

2022 STATE OF ALUMNI GIVING REPORT

Understanding the
Factors that Turn
Graduates into Donors

A photograph of a black graduation cap with a red tassel, resting on a stack of books. A rolled-up diploma tied with a red ribbon is also visible on the stack.

**INSIDE
HIGHER ED**



INTRODUCTION

When COVID-19 threw higher education into a tailspin in 2020, no one knew what the effects would be on alumni giving – especially given the pandemic’s economic impact. As it turns out, alumni across the nation stepped up, with charitable giving **increasing 7% in 2021**.

Now, with higher education enrollment revenue on the decline and grant funding in high demand, alumni financial gifts are more meaningful than ever. But to win them, higher education fundraising leaders must have a deeper understanding of their alumni, including what drives them to give and how to reach them.

To help higher education leaders accomplish this, Hanover Research surveyed over 1,100 U.S. alumni in August 2022. The resulting report – the **2022 State of Alumni Giving** – offers meaningful insights into donor behaviors and habits, particularly why they give, how often, and which individuals are most likely to do so.

In this report, you’ll learn:

- Four common characteristics of alumni donors
- Why donors give
- Donor and non-donor communication preferences

Winning alumni financial support is no easy task: After all, 69% of alumni choose not to give, with many saying they don’t believe their gift makes an impact.

But 31% of alumni do give – often repeatedly. By better understanding donors and non-donors alike, higher education leaders can more successfully cultivate alumni relationships, identify individuals primed to give, and grow their donation numbers.

TABLE OF CONTENTS

2 / INTRODUCTION

4 / SUMMARY OF KEY FINDINGS

6 / DONOR HABITS

10 / MOTIVATION FOR FUTURE GIVING

13 / COMMUNICATION PREFERENCES

16 / CAREER AND EMPLOYMENT OUTCOMES

19 / CONCLUSION

21 / APPENDIX

27 / ABOUT HANOVER

For more information about Hanover's solutions and services, turn to page 32 or visit hanoverresearch.com/higher-education.





SUMMARY OF KEY FINDINGS

SUMMARY OF KEY FINDINGS

4 QUALITIES OF STRONG ALUMNI DONORS

By identifying the common traits shared by those who give, institutional leaders can better understand how to build alumni relationships that foster and motivate charitable giving. Graduates with favorable academic experiences, connected networks, and professional success are more likely to see themselves as ambassadors – and to pay it forward in a variety of ways.

THE ALUMNI MOST LIKELY TO GIVE ARE:

Repeat Givers



61%

The percentage of donors who are very likely or extremely likely to give again (two-thirds of all donors prefer to do it annually)

Altruistic



51%

The percentage of donors who cite a desire to “give back” as the top motivation for giving in the future, compared to 28% of non-donors

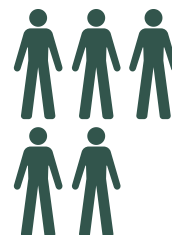
Open to Communication



7 IN 10

The number of donors who want to hear from their institution at least quarterly

Professionally Successful



5X

The rate at which donors hold C-level job titles (e.g., CIO, CMO) versus non-donors



DONOR HABITS

Every gift makes a difference, but many alumni don't always realize the impact of their donation on their alma mater. Institutions can leverage donor data to craft messaging that resonates with more graduates and communicates the significance of their gifts.

DONOR HABITS

THEY GIVE IN SMALL AMOUNTS — AND THOSE GIFTS ADD UP

Three out of 10 alumni donate to their undergraduate institutions. Among donors, nearly one in four gave less than \$100 for their most recent gift.

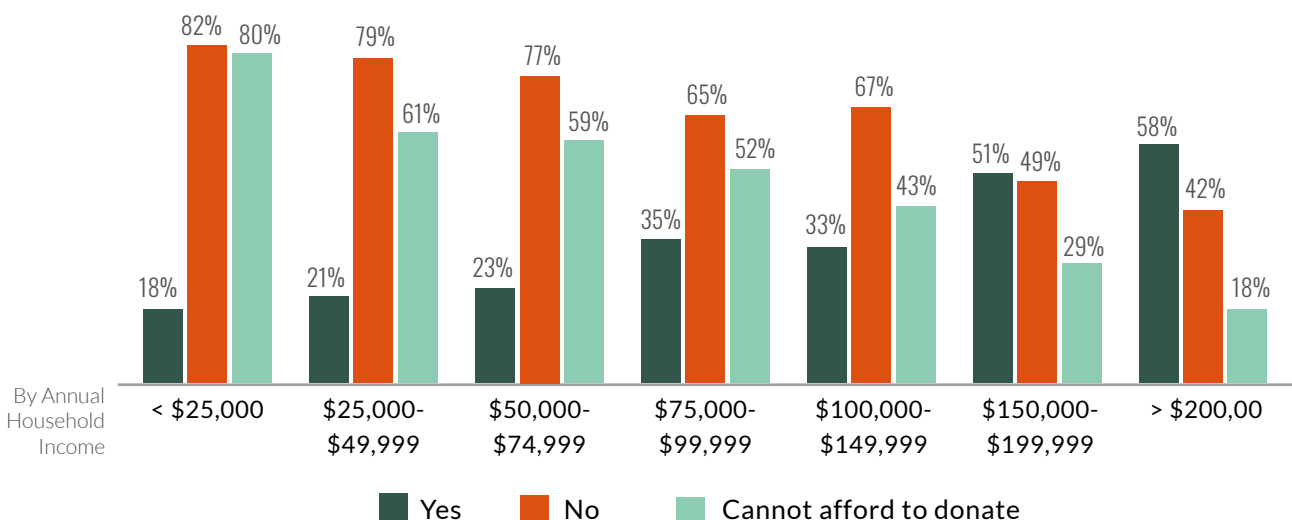
Understanding how and when people give plays a critical role in identifying how to motivate more donations. It also pays to identify why alumni choose not to give.

