

Utah State University

2006 Alumni Survey

Craig Petersen

Joan Kleinke

Office of Analysis, Assessment, and Accreditation

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2006 Alumni Survey Highlights

During Spring, 2006, the Office of Analysis, Assessment, and Accreditation conducted an online survey of USU Alumni. The survey asked questions about alumni perceptions of USU as it is today, attitudes toward donating to the university, how much contact alumni have had with USU since their graduation, which Alumni Association activities they have participated in, and their allegiance to USU compared to other colleges and universities. It also provided alumni the opportunity to respond to a series of open-ended questions regarding their perceptions of the strengths and weaknesses of USU.

The 2006 survey was by far the largest survey of USU alumni ever undertaken. Alumni were contacted by email using the list compiled by the Alumni Association for sending out its electronic newsletter. Many of those addresses were no longer active, but it is estimated that the survey ultimately reached about 15,000 alumni. Of those alumni contacted, 4,658 returned completed surveys. Sixty-two percent of the respondents were male, 80% were married, 44% were age 50 or older, and 38% lived in Utah at the time. Responses were analyzed separately based on age and, where applicable, location.

Following are highlights of the findings of the survey.

- 60% of alumni rated the current academic quality of USU as excellent or very good, while only 0.5% rated academic quality as poor. More than one-third believed that USU's academic reputation is improving, versus only 2% who perceived that it is declining.
- Nearly three-fourths of alumni stated that they identify very closely or moderately with USU overall. The younger alumni were more likely to identify with their department or individual faculty than were older respondents. These findings suggest that an age-based targeted strategy for fund-raising might be productive.
- Nearly 90% of the survey respondents said that if they had to make the decision again, they would still come to USU, and nearly 90% would recommend USU to a friend or relative who wants to attend college. About 82% agreed that USU had prepared them well for their employment, while only about 5% disagreed.
- Alumni generally believe that USU is headed in the right direction. They perceive that extension activities provide valuable assistance, but don't believe that too much emphasis is placed on research or on athletics. Alumni are neutral or about equally divided as to whether the university should raise admissions standards and as to whether they receive too many contacts from USU asking for money.
- Asked if the balance between conservative and liberal views at USU is consistent with their values, 38% agreed and 16% disagreed. The rest were neutral.
- About 46% of the respondents indicated that they intend to donate to USU in the future and 35% said they had donated in the last five years. Scholarships were mentioned as the most attractive reason for donating. Nearly 60% said they don't donate more money because they can't afford to, but only 12% indicated that donations to other universities were the reason for not contributing more to USU.
- Ten percent of the alumni respondents had never been back on campus since their graduation and another 28% had not been back in the last five years. Almost one-fourth reported that they have had no involvement with USU during the last five years. Only ten to fifteen percent had attended a home or away football or basketball game during the last five years.
- Electronic newsletters and the USU Magazine are the most-used ways for staying informed about what is happening at the university, but USU websites are extensively used—especially by younger alumni.
- Almost 70% of those surveyed have never participated in an Alumni Association event and another 12% have not participated in the last five years. About one-third of the respondents indicated that they had no

interest in participating in the future. Of those who would like to participate, athletic and music/theater events had the greatest support. When asked what keeps them from participating in more Alumni Association activities, the most frequently-cited reasons were distance and time. Low quality of events was seldom mentioned as a reason.

- Nearly two-thirds of the respondents did not know their current Alumni Association Member status.
- Location was the most often-cited reason that alumni gave for attending USU, followed by cost and availability of programs.
- Only about one-fifth of the respondents said they had an allegiance to another university that is stronger than their allegiance to USU. About 40% said USU would be their first choice of a college or university for one of their pre-college age children, while less than 20% said it would not be.
- Forty percent of those forty years of age or older who are living in Utah sent a child to school at USU, but only about 20% of those living outside of Utah had a USU student. Forty percent of the age 40+ Utah residents sent at least one of their children to another university, while about 50% of those living outside of Utah did so. BYU or BYU-Idaho was the institution of choice for 20% of Utah residents and 17% of those living outside the state. About 17% of Utah residents sent their children to the University of Utah and another 12% to Weber State.
- Respondents provided literally 1,000s of responses to four open-ended questions included as part of the survey:
 1. As you look back on your USU experience, what was the most meaningful part of it for you?
 2. In your opinion, what are the strengths of USU?
 3. In your opinion, what are the weaknesses of USU?
 4. What recommendations would you make to President Albrecht to improve USU?

It is not possible to summarize those responses in this Highlights sections, but frequency distributions of the responses to each question are provided in the body of the report.

SOME GENERAL THEMES

Survey responses indicate that most alumni have positive attitudes about the university. They perceive that USU is a high quality institution that is headed in the right direction. Although a substantial proportion of alumni have sent their children to other colleges and universities, allegiance to USU remains strong.

USU needs to have more contact with its alumni. Many have not been back on campus since their graduation and only a small proportion have participated in activities sponsored by the Alumni Association.

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Periodically, the Office of Analysis, Assessment, and Accreditation partners with the USU Alumni Association to conduct a survey of USU alumni. The last survey (2002) was done by telephone, but the expense of that approach, the growing reluctance of people to be interviewed over the phone, and ubiquitous access to the internet, resulted in a decision to administer the 2006 survey online.

The survey instrument was developed by reviewing previous USU alumni surveys, searching the web for online surveys used by other colleges and universities, and collaborating with the Alumni Association to determine the topics that they would like to have addressed. The final instrument was the result of multiple revisions and several pre-tests on small samples of alumni.

The survey was divided into four parts. The first section asked questions about alumni perceptions of USU today, attitudes towards donating to the university, and the extent of their contact with the institution in the interval since their graduation. Section II focused on Alumni Association Activities and Services. Respondents were asked to indicate which activities and services they had attended or used and how satisfied they were with them. The third section consisted of open-ended questions—What are the strengths and weaknesses of USU?—What was the most meaningful part of your USU experience?—What recommendations would you make to President Albrecht to improve the university? Finally, alumni were asked to provide demographic data about themselves. Of particular interest are questions about where their children are attending college and why? A copy of the survey instrument is included in the Appendix. To view how it appears online, go to <http://aaa.main.usu.edu/FactsFigures/alumni.asp>.

Alumni were contacted by email and asked to complete the survey. A preview email was sent to inform them that it was coming. A week later they received a second email which included the link to the survey. A third email was sent after another week, again including the link and asking them to take the survey if they had not already done so. The email list used for the survey was the Alumni Association's addresses used to send its electronic newsletter each month. The original list included about 25,000 names, but the first mailing revealed that it was outdated and many of the email addresses were not reaching the intended recipient.

It is estimated that the actual sample consisted of 15,113 alumni and completed surveys were received from 4,658—a response rate of about 31%. Although this response rate is not particularly high, it does represent a reasonable outcome for a web-based survey. Moreover, the total number of 4,658 responses generated a sizable volume of comments from USU alumni.

In analyzing the data, it is important to take into account the age and location of the respondents. Recent alumni may have much different perceptions of USU than those who completed their degrees as much as forty years ago. Those living in Utah have better opportunities to attend alumni activities than those living elsewhere. Consequently, in reporting the data, age and location are taken into account where appropriate. Following is a breakdown of the age and location of the survey respondents.

Age of respondents

20-29	597
30-49	1,974
50+	2,054

Location of respondents

Alumni Living in Utah	1,785
Alumni Not Living in Utah	2,873

I. PERCEPTIONS AND ATTITUDES REGARDING USU

1. Academic Quality of USU.

The first question posed to alumni was how they would rate the current academic quality of their USU department, USU overall, and USU in the eyes of others. As would be expected, they rated USU higher than they thought others would. Considering all respondents, nearly 60% responded that USU's current academic quality is excellent or very good. In contrast, they perceived that less than 40% of others would rate the university as excellent or very good. The most recent graduates (those ages 20-29) gave USU the highest personal ratings, but there was little variation by age in terms of how they think others perceive the university

QUESTION: How would you rate the current academic quality of:

Table 1. All Respondents

	Excellent	Very Good	Good	Poor	Very Poor	Don't Know	No Response
Your major department at USU	20.4%	33.9%	14.0%	1.3%	0.3%	27.8%	2.4%
USU overall	15.0%	44.9%	18.5%	0.5%	0.0%	18.5%	2.7%
USU in the eyes of others	5.9%	30.9%	39.5%	2.7%	0.2%	17.5%	3.3%

Table 1a. Alumni Age 20-29

	Excellent	Very Good	Good	Poor	Very Poor	Don't Know	No Response
Your major department at USU	22.4	41.7	19.8	2.3	0.7	11.9	1.2
USU overall	15.2	50.8	25.6	1.0	0.0	6.4	1.0
USU in the eyes of others	4.9	30.5	53.8	4.0	0.2	5.5	1.2

Table 1b. Alumni Age 30-49

	Excellent	Very Good	Good	Poor	Very Poor	Don't Know	No Response
Your major department at USU	20.1	36.2	14.8	1.6	0.3	25.4	1.7
USU overall	13.8	47.1	19.5	0.5	0.0	17.3	1.9
USU in the eyes of others	5.4	28.6	43.9	3.3	0.3	16.0	2.5

Table 1c. Alumni Age 50+

	Excellent	Very Good	Good	Poor	Very Poor	Don't Know	No Response
Your major department at USU	20.2	29.6	11.4	0.6	0.2	34.7	3.3
USU overall	16.4	41.4	15.2	0.2	0.0	23.0	3.7
USU in the eyes of others	6.6	33.6	31.1	1.7	0.1	22.3	4.5

2. Trend in USU's Academic Reputation

Table 2 provides results indicating whether alumni believe that USU is getting better academically. In each age category, about a third said USU is improving, while only about 2% thought the university is on the decline.

QUESTION: In your opinion, is USU's academic reputation:

Table 2. All Respondents

Improving	36.4%	Don't Know	23.4%
Staying the Same	36.7%	No Response	1.3%
Declining	2.3%		

Table 2a. Alumni Age 20-29

Improving	37.7	Don't Know	14.2
Staying the Same	45.1	No Response	0.3
Declining	2.7		

Table 2b. Alumni Age 30-49

Improving	33.0	Don't Know	21.8
Staying the Same	42.3	No Response	0.6
Declining	2.2		

Table 2c. Alumni Age 50+

Improving	39.5	Don't Know	27.2
Staying the Same	29.2	No Response	2.0
Declining	2.1		

3. What Groups Do Alumni Identify With at USU?

When alumni think about their alma mater, what aspect do they identify with? The answer can be important in focusing fund-raising efforts and developing alumni programs. Graduating classes, social organizations or clubs, and athletics are the least important for all age groups, while “USU overall” is most closely identified with. As expected, older graduates tend to be less likely to identify with any aspect of the university than younger alumni.

