



Results from the 2025 Alumni Attitude Study[©]

Presented by:



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The slides in this handout are part of a more complete and comprehensive oral presentation. For an in-depth understanding of the information provided herein, you should view these slides in combination with that presentation. For questions contact Rob Shoss at PEG, Ltd.

About the Alumni Attitude Study[©] Project

- **The Alumni Attitude Study (AAS or Study) has been completed by more than 1,000,000 alumni at over 320 educational institutions throughout the last 20 years**
- **Instrument was branded to reflect Towson University.**
- **This is the 2nd Study conducted by Towson University.**
- **The 2025 Towson University Study results are compared to a national average of past participants from the last 5 years, a group of selected peer institutions, and the prior Study from 2016, where applicable.**

Participants

National Average Comparable Group

American International College	Grinnell College	Rochester Institute of Technology	University of Maryland
Peay State University	Illinois College	San Jose State University	University of North Texas at Dallas
Babson College	James Madison University	Semester at Sea	University of Pittsburgh
Baylor School of Medicine	Marietta College	Seton Hall University	University of Tennessee, Chattanooga
Central Methodist University	Mercy College	St. Bonaventure University	University of Tennessee, Knoxville
Colorado State University	Middle Tennessee State University	Stockton University	University of Toronto
Concordia University, Ann Arbor	Mount Saint Mary's University	SUNY-Oneonta	University of Utah
Concordia University, Wisconsin	Neumann University	Temple University	Valparaiso University
California State University, San Marcos	New England Conservatory	Tennessee State University	Virginia Military Institute
DeSales University	New Mexico State University	Tennessee Technological University	Wheaton College
Duke University	New York University	Texas A&M University, Kingsville	Tulane University
East Tennessee State University	North Carolina State University	Texas Lutheran University	
Emerson College	Northwood University	The American University of Paris	
Emory University	Occidental College	The University of Memphis	
Florida State University	Ohio University	The University of New Mexico	
Gannon University	Pace University	Trinity Christian College	
George Mason University	Pacific Northwest College of Art	University of California, Santa Cruz	
Georgia Institute of Technology	Pennsylvania State University	University of Delaware	
Gettysburg College	Portland State University	University of Houston	
Gonzaga University	Rhode Island School of Design	University of Kentucky	

Comparable Institutions

East Tennessee State University

Illinois State University

Middle Tennessee State University

New Mexico State University

Portland State University

Stockton University

University of Delaware

Wright State University

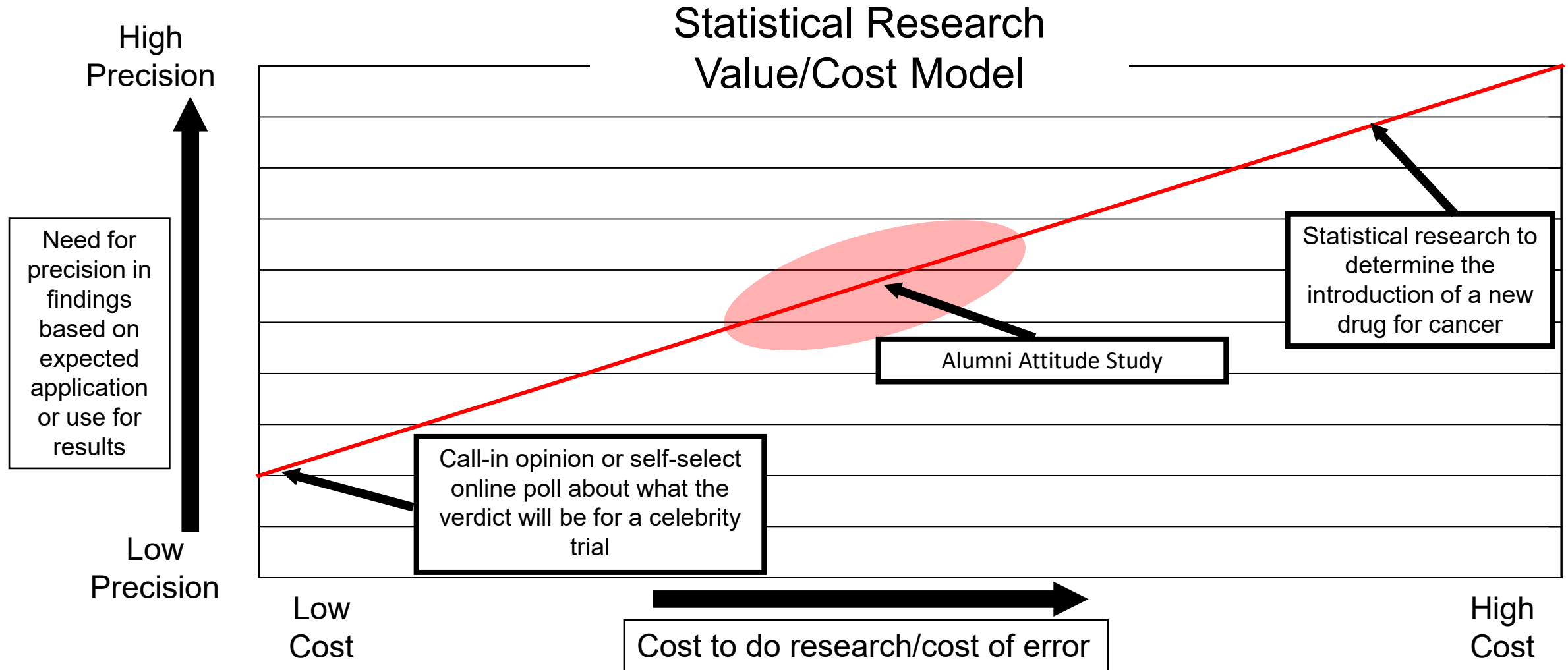
Study Results:

Distribution and Response

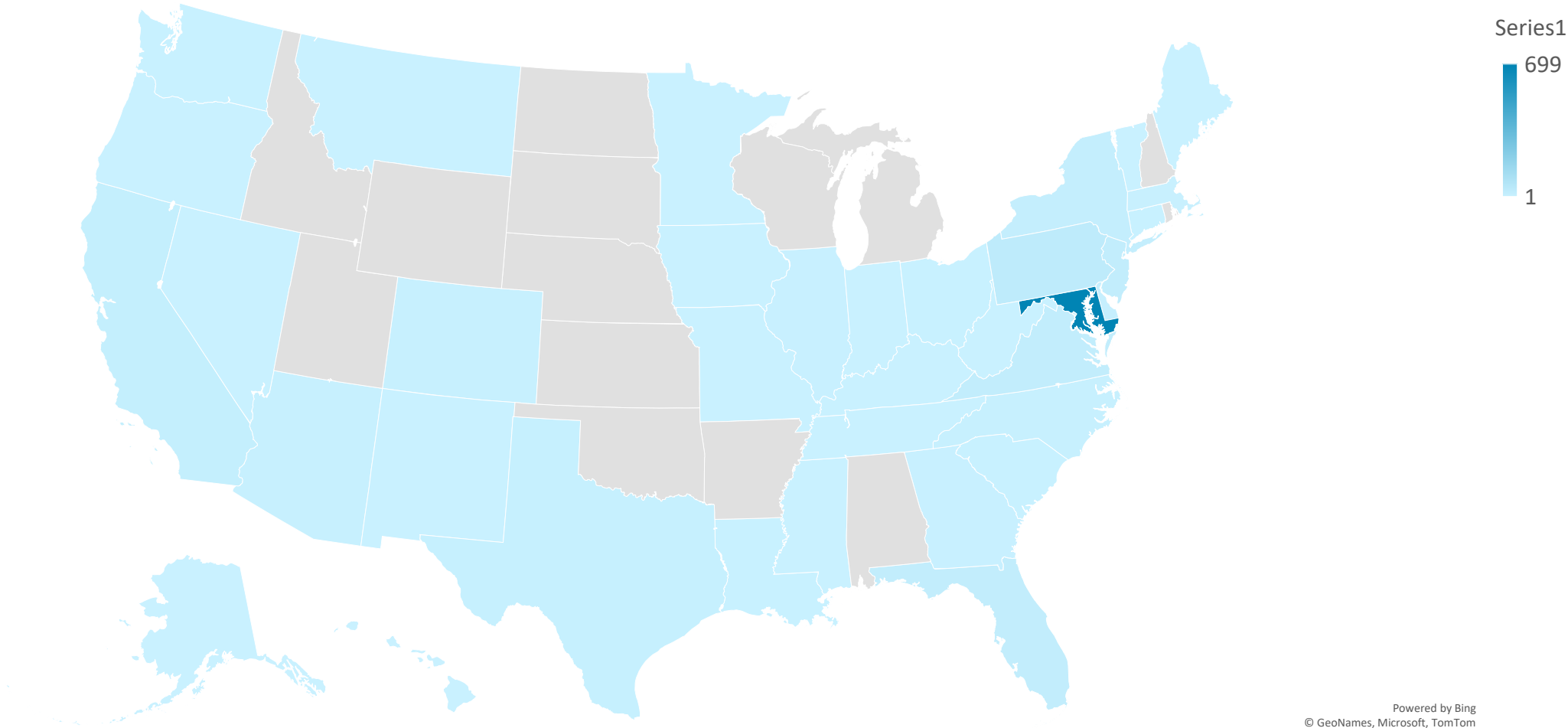
	2016	2025
Response Rate	2.34%	1.77%
Presumed Delivered	56,111	66,696
Number of Responses	1,313	1,179

When Do I Have Enough Data?

It is all about application.



2025 Survey Respondents By State



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Demographic Data

<u>Ethnicity</u>	<u>National Average</u>	<u>Towson University 2016</u>	<u>Towson University 2025</u>
Caucasian/White	84%	78%	69%
African American/Black	6%	13%	17%
Hispanic	5%	1%	2%
Asian or Pacific Islander	4%	1%	3%
American Indian or Alaskan	2%	0.3%	0.2%
Other	0.3%	1%	2%
Prefer not to answer	1%	2%	5%

<u>Gender</u>	<u>National Average</u>	<u>Towson University 2016</u>	<u>Towson University 2025</u>
Male	53%	38%	30%
Female	47%	60%	61%
Non-Binary			0.8%
Prefer not to answer		0.5%	2%

KEY DRIVERS OF ALUMNI RELATIONSHIP WITH THEIR ALMA MATER

- **Powerful Affinity**

The most expensive thing we will purchase in time and money, that we can never sell back to someone else, is our higher education

- **Political Environment as Student**

Universities are by their nature, sponges and echo chambers of political discourse

- **Economic Environment as Student**

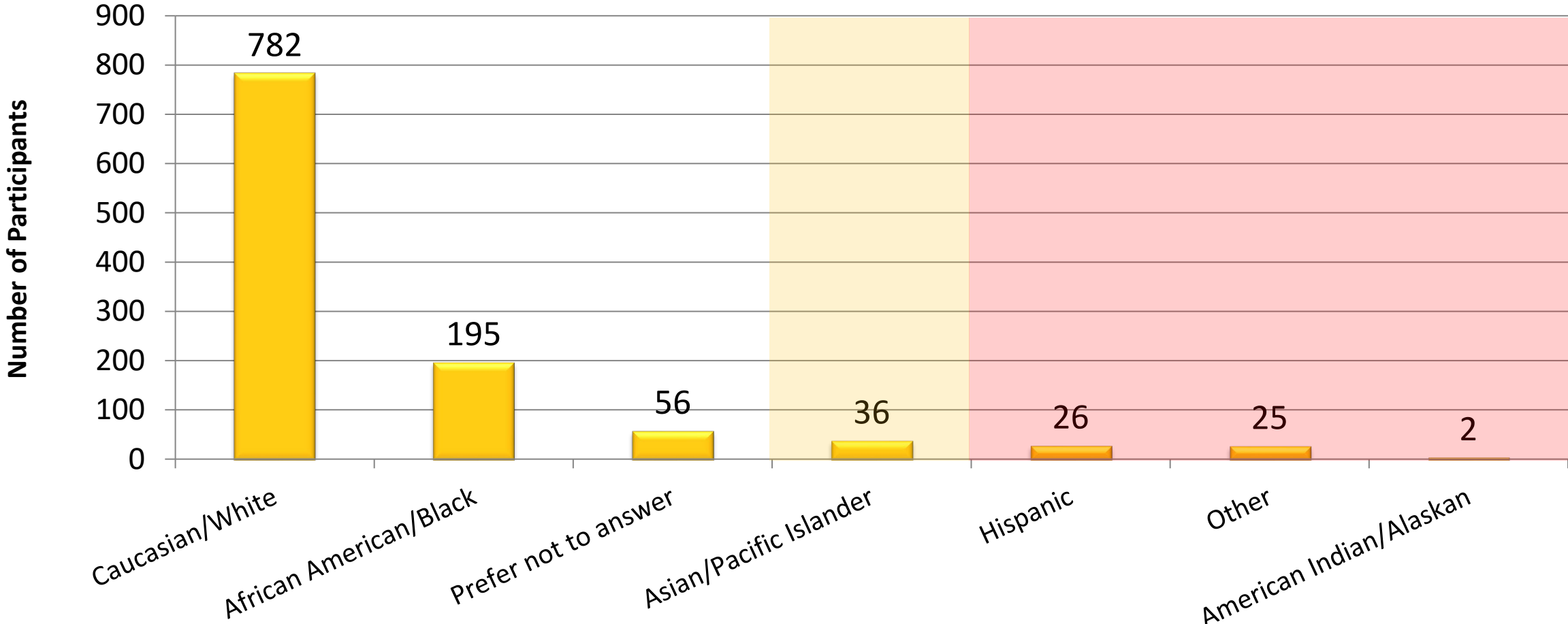
The economic environment that awaits us as we move from college to the rest of our lives drives much of our feelings about our alma mater



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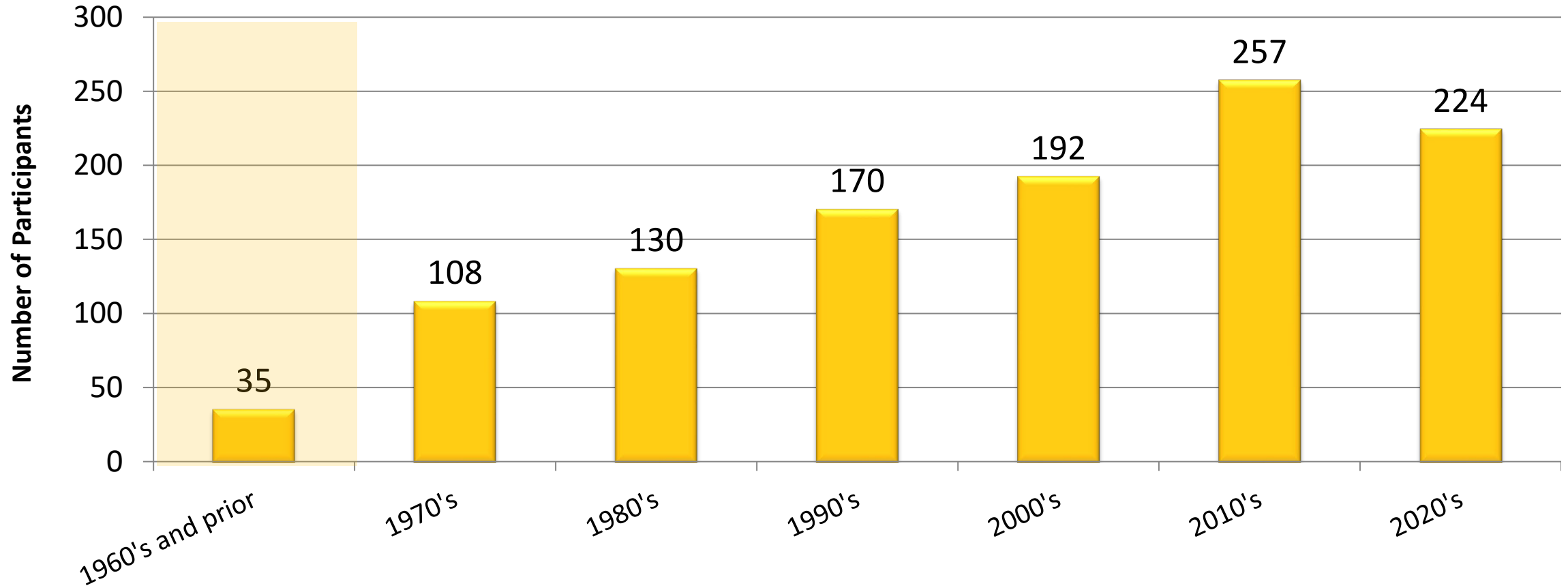
Response

By Ethnicity



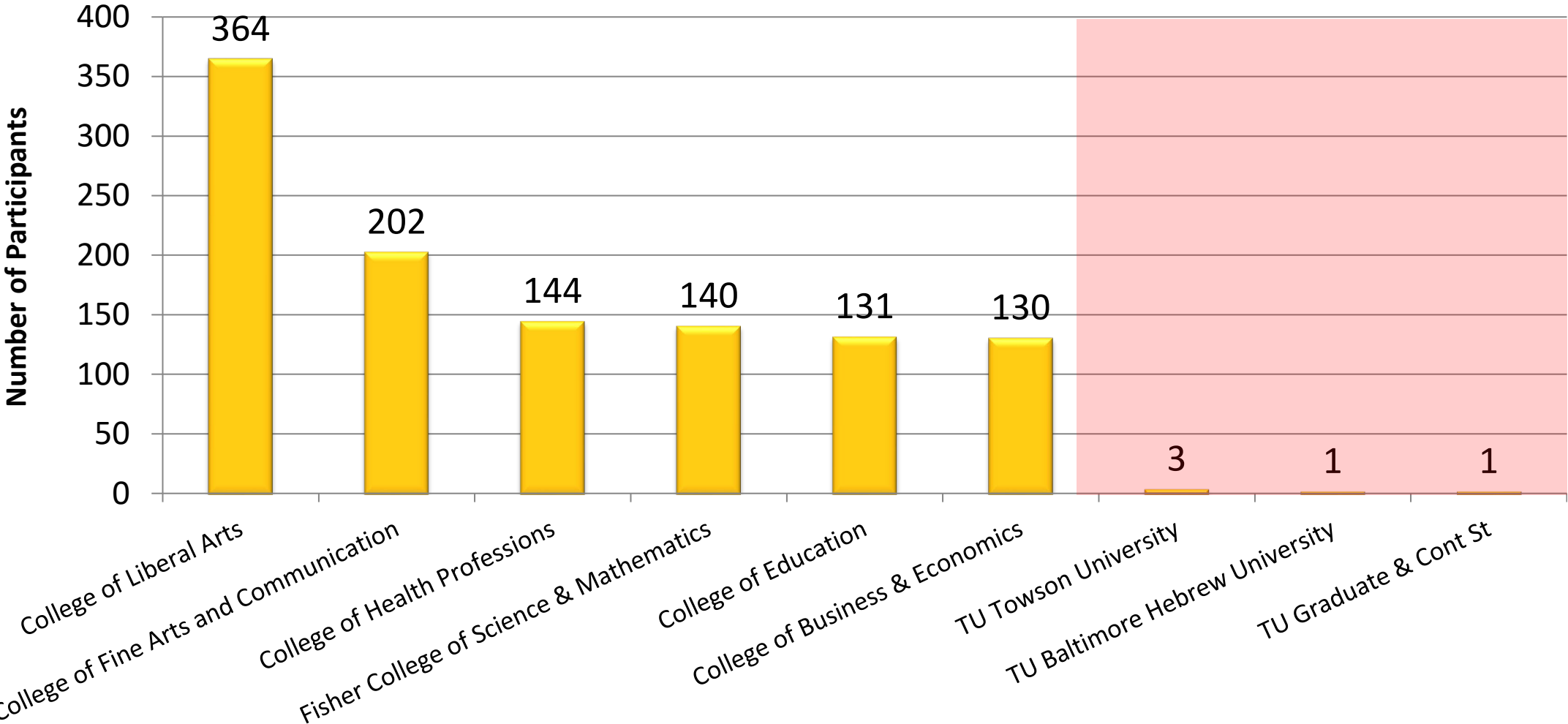
Response

By Decade of Graduation



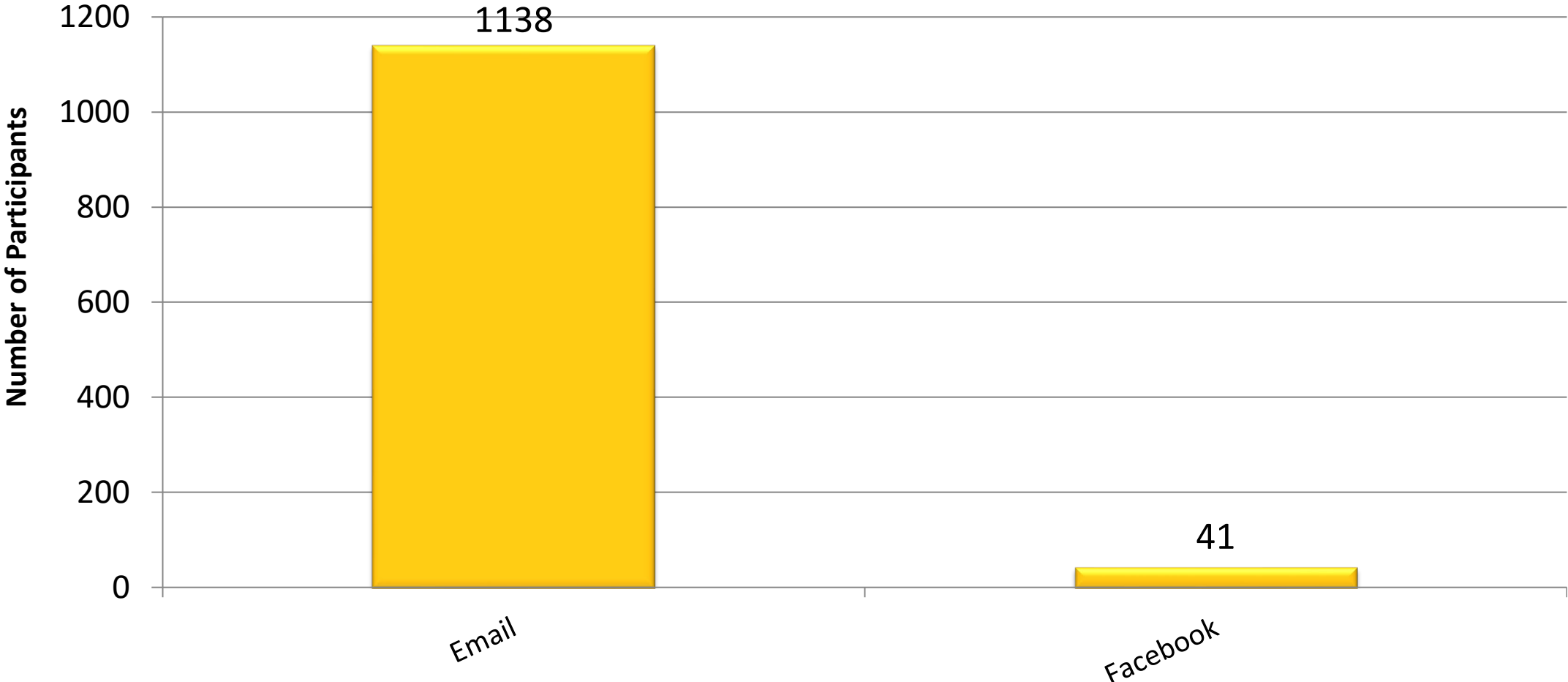
Response

By College

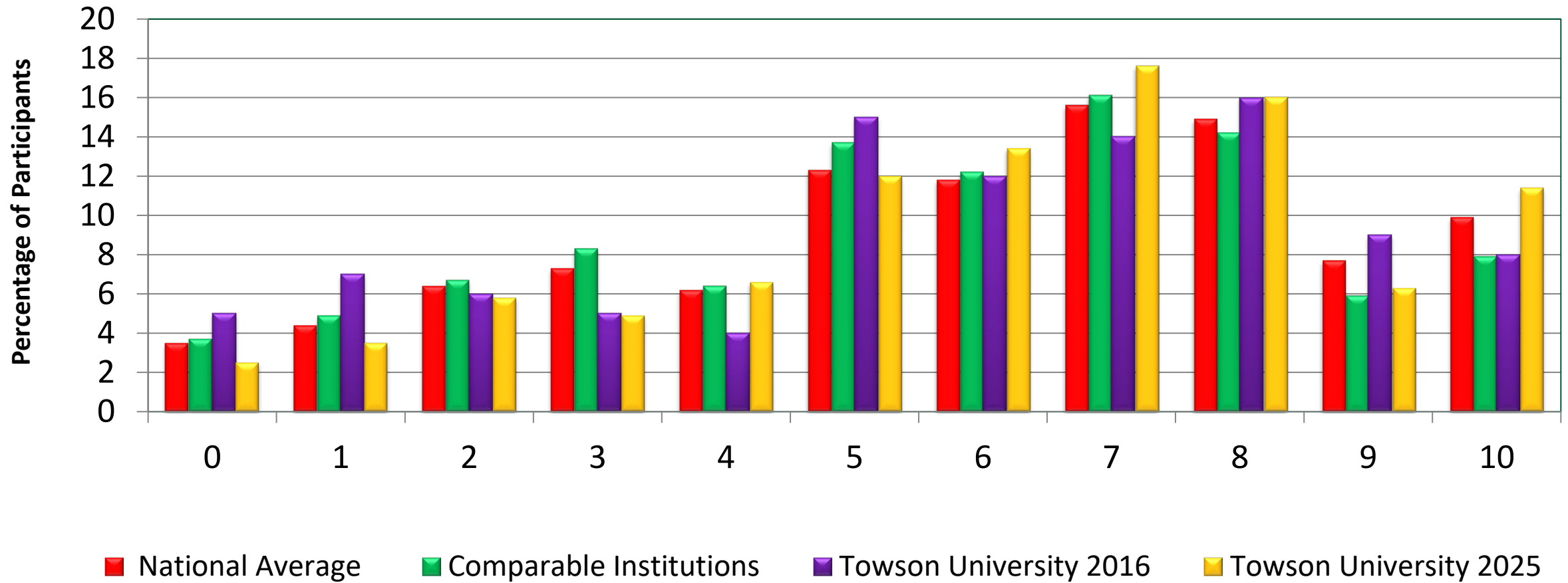


Response

By Response Type

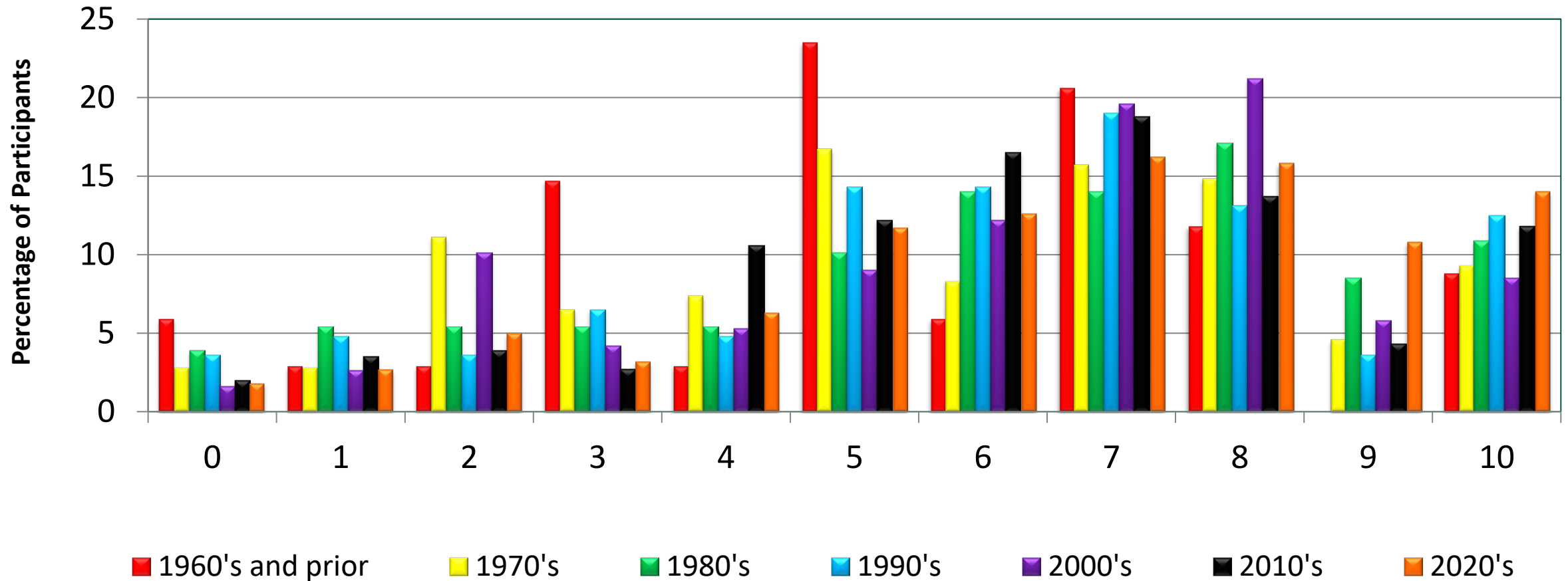


Q06. On a scale from 0 to 10, with 0 being the lowest, how connected do you feel to Towson University?

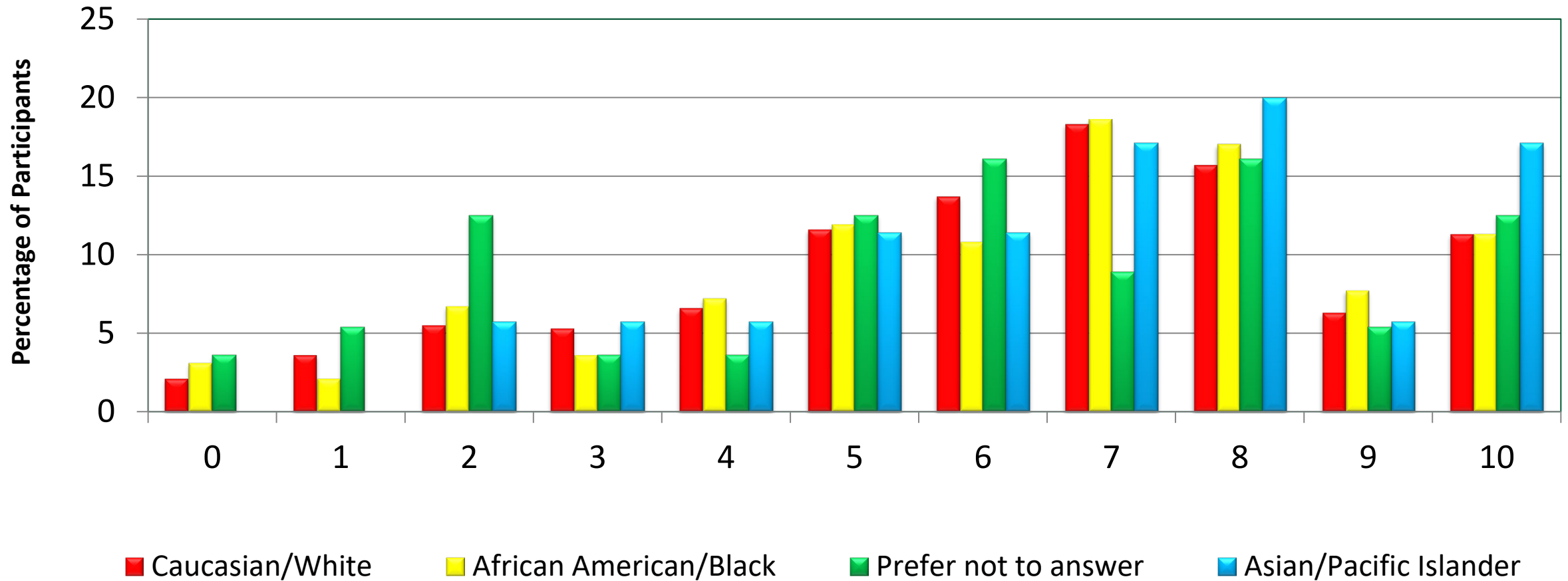


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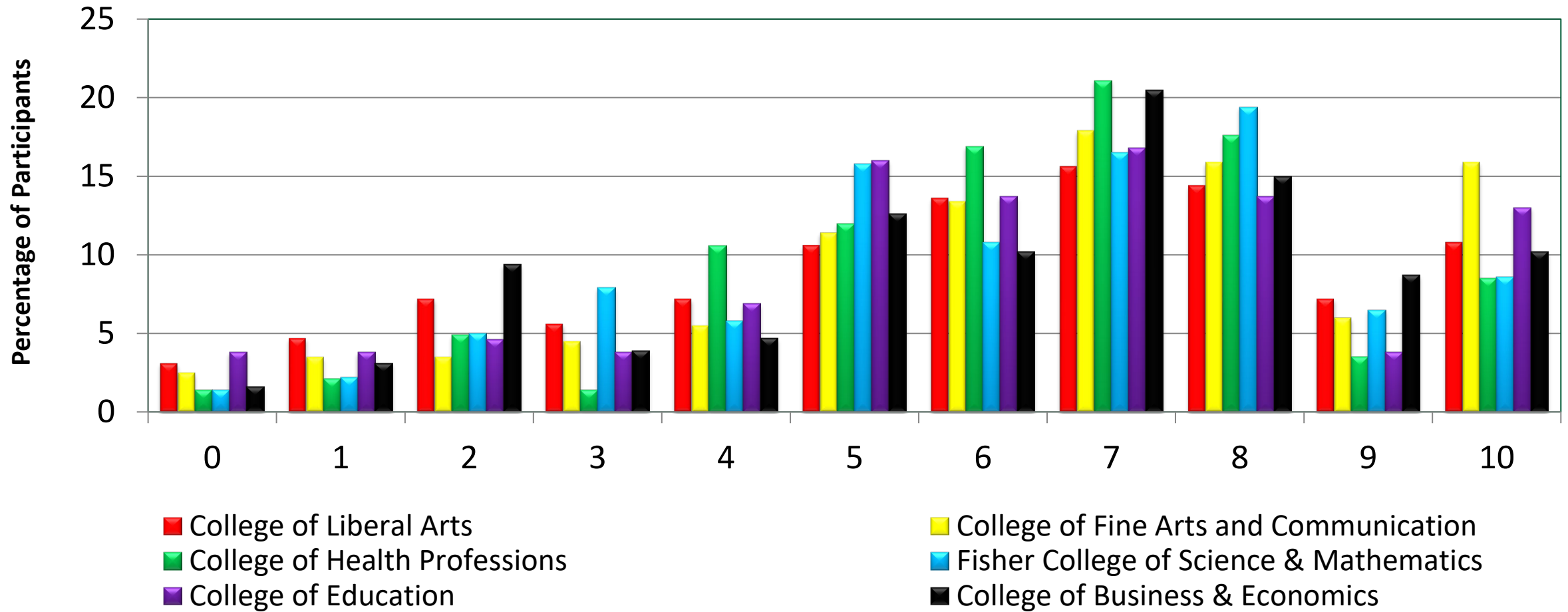
By Decade of Graduation



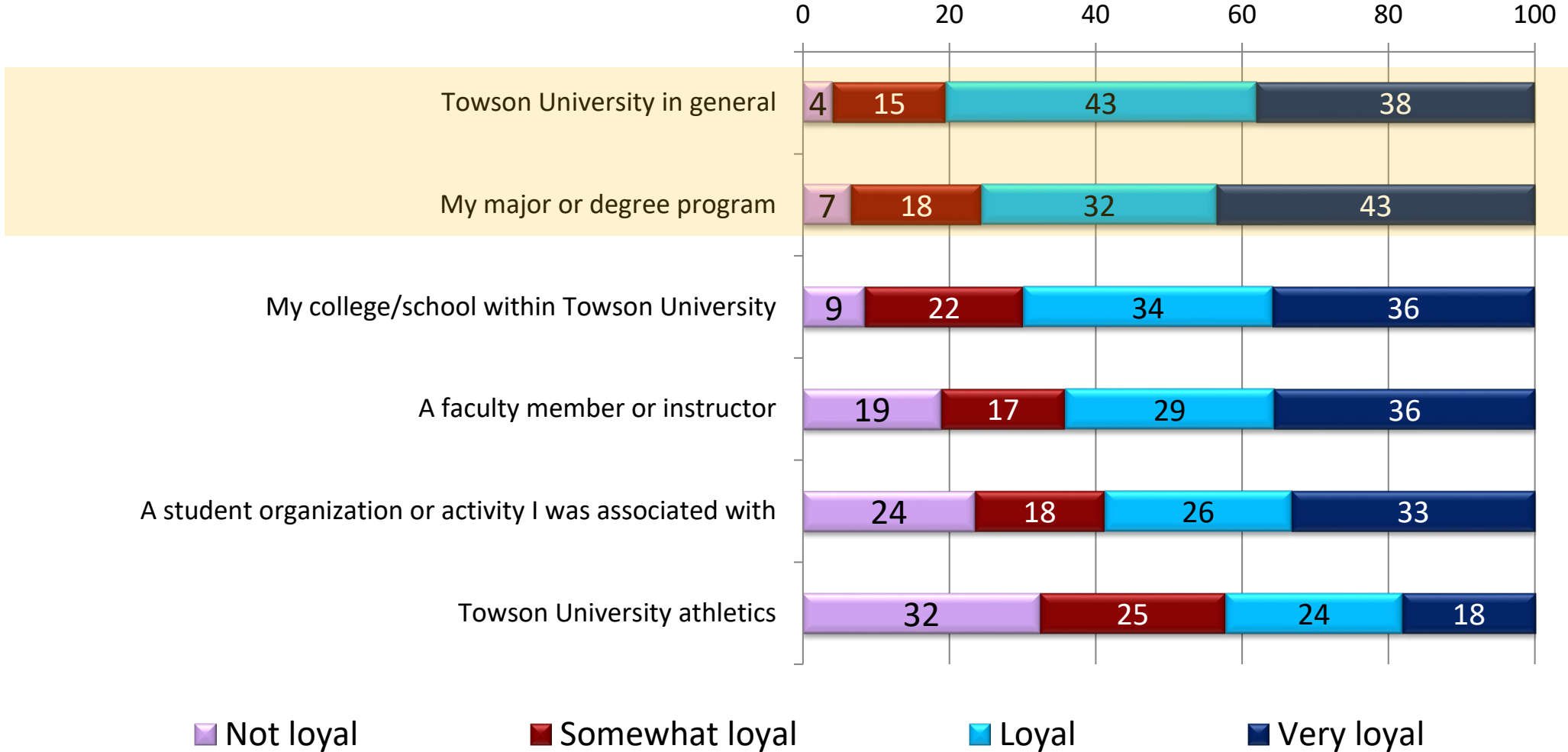
Q06. On a scale from 0 to 10, with 0 being the lowest, how connected do you feel to Towson University? *By Ethnicity*



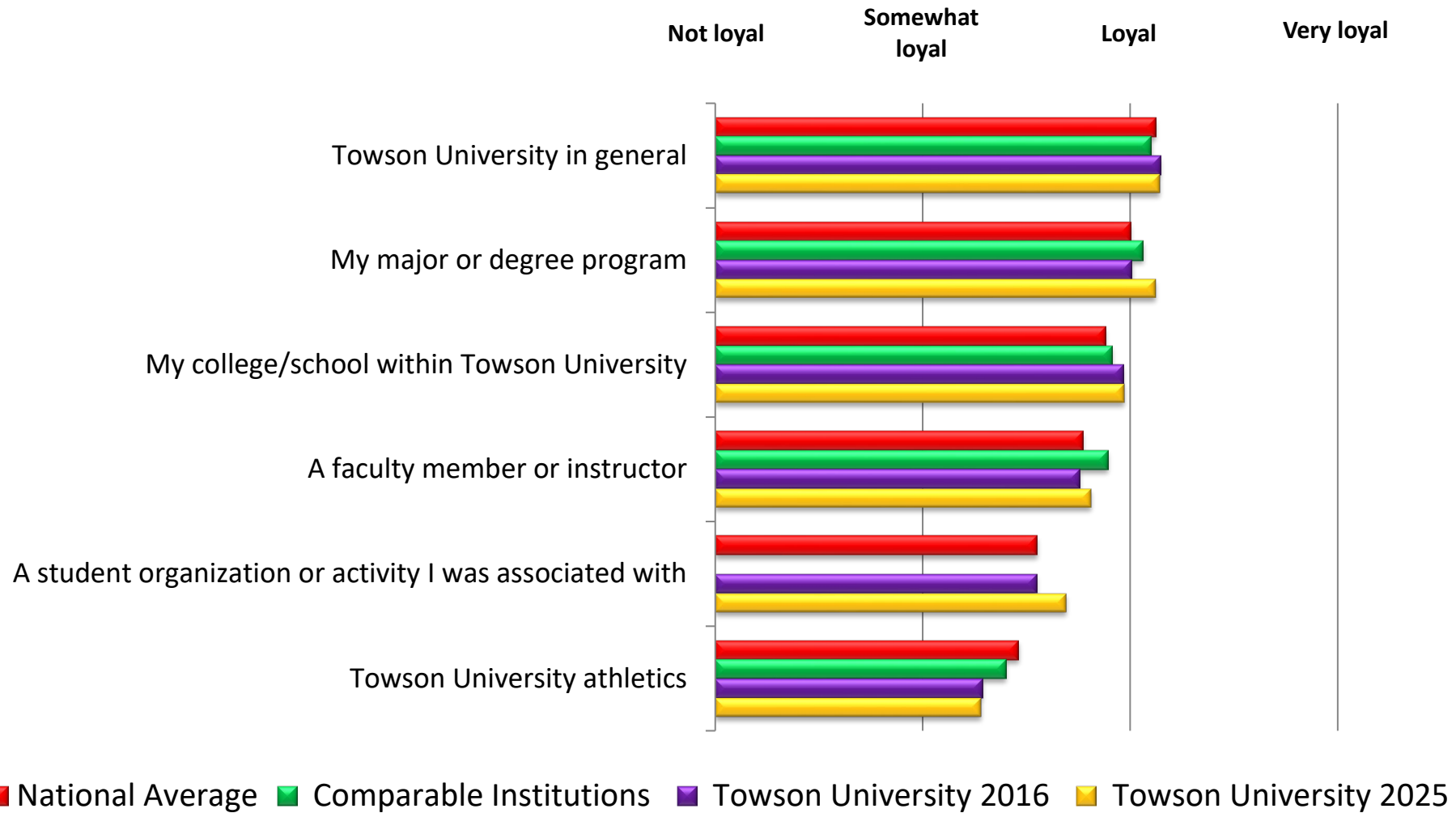
Q06. On a scale from 0 to 10, with 0 being the lowest, how connected do you feel to Towson University? By College



