
Chicago GSB

2007 Alumni Survey

Findings and Implications

June 6, 2008



Audience research and planning for the mission-driven world.

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Table of Contents

Objectives and Methodology in Brief	2
Key Findings	3
Perceptions of Chicago GSB Overall	3
Alumni Network	8
Services, Activities, & Communications	14
Engagement	22
Donation	29
Conclusions and Implications	34
Geography Profile	41
Appendix	49

Objectives and Methodology in Brief

Chicago GSB had four objectives for this research:

1. To evaluate how many use Chicago GSB's current service offerings for alumni, how well they are performing, and identify areas of improvement
2. To learn more about the relationship between alumni engagement and donation
3. To gauge perceptions of Chicago GSB among alumni
4. To track key measures from the 2004 research to determine how well Chicago GSB is doing, as well as possible areas of improvement

Census of Chicago GSB alumni

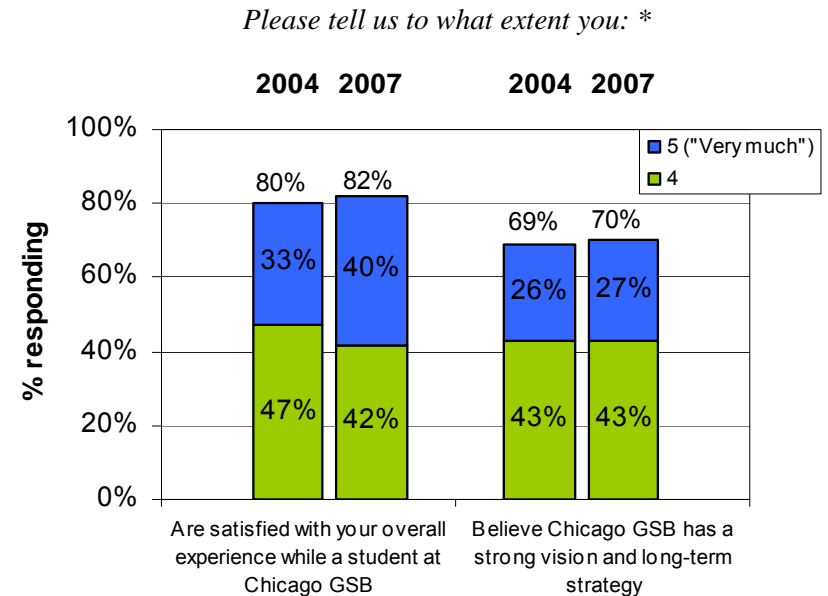
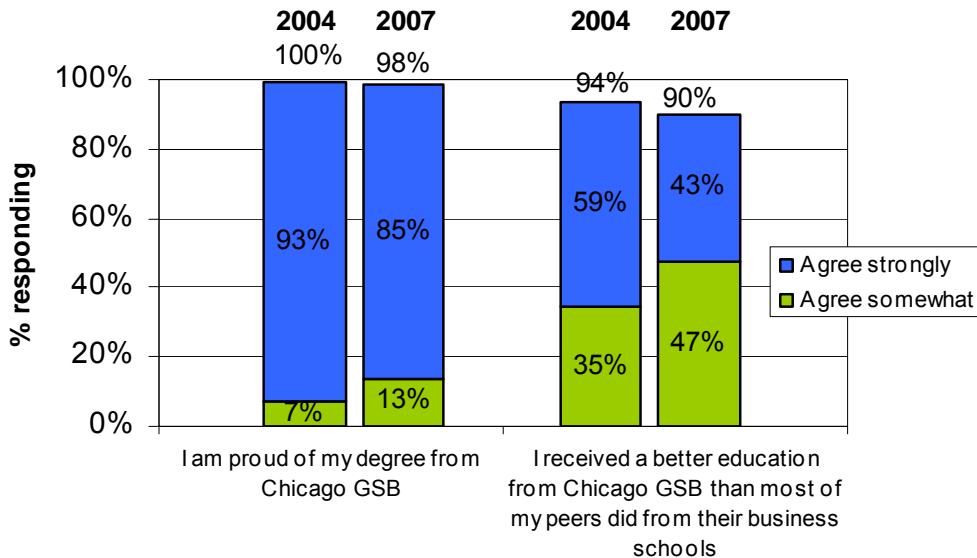
- Combination of online and mail survey methods

Response Rates	2004		2007	
	N	%	N	%
Overall	6,135	16%	4,745	14%
Online	5,150	33%	4,063	19%
Mail-in	985	5%	689	5%

Perceptions of Chicago GSB Overall

Perceptions Alumni have a strong sense of pride in Chicago GSB

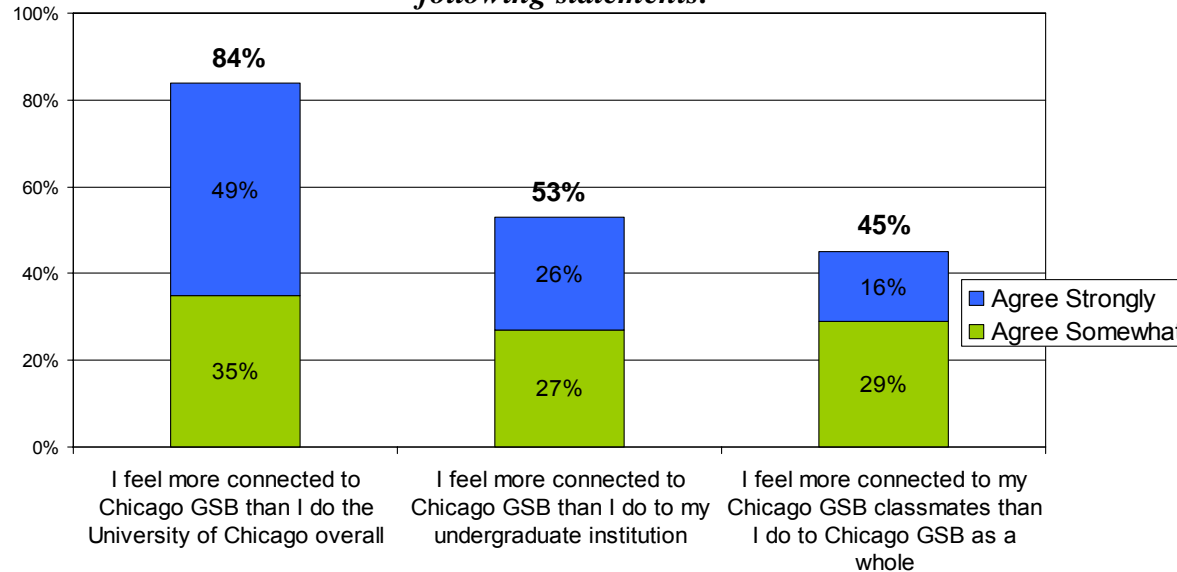
"Please tell us how much you AGREE or DISAGREE with the following."



- Perceptions of Chicago GSB are positive and have changed only slightly in three years
- Pride in degree and belief in superiority of education remain high but have decreased slightly since 2004
- Alumni satisfaction with the student experience and belief in the soundness of Chicago GSB's strategy are less positive than these other two perceptions but have increased slightly since 2004

Perceptions Alumni are connected to Chicago GSB, but maybe not to the degree possible

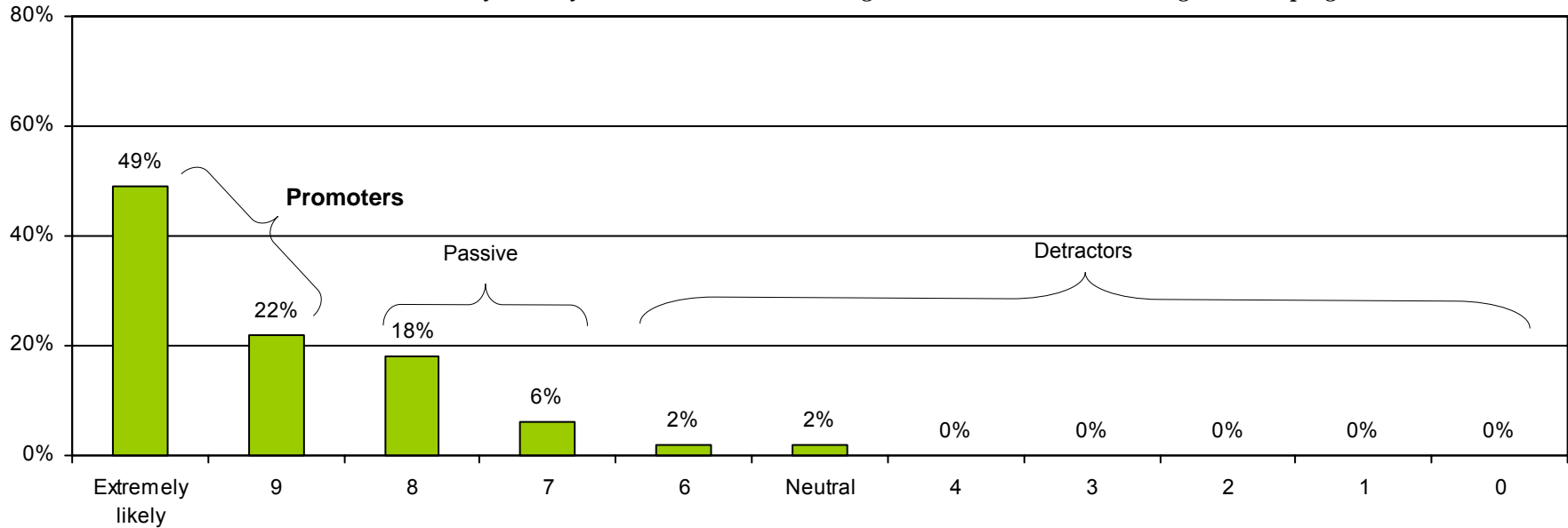
"Please tell us how much you AGREE or DISAGREE with the following statements.



- These feelings of connectedness, moreover, are positively correlated with these two factors:
 - Believing Chicago GSB did an excellent job of building a relationship with them when they were students
 - Feeling that the school values them as alumni
 - These factors are in turn highly positively correlated

Perceptions Many are likely to recommend Chicago GSB to others

"How likely would you be to recommend Chicago GSB to someone considering an MBA program?"



- Using net promoter analysis, 71% are promoters of Chicago GSB, 24% are passive, and 5% are detractors
 - *Net Promoter Score is 66% (Promoters minus Detractors)*
 - This is in line with other GSB populations for which data on likelihood to recommend exists*
 - 2007 EMBA Program Graduating Students – 75%
 - 2007 Admitted Full-time Students – 69%
 - 2007 Current Full-time Students – 67%

Overall Experience

Satisfaction and pride are the strongest drivers

We use OLS regression on an array of factors to determine which, if any, bear significantly on likelihood to recommend Chicago GSB to a prospective student.

Factors associated with an *increased* likelihood to recommend Chicago GSB

Major ↓ to minor Impact	Factor	Standardized Beta	Comment
	Satisfaction with overall experience while a student	.24	The student experience is the strongest correlate.
	Pride in Chicago GSB degree	.19	As the perceived value of the degree increases, so will likelihood to recommend.
	Received better education than peers who went elsewhere	.14	
	Promote Chicago GSB to colleagues, contacts, and media	.14	Such activities combine with recommending Chicago GSB to form an outreach package that could be commoditized.
	Money given to Chicago GSB will be well spent	.11	Awareness of a good investment leads to recommendation to invest.
	Chicago GSB has a strong vision and long-term strategy	.11	A recommendation is about the future as well as the past.
	Variety of measures, including: feeling respected as part of alum network and valued as an alum, sense of connection to Chicago GSB more than to the University, attribution of success to training, interest in work with Career Services, and use of e-mail updates	.03 - .09	Highlighting and strengthening these ties will contribute to an alum's willingness to recommend Chicago GSB.