QUESTION: When you think of USU, how closely do you identify with:

Table 3. All Respondents

	Very Close	Moderately	Very Little	Not At All	No Response
Your graduating class	6.0%	23.3%	41.2%	28.7%	0.8%
A college within the University	16.6%	42.0%	26.9%	12.8%	1.7%
An academic department	23.0%	38.1%	23.4%	13.8%	1.7%
Certain faculty or staff members	28.6%	30.0%	22.2%	18.1%	1.1%
Your former classmates	16.3%	32.8%	32.3%	17.7%	0.9%
Social organizations or clubs at USU	8.1%	14.3%	29.9%	46.6%	1.1%
USU athletics	13.7%	29.0%	26.0%	30.2%	1.1%
USU overall	20.4%	53.2%	20.9%	4.6%	0.9%

Table 3a. Alumni Age 20-29

	Very Close	Moderately	Very Little	Not At All	No Response
Your graduating class	13.2	33.8	36.7	15.9	0.3
A college within the University	21.8	47.2	20.9	8.5	1.5
An academic department	33.3	42.2	15.4	8.7	0.3
Certain faculty or staff members	39.2	34.2	17.4	8.7	0.5
Your former classmates	33.5	40.0	20.6	5.7	0.2
Social organizations or clubs at USU	20.3	25.0	32.5	21.9	0.3
USU athletics	20.8	31.0	27.0	21.1	0.2
USU overall	35.5	50.4	11.6	2.0	0.5

Table 3b. Alumni Age 30-49

	Very Close	Moderately	Very Little	Not At All	No Response
Your graduating class	5.3	25.7	41.1	27.4	0.6
A college within the University	16.3	43.5	27.8	11.8	0.7
An academic department	23.8	40.1	22.8	12.4	1.0
Certain faculty or staff members	30.8	30.9	21.7	16.2	0.5
Your former classmates	16.6	35.0	32.5	15.4	0.5
Social organizations or clubs at USU	7.8	15.7	33.2	42.5	0.8
USU athletics	15.3	26.8	27.1	30.2	0.6
USU overall	19.3	55.6	20.7	3.9	0.6

Table 3c. Alumni Age 50+

	Very Close	Moderately	Very Little	Not At All	No Response
Your graduating class	4.5	18.2	42.6	33.7	1.0
A college within the University	15.5	39.2	27.9	14.8	2.6
An academic department	19.0	35.3	26.4	16.6	2.6
Certain faculty or staff members	23.4	28.2	24.3	22.5	1.6
Your former classmates	10.8	29.0	35.5	23.5	1.3
Social organizations or clubs at USU	4.8	9.9	26.2	57.7	1.4
USU athletics	10.2	30.5	24.8	32.9	1.6
USU overall	17.1	52.2	23.8	5.9	1.0

4. Alumni's Experiences at USU

Table 4 shows responses to general questions about the USU experience of alumni. At least three-fourths of each age group agree or strongly agree that there was at least one faculty member who they considered to be a friend. A similar proportion of each age category responded that USU prepared them well for employment and for additional education. Four percent or less of each age group said that, if they were making the decision again, they would not come to USU. Only two percent would not recommend the university to a relative or friend who wants to attend.

QUESTION: As you reflect back on your time at USU, to what extent do you agree or disagree with each of the following statements?

Table 4. All Respondents

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Not Applicable	No Response
There was at least one faculty member who I considered a friend.	43.7%	33.9%	12.5%	6.5%	2.1%	0.8%	0.6%
Overall, USU prepared me well for my employment.	33.5%	48.7%	10.8%	3.3%	0.8%	2.0%	0.9%
USU prepared me well for additional formal education.	27.0%	41.8%	15.0%	1.6%	0.5%	12.9%	1.2%
If I had to make the decision again, I would still come to USU.	52.1%	35.4%	7.8%	2.3%	1.1%	0.5%	0.9%
I would recommend USU to a relative or friend who wants to attend college.	51.9%	37.9%	7.2%	1.4%	0.7%	0.3%	0.6%

Table 4a. Alumni Age 20-29

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Not Applicable	No Response
There was at least one faculty member who I considered a friend.	47.6	31.0	11.6	6.7	2.3	0.2	0.7
Overall, USU prepared me well for my employment.	29.0	46.2	13.9	4.4	0.8	5.0	0.7
USU prepared me well for additional formal education.	27.0	42.5	14.2	1.5	0.0	13.6	1.2
If I had to make the decision again, I would still come to USU.	62.8	25.6	5.9	2.8	1.2	0.5	1.2
I would recommend USU to a relative or friend who wants to attend college.	64.7	25.8	6.5	0.8	0.8	0.5	0.8

Table 4b. Alumni Age 30-49

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Not Applicable	No Response
There was at least one faculty member who I considered a friend.	41.7	33.5	14.1	7.4	2.2	0.6	0.4
Overall, USU prepared me well for my employment.	30.7	51.4	11.1	3.8	1.0	1.4	0.6
USU prepared me well for additional formal education.	25.3	41.1	16.3	1.7	0.7	14.0	0.9
If I had to make the decision again, I would still come to USU.	52.7	35.3	7.8	2.0	1.4	0.3	0.5
I would recommend USU to a relative or friend who wants to attend college.	53.5	36.6	7.1	1.5	0.7	0.2	0.4

Table 4c. Alumni Age 50+

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Not Applicable	No Response
There was at least one faculty member who I considered a friend.	44.8	35.0	11.1	5.5	1.9	1.1	0.6
Overall, USU prepared me well for my employment.	37.8	46.9	9.5	2.7	0.6	1.6	0.9
USU prepared me well for additional formal education.	28.9	42.5	13.9	1.6	0.3	11.6	1.2
If I had to make the decision again, I would still come to USU.	48.9	38.3	8.4	2.2	0.6	0.7	0.8
I would recommend USU to a relative or friend who wants to attend college.	46.9	42.6	7.4	1.5	0.7	0.3	0.5

5. Policies and Conditions at USU

Most of the responses in [Table 5](#) are to questions regarding how alumni feel about policies and conditions at USU. About 25% overall believe that admission standards should be raised for new students, but the proportion is about 35% for the most recent graduates. Only a small fraction of respondents indicated that USU places too much emphasis on inter-collegiate athletics or research by faculty members. Thirty-eight percent of all respondents agree or strongly agree that the balance between conservative values at USU is consistent with their values, but the proportion rises to over 50% for alumni age 20-29.

About one-fourth said that they receive too many contacts from the university asking for money while about one-fourth disagreed with this statement. About half (a larger fraction for younger graduates and smaller for older) stated that they intended to donate to USU in the future.

A long-term concern of USU administrators has been alumni who leave and develop strong ties to another university. Because many alumni are affiliated with the LDS church, this university is often BYU. As part of the survey, alumni were asked if they have an allegiance to another institution that is stronger than their tie to USU. About 20% of all respondents said they did and the likelihood of such a tie increased with the age of the alumni. Conversely, about 60% responded that their strongest tie is to USU. Finally, asked if their first choice of a college or university for their pre-college age children would be USU, about 40% said yes, 40% were neutral or said that the question did not apply to their circumstances, and nearly 20% said no.

QUESTION: As an alumnus of USU, to what extent do you agree or disagree with each of the following statements?

Table 5. All Respondents

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Not Applicable	No Response
USU should raise its admission standards for new students.	4.0%	21.3%	54.5%	14.8%	2.0%	2.4%	1.0%
I have an allegiance to at least one other university that is stronger than my allegiance to USU.	5.9%	15.1%	16.4%	31.8%	22.5%	5.7%	2.6%
USU places too much emphasis on intercollegiate athletics.	3.5%	10.7%	42.2%	29.6%	10.1%	2.9%	1.1%
USU would be my first choice of college or university for my pre-college age children.	13.5%	27.1%	30.8%	15.5%	3.2%	8.8%	0.9%
I receive too many contacts from USU asking for money.	4.3%	21.4%	48.8%	21.0%	2.7%	1.1%	0.6%
USU Extension activities provide valuable assistance to Utah citizens.	22.3%	33.0%	25.6%	1.1%	0.4%	16.4%	1.3%
USU places too much emphasis on research by faculty members.	1.8%	8.1%	43.1%	31.3%	10.8%	4.1%	0.8%
The balance between conservative and liberal views at USU is consistent with my values.	4.4%	33.4%	39.7%	12.1%	4.0%	5.2%	1.3%
I intend to donate to the university in the future.	7.5%	38.5%	37.4%	10.2%	3.5%	1.8%	1.0%

Table 5a. Alumni Age 20-29

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Not Applicable	No Response
USU should raise its admission standards for new students.	7.4	28.1	44.1	16.9	2.8	0.2	0.5
I have an allegiance to at least one other university that is stronger than my allegiance to USU.	4.9	7.2	10.7	32.8	36.5	6.2	1.7
USU places too much emphasis on intercollegiate athletics.	3.5	11.6	37.7	33.2	11.2	2.0	0.8
USU would be my first choice of college or university for my pre-college age children.	20.3	28.6	30.2	11.2	2.8	65	0.3
I receive too many contacts from USU asking for money.	3.2	16.1	46.1	28.0	5.0	1.5	0.2
USU Extension activities provide valuable assistance to Utah citizens.	24.0	34.7	22.1	1.7	0.7	16.6	0.3
USU places too much emphasis on research by faculty members.	2.7	8.0	35.5	36.0	13.4	4.2	0.2
The balance between conservative and liberal views at USU is consistent with my values.	8.5	45.7	27.3	10.7	4.9	2.5	0.3
I intend to donate to the university in the future.	11.9	41.0	36.5	6.2	2.5	1.5	0.2

Table 5b. Alumni Age 30-49

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Not Applicable	No Response
USU should raise its admission standards for new students.	4.3	22.9	53.9	15.1	1.8	1.7	0.4
I have an allegiance to at least one other university that is stronger than my allegiance to USU.	4.6	12.1	16.3	33.8	26.0	5.3	2.0
USU places too much emphasis on intercollegiate athletics.	4.0	10.5	40.4	30.6	11.2	2.7	0.6
USU would be my first choice of college or university for my pre-college age children.	14.4	29.6	30.6	15.7	3.2	5.9	0.5
I receive too many contacts from USU asking for money.	5.2	20.9	49.2	20.8	2.4	1.1	0.4
USU Extension activities provide valuable assistance to Utah citizens.	20.5	33.5	27.6	0.7	0.5	16.4	0.8
USU places too much emphasis on research by faculty members.	1.8	7.8	44.9	31.7	10.0	3.5	0.4
The balance between conservative and liberal views at USU is consistent with my values.	4.3	36.7	38.4	12.0	4.9	3.4	0.4
I intend to donate to the university in the future.	6.8	38.7	39.1	10.1	3.4	1.3	0.6

Table 5c. Alumni Age 50+

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Not Applicable	No Response
USU should raise its admission standards for new students.	2.6	17.9	58.5	14.0	1.9	3.7	1.5
I have an allegiance to at least one other university that is stronger than my allegiance to USU.	7.3	20.4	18.3	29.8	15.3	5.9	3.0
USU places too much emphasis on intercollegiate athletics.	3.1	10.7	45.1	27.5	8.8	3.4	1.4
USU would be my first choice of college or university for my pre-college age children.	10.9	24.5	31.4	16.6	3.4	12.1	1.2
I receive too many contacts from USU asking for money.	3.7	23.8	49.3	19.1	2.2	1.1	0.7
USU Extension activities provide valuable assistance to Utah citizens.	23.7	32.1	24.8	1.2	0.1	16.3	1.7
USU places too much emphasis on research by faculty members.	1.5	8.3	43.7	29.6	11.0	4.7	1.2
The balance between conservative and liberal views at USU is consistent with my values.	3.3	26.9	44.5	12.5	3.0	7.6	2.1
I intend to donate to the university in the future.	6.9	37.8	36.0	11.5	4.0	2.4	1.4

6. Uses of Money That Would Increase Donations

Alumni were asked if they would donate to the university if the money were used for various specified purposes. About one-fourth responded that they just don't choose to donate—the proportion is smaller for younger than for older graduates. Among all age categories, student scholarships were by far the most supported reason to donate, with building or other facilities a distant second. It is interesting to note that athletics was marked by less than 10% of the respondents in each age group.

