

AGNES SCOTT COLLEGE

UNDERSTANDING OUR ALUMNAE

FINDINGS FROM JAN. 2021 ALUMNAE ENGAGEMENT SURVEY

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Presented by Alumnae Association President Whitney Ott '03



BOARD OF TRUSTEE MEETING | 05.12.21

How do we define and measure alumnae engagement?

BACKGROUND

Alumnae Relations Mission

To promote partnership among alumnae and between alumnae and the College by:

- Providing opportunities for continued intellectual growth
- Strengthening bonds and understanding in a diverse alumnae community
- Advocating increased alumnae engagement with the college

Key Performance Indicators (KPIs)

1) TIME: Attendance

From Alumnae Weekend to socials to educational programming specifically for alumnae, let's increase the percentage of Agnes Scott alumnae who "show up" physically or virtually for events.

2) TALENT: Volunteers

Let's increase the number of alumnae volunteers who support the important work the Alumnae Association does to connect fellow alumnae or support students - like serving as class officers, as chapter leaders, or on career panels.

3) TREASURE: Giving

Alumnae giving is more important than ever, and we need to continue to partner with Advancement to build a pipeline of alumnae giving for generations to come. Let's increase the percentage of alumnae who give *something*.

2020 Results (baseline)

Total attendance: XX alumnae

Total volunteers: XX alumnae

% of alumnae who gave: XX%

What did we set out to learn and to do?

SURVEY PURPOSE

Key Questions

- 1) **What is the awareness and affinity for Agnes Scott among alumnae today?**
(establish baseline)
- 2) **What professional experience does our alumnae base have?**
(confirm top industries to establish cohort for thought leadership and tap expertise)
- 3) **What are top interests among alumnae so we can enhance engagement?**
(inform alumnae relations marketing communications plans for the next 1-3 years)

What do we know about our respondents?

THE RESPONDENTS

Response Stats

Total responses* received:

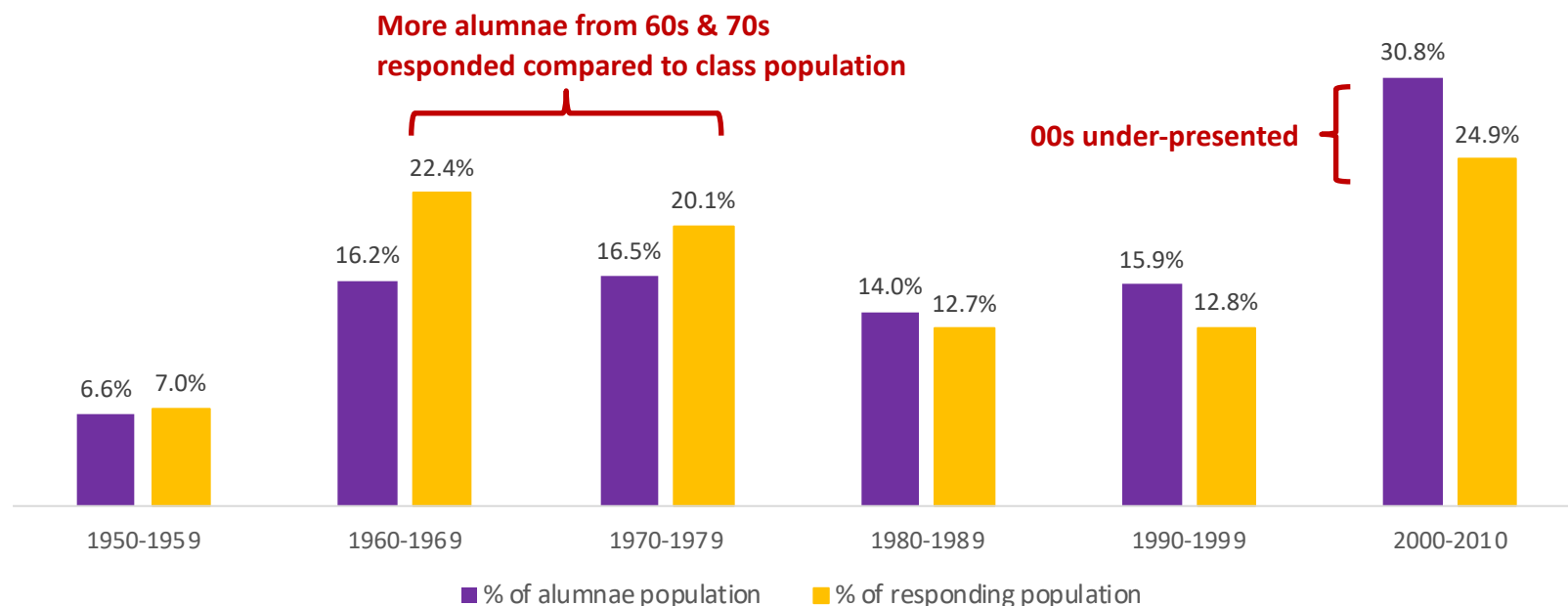
1814

Overall response rate

20.2%

Years of graduation covered in survey

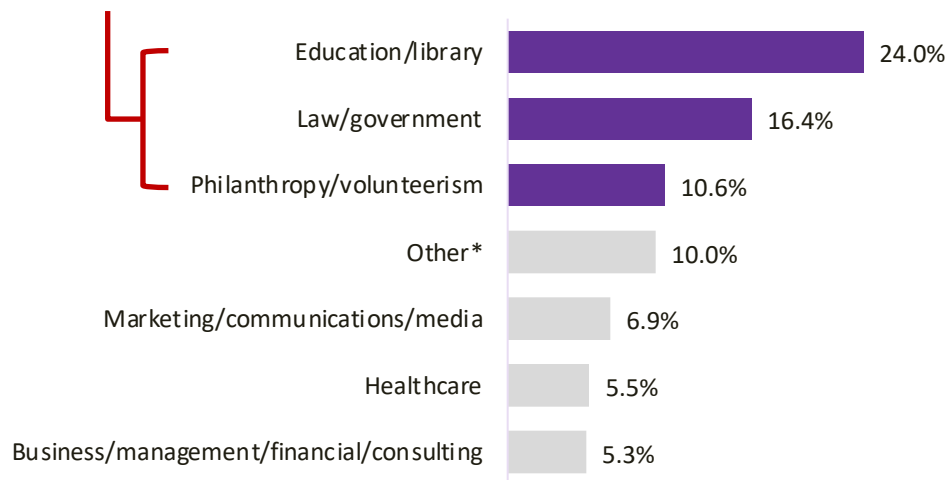
1950-2010



*A total of 1423 responses with **over 40%** completion are considered valid and included in the analysis

Post-Graduate Experience

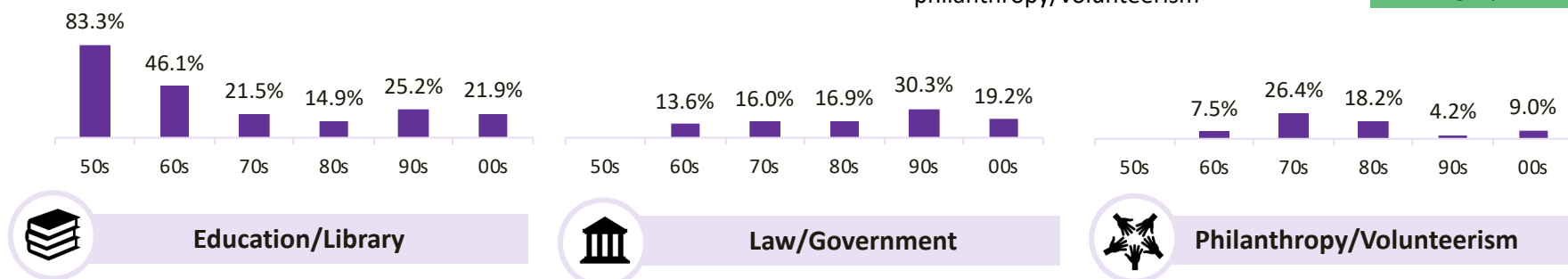
Over 50% of respondents have post-graduate experience in these 3 areas



55.4% of total respondents **changed career** post-graduate

Changes in post-graduate experience (prior → current)

• science/technology/engineering	-2.2%
• retail sales	-2.0%
• marketing/communications/media	-2.0%
• community/social service	-1.5%
• entertainment/film/music	-1.4%
• education/library	-1.2%
• healthcare	+1.5%
• law/government	+2.5%
• other	+3.5%
• philanthropy/volunteerism	+3.7%



Education/Library



Law/Government



Philanthropy/Volunteerism

*Other post-graduate experiences include counseling, career coaching, church/ministry, entrepreneur, public health, non-profit, writing/editing/publishing

How connected are our alumnae to their alma mater?

