



## Recent Alumni Survey - Class of 2016 Fall 2017



In the fall of 2017, the Office of Academic Planning and Assessment (OAPA) conducted a web-based survey of alumni of the undergraduate Classes of 2011, 2012 and 2016. This report focuses on results for Class of 2016 alumni, who were surveyed approximately one year post-graduation.

In an effort to maximize the 2017 Alumni Survey response rates, OAPA researchers enhanced the administration procedures used to conduct the 2013 Alumni Survey in three main ways: 1) by inviting participation via both postal mail and email, 2) by enabling alumni to access the survey by either a personalized link or a “login portal,” and 3) by sending a small gift with the mailed survey pre-notice letter -- a UMass Amherst microfiber screen-cleaning cloth featuring a campus photo and “Class of 2016”.

OAPA sent survey invitations to all 5466 Class of 2016 alumni with an email address and/or postal mail address on file, and 914 of these individuals (16.7%) participated in the online survey.

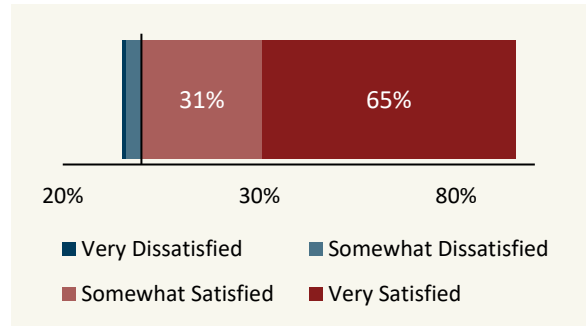
Researchers investigated the demographic representativeness of survey participants by comparing participants, non-participants, and the population overall on the following characteristics: gender, race/ethnicity, college affiliation, first-generation college student status, sorority/fraternity member, varsity athlete status, marching band membership, and Commonwealth Honors College (CHC) membership. Participants and non-participants are an identical or very close match across most demographic categories, with two exceptions: 1) women are overrepresented among survey participants (and men underrepresented) by approximately ten percentage points, and 2) CHC alumni are overrepresented by approximately 8 percentage points (see Appendix).

In addition to assessing demographic representativeness, it is important to consider whether survey participants differ from non-participants in their attitudes about their UMass Amherst experience. Researchers used graduates’ responses to the Senior Survey to assess potential bias in the Alumni Survey results by comparing responses of alumni survey participants to those of non-participants. Comparison of responses to the Senior Survey’s “overall satisfaction” question revealed that Alumni Survey participants and non-participants responded very similarly (see Appendix).

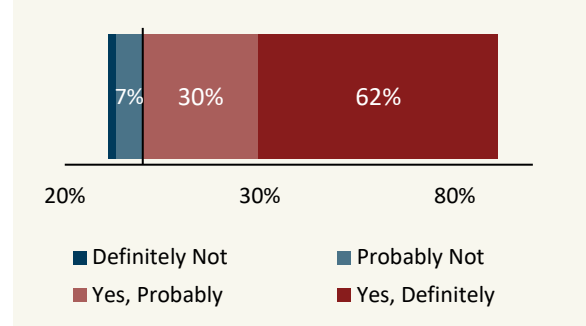
The Alumni Survey asked alumni to reflect on specific aspects of their educational experience at UMass Amherst, how connected they feel to the University, and how satisfied they are overall with their University experience. The survey also asked alumni to report on their current employment (including knowledge and skills used at work), any further education pursued subsequent to graduation, and current volunteer activities.