QUESTION: I would be willing to donate to USU if the money was used for: (Mark all that apply)

Table 6. All Respondents

Choose not to donate	23.9%	University buildings or other facilities	20.4%
Student scholarships	44.8%	No preference—USU can decide	18.1%
Athletics	7.3%	Other, specify	13.1%
Faculty endowed chair	7.3%		

Table 6a. Alumni Age 20-29

Choose not to donate	18.1	University buildings or other facilities	34.2
Student scholarships	64.0	No preference—USU can decide	12.4
Athletics	9.0	Other, specify	14.6
Faculty endowed chair	8.0		

Table 6b. Alumni Age 30-49

Choose not to donate	24.2	University buildings or other facilities	22.6
Student scholarships	48.9	No preference—USU can decide	16.5
Athletics	7.7	Other, specify	12.0
Faculty endowed chair	6.6		

Table 6c. Alumni Age 50+

Choose not to donate	25.5	University buildings or other facilities	14.4
Student scholarships	35.6	No preference—USU can decide	21.5
Athletics	6.3	Other, specify	13.6
Faculty endowed chair	7.8		

7. Reasons for Not Donating More

Questioned as to why they don't donate more to USU, "Can't afford it" was the most frequent response, with "Contribute to other organizations" next. "Contribute to another university" was marked by nearly 20% of alumni over 50. There was little concern about the donation process being too complicated or the money not being well used.

QUESTION: I don't donate more to USU because: (Mark all that apply)

Table 7. All Respondents

Can't afford it	56.6%	Contribute to another university	12.0%
Money isn't well used	2.6%	Contribute to other organizations	31.6%
Not interested	9.7%	Other, specify	11.2%
Donation process is too complicated	0.8%		

Table 7a. Alumni Age 20-29

Can't afford it	79.2	Contribute to another university	3.2
Money isn't well used	4.2	Contribute to other organizations	16.9
Not interested	8.7	Other, specify	9.7
Donation process is too complicated	1.7		

Table 7b. Alumni Age 30-49

Can't afford it	60.6	Contribute to another university	8.9
Money isn't well used	3.0	Contribute to other organizations	30.7
Not interested	9.6	Other, specify	10.2
Donation process is too complicated	0.9		

Table 7c. Alumni Age 50+

Can't afford it	46.3	Contribute to another university	17.5
Money isn't well used	1.9	Contribute to other organizations	36.7
Not interested	10.1	Other, specify	12.5
Donation process is too complicated	0.4		

8. Last Time on Campus

Table 8 shows how long it has been since alumni were back on the USU Logan campus. About 10% in each age category have never been back. Over one-third of those 50+ and about 25% in the 30-49 category have not been on campus for at least five years.

QUESTION: Since your graduation, when was the last time you were back on the USU Logan Campus?

Table 8 All Respondents

5 months ago or less	18.2%	5-9 years ago	13.8%
6-11 months ago	10.5%	10 or more years ago	14.1%
1-2 years ago	19.3%	Never	10.0%
3-4 years ago	13.4%	No Response	0.6%

Table 8a. Alumni Age 20-29

5 months ago or less	23.8	5-9 years ago	3.5
6-11 months ago	18.6	10 or more years ago	0.0
1-2 years ago	30.2	Never	11.2
3-4 years ago	11.9	No Response	0.8

Table 8b. Alumni Age 30-49

5 months ago or less	18.6	5-9 years ago	16.0%
6-11 months ago	9.8%	10 or more years ago	9.4%
1-2 years ago	20.3%	Never	10.6%
3-4 years ago	15.1%	No Response	0.3

Table 8c. Alumni Age 50+

5 months ago or less	16.5	5-9 years ago	14.6
6-11 months ago	9.0	10 or more years ago	22.9
1-2 years ago	15.3	Never	9.1
3-4 years ago	12.2	No Response	0.4

9. Involvement With USU During the Last Five Years

The respondents were asked to indicate the ways in which they had been involved with USU during the past five years. Over one-fifth had no involvement with the university. About 35% said they had made a financial contribution. Just over 15% had attended a USU home football game and about 10% an away football game. The percentages for home and away basketball games were slightly lower.

Geographic location is an important determinant of USU involvement. Twice as many respondents living outside of Utah had no USU involvement over the last five years as compared to respondents living in Utah. Frequency of attending home football and basketball games was about three times as great. But the proportion of those who made financial contributions to the university was very similar for Utah and non-Utah residents.

QUESTION: Since your graduation, in which of the following ways have you been involved with USU in the past 5 years? (Mark all that apply)

Table 9. All Respondents

None	22.7%	Took course(s)	5.2%
Homecoming activities	6.4%	Used USU Library	4.9%
Big West/WAC Basketball Tournament	5.8%	Emails/letters/phone calls to USU	28.4%
Basketball game (home)	13.1%	Made financial donations to USU	35.0%
Football game (home)	15.5%	Visited campus, just touring	35.3%
Basketball game (away)	9.4%	USU plays or musical programs	6.9%
Football game (away)	10.1%	Career mentored students	5.6%
Other athletic events (including club)	3.2%	Other, specify	20.4%

Table 9a. Alumni Age 20-29

None	18.8	Took course(s)	5.2
Homecoming activities	7.9	Used USU Library	6.2
Big West/WAC Basketball Tournament	9.7	Emails/letters/phone calls to USU	36.7
Basketball game (home)	22.1	Made financial donations to USU	16.8
Football game (home)	18.6	Visited campus, just touring	41.7
Basketball game (away)	14.7	USU plays or musical programs	7.0
Football game (away)	12.2	Career mentored students	4.9
Other athletic events (including club)	5.5	Other, specify	17.4

Table 9b. Alumni Age 30-49

None	22.3	Took course(s)	4.7
Homecoming activities	6.6	Used USU Library	4.3
Big West/WAC Basketball Tournament	6.1	Emails/letters/phone calls to USU	30.3
Basketball game (home)	15.3	Made financial donations to USU	31.4
Football game (home)	16.8	Visited campus, just touring	36.6
Basketball game (away)	9.9	USU plays or musical programs	6.4
Football game (away)	11.3	Career mentored students	7.2
Other athletic events (including club)	3.7	Other, specify	21.0

Table 9c. Alumni Age 50+

None	24.1	Took course(s)	5.7
Homecoming activities	5.7	Used USU Library	5.0
Big West/WAC Basketball Tournament	4.3	Emails/letters/phone calls to USU	24.5
Basketball game (home)	8.5	Made financial donations to USU	43.8
Football game (home)	13.5	Visited campus, just touring	32.3
Basketball game (away)	7.3	USU plays or musical programs	7.4
Football game (away)	8.5	Career mentored students	4.3
Other athletic events (including club)	1.9	Other, specify	20.9

Table 9d. Alumni Living in Utah vs. Not Living in Utah

EVENT	UT	Not UT		UT	Not UT
None	14.4	27.8	Took course(s)	10.1	2.1
Homecoming activities	11.3	3.3	Used USU Library	7.3	3.3
Big West/WAC Basketball Tournament	6.9	5.1	Emails/letters/phone calls to USU	31.1	26.8
Basketball game (home)	21.6	7.8	Made financial donations to USU	35.5	34.7
Football game (home)	26.4	8.7	Visited campus, just touring	38.8	33.1
Basketball game (away)	12.2	7.6	USU plays or musical programs	12.2	3.6
Football game (away)	14.1	7.7	Career mentored students	7.8	4.2
Other athletic events (including club)	4.9	2.1	Other, specify	26.2	16.8

II. ALUMNI ASSOCIATION ACTIVITIES AND SERVICES

10. Ways of Staying Informed About USU

In determining a communications strategy, it is important for the Alumni Association to know how people actually receive information and how they would prefer to receive information. Table 10 indicates that electronic newsletters and the USU magazine are the most important tools for helping alumni stay informed. USU websites are another important source of information. Because the survey was administered by email, there may be some bias in the results in that this set of respondents may be more attuned to electronic communications than is the typical USU alumnus.

QUESTION: How do you stay informed regarding university activities and information? (Mark all that apply)

Table 10. All Respondents

I have not stayed informed	15.9%	USU Magazines	54.1%
Phone	2.9%	Friends	24.7%
Mailings	30.5%	Campus visits	12.2%
Electronic newsletters from USU	44.0%	Newspaper	13.3%
USU websites	33.4%	Other, specify	5.1%

Table 10a. Alumni Age 20-29

I have not stayed informed	18.4	USU Magazines	42.9
Phone	2.3	Friends	37.7
Mailings	29.8	Campus visits	10.6
Electronic newsletters from USU	42.2	Newspaper	10.7
USU websites	42.5	Other, specify	6.0

Table 10b. Alumni Age 30-49

I have not stayed informed	14.3	USU Magazines	54.8
Phone	2.3	Friends	24.1
Mailings	30.7	Campus visits	10.9
Electronic newsletters from USU	47.3	Newspaper	11.9
USU websites	37.0	Other, specify	4.7

Table 10c. Alumni Age 50+

I have not stayed informed	16.6	USU Magazines	57.2
Phone	3.7	Friends	21.6
Mailings	30.8	Campus visits	14.1
Electronic newsletters from USU	41.7	Newspaper	15.5
USU websites	27.5	Other, specify	5.3

11. Preferences For Receiving Information About USU

Electronic newsletters are the preferred form of communications for alumni respondents in all age categories. USU websites are the preferred mode for about 40% of those ages 20-29, but for a much smaller proportions of older alumni. This may reflect the fact that recent graduates made extensive use of those websites as students.

QUESTION: What would be your preferred way of receiving information about USU/Alumni events?

