



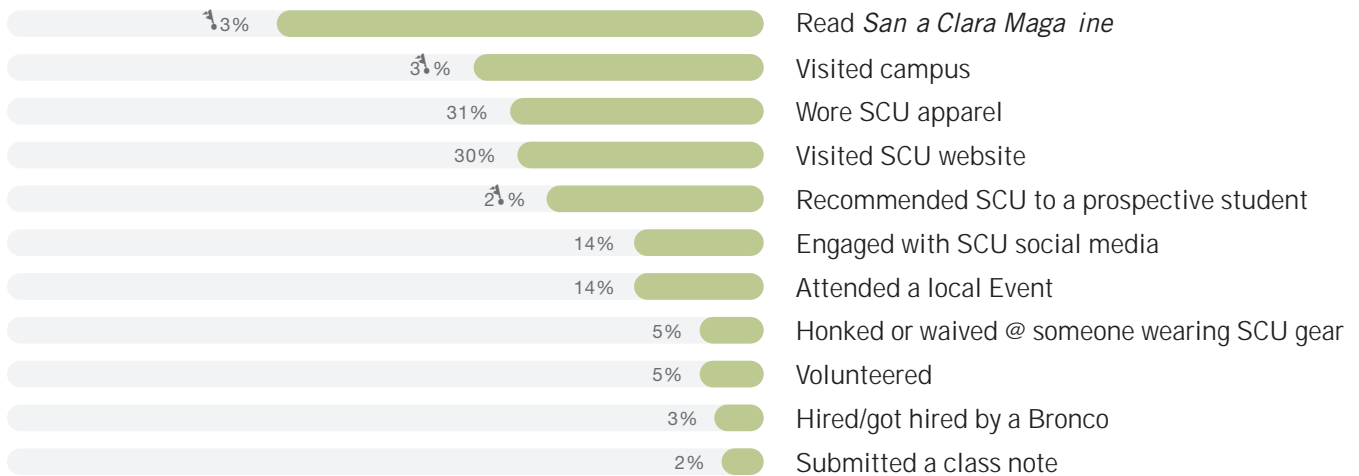
Alumni

Alumni who feel they are still part of the SCU community are 2-3 times more likely to:

Take great pride in their SCU degree

Recommend SCU to a prospective student

Have an excellent overall opinion of the University today





ATTITUDES ABOUT PROGRAMS & ACTIVITIES

“One Size Doesn’t Fit All”

No single form of involvement has universal appeal, but half of all alumni express great interest in staying involved in some way.

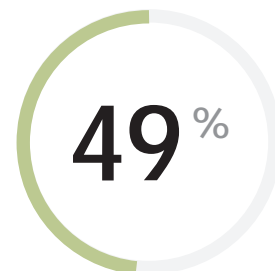


Alumni feel they are more likely to stay involved if they have a choice of programs and activities.

MARKETING AND COMMUNICATIONS



Older alumni (60 and older) say that *San a Clara Maga ine* is their main source of news and information, whereas younger alumni (under 40) get their news primarily from friends and social media



49% of alumni choose email as their preferred communication channel for events and time-sensitive info

ATTITUDES ABOUT PROGRAMS & ACTIVITIES – continued

SOCIAL MEDIA

“I would like to see stronger use of social media platforms or other virtual communication so that alumni like me might be able to participate, even from afar.” -'09

- Getting together in person with other alumni
- Attending Grand Reunion Weekend
- Attending SCU events in their local area
- Visiting campus



48% of alumni say they use social media to interact with other SCU alumni

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63% of alumni are unaware of the Alumni Association's Facebook page

CAREER PROGRAMS

“I am interested in having a positive online presence for my career.”

“I am interested in seeking guidance during my job search.”

- Dealing with a career transition (38%) or building their personal brand (38%)
- Interested in having a positive online presence for their career (31%)
- Seeking guidance during their job search (30%)
- Updating their resume (28%)
- Looking for job interviewing tips (22%)

55% of young alumni (under 40) are the most interested in career and professional development offerings.

Not surprisingly, young alumni (under 40) are the most interested in career and professional development offerings.

ATTITUDES ABOUT PROGRAMS & ACTIVITIES – continued

DESIRED AFFINITY GROUPS



- LGBTQ
- Older singles
- Widowers



- Teachers
- Real Estate
- Technology
- Finance

“LGBT focused alumni groups would be great!” -’05

“The most important resource for me is building professional connections with alumni.” -’09

“[I would like SCU to offer] in-person networking opportunities for alumni in similar career fields.” -’10

