



## Recent Alumni Survey Classes of 2011-2012 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 the Classes of 2011 & 2012 combined: alumni 5-6 years 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 2011” or “Class of 2012.”

OAPA sent survey invitations to all 9506 Class of 2011 & 2012 alumni with an email address and/or postal mail address on file, and 1363 of these individuals (14.3%) participated in the online survey.

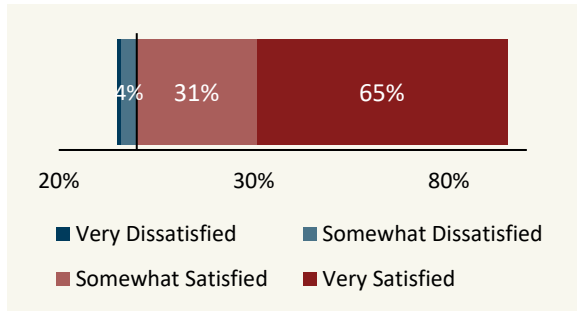
Researchers investigated the demographic representativeness of survey participants by comparing participants, non-participants, and the population overall on the following characteristics: gender, race/ethnicity, college affiliation, first-generation college student status, sorority/fraternity member, 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) CHC alumni are overrepresented by approximately 9 percentage points, and 2) women are overrepresented (and men underrepresented) by approximately 5 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).

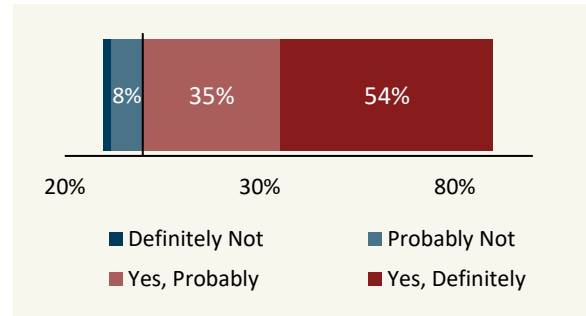
The Alumni Survey asked alumni to reflect on specific aspects of their educational experience at UMass Amherst, how connected they feel to the University, and how satisfied they are overall with their University experience. The survey also asked alumni to report on their current employment (including 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?**

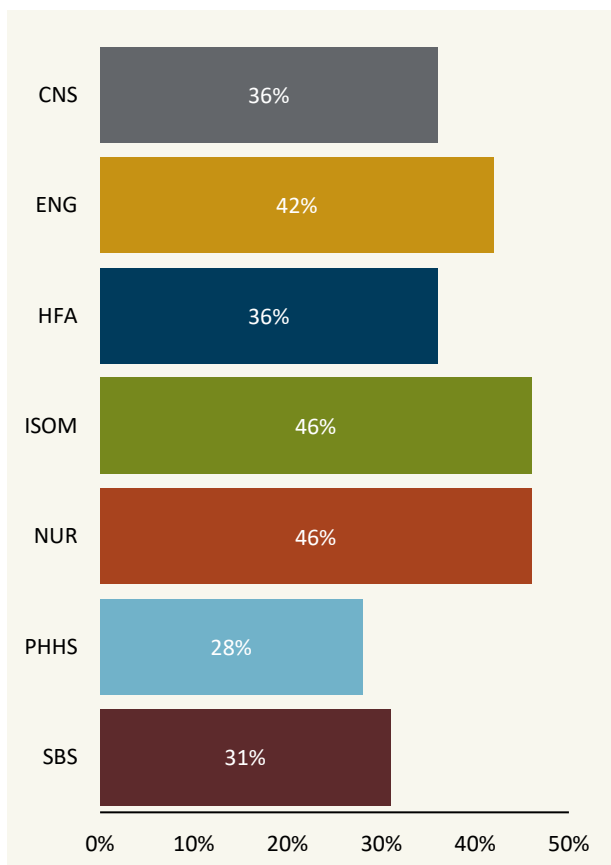


**If you could re-live your college experience, would you choose to attend UMass Amherst again?**

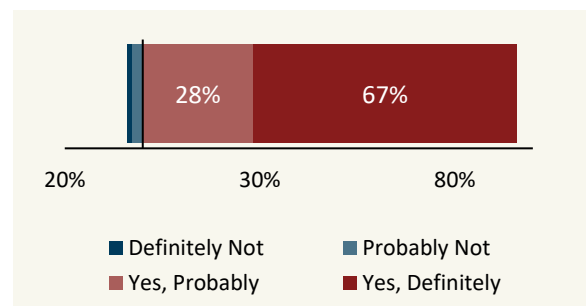


*The percentage of alumni who indicated that they would choose UMass Amherst again (89%) far exceeds the percentage who reported that UMass Amherst was their first choice when they were applying to college (38%).*

