

**University of Arizona
Bobcat Senior Honorary
Alumni Survey Results
April-June 2010**



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Introduction and Methodology

In April of 2010, LeCroy & Milligan Associates was contracted to create an online survey for the University of Arizona, Bobcat Senior Honorary. The purpose of the survey was to assess interest and support for enhancing the Bobcat Alumni Association's ability to serve the University of Arizona. Feedback was requested on a range of topics, including: How the Alumni suggest the association can be improved, the types of activities that should be considered part of the association's service to the University, and Alumni interest in participating in these events. Demographic information was also collected in order to provide descriptive information regarding the current Alumni, as well as to ensure that the survey included a representative sample of Alumni. All analyses were conducted using SPSS software.

A total of 808 surveys were sent to current Bobcat Alumni via one of three methods:

- 1) Five hundred and fifty emails were sent with a link to the online SurveyMonkey survey. These emails were sent to all Alumni with email addresses currently in the Bobcat Alumni Association database.
- 2) One hundred and fifty letters were mailed with a request that the Alumni visit the link to SurveyMonkey to complete the survey. These letters were mailed to individuals with no email address currently on file who were under the age of 62.
- 3) One hundred and eight individuals received a hard copy of the survey by mail. These hardcopy surveys were sent to individuals who did not have an email address currently on file and who were over the age of 62.

The following sections include a summary of survey results.



Demographics

The following sections describe the demographic makeup of the Bobcat Alumni who participated in this survey. Information on gender, age, current state of residence, current occupation, and information on when and how participants became Bobcats are included.¹

Gender and Age

A total of 223 Alumni completed the survey by one of the three methods described above, resulting in a 27.5% response rate. Approximately 78% of respondents were male, and all age groups were well represented.

Exhibit 1: Gender and Age of Alumni Association Participants

Total Participants	223
Gender	#
Females	48
Males	175
Age	#
20's	49
30's	34
40's	37
50's	32
60's	27
70's	27
80's or older	10
Unknown	7

State or Country of Residence

Alumni are currently residing all across the United States. However, a higher percent of participants are residing in Arizona and California, at 42.6% and 20.2% respectively. The table below provides the residence data for survey respondents.

Exhibit 2: Current State/Country of Residence Including Percent of Total

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid No Location	7	3.1	3.1	3.1
Argentina	1	.4	.4	3.6
Arizona	95	42.6	42.6	46.2
California	45	20.2	20.2	66.4
Colorado	7	3.1	3.1	69.5
Connecticut	1	.4	.4	70.0

¹ Additional information on current city, zip code, phone, and email address is available in the Excel data set



Florida	5	2.2	2.2	72.2
France	1	.4	.4	72.6
Gansevoort	1	.4	.4	73.1
Georgia	2	.9	.9	74.0
Illinois	1	.4	.4	74.4
Indiana	2	.9	.9	75.3
Iowa	1	.4	.4	75.8
Japan	1	.4	.4	76.2
Kentucky	1	.4	.4	76.7
Louisiana	1	.4	.4	77.1
Maryland	2	.9	.9	78.0
Massachusetts	3	1.3	1.3	79.4
Michigan	2	.9	.9	80.3
Minnesota	1	.4	.4	80.7
Missouri	1	.4	.4	81.2
Nevada	2	.9	.9	82.1
New York	7	3.1	3.1	85.2
North Carolina	4	1.8	1.8	87.0
Ohio	1	.4	.4	87.4
Oregon	1	.4	.4	87.9
Pennsylvania	1	.4	.4	88.3
Texas	6	2.7	2.7	91.0
Utah	1	.4	.4	91.5
Vermont	1	.4	.4	91.9
Virginia	3	1.3	1.3	93.3
Washington	2	.9	.9	94.2
Washington DC	8	3.6	3.6	97.8
Wisconsin	3	1.3	1.3	99.1
Wyoming	2	.9	.9	100.0
Total	223	100.0	100.0	

Current Occupation

Bobcat Alumni are currently employed across a variety of occupations. Some of the most common include: Lawyers/attorneys, physicians, advertising/sales professionals, business managers/owners, consultants, administrators/managers/directors, presidents/CEOs/vice presidents, entrepreneurs, students, real estate developers, judges, and individuals retired from a range of fields.

Undergraduate or Honorary Bobcat

Alumni were asked whether they became a Bobcat while they were an undergraduate student or as an honorary member. Of the 223 who responded, 202 (90.6%) were Undergraduate Bobcats and 21 (9.4%) were Honorary Bobcats.



Year Alumni Became Bobcats

Of the 193 Alumni who responded to this item on the survey, 24 Alumni became Bobcats before 1959 and 113 became Bobcats between 1960 and 1999. Approximately a quarter (56) of those who responded became Bobcats between 2000 and 2010. See *Exhibit 3* Below.

Exhibit 3: How and When You Became a Bobcat

<i>Total Participants</i>	223
<i>I Became a Bobcat as an...</i>	
Undergraduate Student	202
Honorary Bobcat	21
<i>I Became a Bobcat in the...</i>	
1920's	1
1930's	0
1940's	4
1950's	19
1960's	15
1970's	27
1980's	37
1990's	34
2000's	56
Unknown	30

Previous and Current Bobcat Involvement

In the survey, Alumni were asked to report on their previous and current involvement with the Bobcats. The following sections detail the offices they held as a Bobcat, their Alumni Association leadership involvement, the number and type of Bobcat events they have attended, and their participation with other Alumni or university activities within the past year.

Bobcat Officers

Alumni were asked to report which office (if any) they held as an undergraduate Bobcat. Of the Alumni who responded to the survey, 17 held the office of President, 8 held the office of Vice President, and 6 held the office of Secretary. These 31 individuals make up 13.9% of the respondents to the survey. See *Exhibit 4* below.

Bobcat Alumni Association Leadership

Alumni were asked to report whether they have served in a leadership position in the Bobcat Alumni Association, and, if so, which position they have held. Of the Alumni who responded, 18 have served on the Honorary Bobcat Selection Committee, 11 have served as President, 7 have served as Vice President, and 6 have served as Secretary. Alumni were allowed to select more than one response option. See *Exhibit 4* below.



