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

- 10's: 22%
- 20's: 15%
- 30's: 2% (50's)
- 60's: 9%
- 70's: 14%
- 80's: 13%
- 90's: 12.5%
- 00's: 12.5%
- 10's: 300
- 20's: 200
- 30's: 100
- 40's: 0

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

HATTER WORKFORCE

- Full-Time Employed: 52%
- Employed Part Time: 7%
- Retired: 26%
- Self Employed: 9%

Contributing to Society

Only 2% of Hatters surveyed said they were unemployed and seeking work.
89% of alumni "Strongly Agree" or "Agree" that they are satisfied with their career.

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

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

38% have, or are currently pursuing, a graduate degree.

Stetson degrees are a great career investment.
ALUMNI PERCEPTIONS

"I am proud to be a Stetson graduate."
- Strongly Agree or Agree: 92%

"Stetson's reputation is strong"
- Strongly Agree or Agree: 80%

"Stetson's future is bright."
- Strongly Agree or Agree: 78%

"Stetson has national brand recognition"
- Strongly Agree or Agree: 59%

"Stetson cares about me."
- Strongly Agree or Agree: 55%
**Keeping Current**

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

79%

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

86%

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

54%

Follow us today!
@stetsonu
@stetsonalumni
@stetsonhatters
ALUMNI PHILANTHROPY

Giving Behavior

Alumni were asked if they were donors to Stetson University.

I stopped giving 12%
Yes 34%
No 50%

I would like to start 2%

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.
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