Survey Says
Alumni tell the BUAA what they really think
BY KELLY CUNNINGHAM

The Boston University Alumni Association recently surveyed a large sample of BU’s 300,000-strong alumni body. We asked you what you think of your alma mater, how you like to reconnect with the University, and how BU and the BUAA can bring greater value to your life.

Many alumni had reputation and rankings on their minds, citing BU’s “global brand” as an asset. “The most important thing for me as an alumnus,” wrote one respondent, “is that the degree I spent four years working for acts as a professional passport and gets me into places I otherwise might not be able to go to.”

Others had some specific requests, from offering “more networking opportunities” and “more learning-driven events,” to creating “a culture of giving that allows BU to improve its facilities, increase scholarship aid, raise faculty salaries (in departments other than management and medicine), and become a major player in the world.”

We thank our survey respondents—and all alumni who continue to give us feedback in other ways. We strive to serve your needs and have begun to take action based on what you told us. For example, our Twitter feed (www.twitter.com/bualumni) has beefed up its information-sharing on services and benefits, and we’re offering more and more alumni events all over the world, bringing the University to you.

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63.9% give to the University or plan to do so in the future.

73% identified the quality of leadership as a major influence on the pride they feel in BU.

17.8% think we don’t promote alumni services and benefits enough.

84% prefer email as the vehicle of communications from the BUAA.

55% think the BUAA offers enough social media activity; 32% would welcome more.

84.9% identified career services as a valuable benefit offered by the BUAA.

79.2% think it’s important for alumni to identify job opportunities for one another and for students.

31.1% contact other alumni frequently.

55% cite geographical distance as a barrier to participating in alumni activities.

We count on your input, so please keep it coming!
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HERE ARE SOME OF THE KEY RESULTS: