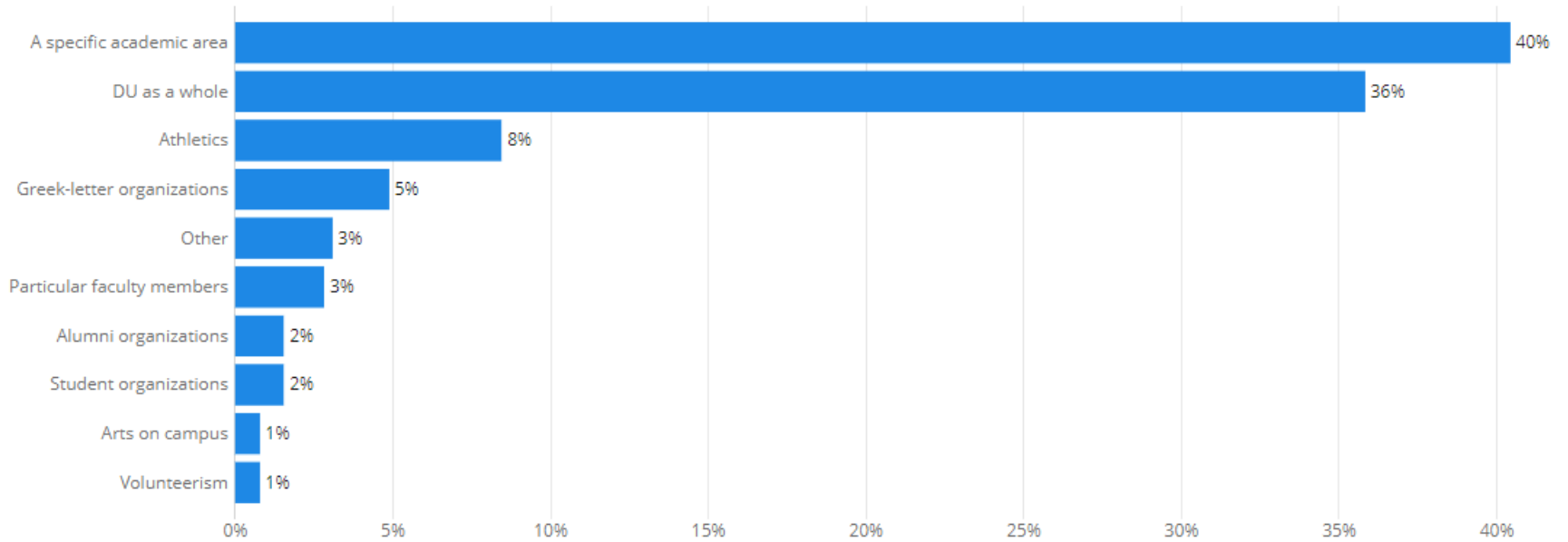
Strongest area of affiliation – Graduate Alumni



Strongest area of affiliation – Undergraduate Alumni



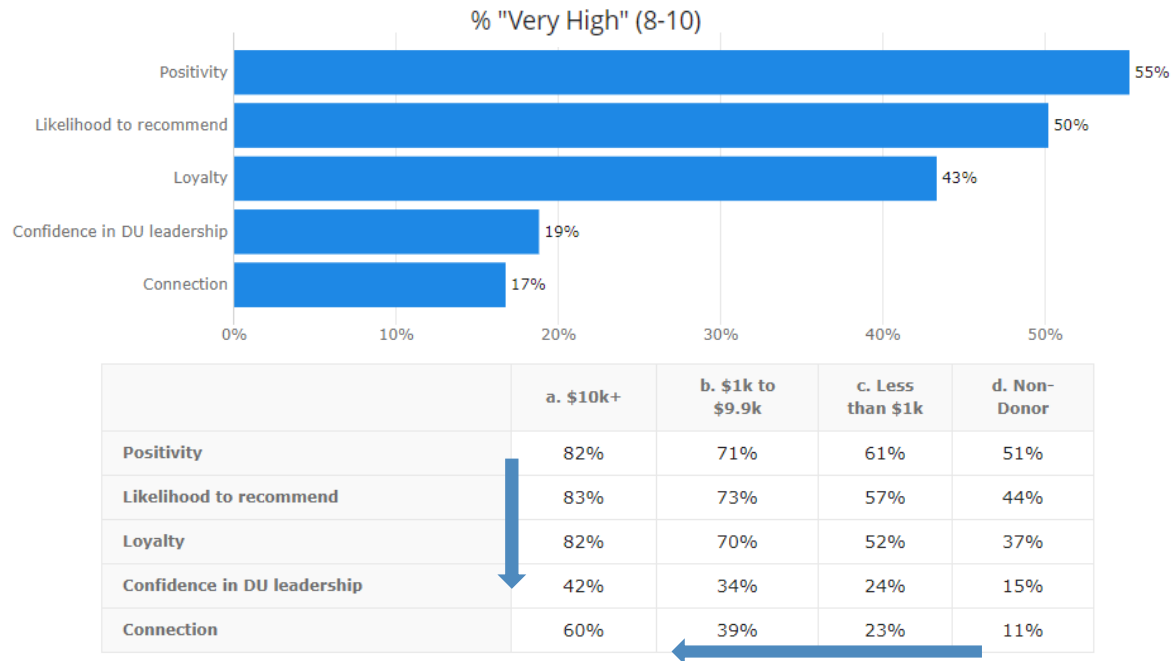
Strongest area of affiliation – Multiple Degree





Attitudes Towards DU

Attitudes towards DU



Respondents overall feel positively about DU (55%), loyal (43%), and are likely to recommend DU to prospective students (50%). These numbers are positive, but lower than we typically observe at other higher education institutions, which generally average around 73% for metrics like positivity. However, donors express stronger feelings of positivity and loyalty.

Feelings of connection are much lower among respondents (17%), especially non-donors, of whom only about 11% feel very connected. GG+A research across higher education shows that connectedness is a key factor in determining likelihood to give, and to give at higher levels. This correlation with giving holds true as 60% of \$10k+ donors report feeling very connected. Connection at DU is slightly lower than at other universities, which typically range between 25%-35%.

Small numbers of respondents express confidence in DU leadership (19%), and notably, responses rise to just 42% among \$10k+ donors.

Attitudes towards DU by class year and school

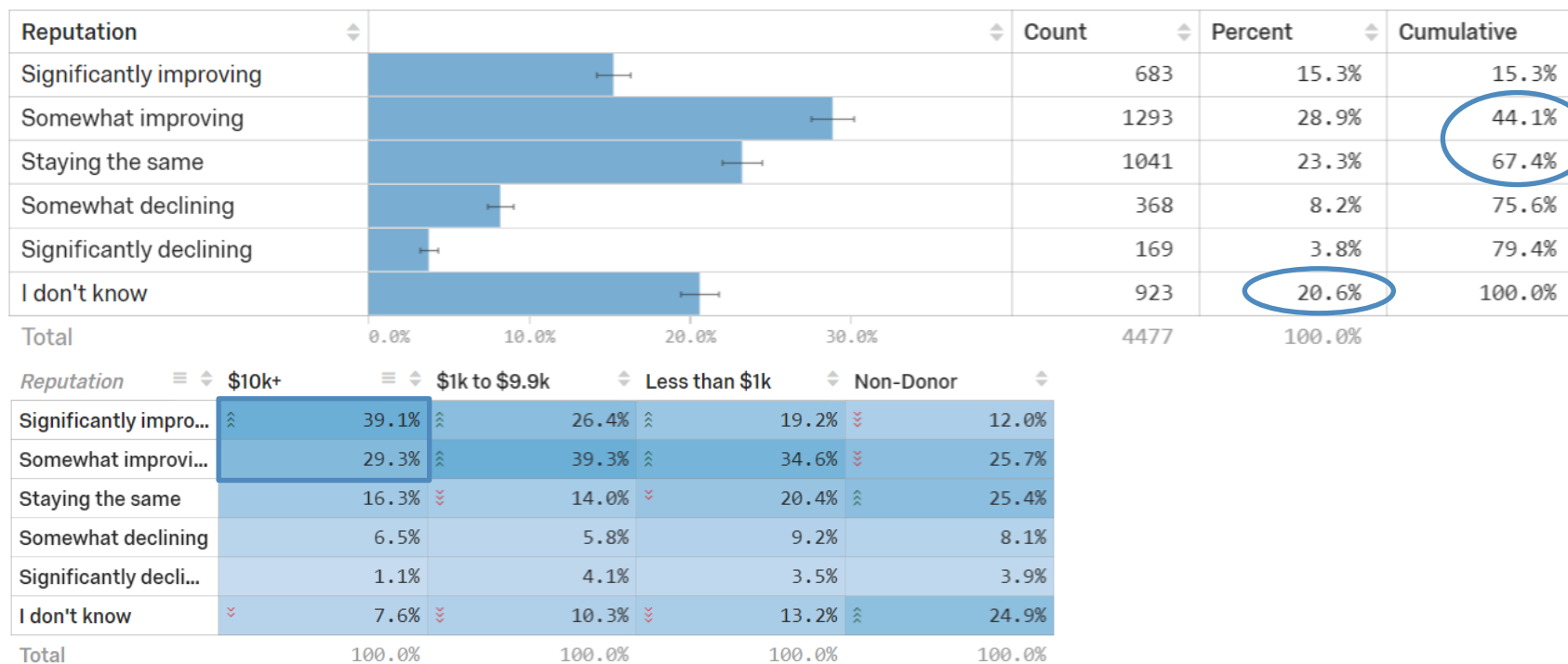
% "Very High" (8-10)