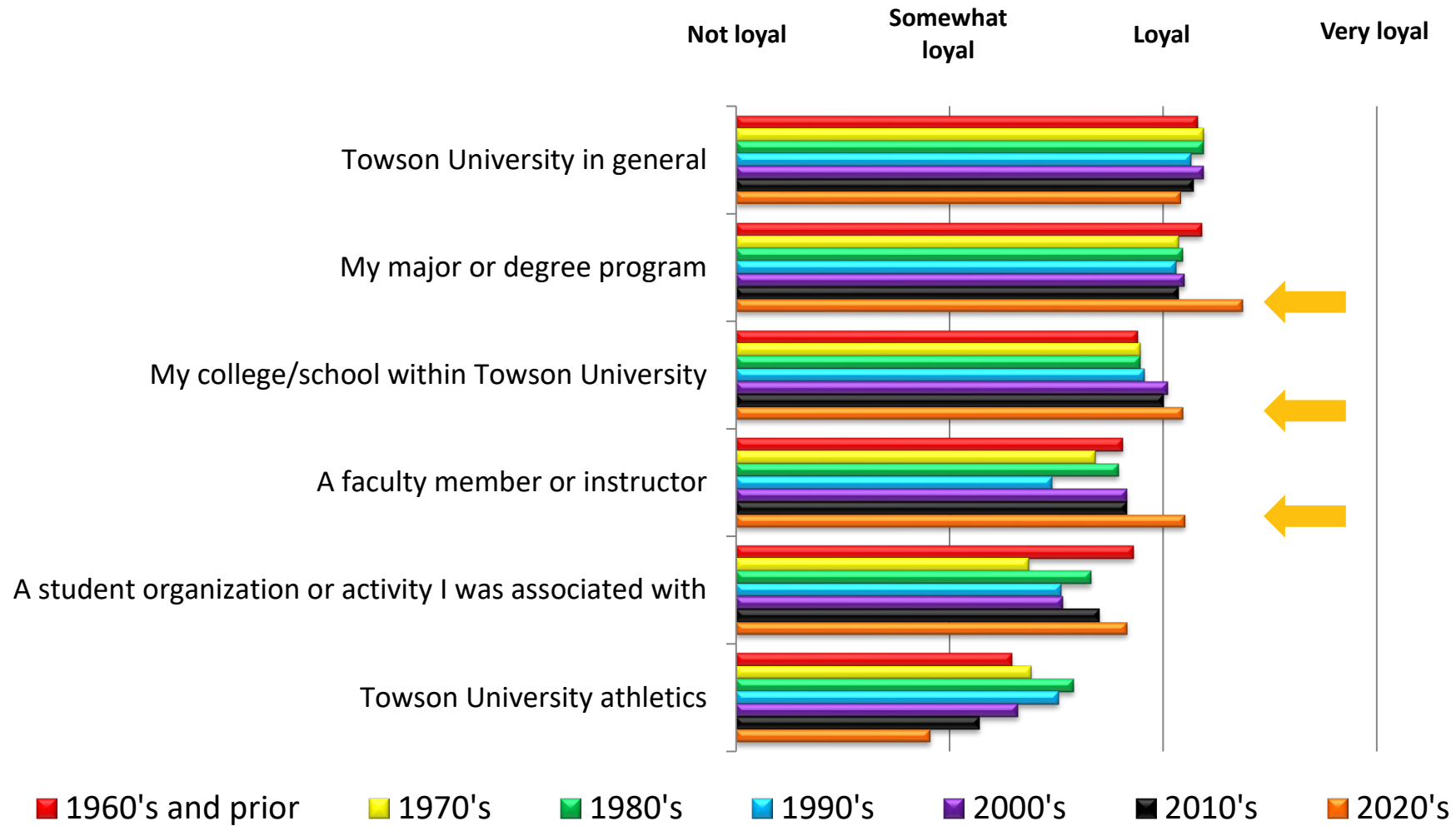
Q08. Please indicate the extent of your loyalty to each of the following:



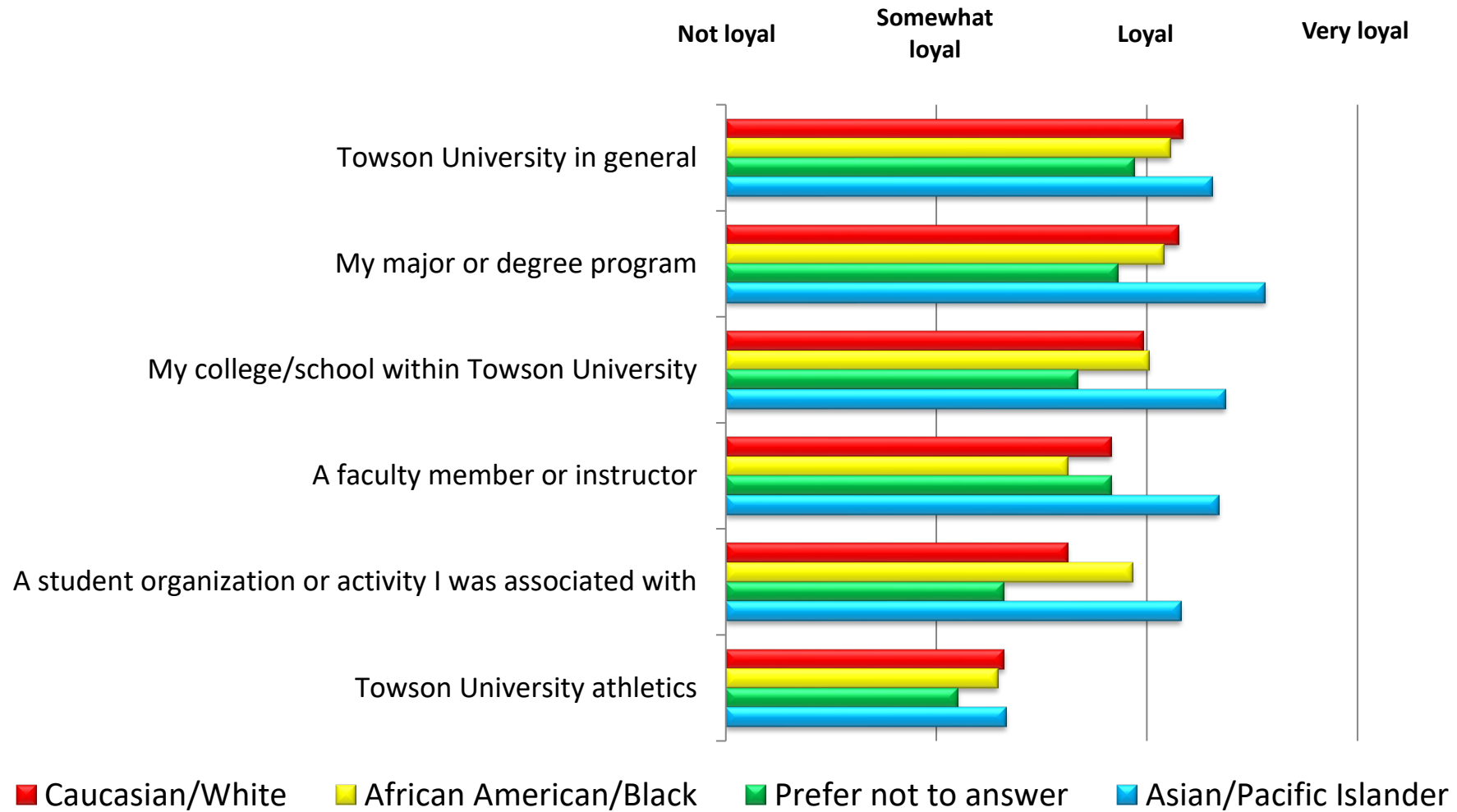
Q08. Please indicate the extent of your loyalty to each of the following:



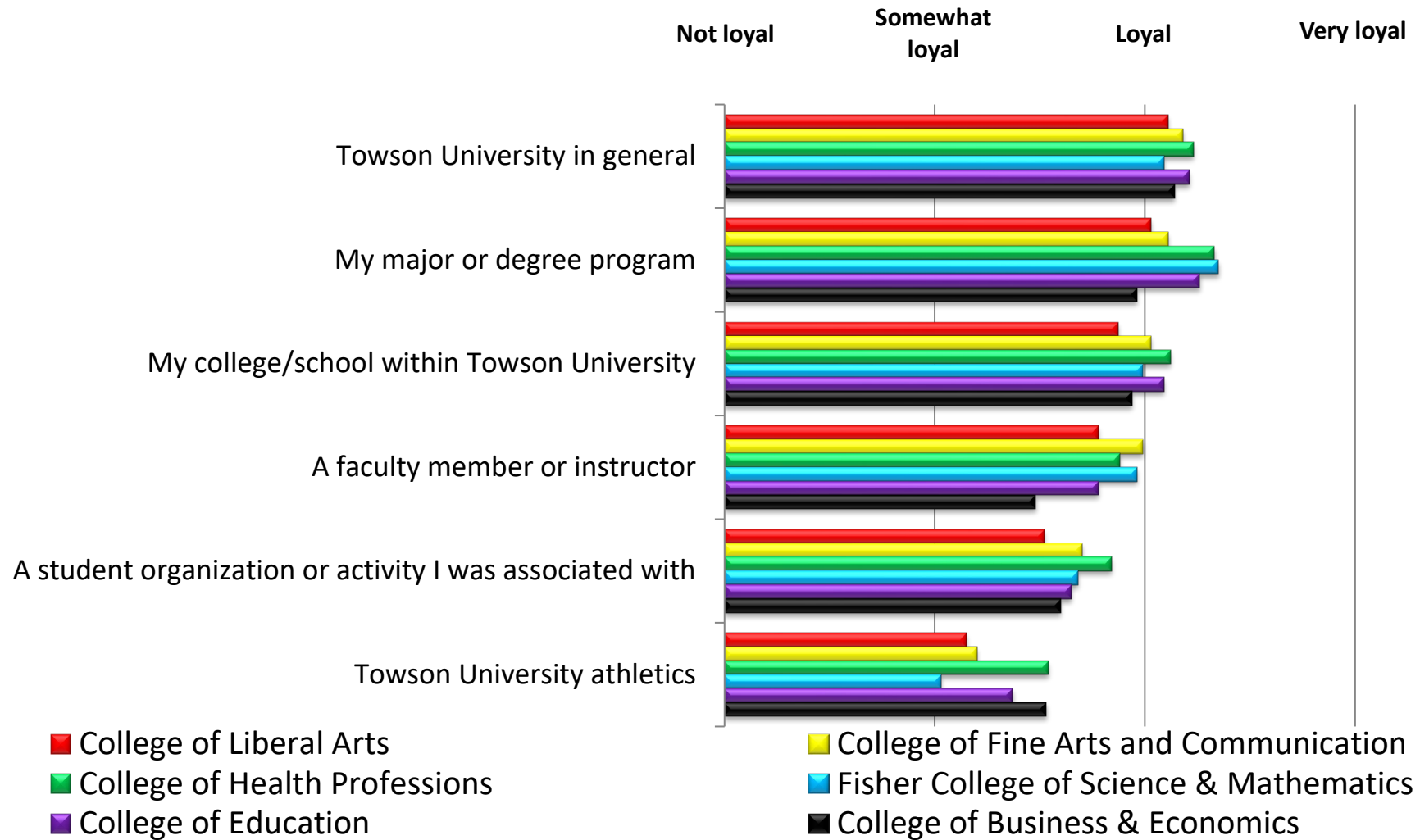
Q08. Please indicate the extent of your loyalty to each of the following: By Decade of Graduation



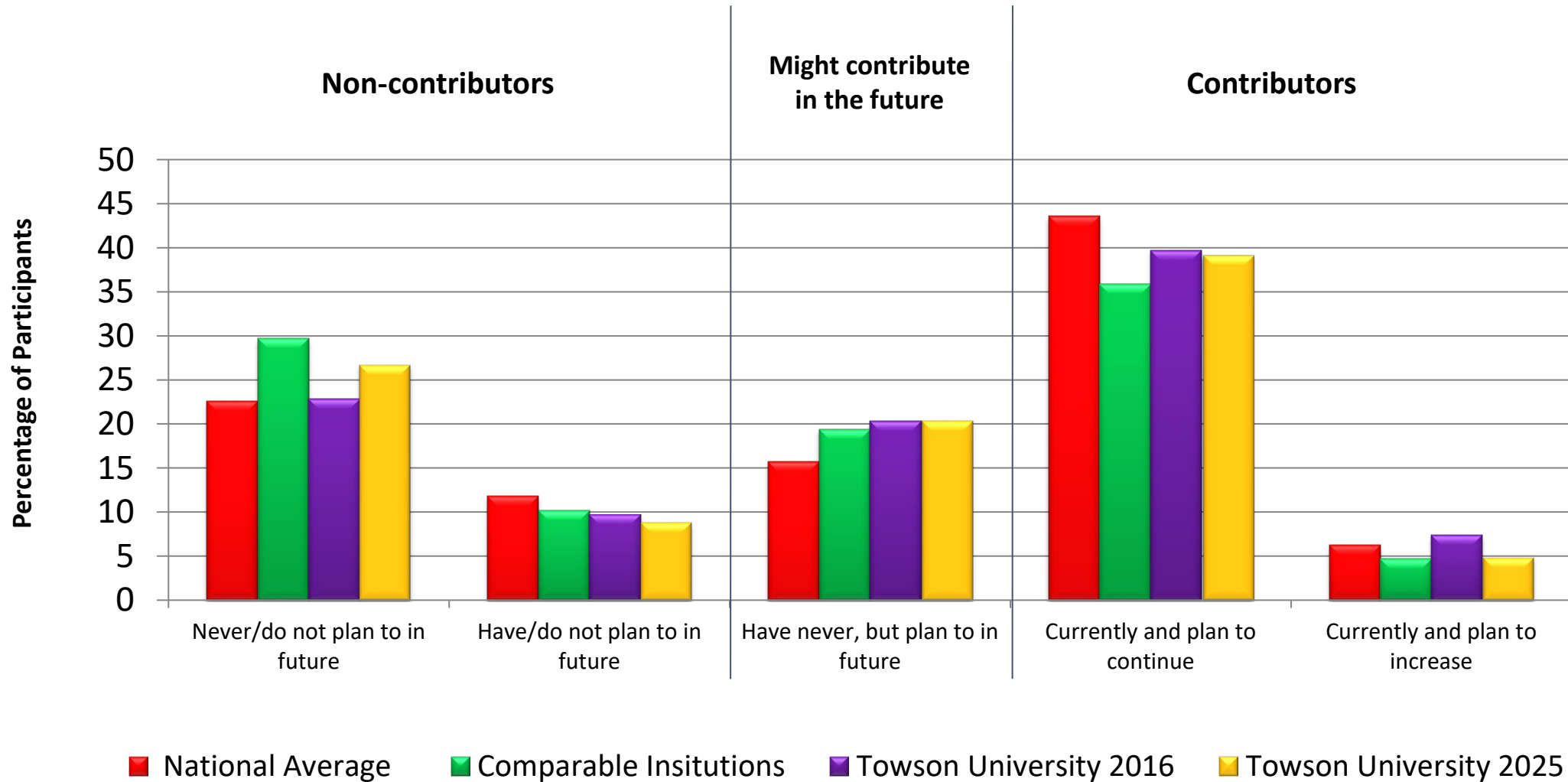
Q08. Please indicate the extent of your loyalty to each of the following: By Ethnicity



Q08. Please indicate the extent of your loyalty to each of the following: By College

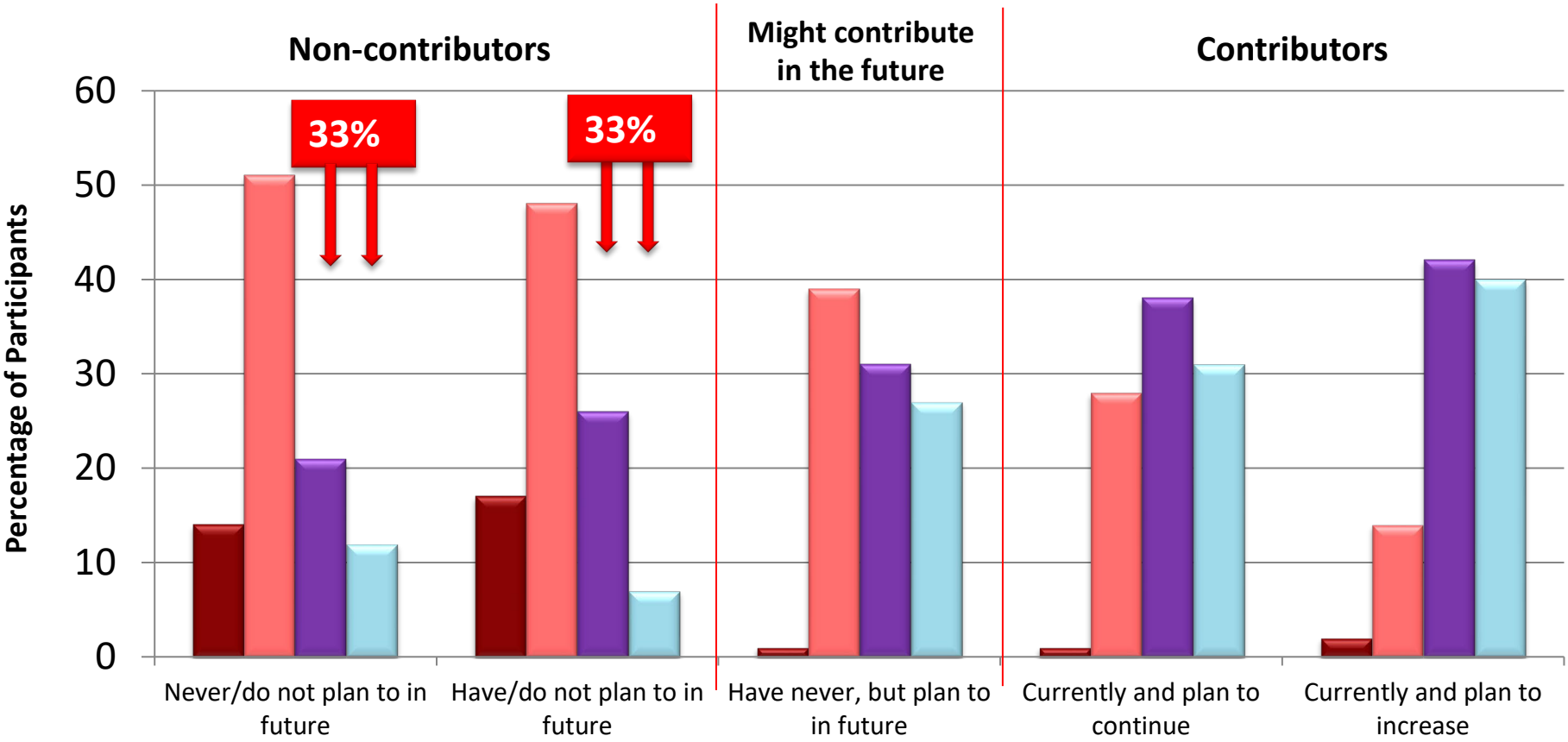


Q21. Which of the following best describes your financial support of Towson University?



Response

By Q21 Intent to Participate Financially vs. Q02

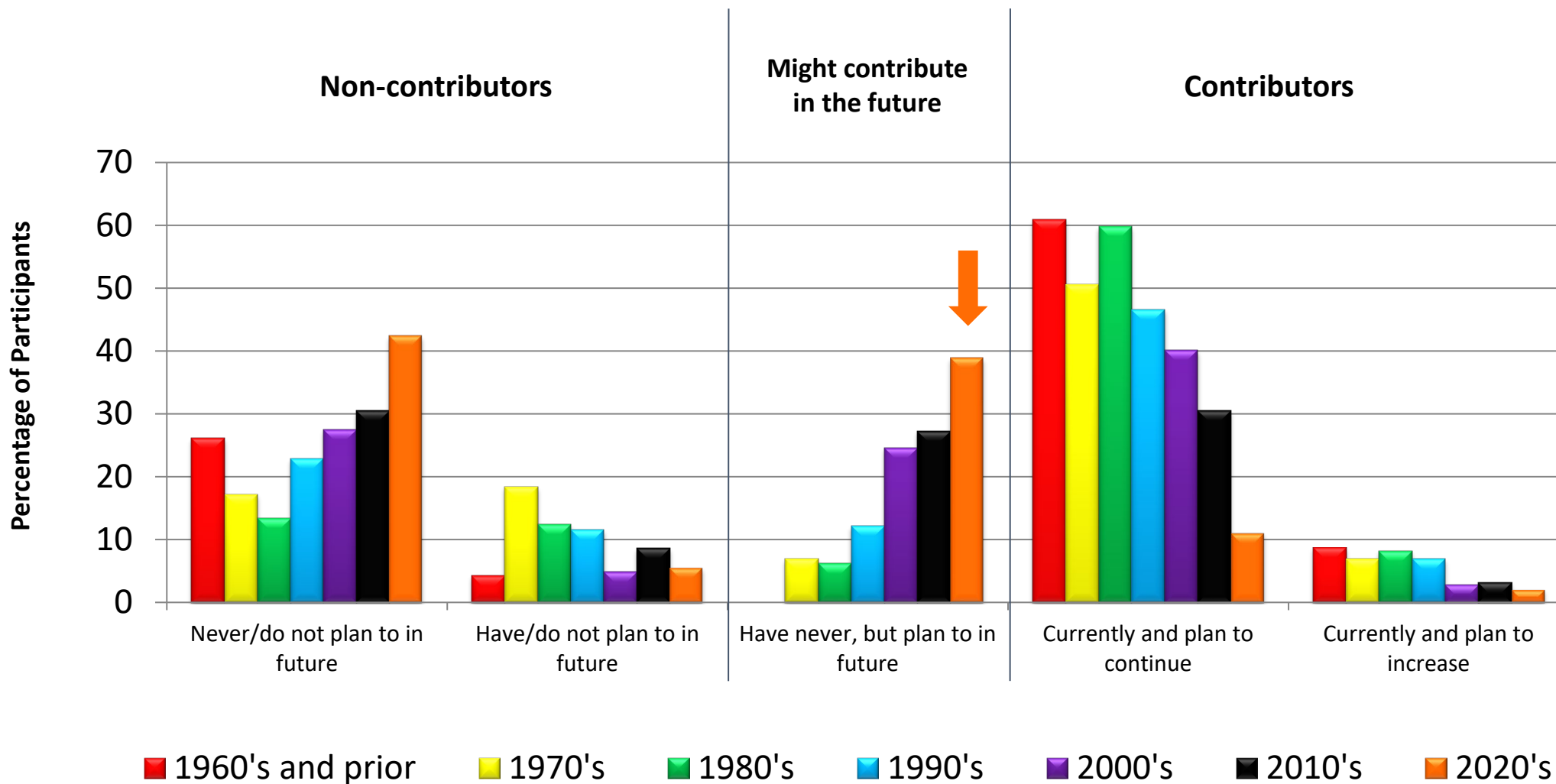


How often do you promote Towson University to others?

■ Never
 ■ Occasionally
 ■ Regularly
 ■ All the time

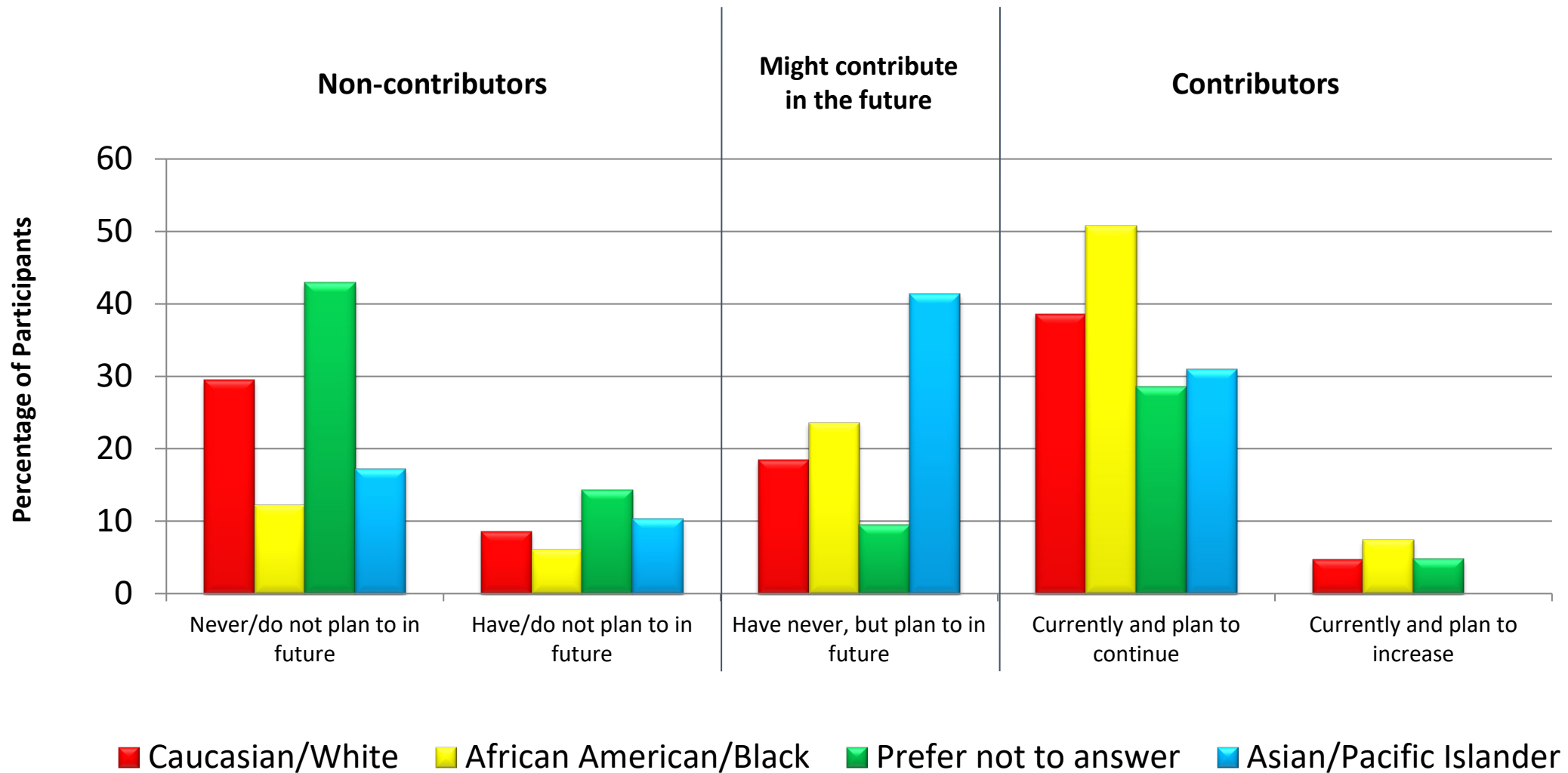
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By Decade of Graduation



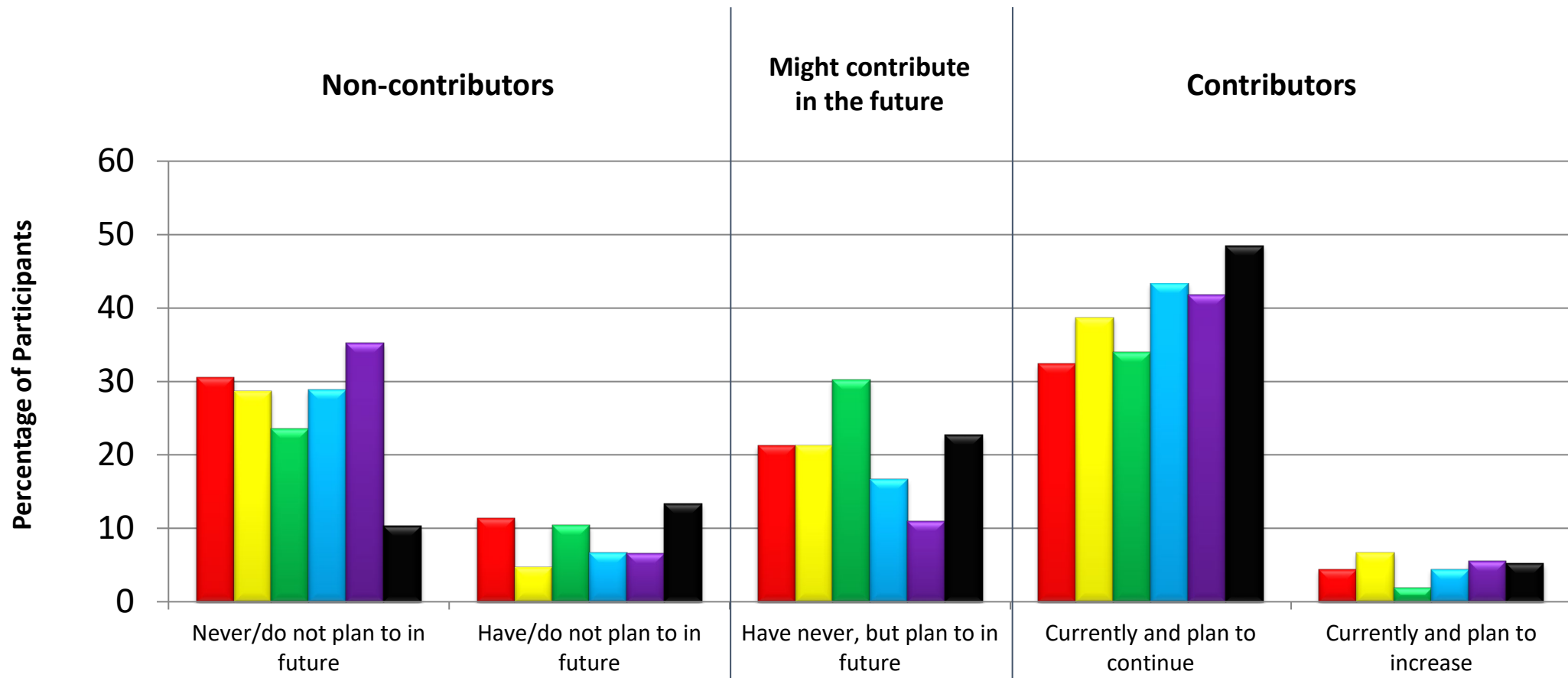
Q21. Which of the following best describes your financial support of Towson University?

By Ethnicity



Q21. Which of the following best describes your financial support of Towson University?

By College



■ College of Liberal Arts

■ College of Health Professions

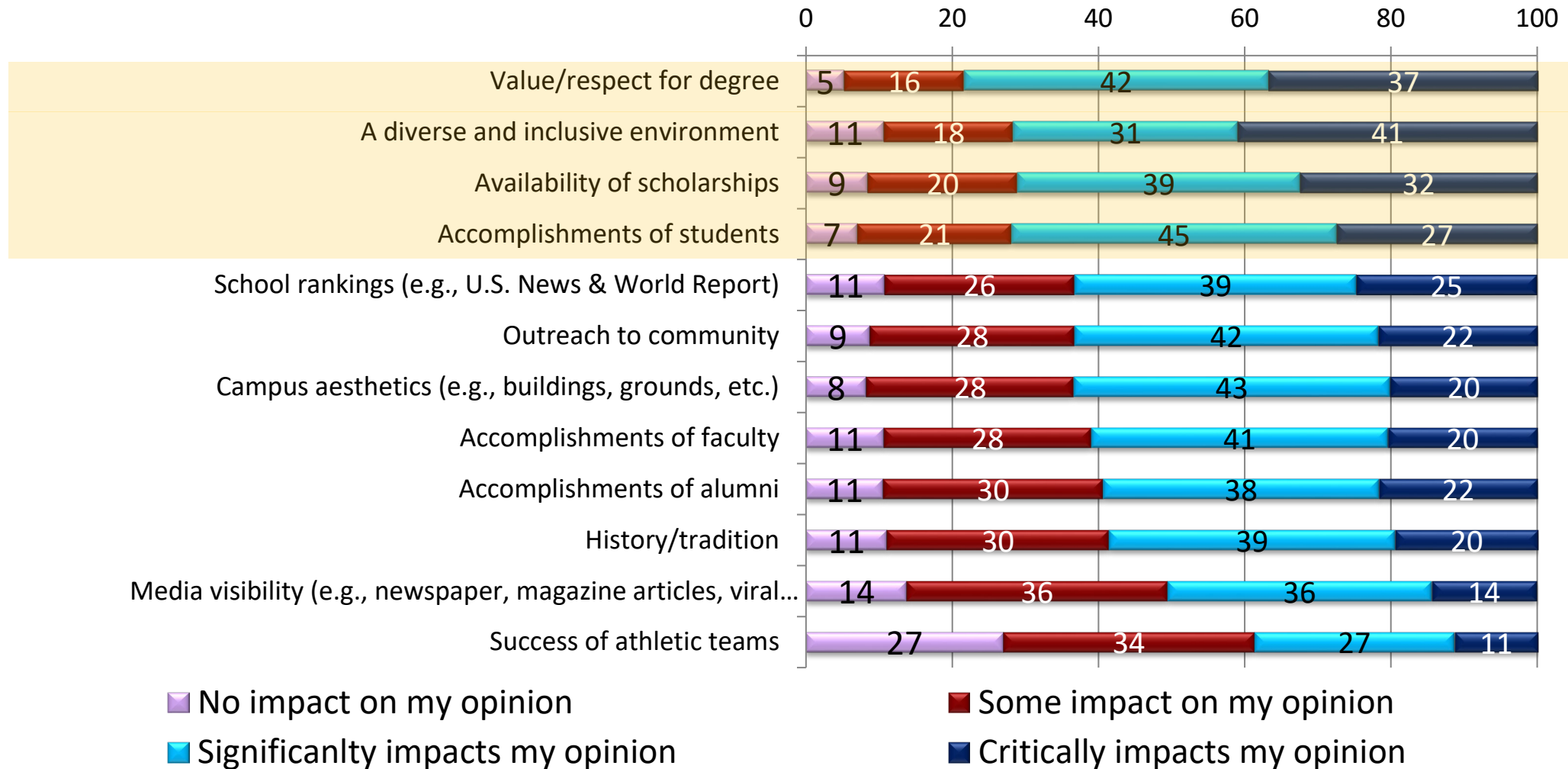
■ College of Education

■ College of Fine Arts and Communication

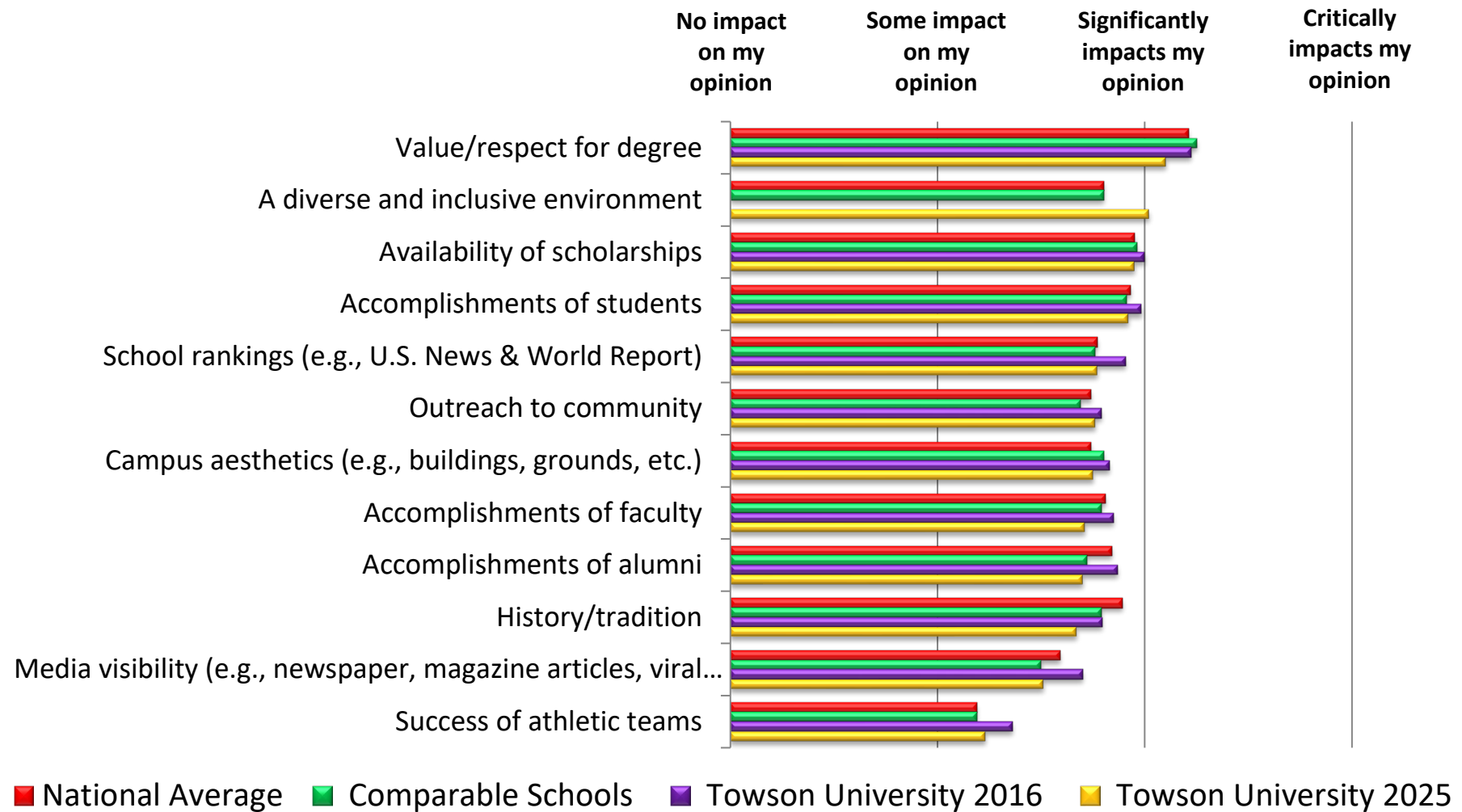
■ Fisher College of Science & Mathematics

■ College of Business & Economics

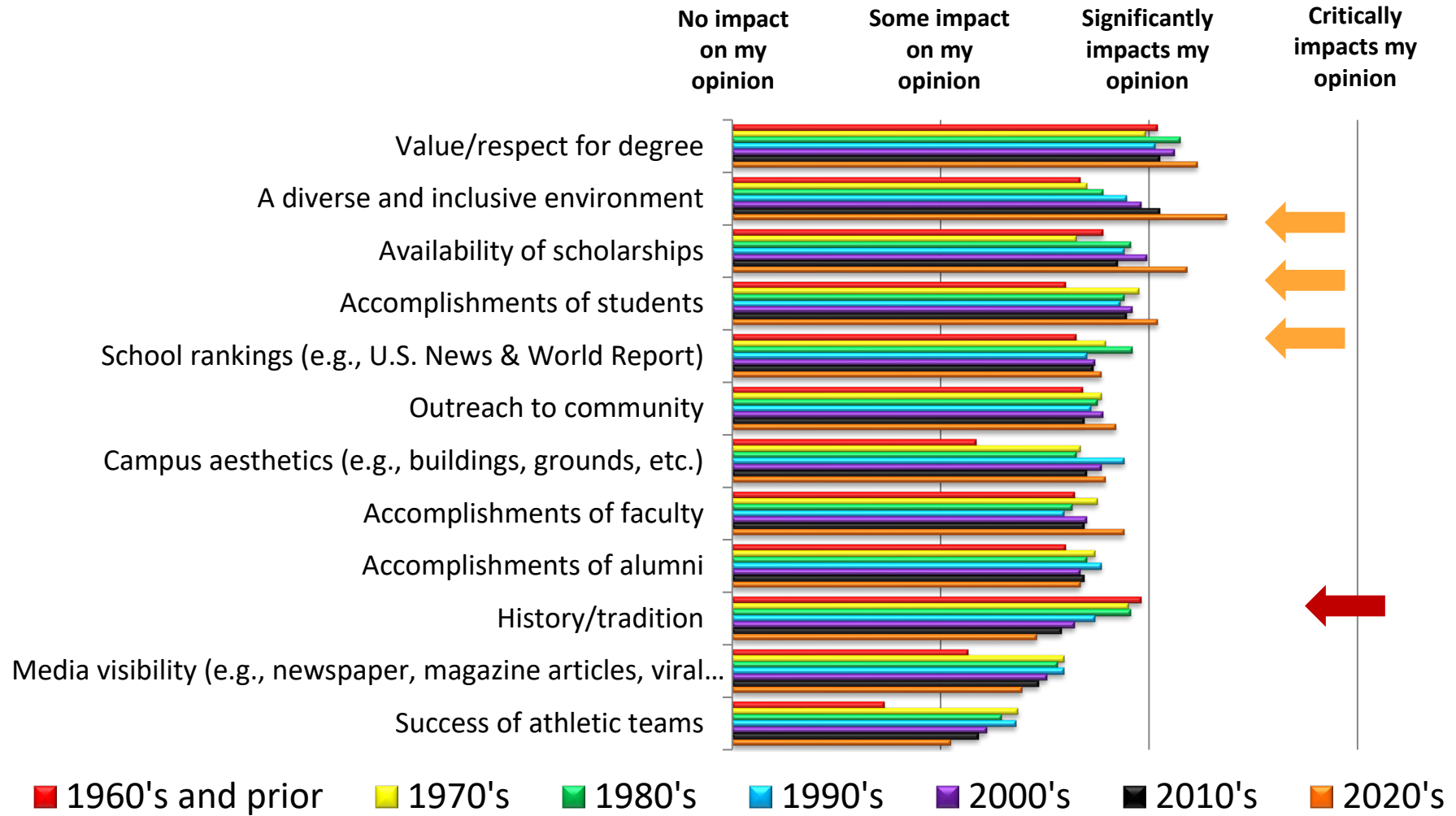
Q22. Please indicate how much each of the following impacts your overall opinion of Towson University:



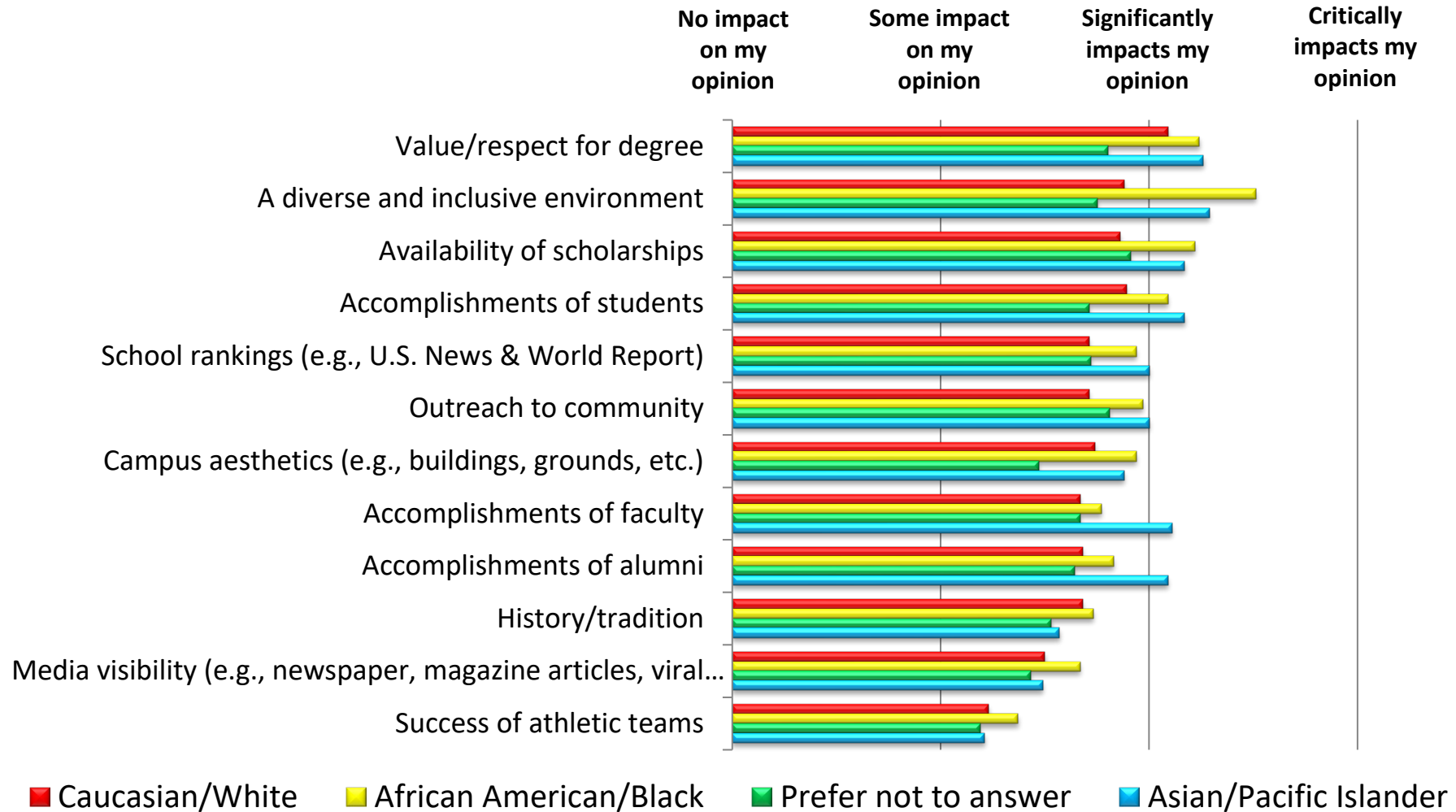
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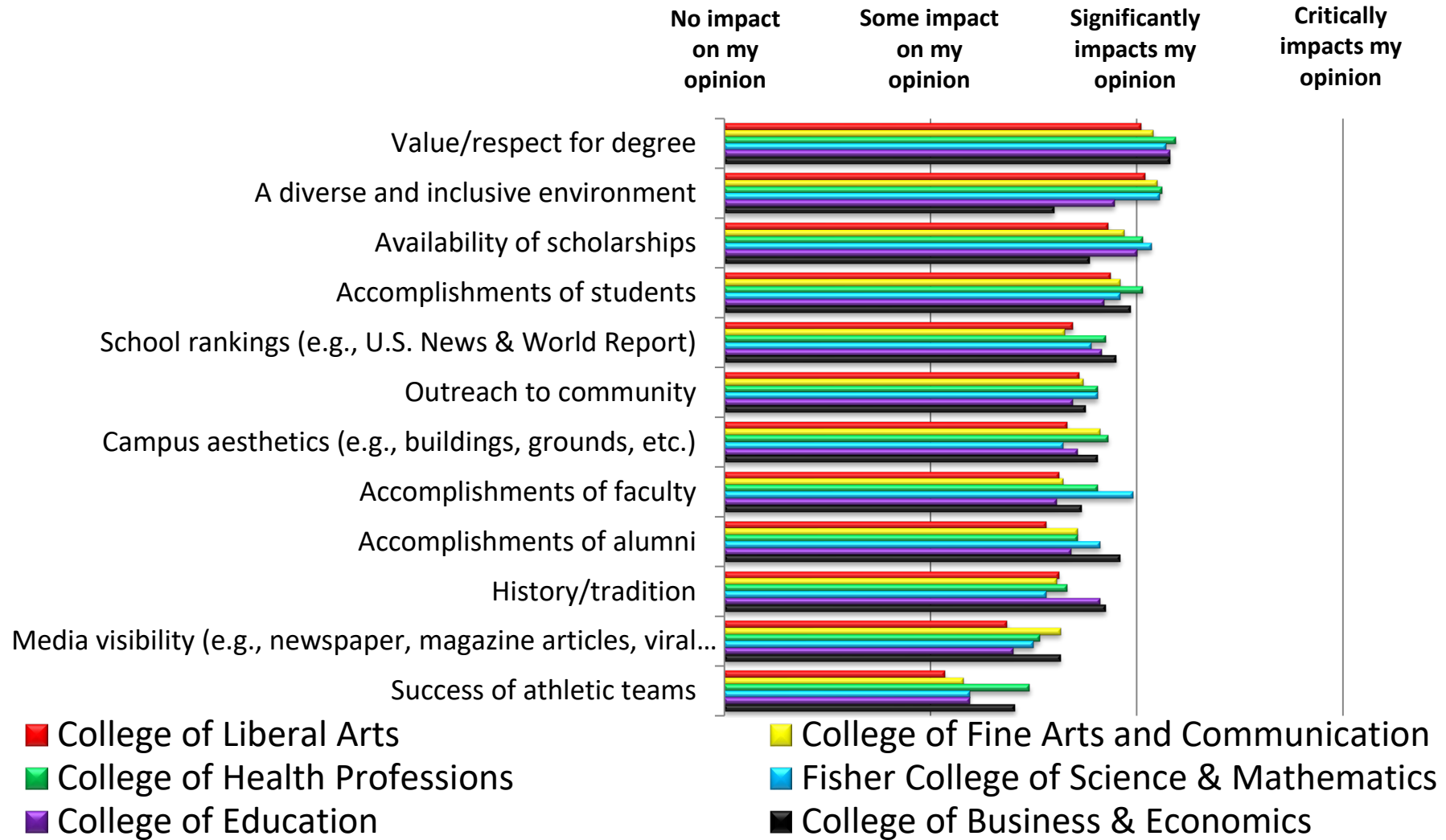
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By Decade of Graduation



