



MSU Alumni Club of Greater New York
2011 Member Survey



Purpose of the survey:

To determine the demographics of our current alumni base and gain knowledge of interest levels in our current activities, and to compare results with our similar survey from November 2008.

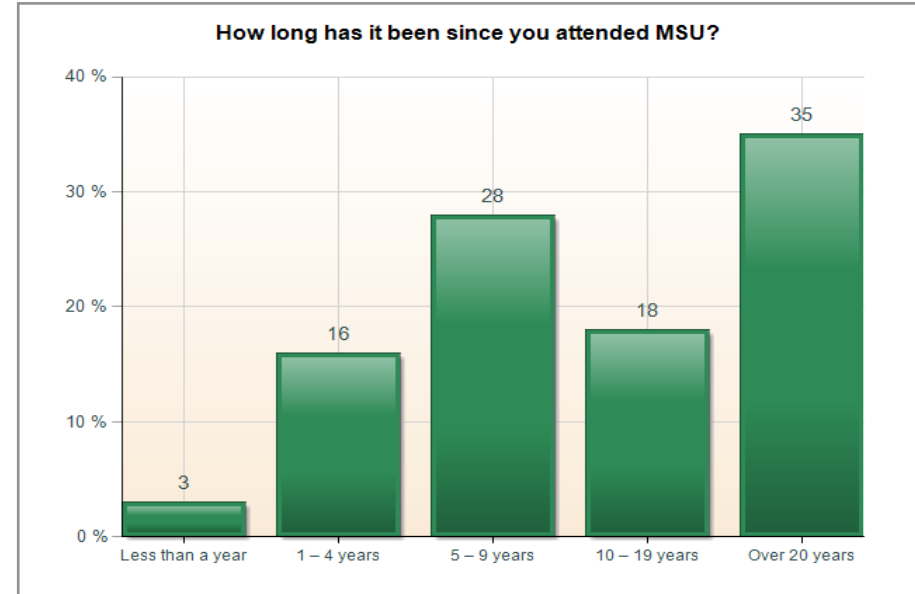
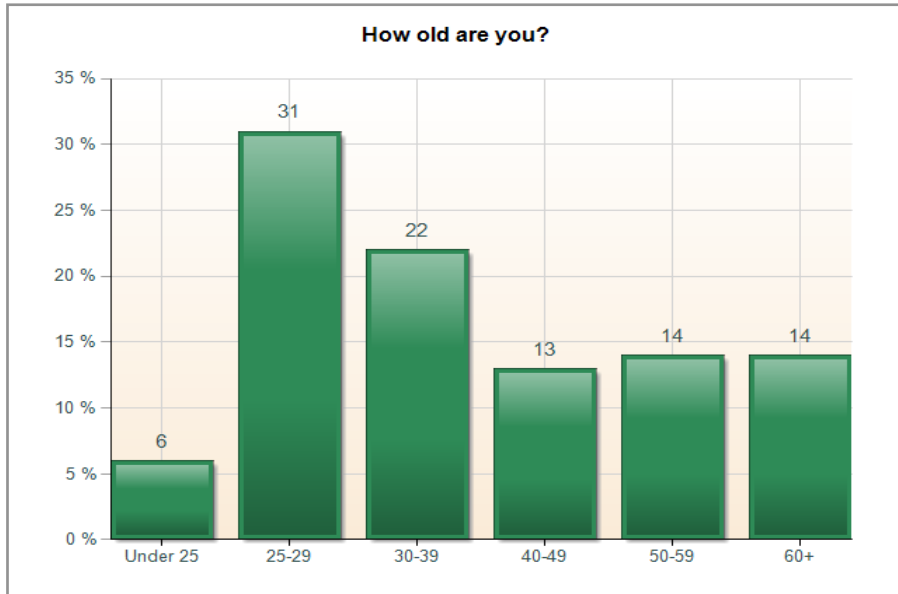
- The survey was launched January 21, 2011 and remained open until February 25.
- There were 277 respondents (100 more than 2008).
- To promote the survey, the link was emailed as part of our regular email newsletter, was put on the club's Facebook page, and was emailed as a message through Facebook.
- In addition, MSUAA emailed the link to all know alumni living in the Greater NY area, greatly impacting the difference between the 2011 and 2008 results. MSUAA sent to alumni who may not know the club exists, or who have not interacted with the club in the past.



Basic Demographic Findings

- Respondents were evenly split between male and female, represented all age brackets, and resided within New York City's five boroughs, Connecticut, New Jersey, Westchester and Long Island.
- 62% were originally from the state of Michigan (the proportion of club members from outside Michigan has risen)
- 52% were single (almost a 10% drop over two years)
- 69% had no children, a small decrease
- Involvement in graduate school rises: There was a 10% increase in members holding a graduate degree *or* currently enrolled in a graduate program - 54% of all members

How Often Do You Participate In Alumni Events?



Compared to the 2008 responses:

- Increase in 40+ age group
- Decline in other age groups
- Change in age correlates to time since last attending MSU
- Reflects broader distribution by MSUAA



Where Do You Live?

Westchester, Upstate NY and CT: **14%**

Long Island: **3%**

The Bronx: **1%**

Queens (mostly Astoria): **8%**

Manhattan: **32%**
(fairly even distribution)

New Jersey: **31%**
(mostly Hoboken, Morris and Bergen Counties)

Brooklyn: **11%**
(mostly Brooklyn Heights and Park Slope)