| | a. < 1970 | b. 1970-1979 | c. 1980-1989 | d. 1990-1999 | e. 2000-2009 | f. 2010+ |
|------------------------------------|-----------|--------------|--------------|--------------|--------------|----------|
| Positivity | 69% | 65% | 64% | 66% | 56% | 45% |
| Likelihood to recommend | 66% | 62% | 59% | 61% | 50% | 40% |
| Loyalty | 60% | 52% | 53% | 51% | 45% | 33% |
| Confidence in DU leadership | 35% | 26% | 23% | 22% | 16% | 13% |
| Connection | 18% | 21% | 17% | 19% | 15% | 15% |

| | a. Business | b. Arts and Humanities | c. Law | d. Social Sciences | e. International Studies | f. Education | g. Other |
|------------------------------------|-------------|------------------------|--------|--------------------|--------------------------|--------------|----------|
| Positivity | 58% | 62% | 52% | 48% | 43% | 56% | 56% |
| Likelihood to recommend | 56% | 57% | 47% | 48% | 36% | 47% | 48% |
| Loyalty | 49% | 50% | 38% | 42% | 27% | 41% | 42% |
| Confidence in DU leadership | 21% | 22% | 17% | 12% | 11% | 21% | 20% |
| Connection | 19% | 19% | 16% | 14% | 12% | 17% | 17% |

Alumni who graduated before 2000, Business, and Arts and Humanities alumni express slightly stronger feelings of positivity (64%+) and connection (17%+). Alumni in class years 2010+ feel less positive (45%), less loyal (33%), and express less confidence in DU leadership (13%) than alumni in other class years. Typically, feelings of connection are stronger among young alumni, but just 15% of 2010+ alumni answer that they feel very connected to DU.

The path of DU



Forty-four percent of alumni (44%) say that DU’s reputation is somewhat or significantly improving, and 67% feel it is at least staying the same. Twenty-one percent (21%) of respondents answer “I don’t know” - which is an indicator of a lack of connectedness. Individuals who feel the school is on a positive trajectory are more likely to be major donors – 68% of \$10,000+ donors answer that DU’s reputation is somewhat or significantly improving.

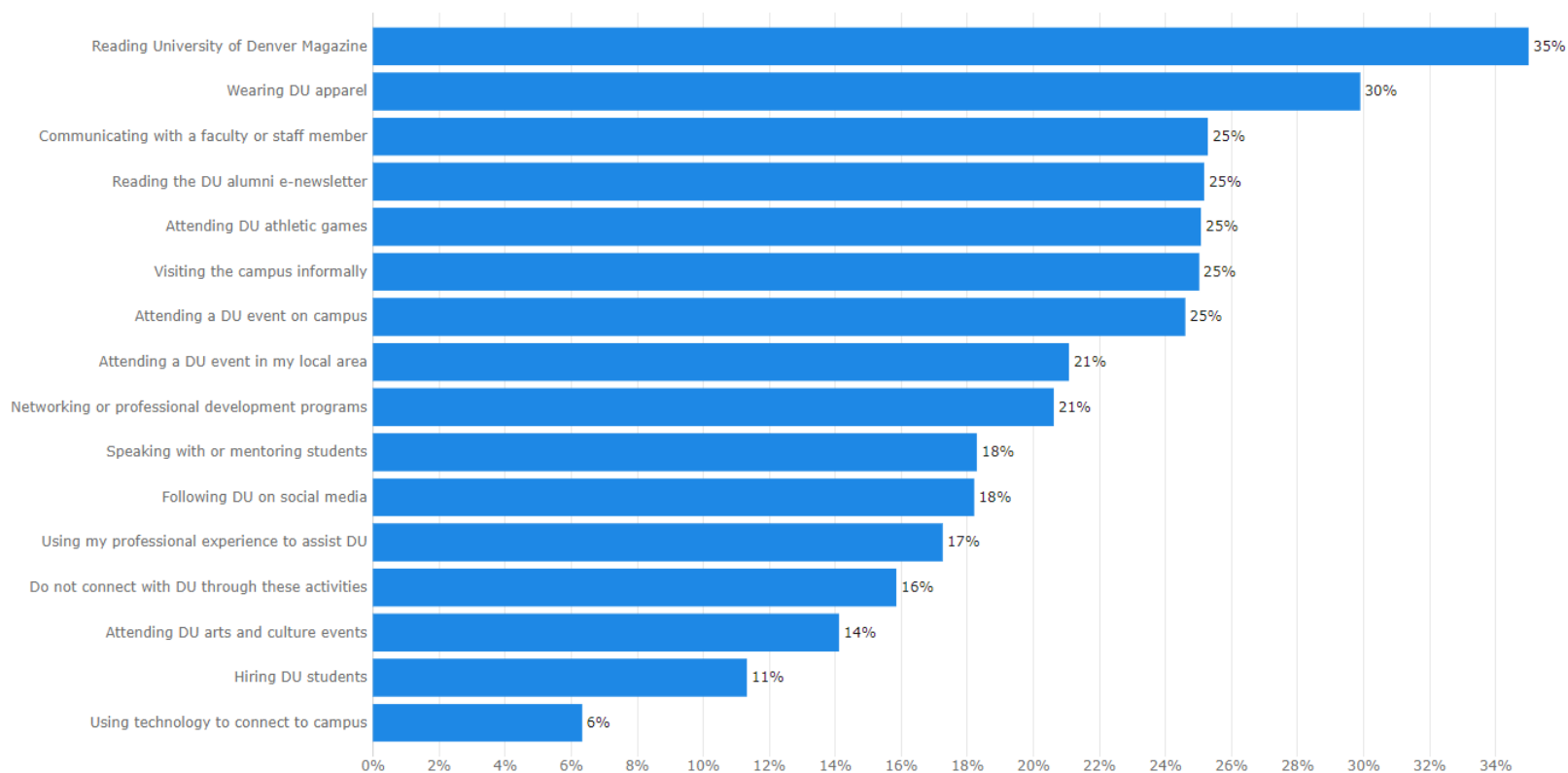
Detailed in the appendix, alumni graduating before 2000 (19%+), Arts and Humanities (25%), and Law alumni (22%) express with slightly higher percentages that DU’s reputation is significantly improving. 2010+ alumni most commonly answer that DU’s reputation is staying the same (31%).





