SURVEY RECIPIENT COUNTS
6,845 Alumni on second list pulled from Advance April 2016
87 Removed from list (nondegree, no contact status, deceased notification, etc) (78 pha, 4 OT, 3 PT, 2 MT)
118 Removed non-deliverable (email bounced AND not able to forward returned mail) (74 pha, 15 OT, 24 PT, 3 MT, 1 ANE, 1 RTH)

6,640 SPAHP Alumni attempted to contact

SURVEY RETURN RATE RESULTS
- 1,141 total SPAHP alumni responded between Jan-Jun 2016 (17.2%)
- 300 alumni responded in first 30 days (approximately 6%)
- 742 online surveys were returned (65%)
- 399 paper surveys were returned (35%)
- 12/15 AAB directors and 8/15 AAB directors emeriti returned a survey

SURVEY PRELIMINARY RESULTS CONTACT AND DEMOGRAPHIC INFORMATION

<table>
<thead>
<tr>
<th>Title (Dr., Mrs., Etc.)</th>
<th>CU Degree(s)</th>
<th>CU Grad Yr(s)</th>
<th>Preferred Email</th>
<th>Home Mailing Address</th>
<th>Home Phone</th>
<th>Cell Phone</th>
<th>Employer</th>
<th>Job Title</th>
<th>Work Address</th>
<th>Work Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Name</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Informal Name</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Middle Name</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Last Name</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Please help us keep our records up-to-date by reviewing the information below.

Alumni volunteers are vital to the School and the Alumni Advisory Board.

Are you interested in being contacted about volunteer opportunities within SPAHP?
- Yes (399 (35%))
- No (74 (65%))

If yes, in what areas would you like to be involved? (Check all that apply)
- Alumni Advisory Board director (32)
- Alumni Advisory Board workgroup member (check all that apply) (74)
35 AAB Student Engagement workgroup member
44 AAB Alumni Engagement workgroup member
27 AAB Donor Development workgroup member
47 AAB Mentor Program workgroup member
124 SPAHP Student mentor
50 Housing host
48 Career advisor (EDGE mentor)
36 Admission ambassador
24 Laboratory aide
37 Class reunion representative
127 Clinical instructor/preceptor
51 Guest lecturer or presenter
65 Admission Committee member
46 Curriculum Committee member
23 Assessment Committee member
26 Regional club liaison
92 ILAC/Practitioner on DR Service trip
26 Omaha service clinics practitioner (Magis, Porto)
132 Creighton service project in your area
6 Pharmacy Museum donor or docent
19 Other

What actions have you taken recently to engage with the School (check all that apply)?

<table>
<thead>
<tr>
<th>Action</th>
<th>Last 60 days</th>
<th>Last 12 months</th>
<th>Last 5 years</th>
<th>TOTAL</th>
<th>No response</th>
</tr>
</thead>
<tbody>
<tr>
<td>Read online newsletter</td>
<td>469</td>
<td>251</td>
<td>59</td>
<td>779 (68.3%)</td>
<td>362</td>
</tr>
<tr>
<td>Attended an alumni event</td>
<td>81</td>
<td>148</td>
<td>248</td>
<td>477 (21.7%)</td>
<td>664</td>
</tr>
<tr>
<td>Volunteered for an activity</td>
<td>51</td>
<td>70</td>
<td>161</td>
<td>282 (24.7%)</td>
<td>859</td>
</tr>
<tr>
<td>Made a monetary donation</td>
<td>84</td>
<td>205</td>
<td>198</td>
<td>487 (42.7%)</td>
<td>654</td>
</tr>
<tr>
<td>Contacted a classmate, SPAHP faculty or staff</td>
<td>470</td>
<td>161</td>
<td>85</td>
<td>716 (62.8%)</td>
<td>425</td>
</tr>
<tr>
<td>Recommended CU to a potential student</td>
<td>301</td>
<td>277</td>
<td>139</td>
<td>717 (62.8%)</td>
<td>424</td>
</tr>
<tr>
<td>Submitted a class note/news item</td>
<td>6</td>
<td>20</td>
<td>141</td>
<td>167 (14.6%)</td>
<td>974</td>
</tr>
<tr>
<td>Posted on social media about CU/on CU page</td>
<td>61</td>
<td>51</td>
<td>111</td>
<td>223 (19.6%)</td>
<td>918</td>
</tr>
</tbody>
</table>

ALUMNI ADVISORY BOARD INVOLVEMENT
Of the following five AAB functions, please rank in the order they are most important to you? 1 = most important.