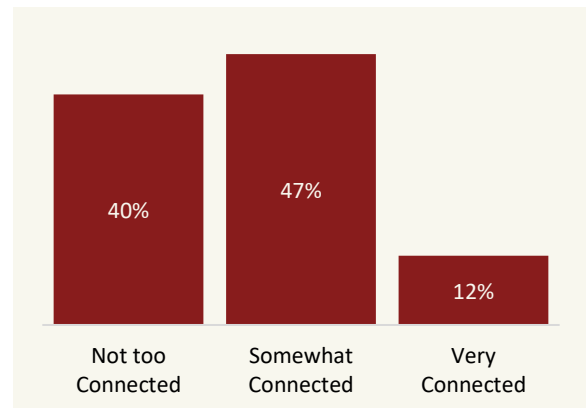
**Yes, UMass Amherst was my first choice (38%) (By College/School)**



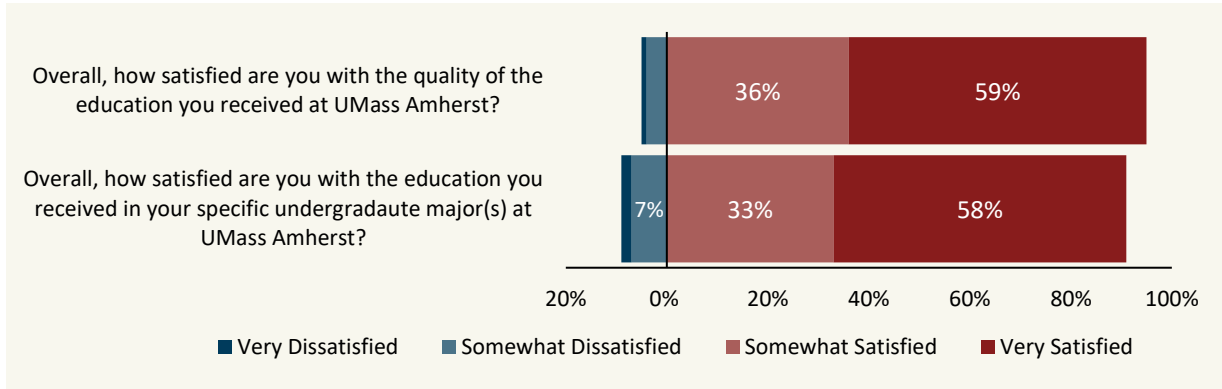
**If asked, would you recommend UMass Amherst to a friend or family member?**



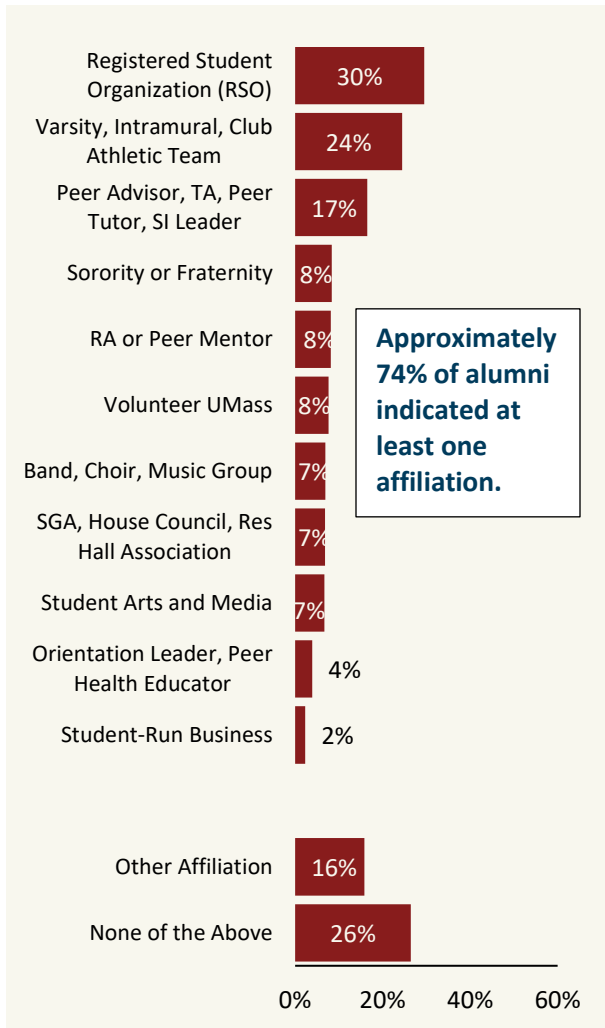
**As an alum, how connected do you feel to UMass Amherst?**