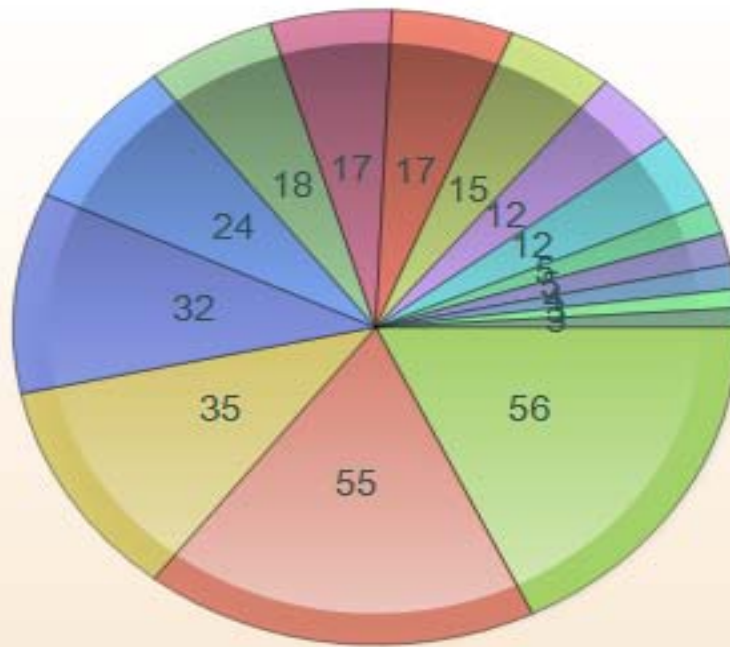
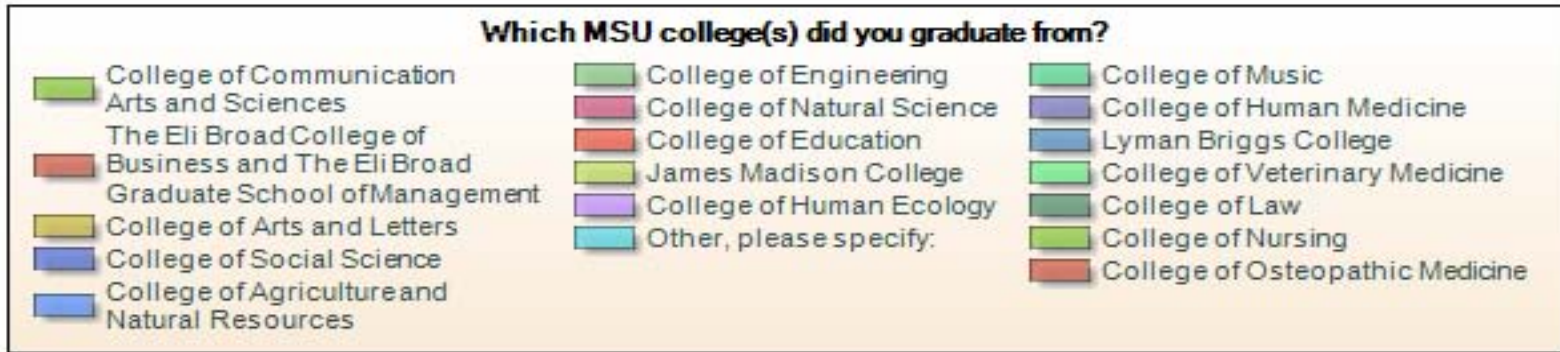
Compared with 2008:

- Increase in NJ, decrease in Manhattan



Which MSU College Did You Graduate From?

(Multiple responses permitted, only shows those that had 2 or more responses)

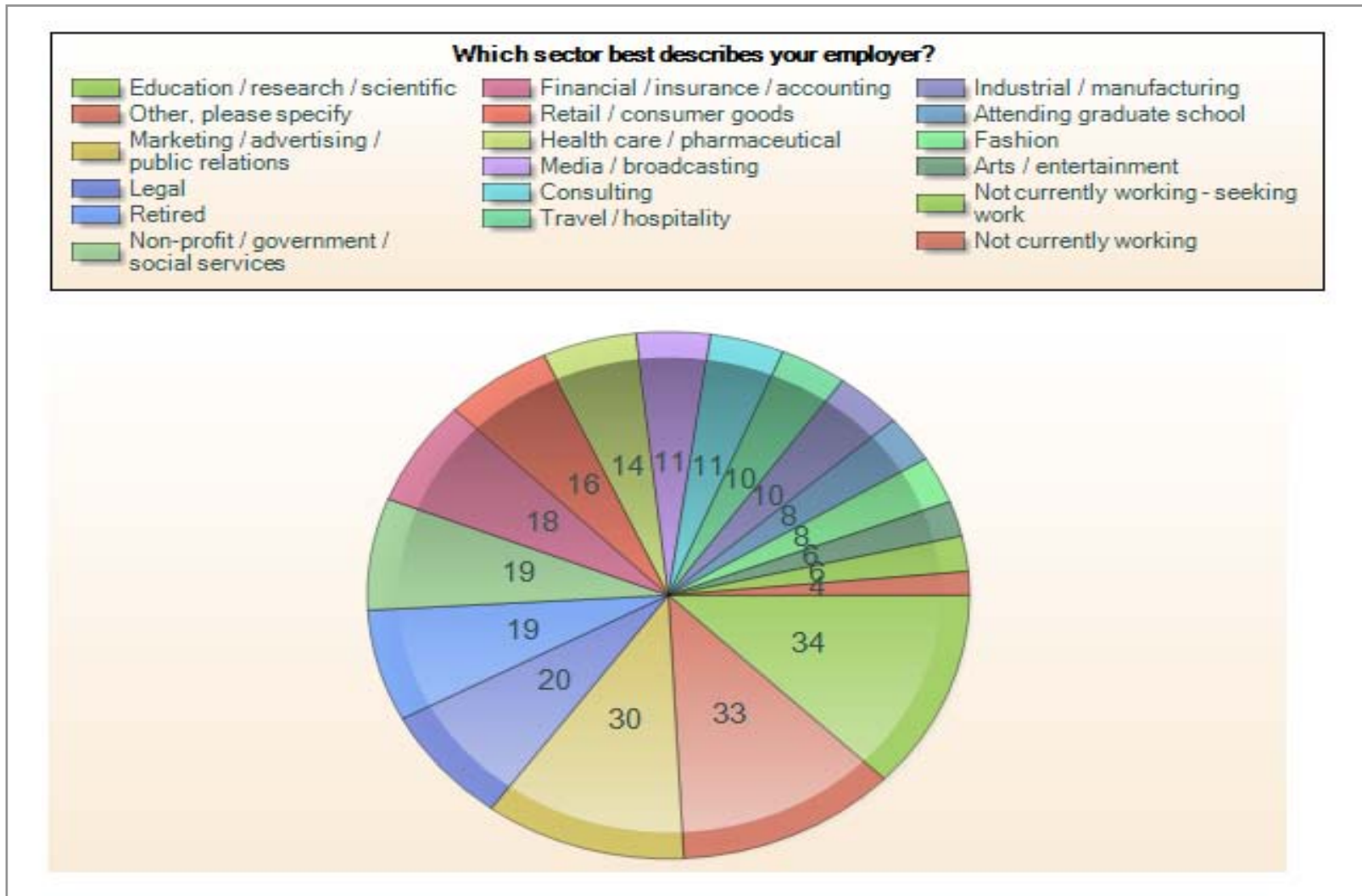




Which Sector Best Describes Your Work?

