

In October 2012, the Office of Alumni and Corporate Relations, in collaboration with the Office of Institutional Planning, invited alumni living in the Penn State Lehigh Valley service area to complete the 2012 Alumni Survey. Feedback from the survey will provide an updated overview of alumni living in the Lehigh Valley and will aid Penn State Lehigh Valley in the development of new opportunities for alumni programming and engagement. Survey responses, in aggregate form, are detailed within this report.

Alumni Survey Overview Report 2012



This report is a Penn State Lehigh Valley document that is to remain confidential for internal planning purposes.

Data Overview of Alumni Survey 2012

- 6,964 alumni were sent an invitation to participate in the survey
- 1,566 alumni opened the initial survey invitation
(This number corresponds to the average number of alumni reached by the monthly alumni list-serv)
- 618 alumni completed the survey
- **39% response rate** *(based on the total openings of the initial invitation)*

-Survey Opened: Oct. 23, 2012 Survey Reminders: Nov. 5 and 9, 2012 Survey Closed: Nov. 9, 2012
-Survey was administered in SurveyMonkey Online Survey Program via an email invitation to the Alumni list-serv by the Office of Alumni and Corporate Relations.

Data compiled by the Campus Office of Institutional Planning, December 2012

Survey Highlights

98.5% of alumni are satisfied with the experience they had as Penn State students
(75% of these alumni are very satisfied with their experience)

94% of alumni are satisfied with their personal experiences as Penn State alums
(44% of these alumni are very satisfied with their experiences)

81% of alumni have a great deal of pride in their Penn State degree; an additional 16% say they have a fair bit of pride in their degree

70% of alumni have a great deal of emotional connection to Penn State; an additional 24% say they have a fair bit of emotional connection

98% of alumni are aware that the campus is now located in Center Valley, PA

78% of alumni receive information about PSU-LV via alumni emails or the alumni list-serv

70% of alumni participate in events sponsored by the Alumni Society

55% of alumni feel a great deal of belonging to the Penn State community; an additional 29% feel a fair bit

86% of alumni respondents live in the Lehigh Valley and 61% work in the Lehigh Valley

46% of alumni do not have much sense of involvement in the Penn State Lehigh Valley campus; while 33% are not aware that the campus has options to complete 4-year degrees

**92% of alumni would definitely or probably
recommend Penn State Lehigh Valley to a prospective student**

Please note: Percentage figures within this report are based upon the number of respondents who completed each question. In the cases where respondents skipped a question, the response percentages are not based on the 618 who completed the survey, but rather they are based on the total number who completed each particular question. These calculations ensure percentage accuracy throughout this report.

SATISFACTION AND FEELINGS

How satisfied are you with the experience you had at Penn State as a student?	Very Satisfied: 74.5% Satisfied: 24% Unsatisfied: 1% Very Unsatisfied: 0.5%
How satisfied are you with your personal experience as a Penn State alum?	Very Satisfied: 44.5% Satisfied: 49% Unsatisfied: 5% Very Unsatisfied: 1.5%
How likely are you to recommend Penn State Lehigh Valley to a prospective undergraduate student?	Definitely: 46% Probably: 47% Probably Not: 6% Definitely Not: 1%

Feeling towards Penn State factors	% A Great Deal	% A Fair Bit	% Only a Little OR Not much at all
Pride in your Penn State degree	81%	16%	3%
Emotional Connection to Penn State	70%	24%	7%
A sense of belonging to the Penn State community	54.8%	29%	16.5%
A sense of involvement in the Penn State Lehigh Valley campus	6.1%	15%	79%

AWARENESS / COMMUNICATION

Which of the following are you aware of regarding the Penn State Lehigh Valley campus?	98%: Campus is located in Center Valley, PA 68%: Campus has options to complete 4-year degrees 54.5%: Campus offers professional development and certification courses through CE 28%: Campus opened a new Art Gallery with monthly exhibits and programs for the community
In which ways do you usually find out information about the Penn State Lehigh Valley campus?	78% Alumni emails or list-serv messages 37% Alumni newsletter 27% Tradition magazine 18% Newspaper article 14% Penn State Lehigh Valley website 9% Facebook 2% Twitter 4% Billboard or other media ad 15% I rarely or never hear about the campus.

