

Western New York Chapter



Penn State
Alumni Association

A panoramic view of a city skyline across a body of water. The skyline includes several tall buildings, including a prominent skyscraper on the right. A sailboat is visible in the water in the foreground. The sky is blue with some light clouds.

2010 Survey of Engagement

June 24, 2010

Presented By: William D. Frye, Ph.D., CHE



Task

- The PSU WNY Officers and Board of Directors determined the need to implement a survey in order to understand the needs of the current and potential future membership.
- *“The information obtained will be used by the leadership of PSU WNY as part of a strategic planning process to determine how best to engage the greatest number of Penn Staters and friends of Penn State. In other words, we wanted to know what motivates you to maintain your relationship with Penn State at a local level, how PSU WNY can best serve these needs, and how you might like (or prefer not) to get involved with PSU WNY.”*



Methodology

- An online survey was developed and approved by the Board.
- The survey was opened from April 19 – May 31, 2010.
- PSAA members of Western New York were notified via postcard on April 19th. Multiple email reminders were sent to those whom we had email addresses.
- After the closing of the survey, Bill Frye analyzed the results.



Survey Statistics

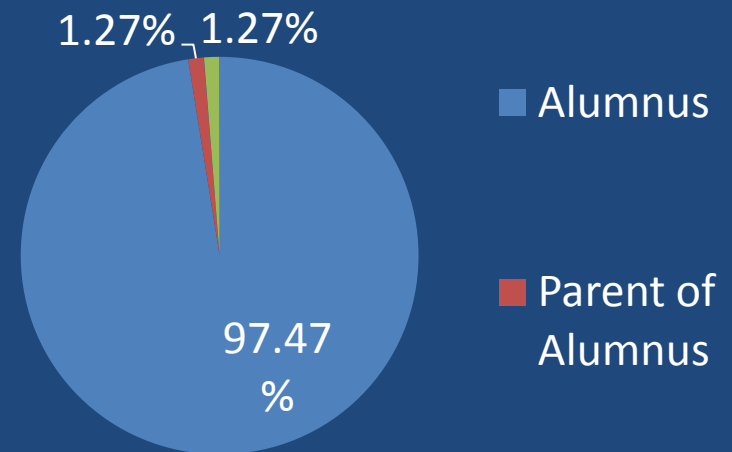
Viewed	119
Started	83
Completed	52
Completion Rate	62.7%
Drop Outs (After Starting)	31
Average time taken to complete survey	12 minutes



Respondent Affiliation

- What best describes your affiliation with Penn State?

	Answer	Count	Score
1	Alumnus	77	97.47%
2	Current Student	0	0.00%
3	Spouse of Alumnus	0	0.00%
4	Parent of Alumnus	1	1.27%
5	Spouse of current student	0	0.00%
6	Parent of current student	1	1.27%
7	Friend of Penn State	0	0.00%
8	Fan of PSU athletics	0	100.00 %
	Total	79	100.00%



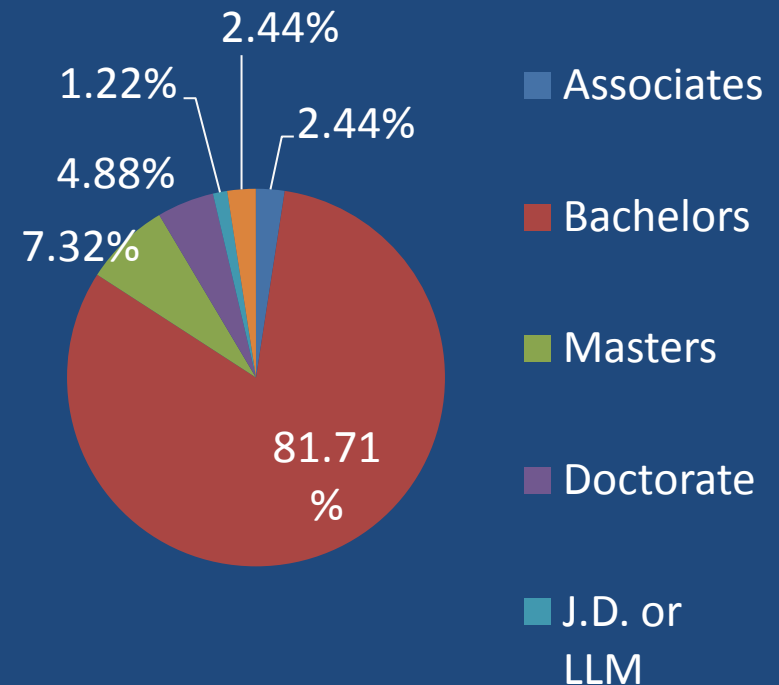


Degree Type

• Which degrees did you earn from Penn State?