Factors associated with *decreased* likelihood to recommend Chicago GSB

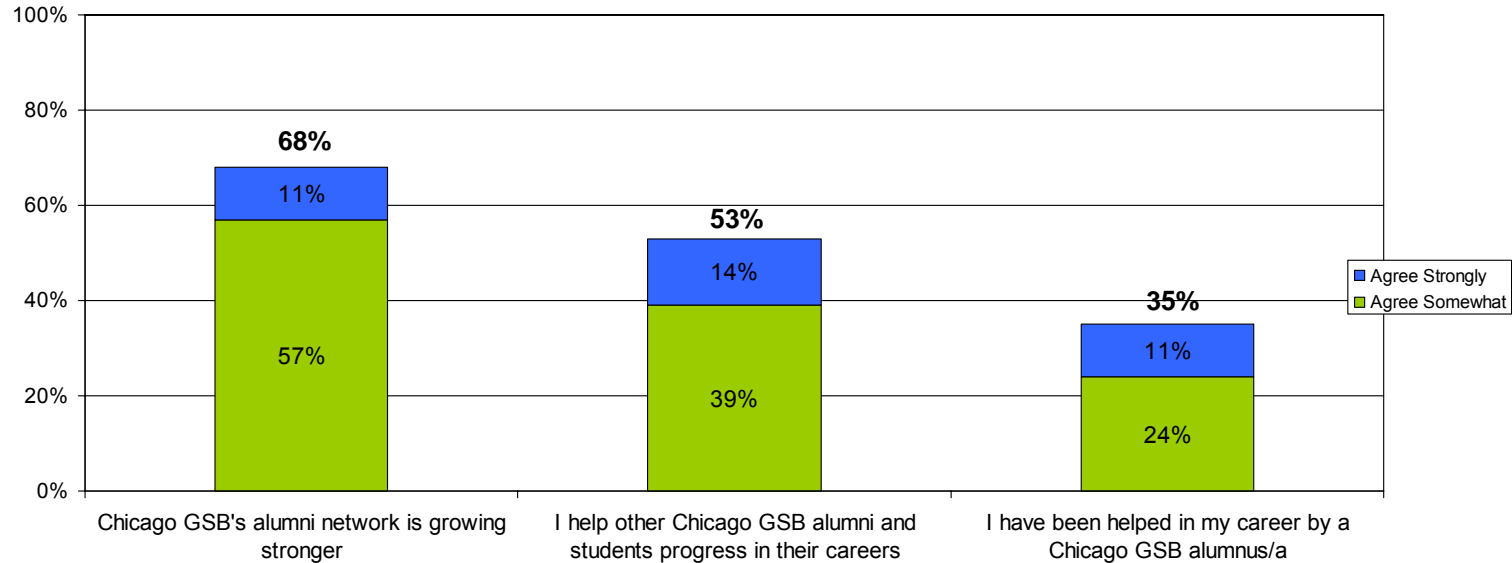
Major ↓ to minor Impact	High degree of importance attached to being respected because of membership in alumni network	-0.09	The more importance alums attach to network membership, the less likely they are to recommend. This negative association suggests Chicago GSB may not be meeting the needs of these high-expectation alums.
	Mention Chicago GSB in casual conversations, at work, in media	-0.07	This factor contrasts with promoting the school, a strong factor on the plus side.
	Variety of measures, including: clear how gift dollars are used, lack of news sources about Chicago GSB, extent of current involvement with Chicago GSB, International student, interested in recommending a prospective student, lives in New York	-0.04 to -.06	These factors make very small contributions to decreased likelihood of recommendation. There is a hint, however, that people not currently recommending Chicago GSB to prospects wish to do so if they knew more.

Here, for example, a one standard deviation increase in the factor is associated with a .24 increase in the engagement measure's standard deviation.

Alumni Network

Alumni Network Two-thirds believe the alumni network is growing stronger

"Please tell us how much you AGREE or DISAGREE with the following statements."



- However, most alumni don't hold strong beliefs about it, indicating risk for the GSB
 - *Implication: The GSB should showcase how the network is becoming healthier*
- About half (53%) have helped other alumni or students, while fewer have been helped themselves
 - While the "agree strongly" percentages match up, there's a greater difference among those who "agree somewhat," but that may be due to the social desirability of saying you help other alumni
 - *Implication: Alumni may define "help" differently when they give it versus when they receive it (i.e., a small amount of help may still seem like "helping" when you're giving it, but not register as help when receiving it).*

Alumni Network Perceptions of a strong network are driven connections to the school more so than alumni

We use OLS regression on an array of factors to determine which, if any, bear significantly on perceived quality of the alumni network.

Factors associated with an *higher* quality rating of the alumni network

Major ↓ to minor Impact	Factor	Standardized Beta	Comment
	Chicago GSB's network is growing stronger	.23	Perception of dynamism is associated with perceived quality.
	Find alumni network helpful	.19	Perceived helpfulness strongly related to perceived quality.
	School values me as an alumnus/a	.18	Investing in alums pays large dividends.
	Excellent job of building relationship when I was a student	.11	Student experience translates to up-rating of alumni network.
	Evening/Weekend, EMBA's, and Campus Program participation	.09 - .10	These groups compared to PhDs and other non-MBA degree holders all value alumni network highly.
	Chicago GSB has strong vision and long-term strategy	.09	Solid planning is associated with a higher rating of the network.
	Relationship with Chicago GSB ended when I graduated	.09	They have lower needs/expectations, so they are less critical of alumni network.
	Variety of factors, including: willingness to attend class reunion, familiarity with Roger Myerson Nobel win, having received career help from an alum, promoting Chicago GSB to colleagues, participation in Chicago GSB conferences	.04 - .07	These experiences and activities each contribute in small ways to a perception that the alumni network is of high quality. This suggests that the overall quantity of such small steps contributes in large part to perceived quality.

Factors associated with a *lower* quality rating of the alumni network

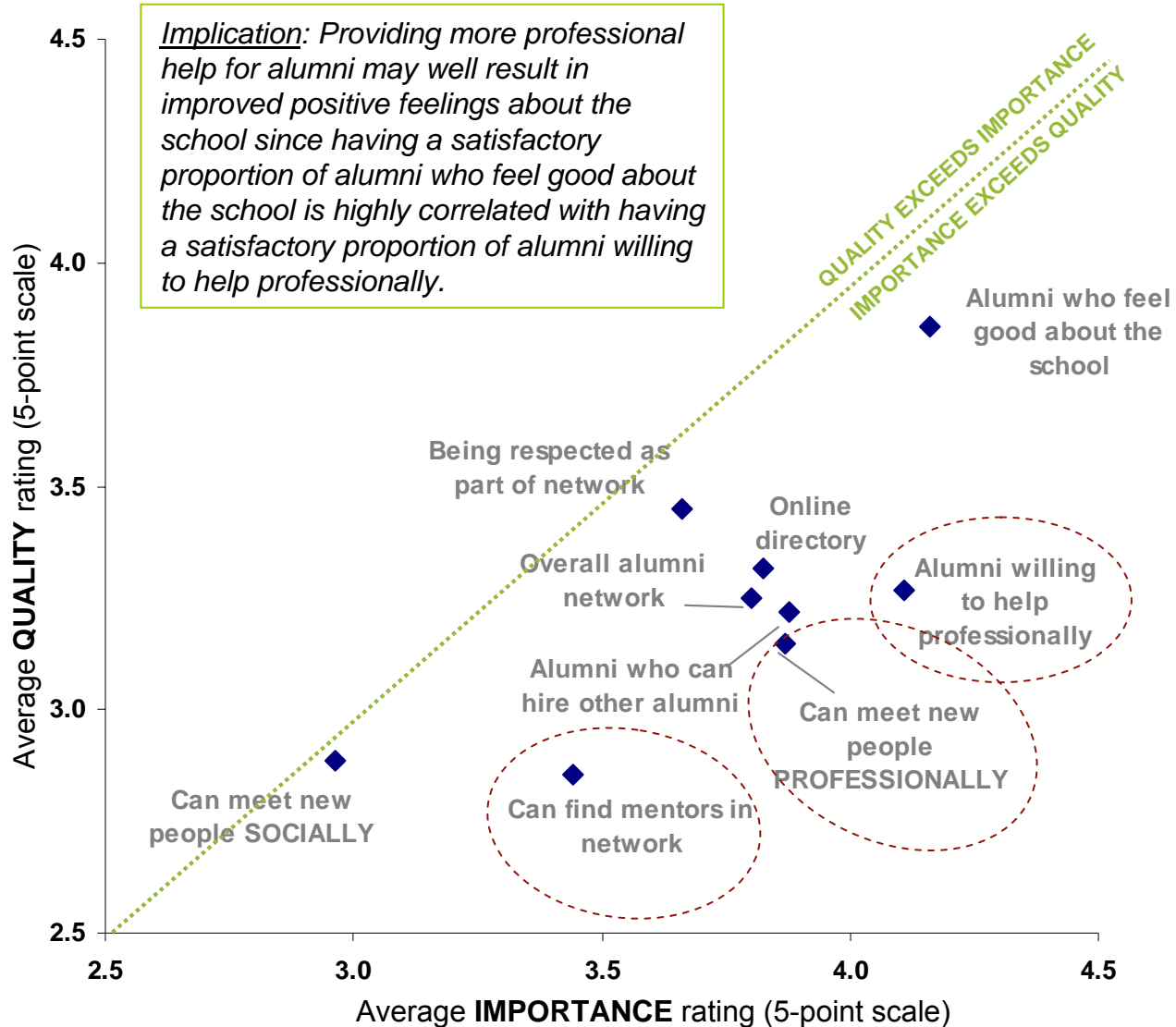
Major ↓ to minor Impact	Factor	Standardized Beta	Comment
	Lives in United States outside of major metropolitan areas	-0.06	Reflects geographical distance from many alumni activities as well as other alumni, even in major US cities. These alumni may have other peer schools as a comparison.
	Lives in New York	-0.06	
	Lives outside of United States	-0.05	
	Lives in San Francisco	-0.04	
	Lives in Los Angeles	-0.03	

Here, for example, a one standard deviation increase in the factor is associated with a .23 increase in the quality rating's standard deviation.

Alumni Network Alumni find professional aspects of network important, see room for improvement

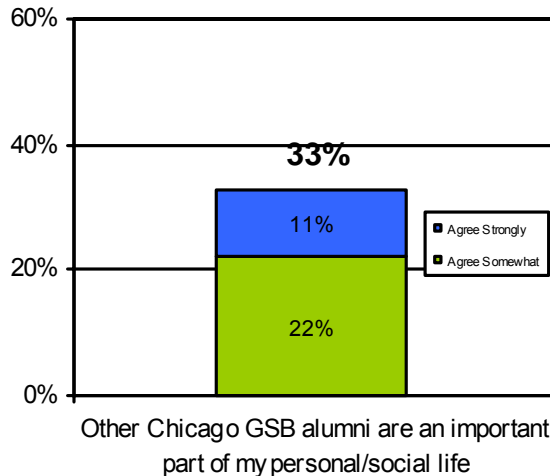
Alumni overall

These ratings are consistent across graduation cohorts.



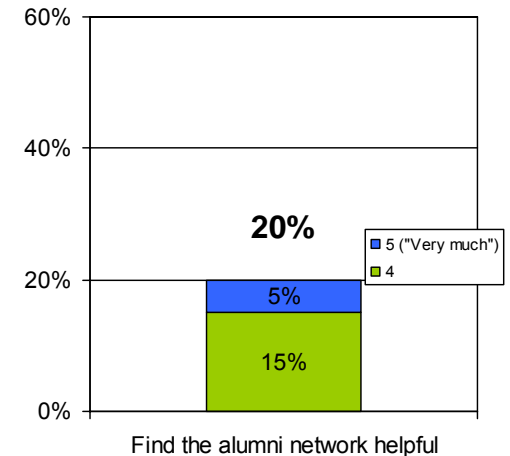
Alumni Network High importance of social connection is associated with high belief in helpfulness of network

"Please tell us how much you AGREE or DISAGREE with the following statements"



N / %	Doesn't believe network is helpful	Does believe network is helpful	Total
Social life with alumni is not important	3342 93%	243 7%	3585 100%
Social life with alumni is important	614 71%	257 30%	871 100%
Total	3956 89%	500 11%	4456 100%

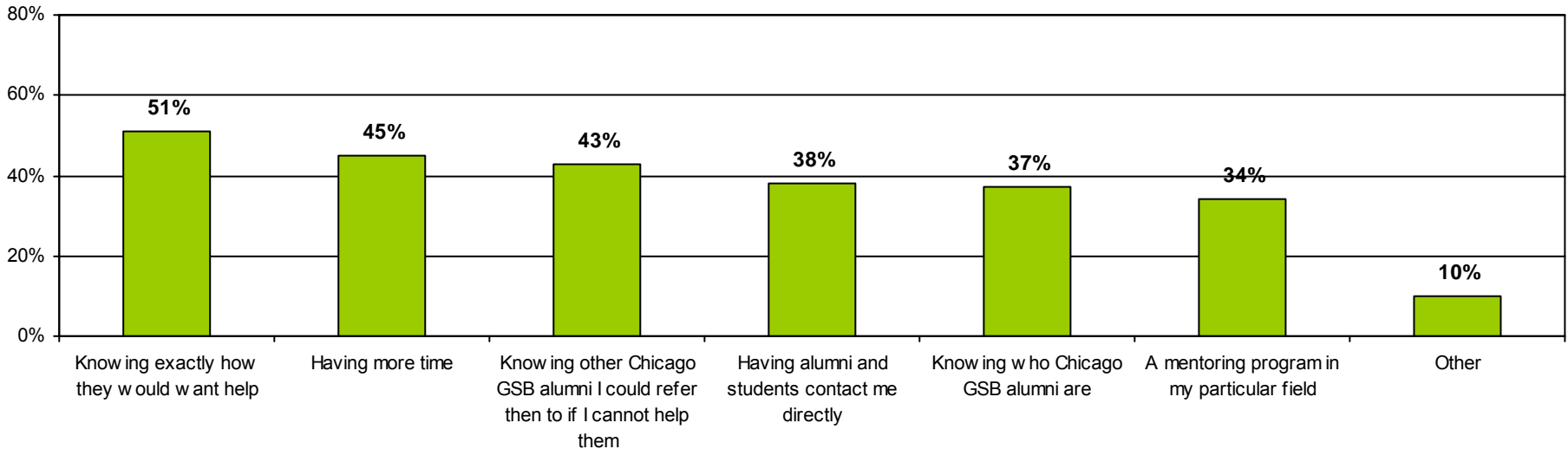
"Please tell us to what extent you:"



- One-third (33%) of alumni agree that other Chicago GSB alumni are an important part of their personal or social life – only 11% said they “strongly” agree
 - An alum who agrees strongly in personal connections with other Chicago GSB alumni is over four times as likely to believe that the Chicago GSB alumni network is helpful
- Implication: In a sense, Chicago GSB helps Chicago GSB alumni who help themselves – and not just professionally. The value and use of social networks should be emphasized in the student curriculum and referred to often in alumni communications*

