

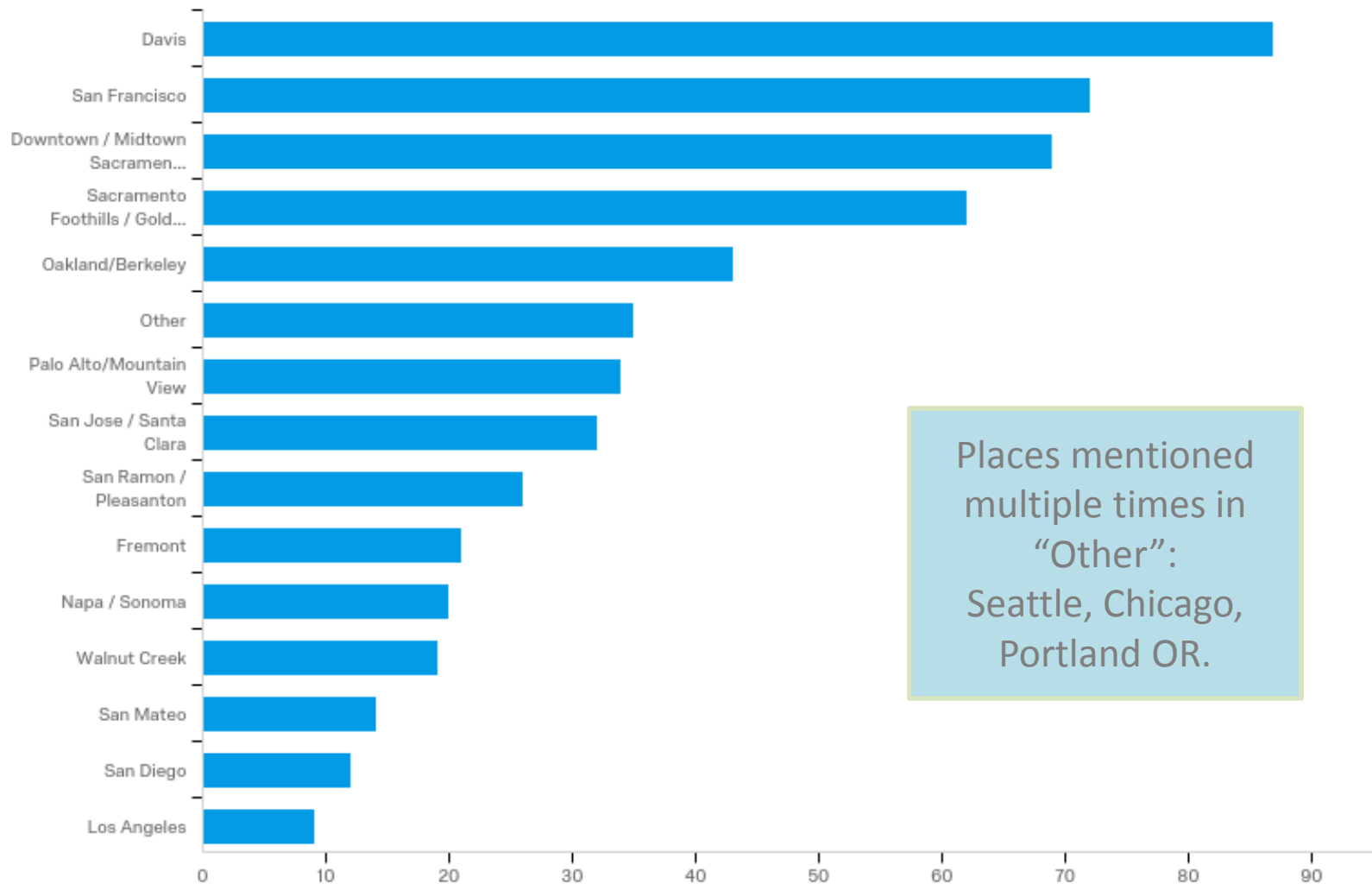


GSM Alumni Survey 2017

Submission Dates: Sept. 23-Oct. 13, 2017 | 213 Responses

