

# ALUMNI ENGAGEMENT SURVEY

A snapshot of the top takeaways

## ALUMNI INTERESTS

- Opportunities for career growth
- Discounts, benefits and on-campus services
- Supporting student success

## ALUMNI WANT MORE

- Social media presence
- Invites to alumni events
- Communications
- Ways to get involved

## WHAT MATTERS MOST TO ALUMNI

**44%** Value of their credential earned at MacEwan

**40%** Availability of scholarships, awards and bursaries

**38%** The role MacEwan plays in the success of Edmonton

**36%** A diverse and inclusive environment

## TOP THREE EXPERIENCES AT MACEWAN

- Opportunity to have real life learning opportunities
- Quality of education
- Skills/training for career

## WAYS ALUMNI WANT TO GET INVOLVED

- Mentorship programming
- Serving as ambassadors to promote MacEwan
- Recruitment activities for new students
- Connecting students with employment opportunities

## WHAT IS IMPORTANT TO ALUMNI?

**Discounts** Invitations **Staying connected**  
 Information Being informed Alumni Events **Recognition**  
**Networking** Benefits **Community** Having a degree  
 Being able to give back **Pride** Feeling connected  
 Connection to MacEwan **Keeping in touch** Being able to share my experiences