<table>
<thead>
<tr>
<th>Function</th>
<th>Rank of 1</th>
<th>Rank of 2</th>
<th>Rank of 3</th>
<th>Rank of 4</th>
<th>Rank of 5</th>
<th>Not Ranked</th>
<th>Rank Avg. Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase alumni volunteerism and giving to the School</td>
<td>62</td>
<td>100</td>
<td>149</td>
<td>323</td>
<td>238</td>
<td>3</td>
<td>486 (4)</td>
</tr>
<tr>
<td>Increase alumni visibility on campus with students and faculty</td>
<td>26</td>
<td>68</td>
<td>149</td>
<td>290</td>
<td>341</td>
<td>1</td>
<td>441 (5)</td>
</tr>
<tr>
<td>Keep alumni informed on School and other alumni news</td>
<td>302</td>
<td>237</td>
<td>213</td>
<td>88</td>
<td>44</td>
<td>0</td>
<td>257 (2)</td>
</tr>
<tr>
<td>Provide continuing education, career and professional networking programs</td>
<td>422</td>
<td>225</td>
<td>108</td>
<td>66</td>
<td>66</td>
<td>2</td>
<td>252 (3)</td>
</tr>
<tr>
<td>Provide opportunities for social interaction with classmates, colleagues and students</td>
<td>81</td>
<td>248</td>
<td>257</td>
<td>106</td>
<td>181</td>
<td>4</td>
<td>264 (3)</td>
</tr>
<tr>
<td>OTHER (e.g. decrease tuition for future students)</td>
<td>13</td>
<td>0</td>
<td>0</td>
<td>2</td>
<td>3</td>
<td>2</td>
<td>1121 (13)</td>
</tr>
</tbody>
</table>

Other Text
- Advance the field/school
- Tell us what our classmates (1954) are doing. Ask us for donations more often.
- Decrease tuition for future students
- Have current DPT classes offer CU PT t-shirts they did back when I went there to alumni to purchase as well.
- Increase awareness of the CU @ The Museum Project for monetary donations, physical donations of historical artifacts from ALL health professions: Pharmacy, Medicine, Nursing, etc. for preservation.
- Career and professional networking. PTs have ample opportunities for CE elsewhere, so therefore ranked it at the bottom
- Monetary donation
- Include graduates of medical technology program
• Encourage graduates from the now closed Medical Technology program to stay connected to the school.
• Promote Creighton ethics in education and practice
• Reduce Enrollment

I loved Omaha & Creighton. We live so far away it is difficult for us to participate and visit. Distance makes the heart grow fonder, so we work in our Memphis community serving as we learned the JEBBIE way.

• No one has contacted me

EVENT PARTICIPATION
As we plan for the future, we would like your input in the types of events offered. Please select the events you are interested in attending. (Check all that apply)

Creighton Sporting Events (Game tickets and/or viewing parties)
Men’s baseball
Men’s soccer
Men’s basketball
Women’s basketball
Women’s soccer
Women’s volleyball
Other: Women’s Softball (4), Cross Country (2)

Art and Cultural Events
Art exhibit
Concert
Play/Theater

Professional Networking Events
Career Fair
Career Services Seminar
Etiquette Dinner
Nat’l/State Assoc. Mtg. Reception
Jobs4Jays Tutorial
LinkedIn Tutorial

Educational Events
Continuing Education Seminar
Lecture/Speech/Seminar
Student Presentations (posters, etc.)
Classroom Experience
Book Club
Spiritual Retreat and/or Dinner

