Baylor University Alumni Survey 2012

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Executive Summary

The University of New Hampshire Survey Center (UNHSC) conducted a telephone survey of alumni for Baylor University in November, 2012. The specific topics of interest were the opinions of Baylor Alumni toward Baylor University in general, communication with alumni, and an alumni outreach program. Six hundred and nine (609) Baylor Alumni were interviewed by telephone between November 13 and November 19, 2012. The questionnaire used in this survey largely replicates a survey conducted by the UNH Survey Center in October, 2010, as well as replicating several questions from a survey conducted by the Center for Survey Research and Analysis at the University of Connecticut in 2007. Comparisons between 2007, 2010, and 2012 are displayed below and significant differences are highlighted. The margin of sampling error for the survey is +/- 4.0%. (See Technical Report below for a more detailed description of survey methods.) This report highlights the survey results, detailed tabular results can be found in Appendix A, Appendix B contains open-ended responses and Appendix C contains the survey instrument.

Some of the key findings of the survey include:

- Most alumni recall the quality of the education at the university when asked about what comes to mind about Baylor. Overall alumni have high regard for Baylor University in general and its academics more specifically.
- Most alumni report a strong bond with Baylor University and two-thirds have been on the Baylor campus within the past two years.
- Alumni get most of their information about Baylor from friends, relatives, or co-workers. No single news item stands out as memorable to alumni, a change from 2010 where the selection of a new President was the most referenced piece of news from Baylor.
- Baylor alumni are interested in maintaining a connection with the university. Alumni think it is important for Baylor to work to stay in contact with them, and would be supportive of an alumni outreach program that does not require membership dues.

Demographic Characteristics

- Approximately three quarters of the respondents (72%) reside in Texas with the remainder distributed throughout the United States.
- Slightly more than half (54%) of respondents were women, 46 percent were men.
- Thirty-one percent of respondents are between the ages of 18 and 29, 13 percent are 30 to 39, 12 percent are 40 to 49, 18 percent are 50 to 59, 11 percent are 60 to 69, and 15 percent are 70 or older. This sample is slightly younger than the 2010 sample. (2010 mean age - 53; 2012 mean age - 46)
- Most respondents (90%) do not have children about to enter college, only 10 percent have children between the ages of 15 and 18.
- Forty-three percent of alumni interviewed identify themselves as Baptists, 51 percent as non-Baptist Christians, and 6 percent as non-Christians.
Baylor University

Most Alumni recall the quality of the education at the university when asked about what comes to mind about Baylor. Overall alumni have high regard for Baylor University in general and its academics more specifically.

Baptists consistently responded more positively to questions about Baylor than did non-Baptist Christians.

Approximately one quarter of alumni stated that either the quality of the educational experience (26%) or personal experiences (22%) came to mind when someone mentions Baylor University. Additional topics that come to mind are the campus and the close knit community found at Baylor (15%), the Christian, Baptist, or Conservative values (12%), feelings of tradition, respect and pride (13%), Baylor athletics and school spirit (10%), and 2 percent stated some other thing that comes to mind when someone mentions Baylor University. Figure 1

- There were no significant changes since 2010.

Figure 1

First Thing that Comes to Mind when Someone Mentions Baylor University

<table>
<thead>
<tr>
<th>Topic</th>
<th>2010</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quality Education</td>
<td>26%</td>
<td>22%</td>
</tr>
<tr>
<td>Personal experiences / Alma Mater</td>
<td>24%</td>
<td>22%</td>
</tr>
<tr>
<td>Campus / Community</td>
<td>12%</td>
<td>15%</td>
</tr>
<tr>
<td>Christian / Baptist / Conservative</td>
<td>11%</td>
<td>12%</td>
</tr>
<tr>
<td>Tradition / Respect / Pride</td>
<td>10%</td>
<td>13%</td>
</tr>
<tr>
<td>Athletics / School Spirit</td>
<td>6%</td>
<td>10%</td>
</tr>
<tr>
<td>Other</td>
<td>2%</td>
<td>12%</td>
</tr>
<tr>
<td>Don't Know</td>
<td>1%</td>
<td></td>
</tr>
</tbody>
</table>
Almost all of Baylor alumni (97%) rate Baylor University as excellent or good. **Figure 2**

- The percentage of alumni rating Baylor as excellent has increased significantly since 2007 and 2010; this is consistent across all major demographic groups.