### Overall Educational Satisfaction



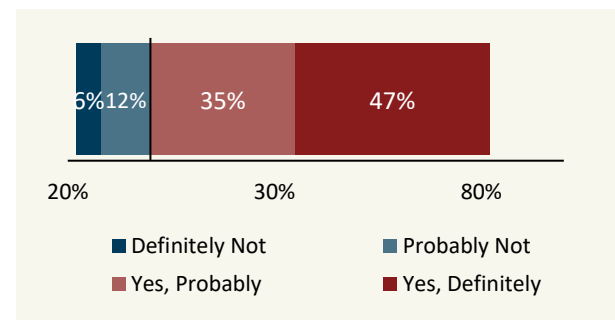
### Which affiliations were part of your undergraduate experience at UMass Amherst?



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



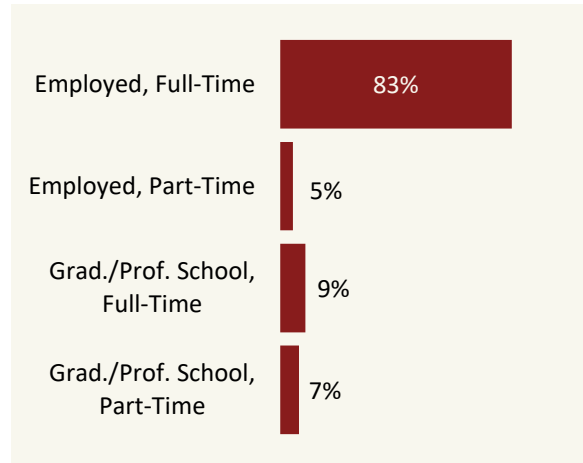
### Did the benefits you received from attending UMass Amherst outweigh the financial costs to you and your family?



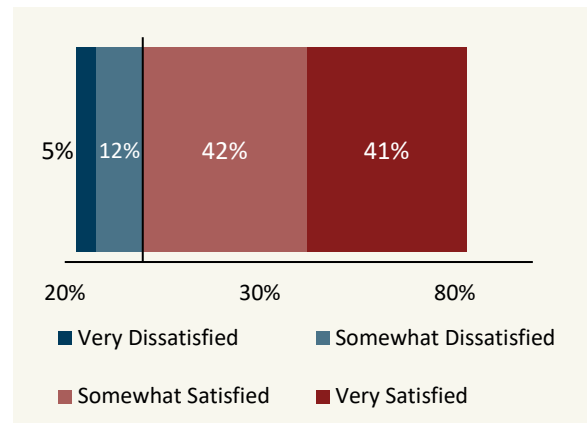
## Part Two: Current Employment and Educational Activities

Nearly two-fifths (39%) of alumni reported engaging in some type of community service or volunteer work in a typical month.

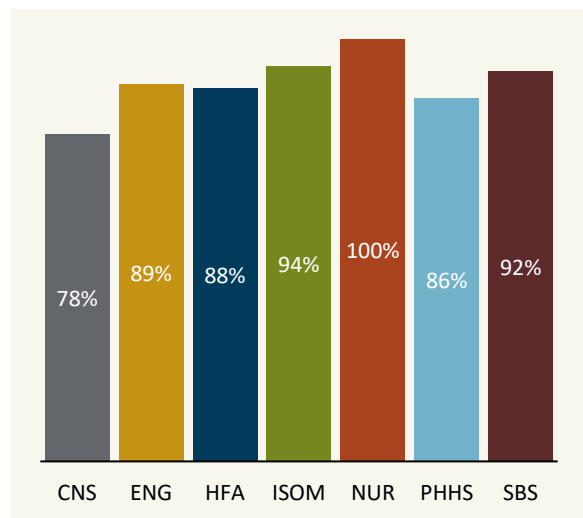
Which of the following best describe(s) your current primary activities?



