



# LAFAYETTE COLLEGE

## Results from the 2013 Alumni Attitude Study<sup>®</sup>

Presented by:



Slide 1

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# Study Results:

## Distribution and Response

Response Rate	10.44%
Surveys Distributed	18,467
Returned Email (bad addresses)	392
Presumed Delivered	18,075
Number of responses	1,887

# Bias is inherent in all research studies. It must be understood and minimized where possible.

## Confidence Interval

- Computation based on number of responses and variation of responses
- Assumes random distribution and ability to respond
- Response percentage is not part of the consideration for this calculation

## Non-Response Bias

- A low survey response rate and corresponding high non-response rate causes concern about differences between respondents and non-respondents
- Exists in both internet and phone surveys as well as mail
- Consistency of ranking for question groups helps alleviate concern
- Distribution across membership status, age, and gender also helps reduce concern

## Selection Bias

- A survey will be more representative of the entire population if sample selection is truly random and each member of the population has an equal opportunity to be selected
- Possibly more of an internet issue currently for some schools
- Approximately 82% of college graduates have access to the internet and email\*

\* Source: *"The Ever-Shifting Internet Population"*, The Pew Internet & American Life Project, April 16, 2003.

# Participants

## All School Comparables

American University	CSU - San Diego	National-Louis University	University of Arkansas
Auburn University	CSU - San Marcos	New York University	University of Baltimore
Barry University	CSU - Stanislaus	Oakland University	University of Central Florida
Berea College	Culver-Stockton College	Ohio University	University of Cincinnati
Brandeis University	East Carolina University	Plymouth State University	University of Florida
Bryant University	Emporia State University	Rensselaer Polytechnic Institute	University of Kansas
Buffalo State University	Florida International University	Rochester Institute of Technology	University of Nevada - Las Vegas
Cal Poly Pomona	Fresno State University	Salem State College	University of Northern Iowa
Cal Poly SLO	George Mason University	San Jose State University	University of Oregon
Cedarville University	Georgia Institute of Technology	Santa Clara University School of Law	University of Southern California
Chico State University	Grambling State University	Seton Hall University	University of Tennessee - Chattanooga
Clemson University	Hope College	Sonoma State University	University of Tennessee - HSC
Cornell University	Humboldt State University	Southern Illinois University	University of Tennessee - Knoxville
CSU - Bakersfield	Illinois State University	Southern Methodist University	University of Tennessee - Martin
CSU - Dominguez Hills	Ithaca College	Southern Polytechnic State University	University of Wisconsin - Eau Claire
CSU - East Bay	Jacksonville State University	Southwest Minnesota State University	University of Wisconsin - LaCrosse
CSU - Fullerton	John Carroll University	St John's University	Virginia Institute of Technology
CSU - Long Beach	Lehigh University	Syracuse University	Western Michigan University
CSU - Northridge	Mercer University	Texas A&M University - Corpus Christi	Whitworth University
CSU - Sacramento	Metro State College of Denver	University of Alaska - Fairbanks	Widener University
CSU - San Bernardino	Montana State University - Billings		Winthrop University

# Participants

Comparables

**Cornell University**  
**Lehigh University**  
**Rensselaer Polytechnic Institute**  
**Tulane University**  
**Emory University**  
**Georgetown University**  
**American University**  
**Boston University**  
**Clarkson University**  
**Brandeis University**

# Era of Graduation

By Graduation Era - Definitions			
<p><b>Woodstock/ Vietnam and Prior (graduated prior to 1973)</b></p>	<ul style="list-style-type: none"> <li>• Includes pre 1964 graduates</li> <li>• Tumultuous 60's</li> <li>• Civil Rights Act</li> <li>• Tonkin resolution to Nixon resignation</li> <li>• Good economy</li> <li>• Ages 60–68 and older</li> </ul>	<p><b>Electronic Revolution/ Dot-Com (graduated 1994–2000)</b></p>	<ul style="list-style-type: none"> <li>• Dot-com IPOs to 9/11</li> <li>• Peace and fall of Berlin Wall</li> <li>• Big booming economy focused on youth</li> <li>• Ages 33–39</li> </ul>
<p><b>Post-Watergate (graduated 1974–1980)</b></p>	<ul style="list-style-type: none"> <li>• Nixon resignation to Reagan boom</li> <li>• Younger brothers and sisters of Woodstock/Vietnam</li> <li>• Bad economy and pessimistic time</li> <li>• Ages 53–59</li> </ul>	<p><b>Post-9/11 (graduated 2000 through 2008)</b></p>	<ul style="list-style-type: none"> <li>• Economic bust after Dot-Com followed by real estate driven growth</li> <li>• Focus away from youth</li> <li>• War in our time</li> <li>• More competition for every job</li> <li>• Age</li> <li>• Ages 27 - 32</li> </ul>
<p><b>Yuppie/End of Cold War (graduated 1981–1993)</b></p>	<ul style="list-style-type: none"> <li>• Reagan boom to dot-com IPOs</li> <li>• Good economy and optimistic time</li> <li>• Ages 40–52</li> </ul>	<p><b>Post Great Recession (Graduated after 2008)</b></p>	<ul style="list-style-type: none"> <li>• Market crash of 2008</li> <li>• Explosive unemployment</li> <li>• Significantly increased role of government in health care</li> <li>• Slowest recovery in history</li> <li>• Breakdown of European economy</li> <li>• Huge and growing US deficit</li> <li>• Ages 26 and younger</li> </ul>