
ALUMNI SURVEY REPORT

Summer 2019



Baptist Bible College & Theological Seminary
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TABLE OF CONTENTS

Executive Summary.....	2
Introduction.....	2
Mission Statement.....	2
Institutional Learning Outcomes (ILOs).....	2
Key Observations.....	2
Survey Data.....	4
General Survey Statistics.....	4
Overall Satisfaction.....	4
General Demographics.....	5
Program Demographics.....	6
Skills & Ability Enhancement.....	6
Local Church & Theology.....	8
Alumni Success & Employability.....	10
Alumni Loyalty & Engagement.....	11
Alumni Activities & Communication.....	12
Alumni Support.....	13
Summary.....	14
Summary.....	14
Needs and Future Work.....	14
Recommendations.....	14

LEGEND

Color highlighting is used throughout the report to emphasize or note a particular statistic, statement, or section. The legend below provides the context for the color highlighting.

Color	Description
	Favorable statistic or statement
	Unfavorable statistic or statement
	Neutral statistic or statement (notable but neither favorable nor unfavorable)
	Section header
	Table header
	Table sub-header

EXECUTIVE SUMMARY

Introduction

The alumni survey is designed to gather quantitative and qualitative data on post-graduate experiences, perceptions, and overall satisfaction for assessment of institutional effectiveness. The College's mission, Institutional Learning Outcomes (ILOs), Program Learning Outcomes (PLOs), and alumni success are measured and assessed through direct statements and graduate placement/employability data. Alumni engagement, loyalty, and support are also measured and analyzed for strategic planning and advancement purposes.

Mission Statement

Baptist Bible College is an institution of biblical higher education that exists to provide a Christ-centered curriculum that fosters a biblical worldview, empowering students to engage and impact their global society.

Institutional Learning Outcomes (ILOs)

Baptist Bible College graduates are equipped with biblical knowledge and scholarship, faith and commitment, community and global awareness thus preparing them to:

ILO #1 – Apply the rigorous learning of biblical truth to real life challenges. (HEAD)

ILO #2 – Nurture their relationship with God above all else and to respond unequivocally to God's call on their lives. (HEART)

ILO #3 – Engage a diverse global society, evangelizing and ministering both in and through the local church. (HAND)

Key Observations

1. **Graduates are successfully equipped and prepared in accordance with the institutional mission and ILOs.** Respondents indicated their level of agreement with various statements using a Likert scale from 1-5 (1=strongly disagree, 5=strongly agree). Four of the statements (listed below) directly correlate to BBC's mission statement and ILOs. All of the averages are very positive. **Thus, the College can demonstrate that it is accomplishing its mission and assessing its ILOs.**

Overall Satisfaction Statement (1=strongly disagree, 5=strongly agree)	Average
BBC encouraged faithful attendance and service in a local church (Mission, ILO #3)	4.08
BBC equipped and encouraged students to grow spiritually (Mission, ILO #1, ILO #2)	3.77
Experiences and training while at BBC enable students to serve in a local church after college (Mission, ILO #1, ILO #2, ILO #3)	3.69
BBC's training helps students gain clarity and confidence to respond to God's calling on their lives (Mission, ILO #2, ILO #3)	3.53

2. **95% of respondents report that they work or serve within their local church.** This is a very important statistic, and it demonstrates that regardless of the program/degree earned or current field of employment, BBC graduates are actively engaged and serving within their local church. **This also provides significant evidence that the College is accomplishing its mission and assessing its ILOs.**
3. **62.5% of respondents** report that the College's **local church involvement requirement** (co-curricular program/activity) was one of the experiences that best prepared them to serve in their local church. **This provides assessment and validation for the College's Practical Ministry Experience Attendance (PMEA) and Practical Ministry Experience Service (PMES) co-curricular programs.**
4. **97.3% of respondents have a full-time job or have chosen to care/manage the home** (89.2% have full-time employment and 8.1% care/manage the home). **This demonstrates employability.**
5. **84.8% of respondents report employment experience and position/title as a mid-level associate (3-10 years of experience) or higher.** 57.6% of those are senior associate (11+ years experience), mid-level management, supervisor, director, or senior/executive level management. **This demonstrates sustained employability and career success.**
6. **60.6% of respondents report that they are employed with an annual salary of \$50,000.00 or more.** **This demonstrates career success.**
7. **91.7% of respondents report "yes" or "somewhat" when asked if their current theological convictions align with what they learned at BBC** (50% report "yes" and 41.7% report "somewhat"). Most of the "somewhat" open-ended explanations identify theological differences in dispensationalism and/or soteriology, with several of the comments specifically stating they are now "more reformed."
8. **81.1% (30 of 37) of respondents report that they "totally disagree" or "somewhat disagree" when asked if BBC makes them feel that they are still an important part of the school** (54.1% or 20 of 37 totally disagree and 27% or 10 of 37 somewhat disagree). Apparently, the vast majority of alumni do not feel valued by, connected to, and/or engaged with the College.
9. **Only 27% of respondents report that they "definitely would recommend" BBC to a close friend or family member**, and another 35.1% say they are "unsure, I might or might not recommend it" for a total of 62.1% combined.
10. **Only 37.8% (14 of 37) of respondents currently attend a BBFI church.** This statistic may provide insight with regard to the lack of alumni loyalty, engagement, and support. Non-BBFI churches are less likely to collaborate with the College or to support the College through donations and student referrals.
11. **Career Services at the College received the lowest satisfaction rating (2.34) of all categories.** This issue is further emphasized in the open-ended comments, through which several respondents communicated the desire for improved post-graduate career counseling, networking, and employment assistance.

