



LANGSTON
UNIVERSITY



Alumni Survey

2008

Langston University
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INTRODUCTION

The Alumni survey was developed in spring 2008 as a cooperative project between the Office of Institutional Research & Planning and Alumni Affairs. The survey was designed to provide data for administrative support, and information gained from the survey will help allow the university to better assess graduates' perceptions of the quality of their education and provide useful information on alumni involvement and how the university can better serve its alumni.

METHODOLOGY

The questionnaire consisted of 30 items divided into 5 topical areas: Student Experience (items 1-7), Communication/Feedback (items 8-13), Alumni Satisfaction (item 14), Charitable Support (items 15-20), and Langston National Alumni Association (items 20-30). The survey was administered online and participation was solicited by emails sent to paid national alumni association members and to all alumni through a link on the LU net homepage. A total of 89 surveys were successfully completed.

RESULTS

Due to a very low number of respondents (89) the results are not a good representative sample of LU alumni. Overall alumni who participated in the survey held Langston University in high regard and were satisfied with their experiences at the University. Most believe that their education at LU has proved beneficial and for the most part are pleased with the reputation and direction of the university. Alumni survey respondents did not show high satisfaction for the amount of feedback they receive. While survey respondents did not generally report high levels of involvement with the university after graduation, they did indicate a desire for information about events and activities at Langston University.

Student Experience (Items 1-7)

Respondents' top 3 reasons for attending Langston University were cost of attendance (42.9%), advice from parents or relatives (36.3%), and closest HBCU School (31.9%). Nearly 90% of respondents agreed that if they had to start all over they would attend Langston University. 85% of respondents feel that Langston University's current academic reputation is average or better. 81% of respondents agree or strongly agree that they would recommend LU to prospective students. In general the alumni, who responded, feel satisfied with their experiences and would recommend students as a source of recruitment.

Communication/Feedback (Items 8-13)

When asked "How do you stay informed about Langston University?" (check all that apply) The top 3 responses were LU website (82%), informal contact with alumni (53%), and letters from LU (32%). When asked "How do you prefer to receive information from Langston University and the Alumni Association?" (check all that apply) The top 3 responses were electronic communication/e-mail (85%), U.S. mail (50%), and visiting the website (42%). 88% of respondents prefer to receive LU publications electronically. Only a mere 36% of the respondents rated Langston University's ability to reach alumni good or excellent. These results

indicate for communication/feedback, alumni would prefer greater information from the university and better utilization of electronic sources such as website and e-mail.

Alumni Satisfaction (Item 14)

Alumni in general are satisfied with the direction of the university (average rating 3.81). Respondents expressed a rather high dissatisfaction for publicity of alumni events (average rating 2.98), and the quality (3.04) and quantity (3.05) of information available for alumni. Implications of the alumni respondents show they are generally satisfied with LU, but like the previous section communication of events are viewed as a problem.

Charitable Support (Items 15-20)

When asked “What types of organizations do you support?” (check all that apply) The top 3 responses were church/faith based organizations (77%), charities where I live/work (50%), and higher education (44%). When asked “Where does Langston University rank in your giving priorities?” Only 33% of respondents ranked LU in their top 5 or higher. When respondents were asked “What would motivate you to make an annual gift to Langston University?” (check all that apply) The top 3 responses were enhancing the quality of LU academically (57%), follow-up on how their gift was used (56%), and ability to secure matching funds from external sources (40%). When asked “Which areas at the university would you most like to see your contributions enhance?” (check all that apply) The top three responses were academics (75%), financial aid (49%), and Internships (46%). Respondents showed a very low level of satisfaction for receiving informational feedback on how LU uses donations. Only 12% of respondents were satisfied or better. When asked “How would you like Langston University to recognize your gift?” (check all that apply) The top 3 responses were a thank you letter from university (54%); I am not interested in recognition (39%), and invitation to recognition dinner or special event (24%). These results have implications for the Office of IAD that LU is listed as “One of many” priorities for giving and the goal would be to get it as a high priority. Alumni implied that academics and financial aid were areas they would most like to see their donations allocated. This may allow a more guided fund raising effort to focus on these areas.

Langston University National Alumni Association (Items 21-30)

56% of respondents are members of the Langston University National Alumni Association. Homecoming activities and class reunions were rated as top activities alumni would most likely attend. Respondents also were highly interested in access to an alumni directory. Most alumni agree that current Annual and Lifetime Association dues and benefits are at an appropriate price. 65% of respondents live in an area where there is an active alumni chapter. Not many were interested in starting a chapter in their area.

Appendix A: Survey Results

Student Experience

1. What were your primary reasons for attending Langston University? (select top 3)		
	Response Percent	Response Count
Cost	42.90%	39
Admission standards	11.00%	10
Size	27.50%	25
Location	25.30%	23
Type of Programs Available	17.60%	16
Academic Reputation	9.90%	9
Availability of Scholarships or Financial Aid	27.50%	25
Advice from Parents or Relatives	36.30%	33
Advice from High School Personnel	5.50%	5
To Be with Friends	9.90%	9
Closest HBCU to where you lived	31.90%	29
Other	12.10%	11

2. If you could start college over, would you:							
	Definitely Not	Probably Not	Uncertain	Probably Yes	Definitely Yes	Rating Average	Response Count
Still attend Langston	1.1% (1)	2.2% (2)	9.0% (8)	22.5% (20)	65.2% (58)	4.48	89
Graduate with the same major	6.2% (5)	17.3% (14)	12.3% (10)	27.2% (22)	37.0% (30)	3.72	81

3. What type of influence has Langston University had on your life?		
	Response Percent	Response Count
Very negative	0.0%	0
Negative	0.0%	0
No Influence	2.2%	2
Positive	40.7%	37
Very Positive	57.1%	52

Appendix A: continued

4. Since graduating, Langston University's academic reputation has:		
	Response Percent	Response Count
Declined greatly	2.2%	2
Declined slightly	12.1%	11
Remained the same	20.9%	19
Improved slightly	28.6%	26
Improved greatly	36.3%	33

5. Langston University's current academic reputation is:		
	Response Percent	Response Count
Poor	2.2%	2
Fair	12.4%	11
Average	28.1%	25
Good	40.4%	36
Excellent	16.9%	15

6. I would recommend Langston University to prospective students today.		
	Response Percent	Response Count
Strongly disagree	2.2%	2
Disagree	4.5%	4
Neutral	12.4%	11
Agree	38.2%	34
Strongly agree	42.7%	38

Appendix A: continued

7. During your attendance at Langston University, how satisfied were you with the following?							
	Very Dis-satisfied	Dis-satisfied	Neutral	Satisfied	Very Satisfied	Rating Average	Response Count
Overall academic Quality	0.0% (0)	5.6% (5)	14.4% (13)	46.7% (42)	33.3% (30)	4.08	90
First-year experience	1.1% (1)	2.3% (2)	12.6% (11)	48.3% (42)	35.6% (31)	4.15	87
Co-curricular/Extra-curricular activities	0.0% (0)	8.9% (8)	24.4% (22)	37.8% (34)	28.9% (26)	3.87	90
Housing	9.0% (8)	11.2% (10)	33.7% (30)	33.7% (30)	12.4% (11)	3.29	89
Academic facilities	2.3% (2)	15.9% (14)	19.3% (17)	45.5% (40)	17.0% (15)	3.59	88
Cost to attend	0.0% (0)	1.1% (1)	10.2% (9)	46.6% (41)	42.0% (37)	4.3	88
Reputation of Langston University	3.3% (3)	5.6% (5)	23.3% (21)	41.1% (37)	26.7% (24)	3.82	90
Relationship with faculty	1.1% (1)	5.6% (5)	8.9% (8)	33.3% (30)	51.1% (46)	4.28	90
Quality of Instruction	0.0% (0)	6.7% (6)	14.6% (13)	41.6% (37)	37.1% (33)	4.09	89
Quality of Academic Advising	8.9% (8)	15.6% (14)	12.2% (11)	26.7% (24)	36.7% (33)	3.67	90

Communication/Feedback

8. How do you stay informed about Langston University? (check all that apply)		
	Response Percent	Response Count
LU website	82.40%	70
Langston University magazine	14.10%	12
Bullet Points - alumni e-newsletter	22.40%	19
Contact with faculty	22.40%	19
contact with staff	30.60%	26
Informal contact with alumni	52.90%	45
Media	9.40%	8
Event attendance	25.90%	22
Letters from Langston University	31.80%	27

Appendix A Continued

9. How do you prefer to receive information from Langston University and the Alumni Association? (check all that apply)		
	Response Percent	Response Count
Electronic Communications/ e-mail	84.70%	72
US Mail	50.60%	43
Telephone	8.20%	7
Personal Visit from Staff	5.90%	5
Visits to Campus	14.10%	12
Visiting the Website	42.40%	36
Other	7.10%	6