CONNECTION TO COLLEGE

Affinity to College

Average Affinity to College Rating



Select reasons that will motivate alumnae to be more involved or invested in the college

Physical Proximity

- *Living closer to the college*
- *An active alumnae club in my area*
- *more West Coast programming. Now that we have virtual platforms, could that be possible?*
- *to become active in local alumni group*

Mentorship & Panel Opportunities

- *hosting financial literacy workshops for students and/or alumnae*
- *connect to current students through mentorship*
- *To help students find more scholarships and minimize the loans.*
- *Knowing some individual students personally*
- *invites to speak as part of a panel*

Support for a Different Ideology

- A true balance of leaders with differing viewpoints*
- *Assume a less liberal stance in political and social issues*
 - *Acceptance of diverse political ideology*
 - *Return to the Christian foundation*
 - *The commitment to zero carbon footprint*
 - *Take a stand against animal experiment*

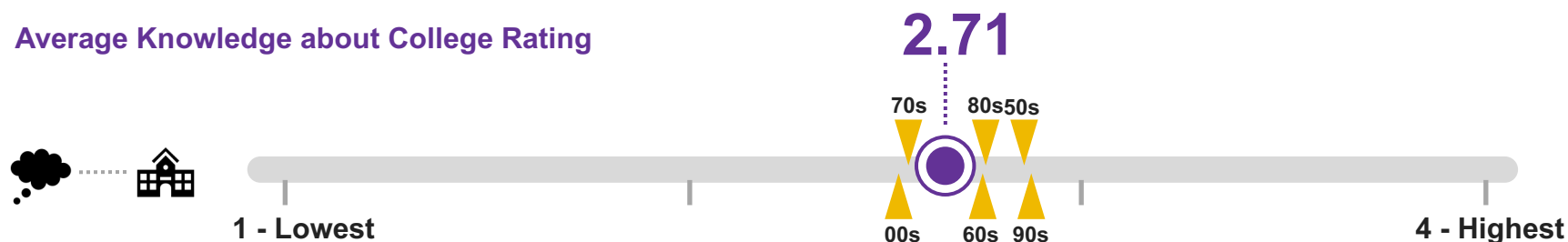
Stronger Sense of Connection

- *Understanding of college's plan for financial stability*
- *A sense that I can make a difference*
- *Understanding how I am valued as an alumna when my professional story doesn't align with what's saleable*



Knowledge about College

Average Knowledge about College Rating



What is one thing you'd like to know more about ASC?

Emerging Themes from Open Text Responses	# of Mentions	% of Total*
• Academics – Curriculum/Academic Rigor/Department Updates/Course Offerings	56	15.4%
• Diversity/Equity/Ideology Inclusiveness	50	13.7%
• Post-Graduate Experience/Success/Career Preparation	39	10.7%
• Student Life/Experience	35	9.6%
• Recruitment/Admission/Current Student Body Stats	33	9.1%
• Financials – College Financial Health/Student Aid/Scholarship Status	33	9.1%
• COVID Response	21	5.8%
• College Strategic Direction / Leadership	14	3.8%
• Alumnae Engagement/Connection	11	3.0%
• Faculty Life/Experience	10	2.7%
• SUMMIT	8	2.2%
• Other (preservation of history/tradition, campus renovation progress etc.)	26	2.2%

**Out of a total of 364 open text responses to this question*



One thing I'd like to know more...