Almost all of Baylor alumni (96%) are proud to be a graduate of Baylor University. **Figure 3**

- The percentage of alumni saying they are very proud to have graduated from Baylor has increased significantly since 2007 and 2010; this is consistent across all major demographic groups.

**Figure 2**

“Overall, how would you rate Baylor University?”

**Figure 3**

“How proud would you say you are to be a graduate of Baylor University?”
A large majority of alumni rate Baylor University as among the best or better than most other private universities (87%) and 95% rated Baylor as among the best or better than all colleges and universities in general (95%). **Figure 4a & Figure 4b**

- The percentage of alumni saying Baylor is among the best compared to both other private universities and colleges and universities in general has increased significantly since 2007 and 2010, with older alumni more likely rank Baylor among the best than younger alumni.

**Figure 4a**
“Compared to other PRIVATE universities in the country, do you think that overall Baylor ranks ...”

**Figure 4b**
“Compared to colleges and universities IN GENERAL, do you think that overall Baylor ranks ...”
Six out of ten alumni (59%) believe the quality of education a student gets at Baylor is getting better, 15 percent feel it is staying the same, only 2 percent believe it is getting worse and nearly a quarter say they don’t know. **Figure 5**

- The percentage of alumni saying the quality of education is getting better at Baylor has risen significantly since 2007 and 2010.

- Residents of Texas and young alumni are more likely to say the quality of education at Baylor is getting better.

**Figure 5**

“Do you think the quality of education a student gets at Baylor is ... as it has been in the recent past?”
Most Baylor alumni (88%) would recommend Baylor University as a top choice to their child. **Figure 6**

“If you had a son or daughter who was applying to college, would you recommend that they consider Baylor University as a top choice?”

Of those who would recommend Baylor (N=529), the top reason was a quality education and quality programs of study (46%), followed by Baylor being a small school with a safe and good community (24%), the respondent’s personal experiences and family traditions with Baylor (13%), Baylor is a Christian school with good values (11%), and 7 percent gave some other reason for their recommendation. **Figure 6a**

“What is the main reason you would recommend that your son or daughter consider Baylor as a top choice?”

[Alumni who answered “yes” they would recommend Baylor as a top choice.]

(2012: N=529) (2010: N=495)
Among a small number of alumni who would NOT recommend Baylor (N=71), the top reason was cost (39%), followed by the quality or availability of programs (15%), the religious, conservative direction or Baylor, or lack of diversity (14%), the belief that Baylor is going in the wrong direction (8%), a bad personal experience (1%), and 21 percent cited some other reason. **Figure 6b**

“What is the main reason you would NOT recommend that your son or daughter consider Baylor as a top choice?”

[Alumni who answered “no” they would not recommend Baylor as a top choice. (2012: N=71) (2010: N=104)]

![Bar chart showing reasons for not recommending Baylor as a top choice](chart.png)
Connection to Baylor University

Most alumni report a strong bond to Baylor University and two-thirds have been on the Baylor campus within the past two years.

Baptists consistently report more connections to Baylor than do non-Baptist Christians.

More than four out of five Baylor alumni (85%) report a special connection or bond to Baylor University. Younger alumni are more likely to report a special bond or connection to Baylor. Figure 7

Figure 7

“Many people feel a special bond or connection to the college they attended. How about you, do you feel a special bond or connection to Baylor?” [2012]

“Many people feel a special bond or connection to places where they lived or worked or to places associated with some personal accomplishment. Do you feel a special bond or connection to Baylor?” [2010, 2007]
Almost all of Baylor alumni (98%) who feel a special bond or connection to Baylor feel that the special connection or bond is strong. **Figure 7a**

- The percentage of those saying their bond is strong has risen significantly since 2007.
- Texans are more likely to report a very strong bond with Baylor.

A majority of alumni who feel a special bond (59%) feel that their bond with Baylor has gotten stronger since graduation, 20 percent feel it has gotten weaker, 21 percent say there has been no change and 1 percent say they don’t know. **Figure 7b**

- The percentage of those saying their bond has grown stronger has risen significantly since 2007.
- Texans are more likely to report their bond is getting stronger.

**Figure 7a**

“Would you say the special bond or connection you feel to Baylor is...”