Table 11. All Respondents

Don't want information	7.7%	USU websites	11.7%
Phone	0.1%	USU Magazine	24.1%
Mailings	12.5%	Other	0.9%
Electronic Newsletters from USU	41.8%	No Response	1.2%

Table 11a. Alumni Age 20-29

Don't want information	1.0	USU websites	41.4
Phone	5.7	USU Magazine	13.2
Mailings	0.2	Other	20.3
Electronic Newsletters from USU	17.4	No Response	0.8

Table 11b. Alumni Age 30-49

Don't want information	6.8	USU websites	11.1
Phone	0.1	USU Magazine	21.8
Mailings	12.0	Other	0.8
Electronic Newsletters from USU	46.7	No Response	0.9

Table 11c. Alumni Age 50+

Don't want information	9.2	USU websites	11.8
Phone	0.2	USU Magazine	27.6
Mailings	11.7	Other	1.0
Electronic Newsletters from USU	37.4	No Response	1.2

12. Frequency of contacts From Alumni Association

There does not seem to be a problem with the Alumni Association making too many contacts with graduates. Over three-fourth of those in each age category believe that they are receiving the right amount of contacts.

QUESTION: How would you rate the number of contacts you receive from the Alumni Association?

Table 12. All Respondents

The right amount	76.2%	Too many	13.3%
Not enough	7.9%	No Response	2.6%

Table 12a. Alumni Age 20-29

The right amount	76.9	Too many	8.9
Not enough	12.7	No Response	1.5

Table 12b. Alumni Age 30-49

The right amount	76.4	Too many	12.3
Not enough	8.9	No Response	2.4

Table 12c. Alumni Age 50+

The right amount	76.2	Too many	15.7
Not enough	5.4	No Response	2.6

13. Attendance at Alumni Association Events

Asked when was the last time they attended an alumni sponsored activity or event, nearly 70% indicated that they had never participated in such an event. Ten percent of those age 30-49 and about one-sixth of the 50+ category had not been involved in the last five years. Only about 13% had participated during the last two years.

QUESTION: When was the last time you attended an Alumni sponsored activity or event?

Table 13. All Respondents

5 months ago or less	4.1%	5-9 years ago	5.4%
6-11 months ago	3.3%	10 or more years ago	6.8%
1-2 years ago	5.8%	Never	69.8%
3-4 years ago	4.0%	No Response	0.8%

Table 13a. Alumni Age 20-29

5 months ago or less	3.9	5-9 years ago	1.5
6-11 months ago	4.4	10 or more years ago	0.2
1-2 years ago	7.9	Never	77.9
3-4 years ago	3.4	No Response	1.0

Table 13b. Alumni Age 30-49

5 months ago or less	3.2	5-9 years ago	5.8
6-11 months ago	3.4	10 or more years ago	4.3
1-2 years ago	5.6	Never	73.2
3-4 years ago	3.9	No Response	0.7

Table 13c. Alumni Age 50+

5 months ago or less	4.9	5-9 years ago	6.3
6-11 months ago	3.0	10 or more years ago	11.1
1-2 years ago	5.6	Never	64.4
3-4 years ago	4.3	No Response	0.5

14. Satisfaction With Alumni Association Services and Programs

Table 14 shows satisfaction with Alumni Association services and programs. Unfortunately, the satisfaction ratings are not very revealing because the vast majority of respondents had never participated. Indeed, the participation rates are the most interesting data in this table. Over three-fourths of the respondents have never participated in Founder’s Day, Aggie Family Day, alumni travel programs, chapter socials/events, chapter golf tournament, the credit card Rewards program, or the alumni referral program. But yearly 75% had some involvement with the Quarterly Utah State Magazine. As shown in Table 14d, non-participation rates for non-Utah residents are higher than for those living in Utah.

QUESTION: How satisfied are you with the following Alumni Association services and programs?

Table 14. All Respondents

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Haven’t Participated	No Response
Founder’s Day activities	0.8%	3.3%	13.0%	0.2%	0.0%	79.8%	3.0%
Aggie Family Day	2.2%	6.7%	11.8%	0.2%	0.0%	76.2%	2.9%
Alumni Travel Program	0.7%	2.3%	12.3%	0.2%	0.1%	81.2%	3.2%
Chapter social/event	1.4%	6.0%	12.8%	0.7%	0.2%	75.5%	3.3%
Chapter golf tournament	0.6%	1.9%	12.5%	0.2%	0.1%	81.2%	3.5%
Alumni Directory	1.8%	11.1%	17.5%	2.0%	0.6%	63.6%	3.3%
USU Credit Card Rewards Program	0.8%	4.1%	13.9%	1.5%	0.5%	76.0%	3.2%
Alumni Referral Program (recruited students)	0.4%	2.7%	13.3%	0.8%	0.2%	78.9%	3.8%
Monthly Aggie Insights (electronic newsletter)	5.6%	24.6%	15.0%	0.6%	0.1%	50.6%	3.4%
Quarterly Utah State Magazine	14.4%	43.0%	13.1%	1.0%	0.2%	25.9%	2.4%
Career networking—online access/services	0.6%	4.1%	14.6%	1.9%	0.8%	74.5%	3.6%
Sustaining member benefits & services	1.2%	5.3%	15.6%	0.5%	0.2%	73.8%	3.4%

Table 14a. Alumni Age 20-29

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Haven’t Participated	No Response
Founder’s Day activities	0.8	4.2	8.2	0.0	0.0	85.3	1.5
Aggie Family Day	2.8	8.2	7.4	0.0	0.0	80.2	1.3
Alumni Travel Program	0.3	1.8	9.4	0.0	0.0	86.6	1.7
Chapter social/event	1.2	4.9	11.2	0.7	0.2	80.4	1.5
Chapter golf tournament	0.8	1.7	9.9	0.0	0.2	85.9	1.5
Alumni Directory	0.8	5.7	12.9	2.8	0.5	74.9	2.3
USU Credit Card Rewards Program	0.8	2.7	10.2	1.7	0.7	82.1	1.8
Alumni Referral Program (recruited students)	0.5	1.7	9.7	0.3	0.2	85.6	2.0
Monthly Aggie Insights (electronic newsletter)	3.4	19.8	14.7	0.8	0.2	59.1	2.0
Quarterly Utah State Magazine	10.2	41.7	14.7	1.2	0.0	30.7	1.5
Career networking—online access/services	1.0	6.4	12.9	4.9	1.7	71.4	1.8
Sustaining member benefits & services	1.0	5.7	11.9	0.7	0.3	78.4	1.8

Table 14b. Alumni Age 30-49

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Haven't Participated	No Response
Founder's Day activities	0.4	3.1	10.8	0.2	0.0	83.9	1.6
Aggie Family Day	2.4	7.8	9.5	0.2	0.1	78.7	1.4
Alumni Travel Program	0.5	1.6	10.1	0.0	0.1	85.9	1.8
Chapter social/event	1.1	6.1	10.6	1.0	0.3	79.2	1.7
Chapter golf tournament	0.6	2.2	9.9	0.2	0.1	85.3	1.8
Alumni Directory	1.4	9.7	16.3	2.0	0.6	68.1	2.0
USU Credit Card Rewards Program	0.5	4.1	12.2	1.5	0.5	79.5	1.9
Alumni Referral Program (recruited students)	0.2	2.5	11.0	0.7	0.2	83.3	2.1
Monthly Aggie Insights (electronic newsletter)	5.4	26.5	14.2	0.7	0.1	51.0	2.0
Quarterly Utah State Magazine	13.3	44.1	12.5	1.3	0.2	27.3	1.4
Career networking—online access/services	0.7	4.1	13.0	1.8	0.8	77.7	1.9
Sustaining member benefits & services	0.6	3.7	13.2	0.6	0.2	79.7	2.0

Table 14c. Alumni Age 50+

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Haven't Participated	No Response
Founder's Day activities	1.2	3.3	16.5	0.2	0.0	74.7	4.1
Aggie Family Day	1.8	5.2	15.4	0.3	0.0	73.1	4.1
Alumni Travel Program	1.1	3.2	15.4	0.3	0.0	75.7	4.3
Chapter social/event	1.9	6.3	15.5	0.5	0.1	70.9	4.8
Chapter golf tournament	0.5	1.7	15.9	0.4	0.1	75.4	5.0
Alumni Directory	2.6	14.2	20.1	1.8	0.5	56.5	4.3
USU Credit Card Rewards Program	1.0	4.6	16.7	1.4	0.5	71.4	4.3
Alumni Referral Program (recruited students)	0.7	3.1	16.5	1.1	0.2	73.1	5.3
Monthly Aggie Insights (electronic newsletter)	6.5	24.4	15.9	0.5	0.1	48.0	4.6
Quarterly Utah State Magazine	16.9	42.6	13.3	0.7	0.1	23.2	3.1
Career networking—online access/services	0.4	3.5	16.8	1.1	0.4	72.7	5.1
Sustaining member benefits & services	1.8	6.7	19.1	0.4	0.2	67.2	4.5

Table 14d. Alumni Living in Utah vs. Not Living in Utah (Percent who have never participated in service or program.)

Service or Program	Utah	Not Utah
Founder's Day activities	74.8	82.8
Aggie Family Day	68.4	81.1
Alumni Travel Program	77.9	83.3
Chapter social/event	71.5	77.9
Chapter golf tournament	77.9	83.3
Alumni Directory	63.1	63.9
USU Credit Card Rewards Program	73.4	77.7
Alumni Referral Program (recruited students)	75.6	80.9
Monthly Aggie Insights (electronic newsletter)	48.6	51.8
Quarterly Utah State Magazine	23.0	27.8
Career networking—online access/services	70.4	77.0
Sustaining member benefits & services	70.4	76.0

15. Preferences Regarding Alumni Association Events

Nearly a third of the respondents have no interest in participating in an alumni event. Utah residents were less likely to indicate they would like no involvement than non-Utah respondents. Athletic, music/ theatre, and family day activities were most frequently marked by those who would like some form of involvement.

