

Alumni Online Engagement Survey 2013

Results



WE ASKED YOU. YOU TOLD US.

In February 2012, we invited you to participate in an engagement survey so that we could learn about your impressions of the School, as well as get your feedback on how you'd like to connect with us and each other.

At that time, you said you were interested in joining an online community such as LinkedIn, so in July 2013, we sent you another survey focused on how LinkedIn could build an online community. We didn't stop there either - for those who self-identified, we followed up for in-depth interviews as well, to delve further into the use (or non-use) of LinkedIn as a means of connecting and building community among alumni and with the School.

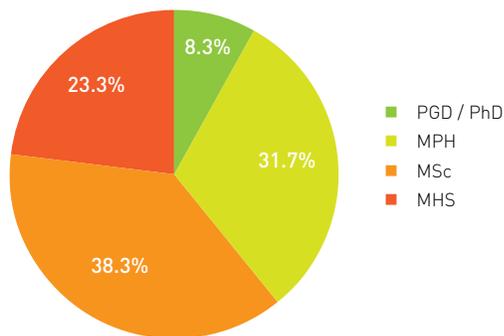
We ask you for your opinion because it matters. Your feedback helps us evaluate our activities so that they better meet your needs. Thanks again for your thoughts.

HERE'S WHAT YOU HAD TO SAY.

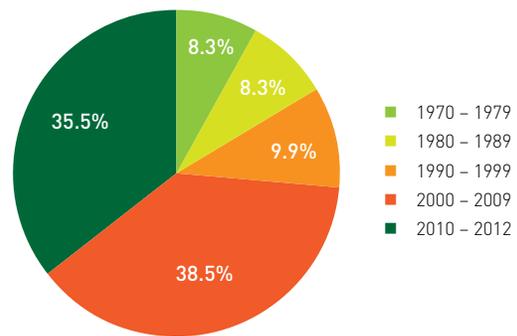
PARTICIPATION

- We sent a link to an online survey to all alumni with an up-to-date email address in the University's database. The link was sent to 641 individuals. Almost 20 per cent of those people—121—responded to the survey.
- About 50 per cent of respondents live outside of Edmonton. Seventy-four per cent of respondents graduated from the School between 2000 and 2012.
- The largest age group represented (35.8%) in this survey is 30-39.

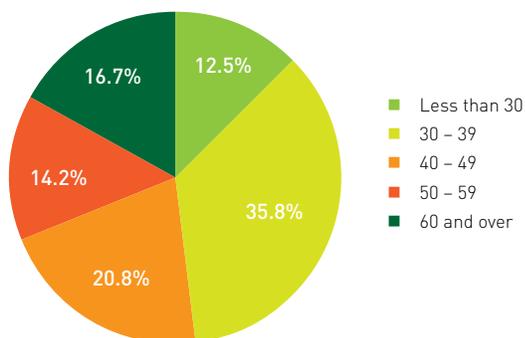
Program completed with the School of Public Health



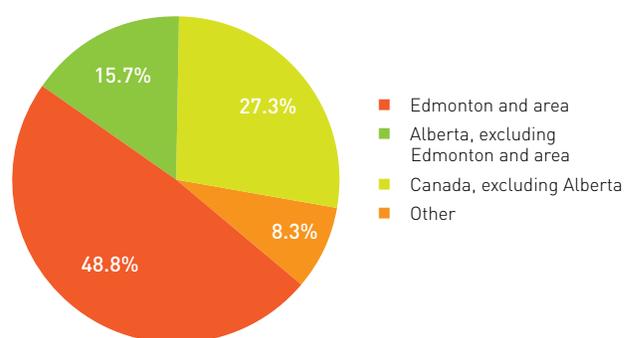
Year of graduation



Current age of alumni



Current residence of alumni



YOUR IMPRESSIONS

In 2012, over half of the alumni who responded to our survey indicated they were interested in connecting virtually with others and the School. We responded by launching the School's LinkedIn profile and closed group. Today, 25% of our 400+ LinkedIn group members are alumni.

In 2013, we wanted to know how you have been using LinkedIn.

This is what we learned:

LinkedIn Use

- Respondents with a LinkedIn profile **63%**
- Why respondents are on LinkedIn
 - 1. to build their professional network **69%**
 - 2. to increase their professional profile **42%**
 - 3. to get information **39%**

Connecting to the School

- Respondents with a LinkedIn profile who are connected to the School of Public Health on LinkedIn **45%**
- Respondents with LinkedIn profiles that are in School's closed group spaces on LinkedIn **55%**

How alumni connections to the School are using closed group spaces

- Read the School's latest research **64%**
- Participate in discussions on public health issues **28%**
- Stay current with global health issues **24%**

How respondents are interested in using closed group spaces

- Read the School's latest research **66%**
- Stay current on global health issues **51%**
- Participate in discussions on public health issues **44%**
- Introduce current public health research to other connections **16%**

WHAT WE'RE DOING:

We will continue to post relevant research, student and School success stories and job opportunities that are of interest to you.

We will orient and train new School students to LinkedIn in order to draw them into the community, and to encourage involvement and connection.



Barriers to connecting

Your answers showed common themes around why alumni weren't engaged in closed group discussions. Alumni said they:

- Were unaware of the School's profile and of the closed groups **41%**
- Don't understand it **30%**
- Were not interested in it **27%**
- Don't have time **21%**
- Don't want to share personal information online **15%**

What we're doing:

- We will continue to raise awareness of LinkedIn through our existing communications channels (website, print materials and direct mail).
- We have added two distance members (Waterloo and Calgary) to the Chapter executive. They will help the Chapter learn the challenges of being a distance alumni, as well as provide guidance on how we can best engage with alumni who do not live in Edmonton.

WHAT WE WILL DO:

We will explore opportunities to bring alumni together virtually but also in face-to-face formats.

EXECUTIVE (2013-2014)

Your chapter executive is committed to fostering strong relations among alumni and the School.

Penny Lightfoot (MHSA '83); chair

Michele Moon (BScOT '92, MSc '05); director

Amanda Jones (MSc '12); director

Emma Wilkins (MPH '10); director

School of Public Health Students' Association representative

Andrea Lauder; marketing and alumni associate, School representative

Donna Richardson; director of marketing and alumni relations, School representative

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