

Alumni Survey Key Findings 2023

STETSON
UNIVERSITY



At a Glance

Number of Undergraduate Alumni Responses

1,449

Collected via:

Email

Alumni Emailed

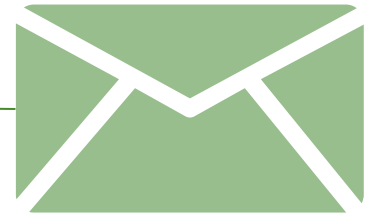
27,000+

● **26%** Open Rate

Postcard

Postcards Sent

10,800+



Collection Period

**Jan. 18
Launch**



**April 15
Close**

**Gift Card
Winners**

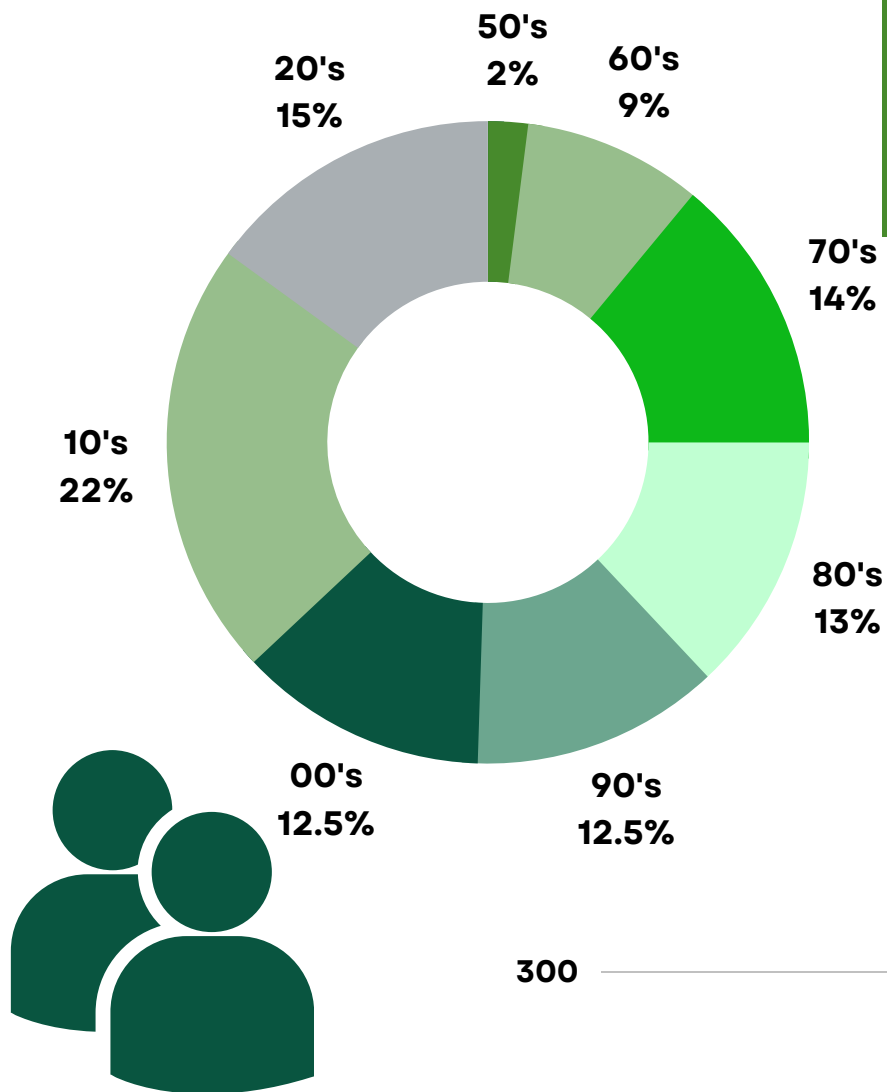
Katherine Brown

&

Mary Dreggers

**\$200 to
Campus Store!**