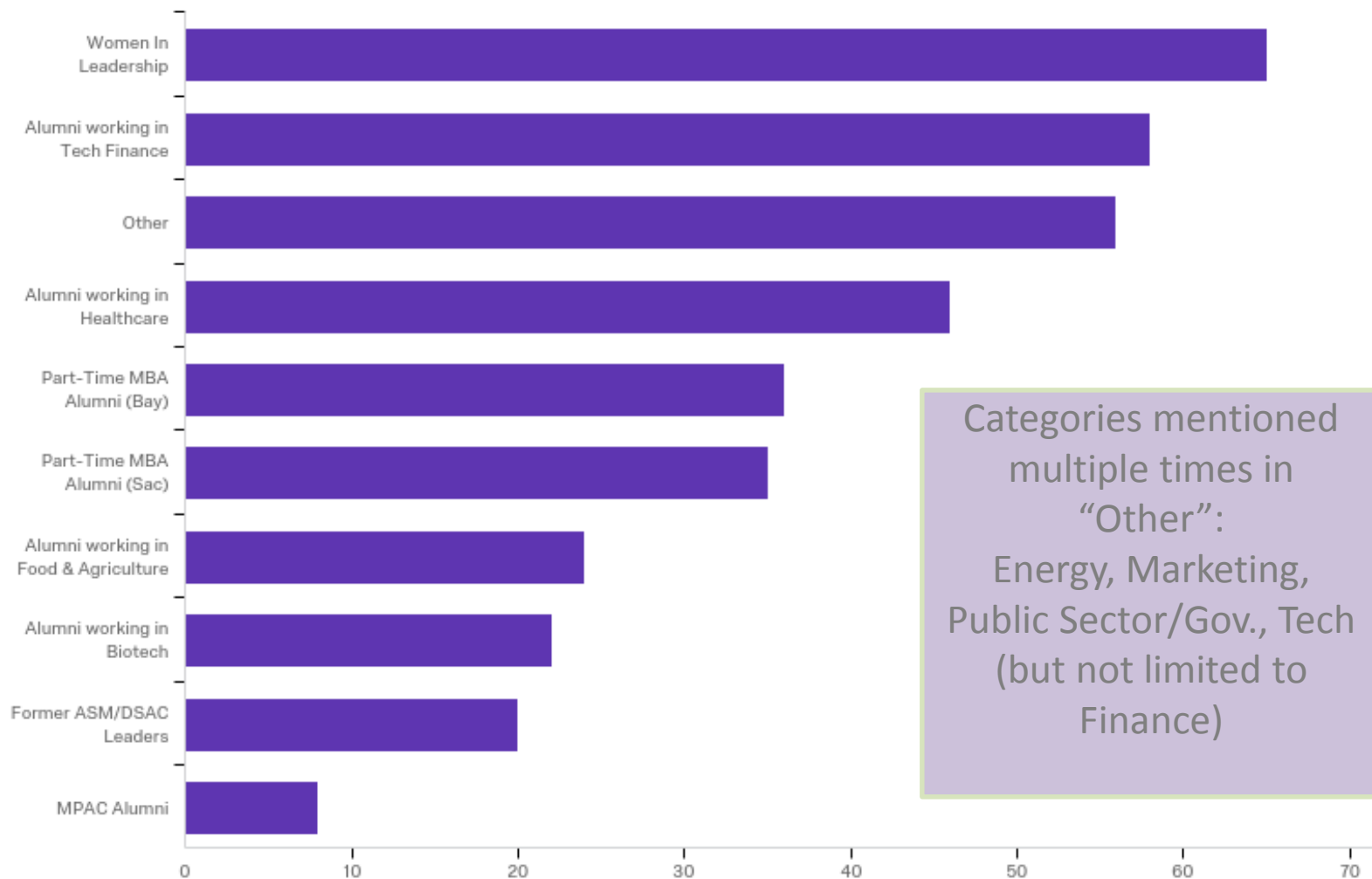


Which of the following locations is most appealing to you for networking events?