QUESTION: What types of alumni events would you like to attend or participate in? (Mark all that apply)

Table 15. All Respondents

None	31.4%	Alumni Speaker Series	11.2%
Reunions	17.1%	Alumni Travel Program	15.6%
Tailgate parties	10.6%	Music/theater	20.0%
Athletic events	27.8%	Chapter Luncheons, banquets, BBQ's	16.3%
Golf tournaments	7.6%	Lifelong learning programs	16.2%
Founder's Day activities	7.0%	Chapter fundraisers/scholarship drives	4.7%
Aggie Family Day	20.2%	Other, specify	4.2%

Table 15a. Alumni Age 20-29

None	15.2	Alumni Speaker Series	12.1
Reunions	22.6	Alumni Travel Program	20.6
Tailgate parties	19.6	Music/theater	33.7
Athletic events	44.6	Chapter Luncheons, banquets, BBQ's	27.0
Golf tournaments	8.4	Lifelong learning programs	26.0
Founder's Day activities	12.4	Chapter fundraisers/scholarship drives	8.7
Aggie Family Day	36.2	Other, specify	3.2

Table 15b. Alumni Age 30-49

None	28.6	Alumni Speaker Series	12.3
Reunions	16.9	Alumni Travel Program	14.8
Tailgate parties	12.3	Music/theater	19.6
Athletic events	30.0	Chapter Luncheons, banquets, BBQ's	18.3
Golf tournaments	10.0	Lifelong learning programs	17.2
Founder's Day activities	7.3	Chapter fundraisers/scholarship drives	5.0
Aggie Family Day	27.4	Other, specify	4.2

Table 15c. Alumni Age 50+

None	38.9	Alumni Speaker Series	9.9
Reunions	16.0	Alumni Travel Program	14.9
Tailgate parties	6.4	Music/theater	16.5
Athletic events	20.9	Chapter Luncheons, banquets, BBQ's	11.6
Golf tournaments	5.1	Lifelong learning programs	12.6
Founder's Day activities	5.1	Chapter fundraisers/scholarship drives	3.3
Aggie Family Day	9.0	Other, specify	4.4

Table 15d. Alumni Living in Utah vs. Not Living in Utah

Event	Utah	Not Utah	Event	Utah	Not Utah
None	25.9	34.7	Alumni Speaker Series	13.4	9.8
Reunions	15.1	18.4	Alumni Travel Program	17.3	14.5
Tailgate parties	13.4	8.8	Music/theater	27.7	15.2
Athletic events	34.8	23.5	Chapter Luncheons, banquets, BBQ's	18.5	15.0
Golf tournaments	10.1	6.0	Lifelong learning programs	20.1	13.8
Founder's Day activities	9.9	5.1	Chapter fundraisers/scholarship drives	5.8	4.0
Aggie Family Day	29.3	14.6	Other, specify	2.6	5.2

16. Obstacles to Participating in Alumni Association Events

What keeps USU graduates from participating in more Alumni Association activities? Geographic distance is the most important factor, but that lack of time, including family or job commitments are also important considerations. Only about 10% are just not interested in attending and 22% were not aware of what activities were even available.

QUESTION: What keeps you from participating in more Alumni activities? (Mark all that apply)

Table 16. All Respondents

Lack of time	47.9%	Poor quality of events	0.8%
Just don't want to attend	11.2%	Unaware of alumni activities	22.1%
Lack of interest in the event	19.8%	Family or job commitments	37.2%
Geographic distance	69.2%	Concerns about being asked for money	9.3%
Don't know anyone there	29.7%	Other, specify	3.6%
Cost of events	10.3%		

Table 16a. Alumni Age 20-29

Lack of time	48.6	Poor quality of events	1.2
Just don't want to attend	9.2	Unaware of alumni activities	34.0
Lack of interest in the event	16.9	Family or job commitments	35.7
Geographic distance	70.4	Concerns about being asked for money	34.0
Don't know anyone there	33.2	Other, specify	1.0
Cost of events	16.9		

Table 16b. Alumni Age 30-49

Lack of time	52.4	Poor quality of events	0.9
Just don't want to attend	10.5	Unaware of alumni activities	24.8
Lack of interest in the event	19.2	Family or job commitments	41.6
Geographic distance	69.5	Concerns about being asked for money	9.8
Don't know anyone there	29.5	Other, specify	3.2
Cost of events	11.7		

Table 16c. Alumni Age 50+

Lack of time	44.0	Poor quality of events	0.6
Just don't want to attend	12.5	Unaware of alumni activities	16.1
Lack of interest in the event	21.3	Family or job commitments	33.5
Geographic distance	69.3	Concerns about being asked for money	8.8
Don't know anyone there	29.1	Other, specify	4.8
Cost of events	7.2		

Table 16d. Alumni Living in Utah vs. Not Living in Utah

Reason	Utah	Not Utah	Reason	Utah	Not Utah
Lack of time	65.1	37.3	Poor quality of events	1.0	0.7
Just don't want to attend	13.5	9.7	Unaware of alumni activities	24.5	20.6
Lack of interest in the event	27.6	15.0	Family or job commitments	48.1	30.4
Geographic distance	50.5	80.9	Concerns about being asked for money	12.8	7.2
Don't know anyone there	36.0	25.8	Other, specify	3.6	3.6
Cost of events	14.3	7.9			

17. Alumni Association Member Status

The Alumni Association has a challenging task with regard to promoting Association membership. About two-thirds of alumni don't know their current membership status. Only 10% responded that they are lifetime or annual sustaining members.

QUESTION: What is your current Alumni Association Member status?

Table 17. All Respondents

Lifetime sustaining member	3.3%	Non-paying member	20.1%
Annual sustaining member	7.2%	Don't know	66.1%
Former annual sustaining member	1.8%	No response	1.5%

Table 17a. Alumni Age 20-29

Lifetime sustaining member	1.7	Non-paying member	24.5
Annual sustaining member	3.4	Don't know	67.8
Former annual sustaining member	1.7	No response	1.0

Table 17b. Alumni Age 30-49

Lifetime sustaining member	2.0	Non-paying member	21.4
Annual sustaining member	4.0	Don't know	70.3
Former annual sustaining member	1.6	No response	0.8

Table 17c. Alumni Age 50+

Lifetime sustaining member	5.1	Non-paying member	17.9
Annual sustaining member	11.4	Don't know	61.9
Former annual sustaining member	2.1	No response	1.6

III. CHARACTERISTICS OF SURVEY RESPONDENTS

Tables 18 through 25 contain basic demographic information about the survey respondents. These data are self-explanatory.

18. Gender

Table 18. All Respondents

Male	62.0%	No Response	1.2%
Female	36.7%		

19. Age

Table 19. All Respondents

20-24	1.1%	40-49	19.4%	No Response	0.7%
25-29	11.7%	50-59	23.9%		
30-39	23.0%	60 or older	20.2%		

20. Marital Status

Table 20. All Respondents

Single	11.5%	Widowed	1.7%
Married	79.6%	Separated	0.2%
Divorced	4.7%	No Response	2.3%

21. Present Location

Table 21. All Respondents

Arizona	3.0%	Texas	2.4%
California	8.5%	Utah	38.3%
Colorado	3.6%	Virginia	2.3%
Idaho	7.0%	Washington	4.1%
Nevada	2.0%	Other U.S. states	21.9%
New York	1.1%	Not in U.S. (surveys from 45 different countries)	3.6%
Oregon	2.2%	No response	1.0%

22. Years Attended USU

Table 22. All Respondents

Less than 1 year	0.5%	4 years	31.2%
1 year	1.9%	5 years	17.8%
2 years	15.8%	6 or more years	14.8%
3 years	16.8%	No Response	1.2%

23. Year of degree and/or last attendance at Utah State University

Table 23. All Respondents

2000-2006	20.0%	1960-1969	10.9%
1990-1999	25.8%	1950-1959	3.9%
1980-1989	17.4%	Before 1950	0.8%
1970-1979	17.7%	No Response	3.5%

24. Highest Degree Received From USU

Table 24. All Respondents

No degree	2.1%	Masters	23.7%
Certificate	0.2%	Doctorate	4.6%
Associate	0.6%	Other	0.2%
Bachelors	67.4%	No Response	1.2%

25. College From Which Degree Was Received at USU

Table 25. All Respondents

Agriculture	5.7%	Humanities, Arts & Social Sciences	20.5%
Business	17.1%	Natural Resources	7.4%
Education & Human Services	18.2%	Science	9.8%
Engineering	12.1%	Other, specify	2.1%
Family Life	4.2%	No Response	2.8%

26. Reason for Choosing USU

Respondents were asked why they chose to attend USU. Location was the most important reason, followed by type of program available, and then cost. Cost and location (location often being correlated with cost) were more important to those ages 20-29 than for older graduates.

QUESTION: Why did you choose to attend USU? (Mark all that apply)

Table 26. All Respondents

Cost	46.6%	Scholarships/financial aid	28.5%
Admission standards	10.4%	Programs available	49.1%
Size of USU	32.1%	Academic reputation	27.8%
Social atmosphere	24.0%	To be with friends	15.5%
Location	61.7%	To be on my own	13.0%
Advice of parents or relative	25.3%	Other, specify	13.2%
Advice of high school teacher/counselor	5.4%	No Response	2.8%

Table 26a. Alumni Age 20-29

Cost	52.8	Scholarships/financial aid	42.5
Admission standards	8.0	Programs available	49.1
Size of USU	29.1	Academic reputation	26.6
Social atmosphere	42.7	To be with friends	21.3
Location	72.2	To be on my own	23.1
Advice of parents or relative	33.5	Other, specify	10.2
Advice of high school teacher/counselor	5.0		

Table 26b. Alumni Age 30-49

Cost	48.1	Scholarships/financial aid	31.7
Admission standards	12.1	Programs available	47.8
Size of USU	33.3	Academic reputation	28.2
Social atmosphere	28.3	To be with friends	15.2
Location	64.6	To be on my own	13.9
Advice of parents or relative	28.5	Other, specify	13.9
Advice of high school teacher/counselor	4.6		

Table 26c. Alumni Age 50+

Cost	43.8	Scholarships/financial aid	21.6
Admission standards	9.6	Programs available	50.9
Size of USU	32.0	Academic reputation	28.0
Social atmosphere	14.8	To be with friends	14.3
Location	56.4	To be on my own	9.3
Advice of parents or relative	20.2	Other, specify	13.3
Advice of high school teacher/counselor	6.2		

27. Additional Education

Table 27 and Table 28 refer to additional study engaged in by alumni. Nearly half of the respondents went on to study elsewhere. Just over one-fifth earned a doctorate and nearly two-fifths received master's degrees.

QUESTION: Since completing your program at USU, have you undertaken further formal study?

Table 27. All Respondents

Yes	48.8%	No	50.0%	No Response	1.1%
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28. Highest Degree Earned

QUESTION: If yes, what is the highest degree you earned?

Table 28. All Respondents

No degree	18.7%	Masters	37.8%
Certificate	5.4%	Doctorate	21.0%
Associate	0.9%	Other	5.4%
Bachelors	9.9%		

IV. INSTITUTIONS ATTENDED BY CHILDREN OF USU ALUMNI

29. Number of Children of USU Alumni Attending/Attended USU

The remaining questions in the survey were included to further pursue the issue of allegiance by USU alumni to other institutions. Table 29 only includes responses from graduates who were old enough to have college age children. Although this age may vary, for this analysis the minimum was set at 40. About 40% of respondents living in Utah had a child who either had attended USU or is now attending the university. Of those not living in Utah, only about 20% have at least one child attending or who previously attended USU.

