2016 School Of Nursing Alumni Communications Survey_FINAL.  
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ATTITUDES & INTERESTS
BACKGROUND
The Dean of the School of Nursing and the Director of Communication and Marketing are relatively new. Thus, they wanted to understand alumni’s perceptions of the nursing program and determine alumni’s satisfaction with the school’s communications. They also wanted to discern alumni’s current level of engagement with the school and identify opportunities that are likely to increase alumni’s commitment to the school.

VALUE PROPOSITION
The school is highly regarded and principally praised for its faculty, described as knowledgeable, skilled, caring, supportive, available and attentive. The clinicals afforded by the School of Nursing offers are also lauded. Most alumni appreciated the opportunity to gain diverse, hands-on experience at Ruby Memorial, a prestigious, Level 1 trauma hospital.

Younger Alum
“{What I value most is} is the non-urban Level I trauma center. The benefit of having a large teaching hospital associated with the school was that we got to not only learn about nursing in a phenomenal hospital, but we also got to mingle and learn with/from other healthcare profession students in a unique setting that is hard to find in other universities.” - Maryland, under 25 years of age

Older Alum
“I valued the instructors in my Nursing program. They were knowledgeable of course, but they also cared about their students. I still keep in touch with one of my instructors. They wanted us to succeed, but they did not let us off easy. They knew we needed to be strong as well as smart. They also instilled in me how special the WVU School of Nursing was and I continue to be proud of the fact that I received my BSN from WVU even after 35 years. I am more proud of that degree than my master's from Boston University.” - Massachusetts, 46-60 yrs. old
VALUE PROPOSITION (continued)
Given these accolades, it is unsurprising that the majority of alumni would recommend the school. However, it is surprising that a relatively large number of alumni are not willing to more heartily recommend WVU’s School of Nursing. This may reflect the fact that alumni feel disconnected from the school.

ENGAGEMENT
Few alumni acknowledged they are familiar with the dean’s vision for the school; thus, they don’t feel a kinship with her. Alumni feel a greater sense of connection to the school than the dean but that allegiance is weak, at best. Interestingly, when presented with possible opportunities for alumni to stay connected to the school, most welcome events that are close to home rather than at the school. Nonetheless, some are interested in attending a class reunion, an alumni celebration in the fall or a tailgate prior to a home game. Interest appears to vary by age group.

Alumni’s financial relationship with the school is lackadaisical as well. Most alumni blame a lack of disposable income for not being able to give more or give at all. On the other hand, some alumni acknowledge they would give more money if they knew specifically how their contributions would be used. Several even argue that the school should do a better job promoting explicit opportunities for giving.

COMMUNICATIONS
Overall, the school’s traditional communication vehicles, such as the WVU Nursing magazine and emails from the school/dean, are the most effective means for keeping alumni up-to-date. Older alumni rely more heavily on the magazine, while younger alumni tend to rely on emails. Overall, alumni prefer email communication to print, text or social media and find quarterly communications sufficient.
OPPORTUNITIES
One of the primary reasons alumni chose to pursue a graduate degree at another school is because WVU’s School of Nursing did not offer the program/degree they sought. Alumni made a number of suggestions about the programs, certificates and training that the school should offer in the future. Chief among them, they suggest that school should offer a nurse anesthetist program, a doctorate of nursing, acute care training and more online options.
DETAILED FINDINGS
When asked what alumni value most about WVU’s school of Nursing and how it might differ from other school’s nursing programs, the majority cited the faculty and their clinical experience, among other things.

