

UPCEA SNAP POLL

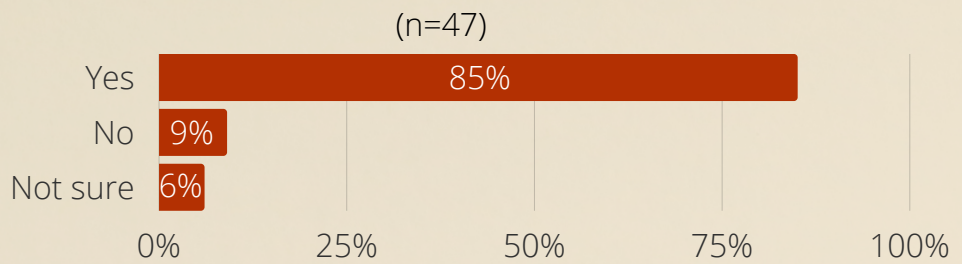
ALUMNI AS AN AUDIENCE

OCT./NOV. 2021

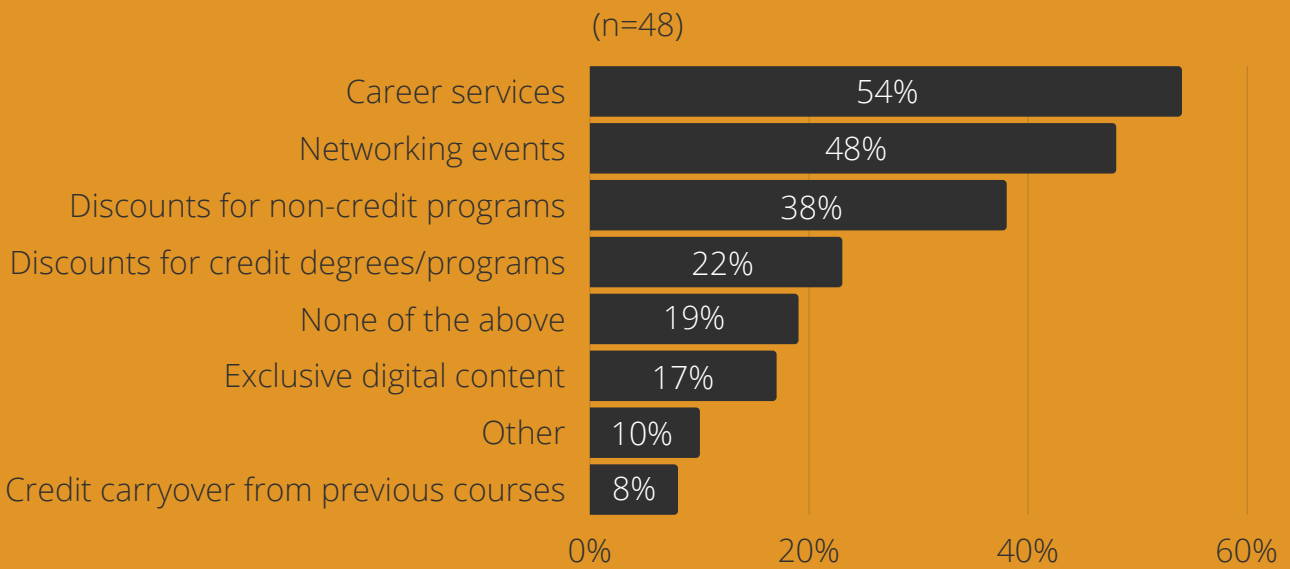
In October and November 2021, 48 individuals participated in a snap poll on alumni as an audience at their institutions, including professional, continuing, and online education (PCO) units. Invitations were sent out via UPCEA's Membership Matters newsletter and links were posted on the UPCEA CORE discussion site.

Eighty-five percent of respondents' PCO units offer non-credit or alternative credentials.

