



# 2024 HEDS Alumni Survey

Administered by the Higher Education Data Sharing Consortium

## Supplemental Question Report – Alumni and Parent Relations

The 2024 HEDS Alumni Survey was administered June 5-26 to all alumni with valid email addresses from the Classes of 2013, 2014, 2018, and 2019. This included 2,223 individuals (1,194 from the Classes of 2013/2014, the “10-year cohort,” and 1,029 from the Classes of 2018/2019, the “five-year cohort”). Of these, 420 responded to the survey (19% response rate overall), including 227 from the 10-year cohort and 193 from the 5-year cohort (also a 19% response rate per cohort). Alumni and Parent Relations included a supplemental question on the survey seeking alumni interest in different kinds of engagement.

### Summary of Responses

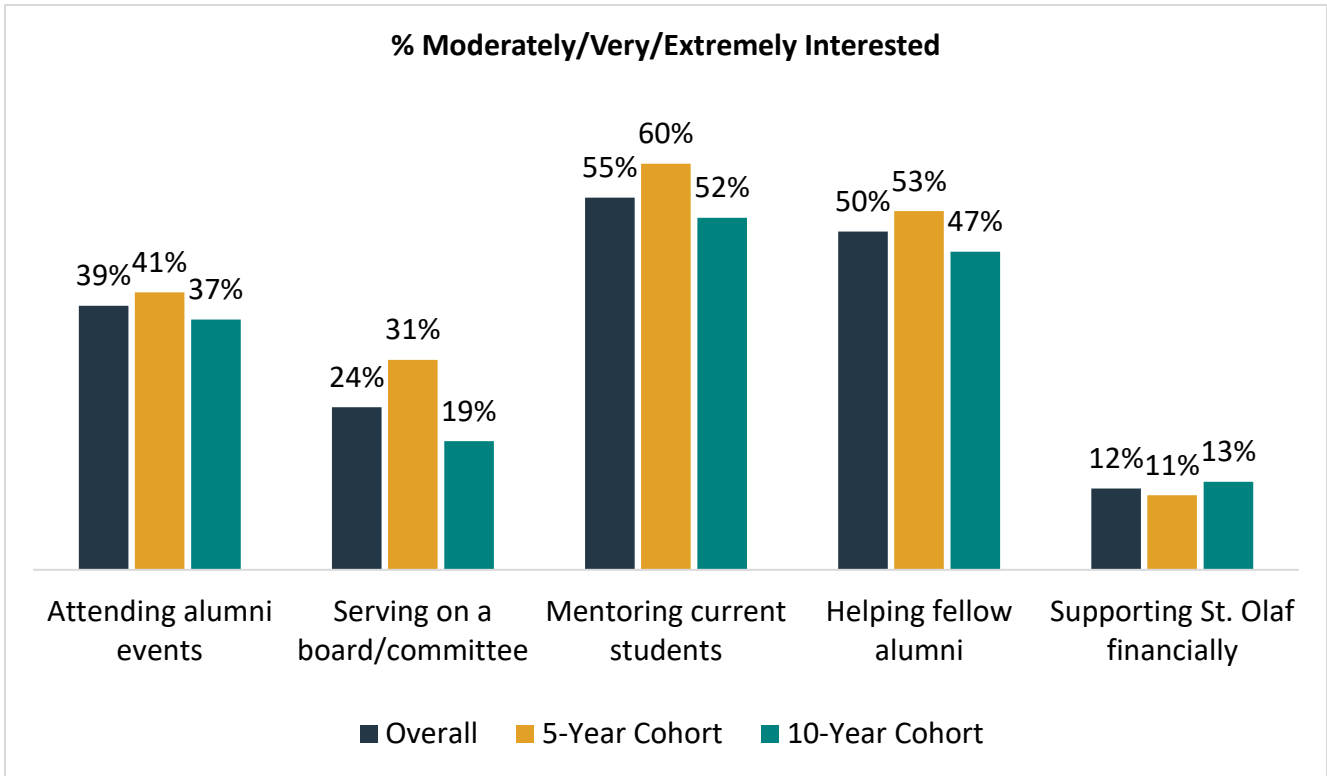
From the pool of survey respondents, 284 answered these questions about alumni engagement (119 from the 5-year cohort and 165 from the 10-year cohort), which appeared near the end of the survey. Alumni were asked to indicate interest (not at all interested, slightly interested, moderately interested, very interested, extremely interested) in ever doing the following<sup>1</sup>:

