



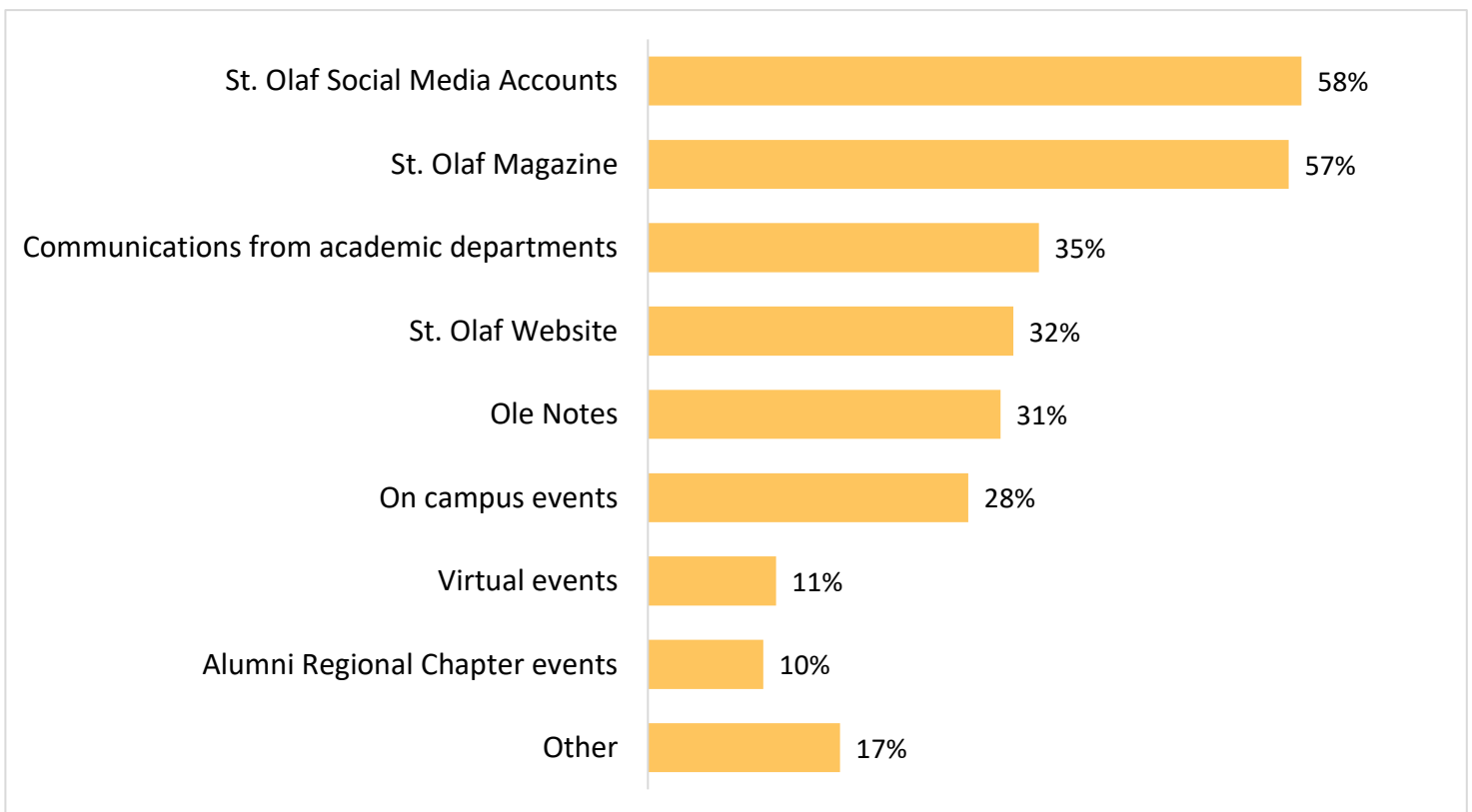
2021 HEDS Alumni Survey

Administered by the Higher Education Data Sharing Consortium
Supplemental Question Report – Advancement