10. Would you prefer to receive publications from Langston University electronically?		
	Response Percent	Response Count
Yes	87.80%	72
No	12.20%	10

11. How many fellow alumni are you in contact with annually?		
	Response Percent	Response Count
None	3.60%	3
1 to 3	16.90%	14
4 to 6	14.50%	12
6 or more	65.10%	54

12. Langston University's ability to reach alumni is		
	Response Percent	Response Count
Poor	22.90%	19
Fair	41.00%	34
Good	27.70%	23
Excellent	8.40%	7

Appendix A Continued

13. I plan on attending events at Langston University next year:			
	Response Percent	Response Count	
Yes	86.90%	73	
No	13.10%	11	

Alumni Satisfaction

14. Please indicate your level of satisfaction with the following:							
	Very Dis-satisfied	Dis-Satisfied	Neutral	Satisfied	Very Satisfied	Rating Average	Response Count
Direction of the University	2.4% (2)	6% (5)	26.5% (22)	38.6% (32)	26.5% (22)	3.81	83
Degree that the University solicits alumni feedback	7.3% (6)	15.9% (13)	37.8% (31)	24.4% (20)	14.6% (12)	3.23	82
Degree that the university uses alumni feedback	9.8% (8)	14.6% (12)	42.7% (35)	22.0% (18)	11.0% (9)	3.1	82
Publicity for alumni events	7.3% (6)	28.0% (23)	32.9% (27)	23.2% (19)	8.5% (7)	2.98	82
Scheduling of alumni events	3.6% (3)	25.3% (21)	39.8% (33)	24.1% (20)	7.2% (6)	3.06	83
Publicity of Homecoming events	10.8% (9)	21.7% (18)	25.3% (21)	28.9% (24)	13.3% (11)	3.12	83
Scheduling of Homecoming events	7.2% (6)	15.7% (13)	31.3% (26)	30.1% (25)	15.7% (13)	3.31	83
Quantity of information available for alumni	9.8% (8)	20.7% (17)	34.1% (28)	25.6% (21)	9.8% (8)	3.05	82
Quality of information available for alumni	9.6% (8)	20.5% (17)	34.9% (29)	26.5% (22)	8.4% (7)	3.04	83

Charitable Support

15. What types of organizations do you support? (check all that apply)		
	Response Percent	Response Count
Church/ faith based organizations	77.4%	65
Charities where I live/work	50.0%	42
National non-profits	42.9%	36
Education (K-12)	38.1%	32
Higher education	44.0%	37
I do not support charitable organizations at this time	6.0%	5
Other	13.1%	11

Appendix A Continued

16. Where does Langston University rank in your giving priorities?		
	Response Percent	Response Count
Not one of my priorities	22.2%	18
One of many	44.4%	36
Top 5	18.5%	15
Top 3	9.9%	8
Top priority	4.9%	4

17. What would motivate you to make an annual gift to Langston University? (check all that apply)		
	Response Percent	Response Count
Enhancing the quality of Langston University academically	57.3%	47
Ability to secure matching funds from external sources	40.2%	33
Follow-up about how my gift was used	56.1%	46
Recognition for my donation	25.6%	21
Seeing the impact of giving on college rankings	30.5%	25
making a good case for why support is needed	28.0%	23

18. Which areas at the University would you most like to see your contributions enhance? (check all that apply)		
	Response Percent	Response Count
Athletics	34.9%	29
Academics	74.7%	62
Financial aid	49.4%	41
Library resources	27.7%	23
Information technology	42.2%	35
Internships	45.8%	38
Career Planning resources	42.2%	35
Student extra-curricular activities	34.9%	29
Facilities and grounds	39.8%	33
Other	6.0%	5

Appendix A Continued

19. How satisfied are you with the information you receive about how Langston University uses donations?		
	Response Percent	Response Count
Very dissatisfied	16.3%	13
Dissatisfied	21.3%	17
Neutral	48.8%	39
Satisfied	11.3%	9
Very Satisfied	2.5%	2

20. How would you like Langston University to recognize your gift? (check all that apply)		
	Response Percent	Response Count
Name in Langston University Honor Role of Donors	23.2%	19
Invitation to a recognition dinner or special event	24.4%	20
Appreciation gift	17.1%	14
Correspondence from the President	22.0%	18
Thank you letter from the University	53.7%	44
I am not interested in recognition	39.0%	32