Academics – Curriculum/Academic Rigor/Department Updates/Course Offerings

15.4% interested

- *Does Agnes Scott still place the highest educational value on the humanities?*
- *Is Agnes Scott adding majors that are becoming relevant and need more women in them - computer science, UX, data analytics, etc.?*
- *Are scholastic standards still high? / Strength of the curriculum*
- *Is the emphasis on rigorous academic excellence in fundamental subjects retained?*
- *More about the graduate programs that are offered / The different programs and how they are integrated*

Diversity/Equity/Ideology Inclusiveness

13.7% interested

- *How is the college bringing together different political ideologies, so that everyone feels welcomed?*
- *Is Agnes Scott still a school where a mix of women can hold different views and still enjoy sisterhood?*
- *What is ASC doing to ensure that promising BIPOC/LBGTQ+ students are still enriching the campus?*
- *Is there a spiritual component to the ASC experience today?*
- *How much diversity there is on campus: faculty, staff, student body / How does Agnes Scott foster diversity?*
- *What are you doing to raise women to counter this cancel culture?*

Financials – College Financial Health/Student Aid/Scholarship Status

10.7% interested

- *How well do the current students feel they are being prepared for the world beyond Agnes?*
- *I love continuing to hear how we alums are making impacts on our communities today*
- *I would like to learn about ASC's relationships with local corporations for internships/study programs to support career opportunities for students upon graduation.*
- *Most popular majors, common career goals / Post graduate area of study/work*
- *Various majors / what graduates do / not spotlight on one but more general*





One thing I'd like to know more... (cont.)

Student Life/Experience

9.6% interested

- *How is student life? How are financial needs of students being met?*
- *Student body updates (accomplishments, opportunities, etc)*
- *community life and engagement of the students off campus*
- *I'd like to know more about the campus clubs and organizations (things students are involved in)*
- *more about how students are currently being taught and supported*
- *Is Agnes Scott taking care of students and not just looking at the bottom line?*

Recruitment/Admission/Current Student Body Stats

9.1% interested

- *Overview of composition of student body (ethnicity, financial aid, geography, majors etc.)*
- *More about the students - who they are, where they come from, why they chose Agnes Scott*
- *How does ASC recruit students? / What criteria do you use for acceptance decisions?*
- *Why has ASC lost ground in attracting top students?*
- *Acceptance rate and rate of graduation? I think less than 75% of first year students actually graduated from ASC*
- *What is the student / faculty ratio?*

Financials – College Financial Health/Student Aid/Scholarship Status

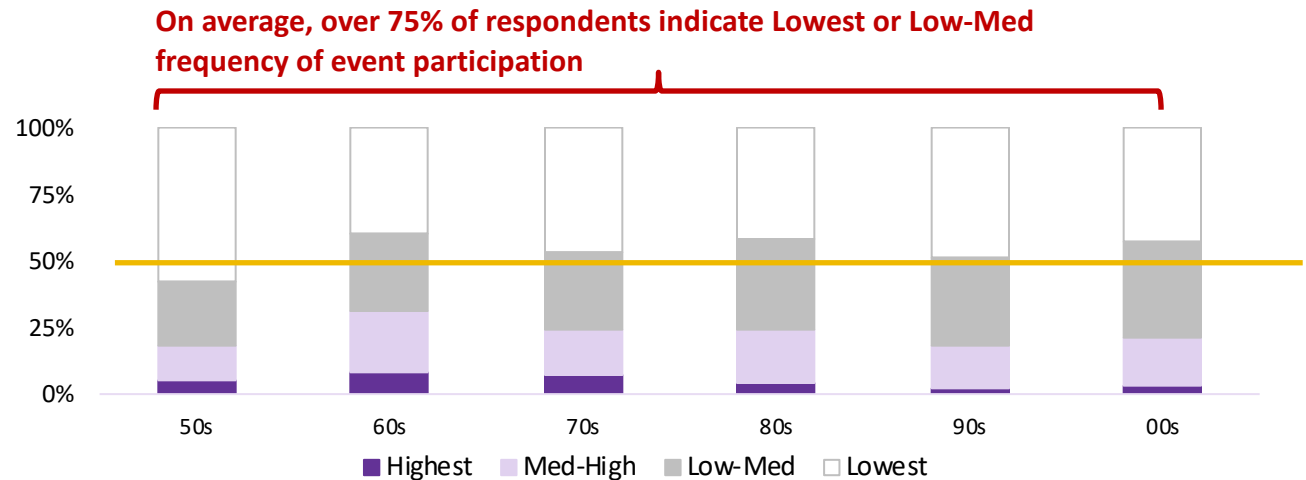
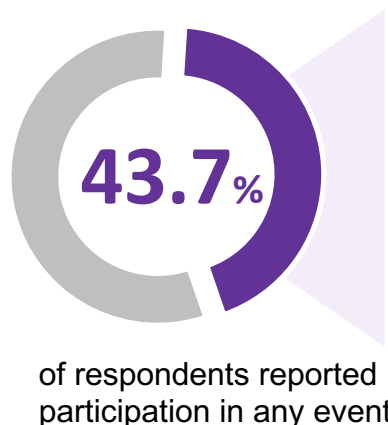
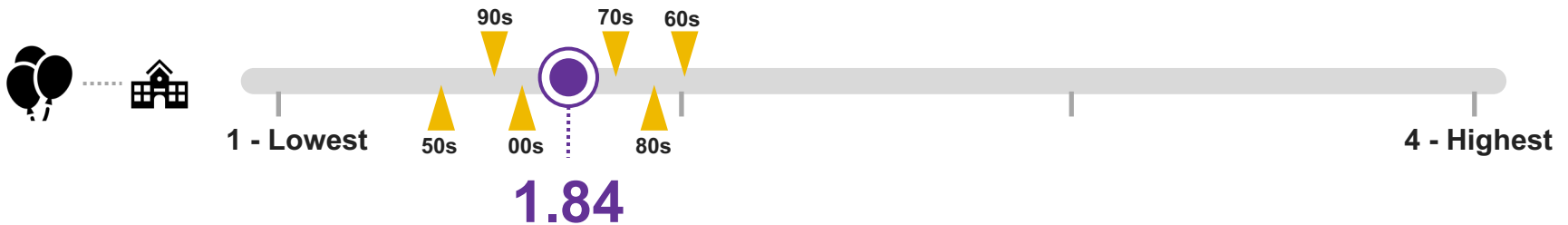
9.1% interested