The primary reason graduates don't donate? They can't afford to. Half of non-donor respondents (52%) said they don't have the means to make a monetary gift. And while survey respondents who earn more than \$75,000 annually were less likely to say they couldn't afford to give, it's only when income levels reach \$150,000 that alumni proved more likely to donate.

Donors earning at least \$150,000 annually are more likely to have donated to their institution than those earning \$149,999 or less.

Meanwhile, 14% percent of non-donors said they don't believe the amount they could give would make a difference. About one in four non-donors said they prioritize giving to other causes. Another one in four said that they don't believe their institution needs more money. Adding to the divide, roughly one in 10 non-donor respondents (12%) say they were never asked to donate.

HAVE YOU EVER MADE A FINANCIAL DONATION TO YOUR SCHOOL?



\$150K

Donors earning at least \$150,000 annually are more likely to have donated to their institution than those earning \$149,999 or less

31%

The percentage of survey respondents who have financially donated to their college or university



Among alumni who do give, 24% gave \$100 or less as their last gift. Between the prevalence of small gifts and a modest number of non-donors who feel what they can afford to give is too inconsequential, opportunity exists to leverage new fundraising streams from historically resistant or overlooked alumni.

Almost half of donors (45%) have made a gift in the past year. Monetary donations ranging from \$100 to \$999 also accounted for 45% of all gifts during that time frame. Major gifts comprise only a fraction of the whole: One-time gifts of \$10,000 and larger accounted for just 3% of all donations.

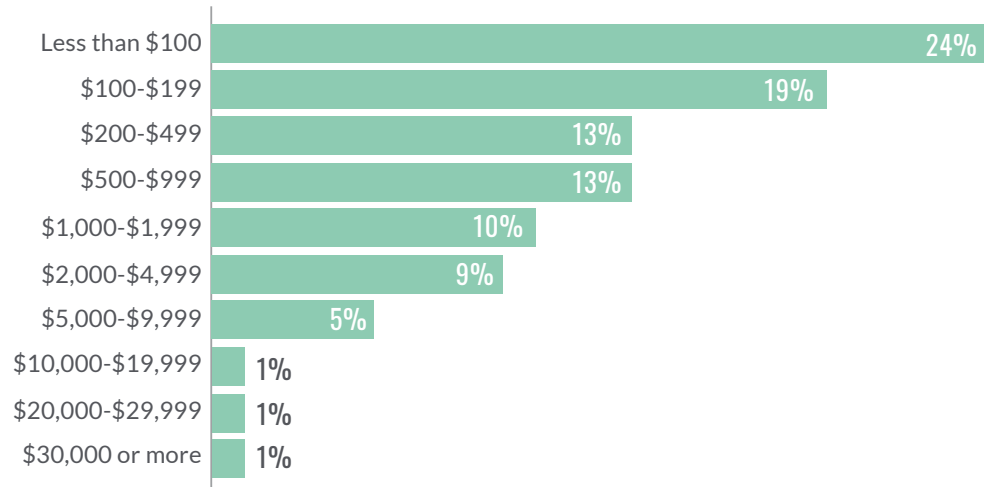
WHAT REASONS WOULD YOU GIVE FOR NOT DONATING TO YOUR SCHOOL?	Non-Donors
I cannot afford to donate	52%
I prioritize giving to other organizations or causes	23%
I do not believe that my undergraduate institution needs more money	23%
I feel the amount I could give would be inconsequential	14%
I was not asked to donate	12%
I am not sure how my gift would support areas I care about	8%
I am not sure how to donate	3%
I donate to my graduate institution instead	1%
Other	4%



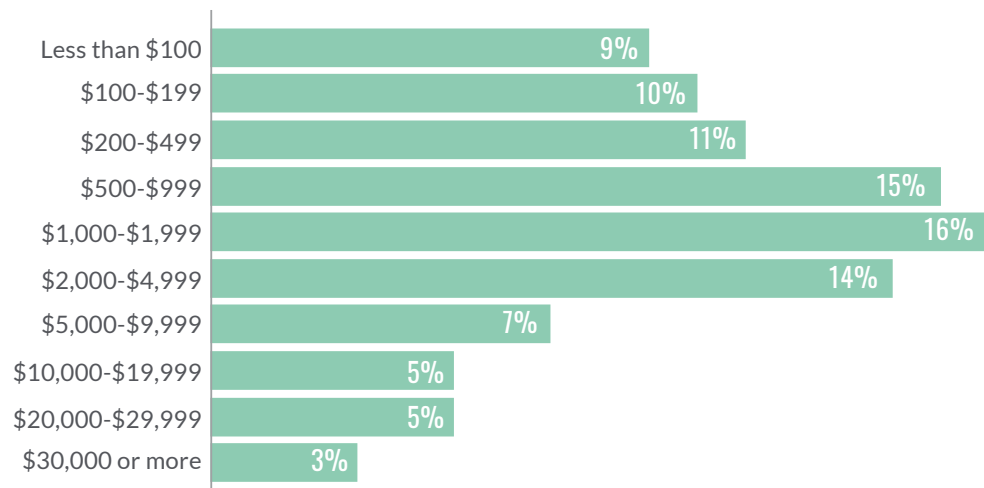
The percent of alumni donors who donated to their institution within the last year, compared to 16% who donated one to two years ago

DONOR HABITS

WHAT WAS THE APPROXIMATE AMOUNT OF YOUR LAST DONATION?



