

# **Alumni Relations Benchmarks, 2013 Edition**

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## SURVEY PARTICIPANTS

Albright College  
Andrew College  
Armstrong Atlantic State University  
Averett University  
Baruch College, CUNY  
Bennington College  
Bethel University  
Bluefield College  
Brenau University  
Brigham Young University  
California Baptist University  
California Lutheran University  
Cardinal Stritch University  
Carleton College  
Casper College  
Clark Atlanta University  
College of St. Joseph  
College of the Albemarle  
Cornell College  
Cumberland County College  
Dartmouth State College  
Davidson College  
Del Mar College  
DeSales University  
Duquesne University  
Edinboro University  
Evangel University  
Florida Christian College  
Florida International University  
Furman University  
Gannon University  
Gavilan College  
Gordon College  
Hastings College  
Highline Community College  
Hiram College  
Hodges University  
Itawamba Community College  
Jefferson Community College  
Kaskaskia College  
La Sierra University  
Lafayette College  
Langston University

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Lansing Community College  
Lindsey Wilson College  
Marygrove College  
Maryland Institute College of Art  
Maryville University  
Minnesota West Community and Technical College  
Monroe County Community College  
Mount Ida College  
New England Conservatory  
New Mexico State University  
Northeastern Illinois University  
Northwest Missouri State University  
Northwest University  
Oakton Community College  
Orange County Community College  
Pacific University  
Pomona College  
Quincy University  
Saginaw Valley State University  
Saint Joseph's University  
Saint Mary's University of Minnesota  
Southeastern Louisiana University  
Southern Illinois University  
Stephens College  
Sweet Briar College  
Technical College of the Lowcountry  
Truett-McConnell College  
Union College  
University of New Orleans  
University of Alabama in Huntsville  
University of Arkansas  
University of Idaho  
University of Minnesota  
University of North Georgia  
University of Saint Francis  
University of Texas  
University of Wisconsin  
Urbana University  
Virginia Tech  
Wallace State Community College  
Washburn University  
Wesley College  
Westchester Community College  
Wilmington College  
Woodbury University

## THE QUESTIONNAIRE

1. Please provide the following contact information  
Name:  
Organization:  
Work Title:  
Country:  
Email Address:
2. Which phrase best describes your college?  
(a) Community College  
(b) 4-year degree and/or Master's degree granting  
(c) PHD granting  
(d) Level 1 or Level 2 Research University
3. Is your college a public or private institution?  
(a) Public  
(b) Private
4. What is the total full-time equivalent student enrollment of your college?
5. Is your alumni office responsible for alumni of all schools and departments of the college or for a specific school or department such as the law school, medical school, graduate studies, etc.?  
(a) All schools and departments  
(b) A specific school or department
6. Which phrase best describes your alumni organization?  
(a) Department of the college or university  
(b) Independent alumni organization  
(c) Hybrid organization that partially supports itself and is partially college-supported
7. What is the total number of alumni of your college (total alumni not members of the alumni association)?
8. What is the estimated number of alumni of the college that are currently alive?
9. How many full-time equivalent employees work in the alumni affairs office?
10. How many full-time employees work in the departments of institutional advancement and/or fundraising?

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11. Which answer best describes your alumni affairs office's relationship with the offices at your college, often fundraising or institutional advancement, that focus on raising money for the college?
- (a) Alumni affairs is not administratively separate from institutional advancement or fundraising
  - (b) Alumni affairs is considered an arm of the fundraising effort and though administratively separately we tend to be subordinate to them in actual practice
  - (c) We are separate but equal administrative units
  - (d) We don't really have much to do with one another
  - (e) We cooperate when possible but often seem to work at cross purposes with one another
12. How much did the alumni office spend on travel for staff members in the past year?
13. How much did the alumni office spend on travel by alumni volunteers in the past year?
14. In the past two years, has total FTE employment in the alumni office increased or decreased?
- (a) Remained the same
  - (b) Increased
  - (c) Decreased
15. What is the overall budget for the alumni office, including salaries, equipment, events, outreach, travel, promotional materials and other items was, in the past year? Exclude annual fund and development office expenses.
16. How much staff time per week, in man hours, does your alumni office spend in online tasks such as editing the website, compiling and sending email lists and alumni e-newsletters, developing web ads, and other online-related alumni tasks?
- (a) 10 hours or less
  - (b) 10+ to 20 hours per week
  - (c) 20+ to 40 hours per week
  - (d) 40+ to 80 hours per week
  - (e) More than 80 hours per week
17. Does the college offer an alumni credit card?
- (a) Yes
  - (b) No
18. If the college offers an alumni credit card, what percentage of alumni currently have an alumni credit card?
19. How much did the college earn from royalties from all alumni credit cards in the past year?



## Alumni Relations Benchmarks, 2013 Edition

20. In the past year, have alumni association/college earnings from alumni credit cards, mortgage brokerage and other forms of financing increased or decreased?

- (a) Remained about the same
- (b) Increased less than 5%
- (c) Increased more than 5%
- (d) Decreased

21. How much has the college earned in the past year through royalties from insurance companies for alumni insurance plans?

22. What kind of events management, fundraising, peer-networking or other types of software or web services has your organization found particularly useful?

23. How much did your organization spend in the past year for all costs associated with any of the following services?

- (a) Conferences and seminars related to alumni relations or advancement:
- (b) Research reports, books, magazines, e-zines and other information services about alumni relations/advancement:
- (c) Consulting services:

24. What are some of the most useful magazines, webs sites, blogs, listservs, social media sites and other information resources about alumni relations that you benefit from?

25. How many years ago did your college conduct an official major survey of the school's alumni?

26. What was the number of completed interviews for this major alumni survey?

27. The last major alumni survey your organization performed was...?

- (a) Done in-house unassisted
- (b) Done in-house assisted by a consultant
- (c) Done by a research or consulting company

28. How many direct mail pieces for all purposes including those not related directly to fundraising are sent out annually by the college office of alumni affairs to alumni? Exclude mailings by regional clubs and other offices of the college unless these offices have the main responsibility for alumni relations.

29. Does the alumni association or some other unit of the college use direct telephone solicitation of alumni to solicit donation to the college?

- (a) Yes
- (b) No

## Alumni Relations Benchmarks, 2013 Edition

30. If the college uses direct telephone solicitation, about what did the college spend in the past year, in salary costs, telephone expenses, call center costs, etc. – either for in-house or outsourced telephone solicitation services – for the purposes of soliciting funds from alumni?
31. What percentage of alumni currently alive have ever made a financial contribution to the college?
32. What was the college budget for all alumni reunions in the past year?
33. What was the participation rate in the last college reunion held for those that graduated the number of years ago specified? Choose the reunion closest to the period listed.
- 5-year Reunion:
  - 10-year Reunion:
  - 20-year Reunion:
  - 30-year Reunion:
34. Does the college have a reunion of any kind for individuals who graduated from the college within the past two years?
- (a) Yes
  - (b) No
35. Does the college sponsor an alumni venture capital or small business group to encourage and aid entrepreneurs?
- (a) Yes
  - (b) No
36. Which phrase best describes your college alumni association?
- (a) Dues paying
  - (b) Non-dues paying
  - (c) Offers dues paying and non-dues paying levels of membership
37. How many regional alumni clubs does the college have?
38. Does the college provide operating funds to these clubs?
- (a) Yes
  - (b) No
39. If the college funds its alumni clubs, how much does it spend annually for this purpose?
40. If the alumni association furnishes promotional materials to the alumni clubs, about how much did it spend in the last year designing, developing, printing and distributing such materials to alumni clubs?

## Alumni Relations Benchmarks, 2013 Edition

41. About what percentage of the college's alumni clubs would you say have their own listserv, blog, bulletin board or other internet vehicle for regular communications with or between members?
42. Has the college library included access for alumni in any of its licenses for databases?  
(a) Yes  
(b) No  
(c) No, but we are planning to
43. Does the alumni office or another office of the college offer an alumni mentoring program?  
(a) Yes  
(b) No
44. How much staff time, in hours per month, would you say that the alumni office expends on the following activities?  
(a) Posting alumni-related materials to YouTube, Vimeo or other such sites:  
(b) Working on the alumni Facebook or other Social media sites:
45. Does the alumni association have a Twitter account?  
(a) Yes  
(b) No
46. Comment on the use of Twitter by your association. How often do you tweet? How many accounts does the association have? How effective is Twitter as a means of getting out your message? Encouraging attendance at alumni events? As a fundraising tool?
47. The college has a workable email address for what percentage of its alumni?
48. For what percentage of the following groups does the alumni office have valid email addresses for?  
(a) Alumni that graduated within 5 years:  
(b) Alumni that graduated 5-10 years ago:  
(c) Alumni that graduated 10-20 years ago:  
(d) Alumni that graduated 20 or more years ago:  
(e) Don't have this information and can't guess
49. The alumni office/college administration formally or informally restricts the number of times any group of alumni can be emailed to, to about...?  
(a) Once a week  
(b) Twice a month  
(c) Once a month  
(d) Less than six times per year  
(e) About once a year

## Alumni Relations Benchmarks, 2013 Edition

50. For the college's last email campaign to alumni, what were the rates of unique and total email opening by the recipients? Unique opens counts the number of recipients that open the email, while total opens includes multiple opens by the same individual. Choose the answer that best reflects your experience.

- (a) We do not keep track of the percentage of recipients that open our emails
- (b) We don't send email queries to alumni
- (c) Our last unique open rate was:
- (d) Our last total open rate was:

51. Does your alumni affairs office have a presence on any of the following?

- (a) MySpace
- (b) Facebook
- (c) Google Plus
- (d) Twitter
- (e) YouTube
- (f) InCircle

52. Does the college publish a magazine primarily aimed at alumni?

- (a) Yes
- (b) No
- (c) Yes, more than one

53. How much did the college spend on its print alumni publications in the past year, including developing, writing, printing, promoting and distributing them?

54. What best describes your college's policy towards publishing an alumni directory?

- (a) We don't have one and don't plan to publish one
- (b) We don't have one but I expect to have one within the next year
- (c) We publish one every year or every few years
- (d) We have published within the last 3 years one but plan to discontinue it and rely on the web

55. What percentage of the colleges' graduates as defined in the various groups below participate in any alumni association connected to your institution?

All Graduates:

Recent Graduates (within 3 years of graduation):

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56. On a scale of 1 to 5, with 1 representing little or no involvement with the college and 5 representing great involvement with the college, how would you measure the level of connectedness of various categories of alumni with the college?

Alumni from the 1970's

- (a) Little or no involvement
- (b) Modestly involved
- (c) Moderately involved
- (d) Significantly involved
- (e) Greatly involved
- (f) N/A

Alumni from the 1980's

- (a) Little or no involvement
- (b) Modestly involved
- (c) Moderately involved
- (d) Significantly involved
- (e) Greatly involved
- (f) N/A

Alumni from the 1990's

- (a) Little or no involvement
- (b) Modestly involved
- (c) Moderately involved
- (d) Significantly involved
- (e) Greatly involved
- (f) N/A

Alumni since 2000

- (a) Little or no involvement
- (b) Modestly involved
- (c) Moderately involved
- (d) Significantly involved
- (e) Greatly involved
- (f) N/A

Male Alumni Female Alumni

- (a) Little or no involvement
- (b) Modestly involved
- (c) Moderately involved
- (d) Significantly involved
- (e) Greatly involved
- (f) N/A

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### Graduate Student Alumni

- (a) Little or no involvement
- (b) Modestly involved
- (c) Moderately involved
- (d) Significantly involved
- (e) Greatly involved
- (f) N/A

### Undergraduate Alumni

- (a) Little or no involvement
- (b) Modestly involved
- (c) Moderately involved
- (d) Significantly involved
- (e) Greatly involved
- (f) N/A

### Adult Education Program Alumni

- (a) Little or no involvement
- (b) Modestly involved
- (c) Moderately involved
- (d) Significantly involved
- (e) Greatly involved
- (f) N/A

### Law, Medical, Business School Alumni

- (a) Little or no involvement
- (b) Modestly involved
- (c) Moderately involved
- (d) Significantly involved
- (e) Greatly involved
- (f) N/A

## **SUMMARY OF MAIN FINDINGS**

### **Total College Alumni**

Colleges in the sample have a mean of 61,361 total alumni and a mean of 58,371 living alumni. Public colleges in the sample have a mean of 107,569 living alumni and a maximum of 450,000, while private colleges have approximately 25,900 living alumni. Colleges with more than 6,000 students enrolled have a mean of 123,954 living alumni, as opposed to those with fewer than 2,000 students, which have a mean of 14,895. Level 1 and level 2 research universities have a mean of 160,079 living alumni and community colleges have a mean of 135,550, while 4-year and master's degree granting colleges have just 30,363 living alumni and PhD granting colleges have even fewer.

### **Staffing**

Alumni affairs offices in colleges in the sample have a mean of 3.48 full-time equivalent personnel, with some employing as many as 31 FTE staff members. Community colleges have a mean of 1.04 such personnel, while 4-year or master's degree granting colleges have a mean of 2.76 and level 1 and level 2 research universities have a mean of 12.9. Alumni offices in private colleges have a mean of 2.93 FTE employees, whereas those in public colleges have a mean of 4.24 employees. Independent alumni organizations have a mean of 1.29 employees, while offices that act as a department of the college have about 2.76 employees and those that are partially supported by the college have a mean of 6.13 employees.

In contrast, institutional advancement and fundraising departments in colleges in the sample employ a mean of 21.47 full-time personnel and a maximum of 265. Colleges with over 6,000 students have a mean of 37.61 FTE employees in these departments, nearly three times the number of those in colleges with 2,000 to 6,000 students and 23.34 more than colleges with less than 2,000 students. Public colleges have a mean of 28.15 employees in their institutional advancement and fundraising departments and private colleges have a mean of 16.5. Whereas level 1 and level 2 research universities have a mean of 91 FTE employees in these departments, 4-year and master's degree granting colleges have a mean of 16.03, PhD granting colleges have a mean of 15.17 and community colleges have a mean of 4.47 and a maximum of 10.

When asked about the relationship between the alumni affairs office and other fundraising departments, 56.25% of survey participants say that their alumni office is not administratively separate from institutional advancement or fundraising. 23.96% of participants say that alumni affairs is considered an arm of the fundraising effort and, though administratively separate, is generally subordinate to them in practice, while 14.58% say that these are separate but equal administrative units. Another 1.04% of survey participants say that the two offices have little to with one another and 3.13% say that they are often at odds.

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Over the past two years, FTE employment has remained flat in 58.33% of alumni offices in colleges in the sample. 23.96% of alumni offices have experienced an increase in employment over this period, including 31.58% of offices in community colleges and 28.13% of those in colleges with more than 6,000 students enrolled, and 16.67% have experienced a decrease. The latter include alumni organizations in 33.33% of PhD granting colleges and 30% of level 1 and level 2 research universities, but just 10.53% of those in community colleges and 8.82% of those in colleges with 2,000 to 6,000 students.

39.58% of alumni affairs offices spend 10+ to 20 hours of staff time per week on online tasks such as editing the website, compiling and sending email lists and alumni newsletters, developing web ads, etc., whereas 27.08% spend 10 hours or less on this work and 25% spend between 20+ and 40 hours on it. 8.33% of alumni offices spend more than 40 hours of staff time per week on online tasks, the bulk of these in level 1 and level 2 research universities with more than 6,000 students enrolled. Two-thirds of independent alumni organizations spend 10 hours or less on online tasks, whereas 68.66% of alumni offices that are a department of the college and 60.86% of hybrid alumni organizations that are partially college-supported spend 10+ to 40 hours per week on these tasks.

### **Travel Expenses**

Travel expenses for staff members cost alumni affairs offices in colleges in the sample totalled a mean of \$6,966 in the past year. Alumni organizations that operate independently of the college spent a mean of \$2,533 on travel, less than half that spent by alumni offices that are a department of the college and about \$10,410 less than hybrid organizations that are partially college-supported. Alumni offices in community colleges spent just \$547 on employee travel expenses in the past year, considerably less than the mean \$5,488 spent by 4-year and master's degree granting colleges and the mean \$4,675 spent by PhD granting colleges, and nothing compared to the \$29,500 spent by level 1 and level 2 research universities.

Spending on travel for alumni volunteers, meanwhile, was much more modest, with alumni affairs offices in the sample spending a mean of \$635 to this end. With the exception of alumni offices in level 1 and level 2 research universities, which spent a mean of \$1,888 on travel for alumni volunteers, college alumni offices devoted relatively few resources to travel by these volunteers; alumni organizations independent of the college and those connected to community colleges spent a mean of just \$33.33 on these expenses. Alumni affairs offices in private colleges spent a mean of \$838 on volunteers' travel, whereas these offices in public colleges spent a mean of \$363.

### **Annual Budget**

In the past year, alumni offices in colleges in the sample had a mean overall budget of \$336,662, including salaries, equipment, events, outreach, travel, promotion materials and other items. Alumni offices in public colleges had a mean budget of \$490,812, while those in private colleges had an overall budget of \$207,606. Alumni affairs offices in Level 1 and level 2 research universities had an overall budget of \$1,730,000, nearly 10 times that of



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alumni offices in PhD granting colleges, which spent a mean of \$177,14 in total. Alumni offices that are a department of the college had an overall budget of \$216,020 in the past year, whereas independent alumni organizations had a mean budget of \$76,005 and hybrid organizations that are partially supported by the college had a mean budget of \$761,850.

### **Alumni Credit and Insurance Programs**

19.79% of colleges in the sample offer an alumni credit card, including 43.75% of colleges with more than 6,000 students, 11.76% of colleges with 2,000 to 6,000 students and 3.33% of colleges with less than 2,000 students. 80% of level 1 and level 2 research universities offer an alumni credit card, though just 5.26% of community colleges and 12.07% of 4-year and master's degree granting colleges do the same. Nearly all colleges that offer an alumni credit card are public universities and most have an alumni organization that partially supports itself and is partially college-supported. Among colleges that offer such a credit card, a mean of 3.67% of alumni currently carry one. Not surprisingly, these percentages are smaller in private colleges and in those with fewer students.

Though most survey participants did not respond when asked how alumni association and college earnings from alumni credit cards, mortgage brokerage and other forms of financing have changed in the past year, about half of those that did say that earnings have remained the same. 9.38% of survey participants, including 30% of those in level 1 and level 2 research universities and 11.11% of those in PhD granting colleges, report decreases in earnings from alumni credit cards, mortgage brokerage and other forms of financing. 5.21% of survey participants say that these earnings have increased by less than 5% and 1.04% say that they have increased by more than 5%, all of these in private 4-year or master's degree granting colleges with less than 2,000 students enrolled.

Colleges in the sample have accrued a mean of \$11,009 in royalties from insurance companies for alumni insurance plans in the past year. Those with more than 6,000 students enrolled have earned a mean of \$22,989 and a maximum of \$185,000 from these royalties, whereas colleges with 2,000 to 6,000 students have earned a mean of \$1,456 and those with less than 2,000 students have earned a mean of \$3,375. Private colleges have made a mean of \$2,591 in royalties from alumni insurance plans and public colleges have earned a mean of \$419,427. 4-year and master's degree granting colleges and PhD granting colleges have earned means of \$3,982 and \$3,167 from alumni insurance plans, while level 1 and level 2 research universities have netted a mean of \$54,350.

### **Management Aids and Services**

Services associated with alumni relations or advancement have cost colleges in the sample a mean of \$3,435 over the past year, with public colleges spending a mean of \$4,576 and private colleges spending a mean of \$2,580. Whereas community colleges have spent a mean of \$955 on these services, 4-year and master's degree granting colleges have spent a mean of \$1,663, PhD granting colleges have spent a mean of \$1,544, and level 1 and level 2 research universities have spent a mean of \$19,556. Colleges with less than 2,000 students enrolled have spent a mean of \$1,460 on services associated with alumni relations or

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advancement, while those with more than 6,000 students have spent a mean of \$5,709 and a maximum of \$75,000. Colleges with independent alumni organizations have spent a mean of \$6,236 on services of this kind, \$3,592 more than colleges in which the alumni association is a department of the college, and \$5,386 more than colleges with a hybrid alumni organization that is partially college-supported.

Colleges in the sample have spent a mean of \$921 on research reports, books, magazines, e-zines and other information services about alumni relations or advancement in the past year, much of this by private universities, which have spent a mean of \$1,460 on these services. Colleges with 2,000 to 6,000 students enrolled have spent a mean of \$1,984 on information services, while schools with fewer than 2,000 students have spent a mean of \$385 and those with more than 6,000 students have spent even less. Colleges in which the alumni association is a department have spent a mean of \$1,237 on information sources about alumni relations or advancement in the past year, compared with the mean \$110 spent by colleges with an independent alumni organization and the mean \$362 spent by those with a hybrid alumni organization.

On average, consulting services have cost level 1 and level 2 research universities more than \$30,000 in the past year and PhD granting colleges more than \$10,000. Community colleges, meanwhile, have spent a mean of \$6,300 on these services and 4-year and master's degree granting colleges have spent a mean of \$2,375. In total, colleges in the sample have spent a mean of \$7,585 and a maximum of \$250,000 on consulting services, with larger public colleges leading this charge. Colleges with more than 6,000 students enrolled have spent a mean of \$13,800, whereas those with 2,000 to 6,000 students have spent just \$981. Colleges with a hybrid alumni organization that is partially college-supported have spent a mean of \$21,425 on consulting services in the past year, while colleges with an independent alumni organization have spent nothing.

### **Alumni Surveys**

It has been an average of approximately 3.08 years since colleges in the sample have conducted an official survey of their school's alumni, about 3.28 years for private colleges and 2.8 years for public ones. These surveys involved a mean of 1,605 alumni interviews, though some colleges conducted as many as 10,000. Level 1 and level 2 research universities performed a mean of 5,060 interviews in their last major survey of alumni, while 4-year and master's degree granting colleges performed a mean of 1,496 interviews, PhD granting colleges performed a mean of 638, and community colleges performed a mean of 172. Colleges with more than 6,000 students enrolled performed a mean of 1,925 alumni interviews, whereas those with between 2,000 and 6,000 students performed a mean of 1,199.

Nearly 45% of colleges in the sample performed their last major alumni survey in-house, while 4.17% did so with the assistance of a consultant and 26.04% outsourced it entirely to a research or consulting firm. 40.63% of colleges with more than 6,000 students enrolled used a consultant to some extent, compared with 26.67% of colleges with less than 2,000 students and 23.53% of colleges with 2,000 to 6,000 students. 50% of level 1 and level 2

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research universities, 50% of 4-year or master's degree granting colleges, and 44.44% of PhD granting colleges performed their last alumni survey in-house, as did 26.32% of community colleges.

### **Fundraising**

Alumni affairs offices in colleges in the sample send out a mean of 65,623 pieces of direct mail to alumni annually. Alumni offices in colleges with less than 2,000 students enrolled send out a mean of 9,752 pieces of direct mail to alumni, while those in colleges with 2,000 to 6,000 students send out a mean of 33,300 and those in colleges with more than 6,000 students send out a mean of 107,677. Alumni offices in public colleges send out a mean of 76,726 pieces of direct mail to alumni each year, about 37,475 or 95.4% more than those in private colleges. Alumni offices that act as a department of the college send out a mean of 59,556 direct mailings to alumni, whereas hybrid alumni organizations that are partially college-supported send out a mean of 87,475.

71.88% of colleges in the sample, either through their alumni office or another department, have solicited alumni for donations to the college over the telephone. These include 90% of level 1 and level 2 research universities, 86.21% of 4-year or master's degree granting colleges and 88.89% of PhD granting colleges, but just 10.53% of community colleges. 86.67% of colleges with fewer than 2,000 students enrolled have made solicitations of this kind over the phone, as have 75% of colleges with more than 6,000 students. Colleges that use direct telephone solicitation have spent a mean of \$34,067 to this end, including salaries, telephone expenses, and other costs. While community colleges spent nothing on these solicitations, level 1 and level 2 research universities spent a mean of \$80,750, and 4-year and master's degree granting colleges spent a mean of \$28,217. Public colleges spent a mean of \$48,636 on telephone solicitations to alumni in the past year and private colleges spent a mean of \$25,632.

