

## Key Findings – Fall 2017 Alumni Survey

**Background:** This is the second year in a row that a subset of Clark College alumni have been surveyed.

The 2017 alumni survey was mailed on October 1, 2017. 6,300 alumni in the Pacific and Mountain Time zones aged 39 and younger, were sent surveys by mail and email. The survey was also posted online. A total of 118 alumni responded, at a rate of 1.87%.

The 2016 alumni survey was mailed on September 30, 2016. 9,500 alumni in the Pacific and Mountain Time zones aged 40+, were sent surveys by mail and email. The survey was also posted online. A total of 188 alumni responded, at a rate of 2.09%.

**Responses to questions varied. The most common results are compiled below.**

1. How would you like to see alumni updates provided:
  - a. 56% - electronic updates
  
2. Which of the following alumni events would you be interested in attending?
  - a. 28% - family-friend events
  - b. 24% - events geared towards helping students
  - c. 24% - networking events with alumni in their field
  
3. Please invite me to the following Clark College events:
  - a. 28% - Savoring Excellence
  
4. Which of the following volunteer opportunities would you be interested in participating?
  - a. 21% - Allowing a student to shadow them on the job
  - b. 19% - Serve as an alumni mentor
  
5. Please contact me about:
  - a. 42% - Opportunities to help current students
  
6. What year did you last attend Clark College?
  - a. Mean – 2012
  - b. Median – 2014

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c. Mode – 2016

7. If you are currently employed, please provide your employer and title:
  - a. Top Employers: Clark College, Kaiser, Legacy, Vancouver Public Schools, Evergreen Schools.
    - i. Several unemployed individuals identified themselves. (5%)
  - b. Frequently recurring titles: Nurse, Teacher, Sales, Supervisor, Bookkeeper.
8. Do you recall seeing advertisements about Clark College Foundation in the Columbian newspaper or on the Columbian's website within the last year?
  - a. 72% - No
  - b. 28% - Yes
9. If yes, what did the ads say/look like?
  - a. Common responses include:
    - i. "Asking for donations of time and or money!"
    - ii. "I saw a graphic of the penguin mascot with text below it."
    - iii. "I do not remember."
    - iv. "They were warm and inviting to join/look into Clark College."
    - v. "It had a beautiful blue logo that provided info on Clark college foundation."
10. Is your contact information up to date?
  - a. Less than 1% of respondents had updates to their information.
  - b. The most common update was a name change due to marriage, divorce, etc. (87%)
11. Additional thoughts or comments:
  - a. "Great Staff. Great programs and promising future for next generations. Thank you!"
  - b. "I loved Clark College."
  - c. "While I support having a great local college that is affordable, I prefer to not be contacted for alumni-related items."
  - d. "I loved being a part of Clark College. I had the best experience there!"
  - e. "Contact me, I love this humble school."

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### 12. Geographic responses:

- a. 99% of respondents lived in the greater Vancouver, WA community
- b. Less than 1% of respondents lived elsewhere (Oregon, California)

### Analysis

- Fewer people responded overall to the 2017 survey than the 2016 survey. (118 vs. 188)
- The age profile of the 2017 survey may have had an influence on the lower response rate.
  - Many of the 2016 respondents were retired, with free time.
  - Many of the 2017 respondents were unemployed, searching for a job or back in school.
- Responses to question #4 regarding volunteerism were much lower for the 2017 survey (50%) than for the 2016 survey (95%).
- The under 39 age group overall seems less willing to get involved, volunteer or be contacted by Clark College when compared to the 40+ age group.
- The high response rate of question #2 indicates that the 39 and under age group wants to be invited to Clark College and foundation events. (100%)