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A Survey Done to Determine Methods of  
Increasing Participation Among  
University of Richmond Alumni

By

Robin Leigh Hicks

## Abstract

A survey was done to determine means of improving participation among alumni of the University of Richmond in alumni programs. A modified delphi-technique, using three surveys, was utilized. The population included alumni from Richmond College, The School of Business Administration, T. C. Williams School of Law, and Westhampton College. Results of Surveys 1 and 2 are included in Appendix A, and results of Survey 3 are in Appendix B.

Disclaimer: Due to an insufficient response rate to Survey 2 the researcher is skeptical about the validity of any inferences drawn from the data of Survey 2 or 3.

## Introduction

The University of Richmond (U of R) believes that it is important to maximize the participation of the alumni in university life. Here, participation is defined as an alumnus who takes part in the activities that are offered through the Alumni Office and by local alumni chapters. The percentage of alumni who are active has remained fairly constant at 20-25 percent. Furthermore, it is to a great extent the same 20-25 percent who continue to participate. The programs that are presently made available by the four alumni associations of the U of R meet the needs of this group of people; but, for the remaining 70- 85 percent something is lacking. It is the hope of the Alumni Office that the problem is in the programming, and is therefore correctable. The purpose of this project is to determine how this uninvolved group of people may be encouraged to become involved.

## Methodology

Procedure: Because the alumni officials did not know exactly what could be done to involve more alumni, it was concluded that a survey should be done to assess what the alumni would like the U of R to do for them. Hopefully, with the information gleaned from the results of the survey, the alumni officials will be better able to plan activities that will include these people.

A survey which determines the distribution of variables

is called a descriptive survey. (Walizer & Weiner, 1978). The distribution of variables in this case includes all of the activities that the alumni would like the school to offer, and therefore would participate in.

The design of this project was based on the premise that those doing the research did not know, at the outset, the specific areas which needed to be explored in order to compile applicable data. For this reason, a modified delphi-technique was utilized. This method allows for a series of surveys; the first survey, given to a small sampling, determines the items to be included on the subsequent survey and so the process goes until the researcher has answered his questions satisfactorily. In this case three surveys were done. The first survey (Survey 1) was done by personal interviews, the second a mailed questionnaire (Questionnaire 1), and the third, also a questionnaire (Questionnaire 2).

Survey 1 consisted of personal interviews with the Director of Alumni Affairs and with individuals from each of the four branches of the University of Richmond (Richmond College, The School of Business Administration, T.C. Williams School of Law, and Westhampton College). In these interviews open-ended questions were used. An "open-ended" question is one for which the subject constructs his own response, rather than selecting from a group of alternative responses (Selitz, Wrightsman & Cook. 1976). The objective of these interviews was to determine (1) What the subject personally perceived as positive in terms of his dealings

with the alumni office and alumni activities? (2) What the subject perceived as negative? (3) What the subject thought his fellow alumni perceived as positive? (4) What his fellow alumni perceived as negative, according to the subject?

The information gained from the interviews was used to determine the questions for the second survey. Questionnaire 1 was in the form of a mailed questionnaire (see Appendix A). Again the type of questions used were open-ended. This questionnaire seeks to determine the ideas and opinions of individual alumni about various presently and potentially existing items relevant to the alumni program.

The third survey was, again, a questionnaire. Areas to be covered in the questionnaire were determined by the results of the previous survey. The type of questions used in this survey were "closed" (or "fixed-alternative") questions. Questions of this kind limit the responses of the subject to those that are stated in the questionnaire. (Selitz, Wrightsman, & Cook, 1975). For example: (5) Would you find a monthly flier listing upcoming on-campus activities helpful? Yes-Possibly Yes-Indifferent-Probably No-No. The form that the responses to this and other questions takes is called a modified Likert-type Scale. In these scales the subject is asked to respond to each item in terms of several degrees of positiveness or negativeness. The modification of this scaling technique occurs because the subject is asked to answer questions rather than

to respond to a statement. In the original Likert-Scaling subjects were asked to respond in terms of degrees of agreement or disagreement to statements. (Selitz, Wrightsman & Cook, 1976). It is from the responses to this final questionnaire that recommendations will be made to the Alumni Office.