Alumni Network Lack of time keeps many from helping students and other alumni

"Please tell us what might enable you to help Chicago GSB alumni and students in their careers:"



- Nearly half (45%) of alumni say that they might help if they had more time
 - There was little difference in opportunities between those who selected 'having more time' and those who did not
 - There is no "magic bullet" that might prompt busy alumni to help – busier and less busy alumni were just as likely to select each answer option. However, alumni who have time prefer other alumni and students to contact them directly (43%, compared to 32% of 'busy' alumni)
- In open-ended comments, some alumni suggested improving local alumni networks and hosting more events

Services, Activities, & Communications

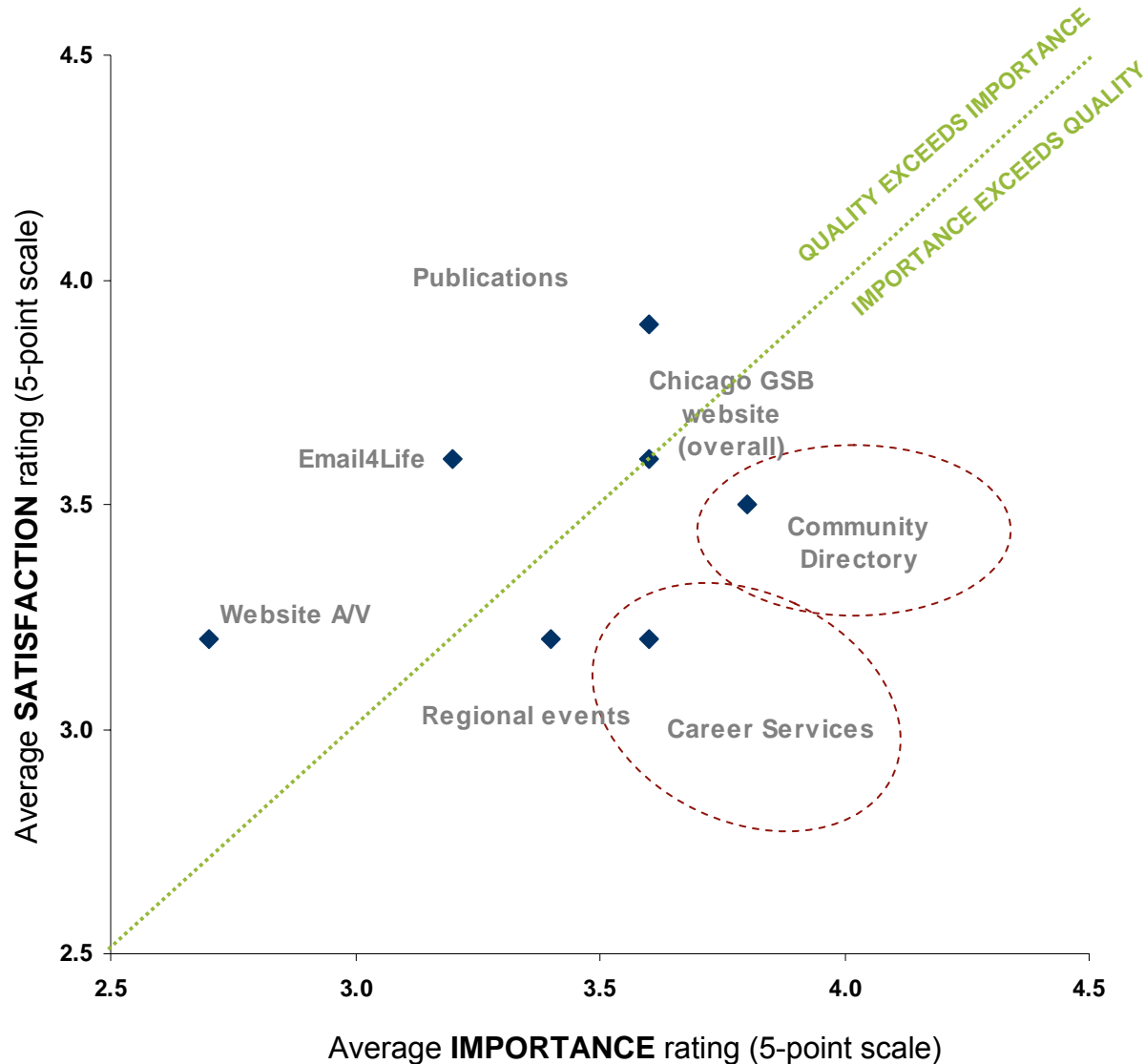
Services The website and publications are used by many alums

<i>“How aware are you that Chicago GSB offers the following services for alumni and to what degree have you used them?”</i>	Aware (at all)	Use (at all)	Penetration Rate (Use/Aware)
Chicago GSB website (overall)	90%	84%	90%
Publications and information about faculty research, awards and centers (e.g., <i>Capital Ideas</i> , <i>GSB Magazine</i>)	96%	73%	76%
Email4Life	76%	42%	55%
Regional events (e.g., club activities)	93%	43%	46%
Career Services (coaching, job postings, career workshops)	84%	39%	46%
Community Directory	76%	32%	42%
Website event audio and video, podcasts, RSS feeds	50%	12%	24%

- Nine of ten (90%) of alumni are aware of the website, of which 90% use it
 - Awareness and usage are highly correlated with recency of graduation (the younger the alumni, the more likely they are to know about and use the website)
 - In fact, awareness and usage of all services listed above are correlated with recency of graduation
- An even greater percentage (96%) of alumni are aware of Chicago GSB publications and information
- Almost one-quarter (23%) say they use Email4Life regularly
- Awareness levels are lowest for Chicago GSB’s other online services
 - One-quarter (24%) of alumni are not at all aware of the Community Directory, and 50% are not at all aware of website event audio and video

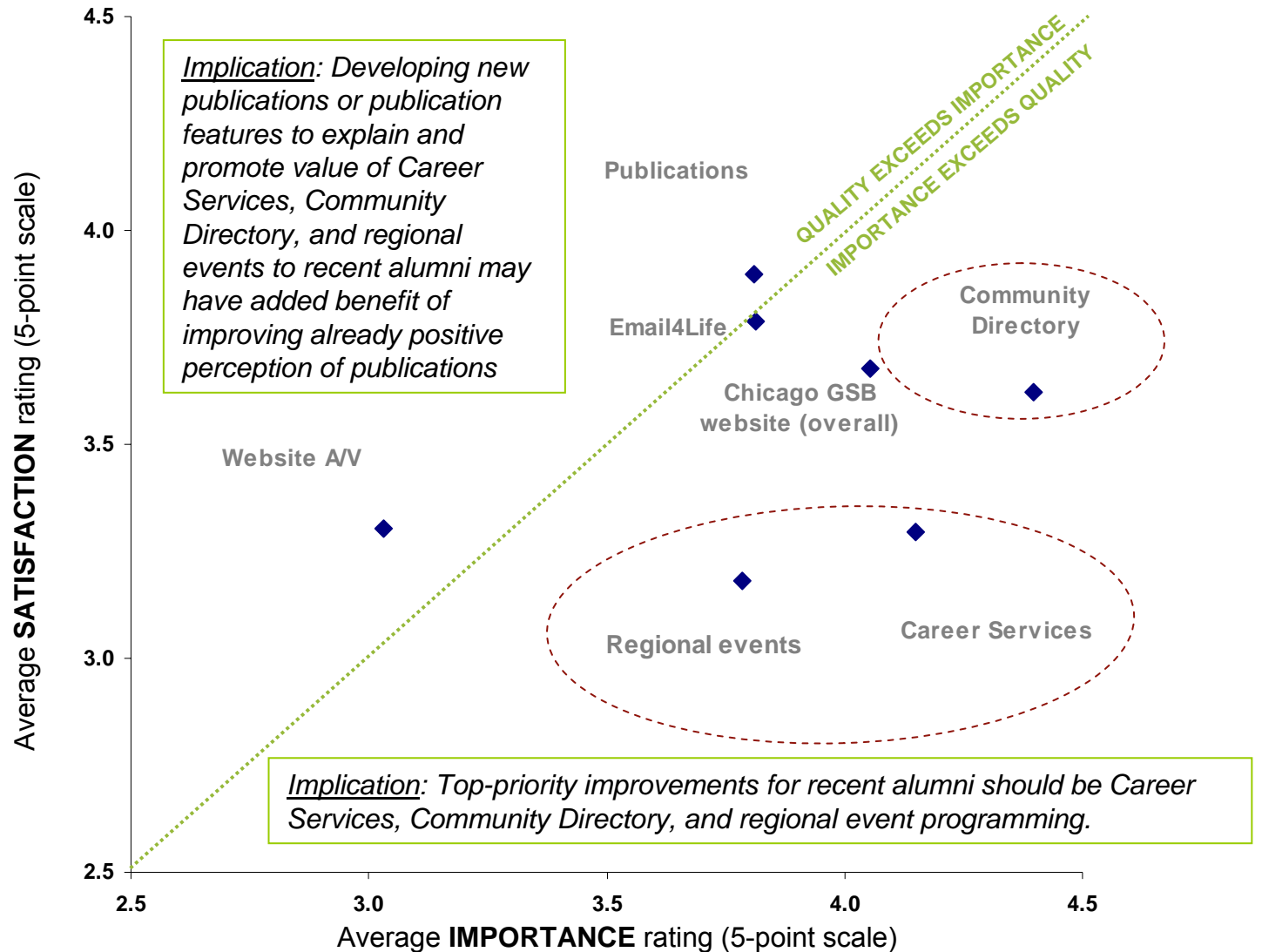
Services Career Services and Community Directory are most urgent alumni services needs

Alumni overall



Services Recent alumni express similar alumni services needs, only more emphatically

Recent alumni
(Graduated in 1990s or later)



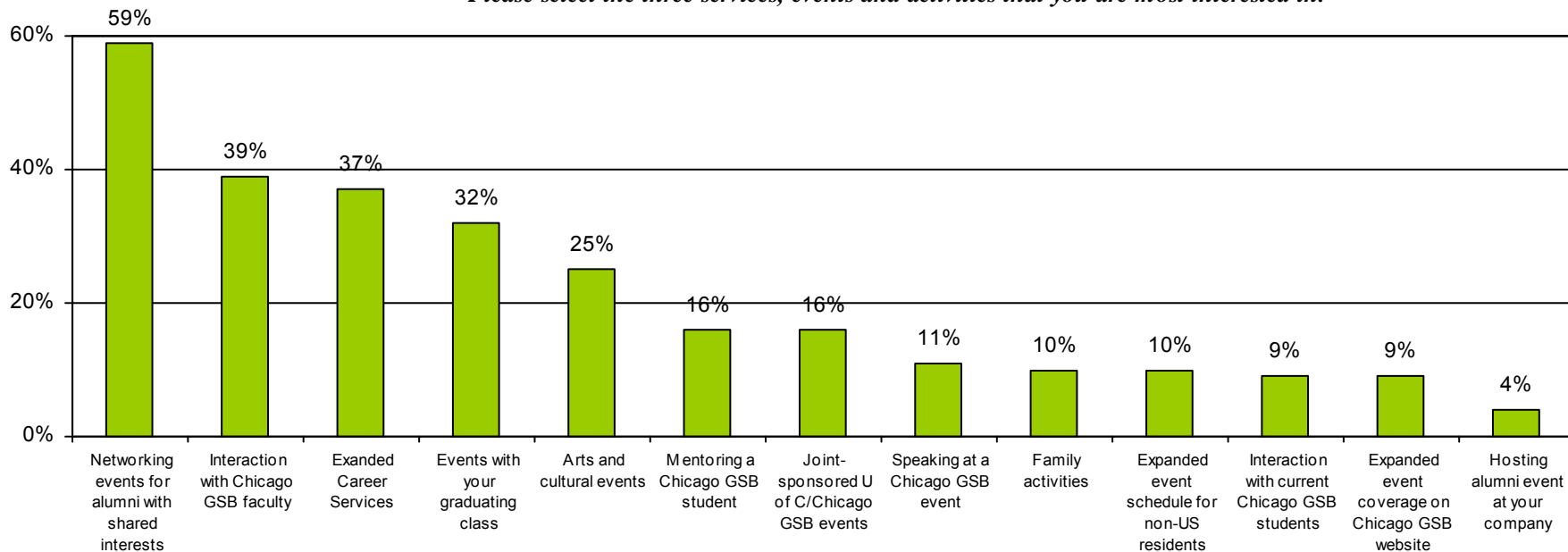
Events Most events are highly-rated, but interest to non-locals could improve

<i>“Please tell us which Alumni Affairs Office events you have attended, and whether you traveled to another city to attend any of them.”</i>	Attended	Traveled to attend	Travel Rate (% Traveled to Attend / % Attended)	Quality (5-pt scale)
Business Forecasts	54%	9%	17%	4.3
Management Conference	33%	10%	29%	4.3
Alumni Weekend Reunion/Alumni Celebration	31%	18%	59%	3.8
Alumni/Student LPF (Liquidity Preference Function)	20%	4%	20%	3.6
Global Leadership Series	10%	3%	31%	4.2

- Many Alumni Affairs Office events have healthy local attendance rates and high quality ratings
 - Business Forecasts at 54% local attendance, followed by Management Conferences and Alumni Reunion Weekend (33% and 31%, respectively)
- Alumni/Student LPF and Business forecasts
 - LPF may not be a draw to alumni, particularly non-locals
 - LPF saw lower participation rates and a lower quality rating than other attributes (3.6 on a 5-pt scale)
- As a newer program, Global Leadership Series saw lower attendance rates than other programs. However, its high quality rating and travel rate suggest it may be an opportunity for expansion as awareness for it increases

Alumni Services Network events for alumni with shared interests garner the most interest

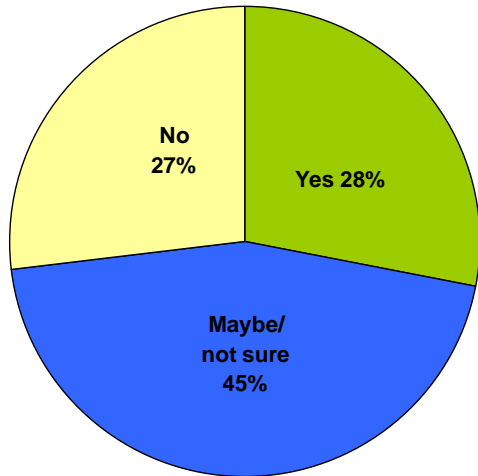
"Please select the three services, events and activities that you are most interested in."