Engagement

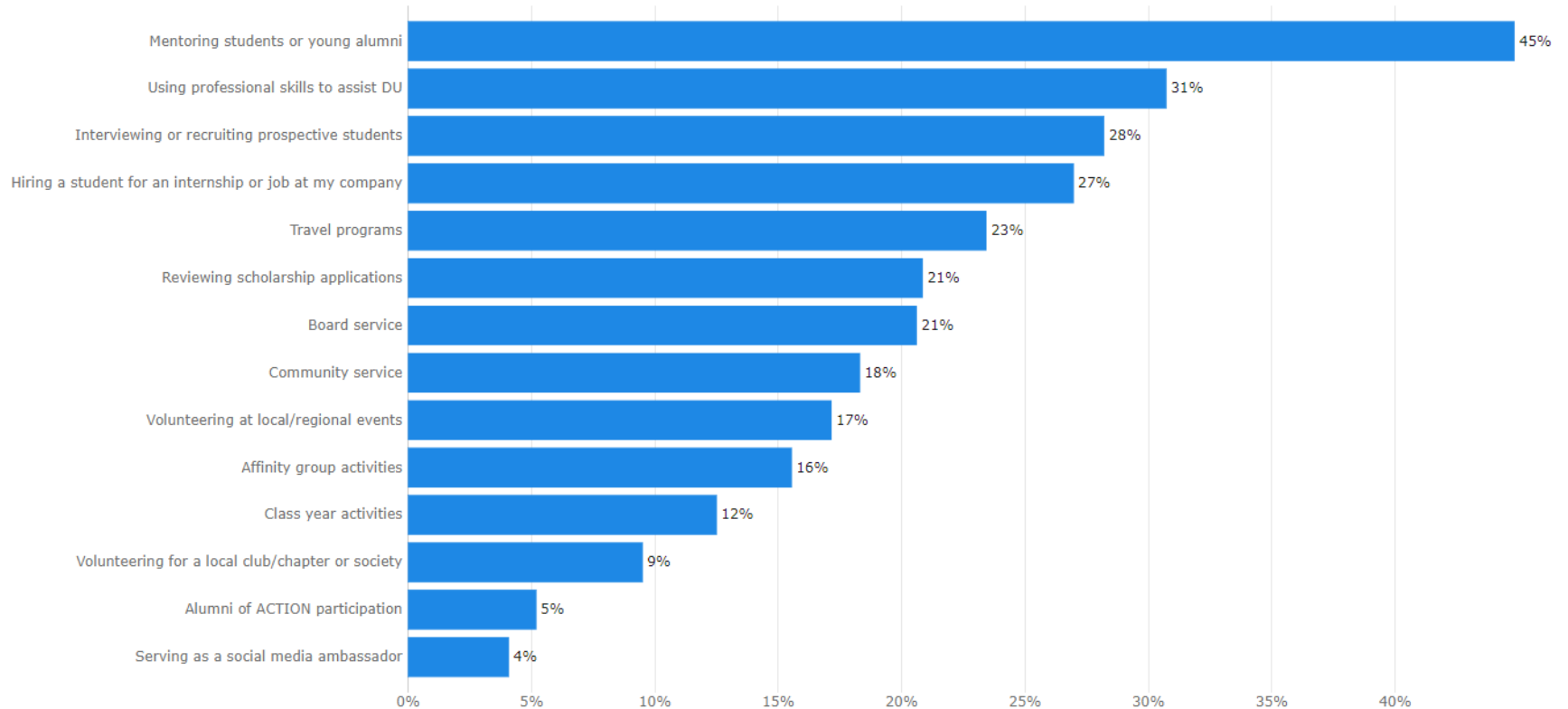
Important to connection with DU



Alumni answer that reading *University of Denver Magazine* (46%) and wearing DU apparel (30%) are important to their feeling of connection to DU. A quarter of alumni answer that communicating with faculty or staff, the DU alumni e-newsletter, DU athletic games, visiting the campus informally, and attending a DU event on campus help to build connection with the University.

Detailed in the appendix, 2010+ alumni answer that communicating with faculty or staff (37%), wearing DU apparel (37%), and networking or professional development (31%) are most important to connection. The *University of Denver Magazine* is a much less important point of connection to young alumni (17%). Alumni in class years before 1980 answer that *University of Denver Magazine* (58%) and the DU alumni e-newsletter (38%) are their strongest points of connection.

Interest in volunteer opportunities



Overwhelmingly, alumni express interest in volunteering through mentoring students or young alumni (45%). Slightly smaller numbers of alumni are interested in using their professional skills or talents to assist DU (31%), interviewing or recruiting prospective students (28%), and hiring students for internships or jobs at their company (27%).

DU has a responsibility to support my career development

| DU has a re... | Count | Percent | Cumulative |
|----------------|-------------|---------------|------------|
| High (8-10) | 1154 | 28.8% | 28.8% |
| Medium (5-7) | 1463 | 36.5% | 65.3% |
| Low (1-4) | 1388 | 34.7% | 100.0% |
| Total | 4005 | 100.0% | |

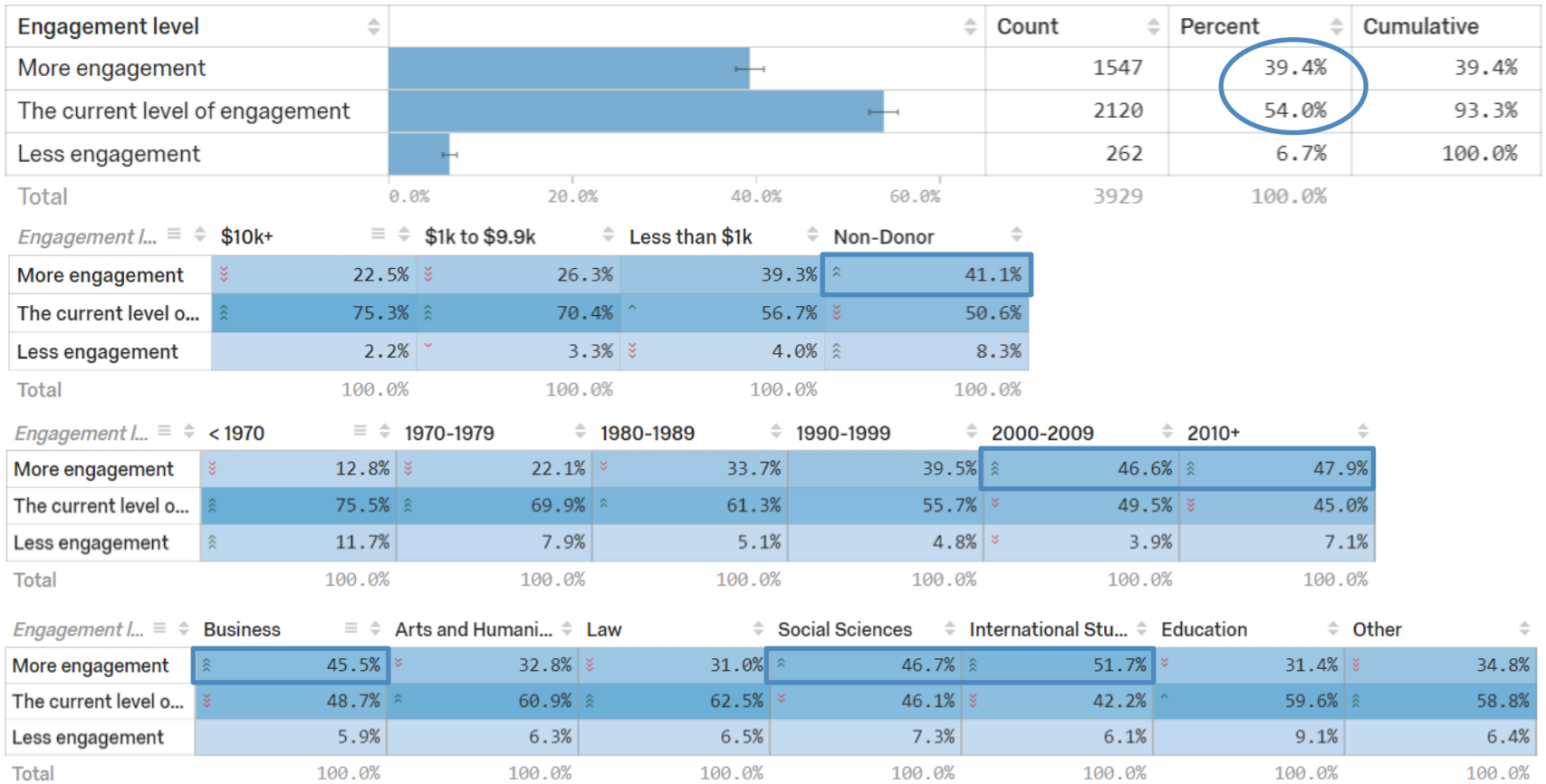
| DU has a resp... | < 1970 | 1970-1979 | 1980-1989 | 1990-1999 | 2000-2009 | 2010+ |
|------------------|---------------|---------------|---------------|---------------|---------------|---------------|
| High (8-10) | 17.5% | 18.2% | 17.6% | 21.2% | 30.4% | 37.5% |
| Medium (5-7) | 26.3% | 34.6% | 37.9% | 36.5% | 38.6% | 39.1% |
| Low (1-4) | 56.2% | 47.3% | 44.5% | 42.3% | 31.0% | 23.4% |
| Total | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |

| DU has a resp... | Business | Arts and Humani... | Law | Social Sciences | International Stu... | Education | Other |
|------------------|---------------|--------------------|---------------|-----------------|----------------------|---------------|---------------|
| High (8-10) | 28.7% | 20.7% | 27.6% | 30.0% | 39.1% | 31.8% | 30.1% |
| Medium (5-7) | 36.6% | 34.6% | 37.4% | 43.3% | 37.0% | 33.9% | 36.2% |
| Low (1-4) | 34.7% | 44.7% | 35.0% | 26.7% | 23.9% | 34.3% | 33.7% |
| Total | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |

Approximately two-thirds (65%) of alumni feel that DU has a moderate responsibility to support their career development.