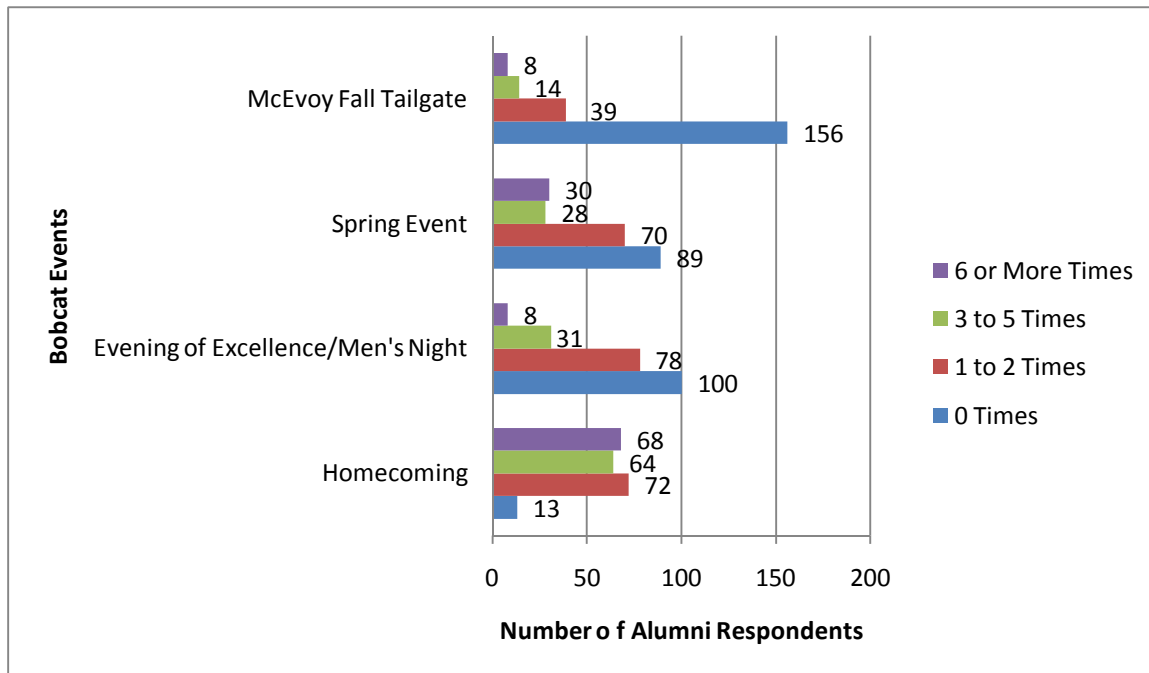
Exhibit 4: Bobcat Officers and Bobcat Alumni Association Leadership

<i>Total Participants</i>	223
<i>As an undergraduate Bobcat, I held the office of...</i>	
President	17
Vice President	8
Secretary	6
<i>I have served in the following leadership position in the Bobcat Alumni Association...</i>	
Honorary Selection Committee	18
President	11
Vice President	7
Secretary	6

Bobcat Events Attended

Four different types of events are (or have been) hosted by the Bobcats: Homecoming, Evening of Excellence/Men’s Night, Spring Event, and McEvoy Fall Tailgate. Alumni were asked to note how many times they had attended each of these events. Response options included: “0 times,” “1 to 2 times,” “3 to 5 times,” and “6 or more times.” Homecoming was the event that most Alumni had attended more than twice. Few Alumni had attended the McEvoy Fall Tailgate even once.

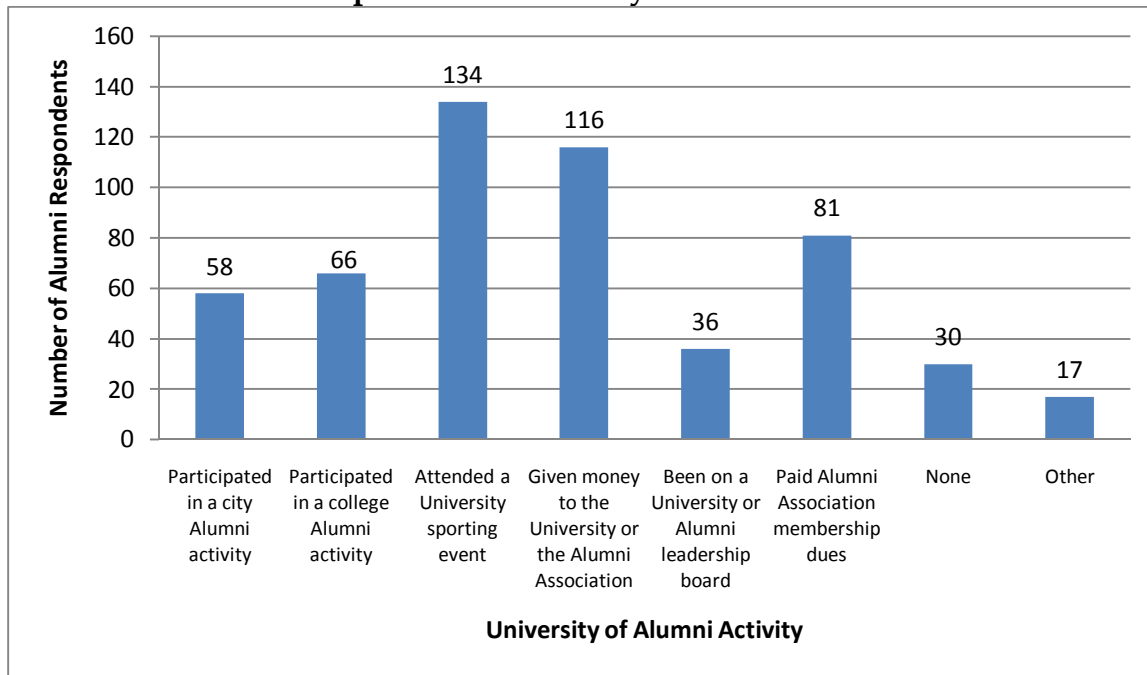
Exhibit 5: Number of Bobcat Events Attended



Recent Participation in Alumni and University Events

Alumni were asked to note whether they had participated in a range of University and Alumni events/activities within the past year. *Exhibit 6* highlights their responses. University sporting events (134) and giving money to the University or the Alumni Association (116) were the activities in which the most Alumni had participated. Alumni were allowed to select more than one response option.

Exhibit 6: Recent Participation in University and Alumni Activities



Vision for the Future of the Bobcats

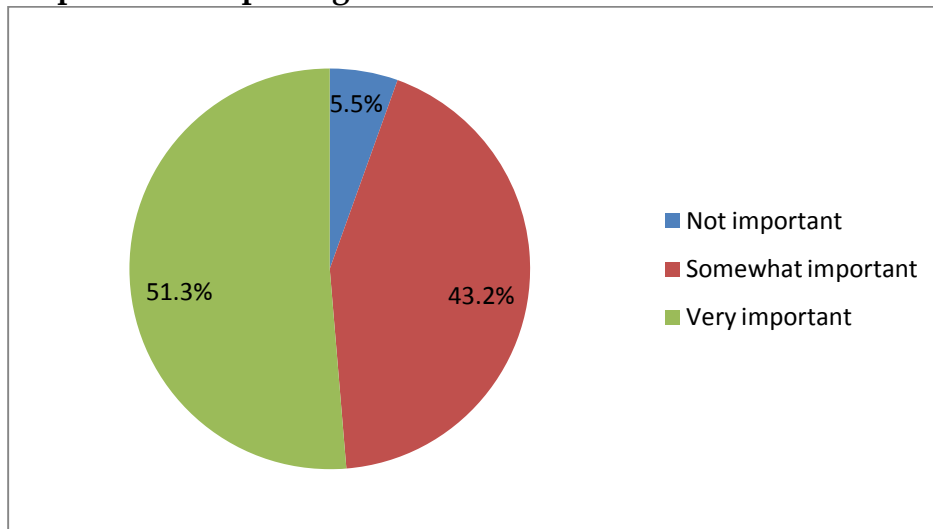
A primary purpose for conducting the Bobcat Alumni Association survey was to gather information regarding the Alumni's interest in reinvigorating the Alumni Association and to gather their recommendations for the future of the Association. The following sections highlight their responses in these areas.

Interest in a Strong and Active Bobcat Alumni Organization

Alumni were asked to respond to the following question: "We are working to create a strong and active Bobcat Alumni organization. How important is this to you?" Response options included: "Not important," "Somewhat important," and "Very important." Of the 199 Alumni who responded to this item, 11 Alumni (5.5%) indicated that it was not important, 86 Alumni (43.2%) indicated that it was somewhat important, and 102 Alumni (51.3%) indicated that it was very important.



Exhibit 7: Importance of Strong Bobcat Alumni Association by Percent of Respondents Reporting



Support for Enhancing the Bobcat Alumni Association's Ability to Serve The University of Arizona

Alumni were asked to indicate “yes” or “no” to the following question: “Do you support the effort to enhance the Bobcat Alumni Association’s ability to serve The University of Arizona?” Of the 186 Alumni who responded to this item, 177 Alumni (95%) indicated “yes” and 9 Alumni (5%) indicated “no.” Alumni were also asked to describe why or why not? Most participants indicated reasons why they indicated “yes.” It seems that the few who indicated “no” may have had questions about what this support would entail and/or how support might relate to financial resources. The following are some of the key themes that emerged as reasons for supporting the effort to enhance the Bobcat Alumni Association’s ability to serve The University of Arizona:

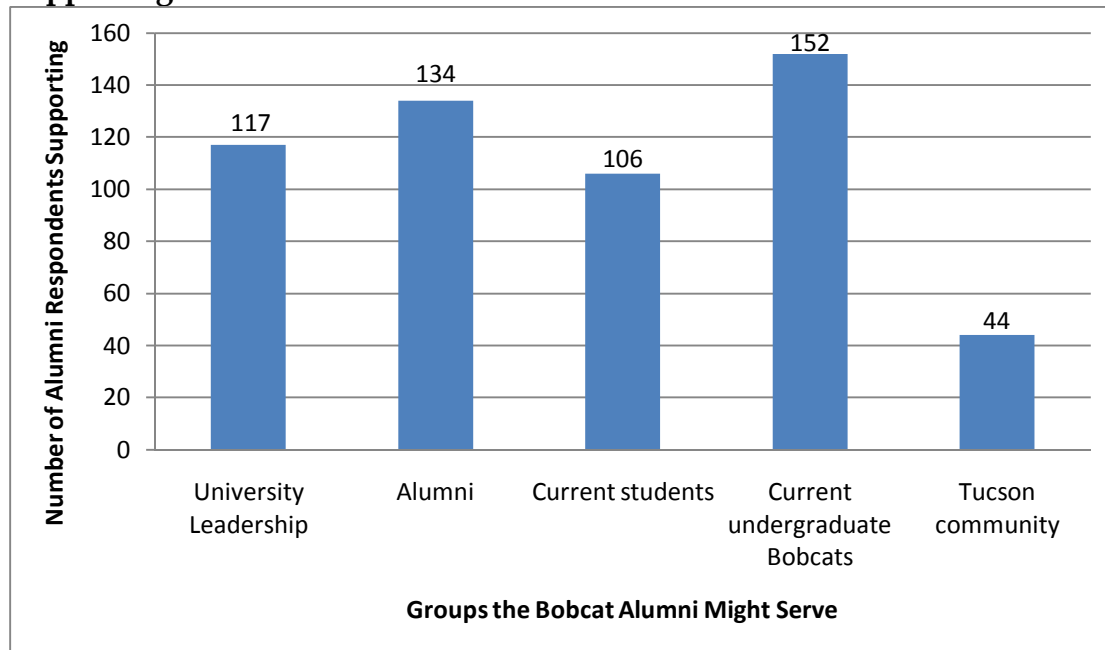
- The Bobcat Alumni Association is important to the University of Arizona.
- The Bobcats motto is “eternal vigilance” and so they should continue to serve the University after graduating (it is why they were founded).
- The Bobcats is a strong/dedicated organization and so their involvement is important.
- Many Bobcats are able to provide support (as they have done well and so can provide financial support; as they are leaders in their fields and so can give back).
- They have an important role in securing the welfare of the University (financially, by providing guidance on the direction the University is headed, and promoting a positive perception in the community.)
- Their current presence on campus and in the community is not sufficient.
- They need to be a voice for the University and take leadership roles.