Colleges in the sample have received financial contributions from a mean of 21.92% of living alumni, including 13.13% of those in public colleges and 27.85% of those in private colleges. Whereas community and PhD granting colleges have both received financial contributions from less than 8% of living alumni, level 1 and level 2 research universities and 4-year and master's degree granting colleges have received contributions from roughly 26% of alumni. Colleges with an alumni office that operates as a department within their college have received financial contributions from a mean of 25.94% of living alumni, while those with an independent alumni organization have received contributions from a mean of 11% of alumni and a maximum of 16%.

### **Alumni Reunions**

The mean budget for all alumni reunions in the past year for colleges in the sample was \$91,866, though colleges with more than 6,000 students enrolled spent more than twice that amount on average. In contrast, colleges with less than 2,000 students had a mean budget for all alumni reunions of \$31,753 and those with 2,000 to 6,000 students had a mean budget of \$53,494. Level 1 and level 2 research universities spent a mean of

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\$503,167 on alumni reunions in the past year, though this amount is driven up substantially by a single college that spent upwards of \$2 million. Community colleges had a mean budget for alumni reunions of just \$10,214 in the past year, whereas 4-year or master's degree granting colleges spent a mean of \$45,482 and PhD granting colleges spent a mean of \$28,772.

Recent 5-year reunions held by colleges in the sample had a mean alumni participation rate of 8.89%. Colleges with 2,000 to 6,000 students enrolled had a mean of 17% of alumni participate, while those with more than 6,000 students had just 3.94% of alumni take part. 10-year reunions had a mean participation rate of 9.36%, including 11.68% of alumni in private colleges but just 0.71% of those in public colleges. 20-year reunions were somewhat better attended, with a mean of 12.34% of alumni participating. These include a mean of 20% of alumni in community colleges, 18% of those in PhD granting colleges and 12.11% of those in 4-year and master's degree granting colleges. As with 5 and 10-year reunions, colleges with 2,000 to 6,000 students enrolled had the highest rate of alumni participation in 20-year reunions.

The most recent 30-year reunions held by colleges in the sample were attended by mean of 12.2% of alumni. 30-year reunions in community colleges were attended by 41.67% of alumni, while those in level 1 and level 2 research universities were attended by just 5.75% of alums. Public colleges had a mean alumni participation rate of 18% for their most recent 30-year reunions and private colleges had a mean participation rate of 10%. This represents a major shift from 20-year reunions, which were attended by a mean of 6.56% of public college alumni, as well as from 5 and 10-year reunions, which were attended by less than 1% of public college alumni. There was a similar, if somewhat less dramatic, change in 30-year reunions held by colleges with more than 6,000 students, in which a mean of 17.04% of eligible alumni participated.

20.83% of colleges in the sample, 27.27% of public colleges and 12.2% of private colleges, have a reunion of some kind for alumni that graduated within the past two years. These include 55.56% of PhD granting colleges, 20.69% of 4-year or master's degree granting colleges and 20% of level 1 and level 2 research universities. Almost all of these are colleges with an alumni affairs department, 26.87% of which have a reunion for alumni that graduated within the past two years. Whereas 10% of colleges with less than 2,000 students enrolled have a reunion for these alumni, 29.41% of colleges with 2,000 to 6,000 students and 21.88% of those with more than 6,000 students do so.

### **Alumni Associations and Clubs**

9.38% of colleges in the sample sponsor an alumni venture capital or small business group to encourage and aid entrepreneurs. Many of these are colleges with more than 6,000 students enrolled, 15.63% of which sponsor such groups, but they also include 8.82% of colleges with 2,000 to 6,000 students enrolled and 3.33% of colleges with less than 2,000 students. While no colleges with an independent alumni organization sponsor alumni venture capital or small business groups, 13.04% of colleges with a hybrid alumni

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organization that is partially college-supported and 8.96% of colleges with alumni affairs departments within the college sponsor groups of this kind.

22.92% of alumni associations in colleges in the sample collect dues and another 3.15% offer both dues-paying and non-dues-paying memberships. The latter are limited to alumni associations in 10.53% of community colleges and 1.72% of 4-year or master's degree granting colleges, all of which are public universities with more than 2,000 students enrolled. Just 7.27% of alumni associations in private colleges and 3.33% of those in colleges with less than 2,000 students collect dues from any of their members. In comparison, 43.9% of alumni associations in public colleges, 37.5% of associations in colleges with more than 6,000 students, and 60% of those in level 1 and level 2 research universities collect dues from all members.

On average, colleges in the sample have about 9.65 regional alumni clubs, though the number is as high as 33.44 among level 1 and level 2 research universities and as low as 0.24 among community colleges. Colleges with 2,000 to 6,000 students enrolled have a mean of 6.67 regional alumni clubs, 2.69 less than colleges with fewer than 2,000 students and almost half that of colleges with more than 6,000 students. 26.04% of colleges in the sample provide operating funds for regional alumni clubs, spending a mean of \$16,910 a year to this effect. PhD granting colleges provide the largest endowment for alumni clubs, a mean of \$27,000, while 4-year or master's degree granting colleges provide a mean of \$16,338 and community colleges provide a mean of \$2,333.

In the past year, alumni organizations in colleges in the sample have spent a mean of \$12,418 on promotional materials for alumni clubs, including expenses related to the design, development, printing and distribution of these materials. Alumni organizations in colleges with more than 6,000 students spent a mean of \$25,879 on these materials, while those with less than 2,000 students spent just \$2,445. There is a similar disparity in this spending between public and private colleges, with the former spending a mean of \$25,700 on promotional materials for alumni clubs and the latter spending a mean of \$3,120.

A mean of 22.88% of alumni clubs in colleges in the sample, 20.93% of clubs in public colleges and 24.04% of those in private colleges, have their own listserv, blog, bulletin board or other internet vehicle for regular communication with or between members. These include a mean of 48.33% of clubs in PhD granting colleges and a mean of 22.24% of those in 4-year or master's degree granting colleges, but 0% of alumni clubs in community colleges or in colleges with an independent alumni organization. 27.25% of alumni clubs in colleges with more than 6,000 students enrolled have their own listserv, blog or bulletin board, compared with 19.64% of clubs in colleges with less than 2,000 students and 20.23% of those in colleges with 2,000 to 6,000 students.

40.63% of colleges in the sample include access for alumni in some of their database licenses and 7.29% plan to do so in the near future. PhD granting colleges are the leader in this regard, with 55.56% providing alumni with access to some or all of their databases; just 31.58% of community colleges and 30% of colleges with less than 2,000 students enrolled do the same. 37.31% of colleges with an alumni office that acts as a department of

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their college include access for alumni in some of their database licenses, as do 33.33% of colleges with independent alumni organizations and 52.7% of those with hybrid alumni organizations that are partially college-supported.

Alumni mentoring programs are offered by 57.29% of colleges in the sample, including 80% of level 1 and level 2 research universities, 67.24% of 4-year or master's degree granting colleges and 55.56% of PhD granting colleges, but just 15.79% of community colleges. 44.12% of colleges with 2,000 to 6,000 students enrolled have an alumni mentoring program, as do the majority of colleges with less than 2,000 or more than 6,000 students. While 63.64% of private colleges in the sample have an alumni mentoring program, less than 49% of public colleges have a program of this kind.

### Social Media

Alumni offices in colleges in the sample spend a mean of 5.56 hours in staff time per month posting alumni related materials to YouTube, Vimeo and other content sharing websites. In colleges with more than 6,000 students, alumni offices spend a mean of 10.88 hours and a maximum of 80 hours posting alumni related materials on these sites, while those in community colleges devote a mean of just 0.54 hours to this work. Working on the alumni Facebook page and on other social media sites occupies a mean of 18.32 staff hours per month, with alumni offices in community colleges spending a mean of 14.35 hours to this end and those in PhD granting colleges spending a mean of 29.63 hours.

51.05% of alumni associations in colleges in the sample have a Twitter account, including 50% those in colleges with 2,000 to 6,000 students and 62.5% of those in colleges with more than 6,000 students. Whereas 21.05% of alumni associations in community colleges have a Twitter account, 80% of those in level 1 and level 2 research universities and about 55% of those in 4-year and master's degree granting colleges have an account. While some survey participants consider Twitter a vital tool for their alumni association, using it multiple times a day or week, the general consensus is that Twitter is not as effective for fundraising or getting out the message as Facebook or LinkedIn. Nonetheless, many alumni associations have linked their Twitter account to their Facebook page and continue to use the site to announce events and news updates.

Whereas just 2.08% of alumni affairs offices in the sample have a MySpace page, all of these in 4-year or master's degree granting colleges, 84.38% have a presence on Facebook. Twitter comes in a distant second, with 44.79% of alumni offices in colleges in the sample using the site. Facebook is used by 90.24% of alumni offices in public colleges and 80% of those in private colleges, including 85.29% of colleges with 2,000 to 6,000 students enrolled and 93.75% of those with more than 6,000 students. Twitter is used most by alumni affairs offices in colleges with more than 6,000 students, 62.5% of which have a presence on the site, as well as by 50% of alumni offices in 4-year or master's degree granting colleges and 70% of those in level 1 and level 2 research universities.

38.54% of alumni offices in colleges in the sample have a presence on YouTube, including 50% of those in colleges with more than 6,000 students enrolled, but just 26.67% of those in colleges with less than 2,000 students. 43.9% of alumni affairs offices in public colleges

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have a presence on YouTube, as do 34.55% of these offices in private colleges. InCircle is used by 1.04% of alumni affairs offices in the sample, all in 4-year or master's degree granting colleges with 2,000 to 6,000 students enrolled. 7.29% of alumni offices have an online presence on Google Plus, including 11.11% of those in PhD granting colleges, 8.62% of those in 4-year or master's degree granting colleges and 5.26% of those in community colleges.

### **Email Outreach to Alumni**

Colleges in the sample have a working email address for a mean of 37.1% of their alumni, 42.57% of alumni among private colleges and 30.18% of those among public colleges. Whereas colleges with an alumni office that is a department of the college have a working email address for a mean of 41.8% of alumni, those with an independent alumni organization have email addresses for a mean of just 15% of their alumni. Colleges in the sample have working email addresses for a mean of 54.22% of alumni that graduated within 5 years, 44.58% of alumni that graduated 5 to 10 years ago, 36.57% of alumni that graduate 10 to 20 years ago and 29.7% of alumni that graduate 20 or more years ago.

While 41.67% of alumni offices impose no restrictions on emailing alumni, 14.58% restrict the number of times a group of alumni can be emailed to once a week and 16.67% limit these emails to twice a month. Another 9.38% of alumni offices restrict emails to once a month and 4.17% limit themselves to 6 emails a year. While 57.89% of alumni organizations in community colleges have no restrictions on emailing alumni, all those in PhD granting colleges and 70% of those in level 1 or level 2 research universities impose some kind of restriction; 30% of alumni offices in the latter limit emails to alumni to once a week and another 30% of this group limit them to every two weeks.

In their last email campaign to alumni, colleges in the sample had a mean unique open rate of 18.28% and a mean total open rate of 20.95%. Colleges with more than 6,000 students enrolled had a unique open rate of 15.49% and a total open rate of 18.77%. In comparison, colleges with less than 2,000 students had a mean unique open rate of 21.98% for their last email campaign. Public colleges had a mean unique open rate of 14.32% and a total open rate of 17.89%, whereas private colleges had a unique open rate of 20.92% and a total open rate of 22.71%. On the other hand, PHD granting colleges in the sample had a mean unique open rate of just 6.63% and a total open rate of 7.7%.

### **Alumni Publications**

64.58% of colleges in the sample publish a magazine primarily aimed at alumni and another 3.13% publish more than one. 100% of level 1 and level 2 research universities publish one or more magazine for alumni, as do 42.11% of community colleges, 68.97% of 4-year and master's degree granting colleges and 77.78% of PhD granting colleges. Including development, writing, printing, promotion and distribution, alumni print publications cost colleges in the sample a mean of \$57,840 in the past year, with some colleges spending up to \$400,000. Public colleges spent a mean of \$68,512 on print publications directed at alumni, while private colleges spent a mean of \$38,875. Colleges

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with fewer than 2,000 students enrolled spent a mean of \$29,273 on these publications, whereas those with 2,000 to 6,000 students spent a mean of \$40,733 and those with over 6,000 students spent \$85,184.

32.29% of colleges in the sample, including 47.37% of community colleges and 31.03% of 4-year and master's degree granting colleges, do not have an alumni directory and have no plans to publish one in the near future. 18.75% of colleges in the sample have published an alumni directory within the last three years but plan to discontinue it. Another 7.29% of colleges do not currently have an alumni directory but expect to have within the next year and 31.25% already publish a directory every year or two. The latter include 40.63% of colleges with more than 6,000 students enrolled and 50% of level 1 or level 2 research universities, as well as 36.59% of all public colleges.

### **Recent Graduates**

A mean of 23.61% of graduates of colleges in the sample participate in an alumni association connected to the college, including 15.17% of graduates from public colleges and 30.52% of graduates from private colleges. In colleges with less than 2,000 students enrolled a mean of 25.67% graduates participate in an alumni association, while in those with more than 6,000 students a mean of 19.66% of all alumni participate and in those with 2,000 to 6,000 students a mean of 26.83% participate. 4-year and master's degree granting colleges boast the highest rate of alumni association participation, a mean of 30.39% of all graduates, while community colleges have the lowest participation rate at just 5%.

About 16.76% of alumni that graduated from colleges in the sample within the past 3 years are a part of an alumni association connected to the college. Among colleges with less than 2,000 students enrolled, a mean of 29.33% of recent graduates participate in an alumni association, compared with just 5.65% of recent graduates in colleges with 2,000 to 6,000 students and 14.38% of recent graduates in colleges with more than 6,000 students. Whereas a mean of 15.2% of recent graduates in level 1 and level 2 research universities and 21.25% of those in 4-year or master's degree granting colleges participate in a college alumni association, only 3% of recent graduates in community colleges do the same.

### **Alumni Involvement by Generation**

Whereas 27.08% of alumni from the 1970's are moderately involved with colleges in the sample and 15.63% are significantly involved, 25% of alumni from the 1980's are moderately involved and just 8.33% are significantly involved. 12.5% of 1970's alumni have little to no involvement with colleges in the sample, while another 25% have modest involvement. Among alumni from the 1970's, 50% of those from level 1 and level 2 research universities are significantly or greatly involved with their college, compared with 17.24% of these alumni from 4-year or master's degree granting colleges, 11.11% of these alumni from PhD granting colleges and 5.26% of these alumni from community colleges. There is a similar trend among 1980's alumni, though those from 4-year or master's degree granting colleges and PhD granting colleges are even less involved. 18.79% of 1980's



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alumni from 4-year or master's degree granting colleges and 22.22% of those from PhD granting colleges have little to no involvement with their college.

In general, alumni from the 1990's and those since 2000 have followed the same pattern as 1980's alumni in terms of involvement with colleges in the sample, though the latter have been slightly more involved. 9.38% of alumni since 2000 have been significantly involved with their college and 2.08% have been greatly involved. One thing alumni from the 1980's onward have in common is lagging involvement among alumni from colleges with less than 2,000 students enrolled; just 26.67% of 1980's alumni and 30% of alumni from the 1990's and 2000's from these colleges have been moderately to greatly involved with them. In contrast, 40.63% of 1980's and 1990's alumni from colleges with more than 6,000 students and 43.76% of alumni since 2000 from this group have been at least moderately involved with their college and many more have been modestly involved.

### **Alumni Involvement by Gender**

Female Alumni have been somewhat more involved with colleges in the sample than male alumni have. 40.63% of female alumni have been moderately involved with their college, whereas the same is true of 29.17% of male alumni. While 30% of female alumni from level 1 and level 2 research universities have been significantly involved with their college and 50% of those from 4-year or master's degree granting colleges have been moderately involved, 9.38% of male alumni have had little or no involvement with their college, including 21.05% of male alumni from community colleges and 11.76% of those from colleges with 2,000 to 6,000 students enrolled. Nearly 22% of male alumni from both public and private colleges have been modestly involved with colleges in the sample, compared with 17.07% of female alumni from public colleges and 18.18% of female alumni from private ones.

### **Alumni Involvement by School**

More than three times fewer graduate student alumni are moderately involved with colleges in the sample than are undergraduate alumni, 30.21% of which are moderately involved. Just 2.08% of graduate student alumni are significantly or greatly involved with their college, all of these from public colleges with more than 6,000 students enrolled. 40% of graduate student alumni from colleges with less than 2,000 students enrolled have little to no involvement with their college. Meanwhile, just 7.29% of all undergraduate alumni have little or no involvement with their college, many of these from community colleges and level 1 and level 2 research universities. Only 4.17% of adult education alumni and 11.46% of law, medical and business school alumni are moderately involved with colleges in the sample. The latter consist of 40% of alumni from level 1 and level 2 research universities, 22.22% of those from PhD granting colleges, 6.9% of alumni from 4-year or master's degree granting colleges and 5.26% of those from community colleges.

## CHAPTER 1: ALUMNI OFFICE BUDGET & STAFFING

**Table 1: Is your alumni office responsible for alumni of all schools and departments of the college or for a specific school or department?**

	No Response	Alumni of all schools and departments	Alumni of a specific school or department
Entire Sample	2.08%	97.92%	0.00%

**Table 2: Is your alumni office responsible for alumni of all schools and departments of the college or for a specific school or department? Broken out by Total Student Enrollment**

Total Student Enrollment	No Response	Alumni of all schools and departments	Alumni of a specific school or department
2,000 to 6,000	5.88%	94.12%	0.00%
Less than 2,000	0.00%	100.00%	0.00%
More than 6,000	0.00%	100.00%	0.00%

**Table 3: Is your alumni office responsible for alumni of all schools and departments of the college or for a specific school or department? Broken out by Type of College**

Type of College	No Response	Alumni of all schools and departments	Alumni of a specific school or department
Community College	10.53%	89.47%	0.00%
Level 1 or Level 2 Research University	0.00%	100.00%	0.00%
4-Year or Master's Degree Granting College	0.00%	100.00%	0.00%
PhD Granting College	0.00%	100.00%	0.00%

**Table 4: Is your alumni office responsible for alumni of all schools and departments of the college or for a specific school or department? Broken out by Public or Private Status**

Public or Private Status	No Response	Alumni of all schools and departments	Alumni of a specific school or department
Private	0.00%	100.00%	0.00%
Public	4.88%	95.12%	0.00%

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**Table 5: Is your alumni office responsible for alumni of all schools and departments of the college or for a specific school or department? Broken out by Type of Alumni Association**

<b>Type of Alumni Association</b>	<b>No Response</b>	<b>Alumni of all schools and departments</b>	<b>Alumni of a specific school or department</b>
Department of the College or University	1.49%	98.51%	0.00%
Independent Organization	16.67%	83.33%	0.00%
Hybrid Organization That Partially Supports Itself	0.00%	100.00%	0.00%

**Table 6.1: What is the total number of alumni of your college?**

	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Entire Sample	61360.98	24350.00	327.00	700000.00

**Table 6.2: What is the total number of alumni of your college? Broken out by Total Student Enrollment**

<b>Total Student Enrollment</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
2,000 to 6,000	25772.47	23250.00	327.00	100000.00
Less than 2,000	16271.10	14420.50	983.00	44000.00
More than 6,000	139221.25	80146.50	8600.00	700000.00

**Table 6.3: What is the total number of alumni of your college? Broken out by Type of College**

<b>Type of College</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Community College	121613.41	25000.00	327.00	700000.00
Level 1 or Level 2 Research University	160534.50	127500.00	40000.00	425000.00
4-Year or Master's Degree Granting College	31203.74	20000.00	983.00	170000.00
PhD Granting College	31704.67	30000.00	19000.00	60000.00

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**Table 6.4: What is the total number of alumni of your college? Broken out by Public or Private Status**

<b>Public or Private Status</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Private	26435.45	19500.00	983.00	170000.00
Public	110614.92	60000.00	327.00	700000.00

**Table 6.5: What is the total number of alumni of your college? Broken out by Type of Alumni Association**

<b>Type of Alumni Association</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Department of the College or University	38899.54	22000.00	327.00	350000.00
Independent Organization	32311.17	18000.00	11867.00	100000.00
Hybrid Organization That Partially Supports Itself	132417.17	70000.00	2750.00	700000.00

**Table 7.1: What is the estimated number of alumni of the college that are currently alive?**

	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Entire Sample	58370.77	24700.00	80.00	450000.00

**Table 7.2: What is the estimated number of alumni of the college that are currently alive? Broken out by Total Student Enrollment**

<b>Total Student Enrollment</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
2,000 to 6,000	24001.00	24000.00	7000.00	42000.00
Less than 2,000	14895.04	15000.00	80.00	40000.00
More than 6,000	123954.29	75000.00	8600.00	450000.00

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**Table 7.3: What is the estimated number of alumni of the college that are currently alive? Broken out by Type of College**

<b>Type of College</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Community College	135550.00	51500.00	16000.00	450000.00
Level 1 or Level 2 Research University	160079.10	127500.00	40000.00	425000.00
4-Year or Master's Degree Granting College	30363.33	20000.00	80.00	170000.00
PhD Granting College	27312.50	23500.00	15000.00	56500.00

**Table 7.4: What is the estimated number of alumni of the college that are currently alive? Broken out by Public or Private Status**

<b>Public or Private Status</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Private	25899.66	16000.00	80.00	170000.00
Public	107569.42	65000.00	10000.00	450000.00

**Table 7.5: What is the estimated number of alumni of the college that are currently alive? Broken out by Type of Alumni Association**

<b>Type of Alumni Association</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Department of the College or University	37064.36	21000.00	80.00	250000.00
Independent Organization	19200.00	16000.00	10000.00	35000.00
Hybrid Organization That Partially Supports Itself	129952.05	72000.00	2750.00	450000.00

**Table 8.1: How many full-time equivalent employees work in the alumni affairs office?**

	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Entire Sample	3.48	2.00	0.00	31.00

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**Table 8.2: How many full-time equivalent employees work in the alumni affairs office? Broken out by Total Student Enrollment**

<b>Total Student Enrollment</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
2,000 to 6,000	2.39	1.50	0.00	7.00
Less than 2,000	2.39	2.00	0.75	8.00
More than 6,000	5.63	2.50	1.00	31.00

**Table 8.3: How many full-time equivalent employees work in the alumni affairs office? Broken out by Type of College**

<b>Type of College</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Community College	1.04	1.00	0.00	3.00
Level 1 or Level 2 Research University	12.90	10.00	2.00	31.00
4-Year or Master's Degree Granting College	2.76	2.00	1.00	8.00
PhD Granting College	2.56	3.00	1.00	4.00

**Table 8.4: How many full-time equivalent employees work in the alumni affairs office? Broken out by Public or Private Status**

<b>Public or Private Status</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Private	2.93	3.00	1.00	8.00
Public	4.24	1.50	0.00	31.00

**Table 8.5: How many full-time equivalent employees work in the alumni affairs office? Broken out by Type of Alumni Association**

<b>Type of Alumni Association</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Department of the College or University	2.76	2.00	0.00	10.00
Independent Organization	1.29	1.50	0.00	2.00
Hybrid Organization That Partially Supports Itself	6.13	2.00	1.00	31.00

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**Table 9.1: How many full-time employees work in the institutional advancement and/or fundraising department?**

	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Entire Sample	21.47	9.75	0.00	265.00

**Table 9.2: How many full-time employees work in the institutional advancement and/or fundraising department? Broken out by Total Student Enrollment**

<b>Total Student Enrollment</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
2,000 to 6,000	12.64	8.50	0.00	40.00
Less than 2,000	14.27	7.00	0.75	89.00
More than 6,000	37.61	12.00	1.50	265.00

**Table 9.3: How many full-time employees work in the institutional advancement and/or fundraising department? Broken out by Type of College**