WHAT WAS THE APPROXIMATE TOTAL AMOUNT YOU HAVE DONATED TO YOUR SCHOOL SINCE YOU STARTED GIVING?



TAKEAWAY

When it comes to donations, small can be mighty. Knowing this, institutions must ensure their messaging demonstrates how alumni gifts – of any size – can make big things happen. Making this connection could encourage more non-donors with limited resources or with doubts about their impact to give more in the future.

Are you prepared to predict and respond to shifts in enrollment, finances, and the student experience? Download our **5 Higher Ed Trends to Watch in the 2022-23 Academic Year Infographic**



MOTIVATION FOR FUTURE GIVING

Alumni want to give back, and the reasoning is often rooted in making their alma mater a better (and more affordable) place.

MOTIVATION FOR FUTURE GIVING

ABOVE ALL, TODAY'S DONORS WANT TO GIVE BACK

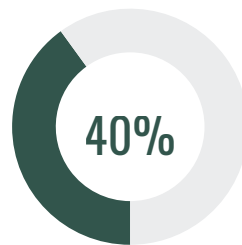
While alumni donors have a wide range of meaningful reasons for giving, they also have preferences and plans for how to give.

Nearly two-thirds (61%) of donor respondents say they are very or extremely likely to give to their undergraduate institution in the future while just 7% of non-donors say the same. Almost half of non-donors (46%) confirm they have no plans to ever donate. Still, 55% of them said if they did give, it would be a small gift of \$100 or less to their college in the next year, a potentially valuable resource for university development teams to consider.

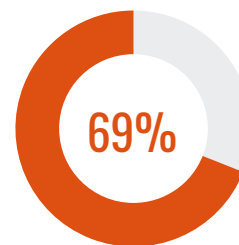


HOW LIKELY ARE YOU TO DONATE TO YOUR UNDERGRADUATE INSTITUTION IN THE FUTURE?

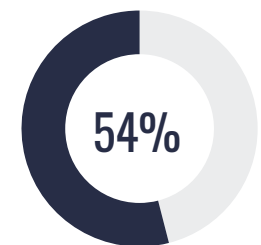
	Donors	Non-Donors	All
Not at all likely	6%	46%	33%
Slightly likely	15%	30%	25%
Moderately likely	17%	17%	17%
Very likely	29%	5%	13%
Extremely likely	32%	2%	12%



The percent of alumni, regardless of donation status, who say they plan to donate less than \$100 in the next year



The percent of alumni, regardless of donation status, who say they are interested in giving on an annual basis in the future



The percent of alumni donors who say cash is their preferred type of planned giving

MOTIVATION FOR FUTURE GIVING

Although an annual gift was by far the most popular option for donors – with 65% preferring it – the size of their planned gifts is more varied. Slightly more than half (57%) say their donation will be \$999 or less, with the biggest share (20%) intending to give a gift of \$100 or less. Just 11% say they will give \$5,000 or more this year. For planned giving via a will or trust, donor respondents prefer leaving cash to their undergraduate institution: 54% said they are very or extremely interested in this option.

Helping to ensure affordability for others was one of the top reasons donors say they would choose to give, with 46% of respondents citing it as inspiration. Among other motivations: supporting programs and events (41%), academic departments (36%), and facility improvements (29%). Business programs were the top academic program recipients, with one in three donors most interested in supporting them. Overall, nine in 10 donors support other causes, including religious organizations (27%), charities that ease hunger, homelessness, and poverty (27%), and animal welfare groups (25%).

Learn what it takes to create new academic programs that drive institutions forward. Listen to our webinar recording, **Developing Academic Programs in a New Era**.

WHAT WOULD INSPIRE YOU TO SUPPORT YOUR SCHOOL THROUGH FINANCIAL GIVING? SELECT ALL THAT APPLY.

	Donors	Non-Donors	All
Making education more affordable	46%	34%	38%
Wanting to give back	51%	28%	36%
Supporting programs/events	41%	22%	28%
Supporting academic departments	36%	18%	24%
Ensuring access through financial aid	32%	17%	21%
Facility improvements	29%	12%	17%
Ensuring financial stability	28%	12%	17%
Supporting faculty and staff	27%	12%	16%
Ensuring applied learning/training opportunities	22%	11%	14%
Other	3%	3%	3%
None of the above	6%	29%	21%

TAKEAWAY

Alumni have important reasons why they want to give back to their alma maters. But to turn interest into a financial gift, advancement leaders must draw clearer connections between donations and alumni passions. For example, messaging should zero in on how graduates can contribute to the institution's academic excellence, how they can "pay it forward" to help younger students afford their studies, or how they can tap into social issues they care about by supporting their institution. Identifying what your alumni care most about (through surveys or other means) and reflecting that in your messaging is a worthy endeavor because once donors give to their institution, they're likely to do it again in the future.



COMMUNICATION PREFERENCES

Alumni have varied preferences for how they want to be reached, and institutions need a multichannel strategy to reach them.

COMMUNICATION PREFERENCES

THEY WANT DIVERSE OUTREACH, DELIVERED REGULARLY

Donors or not, alumni want to keep in touch with their school – but those who give are more engaged and want to be contacted more often.

