

2018 All-alumni survey results



# In 2018, the UVA Alumni Association completed an all-alumni survey to inform FY19-24 strategic priorities

*Excerpt from a letter to alumni from UVA Alumni Association President/CEO, Jen Andrasko:*

*As the University prepares for its third century, we're doing something similar at Alumni Hall. We're developing a bold strategy to position the Alumni Association for the future, both in how we help alumni and in how we continue to play such an important role in the life of the University.*

*At the heart of these strategic discussions is you. That's why I'd like to invite you to participate in an Alumni Attitudinal Survey. It will help the Alumni Association determine how we can best fulfill our mission to our alumni and to our University—what's working, what's not, what's missing and, ultimately, what's important to you.*

**No other alumni survey has focused specifically on the Alumni Association and its programs and services**



# ~6700 alumni responded; the demographic profile largely mirrors that of other schools and of UVA's alumni population overall

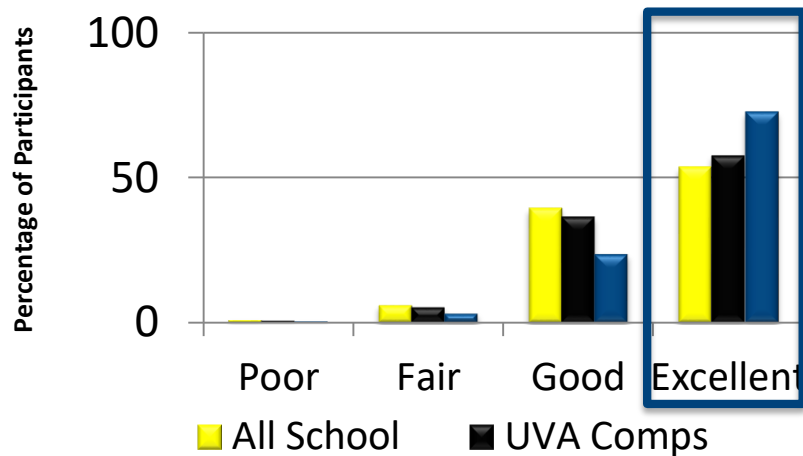
|                                  |  | <u>All School</u> | <u>UVA Comps</u> | <u>UVA 2018</u> |
|----------------------------------|--|-------------------|------------------|-----------------|
| <b>Degree Obtained</b>           | Undergraduate                          | 63%               | 60%              | 64%             |
|                                  | Graduate                               | 25%               | 28%              | 23%             |
|                                  | Both undergraduate and graduate        | 11%               | 11%              | 12%             |
| <b>Distance from Campus</b>      | Within 16 miles                        | 20%               | 10%              | 11%             |
|                                  | 17-50 miles                            | 16%               | 8%               | 2%              |
|                                  | 51-160 miles                           | 15%               | 11%              | 30%             |
|                                  | 161-250 miles                          | 10%               | 10%              | 10%             |
|                                  | Over 250 within the US                 | 34%               | 55%              | 42%             |
|                                  | Over 250 outside the US                | 4%                | 7%               | 5%              |
|                                  |  |                   |                  |                 |
| <b>Ethnicity</b>                 | Caucasian/White                        | 82%               | 82%              | 81%             |
|                                  | African American/Black                 | 6%                | 4%               | 5%              |
|                                  | Hispanic                               | 6%                | 5%               | 2%              |
|                                  | Asian or Pacific Islander              | 5%                | 8%               | 5%              |
|                                  | American Indian or Alaskan             | 1%                | 0%               | 0%              |
|                                  |  | 0%                | 0%               | 3%              |
|                                  | 2 or more ethnic groups (multi-ethnic) |                   |                  |                 |
|                                  | Other                                  | 0%                | 0%               | 1%              |
|                                  | Prefer not to answer                   | 0%                | 0%               | 3%              |
| <b>In-State vs. Out-of-State</b> | Residence in-state                     | 55%               | 37%              | 41%             |
|                                  | Residence out-of-state                 | 42%               | 59%              | 56%             |
| <b>Gender</b>                    | Male                                   | 53%               | 57%              | 49%             |
|                                  | Female                                 | 47%               | 43%              | 50%             |

Note: Figures may not sum due to rounding or respondents who chose not to answer certain questions.

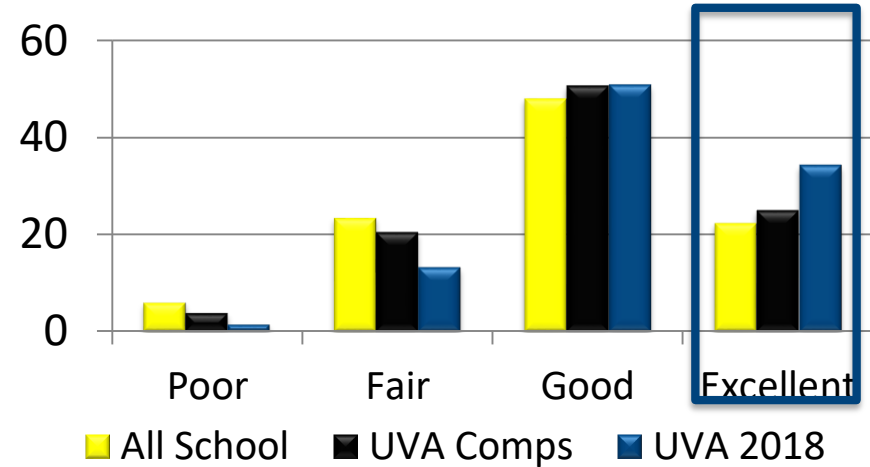


# Summary of key insights

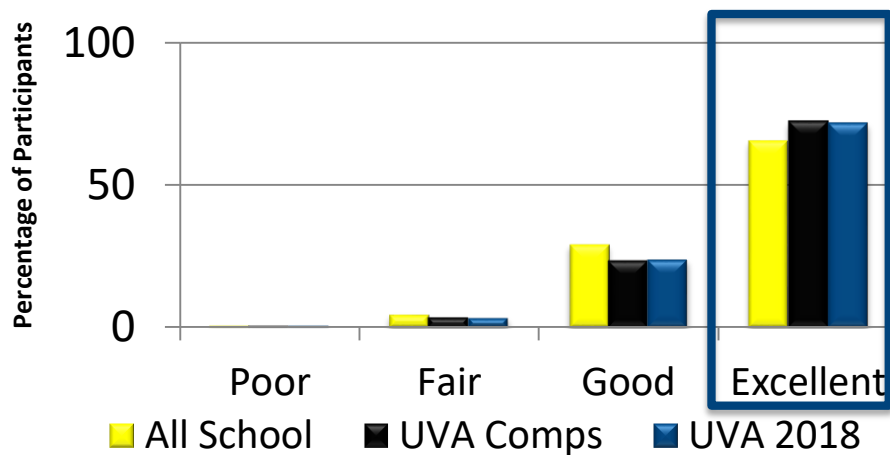
# Overwhelmingly, both UVA's student and alumni experience rate more highly than those of other schools



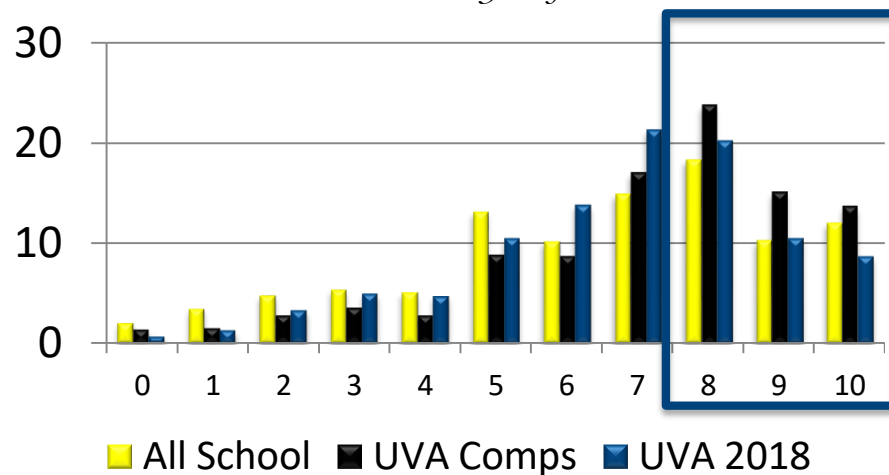
*Which of the following best describes your experiences as an alumnus/a?*



# Alumni have an 'excellent' opinion of UVA, but the level of connectedness to the University is below the average

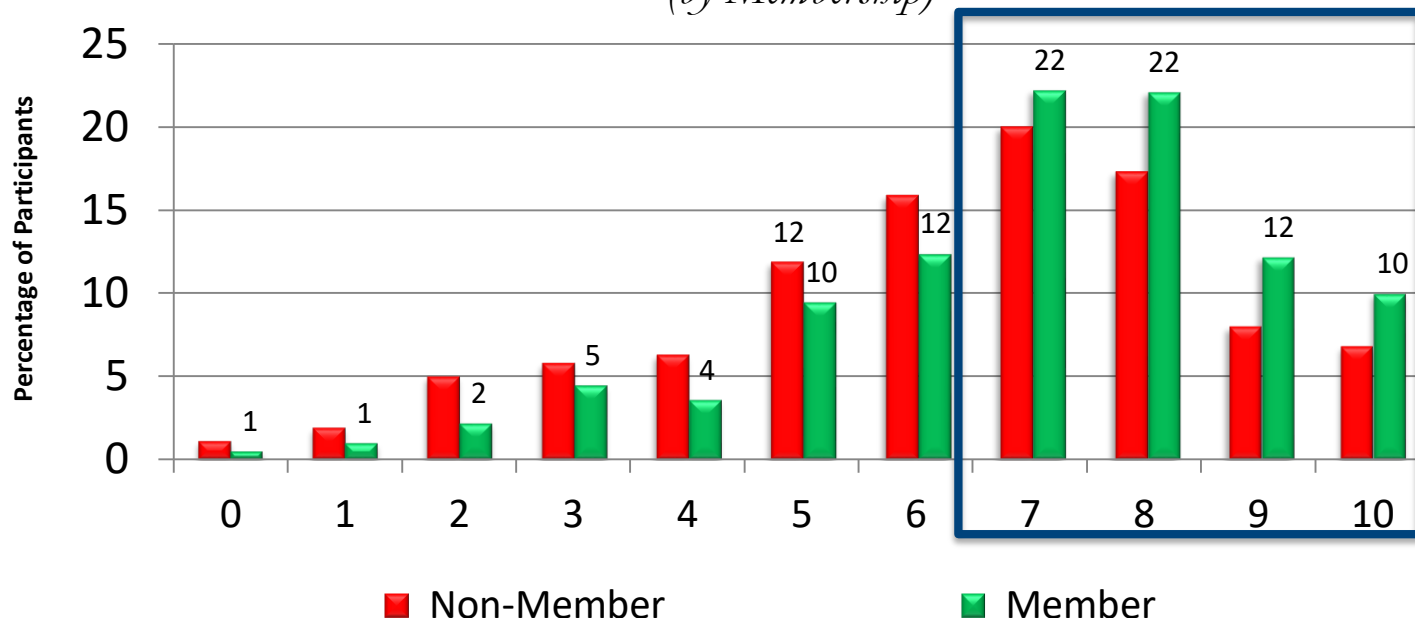


*On a scale from 0 to 10, with 0 being the lowest, how connected do you feel to UVA?*

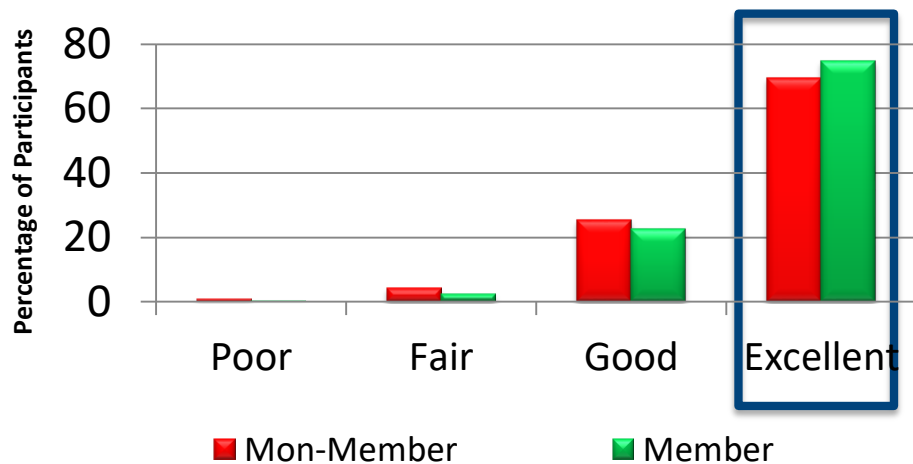


# Alumni Association Members feel significantly more connected to the University than Non-Members...

*On a scale from 0 to 10, with 0 being the lowest, how connected do you feel to UVA?  
(by Membership)*



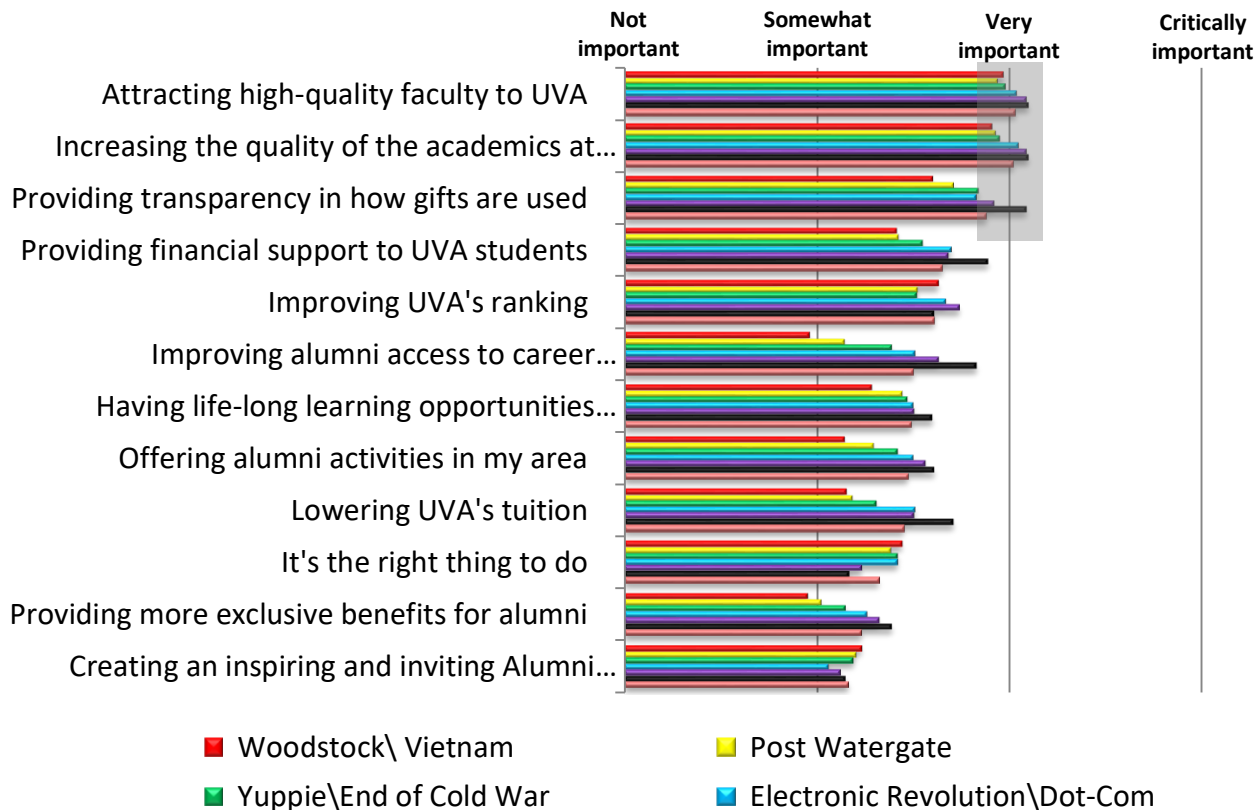
# ...and they are more likely to describe their student and alumni experience as 'excellent'



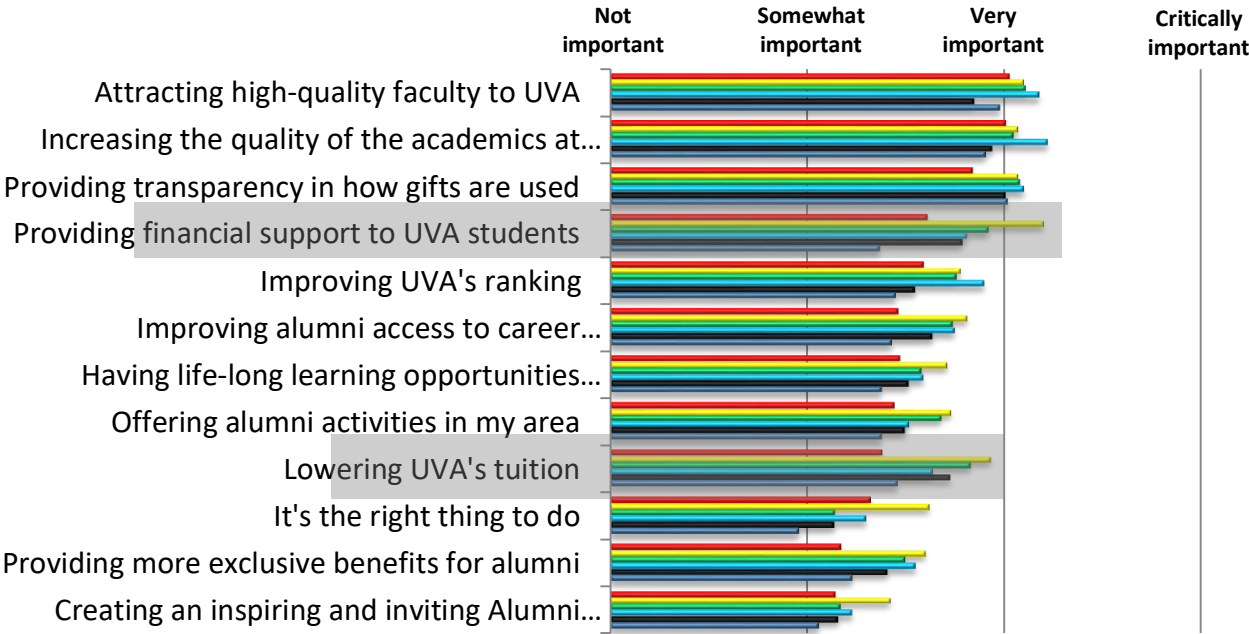
*Which of the following best describes your experiences as an alumnus/a?*



# Alumni view the Alumni Association as a vehicle for supporting educational excellence; young alumni also want gift transparency



# Additionally, providing financial support and lowering tuition are differentially important for minorities in their decision to give

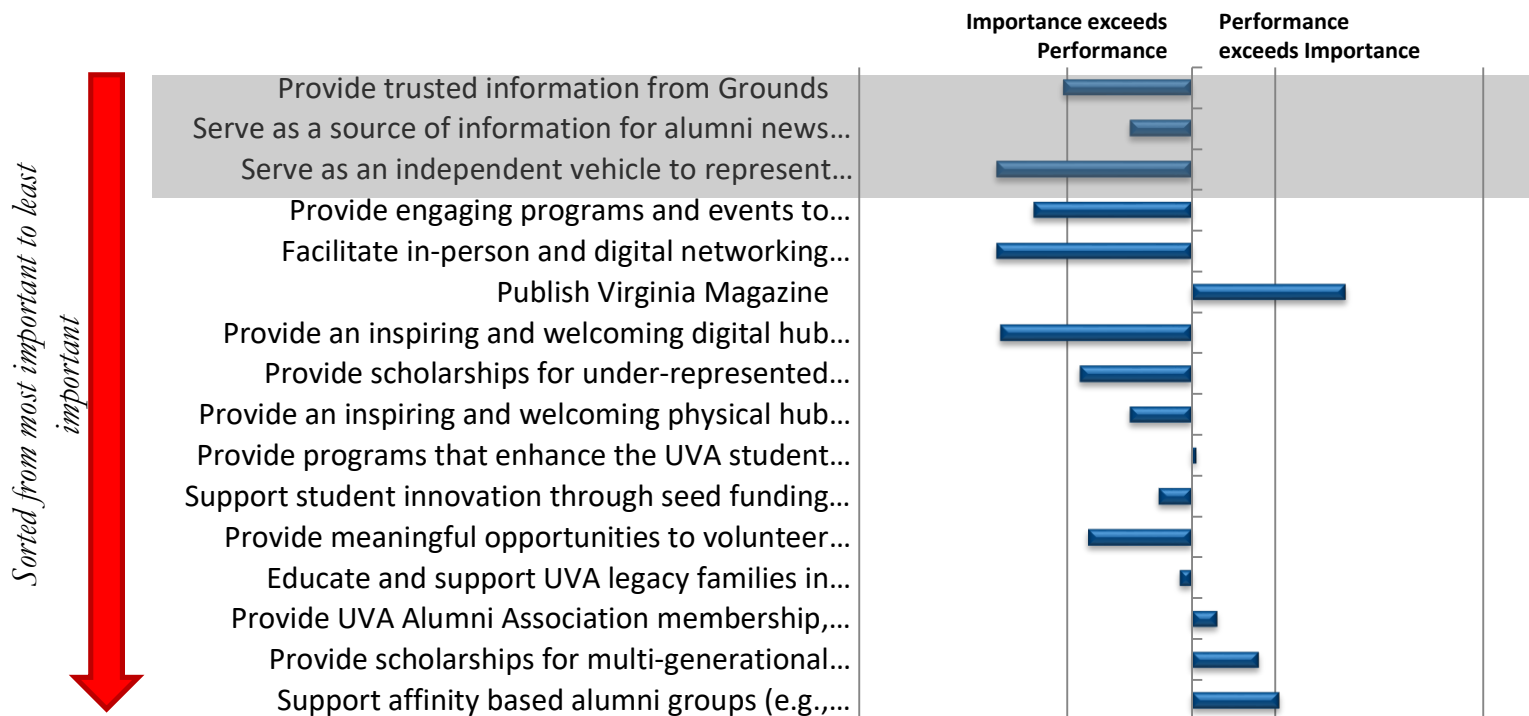


- Caucasian/White
- African American/Black
- Hispanic
- Asian or Pacific Islander



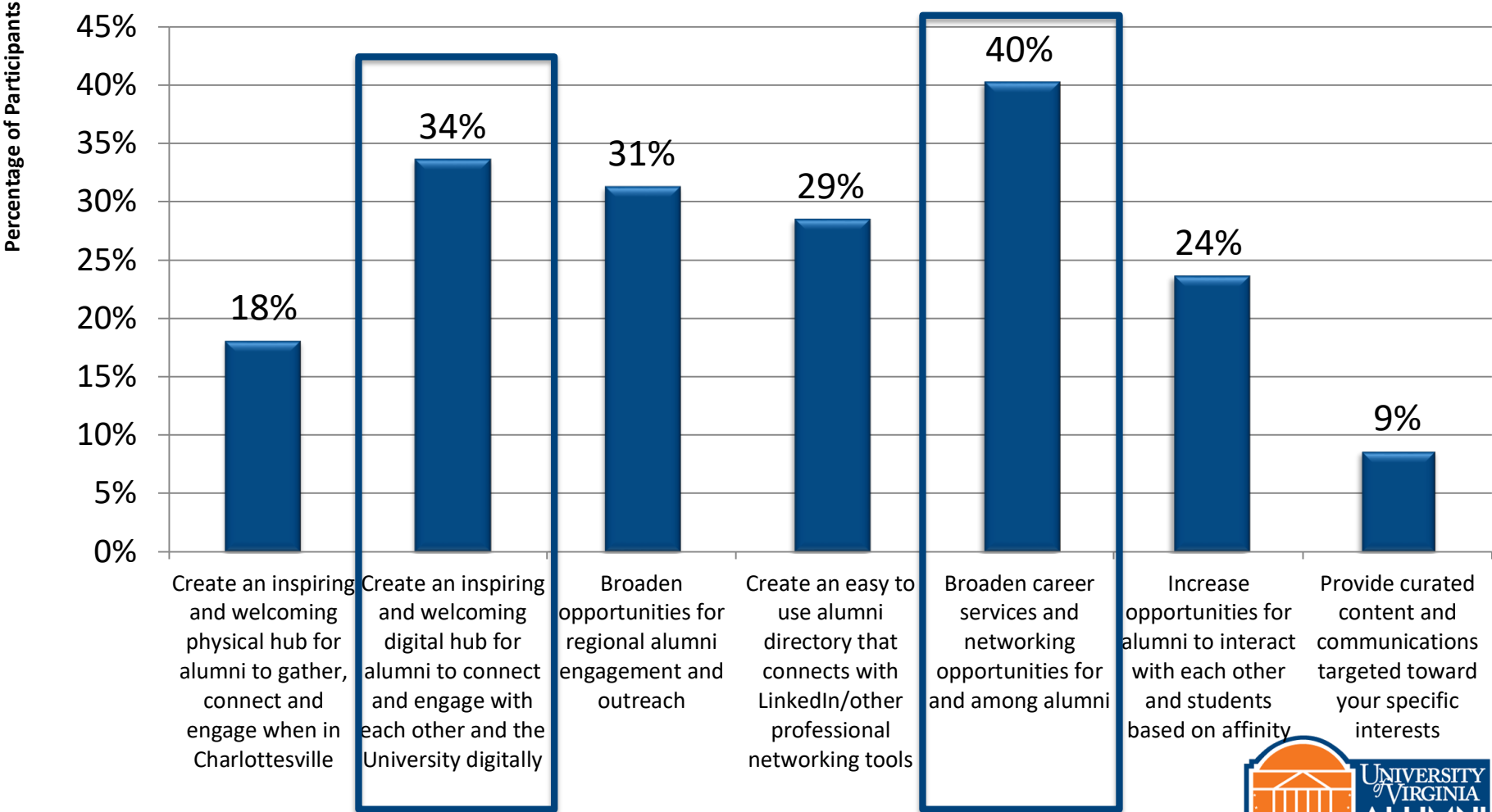
# In the activities that alumni ranked most important, the Alumni Association has an opportunity to improve performance

*How important is it for the UVA Alumni Association to do the following and how well does it perform?*

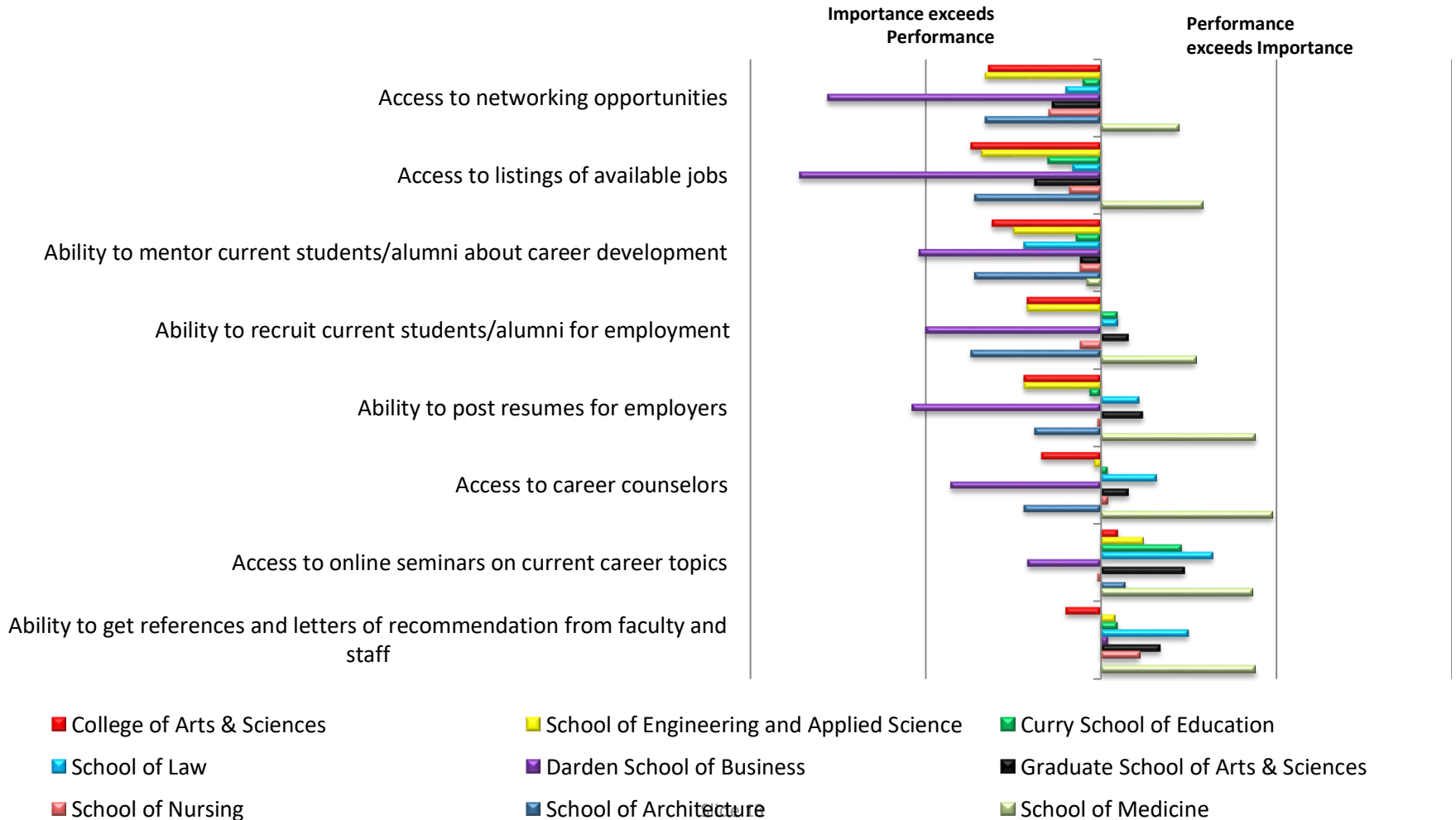


# In the next 5 years, alumni want to see a focus on expanding career services and networking, and creating a digital hub of engagement

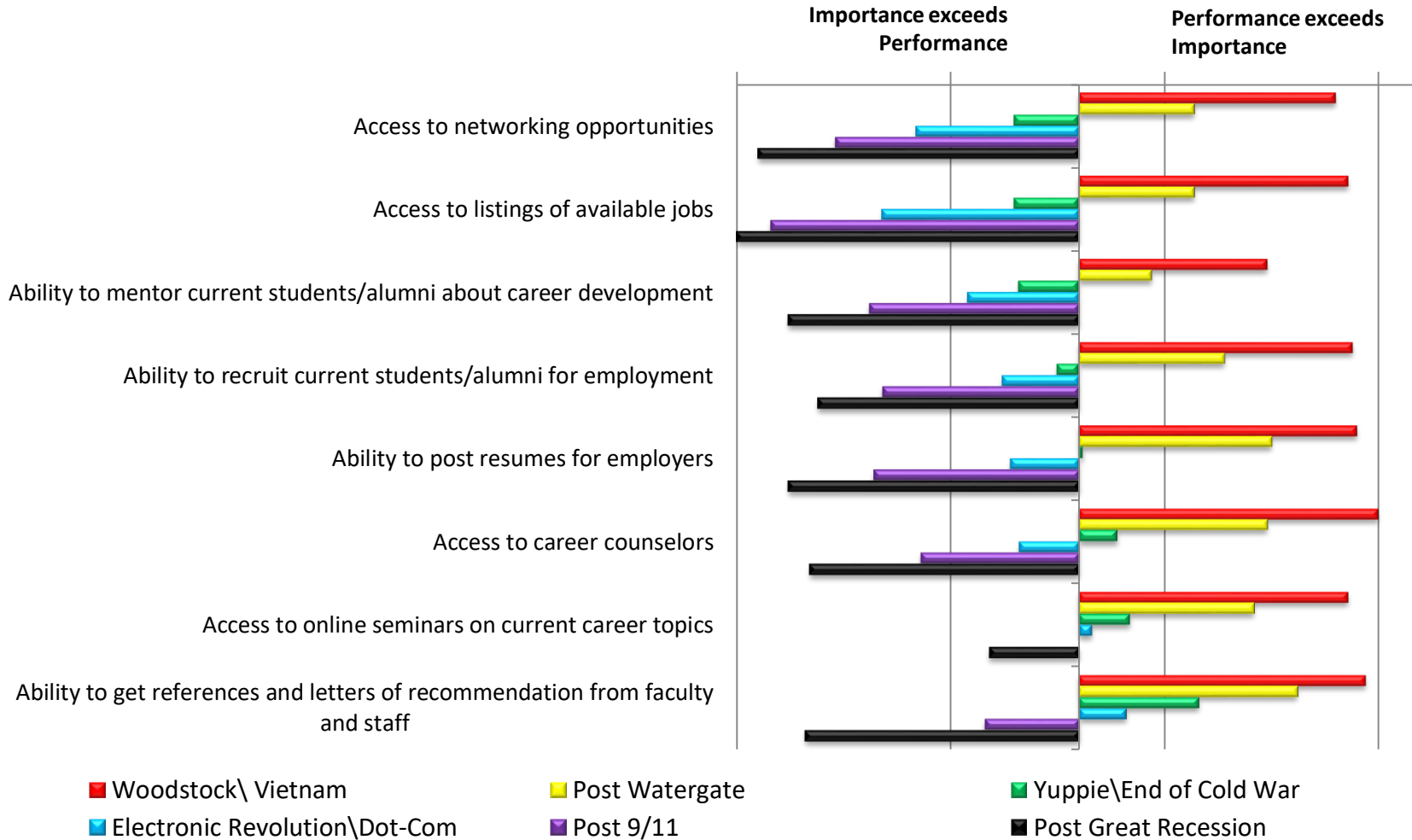
*If the UVA Alumni Association could focus on only two things in the next 5 years, what should they be? [Please select two.]*



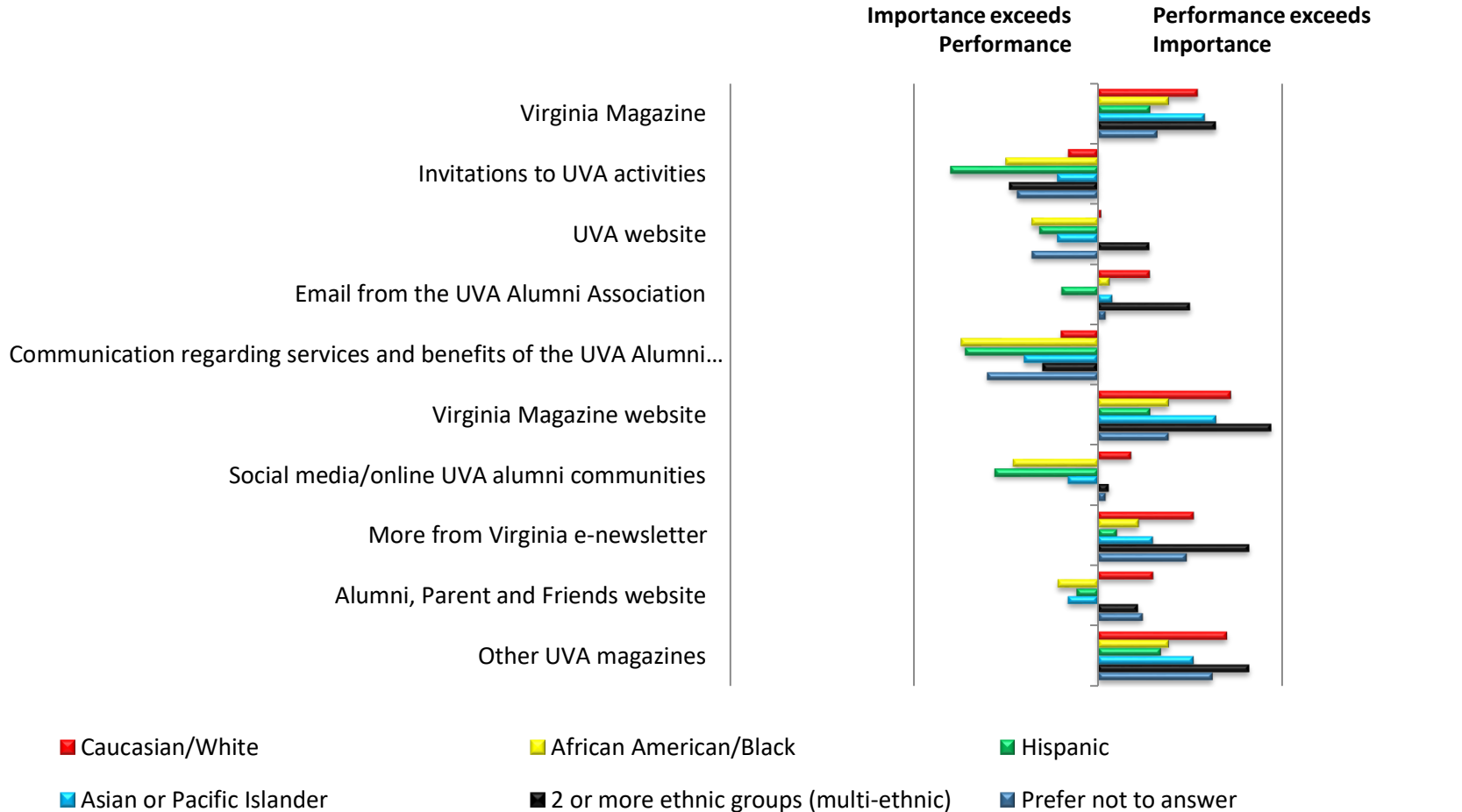
# The survey has significant implications for how we think holistically about career services for students and alumni



# As UVA's alumni base increases in size and becomes more diverse, so do the needs and wants of its alumni (example 1)

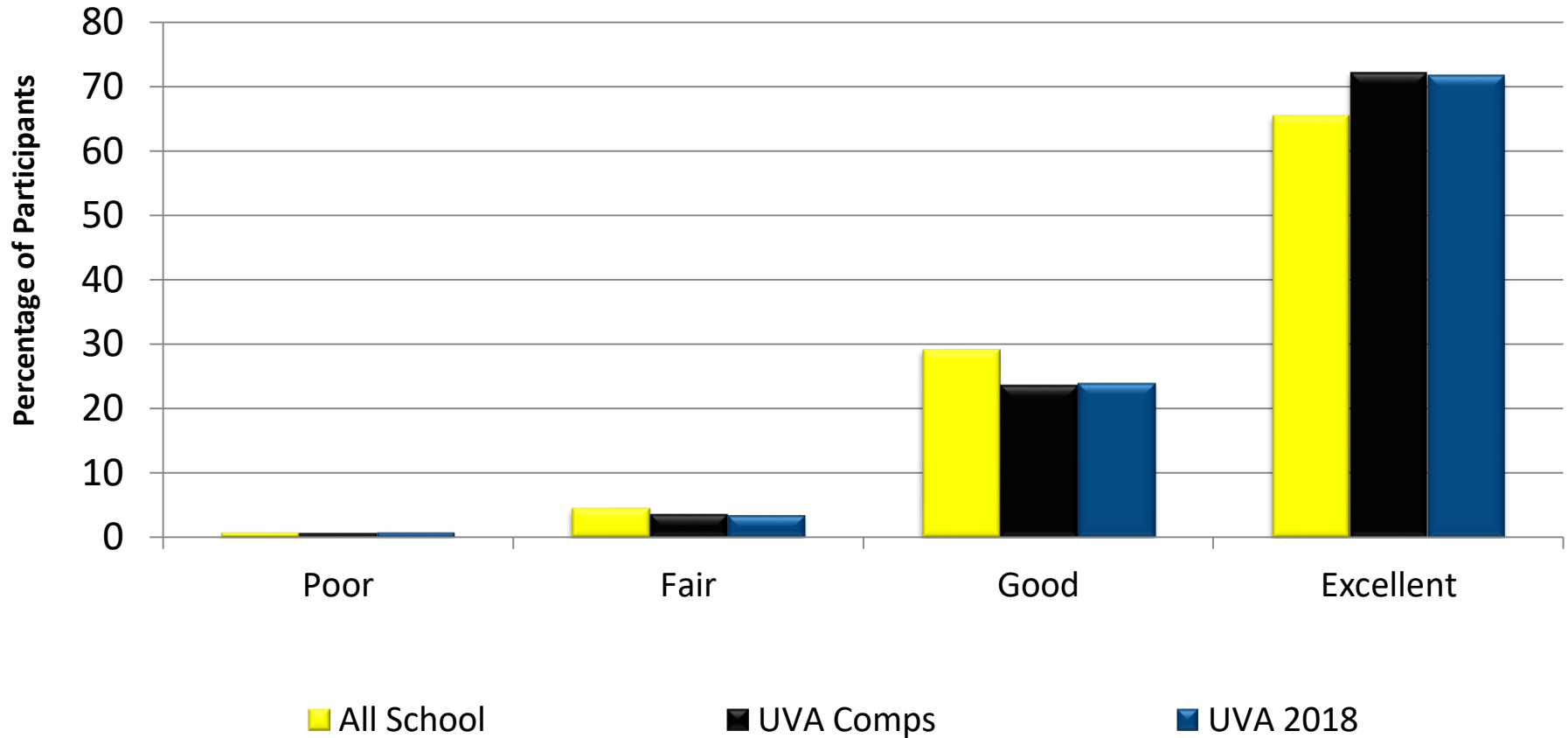


# As UVA's alumni base increases in size and becomes more diverse, so do the needs and wants of its alumni (example 2)

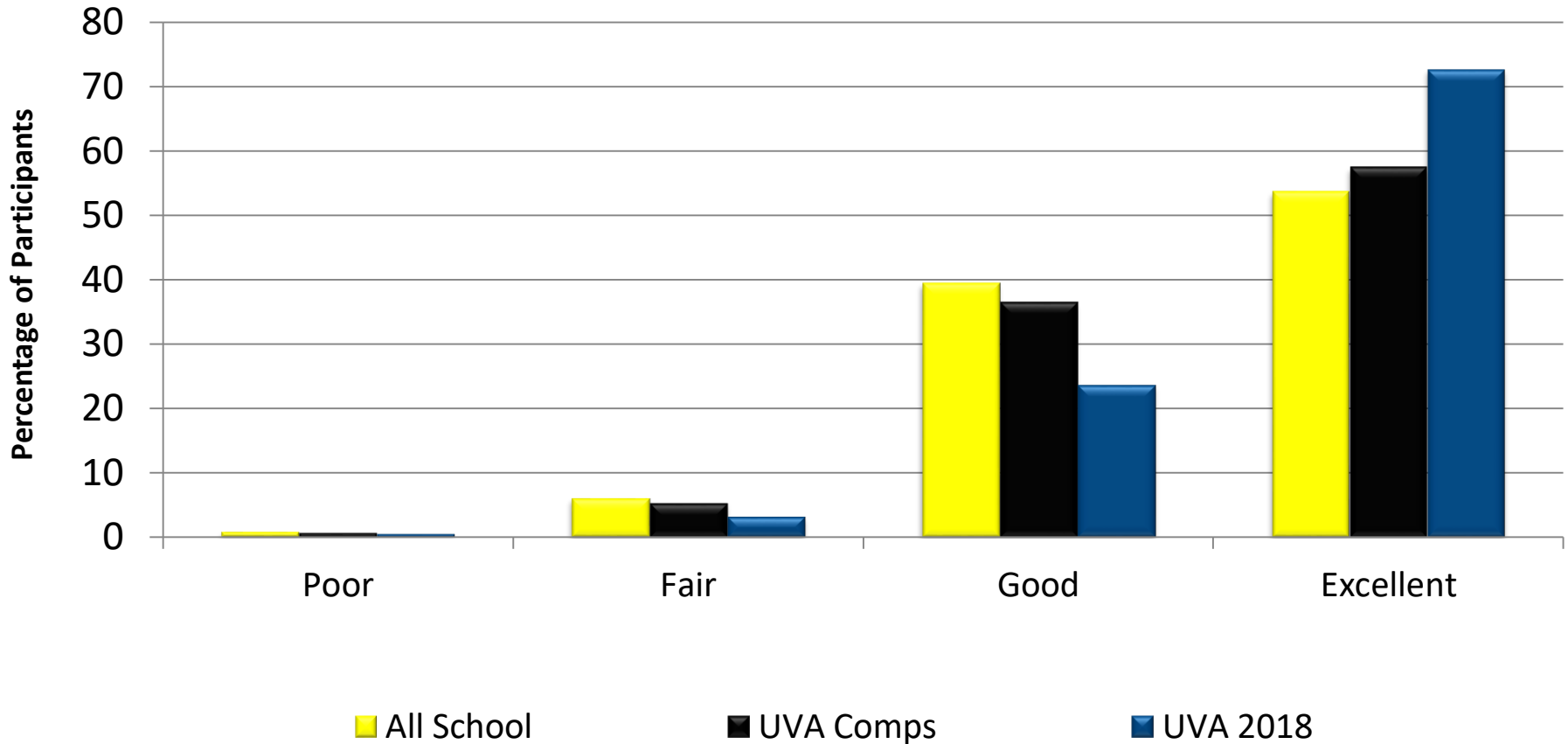


# Affinity and connectedness

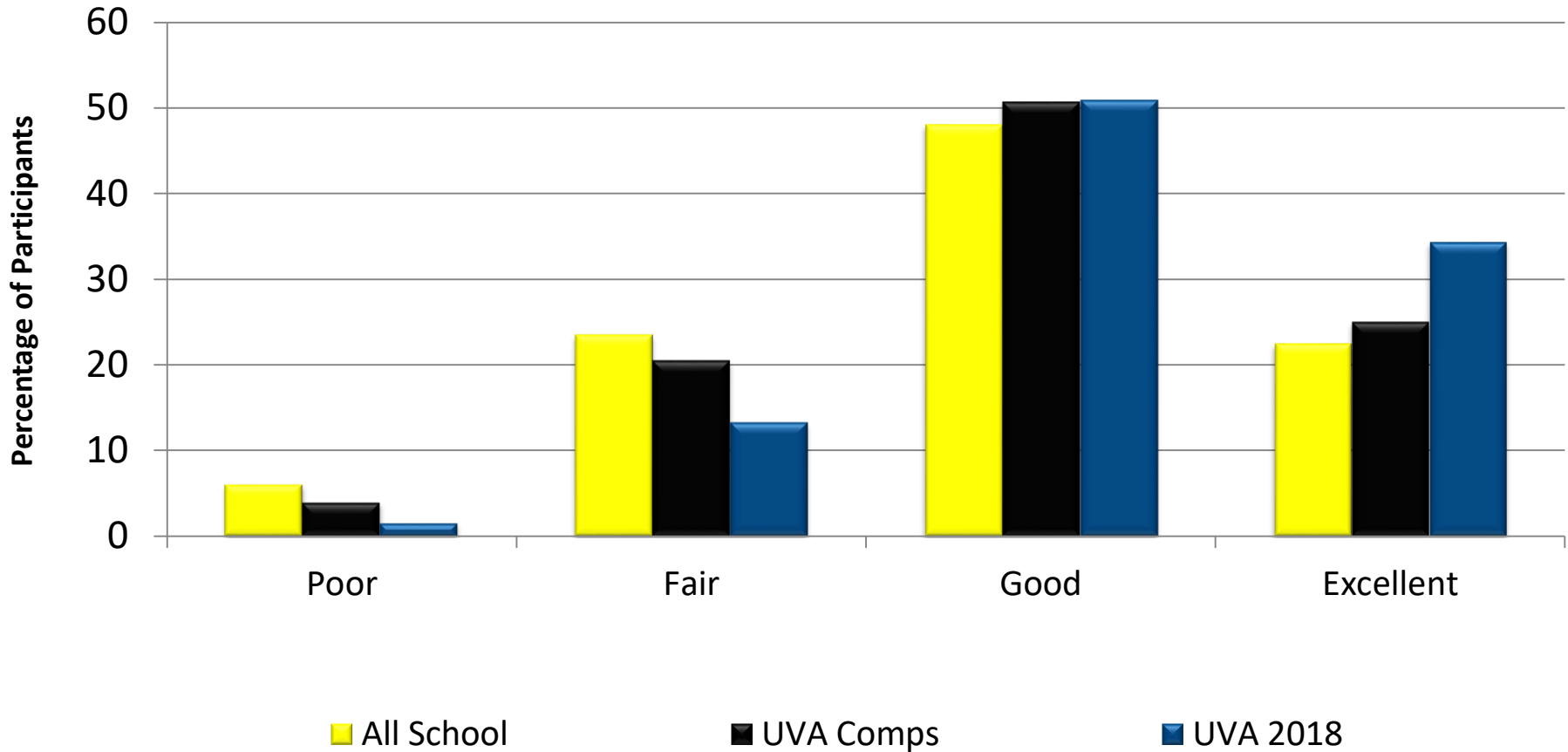
# Which of the following describes your overall current opinion of UVA?