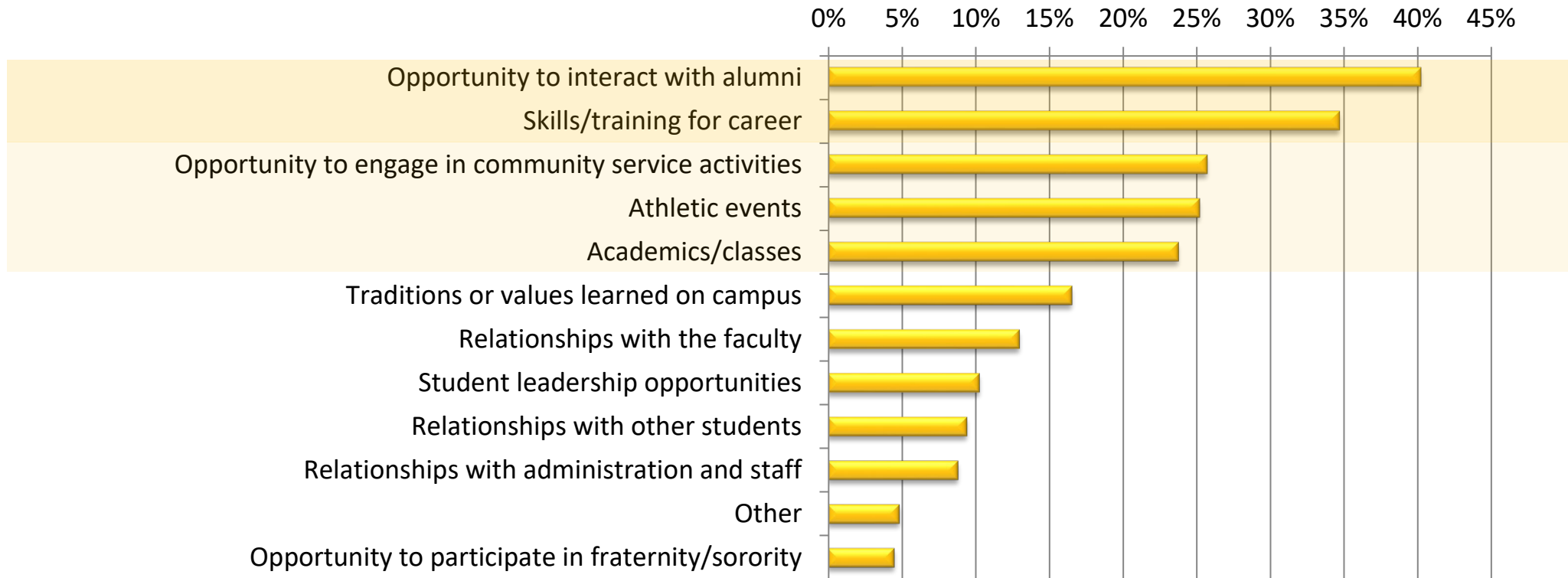
Q22. Please indicate how much each of the following impacts your overall opinion of Towson University:
By Ethnicity



Q22. Please indicate how much each of the following impacts your overall opinion of Towson University:
By College



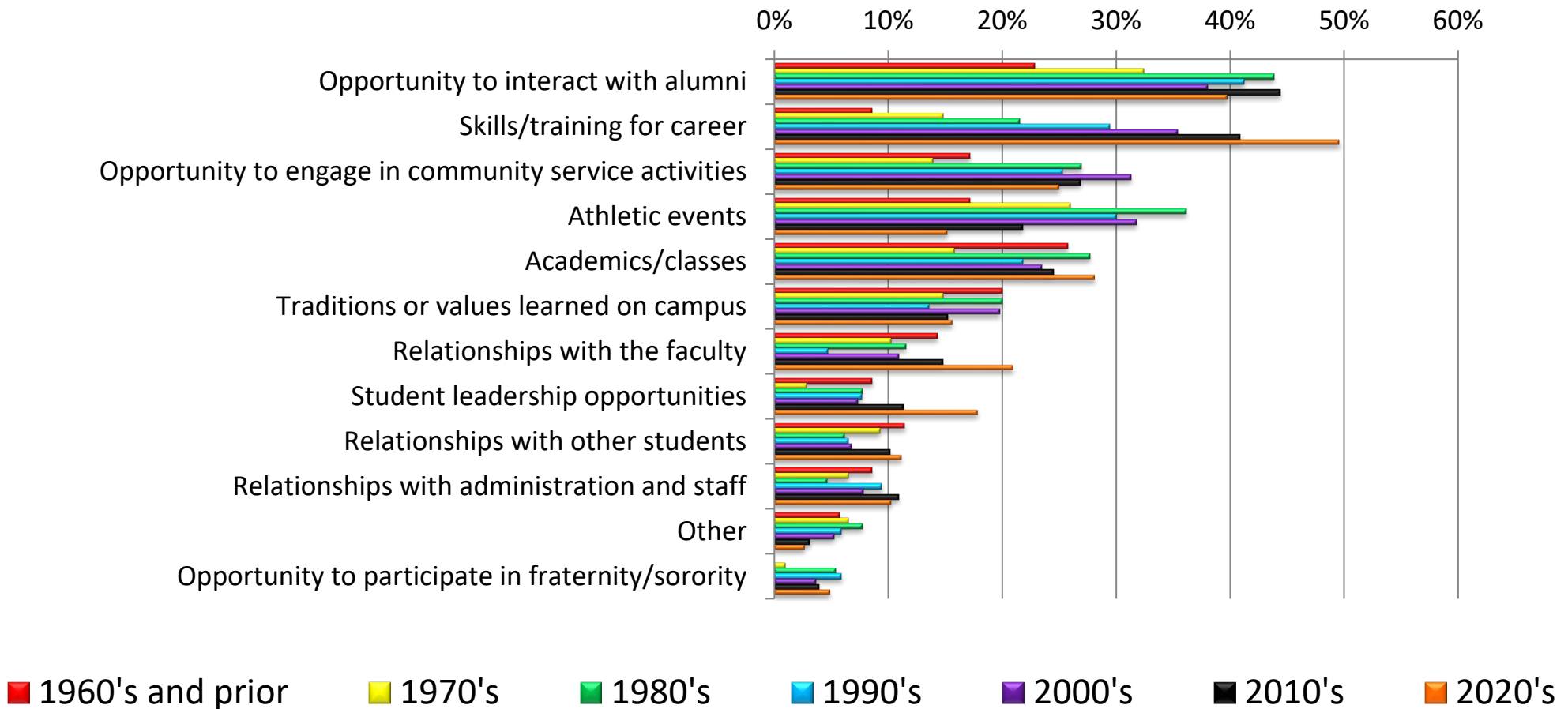
Q14. Which elements of the current student experience would you most like to hear about? (Check up to 3.)



■ Towson University 2025

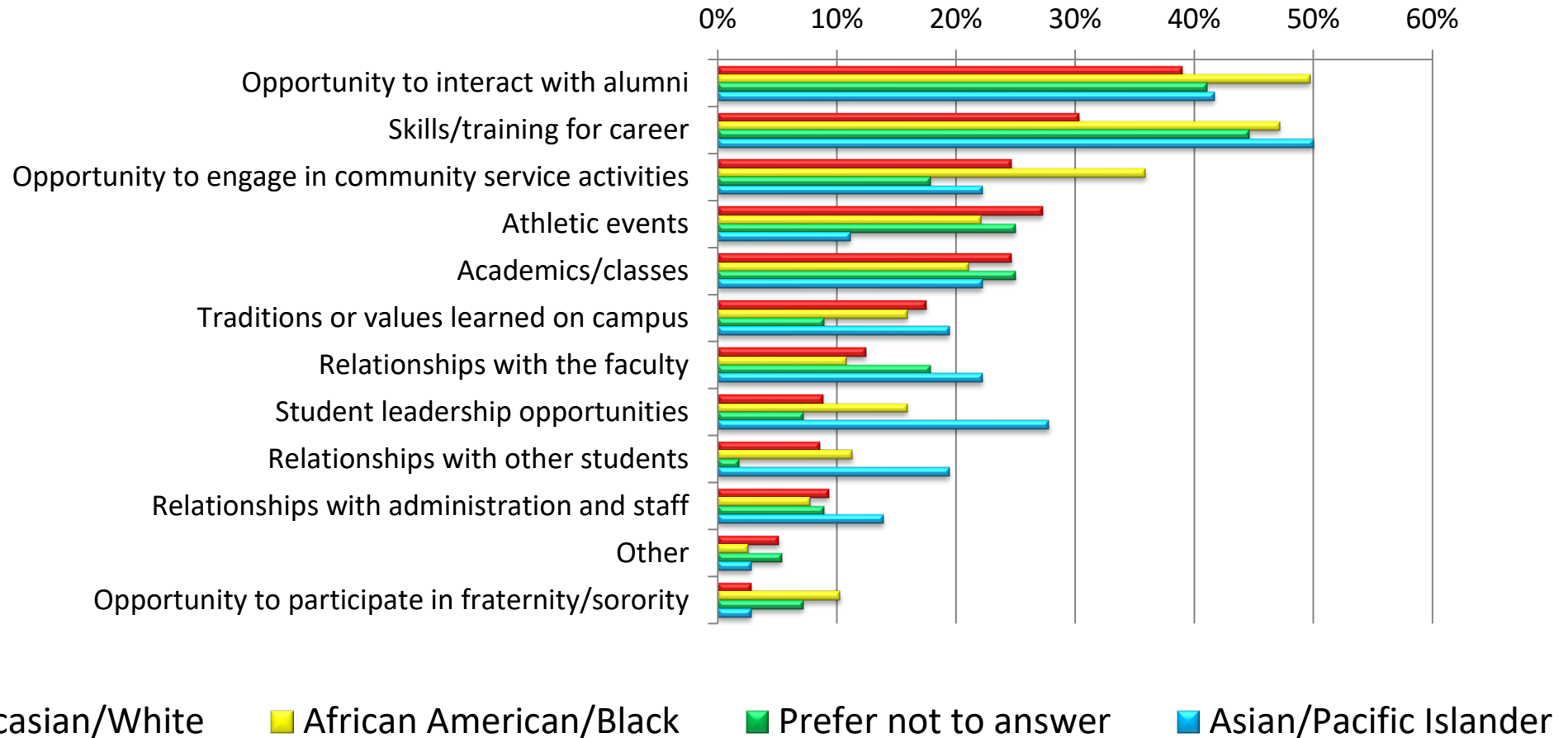
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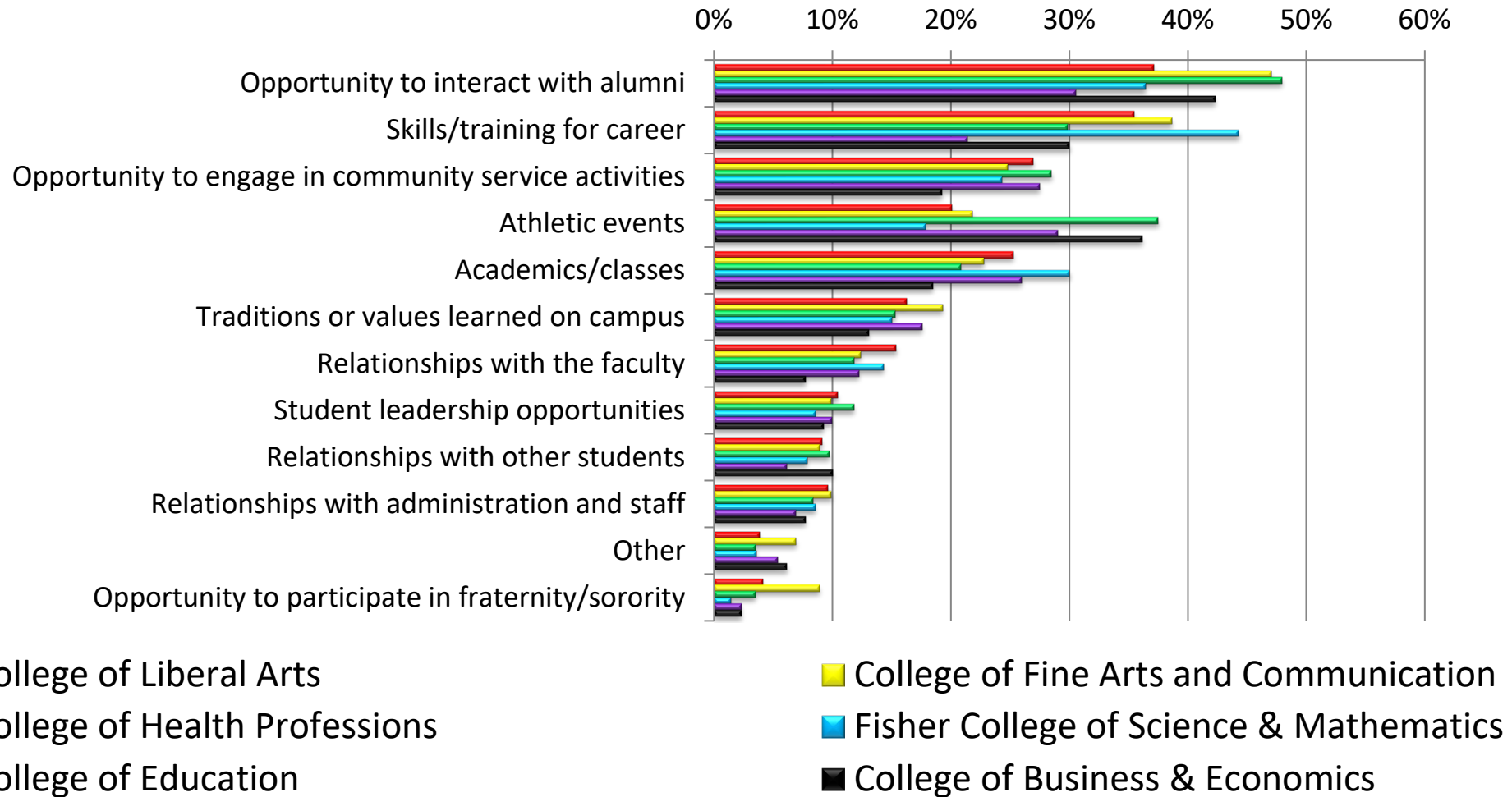
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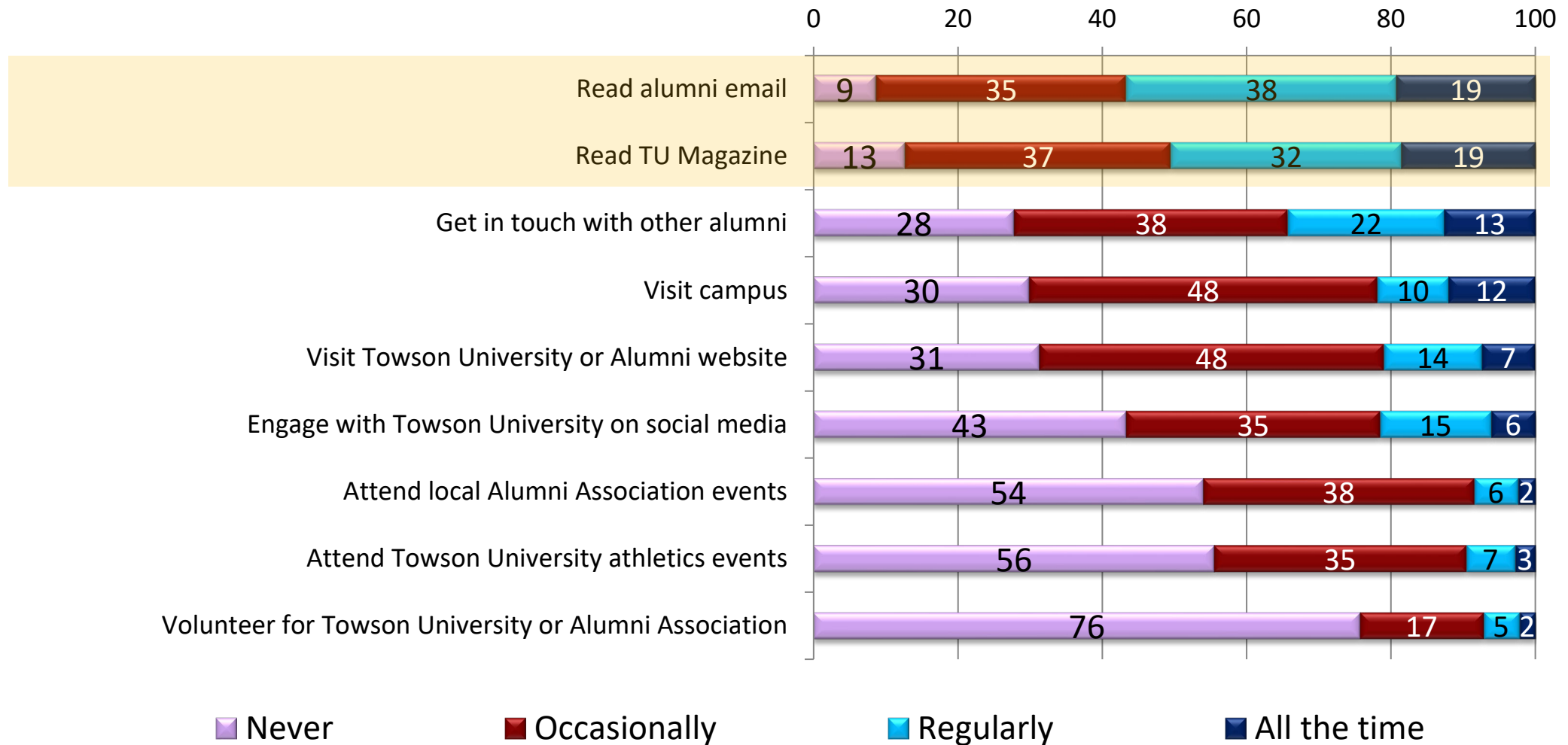


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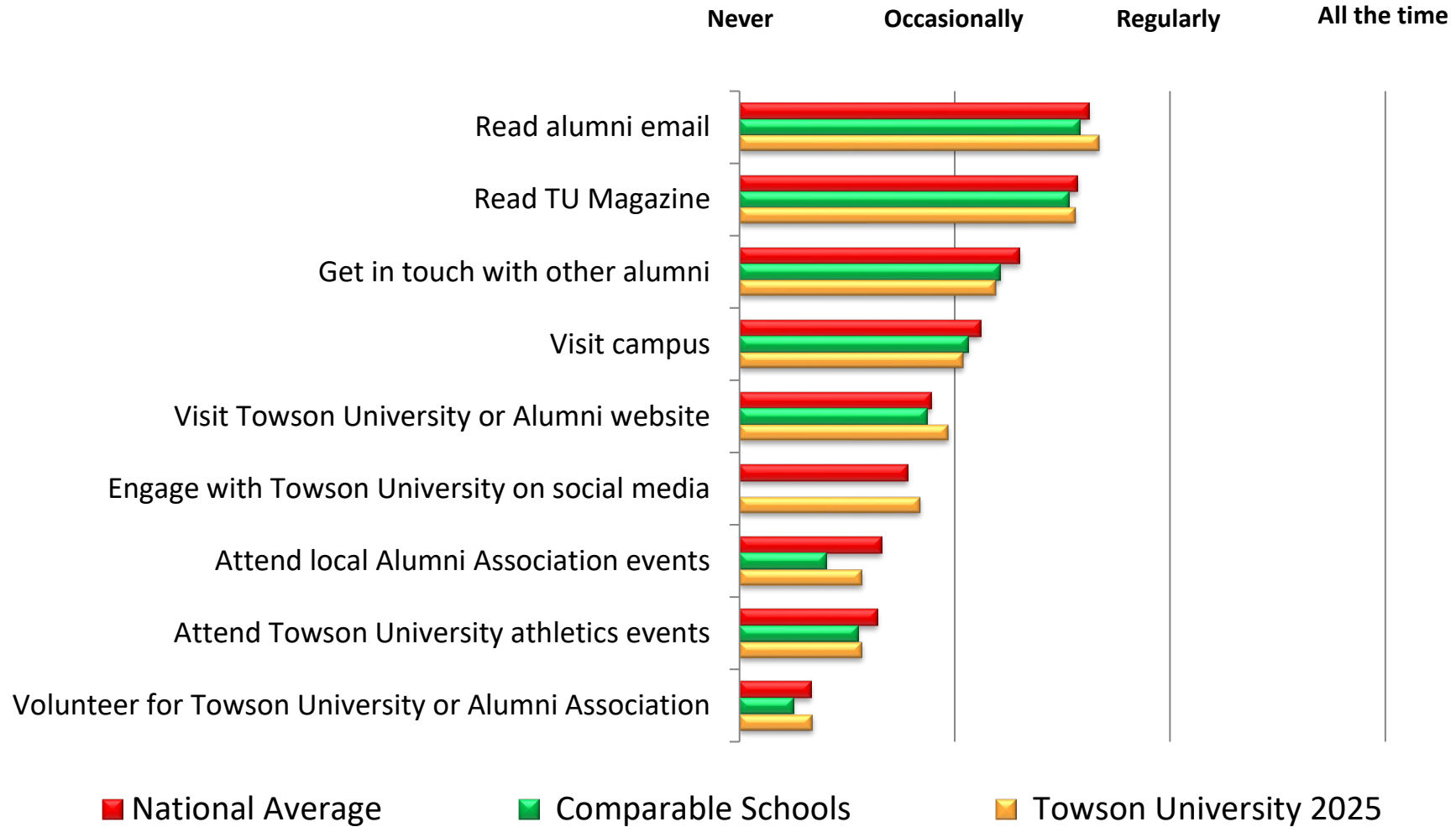
By College



Q11. In your relationship with Towson University, please describe how often you do or have done each of the following:

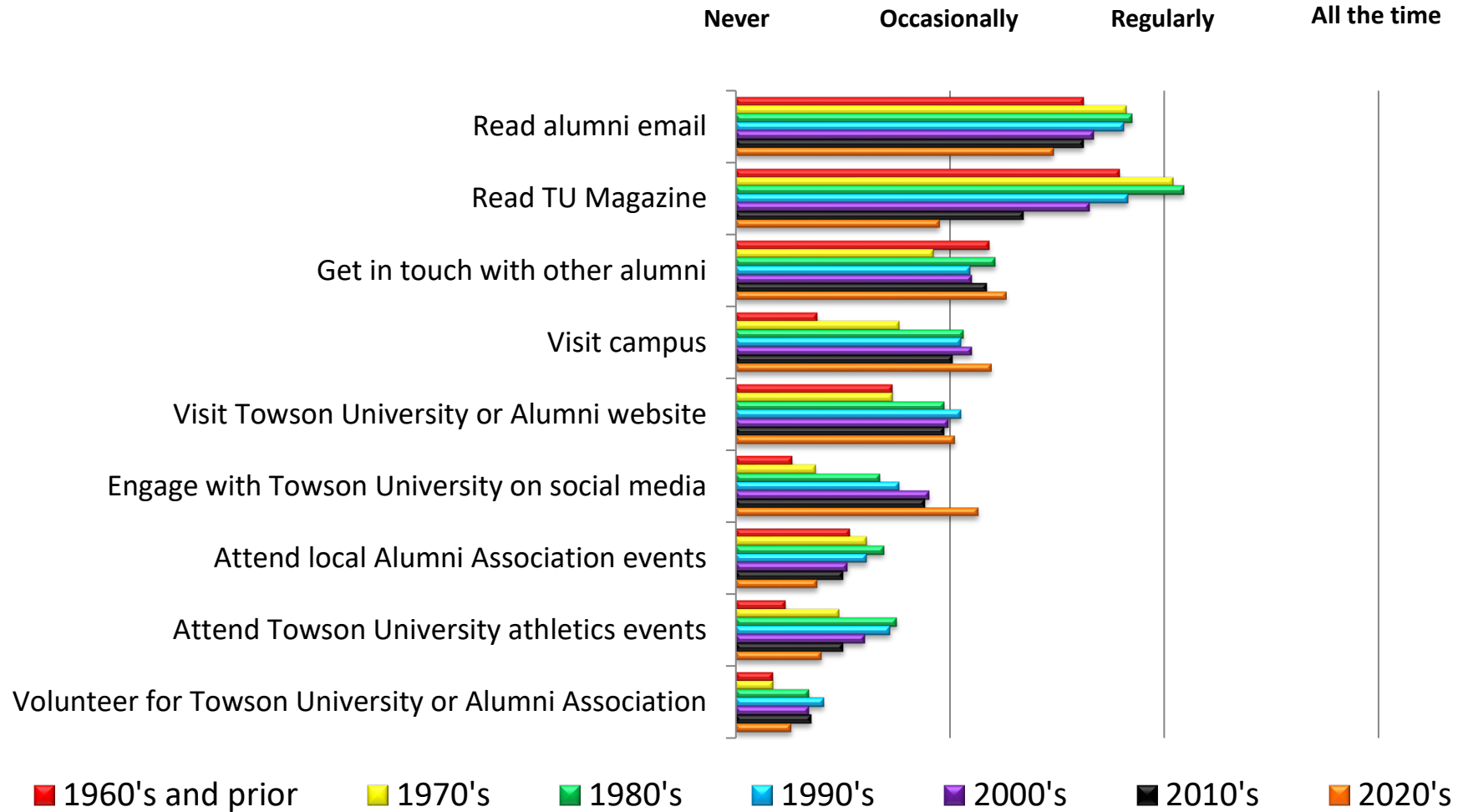


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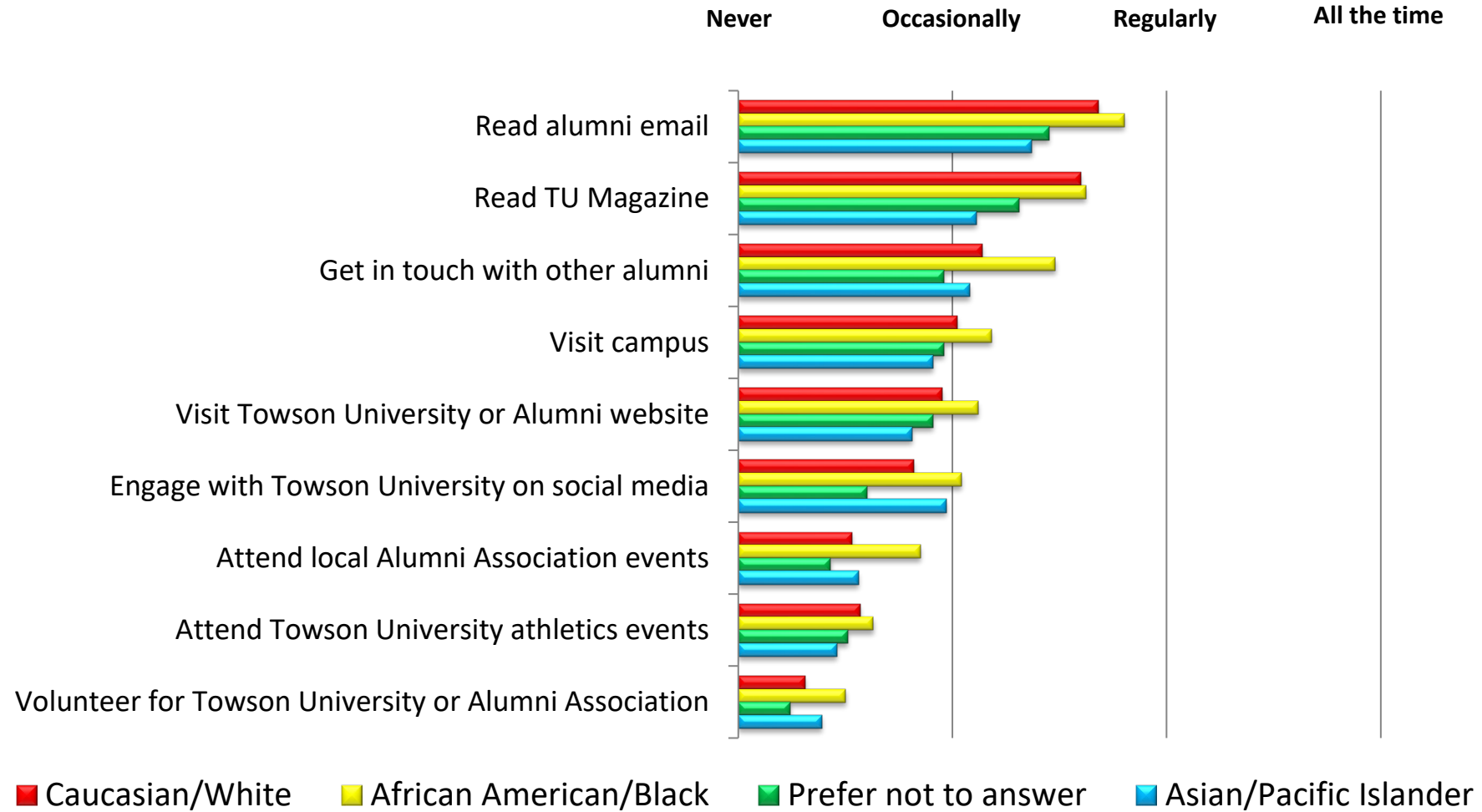


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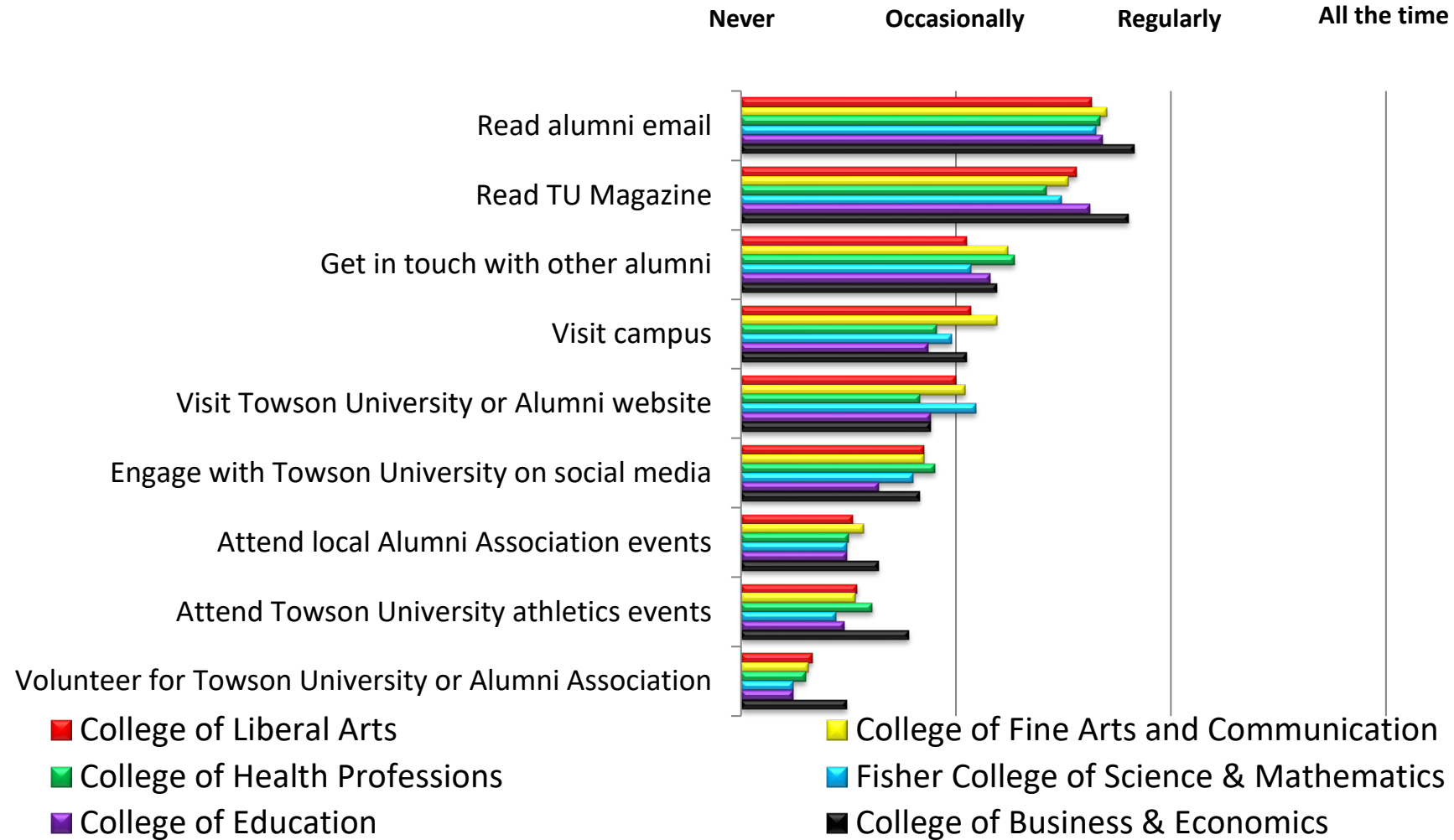
By Decade of Graduation



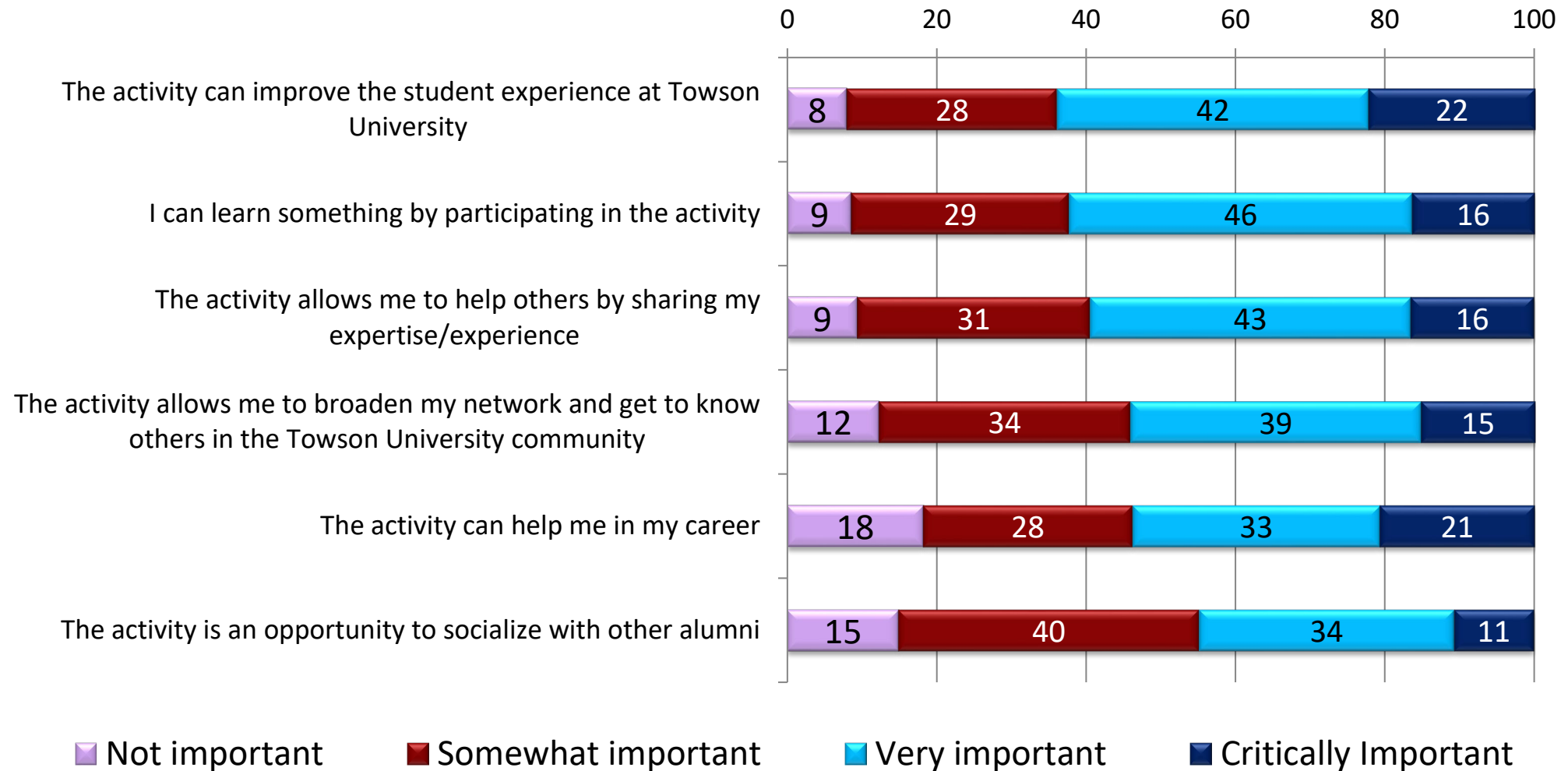
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By Ethnicity



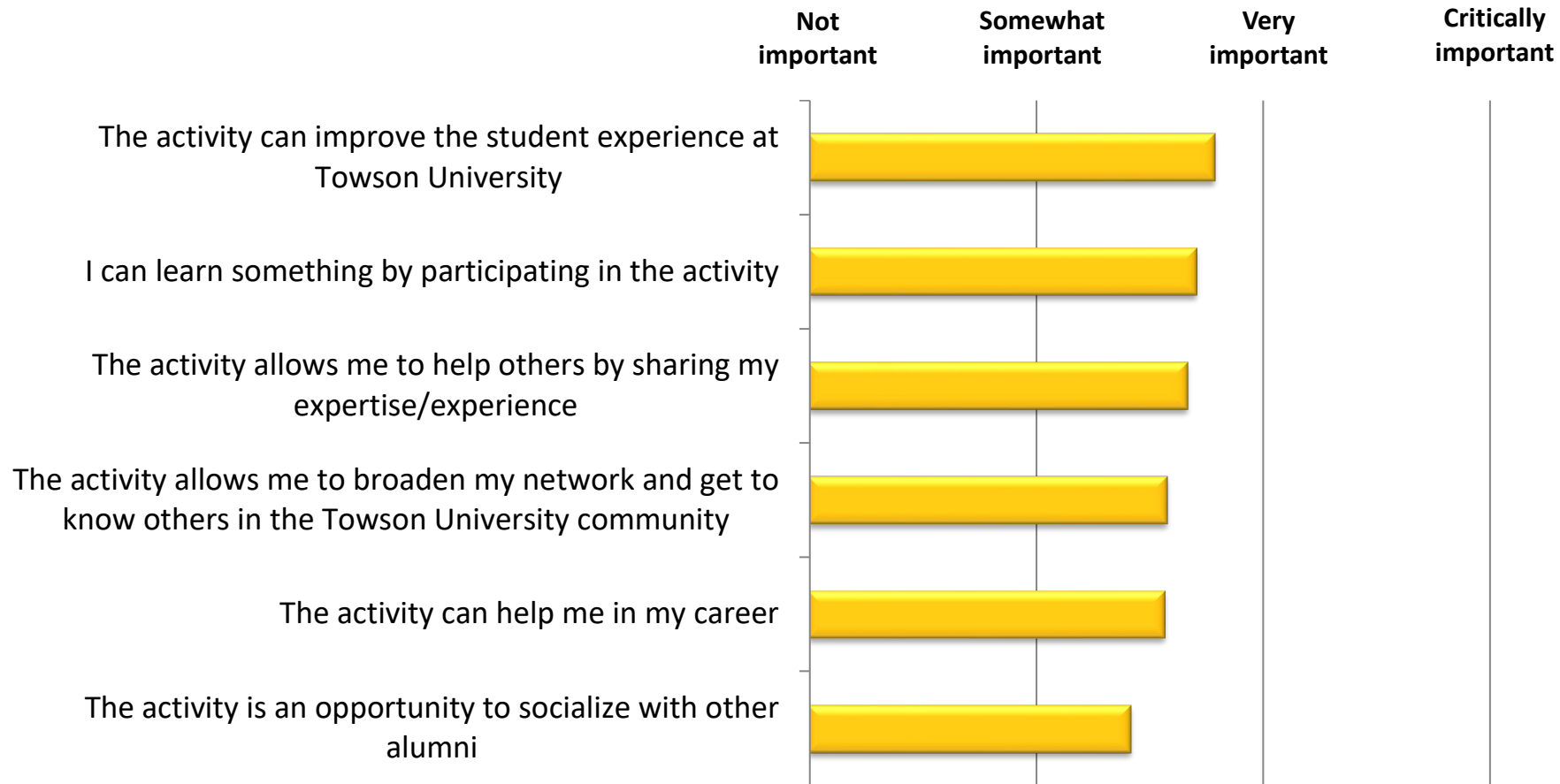
Q11. In your relationship with Towson University, please describe how often you do or have done each of the following:
By College



Q17. When thinking about engaging with Towson University, how important are the following to you?