Email is the top way that most donors (57%) and non-donors (49%) want their undergraduate institution to send communication. One-third of donors would like to be contacted via a newsletter, an alumni magazine, or social media. Among all respondents, the social media top platforms through which they wish to be contacted include Facebook (83%), Instagram (56%), Twitter (39%), and LinkedIn (38%).

Just 2% of donor respondents wish for no contact at all, compared to nearly one in five non-donors (19%). Still, three-quarters of all respondents say the frequency of communications they receive is just right. And while most donors are interested in giving once a year, they prefer to hear from their undergraduate institution at more regular intervals, including quarterly (36%), monthly (28%), and every six months (15%).

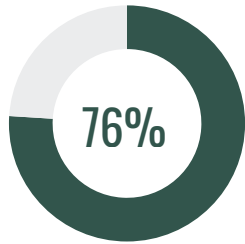
HOW WOULD YOU PREFER TO RECEIVE COMMUNICATION FROM YOUR SCHOOL?

	Donors	Non-Donors
Email	57%	49%
Social media	36%	20%
Newsletter	33%	18%
Alumni magazine	34%	17%
Postal mail	33%	20%
Text	16%	6%
Personal outreach	12%	4%
I do not wish to be contacted	2%	19%

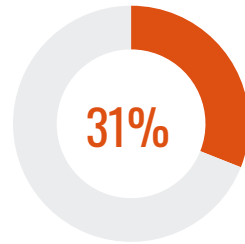
THROUGH WHICH SOCIAL MEDIA PLATFORM DO YOU PREFER TO RECEIVE COMMUNICATION FROM YOUR SCHOOL?

	Donors	Non-Donors
Facebook	87%	80%
Instagram	66%	47%
Twitter	46%	33%
LinkedIn	46%	31%
YouTube	43%	24%
TikTok	27%	7%
WhatsApp	27%	5%
Snapchat	19%	9%

COMMUNICATION PREFERENCES



The percent of alumni, regardless of donation status, who say they receive the right frequency of communications from their institutions



The percent of alumni, regardless of donation status, who say they prefer to hear from their institution once a quarter



TAKEAWAY

Whether it's digital, on paper, or in person, outreach efforts are widely embraced by alumni. Email is largely the top method for reaching donors and non-donors, and Facebook is the most preferred platform. With more than half of all respondents wanting to hear from their alma mater at least quarterly, institutions must carefully consider channel and frequency preferences in their messaging. But when it comes to reaching more alumni by email, many institutions lack good email addresses to effectively reach their graduates. Make sure your institution collects permanent email addresses from alumni upon graduation and provides an easy way for them to update their contact information online.

In a competitive landscape, your institution must prove the value of its brand promise. Download our **Brand Health 101 Guide** for strategies to maintain an edge.



CAREER AND EMPLOYMENT OUTCOMES

Alumni with lucrative employment related to their field of undergraduate study are more likely to donate — and hold executive or C-level titles in greater numbers.

CAREER AND EMPLOYMENT OUTCOMES

THEY ARE LIKELIER TO HOLD EXECUTIVE TITLES AND DEGREE-RELATED JOBS

Donors are more likely to have a job related to their degree than non-donors, highlighting the importance of providing high-quality academic programs and career services support to students.

Donor respondents are more likely to feel prepared academically and professionally than non-donor respondents, suggesting that shared gratitude for robust education and professional paths can pay dividends. Approximately nine in 10 donors somewhat or strongly agree that their undergraduate studies and chosen program of study prepared them for future academic endeavors. Meanwhile, six out of 10 donors credit other alumni with helping them obtain employment.

Among all respondents, 61% report that their current or most recent job is at least moderately related to their undergraduate degree, including 45% who report that their current or most recent job is very or extremely related to their degree. Among donor respondents, 62% say their current or most recent job is very or extremely related to their degree compared with 36% of non-donor respondents.

Donor respondents are also more likely to hold executive-level titles, including director (11%, compared to 6% of non-donors), senior manager (12% vs. 5%), and president or CEO (4% vs. 1%). When it comes to other C-level job title designations such as CMO and CIO, donors hold them at five times the rate of non-donors (10% vs 2%). Donors are also twice as likely as non-donors to work in high-paying fields such as technology, business, and engineering.

INDICATE HOW MUCH YOU DISAGREE OR AGREE WITH THE FOLLOWING STATEMENTS:

	Donors	Non-Donors
My school's alumni helped me obtain a past or current job		
Strongly Disagree	13%	28%
Somewhat Disagree	10%	19%
Neither Agree nor Disagree	16%	16%
Somewhat Agree	21%	19%
Strongly Agree	40%	18%
My undergraduate program of study helped me obtain a past or current job		
Strongly Disagree	3%	10%
Somewhat Disagree	4%	8%
Neither Agree nor Disagree	5%	12%
Somewhat Agree	22%	28%
Strongly Agree	67%	41%
My undergraduate studies prepared me well for future employment		
Strongly Disagree	1%	6%
Somewhat Disagree	3%	8%
Neither Agree nor Disagree	6%	13%
Somewhat Agree	25%	36%
Strongly Agree	65%	37%

CAREER AND EMPLOYMENT OUTCOMES

WHAT IS YOUR CURRENT EMPLOYMENT STATUS?