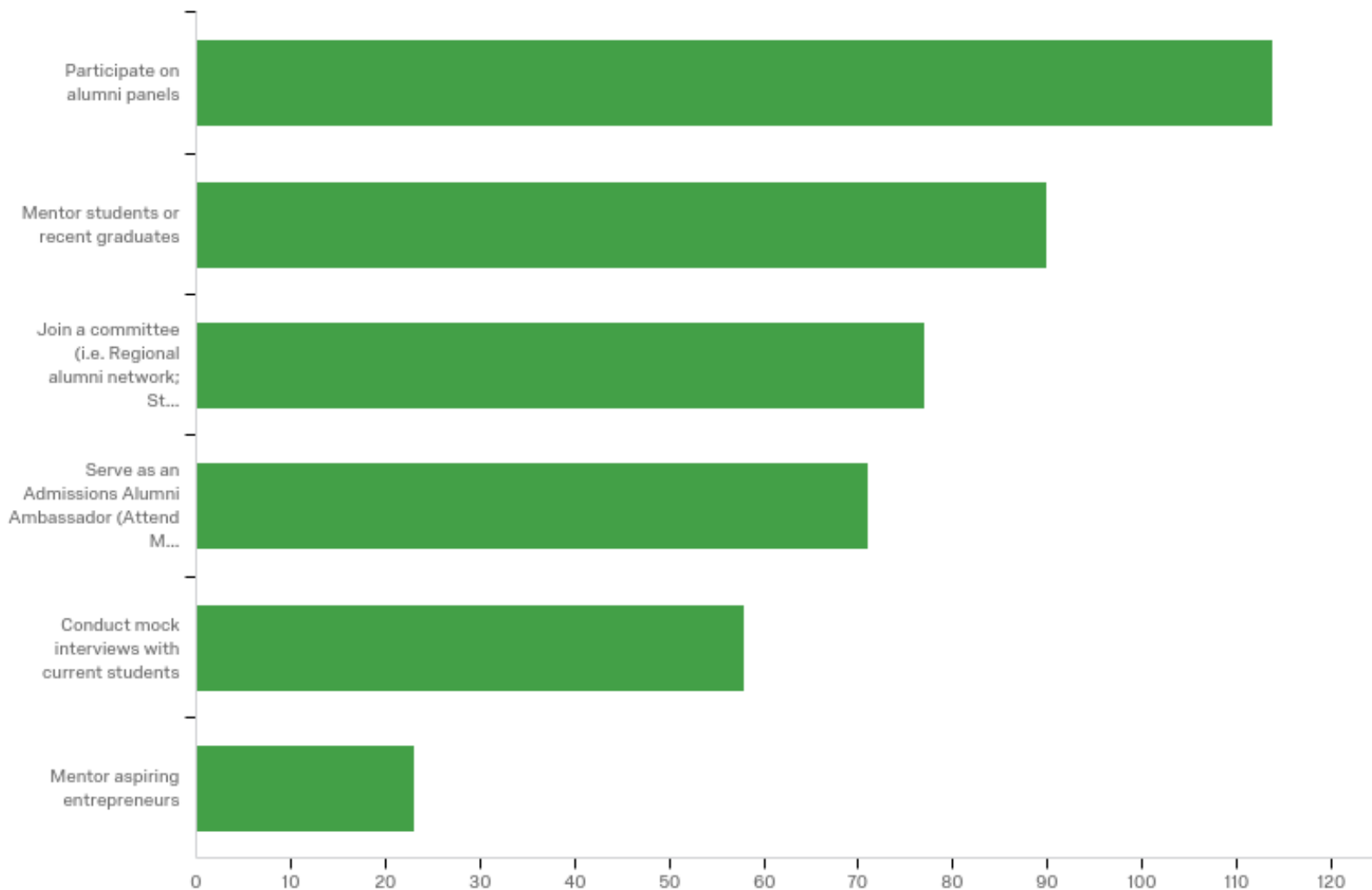


Places mentioned multiple times in "Other":
Seattle, Chicago, Portland OR.