A pre-test was carried out on each of the written surveys. This was done by administering the questionnaire to a group of college students. They were asked to respond to the questionnaire as if they were alumni. By doing a pre-test certain kinds of problems may be avoided (Babbie, 1974). The areas which may be avoided are, unclear questions, errors in wording and format, and experimenter bias. The following are signs that there are problems in the questionnaire: failure to answer, multiple answers, qualified answers and direct criticisms about any of the questions. Missing answers in particular imply a lack of flow in the questionnaire.

Sampling: The determination of the sample is critical in the execution of a survey. For this reason, before describing the sampling method used in this survey, several techniques which would be appropriate to a survey of this nature will be reviewed.

The most basic sampling technique is called random sampling. In random sampling each individual in the population has an equal chance of appearing in the sample. This is done by assigning a number to each individual then choosing numbers from a random number table and matching corresponding random numbers and individuals. A second, rather simple way of sampling

is systematic sampling. Here, every  $k^{\text{th}}$  individual on a list of all individuals in the population is included in the sample. Another method of sampling is called stratified sampling. Rather than selecting a sample from the population at large, the researcher insures that appropriate elements are drawn from homogeneous subsets of the population. One can virtually reduce the sampling error to zero on the variables by which the population is stratified. For example, if in choosing a sample of college students one divides them by class (freshmen, sophomores, juniors, and seniors) one can eliminate error resulting from biasing by classes or class differences. But, this does not prevent error due to any other variables (e.g. sex, grade point average, major) (Babbie, 1973).

Because of the nature of this survey and because of the basic homogeneity of the population with respect to characteristics pertinent to the problem, sampling techniques more complex than those already mentioned were considered inappropriate. For this survey, the sampling method selected is called proportional allocation, a modification of stratified random sampling. Using this method, each stratum contributes to the sample a number of individuals proportional to its size in the total population (Wiersma, 1969). The population was stratified by the following criteria; division attended (Richmond Collge, The School of Business Administration, T. C. Williams School of Law, and Westhampton College), year of graduation, and area of present residence (Richmond, Virginia-excluding-Richmond and Out-of-



Virginia). See Appendix A for more detailed explanation of the sampling.

The sampling technique was used to determine both samples. There were two differences, (1) the individuals participating in the first survey were excluded from the second sampling, and (2) the size of the second sample (1,000) was twice that of the first sample.

### Results

The results of the interviews and of the first questionnaire are listed in Appendix A. No statistical analysis was performed on this data. The researcher was looking for areas to be included in the next survey. The lists in Appendix A, are the areas compiled from each survey. The data from Questionnaire 2 will be used in a statistical analysis. The mean response for each question will be determined and correlations between all pairs of questions will be done. As of April 11, 1979, no data from this second questionnaire has been returned. The results of this data will be included in Appendix B.

One final comment must be made about the results of this survey, it concerns the response rate from Questionnaire 1. The percentage of returned questionnaires from Questionnaire 1 was 16%. Although there is a wide range of opinion concerning the point at which a response rate becomes acceptable, the range is not so wide that it includes 16%. A low response

rate greatly increases the possibility of bias in the returns. In this case bias in the returns may have influenced the subsequent questionnaire, increasing the likelihood of error in the those responses. The low return rate is the reason that this paper is prefaced with a disclaimer.

Because the final results of the second questionnaire have not yet come in the discussion and recommendation sections of this paper will be included in Appendix B.

Appendix A

Sampling Table: Survey Two

Category: Division Attended:

Richmond College-----	220
School of Business Administration-----	85
T.C. Williams School of Law-----	50
Westhampton College-----	135
	<u>(500)</u>

Category: Year Graduated:

Richmond College: (220)

1902-1950-----	73
1951-1967-----	73
1968-1978-----	74

School of Business Administration: (85)

1925-1951-----	27
1952-1964-----	27
1965-1978-----	29

T. C. Williams School of Law: (50)

1907-1954-----	17
1955-1970-----	17
1971-1978-----	19

Westhampton College: (135)

1915-1949-----	45
1950-1966-----	45
1967-1978-----	45

Appendix A (2)

Sampling Table: Survey Two (cont.)

Category: Area of Present Residence:

Due to the disproportionate segment of the population residing within the area termed as Richmond, the number of individuals from each area included in the sampling was determined to be one-third of the total.