## Part One: Undergraduate Experiences and Current Feelings of Affinity

**How satisfied are you with your UMass Amherst experience overall?**

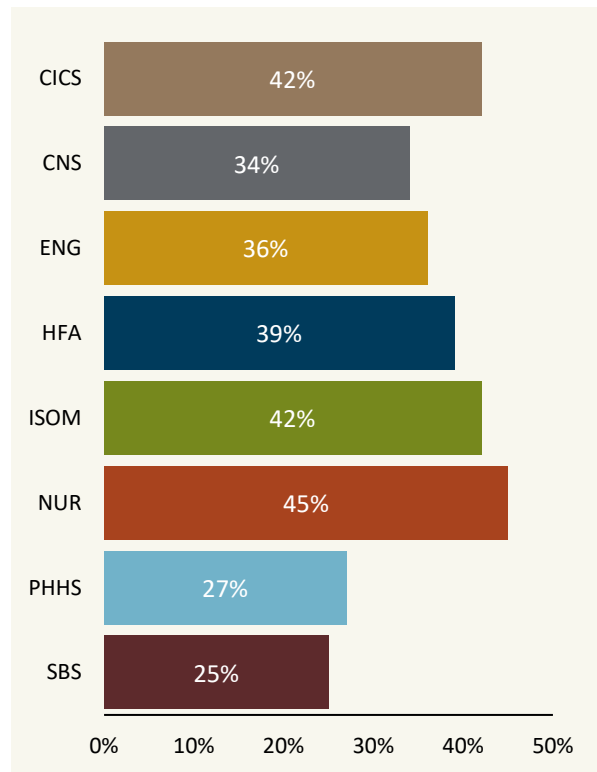


**If you could re-live your college experience, would you choose to attend UMass Amherst again?**

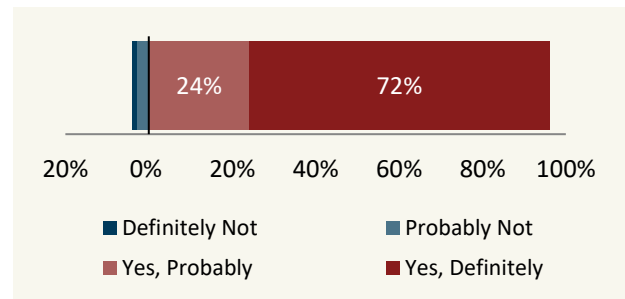


*The percentage of alumni who indicated that they would choose UMass Amherst again (92%) far exceeds the percentage who reported that UMass Amherst was their first choice when they were applying to college (36%).*

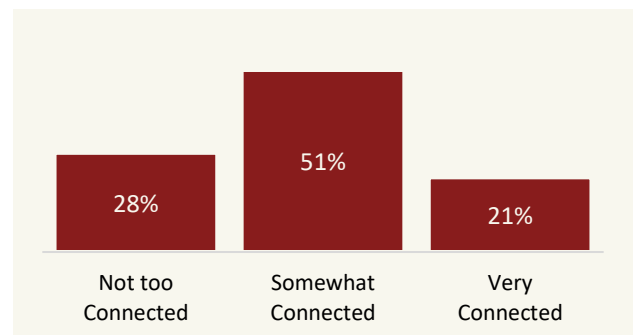
**Yes, UMass Amherst was my first choice (36%) (By College/School)**



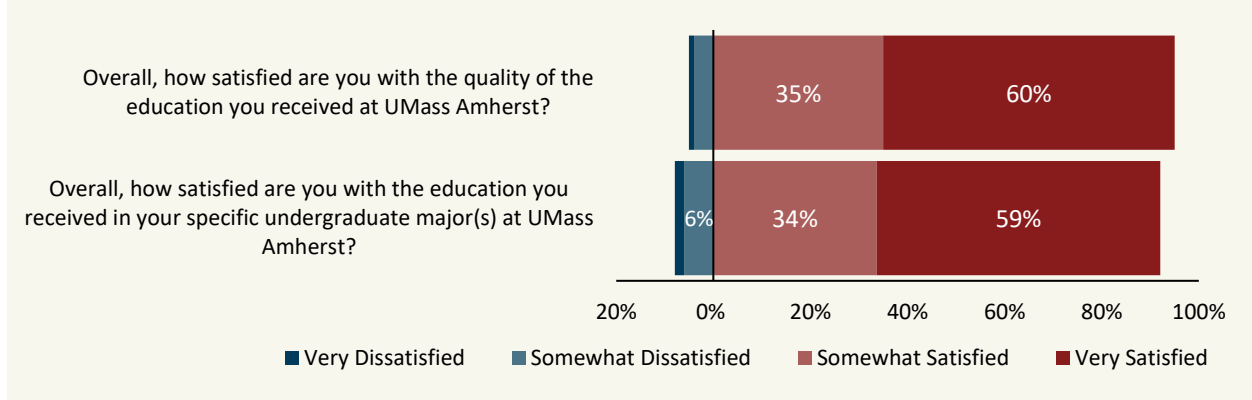
**If asked, would you recommend UMass Amherst to a friend or family member?**