<table>
<thead>
<tr>
<th>Faculty (54)</th>
<th>Clinicals (42)</th>
<th>Classes (9)</th>
<th>Good Value (5)</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Individualized attention</td>
<td>• Level 1 trauma hospital</td>
<td>• Smaller class size</td>
<td>• Affordable</td>
</tr>
<tr>
<td>• Availability</td>
<td>• Variety of opportunities</td>
<td>• Anatomy and physiology</td>
<td></td>
</tr>
<tr>
<td>• Commitment to excellence</td>
<td>• Clinicals in all years/amount of experience</td>
<td>• Research/research writing classes</td>
<td></td>
</tr>
<tr>
<td>• Supportive</td>
<td>• Hands-on</td>
<td>• Critical thinking</td>
<td></td>
</tr>
<tr>
<td>• High level of professionalism</td>
<td>• Great exposure</td>
<td>• Leadership training</td>
<td></td>
</tr>
<tr>
<td>• Sense of family</td>
<td>• Access to resources</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Knowledgeable</td>
<td>• Diverse clinical experience at one location</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Clinical expertise</td>
<td>• Ability to repeat specialties</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Dedicated</td>
<td>• Ability to have clinicals at the same facility</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Ability to work closely with them</td>
<td>• Unlimited options</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Provide guidance</td>
<td>• Integrated</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Great online</td>
<td>• Ability to practice assessment skills</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Close relationships</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>WV Pride (14)</th>
<th>Convenience (7)</th>
<th>Patient Population (9)</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Being a Mountaineer</td>
<td>• Close to home</td>
<td>• Unique community learning</td>
</tr>
<tr>
<td>• Pride in WVU</td>
<td></td>
<td>• Rural health understanding</td>
</tr>
<tr>
<td>• Friendships/sense of community</td>
<td></td>
<td>• Unique WV patient population</td>
</tr>
<tr>
<td>• Students from all over the state</td>
<td></td>
<td>• Exposure to those in heavy industry operations</td>
</tr>
</tbody>
</table>

Q. Please complete the following sentence. The experience at WVU School of Nursing that I value most and believe I could not have gotten from any other nursing program is...
In their own words…

“In addition to the knowledgeable, skilled and caring instructors, I think nursing training at an academic facility provided an invaluable experience in a collaborative health care approach to patient care, exposure to a higher acuity, tertiary level of care patient population and a learning environment with other higher level interdisciplinary healthcare staff.”

“The rural health rotation for me was amazing. This semester allowed me to be a part of a community and meet people who to this day are some of my role models in nursing. WVU gives back to the rural areas in WV through these rotations. This is a very unique and rewarding experience. Kudos to WVU for reaching out to those who need help while at the same time providing a great learning experience for it students.”

“The exposure to so many different diseases and experiences. School at the biggest hospital in WV exposed me to so many things that I got a fuller knowledge of what a nurse can be.”

“The diverse clinical experience at WVU hospitals and in the community of Morgantown, including the soup kitchen, adult daycare center, clinic for uninsured, poverty stricken individuals, and the homeless shelter. Also, the well-rounded education I received in other subjects at WVU.”

“The confidence I gained by exposure to some wonderful nursing leaders/instructors who propelled the students to be forward thinking and “love” the art of nursing.”

“In addition to the knowledgeable, skilled and caring instructors, I think nursing training at an academic facility provided an invaluable experience in a collaborative health care approach to patient care, exposure to a higher acuity, tertiary level of care patient population and a learning environment with other higher level interdisciplinary healthcare staff.”

“The excellent clinical experiences. I am a nurse in Houston, TX and the nursing schools here are not providing the same hands-on experiences that I had at WVU.”

“Working on real, human cadavers in anatomy and the amount of clinical time in a hospital setting. The leadership rotation where we were paired with a nurse who worked in the field that we wanted to work in was priceless. It was only later in my career that I discovered that these experiences were no common in other schools of nursing.”

“I did my undergrad by extension and was already a nurse. From both programs I got a strong foundation in nursing history and theory, including the ideas of contribution to individual and social good.”

“Excellence of my professors. Challenging me as they encouraged and guided me through my dissertation. Excellence in curriculum. Have NOT seen such a comprehensive program for the DNP anywhere.”

Q. Please complete the following sentence. The experience at WVU School of Nursing that I value most and believe I could not have gotten from any other nursing program is…
Just a few alumni were dissatisfied with the school.

**Graduate Program**

“I found the graduate program disappointing. Most of the lectures were pre-recorded and from many years back. There was no interaction between the professor and myself. For the few lectures that were "live" either the professor went so fast that your questions were not answered, or the answer was often "I don't know" let me get back to you, and of course the answer never came. The preceptors portion of the program was a joke. I had several preceptors who should not have been preceptors. I learned how to yell at patients and treat them like they were stupid from one of my preceptors. I learned how to falsify the physical note by documenting you did something when she did not. I could go on and on but I am sure this will fall on deaf ears, as it did during my program.”

“I wanted an MSN as a psychiatric nurse practitioner but was forced to get an MA in community mental health counseling from WVU.”