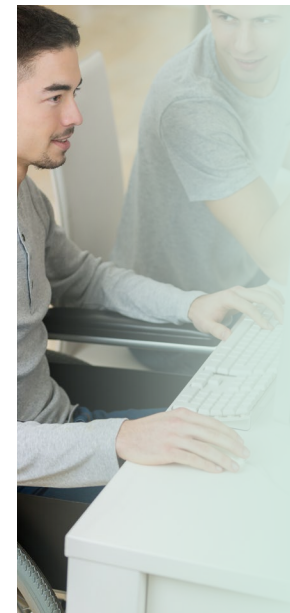
	Donors	Non-Donors	All
Employed full-time	71%	58%	62%
Employed part-time	6%	9%	8%
Retired	6%	9%	8%
Self-employed	6%	8%	7%
Stay-at-home parent/caregiver	6%	6%	6%
Unemployed	2%	5%	4%
Unable to work	1%	3%	2%
Student	1%	1%	1%

WHICH OF THE FOLLOWING BEST DESCRIBES YOUR CURRENT POSITION?

	Donors	Non-Donors	All
Analyst / Associate	21%	34%	30%
Manager	24%	21%	22%
Entry Level	3%	15%	11%
Owner	8%	9%	9%
Director	11%	6%	8%
Senior Manager	12%	5%	7%
C-Level Executive (CIO, CTO, COO, CMO, etc.)	10%	2%	5%
President or CEO	4%	1%	2%
Vice President	2%	1%	1%
Intern	0%	1%	0%
Prefer not to respond	5%	6%	5%

TO WHAT EXTENT IS YOUR CURRENT OR MOST RECENT JOB RELATED TO YOUR UNDERGRADUATE DEGREE?

	Donors	Non-Donors	All
Not at all related	13%	29%	24%
Slightly related	10%	17%	15%
Moderately related	15%	17%	17%
Very related	29%	19%	22%
Extremely related	33%	17%	22%



TAKEAWAY

Donors are almost twice as likely to have a job related to their undergraduate degree as non-donors, and they hold senior-level roles in well-paid industries at a higher rate. By providing strong academic and career services support to position undergraduates for meaningful long-term employment, institutions can produce happy, high-performing alumni who are more poised to give.

Evaluate your institution's academic portfolio against in-demand career paths to boost enrollment and improve cost efficiency. Download our infographic, **Top 10 Degrees on the Rise in 2022**.



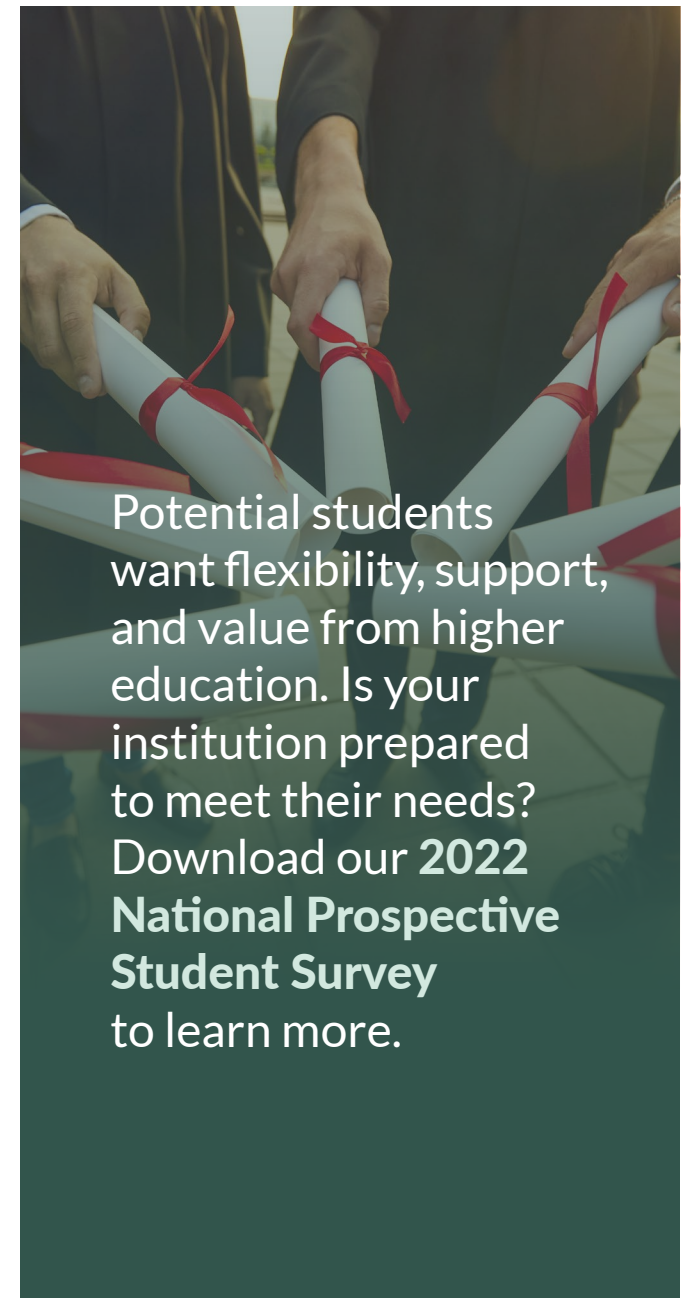
CONCLUSION

CONCLUSION

Everyone's academic undergraduate experience is unique, as are their career paths and reasons to donate. But among those who give eagerly and often, there are clear common traits that institutions must recognize when targeting all alumni. Donors are compelled to give back when they're emotionally motivated by a positive academic experience, when they believe their education prepared them for a future career, and when they feel connected to the institution and its networks of people. To that end, these alumni (and many non-donors too) want to remain connected to their campus via electronic and in-person outreach several times per year.