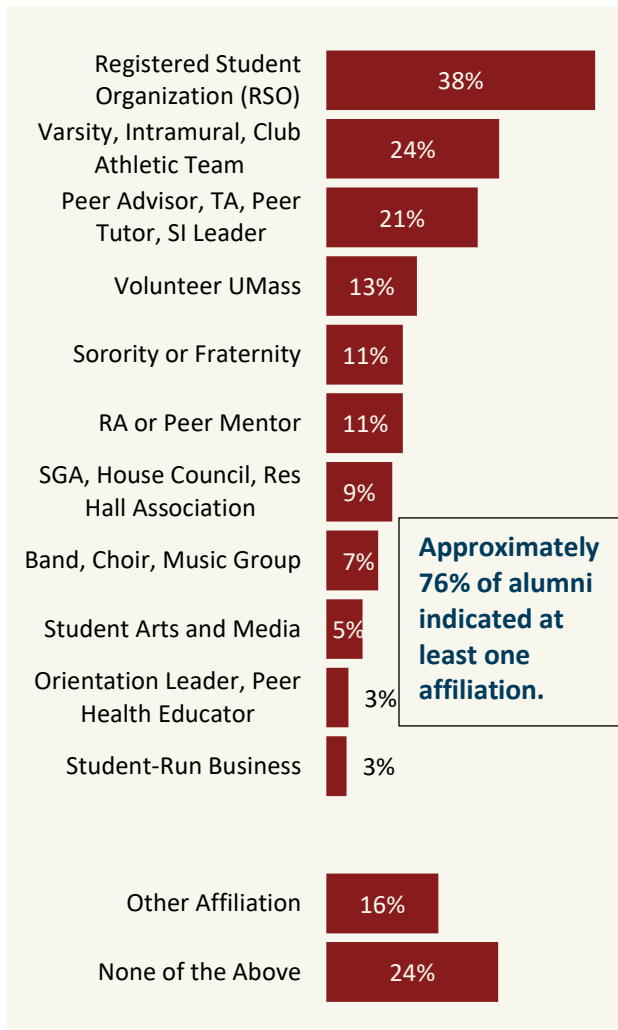
**As an alum, how connected do you feel to UMass Amherst?**



## Overall Educational Satisfaction



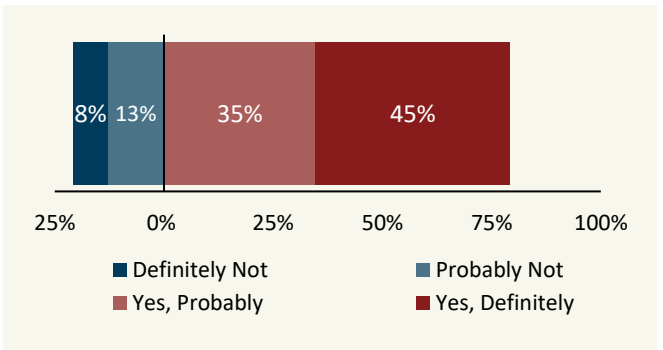
## Which affiliations were part of your undergraduate experience at UMass Amherst?



## As of right now, how much money do you owe on any loans you took out to finance your UMass Amherst undergraduate education?



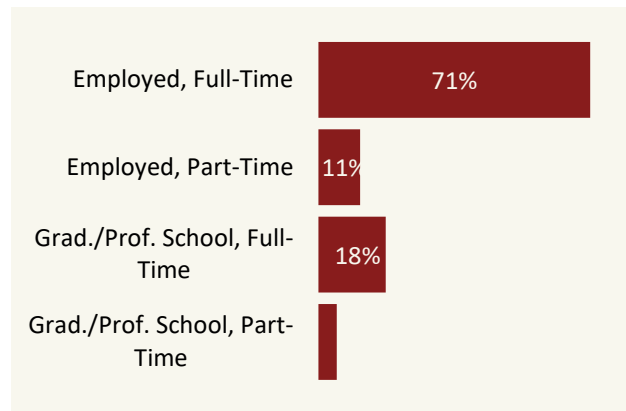
## Did the benefits you received from attending UMass Amherst outweigh the financial costs to you and your family?



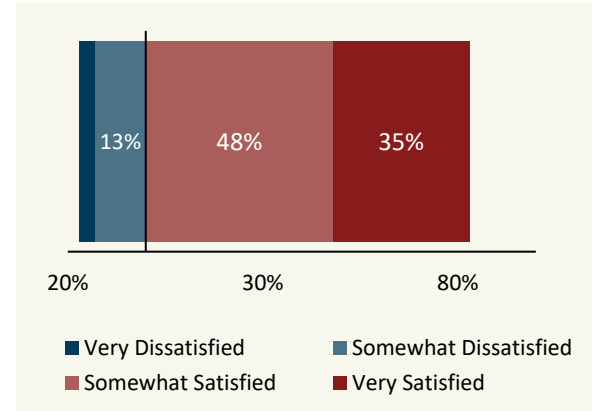
## Part Two: Current Employment and Educational Activities

*Slightly more than one-third (36%) of alumni reported engaging in some type of community service or volunteer work in a typical month.*

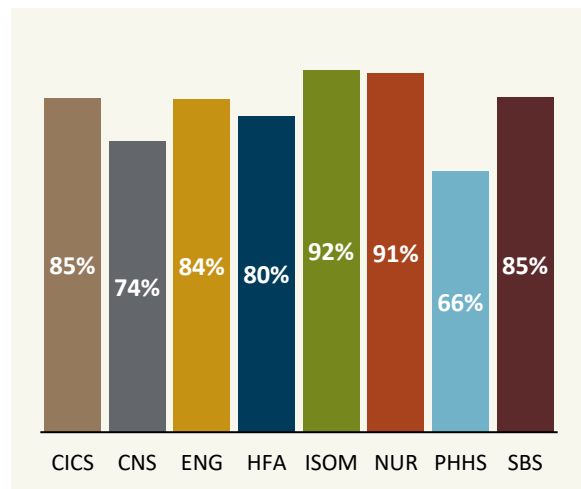
**Which of the following best describe(s) your current primary activities?**



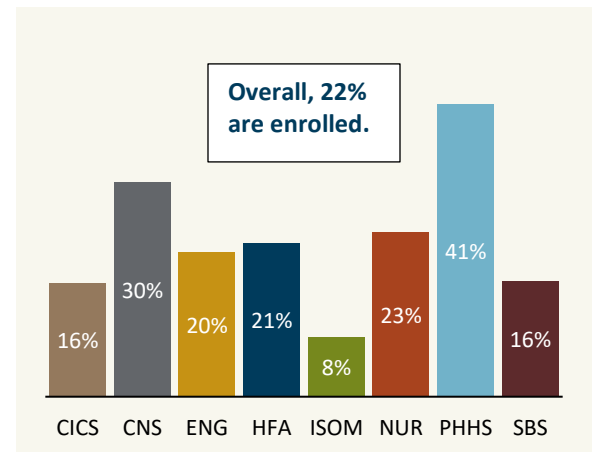
**How satisfied are you with the way UMass Amherst helped prepare you for pursuing any further education?**