[Alumni who answered “yes” they have a special bond or connection with Baylor.]

Figure 7b

“Do you think your (2010 - special bond or connection) (2007 - affinity) with Baylor has gotten stronger or weaker in the years since graduation?”

[Alumni who answered “yes” they have a special bond or connection with Baylor.]


Among those who DO NOT feel a special bond or connection (N=90), less than half (42%) say the most important reason they do not feel the bond is they never connected to the school, followed by those who say they have no current personal connections (18%), that Baylor has changed (10%), they have different religious beliefs now (6%), or a bad personal experience (3%). Nearly one fifth (17%) gave some other reason and 4 percent say they don’t know. Figure 7c

Figure 7c

“What would you say is the single most important reason why you don’t feel a special bond or connection toward Baylor?”

[Alumni who answered “no” they do not have a special bond or connection with Baylor.]

Visiting the Baylor Campus
Two-thirds of Baylor alumni (68%) have personally been on the campus within the past two years. **Figure 8**
- Texans, males and younger alumni are more likely to have visited the Baylor campus in the last two years.
- About two out of five Baylor alumni (38%) who have visited the campus within the last two years were there for a sporting event, followed by those who say they visited for a reunion or to visit family or friends (22%), passing through the area or they live in the area (16%), attended a conference, work at Baylor, or were there for a work related event (8%), they currently or recently attended Baylor (7%), graduation (4%), an arts event (3%), or 3 percent gave some other reason. **Figure 8a**

**Figure 8**
“Have you personally been on the Baylor campus within the past two years?”

![Bar chart showing the percentage of alumni who have visited the Baylor campus within the past two years, by year and reason.]

**Figure 8a**
“What brought you to the Baylor campus within the past two years?”
[Alumni who answered “yes” they have been to Baylor in the past two years] (2012: N=413) (2010: N=385)
Alumni get most of their information about Baylor from friends, relatives, or co-workers, and no single news item stands out as memorable to alumni, a change from 2010 where the selection of a new President was the most referenced piece of news from Baylor.

When alumni were asked to identify the non-university sources from which they had gotten information about Baylor, the most common source was friends, relatives and co-worker (40%), followed by the internet (35%), newspaper stories (30%), magazines (28%), TV news stories (23%), radio stories (9%), and 6 percent report receiving information from some other source. One quarter report not receiving information from any of the sources and 4 percent said they did not know. Figure 9a

Figure 9a
“Not counting stories about sports, in the past six months have you gotten any information about Baylor from any sources not affiliated with Baylor?”
(Multiple Responses Possible. Percentages may add to more than 100%)
When asked what the last news item was they remember hearing or reading about Baylor (not counting stories about sports), 15 percent reported hearing about campus news in general, followed by hearing about the new President (12%), followed by department or college specific news (10%), national rankings (9%), stories about sports (9%), stories about faculty (7%), stories from Baylor publications (7%), stories about students (4%), 9 percent reported hearing stories about other items and 17 percent said they did not know. Figure 9b

- The percentage who report reading about the new President has dropped significantly, as would be expected.

Figure 9b

“Again not counting sports, what is the last news item you remember hearing or reading about Baylor?”

<table>
<thead>
<tr>
<th>News Item</th>
<th>2010</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>New President</td>
<td>12%</td>
<td>52%</td>
</tr>
<tr>
<td>National Rankings</td>
<td>9%</td>
<td>9%</td>
</tr>
<tr>
<td>Department Specific News</td>
<td>4%</td>
<td>10%</td>
</tr>
<tr>
<td>Baylor Publications</td>
<td>3%</td>
<td>7%</td>
</tr>
<tr>
<td>Athletics</td>
<td>3%</td>
<td>9%</td>
</tr>
<tr>
<td>Faculty Stories</td>
<td>2%</td>
<td>7%</td>
</tr>
<tr>
<td>Student Stories</td>
<td>2%</td>
<td>4%</td>
</tr>
<tr>
<td>Campus News</td>
<td>2%</td>
<td>15%</td>
</tr>
<tr>
<td>Other</td>
<td>9%</td>
<td>13%</td>
</tr>
<tr>
<td>Don’t Know</td>
<td>17%</td>
<td>13%</td>
</tr>
</tbody>
</table>
A great majority of Baylor alumni (85%) rate the job Baylor does communicating with its alumni as excellent or good. **Figure 10**

- Females and Baptists are more likely to rate the job Baylor is doing as excellent.

**Figure 10**

“Overall, how would you rate the job Baylor does communicating with its alumni?”

More than a third of Baylor alumni (36%) say the type of information they receive most often from Baylor is information about many great things happening at Baylor, followed by fundraising material (16%), information about upcoming events on Baylor campus (13%), information from a particular school or college (9%), information about upcoming Baylor events around the country (5%), 16 percent say they receive all information types an equal amount, 2 percent said some other type of information, and 3 percent don’t know. **Figure 11**

**Figure 11**

“What best describes the type of information that you MOST often receive from Baylor?”

<table>
<thead>
<tr>
<th>Information</th>
<th>2010</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Information about many great things happening at Baylor</td>
<td>40%</td>
<td>32%</td>
</tr>
<tr>
<td>Fundraising material</td>
<td>14%</td>
<td>13%</td>
</tr>
<tr>
<td>Information about upcoming events on Baylor campus</td>
<td>13%</td>
<td>14%</td>
</tr>
<tr>
<td>Information from a particular school or college</td>
<td>9%</td>
<td>4%</td>
</tr>
<tr>
<td>Information about upcoming Baylor events around the country</td>
<td>5%</td>
<td>3%</td>
</tr>
<tr>
<td>All equal</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td>Other</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Don't know</td>
<td>2%</td>
<td>1%</td>
</tr>
</tbody>
</table>
More than three-quarters of Baylor alumni (78%) say they receive the right amount of communications from Baylor, 8 percent say they receive too little, 13 percent say too much, and 1 percent they don’t know.

**Figure 12**

“Do you feel you currently receive the right amount of communications directly from Baylor, or do you feel you receive too little or too much communications from Baylor?”

When types of information are analyzed based on the amount of communication received, only fundraising activity gets a higher level of both “too much” communication and “too little” communication compared to the other types of communication. **Figure 12a**
When asked where alumni get most of their information, 37 percent of Baylor alumni say they get most information from Baylor Magazine, followed by the Newsflash email (34%), the website (7%), Baylor Proud (4%), the Baylor Facebook page (4%), communications from Baylor athletics (2%), Twitter (1%), advertisements (1%), 9 percent said some other source and 1 percent said none of the above. **Figure 13**

- When the top three responses were combined, the pattern remained the same. **Figure 13**
- Older alumni and non-Texans are more likely rely on the magazine for their information, while younger alumni are more likely to utilize the newsflash email.
- Reliance on Baylor Magazine declined slightly from 2010 while reliance on Newsflash Emails increased significantly as the way alumni get MOST of their information about Baylor. **Figure 13a**

**Figure 13**

“There are a number of ways in which the University presently communicates with its alumni. Where would you say you get MOST of your information about Baylor?”

<table>
<thead>
<tr>
<th>First Choice - 2012</th>
<th>Top Three Combined - 2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Magazine</td>
<td>61%</td>
</tr>
<tr>
<td>Newsflash Email</td>
<td>51%</td>
</tr>
<tr>
<td>Website</td>
<td>22%</td>
</tr>
<tr>
<td>Baylor Proud</td>
<td>11%</td>
</tr>
<tr>
<td>Facebook Page</td>
<td>15%</td>
</tr>
<tr>
<td>Communications from Baylor Athletics</td>
<td>9%</td>
</tr>
<tr>
<td>Twitter</td>
<td>4%</td>
</tr>
<tr>
<td>Advertisements</td>
<td>8%</td>
</tr>
<tr>
<td>Other</td>
<td>34%</td>
</tr>
<tr>
<td>None of the above</td>
<td>3%</td>
</tr>
</tbody>
</table>
Figure 13a – Change over Time

“There are a number of ways in which the University presently communicates with its alumni. Where would you say you get MOST of your information about Baylor?” First Choice

- Magazine: 1% (2010), 37% (2012)
- Newsflash Email: 7% (2010), 34% (2012)
- Website: 9% (2010), 8% (2012)
- Baylor Proud: 4% (2010), 2% (2012)
- Facebook Page: 4% (2010), 2% (2012)
- Communications from Baylor Athletics: 2% (2010), 2% (2012)
- Twitter: 1% (2010), 1% (2012)
- Advertisements: 1% (2010), 1% (2012)
- Other: 9% (2010), 13% (2012)
- None of the above: 1% (2010), 1% (2012)

