



In May of 2008, Nazareth launched a comprehensive survey to learn more about the College's alumni community and how to strengthen communication with graduates. Our sincere thanks go to all who participated; we know your time is important, and we appreciate your thoughtful feedback. Read on to learn more about what you told us, and what we're doing to better serve the Nazareth alumni community.

alumni



METHODOLOGY

Nazareth and Crux Research collaborated to develop the survey, which queried alumni on topics such as:

What is important to alumni about Nazareth College?

How do alumni view their Nazareth experience?

How do alumni want to be engaged by the College?

Nearly 3,200 alumni responded to the survey, either online or on paper. Of this total:

- o 17% graduated in the last five years
- o 39% graduated between six to 20 years ago
- o 44% graduated more than 20 years ago

RESULTS

Results show that 91% of respondents across all demographics say that they would choose Nazareth College all over again. Additionally, 89% are proud to be Nazareth graduates and would recommend the College to prospective students.

Alumni clearly told us that they want to be better connected with both Nazareth and one another. They feel they are already provided with sufficient opportunities for involvement with the College, but also offer ideas on how Nazareth might encourage even more involvement. Suggestions ranged from, "Provide more opportunities for alumni outside of the Rochester area," to "Better communicate information about alumni events," to "(create) a professional mentoring program to assist ... with career issues and opportunities."

For most alumni a key to feeling more connected to the College is strong communication channels. Currently alumni stay informed by reading College publications such as *Connections* magazine (72%), reading e-mail updates (43%), and visiting the Nazareth website (37%).

RESPONSE

In the few months since the survey results were compiled, Nazareth has already used the data to enhance communications and plan for the future. For example, for those 61% of alumni who indicated they would be interested in being part of regional chapter committees, six Nazareth alumni chapters have already been formed and more are planned for the near future.

The College is also planning a new, expanded alumni website called the





WHAT ALUMNI HAD TO SAY

“I truly enjoy and look forward to reading *Connections* – it keeps me connected to Nazareth. It is beautifully designed and (the editor) does a really wonderful job.”

“(The Nazareth College website) is an excellent source of information and helps keep me up-to-date on what is happening at the College.”

“I would love to be more involved with Nazareth events, on- and off-campus ... that would give me a voice regarding the future of the College. Nazareth is a great place, and I would like to be a part of it as much as possible!”

Survey

Naz Network. Through this site alumni will gain access to requested features such as:

- A career networking and mentoring section
- News and events listings
- A secure alumni directory
- Features highlighting alumni and current faculty, staff and students who are making a difference in their communities
- Photo galleries of alumni and campus happenings
- Class Notes Online (as well as still printed in *Connections*)
- Personalized individual alumni pages with updates and news

- Information on opportunities for alumni involvement, including news from alumni chapters

Look for more information about the Naz Network in 2009.

Thank you again for all of your input. We will be sure to communicate our progress as we continue to use survey data and identify new ways to better serve the alumni community.

DATA OF INTEREST

- 84% percent of alumni shared that their Nazareth experience has had a very positive influence on their lives.
- 65% of alumni feel a moderate to strong connection with Nazareth.

- 52% of alumni want to receive updates from the College a few times a year.
- 99% of alumni who have graduated in the past 20 years are online.
- 95% of alumni showed high satisfaction with *Connections* alumni magazine.

Older alumni view *Connections* magazine as a crucial source of information about Nazareth, and want to be in better touch with classmates.

Younger alumni want to communicate more via electronic means such as the Nazareth website and e-mail, and are interested in professional networking.

