



Alumni Survey Brainstorming Session: Temple Made Perspectives

TUAA Leadership Summit 2024

Session Break Down

- Temple Engagement Trends
- Alumni Attitude Vendor & Goals
- **Alumni Brainstorm Exercise**
- Alumni Advocates



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Temple Engagement Trends

Temple Engagement Trends

Event Attendance

2022 to 2023 Comparison

	2022 YTD	2023 YTD	% change from '22 to '23
Unique Event Attendance	5265	3330	-36%
First-Time Event Attendance	3423	2079	-39%
Repeat Event Attendance	626	464	-25%



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Temple Engagement Trends

Event Attendance

2023 to 2024 Comparison

	2023 YTD	2024 YTD	% change from '23 to '24
Unique Event Attendance	3330	3512	14%
First-Time Event Attendance	2079	1898	-9%
Repeat Event Attendance	464	380	-18%



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Temple Engagement Trends

Volunteer

2023 to 2024 Comparison

	2023 YTD	2024 YTD	% change from '23 to '24
Unique Volunteers	643	521	-18%
Volunteer Event Attendee	172	168	-2%
Volunteer Donor	223	216	-3%



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Temple Engagement Trends

Communications

2023 to 2024 Comparison

	2023	2024	% change from '23 to '24
Average Email Open Rate	39%	48.3%	24%
Average Email Clickthrough Rate	5%	6.6%	32%

Total solicitable alumni email addresses (alum email address on file with no email exclusion code or Do Not Contact): **224,007**



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Performance Enhancement Group

PEG & Alumni Attitude Survey

- Convert alumni perceptions and preferences into actionable information.
- Features benchmarking from database of over 1 million alumni responses from over 350 institutions.
- Customizable survey instrument and full spectrum analysis.

The last comprehensive alumni attitude survey Temple executed was in 2014 with PEG.



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PEG & Alumni Attitude Survey

Timeline:

April:

- Leadership Summit Brainstorm
- Instrument design
- Pre-survey promotion

May:

- Instrument design
- Instrument testing
- Pre-survey promotion

June:

- Survey launch
- Ongoing promotion

July:

- Analysis & Reporting



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Survey Goals

Survey Goals

- Understand **preferred communication methods and topics** of interest among constituents.
- Uncover **motives for alumni engagement** with Temple.
- Assess the **value of current programs and services**, pinpointing areas for improvement.
- **Seek alumni suggestions** to enhance programs, services, and the overall alumni experience.
- **Identify and address obstacles** hindering alumni connection and engagement.
- Measure alumni **willingness to contribute financially** and factors influencing their decision



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Let's Brainstorm!

Your Temple Made Perspective is integral in this process.

Brainstorming Exercise

A series of six questions/prompts that PEG has provided to assist Temple in this process will be asked. We want to collect as many of your responses/reactions as possible!

Two ways to share your responses:

1. Raise your hand; volunteer scribe will capture your response.
2. Jot your ideas on a post-it note and stick them on the corresponding board in the room.



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Question 1

What words would a Temple alum use when describing the characteristics that best define a fellow Temple Owl?

- How do alumni perceive themselves/how do you perceive yourself? Is it hard working, entrepreneurial, gritty, self-starters, creative, etc.?
- How might this be different for alumni from various groups: regionally, generationally, personal or affinity identity?





Question 2

What matters most to alumni about the transition from the student experience to the alumni experience?

- What do you think alumni most remember and/or treasure about their student experience?
- How well does Temple prepare seniors/recent graduates for life after Temple?
- Discuss elements of the student experience, how alumni integrate the student experience into their life, and the role it has in alumni engagement to Temple.





Question 3

What are some ways you think alumni would like to engage with Temple?

- Do you have examples of ways your peers engage with Temple?
- Share ways you think alumni might like to support/engage with Temple.
- Think about a conversation you have had with a peer and what they said about their connections to Temple since graduation.
- What are some barriers for alumni engagement?





Question 4

What do you think are the most important things for alumni to hear in communications from Temple and what are the ways they prefer to get information?

- List key things that alumni should know about Temple.
- Based on your discussions with alumni, what do you think they would most likely want to hear?
- How do you think alumni hear about Temple?
- What forms of communication about Temple are most used and/or preferred by alumni?





Question 5

What things most impact alumni opinions of Temple?

- What is the "secret sauce" of Temple?
- What is the thing that makes Temple special?





Question 6

What type of messaging would encourage alumni to take the survey?

- What calls to action would motivate an alumni to share their feedback?
- What types of incentives might entice alumni to complete the survey?



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Help us reach our Goal!

Advocates = Impact

Alumni Advocates

- At least 1,500 alumni need to respond to have a statistically significant sample.
 - We had 2,200 responses in 2014 and our goal is to reach 3,000 this cycle.
- ***THE MORE THE BETTER!***
- We encourage you to complete the survey and encourage your volunteer groups and networks to join you.
- Volunteer promotional assets will be available!



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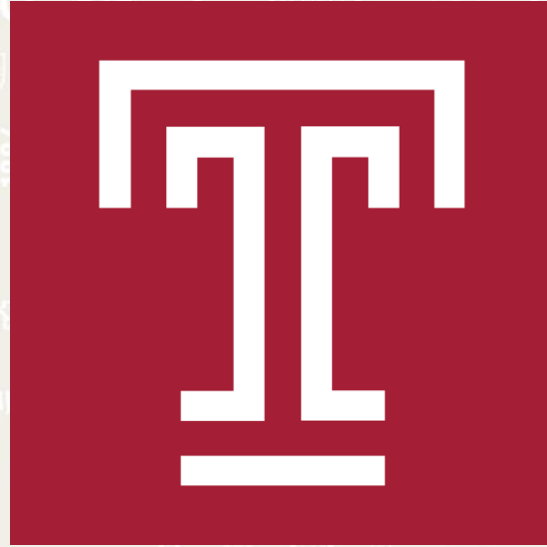


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Thank you TUAA Volunteers!



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