SURVEY DATA

General Survey Statistics	Count
Total Unique Alumni from 1, 5, 10 years (2009, 2014, 2018)	220
Total Valid Alumni Contacts (email or Facebook messenger)	185
Total Valid Respondents	37
Response Rate	20%

Satisfaction Please indicate your level of agreement with each statement below: (1=strongly disagree, 5=strongly agree)	Satisfaction Level		
	Average	Standard Deviation	Valid Responses
<i>Finances/Financial Aid</i>			
I have the financial resources that I need to live independently and comfortably.	3.56	1.23	36
Sufficient financial aid (scholarships, grants, and loans) was available to me while attending Baptist Bible College.	3.43	1.44	35
<i>Preparation and Reputation</i>			
Graduates of Baptist Bible College have excellent job opportunities and/or are admitted to well-regarded graduate programs. **	2.78	1.40	37
My college experience has prepared me for my current job or occupation.	3.28	1.34	36
My college experience has prepared me for study beyond the degree or certificate I received.	3.50	1.30	36
There were opportunities for internships, research, or other experiential hands-on learning in my program.	3.08	1.38	37
Career Services at the college were helpful to me in networking for a job/graduate school. **	2.34	1.39	35
<i>Overall Satisfaction</i>			
In general, my professors were well qualified and did a good job	3.78	1.22	36
In general, the advising I received from faculty and staff helped me complete my educational goals in a timely manner	3.57	1.26	37
Overall, the admissions, financial aid, business office, and other student services were helpful to me	3.50	1.28	36
The tuition I paid for my education was a worthwhile investment	3.22	1.44	37
BBC encouraged faithful attendance and service in a local church.*	4.08	1.11	36
BBC equipped and encouraged students to grow spiritually. *	3.77	1.14	35
BBC provided the necessary tools to aid spiritual growth after college.	3.28	1.19	36
Experiences and training while at BBC enable students to serve in a local church after college. *	3.69	1.17	36
BBC's training helps students gain clarity and confidence to respond to God's calling on their lives. *	3.53	1.18	36

* **NOTE** – The four statements highlighted in green **directly relate** to **BBC's Mission and Institutional Learning Outcomes** (ILO 1 – HEAD, ILO 2 – HEART, and ILO 3 – HAND).

**** NOTE – Career Services** at the College received the **lowest** satisfaction rating (2.34) of all categories. **Excellent job opportunities**, which is closely related sub-category, received the **second-lowest** satisfaction rating (2.78). This issue is further emphasized in the open-ended comments, through which several respondents communicated the desire for improved post-graduate career counseling, networking, and employment assistance.

GENERAL DEMOGRAPHICS

What year/semester did you graduate from Baptist Bible College?	Count	Percent
2009 *	24	66.7%
2014	9	25%
2018	3	8.3%
TOTAL	36	100.0%

* **NOTE** – 2/3 of respondents (24) graduated in 2009 (or prior), and only 1/3 of respondents (12) graduated within the last 9 years.

Gender	Count	Percent
Female	6	16.2%
Male *	31	83.8%
TOTAL	37	100.0%

* **NOTE** – Despite a current student ratio of nearly 50/50 male to female students, the overwhelming majority of respondents (83.8%) were male.