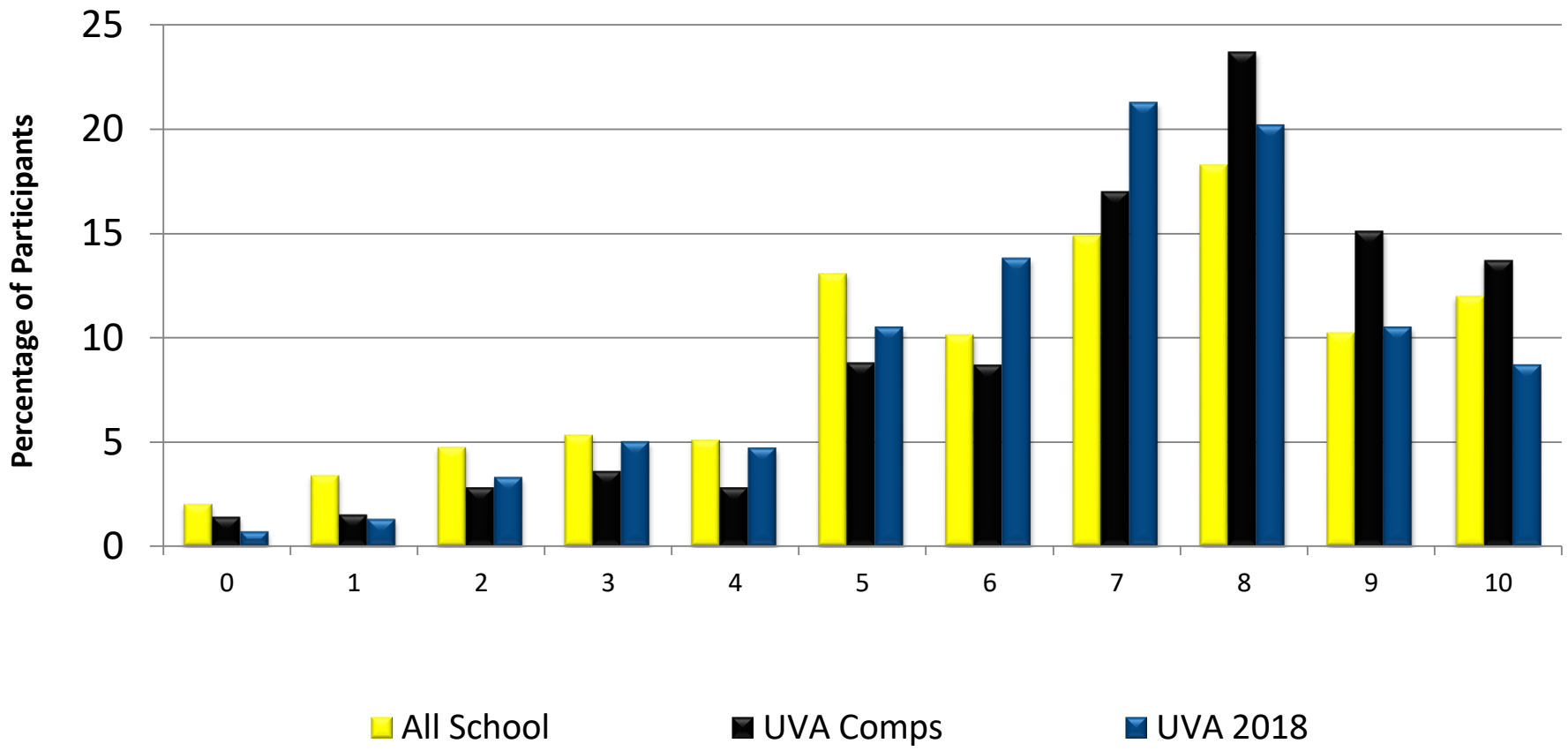
# Which of the following best describes your experience as a student?



# Which of the following best describes your experiences as an alumnus/a?

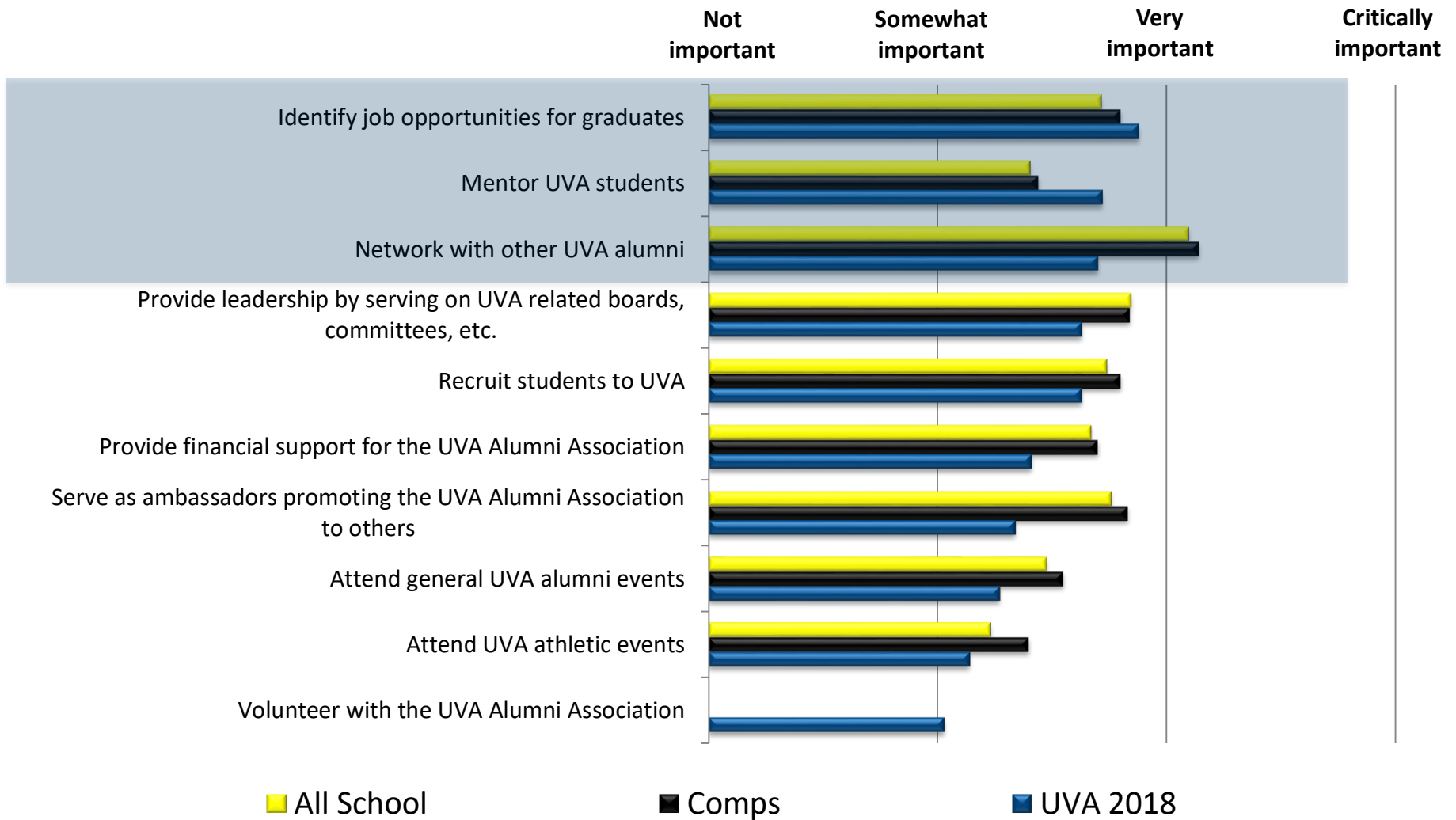


On a scale from 0 to 10, with 0 being the lowest, how connected do you feel to UVA?

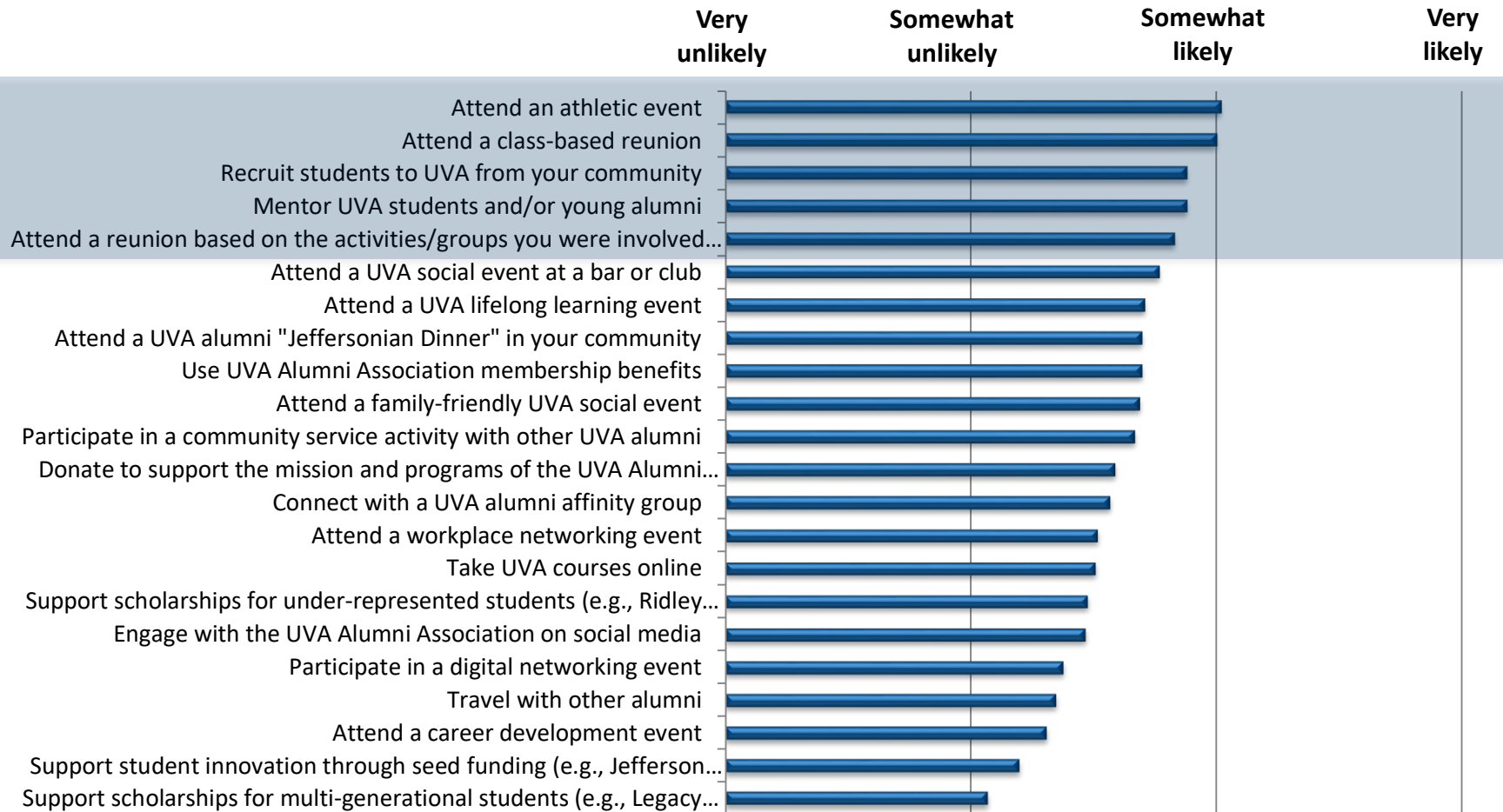


# Alumni Programming

# How important is it for alumni in general to do the following?



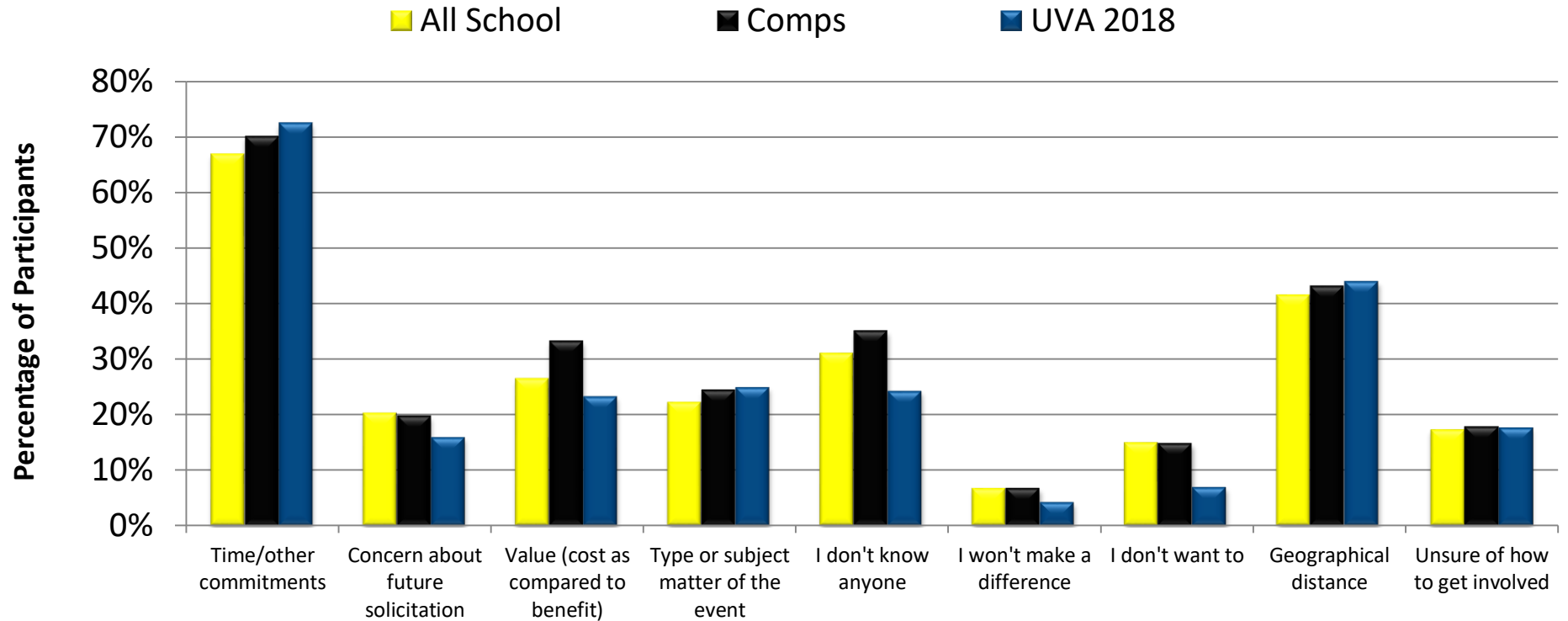
# How likely are you to participate in the following alumni programs and activities?



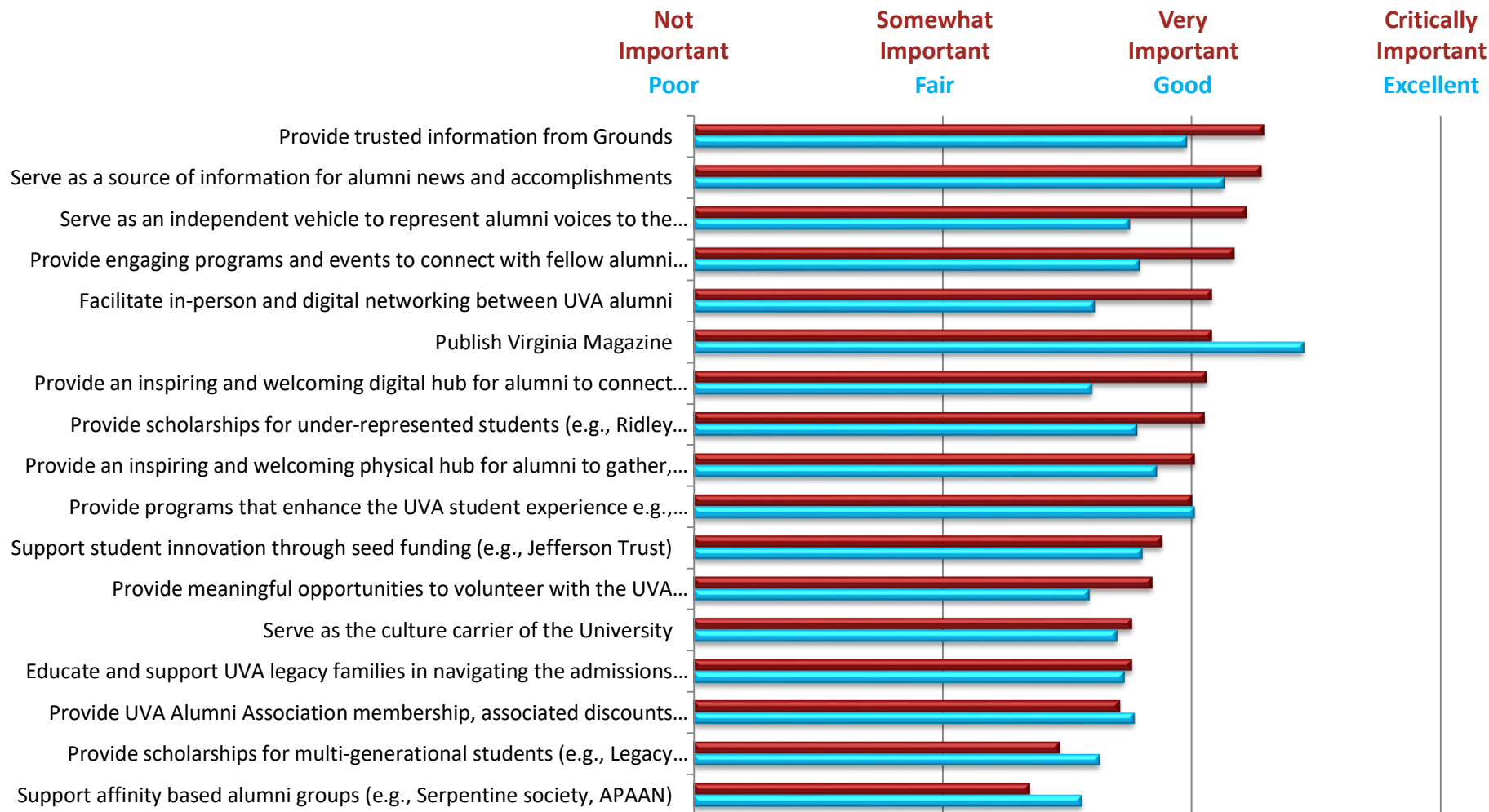
■ UVA 2018



# What are barriers to your participation in UVA alumni activities? (Check all that apply.)



# How important is it for the UVA Alumni Association to do the following and how well does the UVA Alumni Association perform?

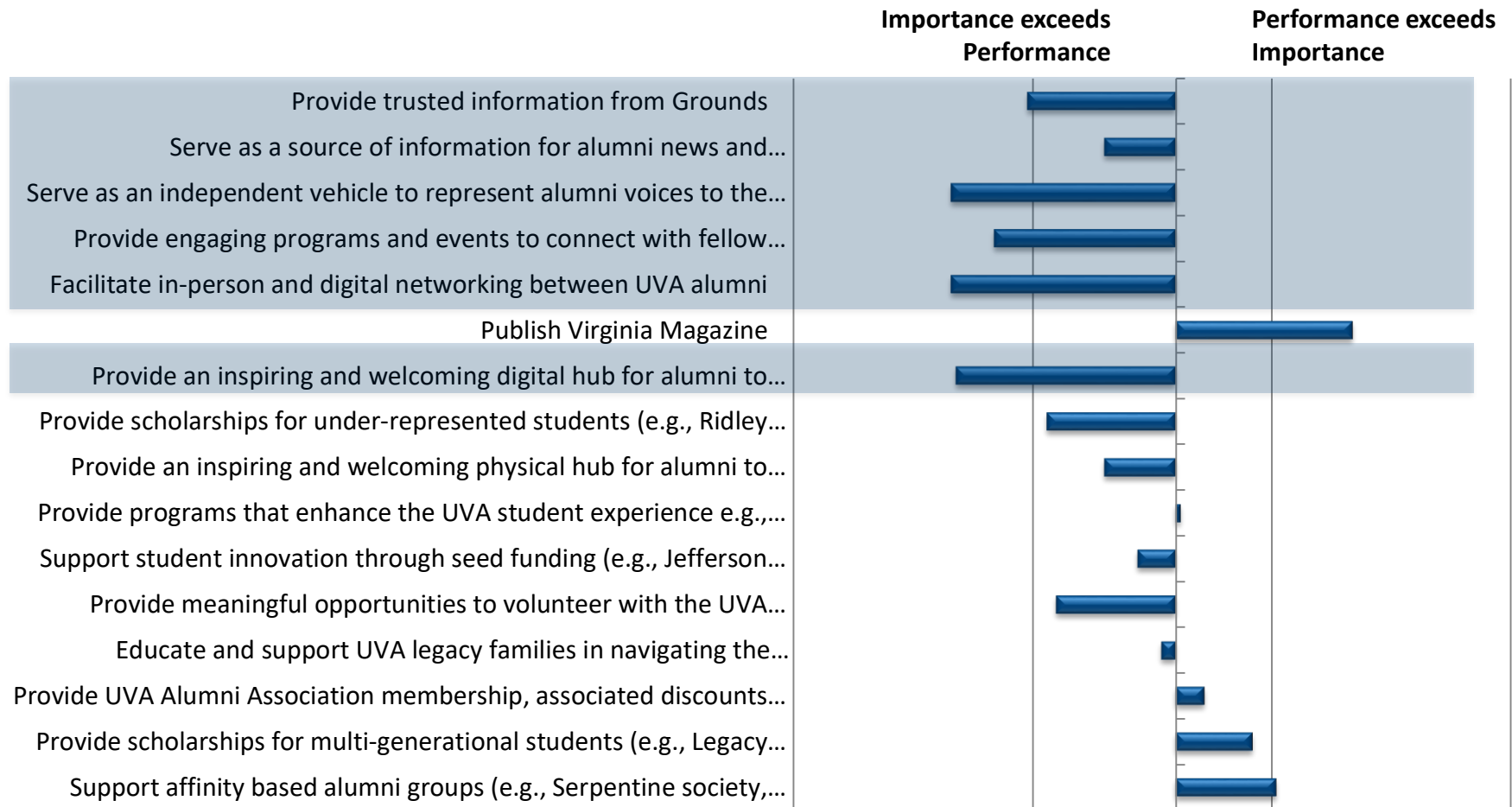


■ Importance ■ Performance

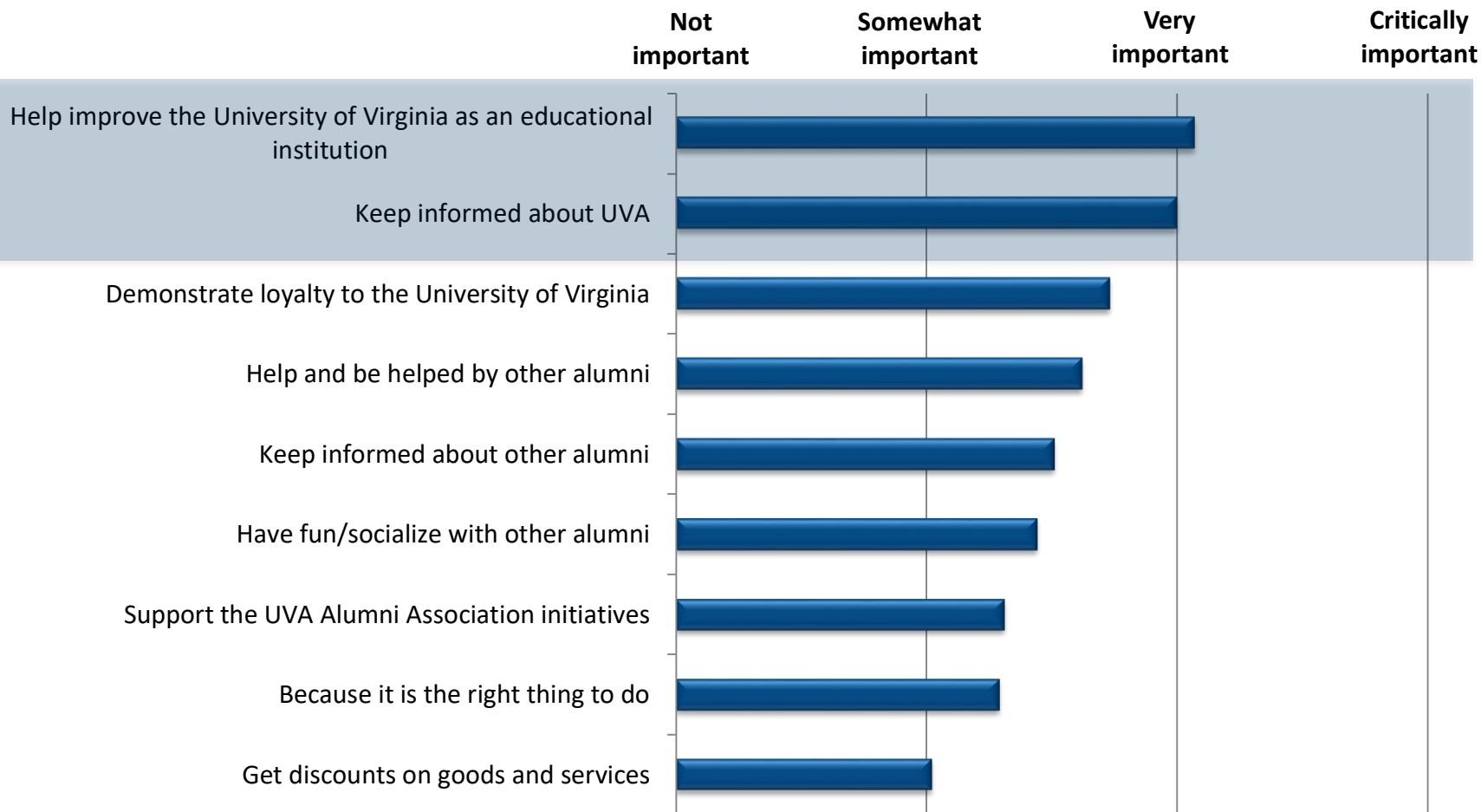


# How important is it for the UVA Alumni Association to do the following and how well does the UVA Alumni Association perform?

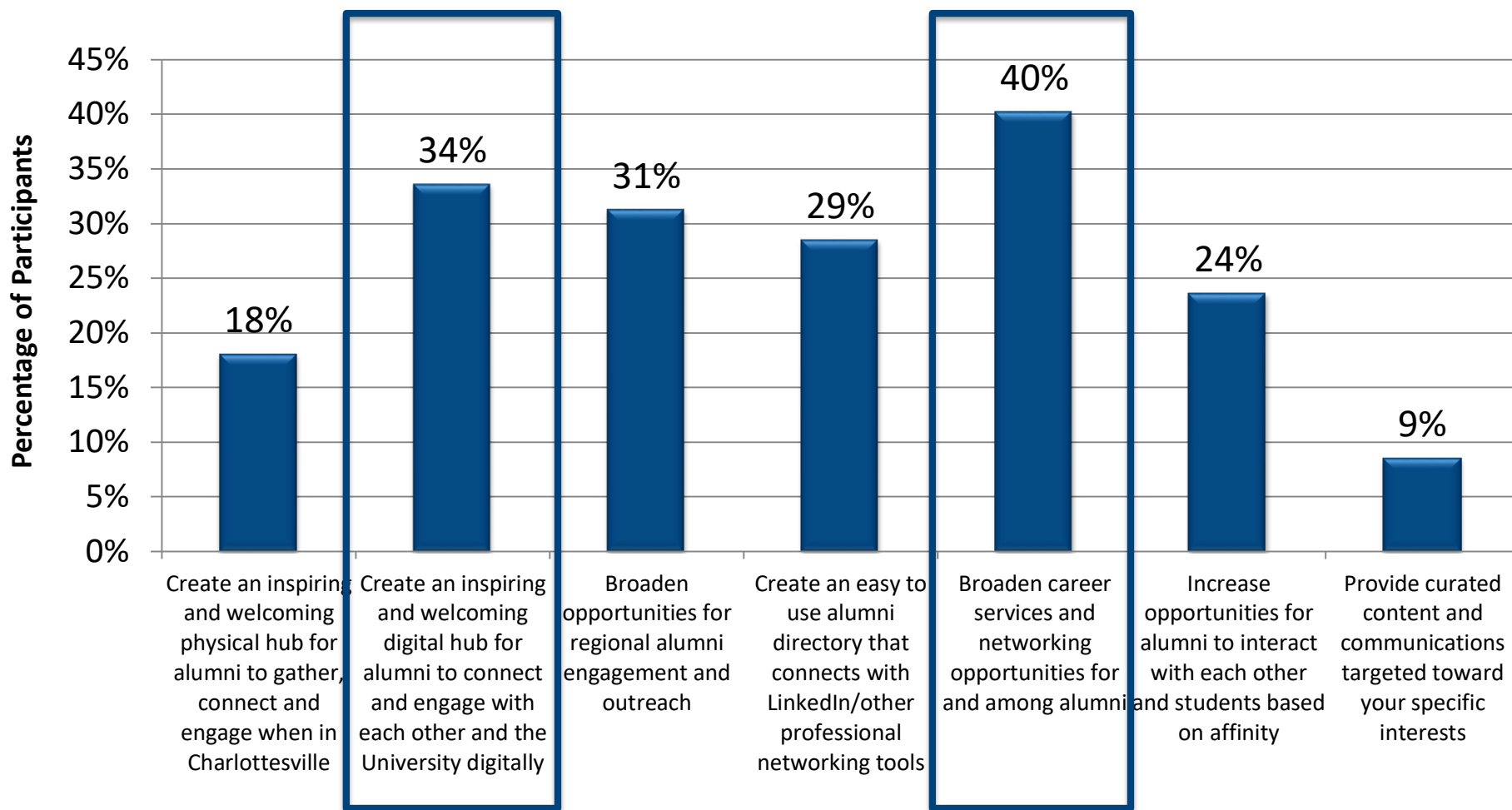
## Gap analysis



# The UVA Alumni Association is a membership based organization. How important are each of the following to you as a reason to become a member of the UVA Alumni Association?

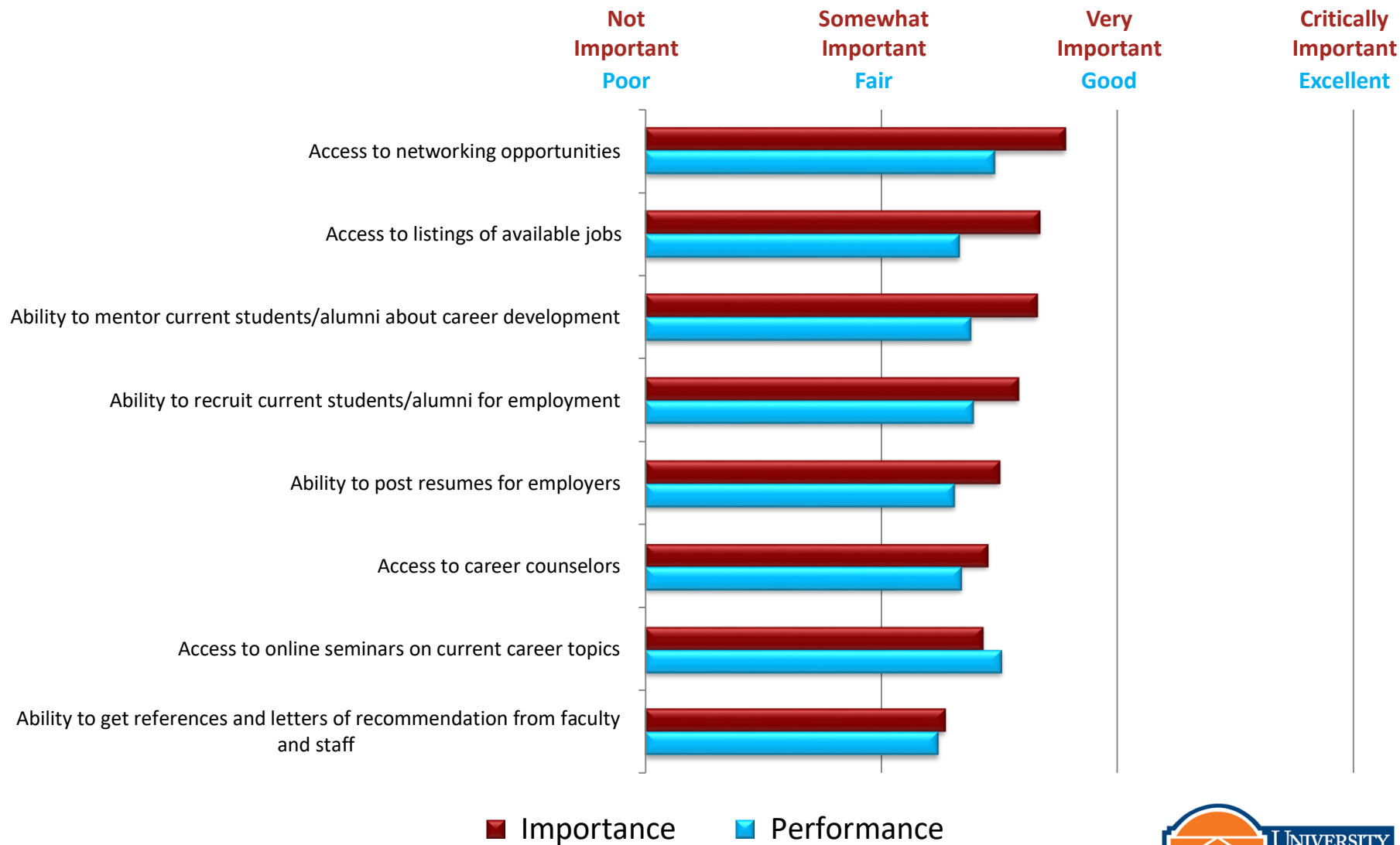


If the UVA Alumni Association could focus on only two things in the next 5 years, what should they be? [Please select two.]

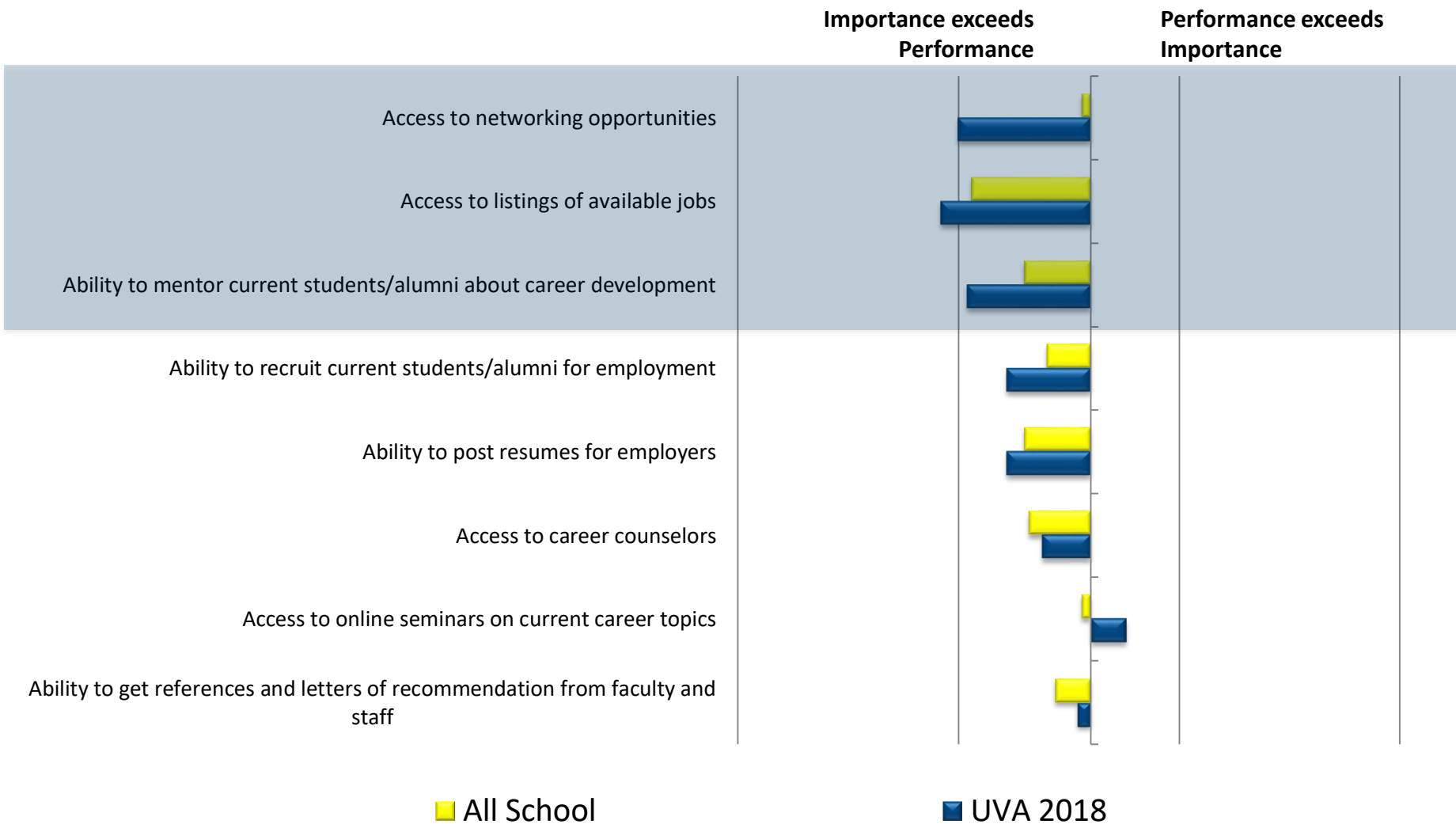


# Career services

# How important are the following alumni career services to you and how well does the UVA Alumni Association provide them?

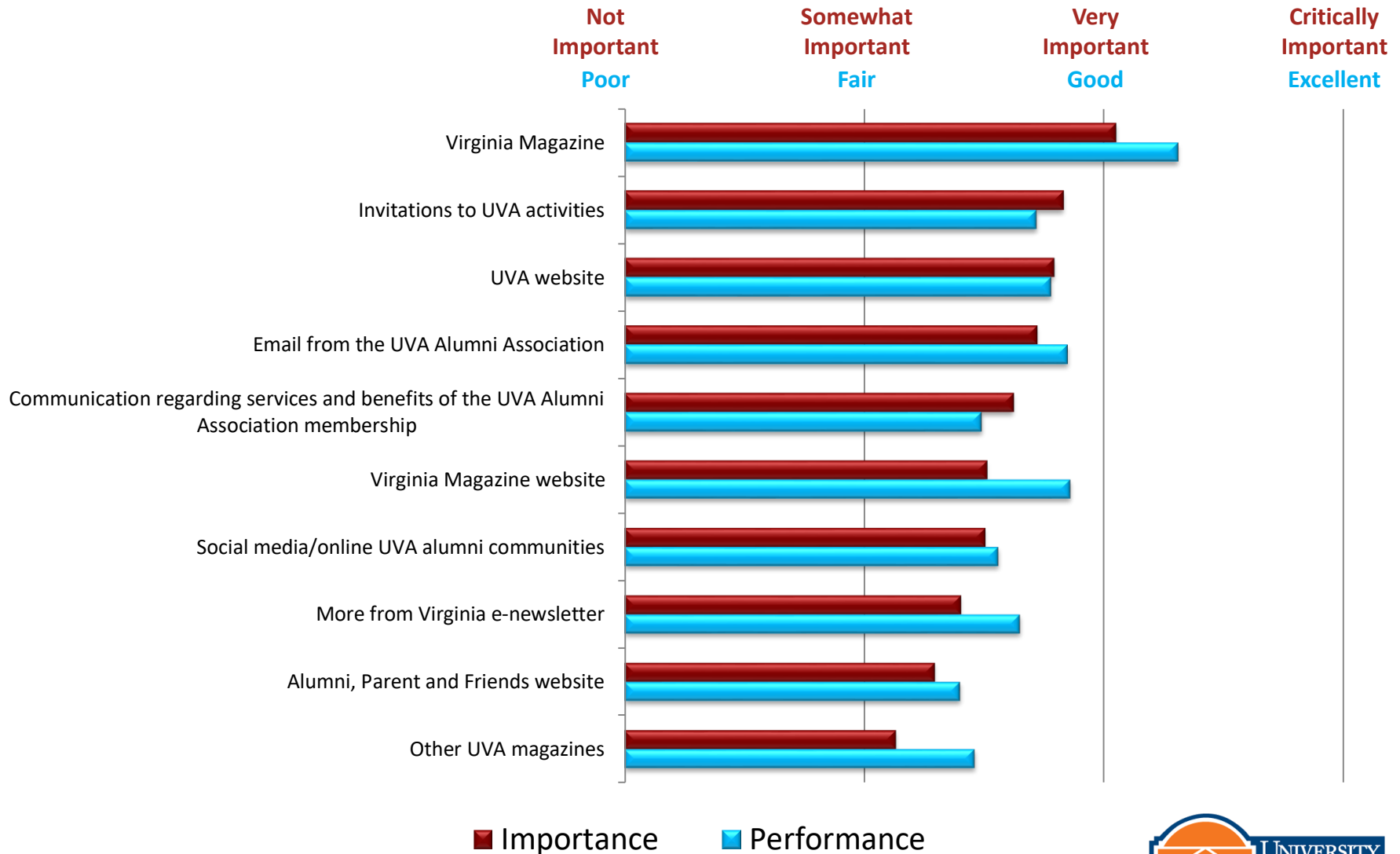


# How important are the following alumni career services to you and how well does the UVA Alumni Association provide them?

