



## Wayland Alumni Survey 2017

### Survey Data:

#### Demographics

- x Total number of respondents: 329
- x Respondents by gender: 48.3% male, 51.7% female
- x Respondents by campus of attendance:
  - o Albuquerque: 0.9%
  - o Altus: -0-
  - o Amarillo: 1.2%
  - o Anchorage: 4.6%
  - o Clovis: 1.8%
  - o Fairbanks: 1.2%
  - o Hawaii: 5.8%
  - o Kenya: -0-
  - o Lubbock: 6.7%
  - o Phoenix: 1.2%
  - o Plainview: 52.9%
  - o San Antonio: 13.1%
  - o Sierra Vista (includes Tucson, El Paso): 5%
  - o Wichita Falls: 6.1%
  - o WBUOnline: 2.7%
- x Graduation years ranged all over the map, from 1950 to 2016
- x Degrees earned breakdown:
  - o Associate's degree: 4.6%
  - o Bachelor's degree: 83%
  - o Master's degree: 27.4%
  - o Did not complete degree: 4.9%
- x Respondents by life stage: I chose to ask this rather than age because that is the best age range (s)-3.8( )10.5 e



- o Married with young children: 15.8%
- o Married with older children: 13.1%
- o Married with empty nest or no children: 23.1%

## Impact & Involvement

- x Perception of Wayland's reputation:
  - o Excellent: 53.2%
  - o Good: 38.9%
  - o Average: 6.7%
  - o Fair: 0.9%
  - o Poor: 0.3%
- x What effect did Wayland have on your career?
  - o Positive and significant: 63.5%
  - o Positive but not significant: 28%
  - o No real effect: 7.9%
  - o Negative: 0.6%
- x What effect did Wayland have on your personal growth and development?
  - o Positive and significant: 77.2%
  - o Positive but not significant: 20.1%
  - o No real effect: 2.4%
  - o Negative: 0.3%
- x How would you rate your Wayland education experience in relation to the cost?
  - o Far less expensive than it was worth: 25.2%
  - o Priced just right: 63.2%
  - o More expensive than it was worth: 11.6%

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- Share Wayland educational opportunities with my church or workplace 48.8%
  - Serve on alumni board or event planning committee 13.1%
  - Participate or lead an alumni chapter in my area 11.6%
  - Participate in an alumni travel program 9.4%
  - Serve as an alumni ambassador to call for reunions or gatherings 5.2%
  - Serve as a fundraising ambassador 2.1%
  - Remainder of answers included none of these, nothing, not interested, etc.
- x Would you like someone from Admissions to contact you about referring a prospective student? 89.4% no, 10.6% yes (names/info given to admissions for follow-up)

### Homecoming

- x Which of the following are true of your attendance at



- o WBU website –27.1%
  - o Alumni Facebook page 47%
  - o None of these –9.1%
  - o Remaining answers included intermittent mailings, family who work there or attend, newspaper articles, employee
- x How would you rate the effectiveness of the following to provide you with news about Wayland?
- o Footprints (either version) – Somewhat effective, 118; Highly effective, 89; somewhat ineffective, 25; highly ineffective, 19
  - o Alumni emails – Somewhat effective, 117; highly effective, 44, somewhat ineffective, 26; highly ineffective, 22
  - o Alumni Facebook page – Somewhat effective, 64; highly effective, 29; somewhat ineffective, 20; highly ineffective, 17
  - o WBU Facebook page Somewhat effective, 69; highly effective, 53; somewhat ineffective, 17; highly ineffective, 12
  - o WBU website – Somewhat effective, 98; highly effective, 70; somewhat ineffective, 32; highly ineffective, 25
  - o Communication with former faculty/staff – Somewhat effective, 80; highly effective, 48; somewhat ineffective, 29; highly ineffective, 22
  - o Communication with classmates- Somewhat effective, 75; highly effective, 55; somewhat ineffective, 36; highly ineffective, 19
- x If you read the magazine, what is your favorite thing to read?
- o ClassNotes – 35%
  - o Do not read it –27.6%
  - o Feature stories –23.5%
  - o News updates –7.1%
  - o Athletics updates –2.8%
  - o Columns – 1.2%
  - o Remainder of answers involved not receiving it or being very interested in it.
- x If you were to receive email newsletters from the WBU Alumni office, what would you most want to see?