Age	Count	Percent
Under 25	4	10.8%
25 to under 40 *	28	75.7%
40 to under 55	3	8.1%
55 to under 70	2	5.4%
70 or older	0	0.0%
TOTAL	37	100.0%

* **NOTE** – The overwhelming majority of respondents (75.7%) were in the 25-40 age range.

Ethnicity	Count	Percent
American Indian/Alaskan Native	0	0.0%
Asian or Pacific Islander	0	0.0%
Black/African-American	0	0.0%
Hispanic or Latino (including Puerto Rican)	0	0.0%
White, non-Hispanic *	35	100.0%
Other	0	0.0%
TOTAL	35	100.0%

* **NOTE** – 100% of respondents were White, non-Hispanic.

PROGRAM DEMOGRAPHICS

What was your major or program of study?	Count	Percent
Biblical Counseling	2	5.6%
Pastoral Studies	12	33.3%
Missions/Intercultural Studies	10	27.8%
Business Management	1	2.8%
Music Education	1	2.8%
Youth Ministry	2	5.6%
Master of Arts in Biblical Studies	2	5.6%
Master of Arts in Biblical Counseling	2	5.6%
Master of Arts in Church Ministry	3	9.3%
Master of Divinity	1	2.8%
TOTAL	36	100.0%

SKILLS & ABILITIES ENHANCEMENT

Below is a list of skills and abilities that are often enhanced by a college degree. For these, please indicate the extent to which it was enhanced by your program at BBC. (1 = "not enhanced at all", 5 = "very enhanced")	Enhanced		
	Average	Standard Deviation	Valid Responses
<i>Communication Skills</i>			
I am able to write clearly and concisely. *	3.65	1.21	39
I have no problems presenting my work orally. *	3.79	1.26	39
I have the communication and networking skills to succeed in a business or professional setting. *	3.36	1.31	39
<i>Math, Science, and Technology Skills</i>			
I have sufficient math skills to function well in my daily life. **	2.39	1.46	33
I feel I have sufficient skills in math, science, and technology to perform my job effectively. **	2.47	1.42	37
I feel comfortable incorporating new technology into my personal and professional life. **	2.62	1.46	37
<i>Reading Skills</i>			
I feel confident reading technical and/or strategic documents.*	3.28	1.23	36
I often read to keep up with trends and issues related to my profession or job. *	3.44	1.23	36
<i>Tolerance and Understanding</i>			
I am able to get along with people whose ideas are quite different from mine. *	3.41	1.44	37
I can look at controversial issues from the perspective of those whose stance differs from my own. *	3.51	1.43	37
I can relate well to people, even if they come from a different racial or cultural background. *	3.62	1.36	37

* **NOTE** – Given the Likert scale of 1-5 (1 = “not enhanced at all,” 2 = “not very enhanced,” 3 = “somewhat enhanced,” 4 = “enhanced,” and 5 = “very enhanced”), the average scores are quite good. The scores average 3.25 or greater in all areas from 3 of the 4 subcategories including “Communication Skills,” “Reading Skills,” and “Tolerance and Understanding.”

** **NOTE** – The “Math, Science, and Technology Skills” subcategory averaged under 2.75 for all areas, which may be an area for improvement.

What classes, events, activities, or experiences best prepared you to serve in your local church?	Count	Percent of Respondents
A particular course or courses (please identify): 1. ...Hermeneutics, public speaking, homiletics, ..., all the Theology classes. 2. All of the Bible and Ministry related courses 3. All the biblical counseling courses. 4. Any course [in Biblical Counseling]. 5. Anything and everything [in Biblical Counseling]. 6. Anything BC [Biblical Counseling], theology.... 7. Biblical Counseling. 8. Christology, Hermeneutics, Bibliology, Bible History. 9. Hermeneutics, all counseling classes. 10. Life of Christ. 11. Planting the Indigenous Church Mod. 12. Practical Missions Theology. 13. Professors willing to teach and be real with us and make their class seem personal and not just random knowledge. 14. Several courses. 15. Theology 2, Advanced Hermeneutics. 16. Theology and Practical Theology	17	42.5%
Chapel	4	10.0%
Campus ministry or traveling team	4	10.0%
Local church involvement *	25	62.5%
Being mentored by someone at BBC	7	17.5%
Other (please identify): 1. FAST classes 2. Growing up in a ministry home. 3. Missions Directed Field study: missions trip with professors and fellow students. 4. None. 5. None. 6. Relationship with professors outside of the classroom. 7. Relationships with professors. 8. Serving as RA [Resident Assistant].	8	20.0%

* **NOTE** – **62.5%** of respondents note that the College’s **local church involvement requirement** (co-curricular program/activity) was an experience that best prepared them to serve in their local church.

