

Colorado College Alumni Survey – Final Instrument

Prepared for Colorado College

In the following pages, Hanover Research presents a draft survey instrument intended to measure Colorado College alumni attitudes and giving behaviors.

Survey Instrument Draft

Email Invitation Text

Dear [Informal Salutation],

I am pleased and excited to be Colorado College's thirteenth president. During the next few months, I plan to find ways to engage and listen to our entire community. I want to understand Colorado College's strengths, areas for improvement, and opportunities.

As an economist, I find data essential to making decisions. Today, I ask you to provide some of the data I will need and rely on to lead this remarkable institution. The linked survey asks you questions about your experiences during your time at CC, and in the years since.

We have engaged Hanover Research to help manage this survey and to aggregate the data. When you click on the link, you will be taken directly to the survey instructions and can begin the 15-20 minute survey.

Every opinion matters to me, so I hope that you will participate in the survey. I look forward to meeting you at Homecoming or during my ten-city fall tour.

Sincerely,

Jill Tiefenthaler
President

Survey Introduction

This survey, sent to the alumni of Colorado College (CC), is designed to help us understand the attitudes of alumni toward the College, the extent to which a Colorado College education adds value, and alumni interest and involvement in alumni activities.

Any published reports based on this research will use only group data and will not identify you or any individual as being affiliated with this project.

The survey should take approximately 15-20 minutes to complete. You can leave the survey and return to it at any time without losing any of your responses by selecting the “Save and Continue Survey Later” function at the top of the page. After you click “Submit” at the end of the survey your responses will be collected by Colorado College.

Your responses will be valuable to the College in understanding alumni attitudes. In gratitude for participation, at the end of the survey you’ll be asked if you would like to enter a drawing for an iPod2.

Thank you for your input!

Your Student Experience

- 1) How would you rate the quality of the academic experience you had at Colorado College?
- Outstanding
 - Above average
 - Average
 - Below average
- 2) How would you rate the quality of the overall experience you had at Colorado College?
- Outstanding
 - Above average
 - Average
 - Below average
- 3) As a student, how would you describe what your attitude was toward Colorado College?
- Very positive
 - Positive
 - Neutral
 - Negative
 - Very negative
 - Don't remember
- 4) What specific experiences from your time at Colorado College resulted in your most positive memories? (check all that apply)
- A professor
 - A staff member
 - Classmates
 - Overseas experience
 - An intercollegiate sport/coach
 - A club or organization
 - Major field or department
 - A certain block/class
 - Block breaks
 - Community service activity/experience
 - Outdoor recreation, skiing, etc.
 - Residence hall
 - Roommate
 - Strong sense of community at Colorado College

- Off-campus field experience
- Met spouse
- Nature and the beauty of Colorado
- Other: (please specify)

5) As a student, did you participate in “town hall meetings” or events with upper-level administration to discuss residential life and housing, admissions, the college budget, financial aid, or other issues?

- Yes, always
- Yes, occasionally
- Never

6) As a student, did you: (check all that apply)

- Meet one-on-one with the president of the College
- Meet one-on-one with other College leadership (i.e., deans, heads of divisions)
- Visit the president’s home
- Visit the home of a faculty member

7) As a student, did you attend or work at alumni events such as Homecoming?

- Several times
- Once or twice
- Never

8) As a student, did you visit the career center?

- Several times
- Once or twice
- Never

9) Reflecting on your academic experience at Colorado College, please rate the following statements based on your level of agreement, according to the provided scale:

	Strongly Agree	Agree	Disagree	Strongly Disagree	No opinion or Not applicable
<i>A liberal arts education is the best preparation for a career</i>	<input type="checkbox"/>				
<i>CC offered particularly good preparation for graduate school</i>	<input type="checkbox"/>				
<i>I would choose CC and the Block Plan if entering college today</i>	<input type="checkbox"/>				
<i>CC allowed me to develop skills and habits I use in my personal and professional life today</i>	<input type="checkbox"/>				
<i>The combination of theory and hands-on learning and small class size was a strength of CC</i>	<input type="checkbox"/>				
<i>CC offered a unique intellectual adventure</i>	<input type="checkbox"/>				
<i>Innovation was a major strength of CC</i>	<input type="checkbox"/>				
<i>It was easy to customize my education to meet my special interests</i>	<input type="checkbox"/>				
<i>CC's liberal arts emphasis ensured that I learned about a lot of subjects and fields</i>	<input type="checkbox"/>				
<i>CC's academic advising met my needs</i>	<input type="checkbox"/>				
<i>CC's career counseling services met my needs</i>	<input type="checkbox"/>				
<i>CC has contributed greatly to my personal happiness</i>	<input type="checkbox"/>				
<i>CC has contributed greatly to success in my career</i>	<input type="checkbox"/>				