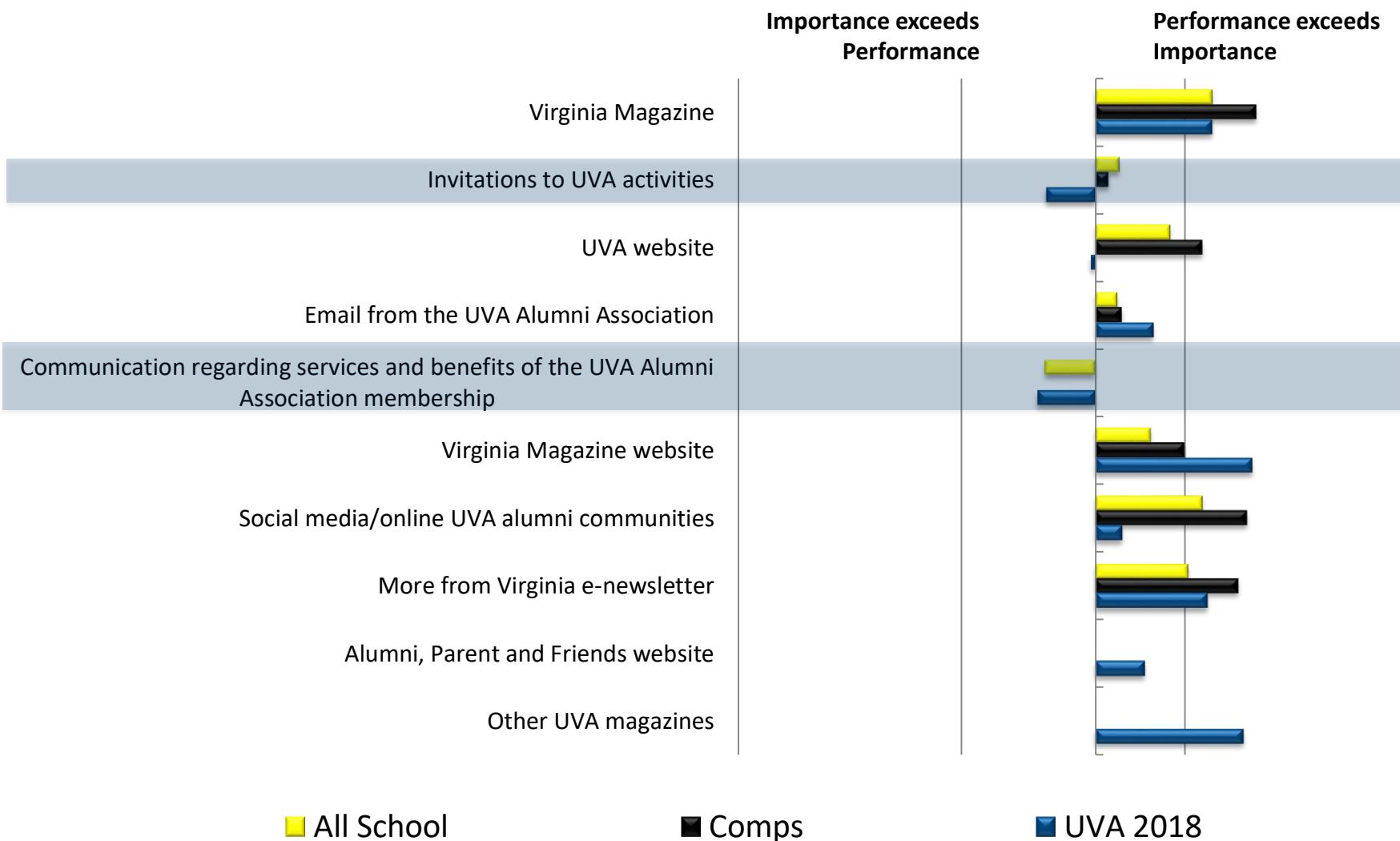


# Communications

For each of the communication methods listed below, please tell us how important that method is to you and also rate the UVA Alumni Association's effectiveness in utilizing that method:



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■ All School

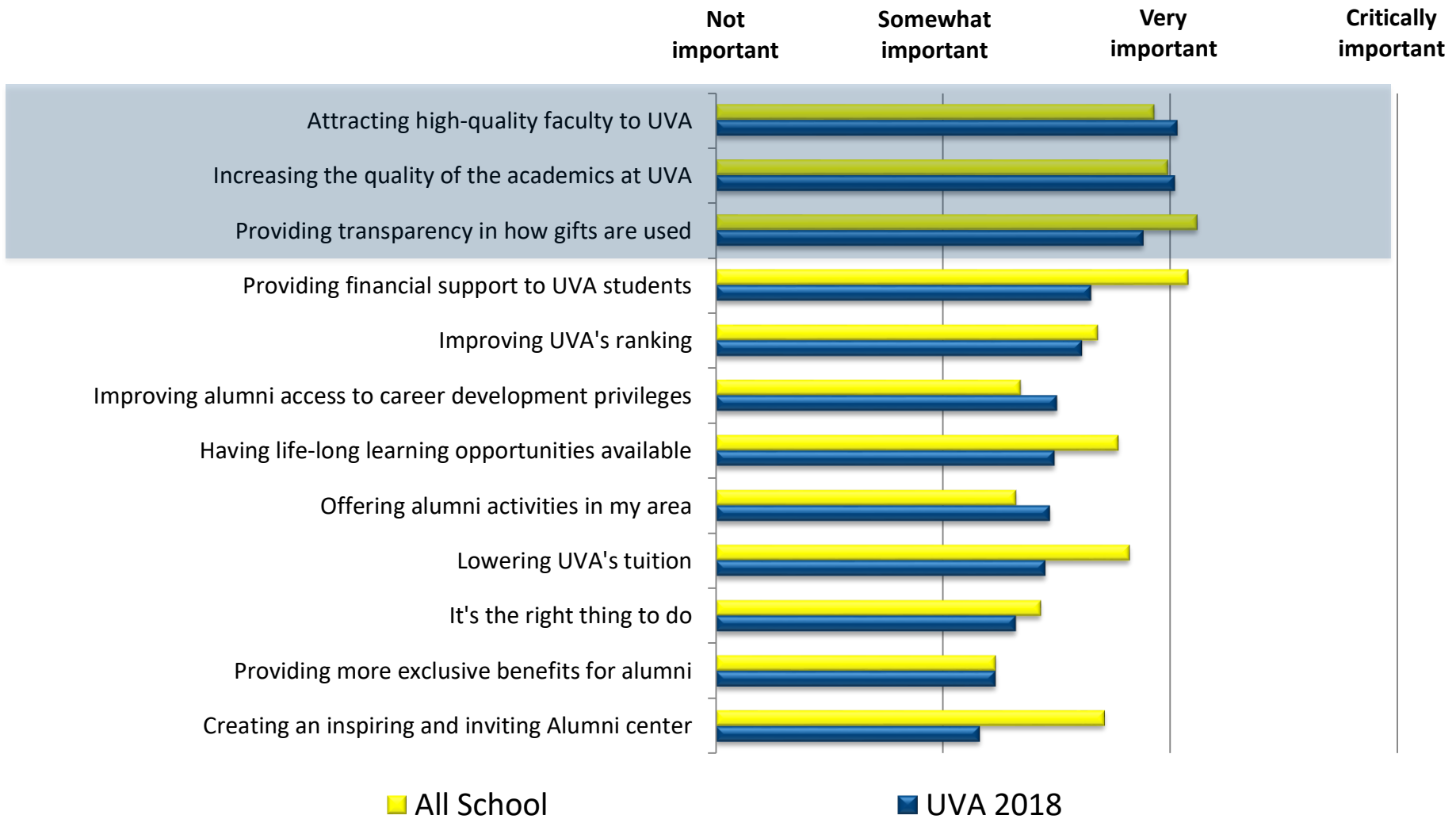
■ Comps

■ UVA 2018

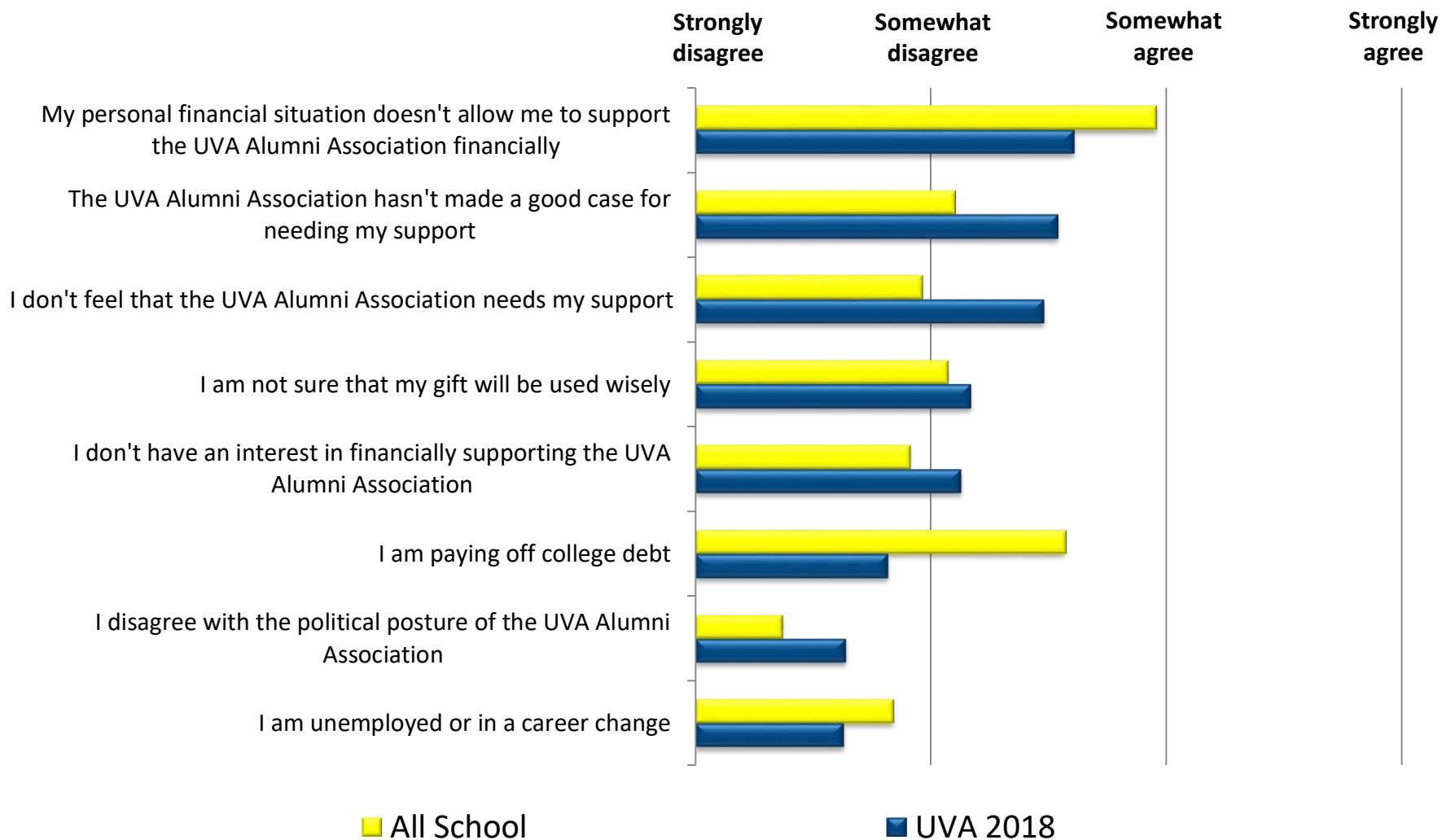


# Alumni Affinity and Giving to the Alumni Association

# How valuable would each of the following be to you in making a decision to give to the UVA Alumni Association?



# Which of the following prevents you from giving to the UVA Alumni Association or from giving more than you do?



# Appendix A: References

# Participants

## All School Comparables

American University  
American University of Beirut  
Arcadia University  
Auburn University  
Azusa Pacific University  
Babson College  
Benedictine College  
Bloomsburg University  
Boston University  
Bryant University  
Buena Vista University  
Butler University  
Cal Poly Pomona  
California Institute of Technology  
California Polytechnic State University  
Carnegie Mellon University  
Carthage College  
Case Western Reserve University  
Clemson University  
College of Charleston  
College of William & Mary  
College of Wooster  
Colorado State University  
Concordia University Wisconsin  
CSU - Channel Islands  
CSU - Chico  
CSU - Dominguez Hills  
CSU - East Bay  
CSU - Fresno  
CSU - Fullerton  
CSU - Long Beach

CSU - Monterey Bay  
CSU - Northridge  
CSU - Sacramento  
CSU - San Marcos  
CSU - Stanislaus  
CSU-San Bernardino  
Drake University  
Duke University  
East Carolina University  
Emory University  
Felician University  
Florida State University  
Fordham University  
George Mason University  
George Washington University  
Georgetown University  
Georgia Institute of Technology  
Gettysburg College  
Gonzaga University  
Hamline University  
Humboldt State University  
Jacksonville State University  
John Marshall Law School  
Kent State University  
Kentucky Wesleyan College  
Lafayette College  
Lake Forest Academy  
Louisiana Tech University  
Lyndon state college  
Marietta College  
McDaniel College

McMurry University  
Minnesota State University, Mankato  
Morningside College  
New Jersey Institute of Technology  
New York University  
North Carolina A&T State University  
Northern Illinois University  
Northwood University  
Nova Southeastern University  
Oakland University  
Oregon State University  
Pennsylvania State University  
Rensselaer Polytechnic Institute  
Rochester Institute of Technology  
Rockhurst University  
Saint Louis University  
Salem State University  
Seattle University  
Seton Hall University  
Southern Illinois University-Edwardsville  
Springfield College  
Temple University  
Texas Christian University  
Texas Lutheran University  
Texas State University  
Towson University  
Trinity University  
Tulane University  
UMKC, Bloch School  
University of Alabama in Huntsville  
University of California, San Diego

University of Central Arkansas  
University of Central Florida  
University of Central Missouri  
University of Cincinnati  
University of Delaware  
University of Florida  
University of Houston  
University of Houston, Law Center  
University of Massachusetts Boston  
University of Massachusetts Lowell  
University of New Mexico  
University of North Carolina at Greensboro  
University of Oregon  
University of Pittsburgh at Bradford  
University of San Diego  
University of Southern California  
University of St. Thomas  
University of St. Thomas- Minnesota  
University of Tampa  
University of Tennessee at Chattanooga  
Univ. of Tenn. Health Science Center  
University of Tennessee-Knoxville  
University of Tennessee-Martin  
University of Toronto  
Upper Iowa University  
Valparaiso University  
Vanderbilt University  
Western Kentucky University  
Westminster College  
Yale School of Management

# Participants

## Comparables

**Cornell University**

**Duke University**

**Georgia Tech University**

**Iowa State University**

**Kansas State University**

**Texas A&M University**

**University of California, Berkeley**

**University of Kansas**

**University of Michigan**

**University of Oregon**

**University of Southern California**

# Era of Graduation

## By Graduation Era - Definitions

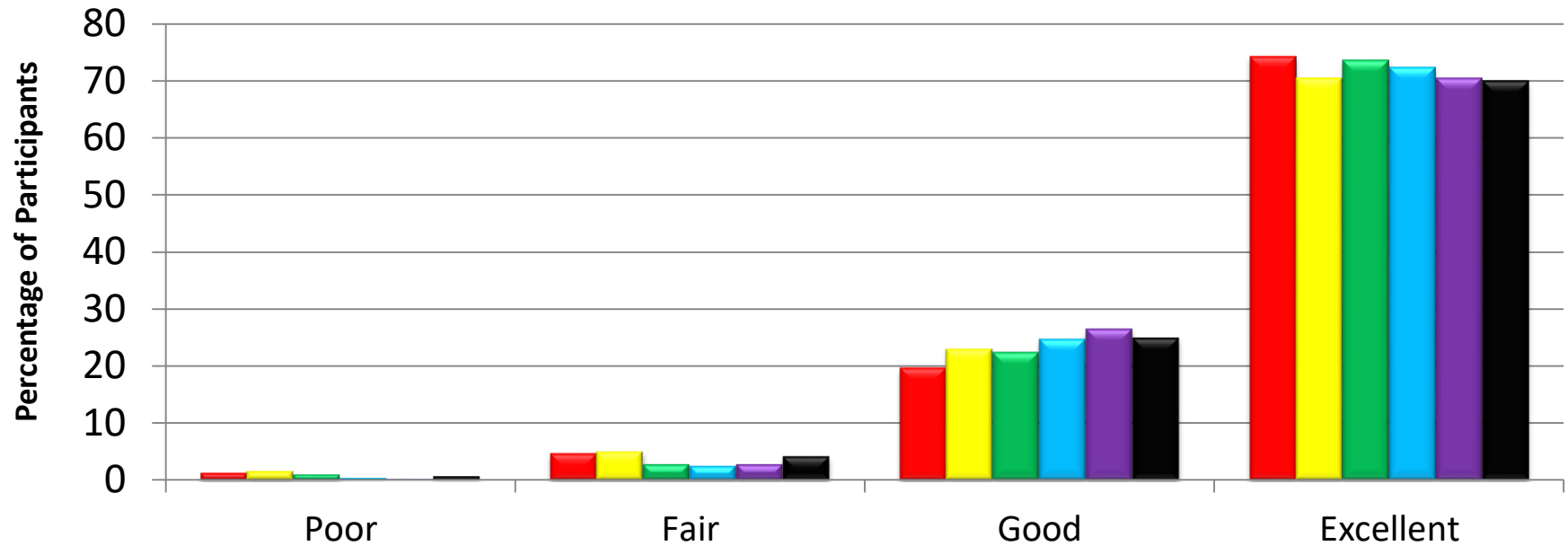
|   |  |   |   |
|---|--|---|---|
| <p>Woodstock/<br/>Vietnam and Prior<br/>(graduated<br/>prior to 1973)</p> | <ul style="list-style-type: none"> <li>• Includes pre 1964 graduates</li> <li>• Tumultuous 60's</li> <li>• Civil Rights Act</li> <li>• Tonkin resolution to Nixon resignation</li> <li>• Good economy</li> <li>• Ages 65–72 and older</li> </ul> | <p>Electronic Revolution/<br/>Dot-Com (graduated<br/>1994–2000)</p> | <ul style="list-style-type: none"> <li>• Dot-com IPOs to 9/11</li> <li>• Peace and fall of Berlin Wall</li> <li>• Big booming economy focused on youth</li> <li>• Ages 37–43</li> </ul>   |
| <p>Post-Watergate<br/>(graduated<br/>1974–1980)</p>                       | <ul style="list-style-type: none"> <li>• Nixon resignation to Reagan boom</li> <li>• Younger brothers and sisters of Woodstock/Vietnam</li> <li>• Bad economy and pessimistic time</li> <li>• Ages 57–63</li> </ul>                              | <p>Post-9/11<br/>(graduated 2000 through<br/>2008)</p>              | <ul style="list-style-type: none"> <li>• Economic bust after Dot-Com followed by real estate driven growth</li> <li>• Focus away from youth</li> <li>• War in our time</li> <li>• More competition for every job</li> <li>• Ages 28 - 36</li> </ul>   |
| <p>Yuppie/End of Cold War<br/>(graduated 1981–1993)</p>                   | <ul style="list-style-type: none"> <li>• Reagan boom to dot-com IPOs</li> <li>• Good economy and optimistic time</li> <li>• Ages 44–56</li> </ul>  | <p>Post Great Recession<br/>(Graduated after 2008)</p>              | <ul style="list-style-type: none"> <li>• Market crash of 2008</li> <li>• Explosive unemployment</li> <li>• Significantly increased role of government in health care</li> <li>• Slowest recovery in history</li> <li>• Breakdown of European economy</li> <li>• Huge and growing US deficit</li> <li>• Ages 27 and younger</li> </ul> |

# Appendix B: Questions cut by detailed demographics

# Affinity and connectedness

# Which of the following describes your overall current opinion of UVA?

*By Era*



■ Woodstock/Vietnam and prior

■ Post Watergate

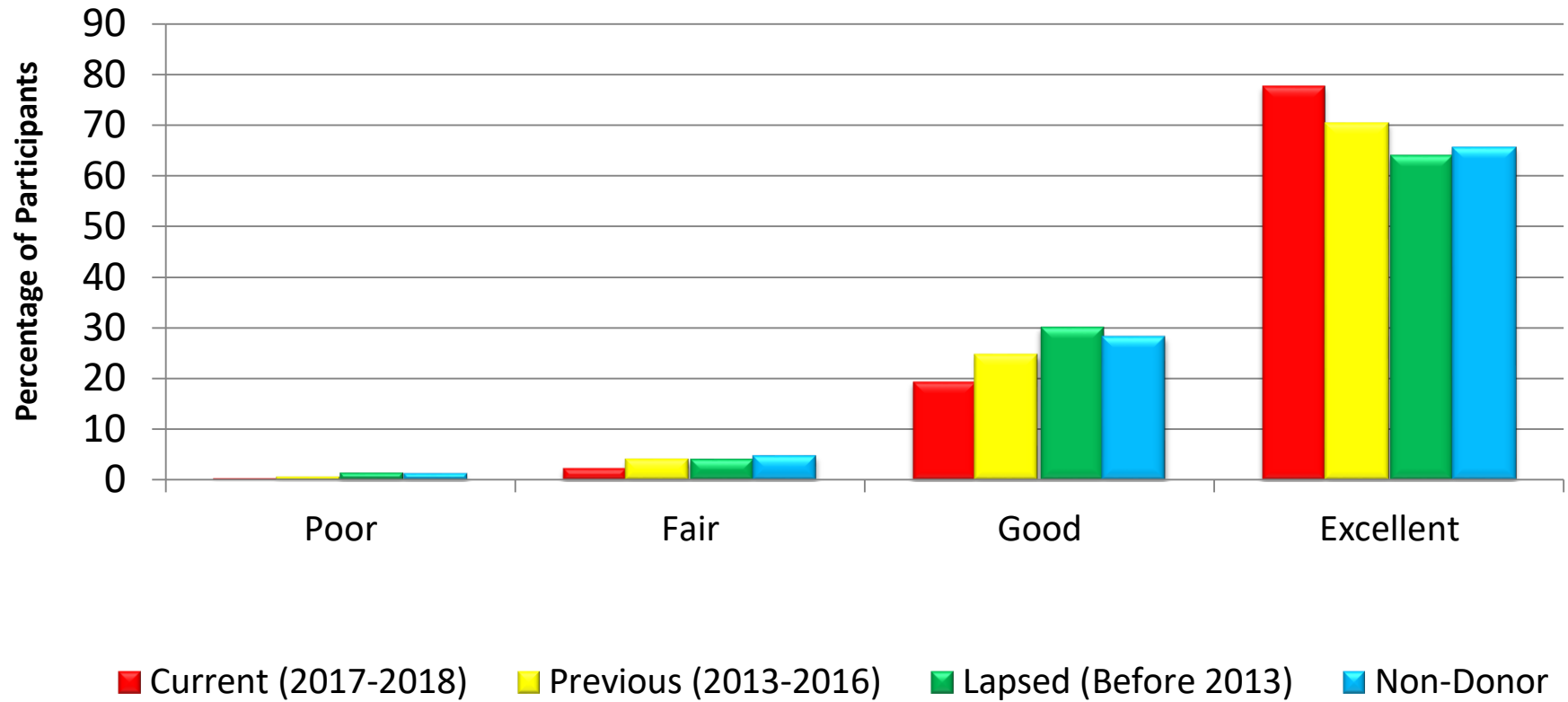
■ Yuppie/End of Cold War

■ Electronic Revolution/Dot-Com

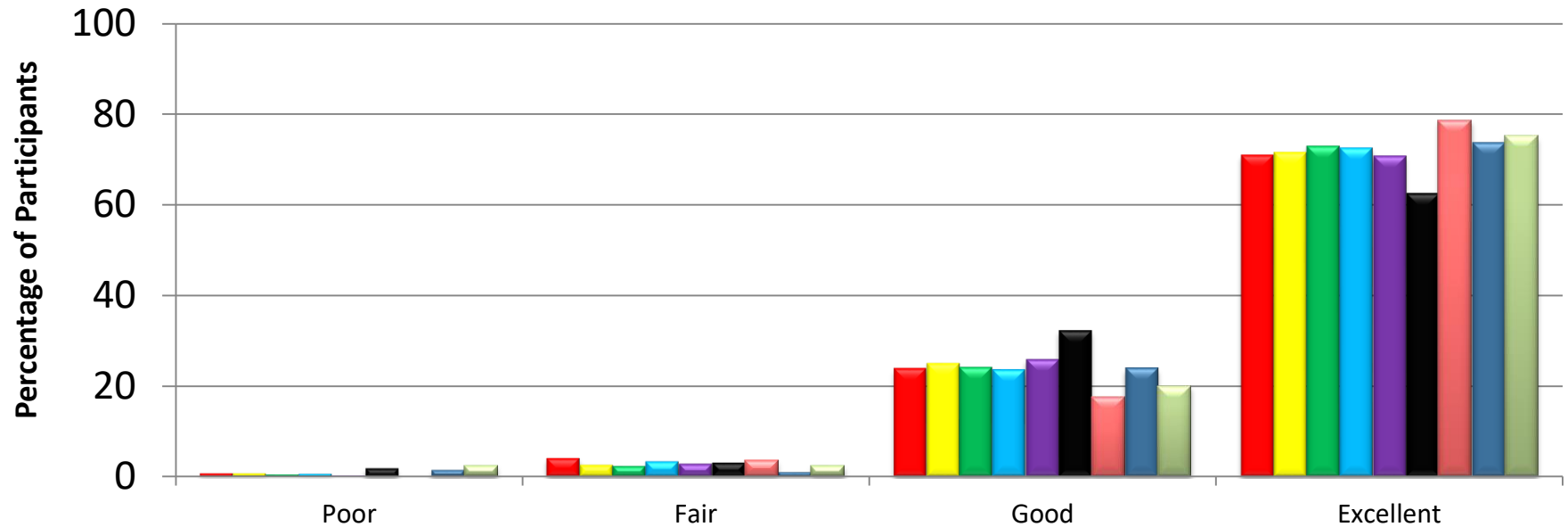
■ Post 9/11

■ Post Great Recession

# Which of the following describes your overall current opinion of UVA? *By Donor Status*



# Which of the following describes your overall current opinion of UVA? By College



■ College of Arts & Sciences

■ School of Engineering and Applied Science

■ Curry School of Education

■ School of Law

■ Darden School of Business

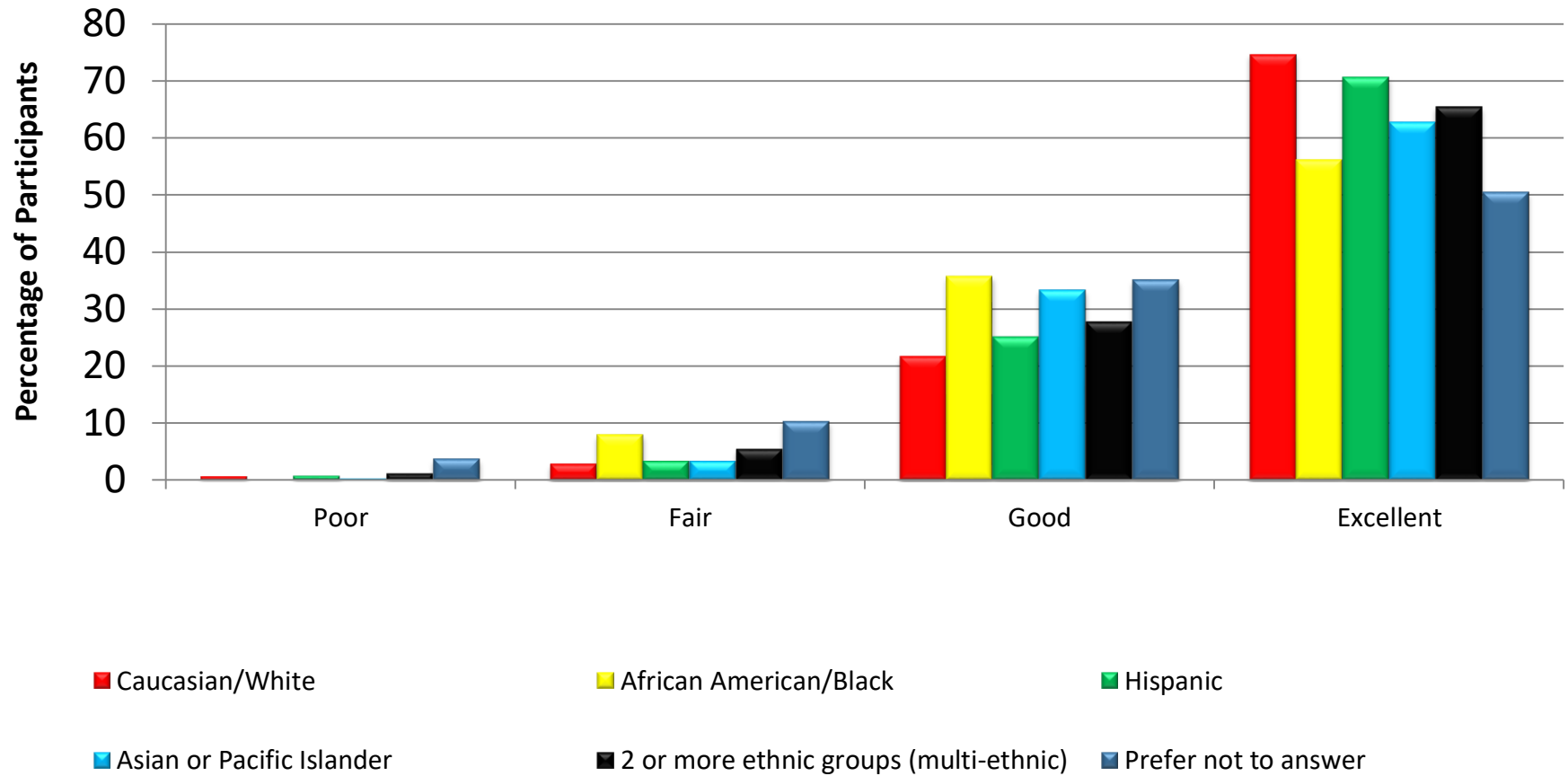
■ Graduate School of Arts & Sciences

■ School of Nursing

■ School of Architecture

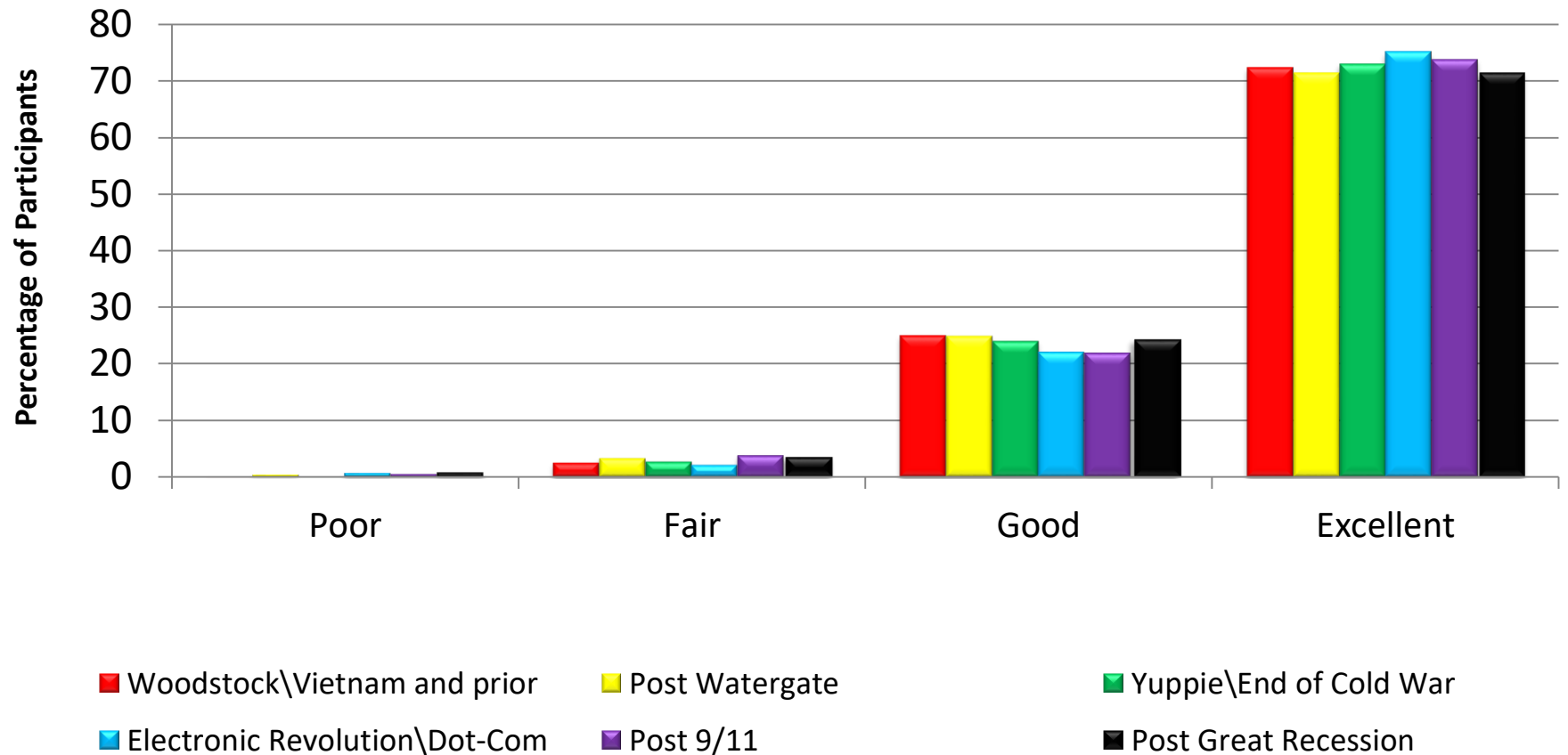
■ School of Medicine

# Which of the following describes your overall current opinion of UVA? *By Ethnicity*

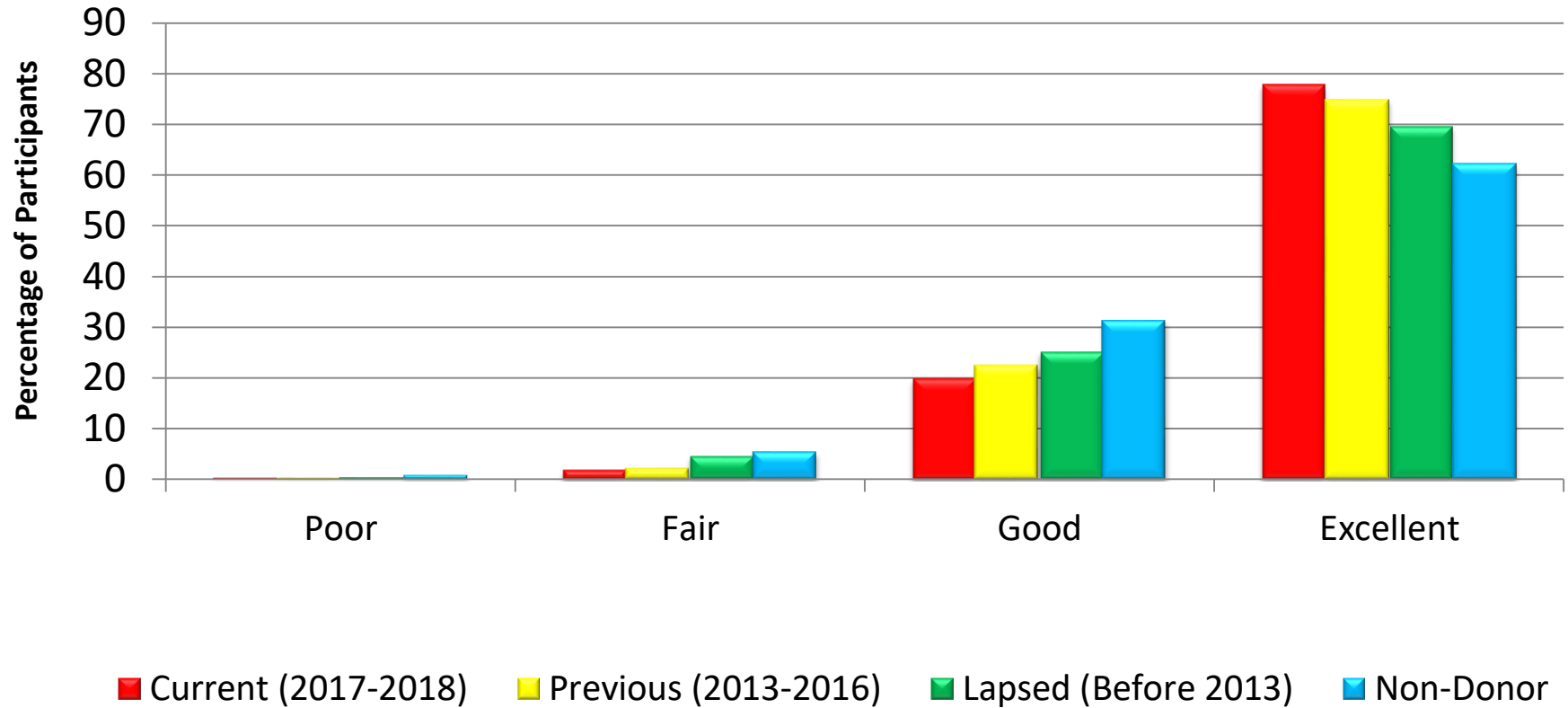


# Which of the following best describes your experience as a student?

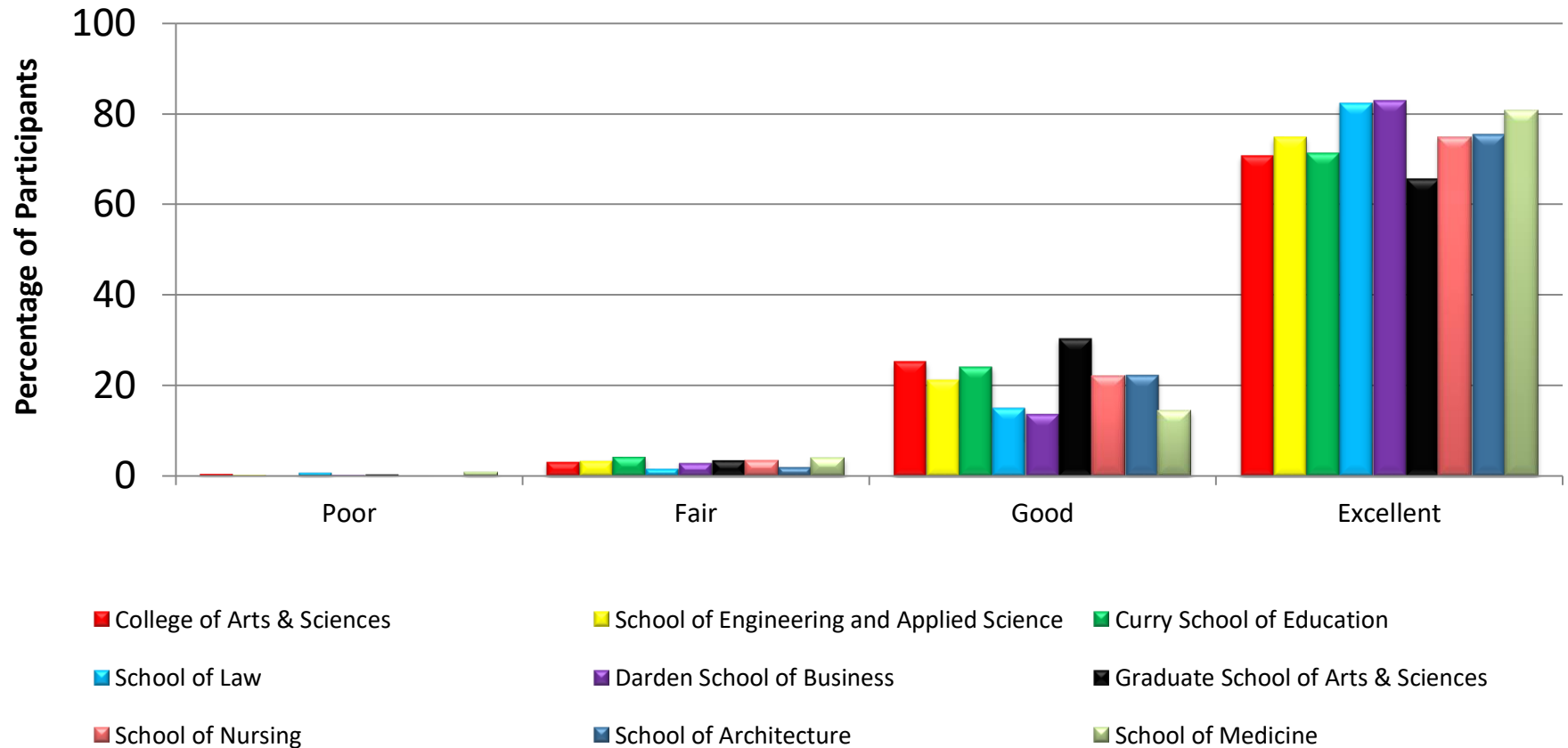
*By Era*



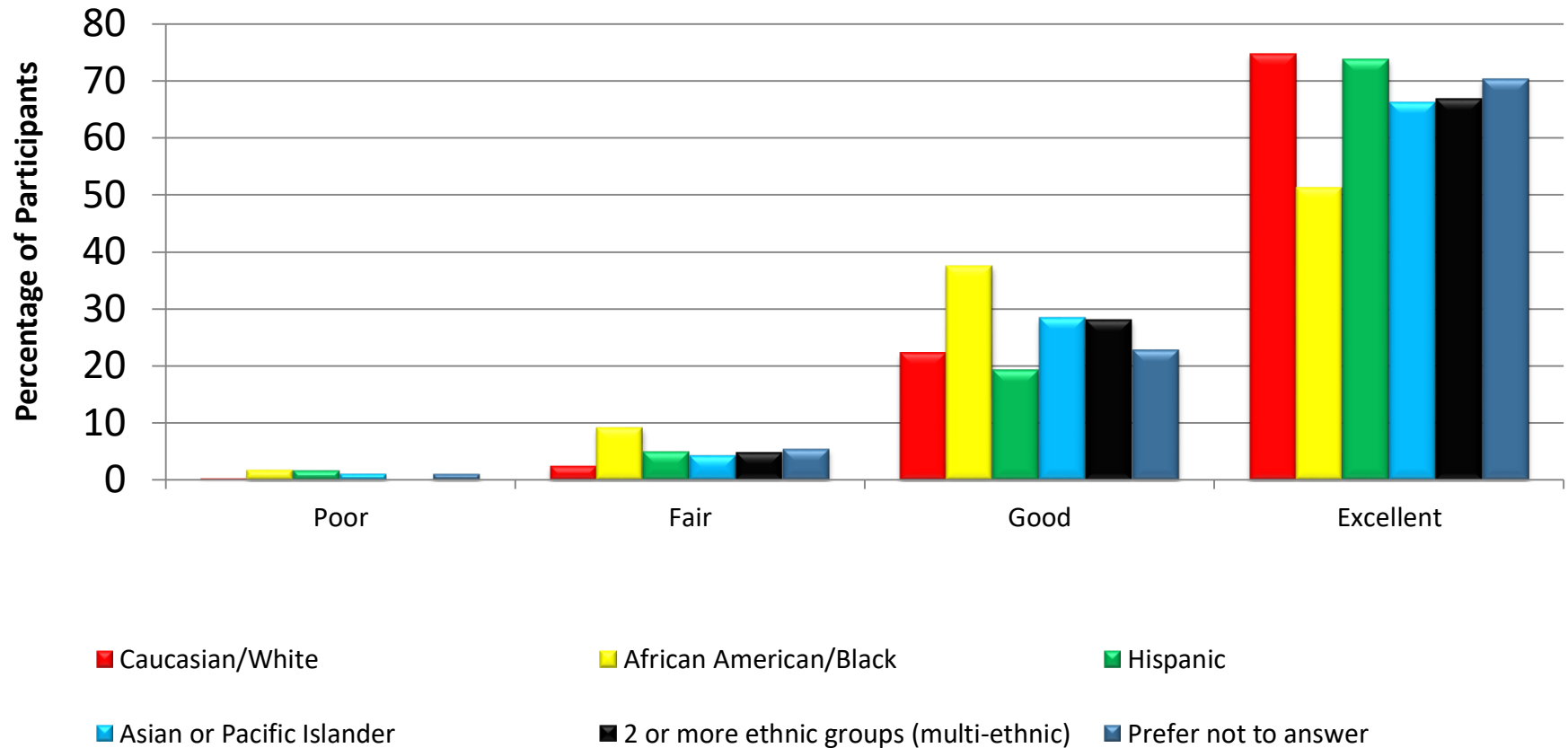
# Which of the following best describes your experience as a student? *By Donor Status*