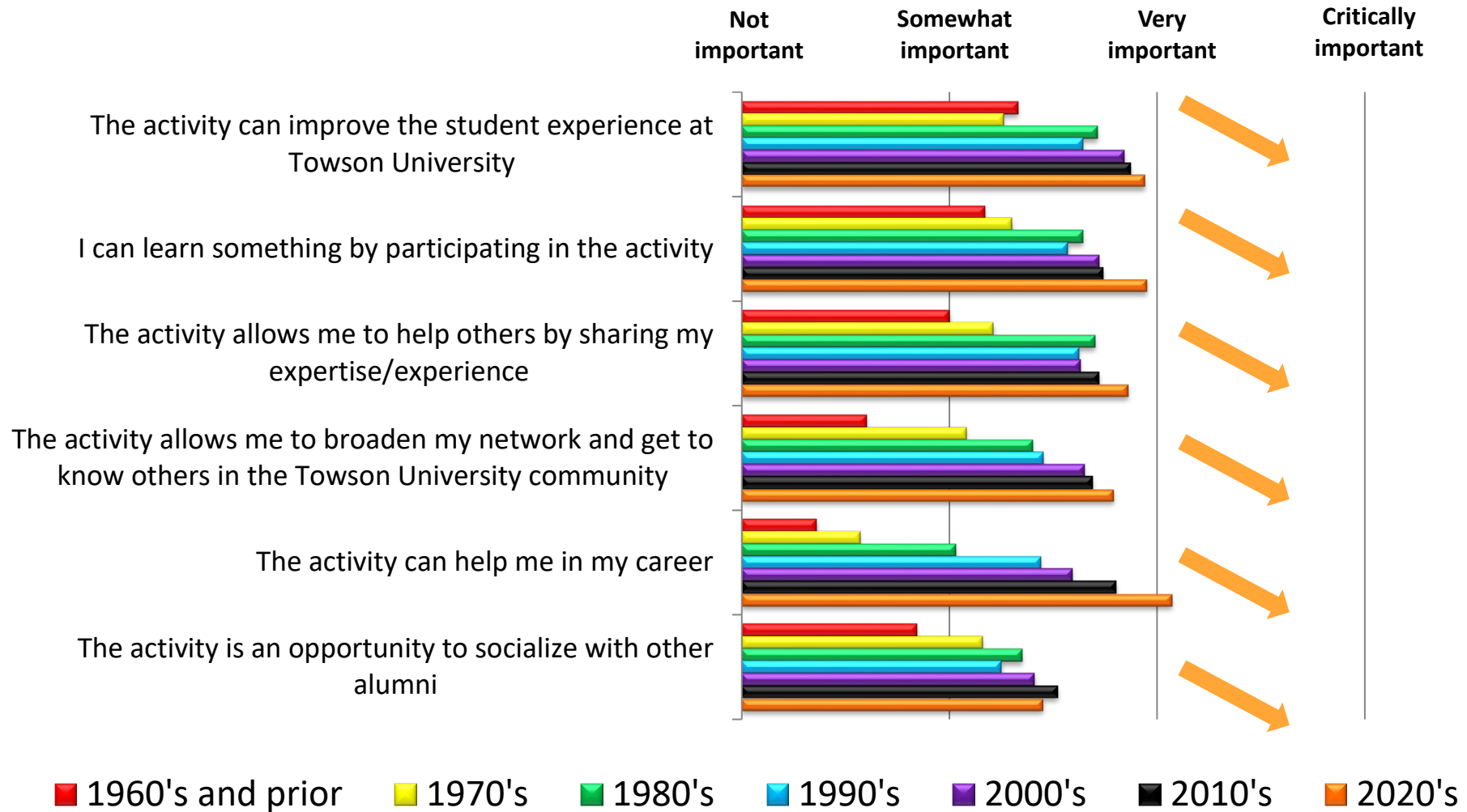
Q17. When thinking about engaging with Towson University, how important are the following to you?



■ Towson University 2025

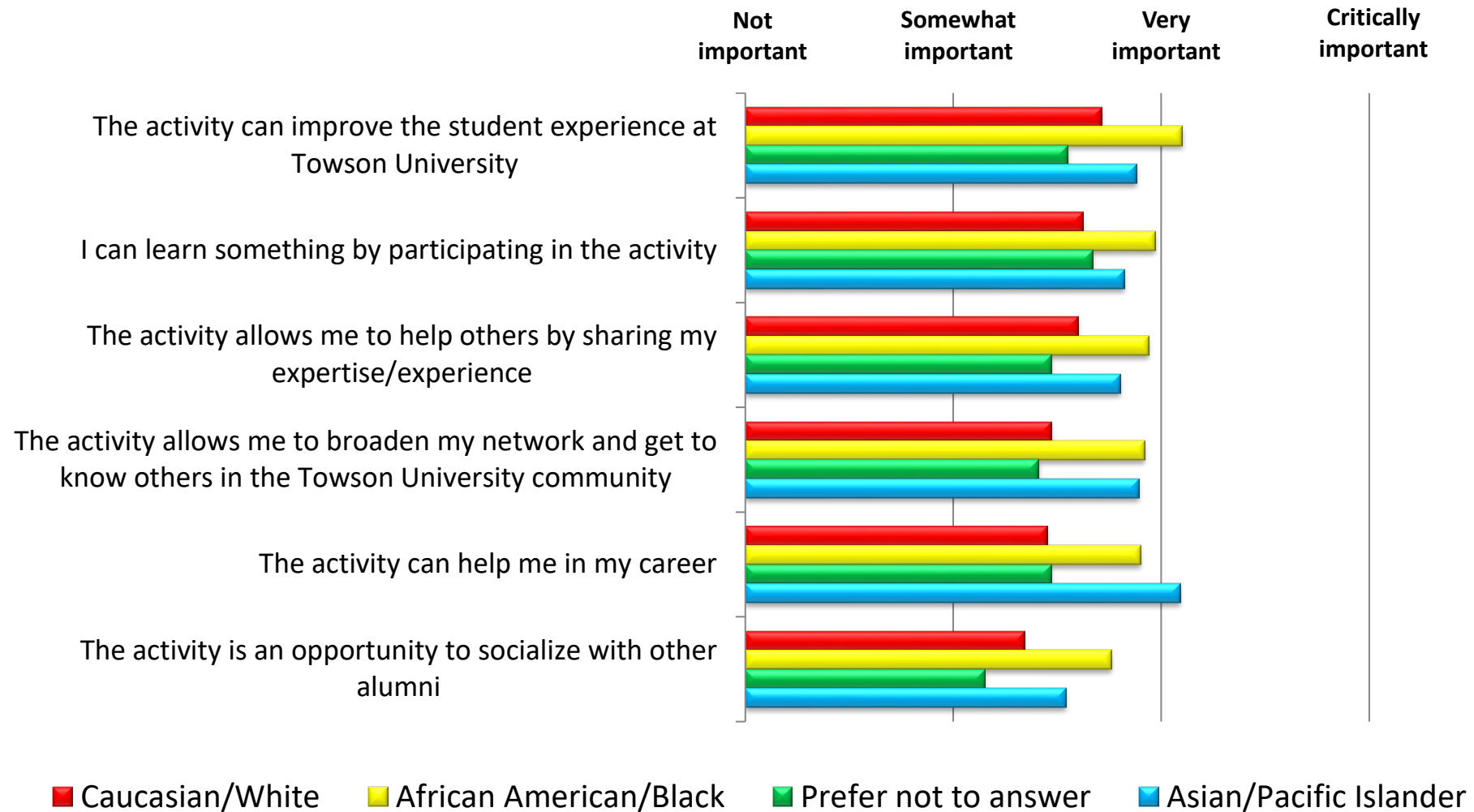
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By Decade of Graduation



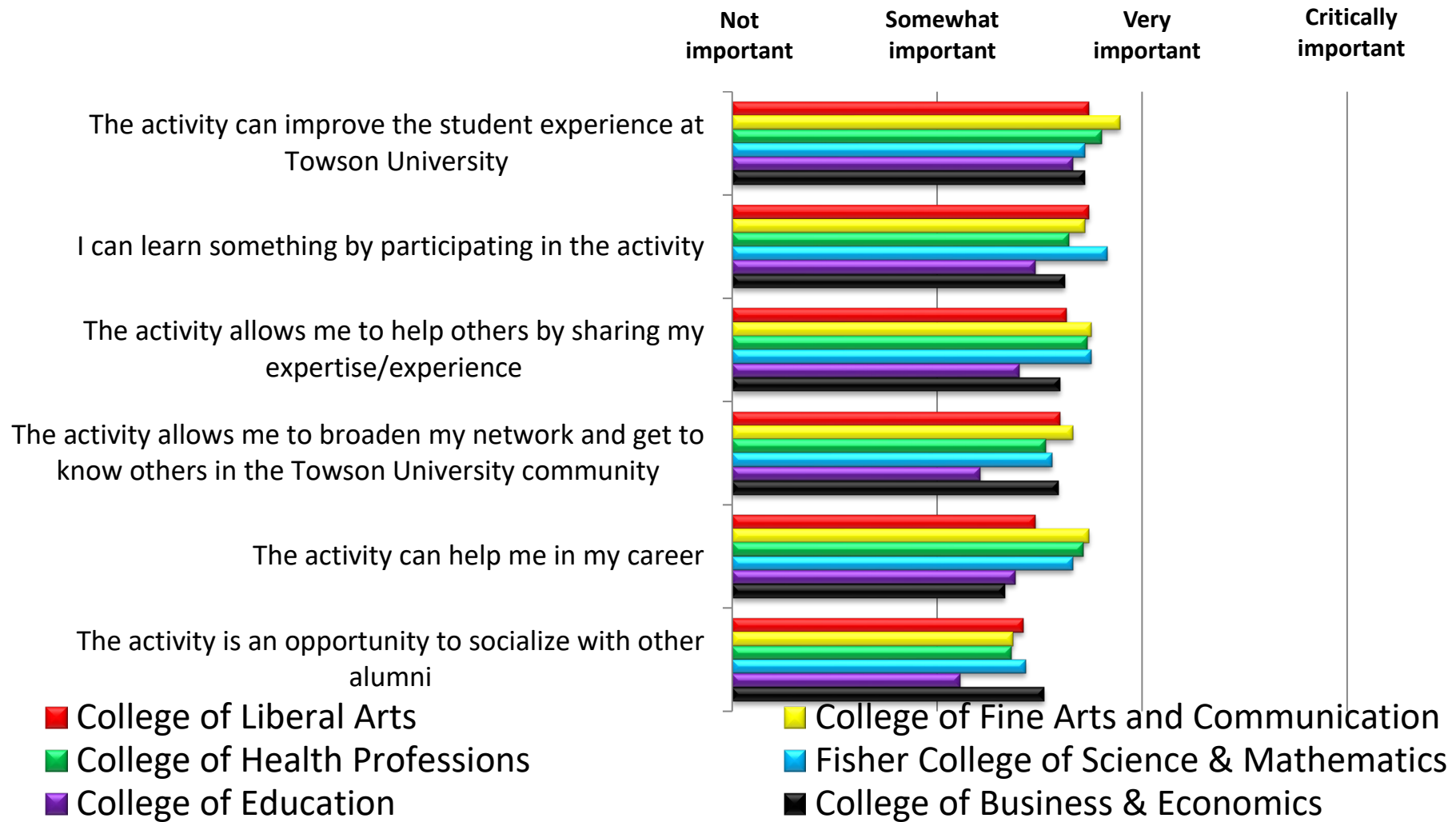
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By Ethnicity



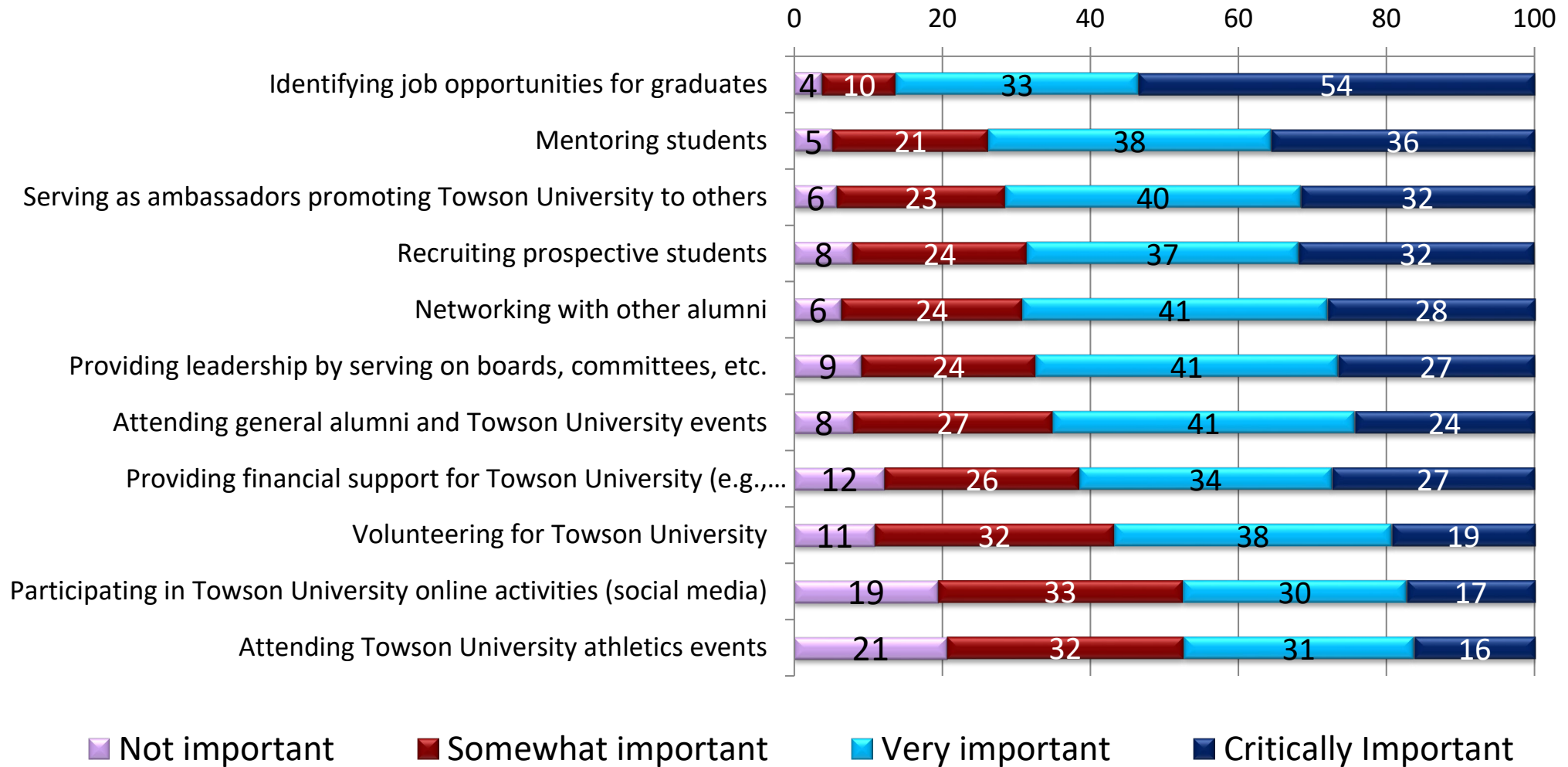
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By College



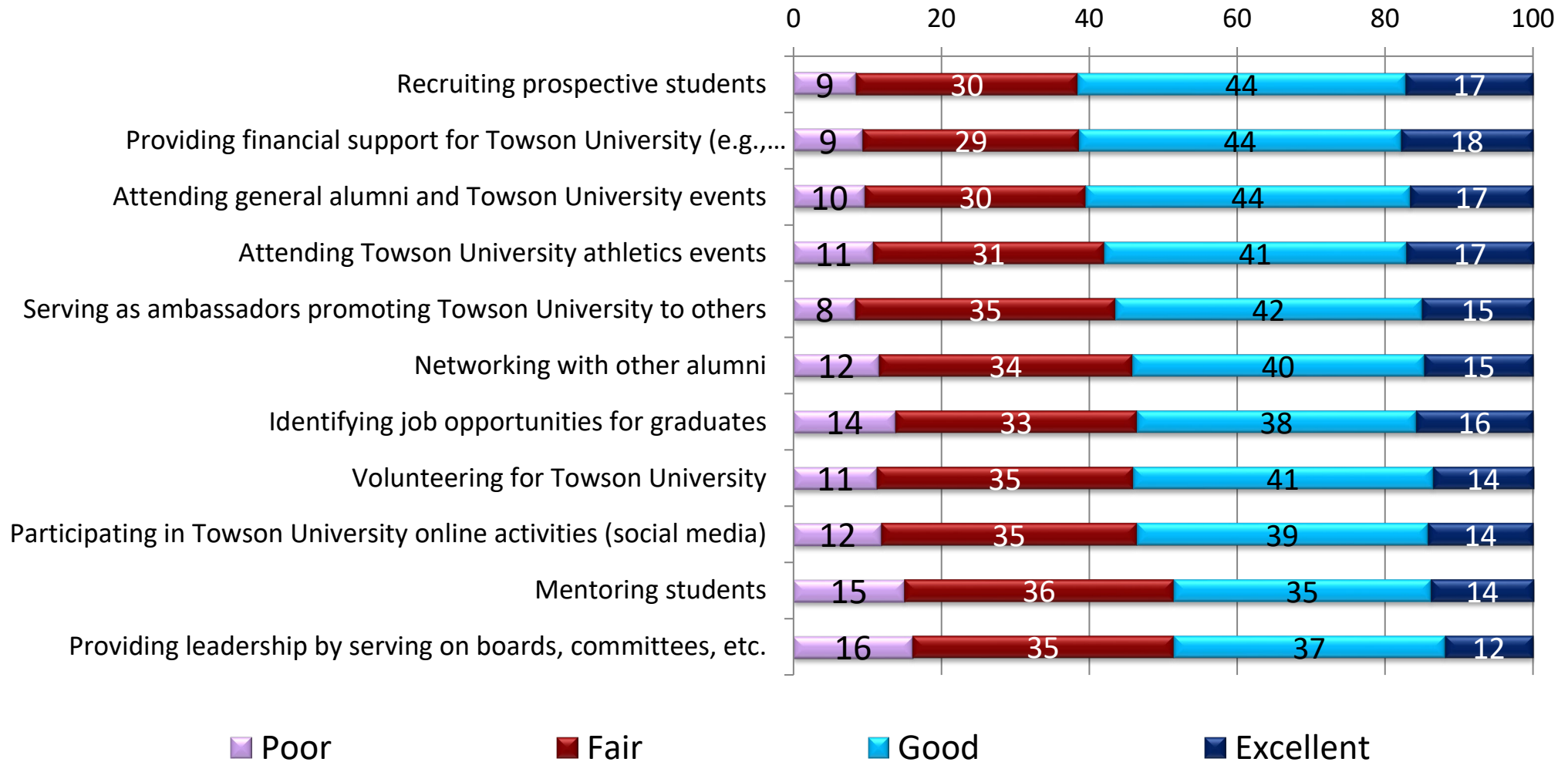
Q16. How important is it for alumni in general to do the following, and how well does Towson University do at supporting alumni in doing them?

By Importance

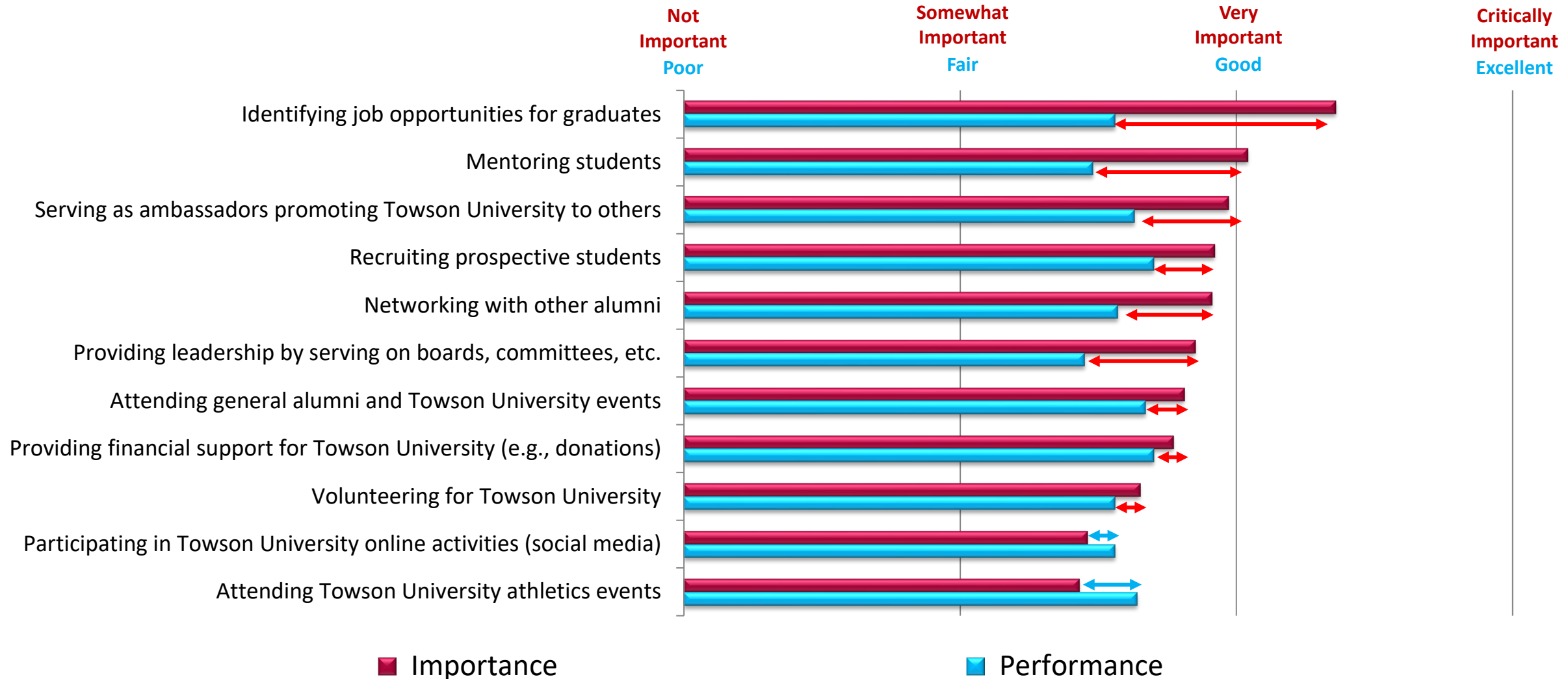


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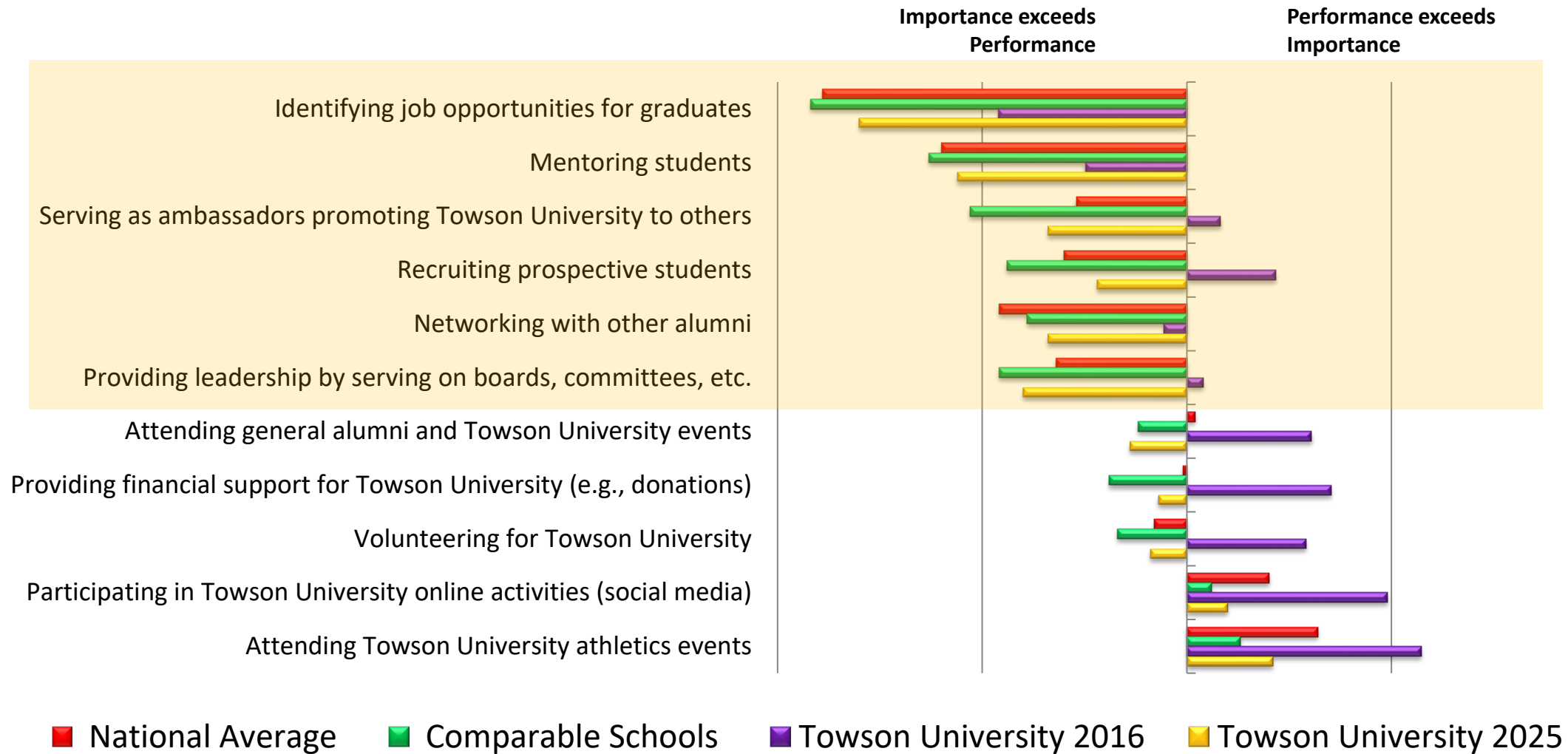
By Performance



Q16. How important is it for alumni in general to do the following, and how well does Towson University do at supporting alumni in doing them?

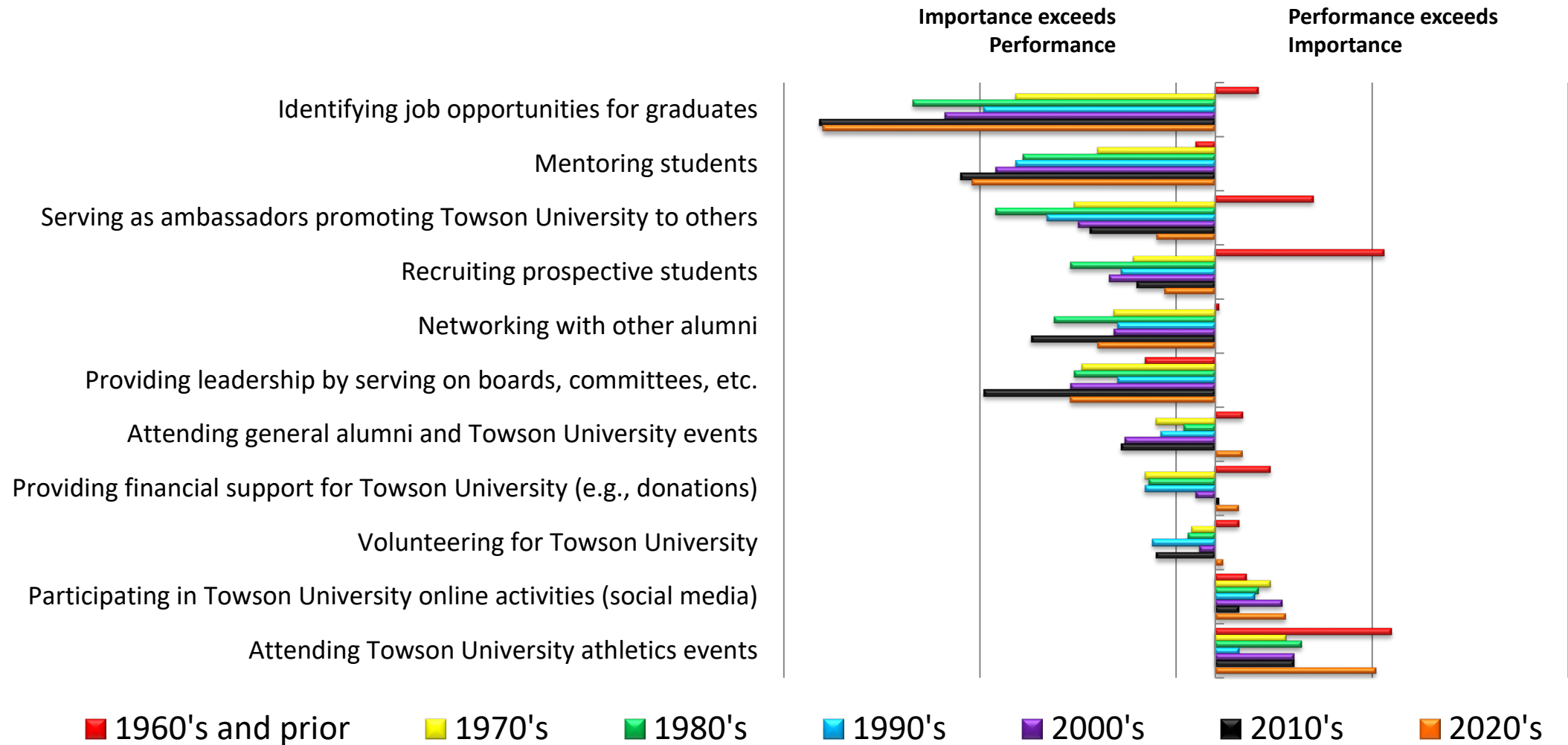


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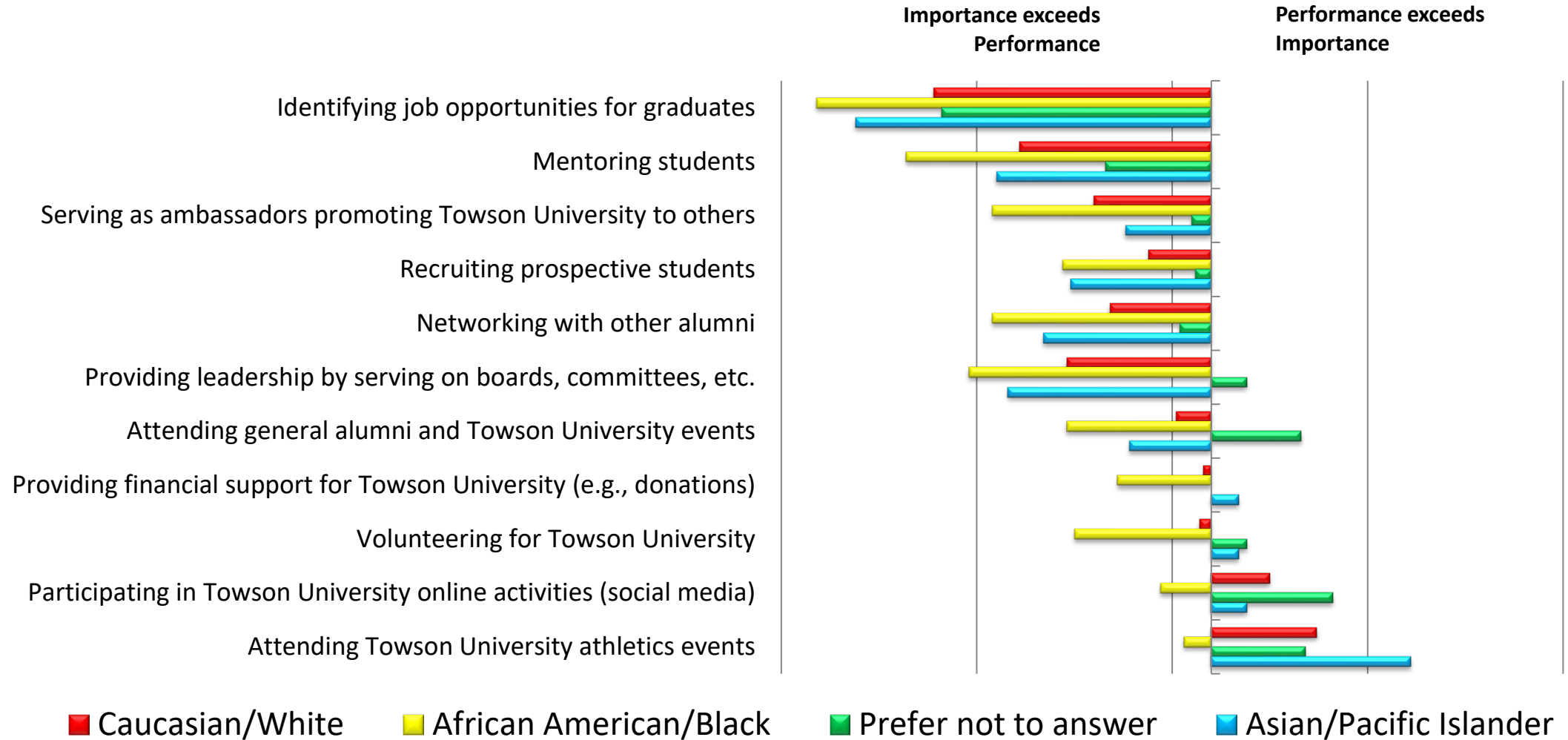
Q16. How important is it for alumni in general to do the following, and how well does Towson University do at supporting alumni in doing them?

By Decade of Graduation



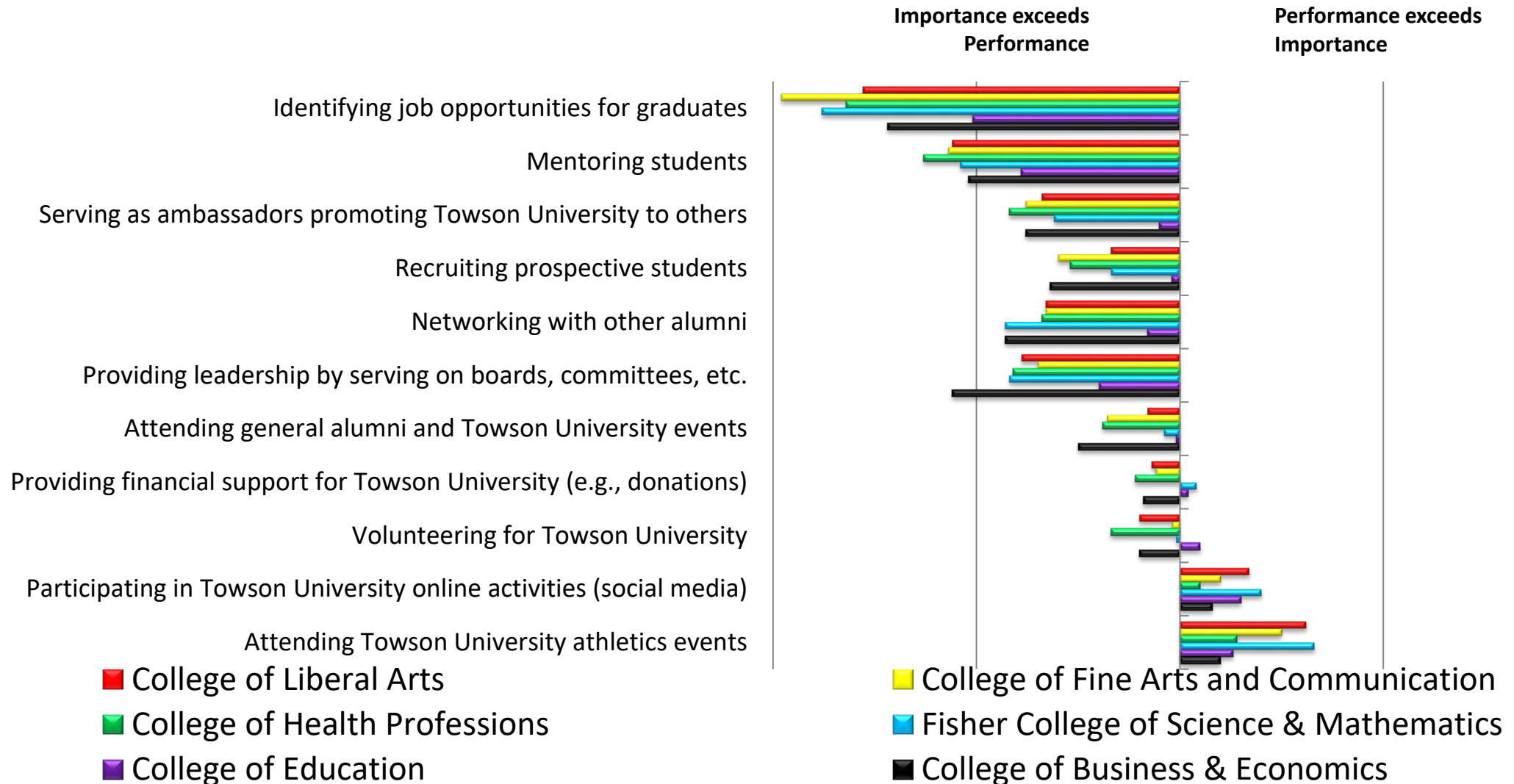
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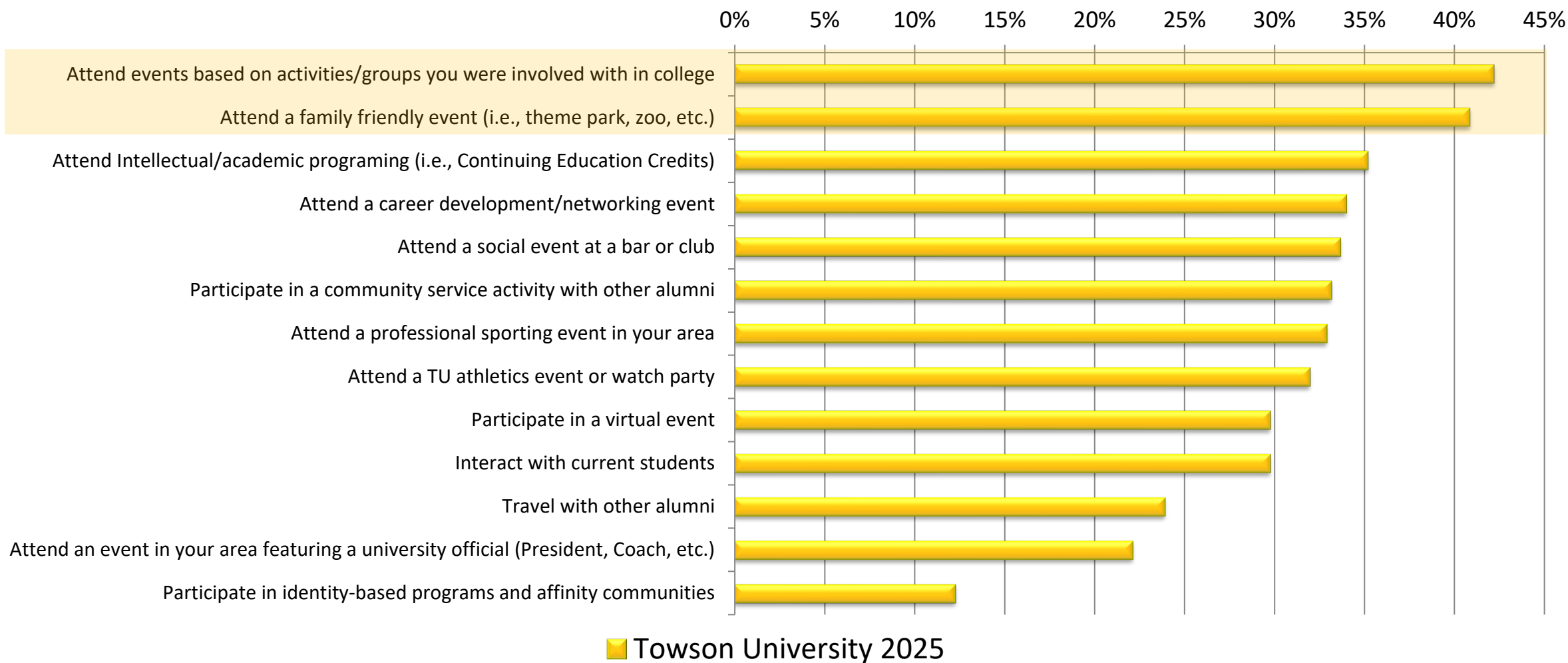


Q16. How important is it for alumni in general to do the following, and how well does Towson University do at supporting alumni in doing them?

By College

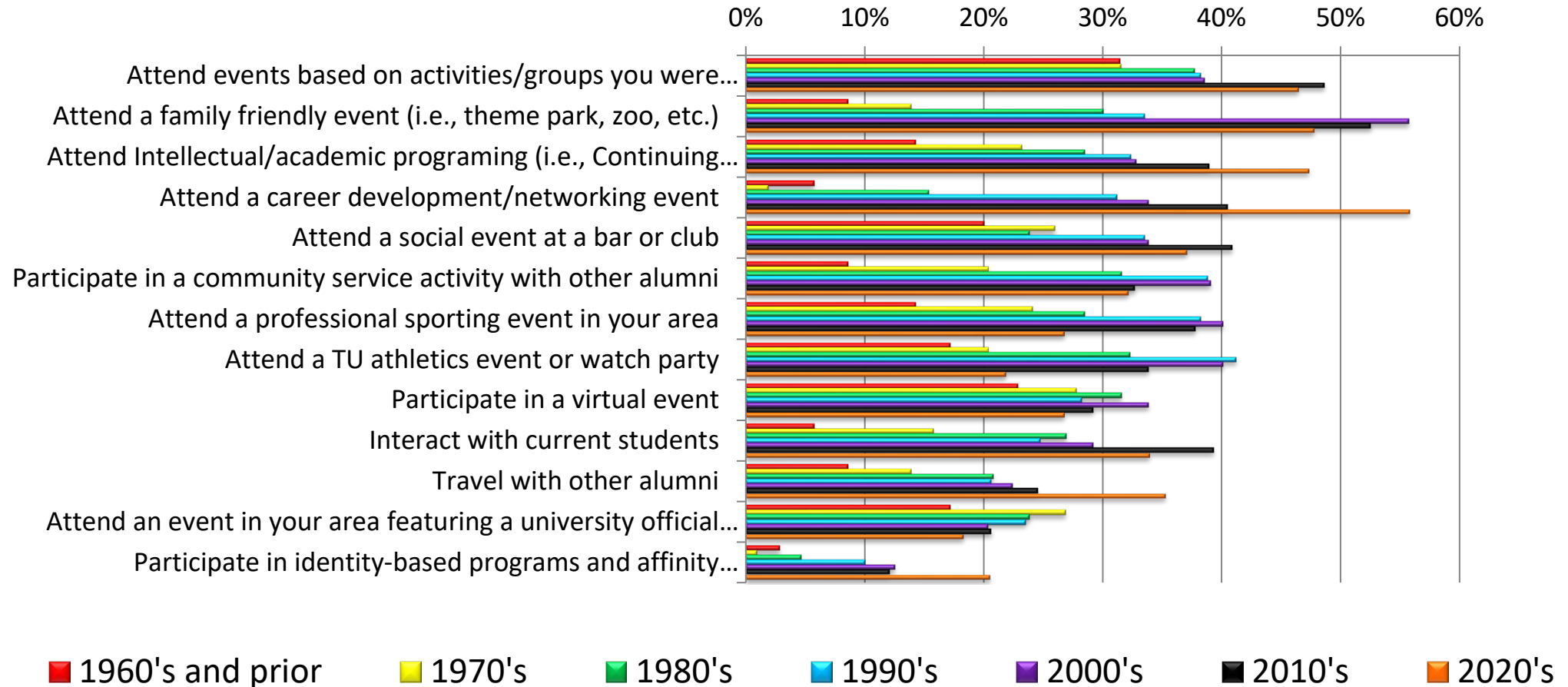


Q19. If offered, which of the following programs and activities would be appealing to you? (Check all that apply).