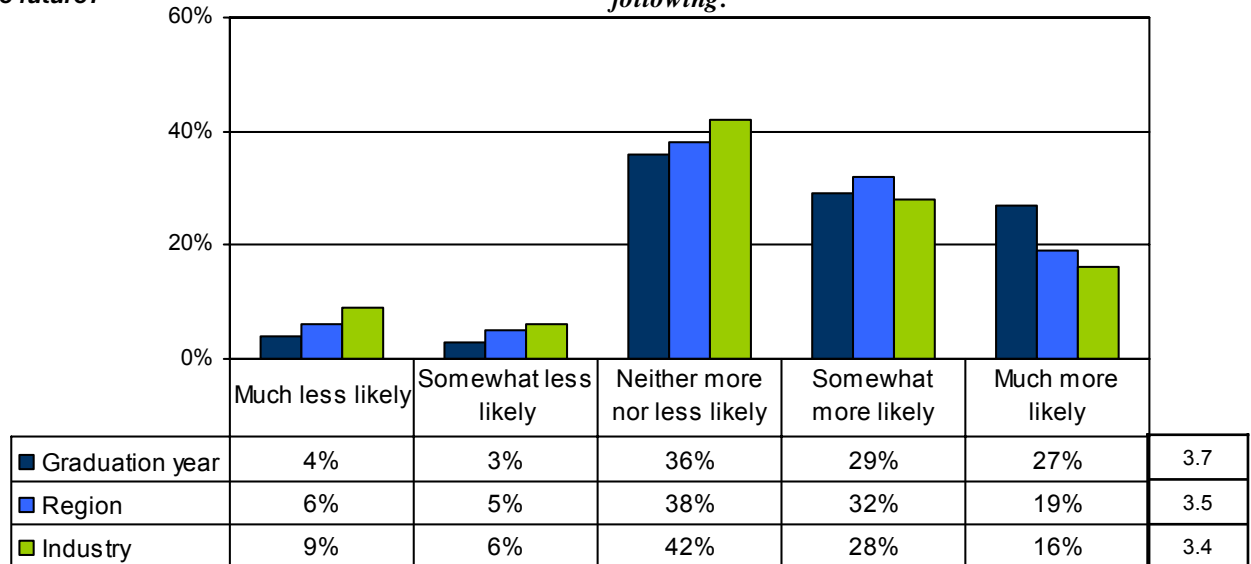
- There is also strong interest in interaction with faculty and expanded Career Services (39% and 37%, respectively)
- Alumni were asked what Chicago GSB could do to improve any of the events they attended:
 - Of those offering suggestions, most included the following:
 - More opportunities outside Chicago, including web access opportunities (28%)
 - Tweaking events to be more relevant to their interests and goals (24%)
 - Better planning and organization of events, including communications(17%)

Alumni Events Reunions by graduation year are the most popular among affinity groupings listed in survey

"Would you attend a reunion for your class in the future?"



"Would you be more or less likely to attend a reunion if it were based on the following:"

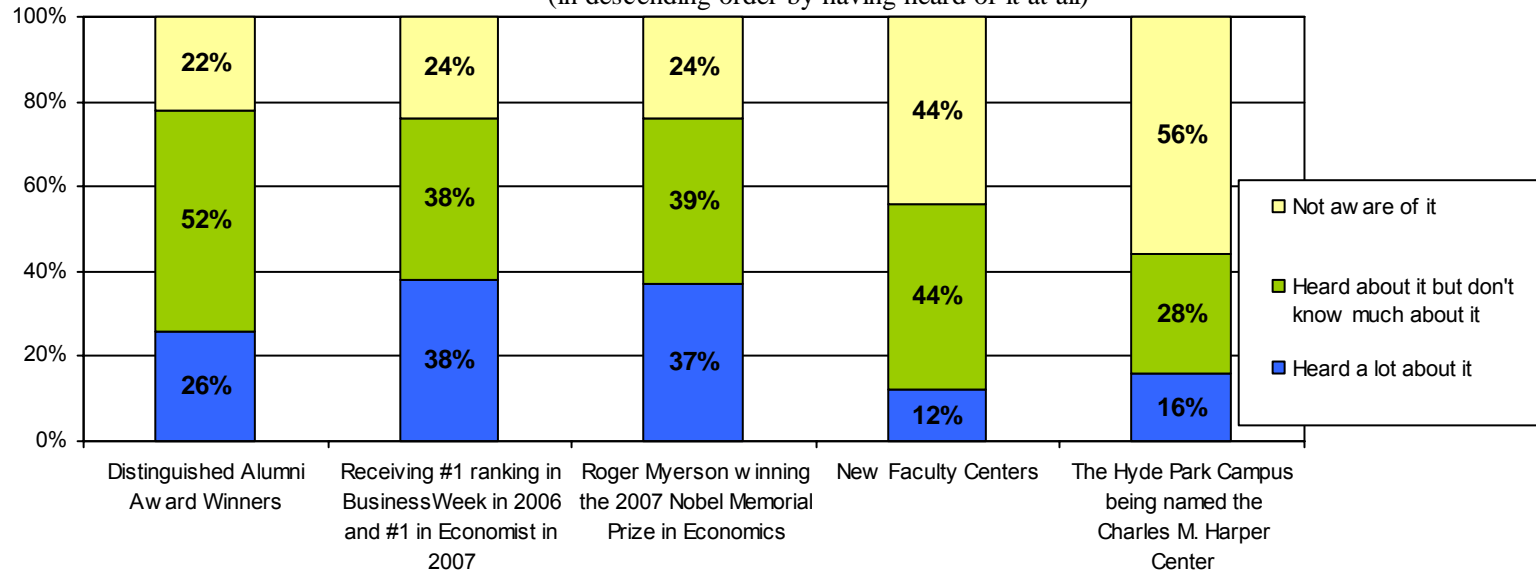


- Nearly three-quarters would consider attending a class reunion
 - The more recent the graduates are, the more interested they are in attending
- Alumni are more likely to attend a reunion with fellow alumni from their graduation year
 - There is less interest in alumni events based on region or industry
- Nearly half (47%) selected to rate their likelihood to attend a reunion based on “other affinity”
 - However, only 10% of those responding to the question listed another affinity that might prompt them to attend an alumni event, but for them that is what would make a difference*
 - A broad range of other affinities were offered, including events for African American, IMBA, and women alumni

Communications There is a cross-section of alumni who is highly aware of Chicago GSB news items

"How familiar are you with each of the following Chicago GSB news items?"

(in descending order by having heard of it at all)



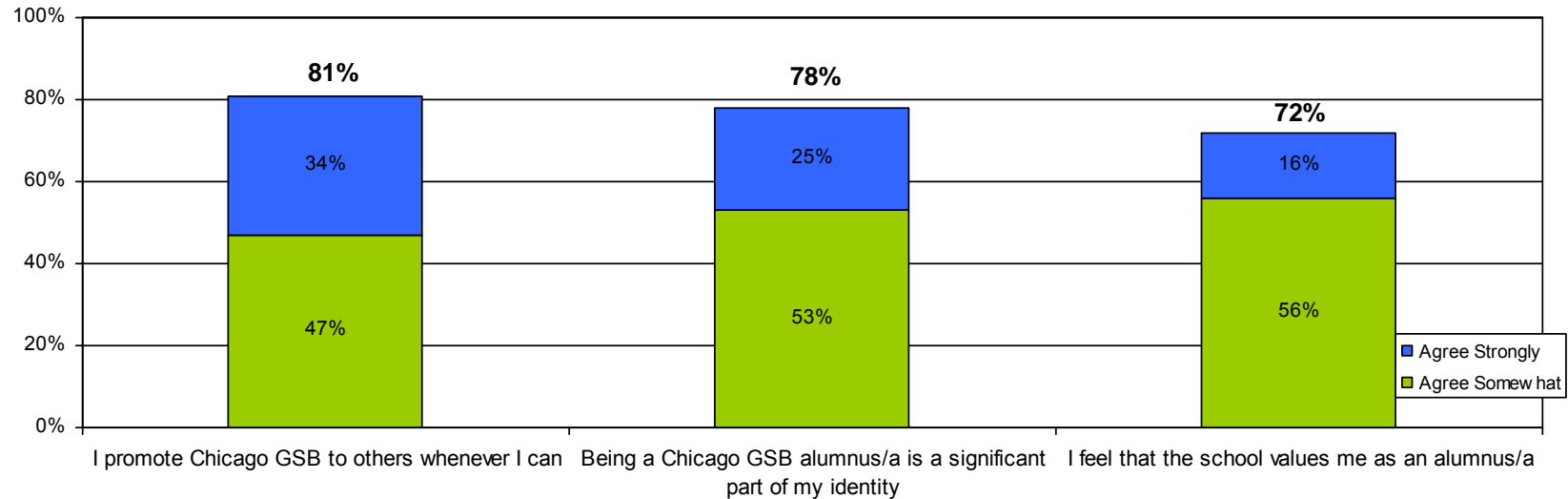
- There is a high degree of correlation between all news items – each news item for which an alumni is aware, there is a significant probability that they are aware of the other four items
 - Implication: This snowball effect of with communications may be a reason why familiarity with these news items is tied to engagement*

Engagement

Engagement

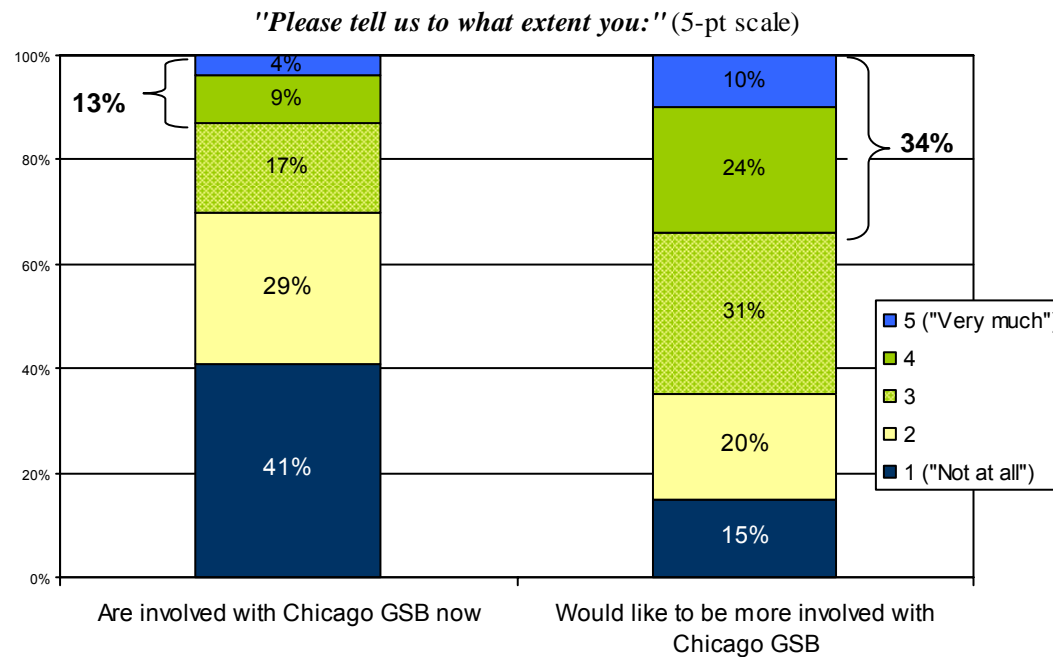
By some measures, many GSB alumni are engaged

"Please tell us how much you AGREE or DISAGREE with the following statements."



- Over three-quarters of alumni (78%) agree that being a Chicago GSB alumnus/a is a significant part of his or her identity
 - However, on all these measures, the percentage agreeing strongly is lower than that agreeing somewhat
 - Two of the three influence overall relationship and alumni network

Engagement Few consider themselves to be involved, although more want to be



- We show the full distribution of alumni's ratings on these elements
 - Two-fifths of alumni say they are not at all currently involved with Chicago GSB
- However, one-third (34%) say they would like to be more involved

Engagement What do engaged alumni look like?

Highly Engaged = more likely than other alumni to...

Demographics

- **Have graduated since 2000**
- **Live outside the US**
- **Be women (29% vs. 23%)**
- **Graduate from EXP and AXP programs and the Weekend Program**
- **Be strategic planning, project management, and marketing graduates**

Behaviors

- **Get campus news from:**
 - **E-mail**
 - **The web**
 - **Other alumni**
- **Respond to the online survey, not the paper survey (33% vs. 9%)**
- **Are more actively involved (by definition), especially...**
 - **Contacting a fellow alum (79% vs. 35%)**
 - **Helping other alums with networking (77% vs. 20%)**
 - **Spending time with prospects and students (60% vs. 10%)**

Attitudes

- **Prefer to support Chicago GSB in ways other than donating money (mean 2.7 vs. 2.1 on 4 point scale)**
- **Are aware of and satisfied with Email4Life, regional events, and web offerings**
- **Intend to attend a future reunion and are interested in meetings based on graduation year, industry, and other affinities**

Engagement Sizable performance gap separates highly engaged alums from others

Ways of Supporting Chicago GSB	Overall	HIGH Engagement	MODERATE/ LOW Engagement	HIGH Engagement Index*
Wore Chicago GSB clothing or used products with the Chicago GSB logo	64%	84%	56%	151
Mentioned your Chicago GSB degree in casual conversations, in professional settings, and/or in the media	62%	92%	50%	184
Helped other alumni with professional networking	36%	77%	20%	379
Contributed money to the school, such as to the Chicago GSB Fund	35%	50%	29%	174
Recommended a prospective student	30%	56%	20%	285
Worked with Career Services to recruit/interview Chicago GSB students for positions in the workforce	26%	29%	25%	116
Attended an alumni club event in your local area	25%	59%	12%	503
Volunteered your time with prospective and current students	24%	60%	10%	623
Participated in student groups or conferences	18%	30%	13%	226
Assisted Admissions by attending Admission events	13%	37%	4%	952
Had a meal with a current student	13%	31%	5%	574

For the associated activities, these very large index scores (◀) dramatically distinguish high engagement alums

- **Highly engaged alumni are much more likely to participate in “high investment” activities, such as volunteering blocks of time**

Engagement Local club events draw one in three alums

All local events draw disproportionately from high engagement alums

Participating in Local Events	Overall	HIGH Engagement	MODERATE/ LOW Engagement	HIGH Engagement Index*
An alumni club in your local area	33%	71%	20%	362
Admissions Events	23%	57%	10%	548
An alumni Roundtable (e.g., Finance Roundtable)	14%	32%	7%	450
A special interest alumni club (e.g., Chicago Women in Business, Chicago Private Equity Network)	13%	34%	6%	582
Chicago GSB@Work (GSB events at your workplace)	5%	13%	2%	674

Potential gateway event, attracting one in five lower engagement alums

- Building on the strength of local alumni clubs offers a quick path to engaging more alums
 - 20% of lower engagement alums already go
 - Almost three-quarters of higher engagement alums attend, serving as strong models of stewardship
- Admissions events are a strong draw for high-engagement alums
 - Others may be less familiar with, even intimidated by, such events
 - Buddy system, command performances could facilitate their increased participation

Engagement Business Forecast serves as gateway event for alums of all engagement levels

Attendance at GSB Special Events	Overall	HIGH Engagement	MODERATE/ LOW Engagement	HIGH Engagement Index*
Business Forecast	54%	49%	59%	84
Management Conference	33%	38%	29%	129
Alumni Weekend Reunion / Alumni Celebration	31%	41%	22%	188
Alumni / Student LPF (Liquidity Preference Function)	20%	28%	13%	220
Global Leadership Series	10%	17%	5%	371

Majority of event-going alums attend Business Forecasts, regardless of engagement level

- Luring Business Forecast attendees to Global Leadership Series, LPF, and Weekend Reunion events will expose them to models of higher engagement
- Business Forecast meetings look to be the event most likely to attract those not attending any of these events (excluded from this table)
 - Since only respondents who attended at least one event are included, “overall” percentages overestimate universe rates of attendance.
- Alumni who travel to attend special events do not differ in engagement level from other alums who attend

Donation

Donations Helping Career Services recruit is strongest predictor of donating to Chicago GSB

We use logistic regression on an array of factors to determine which, if any, bear significantly on alumni's decision to donate to Chicago GSB.

Factors *increasing* the odds an alum has donated to Chicago GSB

Major ↓ to minor Impact	Factor	Odds Ratio	Comment
	Worked with Career Services to recruit students for jobs	1.95	A great indicator of high potential to donate.
	Agrees with "I am proud of my degree from Chicago GSB"	1.81	Suggests a bright future for Chicago GSB gift giving as pride increases along with school's reputation.
	Agrees "It is quick and easy to contribute money to Chicago GSB"	1.64	Potential marketing message for those not aware of it.
	Agrees "I donate because it's the right thing for alumni to do"	1.61	Drilling down into this belief could inform efforts to grow it.
	Is older	1.60	Market and model donating leadership by mentors to younger alums.
	Agrees "I donate so I can help an institution that helped me"	1.41	Social exchange message compelling to those with economics focus.
	Is <i>not</i> interested in more participation in Chicago GSB@Work	1.34	Suggests target audience mature in their use of technology and reserving their valuable time for only the most useful efforts, such as working with Career Services to recruit students for jobs.
	Is <i>not</i> more likely to use Email4Life even with more storage size	1.26	

Factors *decreasing* the odds an alum has donated to Chicago GSB

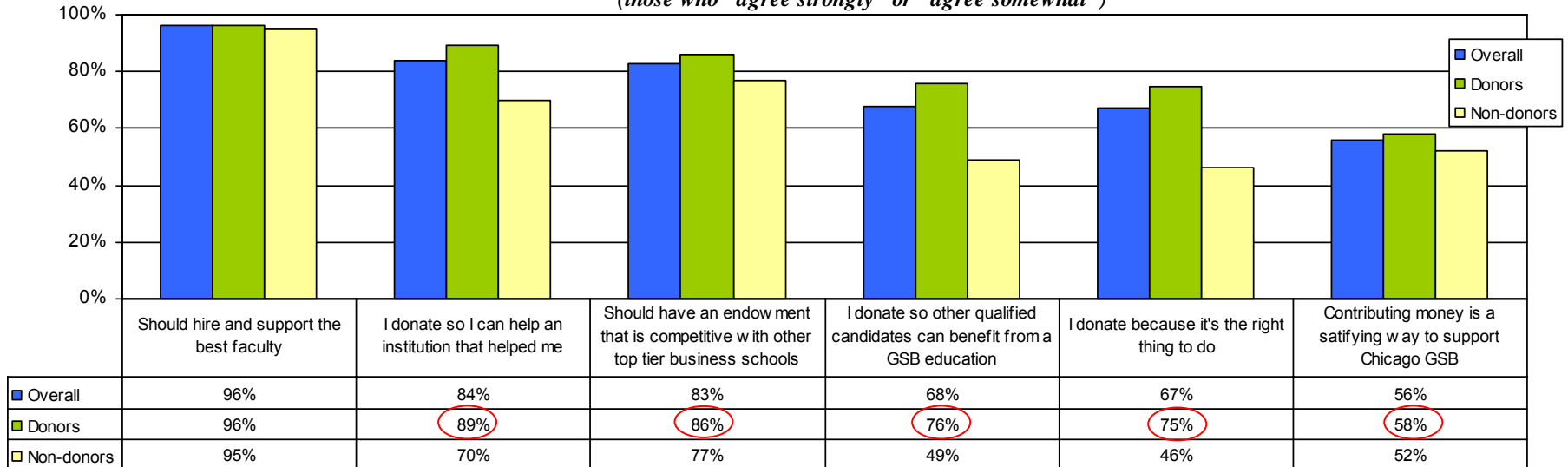
Major ↓ to minor impact	Lives outside the U.S.	.42	Building financial commitment from these groups a high priority in terms of growing the donation base.
	EMBA program graduate	.48	
	Evening/Weekend program graduate	.57	
	Feels more connected to Chicago GSB than to U. Chicago	.68	May reflect a cohort effect. More recent grads identify more with Chicago GSB; they donate less.
	Would rather support Chicago GSB in ways other than money	.69	Opportunity to provide creative outlets for these alums.
	Attended Chicago GSB in a more recent decade	.74	Newer alums less able and willing to donate.
	Is less likely to have attended Alumni Weekend	.79	Increasing perceived benefit of attendance could lead to increased financial support.

Alumni reporting this activity are almost twice as likely to donate to Chicago GSB than others

This characteristic cuts odds of donating to Chicago GSB by 58%

Donation Many motivating messages – particularly faculty hiring – resonate strongly with all alumni

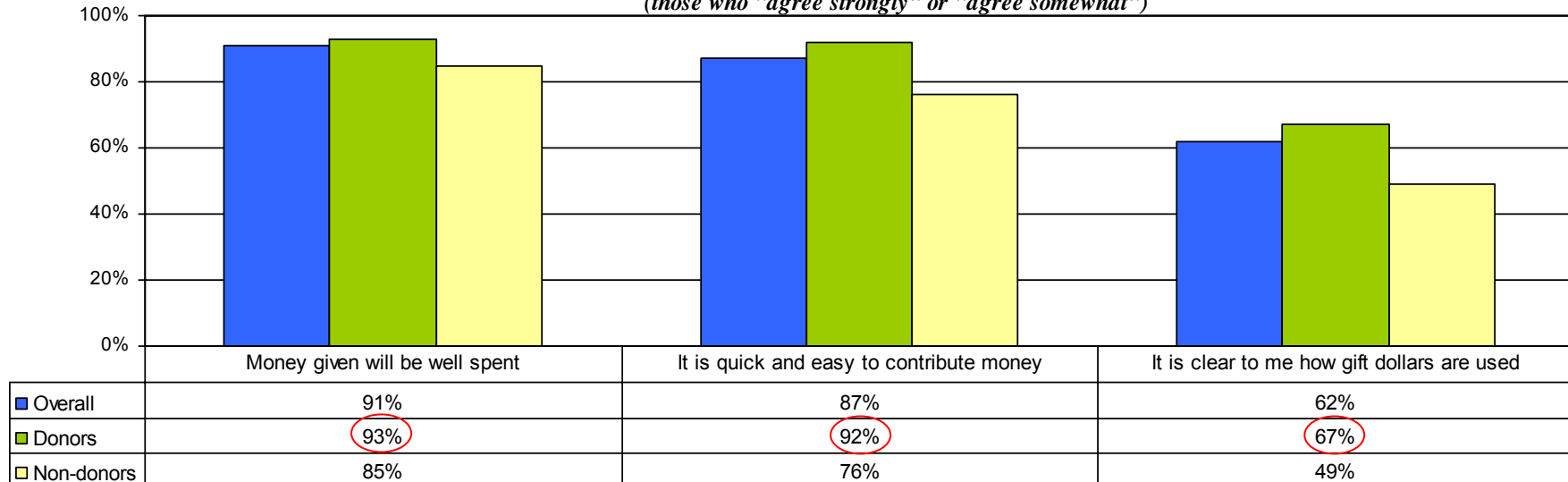
"Please tell us how much you AGREE or DISAGREE with the following statements."
(those who "agree strongly" or "agree somewhat")



- Hiring the best faculty is the idea that motivates both donors and non-donors to the same degree and
 - Having an endowment that is competitive with other peer schools, though significantly different, received a large share of agreement from both donors and non-donors alike

Donation Many alumni have trust and confidence in the donation process

"Please tell us how much you AGREE or DISAGREE with the following statements."
(those who "agree strongly" or "agree somewhat")

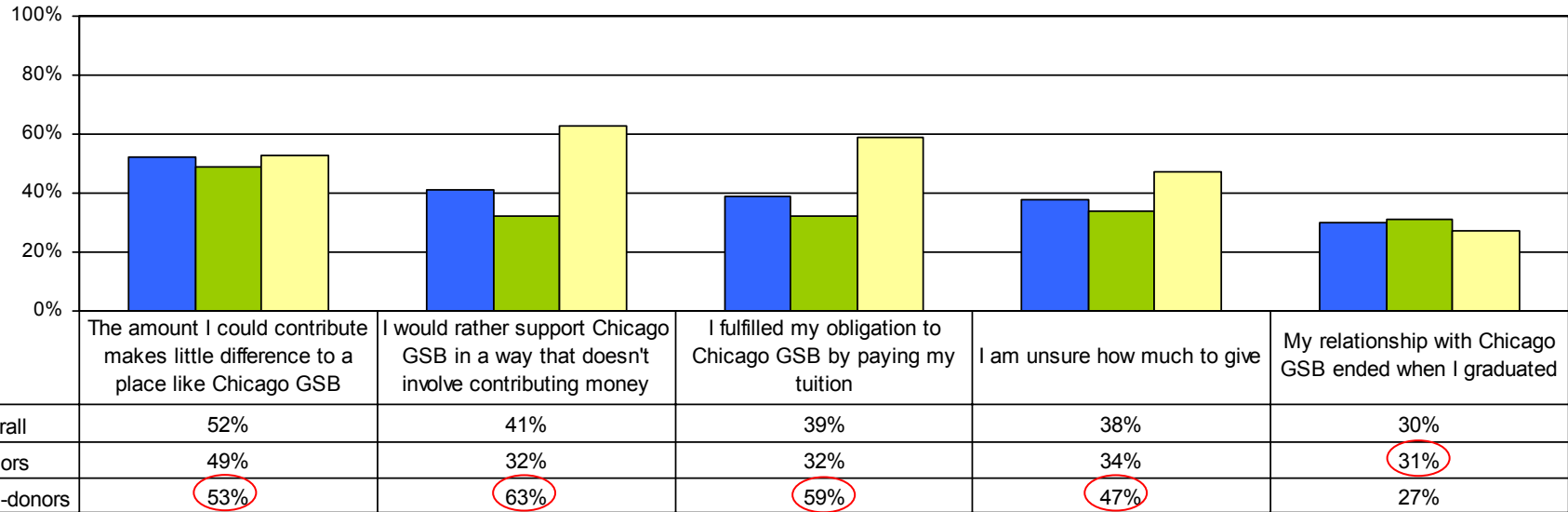


- Most (91%) are confident that money donated to Chicago GSB will be well spent
 - Nearly two-thirds (62%) feel they understand how donations are used
 - *Implication: Chicago GSB can continue to build on this trust by using targeted messaging. One possibility is the hiring of the best faculty, as nearly all (96%) of alumni agree that this is important*