(check all that apply)

	Answer	Count	Score
1	Associates	2	2.44%
2	Bachelors	67	81.71%
3	Masters	6	7.32%
4	Doctorate	4	4.88%
5	Law Degree (J.D. or LLM)	1	1.22%
6	I did not earn a degree but have attended/am attending Penn State	0	0.00%
7	I have never attended Penn State	2	2.44%
	Total	82	100.00%



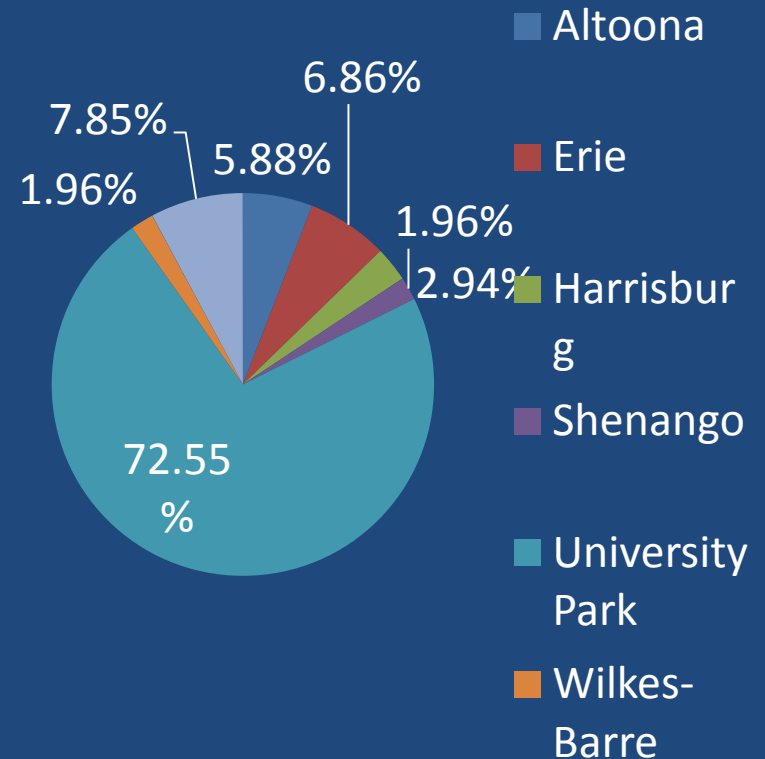


Campuses Attended

- What Penn State campuses have you attended?

(check all that apply)

	Answer	Count	Score
1	Altoona	6	5.88%
2	Erie, The Behrend College	7	6.86%
3	Harrisburg	3	2.94%
4	Shenango	2	1.96%
5	University Park	74	72.55%
6	Wilkes-Barre	2	1.96%
7	Other	8	7.85%
	Total	82	100.00%

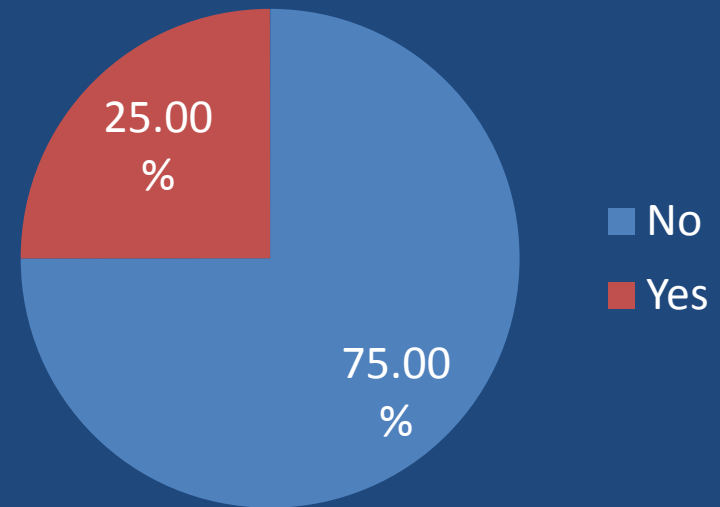




Nittany Lion Club Membership

- Are you a member of the Nittany Lion Club?

	Answer	Count	Score
1	No	57	75.00%
2	Yes	19	25.00%
	Total	76	100.00%

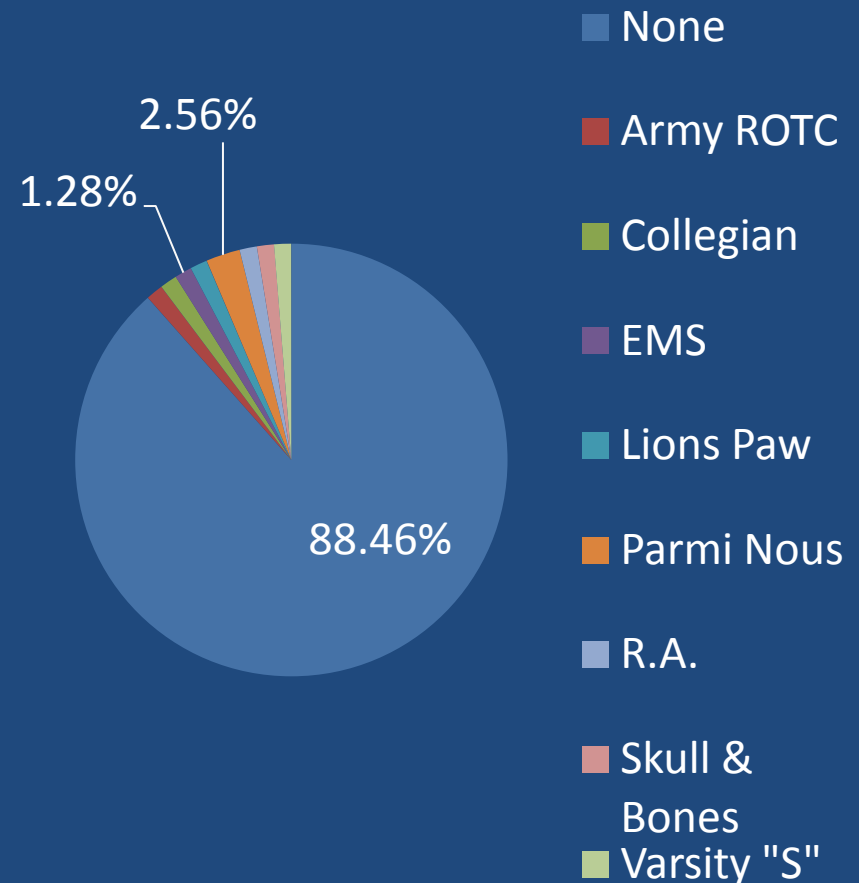




Alumni Interest Groups

- Are you a member of any Penn State Alumni Interest Groups? (Check all that apply)