LOCAL CHURCH & THEOLOGY

Which movement/denomination of local church do you currently attend?	Count	Percent
Baptist (BBFI) *	14	37.8%
Baptist (Southern Baptist)	8	21.6%
Baptist (Other)	5	13.5%
Non-Denominational	5	13.5%
Other (please describe): 1. Calvary Chapel 2. Converge 3. Dual Affiliation - BBFI and SBC 4. EFCA 5. I am currently in between churches	5	13.5%
TOTAL	37	100.0%

* **NOTE** – Only **37.8%** (14 of 37) respondents currently attend a BBFI church.

Do your current theological convictions align with what you learned at this institution?	Count	Percent of Respondents
Yes *	18	50.0%
Somewhat, please explain *	15	41.7%
No, please explain	3	8.3%
TOTAL	36	100.0%

* **NOTE** – 50% of respondents report “yes” their current theological convictions align with what they learned at BBC, and another 41.7% say “somewhat” for a total of **91.7%** for “yes” or “somewhat.” Most of the “somewhat” explanations include differences in dispensationalism and/or soteriology, with several of the comments specifically stating they are now “more reformed.”

In what role(s) do you currently serve within your local church? (select all that apply)	Count	Percent of Respondents
Pastor	15	37.5%
Missionary	6	15.0%
Staff	9	22.5%
Teacher	10	25.0%
Biblical Counselor	7	17.5%
Deacon/Trustee	2	5.0%
Sunday School/Small Group	12	30.0%
Office/Clerical	4	10.0%
Music	6	15.0%
Sound/AV	5	12.5%
Greeter/Usher	3	7.5%
Nursery	2	5.0%
Children's Ministry	9	22.5%
Youth Ministry	10	25.0%
College/Young Adults Ministry	5	12.5%
Married/Families Ministry	5	12.5%
Senior Adults Ministry	2	5.0%
Security Team	1	2.5%
Bus/Transportation	1	2.5%
Facilities/Maintenance	5	12.5%
Photography	3	7.5%
Discipleship	15	37.5%
Visitation/Outreach	10	25.0%
Other: Men's Ministry	2	5.0%
I do not currently serve within a local church *	2	5.0%

* **NOTE – 95% of the respondents work or serve within their local church.** Only 2 respondents state that they do not currently serve within a local church. This data provides **significant evidence** that regardless of the program/degree earned or current field of employment, BBC graduates are actively engaged and effectively serving within their local church which **directly relates** to the College's **mission and Institutional Learning Outcomes** (ILO 1 – HEAD, ILO 2 – HEART, and ILO 3 – HAND).

ALUMNI SUCCESS & EMPLOYABILITY

What is your primary activity today?	Count	Percent
Full-time job *	33	89.2%
Part-time job	0	0.0%
Care/manage home and/or children in the home	3	8.1%
Attending a college or university	0	0.0%
Retired	0	0.0%
Unemployed	0	0.0%
Volunteer service	0	0.0%
Military service	0	0.0%
Other (please describe): Law enforcement	1	2.7%
TOTAL	37	100.0%

* **NOTE** – 89.2% of respondents report that they have **full-time employment** and another 8.1% have chosen to stay at home.

(If employed) Industry of Employment:	Count	Percent
Banking / Finance / Financial Services / Investments	3	9.1%
Education (day care, public and private schools, higher education)	4	12.1%
Health Care / Medical / Nursing / Allied Health	1	3.0%
Law Enforcement / Security / Fire Protection	2	6.1%
Non-profit religious	17	51.5%
Transportation / Trucking	1	3.0%
Other	5	15.2%
TOTAL	33	100.0%

(If employed full-time) Position or title at the organization:	Count	Percent
Senior or executive-level management *	9	27.3%
Mid-level management, supervisor, or director *	3	9.1%
Senior associate (11+ years of experience) *	7	21.2%
Mid-level associate (3-10 years of experience) *	9	27.3%
Associate (less than 3 years of experience)	2	6.1%
Other (please describe):	3	9.1%
TOTAL	33	100.0%

* **NOTE** – 84.8% of respondents (28) report **mid-level associate (3-10 years of experience) or higher**.