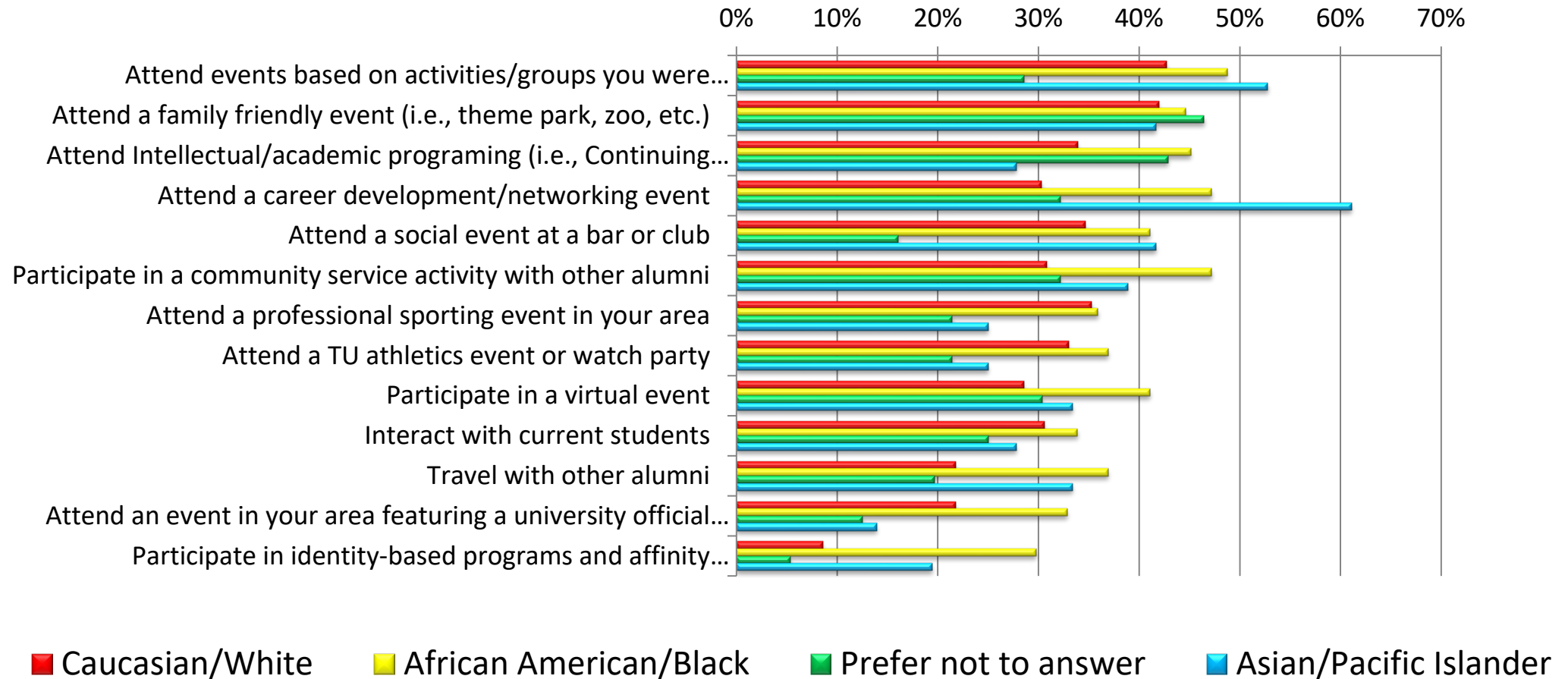
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By Decade of Graduation



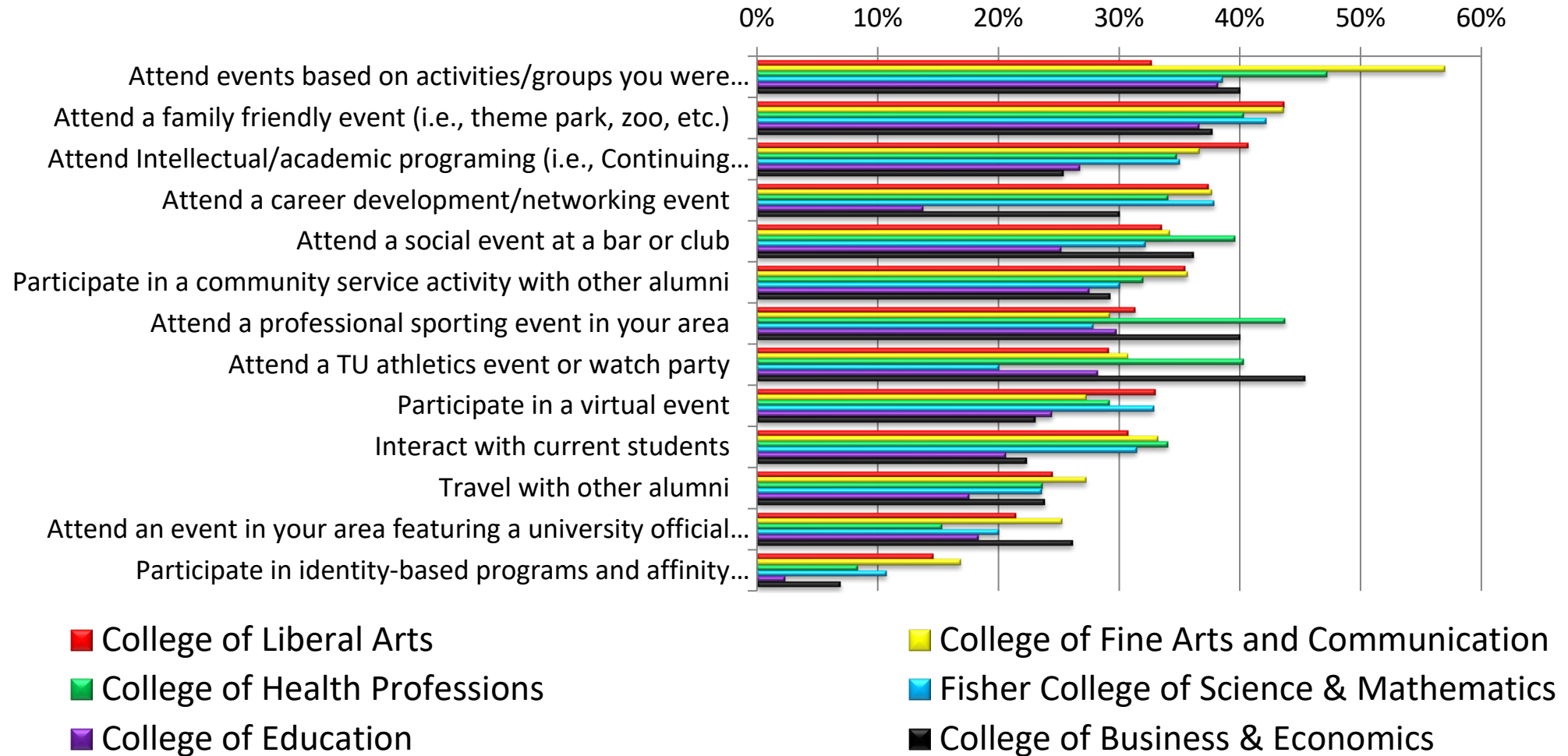
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By Ethnicity

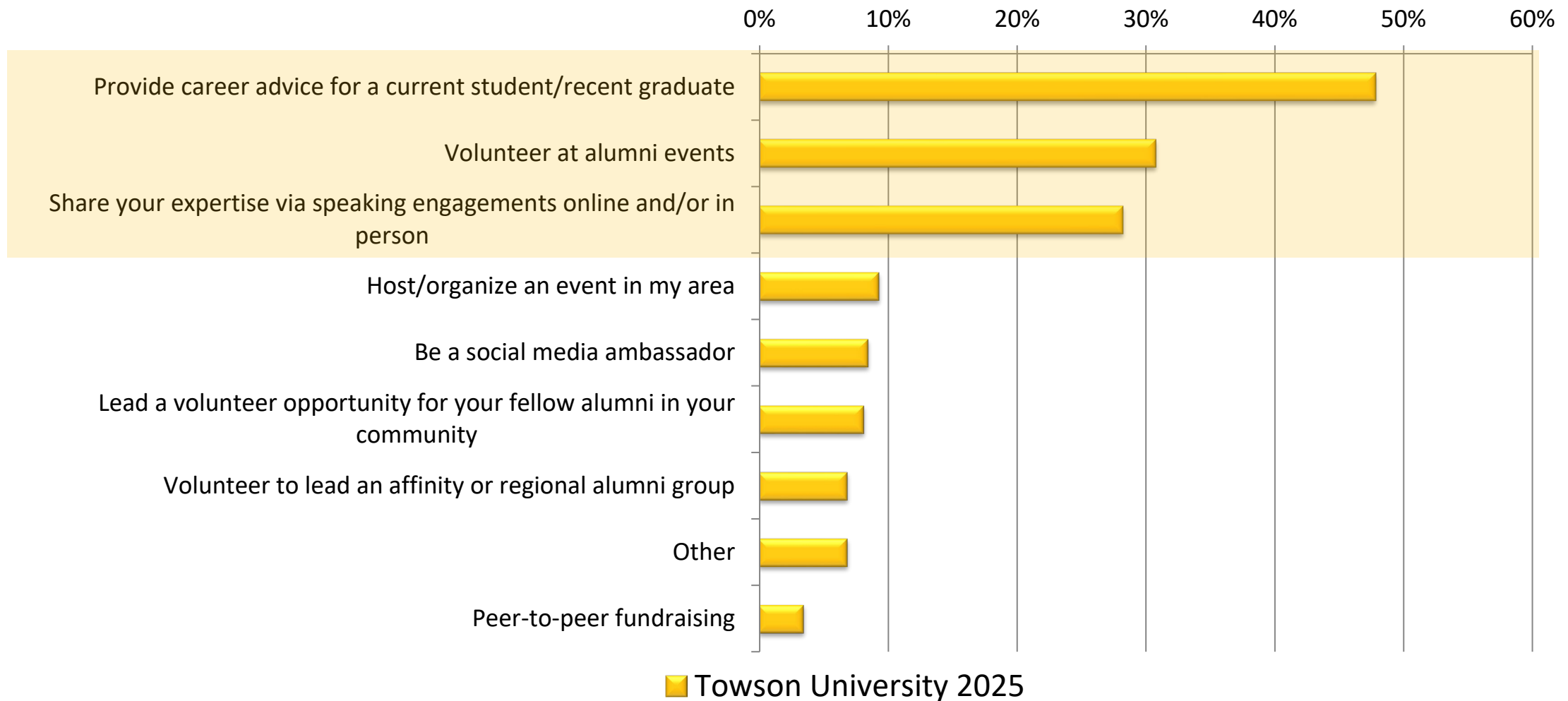


Q19. If offered, which of the following programs and activities would be appealing to you? (Check all that apply).

By College

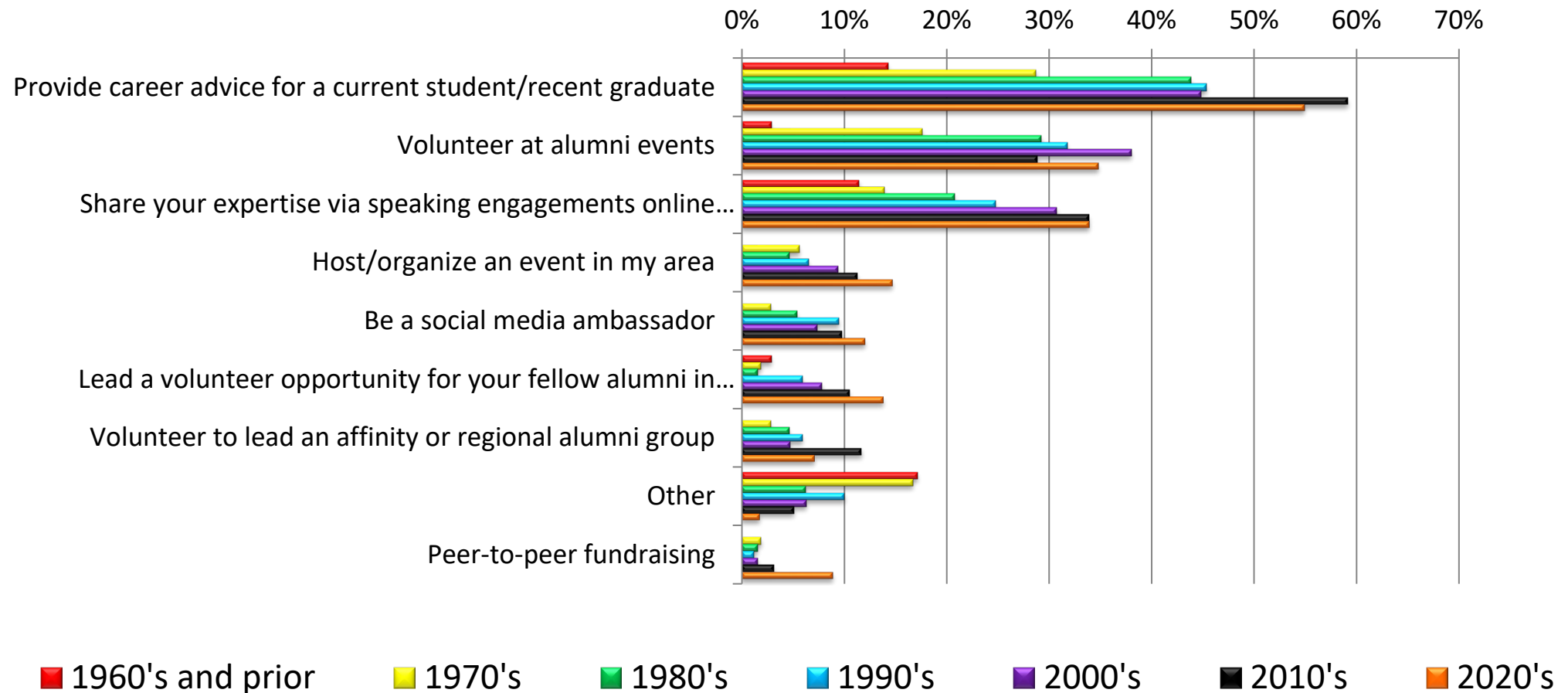


Q18. Which of the following volunteer opportunities interest you the most? (Check up to 3.)



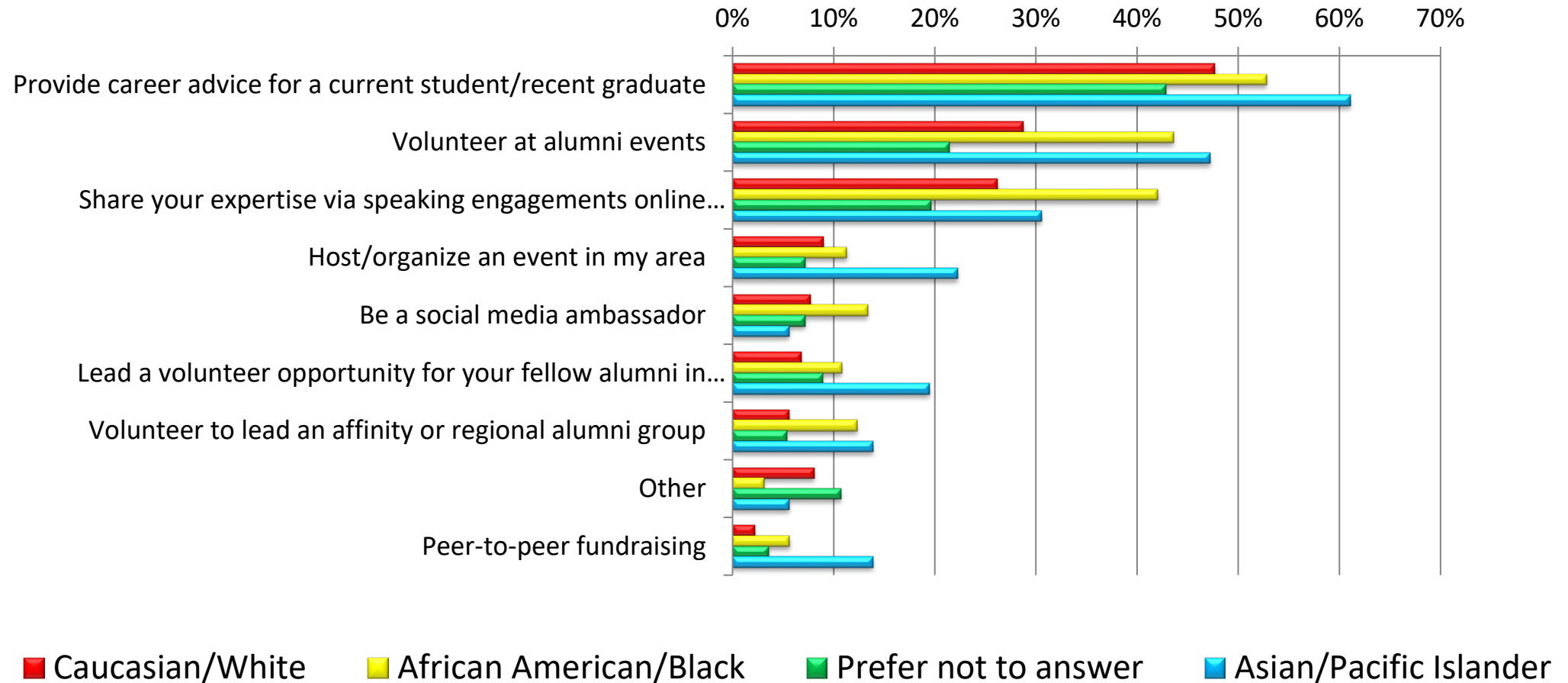
Q18. Which of the following volunteer opportunities interest you the most? (Check up to 3.)

By Decade of Graduation



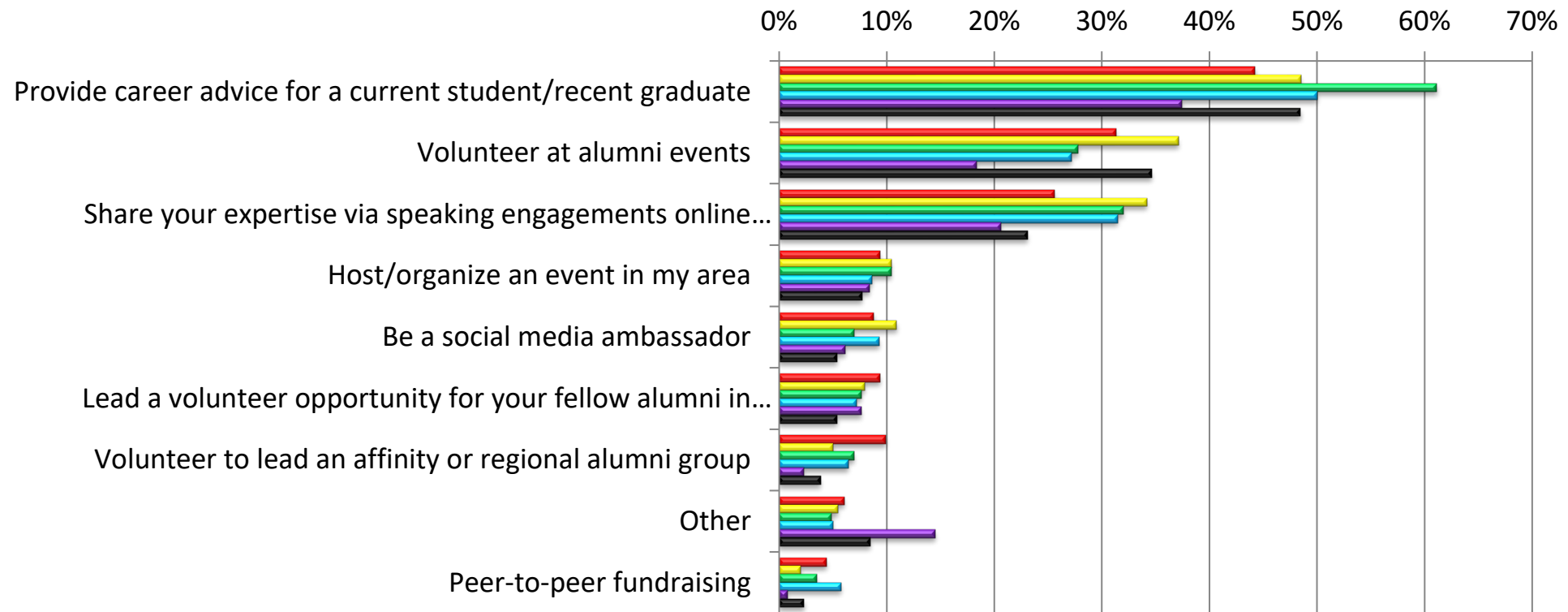
Q18. Which of the following volunteer opportunities interest you the most? (Check up to 3.)

By Ethnicity



Q18. Which of the following volunteer opportunities interest you the most? (Check up to 3.)

By College



■ College of Liberal Arts

■ College of Health Professions

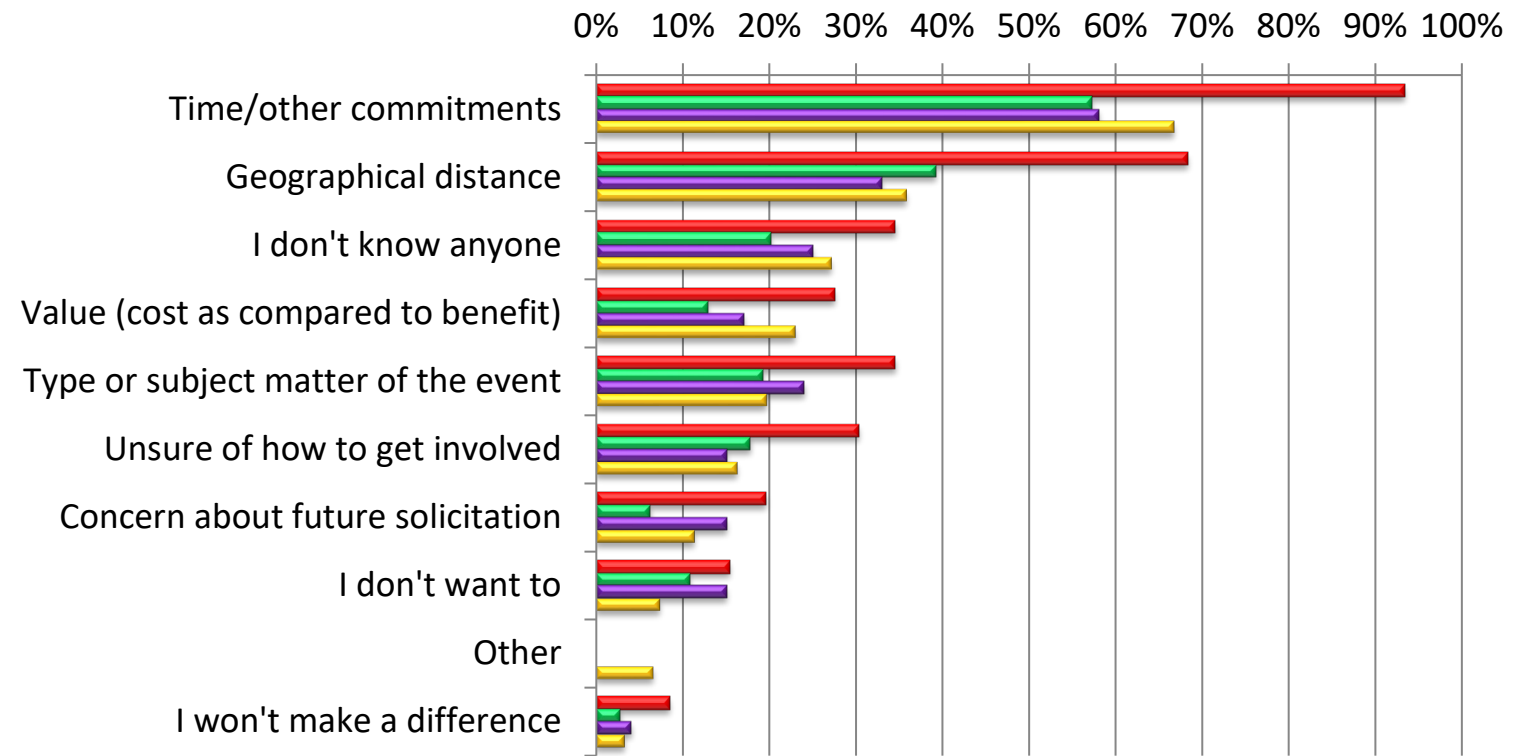
■ College of Education

■ College of Fine Arts and Communication

■ Fisher College of Science & Mathematics

■ College of Business & Economics

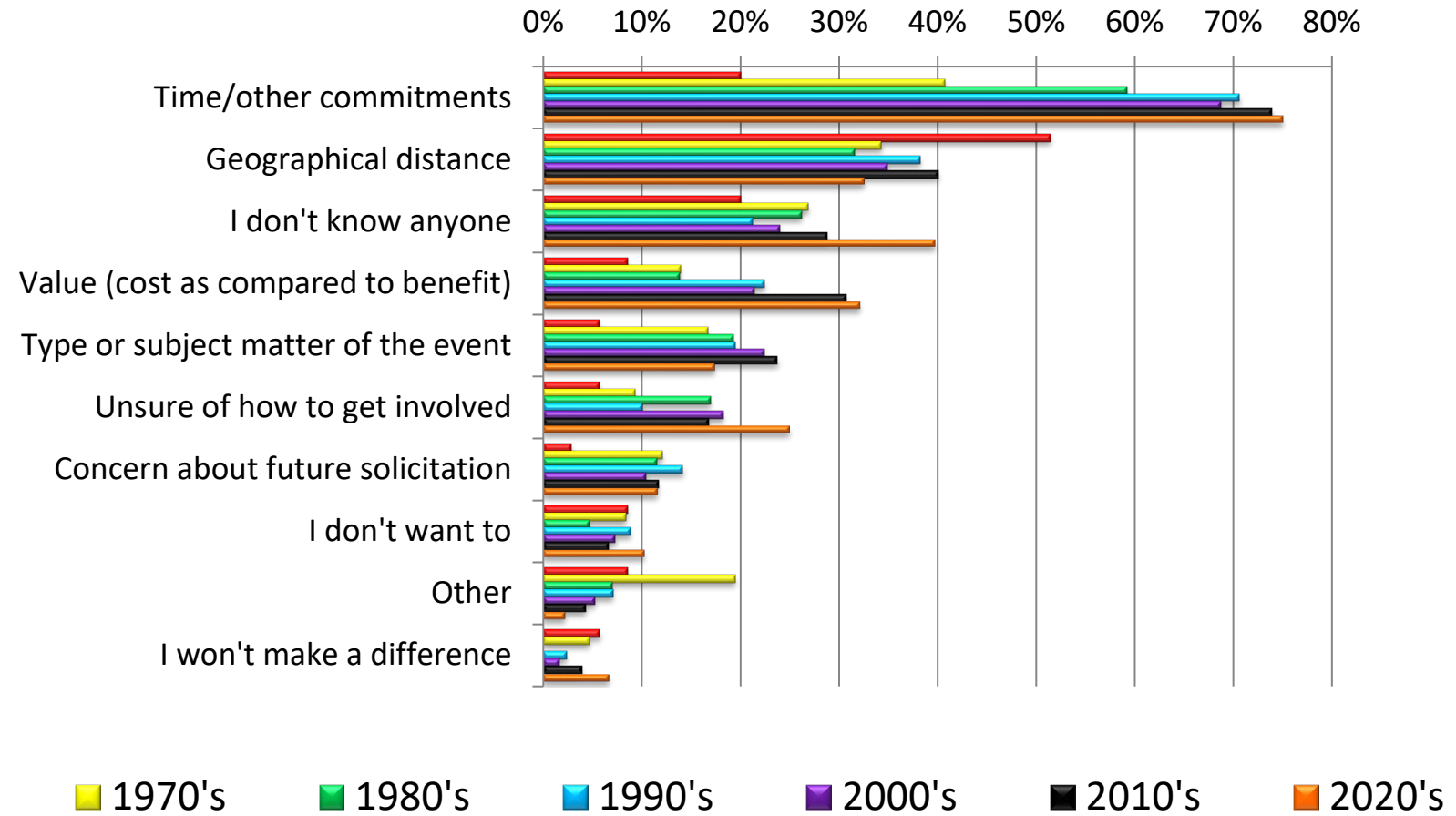
Q20. What are barriers to your participation in alumni activities? (Check all that apply.)



■ National Average
 ■ Comparable Schools
 ■ Towson University 2016
 ■ Towson University 2025

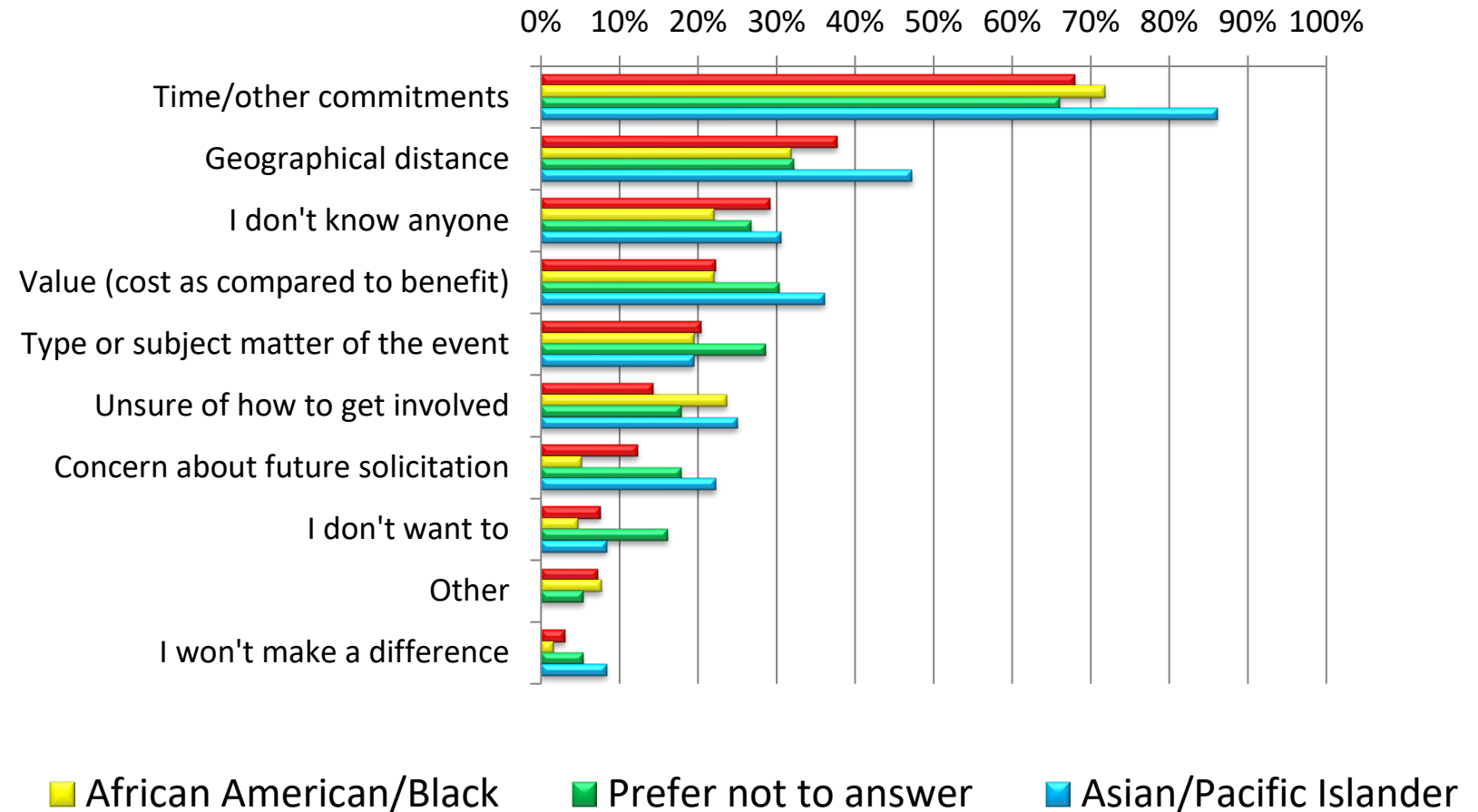
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By Decade of Graduation



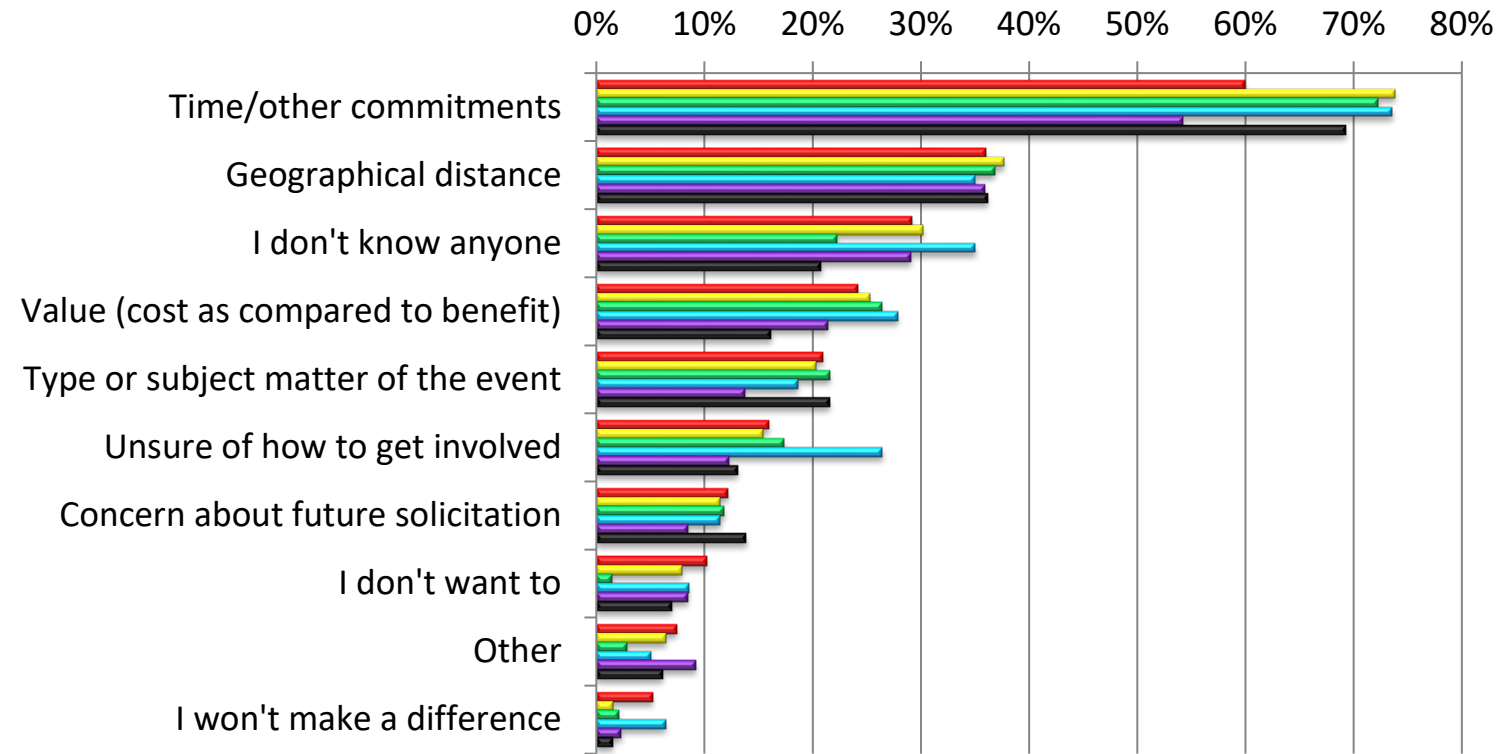
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By Ethnicity



Q20. What are barriers to your participation in alumni activities? (Check all that apply.)

By College



■ College of Liberal Arts

■ College of Health Professions

■ College of Education

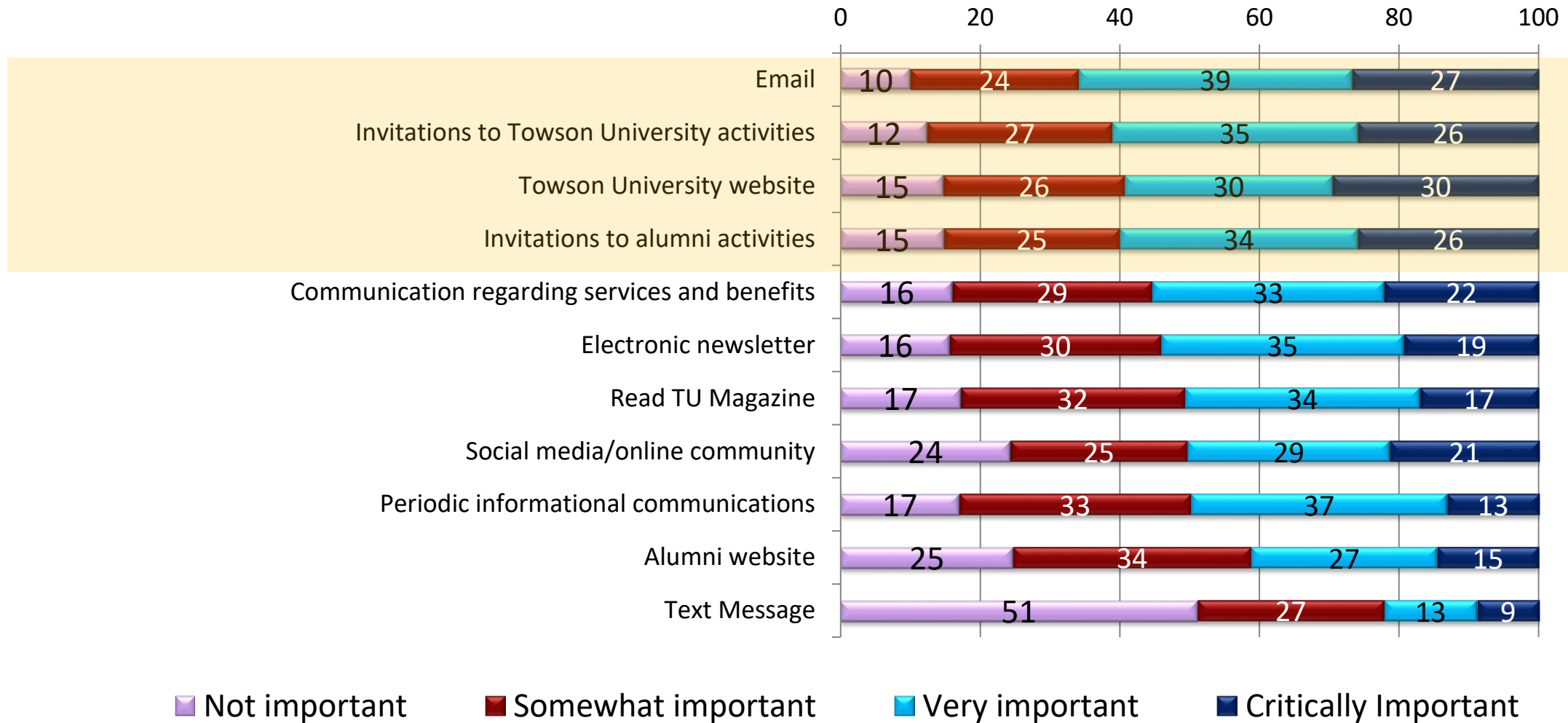
■ College of Fine Arts and Communication

■ Fisher College of Science & Mathematics

■ College of Business & Economics

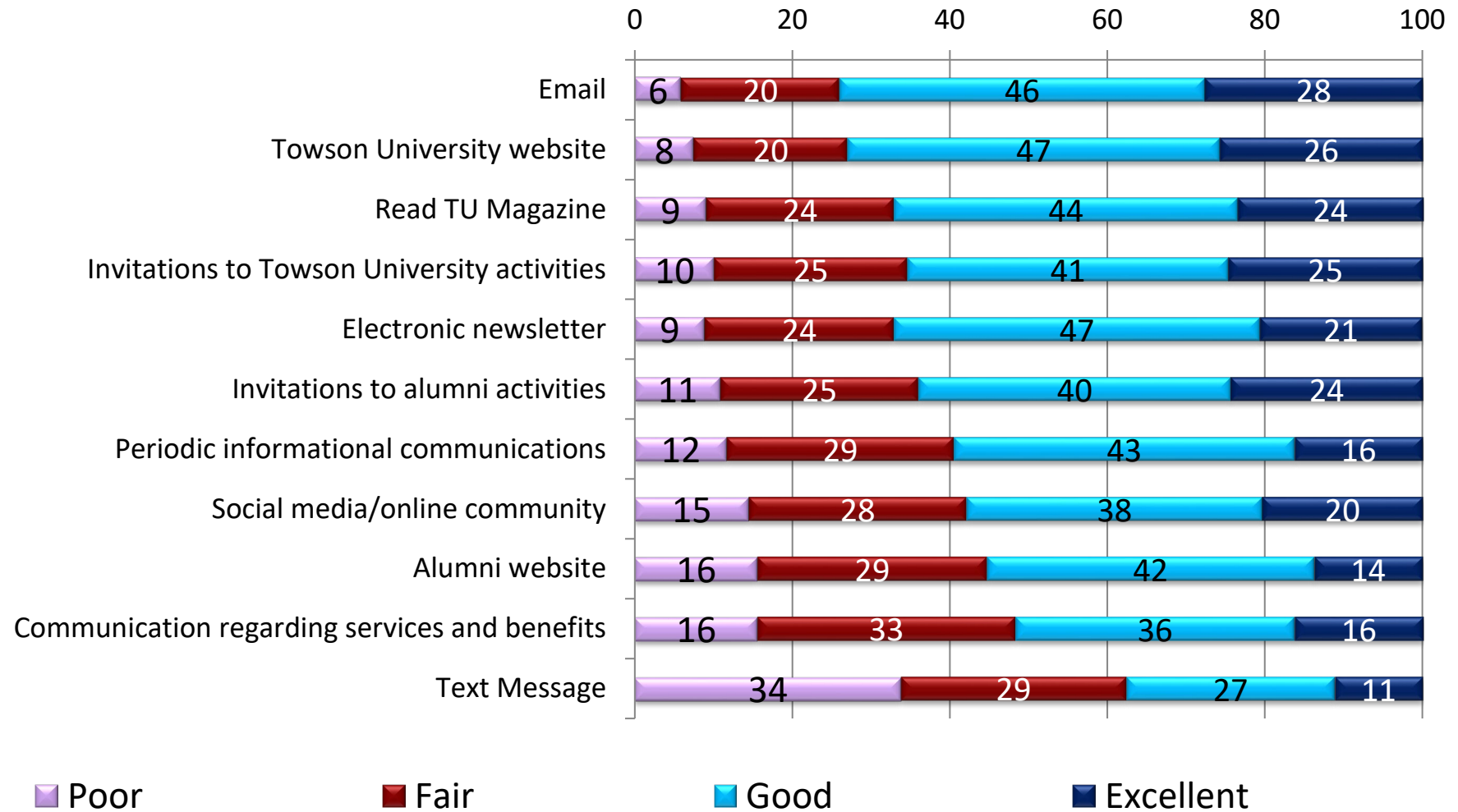
Q12. For each of the communication methods listed below, please tell us how important that method is to you and also rate Towson University's effectiveness in utilizing that method:

By Importance

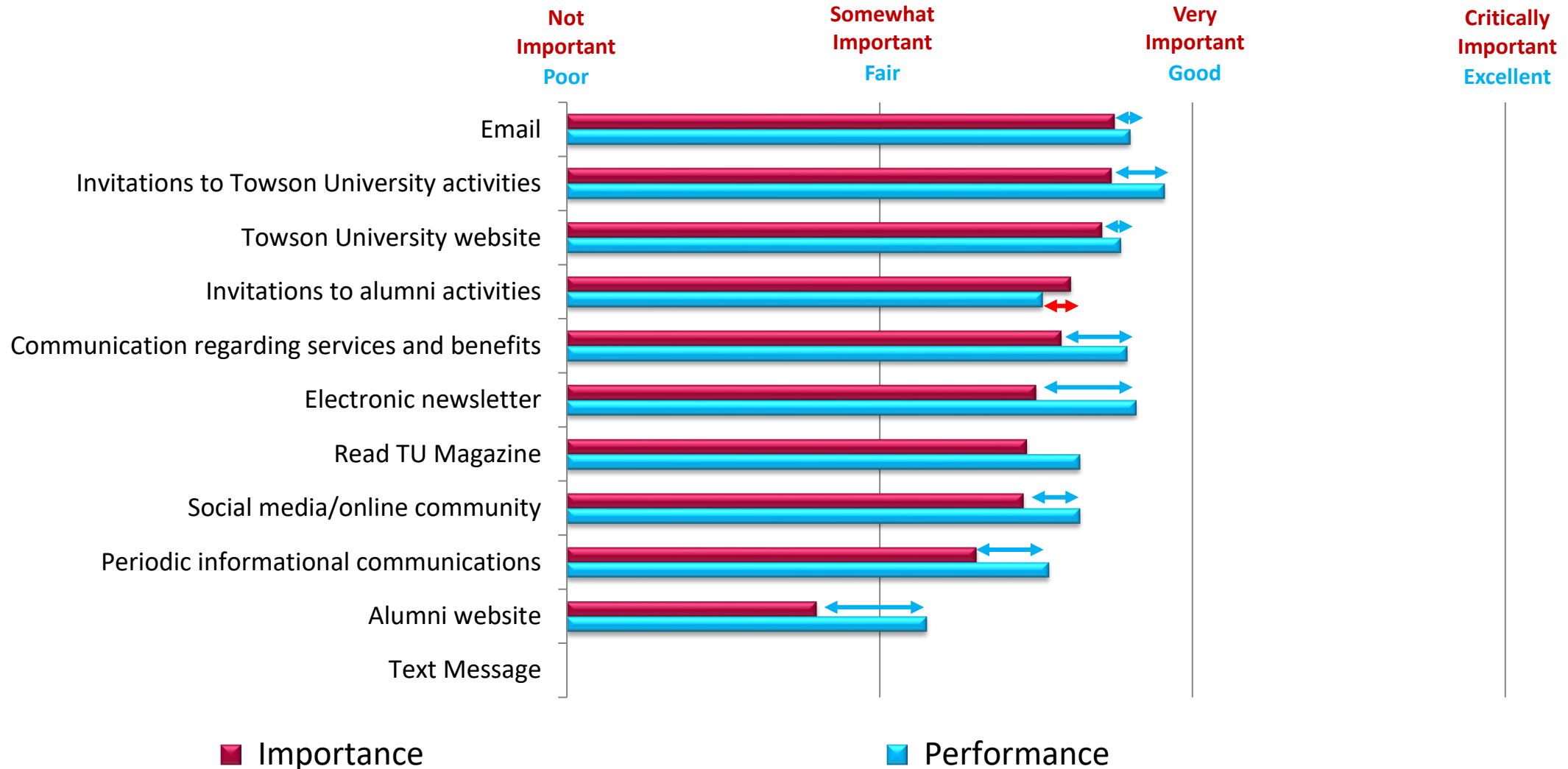


Q12. For each of the communication methods listed below, please tell us how important that method is to you and also rate Towson University's effectiveness in utilizing that method:

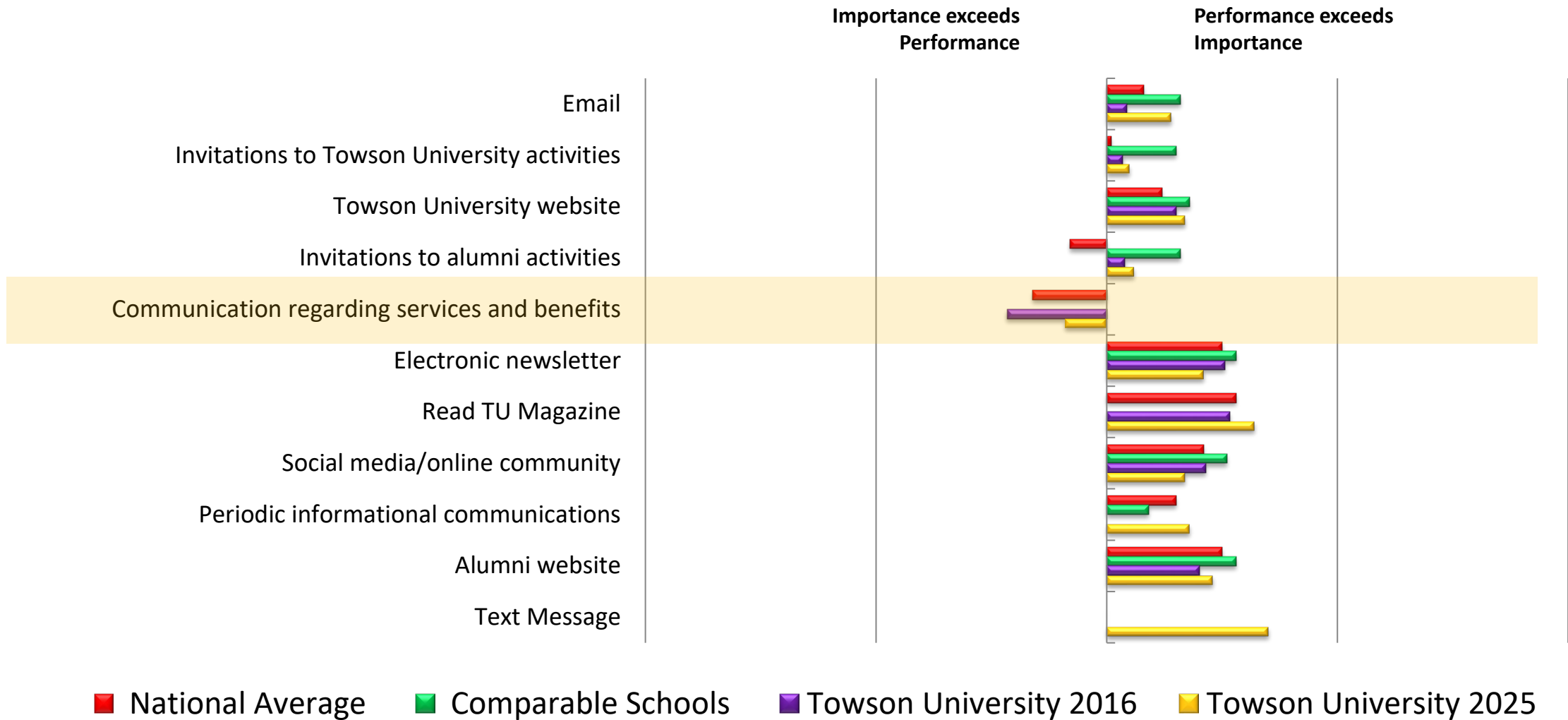
By Performance



Q12. For each of the communication methods listed below, please tell us how important that method is to you and also rate Towson University's effectiveness in utilizing that method:

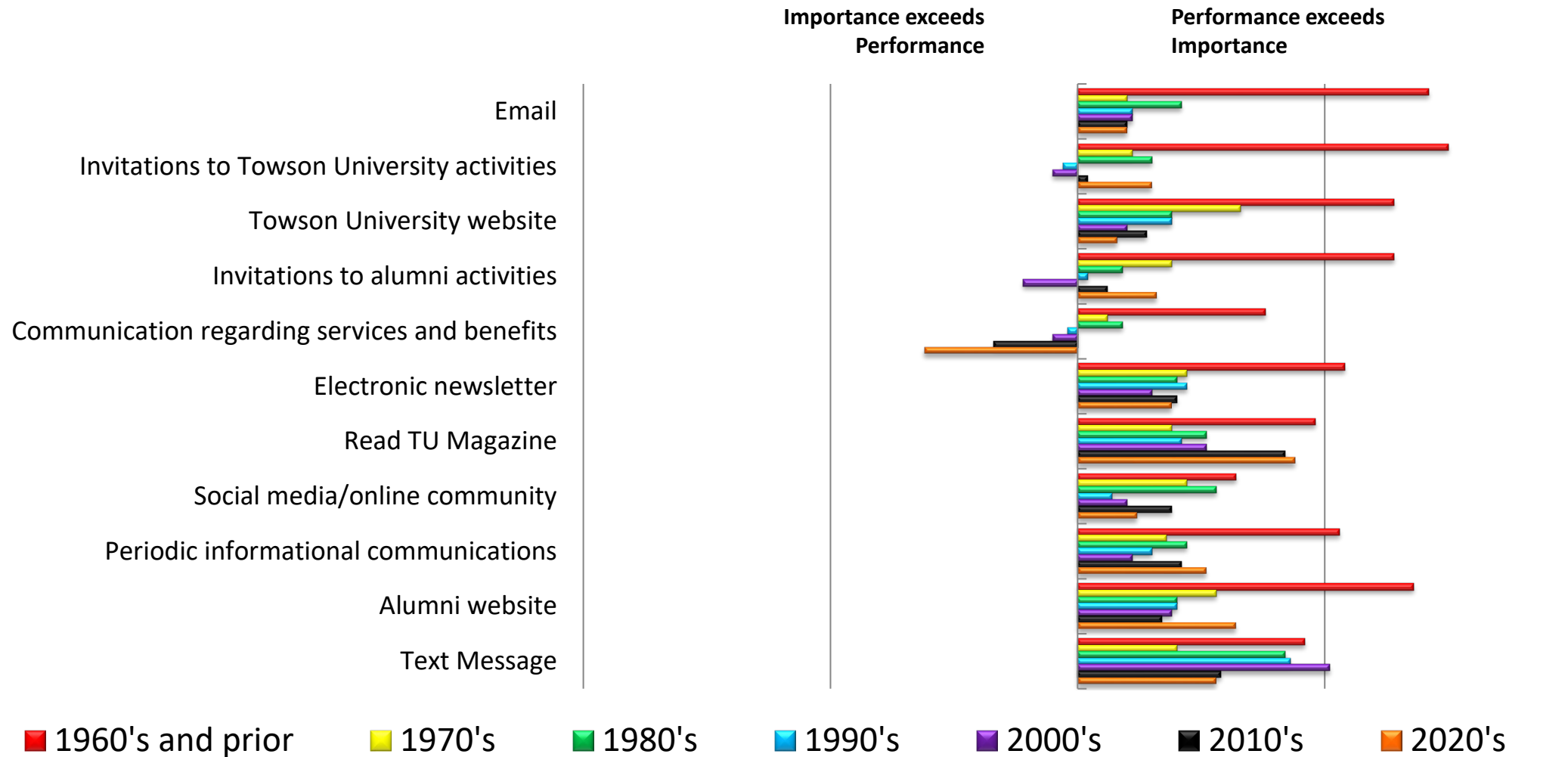


Q12. For each of the communication methods listed below, please tell us how important that method is to you and also rate Towson University's effectiveness in utilizing that method:



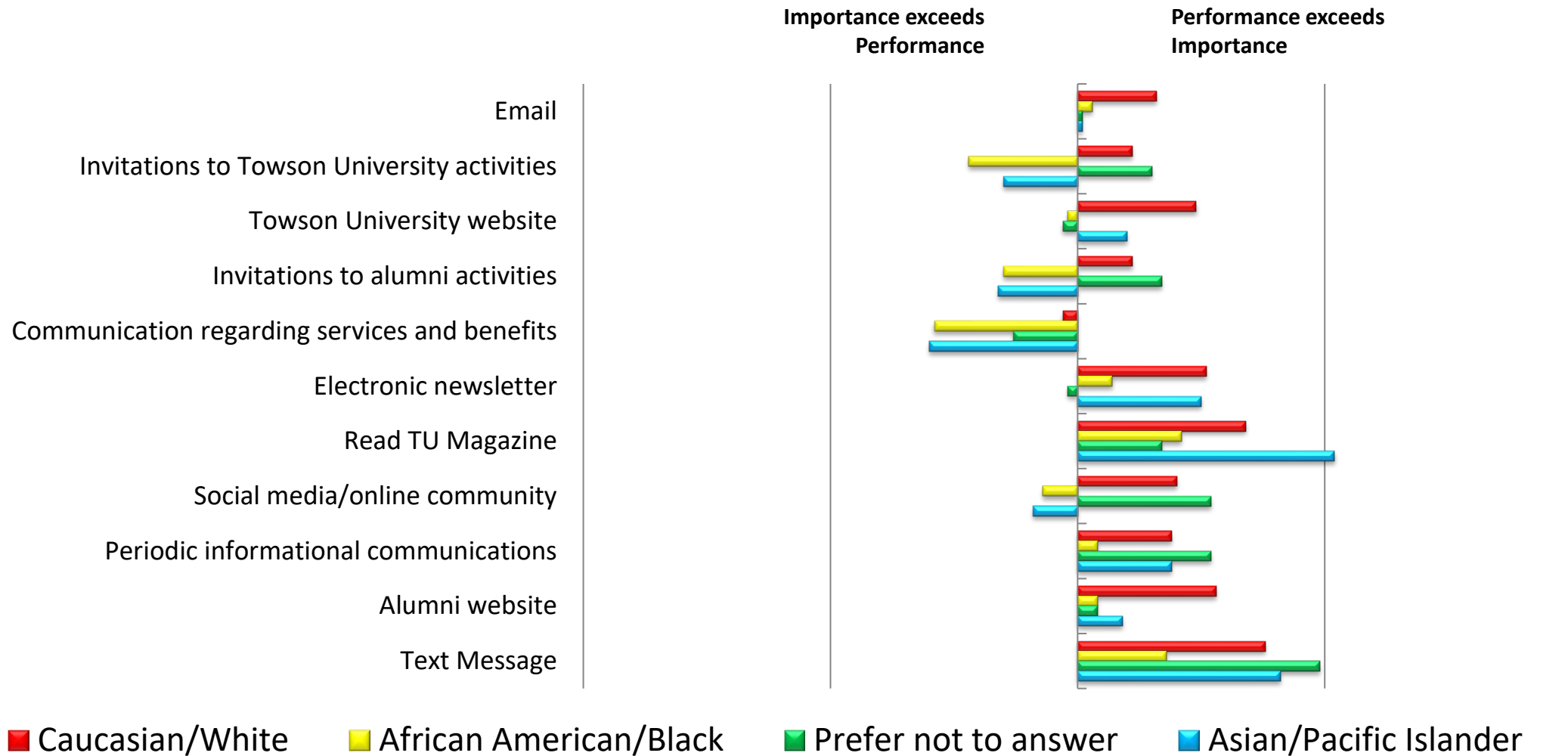
Q12. For each of the communication methods listed below, please tell us how important that method is to you and also rate Towson University's effectiveness in utilizing that method:

By Decade of Graduation



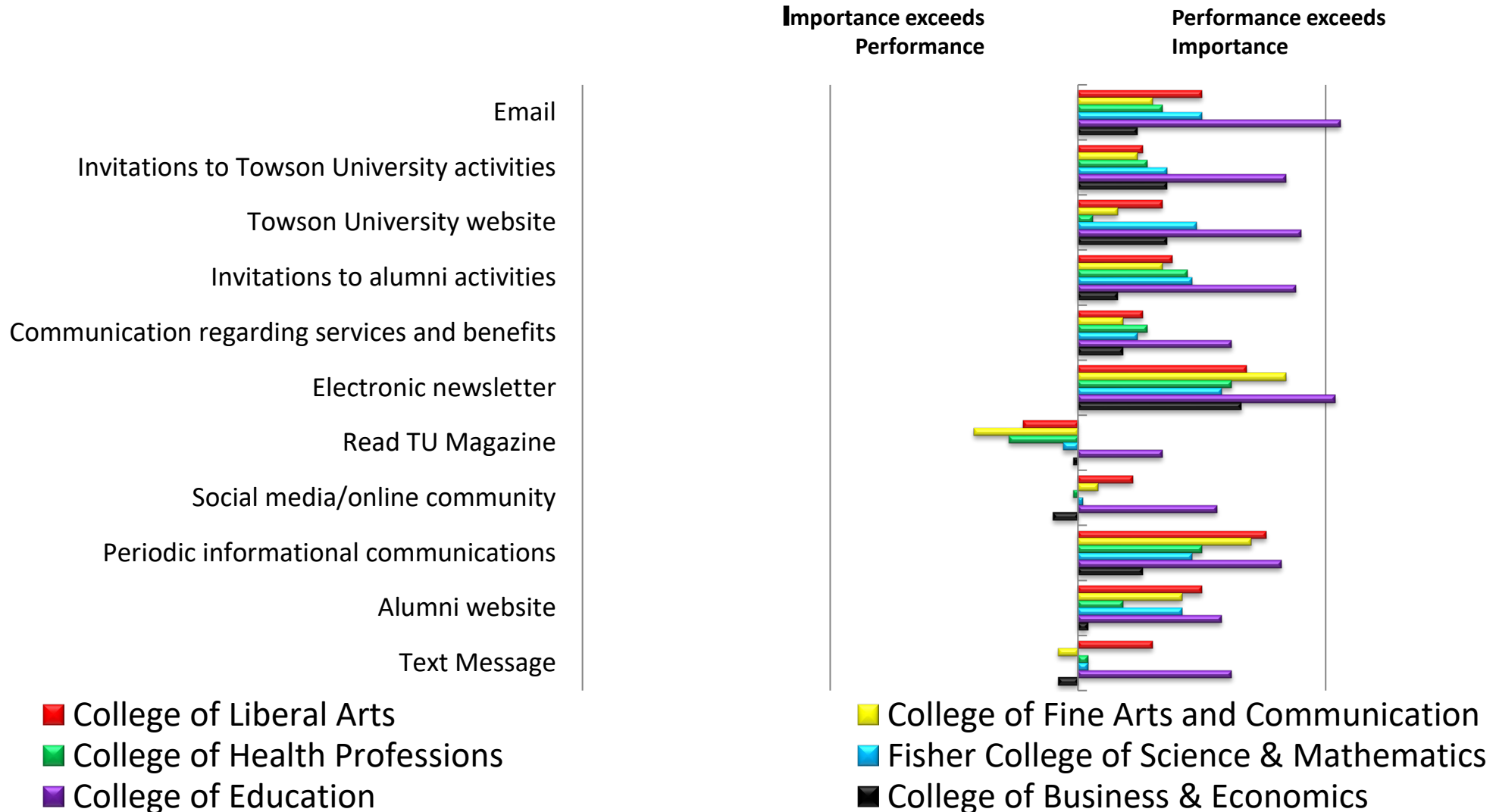
Q12. For each of the communication methods listed below, please tell us how important that method is to you and also rate Towson University's effectiveness in utilizing that method:

By Ethnicity

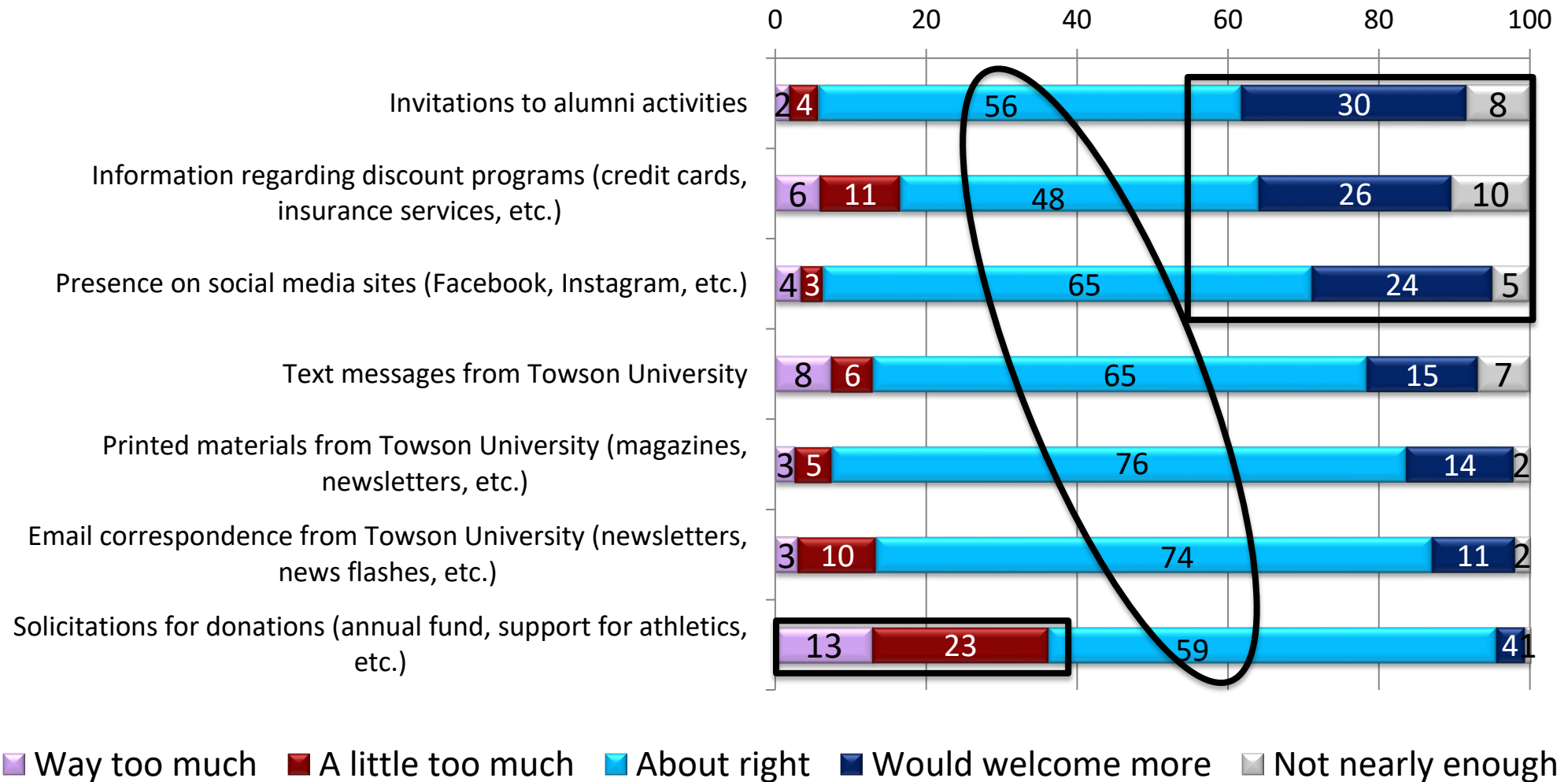


Q12. For each of the communication methods listed below, please tell us how important that method is to you and also rate Towson University's effectiveness in utilizing that method:

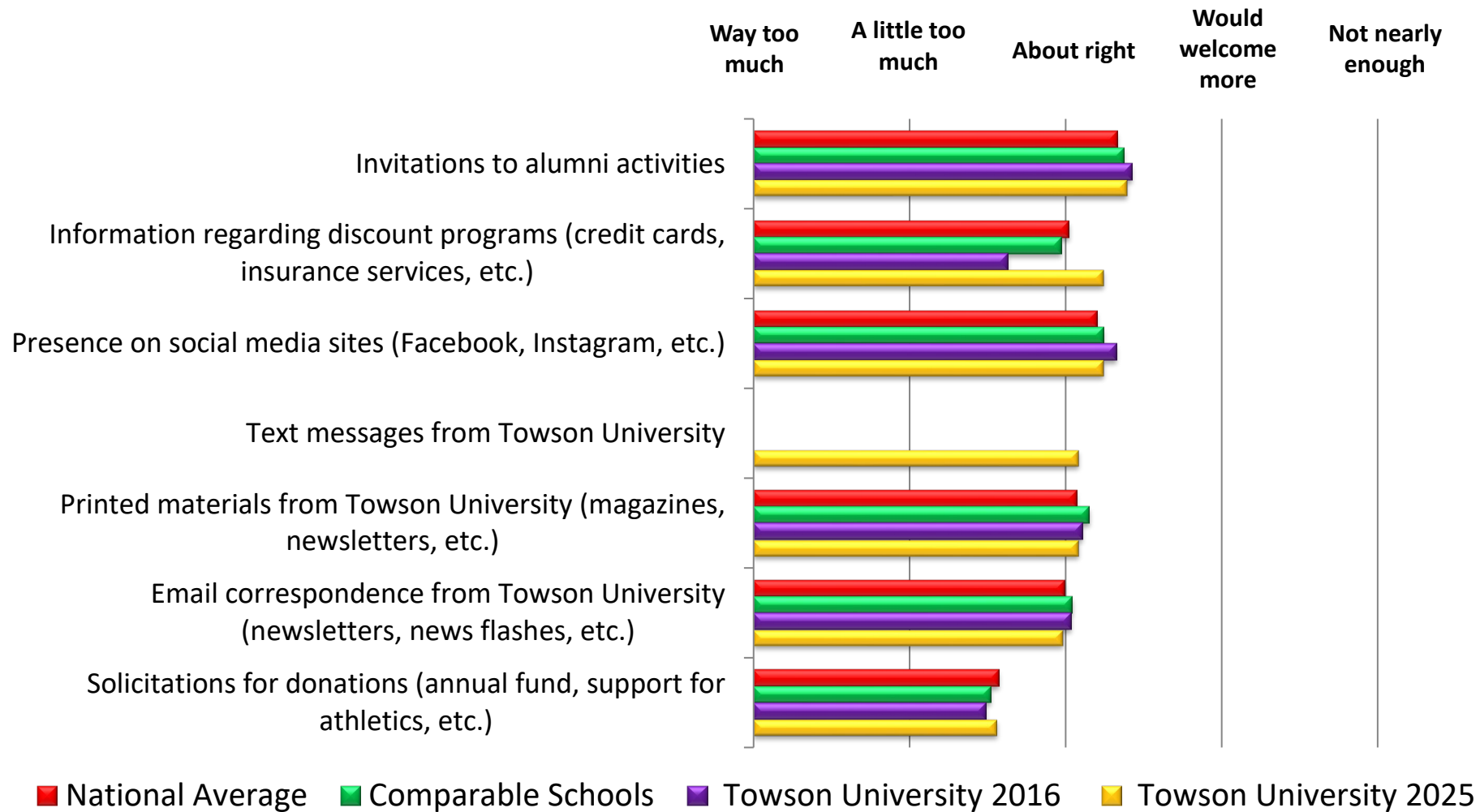
By College



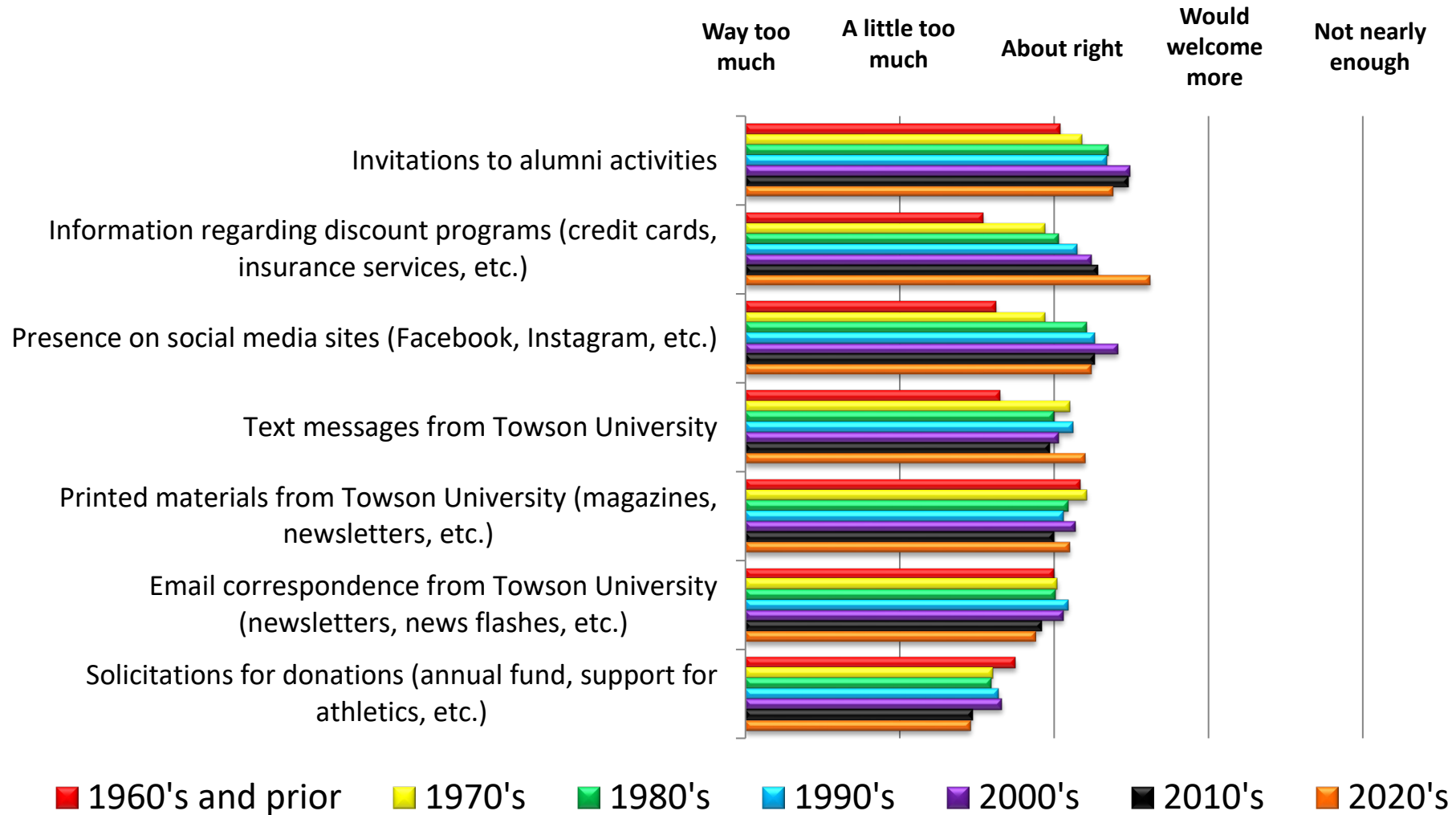
Q13. Please rate the frequency of the following communications:



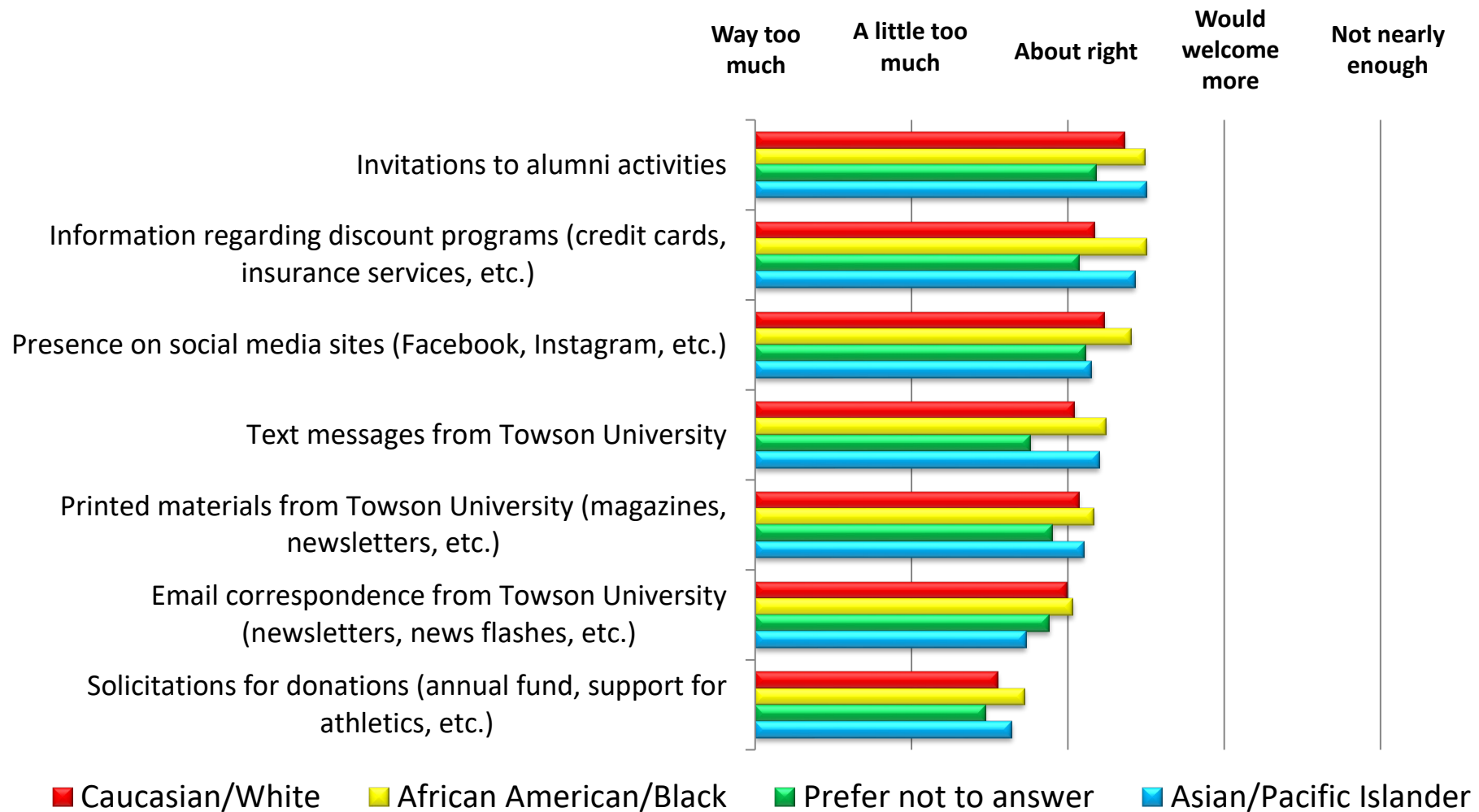
Q13. Please rate the frequency of the following communications:



Q13. Please rate the frequency of the following communications: By Decade of Graduation

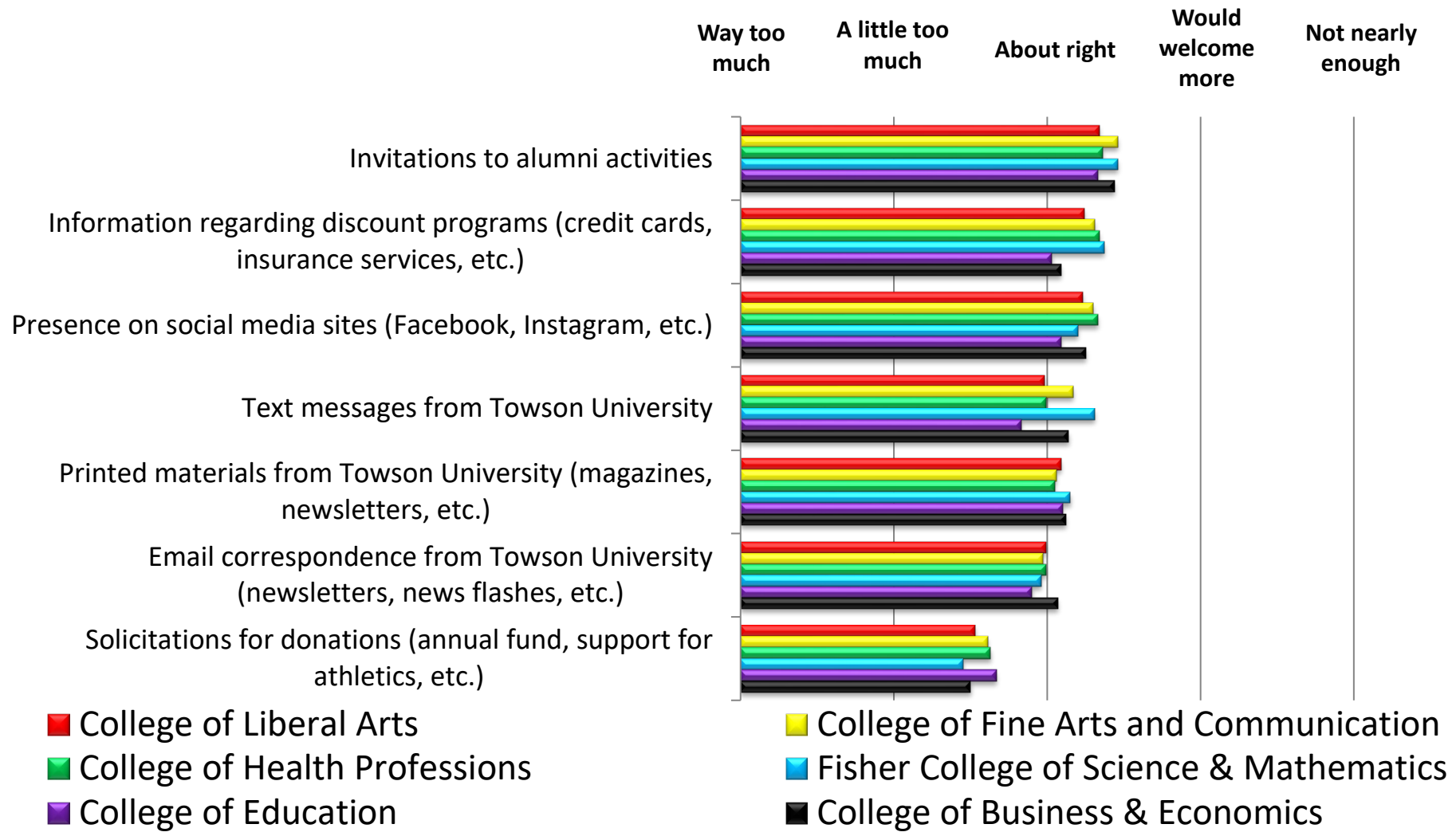


Q13. Please rate the frequency of the following communications: By Ethnicity

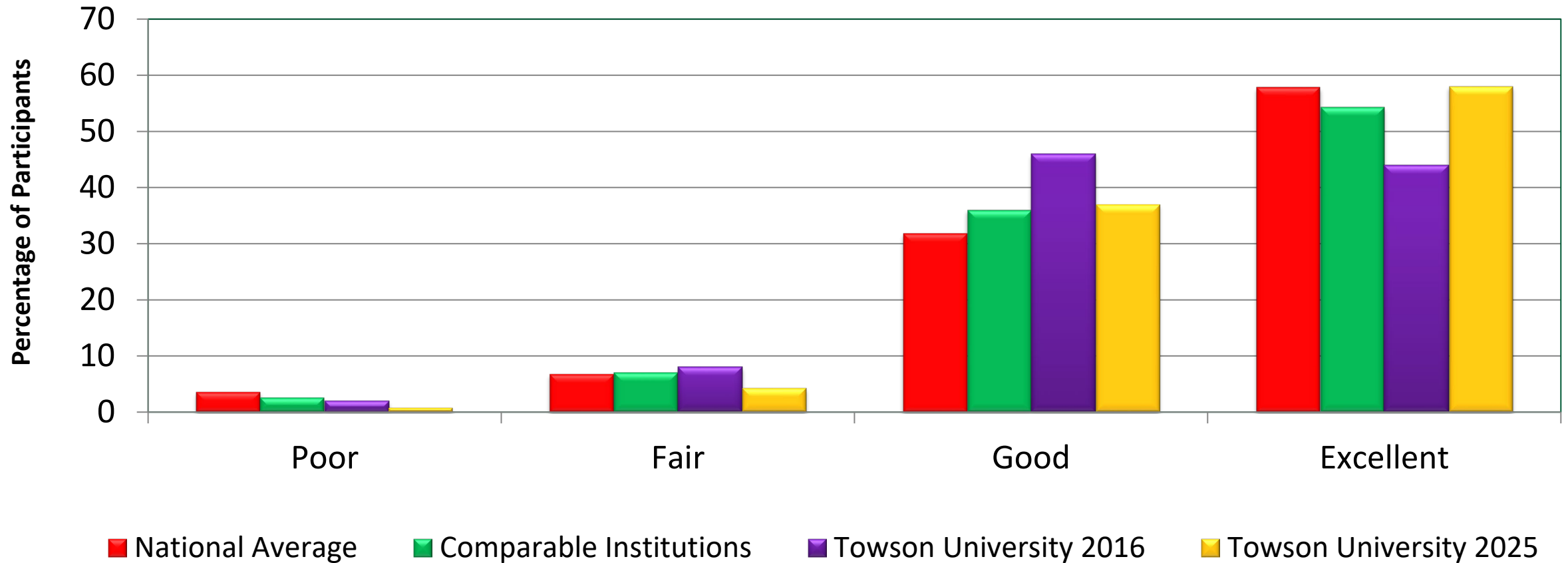


Q13. Please rate the frequency of the following communications:

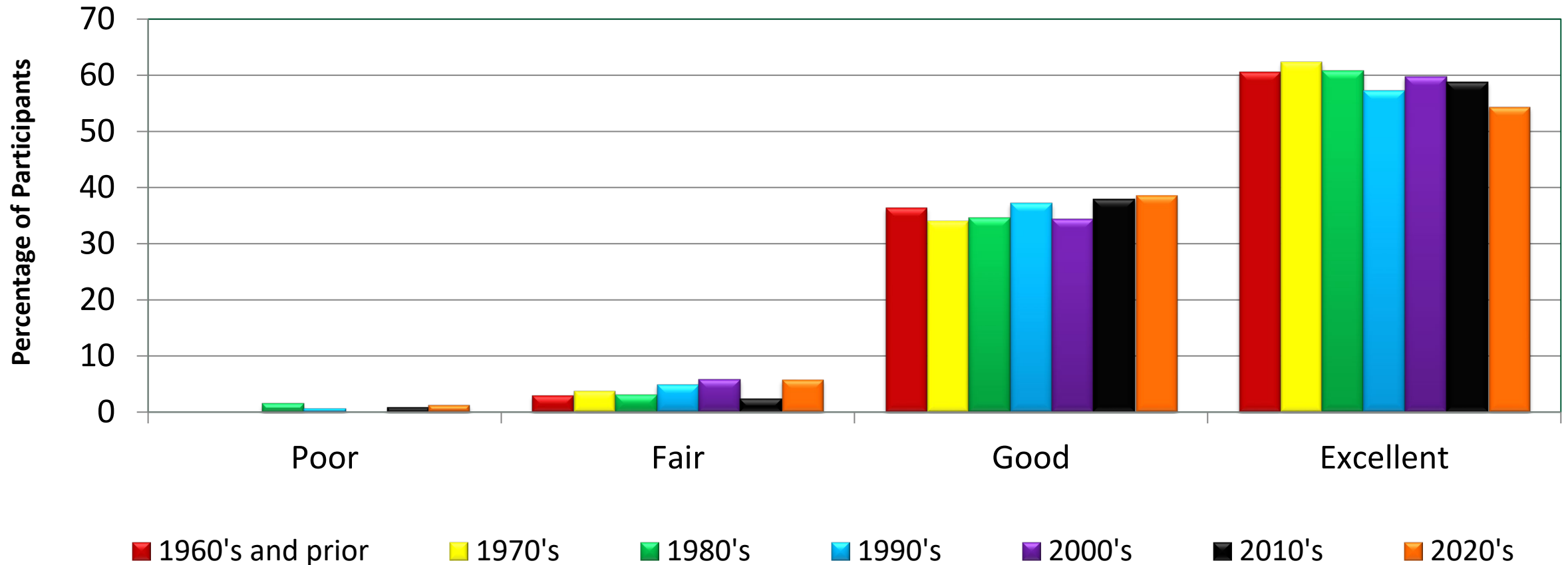
By College



Q01. Which of the following describes your overall current opinion of Towson University?