(Only shows those that had 4 or more responses)

- Compared with 2008:**
- Decrease in financial/insurance/accounting
 - Increase in education/scientific, graduate school



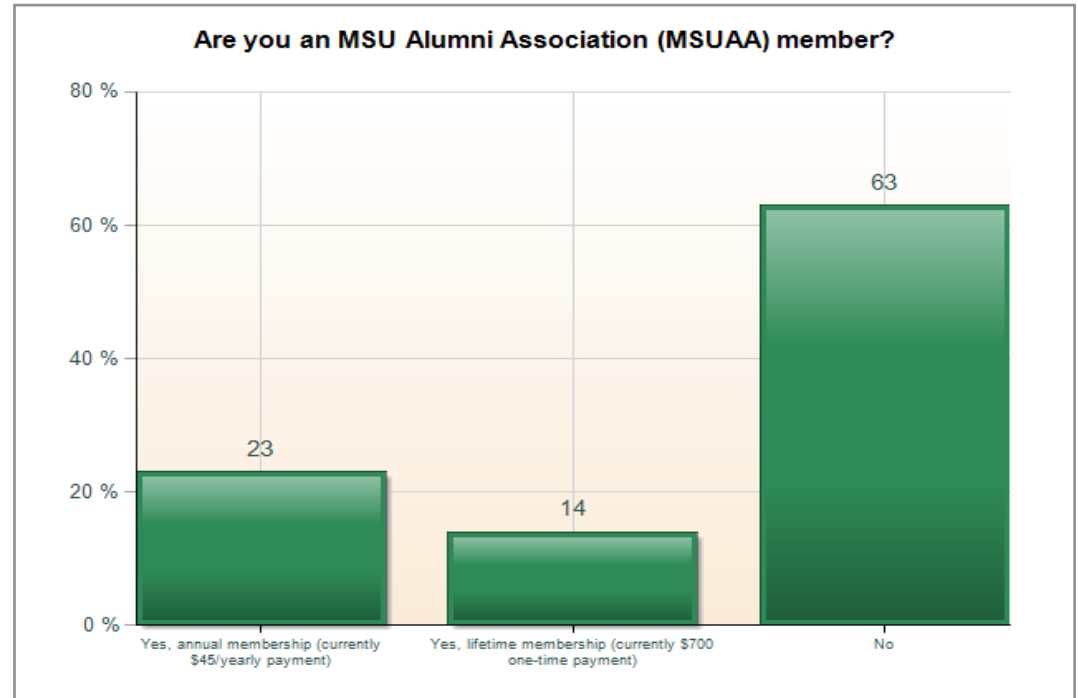


Do You Formally Belong To The MSU Alumni Association?

MSU again remains last (tied with Wisconsin) in the Big Ten for purchased Alumni Association memberships*

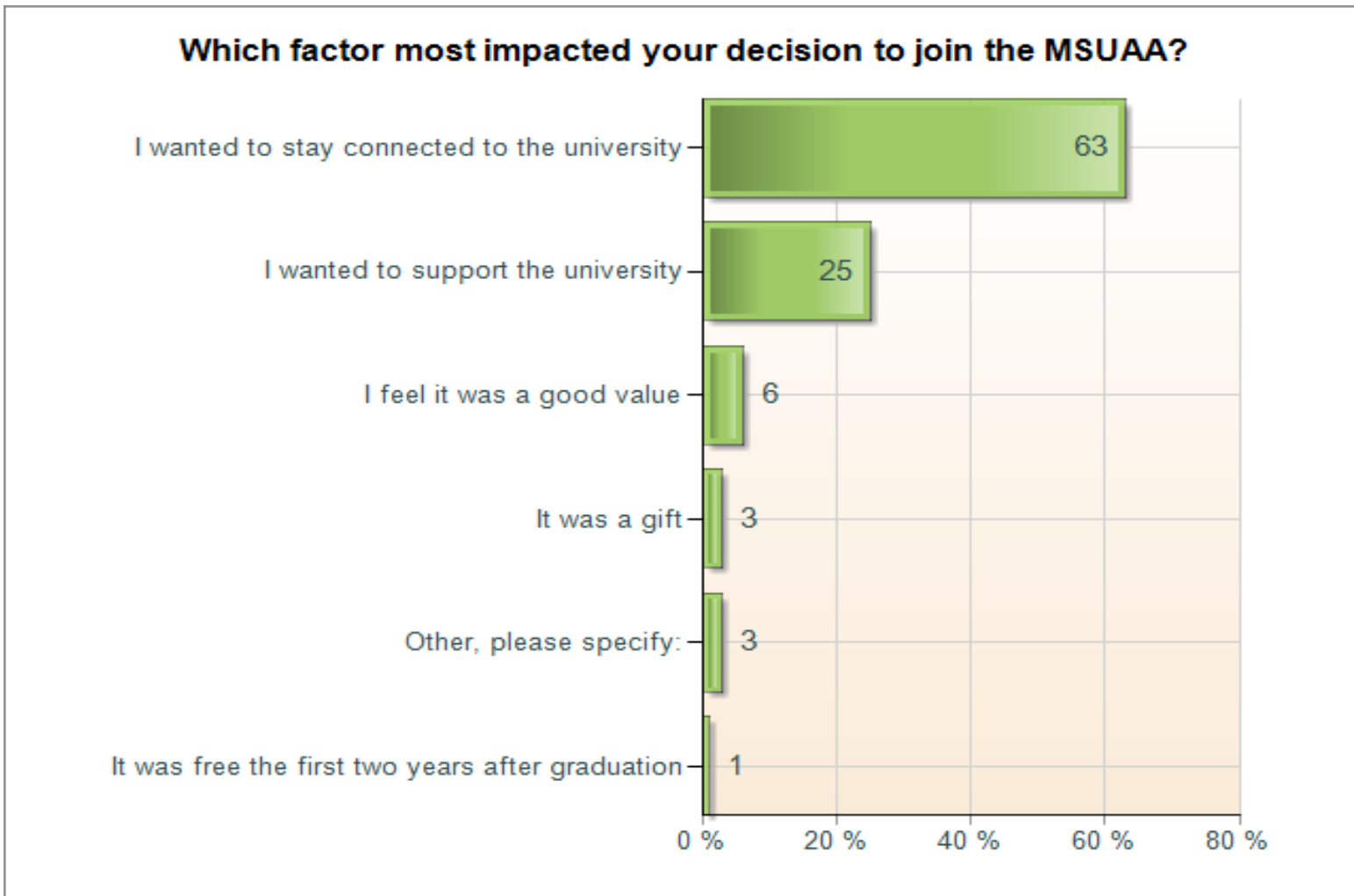
However, according to MSUAA, we have grown the alumni membership base by 11% and we are the only Big Ten school with alumni membership growth.