<b>Type of College</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Community College	4.47	4.00	0.00	10.00
Level 1 or Level 2 Research University	91.00	77.50	5.00	265.00
4-Year or Master's Degree Granting College	16.03	10.50	2.00	89.00
PhD Granting College	15.17	12.00	5.00	31.00

**Table 9.4: How many full-time employees work in the institutional advancement and/or fundraising department? Broken out by Public or Private Status**

<b>Public or Private Status</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Private	16.50	12.00	2.00	89.00
Public	28.15	8.00	0.00	265.00

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**Table 9.5: How many full-time employees work in the institutional advancement and/or fundraising department? Broken out by Type of Alumni Association**

<b>Type of Alumni Association</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Department of the College or University	16.09	9.50	1.50	89.00
Independent Organization	6.46	6.00	0.00	16.00
Hybrid Organization That Partially Supports Itself	41.08	12.00	2.00	265.00

**Table 10.1: Which answer best describes your alumni affairs office's relationship with the offices at your college that focus on raising money for the college?**

	<b>No Response</b>	<b>Alumni affairs is not administratively separate from the institutional advancement or fundraising office</b>	<b>Alumni affairs is considered an arm of the fundraising effort and though administratively separately we tend to be subordinate to them in actual practice</b>	<b>We are separate but equal administrative units</b>	<b>We don't really have much to do with one another</b>	<b>We cooperate when possible but often seem to work at cross purposes with one another</b>
Entire Sample	1.04%	56.25%	23.96%	14.58%	1.04%	3.13%



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**Table 10.2: Which answer best describes your alumni affairs office's relationship with the offices at your college that focus on raising money for the college?  
Broken out by Total Student Enrollment**

<b>Total Student Enrollment</b>	<b>No Response</b>	<b>Alumni affairs is not administratively separate from institutional advancement or fundraising office</b>	<b>Alumni affairs is considered an arm of the fundraising effort and though administratively separately we tend to be subordinate to them in actual practice</b>	<b>We are separate but equal administrative units</b>	<b>We don't really have much to do with one another</b>	<b>We cooperate when possible but often seem to work at cross purposes with one another</b>
2,000 to 6,000	2.94%	50.00%	32.35%	11.76%	2.94%	0.00%
Less than 2,000	0.00%	66.67%	20.00%	10.00%	0.00%	3.33%
More than 6,000	0.00%	53.13%	18.75%	21.88%	0.00%	6.25%

**Table 10.3: Which answer best describes your alumni affairs office's relationship with the offices at your college that focus on raising money for the college?  
Broken out by Type of College**

<b>Type of College</b>	<b>No Response</b>	<b>Alumni affairs is not administratively separate from institutional advancement or fundraising office</b>	<b>Alumni affairs is considered an arm of the fundraising effort and though administratively separately we tend to be subordinate to them in actual practice</b>	<b>We are separate but equal administrative units</b>	<b>We don't really have much to do with one another</b>	<b>We cooperate when possible but often seem to work at cross purposes with one another</b>
Community College	5.26%	84.21%	10.53%	0.00%	0.00%	0.00%
Level 1 or Level 2 Research University	0.00%	20.00%	30.00%	30.00%	0.00%	20.00%
4-Year or Master's Degree Granting College	0.00%	53.45%	31.03%	12.07%	1.72%	1.72%
PhD Granting College	0.00%	55.56%	0.00%	44.44%	0.00%	0.00%

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**Table 10.4: Which answer best describes your alumni affairs office's relationship with the offices at your college that focus on raising money for the college?  
Broken out by Public or Private Status**

<b>Public or Private Status</b>	<b>No Response</b>	<b>Alumni Affairs is not administratively separate from institutional advancement or fundraising</b>	<b>Alumni Affairs is considered an arm of the fundraising effort and though administratively separately we tend to be subordinate to them in actual practice</b>	<b>We are separate but equal administrative units</b>	<b>We don't really have much to do with one another</b>	<b>We cooperate when possible but often seem to work at cross purposes with one another</b>
Private	0.00%	50.91%	30.91%	14.55%	1.82%	1.82%
Public	2.44%	63.41%	14.63%	14.63%	0.00%	4.88%

**Table 10.5: Which answer best describes your alumni affairs office's relationship with the offices at your college that focus on raising money for the college?  
Broken out by Type of Alumni Association**

<b>Type of Alumni Association</b>	<b>No Response</b>	<b>Alumni Affairs is not administratively separate from institutional advancement or fundraising</b>	<b>Alumni Affairs is considered an arm of the fundraising effort and though administratively separately we tend to be subordinate to them in actual practice</b>	<b>We are separate but equal administrative units</b>	<b>We don't really have much to do with one another</b>	<b>We cooperate when possible but often seem to work at cross purposes with one another</b>
Department of the College or University	0.00%	59.70%	22.39%	14.93%	1.49%	1.49%
Independent Organization	16.67%	66.67%	16.67%	0.00%	0.00%	0.00%
Hybrid Organization That Partially Supports Itself	0.00%	43.48%	30.43%	17.39%	0.00%	8.70%

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**Table 11.1: How much did the alumni office spend on travel for staff members in the past year? (in \$US)**

	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Entire Sample	6965.59	3015.86	0.00	90000.00

**Table 11.2: How much did the alumni office spend on travel for staff members in the past year? Broken out by Total Student Enrollment (in \$US)**

<b>Total Student Enrollment</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
2,000 to 6,000	4077.10	2100.00	0.00	18000.00
Less than 2,000	4831.66	2250.00	0.00	20000.00
More than 6,000	11607.20	5000.00	0.00	90000.00

**Table 11.3: How much did the alumni office spend on travel for staff members in the past year? Broken out by Type of College (in \$US)**

<b>Type of College</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Community College	547.06	0.00	0.00	2100.00
Level 1 or Level 2 Research University	29500.00	15000.00	0.00	90000.00
4-Year or Master's Degree Granting College	5487.75	5000.00	0.00	20000.00
PhD Granting College	4675.00	3250.00	1400.00	13000.00

**Table 11.4: How much did the alumni office spend on travel for staff members in the past year? Broken out by Public or Private Status (in \$US)**

<b>Public or Private Status</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Private	5611.98	4000.00	0.00	20000.00
Public	8721.62	1500.00	0.00	90000.00

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**Table 11.5: How much did the alumni office spend on travel for staff members in the past year? Broken out by Type of Alumni Association (in \$US)**

<b>Type of Alumni Association</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Department of the College or University	5515.99	3850.00	0.00	30000.00
Independent Organization	2533.33	1600.00	0.00	9000.00
Hybrid Organization That Partially Is Partially College-Supported	12942.94	3015.86	0.00	90000.00

**Table 12.1: How much did the alumni office spend on travel by alumni volunteers in the past year? (in \$US)**

	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Entire Sample	635.42	0.00	0.00	10362.00

**Table 12.2: How much did the alumni office spend on travel by alumni volunteers in the past year? Broken out by Total Student Enrollment (in \$US)**

<b>Total Student Enrollment</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
2,000 to 6,000	543.94	0.00	0.00	10362.00
Less than 2,000	496.55	0.00	0.00	10000.00
More than 6,000	872.07	0.00	0.00	8000.00

**Table 12.3: How much did the alumni office spend on travel by alumni volunteers in the past year? Broken out by Type of College (in \$US)**

<b>Type of College</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Community College	33.33	0.00	0.00	500.00
Level 1 or Level 2 Research University	1887.78	1000.00	0.00	5000.00
4-Year or Master's Degree Granting College	584.19	0.00	0.00	10362.00
PhD Granting College	888.89	0.00	0.00	8000.00

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**Table 12.4: How much did the alumni office spend on travel by alumni volunteers in the past year? Broken out by Public or Private Status (in \$US)**

<b>Public or Private Status</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Private	838.47	0.00	0.00	10362.00
Public	362.89	0.00	0.00	5000.00

**Table 12.5: How much did the alumni office spend on travel by alumni volunteers in the past year? Broken out by Type of Alumni Association (in \$US)**

<b>Type of Alumni Association</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Department of the College or University	766.59	0.00	0.00	10362.00
Independent Organization	33.33	0.00	0.00	200.00
Hybrid Organization That Partially Supports Itself	435.91	0.00	0.00	4990.00

**Table 13.1: In the past two years, how has the FTE employment in the alumni office changed?**

	<b>No Response</b>	<b>It has remained the same</b>	<b>It has increased</b>	<b>It has decreased</b>
Entire Sample	1.04%	58.33%	23.96%	16.67%

**Table 13.2: In the past two years, how has the FTE employment in the alumni office changed? Broken out by Total Student Enrollment**

<b>Total Student Enrollment</b>	<b>No Response</b>	<b>It has remained the same</b>	<b>It has increased</b>	<b>It has decreased</b>
2,000 to 6,000	2.94%	67.65%	20.59%	8.82%
Less than 2,000	0.00%	60.00%	23.33%	16.67%
More than 6,000	0.00%	46.88%	28.13%	25.00%

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**Table 13.3: In the past two years, how has the FTE employment in the alumni office changed? Broken out by Type of College**

Type of College	No Response	It has remained the same	It has increased	It has decreased
Community College	5.26%	52.63%	31.58%	10.53%
Level 1 or Level 2 Research University	0.00%	40.00%	30.00%	30.00%
4-Year or Master's Degree Granting College	0.00%	65.52%	20.69%	13.79%
PhD Granting College	0.00%	44.44%	22.22%	33.33%

**Table 13.4: In the past two years, how has the FTE employment in the alumni office changed? Broken out by Public or Private Status**

Public or Private Status	No Response	It has remained the same	It has increased	It has decreased
Private	0.00%	61.82%	23.64%	14.55%
Public	2.44%	53.66%	24.39%	19.51%

**Table 13.5: In the past two years, how has the FTE employment in the alumni office changed? Broken out by Type of Alumni Association**

Type of Alumni Association	No Response	It has remained the same	It has increased	It has decreased
Department of the College or University	1.49%	58.21%	23.88%	16.42%
Independent Organization	0.00%	83.33%	0.00%	16.67%
Hybrid Organization That Partially Supports Itself	0.00%	52.17%	30.43%	17.39%

**Table 14.1: What was the overall budget for the alumni office, including salaries, equipment, events, outreach, travel, promotional materials and other items in the past year? (in \$US)**

	Mean	Median	Minimum	Maximum
Entire Sample	336661.77	145000.00	0.00	4000000.00

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**Table 14.2: What was the overall budget for the alumni office, including salaries, equipment, events, outreach, travel, promotional materials and other items in the past year? Broken out by Total Student Enrollment (in \$US)**

<b>Total Student Enrollment</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
2,000 to 6,000	156247.43	93301.00	0.00	800000.00
Less than 2,000	168632.25	128000.00	29.00	800000.00
More than 6,000	693950.00	222500.00	50.00	4000000.00

**Table 14.3: What was the overall budget for the alumni office, including salaries, equipment, events, outreach, travel, promotional materials and other items in the past year? Broken out by Type of College (in \$US)**

<b>Type of College</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Community College	46147.06	50000.00	0.00	125000.00
Level 1 or Level 2 Research University	1730000.00	1800000.00	220000.00	4000000.00
4-Year or Master's Degree Granting College	195691.20	158500.00	0.00	800000.00
PhD Granting College	177140.62	161522.00	117000.00	277462.32

**Table 14.4: What was the overall budget for the alumni office, including salaries, equipment, events, outreach, travel, promotional materials and other items in the past year? Broken out by Public or Private Status (in \$US)**

<b>Public or Private Status</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Private	207605.67	150000.00	29.00	800000.00
Public	490812.11	108500.00	0.00	4000000.00

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**Table 14.5: What was the overall budget for the alumni office, including salaries, equipment, events, outreach, travel, promotional materials and other items in the past year? Broken out by Type of Alumni Association (in \$US)**

Type of Alumni Association	Mean	Median	Minimum	Maximum
Department of the College or University	216020.38	150000.00	0.00	1800000.00
Independent Organization	76004.83	50014.50	0.00	225000.00
Hybrid Organization That Partially Supports Itself	761850.00	220000.00	10000.00	4000000.00

**Table 15.1: How much staff time per week in man hours does your alumni office spend on online tasks such as editing the website, compiling and sending email lists and alumni e-newsletters, developing web ads, and other online-related alumni tasks?**

	10 Hours or Less	10+ to 20 Hours per Week	20+ to 40 Hours per Week	40+ to 80 Hours per Week	More than 80 Hours per Week
Entire Sample	27.08%	39.58%	25.00%	6.25%	2.08%

**Table 15.2: How much staff time per week in man hours does your alumni office spend on online tasks such as editing the website, compiling and sending email lists and alumni e-newsletters, developing web ads, and other online-related alumni tasks? Broken out by Total Student Enrollment**

Total Student Enrollment	10 Hours or Less	10+ to 20 Hours per Week	20+ to 40 Hours per Week	40+ to 80 Hours per Week	More than 80 Hours per Week
2,000 to 6,000	29.41%	47.06%	23.53%	0.00%	0.00%
Less than 2,000	33.33%	46.67%	13.33%	3.33%	3.33%
More than 6,000	18.75%	25.00%	37.50%	15.63%	3.13%



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**Table 15.3: How much staff time per week in man hours does your alumni office spend on online tasks such as editing the website, compiling and sending email lists and alumni e-newsletters, developing web ads, and other online-related alumni tasks? Broken out by Type of College**

<b>Type of College</b>	<b>10 Hours or Less</b>	<b>10+ to 20 Hours per Week</b>	<b>20+ to 40 Hours per Week</b>	<b>40+ to 80 Hours per Week</b>	<b>More than 80 Hours per Week</b>
Community College	36.84%	57.89%	5.26%	0.00%	0.00%
Level 1 or Level 2 Research University	0.00%	10.00%	50.00%	40.00%	0.00%
4-Year or Master's Degree Granting College	29.31%	37.93%	25.86%	3.45%	3.45%
PhD Granting College	22.22%	44.44%	33.33%	0.00%	0.00%

**Table 15.4: How much staff time per week in man hours does your alumni office spend on online tasks such as editing the website, compiling and sending email lists and alumni e-newsletters, developing web ads, and other online-related alumni tasks? Broken out by Public or Private Status**

<b>Public or Private Status</b>	<b>10 Hours or Less</b>	<b>10+ to 20 Hours per Week</b>	<b>20+ to 40 Hours per Week</b>	<b>40+ to 80 Hours per Week</b>	<b>More than 80 Hours per Week</b>
Private	29.09%	38.18%	25.45%	3.64%	3.64%
Public	24.39%	41.46%	24.39%	9.76%	0.00%

**Alumni Relations Benchmarks, 2013 Edition**

**Table 15.5: How much staff time per week in man hours does your alumni office spend on online tasks such as editing the website, compiling and sending email lists and alumni e-newsletters, developing web ads, and other online-related alumni tasks? Broken out by Type of Alumni Association**

<b>Type of Alumni Association</b>	<b>10 Hours or Less</b>	<b>10+ to 20 Hours per Week</b>	<b>20+ to 40 Hours per Week</b>	<b>40+ to 80 Hours per Week</b>	<b>More than 80 Hours per Week</b>
Department of the College or University	25.37%	44.78%	23.88%	2.99%	2.99%
Independent Organization	66.67%	16.67%	16.67%	0.00%	0.00%
Hybrid Organization That Partially Supports Itself	21.74%	30.43%	30.43%	17.39%	0.00%

## CHAPTER 2: ALUMNI CREDIT CARD & INSURANCE PROGRAMS

**Table 16.1: Does the college offer an alumni credit card?**

	No Response	Yes	No
Entire Sample	3.13%	19.79%	77.08%

**Table 16.2: Does the college offer an alumni credit card? Broken out by Total Student Enrollment**

Total Student Enrollment	No Response	Yes	No
2,000 to 6,000	2.94%	11.76%	85.29%
Less than 2,000	3.33%	3.33%	93.33%
More than 6,000	3.13%	43.75%	53.13%

**Table 16.3: Does the college offer an alumni credit card? Broken out by Type of College**

Type of College	No Response	Yes	No
Community College	0.00%	5.26%	94.74%
Level 1 or Level 2 Research University	0.00%	80.00%	20.00%
4-Year or Master's Degree Granting College	5.17%	12.07%	82.76%
PhD Granting College	0.00%	33.33%	66.67%

**Table 16.4: Does the college offer an alumni credit card? Broken out by Public or Private Status**

Public or Private Status	No Response	Yes	No
Private	3.64%	5.45%	90.91%
Public	2.44%	39.02%	58.54%

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**Table 16.5: Does the college offer an alumni credit card? Broken out by Type of Alumni Association**

<b>Type of Alumni Association</b>	<b>No Response</b>	<b>Yes</b>	<b>No</b>
Department of the College or University	2.99%	11.94%	85.07%
Independent Organization	0.00%	0.00%	100.00%
Hybrid Organization That Partially Supports Itself	4.35%	47.83%	47.83%

**Table 17.1: If the college offers an alumni credit card, what percentage of alumni currently have one?**

	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Entire Sample	3.67	2.40	1.00	10.00

**Table 17.2: If the college offers an alumni credit card, what percentage of alumni currently have one? Broken out by Total Student Enrollment**

<b>Total Student Enrollment</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
2,000 to 6,000	1.67	1.00	1.00	3.00
Less than 2,000	1.00	1.00	1.00	1.00
More than 6,000	4.91	5.00	1.00	10.00

**Table 17.3: If the college offers an alumni credit card, what percentage of alumni currently have one? Broken out by Type of College**

<b>Type of College</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Community College	0.00	0.00	0.00	0.00
Level 1 or Level 2 Research University	5.33	5.00	1.00	10.00
4-Year or Master's Degree Granting College	3.50	2.00	1.00	10.00
PhD Granting College	1.70	1.70	1.00	2.40

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**Table 17.4: If the college offers an alumni credit card, what percentage of alumni currently have one? Broken out by Public or Private Status**

<b>Public or Private Status</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Private	1.00	1.00	1.00	1.00
Public	4.27	3.00	1.00	10.00

**Table 17.5: If the college offers an alumni credit card, what percentage of alumni currently have one? Broken out by Type of Alumni Association**

<b>Type of Alumni Association</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Department of the College or University	4.06	2.40	1.00	10.00
Independent Organization	0.00	0.00	0.00	0.00
Hybrid Organization That Partially Supports Itself	3.00	3.00	1.00	5.00

**Table 18.1: In the past year, how have alumni association/college earnings from alumni credit cards, mortgage brokerage and other forms of financing changed?**

	<b>No Response</b>	<b>Earnings have remained the same</b>	<b>Earnings have increased by less than 5%</b>	<b>Earnings have increased by more than 5%</b>	<b>Earnings have decreased</b>
Entire Sample	68.75%	15.63%	5.21%	1.04%	9.38%

**Table 18.2: In the past year, how have alumni association/college earnings from alumni credit cards, mortgage brokerage and other forms of financing changed? Broken out by Total Student Enrollment**

<b>Total Student Enrollment</b>	<b>No Response</b>	<b>Earnings have remained the same</b>	<b>Earnings have increased by less than 5%</b>	<b>Earnings have increased by more than 5%</b>	<b>Earnings have decreased</b>
2,000 to 6,000	76.47%	8.82%	5.88%	0.00%	8.82%
Less than 2,000	86.67%	6.67%	0.00%	3.33%	3.33%
More than 6,000	43.75%	31.25%	9.38%	0.00%	15.63%

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**Table 18.3: In the past year, how have alumni association/college earnings from alumni credit cards, mortgage brokerage and other forms of financing changed?  
Broken out by Type of College**

Type of College	No Response	Earnings have remained the same	Earnings have increased by less than 5%	Earnings have increased by more than 5%	Earnings have decreased
Community College	84.21%	15.79%	0.00%	0.00%	0.00%
Level 1 or Level 2 Research University	30.00%	30.00%	10.00%	0.00%	30.00%
4-Year or Master's Degree Granting College	72.41%	12.07%	5.17%	1.72%	8.62%
PhD Granting College	55.56%	22.22%	11.11%	0.00%	11.11%

**Table 18.4: In the past year, how have alumni association/college earnings from alumni credit cards, mortgage brokerage and other forms of financing changed?  
Broken out by Public or Private Status**

Public or Private Status	No Response	Earnings have remained the same	Earnings have increased by less than 5%	Earnings have increased by more than 5%	Earnings have decreased
Private	80.00%	9.09%	0.00%	1.82%	9.09%
Public	53.66%	24.39%	12.20%	0.00%	9.76%

**Table 18.5: In the past year, how have alumni association/college earnings from alumni credit cards, mortgage brokerage and other forms of financing changed?  
Broken out by Type of Alumni Association**

Type of Alumni Association	No Response	Earnings have remained the same	Earnings have increased by less than 5%	Earnings have increased by more than 5%	Earnings have decreased
Department of the College or University	74.63%	11.94%	4.48%	1.49%	7.46%
Independent Organization	66.67%	33.33%	0.00%	0.00%	0.00%
Hybrid Organization That Partially Supports Itself	52.17%	21.74%	8.70%	0.00%	17.39%

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**Table 19.1: How much has the college earned in the past year through royalties from insurance companies for alumni insurance plans? (in \$US)**

	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Entire Sample	11008.87	1500.00	0.00	185000.00

**Table 19.2: How much has the college earned in the past year through royalties from insurance companies for alumni insurance plans? Broken out by Total Student Enrollment (in \$US)**

<b>Total Student Enrollment</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
2,000 to 6,000	1455.56	0.00	0.00	5000.00
Less than 2,000	3375.00	750.00	0.00	12000.00
More than 6,000	22989.15	3500.00	0.00	185000.00

**Table 19.3: How much has the college earned in the past year through royalties from insurance companies for alumni insurance plans? Broken out by Type of College (in \$US)**

<b>Type of College</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Community College	0.00	0.00	0.00	0.00
Level 1 or Level 2 Research University	54250.00	30000.00	0.00	185000.00
4-Year or Master's Degree Granting College	3982.04	2380.65	0.00	35000.00
PhD Granting College	3166.67	0.00	0.00	12000.00

**Table 19.4: How much has the college earned in the past year through royalties from insurance companies for alumni insurance plans? Broken out by Public or Private Status (in \$US)**

<b>Public or Private Status</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Private	2590.82	750.00	0.00	12000.00
Public	19426.92	2750.00	0.00	185000.00

**Alumni Relations Benchmarks, 2013 Edition**

**Table 19.5: How much has the college earned in the past year through royalties from insurance companies for alumni insurance plans? Broken out by Type of Alumni Association (in \$US)**

<b>Type of Alumni Association</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Department of the College or University	5464.86	0.00	0.00	110000.00
Independent Organization	1000.00	0.00	0.00	3000.00
Hybrid Organization That Partially Supports Itself	30605.11	12000.00	0.00	185000.00



## CHAPTER 3: MANAGEMENT AIDS

**What kind of events management, fundraising, peer-networking or other types of software or web services has your organization found particularly useful?**

1. Not currently using anything except Raiser's Edge
2. Raiser's Edge
3. Net Community
4. Harris Connect
5. iModules, Facebook, LinkedIn
6. Raiser's Edge
7. Talisma (previously Donor2), LinkedIn, Hobsons Intelliworks CRM
8. Using Razoo.com for DAF fundraising
9. Case/AFP
10. Raiser's Edge
11. iModules
12. WealthEngine
13. We are using a customized version of Salesforce
14. Constant Contact, Facebook, LinkedIn, Twitter, Survey Monkey
15. eTapastry
16. Raiser's Edge
17. Raiser's Edge for database management, Eventbrite.com for managing events, SurveyMonkey.com for alumni survey, LinkedIn for networking, Twitter and Facebook for general information sharing.
18. Raiser's Edge
19. iModules
20. Raiser's Edge
21. WealthEngine, Constant Contact
22. We use Facebook, Twitter, and LinkedIn. Each has been helpful, but Facebook has been most helpful.
23. iModules
24. CASE and a statewide alumni directors meeting
25. Blackbaud, Raiser's Edge, Constant Contact
26. Raiser's Edge plus the services offered through our online community program.
27. Qgiv, Give By Cell, Constant Contact
28. Raiser's Edge, iModules
29. Alumni meet once per year for a lunch and ceremony
30. NetCommunity
31. Blackbaud NetCommunity, Facebook, Twitter and LinkedIn
32. Raiser's Edge
33. Microsoft Dynamics CRM, Facebook, LinkedIn. Not iModules.
34. We use the SCT Banner database and the ability for alumni to access Banner on-line for addresses, mailing lists, etc., is helpful.
35. Advance BSR, LinkedIn, iModules
36. Constant Contact, Go-To-Meetings, Peoplesoft, Target Analytics
37. Blackbaud - Raiser's Edge, NetCommunities, NetDirectories
38. Blackbaud Raiser's Edge NetCommunity
39. Harris Connect (events, online gifts, online community, club and chapter web pages), EverTrue (in development), Facebook, LinkedIn
40. Facebook, Twitter, YouTube, Vimeo, Prezi, Blackbaud, Jenzabar, HandBase