Figure 13b – Change over Time

“There are a number of ways in which the University presently communicates with its alumni. Where would you say you get MOST of your information about Baylor?” Top Three Choices

- Magazine: 61% (2010), 70% (2012)
- Newsflash Email: 51% (2010), 24% (2012)
- Website: 22% (2010), 24% (2012)
- Baylor Proud: 42% (2010), 11% (2012)
- Facebook Page: 15% (2010), 7% (2012)
- Communications from Baylor Athletics: 9% (2010), 5% (2012)
- Twitter: 4% (2010), 9% (2012)
- Advertisements: 8% (2010), 4% (2012)
- Other: 34% (2010), 41% (2012)
- None of the above: 9% (2010), 3% (2012)
Baylor President

A majority of alumni know that Ken Starr is the President, think he is doing a good job, and an overwhelming majority refer to him as “Ken Starr.”

Three-quarters of Baylor alumni were able to name Ken Starr as the President of Baylor University, 2 percent named some other person, and 24 percent did not know. **Figure 14**

- Younger alumni are more likely to name Ken Starr as the President of Baylor University.

Of those who named Ken Starr, the most common usage of his name was “Ken Starr” (81%), followed by “Kenneth Starr” (9%) or “Starr” (4%). All other variations are 1 percent or less. **Figure 14a**

![Figure 14](image_url)

“Can you tell me the name of the President of Baylor University?”
Figure 14a
“Can you tell me the name of the President of Baylor University?” (Verbatim name)
A majority (70%) rated President Starr as excellent (45%) or good (25%), only 3 percent rated him as fair or poor, while 27 percent did not know enough about him to say. **Figure 15**

- Texans, males, and Baptists are more likely to rate President Starr as excellent while non-Texans and females are more likely to say they don’t know enough about him to say.

- The percentage of alumni who think Ken Starr is doing an excellent job has risen significantly since 2010 as more Alumni have become familiar with him as President.

**Figure 15**

“From what you have heard or read, do you think President Starr is doing ...”

[2010: Of those who were aware “Ken Starr” is the new President of Baylor University. (2010: N=417)]

[2012: Asked of every respondent.]
Connecting to Baylor Alumni

Baylor alumni are interested in maintaining a connection to the university. Alumni think it is important for Baylor to work to stay in contact with them, and would be supportive of an alumni outreach program that does not require membership dues.

Almost all Baylor alumni (91%) say they are interested in maintaining a connection to Baylor (53% very interested and 38% somewhat interested), 7 percent are not very interested, and 2 percent are not interested at all. Figure 16

- Texans and younger alumni are more likely to be very interested while non-Texans and older alumni are more likely to be somewhat interested.

Figure 16

“As a graduate of Baylor, how interested are you in maintaining a connection with the University ... Very interested ... somewhat interested ... not very interested... or not interested at all?”
When asked the importance of various reasons for staying engaged with the university, 77 percent of Baylor Alumni rated pride in their Baylor degree as high importance, followed by memories of their experiences as a student (62%), pride in Baylor’s sports teams (60%), a desire to stay up to date with developments at Baylor (47%), a desire to teach their family about Baylor (47%), a desire to give something back to Baylor (39%), the opportunity to network with other Baylor alumni (36%), and a sense of obligation to Baylor (28%). *Figure 17*

- Females and younger alumni on average rate *memories of experience* higher.
- Females, non-Texans, and younger alumni on average rate *desire to teach family about Baylor* as high importance.
- Texans and older alumni on average rate *a desire to give back* as high importance.
- Texans, older alumni and younger alumni on average rate *networking with other Baylor alumni* as high importance.
- Texans on average rate a *sense of obligation* as higher importance than non-Texans while alumni between 40 and 59 rate it lower than younger and older alumni.

*Figure 17*

“There are many reasons why alumni stay engaged with the University. How about you? How important are each of the following to your desire to stay connected to Baylor?”