*Some Big Ten schools offer automatic, free membership to their alumni associations



Memberships enhance the university's alumni-engagement rating, which is one of several criteria used in the United States to measure a university's quality, according to *U.S. News and World Report* and the Carnegie Foundation for the Advancement of Teaching. A higher rating for quality means MSU is better able to attract the best academicians, researchers, students, athletes, employers and donors, which, in turn improves the public's perceived value of all degrees earned through MSU. High perceived value of our degrees improves admissions, graduate marketability and employment, etc.

What Impacted Your Decision To Join MSUAA?





The NY Club's Email Newsletter

How often people open the newsletter:

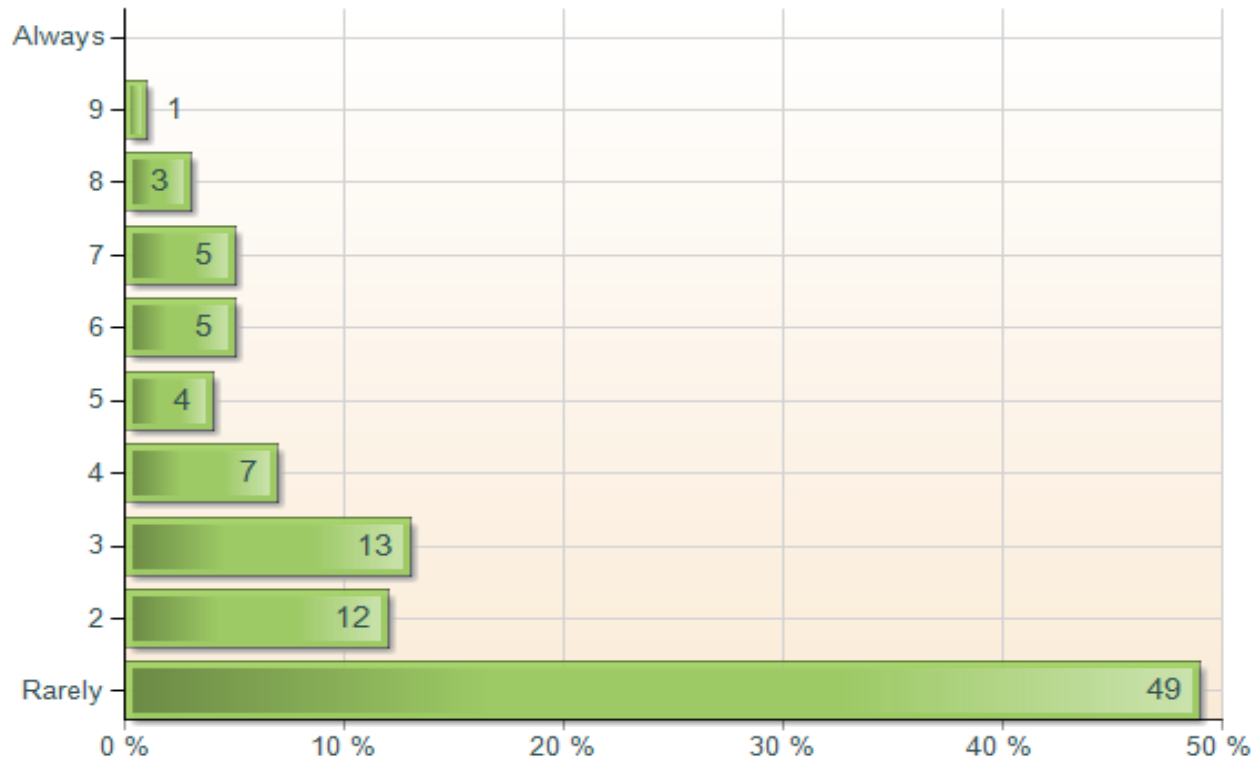
From November 2010 through February 2011 the open percentage of our email ranged from 18.5% to 28.3%, with an average around 24%.

What people are saying about the newsletter:

- “Comes the perfect amount of times – great info, love Spartan of the Week”
- “The format was overdue... and well done!”
- “The Spartan of the Week feature was a great idea! It helps us all get to know each other a little better, and calls attention to a wide array of people across our membership.”
- “It’s easy to understand and aesthetically pleasing!”
- “The new format is much easier to read and more pleasing on the eye”
- “I scan the headlines every week and read the details of some events”
- “I rarely read the whole thing but rather tend to look at the headlines and decide if that section is worth reading”
- “Once a week is sufficient”
- “I read the entire newsletter each week”
- “What newsletter?”

