We asked. You answered.
Stony Brook Alumni Survey 2014

Behind every great research university is an enthusiastic network of dedicated alumni. This past year, we discovered just how engaged Stony Brook alumni are via a comprehensive opinion survey in collaboration with Wallace & Washburn Research.

Over 2,300 responded to online, direct mail or telephone surveys, providing us with a blueprint to follow as we plan for and provide the programming, news and information that matter most to our alums.

This valuable alumni feedback has already help inform the programs we develop, the communications we send, and the events we produce to help our alumni remain connected to Stony Brook friends, faculty, and memories, as well as to enrich their alumni experience.
Who You Are:
How Close You Live to SBU:

- 50-249 miles: 26.0%
- 500+ miles: 22.7%
- Less than 20 miles: 22.0%
- 20-49 miles: 20.0%
- 250-499 miles: 9.3%
How Connected You Are to SB:
You Are Most Likely to:

1. Keep in touch with each other
2. Visit SB’s website
3. Read about SB in the news
4. Refer students to SB
5. Make a financial gift
6. Watch SB sports on TV
7. Visit campus
8. Speak to students
9. Join Facebook
10. Visit former professors
We Learned You’re Interested in:

1. Mentoring and/sharing experiences with students
2. Professional development
3. Continuing education
4. More regional events
5. Reunions
6. NYC networking events
7. Homecoming
8. Alumni career panels
9. Family events
10. Programs on campus
Where You Want to Meet & When.

• Alumni are most interested in events at Stony Brook campus (52%) or New York City (36%).
• More than 30% of respondents live greater than 250 miles from campus.
• Saturday and Sunday daytime events are best for you, followed by early evening alumni events during the week and Friday evenings in NYC.
How you Want us to Communicate With you.

- Email
- Electronic Newsletter (SB Matters)
- Stony Brook Magazine
- Stony Brook Website
- Facebook
- Direct Mail
- Linkedin
SB News You Want Most:

University success stories and alumni accomplishments.

In order, the most impressive news to alums:

1. Faculty members are leaders in their fields, receiving honors
2. Stony Brook moving up in the *U.S. News & World Report* rankings
3. SB alumni being named to leadership positions in their professions
4. The improving academic profiles of incoming classes
5. Sports teams are successful in their conferences
6. Students who win in national student competitions
7. Alumni gifts that support academic programs
8. Student applications for admission continue to rise
Why You’d Recommend SB to Prospective Students:

1. Highly Respected Research University
2. Best Value
3. Great Reputation Growing Rapidly
4. Ranked among the Top 40 Public Universities
5. Outstanding Faculty
6. Beautiful Campus/Modern Labs
7. Top 1% of Universities
8. Prepares Graduates
9. Successful Sports Teams
10. A tradition of successful alumni
How We’ve Responded:

• Increased alumni and faculty success stories in on and off campus media and social media.
• Increased number of events in NYC and regions offering more relevant content.
• Launched an Alumni Career Services program that offers counseling in person or via Skype, workshops, webinars, video and digital content accessible online.
• Collaborated with campus partners to offer alumni a comprehensive portfolio of life long learning experiences.
• Continue to promote faculty profiles and bring faculty to our alumni around the world with our Great Minds, Faculty in Your Neighborhood meet and greet programs.
• Increased regional alumni chapter development and engagement opportunities across the country
• Designed a formal reunion program, starting with the celebration of the 50th Class Year Anniversary Celebration and induction into The Brook Heritage Society
• Expanded regional outreach and chapter development as well as beginning to organize an alumni corporate gathering program.
• Strengthened partnership with Admissions to increase alumni participation in connecting with prospective students, recruitment fairs, admitted student day, send-off events, etc.
• Increased alumni participation in the Alumni Career Advisors Program, student: alumni networking mixer and also initiated the Alumni Sharing Knowledge Blog for alumni to publish their career advice to alumni and students.
• Build in networking time into most activities/events, publish more outcomes of alumni networking that “works” for its alumni.
The stats:

Which of the following types of alumni activities are most interesting to you? Please check up to five activities.

