

Transforming Alumni Survey Data into Measureable Engagement Plans

Alanna Vitucci, Executive Director
Alumni Relations, University of Phoenix

Nikki Sandoval, Senior Director
Alumni Relations, University of Phoenix

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Agenda

Welcome

- Alumni Survey 101: Why would you want to do this?
- Understanding Net Promoter Score (NPS)

Alumni Survey Foundation and Planning (Alanna Vitucci)

- How to determine optimal timing and frequency
- Online survey tool options
- How to construct survey questions

Transforming Alumni Survey Data Into Action (Nikki Sandoval)

- Reading and analyzing the survey data
- Establishing key measurements of engagement success
- Developing engagement action plans

Welcome

Alumni Survey 101

Why would we want to do this?

To understand the wants and needs of University of Phoenix Alumni - which comprises a huge, disparate and multi-dimensional group, that includes:

- Over 625,000 alumni
- With four different degree levels
- From 9 different colleges
- Who live in all 50 states plus another 130 countries
- Half of which went to school online, the other half of which went to one of 72 local campuses

Why would you want to do this?

- To determine programming interests
- Career needs and wants
- Communication preferences
- Potential areas for alumni to give back to your school and students
- Capture information on post-graduation success for marketing purposes and alumni magazines

Understanding Net Promoter Score (NPS)

Definition

Net Promoter Score (NPS) is a measurement of the number of advocates an organization has who would recommend it, compared to the number of detractors in a given area or marketplace.

How an alumnus responds to this question is placed on a sliding scale of 0 to 10.

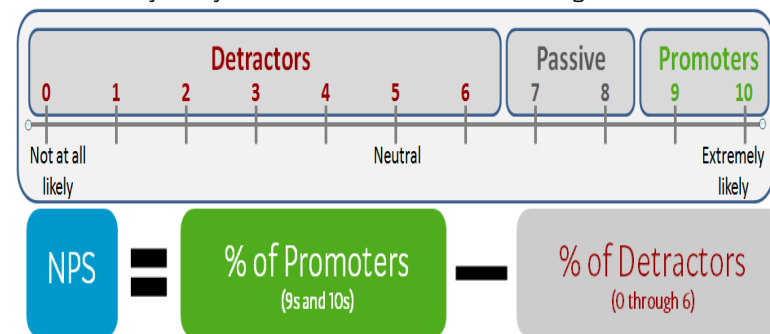
- Responses 1-6 **Detractors**
- Responses 7-8 **Passives**
- Responses 9-10 **Promoters**

To calculate the NPS score, the total of Detractor responses are subtracted from the total of Promoters (Passive responses are not taken into consideration as these are silent responders in the marketplace).

Sample NPS Scores

Apple	79
Barnes & Noble online	74
Google	73
American Express	47
Adobe	46
DIRECT TV	20
Verizon	10

How likely are you to recommend to a colleague or friends?



Frequency

How often should you survey alumni?

- It depends on the degree of growth you are seeing in your alumni population:
 - Annually
 - Significant growth in graduates
 - Large state / private / proprietary schools
 - Semi-annually
 - Moderate growth in graduates
 - Student body of around 10,000 students
 - Every five years
 - Slow growth in graduates
 - Student body of less than 2,500 students

Timing

When should you survey alumni?

- Times to avoid
 - Summer has a lower response rate
 - Avoid late November and December due to holidays
- For University of Phoenix
 - Late October to mid-November captures alumni momentum from our annual homecoming events
- For other schools
 - When are you hosting large events that attract a significant attendance level?
 - When do you communicate with your alumni? For example, do you have a magazine that you send and can use to promote a survey?

Survey Planning

Online Survey Tools

Basic Tools – great for pulse checks and smaller surveys

- Survey Monkey ([surveymonkey.com](https://www.surveymonkey.com))
 - Free to platinum (\$779 a year)
 - Survey logic, exportability, and downloadable charts
 - Good for smaller surveys, less than 25 to 40 questions
 - 15 types of question formats (open, multiple choice, ranking, etc.)
- Zoomerang ([zoomerang.com](https://www.zoomerang.com))
 - Free to Premium (\$599 a year)
 - Survey logic, exportability, and downloadable charts
 - Good for smaller surveys, less than 25 to 40 questions
 - 15 types of question formats (open, multiple choice, ranking, etc.)

Complex Tool

- Insight express ([insightexpress.com](https://www.insightexpress.com))
 - Pay depending on the number of survey responses
 - Best for large scale, annual, complex surveys

Constructing survey questions

What matters most?