Your Alumni Experience

10) Since graduating from Colorado College, what have you come to value most about your CC experience? Check all that apply.

- Quality of education/faculty
- Interaction with faculty member(s) outside of class
- Liberal arts curriculum
- Major or program
- Student-centered nature
- Block Program

- Time off between blocks
- Academic advising services
- Career advising services
- Personal growth
- Individualized study
- Leadership experience
- Field experience, internships
- Outdoor recreation
- Community service options
- Study abroad
- Social life
- Preparation for career or graduate school
- Friendships and relationships made
- Diversity of student body
- Sense of community
- One-on-one interaction with College leadership
- Size
- History, traditions
- Athletics, sports
- Other: (please specify)

11) How would you describe your current attitude toward Colorado College?

- Very positive
- Positive
- Neutral
- Negative
- Very negative

12) Please rate your involvement as a Colorado College alumna/alumnus:

- Very involved
- Somewhat involved
- Not involved

13) How often have you attended your class reunion?

- As often as I can
- Occasionally
- Never

14) Other than class reunions, how often do you return to campus?

- _____ More than once a year
- _____ Once a year
- _____ Less than once a year
- _____ Never

15) Currently, how connected to the College do you feel?

- _____ I feel a strong connection
- _____ I feel a moderate connection
- _____ I feel a weak connection
- _____ I feel no connection

16) How effective do you believe each of the following actions to be in establishing a connection between a college and its graduates:

	Extremely Effective	Very Effective	Somewhat Effective	Not Effective	Don't Know or No Opinion
<i>Bringing graduates together through class reunions on campus during Homecoming</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Hosting an outdoor recreational opportunity</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Involving graduates in student recruitment</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Offering graduates the opportunity to help CC gain visibility in their home region</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Participating in a system for students and alumni to network for jobs</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Offering educational travel opportunities to alumni</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Hosting or attending short seminars, or mini-blocks, with faculty</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Organizing or attending a local alumni community service project</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Hosting or attending local area alumni social events</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Hosting or attending cultural and arts events</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Hosting or attending events in conjunction with athletic competitions</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Helping me stay connected to the daily life and happenings at CC through Facebook and other social media</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

<i>Other (please describe):</i>	
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17) Please complete the following sentence with a description of the relationship you would like to have with CC now:

My ideal relationship with CC is..... [text box large]

18) Would you recommend Colorado College to a high school or transfer student you know?

- Yes, definitely
- Yes, probably
- No, probably not
- No, definitely not
- Unsure

19) Would you be interested in participating in additional alumni activities?

- Yes, definitely
- Yes, maybe
- Unsure (*if selected, skip to question 21*)
- No (*if selected, skip to question 21*)

20) If yes, in which of the following would you participate? Check all that apply.

- More frequent class reunions
- "Affinity reunions" (reunions with clubs, teams, or organizations)
- Summer alumni weekends with family-friendly activities
- One-week "mini Blocks" with favorite professors on a campus site
- Online "mini Blocks"
- College-supported recreational activities or short trips
- Educational trips
- Local alumni events
- Alumni networking events
- Alumni community service
- Facilitated dialogue with faculty, alumni and current students via social media
- Other (please specify):

21) If no (or unsure), why would you not want to participate in alumni activities? Check all that apply.

- Current events are too far from my residence
- No time
- No longer feel connected to CC

_____ Negative experience at previous alumni event (please describe):

_____ Other (please specify):

22) How would you rate the number of communications you receive from the College?

_____ Far too many

_____ Too many

_____ About right

_____ Too few

_____ Far too few

23) How would you rate the overall quality of the alumni magazine, the Colorado College *Bulletin*?