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41. Constant Contact
42. ReadyTalk
43. We use iModules for our internet needs
44. iModules
45. E-solicitations, Facebook, Raiser's Edge
46. E-newsletters, E-announcements and invitations
47. Raiser's Edge, Facebook, Website, Online Community, Twitter, LinkedIn
48. EverTrue, BBNC, Facebook, LinkedIn
49. Raiser's Edge
50. Blackbaud BBNC
51. Golf Outing
52. We have used Exceed!
53. Greater Giving
54. Raisers Edge, Facebook, LinkedIn
55. iModules, Constant Contact, WealthEngine, Obituary.com registry
56. iModules, LinkedIn
57. We do not use anything at this point
58. Blackbaud Raiser's Edge, Target X
59. iModules, Millennium
60. Social media, college website
61. Raiser's Edge training, Tweetdeck, Hootsuite
62. We use EventBrite for events management
63. Harris Connect, CCCU List Serve, CAMS List Serve
64. WealthEngine
65. Blackbaud, Inc. software called NetCommunity and Raiser's Edge
66. Local and on-campus cultural & educational events, career & professional networking; Blackbaud NetCommunity Spark
67. iModules (event registration, email, alumni community), Millennium (database and events management)
68. Constant Contact
69. Jenzabar
70. iModules, Raiser's Edge
71. Raiser's Edge, Constant Contact
72. iModules
73. SCAN

**Table 20.1: How much did your organization spend in the past year for all costs associated with alumni relations or advancement? (in \$US)**

	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Entire Sample	3435.14	1100.00	0.00	75000.00

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**Table 20.2: How much did your organization spend in the past year for all costs associated with research reports, books, magazines, ezines and other information services about alumni relations/advancement? (in \$US)**

	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Entire Sample	921.12	60.00	0.00	40000.00

**Table 20.3: How much did your organization spend in the past year for all costs associated with consulting services? (in \$US)**

	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Entire Sample	7584.51	0.00	0.00	250000.00

**Table 21.1: How much did your organization spend in the past year for all costs associated with alumni relations or advancement? Broken out by Total Student Enrollment (in \$US)**

<b>Total Student Enrollment</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
2,000 to 6,000	2882.57	1000.00	0.00	45000.00
Less than 2,000	1460.00	800.00	0.00	5000.00
More than 6,000	5709.48	2000.00	0.00	75000.00

**Table 21.2: How much did your organization spend in the past year for all costs associated with research reports, books, magazines, ezines and other information services about alumni relations/advancement? Broken out by Total Student Enrollment (in \$US)**

<b>Total Student Enrollment</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
2,000 to 6,000	1984.42	0.00	0.00	40000.00
Less than 2,000	384.78	150.00	0.00	1500.00
More than 6,000	354.07	200.00	0.00	2000.00

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**Table 21.3: How much did your organization spend in the past year for all costs associated with consulting services? Broken out by Total Student Enrollment (in \$US)**

<b>Total Student Enrollment</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
2,000 to 6,000	980.77	0.00	0.00	10000.00
Less than 2,000	8400.00	0.00	0.00	90000.00
More than 6,000	13800.00	0.00	0.00	250000.00

**Table 22.1: How much did your organization spend in the past year for all costs associated with alumni relations or advancement? Broken out by Type of College (in \$US)**

<b>Type of College</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Community College	954.69	362.50	0.00	5500.00
Level 1 or Level 2 Research University	19555.56	12000.00	0.00	75000.00
4-Year or Master's Degree Granting College	1662.88	1100.00	0.00	5000.00
PhD Granting College	1543.86	1500.00	0.00	4000.00

**Table 22.2: How much did your organization spend in the past year for all costs associated with research reports, books, magazines, ezines and other information services about alumni relations/advancement? Broken out by Type of College (in \$US)**

<b>Type of College</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Community College	122.50	0.00	0.00	1500.00
Level 1 or Level 2 Research University	4972.22	300.00	0.00	40000.00
4-Year or Master's Degree Granting College	448.67	50.00	0.00	8000.00
PhD Granting College	418.75	225.00	0.00	2000.00

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**Table 22.3: How much did your organization spend in the past year for all costs associated with consulting services? Broken out by Type of College (in \$US)**

<b>Type of College</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Community College	6300.00	0.00	0.00	90000.00
Level 1 or Level 2 Research University	30555.56	0.00	0.00	250000.00
4-Year or Master's Degree Granting College	2375.00	0.00	0.00	40000.00
PhD Granting College	10571.43	2000.00	0.00	60000.00

**Table 23.1: How much did your organization spend in the past year for all costs associated with alumni relations or advancement? Broken out by Public or Private Status (in \$US)**

<b>Public or Private Status</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Private	2579.73	1000.00	0.00	45000.00
Public	4575.69	1350.00	0.00	75000.00

**Table 23.2: How much did your organization spend in the past year for all costs associated with research reports, books, magazines, ezines and other information services about alumni relations/advancement? Broken out by Public or Private Status (in \$US)**

<b>Public or Private Status</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Private	1460.47	100.00	0.00	40000.00
Public	218.33	0.00	0.00	2000.00

**Table 23.3: How much did your organization spend in the past year for all costs associated with consulting services? Broken out by Public or Private Status (in \$US)**

<b>Public or Private Status</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Private	5108.11	0.00	0.00	90000.00
Public	10279.41	0.00	0.00	250000.00

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**Table 24.1: How much did your organization spend in the past year for all costs associated with alumni relations or advancement? Broken out by Type of Alumni Association (in \$US)**

<b>Type of Alumni Association</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Department of the College or University	2644.00	1200.00	0.00	45000.00
Independent Organization	6235.71	1500.00	0.00	75000.00
Hybrid Organization That Partially Supports Itself	850.00	750.00	0.00	2000.00

**Table 24.2: How much did your organization spend in the past year for all costs associated with research reports, books, magazines, ezines and other information services about alumni relations/advancement? Broken out by Type of Alumni Association (in \$US)**

<b>Type of Alumni Association</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Department of the College or University	1237.20	60.00	0.00	40000.00
Independent Organization	110.00	0.00	0.00	400.00
Hybrid Organization That Partially Supports Itself	361.67	120.00	0.00	2000.00

**Table 24.3: How much did your organization spend in the past year for all costs associated with consulting services? Broken out by Type of Alumni Association (in \$US)**

<b>Type of Alumni Association</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Department of the College or University	2391.30	0.00	0.00	40000.00
Independent Organization	0.00	0.00	0.00	0.00
Hybrid Organization That Partially Supports Itself	21425.00	0.00	0.00	250000.00

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### What are some of the most useful magazines, webs sites, blogs, listservs, social media sites and other information resources about alumni relations that you benefit from?

1. CASE, Chronicle of Philanthropy
2. I am new to the area and do not have any subscriptions at this time. I am investigating and would love to know the answer to this question.
3. Alumni-L listserv
4. CASE, Alumni Futures email distribution group
5. CASE Currents, Alumni Futures Blog
6. Nothing in particular, just perform Google searches
7. Current from CASE, listservs through CCCU for alumni professionals, alumni relations groups on LinkedIn
8. Case, listservs
9. CASE website and listserv, iModules client community, SupportingAdvancement.com
10. Fundraising Success Magazine online
11. CASE, CAAE
12. Currents, CASE website, CRD website
13. CASE magazine, CASE website, CAMMP listserv, Supportingadvancement.com, Ialumni.blogspot.com, Alumni Futures, The Chronicle of Higher Education, Inside Higher Ed
14. CASE Currents
15. CASE.org, CAMMP.org
16. CASE
17. Pursuant, Academic Impressions
18. Alumni Relations listservs groups, colleagues, CASE Currents
19. LinkedIn Alumni Professionals Group
20. SurveyMonkey, CASE.org, Facebook, Twitter, LinkedIn, CAAE (council of alumni assoc executives), CAMMP Council for membership and marketing professionals.
21. Currents, peers
22. CAMMP - by far the best for membership, CASE
23. Webinars sponsored by CASE and reports produced by CASE
24. CASE, Bentz Whaley Flessner, Edustyle.net, Educheckup.com
25. CASE Currents, Linked In
26. CASE, CRD
27. CASE Advancement
28. CASE
29. Chronicle of Higher Education, CASE's Advancement magazine and e-newsletters
30. CASE, Chronicle of Higher Education, Social Media Examiner
31. CASE, CASE Currents, ADAPT, other women's colleges websites
32. Alumni Futures, Napa Group, Performance Enhancement Group
33. CASE (web, Currents Magazine, and LinkedIn), AICAD listservs, Academic Impressions
34. CASE Currents, Alumni Futures
35. Currents, AFP
36. CASE
37. CASE, CCCU alumni directors list serve, VACUAD meeting
38. CASE, LinkedIn Groups
39. Alumnifutures.com
40. CASE, Chronicle of Philanthropy, Chronicle of Higher Education
41. CASE Listserv, iModules Impact Groups
42. Facebook, Twitter, LinkedIn, Flickr, Case Consulting, MailChimp
43. CAMMP.org, CAAE.org, CASE.org, WCMG listserv, CAMMP listserv, CASE listservs, Academic Impressions, LinkedIn, alumni trends blog and website, LinkedIn advancement services page
44. Currents, Advance (CCCU), CASE
45. CASE, sister institutions websites

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46. Alumni Futures Blog, CASE, Academic Impressions
47. CASE
48. CASE, peer school meetings
49. CRD, CASE
50. Facebook, Classmates
51. CASE
52. CASE, LinkedIn Alumni professional groups
53. CASE listserv (Alumni relations), CASE web site, CASE Currents, Facebook, LinkedIn
54. Philanthropy, Sports Business Journal, Currents
55. CASE Currents/Case.org/Listserv, iModules website and blog
56. Development and Alumni Relations Report
57. LinkedIn
58. Facebook, Twitter, LinkedIn, CCCU, CAMS
59. CASE, Seth Godin's blog
60. Currents Magazine and CASE
61. Currents (CASE), MSM (My SuperMarketer), Facebook, LinkedIn, Alumni Career Services Network, Twitter, YouTube
62. CASE Currents and online sources. Naples Group alumni directors.
63. CASE
64. Facebook, LinkedIn, Currents magazine, CASE, other university websites
65. CASE
66. LinkedIn Alumni and Advancement Professionals
67. Chronicle of Philanthropy, Chronicle of Higher Education, CASE

**Table 25.1: How many years ago did your college conduct an official major survey of the school's alumni?**

	Mean	Median	Minimum	Maximum
Entire Sample	3.08	3.00	0.00	10.00

**Table 25.2: How many years ago did your college conduct an official major survey of the school's alumni? Broken out by Total Student Enrollment**

Total Student Enrollment	Mean	Median	Minimum	Maximum
2,000 to 6,000	2.44	2.00	0.00	6.00
Less than 2,000	3.53	2.50	0.50	10.00
More than 6,000	3.22	3.00	0.50	8.00



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**Table 25.3: How many years ago did your college conduct an official major survey of the school's alumni? Broken out by Type of College**

<b>Type of College</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Community College	4.50	5.00	0.50	8.00
Level 1 or Level 2 Research University	2.19	2.00	0.50	5.00
4-Year or Master's Degree Granting College	3.00	2.00	0.00	10.00
PhD Granting College	3.57	4.00	0.50	7.00

**Table 25.4: How many years ago did your college conduct an official major survey of the school's alumni? Broken out by Public or Private Status**

<b>Public or Private Status</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Private	3.28	3.00	0.00	10.00
Public	2.80	2.00	0.50	8.00

**Table 25.5: How many years ago did your college conduct an official major survey of the school's alumni? Broken out by Type of Alumni Association**

<b>Type of Alumni Association</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Department of the College or University	3.16	2.50	0.00	10.00
Independent Organization	3.50	5.00	0.50	5.00
Hybrid Organization That Partially Supports Itself	2.75	2.00	0.50	7.00

**Table 26.1: What was the number of completed interviews for this major alumni survey?**

	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Entire Sample	1605.21	350.00	0.00	10000.00

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**Table 26.2: What was the number of completed interviews for this major alumni survey? Broken out by Total Student Enrollment**

<b>Total Student Enrollment</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
2,000 to 6,000	1199.29	200.00	14.00	9000.00
Less than 2,000	1519.17	230.00	11.00	10000.00
More than 6,000	1925.00	900.00	0.00	9000.00

**Table 26.3: What was the number of completed interviews for this major alumni survey? Broken out by Type of College**

<b>Type of College</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Community College	172.29	30.00	0.00	1000.00
Level 1 or Level 2 Research University	5060.00	6000.00	0.00	9000.00
4-Year or Master's Degree Granting College	1496.42	700.00	11.00	10000.00
PhD Granting College	637.50	325.00	100.00	1800.00

**Table 26.4: What was the number of completed interviews for this major alumni survey? Broken out by Public or Private Status**

<b>Public or Private Status</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Private	1382.19	350.00	11.00	10000.00
Public	1906.30	650.00	0.00	9000.00

**Table 26.5: What was the number of completed interviews for this major alumni survey? Broken out by Type of Alumni Association**

<b>Type of Alumni Association</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Department of the College or University	1175.42	200.00	0.00	10000.00
Independent Organization	11.00	11.00	11.00	11.00
Hybrid Organization That Partially Supports Itself	2818.85	1800.00	50.00	9000.00

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**Table 27.1: Was the last major alumni survey performed by your college done in-house?**

	No Response	Done in-house unassisted	Done in-house assisted by a consultant	Done by a research or consulting company
Entire Sample	25.00%	44.79%	4.17%	26.04%

**Table 27.2: Was the last major alumni survey performed by your college done in-house? Broken out by Total Student Enrollment**

Total Student Enrollment	No Response	Done in-house unassisted	Done in-house assisted by a consultant	Done by a research or consulting company
2,000 to 6,000	32.35%	44.12%	5.88%	17.65%
Less than 2,000	26.67%	46.67%	0.00%	26.67%
More than 6,000	15.63%	43.75%	6.25%	34.38%

**Table 27.3: Was the last major alumni survey performed by your college done in-house? Broken out by Type of College**

Type of College	No Response	Done in-house unassisted	Done in-house assisted by a consultant	Done by a research or consulting company
Community College	63.16%	26.32%	0.00%	10.53%
Level 1 or Level 2 Research University	20.00%	50.00%	0.00%	30.00%
4-Year or Master's Degree Granting College	15.52%	50.00%	3.45%	31.03%
PhD Granting College	11.11%	44.44%	22.22%	22.22%

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**Table 27.4: Was the last major alumni survey performed by your college done in-house? Broken out by Public or Private Status**

<b>Public or Private Status</b>	<b>No Response</b>	<b>Done in-house unassisted</b>	<b>Done in-house assisted by a consultant</b>	<b>Done by a research or consulting company</b>
Private	18.18%	52.73%	1.82%	27.27%
Public	34.15%	34.15%	7.32%	24.39%

**Table 27.5: Was the last major alumni survey performed by your college done in-house? Broken out by Type of Alumni Association**

<b>Type of Alumni Association</b>	<b>No Response</b>	<b>Done in-house unassisted</b>	<b>Done in-house assisted by a consultant</b>	<b>Done by a research or consulting company</b>
Department of the College or University	19.40%	52.24%	1.49%	26.87%
Independent Organization	50.00%	33.33%	0.00%	16.67%
Hybrid Organization That Partially Supports Itself	34.78%	26.09%	13.04%	26.09%

## CHAPTER 4: FUNDRAISING FROM AND BY ALUMNI

**Table 28.1: How many direct mail pieces for all purposes, including those not related directly to fundraising, are sent out to alumni annually by the college office of alumni affairs?**

	Mean	Median	Minimum	Maximum
Entire Sample	65622.52	25000.00	0.00	360000.00

**Table 28.2: How many direct mail pieces for all purposes, including those not related directly to fundraising, are sent out to alumni annually by the college office of alumni affairs? Broken out by Total Student Enrollment**

Total Student Enrollment	Mean	Median	Minimum	Maximum
2,000 to 6,000	33300.00	13000.00	0.00	165000.00
Less than 2,000	9752.00	7000.00	8.00	25000.00
More than 6,000	107676.92	75000.00	5800.00	360000.00

**Table 28.3: How many direct mail pieces for all purposes, including those not related directly to fundraising, are sent out to alumni annually by the college office of alumni affairs? Broken out by Type of College**

Type of College	Mean	Median	Minimum	Maximum
Community College	16222.22	6000.00	2000.00	50000.00
Level 1 or Level 2 Research University	193750.00	170000.00	75000.00	360000.00
4-Year or Master's Degree Granting College	60150.67	22500.00	0.00	250000.00
PhD Granting College	64500.00	64500.00	29000.00	100000.00

**Table 28.4: How many direct mail pieces for all purposes, including those not related directly to fundraising, are sent out to alumni annually by the college office of alumni affairs? Broken out by Public or Private Status**

Public or Private Status	Mean	Median	Minimum	Maximum
Private	39251.00	22500.00	8.00	125000.00
Public	76726.32	26000.00	0.00	360000.00

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**Table 28.5: How many direct mail pieces for all purposes, including those not related directly to fundraising, are sent out to alumni annually by the college office of alumni affairs? Broken out by Type of Alumni Association**

<b>Type of Alumni Association</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Department of the College or University	59556.00	25500.00	8.00	360000.00
Independent Organization	0.00	0.00	0.00	0.00
Hybrid Organization That Partially Supports Itself	87475.00	45000.00	3000.00	250000.00

**Table 29.1: Does the alumni association, or some other unit of the college, use direct telephone solicitation of alumni to solicit donation to the college?**

	<b>No Response</b>	<b>Yes</b>	<b>No</b>
Entire Sample	1.04%	71.88%	27.08%

**Table 29.2: Does the alumni association, or some other unit of the college, use direct telephone solicitation of alumni to solicit donation to the college? Broken out by Total Student Enrollment**

<b>Total Student Enrollment</b>	<b>No Response</b>	<b>Yes</b>	<b>No</b>
2,000 to 6,000	0.00%	55.88%	44.12%
Less than 2,000	3.33%	86.67%	10.00%
More than 6,000	0.00%	75.00%	25.00%

**Table 29.3: Does the alumni association, or some other unit of the college, use direct telephone solicitation of alumni to solicit donation to the college? Broken out by Type of College**

<b>Type of College</b>	<b>No Response</b>	<b>Yes</b>	<b>No</b>
Community College	0.00%	10.53%	89.47%
Level 1 or Level 2 Research University	0.00%	90.00%	10.00%
4-Year or Master's Degree Granting College	1.72%	86.21%	12.07%
PhD Granting College	0.00%	88.89%	11.11%

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**Table 29.4: Does the alumni association, or some other unit of the college, use direct telephone solicitation of alumni to solicit donation to the college? Broken out by Public or Private Status**

<b>Public or Private Status</b>	<b>No Response</b>	<b>Yes</b>	<b>No</b>
Private	1.82%	87.27%	10.91%
Public	0.00%	51.22%	48.78%

**Table 29.5: Does the alumni association, or some other unit of the college, use direct telephone solicitation of alumni to solicit donation to the college? Broken out by Type of Alumni Association**

<b>Type of Alumni Association</b>	<b>No Response</b>	<b>Yes</b>	<b>No</b>
Department of the College or University	1.49%	77.61%	20.90%
Independent Organization	0.00%	50.00%	50.00%
Hybrid Organization That Partially Supports Itself	0.00%	60.87%	39.13%

**Table 30.1: If the college uses direct telephone solicitation, about how much did the college spend in the past year, in salary costs, telephone expenses, call center costs, etc., either for in-house or outsourced telephone solicitation services, for the purposes of soliciting funds from alumni? (in \$US)**

	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Entire Sample	34066.67	21000.00	0.00	100000.00

**Table 30.2: If the college uses direct telephone solicitation, about how much did the college spend in the past year, in salary costs, telephone expenses, call center costs, etc., either for in-house or outsourced telephone solicitation services, for the purposes of soliciting funds from alumni? Broken out by Total Student Enrollment (in \$US)**

<b>Total Student Enrollment</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
2,000 to 6,000	43166.67	25000.00	0.00	100000.00
Less than 2,000	23466.67	10000.00	0.00	100000.00
More than 6,000	45666.67	35000.00	0.00	100000.00

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**Table 30.3: If the college uses direct telephone solicitation, about how much did the college spend in the past year, in salary costs, telephone expenses, call center costs, etc., either for in-house or outsourced telephone solicitation services, for the purposes of soliciting funds from alumni? Broken out by Type of College (in \$US)**

<b>Type of College</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Community College	0.00	0.00	0.00	0.00
Level 1 or Level 2 Research University	80750.00	87500.00	48000.00	100000.00
4-Year or Master's Degree Granting College	28217.39	15000.00	0.00	100000.00
PhD Granting College	25000.00	25000.00	20000.00	30000.00

**Table 30.4: If the college uses direct telephone solicitation, about how much did the college spend in the past year, in salary costs, telephone expenses, call center costs, etc., either for in-house or outsourced telephone solicitation services, for the purposes of soliciting funds from alumni? Broken out by Public or Private Status (in \$US)**

<b>Public or Private Status</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Private	25631.58	10000.00	0.00	100000.00
Public	48636.36	35000.00	0.00	100000.00

**Table 30.5: If the college uses direct telephone solicitation, about how much did the college spend in the past year, in salary costs, telephone expenses, call center costs, etc., either for in-house or outsourced telephone solicitation services, for the purposes of soliciting funds from alumni? Broken out by Type of Alumni Association (in \$US)**

<b>Type of Alumni Association</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Department of the College or University	34478.26	22000.00	0.00	100000.00
Independent Organization	2000.00	2000.00	1000.00	3000.00
Hybrid Organization That Partially Supports Itself	45000.00	35000.00	0.00	100000.00



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**Table 31.1: What percentage of alumni currently alive have ever made a financial contribution to the college?**

	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Entire Sample	21.92	15.00	1.00	80.00

**Table 31.2: What percentage of alumni currently alive have ever made a financial contribution to the college? Broken out by Total Student Enrollment**

<b>Total Student Enrollment</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
2,000 to 6,000	19.08	12.50	1.00	80.00
Less than 2,000	30.69	20.00	5.00	78.00
More than 6,000	16.53	11.00	1.00	60.00

**Table 31.3: What percentage of alumni currently alive have ever made a financial contribution to the college? Broken out by Type of College**

<b>Type of College</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Community College	7.58	4.50	1.00	25.00
Level 1 or Level 2 Research University	25.99	25.00	3.00	60.00
4-Year or Master's Degree Granting College	26.69	20.00	1.00	80.00
PhD Granting College	7.71	6.00	2.00	18.00

**Table 31.4: What percentage of alumni currently alive have ever made a financial contribution to the college? Broken out by Public or Private Status**

<b>Public or Private Status</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Private	27.85	20.00	1.00	80.00
Public	13.13	9.00	1.00	60.00

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**Table 31.5: What percentage of alumni currently alive have ever made a financial contribution to the college? Broken out by Type of Alumni Association**

<b>Type of Alumni Association</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Department of the College or University	25.94	20.00	1.00	80.00
Independent Organization	11.00	12.00	4.00	16.00
Hybrid Organization That Partially Supports Itself	13.47	8.00	1.00	60.00

