

ALUMNI IMPACT STUDY: PRESENTATION TO ACADEMIC BOARD

NOVEMBER 24, 2016



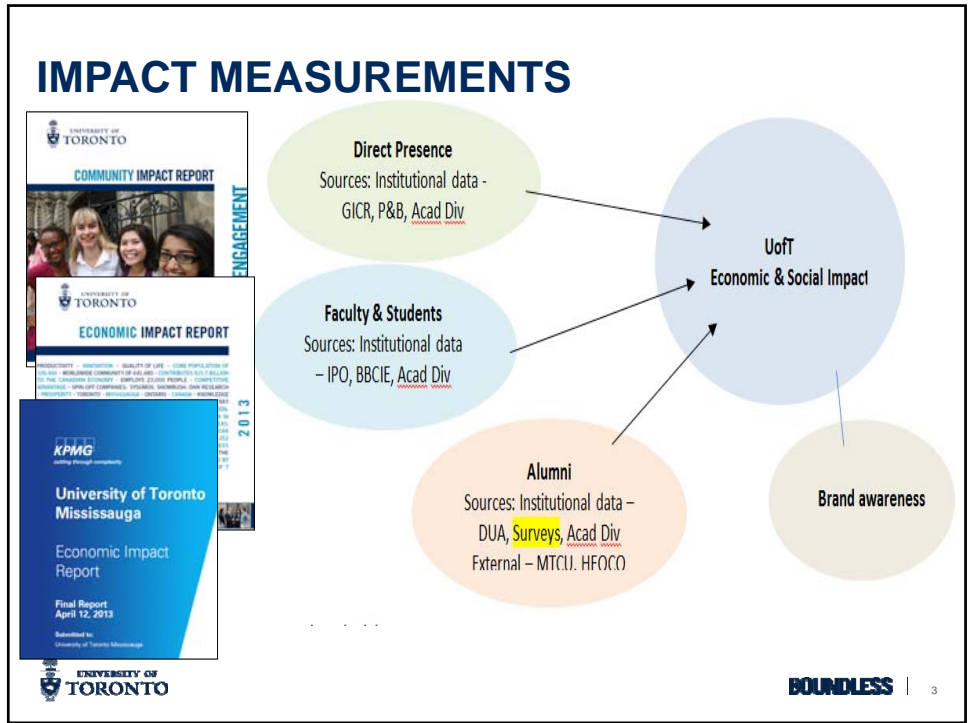
CONTEXT



3



BOUNDLESS | 2



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 on a local, regional and global scale
- ✓ **Innovation and Entrepreneurship:** company formation, start-ups, patents
- ✓ **Social impact:** board service, volunteerism, not-for-profit enterprises
- ✓ **Cultural impact:** novels published, significant artistic achievements
- ✓ **Knowledge mobilization:** contributions to public policy, health, education, social services, academic research
- ✓ **Civic engagement:** holding political office, voter participation
- ✓ **Self-reported measures:** greatest perceived impact

7

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, International, President's Office
 - **Academic Lead** - Prof. Shiri Breznitz
 - **Advisory Group** – Alumni and faculty
 - **External Firm** – RFP; Survey Implementation
- Timeline – survey in the field for **April 2017**



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-UTM

Chaviva M. Hošek - SPPG

Anita McGahan - Rotman

Jack Quarter - OISE

Dilip Soman - Rotman

Blair Wheaton - Sociology

Sherry Lee - Music

QUESTIONS – SUGGESTIONS?