Greater numbers of 2010+ alumni (38%) and International Studies alumni (39%) answer that DU has a great responsibility to support their career development. Alumni in class years before 1980 most commonly answer that DU has a very little responsibility to support their career development (47%+).

Thinking about your personal level of engagement and involvement with DU, in the future would you like ...



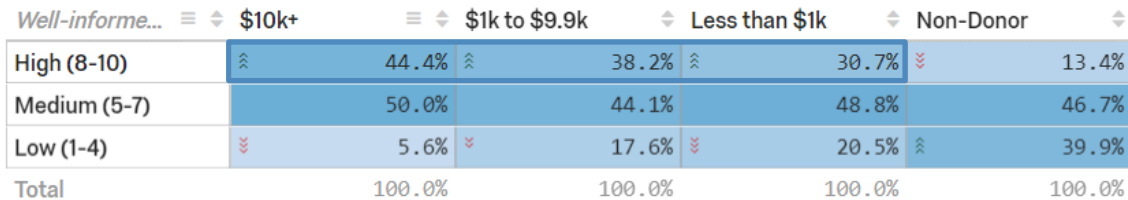
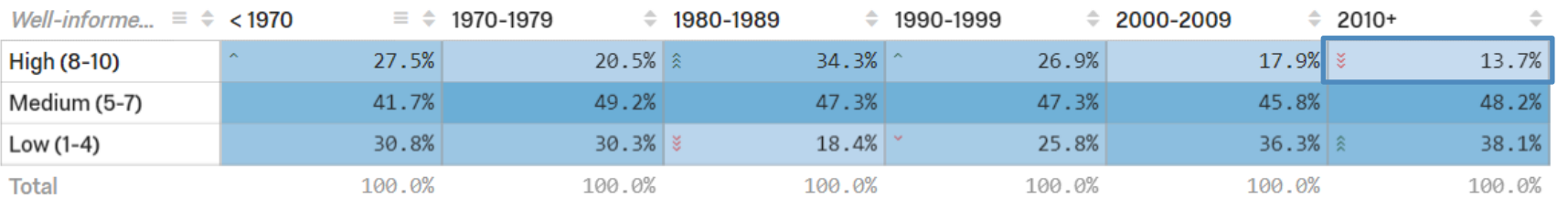
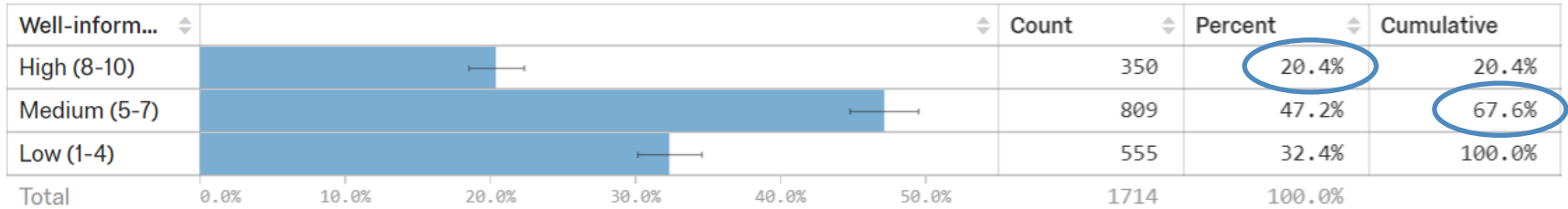
Thirty-nine percent of alumni (39%) want more engagement with DU and 54% are satisfied with their current level of engagement. Non-donors (41%), alumni in years 2000+ (47%+), Social Sciences (47%+), International Studies (52%), and Business alumni (46%) all express that they want more engagement with DU. This is a very positive finding – while many of these constituent groups expressed lower levels of connection to DU, they say that they want to engage more.





Communications

How well informed do you feel about what is happening at DU?



Sixty-eight percent of respondents (68%) say they feel at least moderately informed about what is happening at DU, with 20% answering they feel highly informed.

Donors answer with much greater frequencies that they feel well-informed (31%+). Notably, fewer 2010+ alumni feel well-informed (14%).

Quantity of communications from DU

| Quantity of ... | Count | Percent | Cumulative |
|-----------------|-------|---------|------------|
| Too much | 241 | 13.8% | 13.8% |
| About right | 1226 | 70.1% | 83.9% |
| Not enough | 136 | 7.8% | 91.7% |
| I don't know | 145 | 8.3% | 100.0% |
| Total | 1748 | 100.0% | |

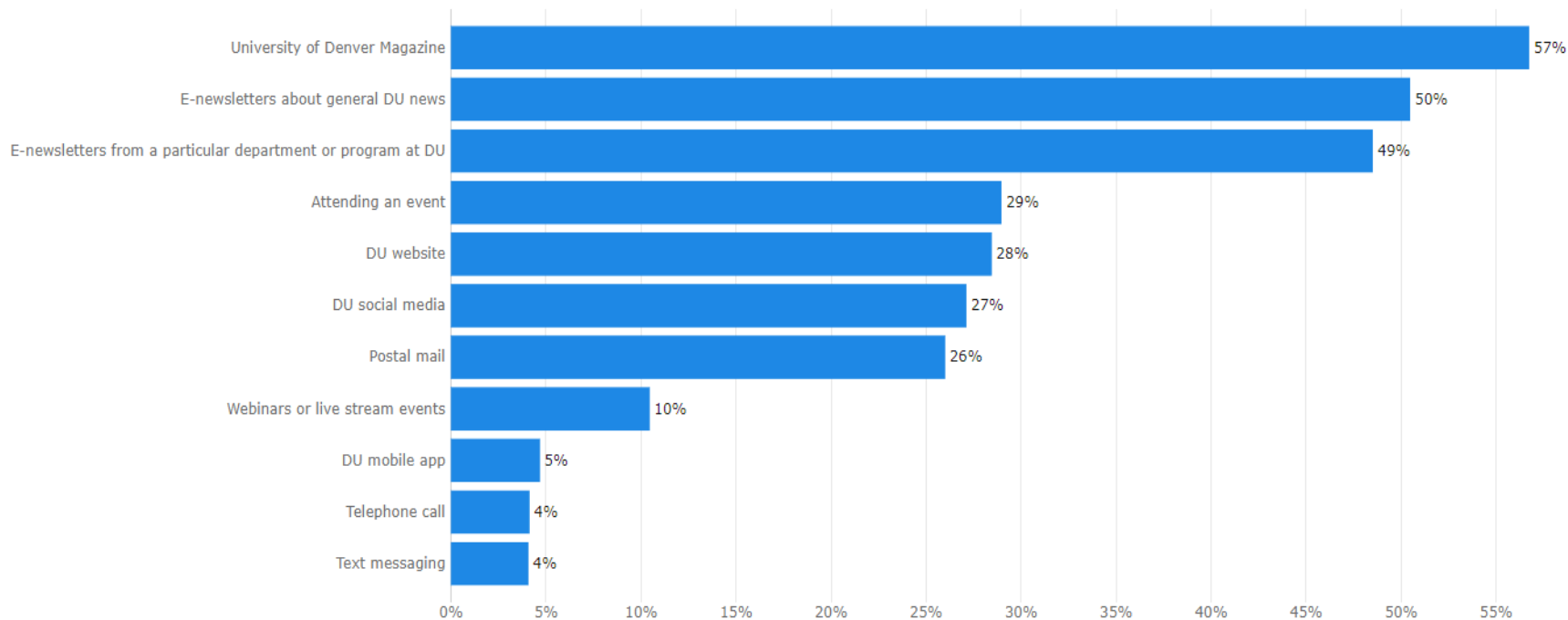
| Quantity of co... | < 1970 | 1970-1979 | 1980-1989 | 1990-1999 | 2000-2009 | 2010+ |
|-------------------|--------|-----------|-----------|-----------|-----------|--------|
| Too much | 7.5% | 13.1% | 6.0% | 9.8% | 10.2% | 20.3% |
| About right | 85.1% | 76.7% | 78.0% | 72.0% | 72.2% | 62.6% |
| Not enough | 4.5% | 3.9% | 9.5% | 11.4% | 8.5% | 7.1% |
| I don't know | 3.0% | 6.3% | 6.5% | 6.7% | 9.1% | 10.0% |
| Total | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |

| Quantity of co... | \$10k+ | \$1k to \$9.9k | Less than \$1k | Non-Donor |
|-------------------|--------|----------------|----------------|-----------|
| Too much | 14.6% | 15.1% | 12.9% | 14.0% |
| About right | 78.0% | 75.3% | 76.1% | 67.3% |
| Not enough | 2.4% | 4.3% | 6.2% | 8.8% |
| I don't know | 4.9% | 5.4% | 4.8% | 9.9% |
| Total | 100.0% | 100.0% | 100.0% | 100.0% |

Seventy percent (70%) of alumni answer that the quantity of communications from DU is about right, with 14% answering it is too much.