How Often Do You Participate In Alumni Events?

Using the scale below, rate how often you participate in local alumni events promoted through our e-mail announcements.



2008 Responses:

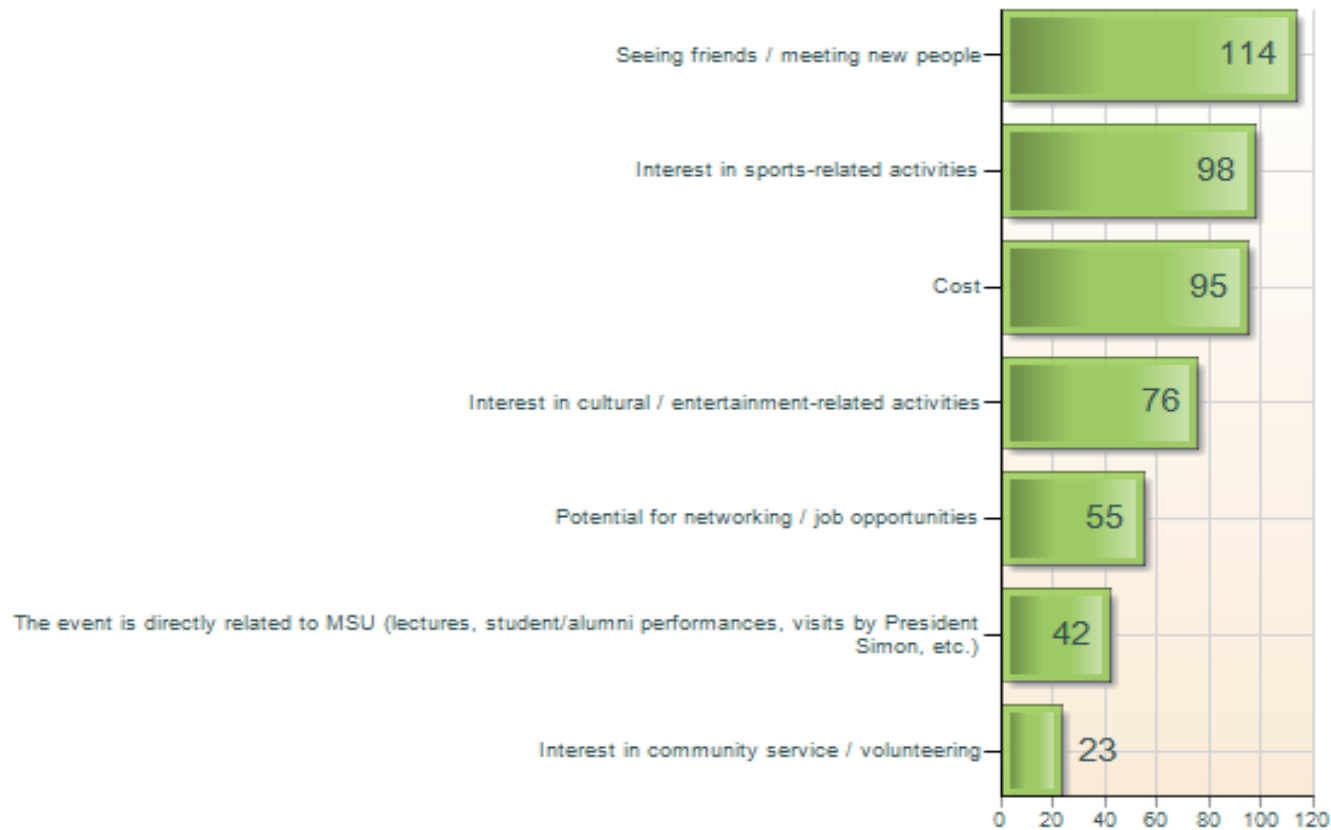
- All the time: 9 (5%)
- Regularly: 36 (21%)
- Occasionally: 72 (42%)
- Rarely: 56 (32%)



What Influences Your Decision To Participate In Alumni Events?

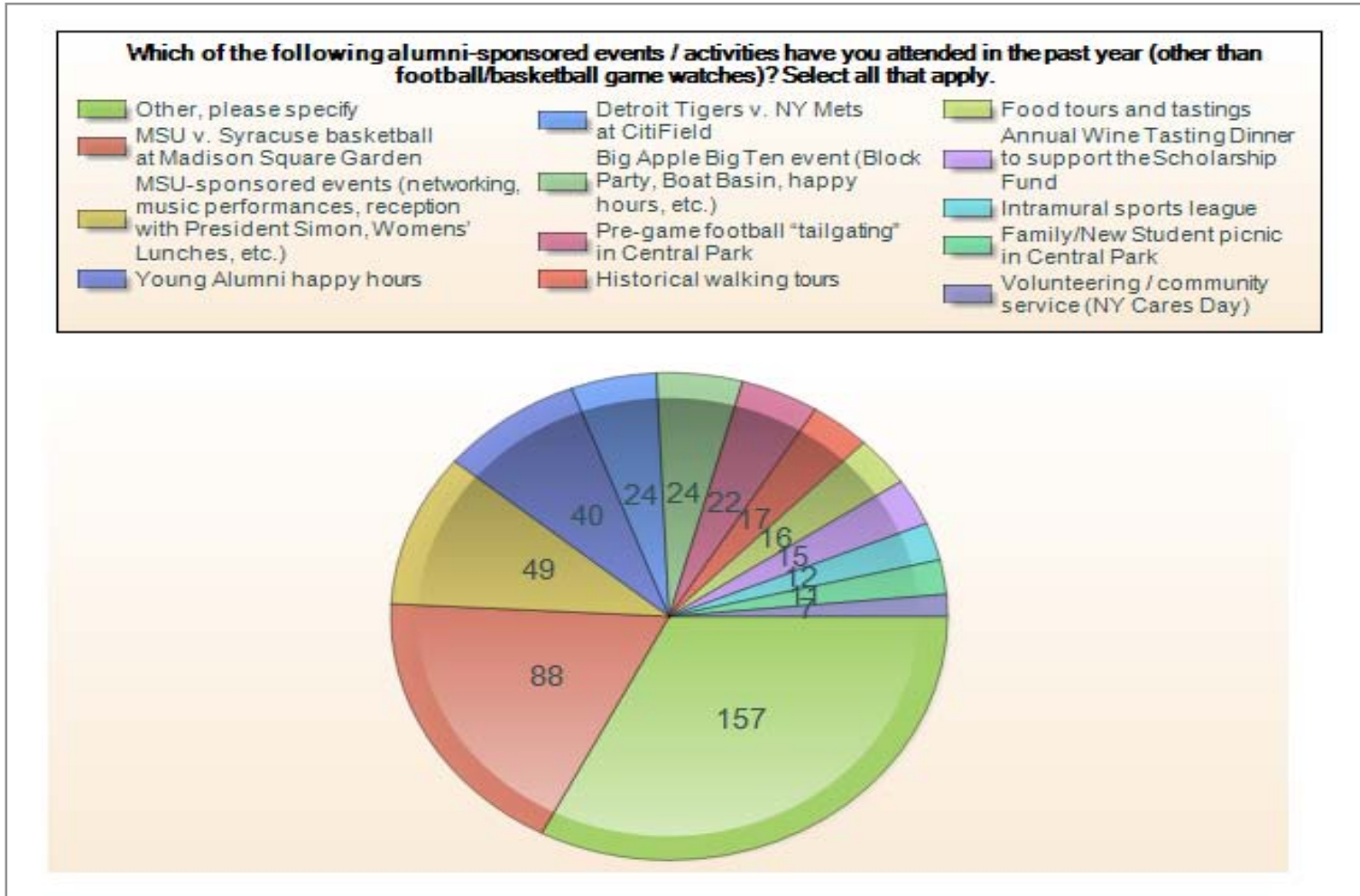
(Two choices permitted)