QUESTION: How many children do you have that attended or are now attending USU? (Respondents age 40 or older)

Table 29a. Alumni Living in Utah

None	56.5%	3	4.9%
1	19.2%	4 or more	4.9%
2	12.1%	No Response	2.3%

Table 29b. Alumni Not Living in Utah

None	78.9%	3	2.4%
1	7.9%	4 or more	2.3%
2	5.0%	No Response	3.4%

30. Number of Children of USU Alumni Attending/Attended Other Institutions

Table 30 shows the percentage of alumni 40 or older who have children attending another college or university. Over 40% of USU alumni living in Utah sent at least one child to another institution and about 50% of those outside of Utah have a child who either was or is now at another institution.

QUESTION: How many children do you have that attended or are now attending another college/university? (Respondents age 40 or older)

Table 30a. Alumni Living in Utah

None	56.3%	3	5.1%
1	19.2%	4 or more	5.2%
2	12.0%	No Response	2.4%

Table 30b. Alumni Not Living in Utah

None	45.9%	3	9.8%
1	15.6%	4 or more	11.9%
2	14.0%	No Response	2.7%

31. Other Institutions Attended by Children of USU Alumni

If a respondent had a child at another college or university, they were asked to indicate which institution. [Table 31](#) shows that the University of Utah, BYU, and Weber State are the most likely choices for Utah residents, but more than one-fourth of the students attend(ed) an institution outside the state. For those living outside of Utah, BYU is the most popular choice, but nearly three-fourths attend(ed) a non-Utah college or university.

QUESTION: If you have children that attended or are now attending another college/university, where do/did they attend?

Table 31a. Alumni Living in Utah

BYU	16.4%	SUU	5.5%
BYU Idaho	3.8%	U of U	17.3%
CEU	1.2%	UVSC	6.4%
Dixie	3.4%	Weber	12.4%
SLCC	5.6%	Other college/university	24.4%
Snow	3.6%		

Table 31b. Alumni Not Living in Utah

BYU	12.4%	SUU	1.0%
BYU Idaho	4.8%	U of U	4.4%
CEU	0.0%	UVSC	1.2%
Dixie	0.4%	Weber	1.2%
SLCC	0.6%	Public University in Idaho	4.6%
Snow	0.5%	Other college/university	69.0%

IV. RESPONSES TO OPEN-ENDED QUESTIONS

Responses to objective questions are informative, but it is also important that alumni have an opportunity to provide feedback through comments. One section of the survey instrument included four open-ended questions:

1. As you look back on your USU experience, what was the most meaningful part of it for you (e.g., classes, a professor, extracurricular activities, etc.)?
2. In your opinion, what are the strengths of USU?
3. In your opinion, what are the weaknesses of USU?
4. What recommendations would you make to President Albrecht to improve USU?

With a total of 4,658 completed surveys returned, the number of responses provided by alumni to the open-ended questions was very large and represented a formidable challenge for analyzing the information. All answers to each question were individually analyzed and topics were identified that reflected respondents comments. In answering the questions, many respondents wrote lengthy comments. Numerous comments were narratives about what they were doing and how their careers had progressed. Care had to be taken in analyzing these comments because important information might be ignored without a careful reading. All pertinent items were categorized by topic. Most respondents had multiple comments about each question. In this section of the report, a table is included for each question, preceded by a short narrative describing any particular nuances found in the way alumni responded.

Question # 1. As you look back on your USU experience, what was the most meaningful part of it for you (e.g., classes, a professor, extracurricular activities, etc.)?

Forty-eight percent of the respondents rated “Faculty” as the most meaningful part of their experience at USU. Examples of comments are:

- “Great professors.”
- “Accessible professors”
- “Undergraduate: several of the professors I had in upper level classes, who were both friendly and inspirational.”
- “Personal contact with professors.”
- “Professors in my department were helpful in finding me a job after graduation.”
- “I enjoyed the different insights I received from my professors.”
- “Professor who took the time to talk to students one on one; prepared well for courses; took interest in student’s coursework.”
- “Professor had a profound influence on my academic and professional career.”
- “Involved professors, no teacher’s assistants teaching class.”
- “Friendly professor who had good values in life.”

The second most meaningful part of alumni’s USU experience was their “Classes” (26.7%).

- “I was given the opportunity to learn and apply those teachings. The large number of project oriented courses as a great help in preparing me for industry. At the company I work for, the USU graduated are known for their problem solving skills and initiative.”
- “The classes have proven valuable in my professional career.”
- “Classes – even in the larger sections, it felt like the professors had an interest in success of each student and were approachable and helpful.”
- “Well organized/outlined classes with high standards of performance.”
- “The classes were great because I was able to apply the things I learned in the work place.”
- “The classes were excellent at USU, and helped develop a desire to learn. I moved on to other schools and the academic boost I received at USU was key to my college experience.”
- “Classes were stimulating.”

Fourteen percent of the respondents said “Extracurricular Activities” were meaningful.

- “Definitely extracurricular activities! I enjoyed my associations with organizations in my college, and I’m very attached to ASUSU as a former officer.”

- “Utah State offered a total package for me. . . . My wife and I both attended at the same time and many of our social activities had to do with the school. We often attended panel discussions, lectures, plays, athletic activities, and other events.”
- “A good balance of educational and extracurricular activities.”
- “Extracurricular activities contributed to my character and personal development in ways I would not have known elsewhere.”
- “The extracurricular activities were actually well planned and a lot of fun, meaning sports activities and activities in the student building.”
- “The amount of activities to keep everyone involved and the attitude of all who worked there.”
- “I was heavily involved in extracurricular activities associated with the department.”
- “Connections made and experiences outside the classroom in extracurricular activities.”

The “Friends” made while attending USU was important to 11.8% of the respondents.

- “Making diverse friends in the classroom, in the dorm, and through all the clubs and activities I participated in.”
- “My connection with my sorority, those are the friends that I stay in touch with the most and we talk about our great experiences at USU.”
- “Late night conversations in the residence halls.”
- “The most meaningful part of my USU experience was the friendships I formed.”
- “I enjoyed the friendship of fellow students and faculty members.”
- I especially remember making some lasting friendships with classmates and my continued involvement with USU Extension.”
- “I made many good friends and built a strong network I am now able to use worldwide.”

Respondents who marked “Education” (11.4%) indicated it was an excellent, great, good, balanced education, etc. Typical comments included:

- “I felt like the education was first-rate. This was due entirely to the quality of the faculty I encountered there.”
- “Graduate education – great foundation for doctoral work elsewhere.”
- “Education was exceptional.”
- “Rigorous meaningful academic program.”
- “It was the all round education that I received, not just my major. Lots of the classes I took outside my major came in very useful to me.”
- “I enjoyed being a part of a University that had a great academic reputation.”
- “The quality of the education for the price was very high.”
- “USU is a high quality institution. I was impressed by the classes, faculty, and most of all the atmosphere. Even though the out of state tuition was extremely high, and I had to hold down two jobs to pay my way, it was well worth it. I received a high quality education.”
- “The quality education in the classes and the commitment of the staff members towards education.”

Table 32a presents the categorical results of meaningful experiences of alumni.

About the categories for question #1: Each of the university’s colleges was included in the list. When respondents mentioned particular courses or programs or faculty from a particular college, both the category of classes and the college were marked in order to give credit to the entity that was being given positive feedback. The category “Education” depicts respondent’s comments on the general strengths of their education overall without being specific; many did however give descriptions of that education i.e. great, balanced, and excellent, etc. Likewise, “Atmosphere” generally referred to the feeling of the university, i.e. small college feel, peaceful, good learning environment, etc. It also referred to the positive values held by people, programs, or the university as a whole. “Experience was Rewarding” was a category where respondents discussed how positive their overall experience at the university was; thus they were not specific as to which aspects of their experience they were referring to. “Location” refers to geographical location and the geography of our location i.e. mountains, outdoor recreation available, etc. Those respondents discussing “Work” as a strength were almost always talking about on-campus employment. The category of “People” was included to capture responses that dealt with interactions and relationship with persons that were not specifically identified. The category “USU” refers to responses that generally discussed their positive comments dealing with the university as a whole.

Table 32a - Question # 1: As you look back on your USU experience, what was the most meaningful part of it for you?

Category	Frequency	Percent	Valid Percent
Faculty	1586	34.0%	47.9%
Classes	883	19.0%	26.7%
Extracurricular Activities	463	9.9%	14.0%
Friends	392	8.4%	11.8%
Education	376	8.1%	11.4%
Atmosphere	304	6.5%	9.2%
Students	275	5.9%	8.3%
Experience was Rewarding	256	5.5%	7.7%
Athletics Program/Events	237	5.1%	7.2%
College of Humanities, Arts & Social Sciences	170	3.6%	5.1%
Career Preparation	164	3.5%	5.0%
Location	138	3.0%	4.2%
Campus	125	2.7%	3.8%
Programs & Services	122	2.6%	3.7%
College of Education	113	2.4%	3.4%
Social Experience	113	2.4%	3.4%
Learning	111	2.4%	3.4%
Greek System	104	2.2%	3.1%
Degree	101	2.2%	3.1%
Student Government	96	2.1%	2.9%
College of Business	91	2.0%	2.8%
People	90	1.9%	2.7%
Life's Lessons	86	1.8%	2.6%
Logan	85	1.8%	2.6%
College of Natural Resources	79	1.7%	2.4%
LDS Institute/Other Religion	79	1.7%	2.4%
Class Size	73	1.6%	2.2%
Work	72	1.5%	2.2%
College of Science	71	1.5%	2.1%
Extension	68	1.5%	2.1%
College of Engineering	66	1.4%	2.0%
Research	65	1.4%	2.0%
Advisors	57	1.2%	1.7%
Staff	54	1.2%	1.6%
Spouse	44	0.9%	1.3%
Diversity	37	0.8%	1.1%
Recreation	34	0.7%	1.0%
Size University	33	0.7%	1.0%
College of Agriculture	31	0.7%	0.9%
Instruction & Teaching	29	0.6%	0.9%
Facilities	28	0.6%	0.8%
Administration	22	0.5%	0.7%
Cost	21	0.5%	0.6%
USU	20	0.4%	0.6%
Financial Assistance	19	0.4%	0.6%
Family	9	0.2%	0.3%
No Response	1350	29.0%	

Question # 2. In your opinion, what are the strengths of USU?

“Academics” was ranked by 31.6% of the respondents as the most important strength of the university. Comments included:

- “In my professional opinion, it appears to me that the students seem more prepared to enter the workforce coming from USU as compared to other colleges and universities in the state.”
- “Strong reputation and academic growth.”
- “I feel USU is very strong for a state school and that the education provided is comparable with many more expensive schools.”
- “Good course work, good trade offs between theory and practical use.”
- “A tradition of academic and research excellence.”
- “At the time the support for students’ academic accomplishments and a can do approach to learning and growth of individuals.”
- “A culture of commitment to education and to students.”
- “Solid education provided to students.”
- “The encouraging yet gently stretching learning climate – The professors made a good attempt to gently being other views into classroom discussions (which due to the very homogenous Utah societal beliefs can lead to somewhat rocky discussions, but is important for the learning process.)”