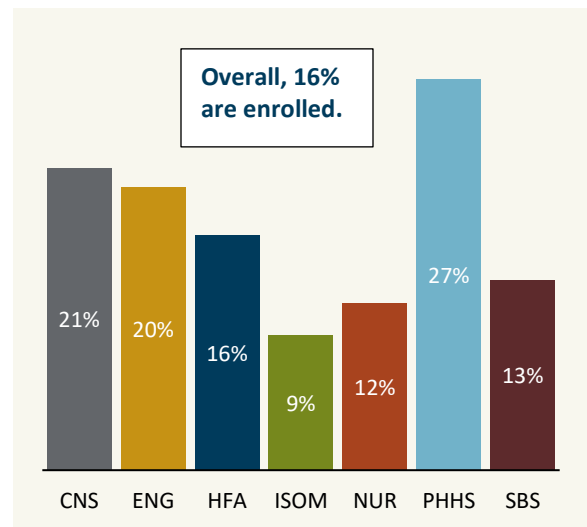
How satisfied are you with the way UMass Amherst helped prepare you for pursuing any further education?



Percent Employed (By College/School)

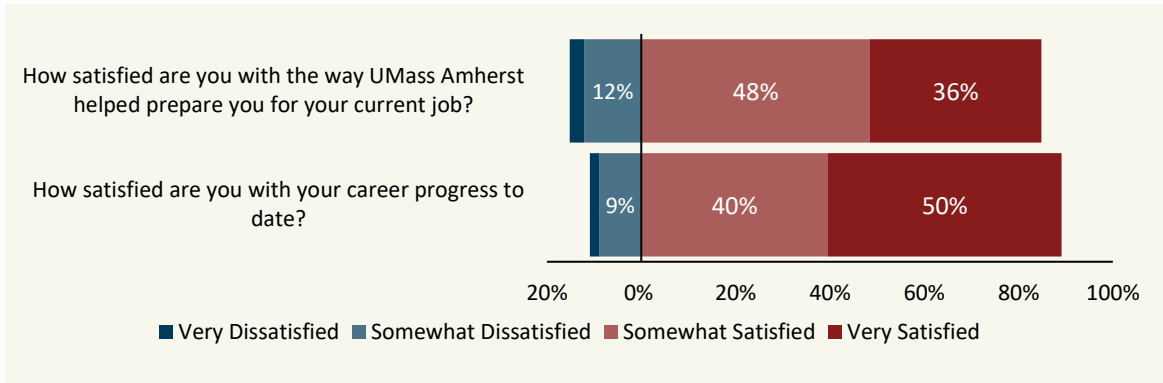


Graduate/professional school enrollment (By College/School)



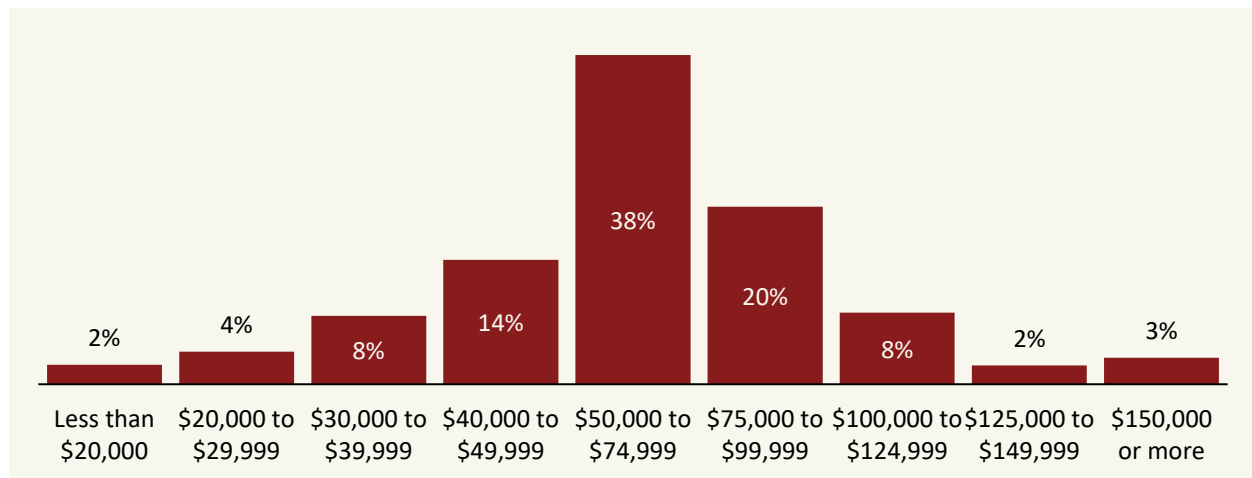
**Approximately three-fifths (59%) of alumni reported having an on-campus job during their time at UMass Amherst.**