Despite their affinity for their institution, many alumni donors don't give major sums. One in four gives just \$100 per gift, and they prefer to do it annually. Driven by a sense of giving back, they want to ensure college remains affordable and to support academics. But it's a different sense of affordability that deters non-donors: Many said they don't believe their donation will make a difference, that their college does not need the money, or they cannot afford to give. By reframing the message that small amounts can pay big dividends and detailing exactly what a donation can support, institutions may discover untapped resources among alumni.

Even as institutions work to nurture and sustain those smaller contributions from alumni, it's worth noting that donor respondents hold executive-level titles in high-paying fields at a higher rate than non-donors, and they often work in jobs related to their undergraduate degrees. These are loyal givers, and colleges must cover all bases to engage them. But institutional leaders must also work to consistently deliver a world-class undergraduate experience today so more future alumni are inspired follow the same philanthropic path.



Potential students want flexibility, support, and value from higher education. Is your institution prepared to meet their needs? Download our **2022 National Prospective Student Survey** to learn more.



APPENDIX

APPENDIX

Survey Administration

- The survey was administered online in August of 2022 using the Qualtrics platform
- The analysis includes a total of 1,103 respondents following data cleaning
- Respondents were recruited through a panel company

Respondent Qualifications

- Must hold at least a bachelor's degree from a four-year undergraduate institution
- Must live in the United States

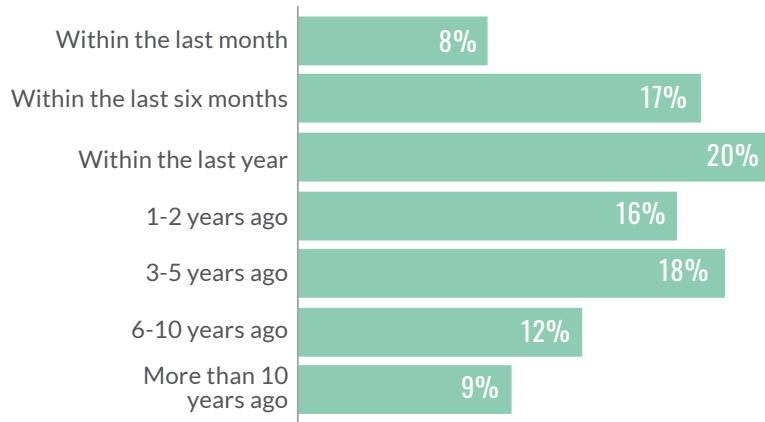
Methodology

- The results presented in this report include aggregate results as well as results segmented by institution type and respondent area of study, donor status, total donations since graduation, and gender
- Sample sizes vary across questions as some questions only pertain to a subset of respondents
- Conclusions drawn from a small sample size ($n < 20$) should be interpreted with caution
- For full aggregate and segmented results, please consult the accompanying data supplement
- After data collection, Hanover identified and removed low-quality respondents.
- “Don't Know or Not Applicable” responses, and equivalent, are often excluded from the figures and analysis to focus on respondents who did express an opinion



Donor Habits

WHEN DID YOU LAST DONATE TO YOUR SCHOOL?

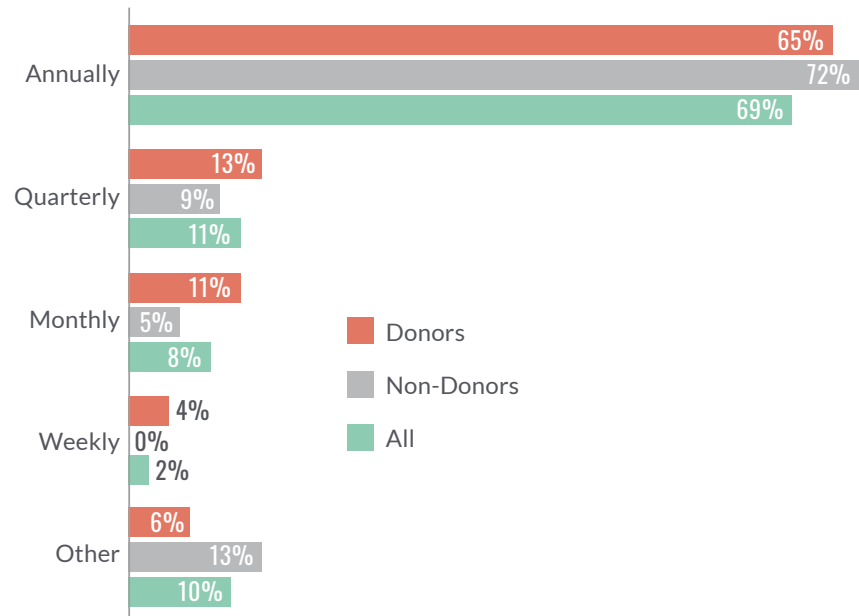


HOW MUCH ARE YOU PLANNING TO DONATE TO YOUR SCHOOL IN THE NEXT YEAR?

	Donors	Non-Donors	All
Less than \$100	20%	55%	40%
\$100-\$199	16%	12%	14%
\$200-\$499	11%	5%	7%
\$500-\$999	10%	2%	6%
\$1,000-\$1,999	9%	3%	6%
\$2,000-\$4,999	11%	1%	6%
\$5,000-\$9,999	5%	1%	3%
\$10,000-\$19,999	3%	0%	1%
\$20,000-\$29,999	1%	0%	0%
\$30,000 or more	2%	0%	1%
Unsure / Prefer not to respond	12%	20%	16%

Motivation for Future Giving

HOW OFTEN ARE YOU MOST INTERESTED IN DONATING IN THE FUTURE?