Richmond-----	167
Out-of-State-----	166
Virginia -Other-Than-Richmond-----	167
	(500)

Appendix A (3)

Sampling Table: Survey Three

Category: Division Attended:

Richmond College-----	440
School of Business Administration-----	170
T. C. Williams School of Law-----	100
Westhampton College-----	270
	(1,000)

Category: Year Graduated:

Richmond College: (440)

1902-1950-----	146
1951-1970-----	146
1971-1978-----	148

School of Business Administration: (170)

1925-1951-----	54
1952-1964-----	54
1965-1978-----	58

T. C. Williams School of Law: (100)

1907-1954-----	34
1955-1970-----	34
1971-1978-----	38

Westhampton College: (270)

1915-1949-----	90
1950-1966-----	90
1967-1978-----	90

Appendix A (4)

Sampling Table: Survey Three (cont.)

Category: Area of Present Residence:

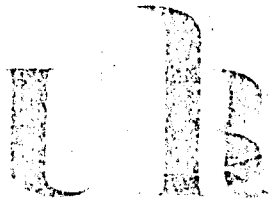
Due to the disproportionate segment of the population residing within the area termed as Richmond, the number of individuals from each area included in the sampling was determined to be one-third of the total.

Richmond-----	334
Out-of-State-----	333
Virginia-Other-Than-Richmond-----	333
	<u>          </u>
	(1,000)

Appendix A (5)

Results of Survey 1: Areas of Concern to be Included on Survey 2:

1. Activities in School
2. Reunions
3. I.D. Cards for Alumni
4. Children at U of R a factor in participation
5. Amount of contact with the U of R
6. Significant factors leading to a change in the extent of an individual's involvement.
7. Geography's effect on participation
8. Community involvement and its effect on involvement with the U of R
9. Opinion of changes at the U of R
10. Opinion of fund-raising techniques
11. Kept well informed by the alumni office about pertinent goings on.
12. How information is received.
13. Is correspondence read
14. Is there the right amount of mailings?
15. Problems in addresses
16. Impressions of alumni activities.
17. Impressions of the Alumni Association of your branch of the University



January, 1979

Alumni Office

Dear Special Graduate:

Hello from the University of Richmond!

You have been selected!

You have been selected to play an important role in the future of the alumni program at your Alma Mater. In order to serve you more effectively, Miss Robin Hicks, a senior Psychology major is conducting an alumni survey. The purpose of the survey is to determine what our alumni desire in terms of alumni programs both on campus and in areas around the campus.

You were selected to provide background information which will be used to develop a more responsive program. Please take a few minutes to answer the enclosed questionnaire and return it to my office.

Thank you for your interest and concern.

Sincerely,

A handwritten signature in cursive script, appearing to read 'Lou'.

L. M. "Lou" Markwith  
Director of Alumni Affairs

LMM/bk  
Enclosures



Please fill out the following questionnaire using as many specifics as possible. Return to Miss Robin Hicks, Alumni Office, University of Richmond, VA 23173.

1. Division of the University of Richmond attended:  
Richmond College \_\_\_\_, Westhampton College \_\_\_\_,  
School of Business Administration \_\_\_\_, T. C. Williams  
School of Law \_\_\_\_.
2. Year graduated 19\_\_.
3. Sex: Male \_\_\_\_ Female \_\_\_\_
4. City and state of permanent residence: \_\_\_\_\_
5. List some of the activities that you participated in while at the University of Richmond. (Athletics, clubs, fraternity, honor societies, student government and offices held).
6. Have you participated in any class reunions since your graduation: Yes \_\_\_ No \_\_\_. Do you plan to participate in any future reunions? Yes \_\_\_ No \_\_\_.
7. How much contact with the University do you have each year? Please specify the organization through which this contact is made and the frequency of the contact. (For example, through the Alumni Association of your division of the University, campus activities, athletic activities, reunions, etc.)
8. Have there been any factors which have significantly changed the extent of your involvement with the University? Such as having a child or a close friend attend the University, or a move to or from the Richmond area)

9. Do you feel a sense of responsibility towards the University?  
Please elaborate on your answer.
  
10. Has your geographic location affected the extent of your involvement in the University activities?
  
11. How do responsibilities in your present community effect your involvement in the University activities?
  
12. The University has changed significantly over the last 10 years. What are your feelings about these changes?
  
13. What are your impressions of the fund-raising campaigns of the University?
  
14. Are you kept well informed of alumni activities and campus news?
  
15. How have you received most of your information about the University since your graduation? (Mailings, personal contacts, other alumni, other sources)
  
16. Do you read the correspondence that you receive from the University? Yes \_\_\_ NO \_\_\_ Why?
  
17. What are your impressions of alumni activities? List some of those that you feel have been the most worthwhile and the least worthwhile.

18. Do you feel that there is a balance in alumni activities between opportunities for socializing and opportunities for intellectual enrichment? Is such a balance important to you?
  
19. What are your impressions of the Alumni Association of your division of the University? How can it be improved?
  
20. Is there anything that you would like the University to do for you?

Appendix A (6)

Results of Survey Two: Areas of Concern to be included on Survey 3:

- A. 1. More continuing education courses
- 2. Alumni college during summer for the entire family, room and board on the campus, full use of the facilities, seminars involving the entire family.
- 3. Classes for non-working housewives, needle-point, art appreciation
- B. 1. More activity by Alumni Association
- 2. Alumni Association needs to project a warmer image to alumni.
- 3. Out-of-state chapters need more coordination of local alumni
- C. 1. Interest in recruiting new students for U of R
- D. 1. Information about events on campus, athletic events, drama productions, music productions, lectures, in a monthly flier
- 2. More sports information in the magazine
- 3. More information about other alumni in the magazine
- 4. More information about career opportunities after graduation
- E. 1. The physical plant improvements, good/bad?
- 2. Not enough emphasis on athletics
- 3. Not enough emphasis on academics
- F. 1. Privileges at the Robins Center

Appendix A (7)

Results of Survey 2: Areas of Concern to be Included on Survey 3 (cont)

Means of Making Contact:

Homecoming

Athletic Events

Mailings

Bogle Open

Trips Abroad

Westhampton College only:

Musical Productions

Drama Productions

Lectures

Distance as a +/- factor.

April, 1979

Dear Alumnus and Alumna,

Greetings. I am a senior psychology major at the University of Richmond. The enclosed questionnaire is a part of a research project that I am doing to determine the alumni's impression of the effectiveness of the University in its dealings with alumni. Although the results of this survey will be used to fulfill the requirements for my psychology class, they will also be provided to the Director of the Alumni Office.

I really need you to complete and return this questionnaire. And, I think that it will benefit both of us; your Alumni Association will be better able to serve you and I will be able to complete my research and graduate.

Thank you for your time.

*Robin*

Robin Hicks

Enclosures

ALUMNI SURVEY

1. Division from which you graduated

- Richmond College
- School of Business Administration
- T. C. Williams School of Law
- Westhampton College

2. Year of graduation 19\_\_\_\_

3. City and State of present residence \_\_\_\_\_

4. Indicate those activities by which you have your most significant contact with the school.

- |   |  |
|---|--|
| <input type="checkbox"/> Alumni Association         | <input type="checkbox"/> Homecoming          |
| <input type="checkbox"/> Baseball Games             | <input type="checkbox"/> Lectures            |
| <input type="checkbox"/> Basketball Games           | <input type="checkbox"/> Mailings            |
| <input type="checkbox"/> Bogle Open Golf Tournament | <input type="checkbox"/> Musical Productions |
| <input type="checkbox"/> Drama Productions          | <input type="checkbox"/> Spider Club         |
| <input type="checkbox"/> Football Games             | <input type="checkbox"/> U of R Magazine     |

5. Please circle the response that most closely approximates your own response to the following question.

Would you find a monthly flier listing upcoming on-campus activities helpful?

Yes    Possibly Yes    Indifferent    Probably No    No

6. How well do you think the U of R Magazine covers the following topics? Check one response for each topic.

- | Too much                 | Average                  | Well covered             | Not enough coverage      |                     |
|--------------------------|--------------------------|--------------------------|--------------------------|---------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Alumni Association  |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Drama Productions   |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Faculty             |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Men's Athletics     |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Musical Productions |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Other Alumni        |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Women's Athletics   |