The HEDS Alumni Survey was administered May 3 – 31 to all alumni with valid email addresses from the Classes of 2015 and 2016. This included 1,326 individuals (617 from the Class of 2015 and 709 from the Class of 2016). Of these, 282 responded to the survey (21% response rate overall; 20% for the Class of 2015 and 22% for the Class of 2016); 196 (15%) completed the full survey (86 (14%) from the Class of 2015 and 110 (16%) from the Class of 2016). Alumni responses to the supplemental questions submitted by Advancement are summarized below.

Question 1: What do you use to stay informed about St. Olaf?

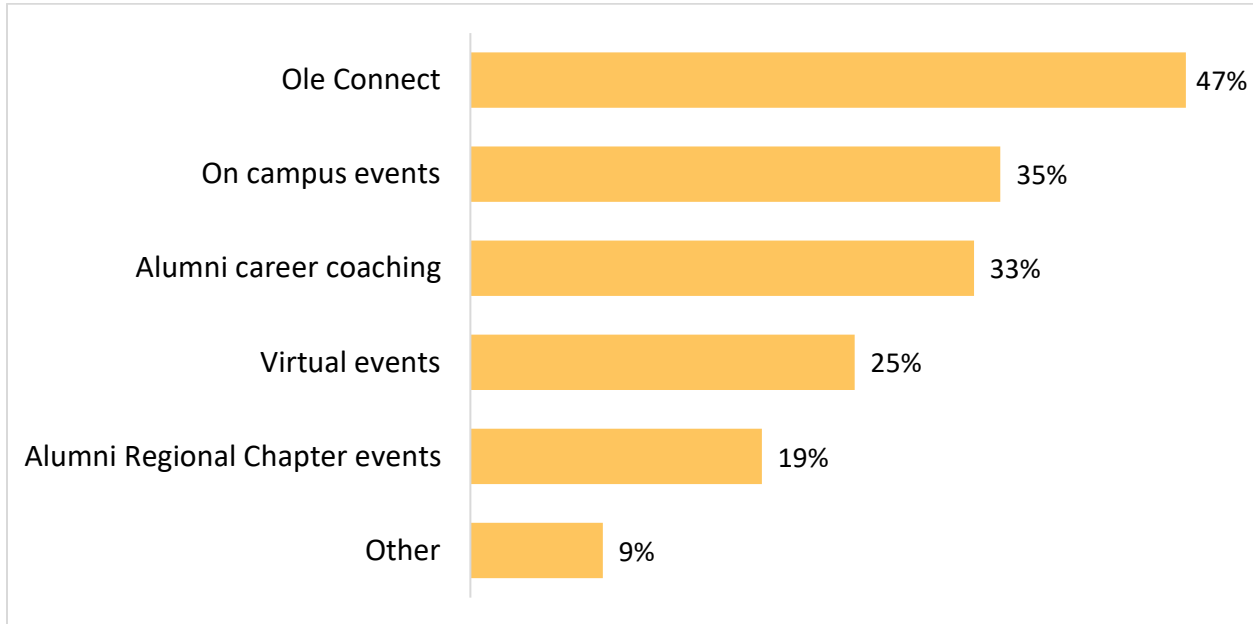
176 alumni responded to this question and were allowed to check all that apply; thus, percentages will sum to greater than 100%.



The most common “Other” responses included: fellow alumni, emails, news and information from Athletics, and those who reported they choose not to stay informed about the College.

Question 2: What St. Olaf sponsored resources are useful for your professional growth?