85%

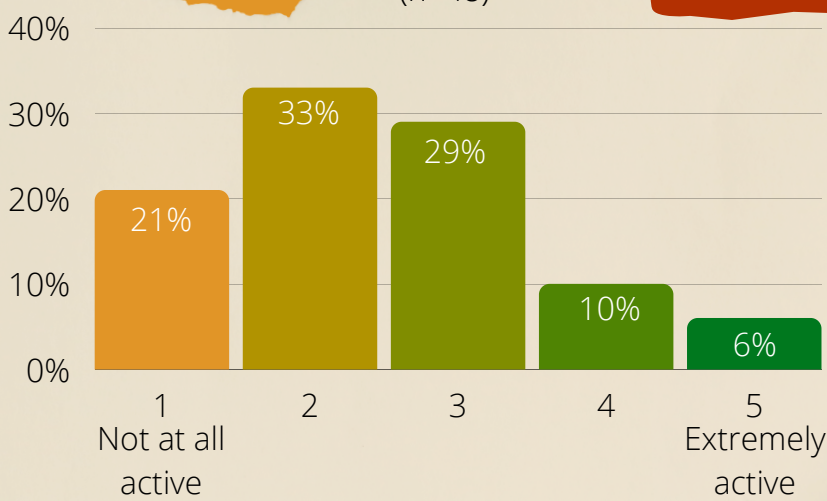


Career services and networking events were the most common benefits respondents' institutions offer to alumni.



Activity with alumni regarding PCO offerings

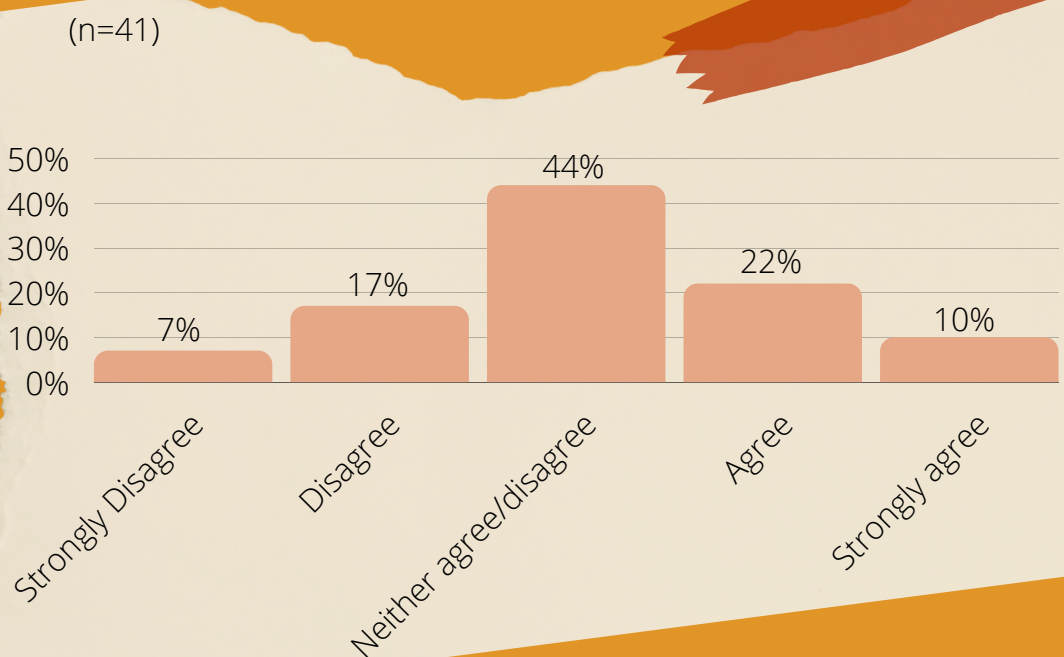
(n=48)