<table>
<thead>
<tr>
<th>Reason</th>
<th>High Importance (8-10)</th>
<th>Medium Importance (4-7)</th>
<th>Low Importance (1-3)</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pride in your Baylor degree</td>
<td>77%</td>
<td>21%</td>
<td>2%</td>
<td>8.66</td>
</tr>
<tr>
<td>Memories of your experience as a student</td>
<td>62%</td>
<td>31%</td>
<td>7%</td>
<td>8.00</td>
</tr>
<tr>
<td>Pride in Baylor’s sports teams</td>
<td>60%</td>
<td>29%</td>
<td>12%</td>
<td>7.41</td>
</tr>
<tr>
<td>A desire to stay up to date with developments at Baylor</td>
<td>47%</td>
<td>41%</td>
<td>12%</td>
<td>7.03</td>
</tr>
<tr>
<td>A desire to teach your family about Baylor</td>
<td>47%</td>
<td>33%</td>
<td>20%</td>
<td>7.23</td>
</tr>
<tr>
<td>A desire to give something back to Baylor</td>
<td>39%</td>
<td>45%</td>
<td>16%</td>
<td>6.88</td>
</tr>
<tr>
<td>The opportunity to network with other Baylor alumni</td>
<td>36%</td>
<td>43%</td>
<td>21%</td>
<td>6.75</td>
</tr>
<tr>
<td>Sense of obligation to Baylor</td>
<td>28%</td>
<td>47%</td>
<td>25%</td>
<td>5.90</td>
</tr>
</tbody>
</table>
Nearly all Baylor alumni (93%) say it is important to them that Baylor works to stay in contact with all Baylor alumni (52% very important and 41% somewhat important), 5 percent said it was not very important, and 2 percent said it was not important at all. **Figure 18**

“How important is it to you that Baylor University works to stay in contact with all Baylor alumni... Very important ... somewhat important ... not very important ... or not important at all?”
Almost all Baylor alumni (94%) say it is important for universities in general to have an outreach program for alumni that includes communications from the university about current events and programs (58% very important and 36% somewhat important), 4 percent said it was not very important, and 2 percent said it was not important at all. *Figure 19* 

- Almost the same results were found when asking about the importance of Baylor in particular to have such a program. *Figure 19*

*Figure 19*

“Most colleges and universities support and staff an outreach program for alumni that include communications from the university, as well as university events and programs on and off the campus. How important do you think it is for Universities IN GENERAL to provide such a program for their alumni?”

“And how important is it to you that BAYLOR UNIVERSITY provide such a program for its alumni?”

![Bar chart showing responses to the survey questions.](chart.png)
Most Baylor alumni (89%) said the alumni outreach program should be a high priority (29% very high and 60% somewhat high) for Baylor, 9 percent say it should be a somewhat low priority, 1 percent a very low priority, and 1 percent don’t know. **Figure 20**

A large majority of Baylor alumni (86%) are supportive (59% very supportive and 27% somewhat supportive) of an alumni organization that does not impose membership fees of any kind, 8 percent are not very supportive, 3 percent not supportive at all, and 3 percent don’t know. **Figure 21**

- Younger alumni are more likely to be very supportive of an alumni organization that does not impose membership fees of any kind.

**Figure 20**

“What kind of priority should the University attach to its outreach program for alumni? Should outreach to Baylor alumni be a very high priority, a somewhat high priority, a somewhat low priority or a very low priority?”

**Figure 21**

“How supportive are you of an alumni outreach program at Baylor that doesn’t impose alumni membership fees of any kind?”
Nearly two-thirds of Baylor alumni (63%) said that communicating about what’s happening at Baylor is the most important thing that a university based alumni outreach program should do for its alumni, followed by providing networking opportunities so alumni can connect with each other (22%), highlight job opportunities through networking (4%), fundraising or scholarship opportunities (2%), provide deals for tickets to Athletics or other events (1%), 4 percent said some other purpose, 1 said there was no need for such a program, and 3 percent don’t know. **Figure 22**

“What do you consider the most important thing that a university based alumni outreach program should do for its Alumni?”

- Communicate about the good things happening at Baylor: 63%
- Networking/connecting with other Bayloy alumni: 22%
- Fundraising/Scholarships: 2%
- Job opportunities through networking: 4%
- Deals for tickets for athletics/events: 1%
- No need for program: 1%
- Other: 4%
- Don’t know: 3%
When combining very and somewhat important responses, 80 percent or more of Baylor alumni said nearly every task was important, with the exception of providing special programs for alumni with young families (79%), opportunities to watch athletic events together (74%), and travel packages for alumni (58%). Figure 23

- Texans and younger alumni are more likely to say facilitating alumni access to tickets for Baylor events is very important.
- Males are more likely to say allowing access to Baylor courses and lectures is not very important.
- Younger alumni are more likely to say providing networking opportunities, providing opportunities for alumni to help support Baylor students, and offering travel packages, and providing opportunities for alumni to watch athletic events together are all very important.