“There really isn't one thing. I did my RN to BSN online and I never met another sole. I wasn't even contacted by advisors to see how I was doing. I'm now doing my graduate program and I have a few friends I have made but I didn't hear from any advisors until I had a problem and contacted them first. I'm able to get my degree online but that isn't unique in this day and age. But I know West Virginians are clannish and I'm hoping maybe one day someone will see that I am a graduate from WVU and have that sense of connection because we are both from WVU.”

Q. Please complete the following sentence. The experience at WVU School of Nursing that I value most and believe I could not have gotten from any other nursing program is…”
When asked to use a a 0-10 scale, where “0” means not at all likely to recommend WVU’s School of Nursing and 10 means they definitely would, the majority of alumni (66%) selected “9” or “10.” Twenty-three percent selected “7” or “8,” and 11% selected “0” through “6.”
Older alumni (76%) are most likely age group to heartily recommend the School of Nursing. Those under age 25 are also more willing to recommend the school than the other age groups.
About three-fourth of alumni (76%) are satisfied with the frequency at which they hear from the School of Nursing. Most (42%) prefer to hear from the school on a quarterly basis; fewer (37%) believe monthly is more appropriate.

Q. Overall, do you feel the communication you receive from the School of Nursing is...  Q. How often would you prefer to hear from the School of Nursing?
Nearly half the alumni (48%) get the majority of their news about the School of Nursing from the WVU Nursing Magazine. About one-third get their news from the dean (32%) or someone other than the dean (31%). They do not heavily embrace social media.

Q. Now, thinking about communication, please identify the level of information you get from the following sources regarding the School of Nursing (SON)?
Alumni clearly prefer email communication from the School of Nursing (82%) to print (44%) or text (8%) communication. When asked to rank their preferred method of communication from the School of Nursing, alumni again ranked email ranked.

Q. What type of communication would you prefer to receive from the School of Nursing? (check all that apply)
Q. How would you prefer to learn about the School of Nursing’s news/information/events? Plan rank in order of preference.
Less than one-fourth (23%) of alumni feel connected to the dean of the School of Nursing. In fact, most (54%) acknowledged not feeling connected, and nearly half have no idea of what her vision is for the school.

Q. Next we’d like you to think about your relationship with the school of Nursing. To what extend do you feel connected to the Dean of the School of Nursing, Tara Hulsey?
A small number (12%) have a good understanding of the dean’s vision. Just over four in ten (43%) acknowledged being somewhat familiar with her plans for the school. However, nearly half (46%) have no idea where she plans to take the school.

Q. How familiar are you with Dean Hulsey’s vision for the School of Nursing?
About forty alumni familiar with the dean’s vision identified ways in which they could help fulfill her mission for the school.

- Contribute financially (8)
- Recommend the school (4)
- Serve on an advisory committee (3)
- Be a mentor/resource/teach (4)
- Attend alumni events (3)
- Do anything needed (3)
- Be the best nurse possible (5)
- Become an active member of the alumni committee (2)
- Provide continued feedback via surveys/focus groups (2)
- Speak/be part of a panel discussion (2)
- Misc. (6)

“I don't currently know how I can help fulfill her vision, but I would be interesting in hearing what options are available. I can proudly say that as a graduate of WVU School of Nursing, my daughter is following in my footsteps and is a direct admit to the program this fall 2016. I think have set a good example of the program's personal and professional possibilities and hope that I along with other alumni can mentor her into a very exciting and patient community oriented career.”

“I would like to be more involved in actualizing the vision. Maybe be a part of a Strategic Advisory Group with the Dean. I think she has a great plan; however, I do not know what is going on other than that. I would love to be more involved with Tara.” “Excluded by the dean. It’s very hard to get into the clique to have anything to say.”

One alum interested in helping reported feeling slighted.

“Excluded by the dean. It’s very hard to get into the clique to have anything to say.”

Q. How, if at all, do you see yourself helping to fulfill that vision?
Just over four in ten (43%) feel connected, to some degree, with the School of Nursing. One-quarter (25%) are indifferent, and nearly one-third (31%) acknowledge not having a relationship with the school.

Q. To what degree do you feel connected to the School of Nursing?
Those ages 25-30 feel most connected to the School of Nursing.

Q. To what degree do you feel connected to the School of Nursing?
Half (51%) would prefer to attend alumni events close to home. Attending a class reunion (42%) is the second most popular alumni event. Fewer (38%) like the idea of having an alumni celebration in the fall or attending a tailgate prior to a home football game (37%).

