

# Thoughts and opinions of the Penguin Nation Spring 2019 Alumni Survey results



## Subjects

12,973 Clark College alumni were sent the 2019 Alumni Survey via email to survey their insights, opinions and attitudes regarding subjects pertaining to Clark College graduates. A little more than 2% of those surveyed responded.

## Background

Alumni at Clark are individuals who have completed one class or more. The surveyed group contains those who earned an associate degree, bachelor's degree, certificate or GED. They are also Running Start students, online and non-credit mature learners. This is common methodology among community colleges.

## Method

To learn the opinions, experiences and interests of Clark's alumni and help the alumni relations department better serve graduates, a 15-question survey was emailed to alumni. Additionally, the survey was posted on Clark College Foundation's website in its alumni section, and shared on social media channels. No mailed or printed surveys were distributed. If the respondent completed the survey, they were entered into a drawing to win a \$100 Visa gift card.

## Key findings

- In order to provide more relevant programming, we asked about event preferences to determine what would attract alumni to attend.
  - 37% of alumni said they would be extremely or very interested in attending arts, theater and music events on campus.
  - 32% said they would be very interested in professional development opportunities.
  - 36% indicated they were not at all interested in attending alumni reunions.
  - Alumni indicated additional preferences about events, including:
    - “Keep social functions local. (i.e.) not Portland.”
    - “More opportunities to interact with current students.”
- 38% of alumni indicated they would be very interested in serving as a mentor to current students. This percentage is unchanged from the 2017 survey in which the question was first asked.
- Regarding the benefits associated with the Penguin Nation Passport initiative, alumni were clear: 60% want more local business discounts, specifically, businesses owned and operated by Clark College alumni.
- 73% of alumni said they want their news and information about Clark through email. This is an increase from the 2016 and 2017 surveys, where less than 50% wanted email updates.

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- The top employers of alumni surveyed were Clark College, Peace Health and various local school districts, such as Evergreen and Vancouver. The most common titles were registered nurse, engineer, teacher and director.
- Alumni noted a range of results from their Clark experience captured in this survey. Alumni left many thoughtful comments and notes of appreciation for Clark, in addition to suggestions for changes.
  - “Clark College continues to expand all efforts for students to excel. Thank you for being a ‘Forward Thinking’ college.”
  - “I appreciate all the efforts the alumni program makes to keep me informed of activities and fundraising.”
  - “It seems to me that if the foundation were more centrally located on campus—like in the penguin union building which is a student hub—students would be more aware of offerings and opportunities throughout their college experience and more interested to participate after graduating.”
  - “Clark allowed me to continue to get my degree and move on to a great career in teaching, coaching, and administration. Thanks!”
  - “Please keep in touch with alumni because we love Clark College. Go Penguin Nation!”

### Other areas of interest:

- The spring 2019 alumni saw more respondents than the 2017 survey—a 48% increase.
- The past surveys from 2016 and 2017 indicated that 99% of respondents lived in the greater Vancouver/Portland metro area. The spring 2019 survey indicated that 72% of respondents live locally.

**Thank you to all participants**—your feedback is important. Stay posted for further opportunities to shape alumni relations at Clark College.