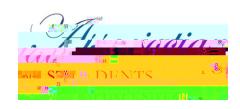


Wayland Alumni Survey 2017

Survey Data:

Demographics

- x Total number of respondents:329
- x Respondents by gender: 48.3% male, 51.7% male
- x Respondents by campus of ttendance:
 - 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 20016
- x Degrees earned breakdown:
 - o Associate's degree4.6%
 - o Bachelor's degree83%
 - o Master's degree27.4%
 - o Did not complete degree4.9%
- x Respondents by life stage: I chose to ask this rather than age because that ipegst agr hr (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 yourareer?
 - 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 evelopment?
 - 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 theost?
 - o Far less expensive than it was worth25.2%
 - o Priced just right: 63.2%
 - o More expensive than it was worth:11.6%

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- o Share Wayland educational opportunities with my church or workplace 48.8%
- o Serve on alumni board or event planning committee 43.1%
- o Participate or lead an alumni chapter in my area 41.6%
- o Participate in an alumni travel program -9.4%
- o Serve as an alumni ambassador to call for reunions or gathering 5.2%
- o Serve as a fundraising ambassador2-1%
- o Remainder of answers included none of these, nothing, not interesteetc.
- x Would you like someone from Admissions to contact you about refe**r**ig a prospective student? 89.4% no, 10.6% yes (names/info given to admissions fforllow-up)

Homecoming

x Which of the following are true of your attendanceat



- 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 thee or attend, newspaper articles, employee
- x How would you rate the effectiveness of the following to provide you with newsbout 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, 55; somewhat ineffective, 36; highly ineffective, 9
- x If you read the magazine, what is your favorite thing toead?
 - 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 into
- x If you were to receive email newsletters from the WBUAlumni office, what would you most youx q