Answer	Count	Score
1 None	69	88.46%
2 Army ROTC AIG	1	1.28%
3 Collegian AIG	1	1.28%
4 Emergency Medical Services AIG	1	1.28%
5 Lions Paw AIG	1	1.28%
6 Parmi Nous AIG	2	2.58%
7 Resident Assistants AIG	1	1.28%
8 Skull & Bones AIG	1	1.28%
9 Varsity "S" AIG	1	1.28%
Total	78	100.00%



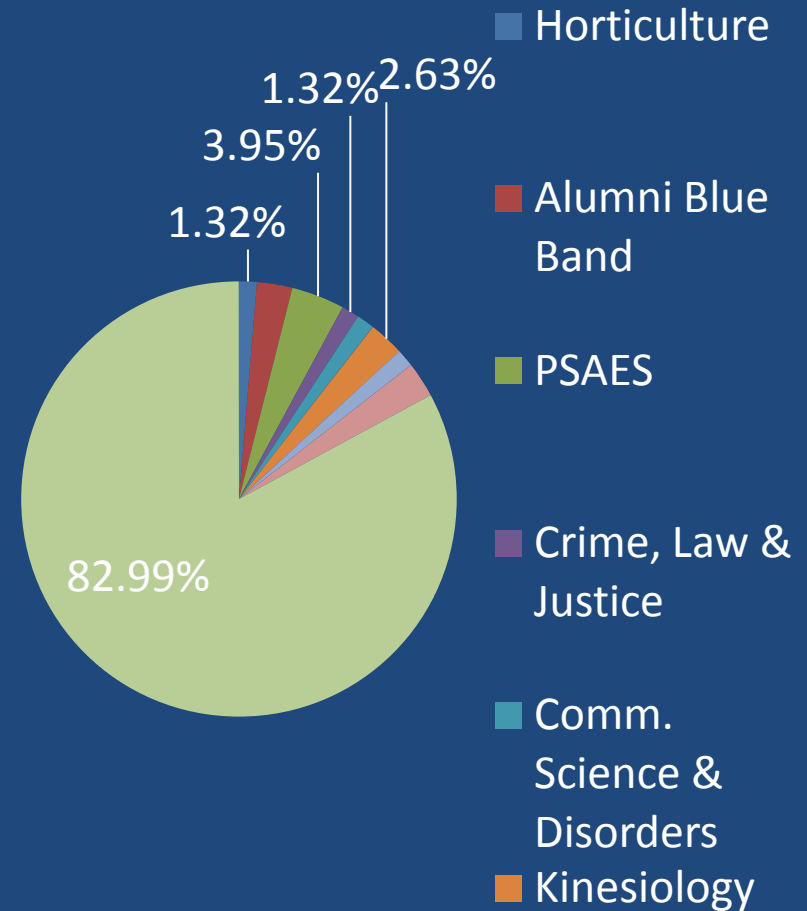


Alumni Program Groups

• Are you a member of any Alumni Program Groups?

(Check all that apply)

Answer	Count	Score
1 None	63	82.89%
2 Agriculture - Horticulture	1	1.32%
3 Arts & Architecture – Alumni Blue Band	2	2.63%
4 Engineering – Architectural Engineering (PSAES)	3	3.95%
5 Liberal Arts – Crime, Law & Justice	1	1.32%
6 H & HD – Communications Sciences & Disorders	1	1.32%
7 H & HD – Kinesiology & Athletic Training	2	2.63%
8 H & HD – Nutrition & Dietetics	1	1.32%
9 H & HD – Penn State Hotel & Restaurant Society	1	1.32%
Total	76	100.00%