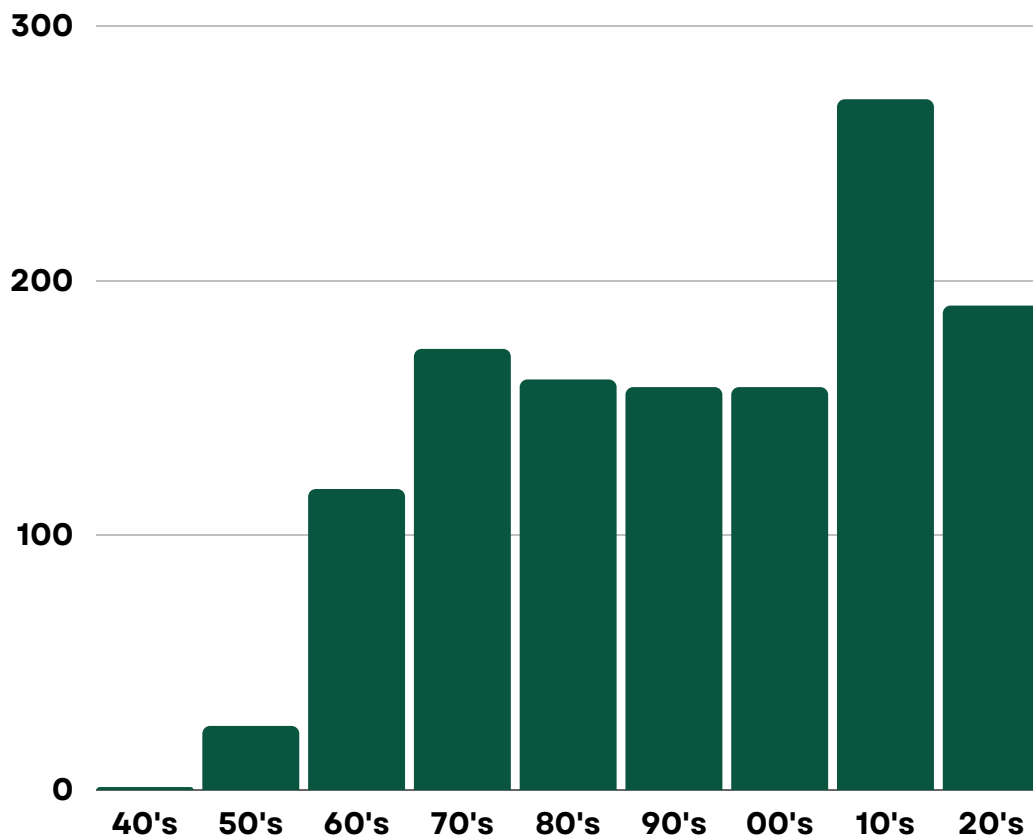
RESPONSE BY CLASS DECADE



Percentage



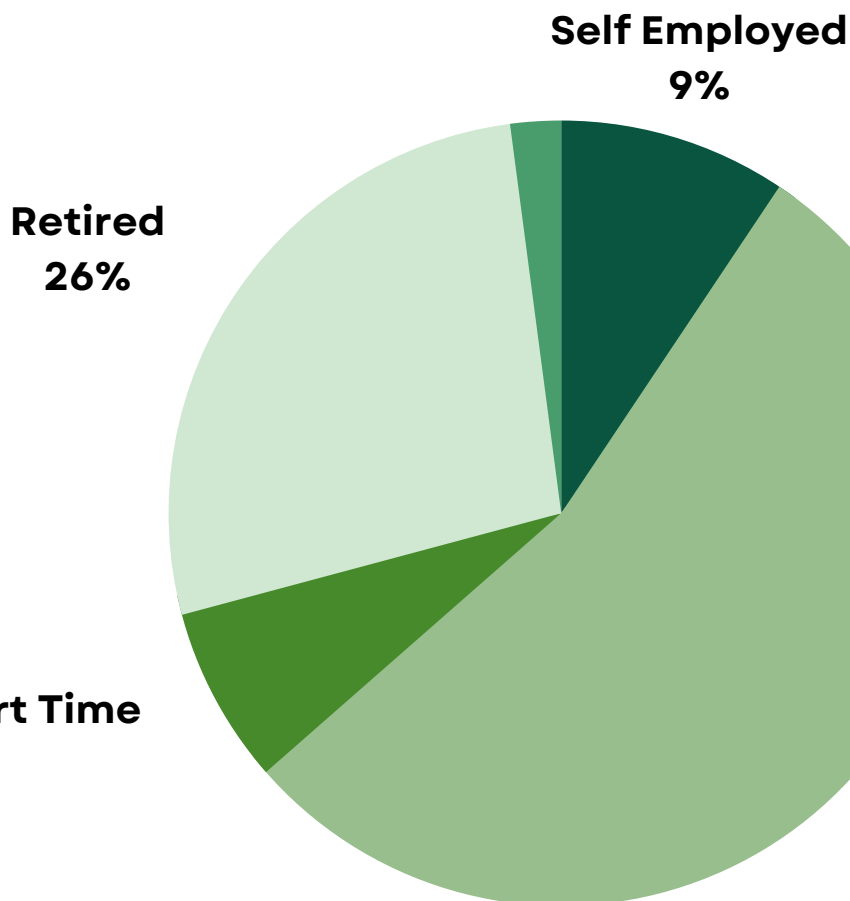
Total Response





ALUMNI EMPLOYMENT

HATTER WORKFORCE



Contributing to Society

Only 2% of Hatters surveyed said they were unemployed and seeking work

Employed Part Time
7%

Full-Time Employed
52%

ALUMNI EMPLOYMENT

HATTER CAREERS



89%

89% of alumni **"Strongly Agree"** or **"Agree"** that they are satisfied with their career.