- *Is the college financially stable going forward?*
- *The probability that it will survive as a women's college / If they are feeling secure enough financially to make it into the next 15 years*
- *How many or what proportion of students are on full scholarship? / How financial aid is distributed*
- *I'd like to know the average debt a student graduates with after 4 years at ASC*
- *How are you insuring that students with underprivileged backgrounds are able to afford an Agnes Scott education*



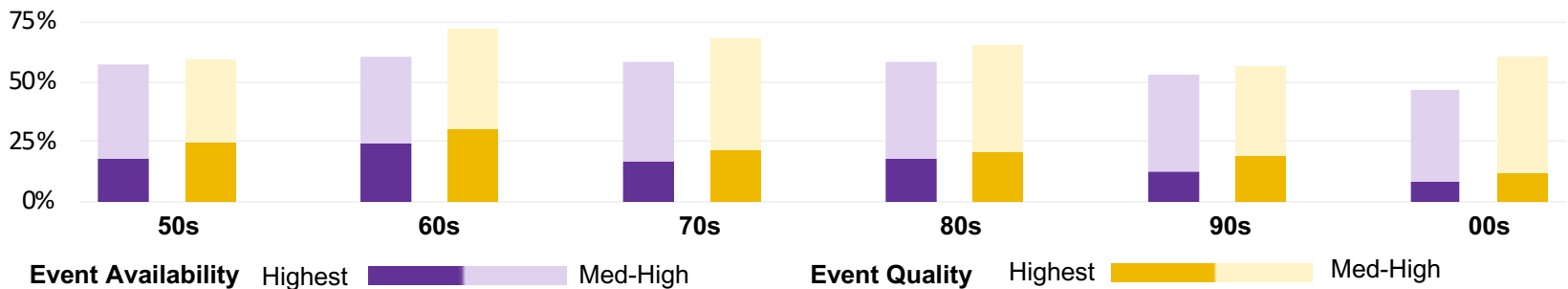
Event Participation

Average Frequency of Event Participation Rating

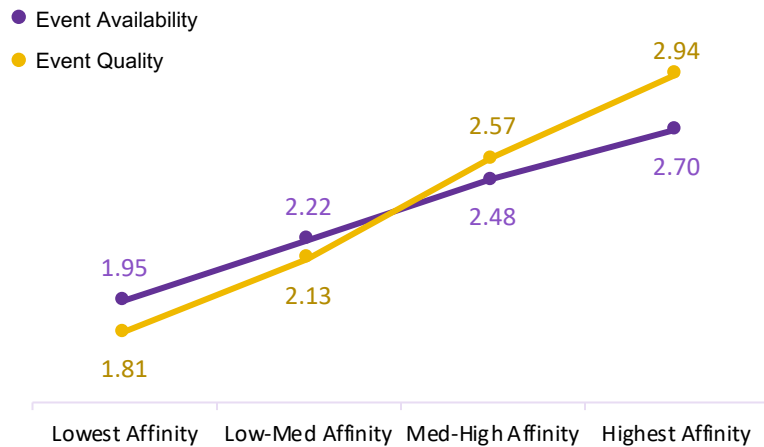


Event Satisfaction

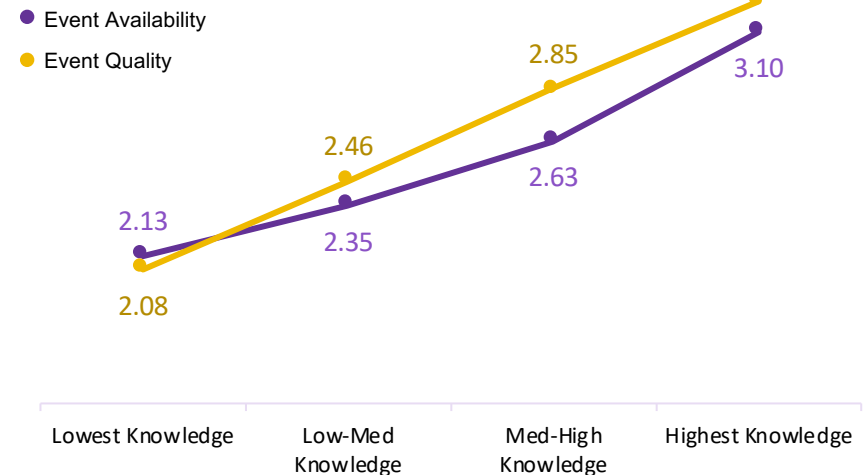
Average Event Satisfaction by Class Year



by Affinity Level



by Knowledge Level



Communications Engagement

96%

of respondents
reported reading
Agnes Scott
communications

Interest in Paid Print Materials

- **21.4%** of respondents are **willing to pay for a print version** of the communications; **graduates from the 50s have the highest interest at 39%**, with 00s at **17.4%**; younger alumnae increasingly prefer online versions
- **44.28%** of respondents **will not be purchasing print versions even though they prefer print versions over online version**