_____ Excellent

_____ Very good

_____ Good

_____ Fair

_____ Poor

_____ Very poor

_____ Not applicable - don't read the Bulletin (*if selected, skip to question 26*)

24) What additional information would you like to see in Colorado College publications? Check all that apply.

_____ Stories/articles by and about faculty

_____ Stories/articles by and about alumni

_____ Stories/articles by and about students

_____ Articles with intellectual/academic content

_____ Plans for the College's future

_____ Information and updates about specific majors/academic departments, campus organizations, or athletic teams

_____ College history and traditions

_____ Other (please specify):

25) Would increased information on successful alumni and students create a stronger sense of identity among Colorado College alumni?

_____ Yes, definitely

_____ Yes, maybe

_____ No

_____ Don't know

- 26) Do you read the electronic newsletter, CyberTiger?
 Yes
 No
- 27) How often do you visit the College's website?
 More than once a day
 Almost every day
 About once a week
 Once a month
 Five or fewer times a year
 Never
- 28) Which of the following pages do you visit? Check all that apply.
 Home page
 Calendar of Events
 Alumni/Parent Relations
 Academic departments
 OurCC (the alumni and parent online community)
 Career Center
 Admissions
 Athletics
 CC publications online (*Bulletin*, news releases)
 Other
- 29) Which social media networks do you use most often? Check all that apply.
 LinkedIn
 Facebook
 Twitter
 Other
 I don't use social media (*if selected, skip to Philanthropy section*)
- 30) Do you participate in online discussions on the following networks?
 LinkedIn
 Facebook
 OurCC
 Other: (please name)

Philanthropy

The purpose of these questions is to understand the relationship that our alumni have with the nature of philanthropy in general; with their perspectives on which kinds of organizations are most important; and finally their interests in CC.

31) I give financial support to non-profit or charitable organizations – *as best I can* – because it is an important personal value to me.

- _____ Strongly agree
 _____ Agree
 _____ Disagree
 _____ Strongly disagree
 _____ Not sure

32) The following factors are most important to me in my giving:

	Strongly Agree	Agree	Disagree	Strongly Disagree	Not sure
<i>The organization's stated mission</i>	<input type="checkbox"/>				
<i>The organization's overall impact on society</i>	<input type="checkbox"/>				
<i>The organization's leadership</i>	<input type="checkbox"/>				
<i>The organization's financial needs</i>	<input type="checkbox"/>				
<i>The organization's effective use of donations</i>	<input type="checkbox"/>				
<i>The organization's overall reputation</i>	<input type="checkbox"/>				
<i>The impact of my gift on the organization's work</i>	<input type="checkbox"/>				
<i>Other people/classmates I know also support the organization</i>	<input type="checkbox"/>				

33) I consider the following categories of non-profit organizations to be very important in my giving priorities.

	Strongly Agree	Agree	Disagree	Strongly Disagree	Not sure
<i>Helping the poor</i>	<input type="checkbox"/>				
<i>Healthcare/ hospitals</i>	<input type="checkbox"/>				
<i>Environment/ conservation</i>	<input type="checkbox"/>				
<i>Religious/ houses of worship</i>	<input type="checkbox"/>				
<i>Higher education</i>	<input type="checkbox"/>				
<i>K-12 education</i>	<input type="checkbox"/>				
<i>Science and research</i>	<input type="checkbox"/>				
<i>Children's causes</i>	<input type="checkbox"/>				
<i>Animal causes</i>	<input type="checkbox"/>				
<i>Other: (please list)</i>					

34) In any given year, to how many organizations do you contribute?

- _____ 1-5
- _____ 6-10
- _____ More than 10

35) Does Colorado College fall within that list?

- _____ Yes
- _____ No (if selected, skip to question 38)
- _____ Sometimes

36) How frequently do you give to CC?