38%

have, or are currently pursuing, a graduate degree

85%

85% of alumni **"Strongly Agree"** or **"Agree"** that "Stetson Prepared me for my career."

87%

87% of alumni **"Strongly Agree"** or **"Agree"** that "Stetson was a good investment in my career."

Stetson degrees are a great career investment.

ALUMNI PERCEPTIONS

"I am proud to be a Stetson graduate."

"Strongly Agree" or "Agree"

92%

80%

"Stetson's reputation is strong"

"Strongly Agree" or "Agree"

"Stetson's future is bright."

"Strongly Agree" or "Agree"

78%

59%

"Stetson has national brand recognition"

"Strongly Agree" or "Agree"

"Stetson cares about me."

"Strongly Agree" or "Agree"

55%

KEEPING CURRENT



79%

Alumni report "Always" or "Sometimes" reading the Stetson Magazine

86%

Alumni report "Always" or "Sometimes" reading emails from Stetson

54%

Alumni report "Always" or "Sometimes" engaging with Stetson social media accounts

Follow us today!

@stetsonu

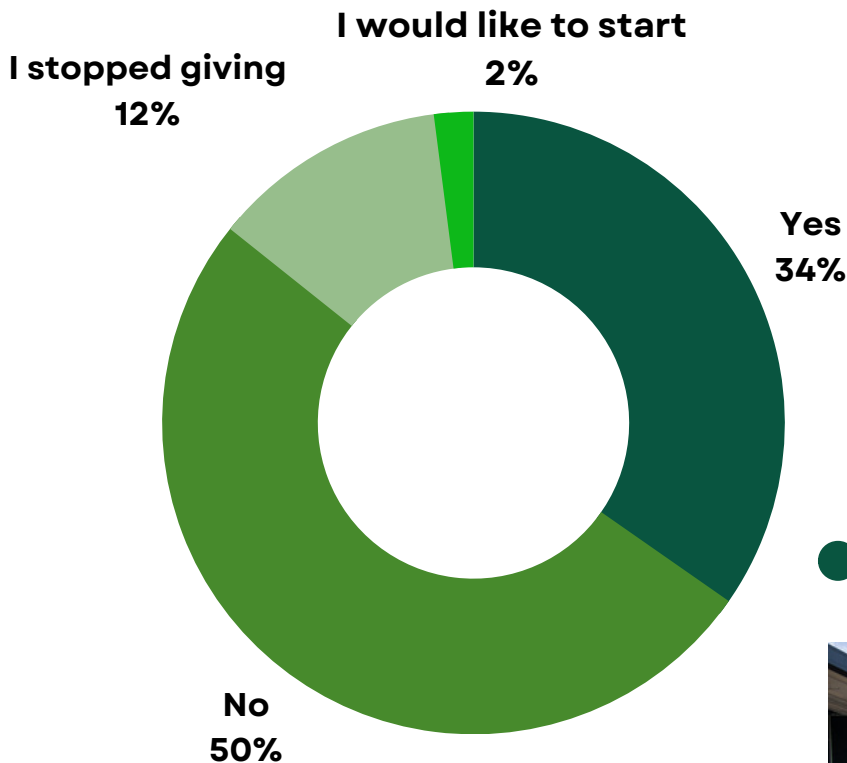
@stetsonalumni

@stetsonhatters



ALUMNI PHILANTHROPY

Giving Behavior



Alumni were asked if they were donors to Stetson University.

Top three responses:

Why Alumni Give

- 1 "I believe in Stetson's future."
- 2 "I am pleased with my student experience."
- 3 "I want to make a difference in a student's life."



*43% of alumni who don't donate said it was because they cannot afford it.

**50% of respondents have graduated since 2000 and "student loan debt" was the most common reason for not being able to give back.

WE HEARD YOU...

One common piece of feedback from this survey was that alumni would like more transparency. We hope that sharing these results will be one step forward in that process.

Thank you to all 1,449 Hatters that provided thoughtful feedback to improve the Alumni Engagement effort and Stetson University.

Many alumni voiced their enthusiasm over Stetson's national reputation, the people that they learned from while a student, and their beneficial alumni experience. It is our goal to make sure all alumni are made to feel welcome and part of the Hatter community.


Some alumni voiced a feeling of disconnect, and uncertainty about Stetson's vision for the future. We heard you, and results have been shared with campus leaders working on Stetson's Strategic Plan.

If you would like to discuss any area of concern, or become more involved with a program or initiative at Stetson, please reach out to the Alumni Engagement Office. We would be happy to continue this conversation with you. And if you didn't get a chance to complete this survey, it's never too late to tell us how we are doing.

Thank you for your participation, and GO HATTERS!

 alumni@stetson.edu

 stetson.edu/alumni

 800-688-HATS