7. Do you need most of the mail sent to you by the University?

Yes    Usually    Sometimes    Infrequently    No

8. Would you like the Alumni Association to provide information about career opportunities for graduates?  
Yes      Possibly yes      Indifferent      Probably not      No
9. The physical plant improvements on the University campus are  
Good      Bad
10. At the present time athletics at the University of Richmond are  
Overemphasized      Somewhat too emphasized      Adequately emphasized  
Slightly underemphasized      De-emphasized
11. The University of Richmond places  
Too much      Slightly too much      The right amount      Not quite enough  
Too little      emphasis on academics.
12. I would be in favor of  
Much more      Slightly more      The same amount      Fewer      No  
activity by the Alumni Association of my division of the University.
13. There are  
Too many      Slightly too many      Enough      Not quite enough  
Too few      - alumni activities geared toward the recent graduate.
14. The Alumni Association projects a warm image to the alumni  
Most of the time      Frequently      Sometimes      Infrequently      Rarely
15. Does your distance from the University limit your participation in many alumni activities?  
Yes \_\_\_\_\_      No \_\_\_\_\_
16. I favor the current fund-raising practices of the University.  
Yes      Usually yes      Indifferent      Frequently no      No
17. I would participate in continuing education programs at the University.  
Yes      Possibly yes      Indifferent      Probably no      No
18. I would be interested in classes designed particularly for nonworking housewives.  
Yes      Possibly yes      Indifferent      Probably no      No



19. I would support an "Alumni College" to be given each summer at the University of Richmond. (The entire family would be involved, room and board would be on campus, participants would have full use of all facilities and seminars involving the whole family.)

Yes      Possibly yes      Indifferent      Probably no      No

20. The alumni should have privileges at the Robins Center.

Yes      Possibly yes      Indifferent      Probably no      No

21. Do you feel a sense of responsibility for the University of Richmond?

Yes      \_\_\_\_\_      No      \_\_\_\_\_

22. Please add any comments that you may have.

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Appendix B

Results

In this section the results to each question are given. The population is broken down by division. A brief analysis of the set of responses follows each question. All numbers in this section are percentages unless otherwise noted.

Question 1; Division attended:

- (1) Percent of return from that division
- (2) Percent of all returns

Richmond College (RC).....	(1)15
	(2)38
School of Business Administration (SBA).....	(1)12
	(2)12
T.C.Williams School of Law (T.C.).....	(1)19
	(2)11
Westhampton College (W.C.).....	(1)25
	(2)39

Question 3; Area of residence:

Richmond.....	(1)20
	(2)38
Virginia other than Richmond.....	(1)25
	(2)47
Out of State.....	(1)8
	(2)15

Virginia other than Richmond accounted for the largest number of returns.

Question 4: Indicate those activities by which you have had your most significant contact with the school.

Appendix B (2)

	RC	SBA	TC	WC	<u>Total</u>
a. Alumni Association	26	40	37	41	<u>35</u>
b. Baseball Games	6	1	0	0	4
c. Basketball Games	21	30	21	0	15
d. Bogle Open Golf Tournament	8	0	0	1	4
e. Drama Productions	3	5	0	7	5
f. Football Games	42	60	21	16	34
g. Homecoming	29	30	16	24	<u>21</u>
h. Lectures	0	0	0	0	0
i. Mailings	59	50	63	59	<u>62</u>
j. Musical Productions	2	0	0	4	2
k. Spider Club	8	30	11	1	9
l. U of R Magazine	80	55	58	85	<u>82</u>

One can see from these figures that the U of R Magazine, and mailings are at the top of the list in terms of how contact is made with the school. Also important are the Alumni Association, football games and to a lesser extent, homecoming.

Question 5: Would you find a monthly flier listing upcoming on-campus activities helpful?

	Yes	Possibly Yes	Indifferent	Probably No	No
RC	20	<u>41</u>	8	12	2
SBA	<u>48</u>	24	24	4	0
TC	5	21	26	<u>37</u>	11
WC	16	25	6	<u>28</u>	25
<u>TOTAL</u>	19	<u>29</u>	1	23	18

## Appendix B (3)

From the total percentages one can see that opinions about the advantages of having a monthly flier are split (48-41). However, if one looks at the sub-totals one can see that individuals in 2 divisions (SBA and RC) are in favor of such a flier.

Question 6: How well do you think the U of R Magazine covers the following topics.

### A. Alumni Association

	Too Much	Average	Well Covered	Not Enough Coverage
RC	7	<u>47</u>	37	13
SBA	0	<u>37</u>	<u>37</u>	26
TC	0	<u>5</u>	<u>38</u>	13
WC	2	<u>46</u>	44	8
<u>TOTAL</u>	2	<u>46</u>	40	13

Most alumni feel that the Alumni Association gets good coverage in the Magazine.