Langston University National Alumni Association

21. Are you a member of the Alumni Association?		
	Response Percent	Response Count
Yes	55.80%	43
No	44.20%	34

22. What alumni activities do/would you attend? (check all that apply)		
	Response Percent	Response Count
All School Reunion	50.7%	36
Class Reunion	60.6%	43
Annual Senate Meeting	23.9%	17
National Conference	33.8%	24
Regional Meeting	32.4%	23
Homecoming Dance	66.2%	47
Oklahoma Car Tag	31.0%	22
LU Alumni Directory	66.2%	47
Alumni Credit Card	26.8%	19

Appendix A Continued

23. What other events would you like to see the Alumni Association sponsor? (list up to 3)
Specific Events
a jazz festival
Back to College Day
alumni vs. current students in academic bowl (similar to Honda)
local events for alumni across the U.S.
black-tie affairs
sports tournaments
would love for the band to put on a show
classic athletic events
G. Lamar Harrison Recognition Day
Help expose the music programs; LU's band and chorale are awesome. Another P.R. vehicle
Any event that would bring national attention to the University
Past Presidents Day
ALUMNI Related
Alumni & student gathering (banquet, fish fry, gala)
REGIONAL ALUMNI CHAPTER MEETINGS.
Class of 1985/1986 Alumni Basketball Game/Track Meet.
joint efforts of all alumni associations
Recognition of Successful Alumni
Receptions for certain periods of graduates could be held on Friday prior to Senate meeting -membership drive- Have something to draw your Alumni to the campus on Friday that does not have the tone of financial members only-you need to get them there and then give the spill.
Class Reunions
HOMECOMING
The Alumni HC dance should be scheduled at a less expensive venue periodically to reel new faces in.
Technical Conferences
Technical Conferences
GIS Conferences
Technical Services Workshops
Athletics
Stronger support of LU Sports Programs. Division I will increase enrollment, exposure and pay back strong dividends to LU
Athletics
ATHLETIC FUNDRAISING
Public Relations
National Commercial Marketing & Public Relations Campaign about LU
Newsletter than is forwarded by e-mail and more information about the school, history and current events
Events that strengthen community ties and highlight student achievement

Appendix A Continued

Recruiting
Local Youth Mentorship
Mentoring program from students from same state as active alumni members or those committed to serve
local college preparatory events (i.e.- student financial aid, application completion)
Mentoring program from students from same state as active alumni members or those committed to serve
Alumni Assoc. needs to do better in recruiting out east.
Local Recruitment drive (sponsored by each chapter at a local high school or facility)
General
Involvement in NAACP
Scholarship
Local chapters giving scholarships
Scholarship fund raising
Scholarships in Honor of Alumni
Sponsorship or outstanding students in broadcast journalism program
Create more scholarships for students paying for out-of-state tuition
scholarship for outstanding and well rounded LU student
ACADEMIC FUNDRAISING
Annual Scholarship fundraiser
Fund Raising
An annual event to raise funds or a series of fund raising events during the year.
Events that benefit the next level in LU's growth (i.e. like raising funds for the school and recruiting efforts)
fund raisers
Creative fund raisers to encourage more people to come out and support the school and sporting teams.

Appendix A Continued

24. Please indicate your level of agreement with the following statements.							
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Rating Average	Response Count
I feel that the annual Alumni Association dues (\$50) is an appropriate fee. (see below for benefits)	2.5% (2)	10.1% (8)	15.2% (12)	41.8% (33)	30.4% (24)	3.87	79
I feel that the Lifetime Alumni Association dues (\$700) is an appropriate fee. (see below for benefits).	3.8% (3)	12.8% (10)	23.1% (18)	34.6% (27)	25.6% (20)	3.65	78

25. Would you support an Alumni House?		
	Response Percent	Response Count
Definitely Not	1.3%	1
Probably Not	5.1%	4
Uncertain	32.9%	26
Probably Yes	35.4%	28
Definitely Yes	25.3%	20

26. If so, what amount of annual support?		
	Response Percent	Response Count
\$25	13.0%	9
\$50	13.0%	9
\$100	36.2%	25
Lion Tree Leaf	11.6%	8
Room Naming Opportunity	5.8%	4
Lodging/Timeshare	2.9%	2
Other	17.4%	12

27. Is there an Alumni Chapter in your area?		
	Response Percent	Response Count
Yes	65.3%	49
No	34.7%	26

Appendix A Continued

28. Would you like to start an Alumni Chapter in your area?		
	Response Percent	Response Count
Yes	29.7%	19
No	70.3%	45