**Career preparation and progress**



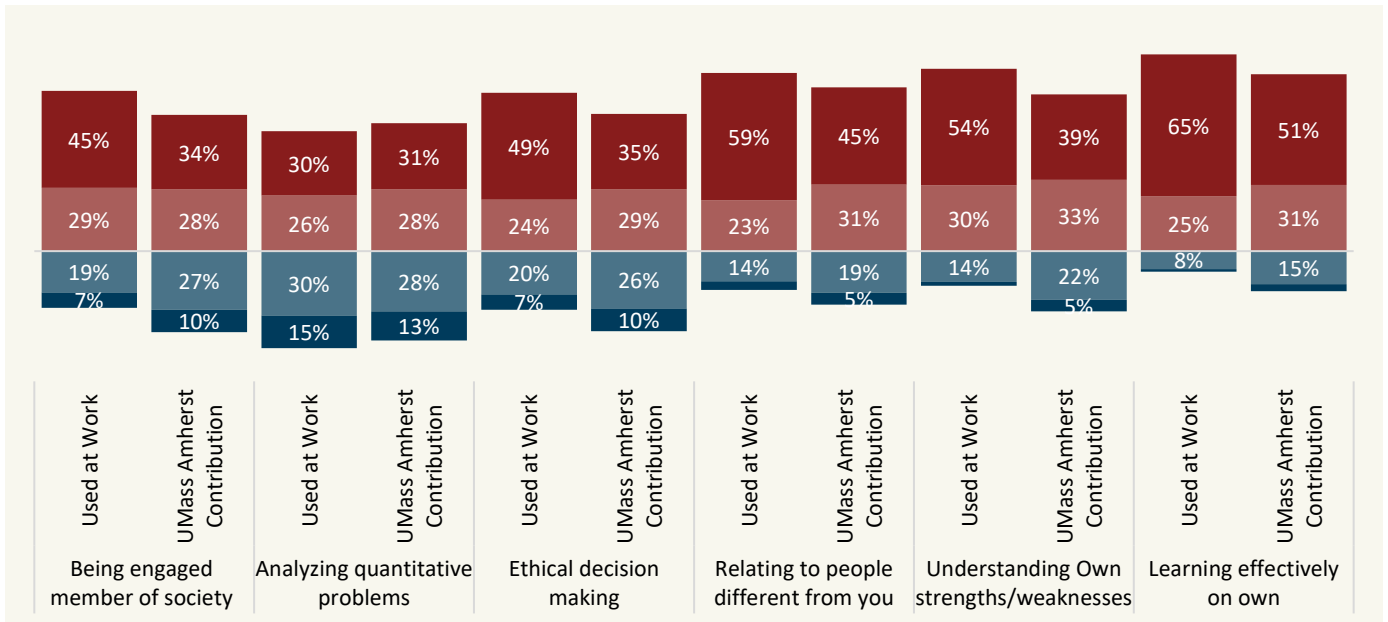
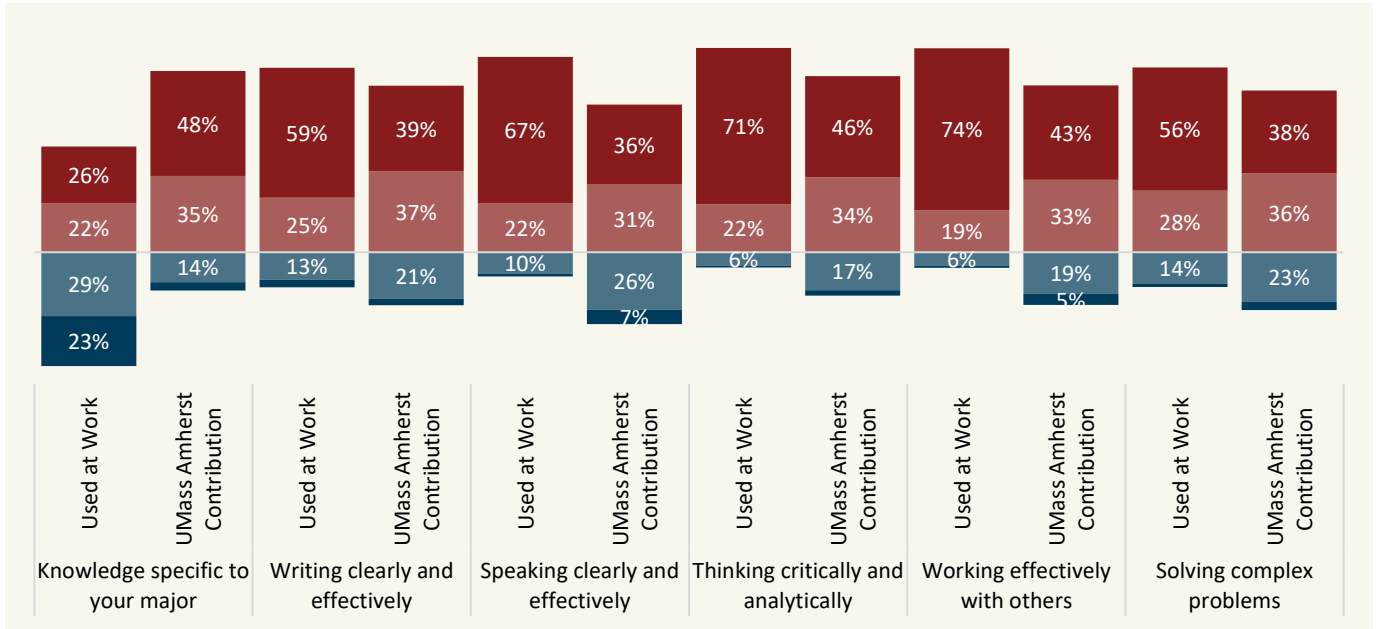
**The top five employment areas are: Health/medical professions (12%), K-12 or early childhood education (12%), marketing/sales (9%), computer and information technology (8%), and engineering (7%).**