What influences your decision to participate in alumni-sponsored activities? Pick your top two choices.



Which Of The Following Have You Attended In The Past Year?*

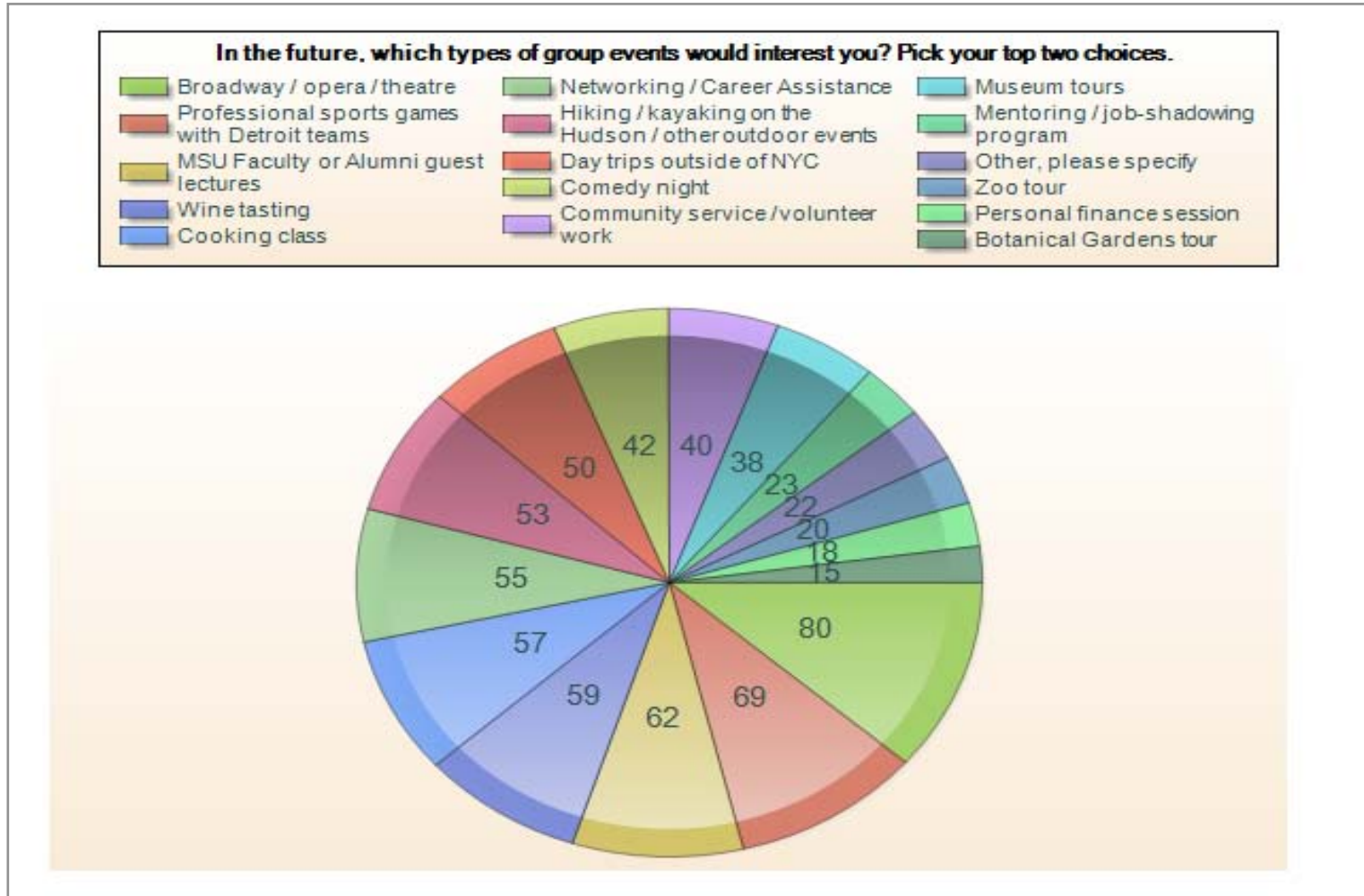
(Multiple responses permitted)



*"Other than football / basketball game watches" was specified, but the answer "Other" was mostly respondents indicating football and/or basketball game watches.

