The UWM Alumni Association conducted an in-depth alumni attitude study earlier in 2019, and you’ll find a portion of the results below. Links to the online survey were sent to all UWM alumni with a valid email address. Also, a random sample of 20,000 alumni with no email address on file were invited to participate via direct mail. “Our job is to serve UWM alumni, and to do that, we need to know what’s important to them,” says Amy Lensing Tate, the association’s interim executive director. “I want to thank everyone for sharing their thoughts with us.” Alumni submitted 2,315 completed surveys, making the results accurate within a range of plus-or-minus 2 percent. A summary of results will be shared with alumni via email and at alumni.uwm.edu/survey. Results will help shape the association’s comprehensive strategic plan.

### WHO RESPONDED:

- **54%** Live within 50 miles of UWM
- **59.9%** Earned undergrad degrees
- **24.4%** Earned graduate degrees
- **15.4%** Earned both types of degrees

### PASSING IT ON

Respondents were asked to rate how important it is for alumni to do the following things, and how well UWM supports alumni in doing them.

<table>
<thead>
<tr>
<th>Importance</th>
<th>Performance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not Important</td>
<td>Poor</td>
</tr>
<tr>
<td>Somewhat Important</td>
<td>Fair</td>
</tr>
<tr>
<td>Very Important</td>
<td>Good</td>
</tr>
<tr>
<td>Critically Important</td>
<td>Excellent</td>
</tr>
</tbody>
</table>

**SERVING AS AMBASSADORS**
Promoting UWM to others

**MENTORING STUDENTS**

**VOLUNTEERING FOR UWM**

**NETWORKING WITH OTHER ALUMNI**

**ATTENDING UWM ATHLETIC EVENTS**

**RATED THEIR UWM STUDENT EXPERIENCE AS GOOD OR GREAT**: 91%

**RATED THEIR CURRENT OPINION OF UWM AS GOOD OR GREAT**: 93%
WELCOMING ENVIRONMENT

Agree or disagree with these statements: UWM created or provided an environment that is welcoming to...

- People of all genders
- People of all sexual orientations
- People of all backgrounds
- People voicing ideas that were different than the norm

STRONG CONNECTIONS

Respondents were asked to rate their loyalty to various aspects of UWM. Here are their top choices.

- Major or degree program within college/school
- UWM in general
- College or school within UWM
- Faculty member or instructor

TOP INFLUENCERS

Top 5 things impacting overall opinion of UWM:

1. Value/respect for degree
2. Diverse and inclusive environment
3. Student accomplishments
4. Faculty accomplishments
5. Outreach to community

BEING AMBASSADORS

How often do you promote UWM to others?

- Regularly: 48%
- All the time: 28%
- Occasionally: 15%
- Never: 9%

IN A FEW WORDS...

Top words describing what’s most important about being an alum:

- Networking
- Pride
- Connections
- Reputation of School
- My Degree

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