- Professional development: 42.5%
- Sharing my expertise/interests with students: 37.8%
- Continuing education: 36.3%
- Mentoring a student: 34.1%
- Having more alumni events in my region: 29.1%
- Attending an alumni reunion: 26.7%
- Attending alumni networking events in NYC: 22.7%
- Attending Homecoming (Wolfstock): 22.1%
- Participating in an alumni career event: 20.5%
- Bringing my family to family-friendly events: 18.4%
- Attending alumni programs on campus: 17.9%
- Contacting fellow alumni: 16.5%
- Volunteering: 15.8%
The stats:

In the past 12 months have you been involved with Stony Brook in any of the following ways? (Please check all that apply.)

- Kept in touch with friends from Stony Brook: 66.1%
- Visited the Stony Brook website: 57.2%
- Read about Stony Brook in newspapers or magazines: 52.2%
- Referred a student to Stony Brook: 34.0%
- Made a financial gift to Stony Brook: 26.8%
- Watched a Stony Brook sports event on TV: 24.9%
- Visited/attended an event on campus: 24.8%
- Spoke to students: 23.4%
- Joined or visited Stony Brook's Facebook page: 16.5%
- Visited a former professor: 15.8%
- Toured the campus with family and/or friends: 13.7%
- Joined or visited Stony Brook's LinkedIn group: 13.4%
- Attended a Stony Brook sports event on-campus: 12.2%
- Attended a Stony Brook event off campus: 9.6%
The stats:

Where would you be most interested in attending an alumni event in New York? (Please check one.)

- Stony Brook campus: 51.8%
- New York City: 34.5%
- Suffolk County: 8.4%
- Nassau County: 5.3%
The stats:

When are you most likely to attend an alumni event? (Please check up to three.)
The stats:

How do you prefer to learn about Stony Brook news and events? (Please check only those that definitely apply.)

- Email: 70.8%
- Electronic newsletters (Stony Brook Matters): 37.5%
- Stony Brook's Alumni Magazine (The Brook): 27.1%
- Stony Brook's website: 26.1%
- Facebook: 25.7%
- Mailings: 19.4%
- LinkedIn: 11.9%
- Classmates: 11.0%
- At local alumni events: 7.2%
- Mobile app: 5.9%
- Twitter: 4.9%
- YouTube: 3.3%
- Phone calls from Stony Brook: 1.8%
The stats:

When you hear, read, or see news regarding Stony Brook, what impresses you most?

- Faculty members are leaders in their fields, receiving honors for the... (63.6%)
- Stony Brook moves up in the U.S. News & World Report College rankings. (61.4%)
- Alumni are named to leadership positions in their professions, earning... (44.4%)
- The academic profile (SATs, class rank, etc.) of incoming Stony Brook... (36.4%)
- The sports teams are successful in their conferences, receiving nation... (33.7%)
- Students win national competitions and awards. (33.6%)
- Alumni gifts support academic programs and facilities. (24.3%)
- Student applications for admission are increasing. (21.2%)
The stats:
The stats:

Do you agree or disagree with the statements below?

- If I were to attend college today, I would choose... Agree: 61.5%, Disagree: 38.5%
- I am aware of Stony Brook activities and... Agree: 39.8%, Disagree: 60.2%
- Stony Brook should promote the accomplishments... Agree: 81.9%, Disagree: 18.1%
- It would be nice if Stony Brook had more student... Agree: 62.2%, Disagree: 37.8%
- I would enjoy seeing photos and/or short video... Agree: 53.8%, Disagree: 46.2%
- I understand the importance of the Stony... Agree: 52.0%, Disagree: 48.0%
- Stony Brook should do more outreach to connect... Agree: 55.4%, Disagree: 44.6%
- Stony Brook appropriately recognizes and thanks... Agree: 36.5%, Disagree: 63.5%
- Stony Brook needs more alumni support... Agree: 49.3%, Disagree: 50.7%
- I would consider including the University in my... Agree: 54.2%, Disagree: 45.8%
- Stony Brook has an alumni culture... Agree: 25.2%, Disagree: 74.8%
Thank You for Participating!

www.stonybrook.edu/alumni