# Which of the following best describes your experience as a student? *By College*

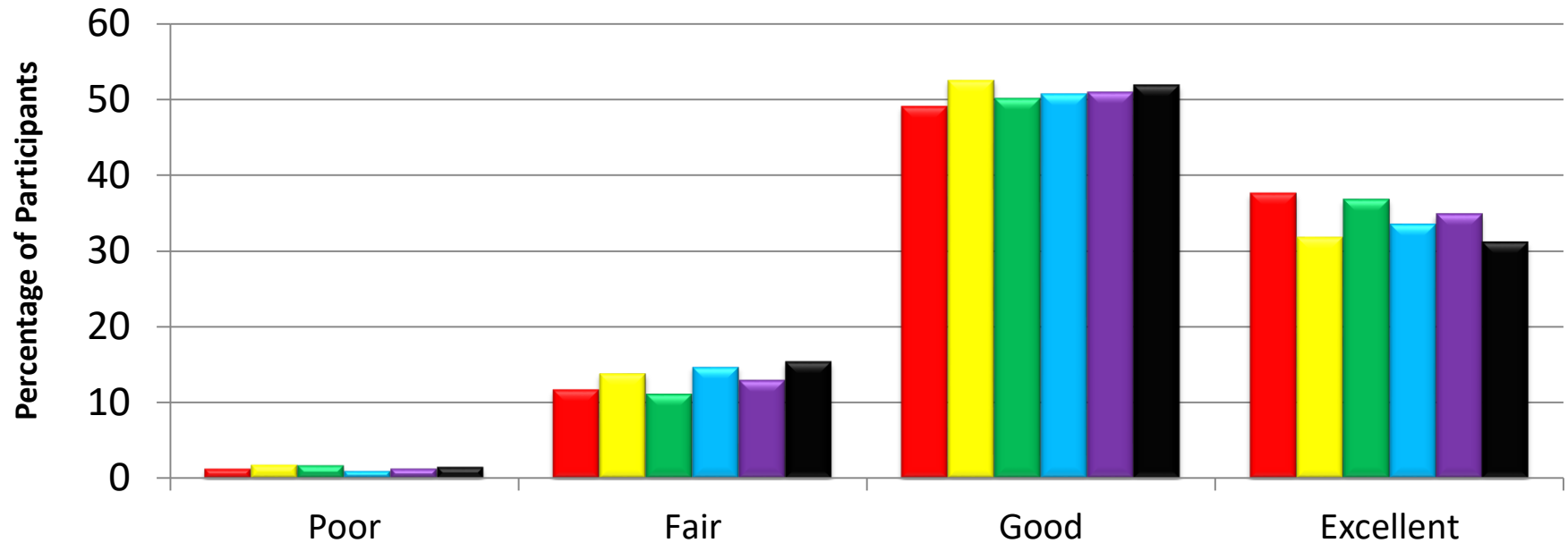


# Which of the following best describes your experience as a student? *By Ethnicity*



# Which of the following best describes your experiences as an alumnus/a?

*By Era*



■ Woodstock/Vietnam and prior

■ Post Watergate

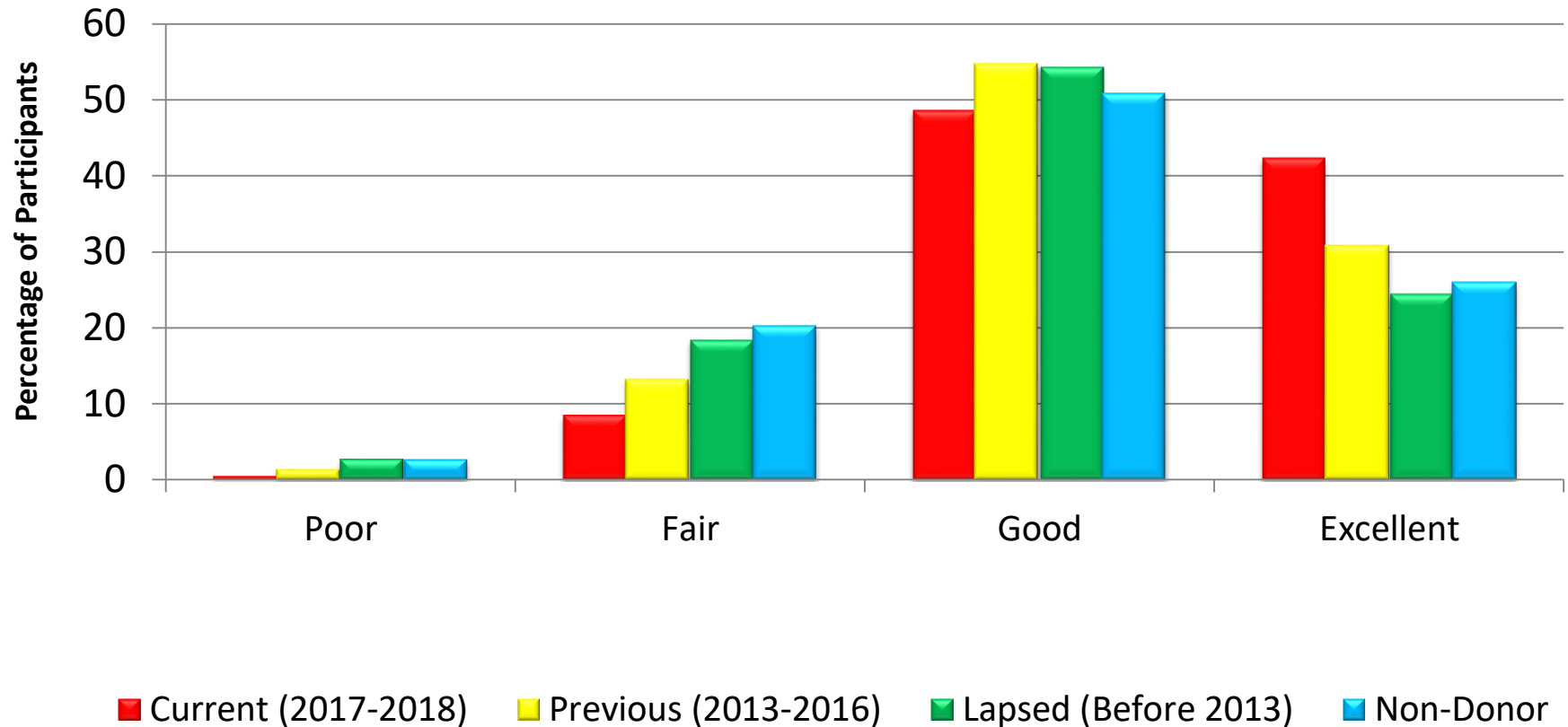
■ Yuppie/End of Cold War

■ Electronic Revolution/Dot-Com

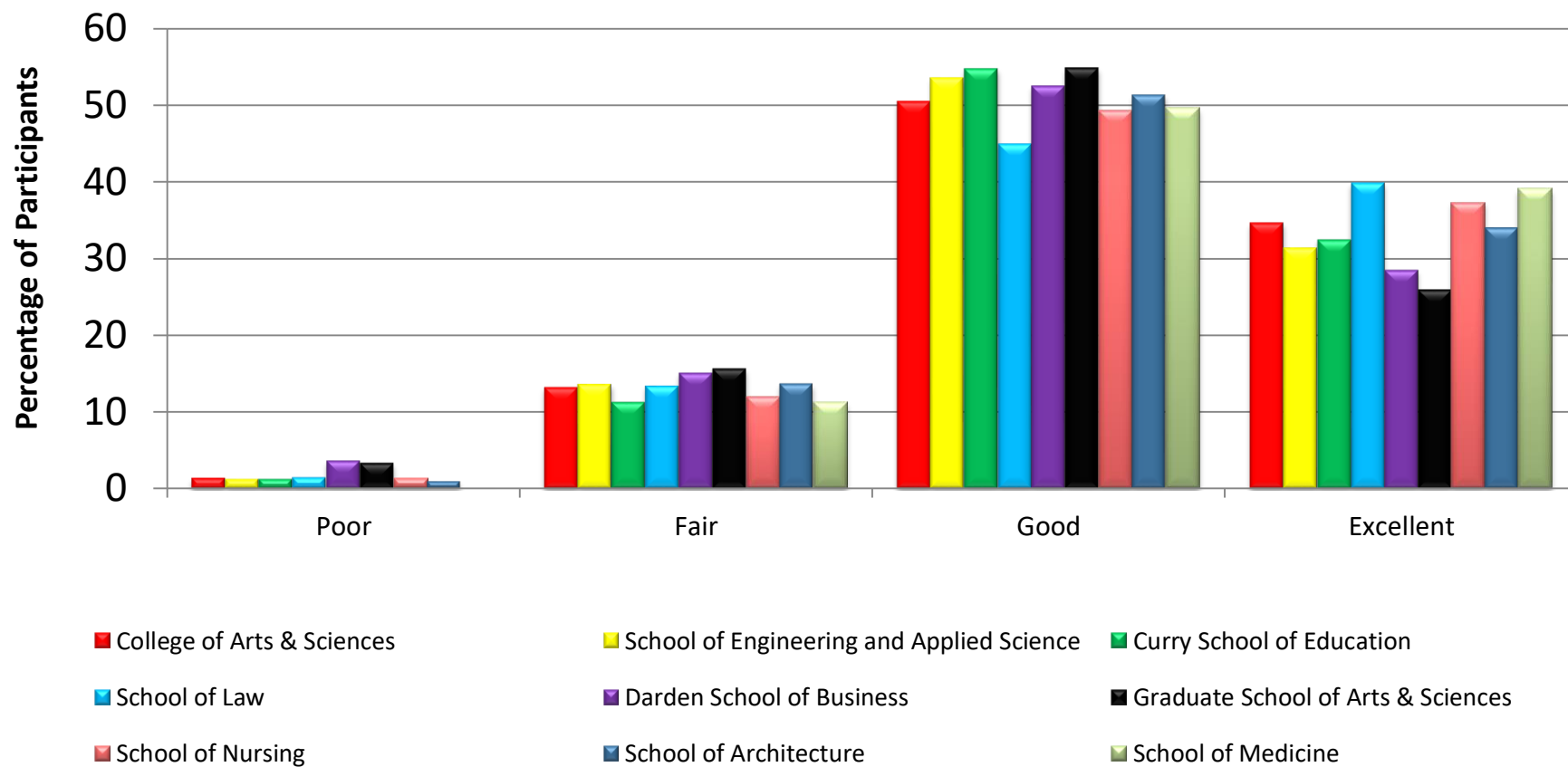
■ Post 9/11

■ Post Great Recession

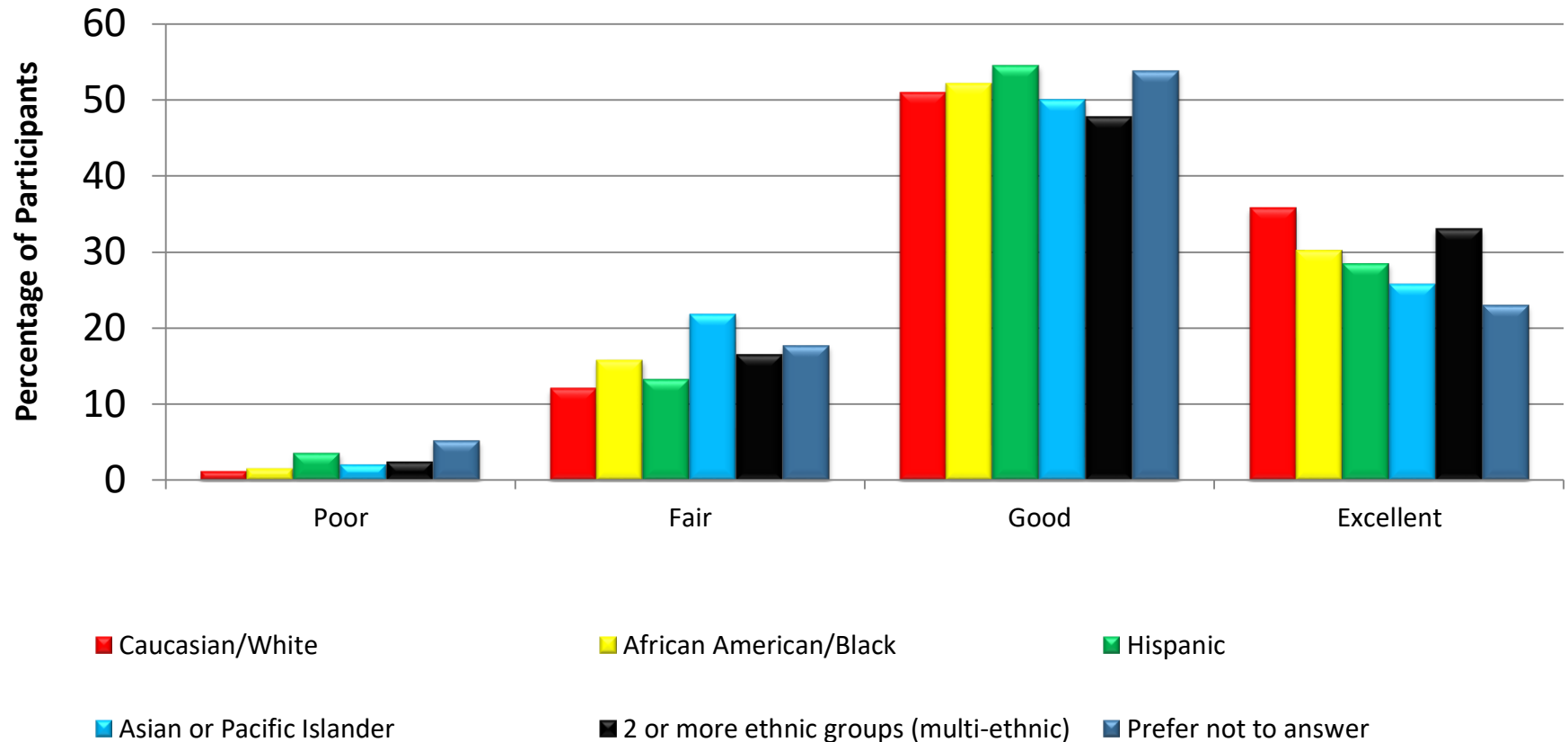
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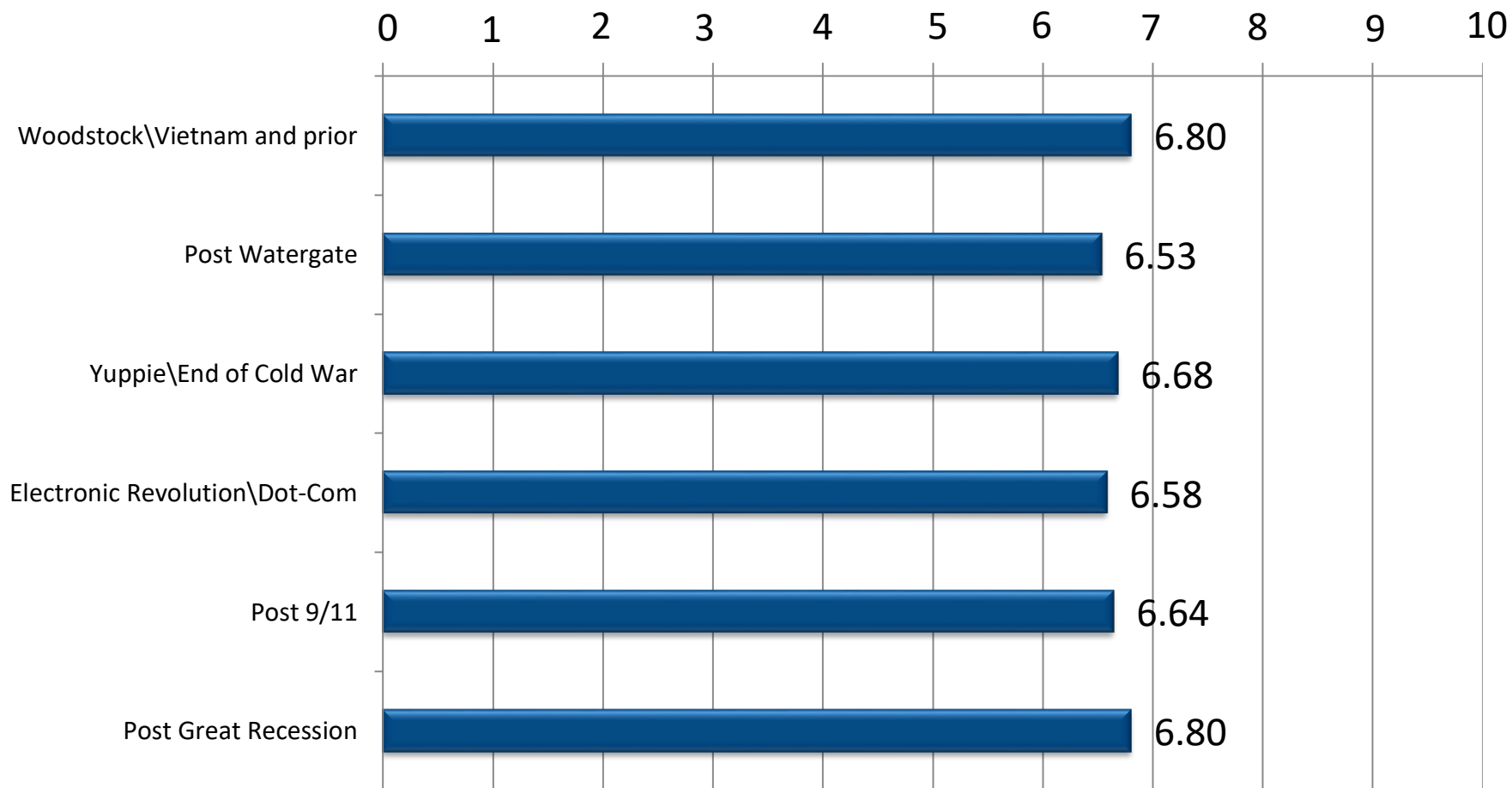
# Which of the following best describes your experiences as an alumnus/a? *By College*



# Which of the following best describes your experiences as an alumnus/a? *By Ethnicity*

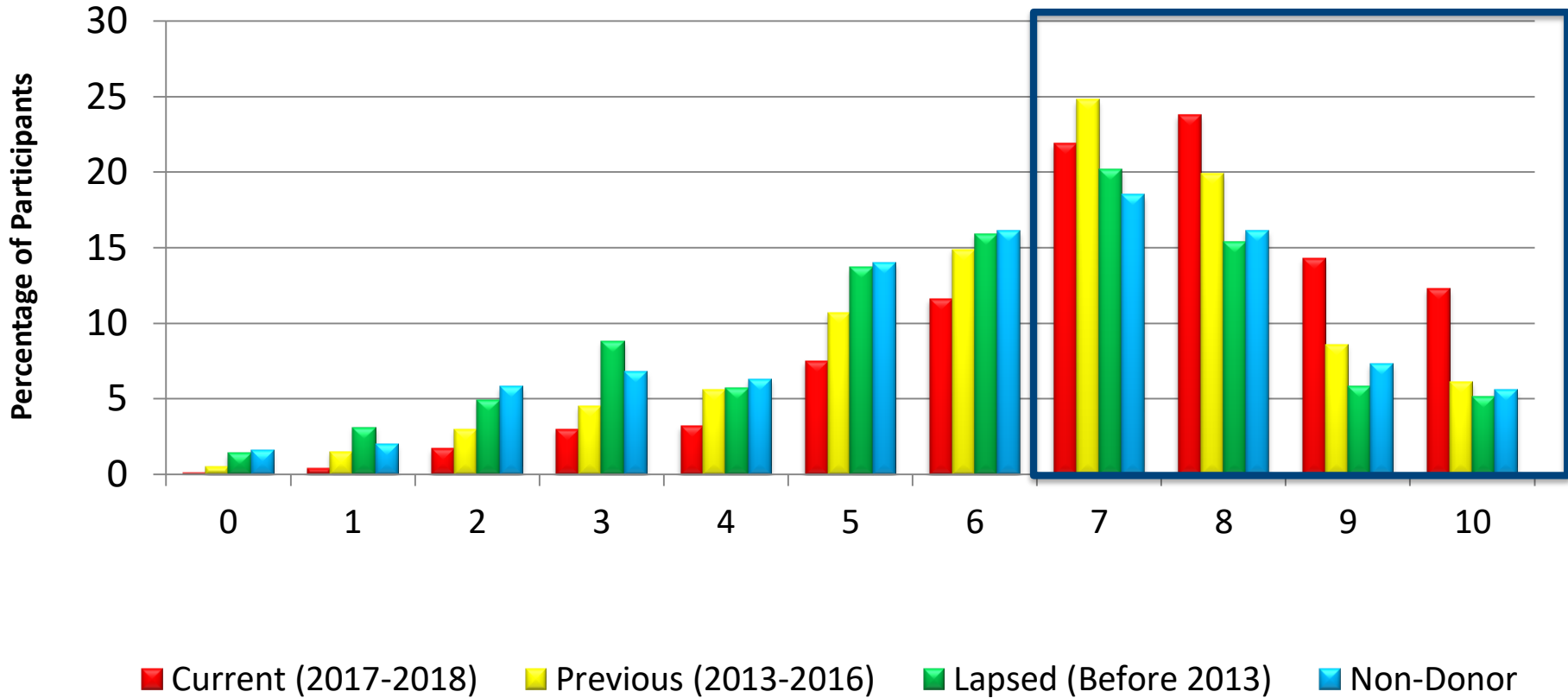


# On a scale from 0 to 10, with 0 being the lowest, how connected do you feel to UVA? By Era

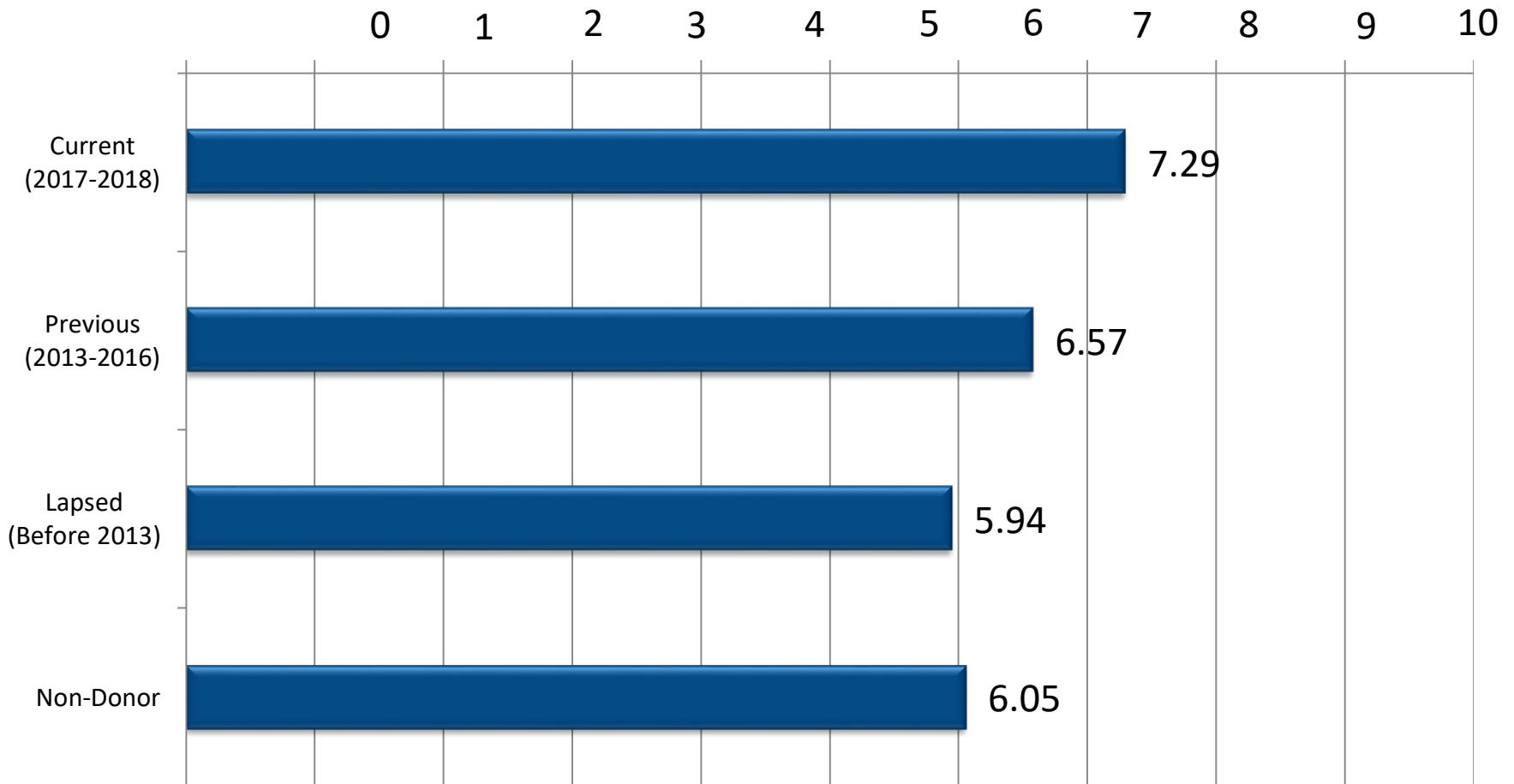


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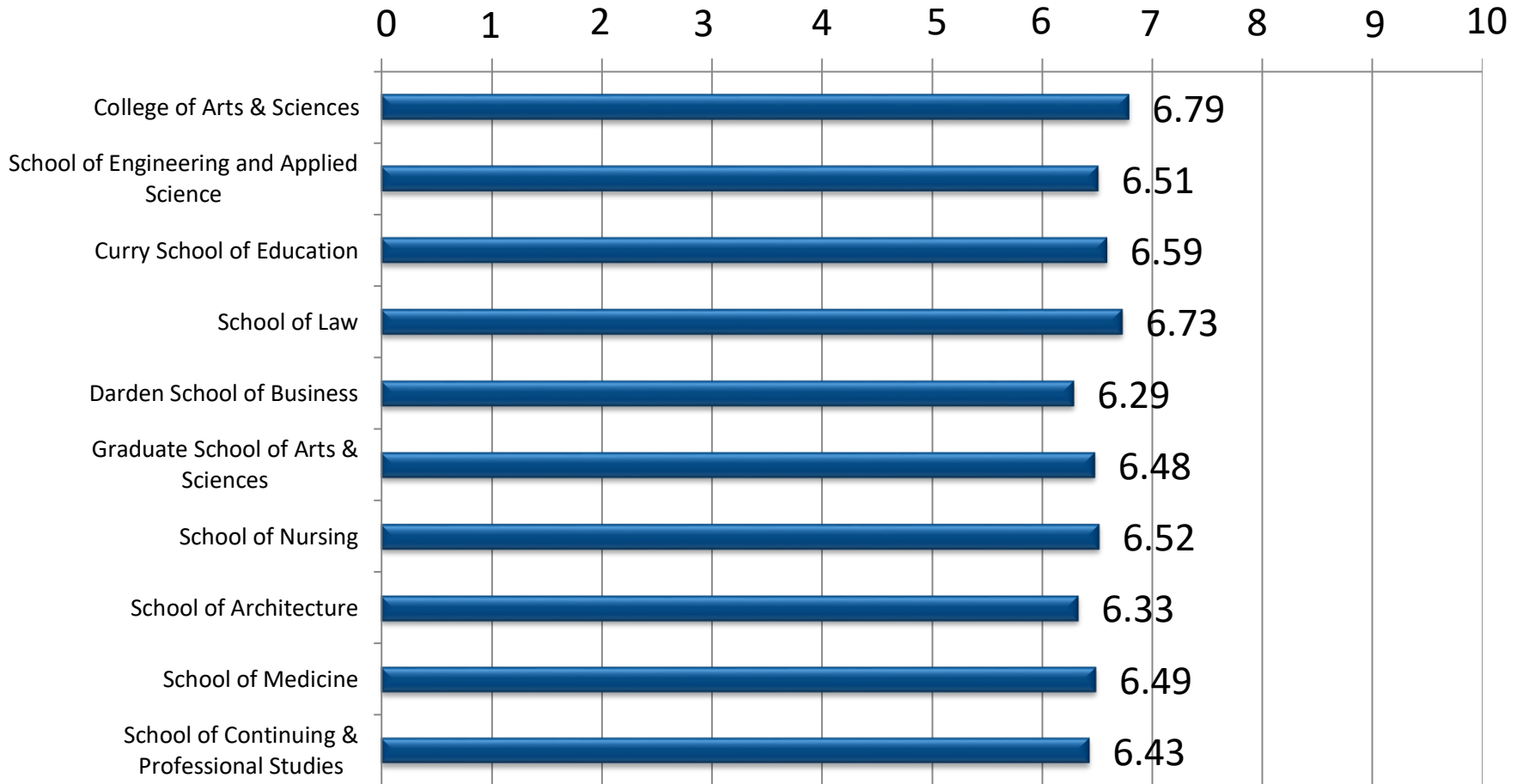
*By Donor Status*



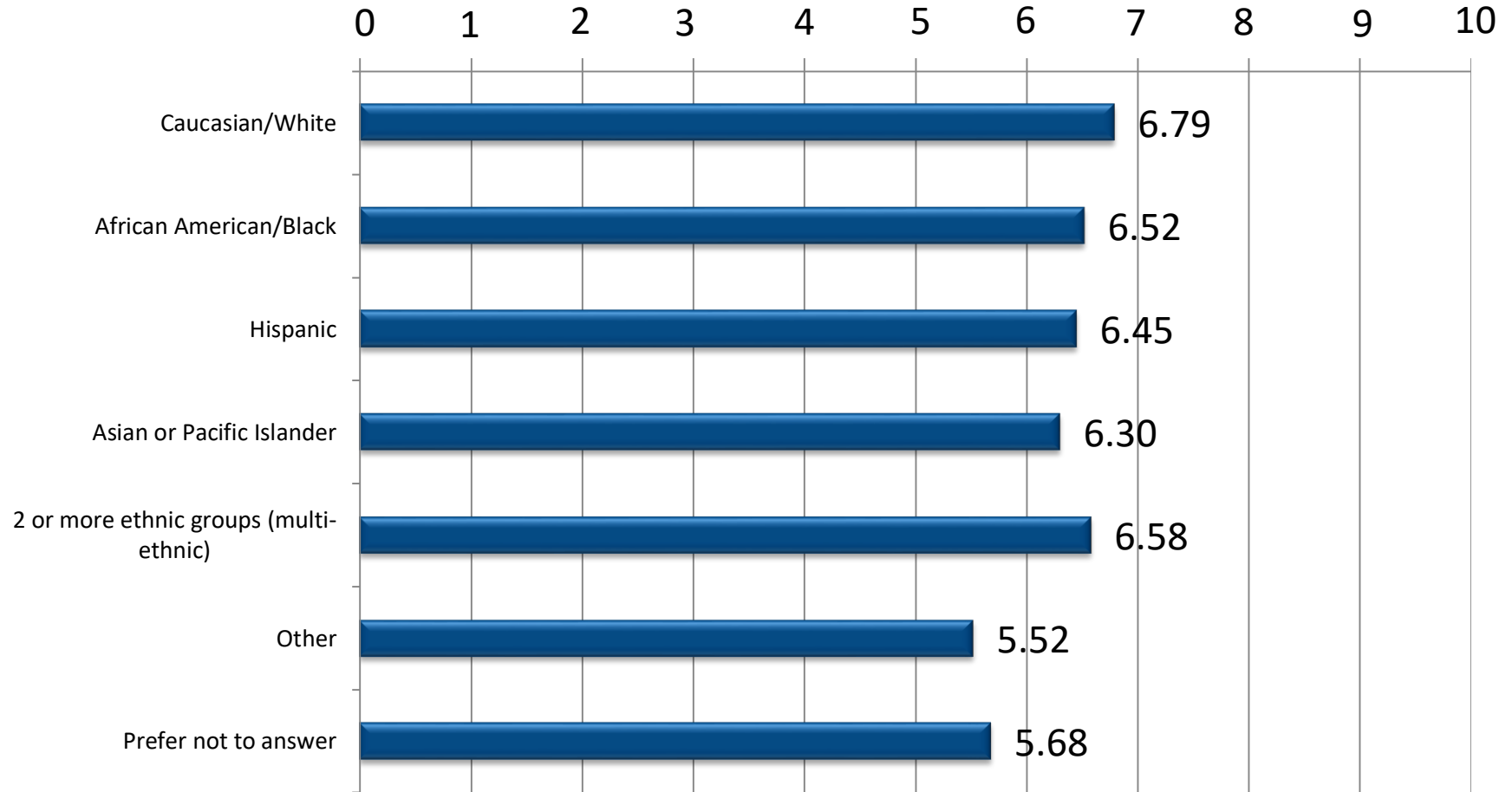
# On a scale from 0 to 10, with 0 being the lowest, how connected do you feel to UVA? By Donor Status



# On a scale from 0 to 10, with 0 being the lowest, how connected do you feel to UVA? By College



# On a scale from 0 to 10, with 0 being the lowest, how connected do you feel to UVA? By Ethnicity

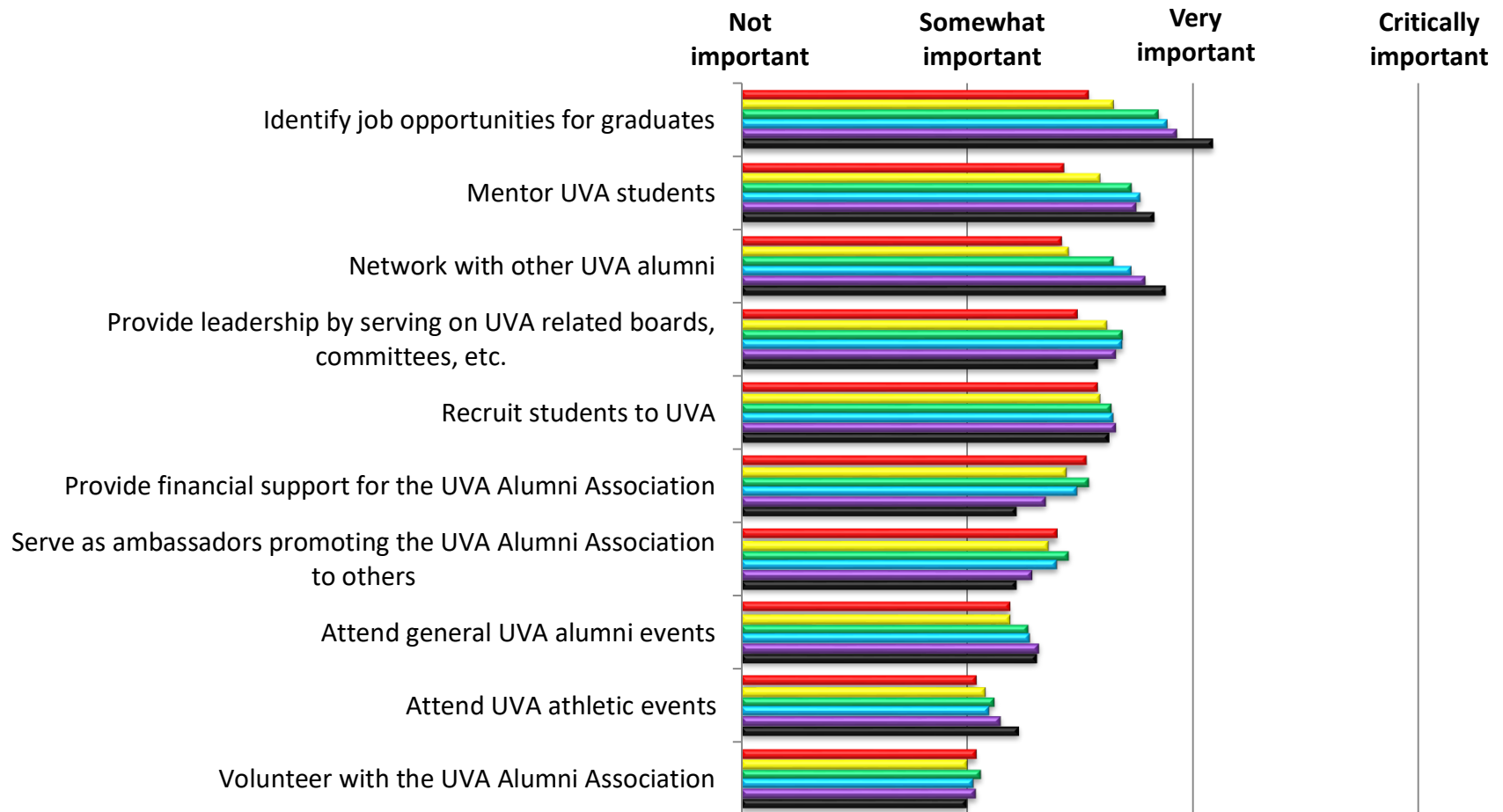


# Questions by section cut by demographics

# Alumni Programming

# How important is it for alumni in general to do the following?

*By Era*



■ Woodstock \ Vietnam

■ Post Watergate

■ Yuppie \ End of Cold War

■ Electronic Revolution \ Dot-Com

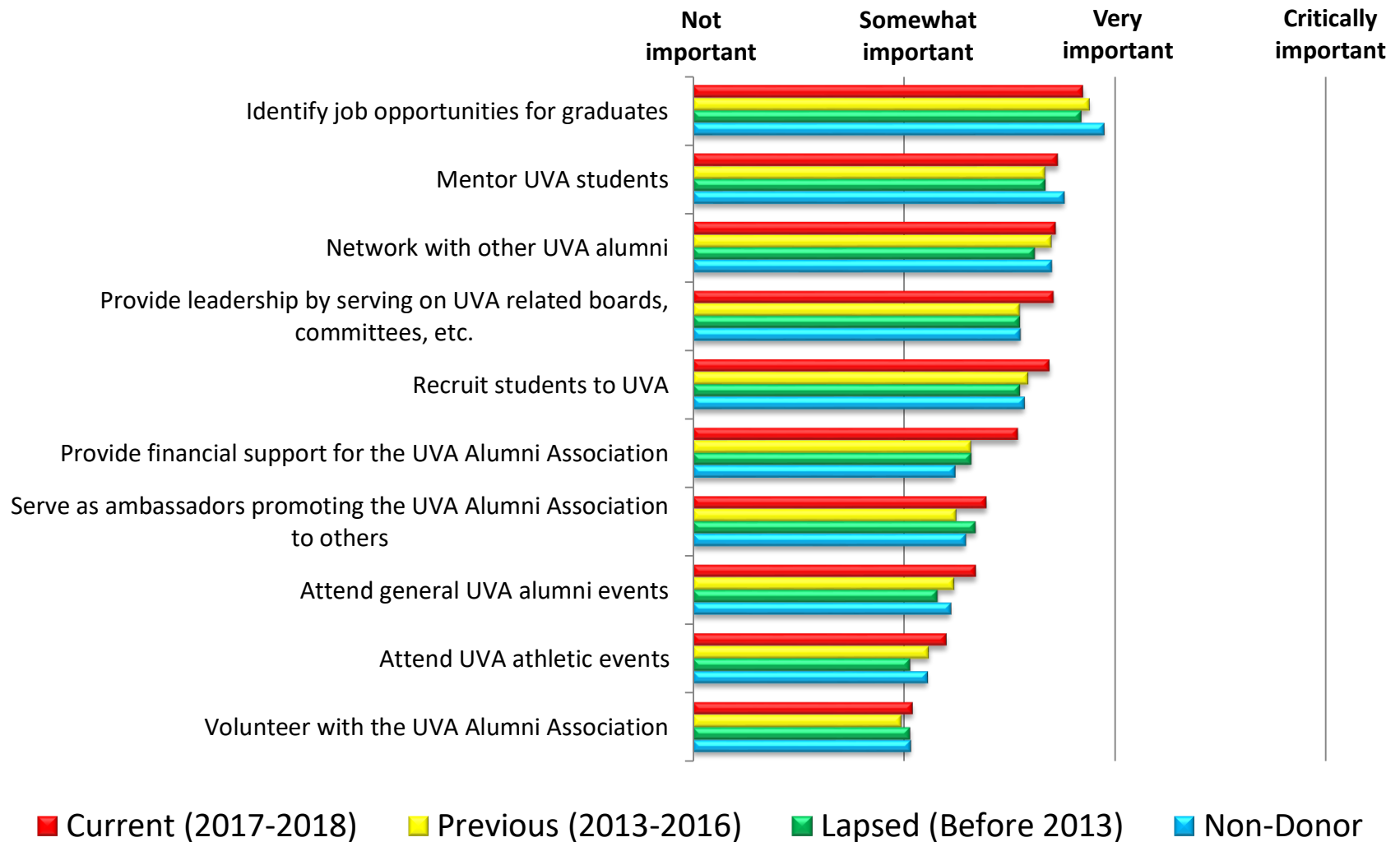
■ Post 9/11

■ Post Great Recession



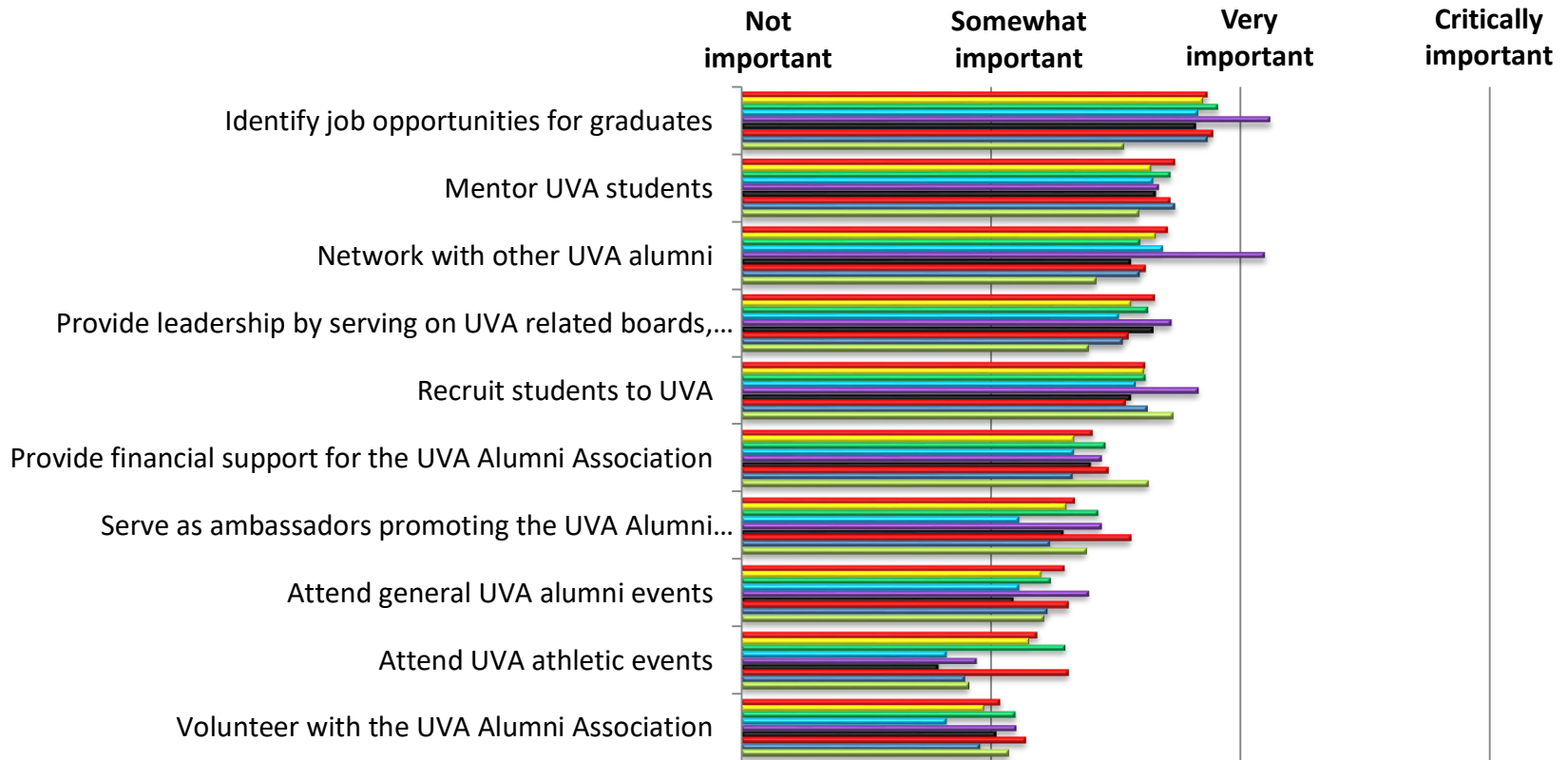
# How important is it for alumni in general to do the following?