**Percent Employed (By College/School)**

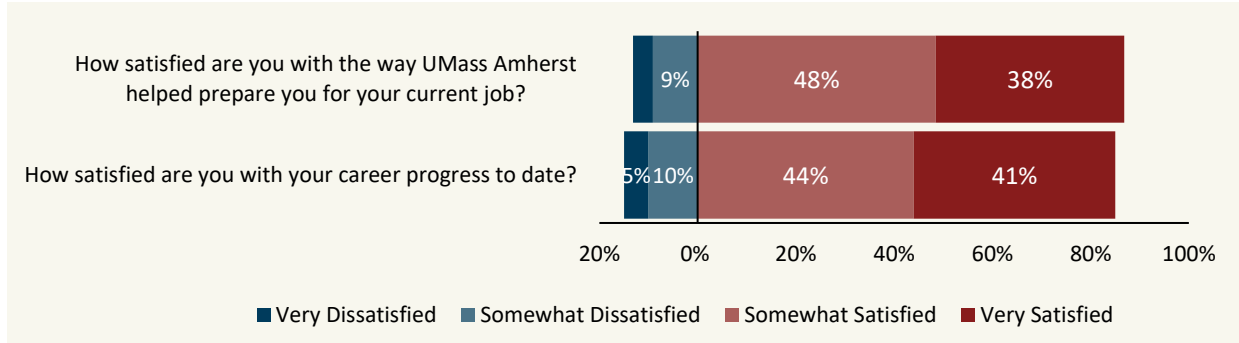


**Graduate/professional school enrollment (By College/School)**



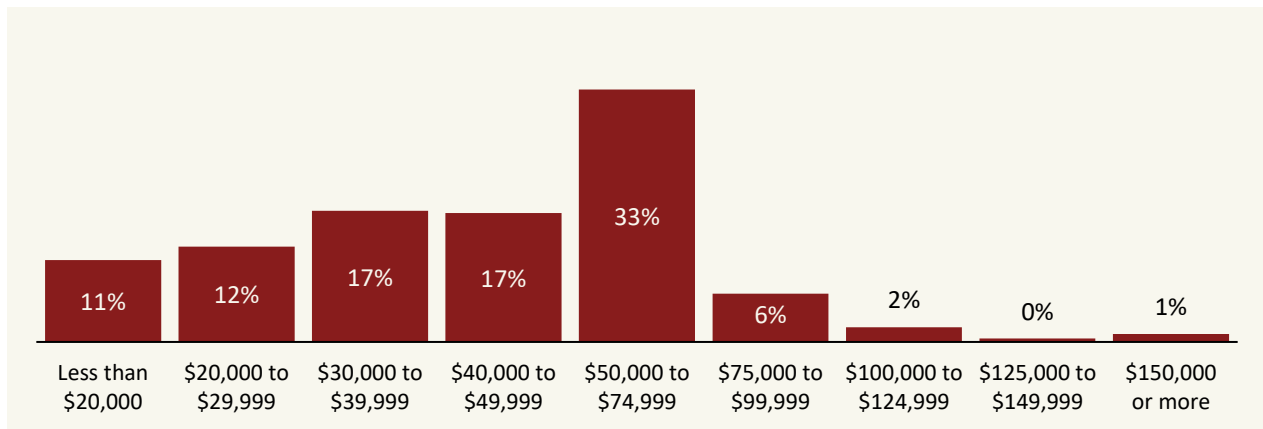
**Approximately three-fifths (61%) of alumni reported having an on-campus job during their time at UMass Amherst.**