“Atmosphere” of the university was mentioned by 28.2% of the respondents. Atmosphere included comments that dealt the friendliness, good values, peaceful, caring, etc.

Twenty eight percent of the respondents said that the “Campus” itself was a strength of the university, this included its beauty, how it is laid out, etc.

The strength of the “Faculty” was discussed by 25% of the respondents. They thought the faculty were helpful, friendly, knowledgeable, caring, and saw many of them as friends. Many respondents said if it were not for the caring relationship they had with the faculty they would not have made it through school.

“Location” of the university was mention by 21.7% of the respondents. As mentioned earlier, location referred to the geographic nature of the setting of Cache Valley, the fact that it is nestled among beautiful mountains, in a small, quaint place, etc.

Thirteen percent of the respondents mentioned the “Size of the university” as a strength. Many referred to having been here some time ago in relationship to this comment. They also mentioned the small town atmosphere of the university when mentioning the size of the university.

When “Diversity” was mentioned respondents usually identified themselves as a Utah resident from a small town. They appreciated the international students that were on campus.

See Table 32b for the categorical breakdown of this question.

Table 32b - Question #2: In your opinion, what are the strengths of USU?

Category	Frequency	Percent	Valid Percent
Academics	944	20.3%	31.6%
Atmosphere	843	18.1%	28.2%
Campus	843	18.1%	28.2%
Faculty	748	16.1%	25.0%
Location	649	13.9%	21.7%
University Size	380	8.2%	12.7%
Research	279	6.0%	9.3%
College of Engineering	204	4.4%	6.8%
Cost	197	4.2%	6.6%
Logan	178	3.8%	5.9%
College of Education	170	3.6%	5.7%
Students	152	3.3%	5.0%
Class Size	149	3.2%	4.9%
Athletics	135	2.9%	4.5%
Extracurricular Activities	127	2.7%	4.2%
College of Science	121	2.6%	4.0%
Extension	122	2.6%	4.0%
Reputation	119	2.6%	3.9%
Diversity	111	2.4%	3.7%
Facilities	105	2.3%	3.5%
College of Agriculture	103	2.2%	3.4%
College of Natural Resources	98	2.1%	3.2%
Staff	85	1.8%	2.8%
People	76	1.6%	2.5%
College of Humanities, Arts & Social Sciences	64	1.4%	2.1%
Services	55	1.2%	1.8%
LDS/Religion	51	1.1%	1.7%
College of Business	49	1.1%	1.6%
Administration/Leadership	35	0.8%	1.1%
Technology	24	0.5%	0.8%
Land Grant Mission	19	0.4%	0.6%
Student Government	18	0.4%	0.6%
Advisors	13	0.3%	0.4%
No Response	1676	36.0%	

Question # 3: In your opinion, what are the weaknesses of USU?

The respondents noted the “Attitudes” of people (14.4%) as the greatest weakness at USU. This referred to things such as: closed mindedness, too conservative, trying to much to be like BYU or U of U, extreme liberal attitudes of professors, becoming less personal, BYU wannabees that were not good enough to get into BYU, too rigid on some policies, provincial attitudes of many of the campus activities, closed cultural system, etc.

Some saw : “Academics” (12.6%) as a weakness. Examples of comments are:

- “Lacking a bit in academic quality/rigor”
- “Academic programs are sometimes tailored more toward meeting the state requirements for graduation instead of focusing on providing a meaningful education that will be a foundation for success in a chosen career path.”
- “Disorganized within departments, difficulty transferring to USU.”
- “Need to have more contact with real world applications.”
- “What I needed was an outlet to understand why I was learning, and how it would apply. Need more applied problem solving in addition to the canned answer problems from a textbook.”
- “Some of the classes were very easy.”
- Too little focus on academics and too much on athletics.”
- “Weakening undergraduate program in my field as I see faculty leaving and few replacements.”
- “Not perceived as a “Good Academic Institution”, especially in the east.”
- “Some programs are as not up to par as others. Probably a lot of competition for dollars with the U of U.”

“Athletics” was also seen as a major weakness for 12.4% of the respondents. The comments ranged from wanting the university to give athletics more money so that they could bring in more money, to wanting to totally eliminate the football program, stating that it was a waste to throw good money away on such a weak program. However, some respondents saw athletics as a source of revenue for the university. Comments on this item included statements such as the following:

- “The football team is embarrassing.”
- “Weak sports program”
- “Too much emphasis on sports”
- “Can’t break into the main stream/big time athletics etc. (do it right or don’t do it at all)”.
- “Football needs a stronger program; this makes a huge impact on the image of USU.”
- “Student athletes behaving badly.”
- “Money spent athletics vs. academics.”
- “Brand image could improve, but that is based upon either academics or athletics.”
- “USU Football.”
- “Too much emphasis on Division 1 athletics. Being a member of the WAC has been a good thing not – after 40 years of trying.”
- “The tension of the athletics side; does the school want to be competitive or just provide entrance into second tier athletics?”

“Lack of Recognition/Poor Marketing was mentioned by 12% of the respondents. Samples of comments are as follows:

- Within the state, USU is almost an afterthought, especially along the Wasatch Front. The school needs to do a bang-up job at marketing itself. . .USU’s current marketing plan and use of {Think USU} is confusing and downright bad. The statements mean nothing to me and leave a bad taste in my mouth.”
- “The U of U and BYU get so much press, the rest of the state forgets Utah State is there.”
- “Too many efforts to compete with larger schools like University of Utah and BYU. What makes USU unique is its smaller size and social atmosphere.”
- “Its lack of academic respect. I became extremely aware of the low regard for USU in the larger academic community when I applied to post-grad programs at other schools and noticed the deflation my GPA suffered under their entrance formulas.”
- “No well known or recognized in the greater business community (outside of intermountain area).”
- “Need to sell concept that the quality education is available to all who want to attend USU.”
- “The research that USU participates in is not visible to most people out of the state.”

- “USU need to continue building its reputation within Utah. When I attended there tended to be a stigma that you went to USU because you couldn’t get into BYU. I know that has changed, but USU could use more support especially from the Salt Lake Valley.”
- “Low visibility.”
- “Lack of national name recognition. We have lived in many parts of the U.S. and most people out of Utah have no knowledge of USU or its programs.”

See Table 32c for a categorical listing of all comment on this question.

Table 32c - Question #3: In your opinion, what are the weaknesses of USU?

Category	Frequency	Percent	Valid Percent
Attitudes	311	6.7%	14.4%
Academics	271	5.8%	12.6%
Athletics	267	5.7%	12.4%
Lack of Recognition/Poor Marketing	259	5.6%	12.0%
Isolated Location	165	3.5%	7.6%
Faculty Poor/ Not Current	147	3.2%	6.8%
Reputation is Poor	144	3.1%	6.7%
LDS Influence	134	2.9%	6.2%
Lack of Resources/ Poor Use of Resources	122	2.6%	5.7%
High Cost	114	2.4%	5.3%
No Diversity	106	2.3%	4.9%
Poor Services	95	2.0%	4.4%
Administration/Leadership	77	1.7%	3.6%
Weather	74	1.6%	3.4%
Advising is Poor	70	1.5%	3.2%
Poor Alumni Relations	70	1.5%	3.2%
Too Much Emphasis on Research	63	1.4%	2.9%
Poor Career Services	57	1.2%	2.6%
Facilities	56	1.2%	2.6%
University Size	52	1.1%	2.4%
Poor Programs	44	0.9%	2.0%
Faculty Turnover	32	0.7%	1.5%
Parking	32	0.7%	1.5%
Community/Attitude-Too Involved	31	0.7%	1.4%
Poor Recruiting of Students	31	0.7%	1.4%
Large Classes	28	0.6%	1.3%
Loss of Program Or College	28	0.6%	1.3%
Lack of Jobs	26	0.6%	1.2%
Extension Programs	25	0.5%	1.2%
Admissions Policies	24	0.5%	1.1%
Limited Activities	24	0.5%	1.1%
Only Ag School	22	0.5%	1.0%
TA's Teaching/Don't Speak English Well	15	0.3%	0.7%
Idaho Students	12	0.3%	0.6%
Technology Lagging	4	0.1%	0.2%
No Response	2500	53.7%	

Question # 4: What recommendations would you make to President Albrecht to improve USU?

Fifteen percent of the respondents said “Improve Academics programs”. Examples of comments follow:

- “Tighter focus on education without Liberal bent.”
- “Don’t try to make all courses and curricula gender neutral.”
- “Never short-change the quality of instruction and professor/student interaction at all academic levels, undergraduate and graduate. Don’t even sacrifice teaching for research.”
- “Improve availability/publicity of study groups/help with classes – in particular with the advanced math courses (above the calculus level). Often, if we didn’t understand concepts, we were left to our own devices-making it a very tough series of courses to get through on our own, with few resources to help.”
- “Improve the teaching in General Education with small classes and real teachers rather than graduate assistants.”
- “Smaller class size; raise student expectations, stay current in education/industry material.”
- “Hold graduation standards high. I see too many graduates with poor writing skills.”
- “More focus on academics, less on athletics.”
- “My experience at USU did not prepare me for what I was going to experience when I relocated to another state after graduation. Work in big business is not an individual effort, but rather a team effort. I would suggest that courses group students together into functional teams through the learning process to study, innovate, learn from each other, work on real life issues, and be judged/graded as a unit. Any company or campus is only as strong as it’s weakest link.”
- “Reward professors who are great teachers, even if they do not bring in substantial research grants.”

Respondents (14.4%) said that USU needed to “Improve marketing to improve its image”. Examples are:

- “Market the University within the region. Continue the long standing tradition of an excellent alternative to the bloated in-state alternatives.”
- “Market the strengths of USU. Do some PR with the communities as well as potential students.”
- “Increase public image of USU via marketing and advertising if necessary. Let people, especially young people, know that USU is an exciting, rewarding University they should WANT to attend. I also think athletics is the front porch of the University, so if your sports teams do well, people automatically assume you’re a good school. Upgrade the football facilities (stadium) and the team and it would help with public perception.”
- “Aggressive national PR/marketing campaign.”
- USU needs a solid identity. The university is average at a lot of things but I’m unaware of any program where USU is the “go-to” school. BYU has a strong law program; U of U has a strong medical program. What does USU have that is better than nearly all universities in the US?”
- “Continue to improve and expose those programs USU is so well-known for...NASA’s space program – engineering. USU needs a big commercial that will somehow be seen and heard by more than just the people in Logan and Utah.”
- “Identify a few areas in which to become a national leader and do everything to make USU known for that.”
- “Get USU recognized more for its research activities, events, and accomplishments through general media (news, newspapers, radio) throughout the U.S. and especially Utah. And get a radio station for sporting events that can be heard in Tooele (your largest USU extension program and home to a lot of Aggie alumni).”

Twelve percent of the respondent felt that USU should just keep on doing what we are doing. See Table 32d for the categorical ranking for this question.