- Consider ways to make donating money even easier
 - Nearly nine in ten (87%) agree that it is quick and easy to contribute money, though only 40% “strongly agree”

Donation Feeling that their gift doesn't matter is a main barrier for alumni

"Please tell us how much you AGREE or DISAGREE with the following statements." [Only "Agree Strongly" shown]



- Just over half (52%) agree strongly or agree somewhat that the amount they contribute makes little difference to a place like Chicago GSB
- The 39% who believe they fulfilled their obligation to Chicago GSB by paying tuition will be much harder to motivate
 - There is a strong correlation between these alumni and those that say their relationship ended when they graduated, which suggests that Chicago GSB should attempt to reach these alumni before they graduate to explain the lifetime relationship Chicago GSB students have entered

Conclusions and Implications

Alumni Model

Conclusions and Implications

Alumni Model The 2007 research adds to the picture

2007

- School built relationship with alum as a student
- Feel valued as an alum
- Find alumni network helpful

- Pride in degree
- Recruits Chicago GSB students and alumni
- Is older

- Promoting Chicago GSB to contacts and media
- Strength of alumni network

- Importance of strong alumni network

2004

- Other alumni part of social life now
- Strong network upon graduating
- Felt connected now and as a student*
- Good social experience as a student*

- High value of MBA*
- Feels connected now
- Feeling the school has strong long-term vision
- Philanthropic mindset

- Pride in degree (then and now)
- Feeling the school has strong long-term vision
- Academic experience
- Value of MBA upon graduating

- Career progression



Help others in Chicago GSB family



Support Chicago GSB financially



Recommend Chicago GSB to others



Enhance the school's reputation

Conclusions and Implications

Overall Perceptions

- Alumni perceive Chicago GSB positively according to various measures of loyalty and satisfaction
 - Their ratings in 2007 differ only slightly from those in 2004
 - Satisfaction with student experience and belief in Chicago's vision and strategy are up
 - Pride in degree and belief in superiority of education are down
 - Attribution of success to Chicago GSB and satisfaction with career progression are down
 - Alumni are about as likely to recommend Chicago GSB to prospects as admitted, current, and graduating students are
 - The factor most associated with a higher likelihood to recommend is satisfaction with the student experience
 - The factor most associated with a lower likelihood to recommend is importance of being respected as a member of the alumni network
- Alumni's connection to Chicago GSB is with the program more than it is with its people
 - But their affiliating more with the institution than with their classmates highlights how the alumni network is potentially weakened by not having more person-to-person connections

Conclusions and Implications

Alumni Network

- Robust professional development opportunities are key to alumni's perception of a strong network
- Belief in Chicago GSB's network's strength is moderate
 - 7 in 10 alumni agree that the network is growing stronger but only 1 in 10 "agree strongly"
 - Additionally, the factor most associated with higher quality ratings of the overall alumni network is agreement that the network is growing stronger
- Finding the network helpful is also tied closely to higher quality ratings of the overall alumni network
 - 65% of alumni say they have not been helped in their career by another alum
 - Alumni who think that connecting personally to other alumni is important are more likely to find the network helpful, but most alumni don't use the network socially
- Living in outside Chicago is linked to lower quality ratings of the overall alumni network

Conclusions and Implications

Services, Activities, & Communications

- Business Forecasts, attended by over half of alumni, are the most highly rated Alumni Office events offered
 - While Global Leadership Series events are attended by only 10% of alumni (not surprising given their being a newer offering), their high rating suggests opportunities for expansion
- Many alumni call for more outside-Chicago events and professional development opportunities
- Alumni prefer to network within their graduate cohort
- Career Services, Community Directory, and regional events are three areas with the greatest need for improved or expanded services
 - This urgency is more acute for alumni who graduated in the 1990s or later
- Alumni do not appear yet to fully appreciate the value or to be fully cognizant of audio/visual components on the alumni website and email

Conclusions and Implications

Engagement

- High engagement With Chicago GSB is especially about networking and face-time with prospects and students
- Recent grads, women and non-Full-time program graduates are more likely to be highly engaged
- Highly attended events such as Business Forecasts could act as gateways to highly rated, international events such as the Global Leadership Series
 - Well-attended Business Forecast Luncheons are more likely to attract less-engaged alumni than highly-engaged alumni, whereas Global Leadership Series events attract many more highly-engaged alumni than less-engaged alumni
- Local alumni club events are also potential gateway activities for less engaged alums since many high engaged alumni participate in these events as well

Conclusions and Implications

Donation

- Feeling their gift doesn't matter is a strong potential barrier to donation
- Alumni living abroad, EMBA program graduates, and Evening MBA and Weekend MBA program graduates are less inclined to donate than other alumni
 - Curtailed role of Career Services for Part-time students may depress donation by decreasing the likelihood that Part-time graduates will recruit through Career Services
- Pride in degree and rightness and ease of donation are positive predictors of donating

Geography Profile

Perceptions International alumni have more positive perceptions than do US alumni

	Total (a)	US/International		US Region						International Region		
		US (b)	Int'l (c)	Chicago (d)	NY (e)	SF (f)	LA (g)	DC (h)	Other US (i)	Europe (j)	Asia (k)	Americas (l)
N=	4613-4731	4102-4204	495-508	1437-1470	419-429	241-245	152-158	91-112	1342-1791	175-224	174-207	73-75
Being a Chicago GSB alumnus/a is a significant part of my identity. ("Agree somewhat or "Agree strongly")	75%	74%	81% <i>b</i>	75%	69%	70%	76%	81% <i>e,f</i>	75%	78%	84%	81%
I feel that the school values me as an alumnus/a. ("Agree somewhat" or "Agree strongly")	69%	68%	74% <i>b</i>	71% <i>e,f</i>	61%	62%	72% <i>e</i>	73% <i>e</i>	67%	76%	72%	72%
Are satisfied with your overall experience while a student at Chicago GSB (Rated 4 or 5 "Very much")	82%	81%	88% <i>b</i>	80%	79%	73%	84% <i>f</i>	83%	83% <i>f</i>	88%	86%	93%
Believe Chicago GSB has a strong vision and long-term strategy (Rated 4 or 5 "Very much")	69%	68%	73% <i>b</i>	69%	63%	65%	77% <i>e,f,i</i>	71%	68%	76%	69%	78%

- International alumni rated all four questions significantly higher than did US alumni
 - All non-US regions have higher ratings than the US region overall
- Within the US, New York alumni are less likely than DC, LA, and Chicago alumni to agree that Chicago GSB values them as an alumni

Alumni Network International alumni perceive the alumni network as more important than do US alumni

Overall alumni network (top two box shown - 4s and 5s)	Total	US/International		US Region						International Region		
	(a)	US (b)	Int'l (c)	Chicago (d)	NY (e)	SF (f)	LA (g)	DC (h)	Other US (i)	Europe (j)	Asia (k)	Americas (l)
N=	2941	2555-3665	380-456	946-1274	289-379	165-210	97-131	76-94	982-1576	168-206	154-179	56-69
Importance of overall alumni network	62%	61%	75%	64%	67%	67%	62%	68%	55%	75%	74%	75%
			<i>b</i>	<i>i</i>	<i>i</i>	<i>i</i>		<i>i</i>				
Quality of overall alumni network	32%	31%	37%	38%	26%	27%	36%	35%	27%	38%	39%	28%
			<i>b</i>	<i>e,f,i</i>								

Would you attend a reunion for your class in the future?												
Yes	28%	26%	47%	28%	34%	31%	30%	20%	21%	46%	52%	37%
			<i>b</i>	<i>i</i>	<i>h,i</i>	<i>i</i>						
Not sure/maybe	44%	44%	46%	40%	43%	40%	31%	56%	49%	45%	41%	61%
								<i>d,f,g</i>	<i>d,f,g</i>			<i>k</i>
No	27%	30%	7%	32%	24%	29%	39%	24%	30%	9%	7%	2%
		<i>c</i>		<i>e</i>			<i>e</i>			<i>i</i>		

- Although international prospects rate the quality of the alumni network significantly higher than do US alumni, the gap between their importance and quality ratings, on average, is still wider than it is for US alumni
 - This suggests that the gap is a more urgent issue for international alumni
- The quality ratings of the alumni network are highest in Asia, Europe, and Chicago
 - *Implication: There is a strong correlation between alumni's level of involvement in the alumni network and how they rate it's quality*
- Within the US, alumni outside the five metro regions rate the importance of the network lower than four of the five metro regions
 - Non-metro alumni in the US seem therefore to be somewhat disengaged from other alumni

Alumni Services Networking events for alumni with shared interests tops all regions except non-US Americas

Which services, events and activities that Chicago GSB could provide are you MOST interested in?	Total (a)	US/Intn'l		US Region						International Region		
		US (b)	Int'l (c)	Chicago (d)	NY (e)	SF (f)	LA (g)	DC (h)	Other US (i)	Europe (j)	Asia (k)	Americas (l)
N=	3486	3039	438	1091	327	186	108	77	1251	198	177	61
Networking events for alumni with shared interests	59%	59% <i>c</i>	53%	59%	63%	65%	66%	64%	57%	56%	53%	43%
Interaction with Chicago GSB faculty	39%	39%	39%	37%	42%	38%	30%	41%	42% <i>d,g</i>	40%	34%	52% <i>k</i>
Expanded Career Services	37%	38% <i>c</i>	30%	40%	37%	35%	36%	32%	38%	33%	29%	22%
Events with members of your graduating class	32%	32%	34%	26%	41% <i>d,i</i>	36% <i>d</i>	37%	28%	33% <i>d</i>	33%	31%	45%
Arts and cultural events	25%	27% <i>c</i>	13%	30% <i>f</i>	24%	20%	30%	29%	26%	17% <i>l</i>	10%	7%
Events sponsored jointly by the University of Chicago and Chicago GSB	16%	16% <i>c</i>	10%	19% <i>e,f</i>	11%	12%	15%	13%	16% <i>e</i>	8%	13%	10%
Being a mentor to a Chicago GSB student	16%	16%	14%	16%	15%	15%	12%	18%	17%	14%	14%	17%
Speaking at a Chicago GSB event	11%	11% <i>c</i>	8%	11%	10%	21% <i>d,e,h,i</i>	11%	10%	10%	7%	9%	8%
Expanded event schedule for international (non-U.S.) residents	10%	4%	51% <i>b</i>	3%	6%	2%	2%	3%	6% <i>d,f,g</i>	47%	51%	65% <i>j</i>
Family events	10%	10%	8%	11% <i>h</i>	8%	16% <i>e,h,i</i>	11%	4%	9%	5%	10%	10%
Interaction with current Chicago GSB students	9%	9%	10%	9% <i>g</i>	8%	12% <i>g</i>	3%	7%	10% <i>g</i>	7%	14% <i>l</i>	4%
Expanded event coverage on Chicago GSB website	9%	10%	7%	8%	10%	6%	7%	14%	12% <i>d,f</i>	7%	5%	11%
Hosting an alumni event at your company	4%	3%	5%	4%	4%	3%	3%	3%	3%	6%	4%	3%

- Expanding event schedule for non-US resident is the second highest priority for international alumni and the highest priority in the non-US Americas

Alumni Services Publications are used most by alumni around the world

How aware are you that Chicago GSB offers the following services for alumni and to what degree have you used them? (Percentage of those who have <i>ever</i> used services)	Total	US/Intn'l		US Region						International Region		
	(a)	US (b)	Int'l (c)	Chicago (d)	NY (e)	SF (f)	LA (g)	DC (h)	Other US (i)	Europe (j)	Asia (k)	Americas (l)
	N=	3812-3835	468-470	1332-1344	393-395	223-225	141-142	98-100	1618-1635	209-212	186-188	69
Publications and information	73%	73%	78% <i>b</i>	73%	72%	73%	71%	74%	72%	80%	74%	82%
Chicago GSB website (overall)	54%	52%	69% <i>b</i>	54% <i>i</i>	57% <i>i</i>	52%	59% <i>i</i>	60% <i>i</i>	48%	67%	70%	74%
Regional events (e.g., club activities)	43%	41%	55% <i>b</i>	38%	49% <i>d,l</i>	52% <i>d,l</i>	58% <i>d,l</i>	43%	39%	59% <i>l</i>	58% <i>l</i>	35%
Email4Life	42%	40%	56% <i>b</i>	44% <i>i</i>	46% <i>i</i>	47% <i>i</i>	39%	50% <i>i</i>	34%	56%	58%	54%
Community Directory (online directory)	35%	33%	50% <i>b</i>	36% <i>i</i>	39% <i>i</i>	42% <i>i</i>	33%	37%	29%	46%	55%	47%
Career Services	30%	30%	30%	38% <i>e,f,i</i>	29%	25%	31%	32%	24%	31% <i>i</i>	34% <i>i</i>	16%
Website event audio and video, podcasts, RSS feeds	12%	11%	21% <i>b</i>	13% <i>i</i>	14% <i>i</i>	11%	9%	13%	9%	19%	26%	14%