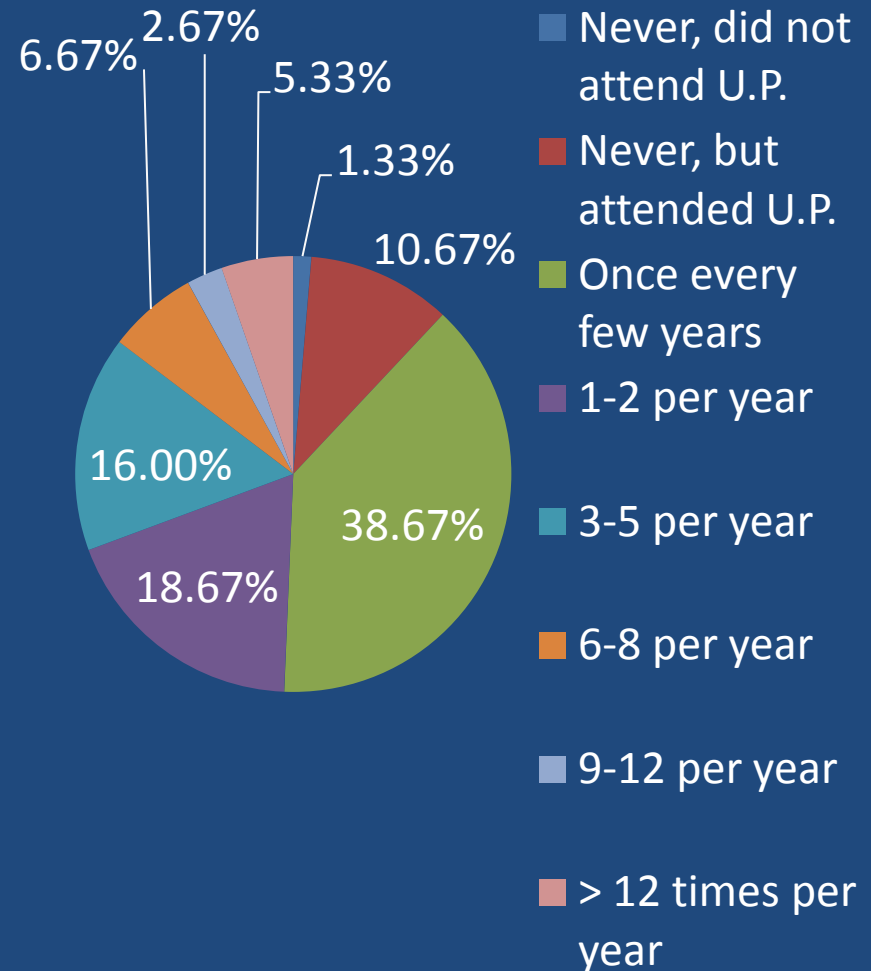


Visiting “Happy Valley”

• How frequently do you return to “Happy Valley”?

(Check all that apply)

Answer	Count	Score
1 Never, I never attended University Park	1	1.33%
2 Never, though I did attend University Park	8	10.67%
3 Once every few years	29	38.67%
4 Once or twice a year	14	18.67%
5 Three to five times per year	12	16.00%
6 Six to eight times per year	5	6.67%
7 Nine to 12 times per year	2	2.67%
8 More than 12 times per year	4	5.33%
Total	75	100.00%

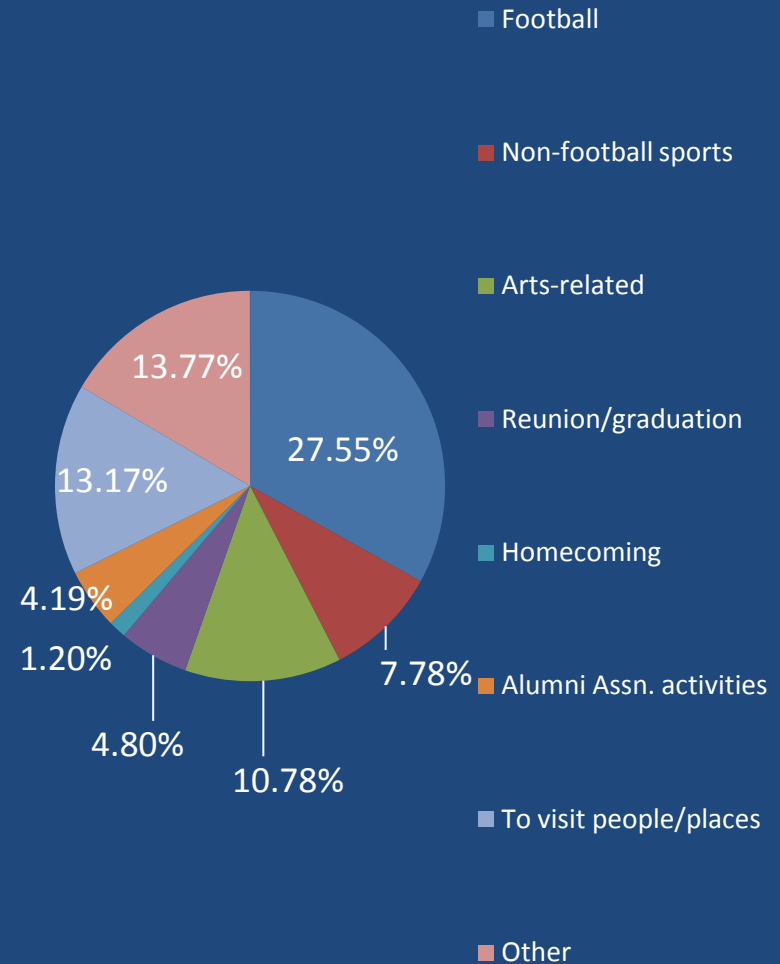




Reasons for Returning to “H. V”

- Why do you return to “Happy Valley”? (Check all that apply)

Answer	Count	Score
Attend football /season tix holder	12	7.19%
Attend football / not season tix holder	34	20.36%
Attend non-football sporting event	13	7.78%
Attend Central PA Arts festival	15	8.98%
Attend other arts related event	3	1.80%
Attend PSU class reunion	4	2.40%
Attend PSU graduation ceremony	4	2.40%
Attend PSU homecoming (non-football)	2	1.20%
Attend AIG activity	1	0.60%
Attend APG activity	0	0.00%
Attend PSAA activities	6	3.59%
Visit friends/classmates	22	13.17%
Visit PSU faculty/staff	6	3.59%
See how things have changed	22	13.17%
Other	23	13.77%
Total	167	100.00%