Groups Bobcat Alumni Might Serve

Bobcat Alumni were asked to indicate which groups they would like to see the Bobcat Alumni serve. The response options included: “University leadership,” “Alumni,” “Current students,” “Current undergraduate Bobcats,” and the “Tucson community.” Alumni were allowed to select more than one response option. The highest number of Alumni indicated they would like to see the Bobcat Alumni serve Current undergraduate students. The lowest number of Alumni indicated they would like to see the Bobcat Alumni serve the Tucson community.

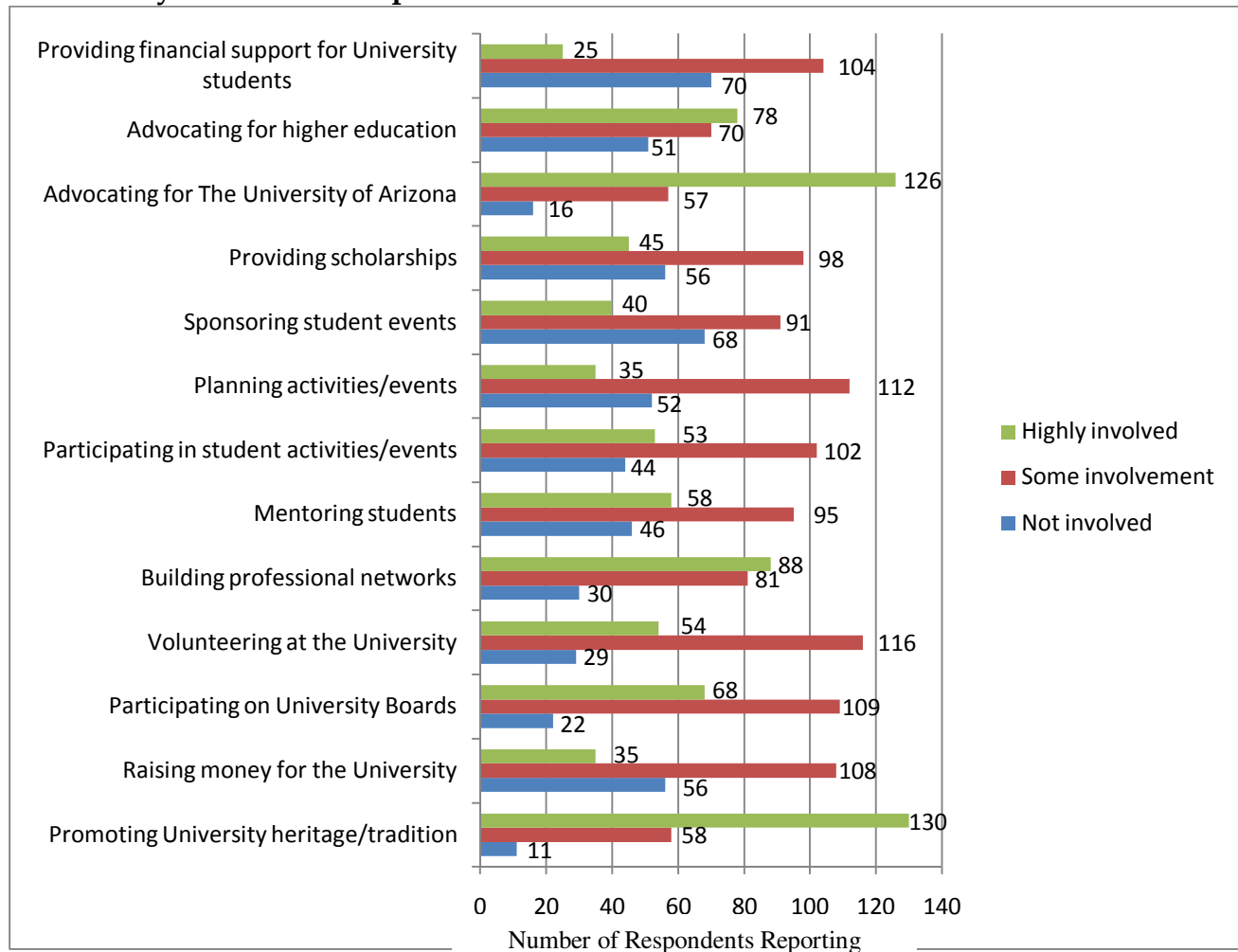
Exhibit 8: Groups the Bobcat Alumni Might Serve by Number of Respondents Supporting



University Activities in which the Bobcat Alumni Association Might Be Involved

Bobcat Alumni were asked to rate how involved they would like to see the Bobcat Alumni Association be in a variety of University activities. For each activity, they could indicate whether they would like the Bobcat Alumni Association to be “Not involved,” have “Some involvement” or be “Highly involved.” Of the 199 Alumni who responded to this item, 65% of Alumni indicated they would like to see the Bobcat Alumni Association highly involved in promoting University heritage/tradition and 63% indicated they would like to see the Bobcat Alumni Association highly involved in advocating for The University of Arizona.

Exhibit 9: University Activities in which the Bobcat Alumni Association Might Be Involved by Number of Respondents

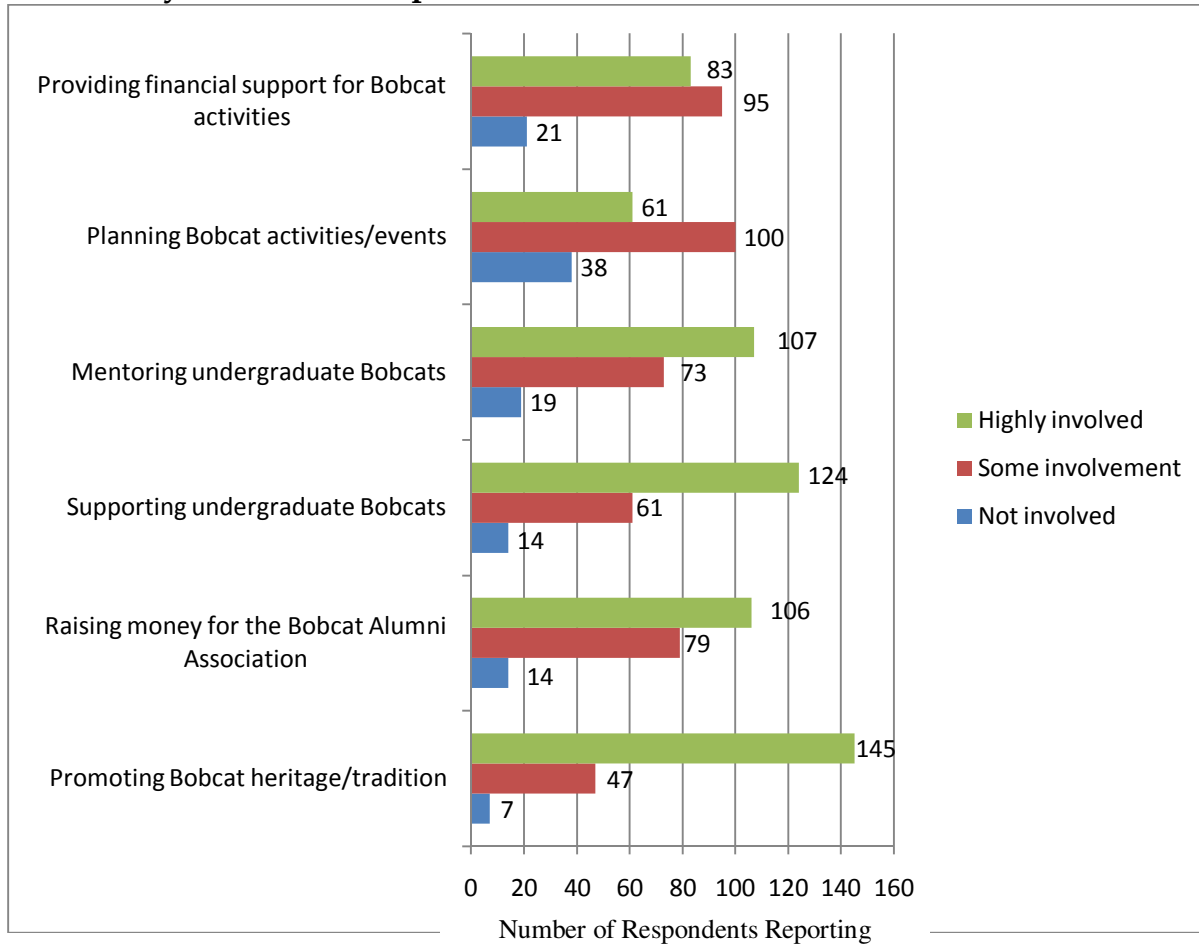


Bobcat Activities in which the Bobcat Alumni Association Might Be Involved

Bobcat Alumni were asked to rate how involved they would like to see the Bobcat Alumni Association in a variety of different Bobcat activities. For each activity, they could indicate whether they would like the Bobcat Alumni Association to be “Not involved,” have “Some involvement” or be “Highly involved.” Of the 199 Alumni who responded to this item, 72.8% indicated they would like to see the Bobcat Alumni Association highly involved in promoting Bobcat heritage/tradition and 62.3% indicated they would like to see the Bobcat Alumni Association highly involved in supporting undergraduate Bobcats.



Exhibit 10: Bobcat Activities in which the Bobcat Alumni Association Might Be Involved by Number of Respondents



Personal Involvement

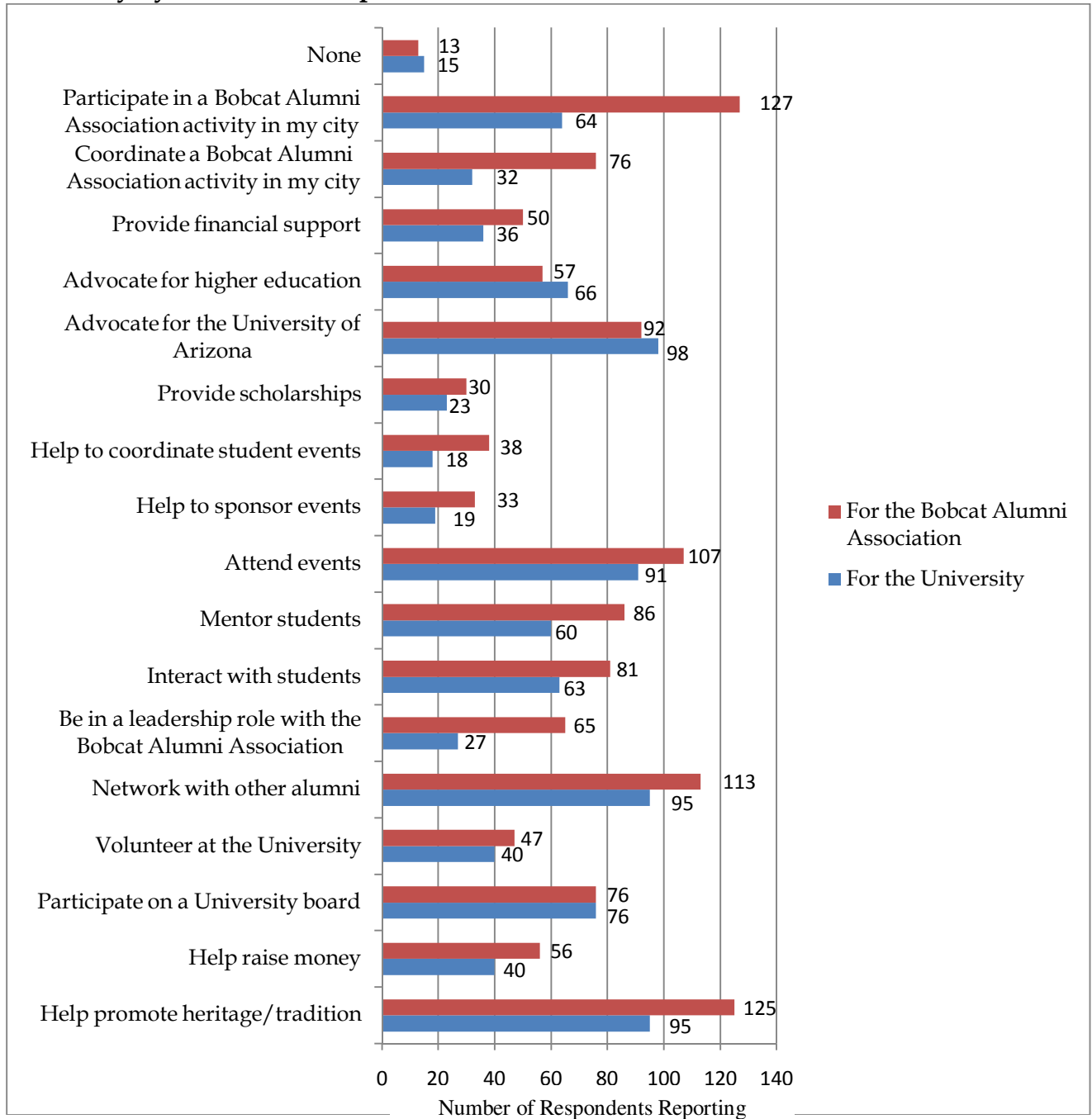
In addition to asking how involved Alumni think the overall Alumni Association should be in a range of activities, the survey also included items to ascertain each person’s individual interest in participating in a variety of University and Bobcat Alumni Association activities. The following sections highlight their responses in these areas.