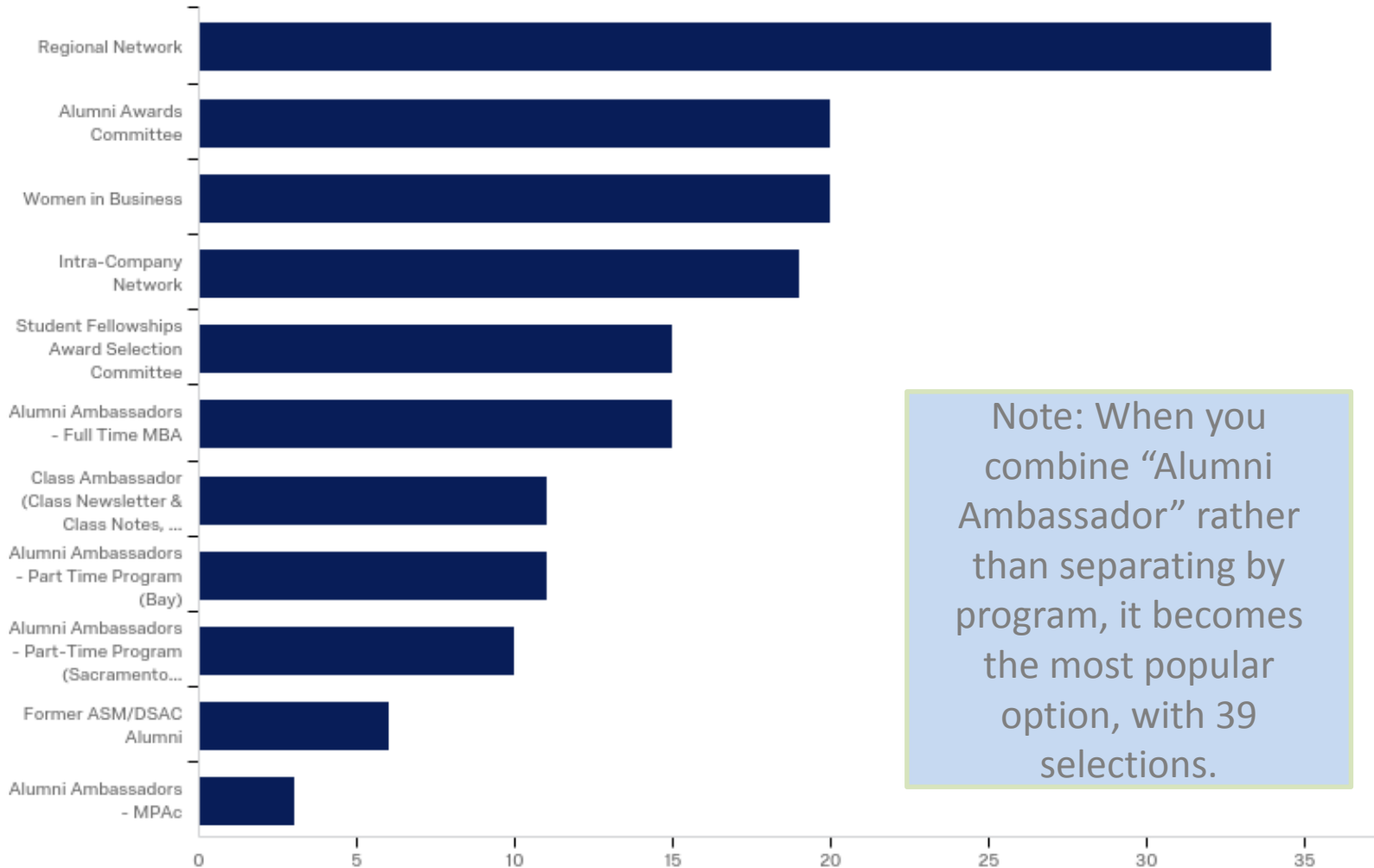
Which of the following categories of alumni groups would you be most interested in participating? (attending events, mentoring students, networking)?



Would you be interested in volunteering in any of the following capacities?



Would you be interested in serving as a volunteer leader for any of the following alumni groups? (Committee member or chair, point-person with GSM Staff, event lead)



Note: When you combine “Alumni Ambassador” rather than separating by program, it becomes the most popular option, with 39 selections.