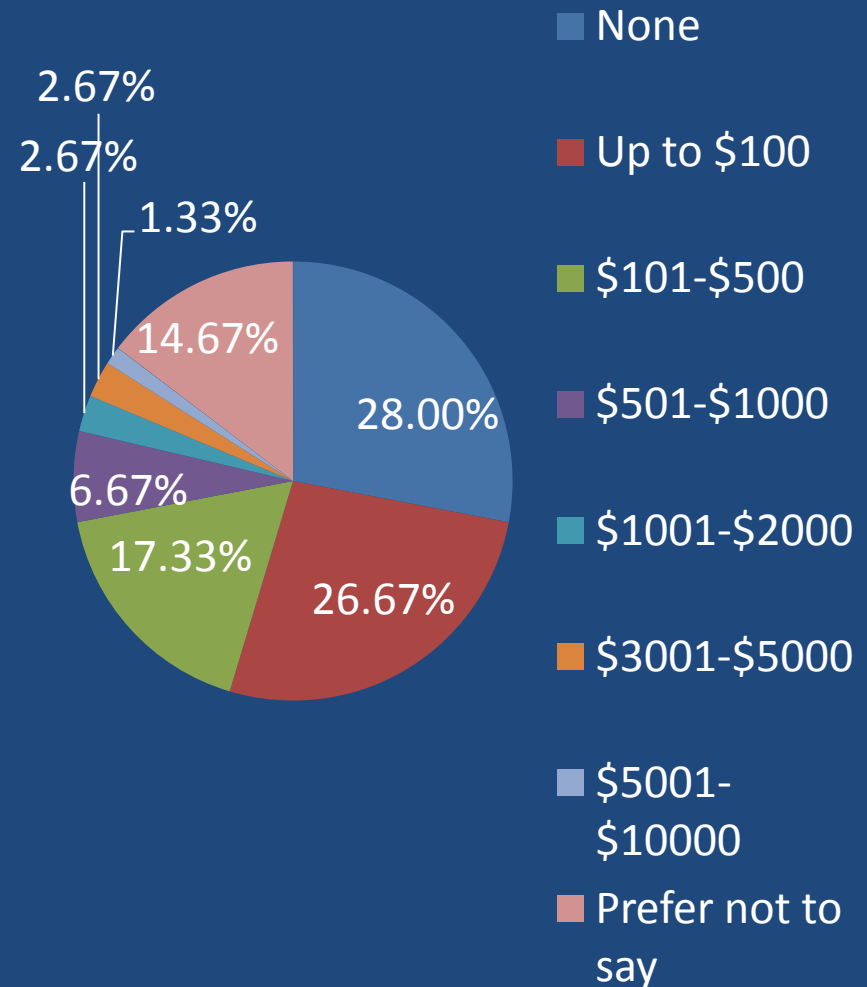




Annual Giving to Penn State

- On average, how much do you donate to PSU annually?

	Answer	Count	Score
1	None	21	28.00%
2	Up to \$100	20	26.67%
3	\$101-\$500	13	17.33%
4	\$501-\$1,000	5	6.67%
5	\$1,001-\$2,000	2	2.67%
6	\$2,001-\$3,000	0	0.00%
7	\$3,001-\$5,000	2	2.67%
8	\$5,001-\$10,000	1	1.33%
9	More than \$10,000	0	0.00%
10	Prefer not to say	11	14.67%
	Total	75	100.00%

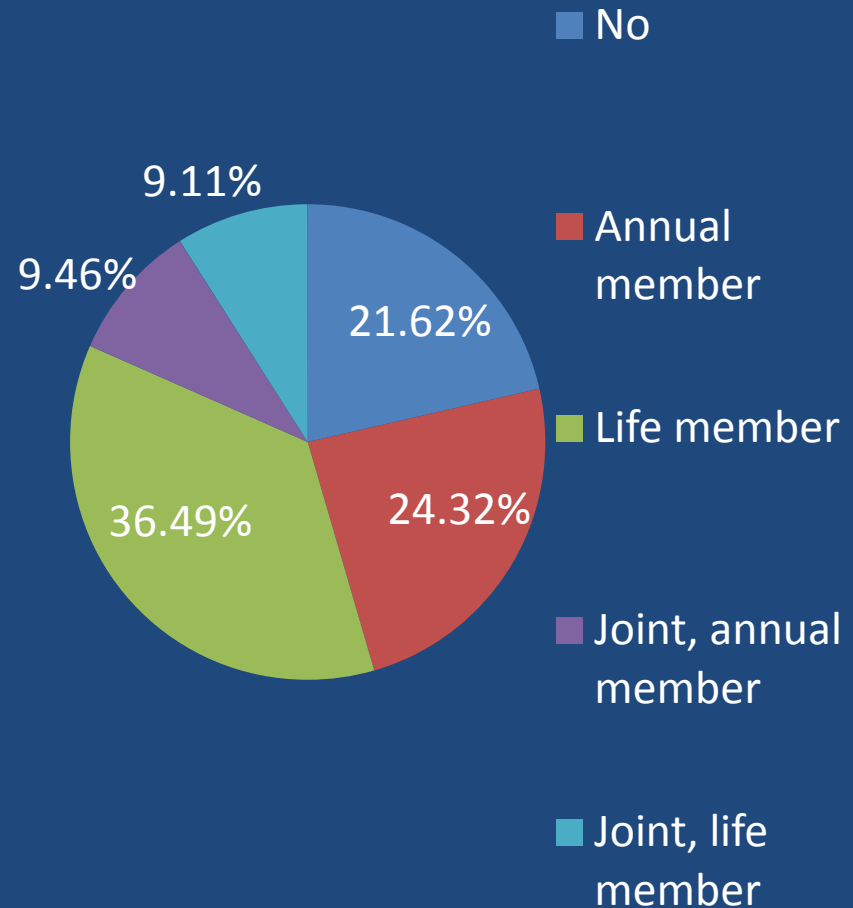




PSAA Membership

- Are you a member of the Penn State Alumni Association?