Question # 32d: What recommendation would you make to President Albrecht to improve USU?

Category	Frequency	Percent	Valid Percent
Improve Academic Programs	280	6.0%	15.2%
Improve Marketing to Improve USU's Image	265	5.7%	14.4%
Keep Doing What You Are Doing	224	4.8%	12.1%
Improve Alumni Relations	157	3.4%	8.5%
Improve Attitudes	149	3.2%	8.1%
Improve Faculty	145	3.1%	7.9%
Improve Athletics	119	2.6%	6.4%
Improve Programs/Services	94	2.0%	5.1%
More Diversity	87	1.9%	4.7%
Better Funding	86	1.8%	4.7%
Improve Extension	81	1.7%	4.4%
Decrease Out of State Tuition	66	1.4%	3.6%
Improve Recruiting of Students	66	1.4%	3.6%
Improve Scholarships	56	1.2%	3.0%
Balance Teaching and Research	55	1.2%	3.0%
Improve Research	55	1.2%	3.0%
Lower Tuition/Keep Tuition Affordable	54	1.2%	2.9%
Higher Admission Standards	51	1.1%	2.8%
Encourage Excellence	46	1.0%	2.5%
Improve Career Services	41	0.9%	2.2%
Improve Administration Leadership	35	0.8%	1.9%
Improve Technology	32	0.7%	1.7%
Keep Small College Atmosphere	29	0.6%	1.6%
Improve Academic Advising	28	0.6%	1.5%
Improve Facilities	28	0.6%	1.5%
Don't Let LDS Influence Dictate	26	0.6%	1.4%
Improve Alumni Activities	25	0.5%	1.4%
Smaller Classes	23	0.5%	1.2%
Improve Community Ties	21	0.5%	1.1%
Improve Staff	18	0.4%	1.0%
Raise Salaries	18	0.4%	1.0%
Be Conservative	17	0.4%	0.9%
Improve Faculty- Research Turnover	15	0.3%	0.8%
Improve/Less TA's	13	0.3%	0.7%
More Online Services	13	0.3%	0.7%
Improve Parking	11	0.2%	0.6%
Change Residency Policy	9	0.2%	0.5%
Lower Cost of Athletic Events	9	0.2%	0.5%
Hire USU Graduates	5	0.1%	0.3%
Need Presidential Longevity	5	0.1%	0.3%
Improve Service Learning Activities	2	0.0%	0.1%
No Response	2813	60.4%	

APPENDIX A

SURVEY INSTRUMENT

Utah State UNIVERSITY

Alumni Survey 2006

Thank you for participating in this survey. To answer the questions, please click on the circle/box or type in the spaces provided.

How would you rate the current academic quality of:

	Excellent	Very Good	Good	Poor	Very Poor	Don't Know
Your major department at USU	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
USU overall	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
USU in the eyes of others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

In your opinion, is USU's academic reputation:

- Improving
 Staying the Same
 Declining
 Don't Know

When you think of USU, how closely do you identify with:

	Very Closely	Moderately	Very Little	Not at All
Your graduating class	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A college within the University	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
An academic department	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Certain faculty or staff members	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Your former classmates	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Social organizations or clubs at USU	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
USU athletics	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
USU overall	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

As you reflect back on your time at USU, to what extent do you agree or disagree with each of the following statements?

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Not Applicable
There was at least one faculty member who I considered a friend.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overall, USU prepared me well for my employment.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
USU prepared me well for additional formal education.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If I had to make the decision again, I would still come to USU.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would recommend USU to a relative or friend who wants to attend college.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

As an alumnus of USU, to what extent do you agree or disagree with each of the following statements?

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Not Applicable
--	----------------	-------	---------	----------	-------------------	----------------

- | | | | | | | |
|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| USU should raise its admission standards for new students. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I have an allegiance to at least one other university that is stronger than my allegiance to USU. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| USU places too much emphasis on intercollegiate athletics. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| USU would be my first choice of college or university for my pre-college age children. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I receive too many contacts from USU asking for money. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| USU Extension activities provide valuable assistance to Utah residents. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| USU places too much emphasis on research by faculty members. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| The balance between conservative and liberal views at USU is consistent with my values. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I intend to donate to the university in the future. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

I would be willing to donate to USU if the money was used for: (Mark all that apply)

- | | |
|--|---|
| <input type="checkbox"/> Choose not to donate | <input type="checkbox"/> University buildings or other facilities |
| <input type="checkbox"/> Student scholarships | <input type="checkbox"/> No preference - USU can decide |
| <input type="checkbox"/> Athletics | <input type="checkbox"/> Other, specify <input type="text"/> |
| <input type="checkbox"/> Faculty endowed chair | |

I don't donate more to USU because: (Mark all that apply)

- | | |
|--|--|
| <input type="checkbox"/> Can't afford it | <input type="checkbox"/> Contribute to another university |
| <input type="checkbox"/> Money isn't well-used | <input type="checkbox"/> Contribute to other organizations |
| <input type="checkbox"/> Not interested | <input type="checkbox"/> Other, specify <input type="text"/> |
| <input type="checkbox"/> The donation process is too complicated | |

Since your graduation, when was the last time you were back on the USU Logan campus?

- | | | | |
|--|-------------------------------------|--|-----------------------------|
| <input type="radio"/> 5 months ago or less | <input type="radio"/> 1-2 years ago | <input type="radio"/> 5-9 years ago | <input type="radio"/> never |
| <input type="radio"/> 6-11 months ago | <input type="radio"/> 3-4 years ago | <input type="radio"/> 10 or more years ago | |

Since your graduation, in which of the following ways have you been involved with USU in the past 5 years? (Mark all that apply)

- | | |
|--|--|
| <input type="checkbox"/> None | <input type="checkbox"/> Took course(s) |
| <input type="checkbox"/> Homecoming activities | <input type="checkbox"/> Used USU Library |
| <input type="checkbox"/> Big West/WAC Basketball Tournament | <input type="checkbox"/> Emails/letters/phone calls to USU |
| <input type="checkbox"/> Basketball game (home) | <input type="checkbox"/> Made financial donations to USU |
| <input type="checkbox"/> Football game (home) | <input type="checkbox"/> Visited campus, just touring |
| <input type="checkbox"/> Basketball game (away) | <input type="checkbox"/> USU plays or musical programs |
| <input type="checkbox"/> Football game (away) | <input type="checkbox"/> Career mentored students |
| <input type="checkbox"/> Other athletic events (including club sports) | <input type="checkbox"/> Other, specify <input type="text"/> |

ALUMNI ASSOCIATION ACTIVITIES AND SERVICES

How do you stay informed regarding university activities and information? (Mark all that apply)

- | | | | |
|---|--------------------------------|-----------------------------------|--|
| <input type="checkbox"/> I have not stayed informed | <input type="checkbox"/> Phone | <input type="checkbox"/> Mailings | <input type="checkbox"/> Electronic newsletters from USU |
|---|--------------------------------|-----------------------------------|--|

- USU websites USU Magazines Friends Campus visits
 Newspaper Other, specify

What would be your preferred way of receiving information about USU/Alumni events?

- Don't want information Phone Mailings Electronic newsletters from USU
 USU websites USU Magazine Other, specify

How would you rate the number of contacts you receive from the Alumni Association?

- The right amount Not enough Too many

When was the last time you attended an Alumni sponsored activity or event?

- 5 months ago or less 1-2 years ago 5-9 years ago never
 6-11 months ago 3-4 years ago 10 or more years ago

How satisfied are you with the following Alumni services and programs?

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Haven't Participated
Founder's Day activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Aggie Family Day	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Alumni Travel Program	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Chapter social/event	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Chapter golf tournament	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Alumni Directory	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
USU Credit Card Rewards Program	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Alumni Referral Program (recruited students)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Monthly Aggie Insights (electronic newsletter)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quarterly Utah State Magazine	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Career networking - online access/services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sustaining member benefits & services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

What types of alumni events would you like to attend or participate in? (Mark all that apply)

- None Founder's Day activities Chapter Luncheons, banquets, BBQ's
 Reunions Aggie Family Day Lifelong learning programs (e.g., faculty speaker)
 Tailgate parties Alumni Speaker Series Chapter fundraisers/student scholarship drives
 Athletic events Alumni Travel Program Other, specify
 Golf tournaments Music/theater

What keeps you from participating in more Alumni activities? (Mark all that apply)

- Lack of time Don't know anyone there Family or job commitments
 Just don't want to attend Cost of events Concerns about being asked for money
 Lack of interest in the event Poor quality of events Other, specify
 Geographic distance Unaware of alumni activities

What is your current Alumni Association Member status?

- Lifetime sustaining member
- Annual sustaining member
- Former annual sustaining member
- Non-paying member
- Don't know

TELL US MORE

Your personal feedback is important to us. Please give us your comments on the following questions.

As you look back on your USU experience, what was the most meaningful part of it for you (e.g., classes, a professor, extracurricular activities, etc)?

In your opinion, what are the strengths of USU?

In your opinion, what are the weaknesses of USU?

What recommendations would you make to President Albrecht to improve USU?

ABOUT YOU

Gender: Male Female

Age: 20-24 25-29 30-39 40-49 50-59 60 or older

Martial Status: Single Married Divorced Widowed Separated

In what state do you live? **Or if not in U.S., what country?**

How long did you attend Utah State University?

- Less than 1 year
- 1 year
- 2 years
- 3 years
- 4 years
- 5 years
- 6 or more years

Year of degree and/or last attendance at Utah State University? (Year only)

What is the highest degree you received from Utah State University?

- No degree
- Certificate
- Associate
- Bachelors
- Masters
- Doctorate
- Other

From what college did you receive your highest degree?

- Agriculture
- Business
- Education & Human Services
- Engineering
- Family Life
- Humanities, Arts & Social Sciences
- Natural Resources
- Science
- Other, specify

Why did you choose to attend USU? (Mark all that apply)

- Cost
- Admission standards
- Size of USU
- Social atmosphere
- Location
- Advice of parents or relative
- Advice of high school teacher/counselor
- Availability of scholarships/financial aid
- Type of programs available
- Academic reputation
- To be with friends
- To be on my own
- Other, specify

Since completing your program at USU, have you undertaken further formal study? Yes No

If yes, what school(s) did you attend?

If yes, what is the highest degree you earned?

- No degree
- Certificate
- Associate
- Bachelors
- Masters
- Doctorate
- Other

How many children do you have that attended or are now attending USU?

- 0
- 1
- 2
- 3
- 4 or more

How many children do you have that attended or are now attending another college/university?

- 0
- 1
- 2
- 3
- 4 or more

If you have children that attended or are now attending another college/university, what school(s) do/did they attend?

If so, why did they choose to attend another college/university instead of USU?

Thank you for taking the time to complete this survey. Your feedback will help USU improve educational opportunities for current and future students and provide better alumni services and activities.

Submit