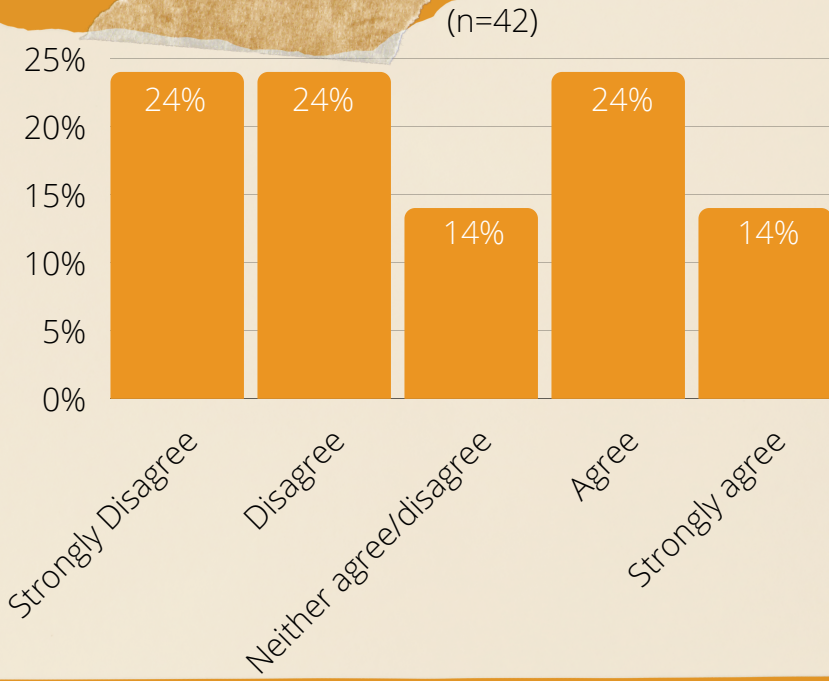
AVERAGE RESPONSE: 2.5

In today's hyper competitive environment where every enrollment counts and all revenue streams are being explored, most institutions are not leveraging a market with which they've already had success, their alumni. Institutions appear to be indifferent to this group, at best. Only 6% of respondents said their institution is extremely active with its alumni regarding PCO offerings and opportunities.

Additionally, a quarter of respondents (24%) disagreed or strongly disagreed with the statement, "my institution offers programming that aligns with, and is targeted toward, alumni of the institution."

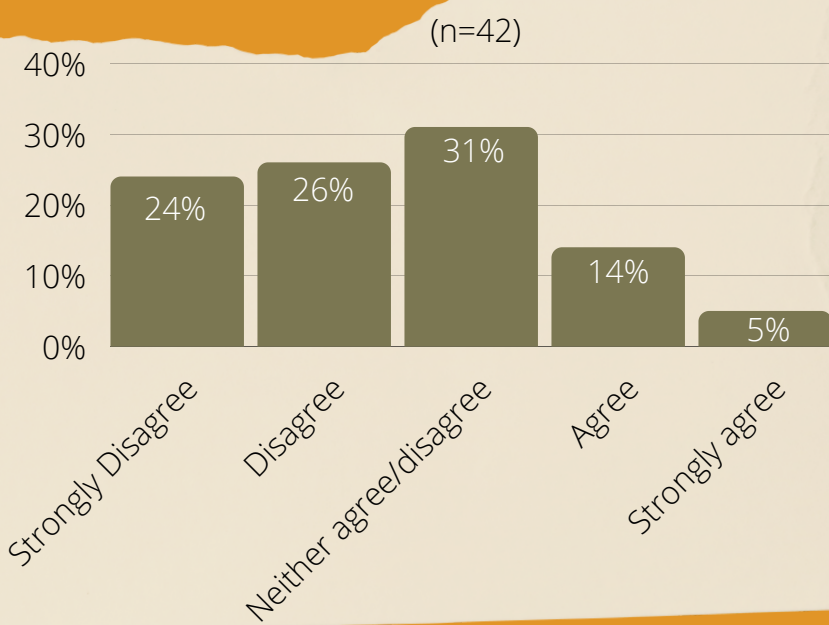
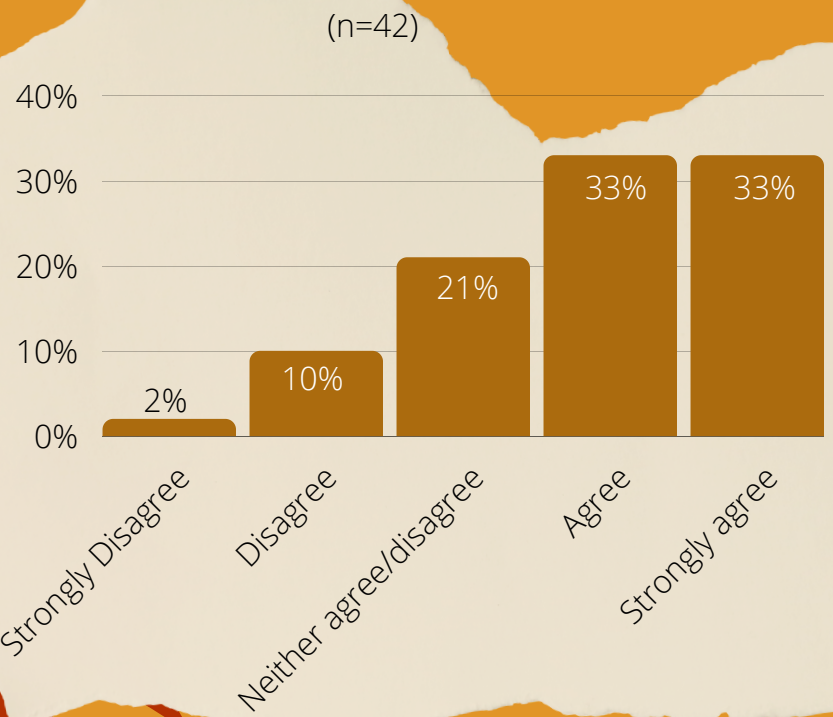