- _____ Every year
- _____ Every now and then, but not annually
- _____ Through my estate

37) I give to Colorado College because:

	Strongly Agree	Agree	Disagree	Strongly Disagree	Not sure
<i>Liberal arts education has an important impact on society</i>	<input type="checkbox"/>				
<i>The College had an important impact on my life</i>	<input type="checkbox"/>				
<i>My gift helps others get a good education</i>	<input type="checkbox"/>				
<i>I have strong sentimental feelings about CC</i>	<input type="checkbox"/>				
<i>I feel an obligation to give back</i>	<input type="checkbox"/>				
<i>I like the leadership at the College</i>	<input type="checkbox"/>				
<i>The College asks me to give</i>	<input type="checkbox"/>				
<i>The College needs my support</i>	<input type="checkbox"/>				
<i>Knowing more about the financial needs of CC would encourage me to contribute to the College</i>	<input type="checkbox"/>				
<i>I know exactly what my money is going to support.</i>	<input type="checkbox"/>				
<i>I am encouraged to give when there is a matching gift available</i>	<input type="checkbox"/>				

If your answer to question 35 was No:

38) I do not give to CC because:

	Strongly Agree	Agree	Disagree	Strongly Disagree	Not Sure
<i>The College does not need my support</i>	<input type="checkbox"/>				
<i>No one ever asks me</i>	<input type="checkbox"/>				
<i>I do not feel connected to the College</i>	<input type="checkbox"/>				
<i>I feel harassed by the number of requests I receive from the College</i>	<input type="checkbox"/>				
<i>I do not care for the leadership at the College</i>	<input type="checkbox"/>				
<i>CC does not use its donations very well</i>	<input type="checkbox"/>				
<i>I am concerned that my gifts are too small to make a difference</i>	<input type="checkbox"/>				
<i>CC is too liberal</i>	<input type="checkbox"/>				
<i>CC is too conservative</i>	<input type="checkbox"/>				
<i>I cannot afford to give</i>	<input type="checkbox"/>				
<i>It's just not a personal priority</i>	<input type="checkbox"/>				
<i>Other:</i>					

General Information

In this section, we ask a series of questions that will help us to figure out how we can best serve you, your fellow alumni, and current Colorado College students through our networking and mentoring programs.

39) Approximately how many miles do you live from the Colorado College campus?

- _____ 0-100 miles
- _____ 101-250 miles
- _____ 251-400 miles
- _____ 401-500 miles
- _____ More than 500 miles

_____ More than 1,000 miles

40) How would you prefer to be contacted with general communications?

_____ Email

_____ Postal mail

_____ Telephone

_____ Social media

_____ Text (the ability to send text a message is under consideration by CC)

41) As an alumnus/alumna, I now spend a good deal of my free time involved with:

_____ Family activities

_____ Community service (*list areas of service*)

_____ Political and/or civic related activities/boards

_____ Outdoor activities (*please list*)

_____ Watching/attending sporting events

_____ Reading all the books I didn't have time to read while in college

_____ On the internet

_____ Other (*please describe*)

42) While attending Colorado College, did you receive financial assistance from CC?

_____ Yes

_____ No

43) Did you work while attending Colorado College?

_____ Yes

_____ On campus

_____ Off campus

_____ No

44) Are you in the process of repaying student loans?

_____ Yes, paying loans

_____ No, paid off

_____ Didn't have loans

45) Any other thoughts you would care to share with us?

[text box large]

46) Optional: If you voluntarily submitted information regarding race/ethnicity to the College, it may not match currently used classifications. If you would like to update/change that information, please do so here:

Ethnicity:

Hispanic or Latino

Not Hispanic or Latino

Race:

Asian

Black or African American

American Indian or Alaska native

Native Hawaiian or Other Pacific Islander

White

Thank you for your participation in this survey. Your responses are very valuable to Colorado College.

Please enter my name in a drawing for an iPad2

*(checkbox: should default to checked, so alumna/us can uncheck to be **excluded** from drawing)*

Project Evaluation Form

Hanover Research is committed to providing a work product that meets or exceeds member expectations. In keeping with that goal, we would like to hear your opinions regarding our reports. Feedback is critically important and serves as the strongest mechanism by which we tailor our research to your organization. When you have had a chance to evaluate this report, please take a moment to fill out the following questionnaire.

<http://www.hanoverresearch.com/evaluation/index.php>

Note

This brief was written to fulfill the specific request of an individual member of Hanover Research. As such, it may not satisfy the needs of all members. We encourage any and all members who have additional questions about this topic – or any other – to contact us.

Caveat

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