Social Gathering Events
Reunion for Specific Class/Affinity Group
Creighton Homecoming
Alumni Dinner for all SPAHP Alumni
Student Picnic, Networking, Reception, etc.
Faculty Mixer
All-School Mixer
Wine Tasting
Dean’s Dinner in your City:
Other:

COMMUNICATION
How do you currently acquire information about the Creighton School of Pharmacy and Health Professions? (Check all that apply)

Emails from the School
Direct Mail (postcards, etc.)
SPAHP Dean’s eNewsletter
Social media (Facebook, Twitter)
SPAHP website
Alumni Association website
AlumWire Email Broadcasts
Creighton University Magazine
Local or national media
Word of mouth/other alumni/phone calls

Other sources of information:
Work with several faculty, University Website, University Twitter, Students on clinical, residency at CHI Health Bergan Mercy, Omaha World Herald, NPA Mortar and Pestle, no one contacts me, From Rich McCormick in Development, From OT Dept professors, Experiential Education Office, Current students, Creighton Athletics Alumni Assn, brother’s (alumni) e-mail, “Never inquire”.

Please rate your level of interest in receiving future information about the School for each of the following forms:

<table>
<thead>
<tr>
<th></th>
<th>Very Interested</th>
<th>Interested</th>
<th>Somewhat Interested</th>
<th>Not Interested</th>
<th>Total Answered</th>
</tr>
</thead>
<tbody>
<tr>
<td>Print newsletter</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>E-mail newsletter</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Online progress report</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Printed progress report</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Printed Honor Roll of Donors</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Social media</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source not mentioned above (please specify): Magazine printed, CU magazine, University magazine, Targeted blast cast emails/social media events/ notices- specific to profession/discipline or even sub-specialization!! Also, targeted feedback

Do you read the Dean’s eNewsletter (currently emailed every other month)
Every issue
Most issues
Occasional issues
Never read an issue
No response

How often would you like to receive the SPAHP Dean’s eNewsletter?
Monthly
Every other month (current schedule)
Quarterly
Twice a year
Yearly
No preference

Please suggest topics or news you’d like to read about in the Dean’s eNewsletter:

Social media is an expanding resource for alumni connections. Please let us know on which social channels you are interested in connecting with Creighton.

<table>
<thead>
<tr>
<th>Currently connected</th>
<th>Would like to be connected</th>
<th>Not Interested in connecting here</th>
<th>Do not use this social media</th>
<th>No Response</th>
</tr>
</thead>
<tbody>
<tr>
<td>YouTube</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Twitter</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Facebook-SPAHP</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Alumni page</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Facebook – Creighton</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Alumni page</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Facebook – OT/PT/PHA program page</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>-----------------------------------</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Facebook-Student page</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>LinkedIn</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

LinkedIn Profile link if known: **65 PROVIDED**
Please share your ideas as to how we can improve our overall communication with you.

AFFINITY GROUPS
We seek to enhance the alumni experience through affinity groups. These groups are composed of alumni, faculty and students who are drawn together based on their common interests and shared experiences.

Which pathway did you attend?
Entry-level campus pathway, traditional
Entry-level campus pathway, accelerated
Entry-level distance pathway
Post professional non-traditional pathway
No Response

Please provide specifics about your affinity with SPAHP or Creighton groups:
Matriculation Year:
Graduation Year:
Student Organizations:
Greek Organizations:
Employer:
Regional Alumni Club:
Other:

To which professional organizations do you belong (national, regional, and state associations, etc.)?

CREIGHTON EXPERIENCE
Please rate your overall Creighton University experience.
Very Positive
Positive
Ambivalent
Negative
Very negative
No response

Would you recommend Creighton to others?
Yes
No
Not sure
No response

Please share any additional comments you may have with us below.

Please list the names of other Creighton graduates with whom you may have a close connection, such as family members, co-workers/supervisor, neighbors, etc. Please also include relationship and degrees, if known.