2013 CSUB Alumni Survey

Summary Results
Overall, CSUB alumni have a high regard for their alma mater.

The majority of alumni have an emotional connection to CSUB.

A sizeable number of alumni do not feel connected to the university after graduation.
MAJOR FINDINGS AND CONCLUSIONS

- Many alumni report that CSUB and the Alumni Association do a poor job communicating with alumni and the public.

- The data suggest that some alumni lack a clear understanding of the role and mission of the CSUB Alumni Association.
MAJOR FINDINGS AND CONCLUSIONS

- The data clearly indicates that the Alumni Association, with support from the university, needs to expand its alumni outreach and programming at a critical time as it relates to membership and volunteer efforts.

- The data reveal significant opportunities as it relates to fundraising and alumni.
Quality of Education While at CSUB

(entire sample)

- Poor: 1%
- Below average: 2%
- Average: 42%
- Above average: 25%
- Excellent: 20%
Currently, is CSUB headed in the:

(whole sample)

- Wrong Direction: 8%
- Little of Both: 27%
- Right Direction: 65%
"Once a Runner always a Runner"
I would never consider making a financial contribution to CSUB.
If I were asked to volunteer my time to CSUB, I would.
Since graduation, I have been back to campus for events/activities.
Regarding CSUB Alumni activities, would you say that you have access to:

- 16% No information
- 42% Very little information
- 36% An adequate amount of information
- 6% A great deal of information
Generally speaking, has CSUB done a good job of keeping in touch with graduates like yourself?
The only time I am contacted by CSUB is to ask for money.
Since graduating from CSUB, have you ever made a financial contribution to any CSUB program(s)?
If you were to consider making a financial contribution to CSUB in the future, would you be likely to contribute:

- Less than $100: 42%
- $100-$199: 26%
- $200-$499: 7%
- $500-$999: 4%
- More than $1,000: 3%
- No annual contribution: 18%
Please identify the top three information sources that you rely on to keep informed about things happening at CSUB

- Direct mailings: 31%
- Social media: 23%
- CSUB Magazine: 19%
- Official CSUB website: 8%
- Neighbors/friends: 4%
- Family members: 3%
- Newspaper: 6%
- Television: 5%
- Radio: 2%
Are you currently or have you ever been a member of the CSUB Alumni Association?

- Never a Member: 62%
- Former Member: 12%
- Current Member: 26%
Which of the following reasons best describes why you have never been a member of the CSUB Alumni Association:

- No interest: 35%
- Too expensive: 11%
- Never asked to join: 33%
- Other (please specify): 21%
What are your expectations from the CSUB Alumni Association?

- **Professional/Networking Events**: 28%
- **Social Events**: 19%
- **Athletic Events**: 9%
- **Faculty and Student Events**: 12%
- **I do not know**: 25%
- **Others (please specify)**: 6%
Which of the following categories best described your current age?