## By Donor Status



# How important is it for alumni in general to do the following?

## By College



■ College of Arts & Sciences

■ School of Engineering and Applied Science

■ Curry School of Education

■ School of Law

■ Darden School of Business

■ Graduate School of Arts & Sciences

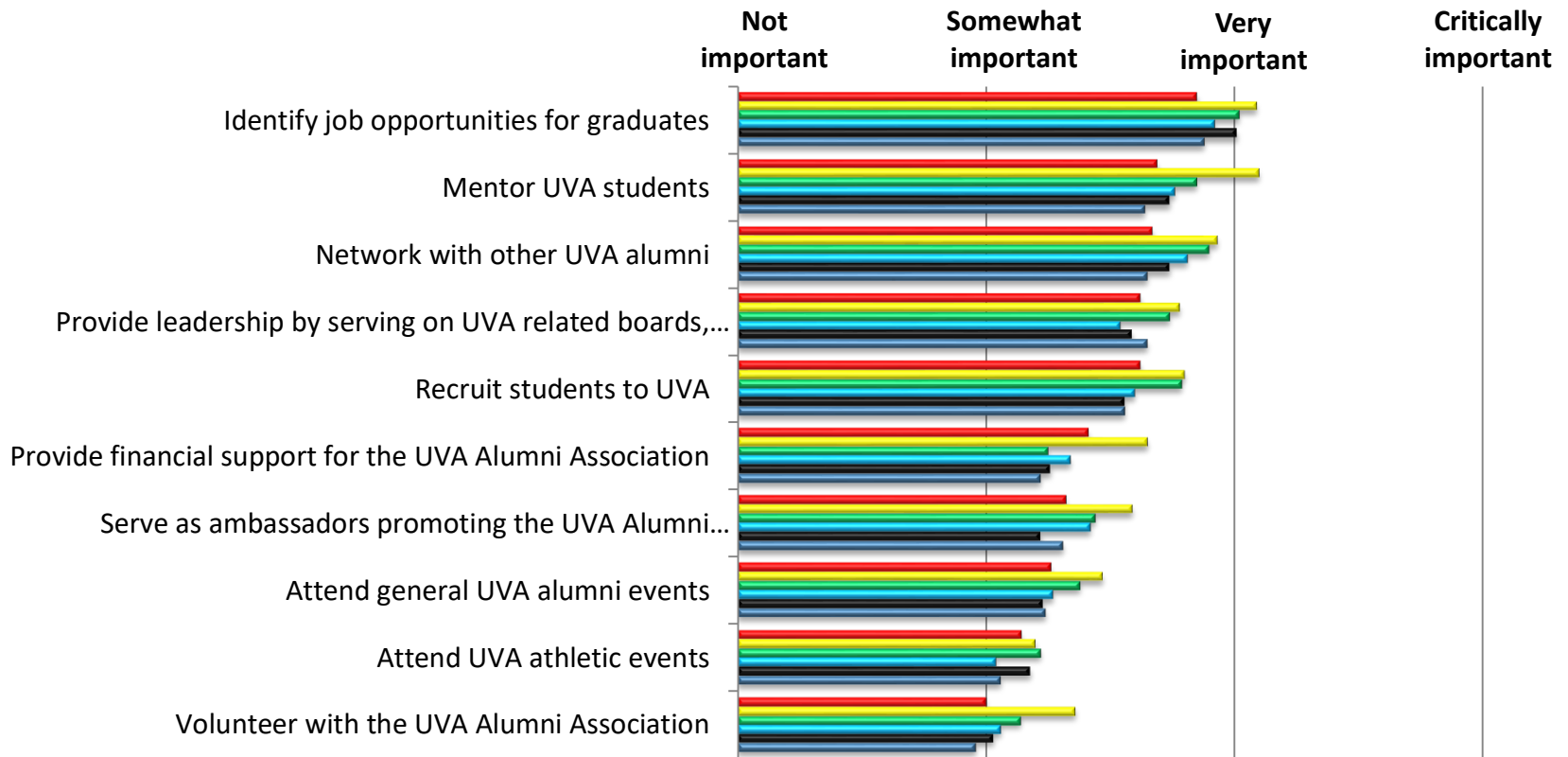
■ School of Nursing

■ School of Architecture

■ School of Medicine

# How important is it for alumni in general to do the following?

## By Ethnicity



■ Caucasian/White

■ African American/Black

■ Hispanic

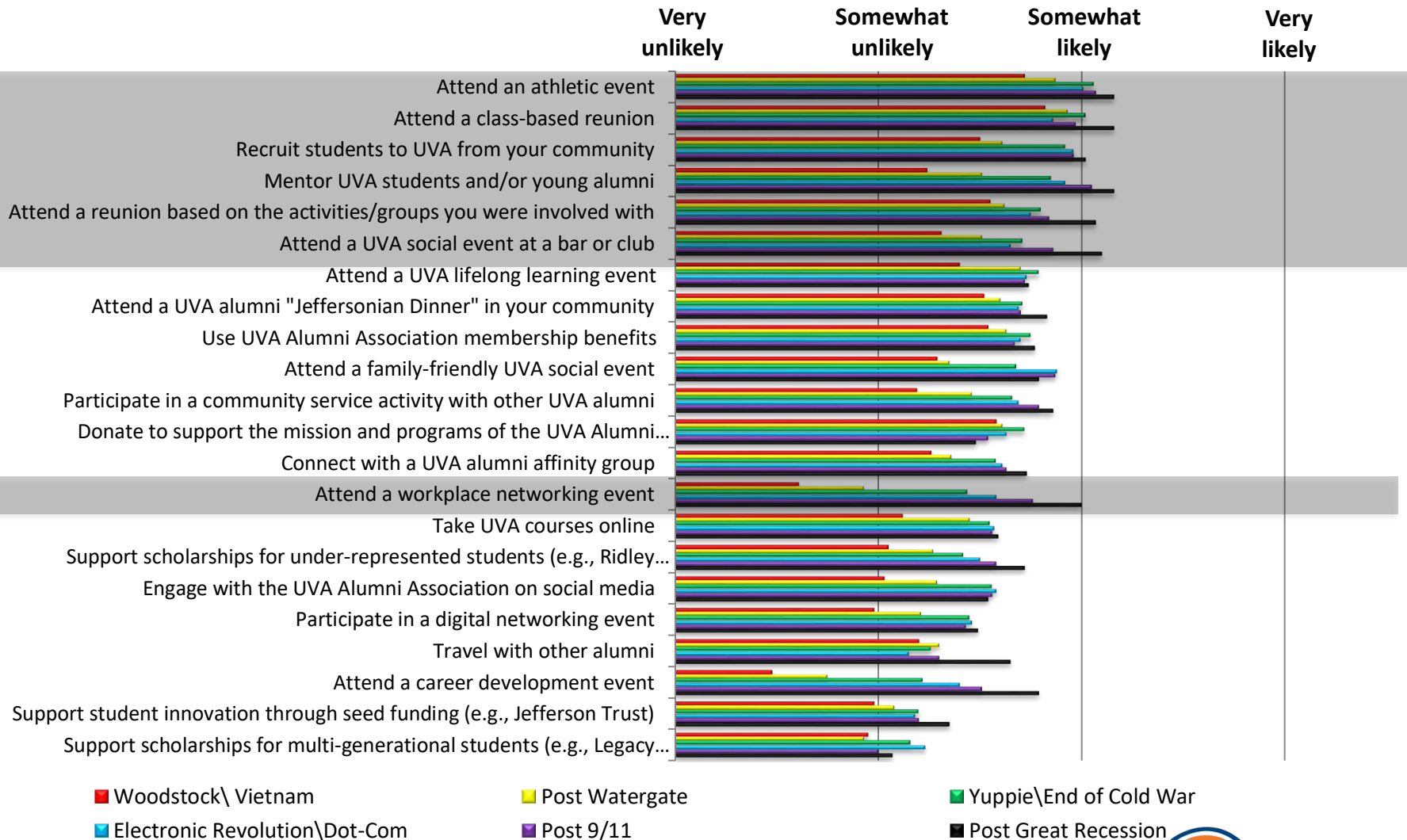
■ Asian or Pacific Islander

■ 2 or more ethnic groups (multi-ethnic)

■ Prefer not to answer

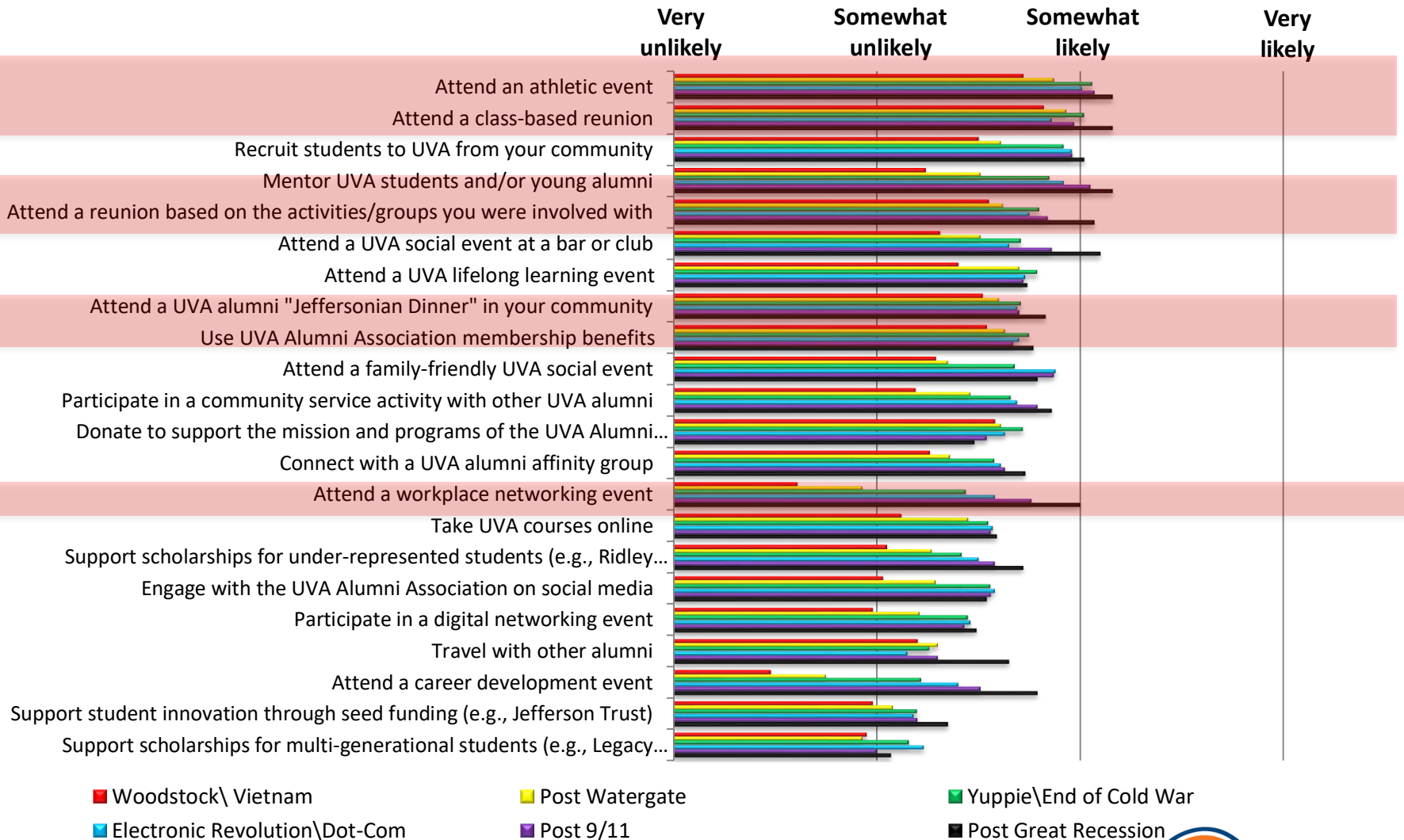
# How likely are you to participate in the following alumni programs and activities?

By Era



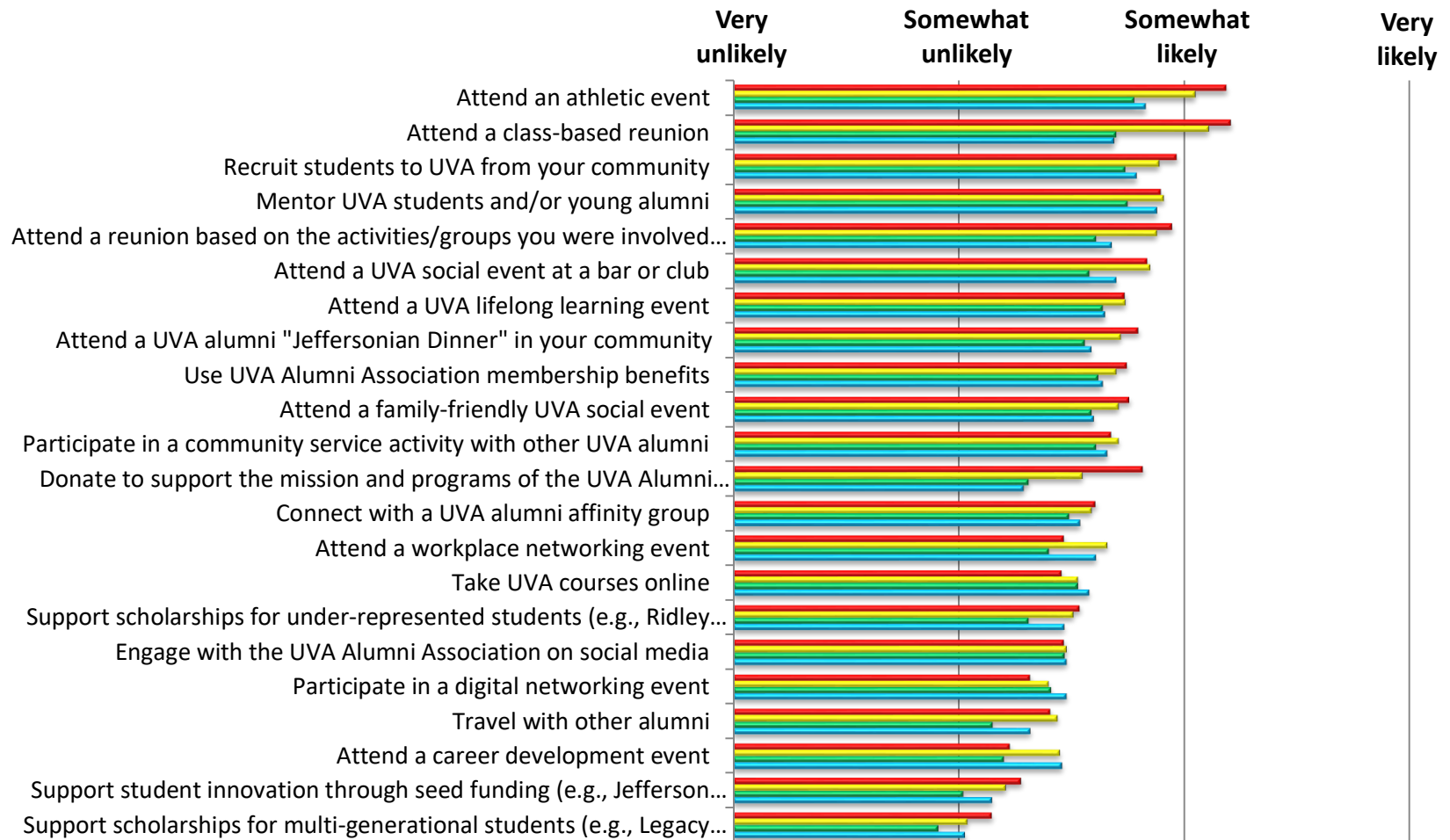
# How likely are you to participate in the following alumni programs and activities?

By Era



# How likely are you to participate in the following alumni programs and activities?

## By Donor Status

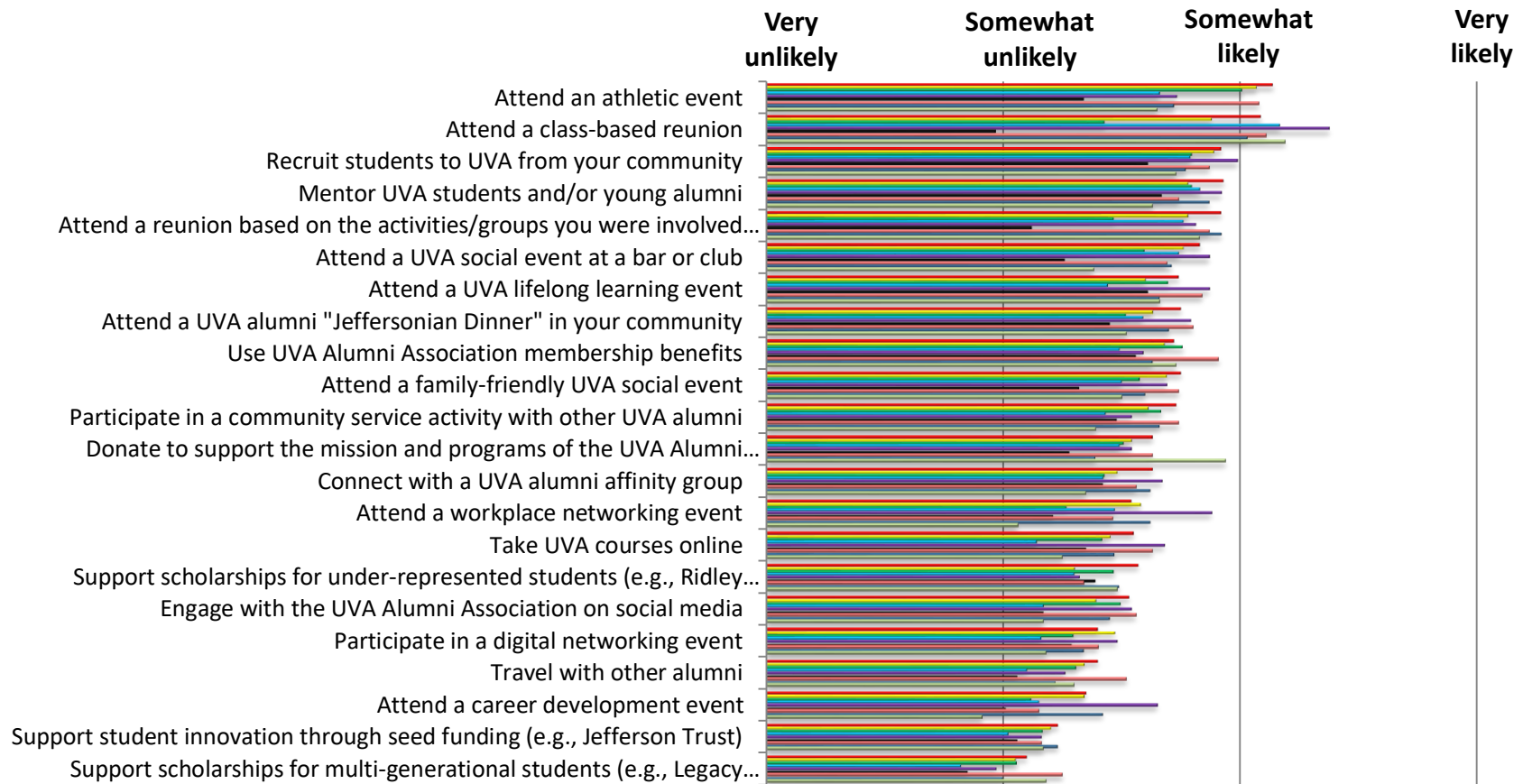


■ Current (2017-2018)    
 ■ Previous (2013-2016)    
 ■ Lapsed (Before 2013)    
 ■ Non-Donor



# How likely are you to participate in the following alumni programs and activities?

## By College



■ College of Arts & Sciences

■ School of Engineering and Applied Science

■ Curry School of Education

■ School of Law

■ Darden School of Business

■ Graduate School of Arts & Sciences

■ School of Nursing

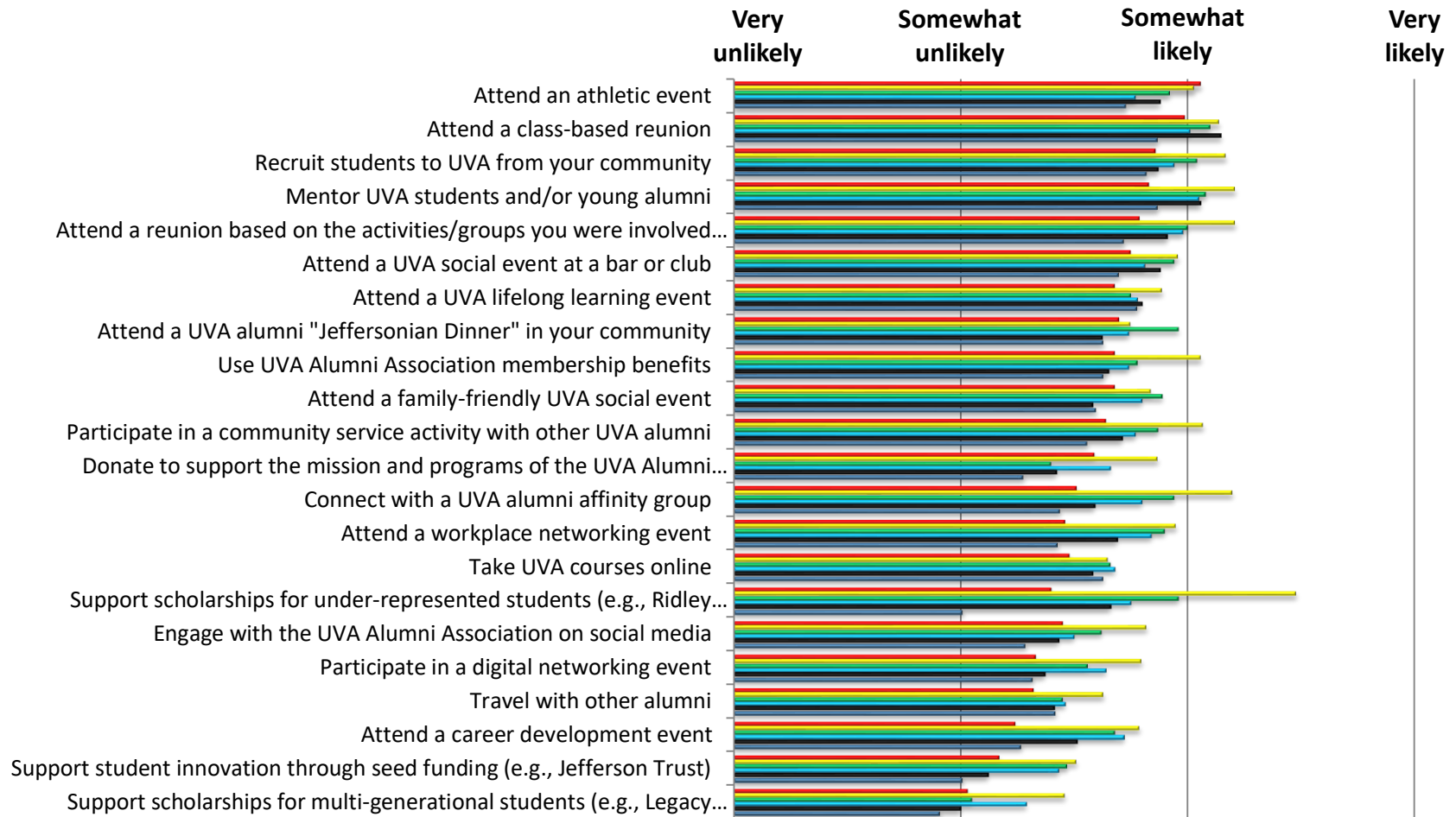
■ School of Architecture

■ School of Medicine



# How likely are you to participate in the following alumni programs and activities?

## By Ethnicity



■ Caucasian/White

■ African American/Black

■ Hispanic

■ Asian or Pacific Islander

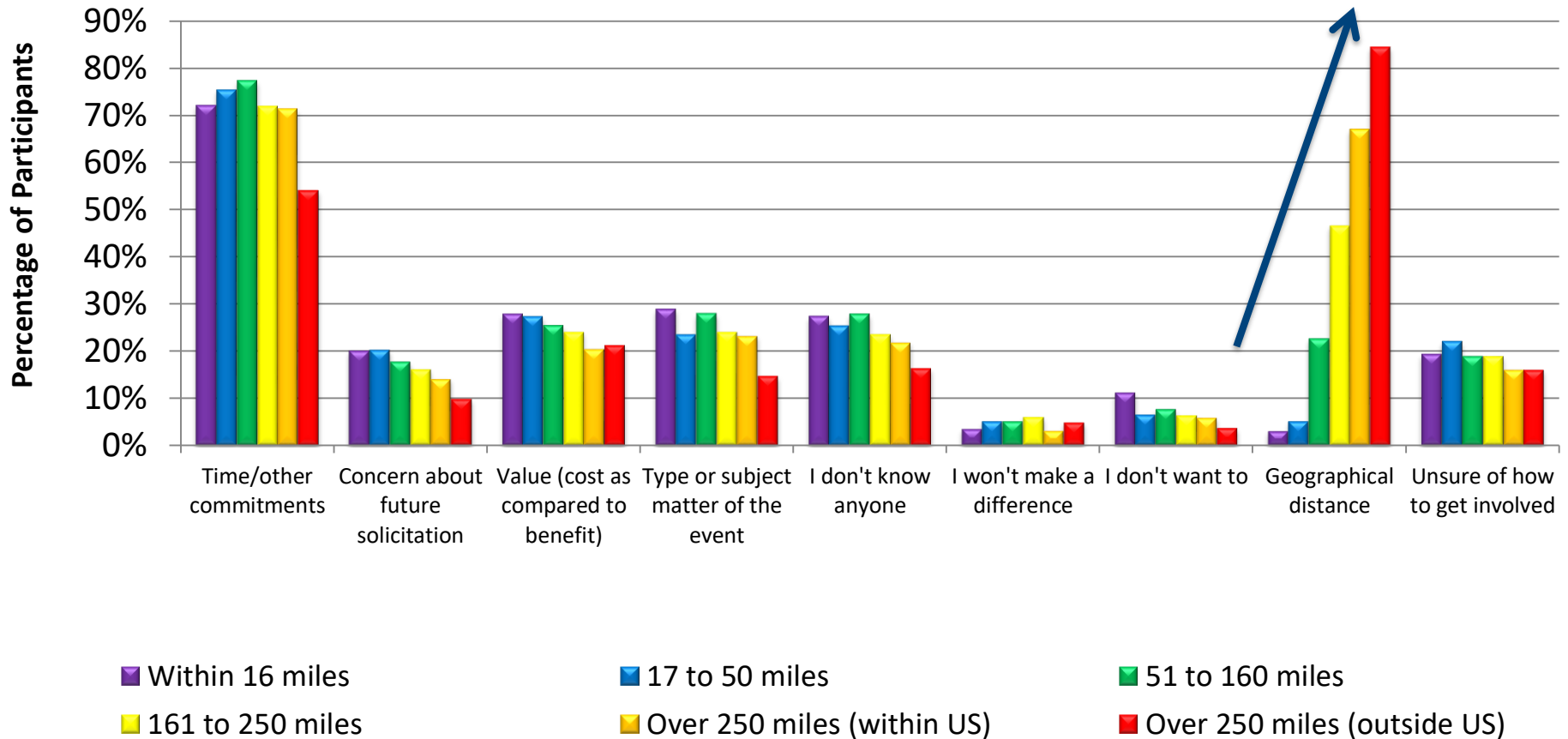
■ 2 or more ethnic groups (multi-ethnic)

■ Prefer not to answer



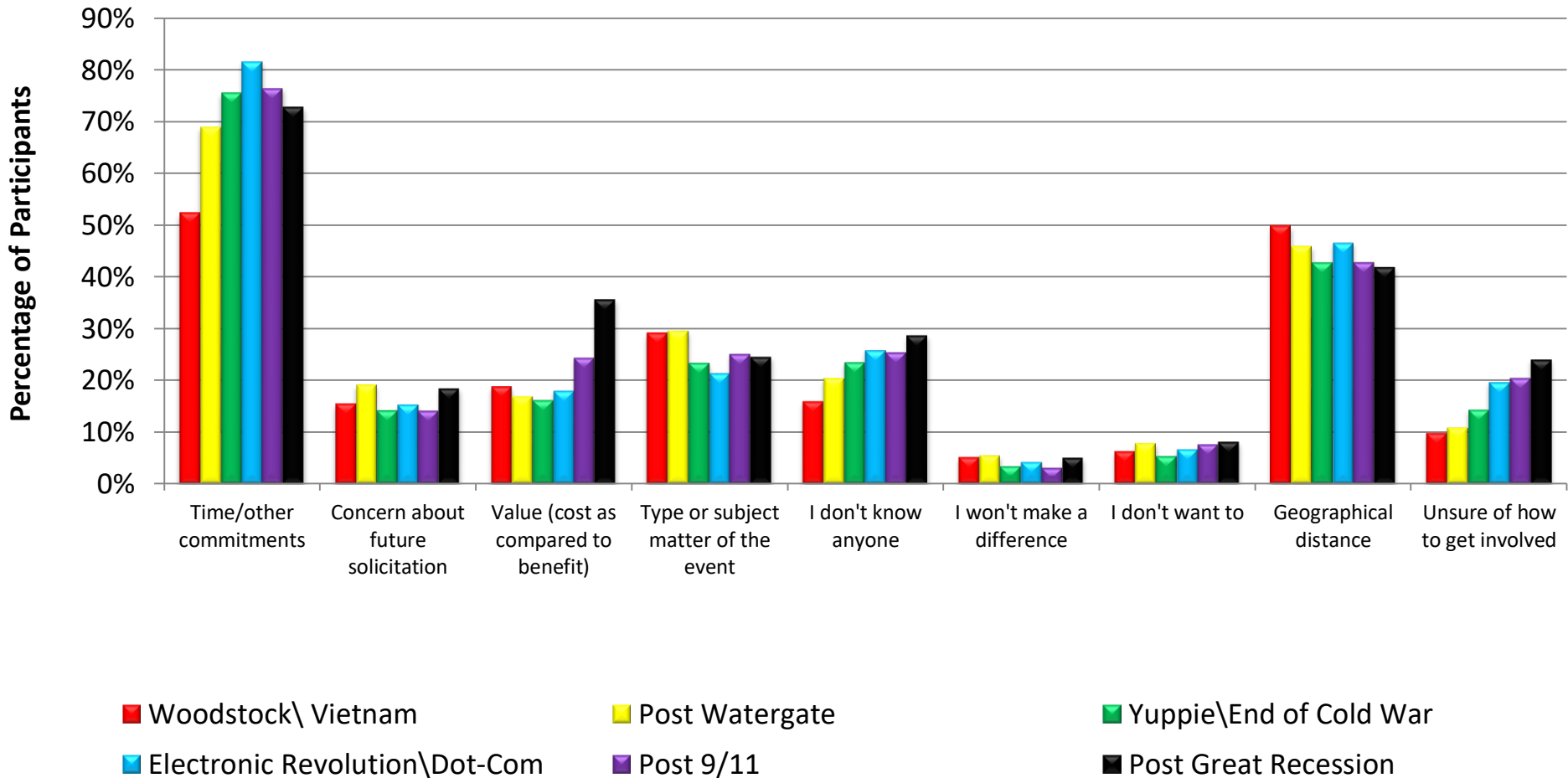
# What are barriers to your participation in UVA alumni activities? (Check all that apply.)

## *By Distance*



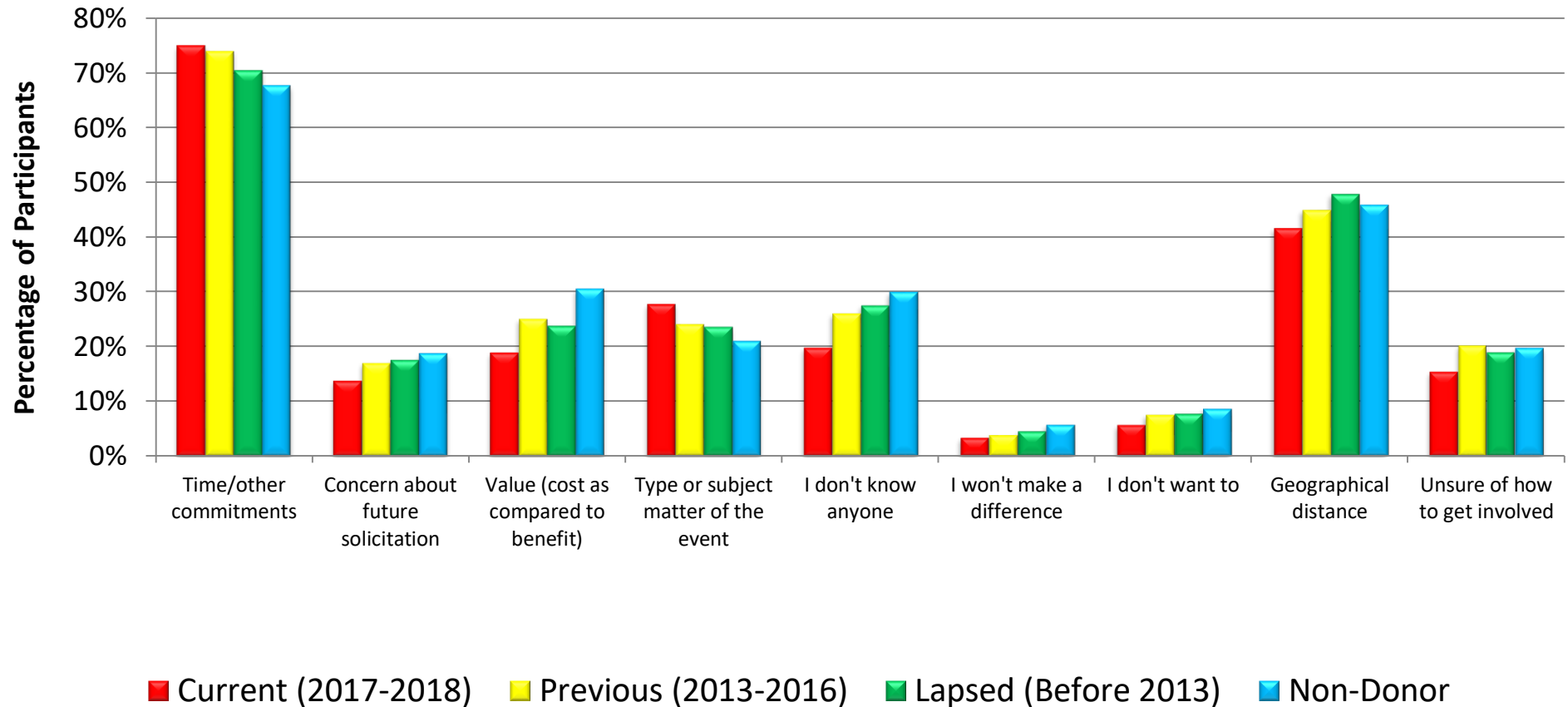
# What are barriers to your participation in UVA alumni activities? (Check all that apply.)

By Era



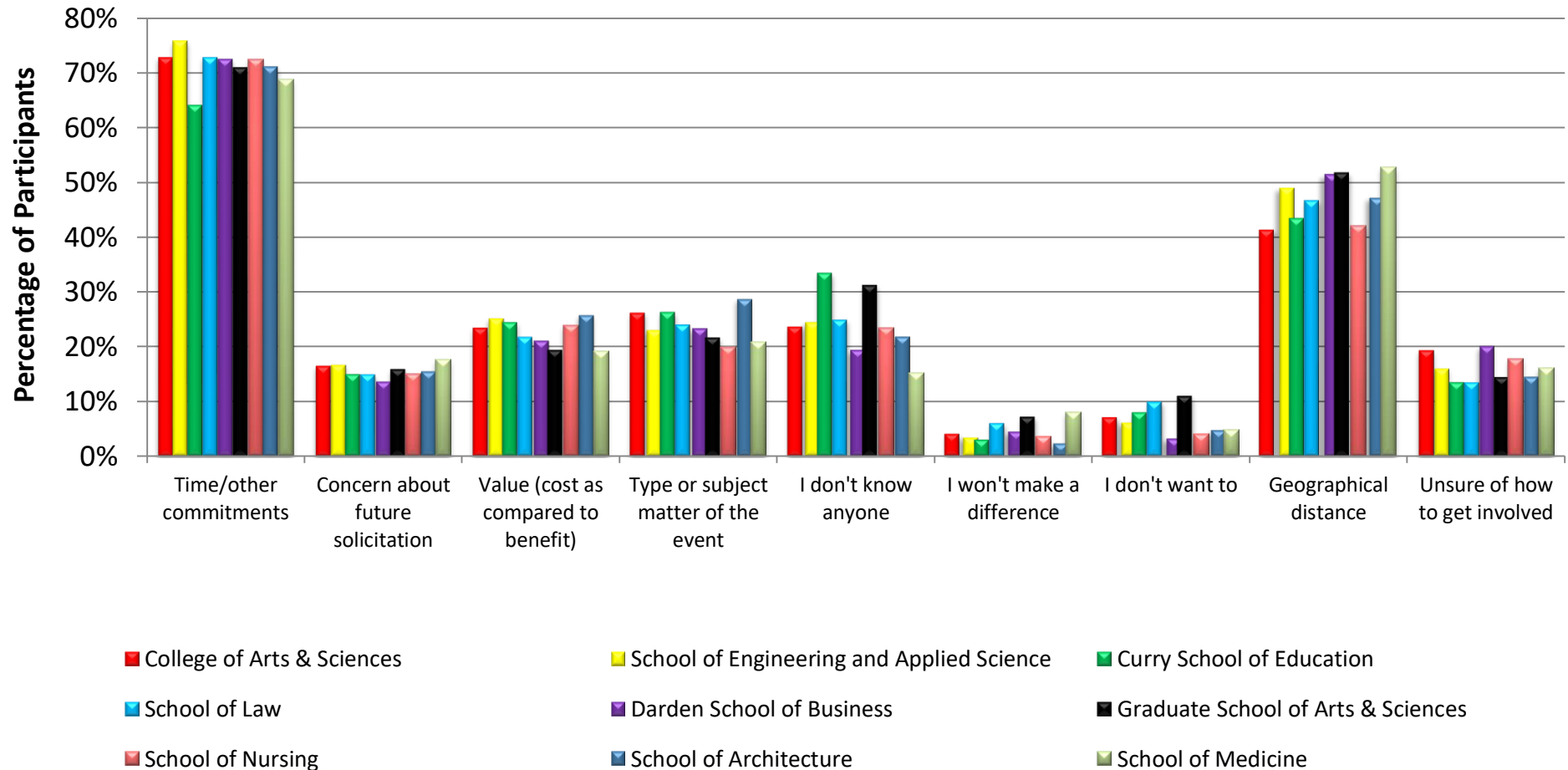
# What are barriers to your participation in UVA alumni activities? (Check all that apply.)

## By Donor Status

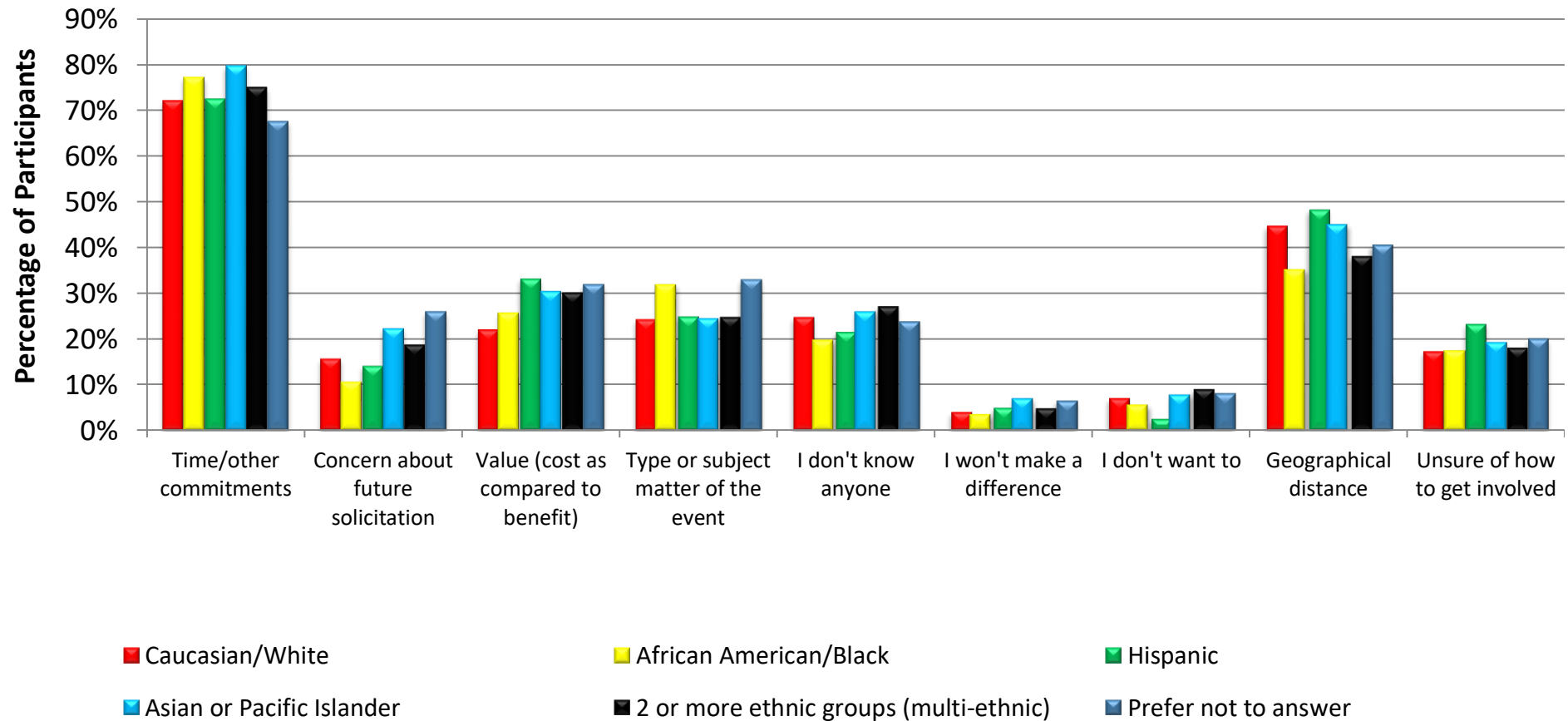


# What are barriers to your participation in UVA alumni activities? (Check all that apply.)

## By College

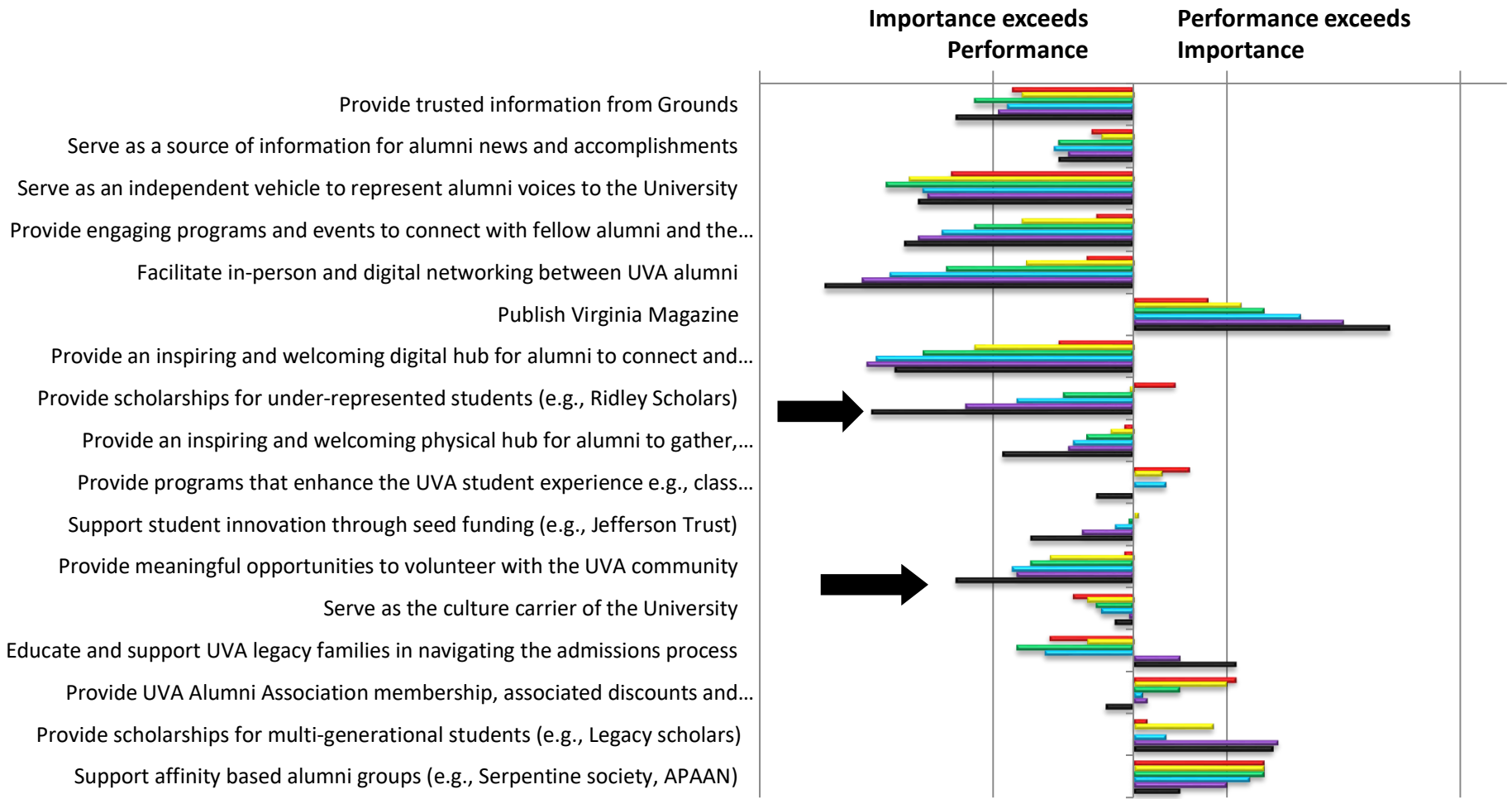


# What are barriers to your participation in UVA alumni activities? (Check all that apply.) By Ethnicity



# How important is it for the UVA Alumni Association to do the following and how well does the UVA Alumni Association perform?

Gap Analysis By Era



■ Woodstock\ Vietnam

■ Post Watergate

■ Yuppie\End of Cold War

■ Electronic Revolution\Dot-Com

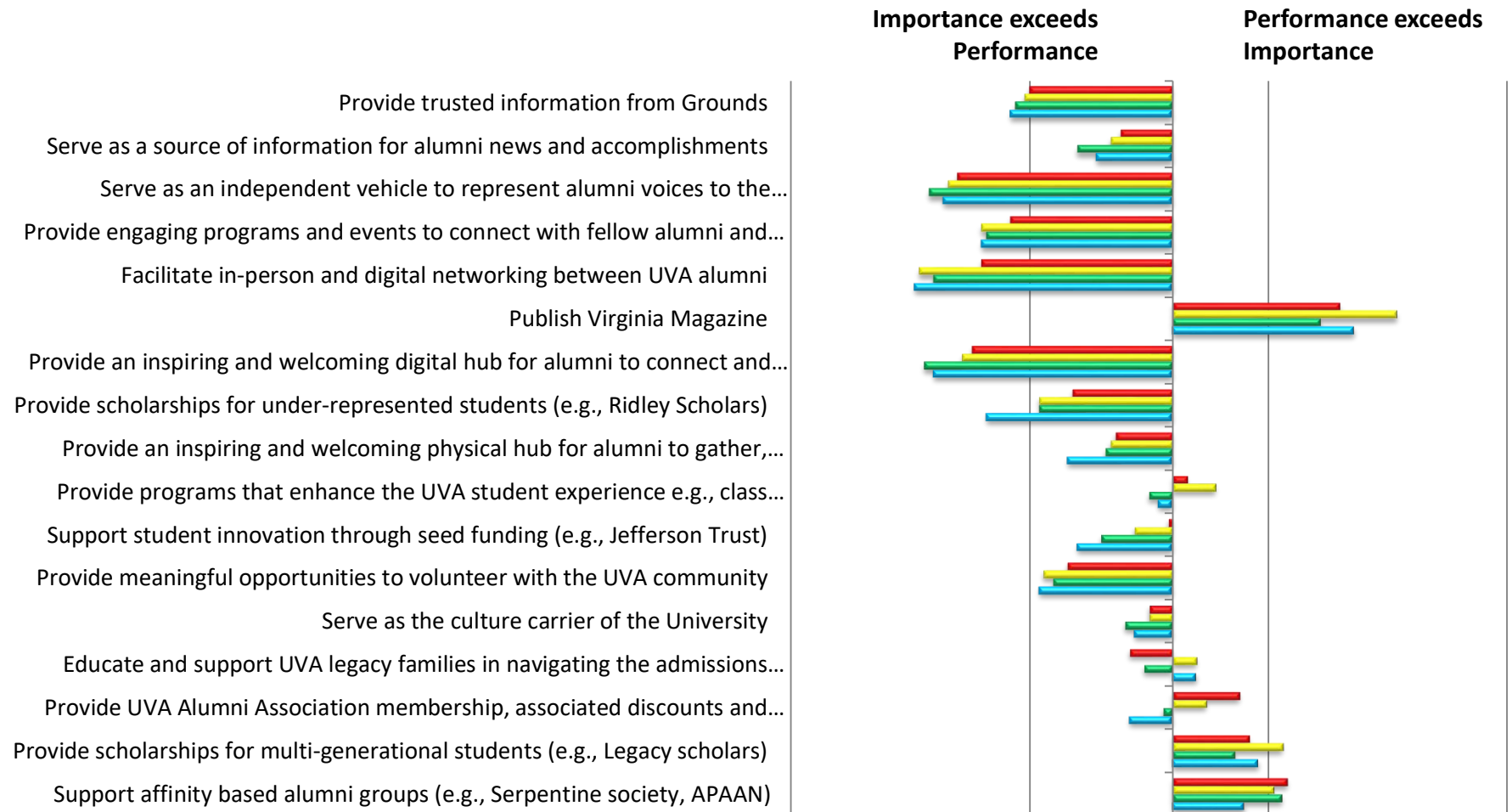
■ Post 9/11

■ Post Great Recession



# How important is it for the UVA Alumni Association to do the following and how well does the UVA Alumni Association perform?