**Career preparation and progress**



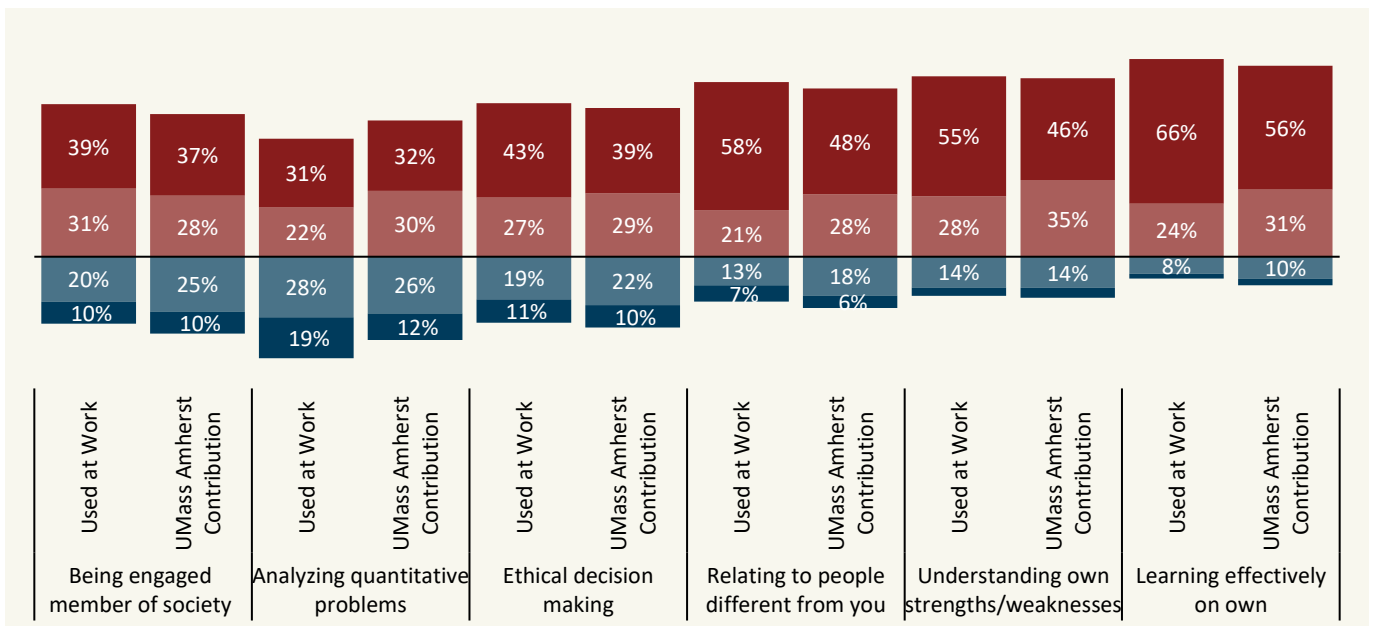
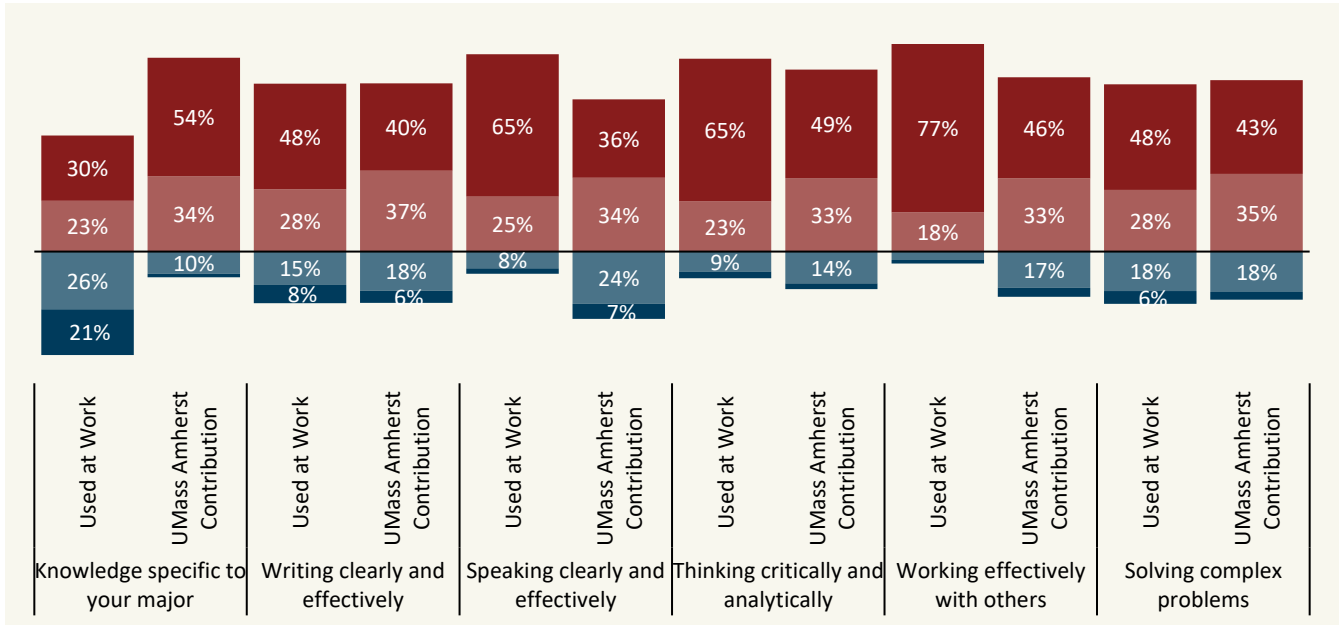
**The top five employment areas are: Health/medical professions (13%), K-12 or early childhood education (8%), computer and information technology (7%), marketing/sales (7%), and finance (7%).**