- Not what you want to ask, but how you want to use the data

Things to consider:

- Trending (year over year, or period over period)
- Survey logic (if / then questions)
- Cross tabulation (comparing two questions side by side)
- Rating multiple things against each other
- Geographical considerations
- Is your scale wide enough?
- Open comment analysis
- Anonymous or ask for name?
- Individualized URLs or single URLs
- Giveaways
- Length
- Other stakeholders
- Participation needs – statistical significance
- Survey duration

Transforming Alumni Survey Data

Reading and analyzing the survey data for decision making is essential

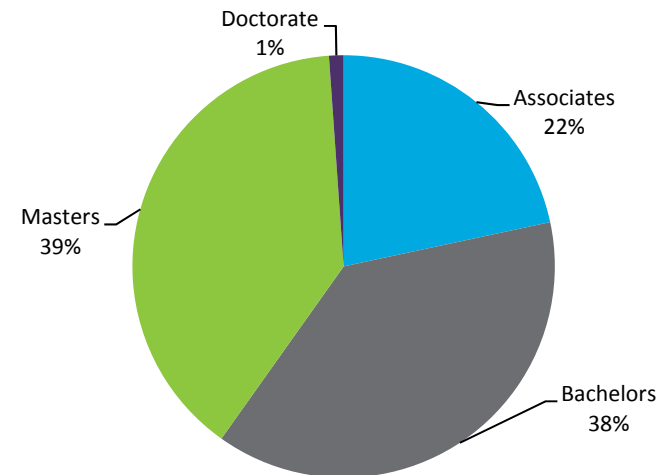
Reading

- How are the responses organized (what is the scale)
- Look for trends, repeat responses in 'significant' category
- Are there any surprises or unexpected responses

Analyzing

- Does the participation correlate to alumni population
- Do we need to crosstab to learn more
- Are there local market influences to take into consideration

Does participation correlate with the alumni population segment?



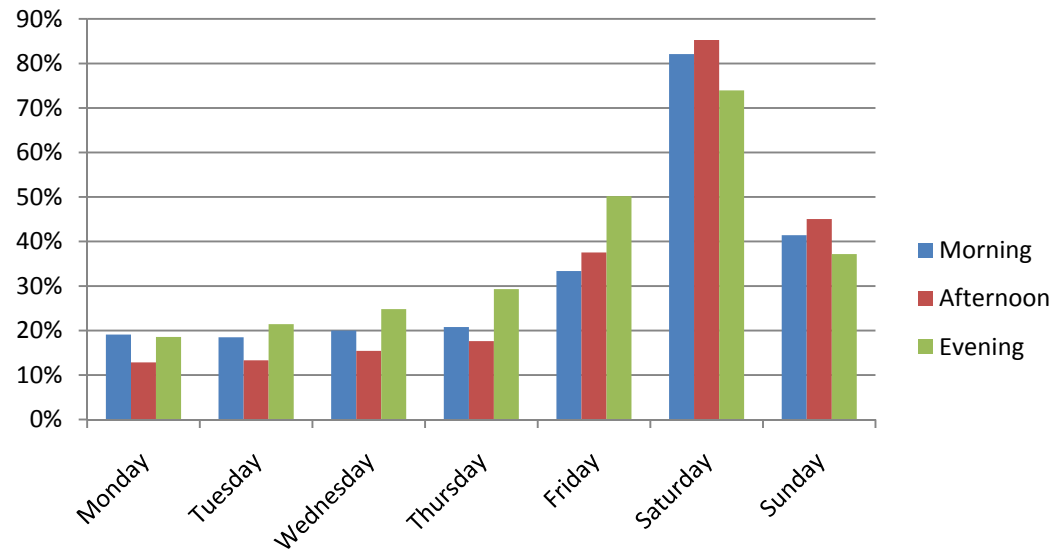
Maximize Programming

When planning alumni programming, survey results provide valuable insight into the preferences and wants of your alumni (by location and degree).

For example, if your goal is to increase alumni attendance at events, coordinate activities on day and time they prefer.