Interest in Participation

Alumni were asked to indicate which of a list of activities they would be willing to participate in for the University and/or for the Bobcat Alumni Association. For most activities, more Alumni expressed interest in participating for the Bobcat Alumni Association than for the University. The most Alumni expressed interest in participating in a Bobcat Alumni Association event in their city, helping to promote heritage/tradition, attending events, and networking with other Alumni.



Exhibit 11: Interest in Participation for the Bobcat Alumni Association and For the University by Number of Respondents



Dues Program

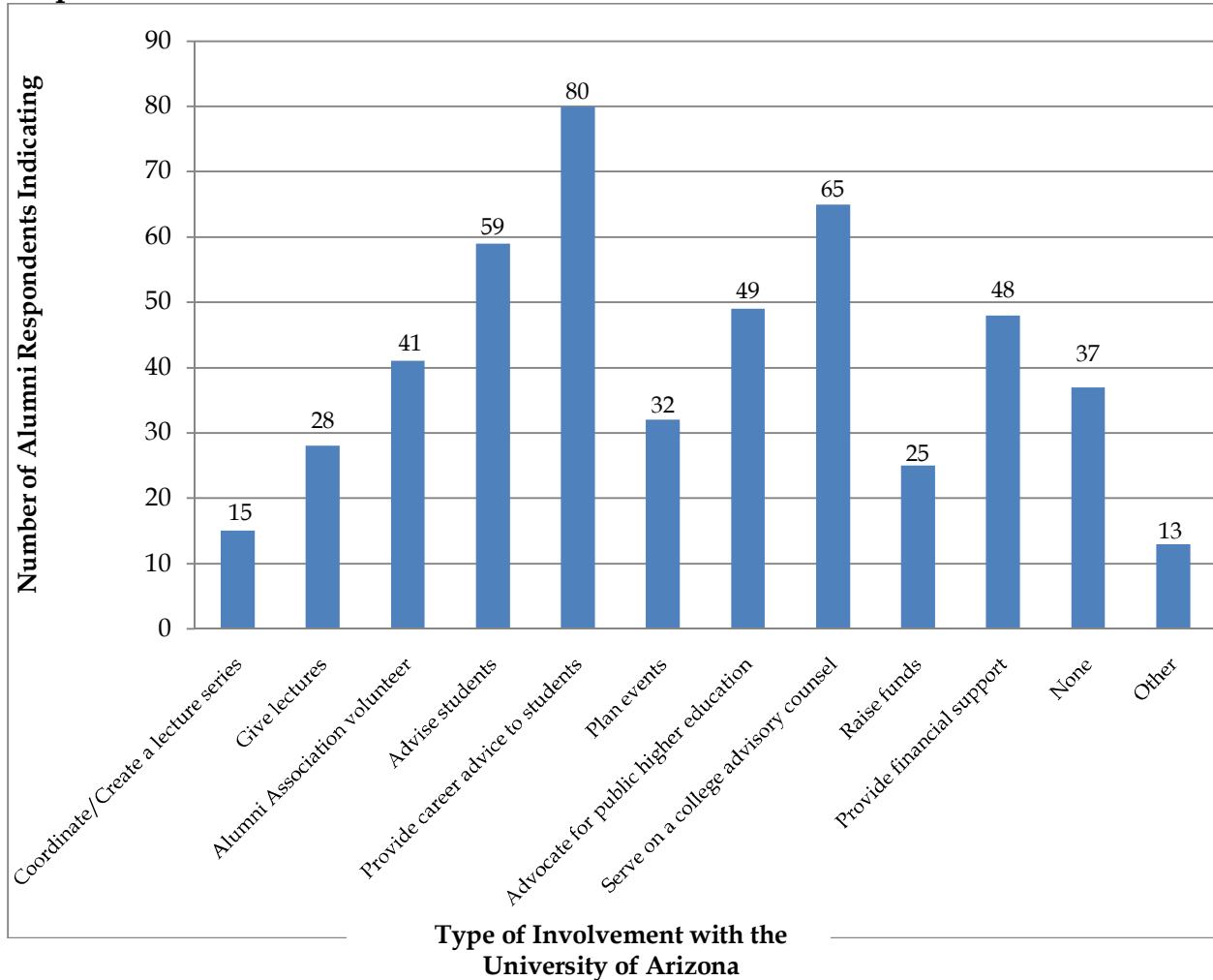
Alumni were asked to indicate whether they would be willing to participate in a dues program to help fund Bobcat activities. Of the 192 Alumni who responded to this item, 43 (22.4%) indicated they would not be willing to participate in a dues program and 149 (77.6%) indicated that they would be willing to participate.