<table>
<thead>
<tr>
<th>Events</th>
<th>Interest</th>
</tr>
</thead>
<tbody>
<tr>
<td>Participating in events that are within a close radius of my home</td>
<td>51%</td>
</tr>
<tr>
<td>Attending a class reunion</td>
<td>42%</td>
</tr>
<tr>
<td>Attending an alumni celebration held in the fall</td>
<td>38%</td>
</tr>
<tr>
<td>Attending a tailgate prior to a home football game</td>
<td>37%</td>
</tr>
<tr>
<td>Attending an event where graduates are guest speakers</td>
<td>29%</td>
</tr>
<tr>
<td>Other</td>
<td>12%</td>
</tr>
</tbody>
</table>

Other
- Not interested (8)
- Need email/print/updates to stay connected (2)
- More communication from alumni coordinator (2)
- Conference for CE (1)
- Misc. (6)

Q. Which of the following activities appeal to you as an opportunity to stay connected to the college? (Check all that apply)
Alumni under 25 to 45 years of age are most interested in attending a tailgate prior to a home football game. Those between 36-60 years of age prefer events close to home, but those at least 60 years of age are most interested in attending a class reunion.

<table>
<thead>
<tr>
<th>Events</th>
<th>Under 25</th>
<th>25-30</th>
<th>31-45</th>
<th>46-60</th>
<th>Over 60</th>
</tr>
</thead>
<tbody>
<tr>
<td>Participating in events that are within a close radius of my home</td>
<td>50%</td>
<td>55%</td>
<td>50%</td>
<td>53%</td>
<td>43%</td>
</tr>
<tr>
<td>Attending a class reunion</td>
<td>59%</td>
<td>27%</td>
<td>42%</td>
<td>35%</td>
<td>55%</td>
</tr>
<tr>
<td>Attending an alumni celebration held in the fall</td>
<td>64%</td>
<td>42%</td>
<td>54%</td>
<td>30%</td>
<td>29%</td>
</tr>
<tr>
<td>Attending a tailgate prior to a home football game</td>
<td>64%</td>
<td>55%</td>
<td>56%</td>
<td>31%</td>
<td>12%</td>
</tr>
<tr>
<td>Attending an event where graduates are guest speakers</td>
<td>23%</td>
<td>33%</td>
<td>33%</td>
<td>31%</td>
<td>23%</td>
</tr>
<tr>
<td>Other</td>
<td>5%</td>
<td>9%</td>
<td>4%</td>
<td>11%</td>
<td>22%</td>
</tr>
<tr>
<td>(n=22)</td>
<td>(n=33)</td>
<td>(n=52)</td>
<td>(n=88)</td>
<td>(n=65)</td>
<td></td>
</tr>
</tbody>
</table>

Q. Which of the following activities appeal to you as an opportunity to stay connected to the college? (Check all that apply)
In their own words…

“Having a forum that is open and continuous that allows alumni to blog, maybe something specific to graduate programs so I can keep up with colleagues I met while I was in the graduate programs. I suppose a Facebook group dedicated to PhD graduates, DNP graduates, MSN graduates would be a way to do this.”

“I liked when the PhD graduates were invited to attend the PhD student activities including dinner and conferences. I would like to be involved with the PhD Program but not other activities.”

“Our doctorate class ended with a small group. Since we do not seem to be organizing a reunion, it would be nice to have a reunion with our small group. Perhaps, the classes after us could be included.”

“Outreach collaboration to minority community partnering, mentoring”

“More communication at present from my advisor while I am in school.”

“Guest lecturer based on my clinical experience.”

Q. Which of the following activities appeal to you as an opportunity to stay connected to the college? (Check all that apply)
Over half alumni under 25 years of age (55%) are not currently interested in supporting the school; about one-third (32%) would become a preceptor. Those 25-45 years of age are also most interested in becoming a preceptor. Most alumni 46-60 years of age would like to serve in an advisory capacity (38%). Those over 60 prefer to give money to the school.

