

Young Alum Survey Questions Collaboration

To be emailed: January 2022

Sent to: Alumnae, classes of 2012-2021

Closes: February 2022

Reminder to be emailed: Two weeks after initial send date

Email Subject: Enter the Young Alum Survey for a Chance to Win Barnard Swag!!

Email Body:

Dear Young Alums,

Barnard's goal is to support and promote a strong network that benefits both students and alums. To do this most effectively, we would appreciate your feedback via this anonymous survey. We understand this survey is a bit lengthy and may take as long as 10 minutes to complete, however your feedback is important to us. Since we haven't sent a survey in several years, we hope you will take the time to complete this.

We are interested in learning about your Barnard experience as a student and as a recent alum. A vibrant, engaged young alum network is essential to the future of Barnard. Your feedback will enable us to be more effective in the type of programming we offer, the ways in which we communicate with you, and how we educate you about the College's financial needs.

We hope you will anonymously share your honest feedback with us. Everyone who completed the survey will be eligible to win a special piece of Barnard swag!

Engaging and Communicating with the College

1. Do you currently engage with the College?
 - a. Yes.
 - i. If yes, how do you engage? (select all that apply)
 1. Attending social events (Trivia events, Networking)
 2. Attending personal development events (personal finance, mental health)
 3. Attending career focused events (with Beyond Barnard)
 4. Attending Reunion
 5. Communicating with faculty
 6. Participating in community engagement activities
 7. Donating to the College
 8. Serving as a volunteer
 9. Serving as a Class Agent

10. Other (fill in the blank)

- b. No, I do not.
2. How do you plan to continue to stay engaged with the College? (select all that apply)
- a. Attending social events (Trivia events, Networking)
 - b. Attending personal development events (personal finance, mental health)
 - c. Attending career focused events (with Beyond Barnard)
 - d. Attending Reunion
 - e. Communicating with faculty
 - f. Participating in community engagement activities
 - g. Donating to the College
 - h. Serving as a volunteer
 - i. Serving as a Class Agent
 - j. Other (fill in the blank)
3. What is your preferred means of communication with the College? (please rank top three)
- a. Email
 - b. Text
 - c. Social Media
 - i. Facebook
 - ii. Instagram
 - iii. What's App
 - iv. WeChat
 - d. Barnard alumnae website (our.barnard.edu)

Your Student Experience

4. Overall, did you enjoy your time as a student at Barnard College?
- a. Yes
 - b. No
 - i. If not, please explain why.
 - 1. Short answer response.
5. What was your favorite part of being a student at Barnard? (select all that apply)
- a. Peers
 - b. Community life
 - c. Academic experience
 - d. Athletics
 - e. Fellowship/Internship opportunities
 - f. Affiliation with Columbia

- g. Involvement with student organizations
- h. Living in NYC
- i. Other, please specify:

Your Alum Experience

- 6. Have you accessed or attended any of the following? (select all that apply)
 - a. Beyond Barnard Career Resources
 - b. Barnard Lifetime Alumnae Email Address
 - c. Alumnae Circles
 - d. Alumnae Events
 - e. Regional Clubs
 - f. Barnard Magazine
 - g. Barnard Digital Archives
 - h. Other, please specify
- 7. Which do you find most meaningful or beneficial?
 - a. Beyond Barnard Career Resources
 - b. Barnard Lifetime Alumnae Email Address
 - c. Alumnae Circles
 - d. Alumnae Events
 - e. Regional Clubs
 - f. Barnard Magazine
 - g. Barnard Digital Archives
 - h. Other, please specify
- 8. Are there other resources, events, or benefits you would like to see offered?
 - a. Yes
 - i. If yes, please specify
 - b. No

Supporting Barnard Financially

- 9. Have you ever donated to Barnard?
 - a. Yes
 - i. If yes, what area(s) of the College do you normally support (i.e. Barnard Annual Fund, Safety Net, etc.)?
 - 1. Short answer response
 - ii. Please list your top three reasons for donating to Barnard.
 - 1. Short answer response
 - iii. Do you donate annually?
 - 1. Yes