(If employed full-time) Annual salary:	Count	Percent
Under \$25,000	2	6.1%
\$25,000 to \$50,000	11	33.3%
\$50,000 to \$75,000 *	16	48.5%
\$75,000 to \$100,000 *	3	9.1%
\$100,000 to \$200,000 *	1	3.0%
Don't know	0	0.0%
All responses	33	100.0%

* **NOTE** – 60.6% of respondents (20) report that they are employed with an annual salary of \$50,000.00 or more.

ALUMNI LOYALTY & ENGAGEMENT

Over time, graduates might feel different levels of connectedness and engagement with various groups in the BBC community. How connected do you currently feel to: (1="Not engaged or connected at all", 5="Highly engaged or connected")	Engagement Level		
	Average	Standard Deviation	Valid Responses
Baptist Bible College as a whole *	1.86	0.96	36
Staff and faculty from my major/program *	2.19	1.12	36
Friends from my major/program	2.89	1.24	36
Friends from my graduating class	2.94	1.22	36
Friends I made through activities I participated in while at Baptist Bible College (student clubs and organizations, arts, theater, community service, etc.)	2.89	1.25	35
Friends I made through participating in athletics or supporting a team at Baptist Bible College	2.09	1.31	35

* **NOTE** – These averages indicate BBC alumni not only feel a **low connection to the College itself**, but a **low connection to the faculty** from their major/program as well. This may be another contributing factor to the overall low loyalty, engagement, and support scores.

Please indicate your level of agreement with this statement: "BBC makes me feel that I am still an important part of the school."	Count	Percent
Totally disagree *	20	54.1%
Somewhat disagree *	10	27.0%
Somewhat agree	2	5.4%
Mostly agree	3	8.1%
Completely agree	2	5.1%
TOTAL	37	100.0%

* **NOTE** – 81.1% (30 of 37) of respondents report that they “totally disagree” or “somewhat disagree” when asked if BBC makes them feel that they are still an important part of the school (54.1% totally disagree and 27% somewhat disagree). Apparently, the vast majority of alumni do not feel valued by, connected to, and/or engaged with the College.

ALUMNI ACTIVITIES & COMMUNICATION

Below you will find a list of activities that colleges and universities often offer their alumni. Please indicate your level of interest in each of these activities. (1=not interested at all, 5=very interested)	Interest Level		
	Average	Standard Deviation	Valid Responses
Alumni events or activities	2.60	1.17	35
Participating in a job bank that lists job opportunities specifically for alumni of this institution	2.74	1.42	35
Workshops, classes, or faculty lectures	2.89	1.23	35
Assisting in the development of internships or research opportunities with my employer	3.00	1.33	35
Informal gatherings of friends and classmates *	3.09	1.22	35
Helping to mentor current students in my field *	3.57	1.40	35
Participate in an advisory board *	3.14	1.44	35
Alumni business list (repairman, insurance broker, etc.)	2.40	1.17	35

* **NOTE** – Gathering informally, mentoring current students, and participating on an advisory board are alumni activities which received the highest level of interest for connection and engagement.

We are interested in knowing more about your communication practices and preferences. For the following modes of communication, please indicate whether or not you are interested in using each of the following for news and information.	Communication Preferences		
	Percent Yes	Percent No	Valid Respond
Alumni page on the Baptist Bible College website	54.3%	45.7%	35
Baptist Bible College alumni magazine **	37.1%	62.9%	35
LinkedIn **	23.5%	76.5%	34
Facebook page for Baptist Bible College *	71.4%	28.6%	35
Facebook alumni page *	68.6%	31.4%	35
Facebook page for alumni of your program/major	57.1%	42.9%	35
Twitter **	25.7%	74.3%	35
Email from Baptist Bible College *	67.6%	32.4%	34
Email from office of alumni relations or an alumni association *	60.0%	40.0%	35
Email from your program advisor	45.7%	54.3%	35
E-newsletter for alumni of your program/major	48.6%	51.4%	35
Phone calls with the office of alumni relations or an alumni association **	29.4%	70.6%	34

* **NOTE** – Facebook and email are the most preferred methods of communication, with each category receiving 60% or more “yes” responses as to interest.

** **NOTE** – LinkedIn, Twitter, phone calls, and an alumni magazine are least preferred methods of communication, with each category receiving 62.9% or more “no” responses as to interest.