<table>
<thead>
<tr>
<th>Interested in Giving Back</th>
<th>Under 25</th>
<th>25-30</th>
<th>31-45</th>
<th>46-60</th>
<th>Over 60</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not currently interested</td>
<td>55%</td>
<td>34%</td>
<td>37%</td>
<td>38%</td>
<td>26%</td>
</tr>
<tr>
<td>Making a monetary contribution</td>
<td>9%</td>
<td>34%</td>
<td>19%</td>
<td>26%</td>
<td>38%</td>
</tr>
<tr>
<td>Becoming a preceptor</td>
<td>32%</td>
<td>47%</td>
<td>40%</td>
<td>21%</td>
<td>12%</td>
</tr>
<tr>
<td>Serving as a member of the Advisory Board</td>
<td>9%</td>
<td>19%</td>
<td>29%</td>
<td>38%</td>
<td>20%</td>
</tr>
<tr>
<td>Being a guest speaker at WVU</td>
<td>14%</td>
<td>31%</td>
<td>33%</td>
<td>26%</td>
<td>20%</td>
</tr>
<tr>
<td>Other</td>
<td>5%</td>
<td>3%</td>
<td>-</td>
<td>3%</td>
<td>25%</td>
</tr>
</tbody>
</table>

(N=22) (N=32) (N=52) (N=92) (N=65)

Q. In what ways, if any, would you be interested in giving back to the School of Nursing? (Check all that apply)
About one-quarter (23%) actively contribute to the school. Nearly half (48%) indicated they seldom, if at all, think about or contribute to the school. Another 28% indicated their financial relationship with the school is “neutral.”

Q. Please complete the following sentence: I would describe my current financial relationship with the School of Nursing as…
Most (59%) alumni who give little or no money to the school indicate it’s because they have limited resources. Others (23%) choose not to contribute because they don’t feel connected to the school or (22%) prefer to support other causes.

<table>
<thead>
<tr>
<th>Reason for Few/No Contributions</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>My resources are limited for contribution purposes</td>
<td>59%</td>
</tr>
<tr>
<td>I do not feel connected to the School of Nursing</td>
<td>23%</td>
</tr>
<tr>
<td>I choose to support other groups/causes</td>
<td>22%</td>
</tr>
<tr>
<td>Other</td>
<td>13%</td>
</tr>
</tbody>
</table>

Other reasons include:
- Not asked/not asked recently (3)
- Fixed income (2)
- Children in school (2)
- Paying for grad school/student loans (2)
- Contribute what they can afford (2)
- Misc. (8)

“**The school needs to make it easier to contribute. For instance, I regularly contribute to the Center for Rural health and Development because they have an Amazon Smile account. It makes it easy to contribute because every time I shop they get a portion of the proceeds.”**

“**We have been working (successfully) to create Nursing scholarship within the VA system expressly for advancement of the nursing profession.**
Alumni suggest knowing how their financial contributions will be used and receiving notifications about opportunities to contribute would likely prompt them to give. A few others mentioned they would be more likely to give if they felt a connection to the school.

**Publicize Use (5)**

“I would like to see how my contribution was used. Receiving a contribution financial report would be worthwhile. With the flooding in Greenbrier County, where I practice, I was delighted to see WVU send SON representatives to help with the flood relief efforts. That act will definitely be rewarded.”

“{I’d like to} hear more about how contributions have been utilized. Student testimonials success of the graduates who received scholarships. Hearing of research projects completed and being conducted by the School of Nursing.”

“Provide a clear opportunity to pledge, with regular payments toward the pledge.”

**Increase communication (3)**

“More frequent communication from the dean.”

“Reminders and also make me feel that smaller contributions are also wanted.”

“Being notified about opportunities to do so.”

**Become involved (2)**

“Getting more connected.”

“More involvement and participation.”

Q. What would make you more likely to contribute money to the School of Nursing?
Q. Up to this point, which of the following reasons might explain why you have been unable to contribute (or contribute more) to the School of Nursing? (check all that apply).
Most of those who received an advanced nursing degree somewhere other than WVU did so primarily because they lived in another state at that time or the particular program/degree they were seeking was not offered at WVU at that time.