How likely would you be to participate in the following:

	Extremely likely	Somewhat likely
Joint UC Business School Networking Events (Berkeley Haas, UCLA Anderson)	<input type="radio"/>	<input checked="" type="radio"/>
Cal Aggie Alumni Association Events (undergraduate alumni & other professional school grads) i.e. Sporting Events, Regional Dinners, Happy Hours	<input type="radio"/>	<input checked="" type="radio"/>
Visiting UC Davis main campus for presentations/keynotes from prominent industry leaders (ex. CEO Annie's Organic, CMO Coca Cola, CEO Lucky Brand)	<input type="radio"/>	<input checked="" type="radio"/>
GSM Family Picnics / Playdates for alumni with children under 5	<input type="radio"/>	<input checked="" type="radio"/>

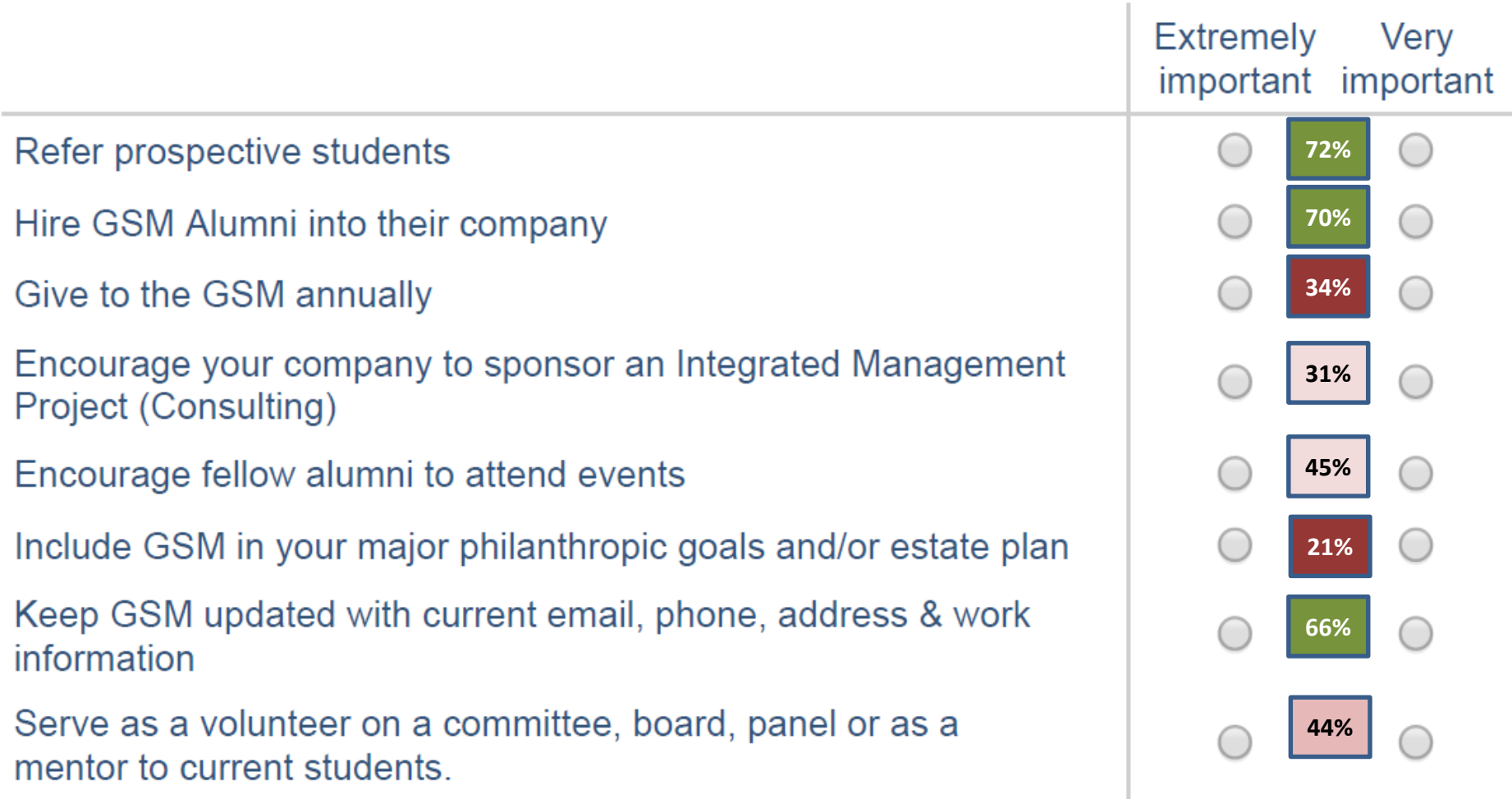
Top Ranked “Alumni you most strongly identify with / want to connect with”:

1. Alumni from my graduating class year
2. Alumni who work in my industry
3. Alumni from my incoming class year (P/T programs)
4. Alumni who live/work in the same geographic area as I do.

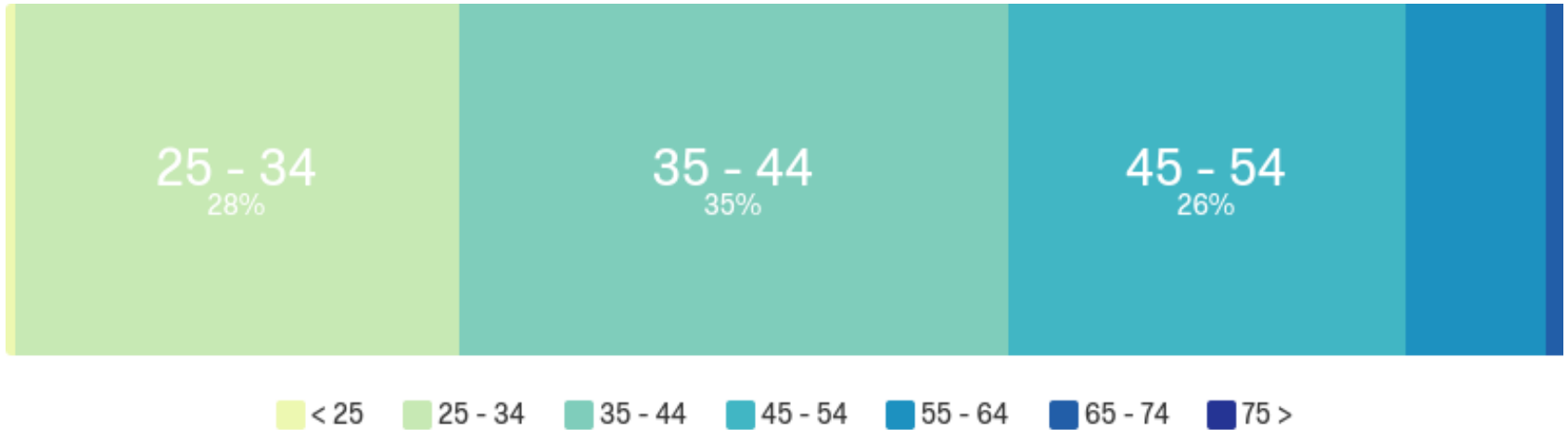
Lowest Ranked:

Alumni who participated in the same student clubs I did.

How important do you think it is that alumni do the following to enhance the quality, brand, and rankings of GSM?



Age of Respondents



Key Takeaways

Alumni don't see the importance of giving – we need to do a better job *telling the story* of where the money goes and why it's very important. Not just valuable for the institution, but for the long-term value of *their* degree.

We can't use a one-size fits all approach to alumni. Different events, programs and audiences appeal to different people, therefore we must diversify our offerings and our approach to *informing them of the opportunities*.

We now have the names of 150+ people who have said they're willing to get involved: now we have to *follow up with them* and give them something to do.

Sacramento is underserved for events, while the bay area events need *more marketing and awareness*.

Virtual and collaborative regional events need to be explored – international and out of state alumni “get” why they don't have frequent events in their area, but are eager to connect.