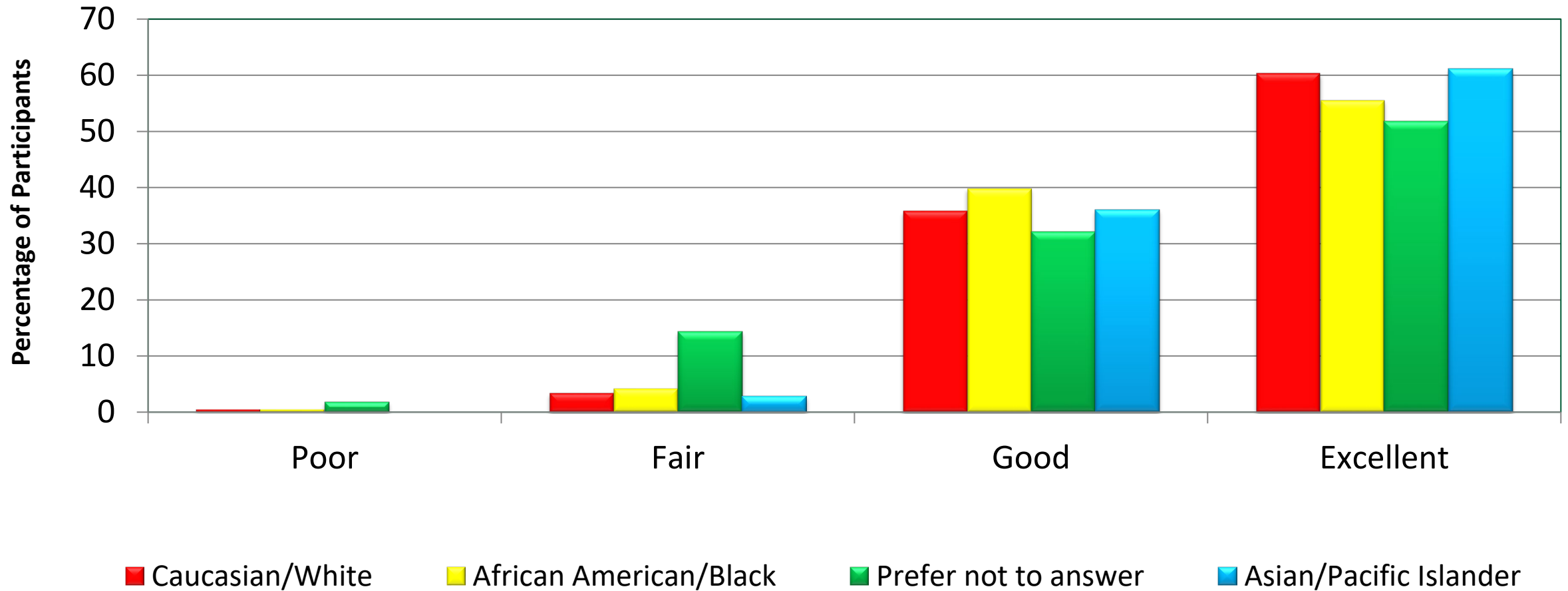


Q01. Which of the following describes your overall current opinion of Towson University? *By Decade of Graduation*



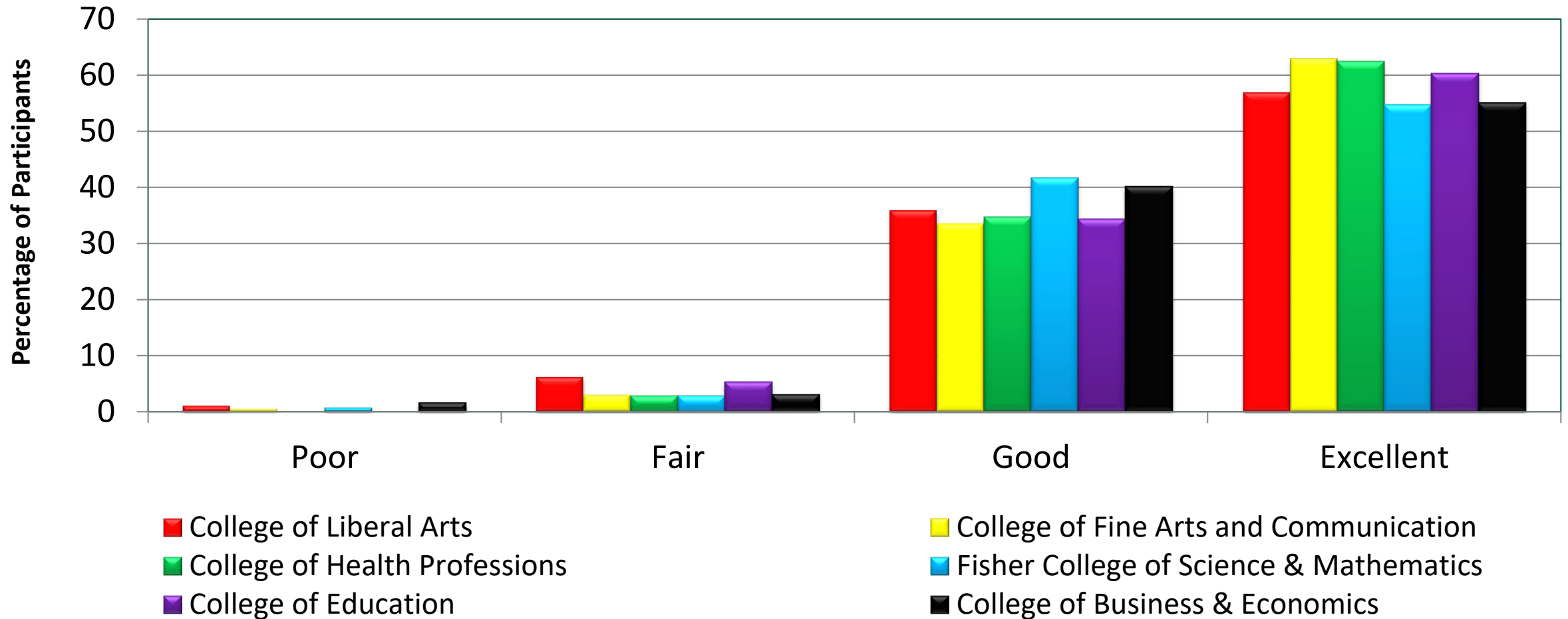
Q01. Which of the following describes your overall current opinion of Towson University?

By Ethnicity

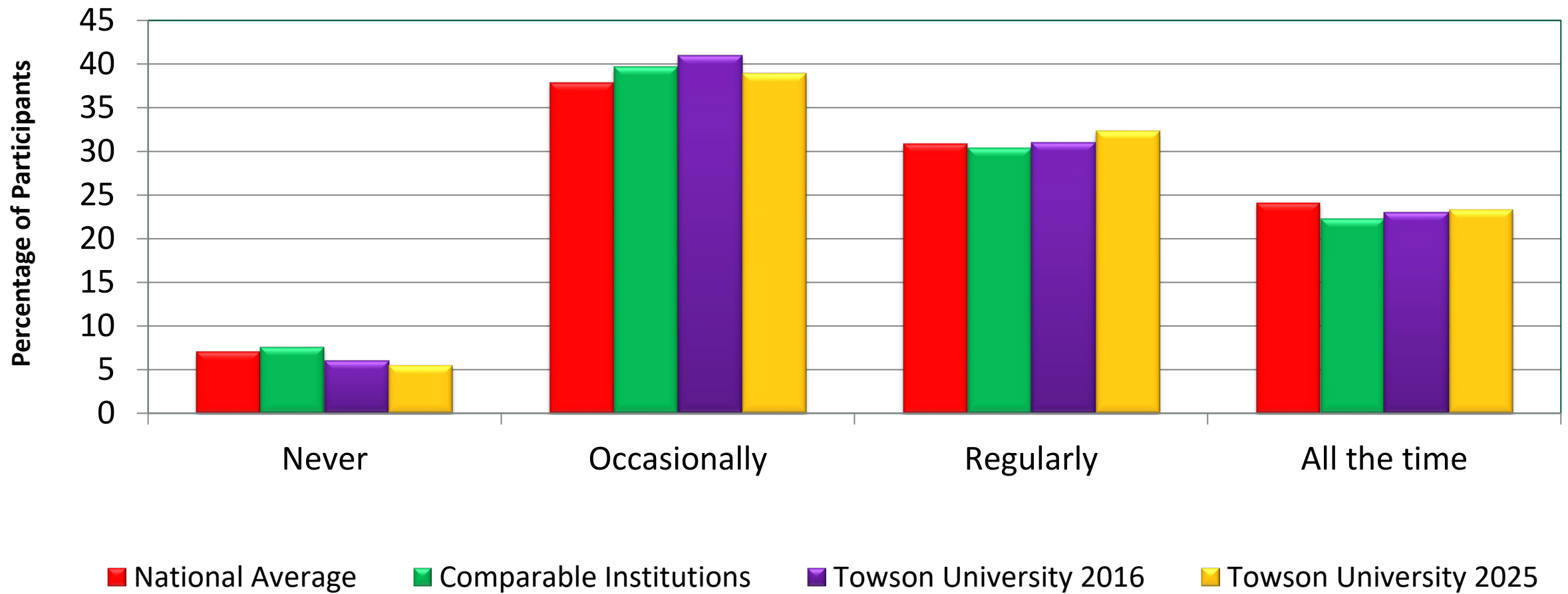


Q01. Which of the following describes your overall current opinion of Towson University?

By College

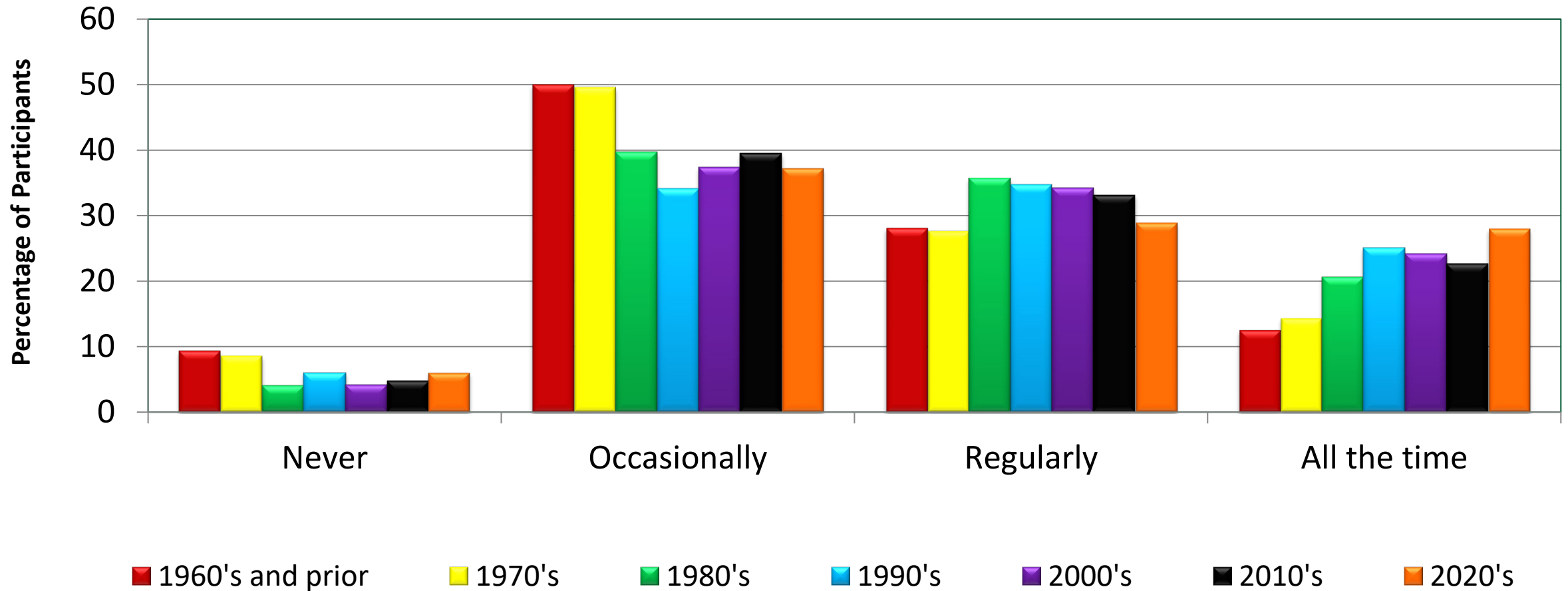


Q02. How often do you promote Towson University to others?



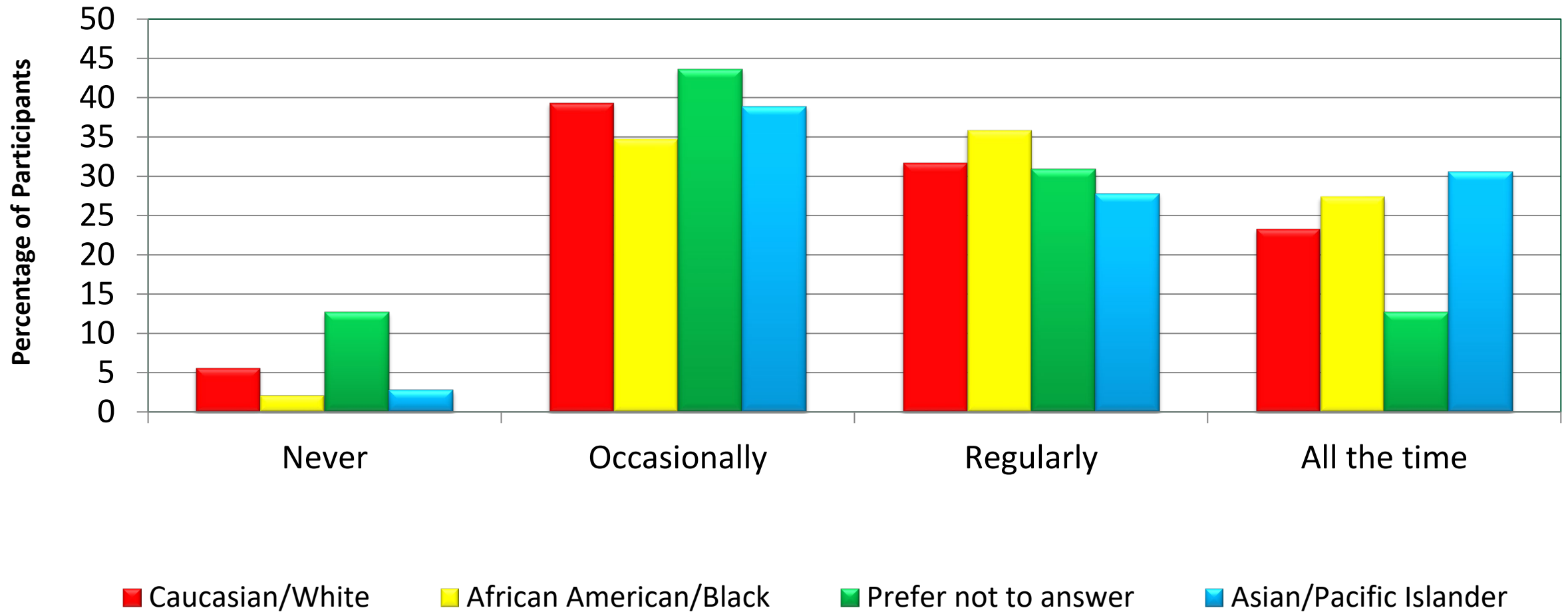
Q02. How often do you promote Towson University to others?

By Decade of Graduation



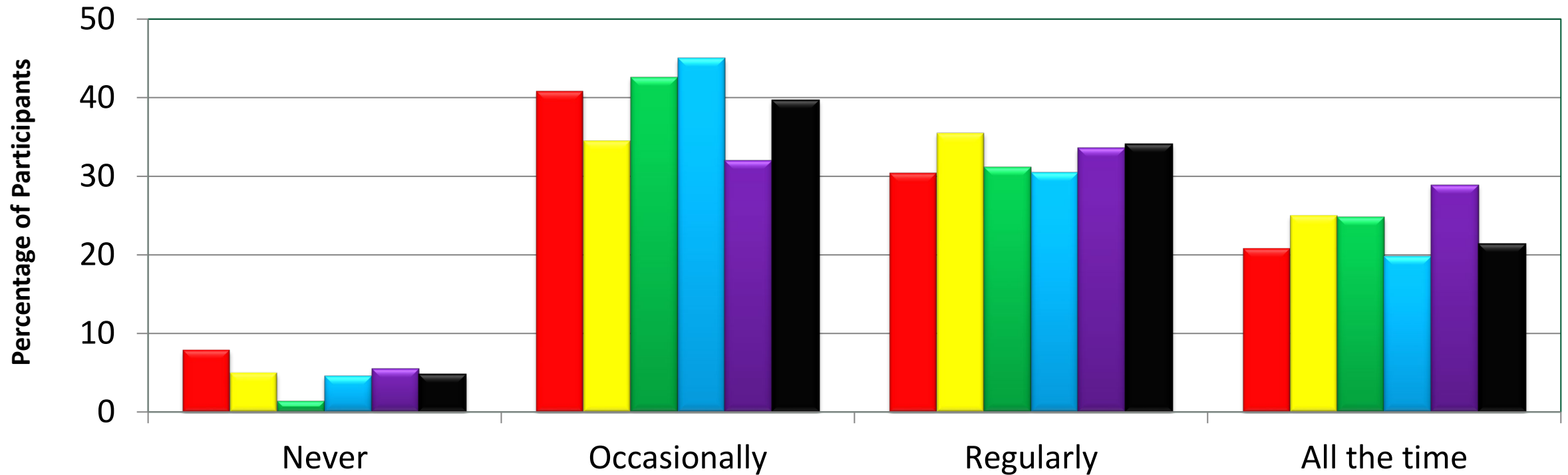
Q02. How often do you promote Towson University to others?

By Ethnicity



Q02. How often do you promote Towson University to others?

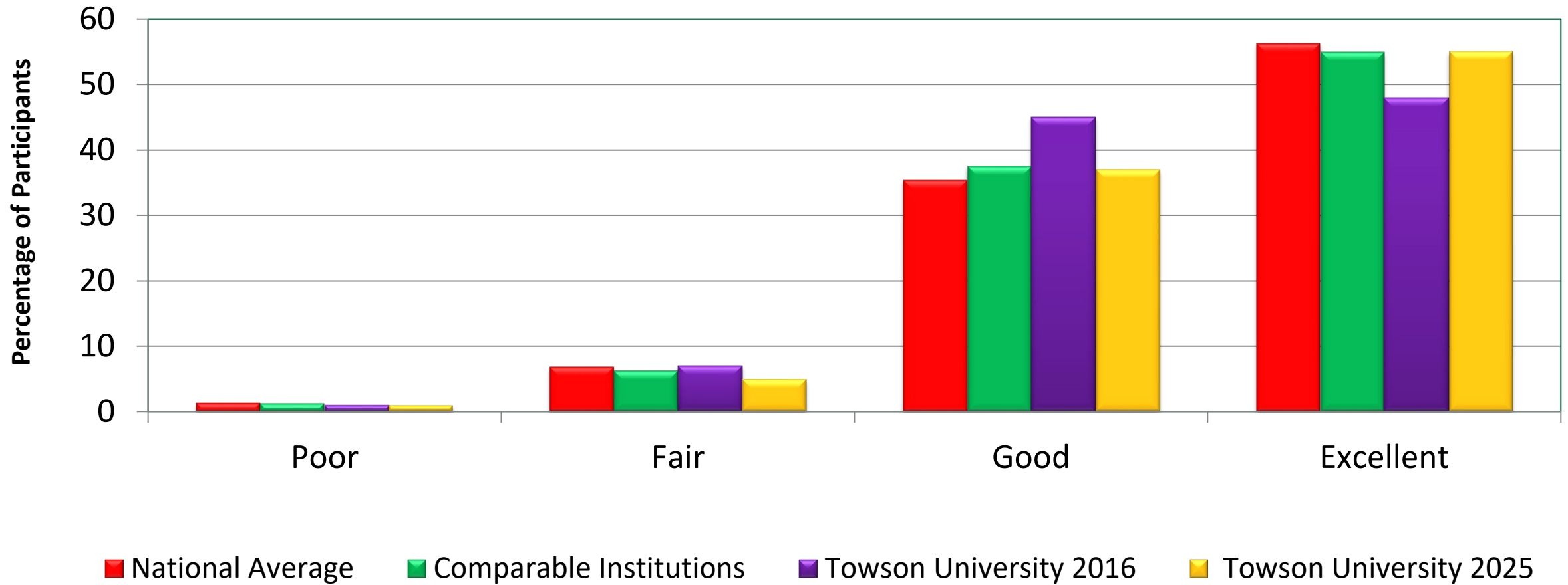
By College



- College of Liberal Arts
- College of Health Professions
- College of Education

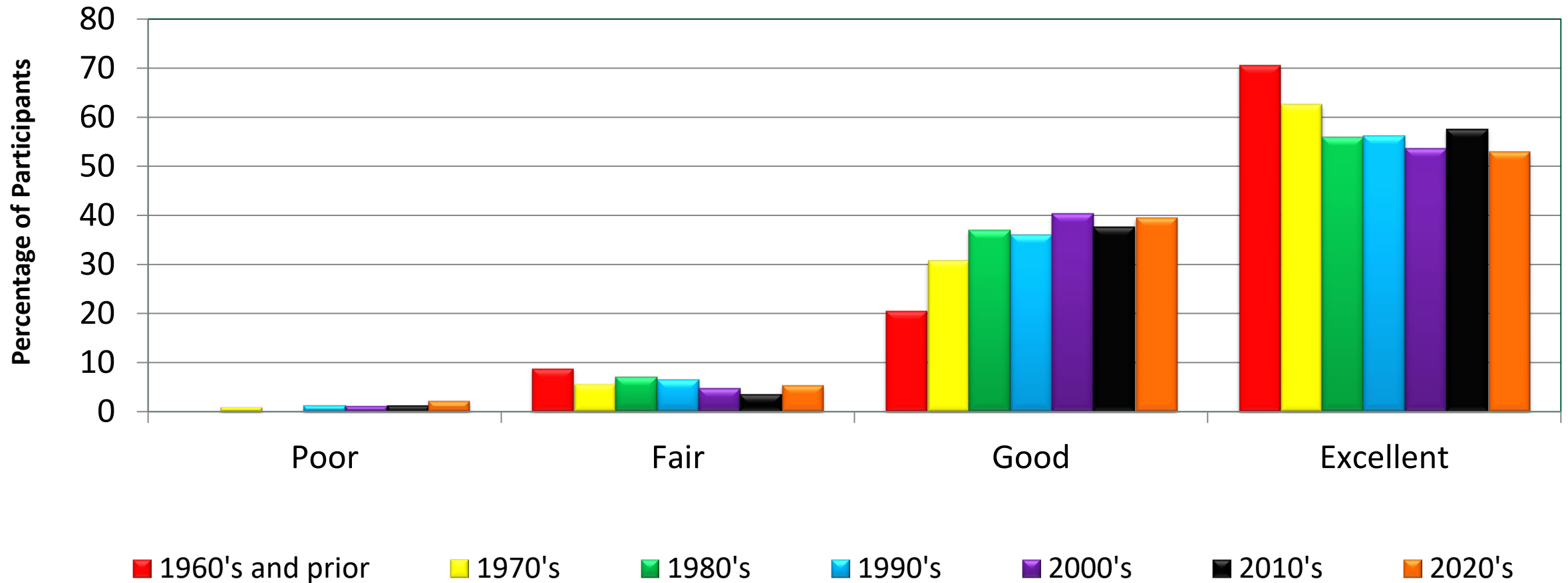
- College of Fine Arts and Communication
- Fisher College of Science & Mathematics
- College of Business & Economics

Q03. Which of the following best describes your experience as a student?



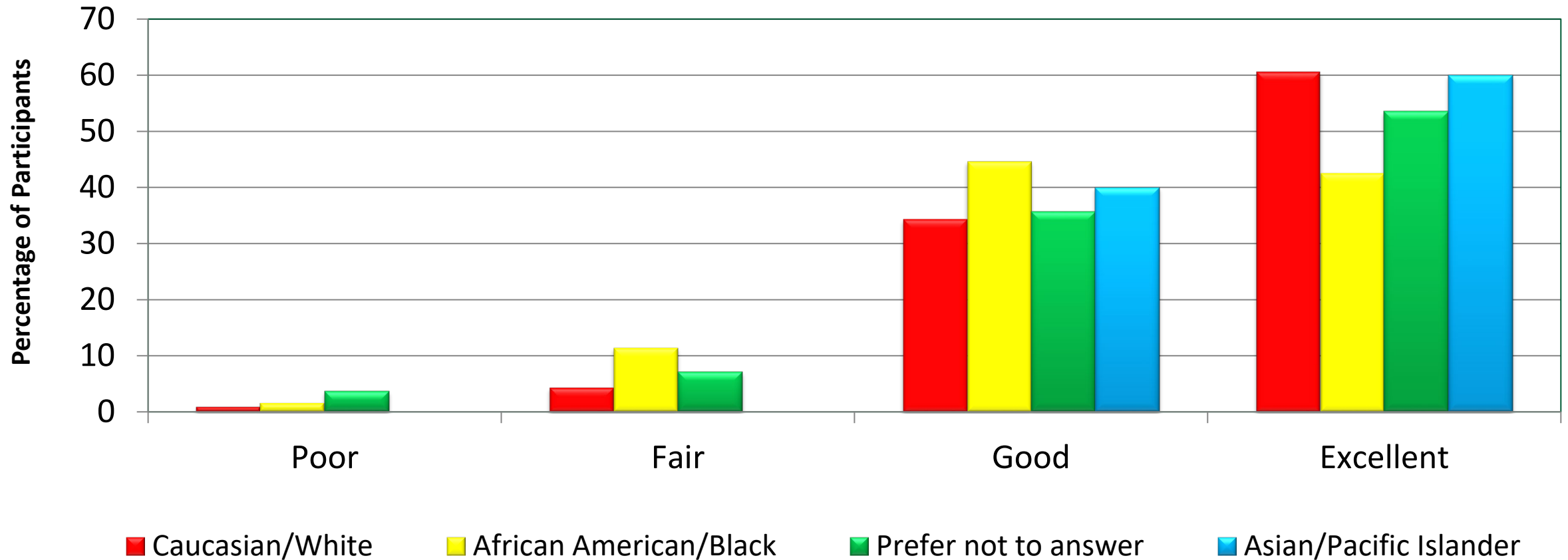
Q03. Which of the following best describes your experience as a student?

By Decade of Graduation



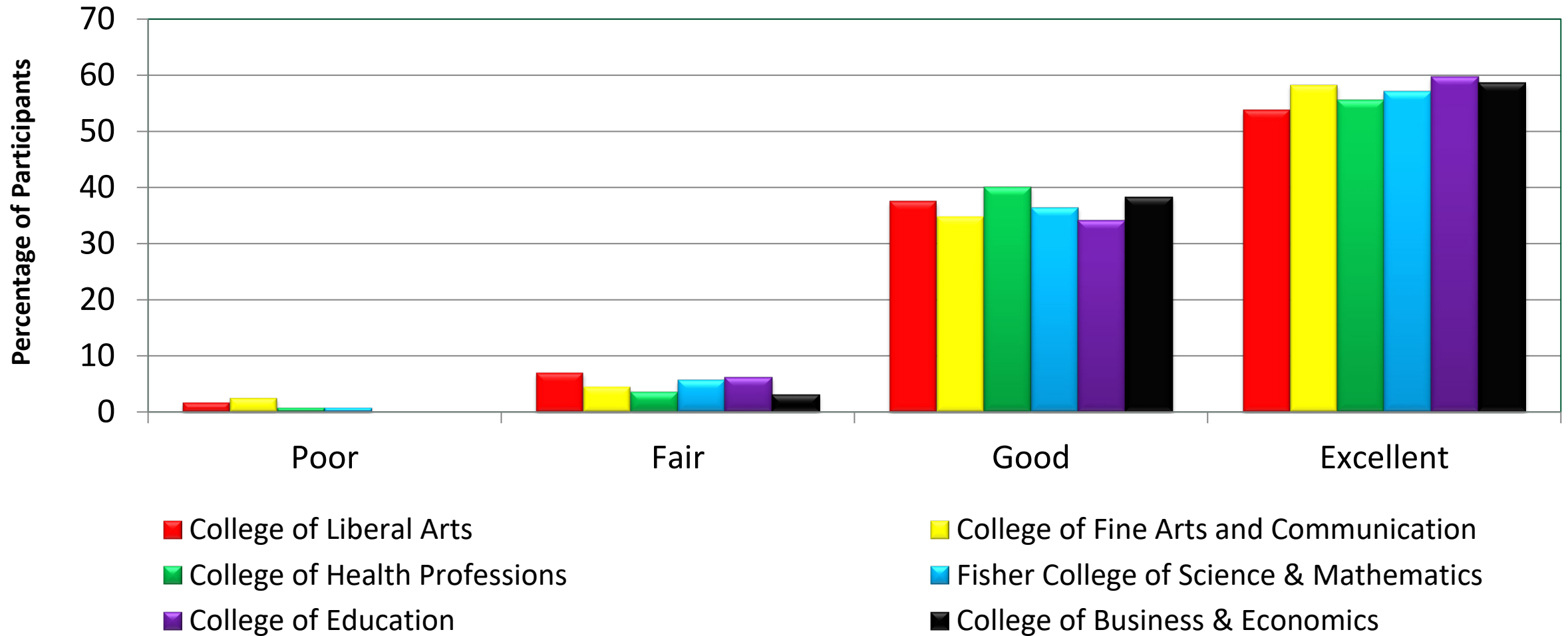
Q03. Which of the following best describes your experience as a student?

By Ethnicity

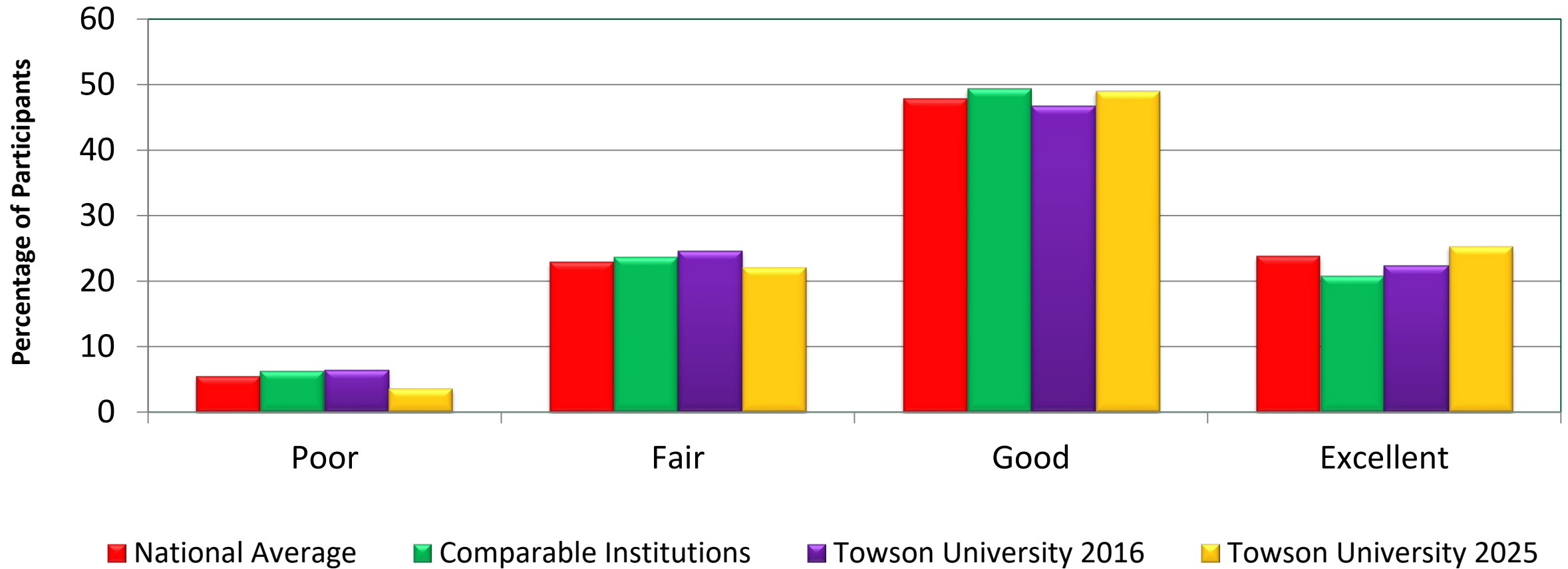


Q03. Which of the following best describes your experience as a student?

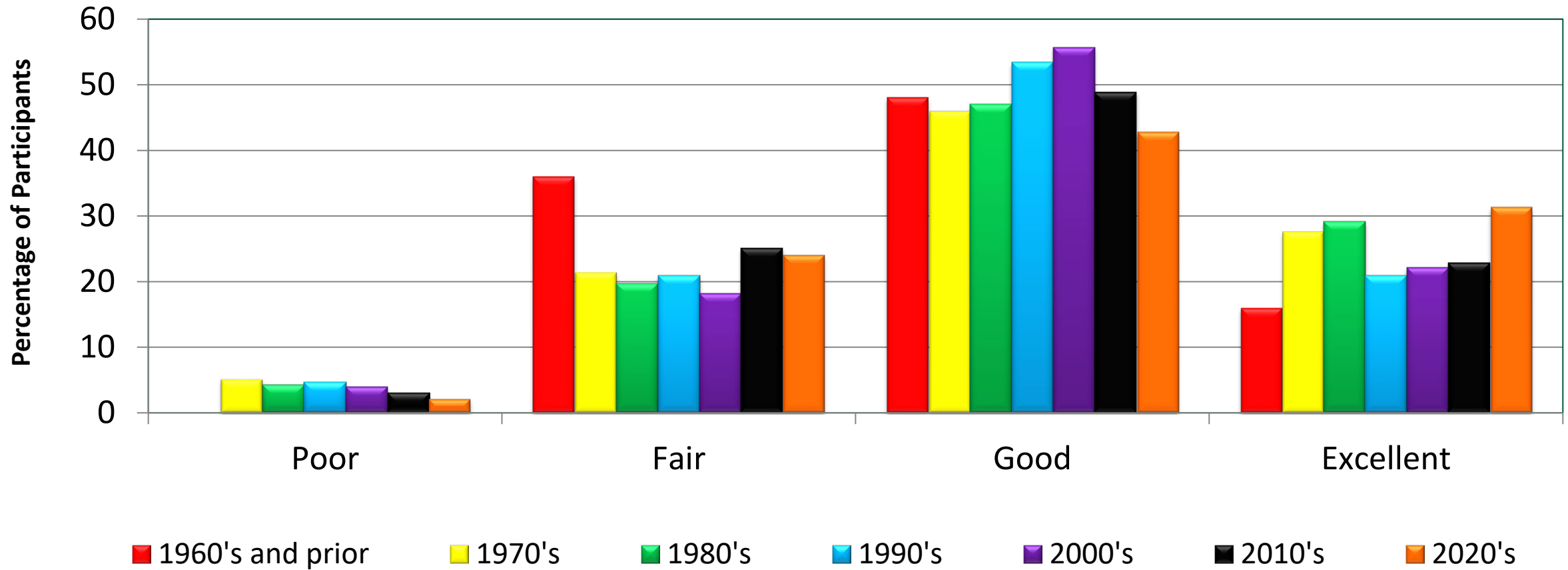
By College



Q04. Which of the following best describes your experiences as an alum?

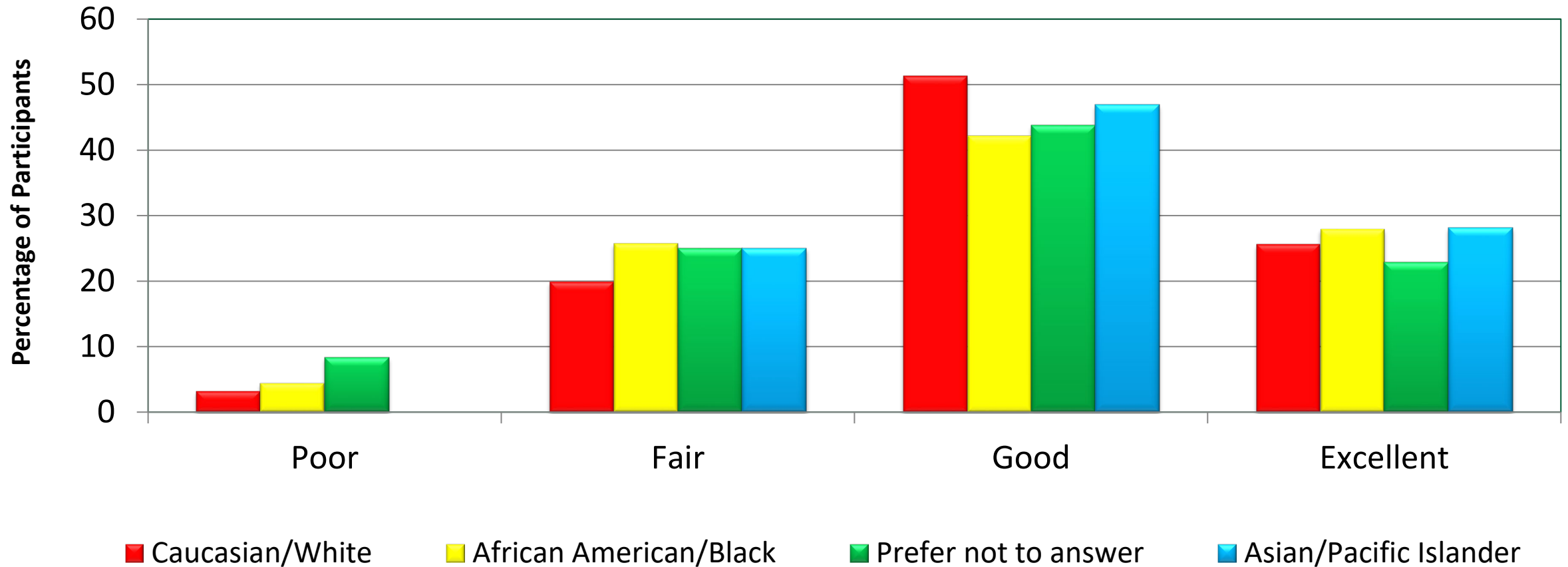


Q04. Which of the following best describes your experiences as an alum? *By Decade of Graduation*



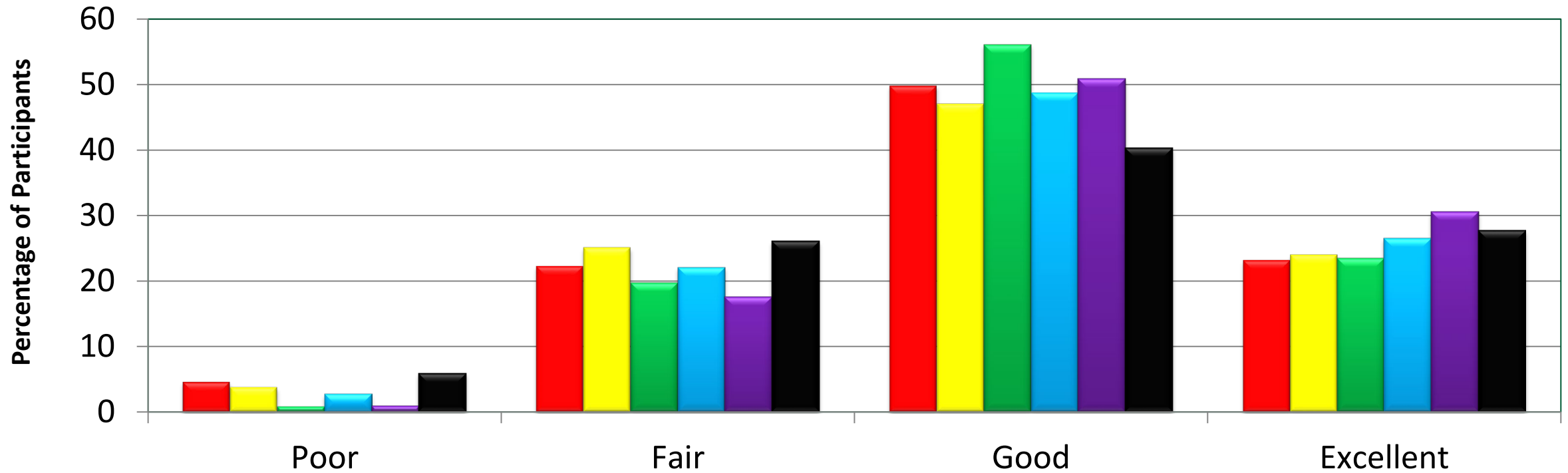
Q04. Which of the following best describes your experiences as an alum?

By Ethnicity



Q04. Which of the following best describes your experiences as an alum?

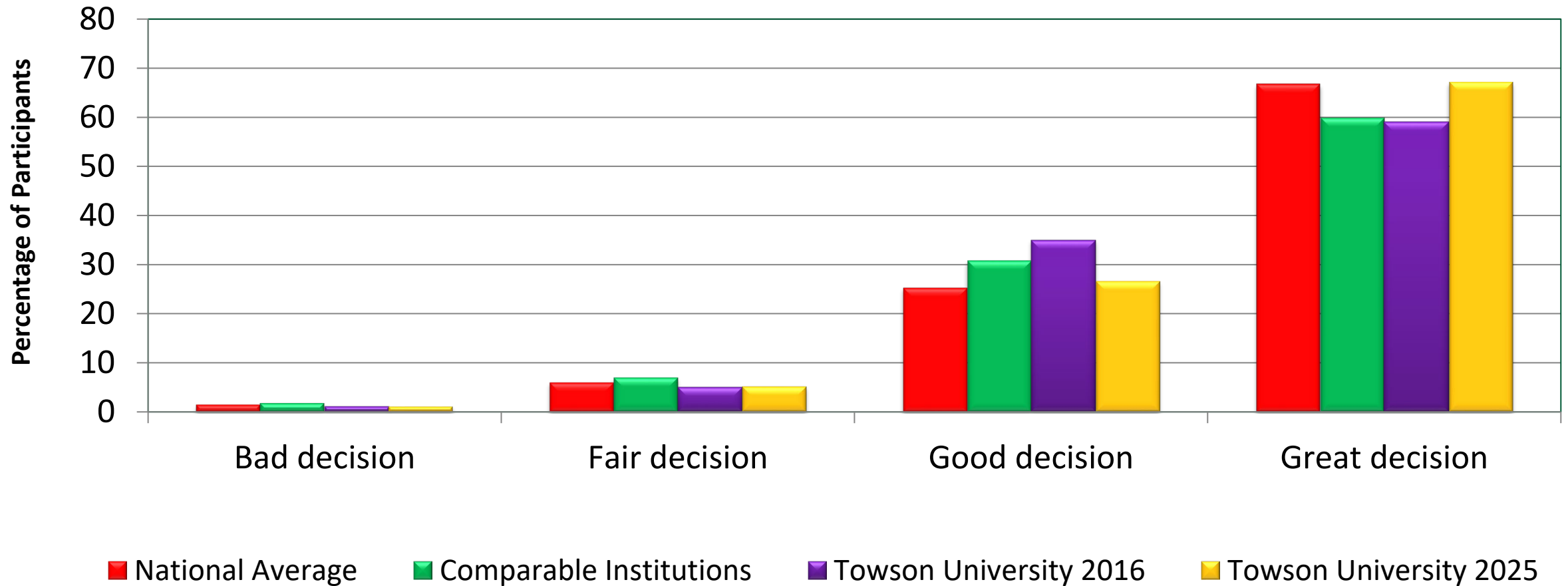
By College



- College of Liberal Arts
- College of Health Professions
- College of Education

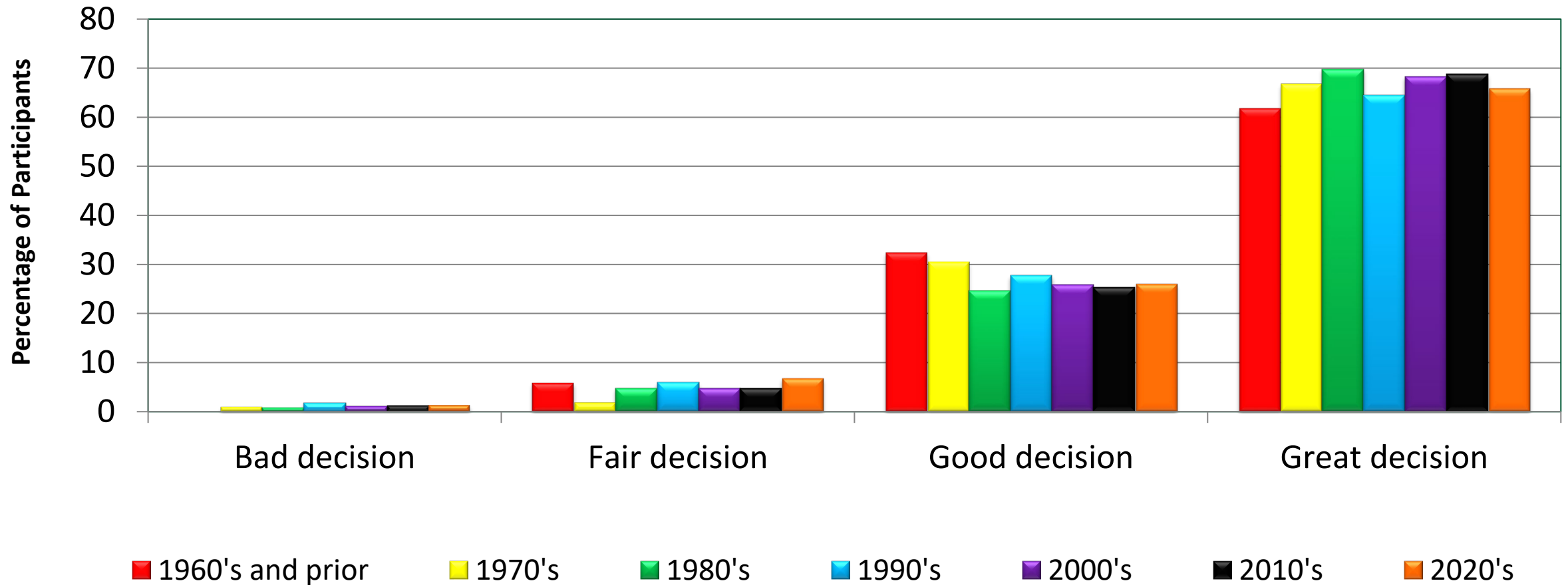
- College of Fine Arts and Communication
- Fisher College of Science & Mathematics
- College of Business & Economics

Q05. How would you rate your decision to attend Towson University?