Q. Did you obtain an advanced nursing degree?
Seventy-seven alumni made suggestions about programs, certificates or training they believe the School of Nursing should offer. The most frequent mentions are:

- Nurse anesthetist program (8)
- Online courses (7)
- Doctorate of nursing (5)
- Acute Care (5)
- Palliative Care (4)
- Healthcare Administration (3)
- Informatics (3)
- Forensic nursing (2)

Other mentions include: neonatal nurse practitioner, orthopedic certification, mentoring opportunities, certification classes to help nurses pass tests, critical care/transport, school nurse certification, public health nursing leadership, Post Masters psych certificate for APRNs, programs related to the aged, evidence based and ethics conferences, infection control, bio/chemical safety, post Masters psych certificate, a course on death and dying, hospice, online MSN programs, geriatric NP, NP specialties such as AGACNP, orthopedic certification, and PMHNP.

Q. Aside from its current academic offerings, why other programs, certificates or training are you interested in seeing the School of Nursing offer?
In their own words…

“WVU SON is currently in search of an ACNP director position to start up an ACNP program. I feel that WVU must include an "online"/distance option for this program. This will allow WVU to select the best and brightest students from all over the country as well as stay competitive with other programs that have already adopted this format."

“I would like to see the SON develop more asynchronous post-graduate certificate programs. For instance, threat preparedness, forensics nursing, women's Health NP, Occupational Health Nurse certification, psychiatric NP, School nurse certifications, etc. These areas are traditionally small cohorts though so I think offering them asynchronously is the only way it could be feasible for faculty workload. The school also needs to consider marketing more CE courses to the general nursing public via Academic Innovations. This could be a good way to generate more revenue for the SON. I left my contact name in case someone wants more information about my ideas for this, but you don't necessarily need to contact me.”

“More pathways for MSN and/or DNP Programs (i.e. Population/Public Health focus, Case Management/ Care Coordination, Informatics/Quality); Degree program with a Health Policy Focus; Duel degree programs (example: MSN/MPH; MSN/MBA) Health care has now began to spotlight the importance of care coordination and population health. With the amount of focus that is predicted in the future, Advanced Practice/Masters Prepared nurses with a specialization in these areas is going to be in high demands.”

“I would love to see a DNP program that is not nurse practitioner based. I have a Master's in Nursing Education, and would like to get my doctorate degree, but at this time WVU does not offer anything for education. I would love to be able to get my doctorate degree with WVU, and with the shortage of Nursing Educators the school should consider this as a DNP program.”

“Forensic nursing. Less emphasis on ethics, EBP, community and leadership. Focus more on clinical skills and how things are done in the real world. Not the ATI 'perfect' world. Staff are nursing personnel, they know what life is like on the floor. Prepare them more.”

“AG-ACNP, you have a great trauma center but no way to specialize as a NP in trauma or emergency medicine.”

“A course on death and dying. I feel the course could surround the lifespan, but most specifically the role of nursing with death.”

“Infection Control, bio/chemical safety. Little attention was paid in the BSN program to the safety of the healthcare provider, as contrasted with patient safety. “

“Greater intern partnerships with non-hospital businesses such as pharma, biotech, etc.”

Q. Aside from its current academic offerings, why other programs, certificates or training are you interested in seeing the School of Nursing offer?
OBJECTIVES & RESEARCH METHODOLOGY

Research Objectives
The School of Nursing wanted to conduct market research among alumni to achieve the following objectives:

• Understand the School of Nursing’s perceived strengths and opportunities for growth
• Measure satisfaction with communication
• Gauge alumni engagement with the school and the dean
• Determine the types of events/activities that would engage alumni and successful strategies of engagement

Methodology
Using the WVU Foundation database and email, the School of Nursing identified 3,600 alumni with valid email addresses and sent them the survey. Just 777 (18%) opened the email and approximately 275 completed the survey. The survey was also shared on social media.
Alumni from 28 states and one who resides outside the U.S. responded to the survey. Most alumni who completed took the survey currently reside in WV (55%), PA (9%), or NC (5%).

Q. In which state do you primarily reside?
About two-thirds of the alumni (68%) received an undergraduate degree from WVU’s School of Nursing. Eleven percent earned a graduate degree, and just over two in ten (21%) earned both degrees at WVU.
Those alumni who responded to the survey range from under 25 years of age (8%) to over 60 years of age (26%). Most (35%) are between 46-60 years old. The overwhelming majority (92%) are female.

Q. Lastly, we have a few demographic questions for you. Into which of the following ranges does your age fall? Q. What is your gender?
The majority of alumni who responded graduated in 2005 or later (41%) or 1982 or earlier (28%), though all years are presented.

Q. Within what time period did you graduate from the WVU School of Nursing?