Sample question

What day and time would you prefer to attend an alumni event/activity ?
(select all that apply)



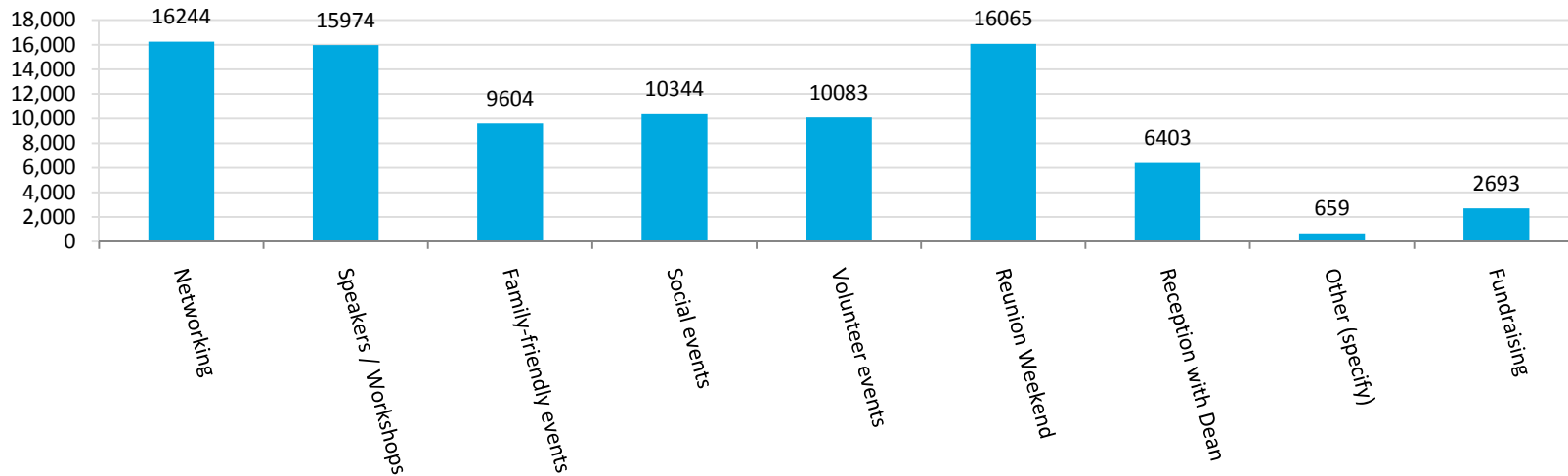
Maximize Programming

Let's practice analyzing

- Do we need to crosstab to learn more?
- Are there perhaps local market influences to take into consideration?

Sample Question

What types of alumni events are you likely to attend or participate in going forward?
(select all that apply)



Establishing key measurements

S.M.A.R.T. Goals

Based on the alumni survey results, create data-driven SMART goals for each alumni market (Campus/ Local Chapter).

Example; San Diego Campus

- Increase 2012 alumni survey participation of San Diego alumni from XX% to XX% to represent significant data for 2013 programming planning.
- Transition San Diego alumni passive responses (X%) to promoter ; increasing NPS of XX to XX in 2012 survey through value-added engagement.
- Improve advocacy responses; “I feel a sense of connection to my alma mater “ from X.X to X.X the national alumni average through consistent, in-service communications and activities.

A successful strategy must integrate all departments



Moving Data into Action

Developing engagement action plans

Now that we have established goals, we can create a strategy recommendation plan

Example; San Diego Campus

Q12 New graduate alumni noted Career Resources as significantly important in 2011 survey score

All alumni noted Social Networking activities as significantly important in 2011 survey score

Q15 IT and Business alumni noted business networking with people in my field most important in 2011 survey score

Q19 All alumni noted Mentoring students in my profession important in 2011 survey score

Host Two Career Activities

- May Career Event with CareerBuilder
- August Career Panel

Social Networking Activities

- April Happy Hour in Del Mar
- October Homecoming
- June Komen Race for the Cure

Business Networking

- March IT Forum, Faculty & Dean
- June Business Forum, Faculty & Dean

Alumni Mentorship awareness training for all campus staff, NSO, class visit campaign, and Facebook to boost San Diego participation from XXX mentees to XXX by January 1, 2012

Moving Data into Action

Partner Campuses: Develop Foundation for Best Practices

Additional Support

- Monthly planning calls
- Monthly participation in alumni magazine: *Phoenix Focus*
- Alumni Relations personal helpline support
- Event management support
- Events in a box
- Alumni Association resources training
- Marketing support, social media and email communications

Connect with us



Learning Objectives

How can you apply the three central objectives to your program?

1. What is Net Promoter Score (NPS), and what can it tell you about your alumni.
2. Determine optimal timing and construct questions for an alumni survey
3. How to translate survey data into actionable plans, with measureable targets

Questions

Alanna Vitucci, Executive Director
Alumni Relations, University of Phoenix
602.557.

alanna.vitucci@phoenix.edu

Nikki Sandoval, Senior Director
Alumni Relations, University of Phoenix
602.557.2314

nikki.sandoval@phoenix.edu