Figure 23

“How important is it to you that Baylor’s alumni outreach program do each of the following?”

<table>
<thead>
<tr>
<th>Service</th>
<th>Very important</th>
<th>Somewhat important</th>
<th>Not very important</th>
<th>Not important at all</th>
<th>Don’t know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Range of regular communications to help alumni stay connected to Baylor</td>
<td>59%</td>
<td>34%</td>
<td>4%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Opportunities for alumni to help support Baylor students</td>
<td>52%</td>
<td>42%</td>
<td>6%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Opportunities for alumni to help support the University financially</td>
<td>45%</td>
<td>44%</td>
<td>6%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Opportunities to network with fellow alumni in locations across the nation</td>
<td>45%</td>
<td>43%</td>
<td>9%</td>
<td></td>
<td>3%</td>
</tr>
<tr>
<td>Forum for Baylor’s president</td>
<td>45%</td>
<td>41%</td>
<td>10%</td>
<td></td>
<td>3%</td>
</tr>
<tr>
<td>Facilitate alumni access to tickets to Baylor events</td>
<td>38%</td>
<td>46%</td>
<td>11%</td>
<td></td>
<td>6%</td>
</tr>
<tr>
<td>Programs that will allow alumni access to Baylor courses</td>
<td>34%</td>
<td>51%</td>
<td>11%</td>
<td></td>
<td>4%</td>
</tr>
<tr>
<td>Provide special programs for alumni with young families</td>
<td>33%</td>
<td>46%</td>
<td>13%</td>
<td></td>
<td>9%</td>
</tr>
<tr>
<td>Opportunities for alumni to watch Baylor athletic events together</td>
<td>29%</td>
<td>45%</td>
<td>17%</td>
<td></td>
<td>8%</td>
</tr>
<tr>
<td>Provide special programs for older alumni</td>
<td>28%</td>
<td>52%</td>
<td>12%</td>
<td></td>
<td>5%</td>
</tr>
<tr>
<td>Offer travel packages for Baylor alumni</td>
<td>17%</td>
<td>41%</td>
<td>27%</td>
<td></td>
<td>14%</td>
</tr>
</tbody>
</table>
Only a third of alumni (33%) believe they know whether or not annual giving by alumni impacts Baylor’s rank in national news publications like US News and World Report, 44 percent do not believe they know, and 23 percent don’t know. **Figure 24**

- Males are more likely to say they know whether or not annual giving by alumni impacts Baylor’s rank in national news publications like US News and World Report.

**Figure 24**

“Do you happen to know if annual giving by alumni impacts Baylor’s rank in national news publications like US News and World Report?”

About one in ten alumni (7%) say that knowing alumni giving impacts Baylor’s ranking would make them more likely to make a gift to Baylor in the coming year, 19 percent say they would be somewhat more likely, 1 percent say they would be somewhat less likely, 70 percent say it would have no impact on their plans, and 3 percent don’t know. **Figure 25**

- Younger alumni are significantly more likely to say they are either much more or somewhat more likely to make a gift to Baylor after knowing that such giving impacts Baylor’s national rankings.

**Figure 25**

“Does knowing that alumni giving impacts Baylor’s national ranking make you much more likely, somewhat more likely, or somewhat less likely to make a gift to Baylor in the coming year or does it not impact your giving to Baylor at all?”
When asked which activities Baylor alumni might participate in, more than a third of alumni (38%) said they would be very willing to meet with prospective students to talk about Baylor, followed by helping new graduates and alumni with career development assistance (37%), attending alumni social events in their community that are targeted at specific groups (35%), attending alumni social events in their community that are designed to engage all area alumni (32%), attending alumni social events on the Baylor campus (19%), and attending a customized “Academic Day” for alumni on the Baylor campus (15%). Figure 26

- Younger alumni are more likely to say they are very willing to help new alumni with career development assistance, meeting with prospective students, attending a customized ‘academic day’, attending alumni social events at Baylor, attending alumni social events in their community, and attending age targeted alumni events in their community.
- Non-Texans are more likely to say they are not willing at all to attend a customized ‘academic day’ on the Baylor campus or attend alumni social events on the Baylor campus.