“Opportunities for older singles to meet other singles!” -’72

64%

of alumni are interested in podcasts to stay involved with SCU



VISITING CAMPUS

36% of alumni visited campus in the past year or so

6/10

alumni who came back to campus in the past year or so say

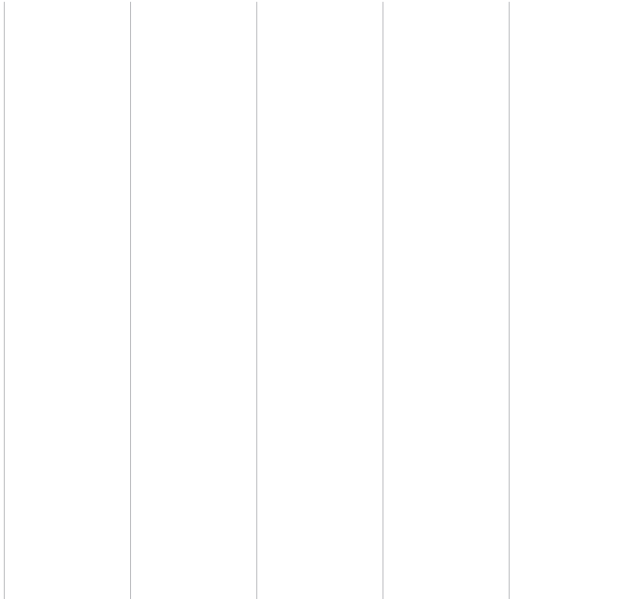
“Taking this survey makes me want to visit the campus!” -’09

“I still visit campus, and it is simply beautiful and welcoming.” -’90



HOW WELL ARE WE DOING – BENCHMARKING AGAINST OTHER SCHOOLS

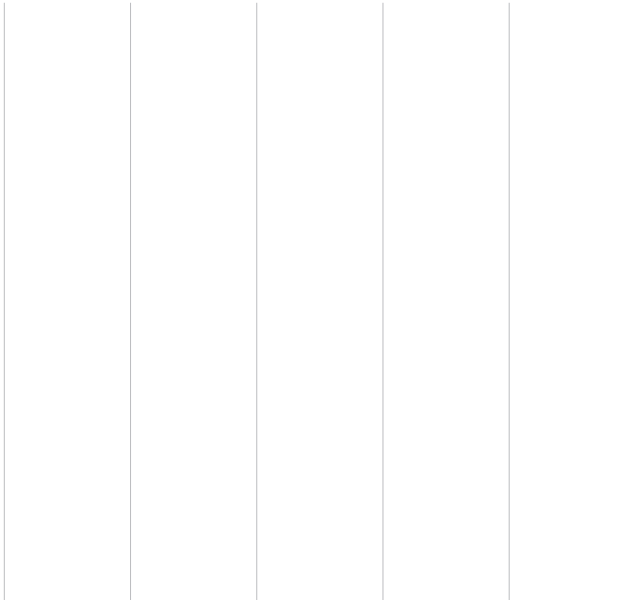
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Feels the university values its alumni

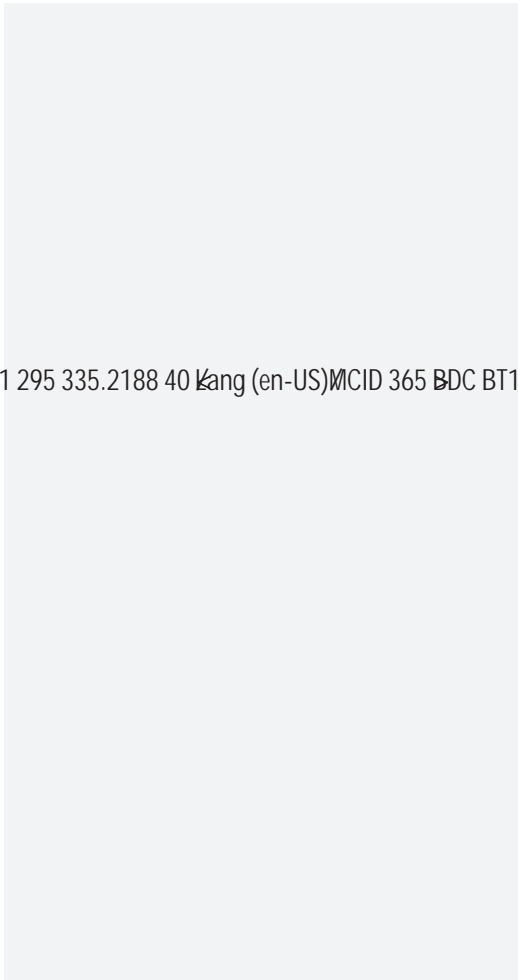
Feels a lifelong relationship with the University is worth maintaining

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Overall

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COMMUNICATIONS

"Santa Clara is a special place. Strong academics, amazing people, amazing community. Most important — you become a Bronco for life. The connection alumni have with the university is unmatched. Santa Clara is family." -'86

"SCU was the perfect undergraduate home for me — it broadened me academically, culturally, athletically, and socially. The campus is so rich in history and Jesuit tradition, while sitting in the heart of Silicon Valley. I chose SCU over an Ivy League option, and as I look back at the education I received, the relationship formed, and the path to happiness in life that SCU has given me, I know SCU was the school for me." -'92

"SCU provided me with a solid education and numerous opportunities to learn, grow and challenge myself outside of the classroom, which has shaped me both personally and professionally. I left SCU with much more than a degree. The relationship

ABOUT THE SURVEY: The Santa Clara University Alumni Attitudes