ALUMNI SUPPORT

Which of the following factors would be of greatest importance to you in your decision to support BBC with monetary donations? Choose up to three from the choices below.	Count	Percent of Respondents
Baptist Bible College gave me an excellent education.	12	30.0%
I received scholarships or other financial aid as a student.	5	12.5%
There is a specific need and plan for the donation (lab equipment, new building, other academic need, etc.)	10	25.0%
I believe in the mission of the institution. *	19	47.5%
Baptist Bible College needs my financial support to ensure an excellent education for future students.	7	17.5%
Baptist Bible College keeps me informed as an alumnus.	1	2.5%
Other, please describe: 1. A commitment to expository preaching in chapel. 2. Believe in the Leadership. 3. Don't just ask for money all the time. 4. Helps graduates succeed in ministry (Support Role). 5. I know the investment the teachers made/make. 6. Nothing.	6	15.0%

* **NOTE** – According to the responses, **belief in the mission of the College** is the most significant factor when it comes to alumni financial support.

Are you likely to recommend BBC to a close friend or family member?	Count	Percent
Yes, I definitely would recommend it *	10	27.0%
No, I would not recommend it	14	37.8%
Unsure, I might or might not recommend it	13	35.1%
TOTAL	37	100.0%

* **NOTE** – Only **27%** of respondents report that they “definitely would recommend” BBC to a close friend or family member. Another **35.1%** say they are “unsure, I might or might not recommend it” for a total of **62.1%** combined.

SUMMARY

Summary

The overall results of the alumni survey are **very positive** and provide useful data for the assessment of institutional effectiveness. **The data noted in key observations 1-7 above (p. 3) indicate that the College is successfully accomplishing its mission and the established ILOs.** Co-curricular programs are effective, and graduates are equipped with the skills and experiences necessary for ministry, employment, and career success. Alumni success and employability statistics are excellent with **89.2%** of alumni reporting **full-time employment, 84.8%** of alumni holding **mid-level associate positions (3-10 years of experience) or higher**, and **60.6%** of alumni earning **annual salaries of \$50,000.00 or more**. Thus, alumni are experiencing high full-time employment rates, longevity, career advancement, and good salaries. A key component of the mission and ILOs of the College is training people to serve in the local church, and **95% of graduates are actively serving in a local church.**

While the overall results are very positive with regard to undergraduate training and post-graduate success, some of the statistics and respondent comments **highlight a clear disconnect between the College and its alumni with regard to loyalty, engagement, and support.** Key observations 8-11 above (p. 3) indicate there are areas which need to be enhanced or improved by the College, resulting in needs and future work and recommendations for consideration.

Needs and Future Work

Items listed below represent broad areas of need or future work based upon survey data and responses.

1. Review and develop career services.
2. Develop an Advancement/Alumni Relations Office.
3. Assess current and future alumni engagement strategies.
4. Assess current and future alumni communication strategies.
5. Review the Alumni Association.
6. Improve alumni loyalty and engagement.
7. Develop greater alumni support.
8. Review the possibility/merits of utilizing faculty and programs for recruiting and/or post-graduate networking.

Recommendations

Items listed below represent general recommendations. While some recommendations include more details than others, they are not intended to be all-inclusive or to limit creativity and brainstorming.

1. Review current career counseling, networking, and employment services offered by the College, research career services at other institutions, and develop a comprehensive career services strategy and plan.

2. Review previous advancement office/alumni relations work, research advancement offices/alumni strategies at other institutions, and develop an advancement office, strategy, and plan.
3. Review current alumni engagement opportunities/initiatives and consider conducting some alumni focus groups to discuss the viability of creative engagement opportunities which may include developing an alumni advisory board, developing affinity groups, facilitating informal gatherings of friends/classmates, and/or mentoring current students in a given field of study.
4. Review current alumni communication strategy and develop a revised plan.
5. Review current Alumni Association charter, activities, and goals and determine how it could best align or be most effective within a new advancement/alumni relations structure?
6. Perform a SWOT analysis to identify alumni loyalty challenges and develop strategic initiatives to foster alumni loyalty for both undergraduate and post-graduate students.
7. Review the merits of a support campaign focused upon the mission of the College.
8. Review the possibilities of engaging faculty with regard to recruiting and alumni relations (pre & post-graduate) which may include developing robust and interactive faculty page(s) on the College's website, developing program specific Facebook groups, and/or developing web pages designed to keep alumni connected and to serve as a resource/network.