	Answer	Count	Score
1	No	16	21.62%
2	Yes, I am an annual member	18	24.32%
3	Yes, I am a life member	27	36.49%
4	Yes, I and my spouse/partner are joint annual members	7	9.46%
5	Yes, I and my spouse/partner are joint life members	6	8.11%
	Total	74	100.00%

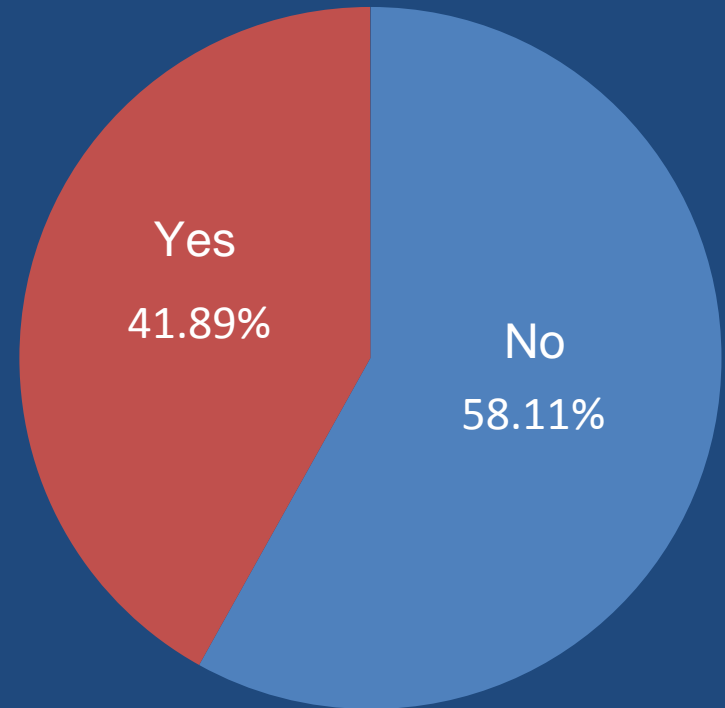




PSU WNY Membership

- Are you a member of the WNY Chapter of PSAA?

	Answer	Count	Score
1	No	43	58.11%
2	Yes	31	41.89%
	Total	74	100.00%

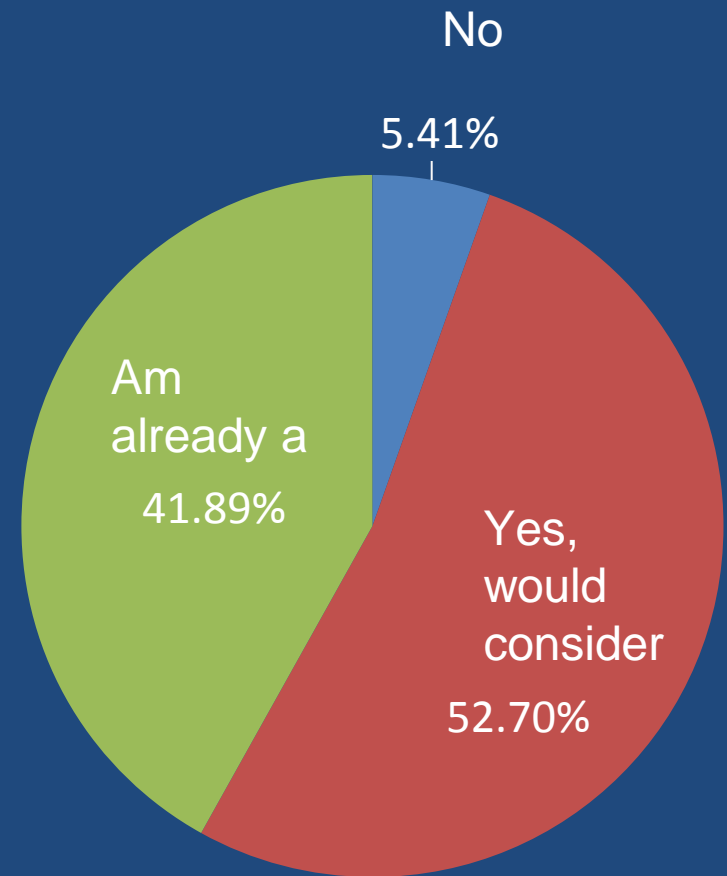




Consider Joining PSU WNY?

- If you are not a member, would you consider joining PSU WNY?