HOW INTERESTED ARE YOU IN DONATING TO YOUR SCHOOL THROUGH THE FOLLOWING TYPES OF PLANNED GIVING (I.E., THROUGH A WILL OR TRUST)?

	Donors	Non-Donors	All
Cash			
Not at all interested	10%	16%	13%
Slightly interested	12%	35%	25%
Moderately interested	24%	26%	25%
Very interested	30%	17%	23%
Extremely interested	24%	6%	14%
Life Insurance			
Not at all interested	53%	71%	63%
Slightly interested	6%	9%	8%
Moderately interested	10%	13%	12%
Very interested	13%	5%	9%
Extremely interested	18%	1%	9%
Other Personal Property			
Not at all interested	51%	70%	62%
Slightly interested	10%	11%	11%
Moderately interested	12%	13%	13%
Very interested	14%	4%	8%
Extremely interested	14%	2%	7%

	Donors	Non-Donors	All
Publicly Traded Securities			
Not at all interested	51%	70%	62%
Slightly interested	8%	11%	10%
Moderately interested	10%	10%	10%
Very interested	17%	7%	11%
Extremely interested	14%	2%	7%
Real Estate			
Not at all interested	52%	70%	62%
Slightly interested	9%	9%	9%
Moderately interested	11%	14%	13%
Very interested	15%	5%	10%
Extremely interested	12%	2%	7%
Retirement Plan Gifts			
Not at all interested	47%	62%	56%
Slightly interested	7%	15%	11%
Moderately interested	14%	13%	13%
Very interested	16%	8%	12%
Extremely interested	16%	2%	8%



APPENDIX

WHICH ACADEMIC DEPARTMENTS OR PROGRAMS WOULD YOU BE MOST INTERESTED IN SUPPORTING?

	Donors	Non-Donors	All
Business	29%	25%	27%
Education	15%	18%	17%
Psychology	10%	18%	14%
Biology	11%	14%	13%
Fine arts	13%	11%	12%
Engineering	15%	7%	11%
Medicine	14%	8%	11%
Law	7%	11%	9%
Communications	12%	6%	9%
Health Sciences	10%	8%	9%
Performing arts	4%	13%	9%
Chemistry	10%	6%	8%
English	10%	4%	7%
Nursing	7%	7%	7%
Political Science	10%	4%	6%
History	7%	4%	6%
Sociology	4%	6%	5%
Environmental Sciences	4%	5%	5%
Economics	4%	4%	4%
Nutrition	4%	4%	4%
Foreign Languages	4%	3%	3%
Physics	4%	3%	3%
Philosophy	3%	3%	3%
Other	7%	9%	8%

BEYOND YOUR SCHOOL, HAVE YOU DONATED TO ANY OF THE FOLLOWING CAUSES WITHIN THE LAST YEAR?

	Donors	Non-Donors	All
Religious institutions or organizations (e.g., church, synagogue, mosque, or other religiously affiliated organization)	29%	20%	23%
Hunger, homelessness, poverty	27%	20%	22%
Animal welfare/rights	25%	20%	22%
Non-communicable diseases (e.g., cancer, heart disease)	17%	12%	13%
Disaster relief	19%	11%	13%
Education	23%	9%	13%
At-risk youth	17%	9%	11%
People with disabilities	16%	9%	11%
Environment	14%	7%	9%
Arts and culture	17%	5%	9%
Civil liberties (e.g., ACLU)	14%	6%	8%
LGBTQ rights/support	11%	7%	8%
Nonprofit news (e.g., NPR, PBS)	13%	4%	7%
Reproductive health or family planning	11%	5%	7%
International aid	7%	3%	4%
Workforce development	9%	2%	4%
Criminal justice	6%	3%	4%
Communicable diseases (e.g., malaria, Ebola)	8%	2%	4%
Aging	5%	1%	2%
Other	3%	4%	4%
I have not donated within the last year	10%	32%	25%
Physics	4%	3%	3%
Philosophy	3%	3%	3%
Other	7%	9%	8%

Communication

HOW WOULD YOU RATE THE FREQUENCY OF COMMUNICATIONS YOU RECEIVE?

	Donors	Non-Donors	All
Much too infrequent	3%	8%	6%
Too infrequent	5%	9%	8%
About right	76%	75%	76%
Too frequent	7%	5%	5%
Much too frequent	8%	3%	5%

HOW OFTEN WOULD YOU PREFER TO HEAR FROM YOUR SCHOOL?

	Donors	Non-Donors	All
Once a week	8%	3%	5%
Once a month	28%	17%	20%
Once a quarter	36%	29%	31%
Once every six months	15%	15%	15%
Once a year	10%	12%	12%
Less than once a year	2%	7%	5%
I would prefer to never be contacted	1%	17%	12%



Career and Employment Outcomes

IN WHAT INDUSTRY DO YOU CURRENTLY WORK?

