

WHAT WE LEARNED FROM THE 2017 ALUMNI SURVEY

Graduates of the University of Miami were surveyed from January 10 - February 9, 2017. A total of 19,276 alumni were chosen at random. Among the key findings:

- UM alumni overall have quite favorable feelings about their student experience and the University today.
- Alumni who were satisfied with their student experience responded more favorably in almost every measure in the survey, and those who feel they are still part of the UM community are more likely to express interest in every way tested to stay involved (staying informed, attending social evening, joining career and professional networking, etc.).
- The top preferences for engagement are: staying informed about campus news and UM; professional and career networking; faculty talks or other educational, intellectual or cultural events; and attending game watch parties.
- Alumni are interested in more regional engagement opportunities that are relevant to their lives today.
- More than half are interested in volunteering in meaningful ways for the University, including serving on boards, councils and advisory committees.

Implementation and Next Steps

To ensure the success of the strategic plan, the Office of Alumni Relations will institute the following action plan and next steps:

1. Utilize a high-level dashboard linked to performance goal statements to measure success through the specific focus area tactics.
2. Continue to engage with campus partners involved in the strategic plan task forces to maintain traction and decision-making.
3. Encourage advocacy for the strategic plan and its necessary resources with key campus partners, administrators, and stakeholders.
4. Develop a communications plan.
5. Commit to surveying alumni regularly to measure progress and update priorities and activities most relevant to alumni.
6. Maintain and expand data-driving decision making.