

ALUMNI IMPACT STUDY: PRESENTATION TO GOVERNING COUNCIL

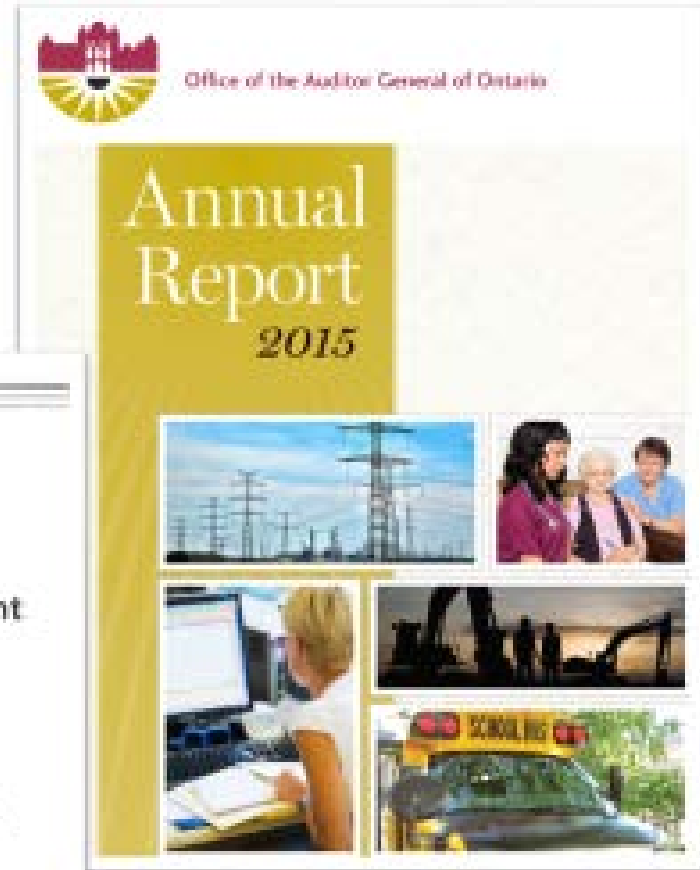
FEBRUARY 15, 2017



UNIVERSITY OF
TORONTO

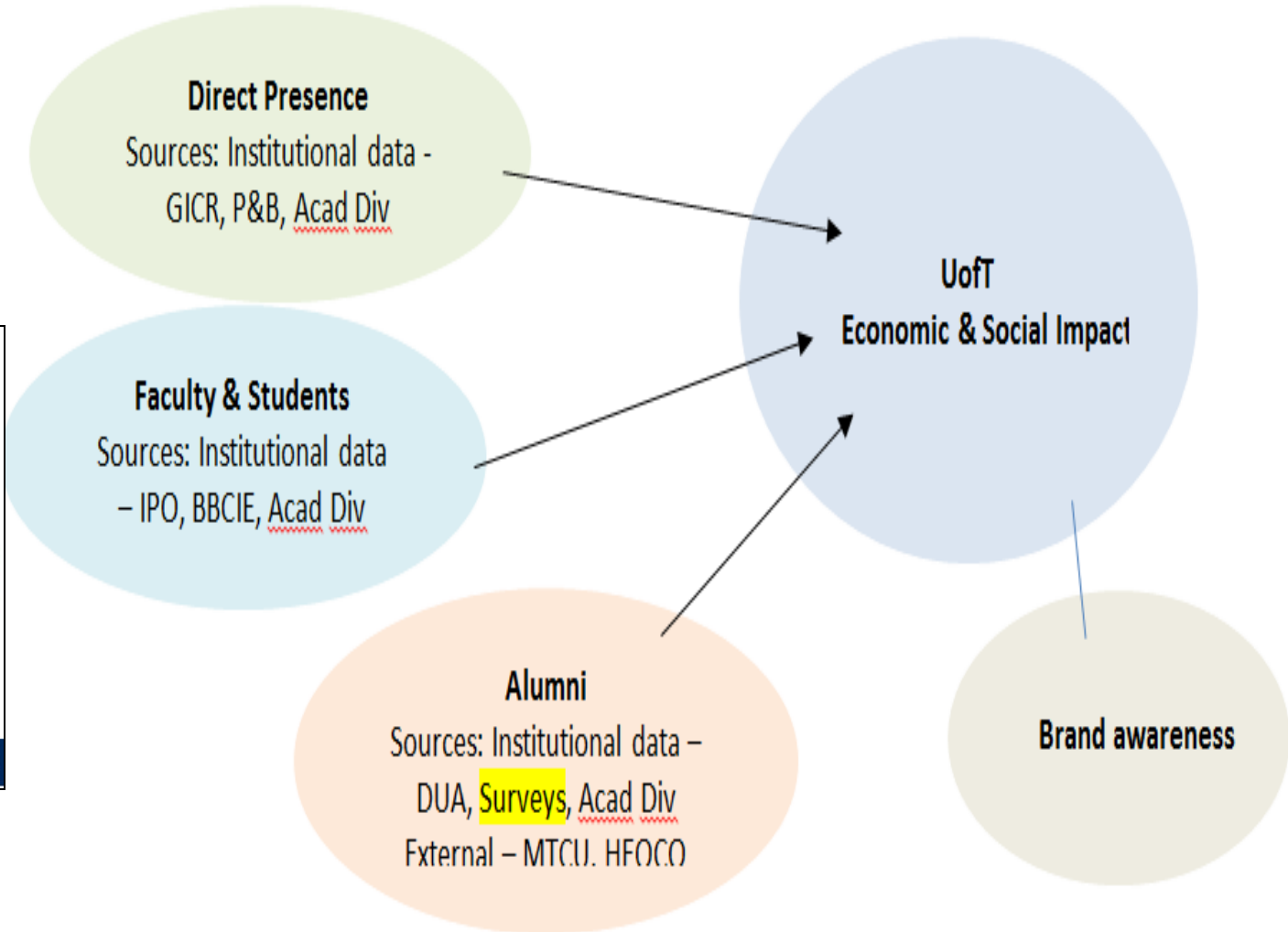
BOUNDLESS

CONTEXT



3

IMPACT MEASUREMENTS





HARVARD
UNIVERSITY

Harvard Impact Study

Global Economic and Social Impact of Alumni

Volunteering to improve communities in diverse ways

Education is the top sector of volunteer efforts regardless of the geographic focus. Among those who volunteer locally, human spirituality/religion is the second-strongest sector, while the number two focus for regional and national volunteer efforts is public governance/public service. International humanitarian aid follows only education as a leading sector for global volunteerism.

% of Volunteers

Education



Human spirituality/religion



Public governance



Medicine public health



BOUNDLESS

CONTRIBUTIONS OF THE LARGER COMMUNITY

- **540,000** living alumni
- 2015-16 graduating class: **18,500**



BENEFITS OF AN ALUMNI IMPACT SURVEY:

- ✓ Assess and tailor the **UofT educational experiences** we provide
- ✓ Support our performance indicators and accountability reporting requirements
- ✓ Help us **tell a better story about our institution and alumni** -- demonstrated impact substantiated by clear evidence
- ✓ Build a better **understanding of alumni careers and trajectories**
- ✓ Increase number of alumni who are **contactable**
- ✓ Increase alumni connection and understanding of our goals and aspirations



ALUMNI IMPACT SURVEY - MEASURES

- ✓ **Understand and demonstrate** the impact our alumni have in the local, regional and global scale
- ✓ **Innovation and Entrepreneurship:** company formation, start-ups, patents
- ✓ **Employment:** current occupation, industry, location
- ✓ **Social impact:** board service, volunteerism, not-for-profit enterprises, voter participation
- ✓ **Cultural impact:** novels published, significant artistic achievements for pay