### B. Drama Productions

	Too Much	Average	Well Covered	Not Enough Coverage
RC	11	<u>34</u>	4	1
SBA	17	<u>5</u>	<u>21</u>	11
TC	6	<u>44</u>	<u>5</u>	0
WC	2	<u>47</u>	43	9
<u>TOTAL</u>	8	<u>41</u>	<u>41</u>	9

Again, from these percentages one can see that most alumni think that the University plays get enough coverage.

Appendix B (4)

D. Men's Athletics

	Too Much	Average	Well Covered	Not Enough Coverage
RC	3	<u>48</u>	37	15
SBA	6	<u>41</u>	18	35
TC	6	<u>25</u>	<u>50</u>	19
WC	18	33	<u>42</u>	1
<u>TOTAL</u>	1	<u>43</u>	42	16

Most alumni think that men's athletics receive enough coverage. SBA alumni, however, do seem to want more coverage.

F. Other Alumni

	Too Much	Average	Well Covered	Not Enough Coverage
RC	2	<u>34</u>	31	<u>34</u>
SBA	0	<u>56</u>	22	22
TC	0	<u>38</u>	<u>44</u>	19
WC	0	<u>45</u>	36	19
<u>TOTAL</u>	1	<u>38</u>	31	30

Although most alumni think that they receive enough information about their fellow alumni, close to 1/3 (30%) feel that this is an area in which coverage should be increased.

G. Women's Athletics

	Too Much	Average	Well Covered	Not Enough Coverage
RC	2	<u>42</u>	25	31
SBA	0	<u>53</u>	18	29
TC	0	<u>44</u>	31	25
WC	0	30	20	<u>50</u>
<u>TOTAL</u>	1	<u>39</u>	23	37

Coverage of women's athletics is felt to be inadequate or average by 76% of all alumni. As one might expect this percentage varies from division to division with WC giving

Appendix B (5)

the magazine's coverage the worst evaluation, 50%, "NotEnough".

Question 7: Do you read most of the mail sent to you by the University?

	Yes	Usually Yes	Sometimes	Infrequently	No
RC	9	<u>26</u>	25	14	<u>26</u>
SBA	14	<u>19</u>	19	<u>24</u>	<u>24</u>
TC	0	17	17	28	<u>39</u>
WC	22	15	26	20	<u>37</u>
<u>TOTAL</u>	12	19	22	18	<u>29</u>

From the totals one can see that the largest single group of alumni do not read most of the mail that they receive from the University. However, if one adds up the total number of individuals who at least sometimes read the mail (53%) one can see that the mail is a very effective means of communicating with alumni. This is made even more evident by the response to question 4 where 62% of all alumni said that the mail is one of their significant contacts with the University.

Question 8: Would you like the Alumni Association to provide information about career opportunities for graduates?

	Yes	Possibly Yes	Indifferent	Probably No	No
RC	<u>29</u>	21	21	9	2
SBA	<u>38</u>	29	14	5	14
TC	<u>10</u>	<u>45</u>	30	10	0
WC	<u>63</u>	0	15	4	19
<u>TOTAL</u>	<u>38</u>	19	19	7	16

Over half of all alumni are in favor of career information being

Appendix B (6)

sent to graduates. This desire is consistent across schools. One Richmond College graduate suggested that such information be sent out as a quarterly bulletin. He added that a mailing charge could be made to help off-set the cost to the school.

Question 9: The physical plant improvements on the University campus are good or bad?

	Good	Bad
RC	97	3
SBA	100	0
TC	100	0
WC	89	11
<u>TOTAL</u>	95	5

The alumni are overwhelmingly approving of the improvements on campus.

Question 10: At the present time athletics at the University of Richmond are \_\_\_\_\_.

	Over Emphasized	Somewhat Emphasized	Too Adequately Emphasized	Slightly Under Emphasized	De-Emphasized
RC	8	17	33	38	4
SBA	5	14	48	29	5
TC	6	6	56	33	0
WC	15	7	63	15	0
<u>TOTAL</u>	10	11	50	27	3

Most of the alumni think that athletics are only marginally emphasized at this time.

Question 11: The University of Richmond places \_\_\_\_\_ emphasis on academics.