- 2. No
 - b. No
 - i. If not, is it because (select all that apply):
 - 1. I am still paying back loans
 - 2. I am enrolled in a graduate program
 - 3. I am financially unable
 - 4. It's hard to see how the dollar amount I could afford could help Barnard
 - 5. I donate to other organizations that need the money more
 - 6. Other, please specify:
 - ii. If you're not donating now, do you plan to give in the future?
 - 1. Yes
 - 2. No
10. If you do not currently donate to Barnard, what would motivate you to do so? (select all that apply)
- a. Knowing how donations are spent?
 - b. Creating new funding areas that do not currently exist (please specify what you would like to see added.)
 - i. Short answer response.
 - c. A fundraising campaign specific to young alums ? (please specify what you would like to see added.)
 - i. Short Answer Response
11. Did you know that alum giving to the College is and always has been critical to providing the Barnard experience?
- a. Yes
 - b. No
 - i. If not, how do you think we could better communicate this?
 - 1. Mention the importance of giving at every alumnae event
 - 2. Include more information in Barnard Magazine
 - 3. Raise awareness on social media
 - 4. Include this point in all solicitations
12. Do you know what Barnard's overall giving participation rate is?
- a. Yes
 - b. No
13. Do you know that Barnard's giving participation rate is a factor in determining Barnard's ranking in US News and World Report?
- a. Yes
 - b. No
14. Is Barnard's US News and World Report ranking important to you?
- a. Yes

- i. If yes, how do we best deliver this point to our young alum population?
 - 1. short answer response
 - b. No
- 15. At Barnard, less than 11% of alums 1-10 years out make a gift to the College compared to the giving participation rate of 22% in the older classes. What steps can we take to increase giving participation among young alums?
 - a. Short answer response
- 16. Which of the following areas would you be most inclined to support at Barnard? (select all that apply)
 - a. Financial aid
 - b. Safety Net (emergency student relief fund)
 - c. Faculty Support
 - d. Racial Equity or Diversity, Equity, and Inclusion initiatives
 - e. STEM opportunities
 - f. First Generation/Low Income student initiatives
 - g. Career services
 - h. Health & Wellness/Feel Well Do Well
 - i. Campus renovations
 - j. Specific academic departments
 - k. Athletics
 - l. Campus social activities
 - m. Fellowship/internship opportunities
 - n. Other, please specify:
- 17. Do you understand that the Barnard Annual Fund goes to support all aspects of the Barnard experience?
 - a. Yes
 - b. No
 - i. If not, are you interested in learning about the Barnard Annual Fund?
 - 1. Yes
 - 2. No
 - a. If yes, how do we best convey our message?
 - i. Short answer response
- 18. Do you have any additional feedback or questions about the Barnard Annual Fund?
 - a. Short answer questions.
- 19. Do you donate to other organizations?
 - a. Yes
 - b. No

- i. If yes, please specify: (select all that apply)
 - 1. Animals
 - 2. Arts, Culture, Humanities
 - 3. Community Development
 - 4. Education
 - 5. Environment
 - 6. Health
 - 7. Human and Civil Rights
 - 8. Human Services
 - 9. International
 - 10. Research and Public Policy
 - 11. Religion
 - 12. Other, please specify:
- c. I do not donate to other organizations.

Your Post-Barnard Experience

20. Have you enrolled in a graduate or professional degree program since graduating from Barnard?
- a. Never enrolled
 - b. Currently enrolled
 - i. Please specify degree and institution
 - 1. Short answer response
 - c. Enrolled and graduated
 - i. Please specify degree and institution
 - 1. Short answer response
 - d. Enrolled but did not graduate
 - i. Please specify degree and institution
 - 1. Short answer response
21. Are you currently employed right now?
- a. Yes, employed full time
 - b. Yes, employed part time
 - c. Yes, I am employed, but currently on leave (e.g., sabbatical, maternity)
 - d. No, but I am actively looking for employment at this time
 - e. No, and I am not actively looking for employment at this time
22. Please select the industry or occupation that best describes your work:.
- a. Agriculture
 - b. Biotech/pharmaceutical
 - c. Business services
 - d. Communications/marketing/PR
 - e. Computer science/technology

- f. Education: higher education (public or private)
- g. Education: elementary or secondary education, adult education (public or private)
- h. Engineering
- i. Environment
- j. Financial services
- k. Fine/performing arts
- l. Hospitality, tourism, travel
- m. Information technology
- n. Law/legal services
- o. Manufacturing
- p. Media/journalism/publishing
- q. Medicine
- r. Military/defense
- s. Politics, public policy, advocacy
- t. Retail
- u. Service organizations (i.e. AmeriCorps, Peace Corps, other volunteer based work)
- v. Science
- w. Social services
- x. Other, please specify:

23. Please provide the name of your employer and your job title.

Thank you for taking the time to complete our young alum survey! You have been entered for a chance to win a special piece of Barnard swag.

If you're interested in getting involved in the Young Alumnae Committee, please email Angela Lamon, associate director of alumnae engagement, alamon@barnard.edu, and if you would like to learn more about fundraising or becoming a Class Agent, please reach out to Katherine Johnson, associate director of individual giving, at kjohnson@barnard.edu