Gap Analysis By Donor Status



■ Current (2017-2018)

■ Previous (2013-2016)

■ Lapsed (Before 2013)

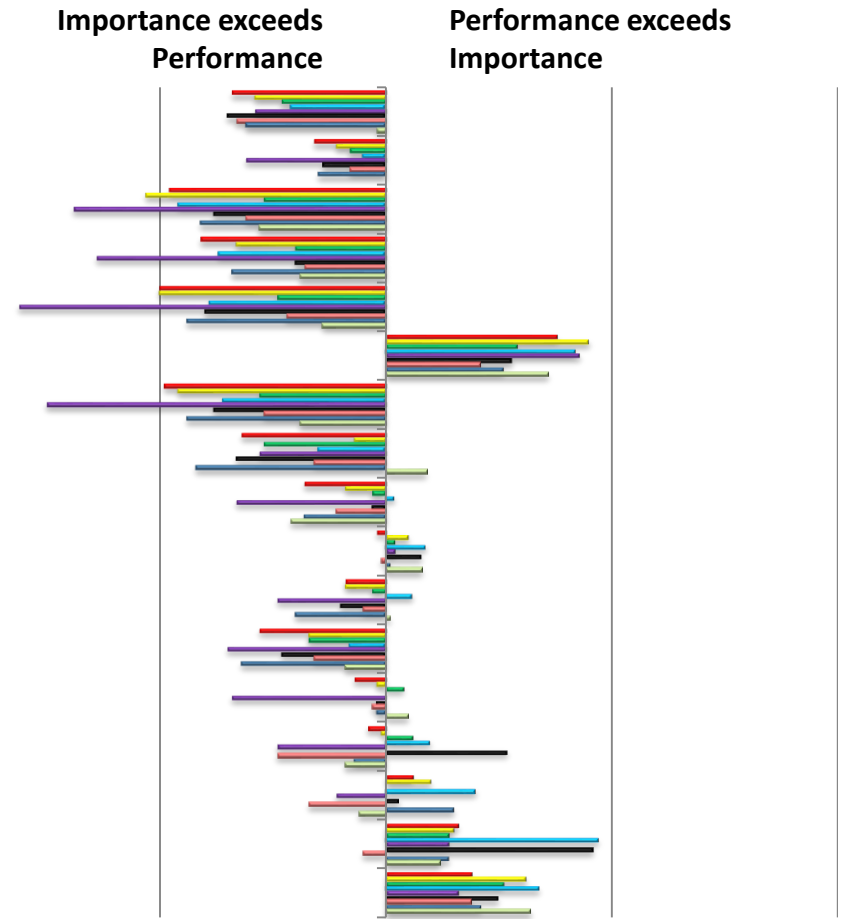
■ Non-Donor



# How important is it for the UVA Alumni Association to do the following and how well does the UVA Alumni Association perform?

## Gap Analysis By College

- Provide trusted information from Grounds
- Serve as a source of information for alumni news and accomplishments
- Serve as an independent vehicle to represent alumni voices to the University
- Provide engaging programs and events to connect with fellow alumni and the...
- Facilitate in-person and digital networking between UVA alumni
- Publish Virginia Magazine
- Provide an inspiring and welcoming digital hub for alumni to connect and...
- Provide scholarships for under-represented students (e.g., Ridley Scholars)
- Provide an inspiring and welcoming physical hub for alumni to gather,...
- Provide programs that enhance the UVA student experience e.g., class...
- Support student innovation through seed funding (e.g., Jefferson Trust)
- Provide meaningful opportunities to volunteer with the UVA community
- Serve as the culture carrier of the University
- Educate and support UVA legacy families in navigating the admissions process
- Provide UVA Alumni Association membership, associated discounts and...
- Provide scholarships for multi-generational students (e.g., Legacy scholars)
- Support affinity based alumni groups (e.g., Serpentine society, APAAN)



■ College of Arts & Sciences

■ School of Engineering and Applied Science

■ Curry School of Education

■ School of Law

■ Darden School of Business

■ Graduate School of Arts & Sciences

■ School of Nursing

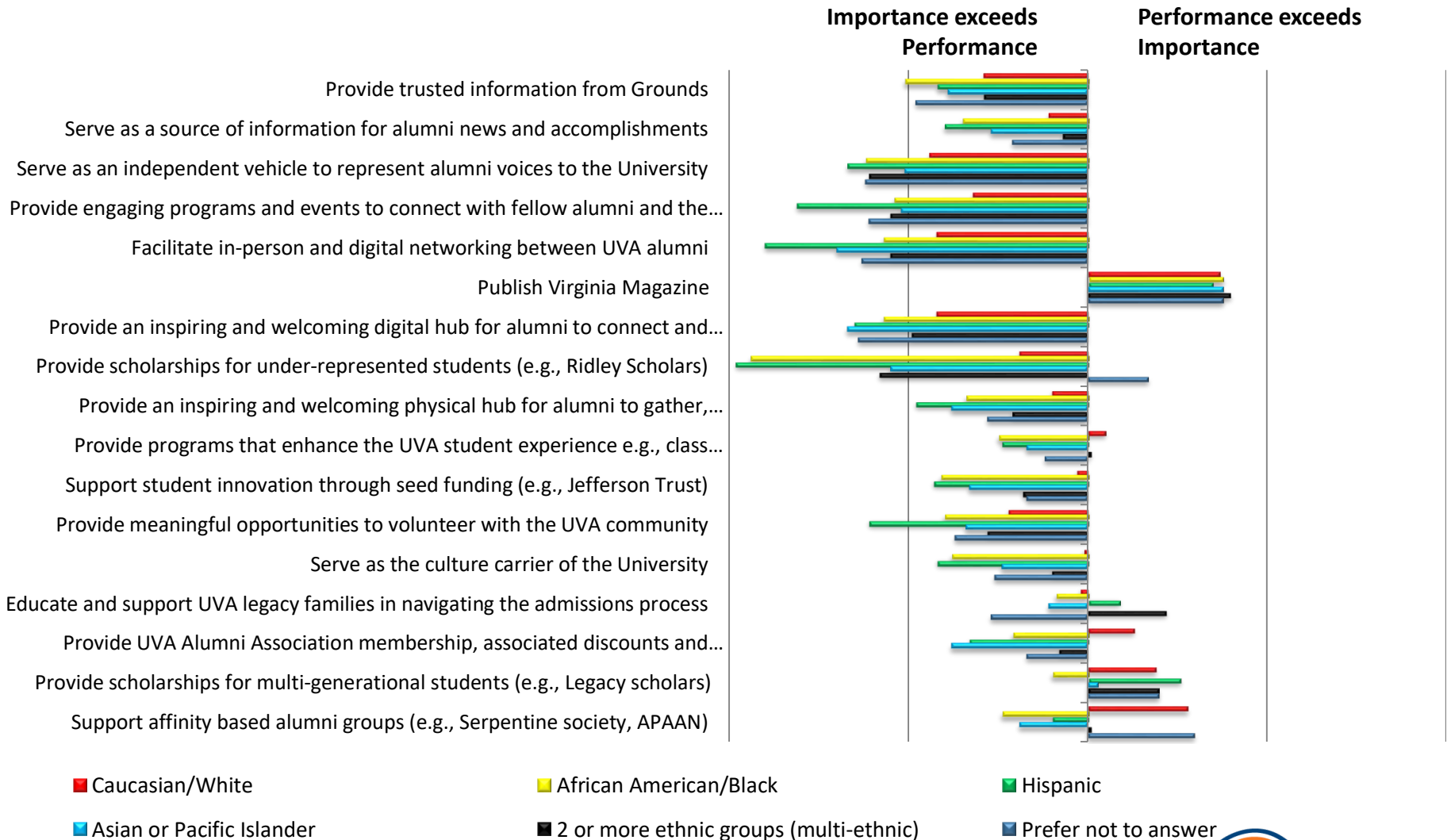
■ School of Architecture

■ School of Medicine



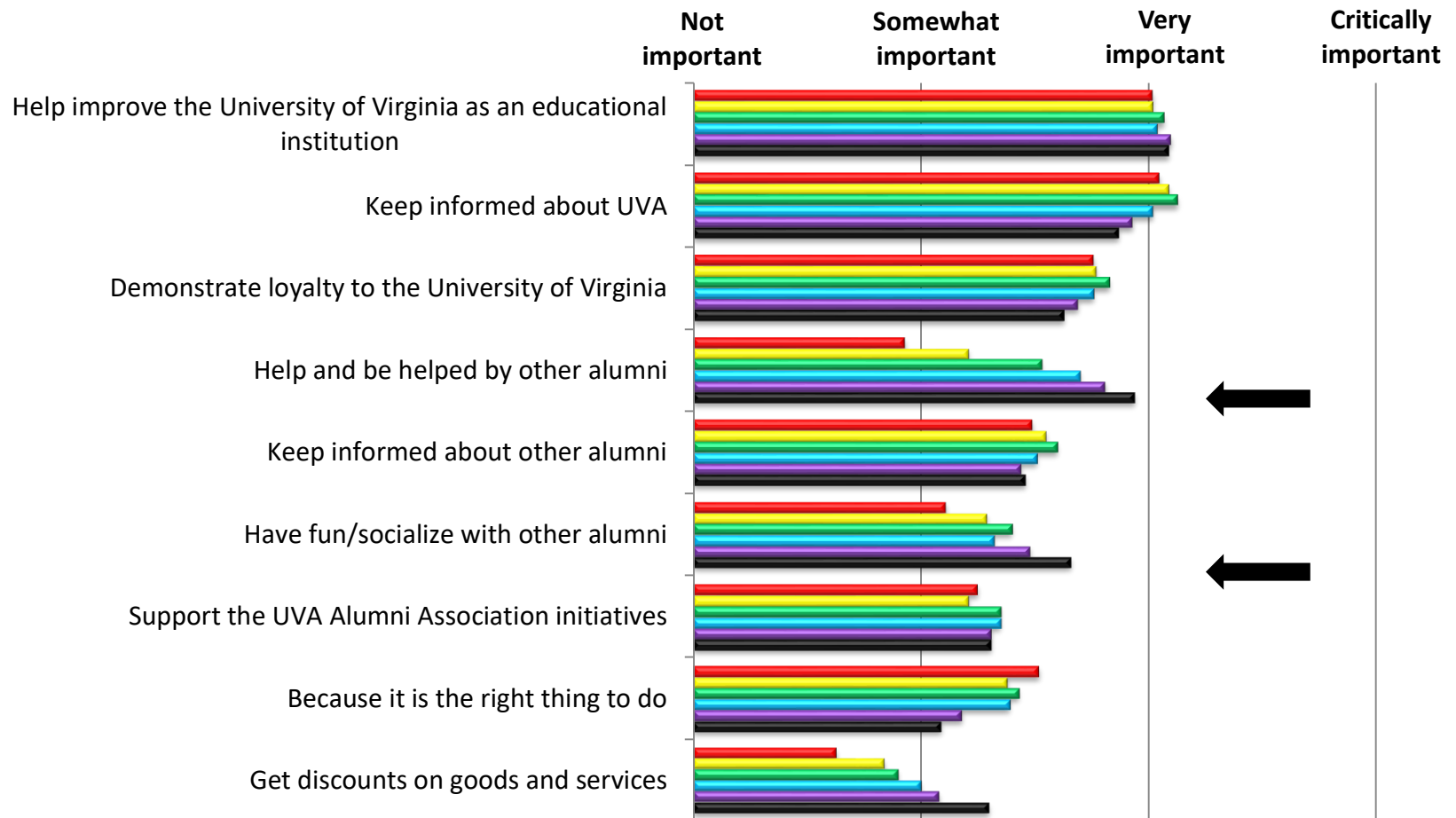
# How important is it for the UVA Alumni Association to do the following and how well does the UVA Alumni Association perform?

## Gap Analysis By Ethnicity



# The UVA Alumni Association is a membership based organization. How important are each of the following to you as a reason to become a member of the UVA Alumni Association?

*By Era*



■ Woodstock \ Vietnam

■ Post Watergate

■ Yuppie \ End of Cold War

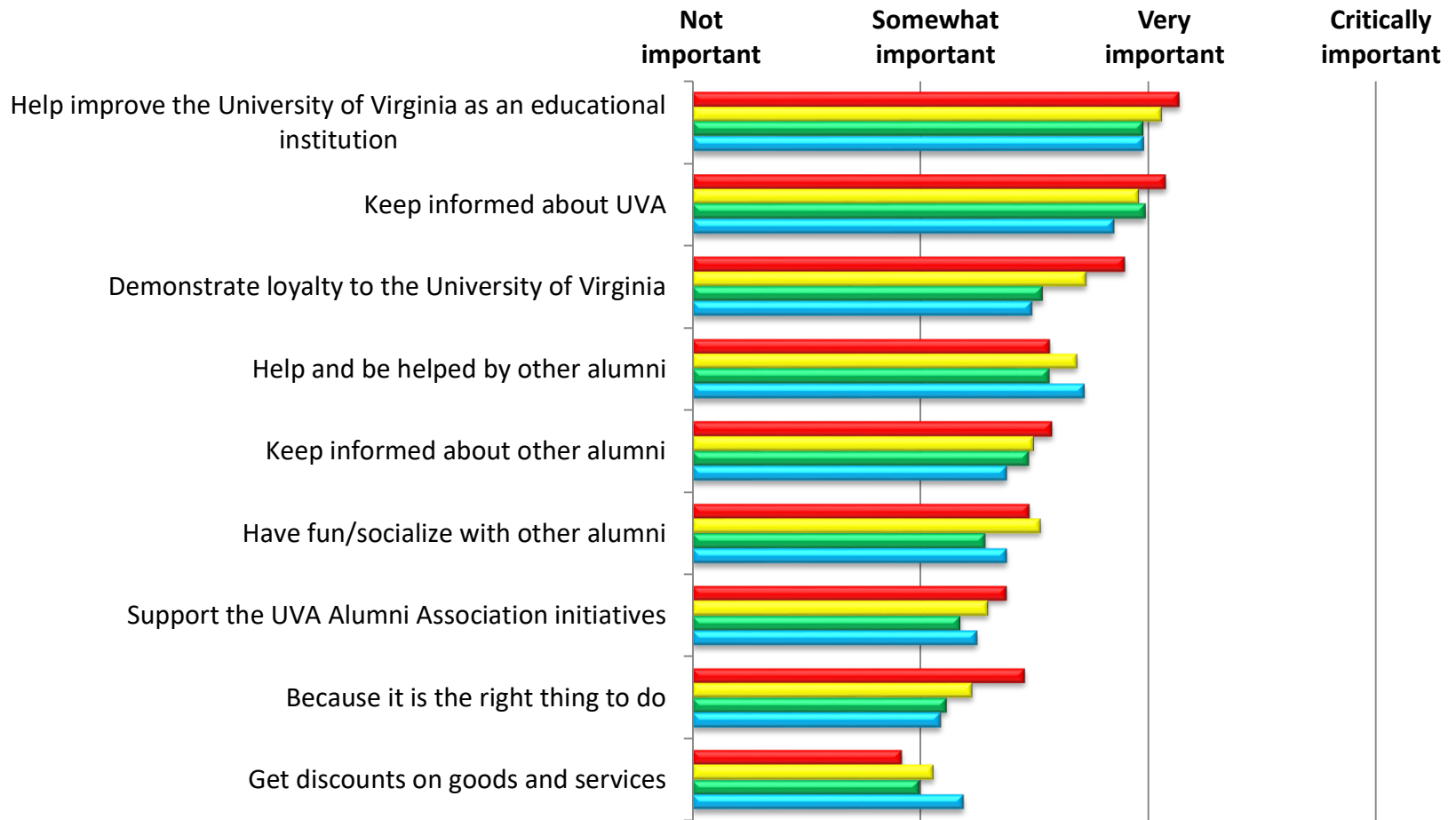
■ Electronic Revolution \ Dot-Com

■ Post 9/11

■ Post Great Recession



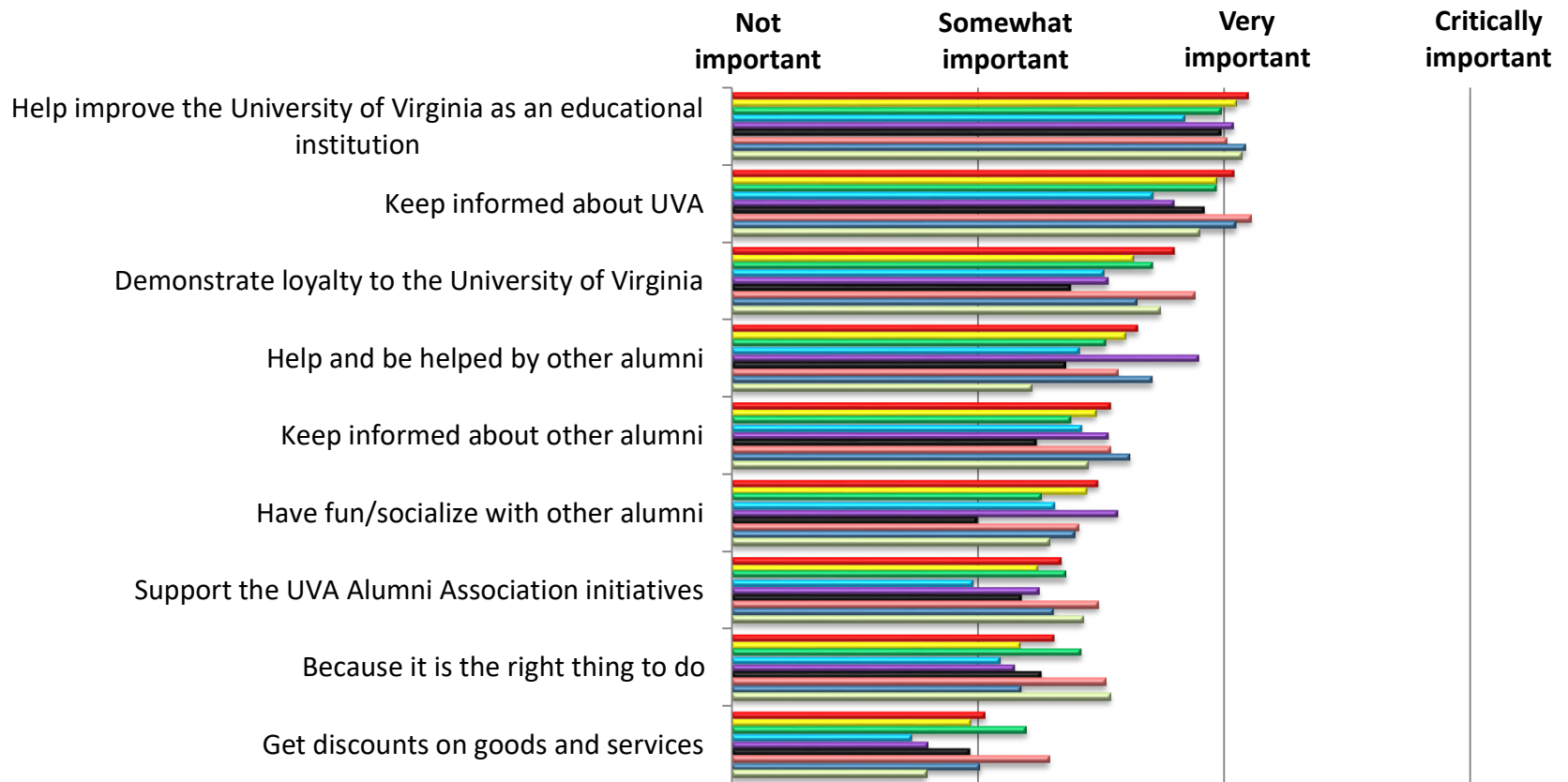
The UVA Alumni Association is a membership based organization. How important are each of the following to you as a reason to become a member of the UVA Alumni Association?  
*By Donor Status*



■ Current (2017-2018)   
 ■ Previous (2013-2016)   
 ■ Lapsed (Before 2013)   
 ■ Non-Donor



# The UVA Alumni Association is a membership based organization. How important are each of the following to you as a reason to become a member of the UVA Alumni Association? By College



■ College of Arts & Sciences

■ School of Engineering and Applied Science

■ Curry School of Education

■ School of Law

■ Darden School of Business

■ Graduate School of Arts & Sciences

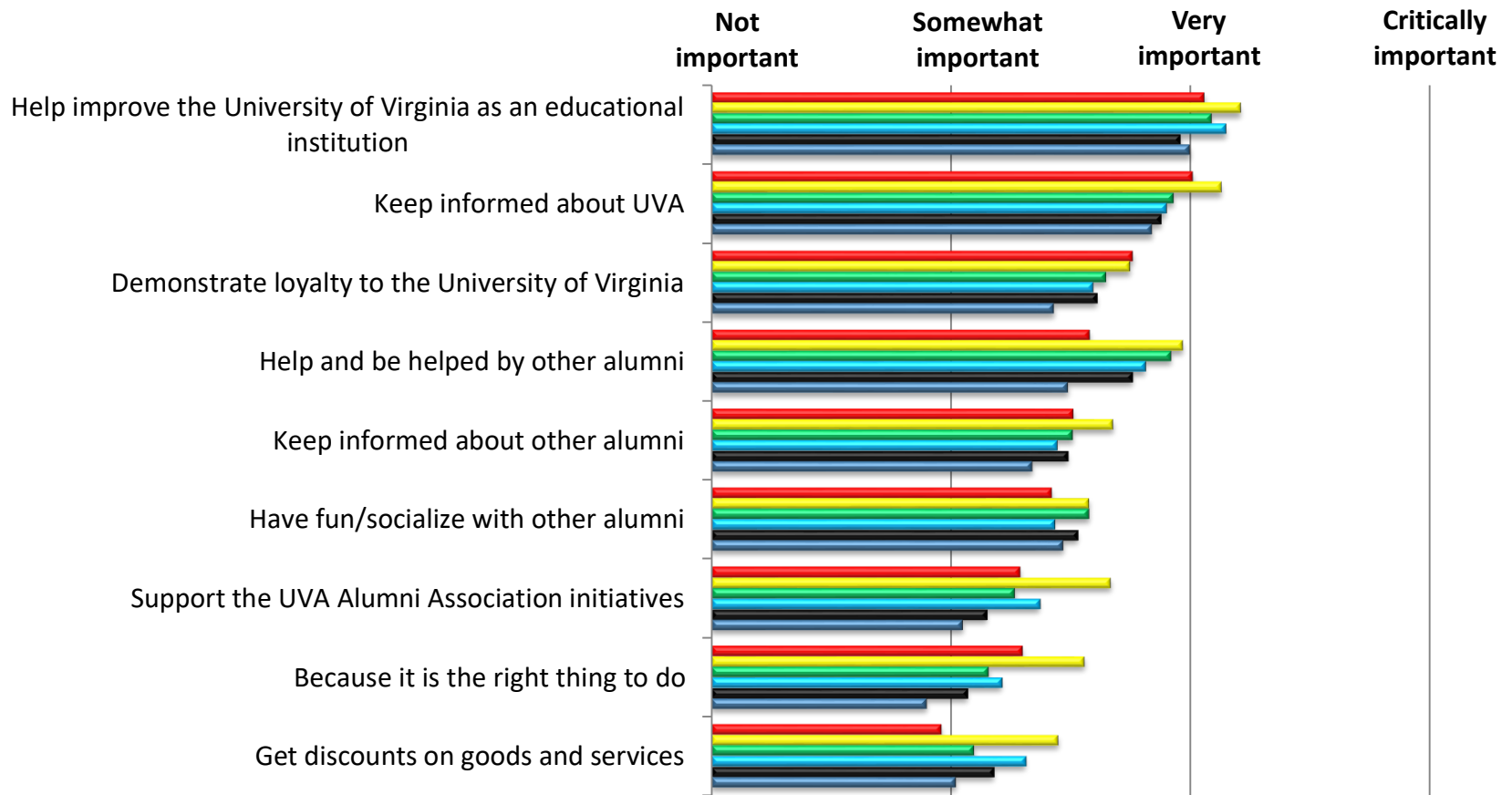
■ School of Nursing

■ School of Architecture

■ School of Medicine



# The UVA Alumni Association is a membership based organization. How important are each of the following to you as a reason to become a member of the UVA Alumni Association? *By Ethnicity*



■ Caucasian/White

■ African American/Black

■ Hispanic

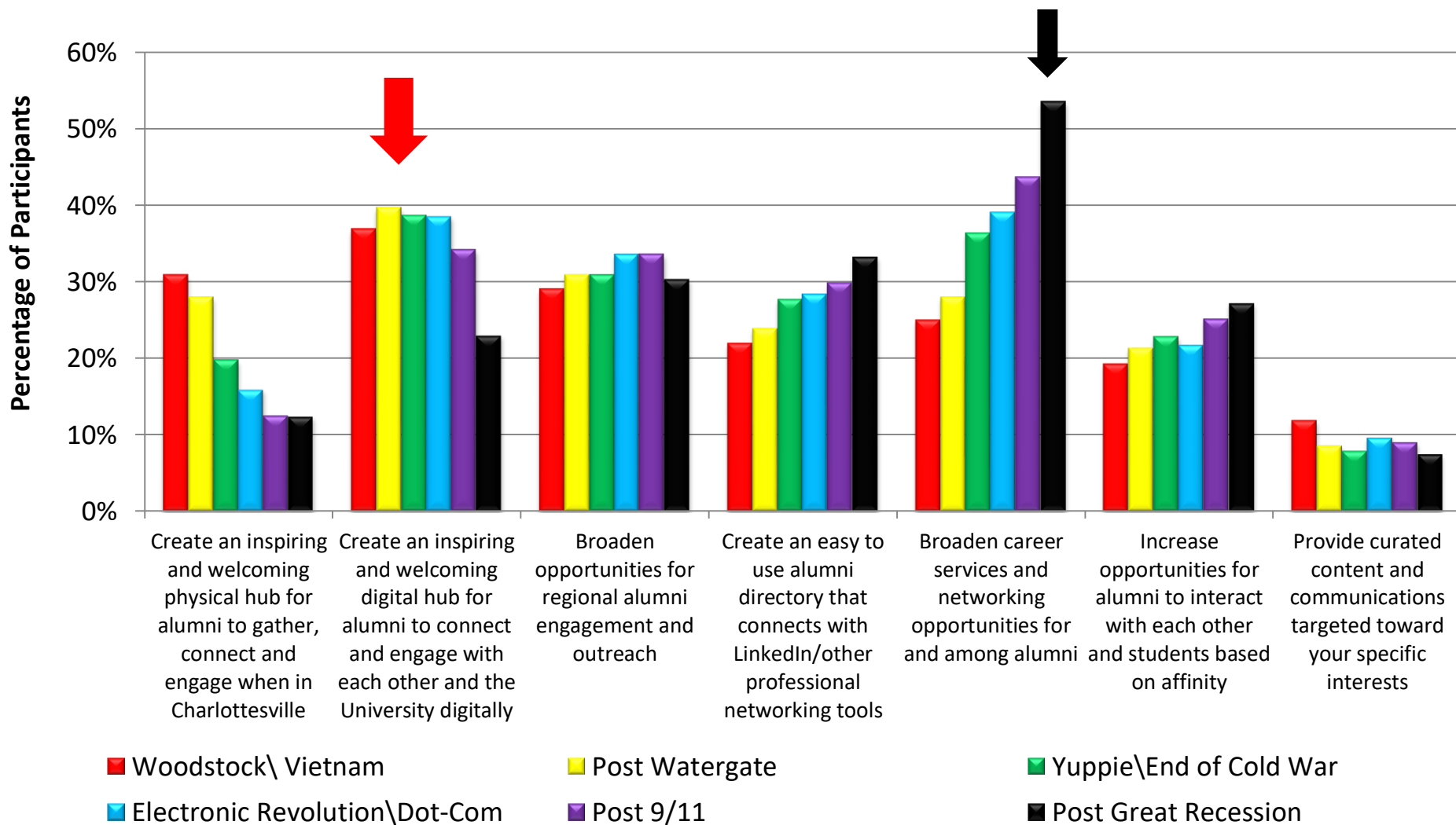
■ Asian or Pacific Islander

■ 2 or more ethnic groups (multi-ethnic)

■ Prefer not to answer

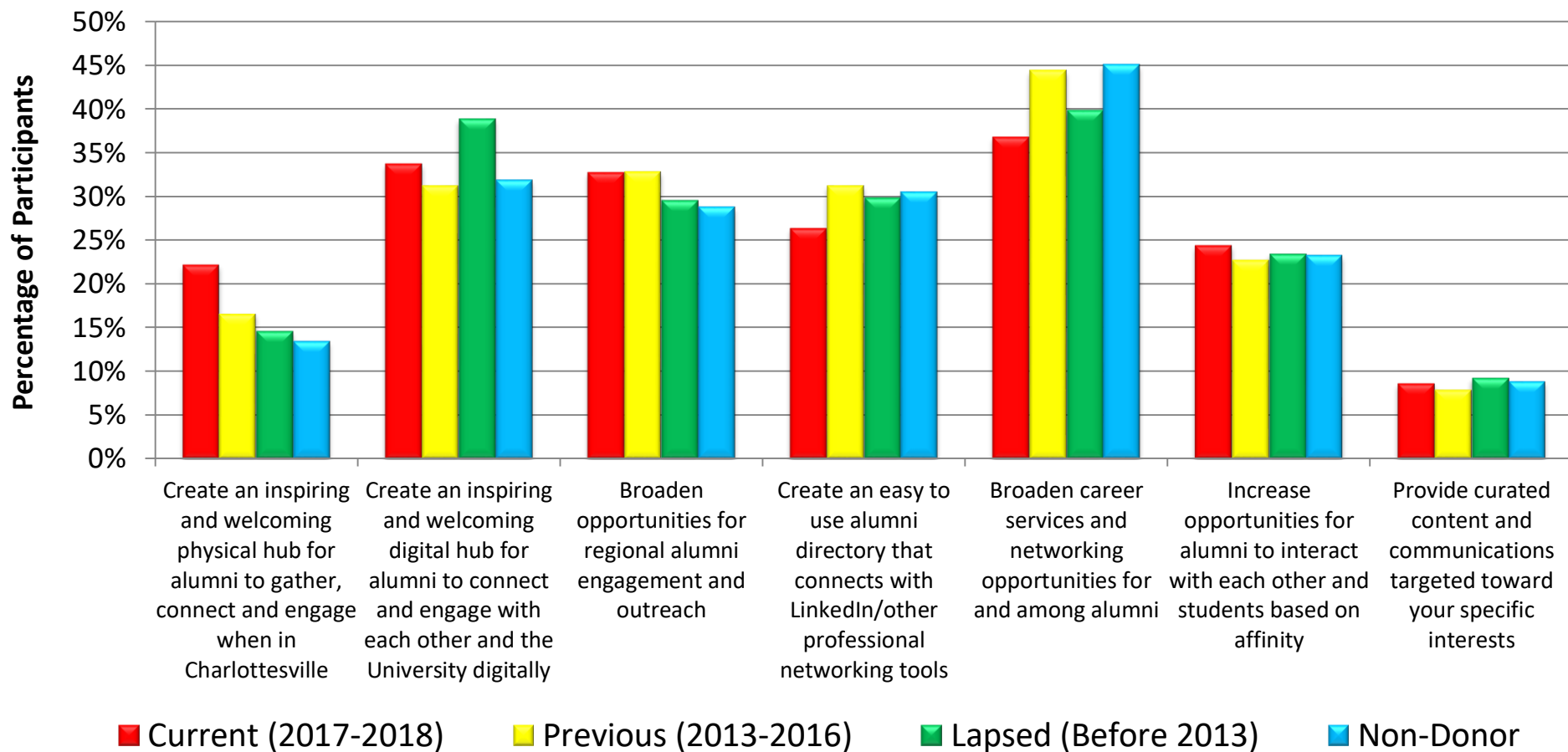
# If the UVA Alumni Association could focus on only two things in the next 5 years, what should they be? [Please select two.]

By Era



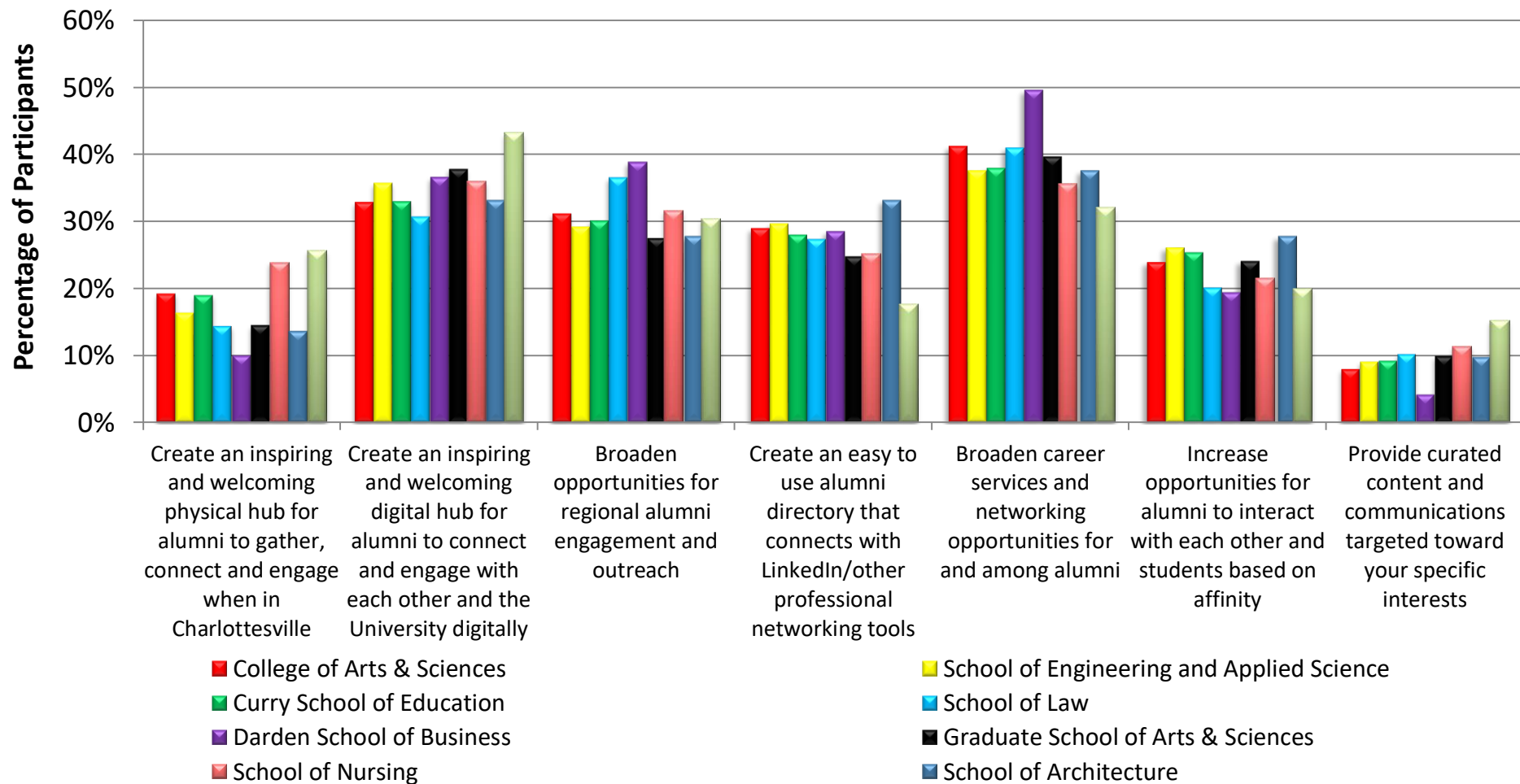
# If the UVA Alumni Association could focus on only two things in the next 5 years, what should they be? [Please select two.]

*By Donor Status*



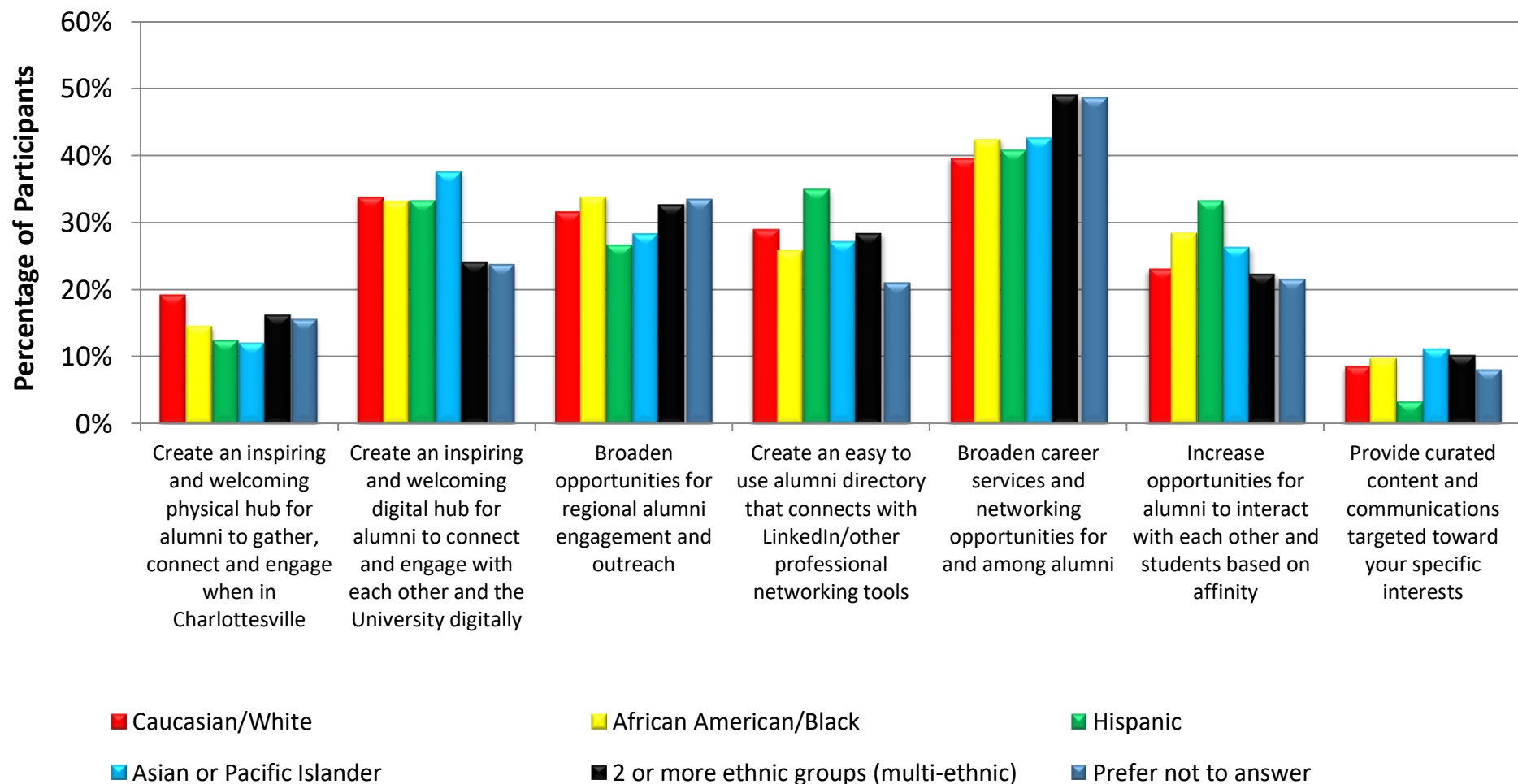
# If the UVA Alumni Association could focus on only two things in the next 5 years, what should they be? [Please select two.]

By College



# If the UVA Alumni Association could focus on only two things in the next 5 years, what should they be? [Please select two.]

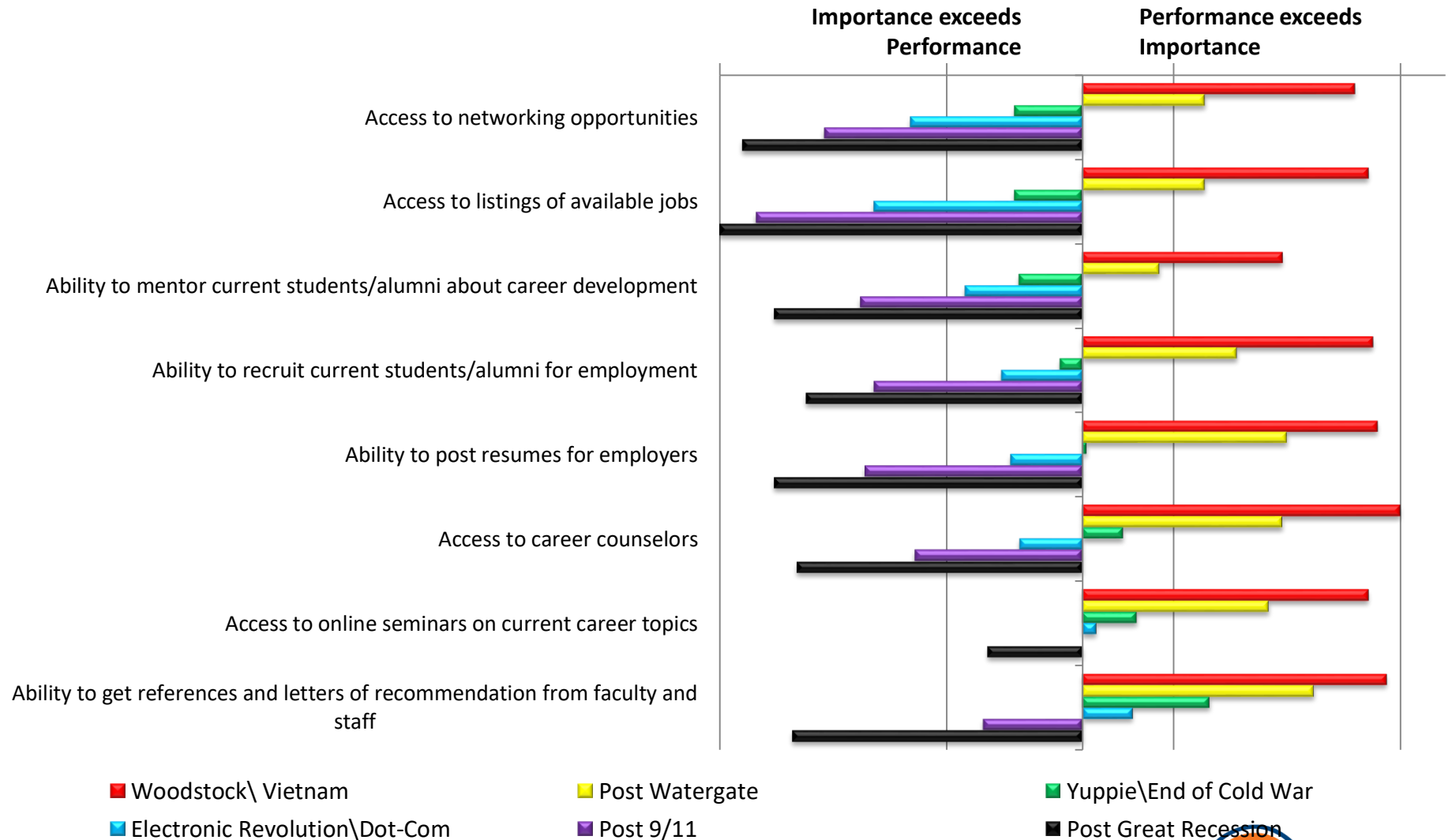
## By Ethnicity



# Career services

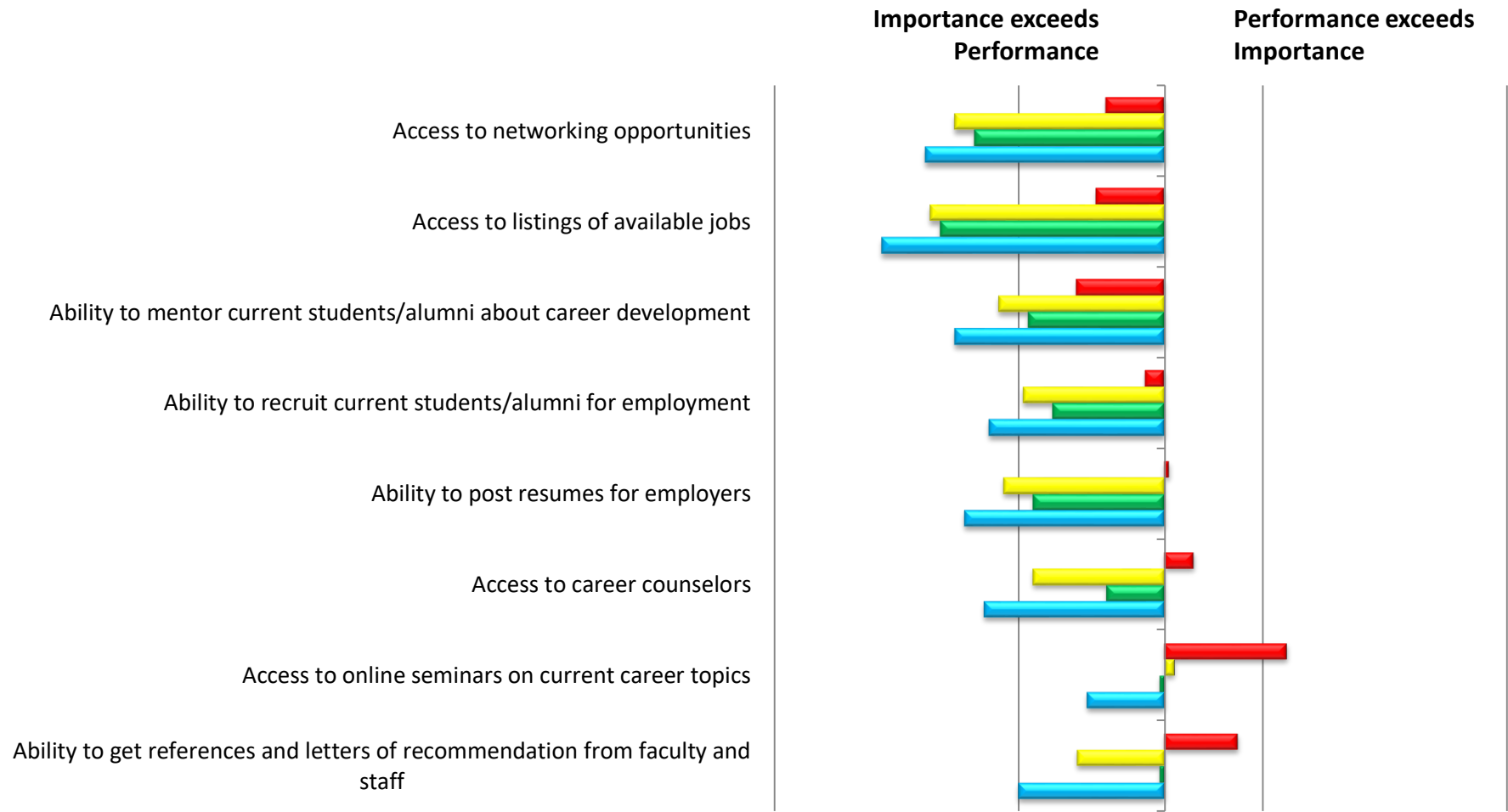
# How important are the following alumni career services to you and how well does the UVA Alumni Association provide them?