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	Too Much	Slightly Too Much	The Right Amount	Not Quite Enough	Too Little
RC	0	2	<u>78</u>	31	6
SBA	5	5	<u>50</u>	35	5
TC	0	0	<u>74</u>	21	5
WC	0	3	<u>60</u>	29	8
<u>TOTAL</u>	1	2	<u>62</u>	29	6

Most alumni think that academics receive the "right amount" of emphasis. This is constant across all schools.

Question 12: I would be in favor of \_\_\_\_\_ activity by the Alumni Association of my division of the University.

	Much More	Slightly More	Same Amount	Fewer	No
RC	6	30	<u>60</u>	2	2
SBA	11	<u>42</u>	<u>37</u>	11	0
TC	15	<u>25</u>	<u>55</u>	0	0
WC	10	19	<u>62</u>	5	5
<u>TOTAL</u>	9	27	<u>58</u>	4	2

Most alumni favor the same, or slightly, more activity by their Alumni Association. The SBA alumni particularly want more activity.

Question 13: There are \_\_\_\_\_ alumni activities geared toward the recent graduate.

	Too Much	Slightly Too Many	Enough	Not Quite Enough	Too Few
RC	5	14	<u>49</u>	22	11
SBA	5	0	<u>69</u>	21	11
TC	6	18	<u>53</u>	24	0
WC	4	6	<u>55</u>	21	15
<u>TOTAL</u>	5	10	<u>53</u>	21	11

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Most alumni think that there are enough activities for recent graduates. Even, if one looks only at graduates of the last ten years the percentages do not differ significantly.

Question 14: The Alumni Association projects a warm image to the alumni.

	Most of the Time	Frequently	Sometimes	Infrequently	Rarely
RC	<u>33</u>	23	25	16	11
SBA	<u>32</u>	<u>32</u>	26	5	5
TC	<u>24</u>	<u>24</u>	<u>47</u>	6	0
WC	<u>47</u>	21	<u>21</u>	9	3
<u>TOTAL</u>	<u>40</u>	25	20	12	3

Most alumni think that the alumni association projects a warm image. The notable exception is the Law School.

Question 15: Does distance from the University limit your participation in many alumni activities?

	<u>Out-Of-State &amp; Va.-Other-Than-Richmond</u>		<u>Richmond</u>	
RC	Yes-52	No-3	Yes-3	No-42
SBA	Yes-38	No-10	Yes-0	No-52
TC	Yes-47	No-11	Yes-0	No-42
WC	Yes-59	No-21	Yes-0	No-21
<u>TOTAL</u>	Yes-52	No-11	Yes-1	No-35

The above percentages represent the percent of the categories response to the total division. For example, RC, Richmond, Yes-3, is the percent from Richmond College, living in Richmond who said that distance was a problem, out of all Richmond College responses.

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As one might expect distance is a major problem for almost all non-Richmond alumni.

Question 16: I favor the current fund-raising practices of the University.

	Yes	Usually Yes	Indifferent	Frequently No	No
RC	22	<u>40</u>	27	8	3
SBA	30	<u>40</u>	20	10	0
TC	11	<u>47</u>	37	5	0
WC	22	<u>25</u>	<u>27</u>	19	8
<u>TOTAL</u>	23	<u>29</u>	<u>29</u>	13	4

Most alumni favor the current fund-raising practices of the University. SBA alumni are the most approving, and WC alumnae are the least approving.

Question 18: I would participate in continuing education programs at the University.

	Yes	Probably Yes	Indifferent	Probably No	No
RC	10	29	10	<u>39</u>	39
SBA	15	<u>25</u>	15	<u>30</u>	15
TC	0	<u>10</u>	14	<u>57</u>	10
WC	17	25	8	<u>27</u>	23
<u>TOTAL</u>	12	23	10	<u>36</u>	20

Most alumni do not want to participate in continuing education classes.

Question 18: I would be interested in classes designed particularly for non-working housewives?

	Yes	Possibly Yes	Indifferent	Probably No	No
RC	2	<u>41</u>	17	20	22

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	Yes	Possibly Yes	Indifferent	Probably No	No
SBA	5	5	<u>37</u>	11	<u>42</u>
TC	0	5	<u>42</u>	16	<u>21</u>
WC	12	12	<u>11</u>	11	<u>54</u>
<u>TOTAL</u>	6	11	21	11	50

No one seems to be particularly interested in non-working housewife classes, except perhaps Richmond College graduates. It is most important to note that 65% of Westhampton graduates do not favor such courses since that is an entirely female population, and the courses described are geared for females.