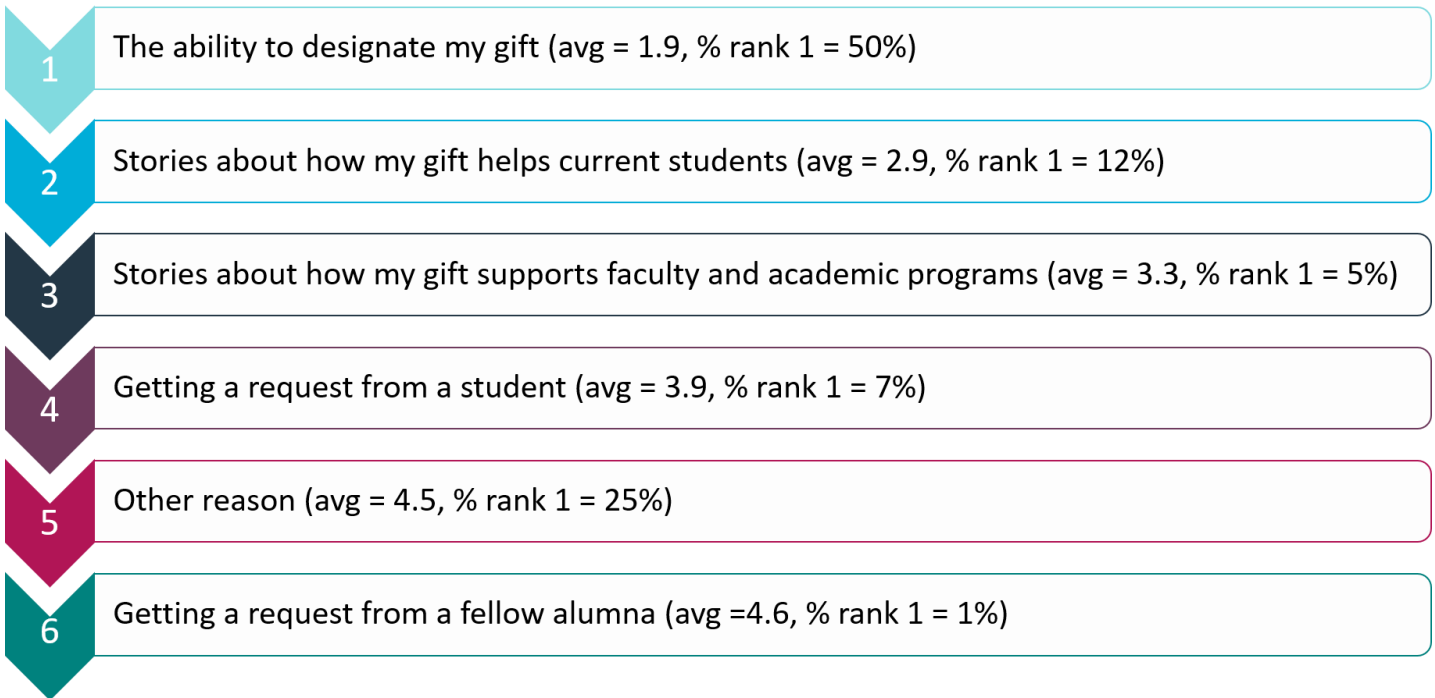
114 alumni responded to this question, and again were allowed to check all that apply.



“Other” responses included the Piper Center generally or those who indicated they don’t use St. Olaf sponsored resources for their professional growth.

Question 3: Which of the following would most motivate you to give financial support to the College? Rank in order of importance.

163 alumni responded to this question. Responses are shown below according to the average ranking each item received. The percentage of alumni who ranked each item #1 is also noted in parentheses, as this can provide a slightly different understanding of the results. For instance, many of those who listed an “Other” response ranked it as a top motivator. Nearly all of the responses in this category related to demonstrated evidence of change in the College’s handling of sexual assault and/or its equity, inclusion, and anti-racism work.



Question 4: Which of the following would most motivate you to renew your gift to the College every year? Rank in order of importance.

155 alumni responded to this question. Again, the figure below shows average ranking as well as percentage of those who ranked an individual item #1.