Gap Analysis By Era



# How important are the following alumni career services to you and how well does the UVA Alumni Association provide them?

Gap Analysis By Donor Status



■ Current (2017-2018)

■ Previous (2013-2016)

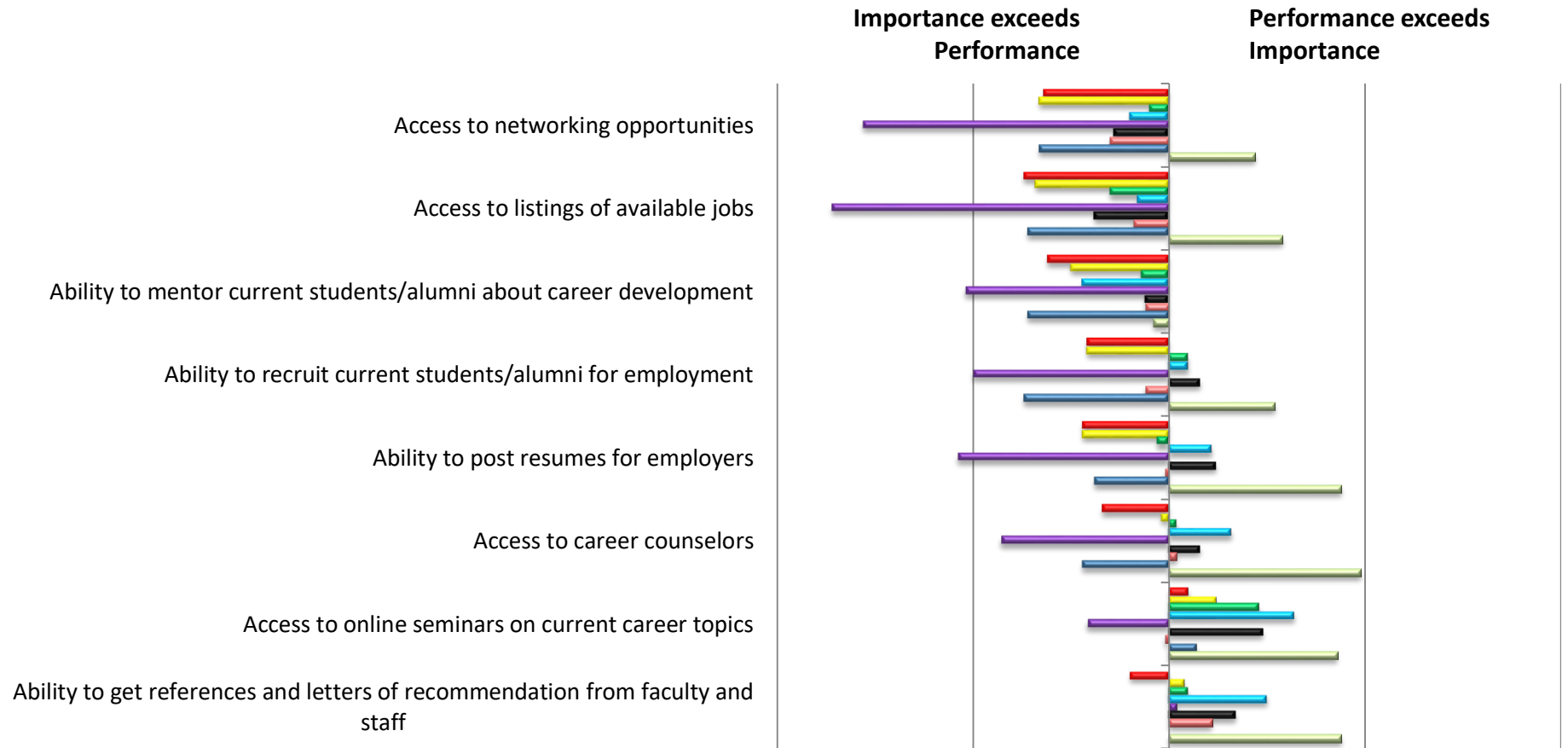
■ Lapsed (Before 2013)

■ Non-Donor



# How important are the following alumni career services to you and how well does the UVA Alumni Association provide them?

Gap Analysis By College



■ College of Arts & Sciences

■ School of Engineering and Applied Science

■ Curry School of Education

■ School of Law

■ Darden School of Business

■ Graduate School of Arts & Sciences

■ School of Nursing

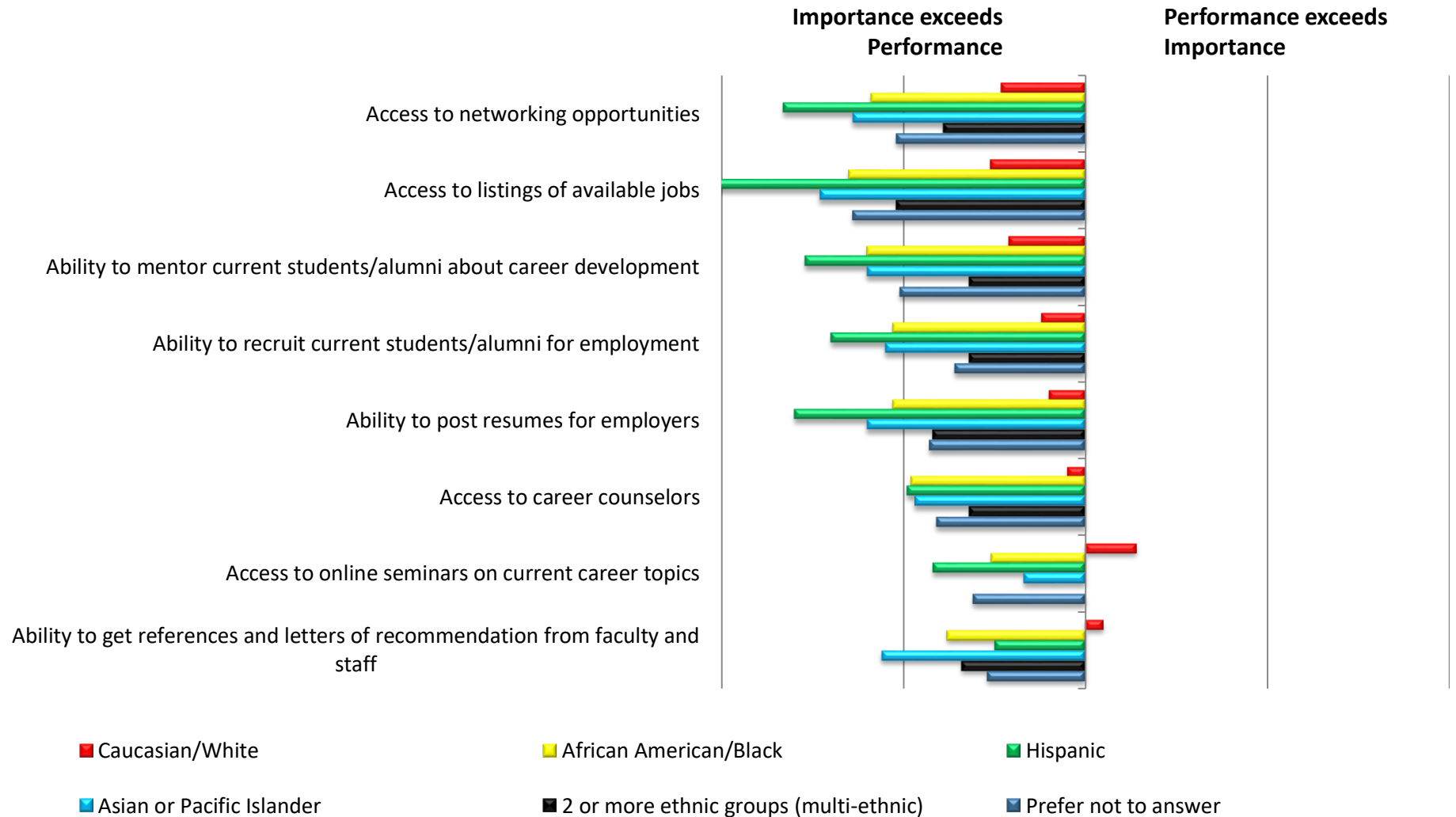
■ School of Architecture

■ School of Medicine



# How important are the following alumni career services to you and how well does the UVA Alumni Association provide them?

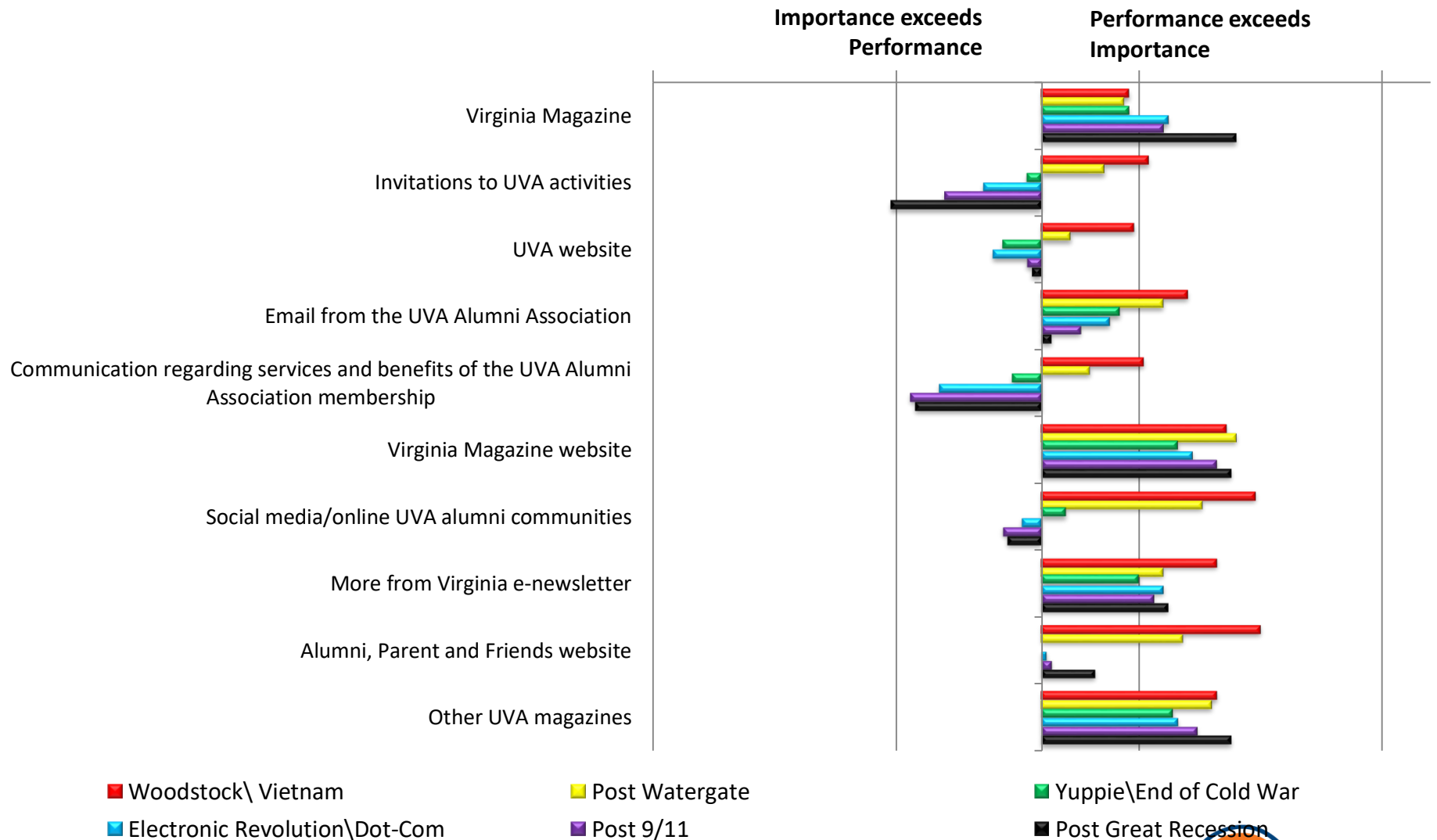
Gap Analysis By Ethnicity



# Communications

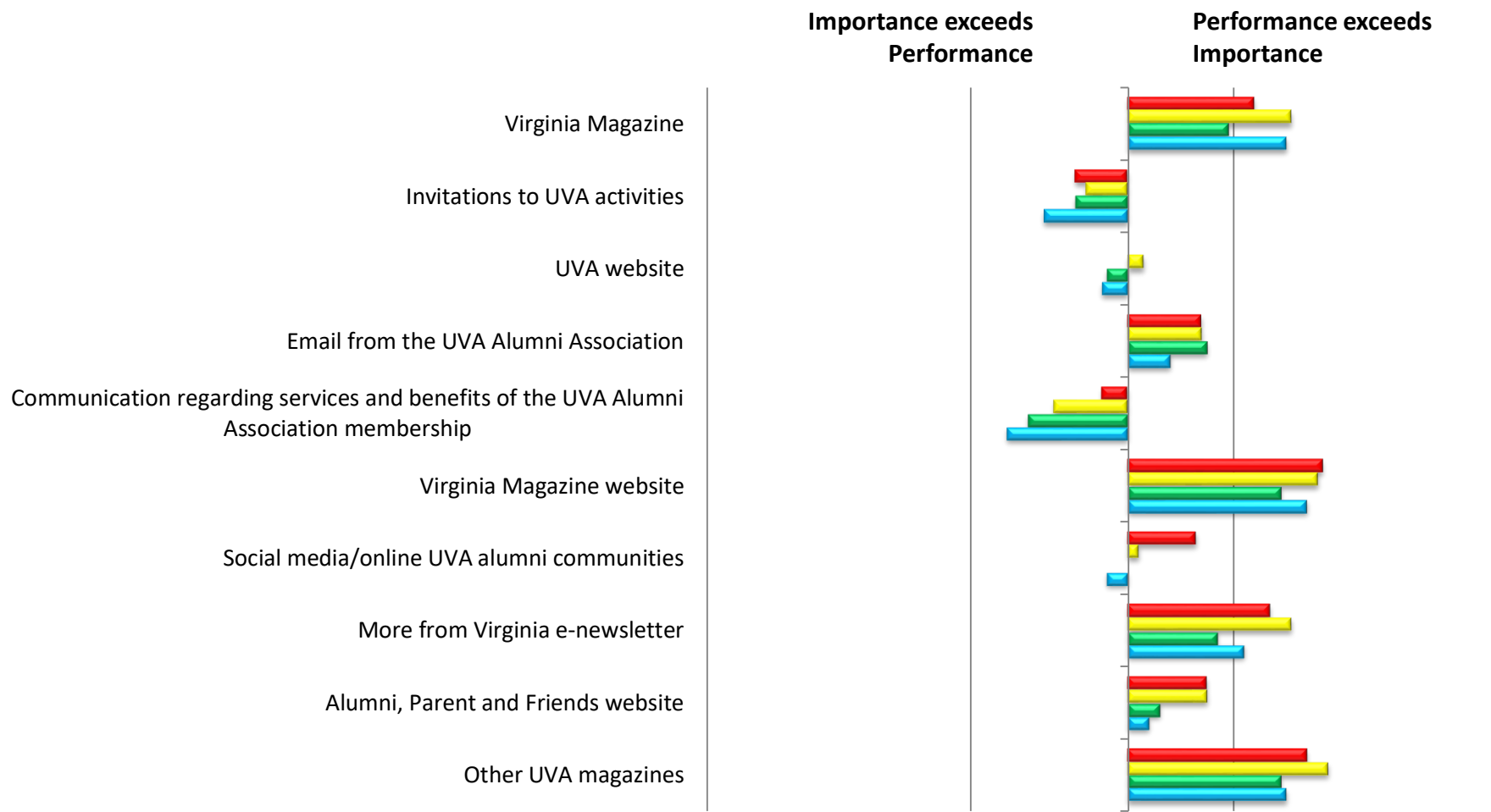
For each of the communication methods listed below, please tell us how important that method is to you and also rate the UVA Alumni Association's effectiveness in utilizing that method:

*Gap Analysis By Era*



For each of the communication methods listed below, please tell us how important that method is to you and also rate the UVA Alumni Association's effectiveness in utilizing that method:

*Gap Analysis By Donor Status*



■ Current (2017-2018)

■ Previous (2013-2016)

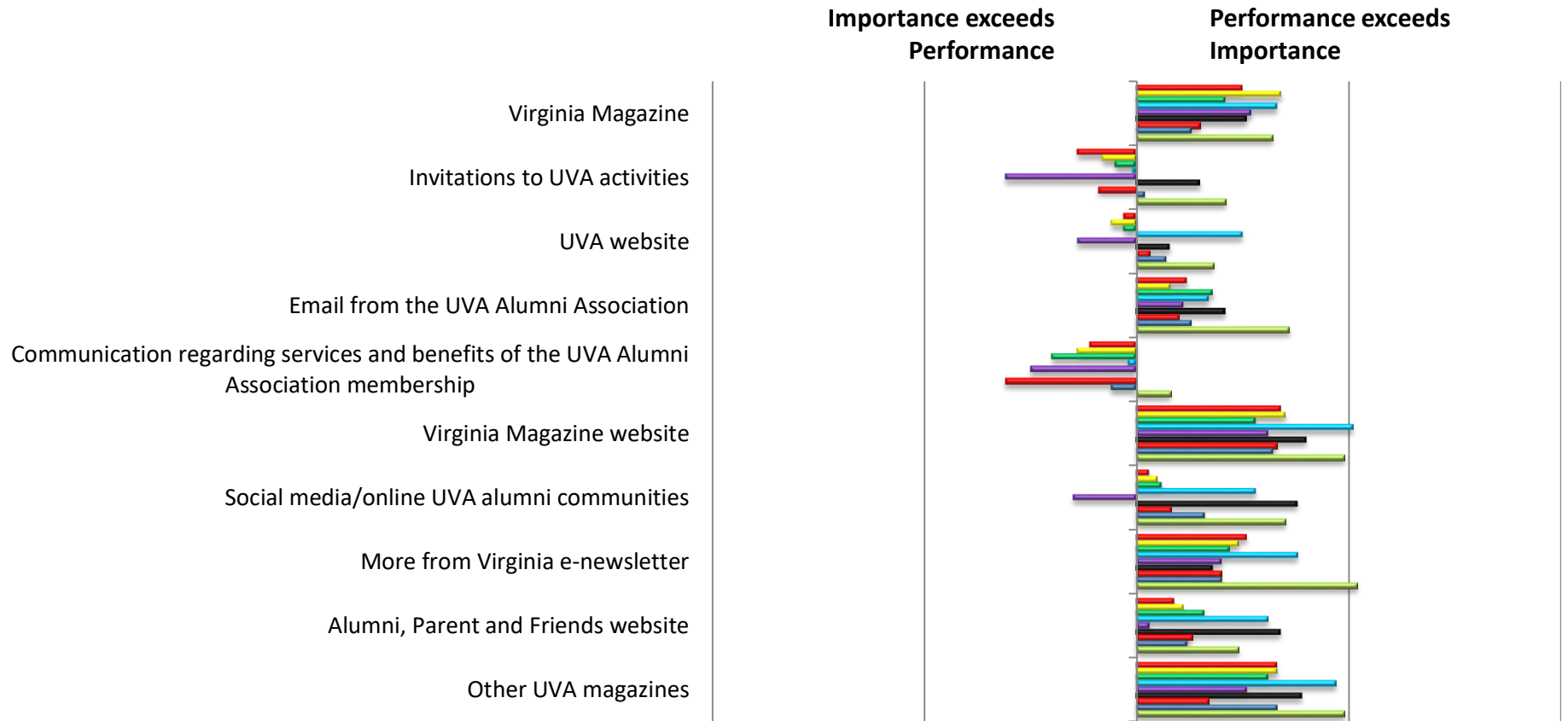
■ Lapsed (Before 2013)

■ Non-Donor



For each of the communication methods listed below, please tell us how important that method is to you and also rate the UVA Alumni Association's effectiveness in utilizing that method:

*Gap Analysis By College*



■ College of Arts & Sciences

■ School of Engineering and Applied Science

■ Curry School of Education

■ School of Law

■ Darden School of Business

■ Graduate School of Arts & Sciences

■ School of Nursing

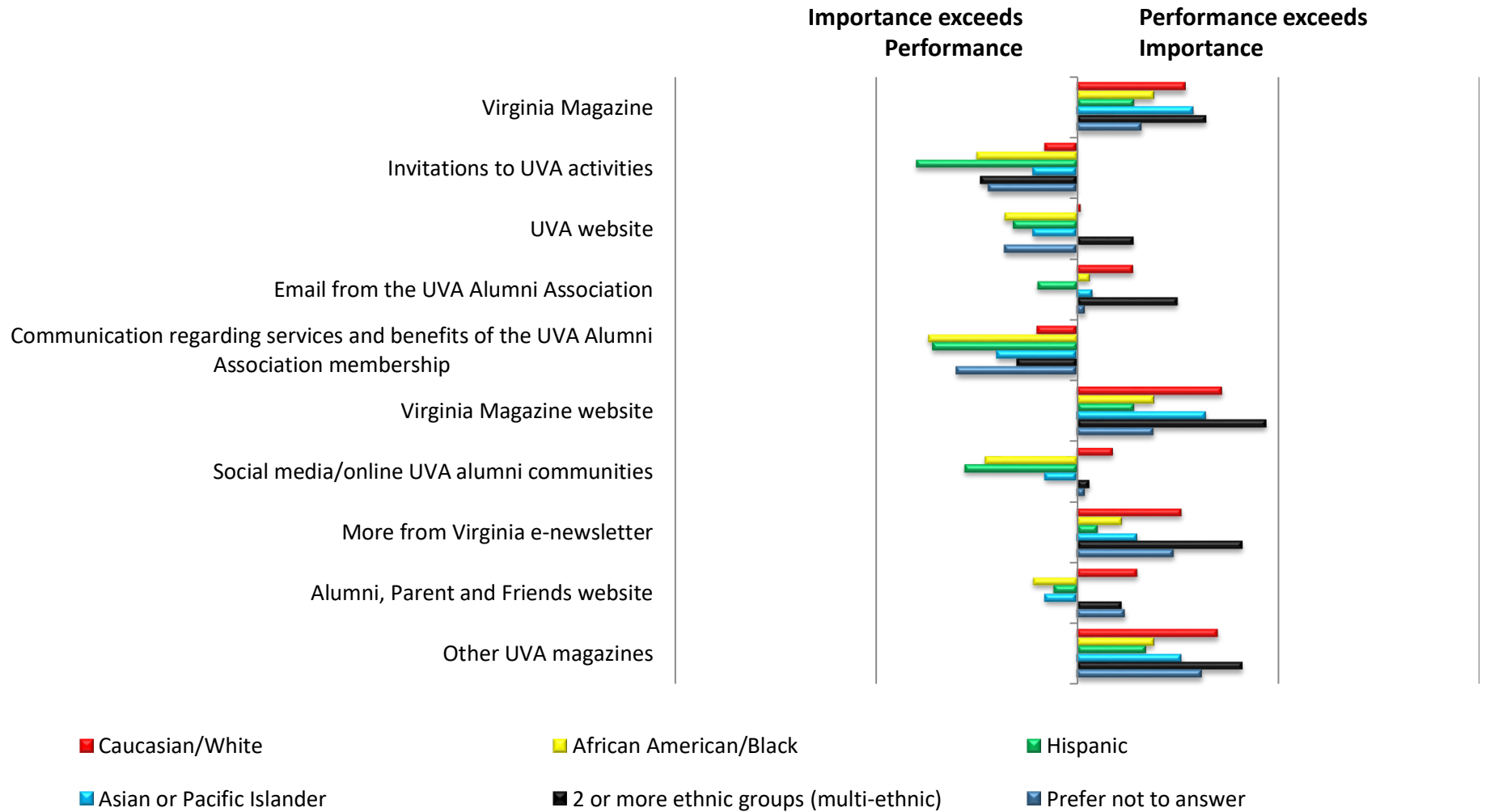
■ School of Architecture

■ School of Medicine



For each of the communication methods listed below, please tell us how important that method is to you and also rate the UVA Alumni Association's effectiveness in utilizing that method:

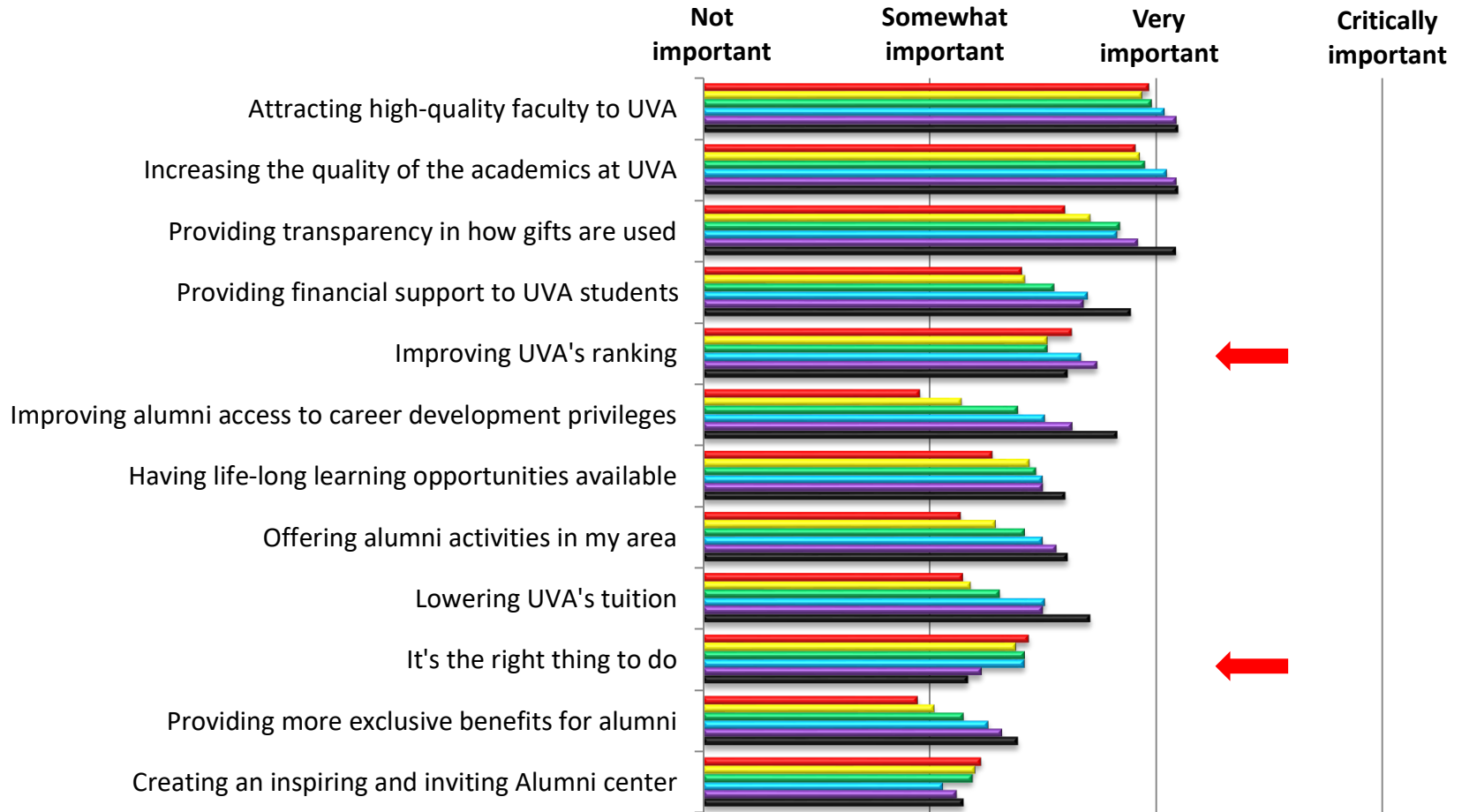
*Gap Analysis By Ethnicity*



# Alumni Affinity and Giving to the Alumni Association

# How valuable would each of the following be to you in making a decision to give to the UVA Alumni Association?

*By Era*



■ Woodstock \ Vietnam

■ Post Watergate

■ Yuppie \ End of Cold War

■ Electronic Revolution \ Dot-Com

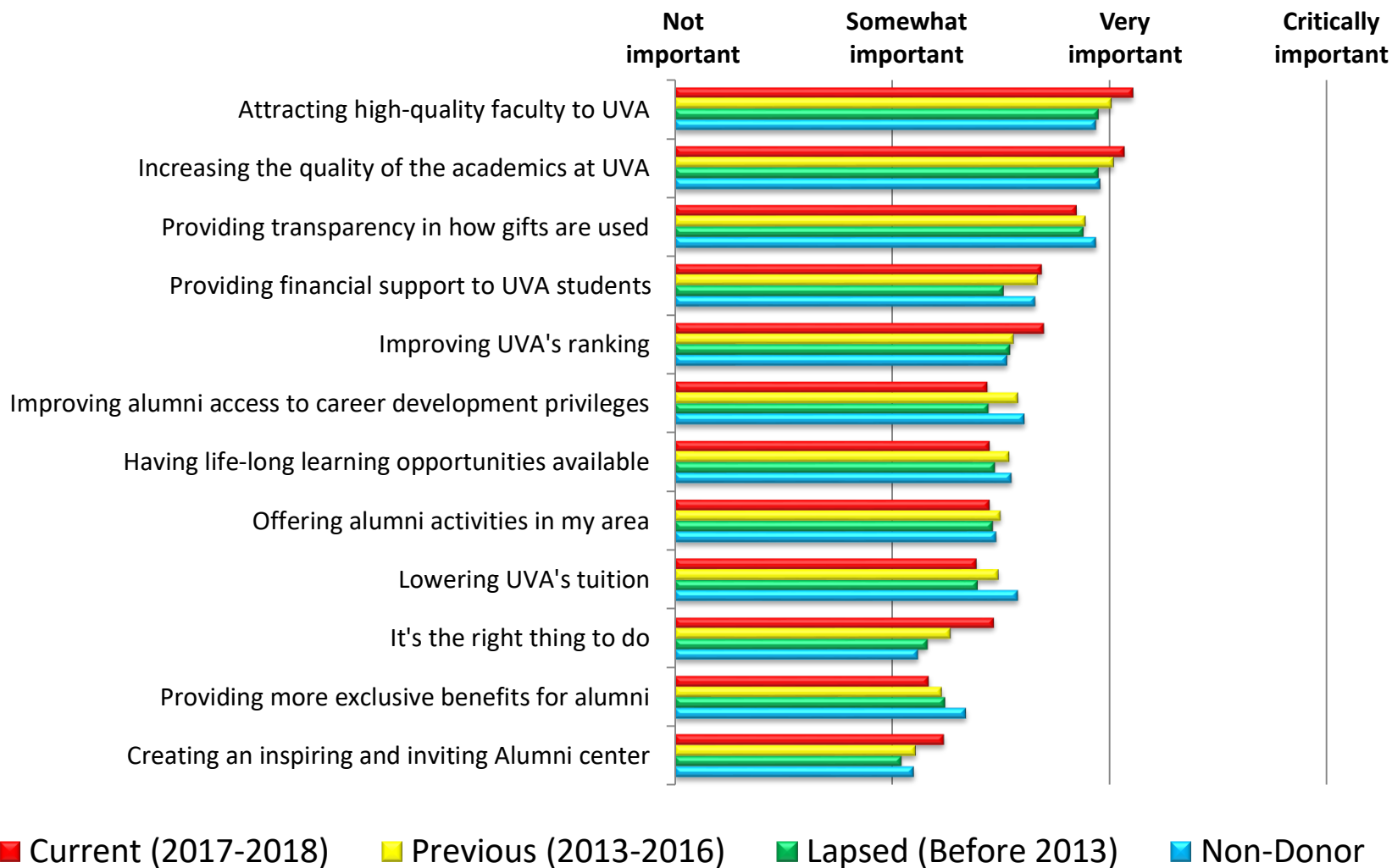
■ Post 9/11

■ Post Great Recession



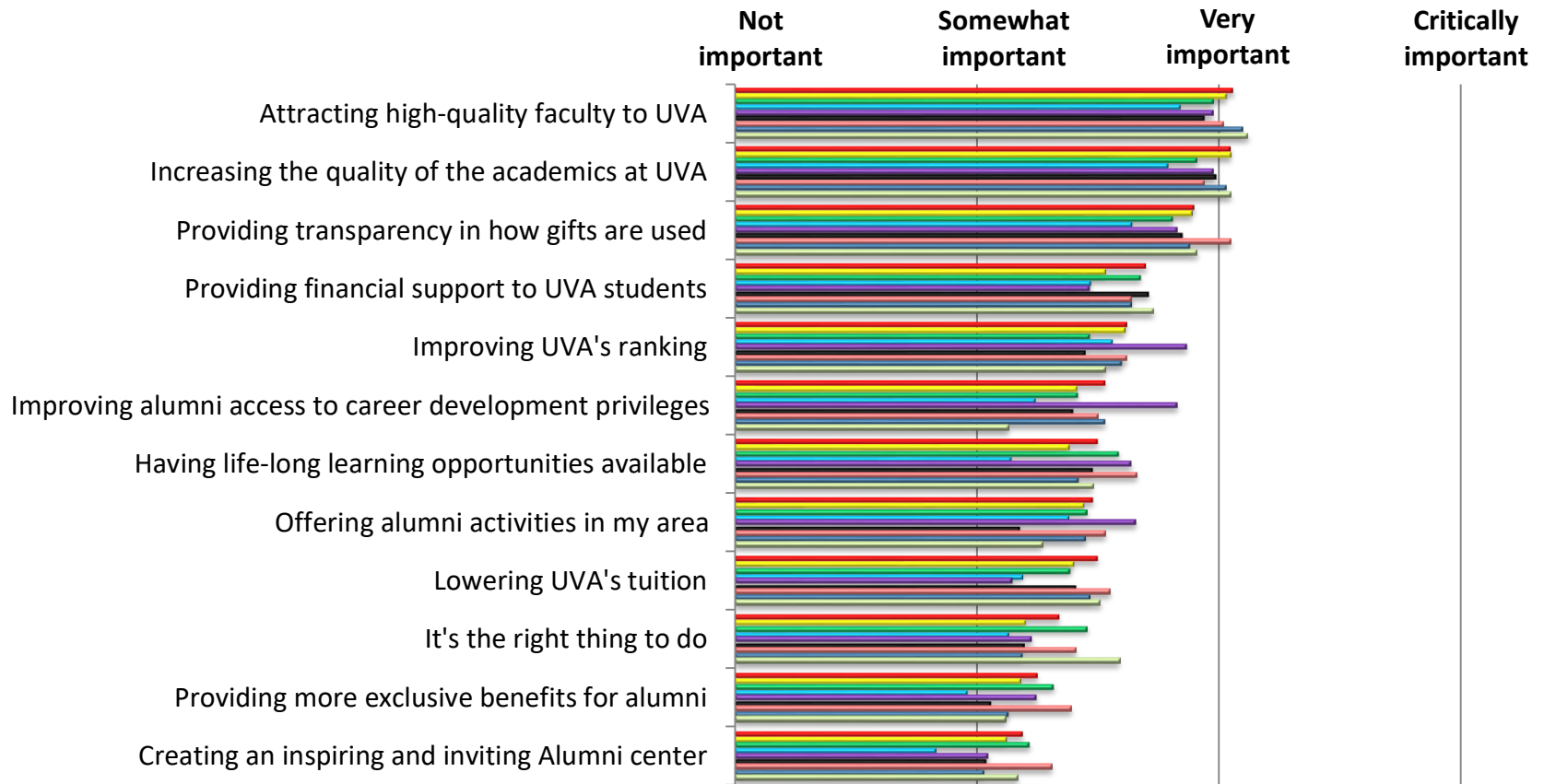
# How valuable would each of the following be to you in making a decision to give to the UVA Alumni Association?

## By Donor Status



# How valuable would each of the following be to you in making a decision to give to the UVA Alumni Association?

## By School



■ College of Arts & Sciences

■ School of Engineering and Applied Science

■ Curry School of Education

■ School of Law

■ Darden School of Business

■ Graduate School of Arts & Sciences

■ School of Nursing

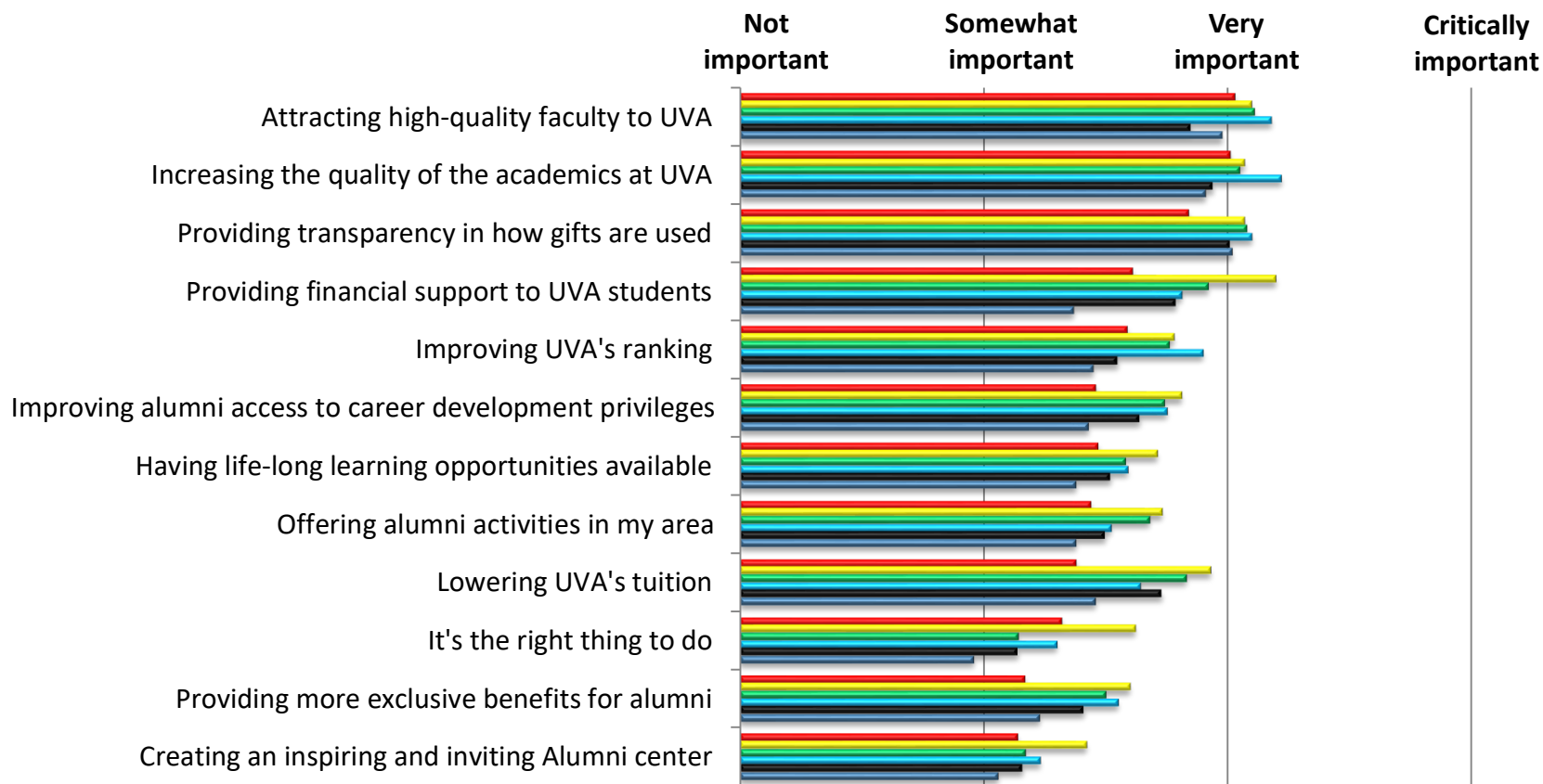
■ School of Architecture

■ School of Medicine



# How valuable would each of the following be to you in making a decision to give to the UVA Alumni Association?

## By Ethnicity



■ Caucasian/White

■ Hispanic

■ 2 or more ethnic groups (multi-ethnic)

