

## *Alumni Engagement*

*Insights is a brand*

*new research tool*

*developed by*

*Insights West that*

*allows post-*

*secondary institutions*

*to measure alumni*

*engagement scores*

*against normative*

*benchmarks and learn*

*where to strategically*

*focus their efforts for*

*the most impact.*

## **Why Alumni Engagement Insights?**

- Fast turnaround
- Local and recent normative database
- Projectable, quantifiable data
- Cost effective
- Customizable
- Add-on tools



## **What is Alumni Engagement Insights?**

This brand new tool not only measures alumni engagement, but also provides relevant context through comparisons to competitive institutions. Measures on various key dimensions provide a detailed understanding of which areas clients should prioritize their efforts on.

- 8-10 minute survey
- Sample size of 200–1,000 or more
- Alumni Engagement Insights measures:
  - Degree of connection since graduation
  - Participation in alumni activities
  - Likelihood to recommend
  - Overall school rating and ratings for specific attributes including:
    - Education quality
    - Faculty
    - Overall reputation
    - Community support
    - Innovation
    - Trustworthiness
    - Management
    - Friendliness
    - Environmental responsibility
    - Preparation for the workforce

## **What do we get and how much does Alumni Engagement Insights cost?**

- n=1,000+: \$14,000 to \$18,000
- n=200–500: \$10,000 to \$12,000
- PowerPoint executive summary of results
- Detailed tables
- Comparisons against our normative database
- 12-15 customized questions

Insights West is a progressive, Western-based full service marketing research company with a passion for strategic thinking, client service and innovation.

Please contact us for more information on Alumni Engagement Insights:

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