- Publications and information are used by alumni more than any other Chicago GSB service
- Non-US alumni report higher usage rates than US alumni on nearly every service
 - The one exception is Career Services, which is used by US and International alumni at equal rates (30%)
- Within the US, alumni outside the five metro areas are less likely than alumni in many metro regions to use the Chicago GSB website, attend regional events, use Email4Life, or use the online directory

Events Attendance US and International alumni exhibit different attendance patterns at Chicago GSB events

Which events have you attended?	Total (a)	US/Intn'l		US Region						International Region		
		US (b)	Int'l (c)	Chicago (d)	NY (e)	SF (f)	LA (g)	DC (h)	Other US (i)	Europe (j)	Asia (k)	Americas (l)
<i>N</i> =	1666	1480	178	667	132	70	63	30	517	88	71	18
Business Forecast	54%	57% <i>c</i>	28%	63% <i>h,i</i>	57% <i>h</i>	60% <i>h</i>	78% <i>d,e,f,h,i</i>	30%	50% <i>h</i>	30% <i>l</i>	33% <i>l</i>	8%
Management Conference	33%	35% <i>c</i>	16%	48% <i>e,f,g,h,i</i>	15%	18%	29%	15%	28% <i>e,f</i>	14%	18%	18%
Alumni Weekend Reunion / Alumni Celebration	31%	30%	40% <i>b</i>	33% <i>g,h</i>	26%	28%	14%	14%	29% <i>g,h</i>	39%	47%	22%
Alumni / Student LPF	20%	20%	16%	27% <i>g,i</i>	18%	22%	9%	31% <i>g,i</i>	13%	9%	27% <i>j</i>	11%
Global Leadership Series	10%	9%	24% <i>b</i>	10% <i>f,g,i</i>	19% <i>f,g,i</i>	4%	1%	7%	6% <i>g</i>	17%	35% <i>j</i>	17%

- International alumni are nearly three times as likely to attend Global Leadership Series events as US alumni, a sign of success at reaching the intended audience for the Series, especially alumni in Asia
- Within the US, Chicago-area alumni generally attend at the highest rates, with one major exception
 - LA-area alumni are more likely than all other alumni to attend Business Forecast Luncheons

Participation Local alumni clubs are the most popular event for alumni outside of Chicago

Please indicate how often you have participated in each of the following GSB activities in the past two years (percentage of those who've ever attended are shown)	Total	US/Intn'l		US Region						International Region		
	(a)	US (b)	Int'l (c)	Chicago (d)	NY (e)	SF (f)	LA (g)	DC (h)	Other US (i)	Europe (j)	Asia (k)	Americas (l)
N=	4097-4145	3632-3679	452-459	1268-1289	377-381	210-214	134-135	89-95	1550-1570	205-209	180-183	61-65
An alumni club in your local area local area	33%	30%	64%	21%	37%	44%	48%	40%	31%	64%	69%	50%
Admissions Events	23%	20%	44%	20%	22%	23%	25%	26%	19%	39%	48%	47%
An alumni Roundtable	14%	14%	11%	27%	9%	7%	6%	10%	7%	14%	10%	7%
A special interest alumni club	13%	14%	11%	22%	16%	12%	9%	15%	7%	12%	12%	7%
Chicago GSB@Work (GSB events at your workplace)	5%	5%	7%	8%	6%	4%	2%	3%	2%	7%	10%	2%

- This is not surprising, as Chicago-area alumni have more options and proximity to Chicago GSB campuses
 - Within the US, Chicagoans are more likely to attend Roundtables than other alumni
 - Internationally, alumni in Asia are more likely to attend local alumni clubs and ChicagoGSB@Work events
- More than twice as many international alumni participate in admissions events than do US alumni
 - Implication: International alumni feel a stronger desire to “sell” Chicago GSB to prospects

Engagement International alumni are also more engaged with Chicago GSB than are US alums

Engagement Level	Total (a)	US/Intn'l		US Region						International Region		
		US (b)	Int'l (c)	Chicago (d)	NY (e)	SF (f)	LA (g)	DC (h)	Other US (i)	Europe (j)	Asia (k)	Americas (l)
	N= 4731	4204	508	1470	429	245	158	112	1791	224	207	75
High Engagement	24%	22%	42%	26%	25%	26%	24%	24%	17%	38%	47%	39%
			<i>b</i>	<i>i</i>	<i>i</i>	<i>i</i>						
Medium Engagement	51%	52%	41%	50%	55%	51%	52%	41%	54%	47%	35%	42%
		<i>c</i>			<i>h</i>				<i>h</i>	<i>k</i>		
Low Engagement	24%	25%	16%	23%	19%	23%	23%	35%	28%	14%	18%	17%
		<i>c</i>						<i>d,e</i>	<i>d,e</i>			

- One-quarter of US alumni fall into the “Low Engagement” category, compared to 16% of International alumni
- Within the US, many major metro areas – but not all – see higher levels of engagement
 - DC and areas outside the five major US metro areas are the least engaged
- Among non-US regions, Asia shows the highest levels of engagement

Appendix

Methodology

Analytic Plan

Profile of Respondents

Methodology

- Survey
 - 32 questions (some multi-part) on perceptions, attitudes, participation and behaviors, and demographics of Chicago GSB alumni
 - Two survey methods available
 - **Online:** All alumni with an active email address received the online survey (n = 20,937)
 - **Mail-in:** Alumni with no/deactivated email address and a complete mailing address (n = 12,861)
 - > All alumni who received the mail-in version were offered the opportunity to complete the survey online, using a unique password
- Target audience
 - All Chicago GSB alumni
 - 33,798 alumni (20,937 online + 12,861 mail-in) in cleaned sample
 - > 5,201 records of the original 38,999 removed because of duplication or deactivated email addresses (without mailing address)
- Response rates
 - Total response rate was 14% (4,752 of 33,798 alumni), compared to a 16% overall response rate in 2004
 - The response rate for the online survey was 19% (4,063 of 20,937 online alumni responded)
 - > Compared to 33% in 2004
 - > 85.5% of all respondents completed the online version of the survey in 2007
 - The response rate for the mail-in survey was 5% (689 of 12,861 mail-in alumni responded)
 - > Same response rate to the mail-in survey in 2004 (5%)
 - > 14.5% of all respondents completed the mail survey in 2007
 - Of the 689 who completed the mail-in survey, 122 alumni (18%) chose to complete the survey online using a password provided to them

Analytic Plan

- Within the cleaned sample, we weighted the dataset so that the respondents were representative of the entire Chicago GSB alumni population
 - Total number of completes = 4745 (14% response rate)
 - We weighted the data on two variables – survey method and decade of graduation
 - Alumni who received the email survey responded at a higher rate than did alumni who received the mail survey, which overrepresented younger alumni
 - Weighting by survey method corrected much of the age issue, but we adjusted class decade as well to match the entire population perfectly

	Unweighted	Weighted	All Alumni
Survey Method	<i>n=4,745</i>	<i>n=4,731</i>	<i>n=33,798</i>
Online	86%	62%	62%
Mail	14%	38%	38%

	Unweighted	Weighted	All Alumni
Graduation Decade	<i>n=4,725</i>	<i>n=4,731</i>	<i>n=33,777</i>
1950s or earlier	3%	4%	4%
1960s	7%	8%	8%
1970s	14%	16%	16%
1980s	17%	22%	22%
1990s	21%	26%	26%
2000s	38%	24%	24%

- We further analyze by:
 - Key demographic variables where necessary, including gender and age
 - Index of alumni engagement created from relevant survey questions
 - Appended data from Chicago GSB, including donor history, program type, geography, and year of graduation (collapsed into decade)
- A note on statistical significance
 - Throughout the report we note where there are statistically significant differences between groups
 - Unless otherwise noted that significance is measured at a 95% confidence level ($p < .05$)

Profile of Respondents

When weighted, respondents are highly representative of Chicago GSB's alumni base

	Respondents	All Alumni
Gender	<i>n</i> =4,594	<i>n</i> =3,909
Men	79%	80%
Women	21%	20%
Location	<i>n</i> =4,084	<i>n</i> =33,725
In the U.S.	86%	90%
Outside the U.S.	14%	10%
Program type	<i>n</i> =875	<i>n</i> =3,208
Northern America (excluding U.S.)	4%	3%
Europe	44%	43%
Asia	38%	45%
Latin America and Caribbean	11%	7%
Australia, New Zealand, Oceania	2%	2%
Africa	1%	1%
Program type	<i>n</i> =4,726	<i>n</i> =33,553
Full-time MBA	54%	52%
Evening Program	25%	28%
Weekend Program	4%	4%
EMBA – North America	9%	7%
EMBA - Europe	2%	2%
EMBA - Asia	1%	1%
Other**	3%	1%

** Includes PhDs, IMBA, HAP and IBEX alumni

	Respondents
Age*	<i>n</i> =4,055
Under 35	12%
35-44	29%
45-54	26%
55-64	17%
65-74	10%
75 or older	7%
Children at Home*	<i>n</i> =4,064
Yes	48%
Age of Children*	<i>n</i> =1,916
0-3 years old	32%
4-7 years old	34%
8-12 years old	33%
13-17 years old	33%
18 years old older living at home	17%

• Only survey respondent data shown on these items (data of entire alumni population not available) Respondents were older this year, on average (compared to 2004). Functional area was nearly identical (no more than 3 percentage-point difference, except for Finance, which increased from 22% in 2004 to 28% in 2007). Percentage with children at home similar, age of children not available.

	Respondents
Current Functional Area*	<i>n</i> =4,056
Finance	28%
General Management	14%
Consulting	10%
Marketing	8%
Entrepreneur	7%
Accounting	3%
Business Development	3%
Strategic Planning	3%
Project Management	2%
Operations/Production	2%
Other	18%

Chicago GSB Alumni Survey 2007

Please answer all the questions so we can fully understand your opinions.
 Your responses will be confidential and analyzed only in aggregate.
 Your responses will not be associated with any future mailing or fund request.
 Thanks in advance for your time.

If you prefer to take this survey online, visit www.chicagogsb.edu/alumnisurvey and enter
 [password goes here XXXXXX]

1. Please tell us to what extent you:	Not at all					Very much
Are satisfied with your overall experience while a student at Chicago GSB	1	2	3	4	5	
Attribute an important part of your professional success to Chicago GSB	1	2	3	4	5	
Are satisfied with your overall career progression	1	2	3	4	5	
Are involved with Chicago GSB now	1	2	3	4	5	
Would like to be more involved with Chicago GSB	1	2	3	4	5	
Find the Chicago GSB alumni network helpful	1	2	3	4	5	
Believe Chicago GSB has a strong vision and long-term strategy	1	2	3	4	5	
Believe Chicago GSB did an excellent job of building a relationship with you when you were a student	1	2	3	4	5	

2. Please tell us how much you AGREE or DISAGREE with the following statements:	Disagree strongly	Disagree somewhat	Agree somewhat	Agree strongly
I am proud of my degree from Chicago GSB.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I received a better education from Chicago GSB than most of my peers did from their business schools.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Being a Chicago GSB alumnus/a is a significant part of my identity.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I feel that the school values me as an alumnus/a.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I feel more connected to Chicago GSB than I do to my undergraduate institution.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I feel more connected to Chicago GSB than I do to the University of Chicago overall.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I feel more connected to my Chicago GSB classmates than I do to Chicago GSB as a whole.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I help other Chicago GSB alumni and students progress in their careers.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other Chicago GSB alumni are an important part of my personal life/social life.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I promote Chicago GSB to others (e.g., among colleagues, to business contacts, and in the media) whenever I can.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I have been helped in my career (e.g., hired, mentored, or introduced to business leaders) by a Chicago GSB alumnus/a.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Chicago GSB's alumni network is growing stronger.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

3. How likely would you be to recommend Chicago GSB to someone considering an MBA program?

Not at all likely					Neutral					Extremely likely				
0	1	2	3	4	5	6	7	8	9	10				

4. When you think about the various aspects, benefits, or activities of a BUSINESS SCHOOL ALUMNI NETWORK, please:
1) tell us how IMPORTANT each aspect is to you
2) rate the QUALITY of Chicago GSB's alumni network on each aspect

	Importance of this aspect					Quality of Chicago GSB's Alumni network				
	Not important		Very important			Poor		Excellent		
Opportunities to meet new people professionally	1	2	3	4	5	1	2	3	4	5
Opportunities to meet new people socially	1	2	3	4	5	1	2	3	4	5
Opportunities to find potential mentors in the alumni network	1	2	3	4	5	1	2	3	4	5
An up-to-date, useful online alumni directory	1	2	3	4	5	1	2	3	4	5
Alumni willing to help fellow alumni and students professionally	1	2	3	4	5	1	2	3	4	5
Alumni who feel good about the school	1	2	3	4	5	1	2	3	4	5
Alumni with the ability to hire other Chicago GSB alumni and students	1	2	3	4	5	1	2	3	4	5
Being respected because you are part of that alumni network	1	2	3	4	5	1	2	3	4	5
Overall alumni network	1	2	3	4	5	1	2	3	4	5

5. Please tell us what might enable you to help Chicago GSB alumni and students in their careers: (Please select all that apply.)