**Which of the following income ranges best describes your total annual earnings from any jobs you now hold?**



## Knowledge and skills used at work and UMass Amherst's contribution to these knowledge and skills

■ Very little   
 ■ Some   
 ■ Quite a bit   
 ■ Very much



## Appendix

### Demographic Comparison of Alumni Survey Participants and Non-Participants: Class of 2016

Characteristic	Category	Participants	Non-Participants	Target Population
<b>College</b>				
	CICS	2.9%	3.0%	3.0
	CNS	25.9%	25.0%	25.1%
	EDU	0.2%	0.3%	.3%
	ENG	7.6%	8.3%	8.2%
	HFA	8.9%	8.7%	8.7%
	ISOM	18.7%	17.5%	17.7%
	NUR	2.4%	3.5%	3.3%
	SBS	15.3%	17.9%	17.4%
	SPHHS	12.0%	9.4%	9.8%
	OTHER	6.2%	6.4%	6.4%
<b>Gender</b>				
	Woman	61.1%	49.5%	51.5%
	Man	38.9%	50.5%	48.5%
<b>Race/Ethnicity</b>				
	American Indian/Alaska Native	0.4%	0.2%	0.2%
	Asian	7.8%	7.8%	7.8%
	Black/African American	3.2%	3.9%	3.8%
	Hispanic/Latino	5.1%	4.8%	4.8%
	White	72.0%	67.7%	68.4%
	Multiple Races	1.3%	2.5%	2.3%
	International	2.1%	2.4%	2.4%
	Not Reported	8.1%	10.7%	10.3%
<b>First Generation College Student</b>				
	Yes	24.3%	25.3%	25.1%
<b>Sorority/Fraternity member</b>				
	Yes	7.5%	7.7%	7.7%
<b>Varsity Athlete</b>				
	Yes	4.4%	3.8%	3.9%
<b>Marching Band</b>				
	Yes	3.7%	1.9%	2.2%
<b>Commonwealth Honors College</b>				
	Yes	20.7%	11.9%	13.4%

## Comparison of Alumni Survey Participants and Non-Participants: Class of 2016

### Graduating Senior Survey: How satisfied are you with your UMass Amherst experience overall?