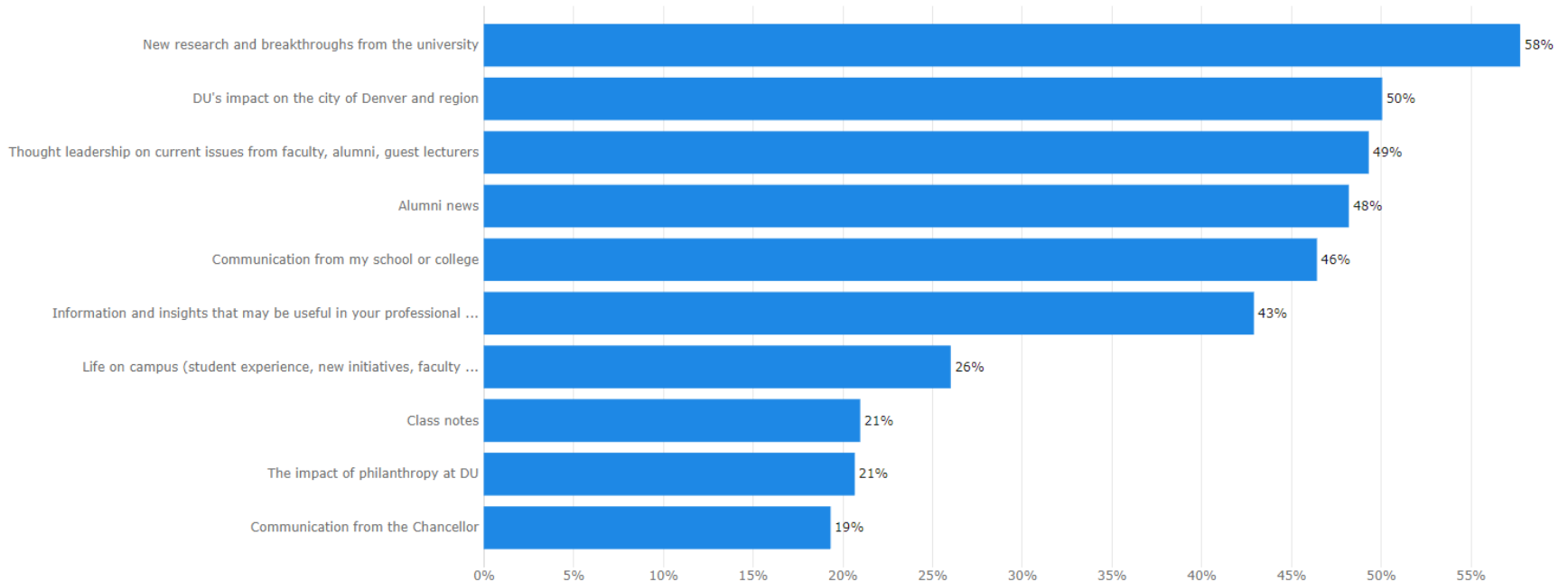
2010+ alumni answer with greater frequencies that the quantity of communications is too much (20%). Most donors (75%+) are satisfied with the quantity of communications from DU.

Preferences for receiving information from DU




Overall, alumni prefer to receive information from the *University of Denver Magazine* (57%), e-newsletters about general DU news (50%), or e-newsletters from a particular department or program (49%). However, responses differ greatly among young alumni. 2010+ alumni most prefer e-newsletters from a particular department or program (58%), followed by e-newsletters about general DU news (50%), and DU social media (40%). Seventy-seven percent (77%) of alumni in class years before 1980 prefer the *University of Denver Magazine*.

Interest in topics relating to DU



Alumni are most interested in hearing about new research and breakthroughs from DU (58%). Information on DU's impact on the city of Denver and the region (50%), thought leadership (49%), alumni news (48%), and communications from a school or college (46%) are also topics of interest.

Detailed in the appendix, 2010+ alumni express much greater interest in information or insights that are useful for their professional development (57%). Alumni in class years 1979 and earlier most want to hear alumni news (61%).



**Appendices:
Additional Data Tables**



**Appendix:
Attitudes Towards DU**

The path of DU

| Reputation | < 1970 | 1970-1979 | 1980-1989 | 1990-1999 | 2000-2009 | 2010+ |
|------------------------|--------|-----------|-----------|-----------|-----------|--------|
| Significantly impro... | 33.6% | 28.7% | 26.5% | 19.3% | 10.5% | 6.1% |
| Somewhat improvi... | 24.4% | 31.5% | 32.3% | 29.0% | 29.4% | 28.0% |
| Staying the same | 11.3% | 12.0% | 13.2% | 20.1% | 27.8% | 30.7% |
| Somewhat declining | 2.7% | 4.8% | 6.4% | 5.8% | 8.6% | 11.4% |
| Significantly decli... | 0.6% | 2.8% | 3.4% | 2.7% | 4.5% | 4.5% |
| I don't know | 27.4% | 20.2% | 18.2% | 23.2% | 19.3% | 19.4% |
| Total | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |

| Reputation | Business | Arts and Humani... | Law | Social Sciences | International Stu... | Education | Other |
|------------------------|----------|--------------------|--------|-----------------|----------------------|-----------|--------|
| Significantly impro... | 15.0% | 24.8% | 22.0% | 10.7% | 8.5% | 15.4% | 12.2% |
| Somewhat improvi... | 32.0% | 25.1% | 32.4% | 28.5% | 25.9% | 23.1% | 28.9% |
| Staying the same | 22.4% | 18.2% | 19.9% | 29.3% | 26.5% | 25.5% | 24.9% |
| Somewhat declining | 10.5% | 6.2% | 7.0% | 8.5% | 8.8% | 7.4% | 7.0% |
| Significantly decli... | 5.3% | 3.3% | 2.8% | 4.7% | 4.0% | 4.3% | 2.1% |
| I don't know | 14.7% | 22.4% | 15.8% | 18.4% | 26.2% | 24.3% | 24.8% |
| Total | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |

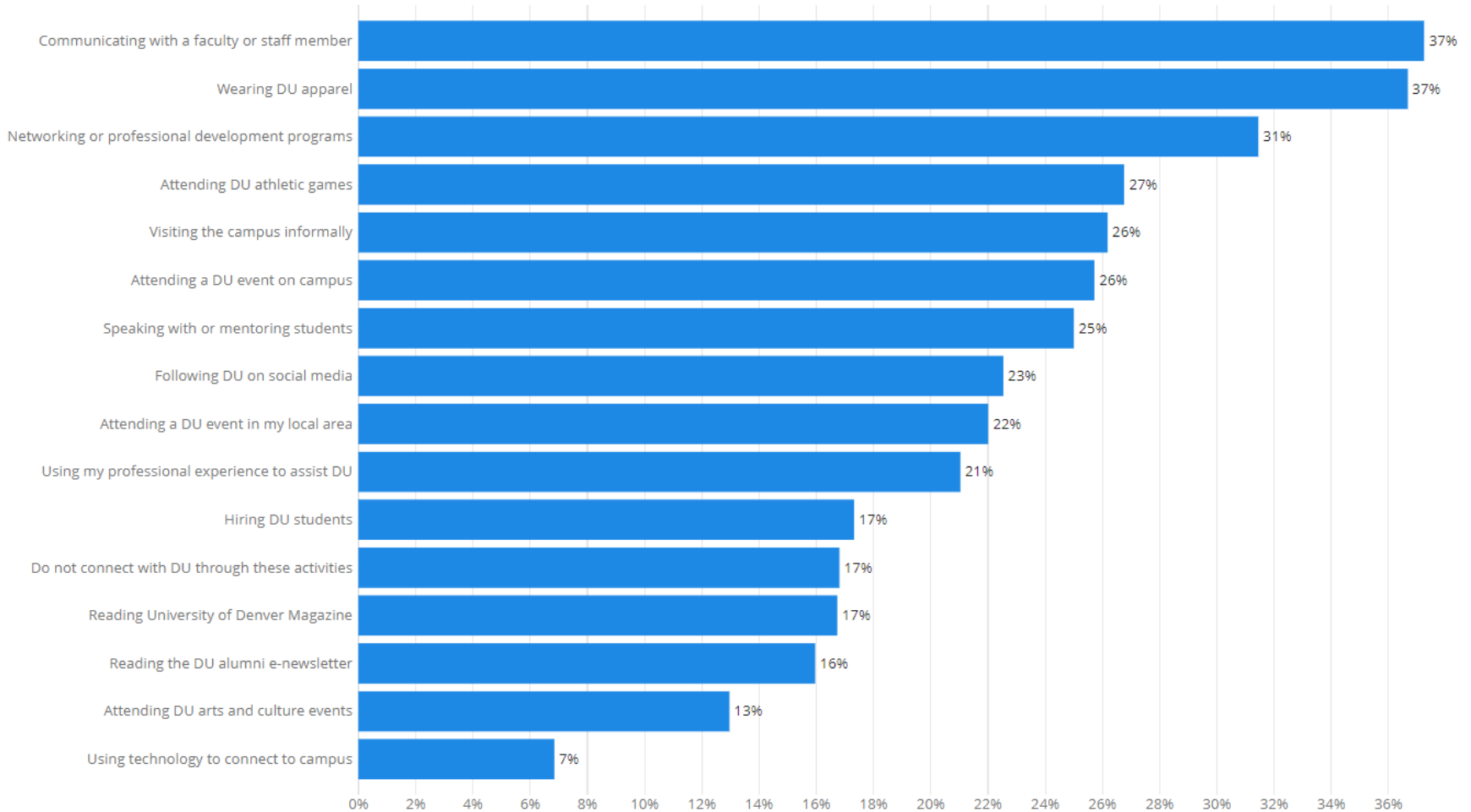




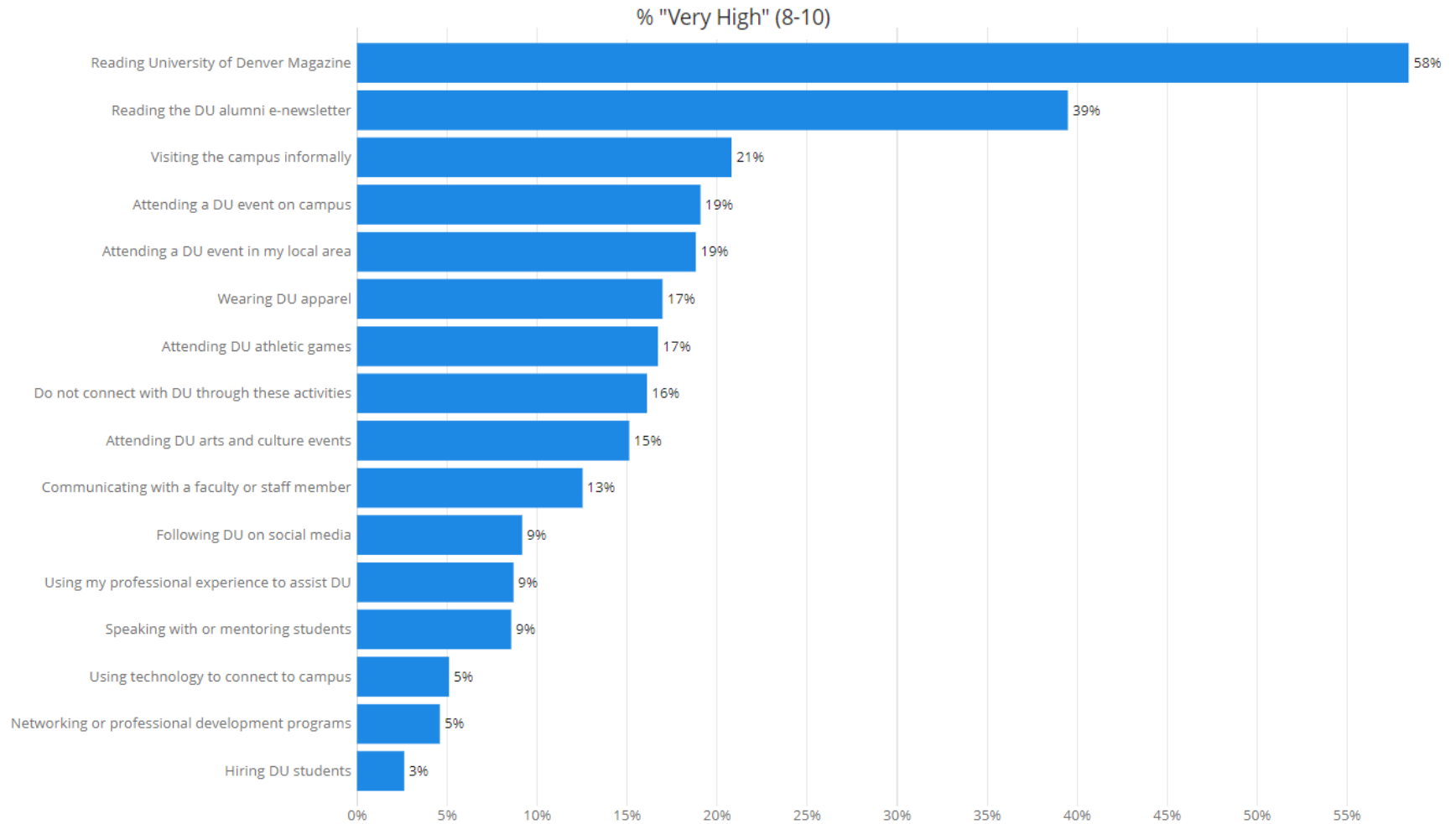
Appendix: Communications

Important to connection with DU – Alumni 2010+

% "Very High" (8-10)

