The 2019 MBU Alumni Survey is on the books. So, what’s next?

Guided by our mission and aligned with best practices, we will actively pursue the following initiatives:

- **Build a Robust Online Portal for Our Alumni Community to Engage with the University and Connect with Each Other.**
- **Enhance Our Communication with Alumni Across Various Channels Covering Topics of Relevance and Interest.**
- **Develop Lifelong Learning Opportunities and Support.**
- **Creatively Enhance Career Services Support for Alumni of All Ages.**
- **Create More Relevant Programming On and Off Campus That Speaks to All Alumni and Their Affinity Groups.**
- **Develop Platforms for Alumni to Mentor and Engage with Students.**
- **Provide Better Stewardship and Acknowledgement for All of Mary Baldwin’s Generous Donors.**

**We still want to hear from you!**

Please contact MBU’s Office of Alumni Engagement with ideas, feedback, and questions at alumni@marybaldwin.edu.
2,657 ALUMNI COMPLETED THE SURVEY!

THANK YOU!

40% of alumni feel a connection to MBU
We Want To Connect!

46% of alumni are interested in involvement through special programming
We Hear You!

46% HAVE MBU AS TOP THREE GIVING PRIORITY

55% OF DONORS WANT TO BETTER UNDERSTAND THE IMPACT OF THEIR GIFT

TOP POINTS OF ALUMNI CONNECTION:
- Connecting with classmates
- Visiting the website
- Visiting campus
- Contributing financially

TOP WORDS ALUMNI USE TO DESCRIBE MBU:
- Women
- Leadership
- Empower
- Beautiful

TOP THREE TOPICS ALUMNI WANT TO HEAR ABOUT:
- Alumni Profiles
- Program Updates
- Campus News

TOP THREE COMMUNICATION PREFERENCES:
- Email Newsletters
- Print Publications
- Social Media

REASONS ALUMNI GIVE:
- 61% Feel strong loyalty to MBU
- 53% Desire to give back
- 53% Confidence in the leadership

ALUMNI SURVEY SNAPSHOT

ALUMNI SURVEY SNAPSHOTT

CONNECTING WITH CLASSMATES
VISITING THE WEBSITE
VISITING CAMPUS
CONTRIBUTING FINANCIALLY

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TECHNOLOGY