Question 19: I would support an " alumni college" to be given each summer at the University of Richmond. (The entire family would be involved, room and board would be on campus, participants would have full use of all facilities and seminars involving the whole family would be given.)

	Yes	Possibly Yes	Indifferent	Probably No	No
RC	8	<u>39</u>	17	20	22
SBA	10	<u>25</u>	20	<u>30</u>	15
TC	12	6	24	<u>41</u>	18
WC	10	25	10	<u>24</u>	<u>32</u>
<u>TOTAL</u>	9	<u>28</u>	15	24	24

63% of all alumni think that alumni are either indiffeent or negative towards the idea of an alumni college.

Question 20: Alumni should have privileges at the Robins Center.

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	Yes	Possibly Yes	Indifferent	Probably No	No
RC	<u>40</u>	<u>40</u>	7	15	1
SBA	<u>62</u>	<u>19</u>	14	5	0
TC	<u>6</u>	<u>47</u>	24	24	0
WC	<u>48</u>	<u>33</u>	11	6	2
<u>TOTAL</u>	<u>41</u>	38	11	11	1

79% of all alumni think that alumni should be able to use the Robins Center Facilities.

In addition to the summary statistics above, some correlations were also done. The results are described below:

1. Question 5 and question 7----- $r = .92$

Individuals who read the mail that the University is currently sending them are likely to want a monthly flier sent to them also. However, those who do not already read the mail do not want the flier. In other words sending out the flier will probably not increase the number of people who read mail from the University.

2. Question 5 and question 8----- $r = .89$

Individuals who want the flier do not want the career information too, and those who want career information are not likely to want the flier too.

3. Question 7 and question 14----- $r = .12$

How an alumni perceives his Alumni Association has no relationship to whether he reads his mail.

4. Question 11 and question 16----- $r = .72$

If an alumni thinks that academics at the U of R are empha-

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sized he will also tend to look favorably on the fund-raising practices of the University. And if he thinks that they are not emphasized he will tend not to look favorably on the fund-raising practices of the University.

5. Question 10 and question 16-----r=.92

If an alumnus thinks that athletics are well-emphasized he will tend to look favorably on the fund-raising practices of the school and vice versa.

### Summary

In summary one can say that the data collected during this survey shows that the opinion of the average alumnus or alumnae of their Alumni Association and of the University can be improved by doing the following things:

1. Sending out information about career opportunities for graduates.
2. Offering privileges at the Robins Center to alumni.
3. Improving coverage of alumni in the U of R Magazine.
4. Improving coverage of women's athletics in the magazine.
5. Letting the alumni know what is being done at the University to develop strong athletic and academic programs. Because when they feel that these aspects of the school are strong they tend to look favorably on the fund-raising done to implement these programs

In terms of areas where specific Alumni Associations

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could look into in order to improve relations with their members:

1. Sending fliers about on-campus activities to SBA and RC graduates.
2. Improving the image of the Law School Alumni Association.
3. Increasing alumni activities for SBA Alumni.

The Alumni Association is basically doing a good job, as can be seen by the fairly positive responses to the questions on this survey. If the number of alumni who participate in University sponsored activities, like this survey, is low, also like this survey, I think that it is not so much the problem of the Alumni Association as it is the nature of alumni. One Westhampton College graduate described this nature very well in a comment on her survey:

Although many of my comments are in the negative that does not mean the alumni activities are weak. I simply am not interested in being an active participant. When I graduated, I left college life behind and am now active in a new level of activities. I'm sure many alumni like the UR life and that's fine too. I don't think a university should expect or attempt to meet the needs of every alumnus/ae. We all change and grow indifferent directions and some of us simply leave the old school behind. Thank you for this opportunity to express myself.

April, 1979

Dear Alumnus and Alumna,

Greetings. I am a senior psychology major at the University of Richmond. The enclosed questionnaire is a part of a research project that I am doing to determine the alumni's impression of the effectiveness of the University in its dealings with alumni. Although the results of this survey will be used to fulfill the requirements for my psychology class, they will also be provided to the Director of the Alumni Office.

I really need you to complete and return this questionnaire. And, I think that it will benefit both of us; your Alumni Association will be better able to serve you and I will be able to complete my research and graduate.

Thank you for your time.

*Robin*

Robin Hicks

Enclosures