- Having more time
- Knowing who Chicago GSB alumni are
- Having alumni and students contact me directly
- A mentoring program in my particular field
- Knowing exactly how they would want help
- Knowing other Chicago GSB alumni I could refer them to if I cannot help them
- Other: _____

6. Please select any of the options below that you have used professionally since you graduated from Chicago GSB. (Please select all that apply.)

- Contacted a fellow Chicago GSB alum
- Contacted a Chicago GSB professor
- Contacted a staff member from Chicago GSB (If so, what Department? _____)
- Conducted research using Career Services materials (print and/or online)
- Other (Please specify: _____)
- None (Why not? _____)

7. How aware are you that Chicago GSB offers the following services for alumni and to what degree have you used them?

	Not aware at all	Aware but I have never used it	Aware and I have used it from time to time	Aware and I use it regularly
Community Directory (online directory)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Email4Life	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Career Services (coaching, job postings, career workshops)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Chicago GSB website (overall)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Website event audio and video, podcasts, RSS Feeds	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Publications and information about faculty research, awards, and centers (e.g., <i>Capital Ideas</i> , <i>Chicago GSB Magazine</i>)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Regional events (e.g., club activities)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

8. Please indicate how **IMPORTANT IT IS TO YOU PERSONALLY** that Chicago GSB offers each of the following services and how **SATISFIED** you are with each service. If you are not familiar with the service, please select "N/A."

I. IMPORTANCE	Not at all important					N/A	II. SATISFACTION	Very dissatisfied					N/A
	1	2	3	4	5			1	2	3	4	5	
Community Directory (online directory)	1	2	3	4	5	<input type="checkbox"/>	Community Directory (online directory)	1	2	3	4	5	<input type="checkbox"/>
Email4Life	1	2	3	4	5	<input type="checkbox"/>	Email4Life	1	2	3	4	5	<input type="checkbox"/>
Career Services (coaching, job postings, career workshops)	1	2	3	4	5	<input type="checkbox"/>	Career Services (coaching, job postings, career workshops)	1	2	3	4	5	<input type="checkbox"/>
Chicago GSB website (overall)	1	2	3	4	5	<input type="checkbox"/>	Chicago GSB website (overall)	1	2	3	4	5	<input type="checkbox"/>
Website event audio and video, podcasts, RSS Feeds	1	2	3	4	5	<input type="checkbox"/>	Website event audio and video, podcasts, RSS Feeds	1	2	3	4	5	<input type="checkbox"/>
Publications and information about faculty research, awards, and centers (e.g., <i>Capital Ideas</i> , <i>Chicago GSB Magazine</i>)	1	2	3	4	5	<input type="checkbox"/>	Publications and information about faculty research, awards, and centers (e.g., <i>Capital Ideas</i> , <i>Chicago GSB Magazine</i>)	1	2	3	4	5	<input type="checkbox"/>
Regional events (e.g., club activities)	1	2	3	4	5	<input type="checkbox"/>	Regional events (e.g., club activities)	1	2	3	4	5	<input type="checkbox"/>

9. Chicago GSB provides a variety of ways for you to meet and interact with your fellow alumni. Please indicate how often you have participated in each of the following GSB activities in the past two years and whether you are interested in participating in them more frequently.

	0 times	1-2 times	3 or more times	Are you interested in participating in this forum more frequently than you do now? (circle one)		
				Yes	Maybe	No
An alumni club in your local area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Yes	Maybe	No
A special interest alumni club (e.g., Chicago Women in Business Alumnae Network, Chicago Private Equity Network)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Yes	Maybe	No
Chicago GSB@Work (GSB events at your workplace)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Yes	Maybe	No
An alumni Roundtable (e.g., Finance Roundtable)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Yes	Maybe	No
Admissions Events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Yes	Maybe	No

10. Listed below are a number of different events offered by the Alumni Affairs Office. Please tell us which events you have attended, and whether you have traveled to another city to attend any of them. Please answer for each event.

	Attended	Traveled to attend
Global Leadership Series	<input type="checkbox"/>	<input type="checkbox"/>
Alumni/Student LPF (Liquidity Preference Function)	<input type="checkbox"/>	<input type="checkbox"/>
Alumni Weekend Reunion/ Alumni Celebration	<input type="checkbox"/>	<input type="checkbox"/>
Business Forecasts	<input type="checkbox"/>	<input type="checkbox"/>
Management Conference	<input type="checkbox"/>	<input type="checkbox"/>

11. If you have attended any of these events, how would you rate their quality? Please answer for each event.

	Poor					Excellent					Have not attended
	1	2	3	4	5	1	2	3	4	5	
Global Leadership Series	1	2	3	4	5						<input type="checkbox"/>
Alumni/Student LPF (Liquidity Preference Function)	1	2	3	4	5						<input type="checkbox"/>
Alumni Weekend Reunion/ Alumni Celebration	1	2	3	4	5						<input type="checkbox"/>
Business Forecasts	1	2	3	4	5						<input type="checkbox"/>
Management Conference	1	2	3	4	5						<input type="checkbox"/>

12. What could Chicago GSB do to improve any of the events you attended?

13. Please answer Yes, No, or Not sure/Maybe to the following questions:

	Yes	Not sure/ Maybe	No
Would you use Email4Life if the storage size/capacity were larger?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Would you attend a reunion for your class in the future?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Have you ever attended the UNIVERSITY Alumni Weekend?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

14. Would you be more or less likely to attend a reunion if it were based on the following:

	Much less likely	Somewhat less likely	Neither more nor less likely	Somewhat more likely	Much more likely
Graduation Year	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Region	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Industry	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other affinity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

(Please specify: _____)

15. Listed below are various services, events and activities that Chicago GSB could provide its alumni.

Please select the THREE that you are MOST interested in.

- Networking events for alumni with shared interests (e.g., industry, hobby)
- Family events
- Expanded Career Services (e.g., workshops, industry advice)
- Being a mentor to a Chicago GSB student
- Interaction with Chicago GSB faculty
- Interaction with current Chicago GSB students
- Arts and cultural events
- Events with members of your graduating class
- Expanded event schedule for international (non-U.S.) residents (e.g., Global Leadership Series or GSB@Work events in more international locations)
- Expanded event coverage on Chicago GSB website (e.g., podcast/video)
- Events sponsored jointly by the University of Chicago and Chicago GSB
- Hosting an alumni event at your company
- Speaking at a Chicago GSB event

16. What new services or activities would you like to see Chicago GSB offer its alumni?

17. Listed below are a number of different ways that alumni can support Chicago GSB. Please select whether you have done any of the items in the past 12 months, and whether you are interested in doing each more frequently. (Please select Yes or No for each activity and then circle your interest level).

	Done in the past 12 months		Are you interested in doing this more than you do now? (circle one)		
	Yes	No	Yes	Maybe	No
Attended an alumni club event in your local area	<input type="checkbox"/>	<input type="checkbox"/>	Yes	Maybe	No
Volunteered your time with prospective and current students	<input type="checkbox"/>	<input type="checkbox"/>	Yes	Maybe	No
Helped other alumni with professional networking	<input type="checkbox"/>	<input type="checkbox"/>	Yes	Maybe	No
Contributed money to the school, such as to the Chicago GSB Fund	<input type="checkbox"/>	<input type="checkbox"/>	Yes	Maybe	No
Worked with Career Services to recruit/interview Chicago GSB students for positions in the workforce.	<input type="checkbox"/>	<input type="checkbox"/>	Yes	Maybe	No
Assisted Admissions by attending Admission events	<input type="checkbox"/>	<input type="checkbox"/>	Yes	Maybe	No
Mentioned your Chicago GSB degree in casual conversations, in professional settings, and/or in the media	<input type="checkbox"/>	<input type="checkbox"/>	Yes	Maybe	No
Wore Chicago GSB clothing or use products with the Chicago GSB logo	<input type="checkbox"/>	<input type="checkbox"/>	Yes	Maybe	No
Participated in student groups or conferences	<input type="checkbox"/>	<input type="checkbox"/>	Yes	Maybe	No
Had a meal with a current student	<input type="checkbox"/>	<input type="checkbox"/>	Yes	Maybe	No
Recommended a prospective student	<input type="checkbox"/>	<input type="checkbox"/>	Yes	Maybe	No

18. Whether or not you personally contribute money to Chicago GSB, please tell us how much you agree or disagree with each statement below:

	Disagree strongly	Disagree somewhat	Agree somewhat	Agree strongly
I am proud of my degree from Chicago GSB.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Money given to Chicago GSB will be well spent.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It is quick and easy to contribute money to Chicago GSB.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It is clear to me how gift dollars are used.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The amount I could contribute makes little or no difference to a place like Chicago GSB.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
My relationship with Chicago GSB ended when I graduated.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am unsure how much to give.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I would rather support Chicago GSB in a way that doesn't involve contributing money.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I fulfilled my obligation to Chicago GSB by paying my tuition.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Contributing money is a satisfying way to support Chicago GSB.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Chicago GSB should have an endowment that is competitive with other top tier business schools.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Chicago GSB should hire and support the best faculty.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I donate to Chicago GSB so I can help an institution that helped me.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I donate to Chicago GSB so other qualified candidates can benefit from a GSB education.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I donate to Chicago GSB because it's the right thing for alumni to do.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

19. What, if anything, could Chicago GSB do to facilitate giving to the school?

20. From which sources do you get your news about Chicago GSB? (Please select all that apply.)

- | | |
|---|--|
| <input type="checkbox"/> Newspaper or magazine articles | <input type="checkbox"/> The main University of Chicago alumni magazine |
| <input type="checkbox"/> Faculty or staff on campus | <input type="checkbox"/> Other University of Chicago publications, mailings, or websites |
| <input type="checkbox"/> Other alumni | <input type="checkbox"/> E-mail updates and newsletters |
| <input type="checkbox"/> <i>Chicago GSB Magazine</i> website (chicagogsb.edu/magazine) | <input type="checkbox"/> None |
| <input type="checkbox"/> <i>Chicago GSB Magazine</i> (in print) | <input type="checkbox"/> Other (Please specify: _____) |
| <input type="checkbox"/> Chicago GSB website (chicagogsb.edu) | |
| <input type="checkbox"/> Chicago GSB alumni website (chicagogsb.edu/alumni/) | |
| <input type="checkbox"/> Chicago GSB mailings | |

21. How familiar are you with each of the following Chicago GSB news items?

	Not aware of it	Heard of it but don't know much about it	Heard a lot about it
The Hyde Park Campus being named the Charles M. Harper Center	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Receiving the #1 ranking in <i>BusinessWeek</i> in 2006 and the #1 Ranking in <i>Economist</i> in 2007	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Roger Myerson winning the 2007 Nobel Memorial Prize in Economics	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Distinguished Alumni Award Winners	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
New Faculty Centers: Becker Center on Chicago Price Theory, Kilts Center for Marketing, Polsky Center for Entrepreneurship.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

You are almost done! There are just a few important demographic questions. Note: Your responses are confidential and will only be analyzed on an aggregate level.

22. What year did you graduate from Chicago GSB? _____

23. Which Chicago GSB program did you complete?

- Full-time MBA
- Full-time IMBA
- Evening Program
- Weekend Program
- Executive Program—North America
- Executive Program—Europe
- Executive Program—Asia

24. Please select one option from the list below which best represents your CURRENT FUNCTIONAL AREA (or most recent area if not currently working):

- | | |
|---|--|
| <input type="checkbox"/> Accounting | <input type="checkbox"/> General Management |
| <input type="checkbox"/> Business Development | <input type="checkbox"/> Marketing |
| <input type="checkbox"/> Consulting | <input type="checkbox"/> Operations/Production |
| <input type="checkbox"/> Engineering | <input type="checkbox"/> Project Management |
| <input type="checkbox"/> Entrepreneur | <input type="checkbox"/> Strategic Planning |
| <input type="checkbox"/> Finance | <input type="checkbox"/> Other (Please specify: _____) |

25. Where do you live now?

- In the U.S. → What is your zip code? _____
- Outside the U.S.

26. (If Outside the U.S.) What region of the world do you live in?

- Africa
- Latin America and Caribbean
- North America (excluding U.S.)
- Asia
- Europe
- Australia, New Zealand, other Oceania

27. To which age group do you belong?

- Under 25 55–64
- 25–34 65–74
- 35–44 75 and over
- 45–54

28. Are you:

- Male Female

29. Do you have any children living with you?

- Yes No (*Please skip next question*)

30. If yes, how old are those children?

(Please select all that apply).

- 0–3 years old
- 4–7 years old
- 8–12 years old
- 13–17 years old
- 18 years or older and living at home

31. Do you have loans outstanding from your Chicago GSB education?

- Yes No

32. Is there anything else that you would like us to know?

Thank you for your help!

Please return your completed survey to us in the postage-paid envelope no later than December 1, 2007.