- ✓ **Knowledge mobilization:** contributions to public policy, health, education, social services, academic research
- ✓ **Self-reported measures:** greatest perceived impact

U OF T ALUMNI IMPACT SURVEY

All living Alumni as defined by *U of T Act*,
(including graduate + undergraduate)

Quantitative survey; primarily by email.

Confirmed and supported by supplementary data
sources; social media

PROCESS

Steering Committee– VPs and senior staff from Advancement, Research & Innovation, Communications, Government & Institutional Relations, President's Office

Academic Lead - Prof. Shiri Breznitz

Advisory Group – Alumni and faculty

External Firm – Malatest hired to manage survey administration

ADVISORY GROUP

Provide input on survey design and communications and strategies to ensure high response rate

Alumni:

Nick Lo – Past Director of U of T (Hong Kong) Foundation

Anita Windisman – Past member, Rotman Alumni Association Board

Bruce Winter – Alumni member of Governing Council

Scott MacKendrick – President, U of T Alumni Association

Faculty:

Michael Baker - Economics

Ronit Dinovitzer - Sociology

Chaviva M. Hošek - SPPG

Anita McGahan - Rotman

Jack Quarter - LHAE

Dilip Soman - Rotman

Blair Wheaton - Sociology

Sherry Lee - Music

TIMELINES

- Questionnaire development – **February**
- Package for Research Ethics Review – **February 28**
- Pilot Survey – **Late March**
- Message from President Gertler to Alumni encouraging participation in the survey – **mid-April**
- **Survey – April 19 to June 19, 2017****
- Messages encouraging participation -- **April to June**
- Results communicated to participants & community – **Fall 2017**

U OF T COMMUNITY ROLE

- Champion the survey
- Encourage alumni to update their contact information
- Disseminate local messages from survey communication plan



QUESTIONS – SUGGESTIONS?

Areas for focus

Promoting the survey to Alumni

Other?

