ALUMNI ENGAGEMENT SURVEY  A snapshot of the top takeaways

ALUMNI INTERESTS

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

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

ALUMNI WANT MORE

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

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