Average Rating on Volume/Variety of Communications



Average Rating on Content/Quality of Communications



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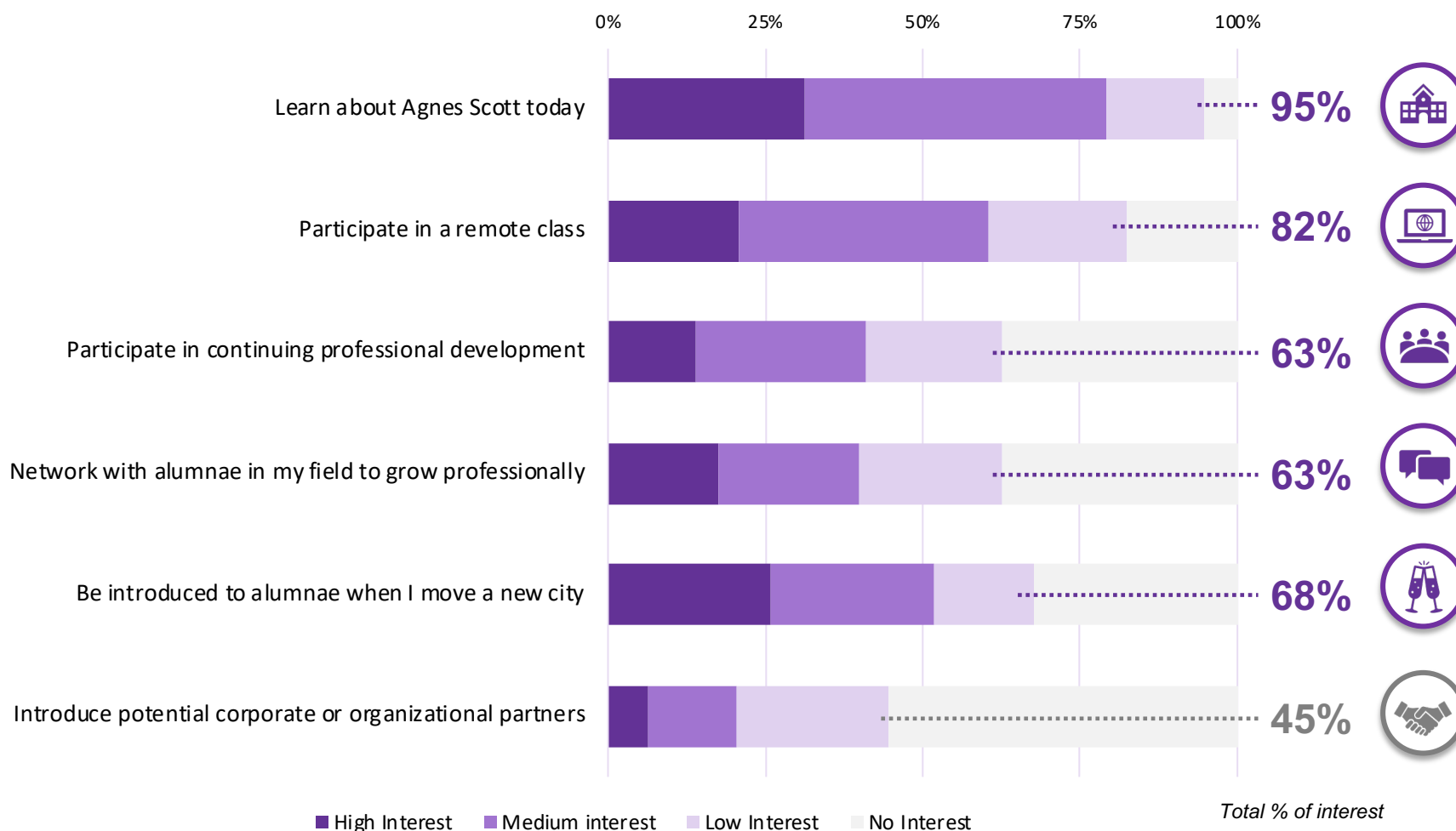
Average Rating on Content/Quality of Communications



What excites and interests alumnae most?

TOP AREAS OF INTEREST

Overall Alumna Engagement Interest



Alumnae Events Interest

Alumnae Events/ Programs Attendance	50s	60s	70s	80s	90s	00s
• I attend/enjoy classic alumnae events (Alumnae Weekend, Class/Chapter events)	83%	92%	83%	80%	85%	82%
• I gather with Scotties through informal, unofficial gatherings	50%	58%	60%	64%	71%	71%
• I attend/enjoy lectures, faculty/featured expert events	33%	32%	33%	33%	31%	39%
• I attend/enjoy cultural/artistic exhibitions and events	28%	22%	29%	33%	32%	39%
• I attend/enjoy career-related events	6%	3%	3%	7%	15%	33%
• I attend/enjoy events with other alums like me (same age/generation, same race/ethnicity, same LGBTQIA+ identity)	17%	23%	26%	22%	22%	38%
• I attend/enjoy special events for donors	22%	21%	16%	19%	10%	13%
• I attend/enjoy athletic events	0%	1%	1%	1%	4%	7%
• I attend/enjoy other college events	22%	12%	16%	20%	15%	15%



Other alumnae events and programs respondents interested in include...

- *I enjoyed the book club / Really enjoyed the freshman book events that were done for a few years*
- *Any opportunity to interact with current students*
- *Host Scotties Give Back events*
- *Winter Seminars / Webinars*
- *Faculty-led Summer Travel*
- *Monthly phone calls with other alumnae*
- *Social media exchanges with other alums*



Volunteer Opportunities Interest

Interest in Volunteer Opportunities	50s	60s	70s	80s	90s	00s
• acknowledge ASC when receiving an accolade or in a media profile	33%	26%	21%	28%	33%	37%
• speaking on a panel about your post-graduate success	0%	9%	13%	26%	39%	54%
• mentoring students or young alums	0%	8%	11%	25%	31%	60%
• serving as a class officer/leader	39%	29%	24%	21%	29%	22%
• serving on an alumnae committee or project group	22%	17%	20%	26%	25%	35%
• helping to recruit potential new students	22%	13%	13%	17%	26%	32%
• representing Agnes Scott College at local community events	22%	12%	11%	22%	25%	30%
• being considered for the Alumnae Board or serving on a SPT	6%	5%	12%	14%	25%	28%
• organizing fellow Scotties in your city or region	11%	10%	11%	15%	17%	21%
• writing/ sharing content via website, social media, publications	0%	8%	5%	9%	18%	16%
• being recognized by the college for your contributions	11%	8%	3%	2%	4%	7%
• Other	28%	5%	5%	7%	8%	5%

Other volunteer opportunities respondents interested in include...

- *I really enjoyed when Scotties got together all over the country to volunteer together in various communities*
- *I want to be involved with Summit!!*
- *the opportunity to leverage my professional and personal networks on behalf of the college for classroom presentations, speaker needs, partner prospects, campus conference marketing and participation, etc*
- *Serve on advisory board for public health*
- *I would like to connect with South Asian and international students more specifically*

Top Communications Channels

Communications Activities	50s	60s	70s	80s	90s	00s
• I receive and read The Onyx	22.0%	21.3%	21.9%	20.9%	20.1%	19.7%
• I receive and read Agnes Scott The Magazine	19.3%	20.0%	22.2%	21.8%	19.8%	19.6%
• I receive and read News@Agnes	23.5%	22.0%	20.5%	18.5%	18.2%	20.3%
• I visit Reunion, Class or Chapter webpages	11.0%	12.9%	11.5%	9.6%	8.8%	9.1%
• I visit the college website	6.4%	7.4%	8.7%	8.3%	7.7%	7.3%
• I am active on alumnae social media platforms, pages, groups	4.2%	3.0%	2.5%	8.9%	12.4%	12.2%
• I maintain/find contact information using the Alumnae Directory (ScottieNet)	6.8%	7.2%	5.6%	4.0%	4.9%	5.1%
• I visit the Alumnae webpages to learn about news and events	5.7%	5.3%	5.6%	5.6%	6.1%	3.7%
• I know about and use online forms for alumnae volunteering and nominating	0.0%	0.2%	0.6%	1.2%	1.5%	1.5%
• I visit and use the Campus Calendar	1.1%	0.5%	0.8%	1.0%	0.6%	1.2%



Top Social Media Channels

Facebook (~90%):

Class pages, Alum groups (ASC Primetimer, Simply at Agnes, Engaging, Thinking, Living... Department groups, Regional groups

Instagram (4%): asc, asc admission

Twitter (1%): @preszak



Reasons for Disengagement

Top reasons why alumnae do not participate in events

Emerging Themes from Open Text Responses	# of Mentions	% of Total*
Physical Distance/Lack of Local Events	388	62%
Bandwidth/Inconvenient Time	113	18%
Age/Health Reasons	36	6%
Unaware of Event Offerings	25	4%
Not Interested	24	4%
Quality/Content of Events	7	1%
Other (ideology differences, weak connection, feel discomfort claiming alum status, etc.)	82	13%

*Out of a total of 632 open text responses to this question



Physical Distance

- Live out of country / state / unable to attend events close to Decatur
- Unwilling or lack of financial means to travel
- Lack of local alumnae events in the region they reside in

Bandwidth / Inconvenient Time

- Do not have bandwidth with other life commitments or do not see engagement as a priority
- Events offered at an inconvenient time for them (e.g. working professional, teachers)

Unaware of Event Offerings

- Unaware of any local alumnae event offerings
- Unsure where to learn about offering information or only hear about them afterwards

Other

- Ideology differences
- Weak connection to college or fellow classmates
- Do not identify as full ASC alum due to transfer etc.



What can we act on based on survey outcomes?

PATH FORWARD

Next Steps

- Share survey results at Alumnae Weekend (June 5-6)
- Alumnae Board Planning Retreat (June 24-26)
- Alumnae Relations Marketing Communications Plan Presentation (Fall 2021)