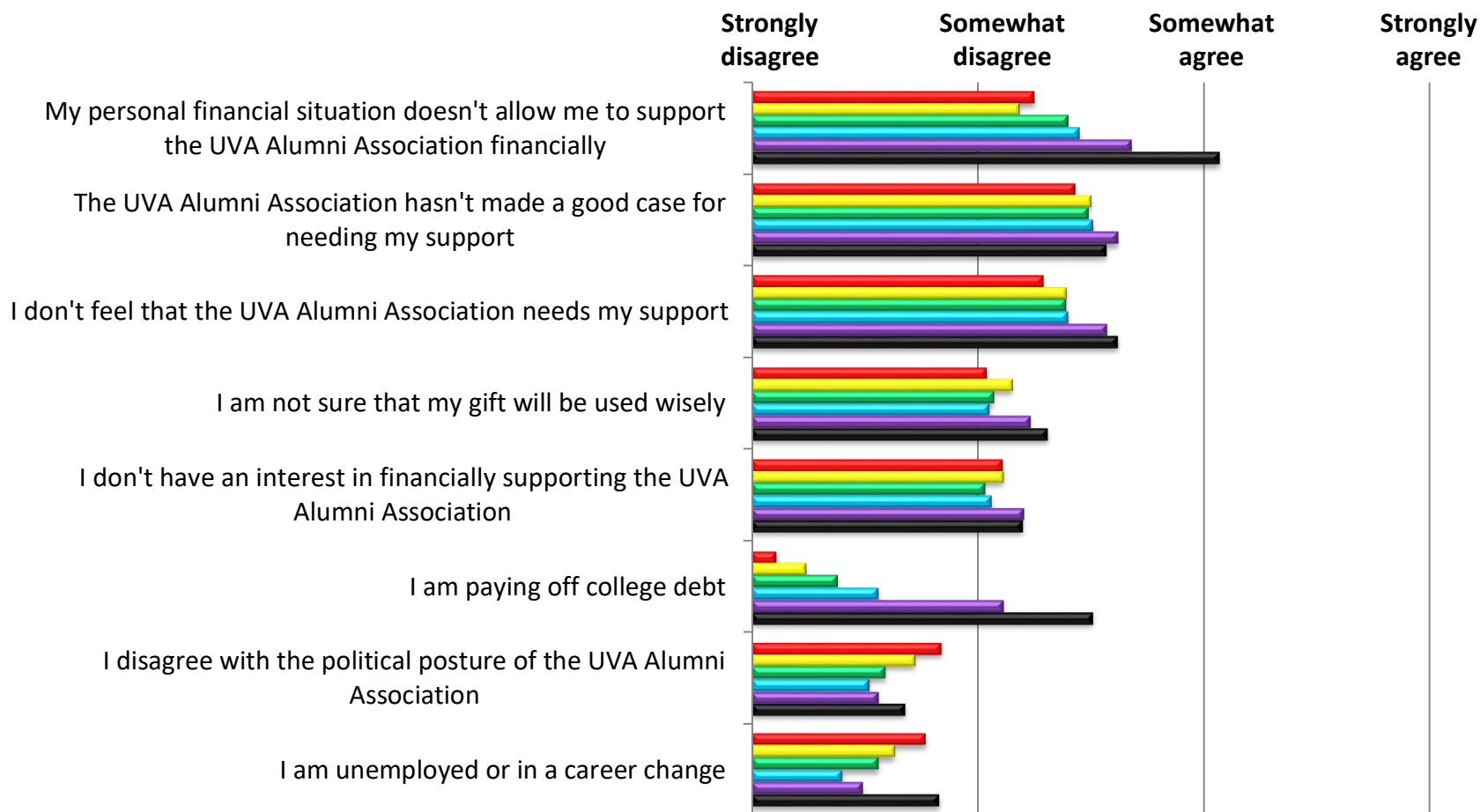
■ African American/Black

■ Asian or Pacific Islander

■ Prefer not to answer

# Which of the following prevents you from giving to the UVA Alumni Association or from giving more than you do?

By Era



■ Woodstock \ Vietnam

■ Post Watergate

■ Yuppie \ End of Cold War

■ Electronic Revolution \ Dot-Com

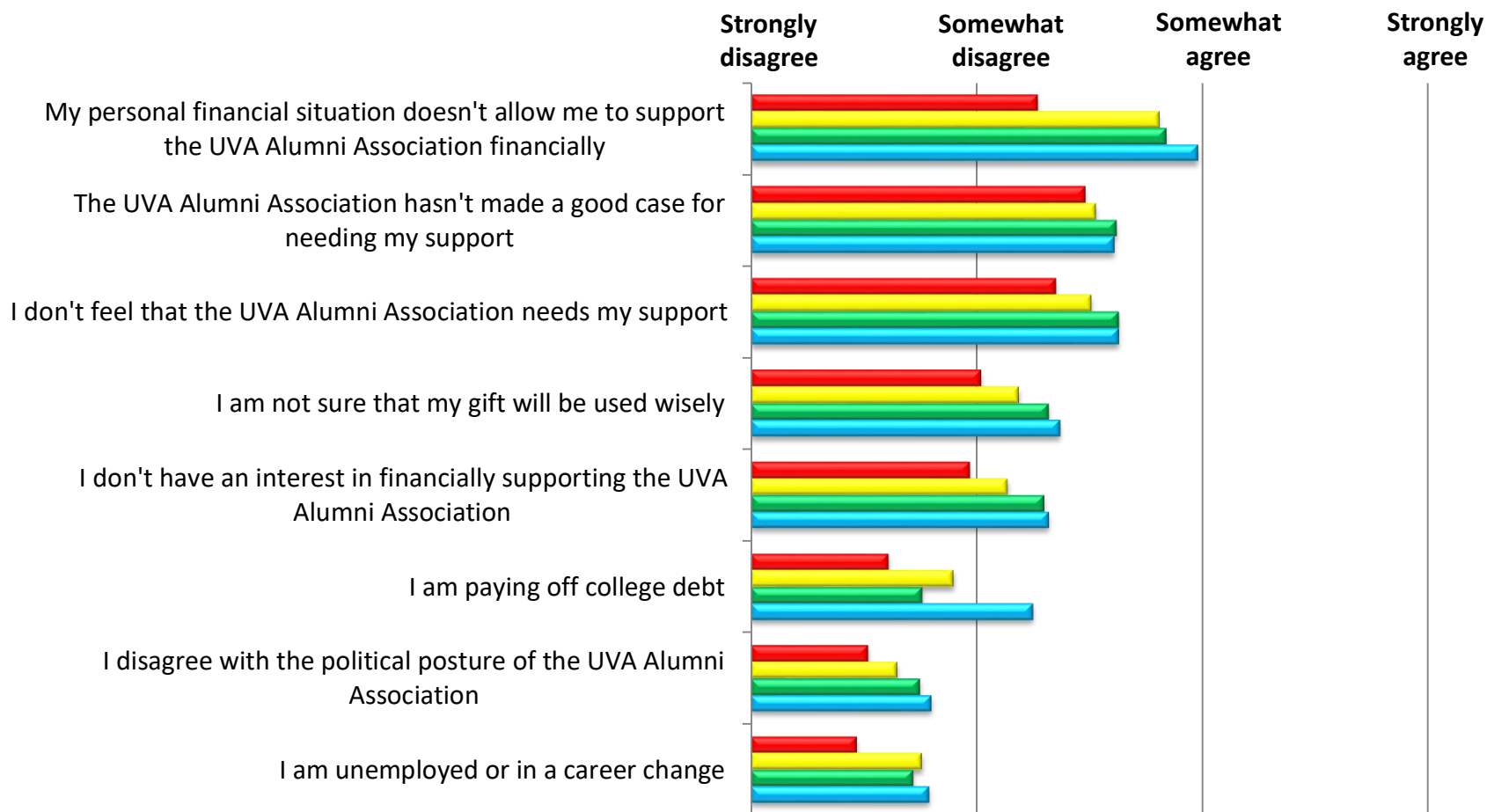
■ Post 9/11

■ Post Great Recession



# Which of the following prevents you from giving to the UVA Alumni Association or from giving more than you do?

## By Donor Status

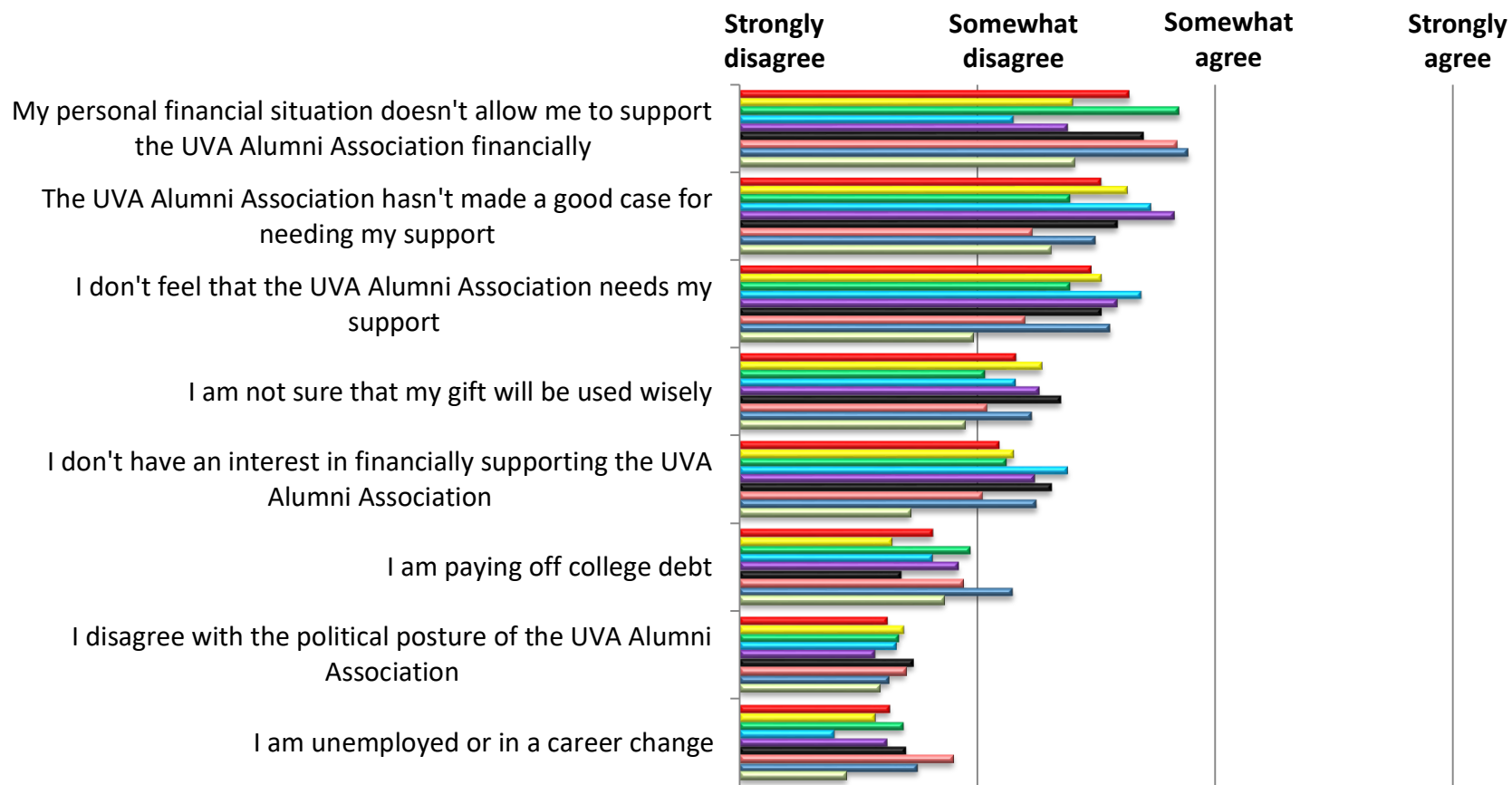


■ Current (2017-2018)    
 ■ Previous (2013-2016)    
 ■ Lapsed (Before 2013)    
 ■ Non-Donor



# Which of the following prevents you from giving to the UVA Alumni Association or from giving more than you do?

## By College



■ College of Arts & Sciences  
■ School of Law  
■ School of Nursing

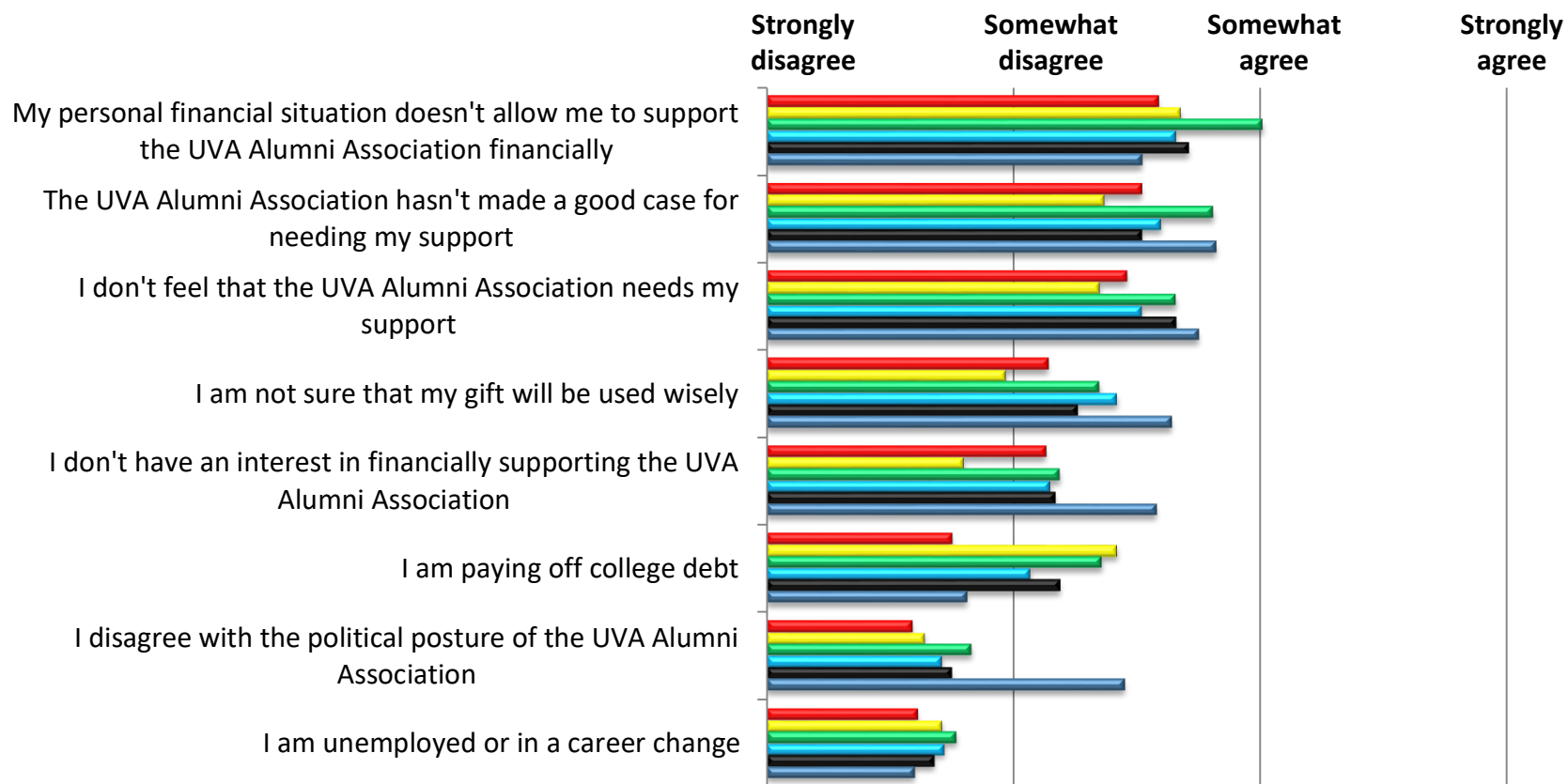
■ School of Engineering and Applied Science  
■ Darden School of Business  
■ School of Architecture

■ Curry School of Education  
■ Graduate School of Arts & Sciences  
■ School of Medicine



# Which of the following prevents you from giving to the UVA Alumni Association or from giving more than you do?

*By Ethnicity*



■ Caucasian/White

■ African American/Black

■ Hispanic

■ Asian or Pacific Islander

■ 2 or more ethnic groups (multi-ethnic)

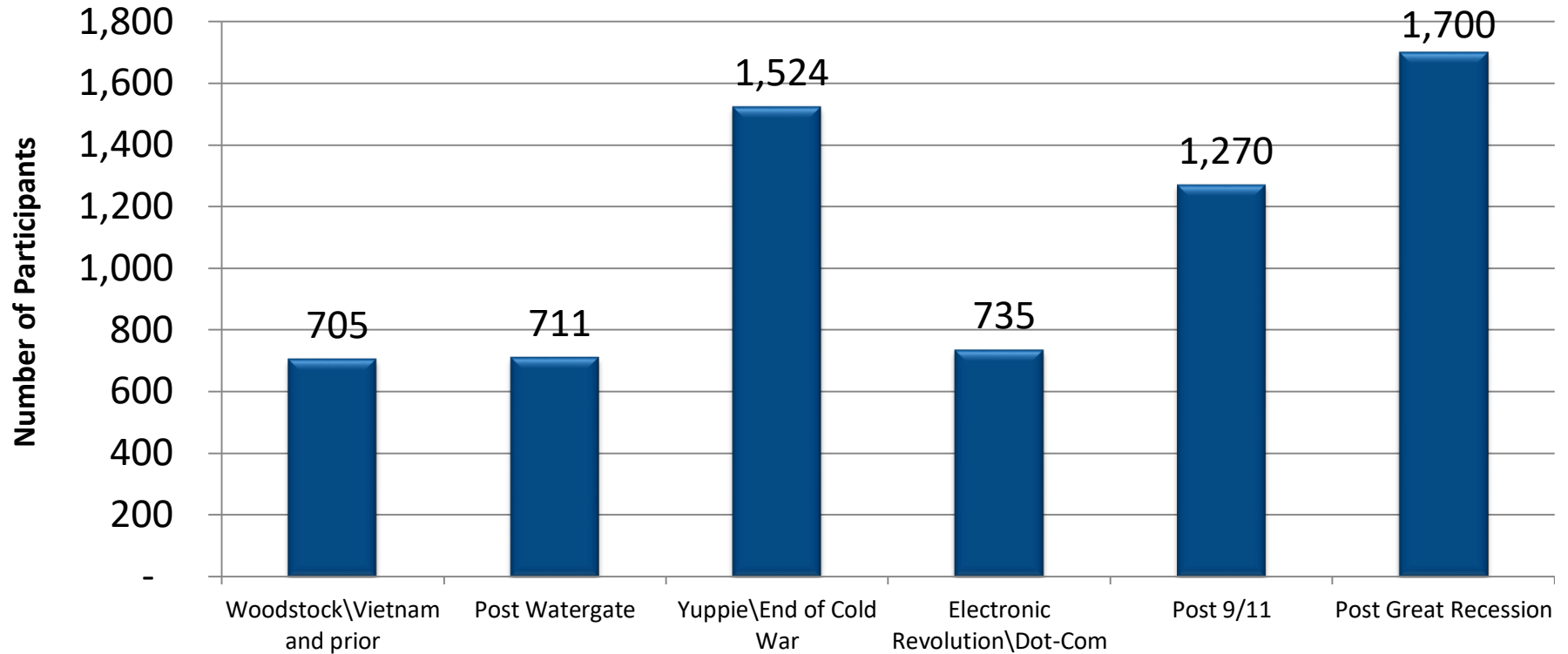
■ Prefer not to answer



# Demographics

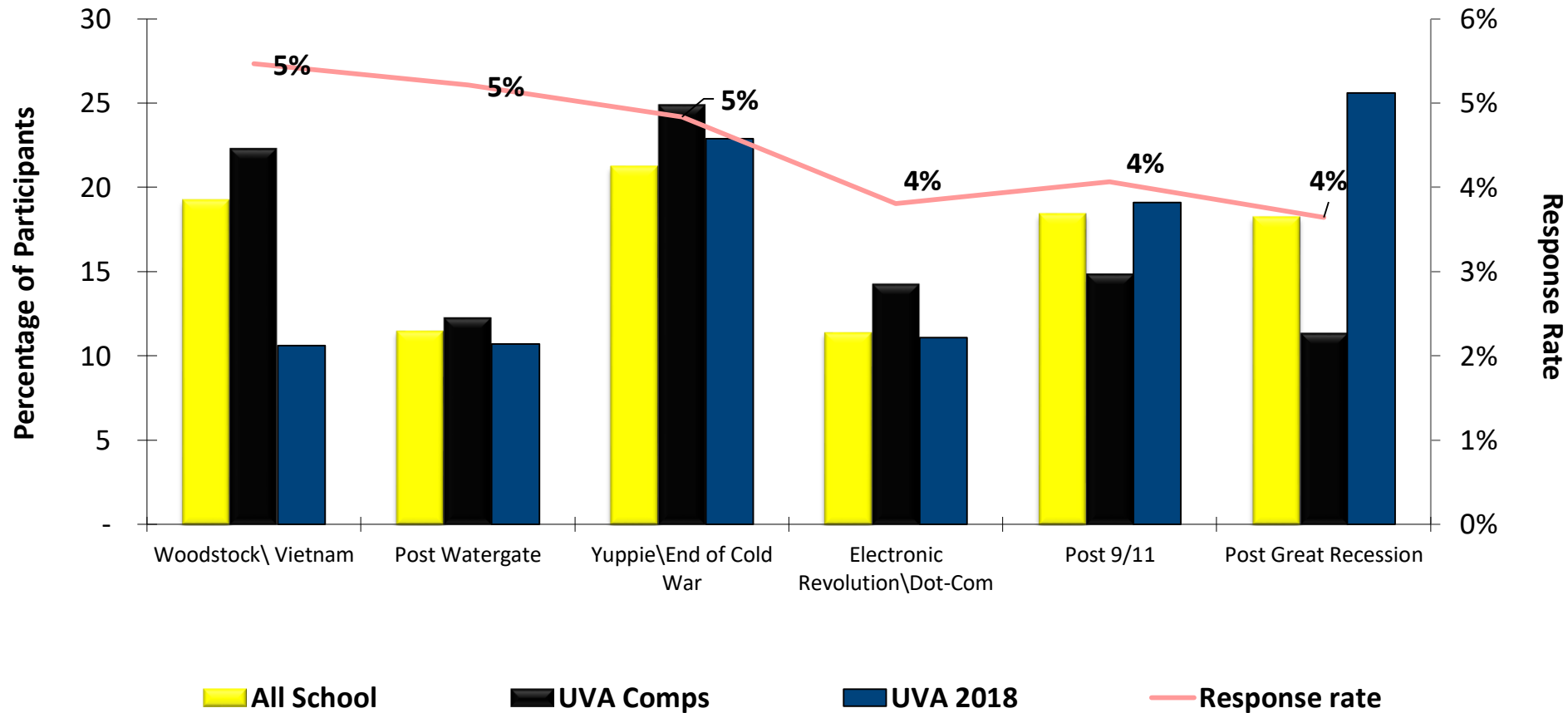
# Response

By Era



# Response

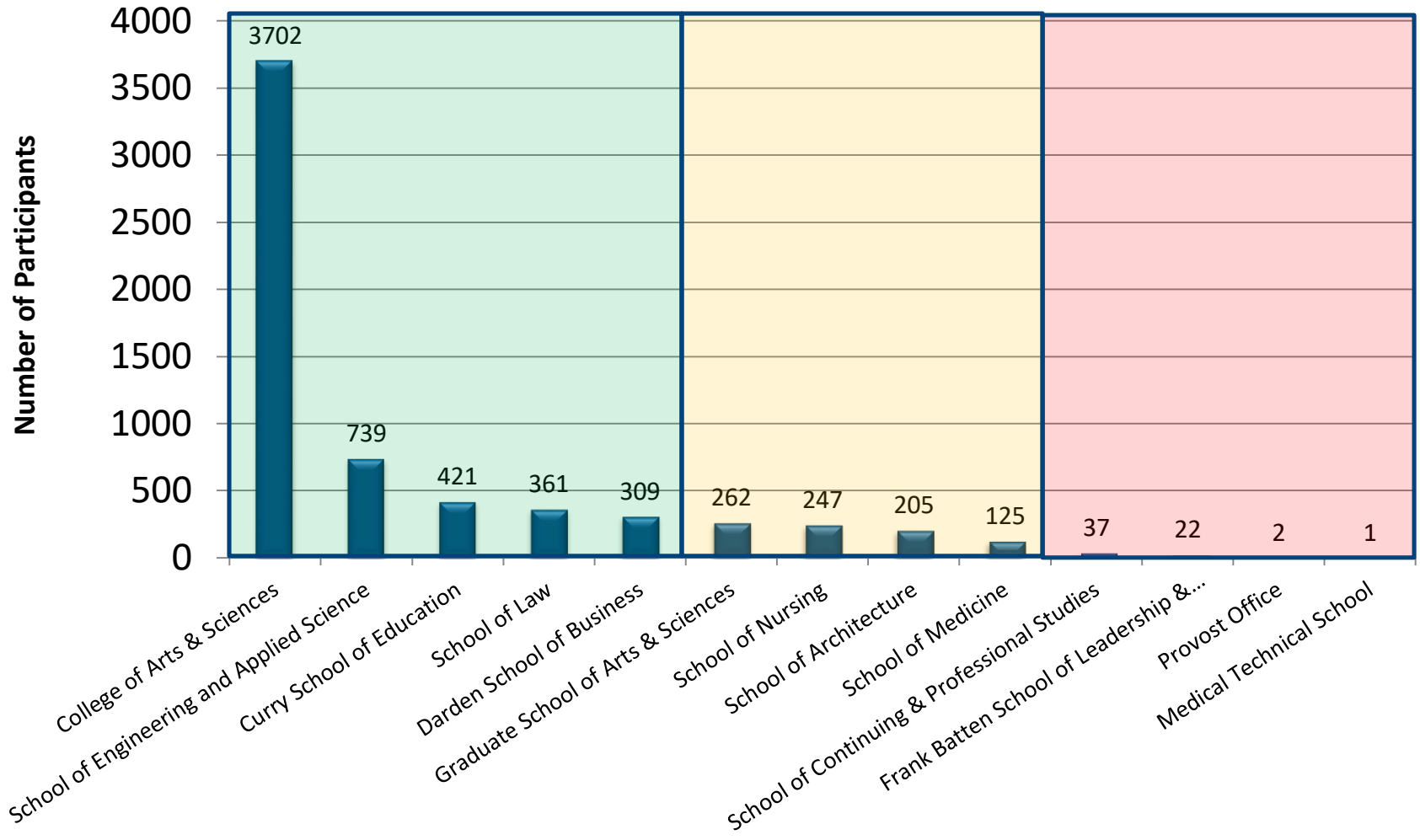
By Era



NOTE: Response rate is unadjusted for bad email addresses.

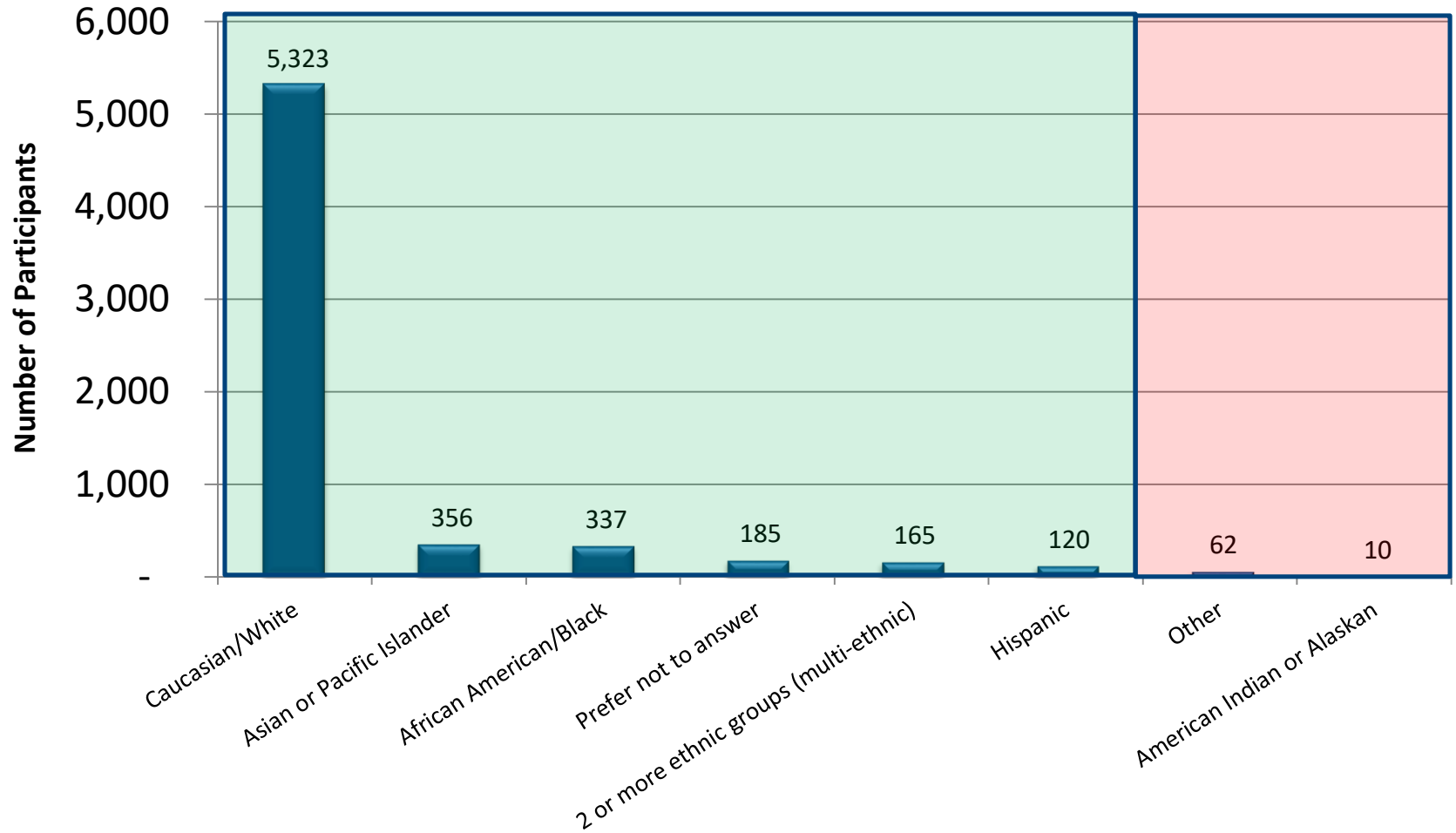
# Response

By College



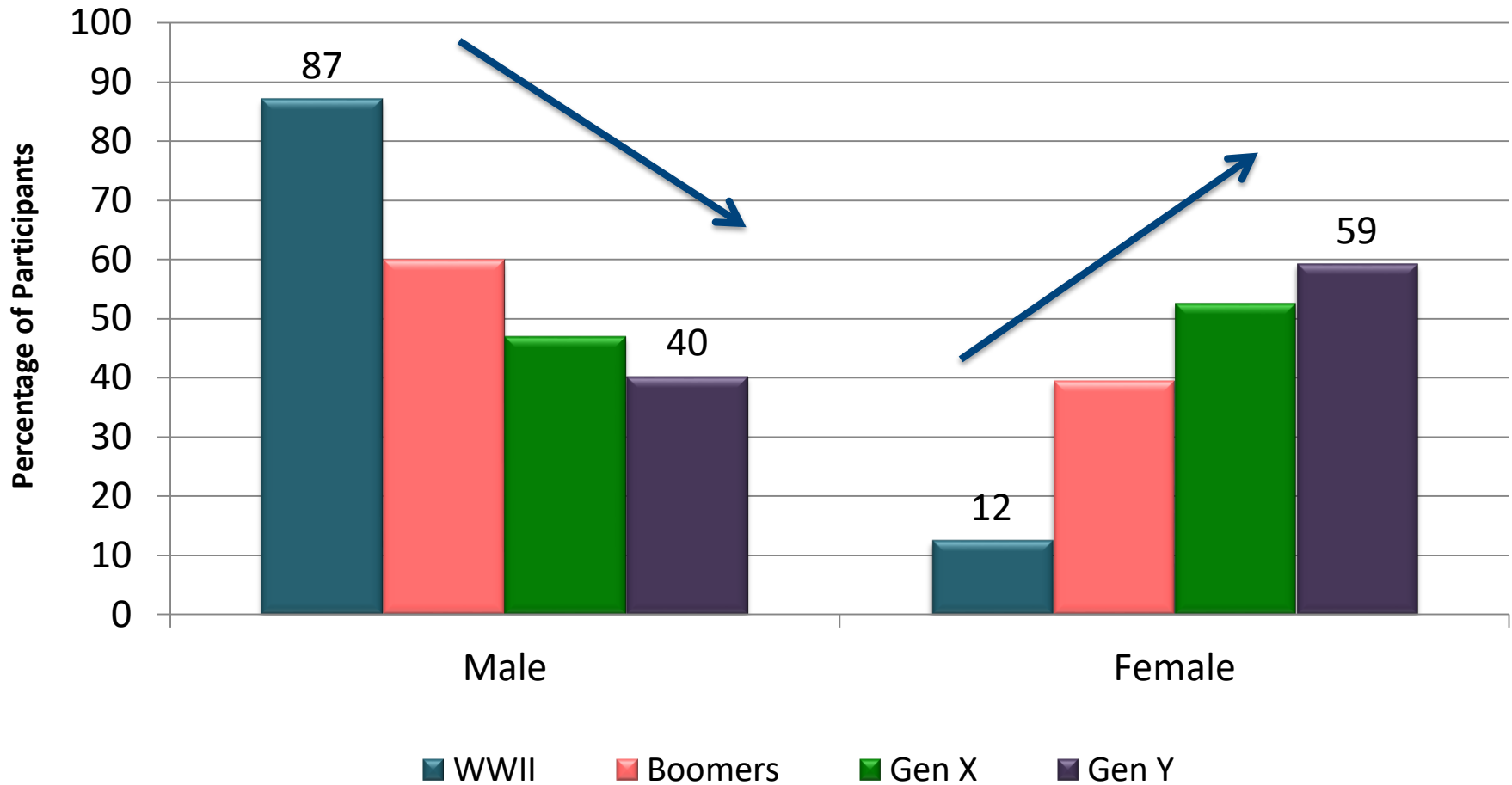
# Response

By Ethnicity

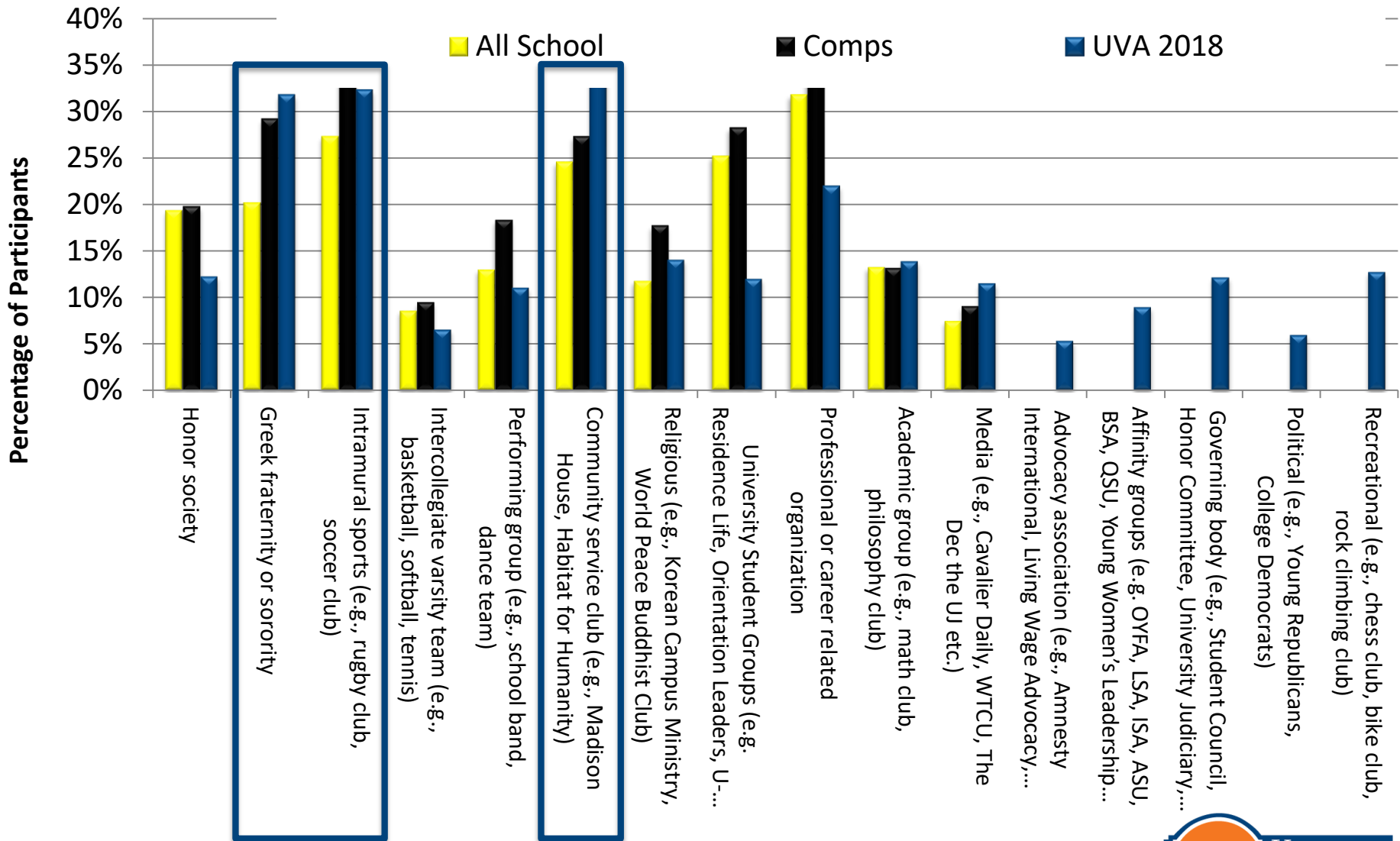


# Response

By Gender Across Generations

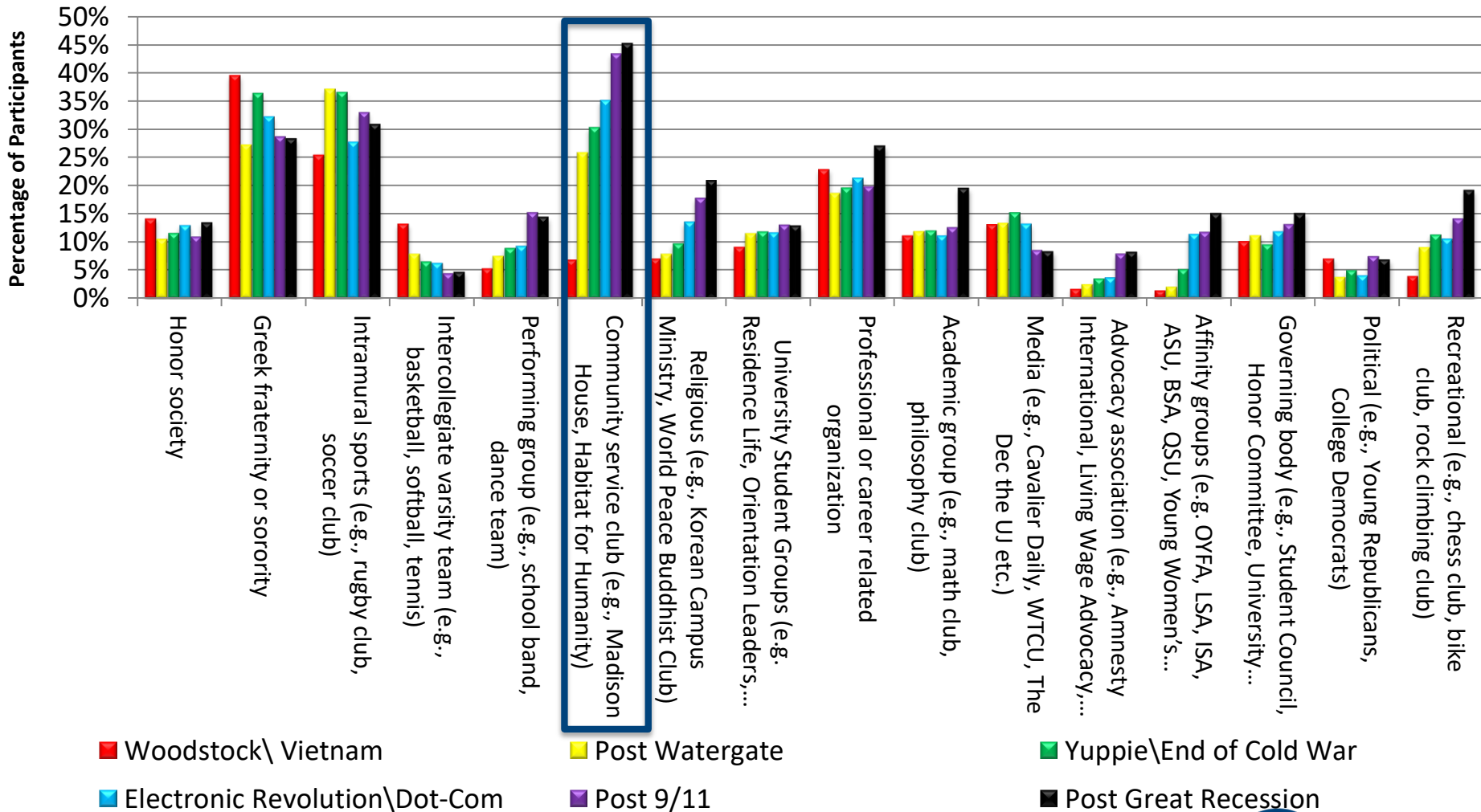


# In which of the following organizations/activities did you participate as a student? (Check all that apply.)



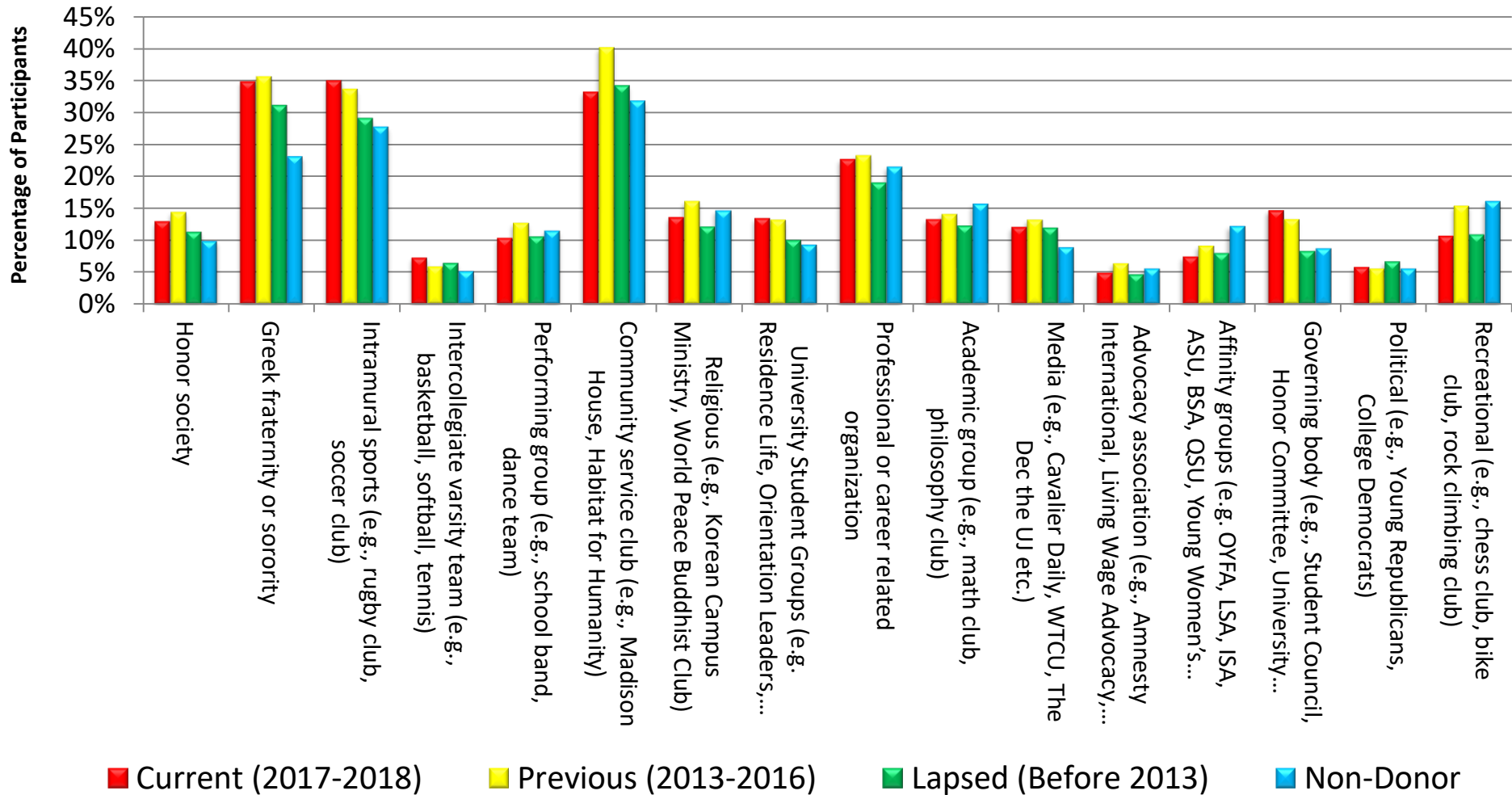
# In which of the following organizations/activities did you participate as a student? (Check all that apply.)

By Era



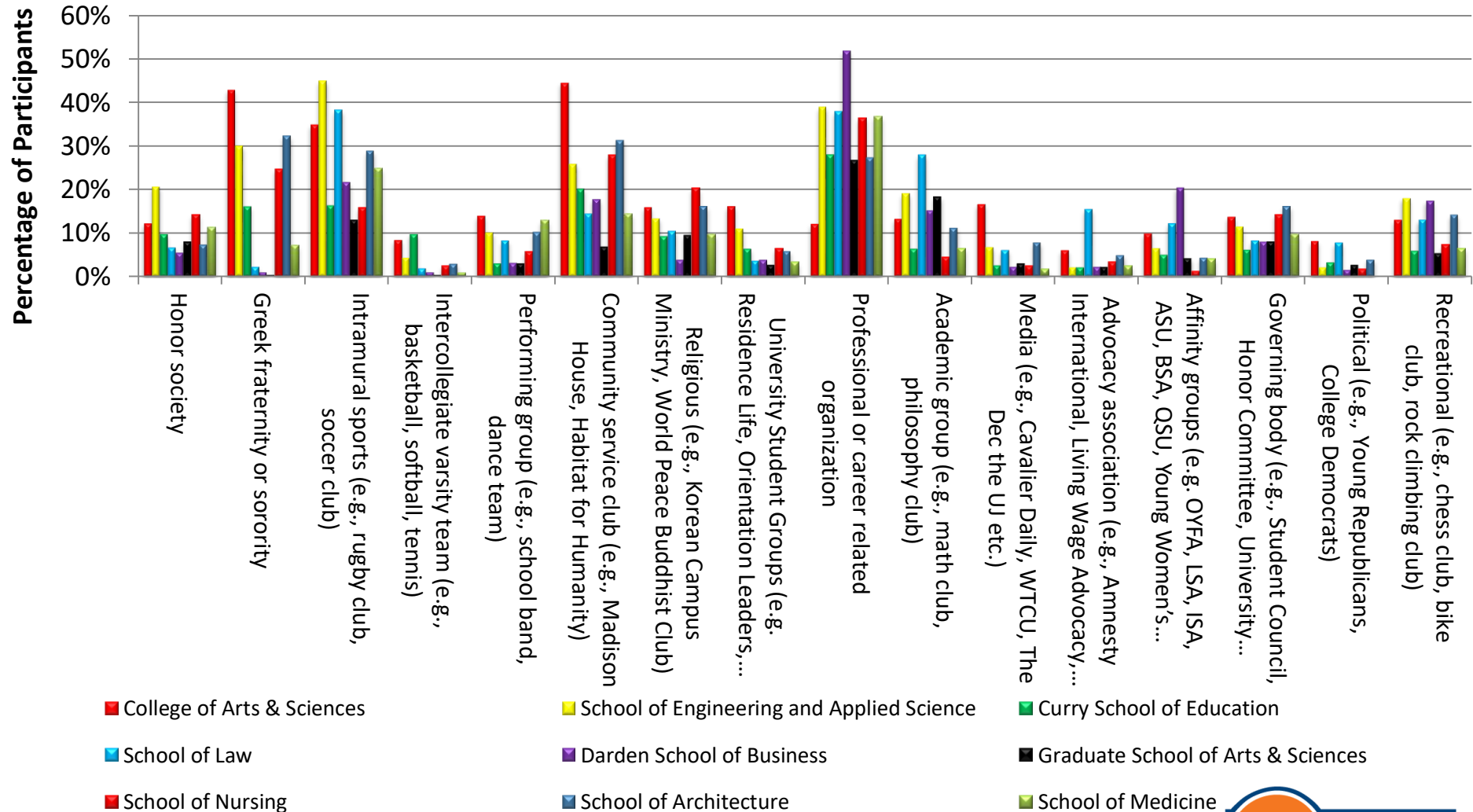
# In which of the following organizations/activities did you participate as a student? (Check all that apply.)

By Donor Status



# In which of the following organizations/activities did you participate as a student? (Check all that apply.)

## By College



# In which of the following organizations/activities did you participate as a student? (Check all that apply.)

## By Ethnicity

