



**ALUMNI SURVEY
NEXT STEPS**

YOU SPOKE

WE LISTENED

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.



ALUMNI SURVEY SNAPSHOT

2,657

ALUMNI COMPLETED THE SURVEY!

THANK YOU!

REASONS ALUMNI GIVE:



FEEL STRONG LOYALTY TO MBU



DESIRE TO GIVE BACK



CONFIDENCE IN THE LEADERSHIP

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

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 THREE TOPICS ALUMNI WANT TO HEAR ABOUT:



ALUMNI PROFILES



PROGRAM UPDATES



CAMPUS NEWS

TOP THREE COMMUNICATION PREFERENCES:



EMAIL NEWSLETTERS



PRINT PUBLICATIONS



SOCIAL MEDIA