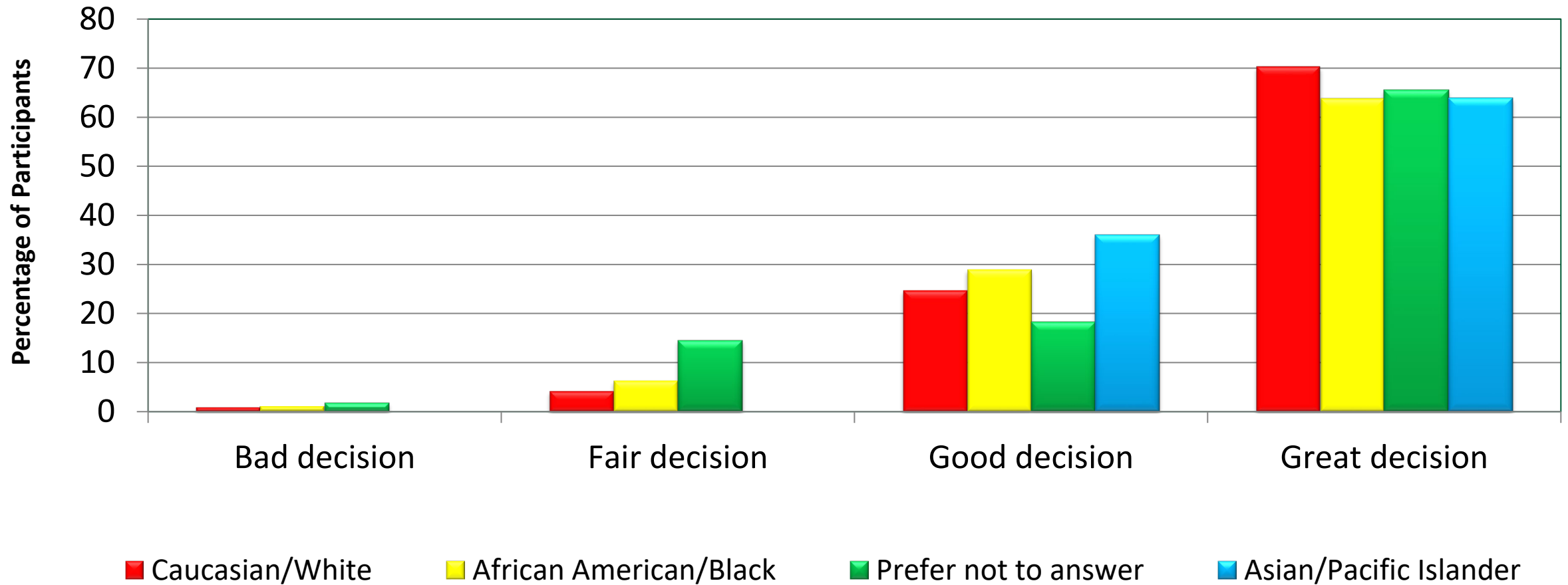
Q05. How would you rate your decision to attend Towson University?

By Decade of Graduation



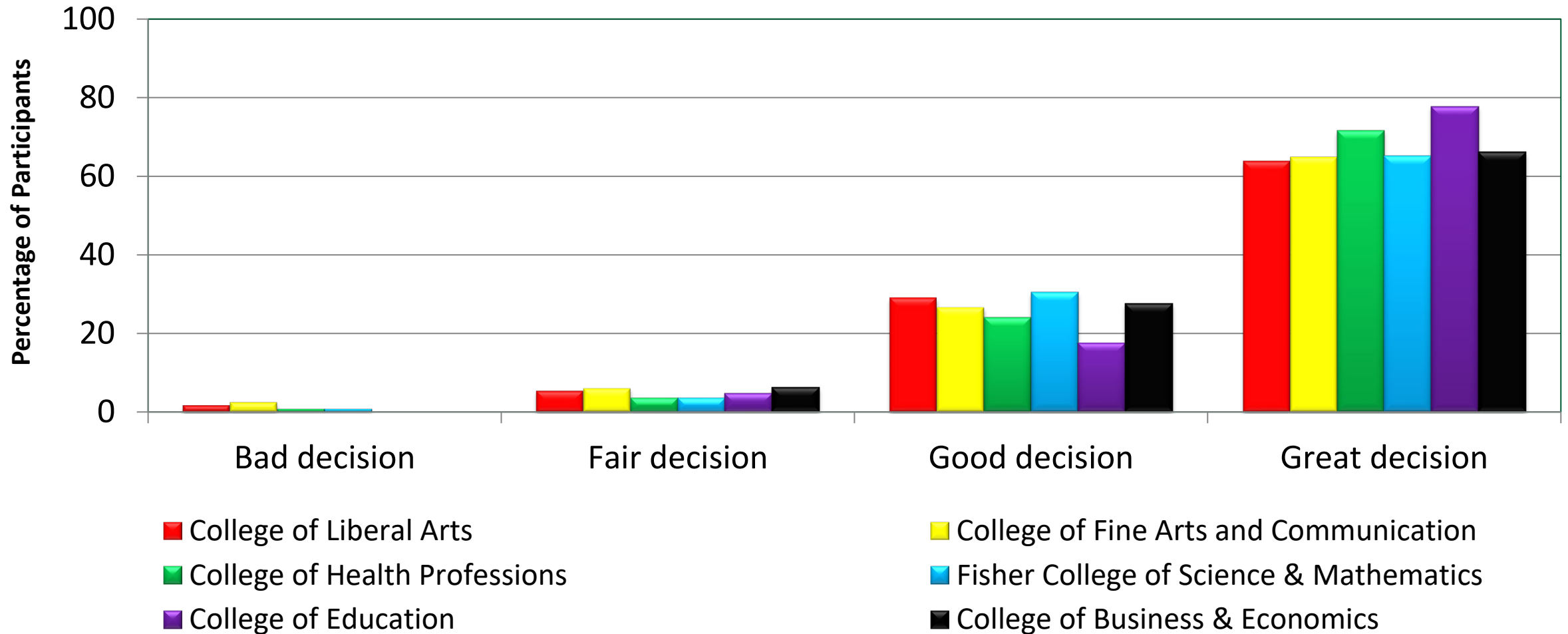
Q05. How would you rate your decision to attend Towson University?

By Ethnicity



Q05. How would you rate your decision to attend Towson University?

By College



Satisfaction Index

The *Satisfaction Index* is calculated as the average of:

Q01 Which of the following best describes your overall current opinion of Towson University?

Q02 How often do you promote Towson University to others?

Q03 Which of the following best describes your experiences as an alumnus/a?

Q04 How would you rate your decision to attend Towson University?

Expressed as a percentage:

$$[\text{Index} = ((\text{Q01} + \text{Q02} + \text{Q03} + \text{Q04}) / 4) / 4]$$

Towson University 2025 = 80%

Towson University 2016 = 76%

National Average= 80%

Correlation Analysis

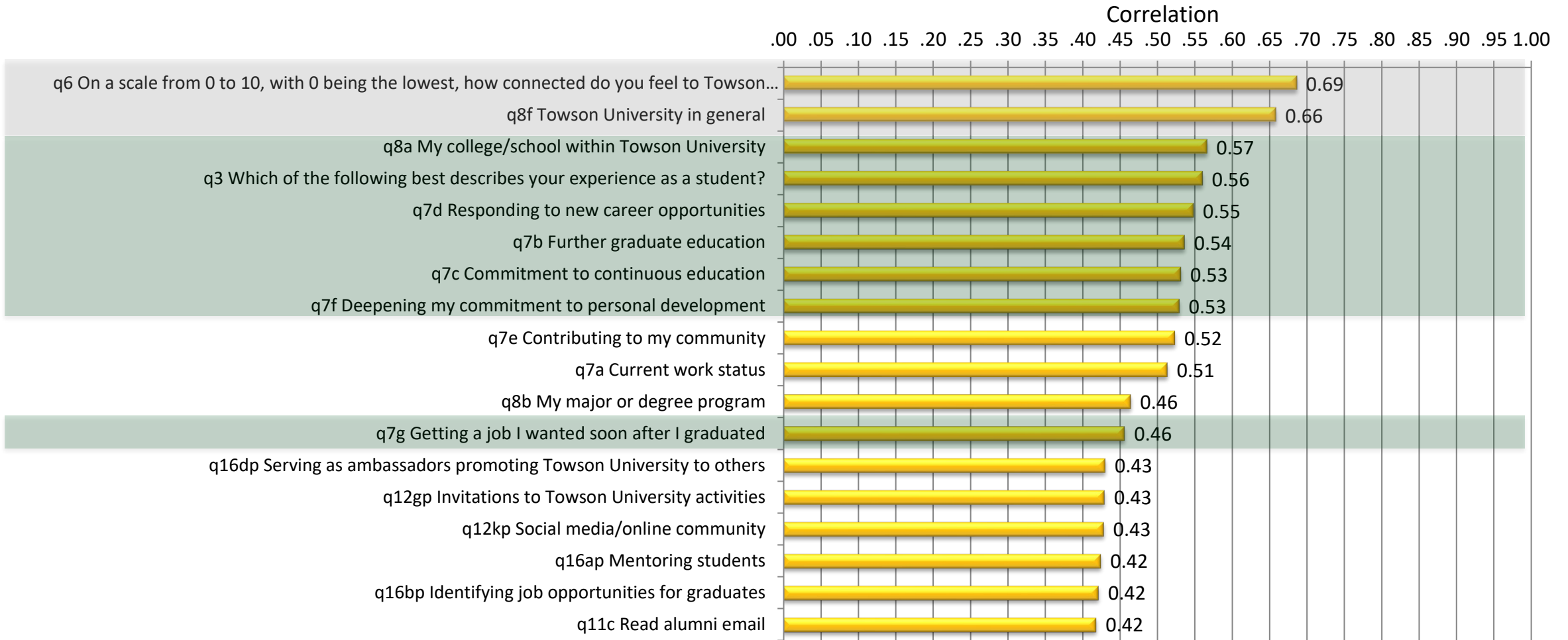
Correlation Coefficient

- The correlation coefficient is a statistical measure (ranging from -1 to 1) that shows how strongly two variables are related.
- A value close to 1 means a strong positive relationship: as one variable increases, so does the other.
- A value close to -1 means a strong negative relationship: as one variable increases, the other decreases.
- A value near 0 means there is little or no relationship between the two variables.
- Correlations above a $\pm .50$ and greater is considered a strong relationship, and anything between $\pm .30 - \pm .50$ is considered a moderately strong correlation

How is it used in the Alumni Attitude Study?

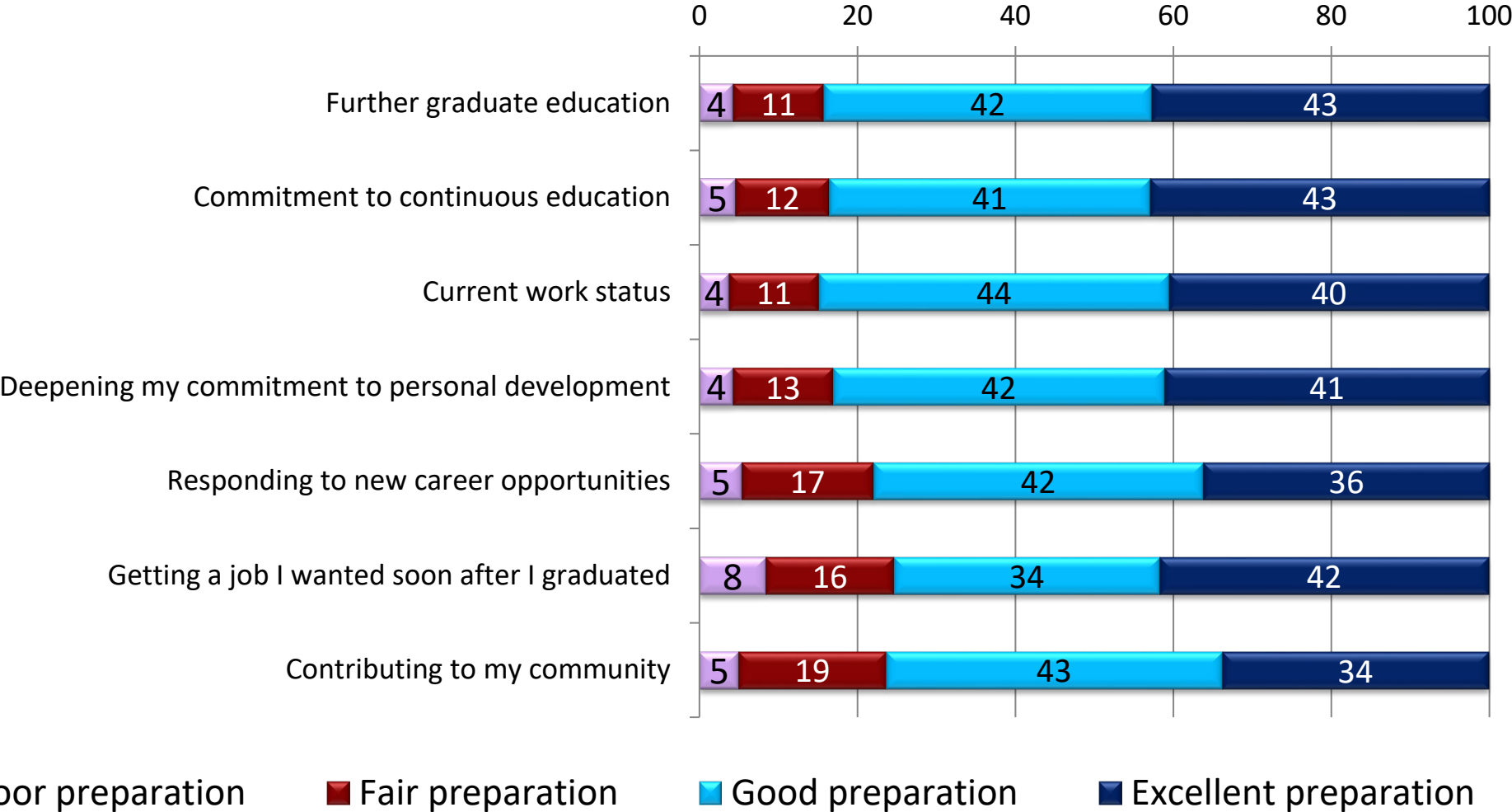
- In the context of your alumni analytics, the correlation coefficient helps identify which survey responses are *most closely* tied to high alumni affinity.
- For example, if alumni who feel well-prepared for lifetime well-being also report high affinity, the correlation coefficient between these two responses will be high.
- This allows the university to pinpoint which factors (like student experience, connection to faculty, or pride in the degree) most influence alumni loyalty and engagement, guiding where to focus improvement efforts.

Connection with Affinity

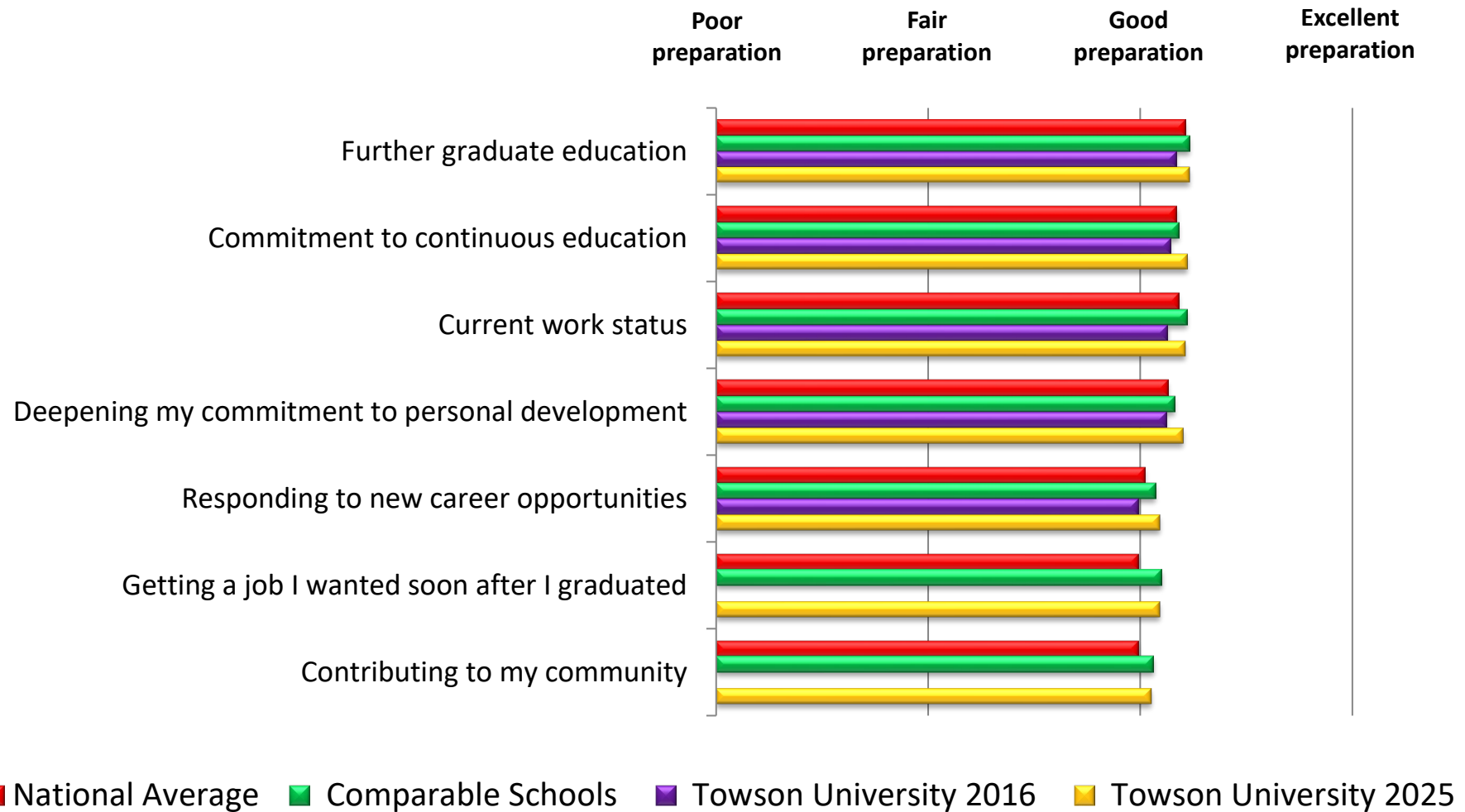


How the Towson experience prepared or prepares alumni for their lifetime well-being.

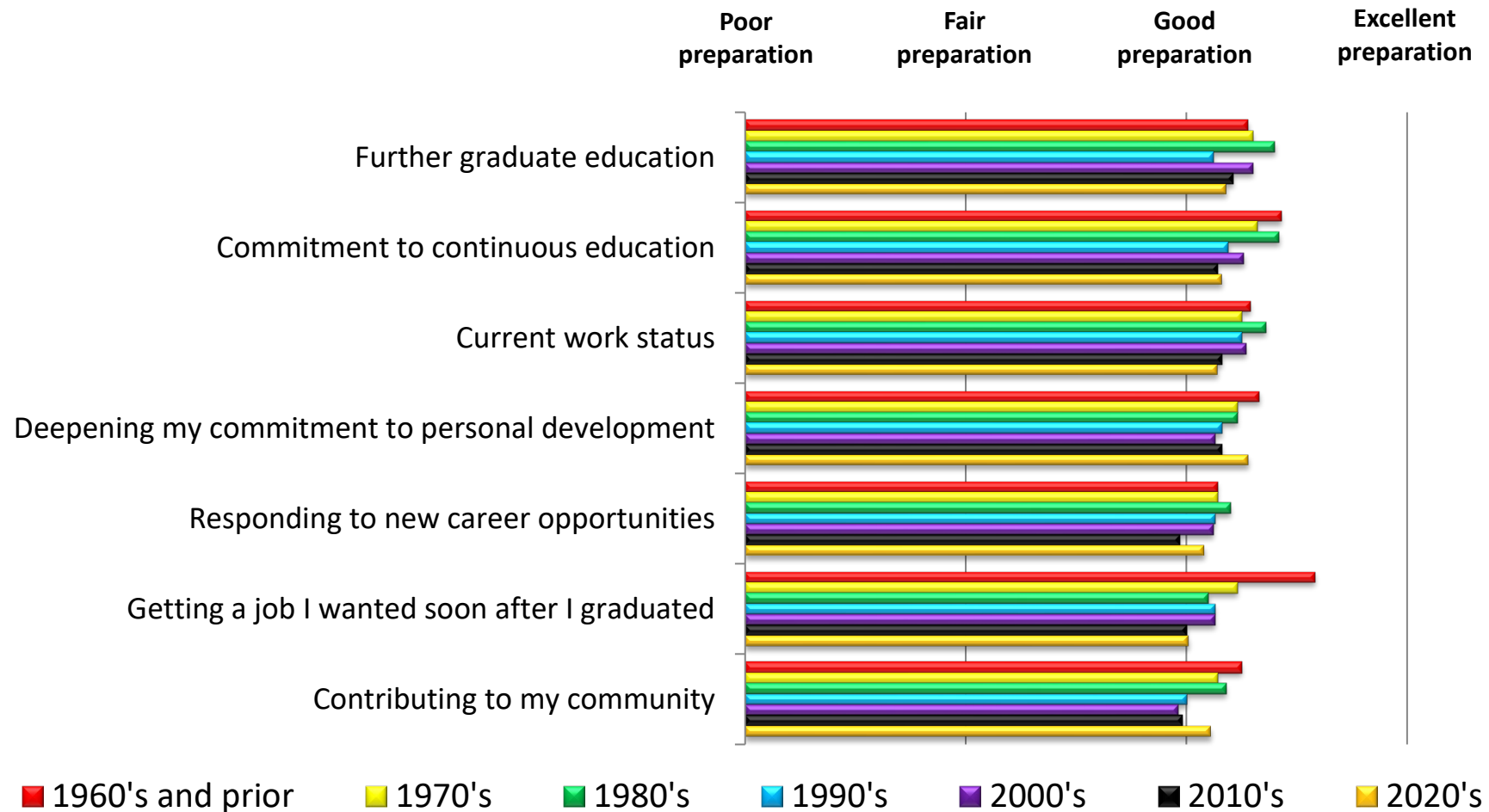
Q07. How well did your Towson University education prepare you for each of the following?



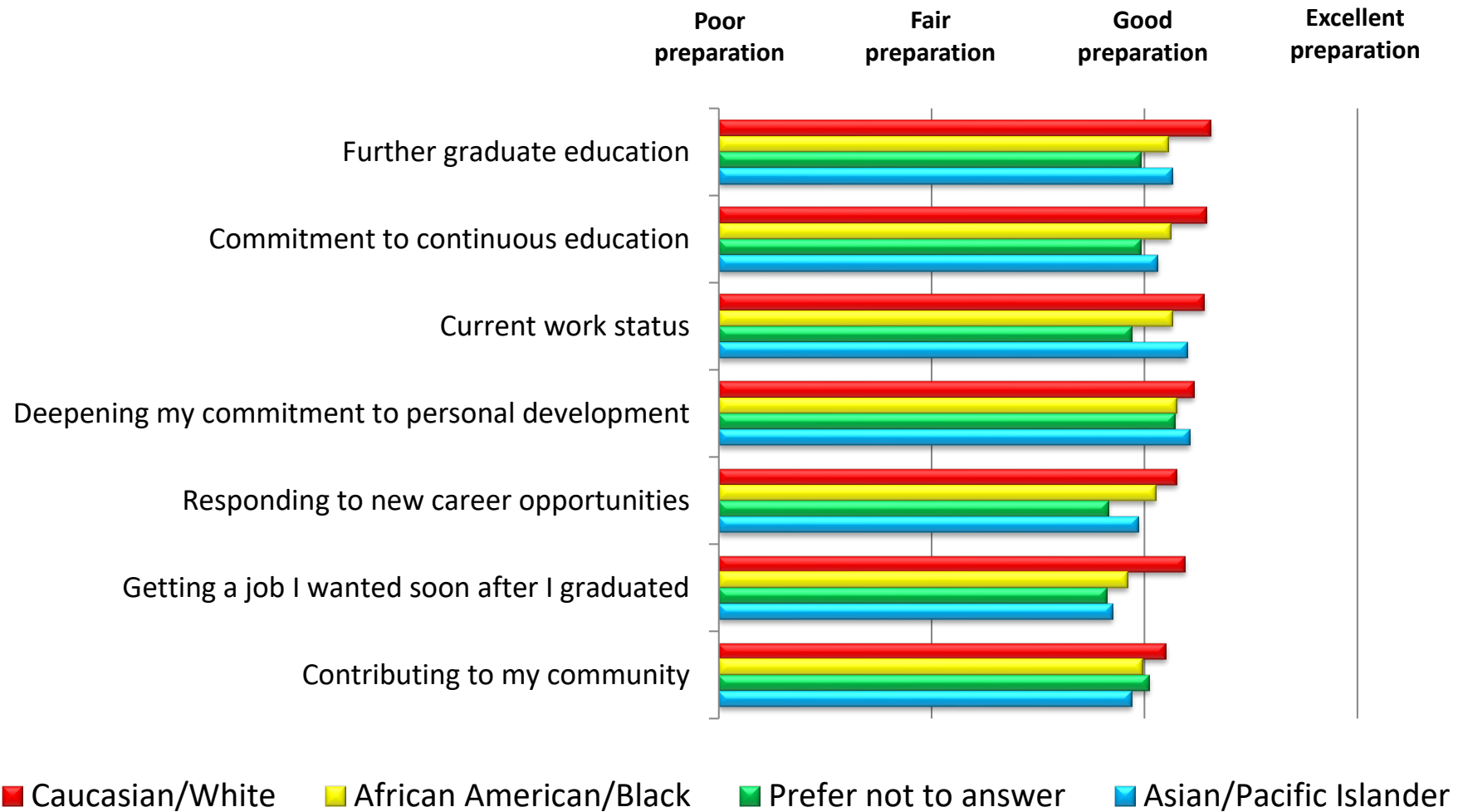
Q07. How well did your Towson University education prepare you for each of the following?



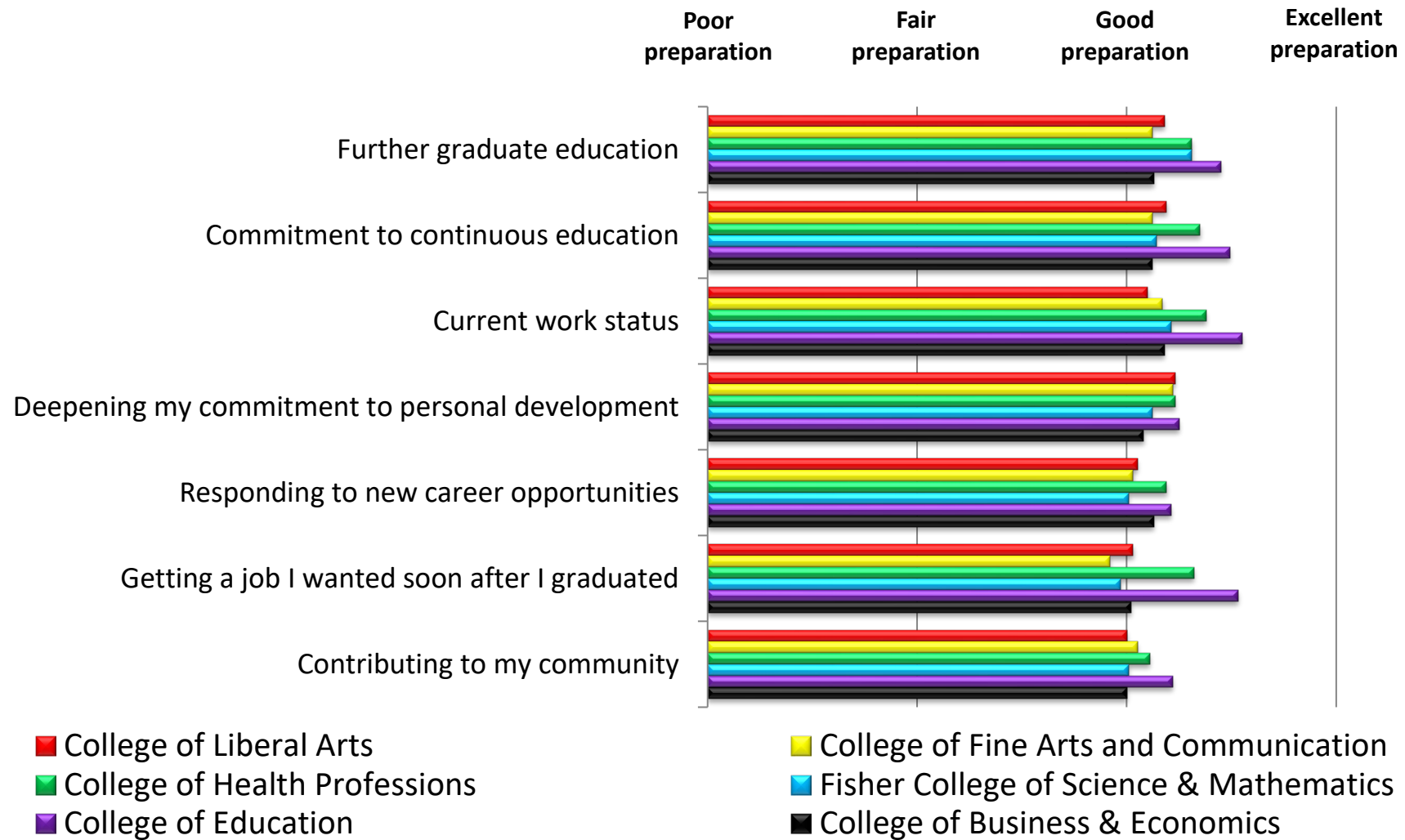
Q07. How well did your Towson University education prepare you for each of the following? By Decade of Graduation



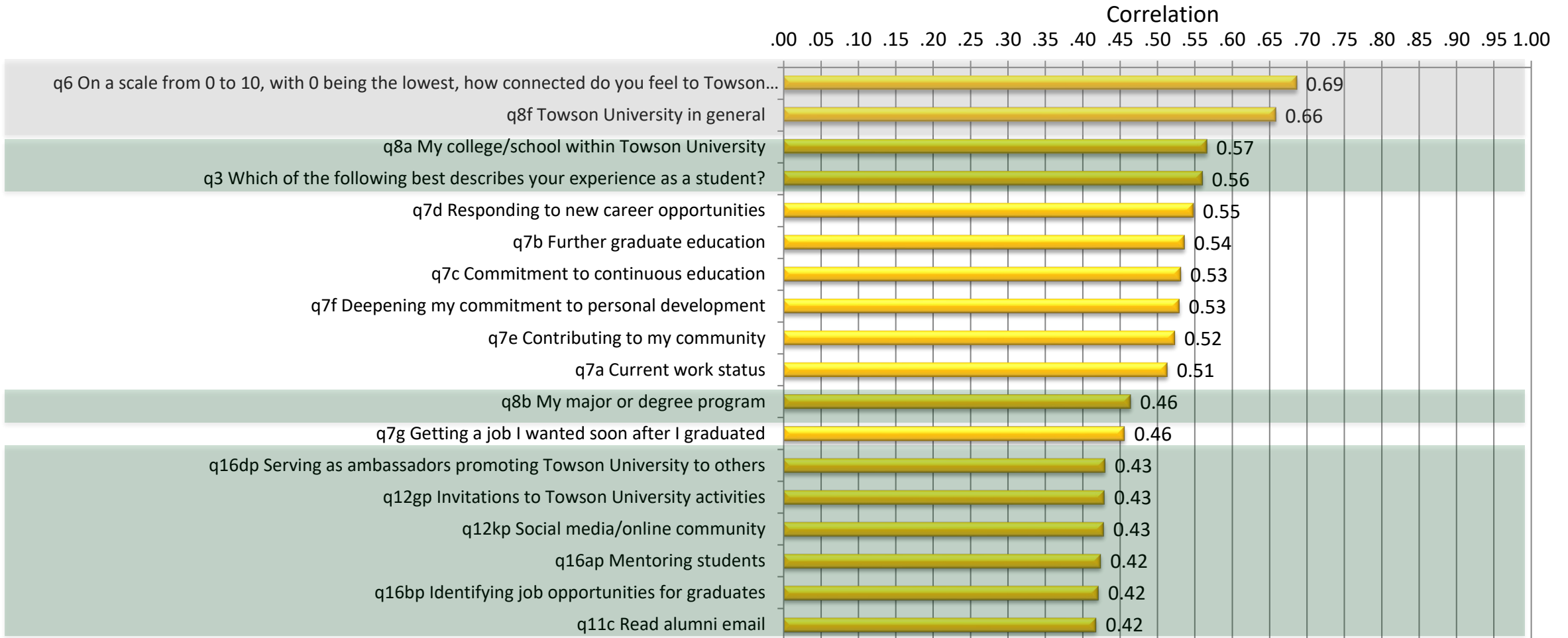
Q07. How well did your Towson University education prepare you for each of the following? By Ethnicity



Q07. How well did your Towson University education prepare you for each of the following? By College



Connection with Affinity



Connection with Towson and interest in ways alumni are involved is supporting the University and/or each other

Open-Ended Verbatim Analysis

Q9: Name one person who positively impacted your experience as a student.

Lisa Simmons Barth Roger Erricker
Sharon Buchbinder Dan Agle Arnold Blumberg
John Mackerron Barry Evans Furukawa Dean Chapman
Stanley Lea Ramsdell Phd
Armin Mruck Phil Albert Raft Woodus Danice Brown
Names Carl Runk Finn Christensen Camile Clay
Marion Sargent Camille Clay English Andrea Boucher
Ellen Hondrogiannis Richard Vatz Jack Osman
James Dilisio Maggie Reitz Andrew Jones
John Wright Dan Jones
Caroline Wood Ned Britt Ken Joel Moore Fran Bond
Vatz Jena
Professor Andrew Jones Phyllis Bosley Jack Mcdonald
Jan Sinnott Diana Emanuel Andrea Barton Cynthia Zeller
Harvey Lillywhite

Q9: Description of relationship:

- **Faculty as Mentors:** Many alumni highlighted professors who took a personal interest in their success, challenged them academically, and remained connected even after graduation.
- **Coaches and Advisors:** Athletic and extracurricular coaches were frequently described as second parents, role models, and leaders who instilled life lessons beyond their sports or activities.
- **Peer Support:** Lifelong friendships and support networks developed through student government, clubs, and programs like Greek life or Resident Assistant (RA) positions were seen as crucial to the student experience.
- **Transformative Encouragement:** Several respondents cited individuals who encouraged them to pursue new fields, bolstered their confidence, or helped them discover passions and strengths they hadn't recognized before.
- **Lasting Impact:** Many alumni credited these relationships with shaping their careers, life choices, and ongoing connection to the university.
- **Support During Personal Challenges :** Many alumni described individuals who helped them through times of stress, academic difficulty, or life transitions, crediting these relationships for their resilience and perseverance.
- **Group Identity:** Respondents frequently highlighted relationships developed in student organizations, sports teams, or campus jobs, emphasizing how a sense of belonging and common goals strengthened these bonds.

Q10: Name one program or activity that positively impacted your experience as a student.



Q10: Description of relationship:

- **Leadership and Personal Growth:** Programs like student government, Greek life, and residence organizations fostered leadership skills, self-confidence, and personal development.
- **Community and Belonging:** Many alumni described a strong sense of community and belonging, with activities such as clubs, sports teams, and music groups providing essential social networks and friendships.
- **Mentorship and Support:** Faculty, staff, and peers associated with these programs often acted as mentors, offering guidance, encouragement, and practical help both during and after college.
- **Experiential Learning:** Participation in activities, internships, or special programs enabled alumni to gain practical, hands-on experiences relevant to their fields and career aspirations.
- **Identity and Diversity:** Specialized groups like multicultural organizations, honor societies, and interest-based clubs offered space for students to express their identity, celebrate diversity, and find support with others who shared common values or backgrounds.
- **Lifelong Connections:** The relationships formed within these programs often extended long after graduation, with alumni maintaining close friendships and continued networking through these shared experiences.
- **Overcoming Challenges:** Many described overcoming personal, academic, or social challenges with the help and resources gained through their involvement in these impactful programs and activities.

Q15: What are the most meaningful things Towson University can do to make your experience as an alum better?

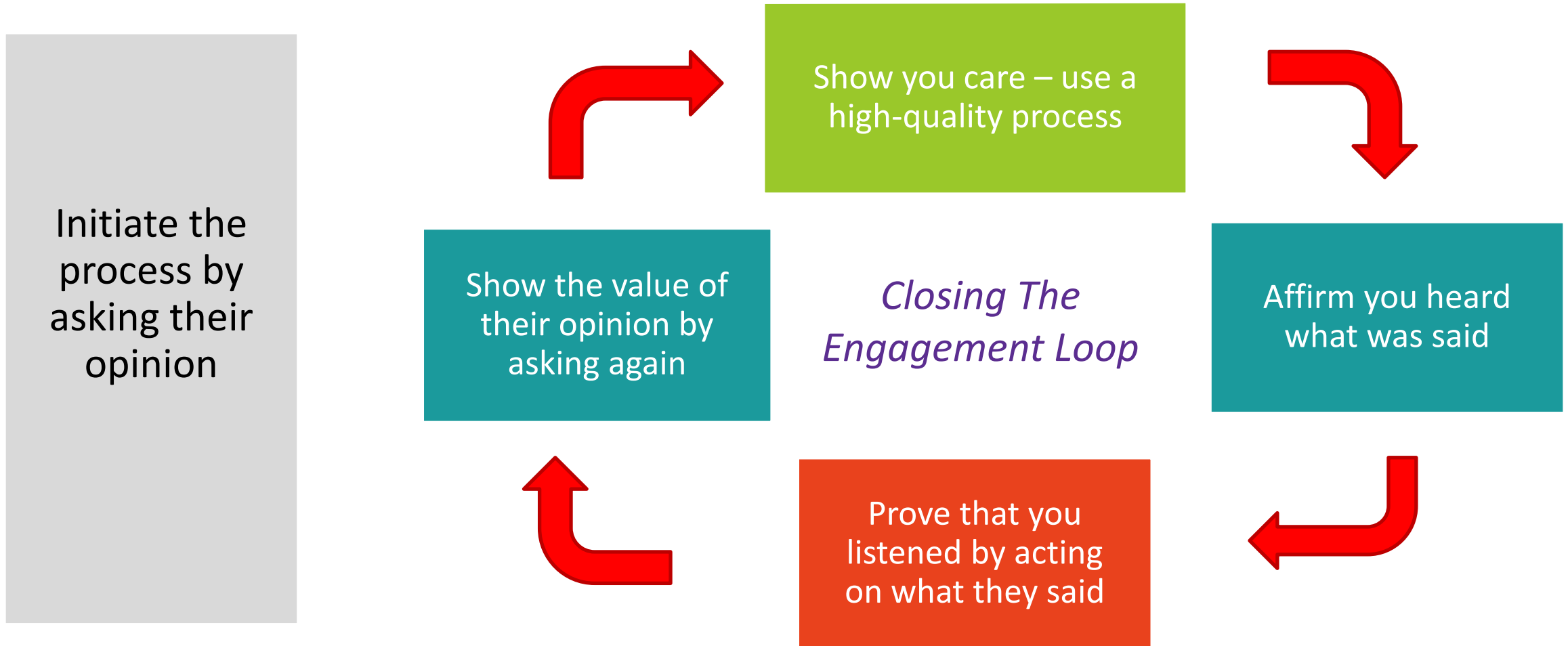
- **Expanded Alumni Networking:** Alumni want more opportunities for connecting with peers and students through professional networking, mentoring, and both in-person and virtual events.
- **Improved and Regular Communication:** Respondents desire more consistent, meaningful updates from the university, including news, achievements, and highlighting alumni stories.
- **Geographic and Family-Friendly Events:** There is a strong call for alumni events beyond the immediate Towson/Baltimore area, and for programs that are welcoming to families and all ages.
- **Volunteer and Service Engagement:** Alumni would like to be involved through volunteering and mentoring opportunities, not just through financial contributions.
- **Lifelong Learning and Continued Education:** Continued access to educational opportunities, such as online courses, professional workshops, or certifications for alumni, is highly valued.
- **Diversity, Inclusion, and Affinity Programming:** Promoting inclusive alumni programming and outreach tailored for diverse backgrounds, interests, and life stages is a recurring theme.
- **Enhanced Benefits and Recognition:** Alums appreciate being recognized and want more exclusive benefits, such as discounts, campus access, or public celebration of alumni achievements.

Q23: Please use the space below to provide any further comments you may have.

- **Pride and Positive Reflections:** Many alumni expressed strong pride in their Towson education, gratitude for experiences, and appreciation for faculty and programs that shaped their lives.
- **Desire for Continued Communication:** Ongoing updates from the university- including campus news, alumni achievements, and invitations to events- were cited as meaningful and help alumni feel connected.
- **Calls for expanded Alumni Engagement:** Respondents want a wider variety of alumni events, volunteer roles, and networking opportunities, including more regional and virtual options.
- **Interest in Lifelong Learning and Resources:** Alumni requested more lifelong learning opportunities, campus resource access, and local or online educational programs for continued personal and professional growth.
- **Suggestions for Inclusivity and Community:** Several commenters advocated for outreach to alumni across diverse backgrounds, ages, and interests, and for a more inclusive representation in programming and recognition
- **Requests for Tangible Benefits and Recognition:** Alumni hope for increased alumni benefits, acknowledgment of achievements, and clear communication about the impact of giving and involvement.
- **Concerns and Constructive Criticism:** Some alumni shared critical feedback on issues such as frequent donation requests, campus changes, perceived political climate, and a need to focus more on student/alumni support rather than solicitation.

The Survey as an Engagement Opportunity

Alumni Partnership Model[©]



Attendance Only Tells Part of the Story About Events

The Paradox of Event Attendance

1. Good philanthropy relies on an understanding that people who participate in one thing tend to participate in the next.
2. Participation and attendance at events matters, as a way to begin this process of engagement.
3. Many alumni may never do these things.
4. However, the data shows that even though alumni may not attend an event, they want to know that events/activities are happening and that Towson University and/or its alumni benefit from them. Events and activities have an intrinsic value for alumni beyond mere participation.

Alumni are most interested in knowing more about the following activities, even if they do not attend:

- Identifying job opportunities for graduates
- Mentoring students
- Serving as ambassadors promoting Towson University to others
- Recruiting students
- Networking with other alumni
- Providing leadership by serving on boards, committees, etc.

Alumni activities that are appealing:

- Events based on activities or groups you were involved with in college
- Attend family friendly events

Alumni activities that most interest you:

- Providing career advice to current students or recent graduates
- Volunteer at alumni events
- Share their expertise via engagements online and/or in person

Highlighted Issues and Areas of Focus

- Feedback to the alumni:
 - Via print, email, and social media
 - Repetition
 - Actions since last Study
- Things that have the most impact on alumni opinion of Towson University:
 - Value and respect for their Towson University degree (equity of degree)
 - A diverse and inclusive environment
 - Availability of scholarships
 - Accomplishments of students
- Areas of the student experience that are most meaningful to alumni:
 - Student opportunity to interact with alumni
 - Skills and training for career
 - Followed by: opportunity to engage in community service events, athletic events, and quality of academics and classes
- Emphasize talking points in areas with a high connection to affinity:
 - How well the experience at Towson University prepares and prepared graduates for lifetime well-being
 - Connection with Towson and an interest in the ways alumni are involved by supporting the University or each other
- Most important forms of communications:
 - Email
 - Invitations to University activities
 - Towson University website
 - Invitations to alumni activities
- Alumni want more:
 - Invitations to alumni activities
 - Information regarding discounts
 - Presence on social media
- Targeted communications focusing on successful outcomes from events
- Build campus coalitions around alumni by sharing and discussing data



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