	Donors	Non-Donors	All
Education	11%	13%	13%
Healthcare / Medical	9%	14%	12%
Computers (hardware, desktop software)	13%	6%	8%
Finance / Banking / Insurance	9%	6%	7%
Retail	5%	6%	6%
Government / Military	3%	7%	5%
Business / Professional Services	6%	3%	4%
Manufacturing	4%	3%	3%
Accounting	3%	3%	3%
Non-Profit	2%	4%	3%
Engineering / Architecture	4%	2%	2%
Construction / Home Improvement	3%	1%	2%
Food Service	2%	2%	2%
Legal	1%	2%	2%
Consulting	2%	2%	2%
Real Estate	3%	1%	2%
Transportation / Distribution	1%	2%	2%
Entertainment / Recreation	1%	2%	1%
Biotechnology	1%	1%	1%
Marketing / Market Research / Public Relations	1%	1%	1%
Research / Science	1%	1%	1%
Wholesale	2%	1%	1%
Aerospace / Aviation / Automotive	0%	1%	1%
Media / Printing / Publishing	1%	1%	1%
Pharmaceutical / Chemical	1%	1%	1%
Telecommunications	1%	1%	1%
Utilities	1%	1%	1%
Internet	1%	1%	1%
Agriculture / Forestry / Fishing	0%	1%	0%
Communications	1%	0%	0%
Advertising	1%	0%	0%
Other	6%	9%	8%
Prefer not to respond	1%	1%	1%

Topline Results

QUESTIONS	RESPONSE COUNT	RESPONSE PERCENT
AGE REGROUPED	1,103	100%
18 TO 24	53	5%
25 TO 34	273	25%
35 TO 44	307	28%
45 TO 54	230	21%
55+	240	22%
WHAT IS THE HIGHEST LEVEL OF EDUCATION YOU HAVE ATTAINED?	1,103	100%
Bachelor's degree in college (4-year)	757	69%
Master's degree	290	26%
Doctoral degree	12	1%
Professional degree (JD, MD)	44	4%

GRADUATION YEAR REGROUPED	N=1103	
2020-2022	78	7%
2015-2019	195	18%
2010-2014	175	16%
2005-2009	162	15%
2000-2004	115	10%
1995-1999	100	9%
1990-1994	89	8%
1985-1989	89	8%
Prior to 1985	100	9%

Topline Results continued

AREA OF STUDY		
N=1101		
Arts & Sciences	385	35%
Business	280	25%
Information, Computer Science, & Engineering	134	12%
Education	96	9%
Health, Human Sciences, & Nursing	88	8%
Communication	69	6%
Public & Environmental Affairs	34	3%
Social Work	15	1%
IS [YOUR SCHOOL] A PUBLIC OR PRIVATE INSTITUTION?		
N=1103		
Public	773	70%
Private	330	30%
UNDERGRADUATE ENROLLMENT		
N=808		
Less Than 5,000 Students	190	24%
5,000 - 9,999 Students	223	28%
10,000 - 14,999 Students	137	17%
15,000 Or More Students	258	32%

Topline Results continued

ON A SCALE FROM 0 TO 10, HOW LIKELY ARE YOU TO RECOMMEND [YOUR SCHOOL] TO A FRIEND, FAMILY MEMBER, OR COLLEAGUE?		N=1103	
0 - Not at All Likely		20	2%
1		11	1%
2		12	1%
3		11	1%
4		17	2%
5 - Moderately Likely		75	7%
6		45	4%
7		119	11%
8		196	18%
9		213	19%
10 - Extremely Likely		384	35%
NPS		N=1103	
Detractors (0-6)		191	17%
Passives (7-8)		315	29%
Promoters (9-10)		597	54%
<i>Net Promoter Score (NPS)</i>		37	
HOW CONNECTED DO YOU CURRENTLY FEEL TO [YOUR SCHOOL]?		N=1103	
Very Disconnected		91	8%
Disconnected		155	14%
Neither Connected nor Disconnected		322	29%
Connected		354	32%
Very Connected		181	16%
<i>Top 2</i>		535	49%

Topline Results continued

ON A SCALE FROM 0 TO 10, HOW LIKELY ARE YOU TO RECOMMEND [YOUR SCHOOL] TO A FRIEND, FAMILY MEMBER, OR COLLEAGUE?		N=1103	
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Disconnected		155	14%
Neither Connected nor Disconnected		322	29%
Connected		354	32%
Very Connected		181	16%
Top 2		535	49%

Topline Results continued

HOW HAVE YOU ENGAGED WITH [YOUR SCHOOL] IN THE LAST FIVE YEARS?	N=1103	
I receive or read [my undergraduate institution]'s alumni newsletter.	445	40%
I have stayed in contact with [my undergraduate institution] classmates.	438	40%
I have visited [my undergraduate institution]'s website.	387	35%
I have visited [my undergraduate institution] social media profiles (i.e., Twitter, Facebook).	348	32%
I have recommended [my undergraduate institution] to a prospective student.	314	28%
I have spent time on campus.	306	28%
I have attended events held on the [my undergraduate institution] campus (e.g., graduation, sporting events).	252	23%
I have stayed in contact with [my undergraduate institution] faculty members or instructors.	186	17%
I have attended [my undergraduate institution] events in my home town.	125	11%
I have attended [my undergraduate institution] virtual events.	104	9%
I have engaged with [my undergraduate institution]'s Career Services office.	90	8%
I have volunteered as a speaker or mentor at [my undergraduate institution].	47	4%
Other	22	2%
None of the above	227	21%



ABOUT HANOVER RESEARCH

Our insights help institutions strengthen their academic portfolio, maximize enrollment and retention, manage costs, improve brand perception, and engage alumni.

OUR BENEFITS



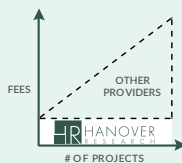
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