**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 Survey Participants and Non-Participants: Classes of 2011 & 2012

Characteristic	Category	Participants	Non-Participants	Target Population
<b>College</b>				
	CNS	23.7%	24.6%	24.5%
	ENG	7.6%	6.0%	6.2%
	HFA	15.0%	13.1%	13.4%
	ISOM	20.8%	20.8%	20.8%
	NUR	1.9%	2.4%	2.4%
	SBS	19.2%	20.4%	20.2%
	SPHHS	6.3%	6.9%	6.8%
	OTHER	5.5%	5.8%	5.8%
<b>Gender</b>				
	Woman	56.0%	50.8%	51.5%
	Man	44.0%	49.2%	48.5%
<b>Race/Ethnicity</b>				
	American Indian/Alaska Native	0.3%	.4%	.4%
	Asian	5.9%	7.8%	7.5%
	Black/African American	3.2%	3.5%	3.4%
	Hawaiian/Pacific Isl.	0.2%	0.1%	0.1%
	Hispanic/Latino	4.3%	4.7%	4.6%
	White	74.3%	72.6%	72.8%
	Multiple Races	2.5%	2.1%	2.1%
	International	0.9%	0.7%	0.7%
	Not Reported	8.4%	8.2%	8.2%
<b>First Generation College Student</b>				
	Yes	16.1%	16.4%	16.3%
<b>Sorority/fraternity member</b>				
	Yes	6.7%	6.7%	6.7%
<b>Varsity Athlete</b>				
	Yes	4.9%	4.4%	4.4%
<b>Marching Band</b>				
	Yes	4.4%	2.2%	2.5%
<b>Commonwealth Honors College</b>				
	Yes	21.8%	10.7%	12.3%

## Comparison of Alumni Survey Participants and Non-Participants: Classes of 2011 & 2012

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