Figure 26

“I’m going to read you a list of activities Baylor alumni might participate in. For each one I’d like you to tell me if you would be very willing, somewhat willing, not very willing or not willing at all to participate in personally?”
Nearly all Baylor alumni (92%) agree with President Starr’s statement (49% strongly agree and 43% somewhat agree) that Baylor’s progress in the future will rely on alumni working together to support the university and its students, 5 percent somewhat disagree, 3 percent strongly disagree, and 1 percent don’t know. Figure 27

Figure 27

“President Starr has said that Baylor’s progress in the future will rely on all alumni working together to support the University and its students. How strongly would you say you agree with President Starr’s statement? Do you agree strongly, agree somewhat, disagree somewhat, or disagree strongly?”
Technical Report

How the Sample Was Selected
The Baylor University Alumni Survey was a survey of randomly selected Baylor University alumni. This survey was conducted using a random selection of alumni from a list provided by Baylor University.

Each of these randomly generated telephone numbers is called by one of our interviewers from a centrally supervised facility at the UNH Survey Center. If the number called is found not to be a residential one, it is discarded and another random number is called. If it is a residential number, the interviewer then requests to speak to the alumni selected. No substitutions are allowed. If, for example, more than one Baylor alumni lives in the household and the randomly selected alumni is not at home when the household is first contacted, the interviewer cannot substitute by selecting another alumni who happens to be there at the time. Instead, he or she must make an appointment to call back when the randomly selected adult is at home. In this way, respondent selection bias is minimized.

When the Interviewing Was Done
Baylor alumni in the Baylor University Alumni Survey were interviewed between November 13 and November 19, 2012. Each selected respondent was called by a professional UNH Survey Center interviewer from a centrally supervised facility at the UNH Survey Center. Telephone calls during the field period were made between 9:00 AM and 9:00 PM local time.

Response Rates
Interviews were completed with 609 randomly selected Baylor Alumni from a sample of 4494 randomly selected telephone numbers. Using American Association for Public Opinion (AAPOR) Response Rate 4, the response rate for the Baylor University Alumni Survey was 25 percent. The formula to calculate standard AAPOR response rate is:

\[
\frac{I}{(I+P) + (R+NC+O) + e(UH+UO)}
\]

I=Complete Interviews, P=Partial Interviews, R=Refusal and break off, NC=Non Contact, O=Other, e=estimated portion of cases of unknown eligibility that are eligible, UH=Unknown household, UO=Unknown other.
Sampling Error
The Baylor University Alumni Survey, like all surveys, is subject to sampling error due to the fact that all residents in the area were not interviewed. For those questions asked of four hundred (400) or so respondents, the error is +/-4.9%. For those questions where fewer than 400 persons responded, the sampling error can be calculated as follows:

\[
Sampling \ error = \pm (1.96) \sqrt{\frac{P(1-P)}{N}}
\]

Where \( P \) is the percentage of responses in the answer category being evaluated and \( N \) is the total number of persons answering the particular question.

For example, suppose you had the following distribution of answers to the question, "Should the state spend more money on road repair even if that means higher taxes?" Assume 1,000 respondents answered the question as follows:

- YES - 47%
- NO - 48%
- DON'T KNOW - 5%

The sampling error for the "YES" percentage of 47% would be

\[
\pm (1.96) \sqrt{\frac{(47)(53)}{1000}} = \pm 3.1\%
\]

for the "NO" percentage of 48% it would be

\[
\pm (1.96) \sqrt{\frac{(48)(52)}{1000}} = \pm 3.1\%
\]

and for the "DON'T KNOW" percentage of 5% it would be

\[
\pm (1.96) \sqrt{\frac{(5)(95)}{1000}} = \pm 1.4\%
\]

In this case we would expect the true population figures to be within the following ranges:

- YES 43.9% - 50.1% (i.e., 47% +/-3.1%)
- NO 44.9% - 51.1% (i.e., 48% +/-3.1%)
- DON'T KNOW 3.6% - 6.4% (i.e., 5% +/-1.4%)