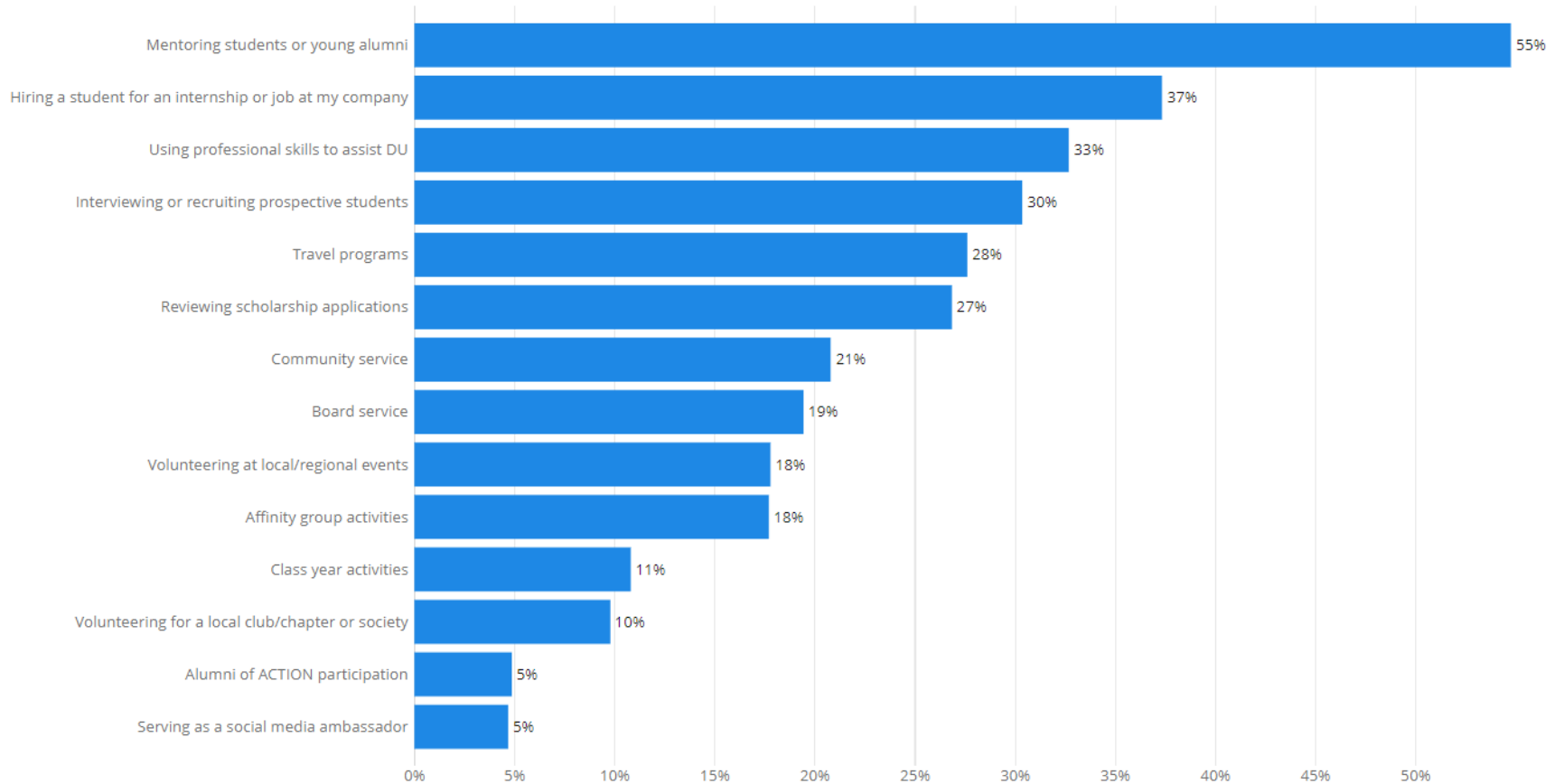


Important to connection with DU – Alumni <1980



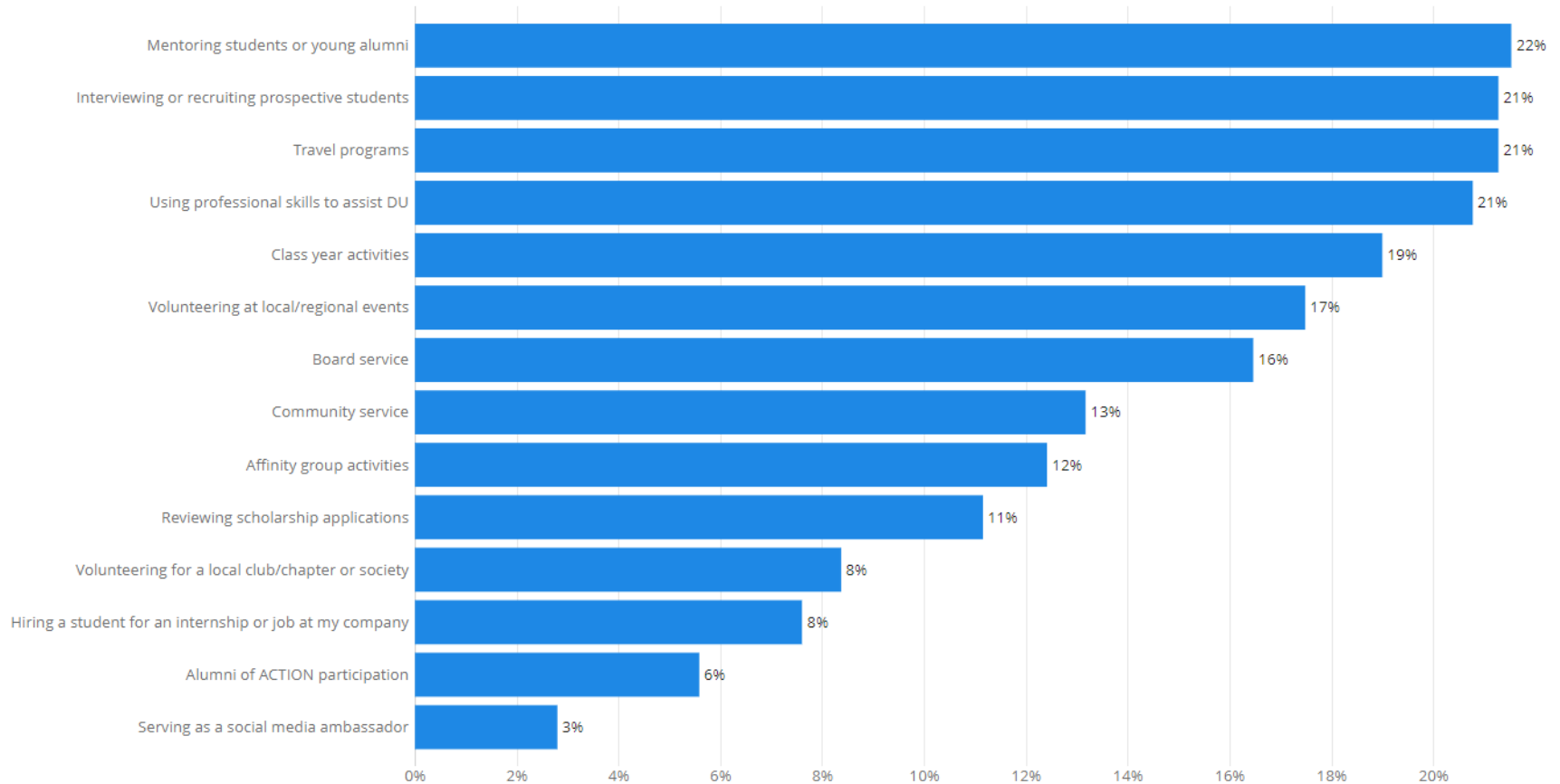
Interest in volunteer opportunities – Alumni 2010+

% "Very High" (8-10)



Interest in volunteer opportunities – Alumni <1980

% "Very High" (8-10)

















DU has a responsibility to support my career development

| <i>DU has a resp...</i> | \$10k+ | \$1k to \$9.9k | Less than \$1k | Non-Donor |
|-------------------------|--------|----------------|----------------|-----------|
| High (8-10) | 23.3% | 23.3% | 30.6% | 28.7% |
| Medium (5-7) | 44.2% | 37.7% | 38.2% | 35.5% |
| Low (1-4) | 32.6% | 39.1% | 31.2% | 35.8% |
| Total | 100.0% | 100.0% | 100.0% | 100.0% |

How well informed do you feel about what is happening at DU?

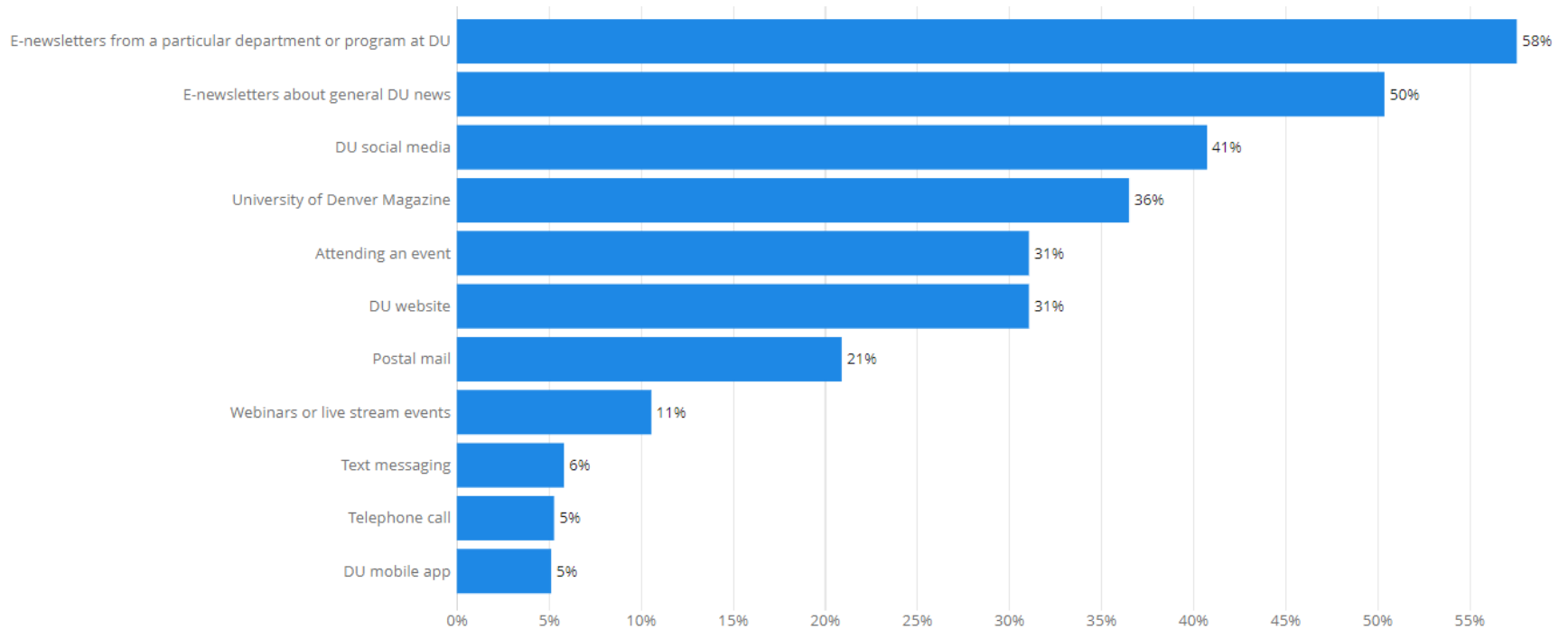
| Well-informe... | Business | Arts and Humani... | Law | Social Sciences | International Stu... | Education | Other |
|-----------------|----------|--------------------|--------|-----------------|----------------------|-----------|--------|
| High (8-10) | 21.5% | 23.1% | 20.8% | 19.2% | 19.9% | 24.2% | 17.8% |
| Medium (5-7) | 46.6% | 47.6% | 53.0% | 38.4% | 43.4% | 42.7% | 51.4% |
| Low (1-4) | 31.9% | 29.3% | 26.2% | 42.5% | 36.8% | 33.1% | 30.8% |
| Total | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |

Quantity of communications from DU

| Quantity of co...  |  Business |  Arts and Humani... |  Law |  Social Sciences |  International Stu... |  Education |  Other |  |
|---|--|--|---|---|--|---|---|---|
| Too much |  10.9% | 10.2% | 13.1% | 13.0% | 14.6% | 15.9% |  18.5% | |
| About right |  74.0% | 74.6% | 73.7% | 63.4% | 65.4% | 68.2% | 67.3% | |
| Not enough | 7.4% | 10.7% | 5.8% |  14.6% | 4.6% | 8.3% | 6.1% | |
| I don't know | 7.7% | 4.6% | 7.3% | 8.9% |  15.4% | 7.6% | 8.1% | |
| Total | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |

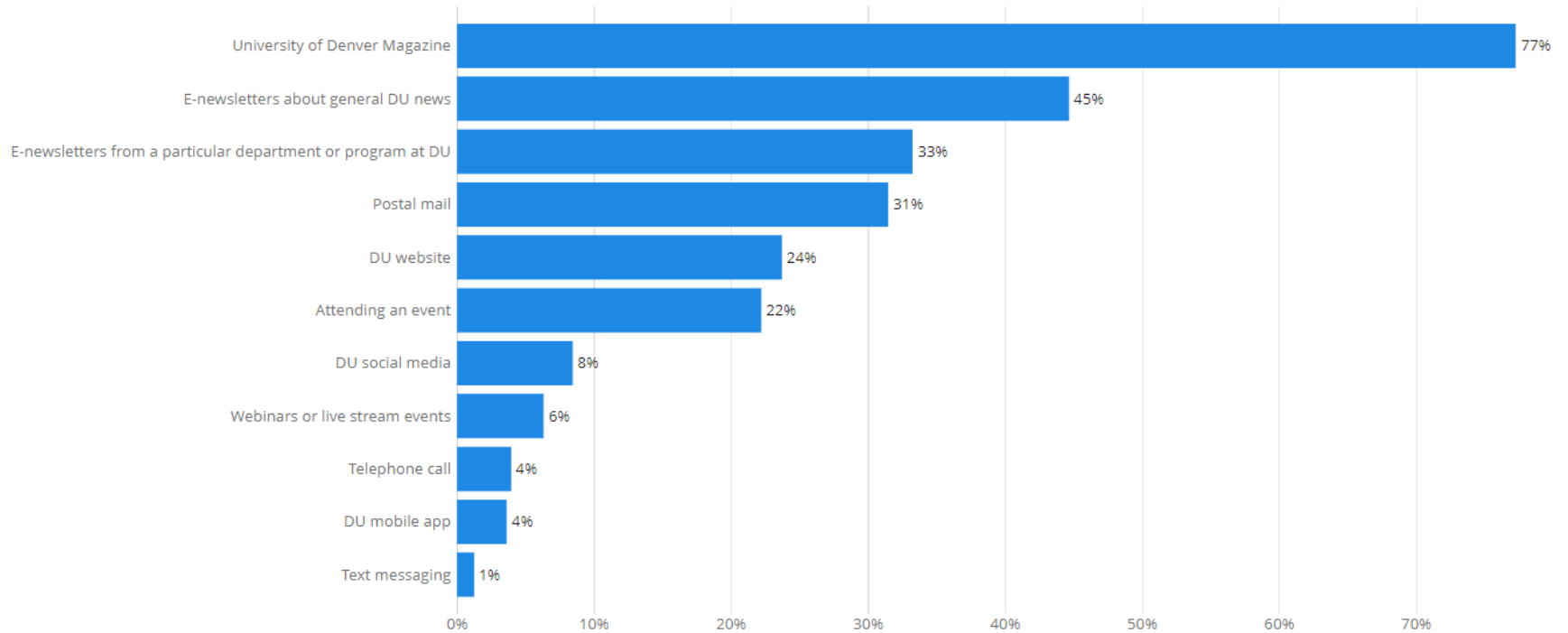
Preferences for receiving information from DU – Alumni 2010+

% "Very High" (8-10)

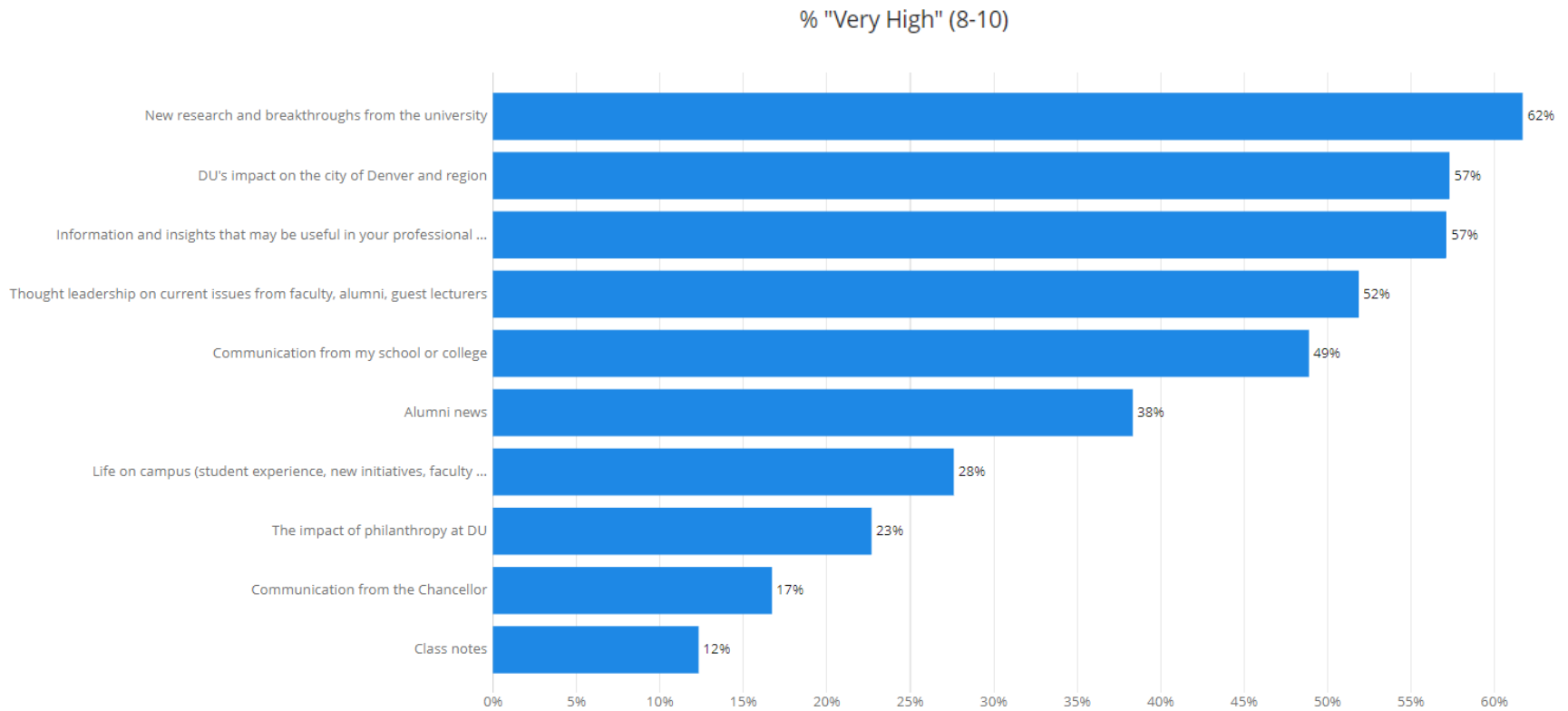


Preferences for receiving information from DU – Alumni <1980

% "Very High" (8-10)



Interest in topics relating to DU – Alumni 2010+



Interest in topics relating to DU – Alumni <1980

% "Very High" (8-10)