Which Of The Following Would Interest You As A Group Event?

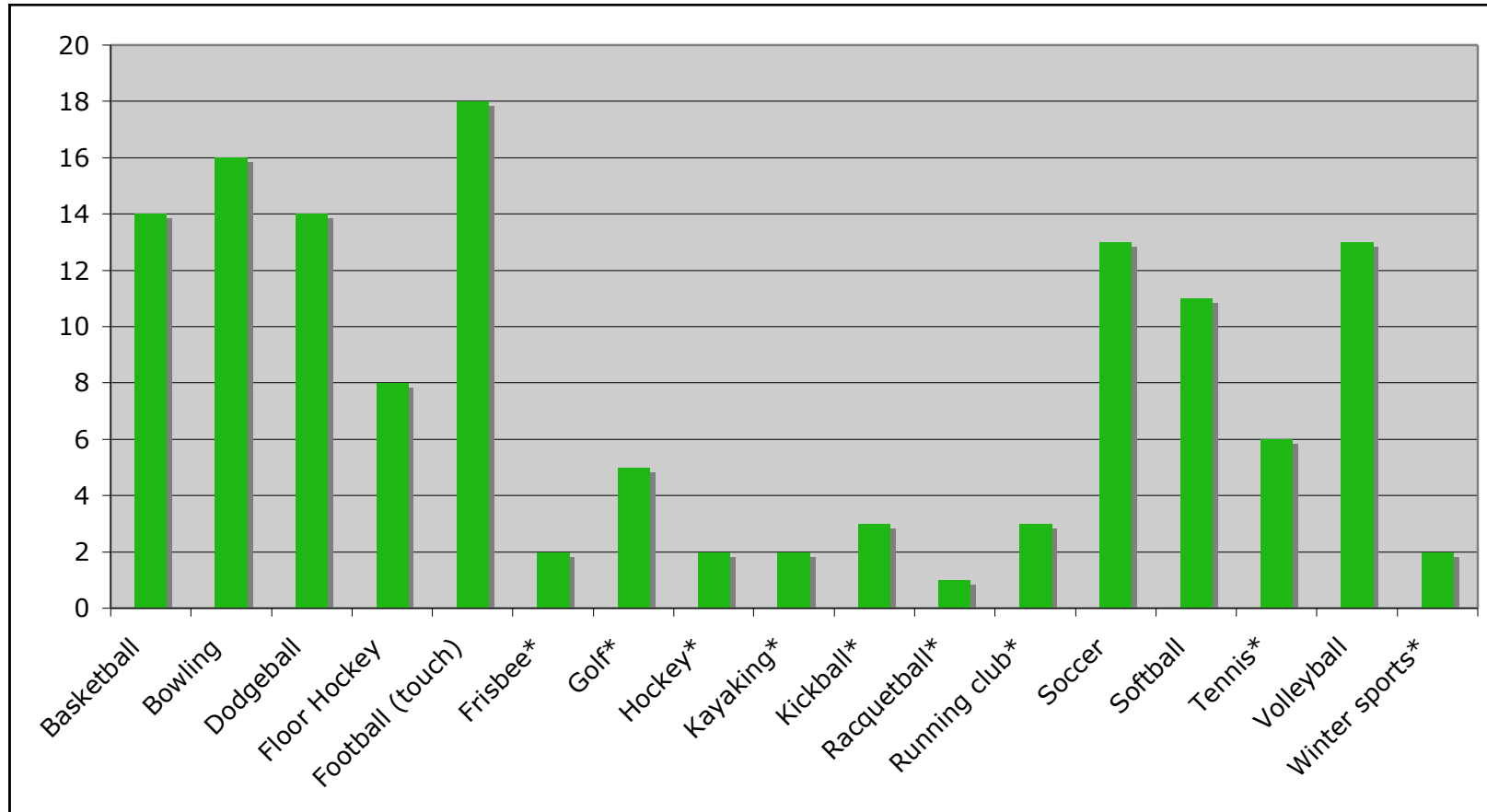
(Two responses permitted)