**CHAPTER 5: ALUMNI REUNIONS**

**Table 32.1: What was the college budget for all alumni reunions in the past year? (in \$US)**

	Mean	Median	Minimum	Maximum
Entire Sample	91865.79	10820.00	0.00	2400000.00

**Table 32.2: What was the college budget for all alumni reunions in the past year? Broken out by Total Student Enrollment (in \$US)**

Total Student Enrollment	Mean	Median	Minimum	Maximum
2,000 to 6,000	53493.81	13000.00	0.00	250000.00
Less than 2,000	31752.91	15000.00	0.00	300000.00
More than 6,000	184890.38	10000.00	0.00	2400000.00

**Table 32.3: What was the college budget for all alumni reunions in the past year? Broken out by Type of College (in \$US)**

Type of College	Mean	Median	Minimum	Maximum
Community College	10214.29	1250.00	0.00	99000.00
Level 1 or Level 2 Research University	503166.67	20000.00	0.00	2400000.00
4-Year or Master's Degree Granting College	45482.28	20000.00	0.00	300000.00
PhD Granting College	28772.17	5000.00	95.00	146038.00

**Table 32.4: What was the college budget for all alumni reunions in the past year? Broken out by Public or Private Status (in \$US)**

Public or Private Status	Mean	Median	Minimum	Maximum
Private	43365.91	17500.00	0.00	300000.00
Public	158553.13	5000.00	0.00	2400000.00

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**Table 32.5: What was the college budget for all alumni reunions in the past year? Broken out by Type of Alumni Association (in \$US)**

<b>Type of Alumni Association</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Department of the College or University	41899.06	15000.00	0.00	300000.00
Hybrid Organization That Partially Supports Itself	274655.88	8000.00	0.00	2400000.00
Independent Organization	15333.33	2500.00	0.00	47000.00

**Table 33.1: What was the alumni participation rate for the last 5-year reunion?**

	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Entire Sample	8.89	2.00	0.00	50.00

**Table 33.2: What was the alumni participation rate for the last 10-year reunion?**

	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Entire Sample	9.36	5.00	0.00	40.00

**Table 33.3: What was the alumni participation rate for the last 20-year reunion?**

	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Entire Sample	12.34	9.05	0.00	40.00

**Table 33.4: What was the alumni participation rate for the last 30-year reunion?**

	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Entire Sample	12.20	6.75	0.00	75.00

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**Table 34.1: What was the alumni participation rate for the last 5-year reunion?  
Broken out by Total Student Enrollment**

<b>Total Student Enrollment</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
2,000 to 6,000	17.00	13.00	0.00	45.00
Less than 2,000	8.65	3.00	0.00	50.00
More than 6,000	3.94	1.00	0.00	15.00

**Table 34.2: What was the alumni participation rate for the last 10-year reunion?  
Broken out by Total Student Enrollment**

<b>Total Student Enrollment</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
2,000 to 6,000	13.75	12.50	0.00	30.00
Less than 2,000	10.48	5.00	0.00	40.00
More than 6,000	3.46	1.00	0.00	13.10

**Table 34.3: What was the alumni participation rate for the last 20-year reunion?  
Broken out by Total Student Enrollment**

<b>Total Student Enrollment</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
2,000 to 6,000	16.13	15.00	0.00	33.00
Less than 2,000	12.18	9.00	0.00	40.00
More than 6,000	9.83	4.00	0.00	40.00

**Table 34.4: What was the alumni participation rate for the last 30-year reunion?  
Broken out by Total Student Enrollment**

<b>Total Student Enrollment</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
2,000 to 6,000	8.25	10.00	0.00	15.00
Less than 2,000	10.19	10.00	0.00	40.00
More than 6,000	17.04	5.00	0.00	75.00

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**Table 35.1: What was the alumni participation rate for the last 5-year reunion?  
Broken out by Type of College**

<b>Type of College</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Community College	9.34	2.00	0.00	50.00
Level 1 or Level 2 Research University	2.50	2.50	0.00	5.00
4-Year or Master's Degree Granting College	10.00	0.00	0.00	30.00
PhD Granting College	8.00	8.00	1.00	15.00

**Table 35.2: What was the alumni participation rate for the last 10-year reunion?  
Broken out by Type of College**

<b>Type of College</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Community College	2.50	2.50	0.00	5.00
Level 1 or Level 2 Research University	10.00	0.00	0.00	30.00
4-Year or Master's Degree Granting College	10.11	5.00	0.00	40.00
PhD Granting College	5.50	5.50	1.00	10.00

**Table 35.3: What was the alumni participation rate for the last 20-year reunion?  
Broken out by Type of College**

<b>Type of College</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Community College	20.00	20.00	0.00	40.00
Level 1 or Level 2 Research University	7.25	2.00	0.00	25.00
4-Year or Master's Degree Granting College	12.11	9.55	0.00	40.00
PhD Granting College	18.00	18.00	1.00	35.00

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**Table 35.4: What was the alumni participation rate for the last 30-year reunion?  
Broken out by Type of College**

<b>Type of College</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Community College	41.67	50.00	0.00	75.00
Level 1 or Level 2 Research University	5.75	4.00	0.00	15.00
4-Year or Master's Degree Granting College	10.13	7.00	0.00	40.00
PhD Granting College	13.00	13.00	1.00	25.00

**Table 36.1: What was the alumni participation rate for the last 5-year reunion?  
Broken out by Public or Private Status**

<b>Public or Private Status</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Private	11.18	5.00	0.00	50.00
Public	0.71	0.00	0.00	5.00

**Table 36.2: What was the alumni participation rate for the last 10-year reunion?  
Broken out by Public or Private Status**

<b>Public or Private Status</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Private	11.68	10.00	0.00	40.00
Public	0.71	0.00	0.00	5.00

**Table 36.3: What was the alumni participation rate for the last 20-year reunion?  
Broken out by Public or Private Status**

<b>Public or Private Status</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Private	14.27	10.00	0.00	40.00
Public	6.56	2.00	0.00	40.00

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**Table 36.4: What was the alumni participation rate for the last 30-year reunion?  
Broken out by Public or Private Status**

<b>Public or Private Status</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Private	10.00	10.00	0.00	40.00
Public	18.00	5.00	0.00	75.00

**Table 37.1: What was the alumni participation rate for the last 5-year reunion?  
Broken out by Type of Alumni Association**

<b>Type of Alumni Association</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Department of the College or University	10.09	4.00	0.00	50.00
Independent Organization	1.00	1.00	0.00	2.00
Hybrid Organization That Partially Supports Itself	0.00	0.00	0.00	0.00

**Table 37.2: What was the alumni participation rate for the last 10-year reunion?  
Broken out by Type of Alumni Association**

<b>Type of Alumni Association</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Department of the College or University	10.58	5.00	0.00	40.00
Independent Organization	0.00	0.00	0.00	0.00
Hybrid Organization That Partially Supports Itself	1.00	1.00	0.00	2.00



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**Table 37.3: What was the alumni participation rate for the last 20-year reunion?  
Broken out by Type of Alumni Association**

<b>Type of Alumni Association</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Department of the College or University	14.34	10.00	0.00	40.00
Independent Organization	0.00	0.00	0.00	0.00
Hybrid Organization That Partially Supports Itself	3.50	2.00	0.00	10.00

**Table 37.4: What was the alumni participation rate for the last 30-year reunion?  
Broken out by Type of Alumni Association**

<b>Type of Alumni Association</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Department of the College or University	13.03	10.00	0.00	75.00
Independent Organization	0.00	0.00	0.00	0.00
Hybrid Organization That Partially Supports Itself	11.60	5.00	0.00	40.00

**Table 38.1: Does the college have a reunion of any kind for individuals who graduated from the college within the past two years?**

	<b>No Response</b>	<b>Yes</b>	<b>No</b>
Entire Sample	2.08%	20.83%	77.08%

**Table 38.2: Does the college have a reunion of any kind for individuals who graduated from the college within the past two years? Broken out by Total Student Enrollment**

<b>Total Student Enrollment</b>	<b>No Response</b>	<b>Yes</b>	<b>No</b>
2,000 to 6,000	0.00%	29.41%	70.59%
Less than 2,000	6.67%	10.00%	83.33%
More than 6,000	0.00%	21.88%	78.13%

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**Table 38.3: Does the college have a reunion of any kind for individuals who graduated from the college within the past two years? Broken out by Type of College**

<b>Type of College</b>	<b>No Response</b>	<b>Yes</b>	<b>No</b>
Community College	0.00%	5.26%	94.74%
Level 1 or Level 2 Research University	0.00%	20.00%	80.00%
4-Year or Master's Degree Granting College	3.45%	20.69%	75.86%
PhD Granting College	0.00%	55.56%	44.44%

**Table 38.4: Does the college have a reunion of any kind for individuals who graduated from the college within the past two years? Broken out by Public or Private Status**

<b>Public or Private Status</b>	<b>No Response</b>	<b>Yes</b>	<b>No</b>
Private	3.64%	27.27%	69.09%
Public	0.00%	12.20%	87.80%

**Table 38.5: Does the college have a reunion of any kind for individuals who graduated from the college within the past two years? Broken out by Type of Alumni Association**

<b>Type of Alumni Association</b>	<b>No Response</b>	<b>Yes</b>	<b>No</b>
Department of the College or University	2.99%	26.87%	70.15%
Independent Organization	0.00%	0.00%	100.00%
Hybrid Organization That Partially Supports Itself	0.00%	8.70%	91.30%

## CHAPTER 6: ALUMNI BUSINESS CONNECTIONS

**Table 39.1: Does the college sponsor an alumni venture capital or small business group to encourage and aid entrepreneurs?**

	No Response	Yes	No
Entire Sample	2.08%	9.38%	88.54%

**Table 39.2: Does the college sponsor an alumni venture capital or small business group to encourage and aid entrepreneurs? Broken out by Total Student Enrollment**

Total Student Enrollment	No Response	Yes	No
2,000 to 6,000	2.94%	8.82%	88.24%
Less than 2,000	3.33%	3.33%	93.33%
More than 6,000	0.00%	15.63%	84.38%

**Table 39.3: Does the college sponsor an alumni venture capital or small business group to encourage and aid entrepreneurs? Broken out by Type of College**

Type of College	No Response	Yes	No
Community College	5.26%	5.26%	89.47%
Level 1 or Level 2 Research University	0.00%	10.00%	90.00%
4-Year or Master's Degree Granting College	1.72%	10.34%	87.93%
PhD Granting College	0.00%	11.11%	88.89%

**Table 39.4: Does the college sponsor an alumni venture capital or small business group to encourage and aid entrepreneurs? Broken out by Public or Private Status**

Public or Private Status	No Response	Yes	No
Private	1.82%	9.09%	89.09%
Public	2.44%	9.76%	87.80%

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**Table 39.5: Does the college sponsor an alumni venture capital or small business group to encourage and aid entrepreneurs? Broken out by Type of Alumni Association**

<b>Type of Alumni Association</b>	<b>No Response</b>	<b>Yes</b>	<b>No</b>
Department of the College or University	2.99%	8.96%	88.06%
Independent Organization	0.00%	0.00%	100.00%
Hybrid Organization That Partially Supports Itself	0.00%	13.04%	86.96%

**CHAPTER 7: ALUMNI ASSOCIATIONS & CLUBS**

**Table 40.1: Does your college alumni association collect dues?**

	No Response	Yes, we collect dues	No, we do not collect dues	We offer both dues paying and non-dues paying memberships
Entire Sample	2.08%	22.92%	71.88%	3.13%

**Table 40.2: Does your college alumni association collect dues? Broken out by Total Student Enrollment**

Total Student Enrollment	No Response	Yes, we collect dues	No, we do not collect dues	We offer both dues paying and non-dues paying memberships
2,000 to 6,000	0.00%	26.47%	70.59%	2.94%
Less than 2,000	3.33%	3.33%	93.33%	0.00%
More than 6,000	3.13%	37.50%	53.13%	6.25%

**Table 40.3: Does your college alumni association collect dues? Broken out by Type of College**

Type of College	No Response	Yes, we collect dues	No, we do not collect dues	We offer both dues paying and non-dues paying memberships
Community College	5.26%	31.58%	52.63%	10.53%
Level 1 or Level 2 Research University	0.00%	60.00%	40.00%	0.00%
4-Year or Master's Degree Granting College	1.72%	12.07%	84.48%	1.72%
PhD Granting College	0.00%	33.33%	66.67%	0.00%

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**Table 40.4: Does your college alumni association collect dues? Broken out by Public or Private Status**

Public or Private Status	No Response	Yes, we collect dues	No, we do not collect dues	We offer both dues paying and non-dues paying memberships
Private	1.82%	7.27%	90.91%	0.00%
Public	2.44%	43.90%	46.34%	7.32%

**Table 40.5: Does your college alumni association collect dues? Broken out by Type of Alumni Association**

Type of Alumni Association	No Response	Yes, we collect dues	No, we do not collect dues	We offer both dues paying and non-dues paying memberships
Department of the College or University	2.99%	11.94%	83.58%	1.49%
Independent Organization	0.00%	33.33%	66.67%	0.00%
Hybrid Organization That Partially Supports Itself	0.00%	52.17%	39.13%	8.70%

**Table 41.1: How many regional alumni clubs does the college have?**

	Mean	Median	Minimum	Maximum
Entire Sample	9.65	1.00	0.00	100.00

**Table 41.2: How many regional alumni clubs does the college have? Broken out by Total Student Enrollment**

Total Student Enrollment	Mean	Median	Minimum	Maximum
2,000 to 6,000	6.67	0.00	0.00	40.00
Less than 2,000	9.36	2.00	0.00	65.00
More than 6,000	13.17	2.00	0.00	100.00

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**Table 41.3: How many regional alumni clubs does the college have? Broken out by Type of College**

<b>Type of College</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Community College	0.24	0.00	0.00	2.00
Level 1 or Level 2 Research University	33.44	25.00	0.00	100.00
4-Year or Master's Degree Granting College	9.36	2.00	0.00	65.00
PhD Granting College	5.33	0.00	0.00	33.00

**Table 41.4: How many regional alumni clubs does the college have? Broken out by Public or Private Status**

<b>Public or Private Status</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Private	8.78	2.00	0.00	65.00
Public	10.79	0.00	0.00	100.00

**Table 41.5: How many regional alumni clubs does the college have? Broken out by Type of Alumni Association**

<b>Type of Alumni Association</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Department of the College or University	8.48	1.50	0.00	65.00
Independent Organization	0.67	0.00	0.00	2.00
Hybrid Organization That Partially Supports Itself	15.27	0.50	0.00	100.00

**Table 42.1: Does the college provide operating funds to these clubs?**

	<b>No Response</b>	<b>Yes</b>	<b>No</b>
Entire Sample	21.88%	26.04%	52.08%

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**Table 42.2: Does the college provide operating funds to these clubs? Broken out by Total Student Enrollment**

<b>Total Student Enrollment</b>	<b>No Response</b>	<b>Yes</b>	<b>No</b>
2,000 to 6,000	14.71%	26.47%	58.82%
Less than 2,000	26.67%	20.00%	53.33%
More than 6,000	25.00%	31.25%	43.75%

**Table 42.3: Does the college provide operating funds to these clubs? Broken out by Type of College**

<b>Type of College</b>	<b>No Response</b>	<b>Yes</b>	<b>No</b>
Community College	36.84%	10.53%	52.63%
Level 1 or Level 2 Research University	10.00%	50.00%	40.00%
4-Year or Master's Degree Granting College	22.41%	27.59%	50.00%
PhD Granting College	0.00%	22.22%	77.78%

**Table 42.4: Does the college provide operating funds to these clubs? Broken out by Public or Private Status**

<b>Public or Private Status</b>	<b>No Response</b>	<b>Yes</b>	<b>No</b>
Private	20.00%	25.45%	54.55%
Public	24.39%	26.83%	48.78%

**Table 42.5: Does the college provide operating funds to these clubs? Broken out by Type of Alumni Association**

<b>Type of Alumni Association</b>	<b>No Response</b>	<b>Yes</b>	<b>No</b>
Department of the College or University	22.39%	22.39%	55.22%
Independent Organization	0.00%	16.67%	83.33%
Hybrid Organization That Partially Supports Itself	26.09%	39.13%	34.78%



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**Table 43.1: If the college funds its alumni clubs, how much does it spend annually for this purpose? (in \$US)**

	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Entire Sample	16910.48	5000.00	0.00	60000.00

**Table 43.2: If the college funds its alumni clubs, how much does it spend annually for this purpose? Broken out by Total Student Enrollment (in \$US)**

<b>Total Student Enrollment</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
2,000 to 6,000	16925.00	6500.00	0.00	60000.00
Less than 2,000	14104.13	2000.00	0.00	47133.00
More than 6,000	19388.89	10000.00	0.00	54000.00

**Table 43.3: If the college funds its alumni clubs, how much does it spend annually for this purpose? Broken out by Type of College (in \$US)**

<b>Type of College</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Community College	2333.33	2000.00	0.00	5000.00
Level 1 or Level 2 Research University	25375.00	25000.00	1500.00	50000.00
4-Year or Master's Degree Granting College	16337.94	6500.00	0.00	60000.00
PhD Granting College	27000.00	27000.00	0.00	54000.00

**Table 43.4: If the college funds its alumni clubs, how much does it spend annually for this purpose? Broken out by Public or Private Status (in \$US)**

<b>Public or Private Status</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Private	17755.19	7500.00	0.00	60000.00
Public	15681.82	5000.00	0.00	54000.00

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**Table 43.5: If the college funds its alumni clubs, how much does it spend annually for this purpose? Broken out by Type of Alumni Association (in \$US)**

<b>Type of Alumni Association</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Department of the College or University	16615.72	6500.00	0.00	60000.00
Independent Organization	15000.00	0.00	0.00	45000.00
Hybrid Organization That Partially Supports Itself	18750.00	7500.00	1500.00	54000.00

**Table 44.1: If the alumni association furnishes promotional materials to the alumni clubs, about how much did it spend in the last year designing, developing, printing and distributing such materials to alumni clubs? (in \$US)**

	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Entire Sample	12417.65	2000.00	0.00	300000.00

**Table 44.2: If the alumni association furnishes promotional materials to the alumni clubs, about how much did it spend in the last year designing, developing, printing and distributing such materials to alumni clubs? Broken out by Total Student Enrollment (in \$US)**

<b>Total Student Enrollment</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
2,000 to 6,000	3666.67	2000.00	0.00	20000.00
Less than 2,000	2445.45	2000.00	0.00	10000.00
More than 6,000	25878.57	3000.00	0.00	300000.00

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**Table 44.3: If the alumni association furnishes promotional materials to the alumni clubs, about how much did it spend in the last year designing, developing, printing and distributing such materials to alumni clubs? Broken out by Type of College (in \$US)**

<b>Type of College</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Community College	0.00	0.00	0.00	0.00
Level 1 or Level 2 Research University	58166.67	10500.00	3000.00	300000.00
4-Year or Master's Degree Granting College	3073.91	2000.00	0.00	20000.00
PhD Granting College	833.33	500.00	0.00	2000.00

**Table 44.4: If the alumni association furnishes promotional materials to the alumni clubs, about how much did it spend in the last year designing, developing, printing and distributing such materials to alumni clubs? Broken out by Public or Private Status (in \$US)**

<b>Public or Private Status</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Private	3120.00	2000.00	0.00	20000.00
Public	25700.00	3000.00	0.00	300000.00

**Table 44.5: If the alumni association furnishes promotional materials to the alumni clubs, about how much did it spend in the last year designing, developing, printing and distributing such materials to alumni clubs? Broken out by Type of Alumni Association (in \$US)**

<b>Type of Alumni Association</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Department of the College or University	3456.00	2000.00	0.00	20000.00
Independent Organization	0.00	0.00	0.00	0.00
Hybrid Organization That Partially Supports Itself	47971.43	5000.00	300.00	300000.00

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**Table 45.1: What percentage of the college's alumni clubs have their own listserv, blog, bulletin board or other internet vehicle for regular communications with or between members?**

	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Entire Sample	22.88	5.00	0.00	100.00

**Table 45.2: What percentage of the college's alumni clubs have their own listserv, blog, bulletin board or other internet vehicle for regular communications with or between members? Broken out by Total Student Enrollment**

<b>Total Student Enrollment</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
2,000 to 6,000	20.23	10.00	0.00	100.00
Less than 2,000	19.64	1.00	0.00	100.00
More than 6,000	27.25	3.00	0.00	100.00

**Table 45.3: What percentage of the college's alumni clubs have their own listserv, blog, bulletin board or other internet vehicle for regular communications with or between members? Broken out by Type of College**

<b>Type of College</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Community College	0.00	0.00	0.00	0.00
Level 1 or Level 2 Research University	20.83	7.50	0.00	60.00
4-Year or Master's Degree Granting College	22.24	3.00	0.00	100.00
PhD Granting College	48.33	50.00	20.00	75.00

**Table 45.4: What percentage of the college's alumni clubs have their own listserv, blog, bulletin board or other internet vehicle for regular communications with or between members? Broken out by Public or Private Status**

<b>Public or Private Status</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Private	24.04	10.00	0.00	100.00
Public	20.93	5.00	0.00	100.00

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**Table 45.5: What percentage of the college's alumni clubs their own listserv, blog, bulletin board or other internet vehicle for regular communications with or between members? Broken out by Type of Alumni Association**

Type of Alumni Association	Mean	Median	Minimum	Maximum
Department of the College or University	24.45	5.00	0.00	100.00
Independent Organization	0.00	0.00	0.00	0.00
Hybrid Organization That Partially Supports Itself	22.89	10.00	0.00	60.00

**Table 46.1: Has the college library included access for alumni in any of its licenses for databases?**

	No Response	Yes	No	No, but we are planning to
Entire Sample	8.33%	40.63%	43.75%	7.29%

**Table 46.2: Has the college library included access for alumni in any of its licenses for databases? Broken out by Total Student Enrollment**

Total Student Enrollment	No Response	Yes	No	No, but we are planning to
2,000 to 6,000	5.88%	47.06%	41.18%	5.88%
Less than 2,000	6.67%	30.00%	53.33%	10.00%
More than 6,000	12.50%	43.75%	37.50%	6.25%

**Table 46.3: Has the college library included access for alumni in any of its licenses for databases? Broken out by Type of College**

Type of College	No Response	Yes	No	No, but we are planning to
Community College	15.79%	31.58%	47.37%	5.26%
Level 1 or Level 2 Research University	20.00%	40.00%	30.00%	10.00%
4-Year or Master's Degree Granting College	3.45%	41.38%	46.55%	8.62%
PhD Granting College	11.11%	55.56%	33.33%	0.00%

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**Table 46.4: Has the college library included access for alumni in any of its licenses for databases? Broken out by Public or Private Status**

<b>Public or Private Status</b>	<b>No Response</b>	<b>Yes</b>	<b>No</b>	<b>No, but we are planning to</b>
Private	5.45%	45.45%	41.82%	7.27%
Public	12.20%	34.15%	46.34%	7.32%

**Table 46.5: Has the college library included access for alumni in any of its licenses for databases? Broken out by Type of Alumni Association**

<b>Type of Alumni Association</b>	<b>No Response</b>	<b>Yes</b>	<b>No</b>	<b>No, but we are planning to</b>
Department of the College or University	7.46%	37.31%	44.78%	10.45%
Independent Organization	0.00%	33.33%	66.67%	0.00%
Hybrid Organization That Partially Supports Itself	13.04%	52.17%	34.78%	0.00%

**Table 47.1: Does the alumni office or another office of the college offer an alumni mentoring program?**

	<b>No Response</b>	<b>Yes</b>	<b>No</b>
Entire Sample	3.13%	57.29%	39.58%

**Table 47.2: Does the alumni office or another office of the college offer an alumni mentoring program? Broken out by Total Student Enrollment**

<b>Total Student Enrollment</b>	<b>No Response</b>	<b>Yes</b>	<b>No</b>
2,000 to 6,000	0.00%	44.12%	55.88%
Less than 2,000	6.67%	63.33%	30.00%
More than 6,000	3.13%	65.63%	31.25%