Involvement with The University of Arizona

Another question on the survey asked Alumni to indicate specific types of University of Arizona activities in which they are interested in being involved. The highest number of Alumni indicated they would like to give career advice to students and serve on a college advisory counsel. Few Alumni expressed interest in coordinating/creating a lecture series.

Exhibit 12: Interest in Involvement with The University of Arizona by Number of Respondents

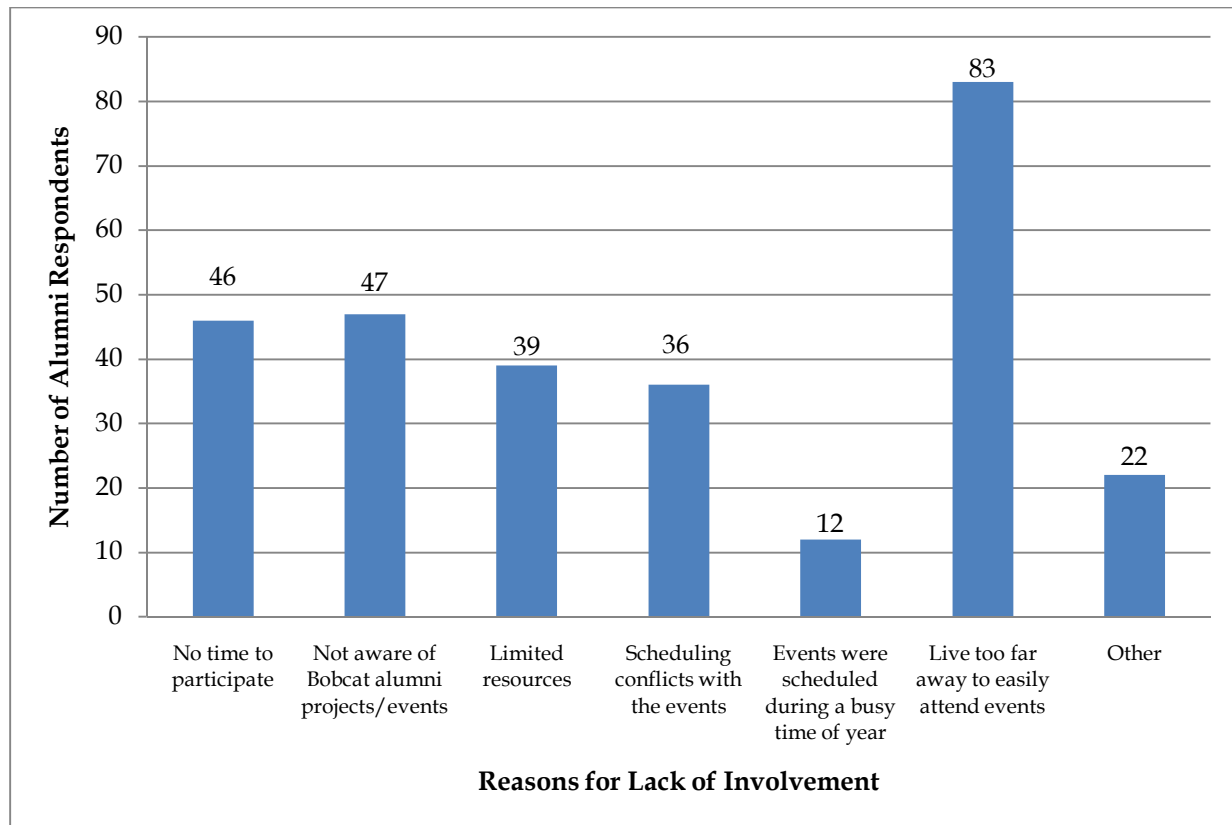


Reasons for No Involvement with Bobcat Alumni Association

Some Bobcat Alumni have had little or no involvement with the Association. In order to ascertain the reasons for their lack of involvement, Alumni were asked to reply to the following question: “If you have not been involved with the Bobcat Alumni Association, why?” They could select all that apply from a list of options that are included in *Exhibit 13* below. Approximately 37% of the 223 respondents who completed the survey indicated that they live too far away to easily attend events. Some Alumni noted other

reasons for their lack of involvement. Only 5.4% of respondents indicated that they were not involved because events took place during a busy time of year.

Exhibit 13: Reasons for No Involvement with Bobcat Alumni Association



Reasons for Participating

In an open-ended question format, Alumni were asked to describe why they would (or currently do) participate in Bobcat Alumni Association events. The following are some of the key themes that emerged:

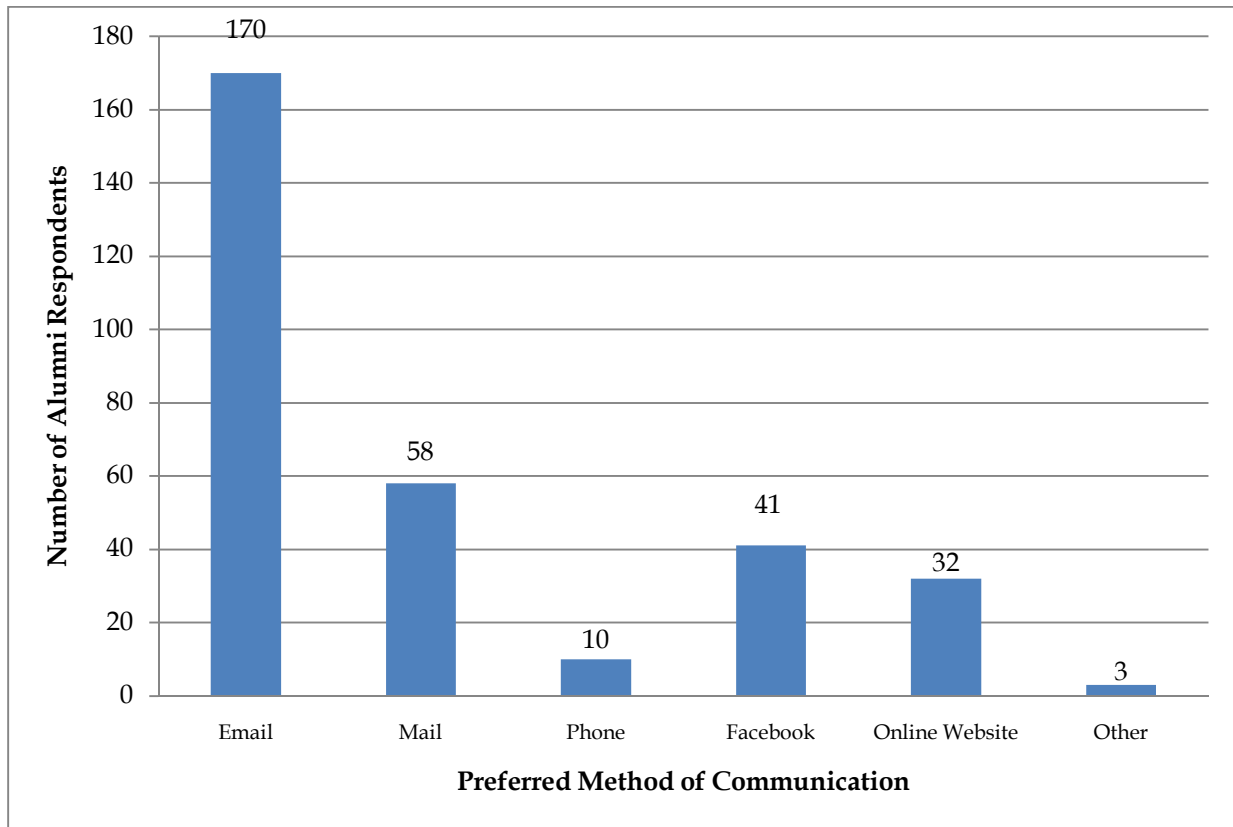
- Loyalty to the University of Arizona and to the Bobcats
- Desire to continue to support The University and give back
- Love for the Bobcats and a desire to stay involved and ensure others have the same experience
- See friends and re-establish old friendships;
- Networking and connecting with other Alumni or current Bobcats
- Pledged “eternal vigilance”
- Strong Bobcat heritage and traditions
- Care about future of Bobcats
- Proud to be a Bobcat
- Help current Bobcats or university students (mentoring, career help, etc.)
- Nostalgia and good memories

Several Alumni also noted that they would want to be more involved if they lived closer.

Communication

The Bobcat Alumni Association leadership was also interested in learning about how the Alumni would prefer to receive information about the Bobcat Alumni Association. They were asked to check which two of the following methods they prefer: email, mail, telephone, Facebook, online website, or other. Over three quarters of the Alumni indicated that they would prefer to receive information by email.

Exhibit 14: Preferred Methods of Communication



Information on Website

As an open-ended question, participants were asked to describe what information they would like to see on a Bobcat Alumni Association website. The following are the primary types of information that were requested by Alumni:

- Upcoming event information (by city, in advance, with details)
- Calendar of events
- Contact information/directory for current and past Bobcats (by year and city; including full contact info, online accessibility, and willingness to be contacted)
- Biographical information on current Bobcats and Bobcat Alumni leadership
- History of the Bobcats and their importance to the University

- Networking opportunities (social, professional, etc.)
- Volunteer opportunities
- “Where are they now” updates on Bobcat Alumni
- List of Bobcat accomplishments and current student projects
- A wall or message board to post to
- News updates (Bobcat Alumni Association and University news and important issues; consider a newsletter format)

Bobcat Alumni Association Experience and Suggestions for Improvement

In several open-ended questions, Bobcat Alumni were asked to comment on aspects of their experience as a Bobcat and on suggestions they have for improvement of the Association. Findings are detailed below.

Meaningful Aspects of the Bobcat Alumni Association Experience

Alumni were asked to respond to the following question: “What part of the Bobcat Alumni Association experience has been the most meaningful to you?” The following is a summary of some of the key themes that emerged in their responses:

- Homecoming breakfasts
- Interacting with other Alumni (networking)
- Interacting with current Bobcats and undergraduate students
- Friendships with the people they have met
- Staying connected with the University
- Proud of the Bobcat organization and of involvement with them
- Attending events

Some Alumni expressed that they had not been very involved with the Bobcat Alumni Association. The primary reasons that were noted were living too far away, not being aware of ways to be involved, and being only a recent graduate.

Suggestions for Improvement

The final Alumni survey question asked participants to describe any suggestions that they have for improvement. Some of the participants noted that they felt the Association was doing a great job. Many of the participants noted areas where they felt there was room for improvement. A summary of the key themes that emerged is provided below:

- Communicate more/better with the Alumni (i.e. send more emails, inform about activities/events going on, create a website)
- Provide information about ways to be involved (actively recruit Alumni to get involved and/or to donate)
- Increase the ways in which Alumni can network and connect (i.e. a directory of contact information, reunions)

- Encourage networks/events in other cities where there is a concentration of Alumni
- Find ways for Alumni who are in other locations to be involved
- Encourage more connection between current Bobcats and Alumni
- Hold more events
- Start small, with just a few new activities
- Work on projects that are directly related to the purpose of the Bobcats (make a difference to the organization or The University)
- Encourage Alumni to take on leadership roles

Summary and Recommendations

The findings from the Bobcat Alumni Association survey suggest that there is interest in enhancing the Bobcat Alumni Association both in how it serves the University and also in what it offers to its members. Bobcat Alumni seem to be passionate about the organization and are dedicated to ensuring that it endures. Many Alumni noted that the very motto of the organization “Eternal Vigilance” suggests that it is their duty to serve the University for life. Promoting the heritage/tradition of The University and of the Bobcats was noted as one of the primary roles they saw for the Bobcat Alumni Association, and was one in which many individuals expressed interest in being involved. Alumni also highly value opportunities to network and stay connected with their peers, frequently noting the friendships they have forged as a meaningful aspect of their Bobcat experience.

Members are, however, located all over the country, and have varying levels of involvement with the organization. Distance is a major challenge for many Alumni, and so finding ways to involve Alumni who are not based in Arizona may be important to an effort to enhance the work of the Association. Throughout the survey, the need for improved communication was noted. Alumni would like to see more information provided on a website or via email, updating them on events, providing contact information, and generally helping them stay informed about the work of the organization.