- Attending and participating in alumni events and programming
- Serving on a St. Olaf board or committee
- Mentoring current students
- Helping fellow alumni
- Supporting St. Olaf through financial contributions

The graph below shows the percentage of respondents who indicated at least moderate interest in engaging with the college in each of these ways. Alumni were most likely to be interested in mentoring current students or helping fellow alumni, and least interested in supporting St. Olaf financially, though financial support was also the item with the highest level of current engagement. There were modest differences between the two cohorts of respondents, with the 5-year cohort generally more likely to be interested in each type of engagement (especially serving on a board/committee) except for financial contributions. The table shows further detail on the frequencies of each response across the two cohorts as well as overall.

---

<sup>1</sup> If applicable, alumni could instead indicate that they already engage in these ways. Excluding these responses produced a similar pattern of results; therefore, percentages are based on all respondents.



		Not at all interested	Slightly interested	Moderately interested	Very interested	Extremely interested	I already engage in this way
Attending alumni events	<b>Overall</b>	<b>32 (11%)</b>	<b>101 (36%)</b>	<b>57 (20%)</b>	<b>34 (12%)</b>	<b>19 (7%)</b>	<b>41 (14%)</b>
	Five-Year Cohort	15 (13%)	41 (34%)	28 (24%)	14 (12%)	7 (6%)	14 (12%)
	Ten-Year Cohort	17 (10%)	60 (36%)	29 (18%)	20 (12%)	12 (7%)	27 (16%)
Serving on a board/committee	<b>Overall</b>	<b>141 (50%)</b>	<b>70 (25%)</b>	<b>42 (15%)</b>	<b>15 (5%)</b>	<b>12 (4%)</b>	<b>4 (1%)</b>
	Five-Year Cohort	55 (46%)	26 (22%)	21 (18%)	9 (8%)	7 (6%)	1 (1%)
	Ten-Year Cohort	86 (52%)	44 (27%)	21 (13%)	6 (4%)	5 (3%)	3 (2%)
Mentoring current students	<b>Overall</b>	<b>31 (11%)</b>	<b>90 (32%)</b>	<b>88 (31%)</b>	<b>47 (17%)</b>	<b>21 (7%)</b>	<b>7 (2%)</b>
	Five-Year Cohort	13 (11%)	32 (27%)	33 (28%)	26 (22%)	12 (10%)	3 (3%)
	Ten-Year Cohort	18 (11%)	58 (35%)	55 (33%)	21 (13%)	9 (5%)	4 (2%)
Helping fellow alumni	<b>Overall</b>	<b>20 (7%)</b>	<b>110 (39%)</b>	<b>79 (28%)</b>	<b>46 (16%)</b>	<b>16 (6%)</b>	<b>13 (5%)</b>
	Five-Year Cohort	9 (8%)	41 (34%)	31 (26%)	22 (18%)	10 (8%)	6 (5%)
	Ten-Year Cohort	11 (7%)	69 (42%)	48 (29%)	24 (15%)	6 (4%)	7 (4%)
Supporting St. Olaf financially <sup>2</sup>	<b>Overall</b>	<b>115 (41%)</b>	<b>83 (29%)</b>	<b>21 (7%)</b>	<b>12 (4%)</b>	<b>1 (&lt;1%)</b>	<b>50 (18%)</b>
	Five-Year Cohort	50 (42%)	39 (33%)	8 (7%)	5 (4%)	0 (0%)	16 (14%)
	Ten-Year Cohort	65 (40%)	44 (27%)	13 (8%)	7 (4%)	1 (1%)	34 (21%)

<sup>2</sup> Two respondents skipped this part of the question (one each from the 5-year and 10-year cohorts), so totals will be slightly lower for this item.