

ALUMNI ENGAGEMENT SURVEY 2016



**School of Pharmacy
and Health Professions**

RESULTS AS OF 8\10\2016

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

- 4,166 Pharmacy grads (62.6%)
- 1,088 OT grads (16.4%)
- 1,013 PT grads (15.3%)
 - 292 Med Tech grads (4.4%)
 - 51 Resp Therapy grads (.8%)
 - 30 Nurse ANE grads (.5%)

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

- 678 Pharmacy grads (16.3%) – 171 in first 30 days
- 212 OT grads (19.5%) – 66 in first 30 days
- 197 PT grads (19.5%) – 53 in first 30 days
- 47 Med Tech grads (16.1%) – 7 in first 30 days
- 3 Resp Therapy grads (5.9%) – 3 in first 30 days
- 4 Nurse ANE grads (13.3%) – 0 in first 30 days

1,141 SPAHP Alumni Who Returned Engagement Surveys

SURVEY PRELIMINARY RESULTS CONTACT AND DEMOGRAPHIC INFORMATION

- 74 Name changes collected
- 81 New home mailing addresses collected
- 71+ New employer/workplace updates
- 370 Alumni provided updates on children (legacy)

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

Title (Dr., Mrs, Etc.)	CU Degree(s)	Preferred Email	Employer
First Name	CU Grad Yr(s)	Home Mailing Address	Job Title
Informal Name	Spouse Name	Home Phone	Work Address
Middle Name	Children (names, DOB)	Cell Phone	Work Phone
Last Name			

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

Are you interested in being contacted about volunteer opportunities within SPAHP?

- 399 (35%) Yes
- 742 (65%) No

If yes, in what areas would you like to be involved? (Check all that apply)

- 32 Alumni Advisory Board director
- 74 Alumni Advisory Board workgroup member (check all that apply)

- 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)?

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

ALUMNI ADVISORY BOARD INVOLVEMENT

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

	Rank of 1	Rank of 2	Rank of 3	Rank of 4	Rank of 5	Rank of 6	Not Ranked	Rank Avg. Sore
Increase alumni volunteerism and giving to the School	62	100	149	323	238	3	266	486 (4)
Increase alumni visibility on campus with students and faculty	26	68	149	290	341	1	266	441 (5)
Keep alumni informed on School and other alumni news	302	237	213	88	44	0	257	700 (2)
Provide continuing education, career and professional networking programs	422	225	108	66	66	2	252	737 (1)
Provide opportunities for social interaction with classmates, colleagues and students	81	248	257	106	181	4	264	573 (3)
OTHER (e.g. decrease tuition for future students)	13	0	0	2	3	2	1121	15

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:

	Very Interested	Interested	Somewhat	Not Interested	Total Answered	Unanswered
Print newsletter						
E-mail newsletter						
Online progress report						
Printed progress report						
Printed Honor Roll of Donors						
Social media						

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?

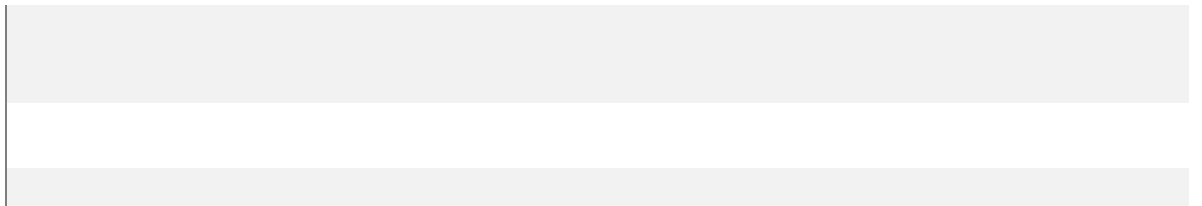
- Monthly
- Every other month (current schedule)
- Quarterly
- Twice a year
- Yearly
- No preference

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.

	Currently connected	Would like to be connected	Not Interested in connecting here	Do not use this social media	No Response
YouTube					
Twitter					
Facebook-SPAHP Alumni page					
Facebook -Creighton Alumni page					

Facebook –
OT/PT/PHA program
page
Facebook-Student
page
LinkedIn



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.