GSM Alumni Survey 2017

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)?

Categories mentioned multiple times in “Other”: Energy, Marketing, Public Sector/Gov., Tech (but not limited to Finance)
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)

- Regional Network
- Alumni Awards Committee
- Women in Business
- Intra-Company Network
- Student Fellowships Award Selection Committee
- Alumni Ambassadors - Full Time MBA
- Class Ambassador (Class Newsletter & Class Notes, ...)
- Alumni Ambassadors - Part Time Program (Bay)
- Alumni Ambassadors - Part-Time Program (Sacramento,...)
- Former ASM/DSAC Alumni
- Alumni Ambassadors - MPAc

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:

<table>
<thead>
<tr>
<th>Event</th>
<th>Extremely likely</th>
<th>Somewhat likely</th>
</tr>
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<tbody>
<tr>
<td>Joint UC Business School Networking Events (Berkeley</td>
<td>Haas, UCLA Anderson)</td>
<td>45%</td>
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<tr>
<td>Cal Aggie Alumni Association Events (undergraduate alumni &amp; other professional school grads) i.e. Sporting Events, Regional Dinners, Happy Hours</td>
<td>43%</td>
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<tr>
<td>Visiting UC Davis main campus for presentations/keynotes from prominent industry leaders (ex. CEO Annie's Organic, CMO Coca Cola, CEO Lucky Brand)</td>
<td>50%</td>
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<tr>
<td>GSM Family Picnics / Playdates for alumni with children under 5</td>
<td>37%</td>
<td></td>
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</tbody>
</table>
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?

<table>
<thead>
<tr>
<th>Activity</th>
<th>Extremely important</th>
<th>Very important</th>
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<tbody>
<tr>
<td>Refer prospective students</td>
<td>72%</td>
<td></td>
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<tr>
<td>Hire GSM Alumni into their company</td>
<td>70%</td>
<td></td>
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<tr>
<td>Give to the GSM annually</td>
<td>34%</td>
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<tr>
<td>Encourage your company to sponsor an Integrated Management Project (Consulting)</td>
<td>31%</td>
<td></td>
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<td>Encourage fellow alumni to attend events</td>
<td>45%</td>
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<tr>
<td>Include GSM in your major philanthropic goals and/or estate plan</td>
<td>21%</td>
<td></td>
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<td>Keep GSM updated with current email, phone, address &amp; work information</td>
<td>66%</td>
<td></td>
</tr>
<tr>
<td>Serve as a volunteer on a committee, board, panel or as a mentor to current students.</td>
<td>44%</td>
<td></td>
</tr>
</tbody>
</table>
Age of Respondents

- 25 - 34: 28%
- 35 - 44: 35%
- 45 - 54: 26%

Bar chart showing the distribution of ages among respondents.
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.

Key Takeaways