	Answer	Count	Score
1	No	4	5.41%
2	Yes, I would consider joining	39	52.70%
3	I am already a member of PSU WNY	31	41.89%
	Total	74	100.00%



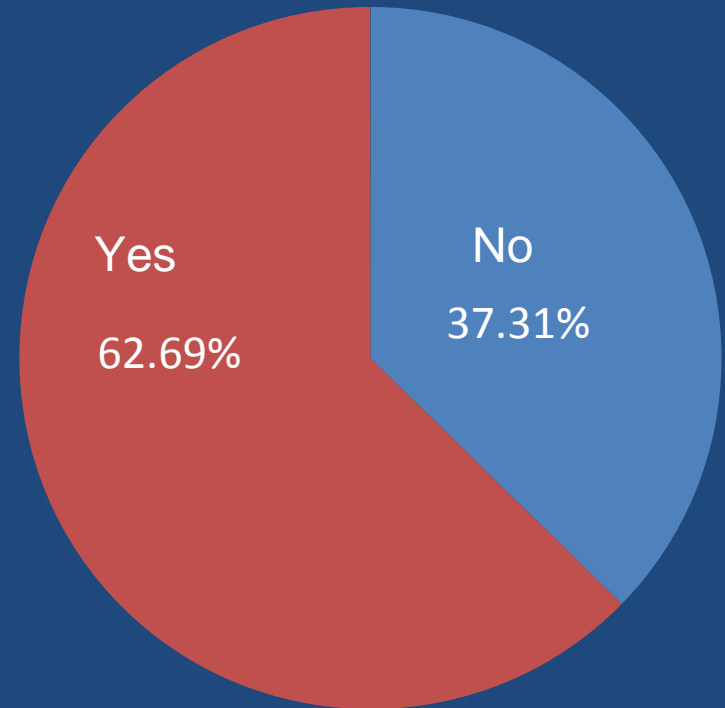


Visited the PSU WNY Website?

- Have you visited the website for PSU WNY?

www.psuwny.com

	Answer	Count	Score
1	No	25	37.31%
2	Yes	42	62.69%
	Total	67	100.00%

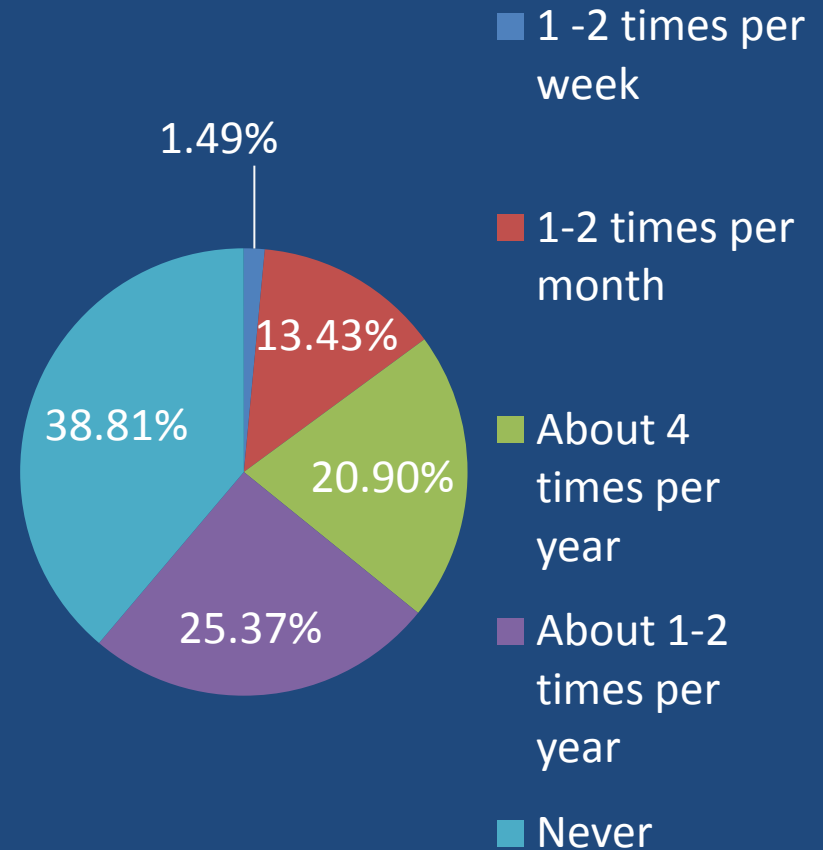




Frequency of Visiting Website

- In the past year, how frequently have you visited the PSU WNY website?

	Answer	Count	Score
1	Daily	0	0.00%
2	About once or twice a week	1	1.49%
3	About once or twice a month	9	13.43%
4	About four times per year	14	20.90%
5	About once or twice a year	17	25.37%
6	Never	26	38.81%
	Total	74	100.00%





Attendance at PSU WNY Events

- In the past year, which of the following PSU WNY events have you attended? (check all that apply)

	Answer	Count	Score
1	Organizational meeting at Ramada Hotel	22	22.00%
2	Cocktails social at Benchwarmers	17	17.00%
3	Freshman send-off party	12	12.00%
4	Football viewing parties	46	46.00%
5	None of the above	3	3.00%
	Total	100	100.00%