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**Table 47.3: Does the alumni office or another office of the college offer an alumni mentoring program? Broken out by Type of College**

<b>Type of College</b>	<b>No Response</b>	<b>Yes</b>	<b>No</b>
Community College	5.26%	15.79%	78.95%
Level 1 or Level 2 Research University	0.00%	80.00%	20.00%
4-Year or Master's Degree Granting College	3.45%	67.24%	29.31%
PhD Granting College	0.00%	55.56%	44.44%

**Table 47.4: Does the alumni office or another office of the college offer an alumni mentoring program? Broken out by Public or Private Status**

<b>Public or Private Status</b>	<b>No Response</b>	<b>Yes</b>	<b>No</b>
Private	3.64%	63.64%	32.73%
Public	2.44%	48.78%	48.78%

**Table 47.5: Does the alumni office or another office of the college offer an alumni mentoring program? Broken out by Type of Alumni Association**

<b>Type of Alumni Association</b>	<b>No Response</b>	<b>Yes</b>	<b>No</b>
Department of the College or University	2.99%	56.72%	40.30%
Independent Organization	0.00%	50.00%	50.00%
Hybrid Organization That Partially Supports Itself	4.35%	60.87%	34.78%

**Table 48.1: How much staff time, in hours per month, does the alumni office spend on posting alumni-related materials to YouTube, Vimeo or other such sites?**

	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Entire Sample	5.56	2.00	0.00	80.00

**Table 48.2: How much staff time, in hours per month, does the alumni office spend working on the alumni Facebook page or other social media sites?**

	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Entire Sample	18.32	15.00	0.00	95.00

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**Table 49.1: How much staff time, in hours per month, does the alumni office spend on posting alumni-related materials to YouTube, Vimeo or other such sites? Broken out by Total Student Enrollment**

<b>Total Student Enrollment</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
2,000 to 6,000	2.83	0.00	0.00	20.00
Less than 2,000	3.37	2.00	0.00	20.00
More than 6,000	10.88	4.50	0.00	80.00

**Table 49.2: How much staff time, in hours per month, does the alumni office spend working on the alumni Facebook page or other social media sites? Broken out by Total Student Enrollment**

<b>Total Student Enrollment</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
2,000 to 6,000	14.64	10.00	1.00	40.00
Less than 2,000	12.72	10.00	0.00	50.00
More than 6,000	27.87	20.00	0.00	95.00

**Table 50.1: How much staff time, in hours per month, does the alumni office spend on posting alumni-related materials to YouTube, Vimeo or other such sites? Broken out by Type of College**

<b>Type of College</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Community College	0.54	0.00	0.00	3.00
Level 1 or Level 2 Research University	12.00	10.00	0.00	40.00
4 -Year or Master's Degree Granting College	5.96	3.00	0.00	80.00
PhD Granting College	3.88	0.50	0.00	20.00



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**Table 50.2: How much staff time, in hours per month, does the alumni office spend working on the alumni Facebook page or other social media sites? Broken out by Type of College**

<b>Type of College</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Community College	14.35	10.00	0.00	80.00
Level 1 or Level 2 Research University	31.39	25.00	5.00	80.00
4-Year or Master's Degree Granting College	15.37	15.00	1.00	50.00
PhD Granting College	29.63	20.00	10.00	95.00

**Table 51.1: How much staff time, in hours per month, does the alumni office spend on posting alumni-related materials to YouTube, Vimeo or other such sites? Broken out by Public or Private Status**

<b>Public or Private Status</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Private	4.04	2.50	0.00	20.00
Public	7.71	1.00	0.00	80.00

**Table 51.2: How much staff time, in hours per month, does the alumni office spend working on the alumni Facebook page or other social media sites? Broken out by Public or Private Status**

<b>Public or Private Status</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Private	16.89	15.00	1.00	50.00
Public	20.38	10.00	0.00	95.00

**Table 52.1: How much staff time, in hours per month, does the alumni office spend on posting alumni-related materials to YouTube, Vimeo or other such sites? Broken out by Type of Alumni Association**

<b>Type of Alumni Association</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Department of the College or University	5.84	2.00	0.00	80.00
Independent Organization	1.60	0.00	0.00	4.00
Hybrid Organization That Partially Supports Itself	5.75	1.50	0.00	40.00

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**Table 52.2: How much staff time, in hours per month, does the alumni office spend working on the alumni Facebook page or other social media sites? Broken out by Type of Alumni Association**

<b>Type of Alumni Association</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Department of the College or University	17.43	15.00	0.00	80.00
Independent Organization	7.60	8.00	0.00	15.00
Hybrid Organization That Partially Supports Itself	23.58	17.50	4.00	95.00

**Table 53.1: Does the alumni association have a Twitter account?**

	<b>No Response</b>	<b>Yes</b>	<b>No</b>
Entire Sample	1.04%	51.04%	47.92%

**Table 53.2: Does the alumni association have a Twitter account? Broken out by Total Student Enrollment**

<b>Total Student Enrollment</b>	<b>No Response</b>	<b>Yes</b>	<b>No</b>
2,000 to 6,000	0.00%	50.00%	50.00%
Less than 2,000	3.33%	40.00%	56.67%
More than 6,000	0.00%	62.50%	37.50%

**Table 53.3: Does the alumni association have a Twitter account? Broken out by Type of College**

<b>Type of College</b>	<b>No Response</b>	<b>Yes</b>	<b>No</b>
Community College	0.00%	21.05%	78.95%
Level 1 or Level 2 Research University	0.00%	80.00%	20.00%
4-Year or Master's Degree Granting College	1.72%	55.17%	43.10%
PhD Granting College	0.00%	55.56%	44.44%

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**Table 53.4: Does the alumni association have a Twitter account? Broken out by Public or Private Status**

<b>Public or Private Status</b>	<b>No Response</b>	<b>Yes</b>	<b>No</b>
Private	1.82%	50.91%	47.27%
Public	0.00%	51.22%	48.78%

**Table 53.5: Does the alumni association have a Twitter account? Broken out by Type of Alumni Association**

<b>Type of Alumni Association</b>	<b>No Response</b>	<b>Yes</b>	<b>No</b>
Department of the College or University	1.49%	44.78%	53.73%
Independent Organization	0.00%	50.00%	50.00%
Hybrid Organization That Partially Supports Itself	0.00%	69.57%	30.43%

**Comment on the use of Twitter by your association. How often do you tweet? How many accounts does the association have? How effective is Twitter as a means of getting out your message? Encouraging attendance at alumni events? As a fundraising tool?**

1. We tweet a few times a day about alumni achievements and institutional news. Our account is only two months old. Only 15 followers and little interaction so far.
2. Don't use
3. I don't manage the Twitter account
4. Very good for young alumni
5. One account established about 15 months ago. Followers are growing and we are increasing our use.
6. The university has a Twitter account that we can use, though we don't use it much
7. We tweet a few times a week. One account. Fairly effective. Yes, we encourage attendance to various events. Not a fundraising tool yet.
8. Linked to Facebook, used five times a week
9. Daily!
10. We have more active followers on Facebook and LinkedIn than Twitter, but it is another helpful means for getting information out. Right now it is linked to our Facebook account and Constant Contact so anytime we submit a post or send an email, it goes out on Twitter too.
11. Somewhat effective
12. Daily
13. One account. Tweet once or twice a week. Twitter is a more general information stream about all activities of the university.
14. Primarily used for promoting events and sending news updates - is NOT used for fundraising
15. We have one account and it is tied to our Facebook posts. When we post on Facebook, it automatically tweets.

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16. I have not found it to be helpful in fundraising, but it does help keep the alumni who follow us (approximately 1600) updated with the college. Our PR department manages the account and tweets several times a day about alumni relations information as well as general college information.
17. Just starting to ramp up our efforts on Twitter - tweet regularly, especially to respond to other posts
18. One account, irregularly, undecided as to effectiveness, not used for last two purposes as of yet
19. A few times a week. Not nearly as impactful as Facebook or LinkedIn.
20. We do not use it
21. Limited
22. We have one alumni association account and typically tweet a few times a day. It is managed mainly by a GA. We've been building our followers but are not using it as our only means to get messages out. It does seem to help build awareness but we've only just begun trying to measure impact on attendance, etc.
23. Daily tweets to our ARO account vary from news and important updates to event reminders and invites
24. Use mostly to promote pride in institution. One or two tweets daily.
25. One account. Tweet 1-2 times daily. Very high rate of followers.
26. Several times a week
27. Do not have the staff to maintain regular use
28. Just one account, just getting started with the messaging. Had a competition at Homecoming in October to "launch" our Twitter account. It is linked to our Facebook page (Facebook posts to Twitter). Hard to find the time to manage this as well! - Do not have a designated social media person.
29. Three times a day. Use for information and event hype.
30. We used it primarily during reunion weekend. People seemed to enjoy it.
31. We mainly tweet about event promotion and check-ins at the event itself. Have not yet used it for fundraising.
32. Our Twitter account is linked to our Facebook page so that anything we post to FB gets tweeted. We do not publish any tweets separate from that. Facebook is our primary tool for communicating with alumni and friends of the college.
33. Tweet daily. One account. Get new followers and mentions weekly. Use more for getting out messages and encouraging event attendance.
34. Our alumni Twitter account is not very well organized or used. However, the university PR Department is very active with Twitter.
35. One Twitter account. Growing base of followers. More for create energy about events during and after.
36. We will be starting Twitter in 2013
37. At least once a day. Used primarily to post general information for the institution, not for alumni events or fundraising.
38. Once a week. Has not been very effective but getting better.
39. Twitter account is linked to Facebook and therefore all posts are identical to FB posts. We do not have a large following on Twitter and rarely have any interaction.
40. Daily, one account, it's not effective yet as a fundraising tool
41. We have one account striving to post a least twice a day. We have only been doing this for one year and are building the following.
42. Don't use
43. Two times a week, not as effective as Facebook or LinkedIn
44. Twitter is used with current students but not alumni at this time. We continue to look at how to balance with the limited staff and other responsibilities.
45. Tweet daily, 107 followers - not our most effective social media platform
46. Tweet daily, one account, not effective with only 800 followers. We use it to support events, not as a fundraising tool.
47. Don't plan to start using Twitter for alumni this year

## CHAPTER 8: ALUMNI MAGAZINES, NEWSGROUPS AND NEWSLETTERS

**Table 54.1: For what percentage of its alumni does the college has a workable email address?**

	Mean	Median	Minimum	Maximum
Entire Sample	37.10	35.00	0.00	100.00

**Table 54.2: For what percentage of its alumni does the college has a workable email address? Broken out by Total Student Enrollment**

Total Student Enrollment	Mean	Median	Minimum	Maximum
2,000 to 6,000	34.57	36.50	0.00	75.00
Less than 2,000	38.55	38.50	0.00	93.00
More than 6,000	38.54	35.00	0.00	100.00

**Table 54.3: For what percentage of its alumni does the college has a workable email address? Broken out by Type of College**

Type of College	Mean	Median	Minimum	Maximum
Community College	18.47	10.00	0.00	100.00
Level 1 or Level 2 Research University	43.63	38.50	30.00	60.00
4-Year or Master's Degree Granting College	42.12	40.00	0.00	93.00
PhD Granting College	35.86	35.00	25.00	45.00

**Table 54.4: For what percentage of its alumni does the college has a workable email address? Broken out by Public or Private Status**

Public or Private Status	Mean	Median	Minimum	Maximum
Private	42.57	40.00	0.00	93.00
Public	30.18	30.00	0.00	100.00

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**Table 54.5: For what percentage of its alumni does the college has a workable email address? Broken out by Type of Alumni Association**

<b>Type of Alumni Association</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Department of the College or University	41.80	40.00	0.00	100.00
Independent Organization	15.00	0.00	0.00	40.00
Hybrid Organization That Partially Supports Itself	30.40	30.00	0.00	60.00

**Table 44.1: For what percentage of alumni that graduated within the last 5 years does the alumni office have valid email addresses?**

	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Entire Sample	54.22	60.00	6.10	95.00

**Table 55.2: For what percentage of alumni that graduated 5-10 years ago does the alumni office have valid email addresses?**

	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Entire Sample	44.58	50.00	0.00	90.00

**Table 55.3: For what percentage of alumni that graduated 10-20 years ago does the alumni office have valid email addresses?**

	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Entire Sample	36.57	30.00	0.00	80.00

**Table 55.4: For what percentage of alumni that graduated 20 or more years ago does the alumni office have valid email addresses?**

	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Entire Sample	29.70	20.00	0.00	80.00

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**Table 56.1: For what percentage of alumni that graduated within the last 5 years does the alumni office have valid email addresses? Broken out by Total Student Enrollment**

<b>Total Student Enrollment</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
2,000 to 6,000	70.71	80.00	30.00	90.00
Less than 2,000	59.09	70.00	10.00	90.00
More than 6,000	42.15	33.00	6.10	95.00

**Table 56.2: For what percentage of alumni that graduated 5-10 years ago does the alumni office have valid email addresses? Broken out by Total Student Enrollment**

<b>Total Student Enrollment</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
2,000 to 6,000	62.14	65.00	20.00	85.00
Less than 2,000	43.18	50.00	0.00	85.00
More than 6,000	36.89	35.00	2.00	90.00

**Table 56.3: For what percentage of alumni that graduated 10-20 years ago does the alumni office have valid email addresses? Broken out by Total Student Enrollment**

<b>Total Student Enrollment</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
2,000 to 6,000	47.14	50.00	10.00	80.00
Less than 2,000	36.18	30.00	0.00	80.00
More than 6,000	31.20	30.00	1.00	80.00

**Table 56.4: For what percentage of alumni that graduated 20 or more years ago does the alumni office have valid email addresses? Broken out by Total Student Enrollment**

<b>Total Student Enrollment</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
2,000 to 6,000	35.71	25.00	5.00	75.00
Less than 2,000	28.45	20.00	0.00	80.00
More than 6,000	27.52	25.00	1.00	75.00

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**Table 57.1: For what percentage of alumni that graduated within the last 5 years does the alumni office have valid email addresses? Broken out by Type of College**

<b>Type of College</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Community College	48.29	50.00	8.00	90.00
Level 1 or Level 2 Research University	38.22	30.00	6.10	70.00
4-Year or Master's Degree Granting College	63.11	77.50	10.00	95.00
PhD Granting College	35.00	35.00	20.00	50.00

**Table 57.2: For what percentage of alumni that graduated 5-10 years ago does the alumni office have valid email addresses? Broken out by Type of College**

<b>Type of College</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Community College	33.14	30.00	2.00	80.00
Level 1 or Level 2 Research University	35.30	40.00	6.50	65.00
4-Year or Master's Degree Granting College	53.78	60.00	0.00	90.00
PhD Granting College	25.00	25.00	20.00	30.00

**Table 57.3: For what percentage of alumni that graduated 10-20 years ago does the alumni office have valid email addresses? Broken out by Type of College**

<b>Type of College</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Community College	18.50	20.00	1.00	30.00
Level 1 or Level 2 Research University	33.32	35.00	10.00	65.00
4-Year or Master's Degree Granting College	43.67	43.50	0.00	80.00
PhD Granting College	35.00	35.00	20.00	50.00



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**Table 57.4: For what percentage of alumni that graduated 20 or more years ago does the alumni office have valid email addresses? Broken out by Type of College**

<b>Type of College</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Community College	11.00	7.50	1.00	25.00
Level 1 or Level 2 Research University	38.16	35.00	5.00	70.80
4-Year or Master's Degree Granting College	33.56	22.50	0.00	80.00
PhD Granting College	30.00	30.00	10.00	50.00

**Table 58.1: For what percentage of alumni that graduated within the last 5 years does the alumni office have valid email addresses? Broken out by Public or Private Status**

<b>Public or Private Status</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Private	60.89	70.00	10.00	95.00
Public	45.65	50.00	6.10	90.00

**Table 58.2: For what percentage of alumni that graduated 5-10 years ago does the alumni office have valid email addresses? Broken out by Public or Private Status**

<b>Public or Private Status</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Private	53.33	60.00	0.00	90.00
Public	33.32	30.00	2.00	80.00

**Table 58.3: For what percentage of alumni that graduated 10-20 years ago does the alumni office have valid email addresses? Broken out by Public or Private Status**

<b>Public or Private Status</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Private	47.50	50.00	0.00	80.00
Public	21.43	20.00	1.00	45.00

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**Table 58.4: For what percentage of alumni that graduated 20 or more years ago does the alumni office have valid email addresses? Broken out by Public or Private Status**

<b>Public or Private Status</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Private	38.33	38.50	0.00	80.00
Public	17.75	10.00	1.00	70.80

**Table 59.1: For what percentage of alumni that graduated within the last 5 years does the alumni office have valid email addresses? Broken out by Type of Alumni Association**

<b>Type of Alumni Association</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Department of the College or University	60.04	70.00	10.00	95.00
Hybrid Organization That Partially Supports Itself	29.02	25.00	6.10	60.00
Independent Organization	60.00	60.00	60.00	60.00

**Table 59.2: For what percentage of alumni that graduated 5-10 years ago does the alumni office have valid email addresses? Broken out by Type of Alumni Association**

<b>Type of Alumni Association</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Department of the College or University	51.79	52.50	5.00	90.00
Independent Organization	22.50	22.50	0.00	45.00
Hybrid Organization That Partially Supports Itself	23.08	20.00	2.00	50.00

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**Table 59.3: For what percentage of alumni that graduated 10-20 years ago does the alumni office have valid email addresses? Broken out by Type of Alumni Association**

<b>Type of Alumni Association</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Department of the College or University	41.29	38.50	5.00	80.00
Independent Organization	10.00	10.00	0.00	20.00
Hybrid Organization That Partially Supports Itself	24.52	30.00	1.00	40.00

**Table 59.4: For what percentage of alumni that graduated 20 or more years ago does the alumni office have valid email addresses? Broken out by Type of Alumni Association**

<b>Type of Alumni Association</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Department of the College or University	31.83	22.50	4.00	80.00
Independent Organization	2.50	2.50	0.00	5.00
Hybrid Organization That Partially Supports Itself	30.36	25.00	1.00	70.80

**Table 60.1: The alumni office formally or informally restricts the number of times any group of alumni can be emailed to...?**

	<b>No Response</b>	<b>Once a week</b>	<b>Twice a month</b>	<b>Once a month</b>	<b>Less than 6 times a year</b>	<b>No restriction</b>
Entire Sample	13.54%	14.58%	16.67%	9.38%	4.17%	41.67%

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**Table 60.2: The alumni office formally or informally restricts the number of times any group of alumni can be emailed to...? Broken out by Total Student Enrollment**

<b>Total Student Enrollment</b>	<b>No Response</b>	<b>Once a week</b>	<b>Twice a month</b>	<b>Once a month</b>	<b>Less than 6 times a year</b>	<b>No restriction</b>
2,000 to 6,000	14.71%	8.82%	14.71%	11.76%	8.82%	41.18%
Less than 2,000	20.00%	13.33%	13.33%	10.00%	3.33%	40.00%
More than 6,000	6.25%	21.88%	21.88%	6.25%	0.00%	43.75%

**Table 60.3: The alumni office formally or informally restricts the number of times any group of alumni can be emailed to...? Broken out by Type of College**

<b>Type of College</b>	<b>No Response</b>	<b>Once a week</b>	<b>Twice a month</b>	<b>Once a month</b>	<b>Less than 6 times a year</b>	<b>No restriction</b>
Community College	21.05%	0.00%	10.53%	0.00%	10.53%	57.89%
Level 1 or Level 2 Research University	0.00%	30.00%	30.00%	10.00%	0.00%	30.00%
4-Year or Master's Degree Granting College	10.34%	13.79%	17.24%	12.07%	1.72%	44.83%
PhD Granting College	33.33%	33.33%	11.11%	11.11%	11.11%	0.00%

**Table 60.4: The alumni office formally or informally restricts the number of times any group of alumni can be emailed to...? Broken out by Public or Private Status**

<b>Public or Private Status</b>	<b>No Response</b>	<b>Once a week</b>	<b>Twice a month</b>	<b>Once a month</b>	<b>Less than 6 times a year</b>	<b>No restriction</b>
Private	16.36%	14.55%	14.55%	12.73%	3.64%	38.18%
Public	9.76%	14.63%	19.51%	4.88%	4.88%	46.34%

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**Table 60.5: The alumni office formally or informally restricts the number of times any group of alumni can be emailed to...? Broken out by Type of Alumni Association**

<b>Type of Alumni Association</b>	<b>No Response</b>	<b>Once a week</b>	<b>Twice a month</b>	<b>Once a month</b>	<b>Less than 6 times a year</b>	<b>No restriction</b>
Department of the College or University	16.42%	14.93%	11.94%	13.43%	2.99%	40.30%
Independent Organization	33.33%	0.00%	0.00%	0.00%	0.00%	66.67%
Hybrid Organization That Partially Supports Itself	0.00%	17.39%	34.78%	0.00%	8.70%	39.13%

**Table 61.1: What was the unique open rate for the college's last email campaign to alumni?**

	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Entire Sample	18.28	18.41	1.50	45.00

**Table 61.2: What was the total open rate for the college's last email campaign to alumni?**

	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Entire Sample	20.95	20.00	3.00	45.00

**Table 62.1: What was the unique open rate for the college's last email campaign to alumni? Broken out by Total Student Enrollment**

<b>Total Student Enrollment</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
2,000 to 6,000	19.02	18.50	5.10	45.00
Less than 2,000	21.98	22.50	10.00	35.00
More than 6,000	15.49	15.21	1.50	24.00

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**Table 61.2: What was the total open rate for the college's last email campaign to alumni? Broken out by Total Student Enrollment**

<b>Total Student Enrollment</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
2,000 to 6,000	19.16	18.61	5.10	43.00
Less than 6,000	27.60	25.00	18.00	45.00
More than 6,000	18.77	20.00	3.00	26.00

**Table 63.1: What was the unique open rate for the college's last email campaign to alumni? Broken out by Type of College**

<b>Type of College</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Community College	20.97	19.15	10.00	45.00
Level 1 or Level 2 Research University	17.00	16.50	10.00	25.00
4-Year or Master's Degree Granting College	16.60	15.00	10.00	24.00
PhD Granting College	6.63	5.10	1.50	13.30

**Table 63.2: What was the total open rate for the college's last email campaign to alumni? Broken out by Type of College**

<b>Type of College</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Community College	23.67	20.68	10.00	45.00
Level 1 or Level 2 Research University	19.61	19.00	14.82	25.00
4-Year or Master's Degree Granting College	18.25	19.00	15.00	20.00
PhD Granting College	7.70	5.10	3.00	15.00

**Table 64.1: What was the unique open rate for the college's last email campaign to alumni? Broken out by Public or Private Status**

<b>Public or Private Status</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Private	20.92	19.30	5.10	45.00
Public	14.32	13.65	1.50	24.00

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**Table 64.2: What was the total open rate for the college's last email campaign to alumni? Broken out by Public or Private Status**

<b>Public or Private Status</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Private	22.71	20.00	5.10	45.00
Public	17.89	19.00	3.00	26.00

**Table 65.1: What was the unique open rate for the college's last email campaign to alumni? Broken out by Type of Alumni Association**

<b>Type of Alumni Association</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Department of the College or University	18.13	18.32	1.50	45.00
Hybrid Organization That Partially Supports Itself	18.61	20.00	13.30	25.00

**Table 65.2: What was the total open rate for the college's last email campaign to alumni? Broken out by Type of Alumni Association**

<b>Type of Alumni Association</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Department of the College or University	21.70	20.00	3.00	45.00
Independent Organization	18.94	20.00	14.82	25.00
Hybrid Organization That Partially Supports Itself	24.00	24.00	24.00	24.00

**Table 66.1: Does your alumni affairs office have a presence on MySpace?**

	<b>No Response</b>	<b>Yes</b>	<b>No</b>
Entire Sample	7.29%	2.08%	90.63%

**Table 66.2: Does your alumni affairs office have a presence on Facebook?**

	<b>No Response</b>	<b>Yes</b>	<b>No</b>
Entire Sample	6.25%	84.38%	9.38%

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**Table 66.3: Does your alumni affairs office have a presence on Google Plus?**

	<b>No Response</b>	<b>Yes</b>	<b>No</b>
Entire Sample	7.29%	7.29%	85.42%

**Table 66.4: Does your alumni affairs office have a presence on Twitter?**

	<b>No Response</b>	<b>Yes</b>	<b>No</b>
Entire Sample	5.21%	44.79%	50.00%

**Table 66.5: Does your alumni affairs office have a presence on YouTube?**

	<b>No Response</b>	<b>Yes</b>	<b>No</b>
Entire Sample	7.29%	38.54%	54.17%

**Table 66.6: Does your alumni affairs office have a presence on InCircle?**

	<b>No Response</b>	<b>Yes</b>	<b>No</b>
Entire Sample	7.29%	1.04%	91.67%

**Table 67.1: Does your alumni affairs office have a presence on MySpace? Broken out by Total Student Enrollment**

<b>Total Student Enrollment</b>	<b>No Response</b>	<b>Yes</b>	<b>No</b>
2,000 to 6,000	5.88%	0.00%	94.12%
Less than 2,000	13.33%	3.33%	83.33%
More than 6,000	3.13%	3.13%	93.75%

**Table 67.2: Does your alumni affairs office have a presence on Facebook? Broken out by Total Student Enrollment**

<b>Total Student Enrollment</b>	<b>No Response</b>	<b>Yes</b>	<b>No</b>
2,000 to 6,000	5.88%	85.29%	8.82%
Less than 2,000	10.00%	73.33%	16.67%
More than 6,000	3.13%	93.75%	3.13%



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**Table 67.3: Does your alumni affairs office have a presence on Google Plus?  
Broken out by Total Student Enrollment**

<b>Total Student Enrollment</b>	<b>No Response</b>	<b>Yes</b>	<b>No</b>
2,000 to 6,000	5.88%	5.88%	88.24%
Less than 2,000	13.33%	3.33%	83.33%
More than 6,000	3.13%	12.50%	84.38%

**Table 67.4: Does your alumni affairs office have a presence on Twitter? Broken  
out by Total Student Enrollment**

<b>Total Student Enrollment</b>	<b>No Response</b>	<b>Yes</b>	<b>No</b>
2,000 to 6,000	2.94%	41.18%	55.88%
Less than 2,000	10.00%	30.00%	60.00%
More than 6,000	3.13%	62.50%	34.38%

**Table 67.5: Does your alumni affairs office have a presence on YouTube? Broken  
out by Total Student Enrollment**

<b>Total Student Enrollment</b>	<b>No Response</b>	<b>Yes</b>	<b>No</b>
2,000 to 6,000	5.88%	38.24%	55.88%
Less than 2,000	13.33%	26.67%	60.00%
More than 6,000	3.13%	50.00%	46.88%

**Table 67.6: Does your alumni affairs office have a presence on InCircle? Broken  
out by Total Student Enrollment**

<b>Total Student Enrollment</b>	<b>No Response</b>	<b>Yes</b>	<b>No</b>
2,000 to 6,000	5.88%	2.94%	91.18%
Less than 2,000	13.33%	0.00%	86.67%
More than 6,000	3.13%	0.00%	96.88%

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**Table 68.1: Does your alumni affairs office have a presence on MySpace? Broken out by Type of College**

<b>Type of College</b>	<b>No Response</b>	<b>Yes</b>	<b>No</b>
Community College	5.26%	0.00%	94.74%
Level 1 or Level 2 Research University	0.00%	0.00%	100.00%
4-Year or Master's Degree Granting College	6.90%	3.45%	89.66%
PhD Granting College	22.22%	0.00%	77.78%

**Table 68.2: Does your alumni affairs office have a presence on Facebook? Broken out by Type of College**

<b>Type of College</b>	<b>No Response</b>	<b>Yes</b>	<b>No</b>
Community College	5.26%	78.95%	15.79%
Level 1 or Level 2 Research University	0.00%	100.00%	0.00%
4-Year or Master's Degree Granting College	5.17%	84.48%	10.34%
PhD Granting College	22.22%	77.78%	0.00%

**Table 68.3: Does your alumni affairs office have a presence on Google Plus? Broken out by Type of College**

<b>Type of College</b>	<b>No Response</b>	<b>Yes</b>	<b>No</b>
Community College	5.26%	5.26%	89.47%
Level 1 or Level 2 Research University	0.00%	0.00%	100.00%
4-Year or Master's Degree Granting College	6.90%	8.62%	84.48%
PhD Granting College	22.22%	11.11%	66.67%

**Table 68.4: Does your alumni affairs office have a presence on Twitter? Broken out by Type of College**

<b>Type of College</b>	<b>No Response</b>	<b>Yes</b>	<b>No</b>
Community College	5.26%	21.05%	73.68%
Level 1 or Level 2 Research University	0.00%	70.00%	30.00%
4-Year or Master's Degree Granting College	5.17%	50.00%	44.83%
PhD Granting College	11.11%	33.33%	55.56%

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**Table 68.5: Does your alumni affairs office have a presence on YouTube? Broken out by Type of College**

<b>Type of College</b>	<b>No Response</b>	<b>Yes</b>	<b>No</b>
Community College	5.26%	21.05%	73.68%
Level 1 or Level 2 Research University	0.00%	60.00%	40.00%
4-Year or Master's Degree Granting College	6.90%	36.21%	56.90%
PhD Granting College	22.22%	66.67%	11.11%

**Table 68.6: Does your alumni affairs office have a presence on InCircle? Broken out by Type of College**

<b>Type of College</b>	<b>No Response</b>	<b>Yes</b>	<b>No</b>
Community College	5.26%	0.00%	94.74%
Level 1 or Level 2 Research University	0.00%	0.00%	100.00%
4-Year or Master's Degree Granting College	6.90%	1.72%	91.38%
PhD Granting College	22.22%	0.00%	77.78%

**Table 69.1: Does your alumni affairs office have a presence on MySpace? Broken out by Public or Private Status**

<b>Public or Private Status</b>	<b>No Response</b>	<b>Yes</b>	<b>No</b>
Private	10.91%	1.82%	87.27%
Public	2.44%	2.44%	95.12%

**Table 69.2: Does your alumni affairs office have a presence on Facebook? Broken out by Public or Private Status**

<b>Public or Private Status</b>	<b>No Response</b>	<b>Yes</b>	<b>No</b>
Private	9.09%	80.00%	10.91%
Public	2.44%	90.24%	7.32%

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**Table 69.3: Does your alumni affairs office have a presence on Google Plus?  
Broken out by Public or Private Status**

<b>Public or Private Status</b>	<b>No Response</b>	<b>Yes</b>	<b>No</b>
Private	10.91%	9.09%	80.00%
Public	2.44%	4.88%	92.68%

**Table 69.4: Does your alumni affairs office have a presence on Twitter? Broken  
out by Public or Private Status**

<b>Public or Private Status</b>	<b>No Response</b>	<b>Yes</b>	<b>No</b>
Private	7.27%	40.00%	52.73%
Public	2.44%	51.22%	46.34%

**Table 69.5: Does your alumni affairs office have a presence on YouTube? Broken  
out by Public or Private Status**

<b>Public or Private Status</b>	<b>No Response</b>	<b>Yes</b>	<b>No</b>
Private	10.91%	34.55%	54.55%
Public	2.44%	43.90%	53.66%

**Table 69.6: Does your alumni affairs office have a presence on InCircle? Broken  
out by Public or Private Status**

<b>Public or Private Status</b>	<b>No Response</b>	<b>Yes</b>	<b>No</b>
Private	10.91%	0.00%	89.09%
Public	2.44%	2.44%	95.12%

**Table 70.1: Does your alumni affairs office have a presence on MySpace? Broken  
out by Type of Alumni Association**

<b>Type of Alumni Association</b>	<b>No Response</b>	<b>Yes</b>	<b>No</b>
Department of the College or University	10.45%	1.49%	88.06%
Independent Organization	0.00%	0.00%	100.00%
Hybrid Organization That Partially Supports Itself	0.00%	4.35%	95.65%

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**Table 70.2: Does your alumni affairs office have a presence on Facebook?  
Broken out by Type of Alumni Association**

<b>Type of Alumni Association</b>	<b>No Response</b>	<b>Yes</b>	<b>No</b>
Department of the College or University	8.96%	80.60%	10.45%
Independent Organization	0.00%	66.67%	33.33%
Hybrid Organization That Partially Supports Itself	0.00%	100.00%	0.00%

**Table 70.3: Does your alumni affairs office have a presence on Google Plus?  
Broken out by Type of Alumni Association**

<b>Type of Alumni Association</b>	<b>No Response</b>	<b>Yes</b>	<b>No</b>
Department of the College or University	10.45%	7.46%	82.09%
Independent Organization	0.00%	0.00%	100.00%
Hybrid Organization That Partially Supports Itself	0.00%	8.70%	91.30%

**Table 70.4: Does your alumni affairs office have a presence on Twitter? Broken out by Type of Alumni Association**

<b>Type of Alumni Association</b>	<b>No Response</b>	<b>Yes</b>	<b>No</b>
Department of the College or University	7.46%	38.81%	53.73%
Independent Organization	0.00%	33.33%	66.67%
Hybrid Organization That Partially Supports Itself	0.00%	65.22%	34.78%

**Table 70.5: Does your alumni affairs office have a presence on YouTube? Broken out by Type of Alumni Association**

<b>Type of Alumni Association</b>	<b>No Response</b>	<b>Yes</b>	<b>No</b>
Department of the College or University	10.45%	35.82%	53.73%
Independent Organization	0.00%	0.00%	100.00%
Hybrid Organization That Partially Supports Itself	0.00%	56.52%	43.48%

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**Table 70.6: Does your alumni affairs office have a presence on InCircle? Broken out by Type of Alumni Association**

<b>Type of Alumni Association</b>	<b>No Response</b>	<b>Yes</b>	<b>No</b>
Department of the College or University	10.45%	1.49%	88.06%
Independent Organization	0.00%	0.00%	100.00%
Hybrid Organization That Partially Supports Itself	0.00%	0.00%	100.00%

**Table 71.1: Does the college publish a magazine primarily aimed at alumni?**

	<b>No Response</b>	<b>Yes</b>	<b>No</b>	<b>Yes, more than one</b>
Entire Sample	9.38%	64.58%	22.92%	3.13%

**Table 71.2: Does the college publish a magazine primarily aimed at alumni?  
Broken out by Total Student Enrollment**

<b>Total Student Enrollment</b>	<b>No Response</b>	<b>Yes</b>	<b>No</b>	<b>Yes, more than one</b>
2,000 to 6,000	5.88%	67.65%	23.53%	2.94%
Less than 2,000	16.67%	56.67%	23.33%	3.33%
More than 6,000	6.25%	68.75%	21.88%	3.13%

**Table 71.3: Does the college publish a magazine primarily aimed at alumni?  
Broken out by Type of College**

<b>Type of College</b>	<b>No Response</b>	<b>Yes</b>	<b>No</b>	<b>Yes, more than one</b>
Community College	5.26%	42.11%	52.63%	0.00%
Level 1 or Level 2 Research University	0.00%	90.00%	0.00%	10.00%
4-Year or Master's Degree Granting College	10.34%	65.52%	20.69%	3.45%
PhD Granting College	22.22%	77.78%	0.00%	0.00%

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**Table 71.4: Does the college publish a magazine primarily aimed at alumni?  
Broken out by Public or Private Status**

<b>Public or Private Status</b>	<b>No Response</b>	<b>Yes</b>	<b>No</b>	<b>Yes, more than one</b>
Private	12.73%	61.82%	21.82%	3.64%
Public	4.88%	68.29%	24.39%	2.44%

**Table 71.5: Does the college publish a magazine primarily aimed at alumni?  
Broken out by Type of Alumni Association**

<b>Type of Alumni Association</b>	<b>No Response</b>	<b>Yes</b>	<b>No</b>	<b>Yes, more than one</b>
Department of the College or University	11.94%	62.69%	23.88%	1.49%
Independent Organization	16.67%	33.33%	33.33%	16.67%
Hybrid Organization That Partially Supports Itself	0.00%	78.26%	17.39%	4.35%

**Table 72.1: How much did the college spend on its print alumni publications in the past year, including developing, writing, printing, promoting and distributing them? (in \$US)**

	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Entire Sample	57840.48	22500.00	0.00	400000.00

**Table 72.2: How much did the college spend on its print alumni publications in the past year, including developing, writing, printing, promoting and distributing them? Broken out by Total Student Enrollment (in \$US)**

<b>Total Student Enrollment</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
2,000 to 6,000	40733.33	10000.00	0.00	250000.00
Less than 2,000	29272.73	25000.00	0.00	75000.00
More than 6,000	85184.21	30000.00	0.00	400000.00

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**Table 72.3: How much did the college spend on its print alumni publications in the past year, including developing, writing, printing, promoting and distributing them? Broken out by Type of College (in \$US)**

<b>Type of College</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Community College	10000.00	6500.00	0.00	30000.00
Level 1 or Level 2 Research University	178571.43	150000.00	0.00	400000.00
4-Year or Master's Degree Granting College	43186.96	25000.00	0.00	250000.00
PhD Granting College	43000.00	43000.00	6000.00	80000.00

**Table 72.4: How much did the college spend on its print alumni publications in the past year, including developing, writing, printing, promoting and distributing them? Broken out by Public or Private Status (in \$US)**

<b>Public or Private Status</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Private	38875.00	22500.00	0.00	250000.00
Public	69511.54	20000.00	0.00	400000.00

**Table 72.5: How much did the college spend on its print alumni publications in the past year, including developing, writing, printing, promoting and distributing them? Broken out by Type of Alumni Association (in \$US)**

<b>Type of Alumni Association</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Department of the College or University	38473.08	22500.00	0.00	250000.00
Independent Organization	6000.00	8000.00	0.00	10000.00
Hybrid Organization That Partially Supports Itself	108538.46	30000.00	0.00	400000.00



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**Table 73.1: What best describes your college's policy towards publishing an alumni directory?**

	No Response	We don't have an alumni directory and don't plan on publishing one	We don't have an alumni directory but expect to have one within the next year	We publish an alumni directory every year or two	We published an alumni directory within the last 3 years but plan to discontinue it
Entire Sample	10.42%	32.29%	7.29%	31.25%	18.75%

**Table 73.2: What best describes your college's policy towards publishing an alumni directory? Broken out by Total Student Enrollment**

Total Student Enrollment	No Response	We don't have an alumni directory and don't plan on publishing one	We don't have an alumni directory but expect to have one within the next year	We publish an alumni directory every year or two	We published an alumni directory within the last 3 years but plan to discontinue it
2,000 to 6,000	8.82%	29.41%	8.82%	32.35%	20.59%
Less than 2,000	16.67%	43.33%	3.33%	20.00%	16.67%
More than 6,000	6.25%	25.00%	9.38%	40.63%	18.75%

**Table 73.3: What best describes your college's policy towards publishing an alumni directory? Broken out by Type of College**

Type of College	No Response	We don't have an alumni directory and don't plan on publishing one	We don't have an alumni directory but expect to have one within the next year	We publish an alumni directory every year or two	We published an alumni directory within the last 3 years but plan to discontinue it
Community College	15.79%	47.37%	15.79%	10.53%	10.53%
Level 1 or Level 2 Research University	0.00%	20.00%	0.00%	50.00%	30.00%
4-Year or Master's Degree Granting College	8.62%	31.03%	5.17%	34.48%	20.69%
PhD Granting College	22.22%	22.22%	11.11%	33.33%	11.11%

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**Table 73.4: What best describes your college's policy towards publishing an alumni directory? Broken out by Public or Private Status**

<b>Public or Private Status</b>	<b>No Response</b>	<b>We don't have an alumni directory and don't plan on publishing one</b>	<b>We don't have an alumni directory but expect to have one within the next year</b>	<b>We publish an alumni directory every year or two</b>	<b>We published an alumni directory within the last 3 years but plan to discontinue it</b>
Private	12.73%	34.55%	7.27%	27.27%	18.18%
Public	7.32%	29.27%	7.32%	36.59%	19.51%

**Table 73.5: What best describes your college's policy towards publishing an alumni directory? Broken out by Type of Alumni Association**

<b>Type of Alumni Association</b>	<b>No Response</b>	<b>We don't have an alumni directory and don't plan on publishing one</b>	<b>We don't have an alumni directory but expect to have one within the next year</b>	<b>We publish an alumni directory every year or two</b>	<b>We published an alumni directory within the last 3 years but plan to discontinue it</b>
Department of the College or University	13.43%	32.84%	8.96%	25.37%	19.40%
Hybrid Organization That Partially Supports Itself	4.35%	21.74%	4.35%	47.83%	21.74%
Independent Organization	0.00%	66.67%	0.00%	33.33%	0.00%

## CHAPTER 9: ALUMNI DEMOGRAPHICS

**Table 74.1: What percentage of all graduates participate in an alumni association connected to your institution?**

	Mean	Median	Minimum	Maximum
Entire Sample	23.61	11.50	0.00	100.00

**Table 74.2: What percentage of recent graduates (within 3 years of graduation) participate in an alumni association connected to your institution?**

	Mean	Median	Minimum	Maximum
Entire Sample	16.76	10.00	0.00	100.00

**Table 75.1: What percentage of all graduates participate in an alumni association connected to your institution? Broken out by Total Student Enrollment**

Total Student Enrollment	Mean	Median	Minimum	Maximum
2,000 to 6,000	26.83	8.00	1.00	100.00
Less than 2,000	25.67	12.50	0.00	100.00
More than 6,000	19.66	12.25	1.00	100.00

**Table 75.2: What percentage of recent graduates (within 3 years of graduation) participate in an alumni association connected to your institution? Broken out by Total Student Enrollment**

Total Student Enrollment	Mean	Median	Minimum	Maximum
2,000 to 6,000	5.63	1.00	0.50	20.00
Less than 2,000	29.33	7.50	0.00	100.00
More than 6,000	14.38	10.00	1.00	60.00

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**Table 76.1: What percentage of all graduates participate in an alumni association connected to your institution? Broken out by Type of College**

<b>Type of College</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Community College	5.00	4.50	0.00	10.00
Level 1 or Level 2 Research University	13.17	12.50	1.00	25.00
4-Year or Master's Degree Granting College	30.39	15.00	1.00	100.00
PhD Granting College	15.00	15.00	15.00	15.00

**Table 76.2: What percentage of recent graduates (within 3 years of graduation) participate in an alumni association connected to your institution? Broken out by Type of College**

<b>Type of College</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Community College	3.00	1.00	0.00	10.00
Level 1 or Level 2 Research University	15.20	15.00	10.00	21.00
4-Year or Master's Degree Granting College	21.25	7.50	0.50	100.00

**Table 77.1: What percentage of all graduates participate in an alumni association connected to your institution? Broken out by Public or Private Status**

<b>Public or Private Status</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Private	30.52	15.00	1.00	100.00
Public	15.17	6.50	0.00	100.00

**Table 77.2: What percentage of recent graduates (within 3 years of graduation) participate in an alumni association connected to your institution? Broken out by Public or Private Status**

<b>Public or Private Status</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Private	27.70	12.50	1.00	100.00
Public	8.35	10.00	0.00	21.00

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**Table 78.1: What percentage of all graduates participate in an alumni association connected to your institution? Broken out by Type of Alumni Association**

<b>Type of Alumni Association</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Department of the College or University	29.73	13.75	1.00	100.00
Independent Organization	2.00	2.00	0.00	4.00
Hybrid Organization That Partially Supports Itself	10.80	10.00	1.00	25.00

**Table 78.2: What percentage of recent graduates (within 3 years of graduation) participate in an alumni association connected to your institution? Broken out by Type of Alumni Association**

<b>Type of Alumni Association</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
Department of the College or University	22.54	10.00	1.00	100.00
Independent Organization	0.25	0.25	0.00	0.50
Hybrid Organization That Partially Supports Itself	11.50	10.00	1.00	21.00

**Table 79.1: How involved are alumni from the 1970's with the college?**

	<b>No Response</b>	<b>N/A</b>	<b>Not really involved</b>	<b>Modestly involved</b>	<b>Moderately involved</b>	<b>Significantly involved</b>	<b>Greatly involved</b>
Entire Sample	15.63%	2.08%	12.50%	25.00%	27.08%	15.63%	2.08%

**Table 79.2: How involved are alumni from the 1980's with the college?**

	<b>No Response</b>	<b>N/A</b>	<b>Not really involved</b>	<b>Modestly involved</b>	<b>Moderately involved</b>	<b>Significantly involved</b>	<b>Greatly involved</b>
Entire Sample	15.63%	2.08%	16.67%	31.25%	25.00%	8.33%	1.04%

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**Table 79.3: How involved are alumni from the 1990's with the college?**

	No Response	N/A	Not really involved	Modestly involved	Moderately involved	Significantly involved
Entire Sample	15.63%	2.08%	16.67%	31.25%	26.04%	8.33%

**Table 79.4: How involved are alumni since 2000 with the college?**

	No Response	N/A	Not really involved	Modestly involved	Moderately involved	Significantly involved	Greatly involved
Entire Sample	16.67%	2.08%	15.63%	28.13%	26.04%	9.38%	2.08%

**Table 79.5: How involved are male alumni with the college?**

	No Response	N/A	Not really involved	Modestly involved	Moderately involved	Significantly involved	Greatly involved
Entire Sample	19.79%	6.25%	9.38%	21.88%	29.17%	11.46%	2.08%

**Table 79.6: How involved are female alumni with the college?**

	No Response	N/A	Not really involved	Modestly involved	Moderately involved	Significantly involved	Greatly involved
Entire Sample	19.79%	4.17%	5.21%	17.71%	40.63%	9.38%	3.13%

**Table 79.7: How involved are graduate student alumni with the college?**

	No Response	N/A	Not really involved	Modestly involved	Moderately involved	Significantly involved	Greatly involved
Entire Sample	20.83%	23.96%	26.04%	18.75%	8.33%	1.04%	1.04%

**Table 79.8: How involved are undergraduate alumni with the college?**

	No Response	N/A	Not really involved	Modestly involved	Moderately involved	Significantly involved	Greatly involved
Entire Sample	21.88%	3.13%	7.29%	19.79%	30.21%	12.50%	5.21%

**Alumni Relations Benchmarks, 2013 Edition**

**Table 79.9: How involved are adult education program alumni with the college?**

	No Response	N/A	Not really involved	Modestly involved	Moderately involved
Entire Sample	21.88%	25.00%	27.08%	21.88%	4.17%

**Table 79.10: How involved are law, medical and business school alumni with the college?**

	No Response	N/A	Not really involved	Modestly involved	Moderately involved	Significantly involved	Greatly involved
Entire Sample	22.92%	42.71%	9.38%	8.33%	11.46%	4.17%	1.04%

**Table 80.1: How involved are alumni from the 1970's with the college? Broken out by Total Student Enrollment**

Total Student Enrollment	No Response	N/A	Not really involved	Modestly involved	Moderately involved	Significantly involved	Greatly involved
2,000 to 6,000	20.59%	2.94%	8.82%	26.47%	32.35%	8.82%	0.00%
Less than 2,000	16.67%	3.33%	16.67%	20.00%	23.33%	20.00%	0.00%
More than 6,000	9.38%	0.00%	12.50%	28.13%	25.00%	18.75%	6.25%

**Table 80.2: How involved are alumni from the 1980's with the college? Broken out by Total Student Enrollment**

Total Student Enrollment	No Response	N/A	Not really involved	Modestly involved	Moderately involved	Significantly involved	Greatly involved
2,000 to 6,000	20.59%	2.94%	14.71%	26.47%	35.29%	0.00%	0.00%
Less than 2,000	16.67%	3.33%	26.67%	26.67%	16.67%	6.67%	3.33%
More than 6,000	9.38%	0.00%	9.38%	40.63%	21.88%	18.75%	0.00%

**Alumni Relations Benchmarks, 2013 Edition**

**Table 80.3: How involved are alumni from the 1990's with the college? Broken out by Total Student Enrollment**

<b>Total Student Enrollment</b>	<b>No Response</b>	<b>N/A</b>	<b>Not really involved</b>	<b>Modestly involved</b>	<b>Moderately involved</b>	<b>Significantly involved</b>
2,000 to 6,000	20.59%	2.94%	14.71%	29.41%	29.41%	2.94%
Less than 2,000	16.67%	3.33%	20.00%	30.00%	16.67%	13.33%
More than 6,000	9.38%	0.00%	15.63%	34.38%	31.25%	9.38%

**Table 80.4: How involved are alumni since 2000 with the college? Broken out by Total Student Enrollment**

<b>Total Student Enrollment</b>	<b>No Response</b>	<b>N/A</b>	<b>Not really involved</b>	<b>Modestly involved</b>	<b>Moderately involved</b>	<b>Significantly involved</b>	<b>Greatly involved</b>
2,000 to 6,000	20.59%	2.94%	23.53%	14.71%	29.41%	8.82%	0.00%
Less than 2,000	16.67%	3.33%	13.33%	36.67%	20.00%	3.33%	6.67%
More than 6,000	12.50%	0.00%	9.38%	34.38%	28.13%	15.63%	0.00%

**Table 80.5: How involved are male alumni with the college? Broken out by Total Student Enrollment**

<b>Total Student Enrollment</b>	<b>No Response</b>	<b>N/A</b>	<b>Not really involved</b>	<b>Modestly involved</b>	<b>Moderately involved</b>	<b>Significantly involved</b>	<b>Greatly involved</b>
2,000 to 6,000	23.53%	8.82%	11.76%	17.65%	35.29%	2.94%	0.00%
Less than 2,000	20.00%	10.00%	10.00%	23.33%	20.00%	13.33%	3.33%
More than 6,000	15.63%	0.00%	6.25%	25.00%	31.25%	18.75%	3.13%



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**Table 80.6: How involved are female alumni with the college? Broken out by Total Student Enrollment**

<b>Total Student Enrollment</b>	<b>No Response</b>	<b>N/A</b>	<b>Not really involved</b>	<b>Modestly involved</b>	<b>Moderately involved</b>	<b>Significantly involved</b>	<b>Greatly involved</b>
2,000 to 6,000	23.53%	8.82%	2.94%	20.59%	38.24%	2.94%	2.94%
Less than 2,000	20.00%	3.33%	6.67%	20.00%	33.33%	13.33%	3.33%
More than 6,000	15.63%	0.00%	6.25%	12.50%	50.00%	12.50%	3.13%

**Table 80.7: How involved are graduate student alumni with the college? Broken out by Total Student Enrollment**

<b>Total Student Enrollment</b>	<b>No Response</b>	<b>N/A</b>	<b>Not really involved</b>	<b>Modestly involved</b>	<b>Moderately involved</b>	<b>Significantly involved</b>	<b>Greatly involved</b>
2,000 to 6,000	23.53%	29.41%	11.76%	23.53%	11.76%	0.00%	0.00%
Less than 2,000	20.00%	30.00%	40.00%	6.67%	3.33%	0.00%	0.00%
More than 6,000	18.75%	12.50%	28.13%	25.00%	9.38%	3.13%	3.13%

**Table 80.8: How involved are undergraduate alumni with the college? Broken out by Total Student Enrollment**

<b>Total Student Enrollment</b>	<b>No Response</b>	<b>N/A</b>	<b>Not really involved</b>	<b>Modestly involved</b>	<b>Moderately involved</b>	<b>Significantly involved</b>	<b>Greatly involved</b>
2,000 to 6,000	26.47%	5.88%	5.88%	14.71%	35.29%	5.88%	5.88%
Less than 2,000	20.00%	3.33%	6.67%	23.33%	26.67%	13.33%	6.67%
More than 6,000	18.75%	0.00%	9.38%	21.88%	28.13%	18.75%	3.13%

## Alumni Relations Benchmarks, 2013 Edition

**Table 80.9: How involved are adult education program alumni with the college?  
Broken out by Total Student Enrollment**

<b>Total Student Enrollment</b>	<b>No Response</b>	<b>N/A</b>	<b>Not really involved</b>	<b>Modestly involved</b>	<b>Moderately involved</b>
2,000 to 6,000	26.47%	26.47%	20.59%	20.59%	5.88%
Less than 2,000	20.00%	40.00%	26.67%	10.00%	3.33%
More than 6,000	18.75%	9.38%	34.38%	34.38%	3.13%

**Table 80.10: How involved are law, medical and business school alumni with the college? Broken out by Total Student Enrollment**

<b>Total Student Enrollment</b>	<b>No Response</b>	<b>N/A</b>	<b>Not really involved</b>	<b>Modestly involved</b>	<b>Moderately involved</b>	<b>Significantly involved</b>	<b>Greatly involved</b>
2,000 to 6,000	26.47%	41.18%	14.71%	8.82%	5.88%	0.00%	2.94%
Less than 2,000	23.33%	60.00%	10.00%	6.67%	0.00%	0.00%	0.00%
More than 6,000	18.75%	28.13%	3.13%	9.38%	28.13%	12.50%	0.00%

**Table 81.1: How involved are alumni from the 1970's with the college? Broken out by Type of College**

<b>Type of College</b>	<b>No Response</b>	<b>N/A</b>	<b>Not really involved</b>	<b>Modestly involved</b>	<b>Moderately involved</b>	<b>Significantly involved</b>	<b>Greatly involved</b>
Community College	21.05%	10.53%	15.79%	15.79%	31.58%	0.00%	5.26%
Level 1 or Level 2 Research University	0.00%	0.00%	10.00%	20.00%	20.00%	40.00%	10.00%
4-Year or Master's Degree Granting College	12.07%	0.00%	12.07%	27.59%	31.03%	17.24%	0.00%
PhD Granting College	44.44%	0.00%	11.11%	33.33%	0.00%	11.11%	0.00%

## Alumni Relations Benchmarks, 2013 Edition

**Table 81.2: How involved are alumni from the 1980's with the college? Broken out by Type of College**

<b>Type of College</b>	<b>No Response</b>	<b>N/A</b>	<b>Not really involved</b>	<b>Modestly involved</b>	<b>Moderately involved</b>	<b>Significantly involved</b>	<b>Greatly involved</b>
Community College	21.05%	10.53%	15.79%	21.05%	26.32%	5.26%	0.00%
Level 1 or Level 2 Research University	0.00%	0.00%	0.00%	50.00%	10.00%	40.00%	0.00%
4-Year or Master's Degree Granting College	12.07%	0.00%	18.97%	34.48%	27.59%	5.17%	1.72%
PhD Granting College	44.44%	0.00%	22.22%	11.11%	22.22%	0.00%	0.00%

**Table 81.3: How involved are alumni from the 1990's with the college? Broken out by Type of College**

<b>Type of College</b>	<b>No Response</b>	<b>N/A</b>	<b>Not really involved</b>	<b>Modestly involved</b>	<b>Moderately involved</b>	<b>Significantly involved</b>
Community College	21.05%	10.53%	31.58%	21.05%	15.79%	0.00%
Level 1 or Level 2 Research University	0.00%	0.00%	10.00%	20.00%	50.00%	20.00%
4-Year or Master's Degree Granting College	12.07%	0.00%	15.52%	36.21%	25.86%	10.34%
PhD Granting College	44.44%	0.00%	0.00%	33.33%	22.22%	0.00%

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**Table 81.4: How involved are alumni since 2000 with the college? Broken out by Type of College**

<b>Type of College</b>	<b>No Response</b>	<b>N/A</b>	<b>Not really involved</b>	<b>Modestly involved</b>	<b>Moderately involved</b>	<b>Significantly involved</b>	<b>Greatly involved</b>
Community College	21.05%	10.53%	26.32%	26.32%	15.79%	0.00%	0.00%
Level 1 or Level 2 Research University	10.00%	0.00%	10.00%	30.00%	30.00%	20.00%	0.00%
4-Year or Master's Degree Granting College	12.07%	0.00%	15.52%	32.76%	25.86%	10.34%	3.45%
PhD Granting College	44.44%	0.00%	0.00%	0.00%	44.44%	11.11%	0.00%

**Table 81.5: How involved are male alumni with the college? Broken out by Type of College**

<b>Type of College</b>	<b>No Response</b>	<b>N/A</b>	<b>Not really involved</b>	<b>Modestly involved</b>	<b>Moderately involved</b>	<b>Significantly involved</b>	<b>Greatly involved</b>
Community College	21.05%	10.53%	21.05%	21.05%	21.05%	0.00%	5.26%
Level 1 or Level 2 Research University	20.00%	10.00%	0.00%	40.00%	10.00%	20.00%	0.00%
4-Year or Master's Degree Granting College	15.52%	5.17%	8.62%	18.97%	37.93%	12.07%	1.72%
PhD Granting College	44.44%	0.00%	0.00%	22.22%	11.11%	22.22%	0.00%

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**Table 81.6: How involved are female alumni with the college? Broken out by Type of College**

<b>Type of College</b>	<b>No Response</b>	<b>N/A</b>	<b>Not really involved</b>	<b>Modestly involved</b>	<b>Moderately involved</b>	<b>Significantly involved</b>	<b>Greatly involved</b>
Community College	21.05%	10.53%	10.53%	26.32%	26.32%	0.00%	5.26%
Level 1 or Level 2 Research University	20.00%	10.00%	0.00%	20.00%	20.00%	30.00%	0.00%
4-Year or Master's Degree Granting College	15.52%	1.72%	5.17%	15.52%	50.00%	8.62%	3.45%
PhD Granting College	44.44%	0.00%	0.00%	11.11%	33.33%	11.11%	0.00%

**Table 81.7: How involved are graduate student alumni with the college? Broken out by Type of College**

<b>Type of College</b>	<b>No Response</b>	<b>N/A</b>	<b>Not really involved</b>	<b>Modestly involved</b>	<b>Moderately involved</b>	<b>Significantly involved</b>	<b>Greatly involved</b>
Community College	31.58%	52.63%	5.26%	5.26%	5.26%	0.00%	0.00%
Level 1 or Level 2 Research University	20.00%	0.00%	40.00%	0.00%	30.00%	10.00%	0.00%
4-Year or Master's Degree Granting College	13.79%	22.41%	32.76%	22.41%	6.90%	0.00%	1.72%
PhD Granting College	44.44%	0.00%	11.11%	44.44%	0.00%	0.00%	0.00%

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**Table 81.8: How involved are undergraduate alumni with the college? Broken out by Type of College**

<b>Type of College</b>	<b>No Response</b>	<b>N/A</b>	<b>Not really involved</b>	<b>Modestly involved</b>	<b>Moderately involved</b>	<b>Significantly involved</b>	<b>Greatly involved</b>
Community College	36.84%	15.79%	10.53%	26.32%	0.00%	5.26%	5.26%
Level 1 or Level 2 Research University	20.00%	0.00%	10.00%	10.00%	40.00%	20.00%	0.00%
4-Year or Master's Degree Granting College	13.79%	0.00%	6.90%	20.69%	41.38%	12.07%	5.17%
PhD Granting College	44.44%	0.00%	0.00%	11.11%	11.11%	22.22%	11.11%

**Table 81.9: How involved are adult education program alumni with the college? Broken out by Type of College**

<b>Type of College</b>	<b>No Response</b>	<b>N/A</b>	<b>Not really involved</b>	<b>Modestly involved</b>	<b>Moderately involved</b>
Community College	36.84%	31.58%	21.05%	10.53%	0.00%
Level 1 or Level 2 Research University	20.00%	10.00%	20.00%	40.00%	10.00%
4-Year or Master's Degree Granting College	13.79%	29.31%	31.03%	20.69%	5.17%
PhD Granting College	44.44%	0.00%	22.22%	33.33%	0.00%

**Alumni Relations Benchmarks, 2013 Edition**

**Table 81.10: How involved are law, medical and business school alumni with the college? Broken out by Type of College**

<b>Type of College</b>	<b>No Response</b>	<b>N/A</b>	<b>Not really involved</b>	<b>Modestly involved</b>	<b>Moderately involved</b>	<b>Significantly involved</b>	<b>Greatly involved</b>
Community College	31.58%	52.63%	5.26%	5.26%	5.26%	0.00%	0.00%
Level 1 or Level 2 Research University	20.00%	0.00%	10.00%	10.00%	40.00%	20.00%	0.00%
4-Year or Master's Degree Granting College	17.24%	53.45%	10.34%	8.62%	6.90%	1.72%	1.72%
PhD Granting College	44.44%	0.00%	11.11%	11.11%	22.22%	11.11%	0.00%

**Table 82.1: How involved are alumni from the 1970's with the college? Broken out by Public or Private Status**

<b>Public or Private Status</b>	<b>No Response</b>	<b>N/A</b>	<b>Not really involved</b>	<b>Modestly involved</b>	<b>Moderately involved</b>	<b>Significantly involved</b>	<b>Greatly involved</b>
Private	16.36%	0.00%	12.73%	29.09%	23.64%	18.18%	0.00%
Public	14.63%	4.88%	12.20%	19.51%	31.71%	12.20%	4.88%

**Table 82.2: How involved are alumni from the 1980's with the college? Broken out by Public or Private Status**

<b>Public or Private Status</b>	<b>No Response</b>	<b>N/A</b>	<b>Not really involved</b>	<b>Modestly involved</b>	<b>Moderately involved</b>	<b>Significantly involved</b>	<b>Greatly involved</b>
Private	16.36%	0.00%	21.82%	29.09%	27.27%	3.64%	1.82%
Public	14.63%	4.88%	9.76%	34.15%	21.95%	14.63%	0.00%

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**Table 82.3: How involved are alumni from the 1990's with the college? Broken out by Public or Private Status**

<b>Public or Private Status</b>	<b>No Response</b>	<b>N/A</b>	<b>Not really involved</b>	<b>Modestly involved</b>	<b>Moderately involved</b>	<b>Significantly involved</b>
Private	16.36%	0.00%	12.73%	34.55%	25.45%	10.91%
Public	14.63%	4.88%	21.95%	26.83%	26.83%	4.88%

**Table 82.4: How involved are alumni since 2000 with the college? Broken out by Public or Private Status**

<b>Public or Private Status</b>	<b>No Response</b>	<b>N/A</b>	<b>Not really involved</b>	<b>Modestly involved</b>	<b>Moderately involved</b>	<b>Significantly involved</b>	<b>Greatly involved</b>
Private	16.36%	0.00%	9.09%	29.09%	29.09%	12.73%	3.64%
Public	17.07%	4.88%	24.39%	26.83%	21.95%	4.88%	0.00%

**Table 82.5: How involved are male alumni with the college? Broken out by Public or Private Status**

<b>Public or Private Status</b>	<b>No Response</b>	<b>N/A</b>	<b>Not really involved</b>	<b>Modestly involved</b>	<b>Moderately involved</b>	<b>Significantly involved</b>	<b>Greatly involved</b>
Private	20.00%	5.45%	7.27%	21.82%	30.91%	12.73%	1.82%
Public	19.51%	7.32%	12.20%	21.95%	26.83%	9.76%	2.44%

**Table 82.6: How involved are female alumni with the college? Broken out by Public or Private Status**

<b>Public or Private Status</b>	<b>No Response</b>	<b>N/A</b>	<b>Not really involved</b>	<b>Modestly involved</b>	<b>Moderately involved</b>	<b>Significantly involved</b>	<b>Greatly involved</b>
Private	20.00%	1.82%	3.64%	18.18%	41.82%	10.91%	3.64%
Public	19.51%	7.32%	7.32%	17.07%	39.02%	7.32%	2.44%



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**Table 82.7: How involved are graduate student alumni with the college? Broken out by Public or Private Status**

<b>Public or Private Status</b>	<b>No Response</b>	<b>N/A</b>	<b>Not really involved</b>	<b>Modestly involved</b>	<b>Moderately involved</b>	<b>Significantly involved</b>	<b>Greatly involved</b>
Private	18.18%	23.64%	27.27%	23.64%	7.27%	0.00%	0.00%
Public	24.39%	24.39%	24.39%	12.20%	9.76%	2.44%	2.44%

**Table 82.8: How involved are undergraduate alumni with the college? Broken out by Public or Private Status**

<b>Public or Private Status</b>	<b>No Response</b>	<b>N/A</b>	<b>Not really involved</b>	<b>Modestly involved</b>	<b>Moderately involved</b>	<b>Significantly involved</b>	<b>Greatly involved</b>
Private	18.18%	0.00%	3.64%	20.00%	36.36%	14.55%	7.27%
Public	26.83%	7.32%	12.20%	19.51%	21.95%	9.76%	2.44%

**Table 82.9: How involved are adult education program alumni with the college? Broken out by Public or Private Status**

<b>Public or Private Status</b>	<b>No Response</b>	<b>N/A</b>	<b>Not really involved</b>	<b>Modestly involved</b>	<b>Moderately involved</b>
Private	18.18%	27.27%	27.27%	23.64%	3.64%
Public	26.83%	21.95%	26.83%	19.51%	4.88%

**Table 82.10: How involved are law, medical and business school alumni with the college? Broken out by Public or Private Status**

<b>Public or Private Status</b>	<b>No Response</b>	<b>N/A</b>	<b>Not really involved</b>	<b>Modestly involved</b>	<b>Moderately involved</b>	<b>Significantly involved</b>	<b>Greatly involved</b>
Private	21.82%	49.09%	12.73%	5.45%	5.45%	3.64%	1.82%
Public	24.39%	34.15%	4.88%	12.20%	19.51%	4.88%	0.00%

**Alumni Relations Benchmarks, 2013 Edition**

**Table 83.1: How involved are alumni from the 1970's with the college? Broken out by Type of Alumni Association**

<b>Type of Alumni Association</b>	<b>No Response</b>	<b>N/A</b>	<b>Not really involved</b>	<b>Modestly involved</b>	<b>Moderately involved</b>	<b>Significantly involved</b>	<b>Greatly involved</b>
Department of the College or University	14.93%	1.49%	11.94%	25.37%	29.85%	14.93%	1.49%
Independent Organization	16.67%	16.67%	16.67%	16.67%	33.33%	0.00%	0.00%
Hybrid Organization That Partially Supports Itself	17.39%	0.00%	13.04%	26.09%	17.39%	21.74%	4.35%

**Table 83.2: How involved are alumni from the 1980's with the college? Broken out by Type of Alumni Association**

<b>Type of Alumni Association</b>	<b>No Response</b>	<b>N/A</b>	<b>Not really involved</b>	<b>Modestly involved</b>	<b>Moderately involved</b>	<b>Significantly involved</b>	<b>Greatly involved</b>
Department of the College or University	14.93%	1.49%	17.91%	31.34%	28.36%	4.48%	1.49%
Independent Organization	16.67%	16.67%	0.00%	66.67%	0.00%	0.00%	0.00%
Hybrid Organization That Partially Supports Itself	17.39%	0.00%	17.39%	21.74%	21.74%	21.74%	0.00%

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**Table 83.3: How involved are alumni from the 1990's with the college? Broken out by Type of Alumni Association**

<b>Type of Alumni Association</b>	<b>No Response</b>	<b>N/A</b>	<b>Not really involved</b>	<b>Modestly involved</b>	<b>Moderately involved</b>	<b>Significantly involved</b>
Department of the College or University	14.93%	1.49%	13.43%	34.33%	25.37%	10.45%
Independent Organization	16.67%	16.67%	16.67%	33.33%	16.67%	0.00%
Hybrid Organization That Partially Supports Itself	17.39%	0.00%	26.09%	21.74%	30.43%	4.35%

**Table 83.4: How involved are alumni since 2000 with the college? Broken out by Type of Alumni Association**

<b>Type of Alumni Association</b>	<b>No Response</b>	<b>N/A</b>	<b>Not really involved</b>	<b>Modestly involved</b>	<b>Moderately involved</b>	<b>Significantly involved</b>	<b>Greatly involved</b>
Department of the College or University	16.42%	1.49%	10.45%	28.36%	28.36%	11.94%	2.99%
Independent Organization	16.67%	16.67%	33.33%	16.67%	16.67%	0.00%	0.00%
Hybrid Organization That Partially Supports Itself	17.39%	0.00%	26.09%	30.43%	21.74%	4.35%	0.00%

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**Table 83.5: How involved are male alumni with the college? Broken out by Type of Alumni Association**

<b>Type of Alumni Association</b>	<b>No Response</b>	<b>N/A</b>	<b>Not really involved</b>	<b>Modestly involved</b>	<b>Moderately involved</b>	<b>Significantly involved</b>	<b>Greatly involved</b>
Department of the College or University	16.42%	7.46%	7.46%	20.90%	31.34%	13.43%	2.99%
Independent Organization	33.33%	16.67%	0.00%	16.67%	33.33%	0.00%	0.00%
Hybrid Organization That Partially Supports Itself	26.09%	0.00%	17.39%	26.09%	21.74%	8.70%	0.00%

**Table 83.6: How involved are female alumni with the college? Broken out by Type of Alumni Association**

<b>Type of Alumni Association</b>	<b>No Response</b>	<b>N/A</b>	<b>Not really involved</b>	<b>Modestly involved</b>	<b>Moderately involved</b>	<b>Significantly involved</b>	<b>Greatly involved</b>
Department of the College or University	16.42%	4.48%	2.99%	17.91%	43.28%	10.45%	4.48%
Independent Organization	33.33%	16.67%	0.00%	16.67%	33.33%	0.00%	0.00%
Hybrid Organization That Partially Supports Itself	26.09%	0.00%	13.04%	17.39%	34.78%	8.70%	0.00%

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**Table 83.7: How involved are graduate student alumni with the college? Broken out by Type of Alumni Association**

<b>Type of Alumni Association</b>	<b>No Response</b>	<b>N/A</b>	<b>Not really involved</b>	<b>Modestly involved</b>	<b>Moderately involved</b>	<b>Significantly involved</b>	<b>Greatly involved</b>
Department of the College or University	17.91%	26.87%	25.37%	19.40%	8.96%	0.00%	1.49%
Independent Organization	33.33%	16.67%	33.33%	16.67%	0.00%	0.00%	0.00%
Hybrid Organization That Partially Supports Itself	26.09%	17.39%	26.09%	17.39%	8.70%	4.35%	0.00%

**Table 83.8: How involved are undergraduate alumni with the college? Broken out by Type of Alumni Association**

<b>Type of Alumni Association</b>	<b>No Response</b>	<b>N/A</b>	<b>Not really involved</b>	<b>Modestly involved</b>	<b>Moderately involved</b>	<b>Significantly involved</b>	<b>Greatly involved</b>
Department of the College or University	19.40%	1.49%	4.48%	17.91%	34.33%	14.93%	7.46%
Independent Organization	33.33%	16.67%	0.00%	33.33%	16.67%	0.00%	0.00%
Hybrid Organization That Partially Supports Itself	26.09%	4.35%	17.39%	21.74%	21.74%	8.70%	0.00%

**Table 83.9: How involved are adult education program alumni with the college? Broken out by Type of Alumni Association**

<b>Type of Alumni Association</b>	<b>No Response</b>	<b>N/A</b>	<b>Not really involved</b>	<b>Modestly involved</b>	<b>Moderately involved</b>
Department of the College or University	19.40%	25.37%	28.36%	22.39%	4.48%
Independent Organization	33.33%	33.33%	33.33%	0.00%	0.00%
Hybrid Organization That Partially Supports Itself	26.09%	21.74%	21.74%	26.09%	4.35%

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**Table 83.10: How involved are law, medical and business school alumni with the college? Broken out by Type of Alumni Association**

<b>Type of Alumni Association</b>	<b>No Response</b>	<b>N/A</b>	<b>Not really involved</b>	<b>Modestly involved</b>	<b>Moderately involved</b>	<b>Significantly involved</b>	<b>Greatly involved</b>
Department of the College or University	20.90%	52.24%	8.96%	5.97%	5.97%	4.48%	1.49%
Independent Organization	33.33%	33.33%	0.00%	33.33%	0.00%	0.00%	0.00%
Hybrid Organization That Partially Supports Itself	26.09%	17.39%	13.04%	8.70%	30.43%	4.35%	0.00%