PCO unit access to essential alumni information



Institutions are understandably protective of their alumni information as it is critical to fundraising and development initiatives. However, nearly half of all respondents (48%) disagreed or strongly disagreed with the statement that their institution allows their PCO unit access to essential alumni information for marketing purposes.

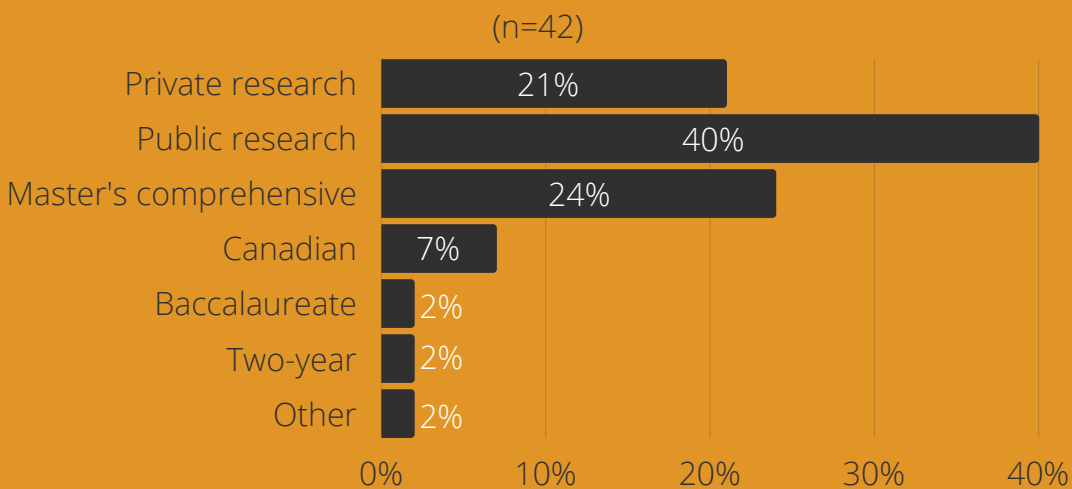
Two thirds of respondents (66%) agree or strongly agree that their institution closely guards alumni information and uses it primarily for fundraising and development purposes.



Even though their institution may not be marketing to their alumni, other institutions certainly are. Institutions need to take a more proactive approach to integrating alumni and professional, continuing, and online education into their long-term strategic plans as only 19% strongly agreed or agreed their institution is actively doing this.

DEMOGRAPHICS

Which of the following best describes your institution?



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visit core.upcea.edu