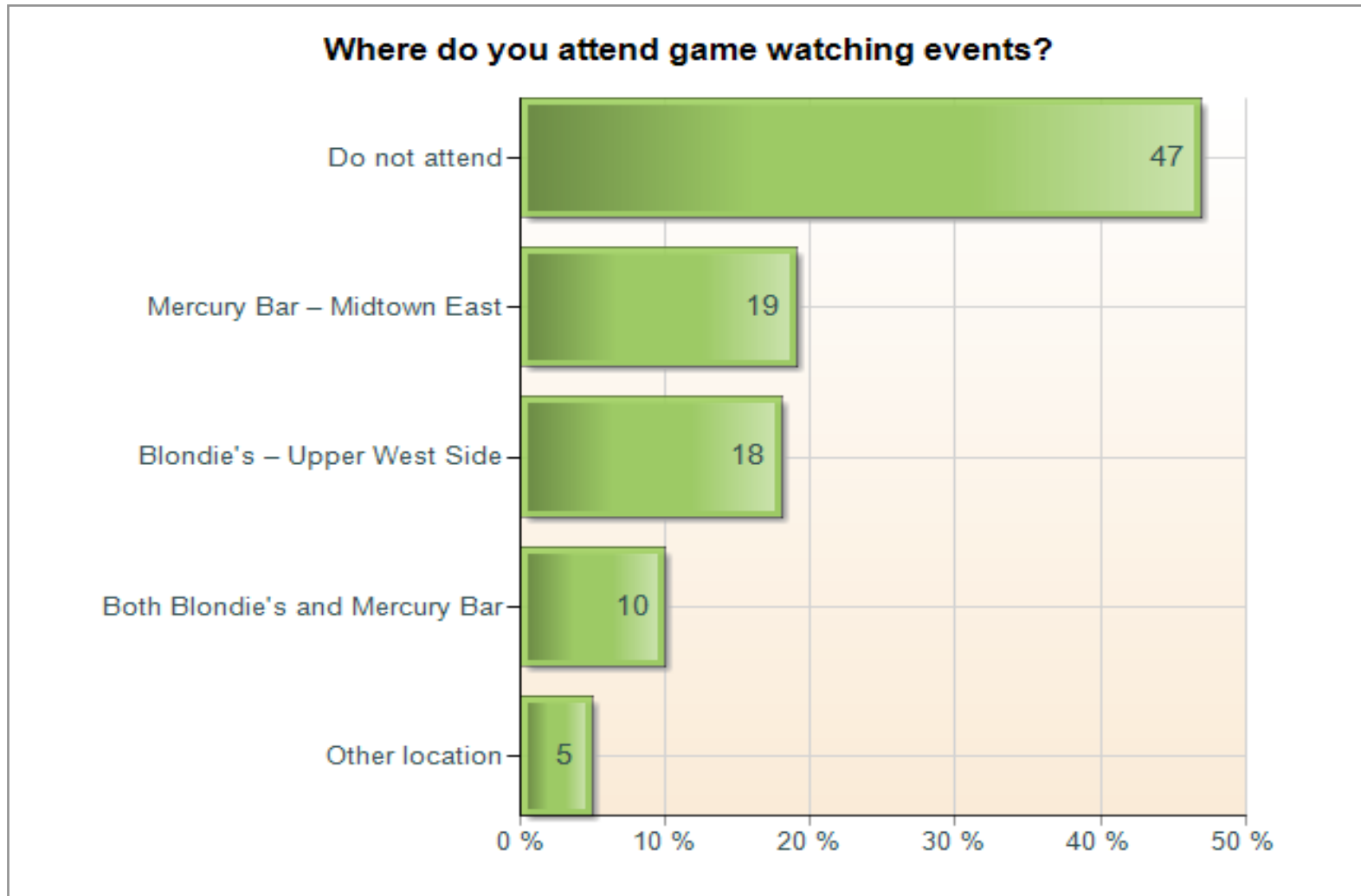
Intramural Sports

Which types of intramural sports activities would you be interested in participating?

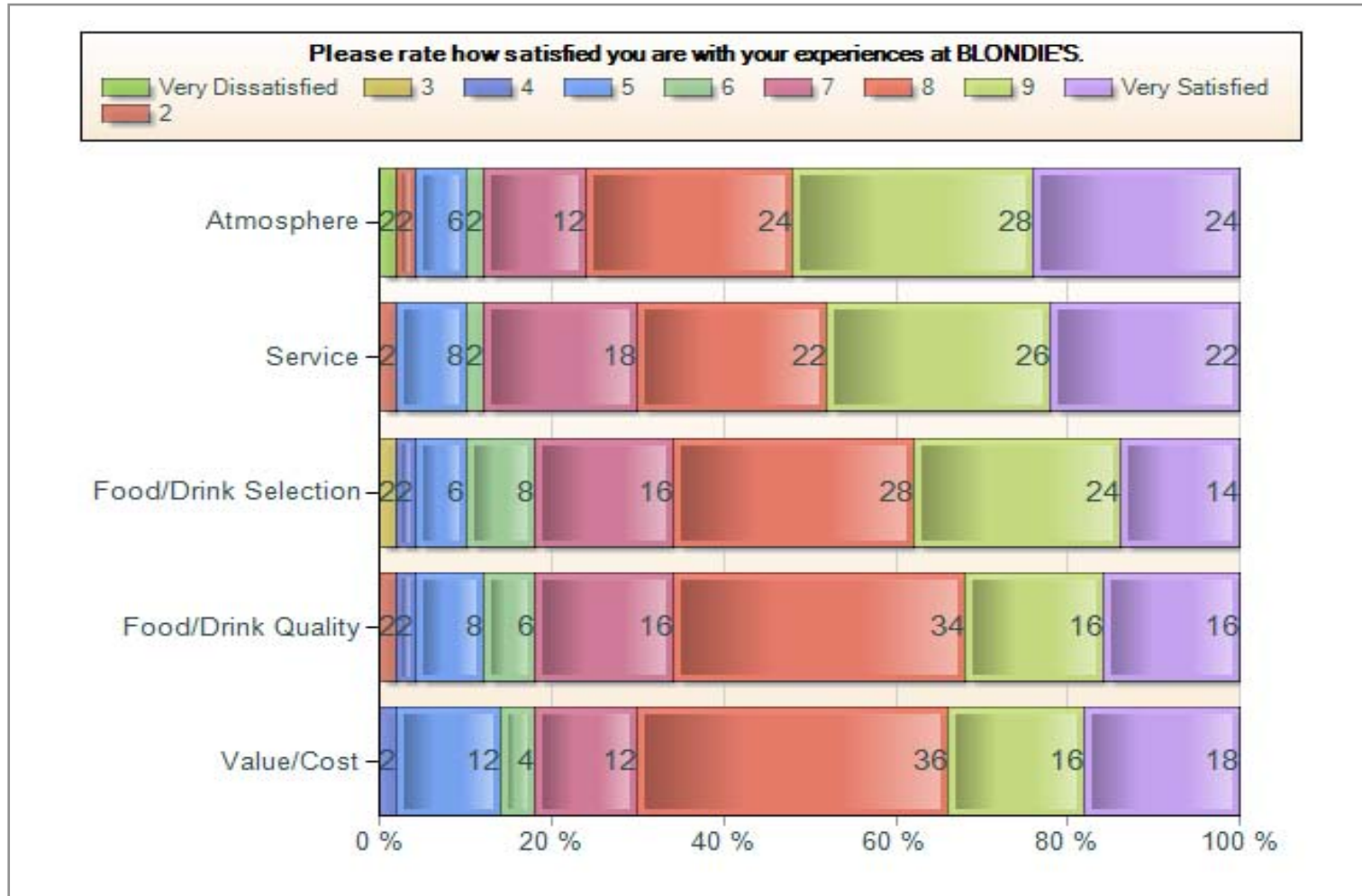


*Write-in responses

Where Do You Attend Game Watches?



If You Joined A Game Watch At Blondies, How Was The Experience?





If You Joined A Game Watch At Mercury Bar, How Was The Experience?