SOCIAL MEDIA

Which social media tools do you use regularly (at least 4 times a week)?	48% Facebook 19% LinkedIn 14% Google+ 13% Twitter 4% Blogs 25% Only occasionally use social media 19% Do not participate in social media at all
<i>If respondents use social media, they were asked the following: (the 19% who do not use social media were not asked)</i>	
Are you a “fan” of Penn State Lehigh Valley Facebook?	70% No 14% Yes 17% Not sure
Do you follow Penn State Lehigh Valley on Twitter?	95% No 3.5% Yes 1.5% Not sure
Would you follow a Penn State Lehigh Valley LinkedIn site?	51% No 24% Yes 25% Not sure

PROGRAMMING INTERESTS

Events/Programs <i>Ranked by highest to lowest interest level</i>	Very Interested/ Interested	Not at all Interested
Cultural events inside and outside the Lehigh Valley area	42%	22%
Networking events held at local venues	38%	30%
Non-credit and post-baccalaureate professional development programs	35%	34%
Alumni academic and research focused events on campus	33%	27%
Personal enrichment and development class	31%	32%
International alumni trips	26%	44%
Credit programming, including degree completion options	24%	54%
Alumni events held onsite at your business’ location	18%	59%
A session on using social media	14%	66%
Workshop on how to host successful internships	10%	74%

OCCUPATIONAL BACKGROUND

Which best describes your current occupational field? <i>Ranked in order of highest to lowest percentage.</i>	
Business/Financial Operations	12%
Engineering	12%
Education (k-12)	10%
Healthcare	10%
Technology	9%
Sales and Related Fields	7%
Education (higher)	5%
Communication/Media	4%
Manufacturing	3%
Social Services	3%
Legal	3%
Construction	2%
Arts/Entertainment	1%
Agriculture/Farming	1%
Restaurant/Hospitality	1%
Military-related	1%
Maintenance/Repair	0.5%
Other	17%
Not currently in the workforce	12% <i>(Half of these are retirees; 6% of alumni are retired)</i>

Do you currently WORK in the Lehigh Valley?	
Yes	No
61%	39%

Do you currently LIVE in the Lehigh Valley?	
Yes	No
86%	14%

DEMOGRAPHICS OF SURVEY RESPONDENTS

Gender	Male: 60% Female: 39% (1% No Answer)
Age	45-54: 23% 55-64: 21% 35-44: 20% 65 and above: 17% 25-34: 15% 18-24: 3% (1% No Answer)
Race/Ethnicity	White/Non-Hispanic: 94% Hispanic: 0.9% Asian/Asian American: 0.5% Black/African American: 0.4% Other: 0.5% (3% No Answer)
Graduation Year	2000-2012: 23% 1980-1989: 22% 1970-1979: 20% 1990-1999: 18% 1960-1969: 11% 1950-1959: 3% Other: 1% (1% No Answer)
Location Graduated From with Degree	University Park: 85% Other PSU Campus: 8% Penn State Lehigh Valley: 5% Other College/University: 3% Did Not Graduate: 1% (0.2% No Answer)
If Graduated from PSLV, Which Program Graduated From	Business: 26% IST: 10% Business Admin Assoc.: 10% Letters, Arts, and Sciences Assoc.: 10% IST Assoc.: 7% OLEAD: 7% Childhood and Early Adolescent Ed: 3% Psychology: 3% Other: 32%

ALUMNI SURVEY INVITATION

Penn State Lehigh Valley invites you to participate in the 2012 Penn State Alumni Survey. This survey is extremely important in helping the campus effectively engage alumni in campus offerings and alumni events. Your involvement in this survey is completely voluntary, and your answers will remain anonymous and confidential. You will not be asked to reveal your name as part of this survey. Your responses, in aggregate form, will aid Penn State Lehigh Valley in the development of new opportunities, programs, and resources for Penn State alumni.

The survey will remain open until Tuesday, October 30, at 5:00pm.* Survey respondents may only complete the survey once.

Thank you in advance for your involvement and feedback. We look forward to sharing highlights of the results in an upcoming newsletter.

Click on the link to complete the survey:
<http://s.zoomerang.com/s/pslvalumnisurvey2012>

**The survey close date was extended to November 9, 2012, to account for Hurricane Sandy power outages.*

PENN STATE ALUMNI ASSOCIATION: ALUMNI SURVEY 2012

In May 2012, the Penn State Alumni Association at Penn State University commissioned StrategyOne to conduct a survey of alumni. A total of 1,282 alumni responded to the survey (from an alumni pool of 10,000). 779 completed it online; 503 completed it via telephone. Some questions from the Alumni Association Survey were extracted to use within the Lehigh Valley Alumni Survey to provide comparisons and additional data insights. Highlights include:

Question/Statement	Alumni Association Survey 2012	PSU-LV Alumni Survey 2012
How satisfied are you with the experience you had at Penn State as a student?	97%	99%
Great deal of pride in Penn State degree	76%	81%
Great deal of emotional connection to Penn State	58%	70%
How likely would you be to recommend Penn State to a prospective undergraduate of your own interests and background? <i>(Alumni Association Survey)</i>	87%	92%
How likely are you to recommend Penn State Lehigh Valley to a prospective undergraduate student? <i>(PSU-LV Alumni Survey)</i>		

Alumni Association Survey 2012 Data Report available at:
http://alumni.psu.edu/about_us/2012-alumni-opinion-survey