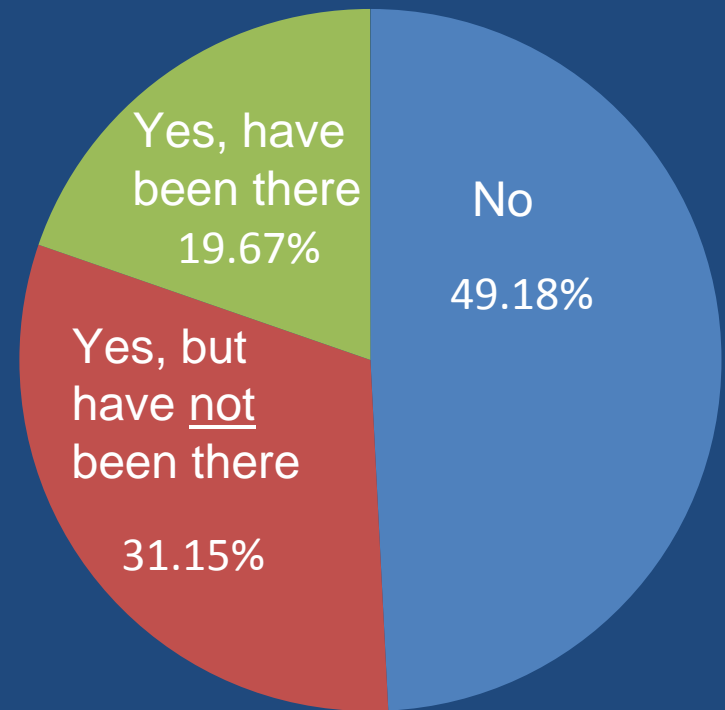




Awareness about McCarthy's Pub

- Are you aware that McCarthy's Pub is the new meeting place for PSU WNY meetings and football games?

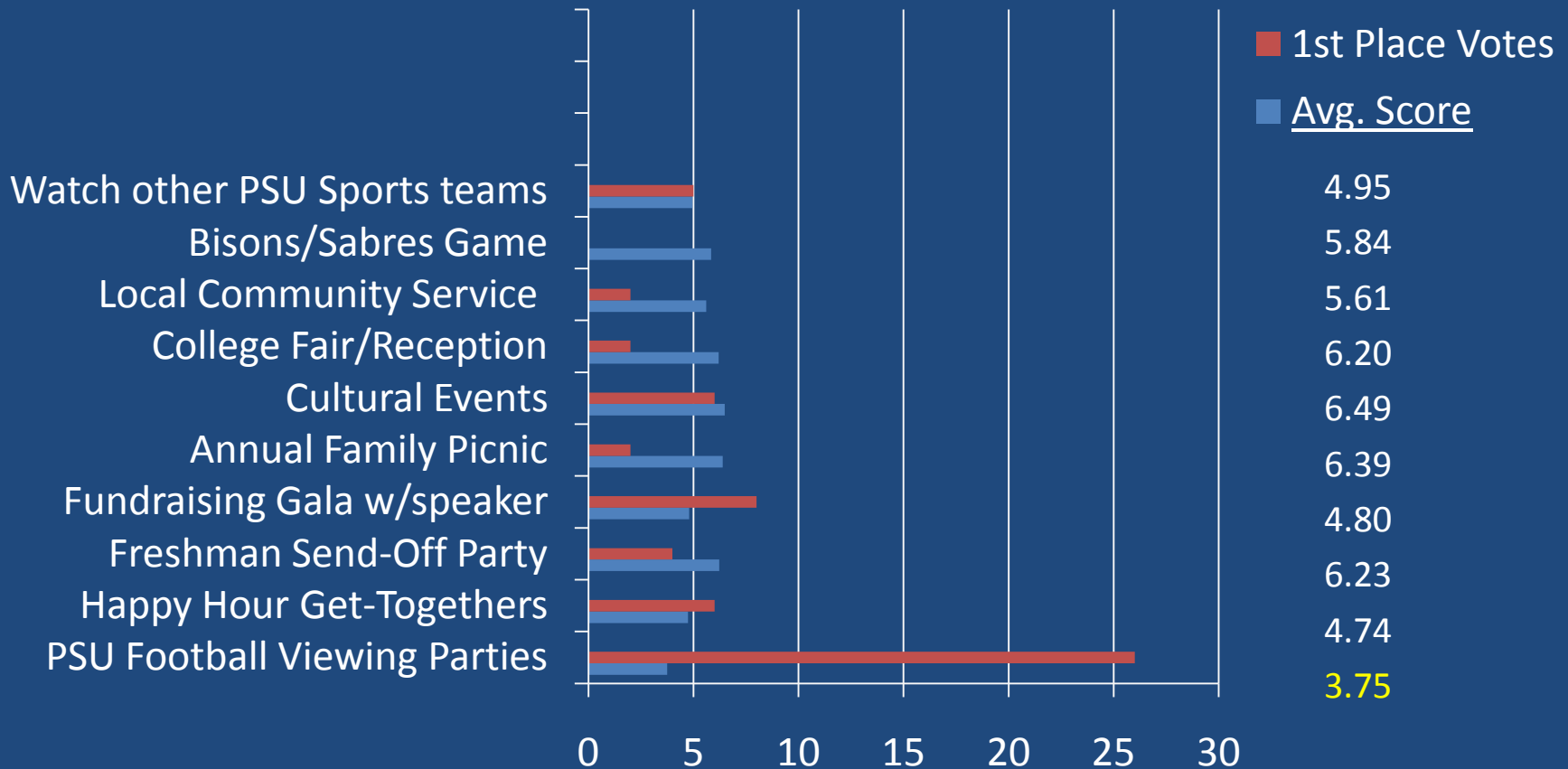
	Answer	Count	Score
1	No	30	49.18%
2	Yes, but I have not visited there yet this year	19	31.15%
3	Yes, I have been to McCarthy's Pub at least once this past year	12	19.67%
	Total	61	100.00%



PSU WNY Event Preference



In terms of importance to you, please rank order from 1 – 10 the following PSU WNY events that you would likely attend. (Note: Lower score = greater preference)

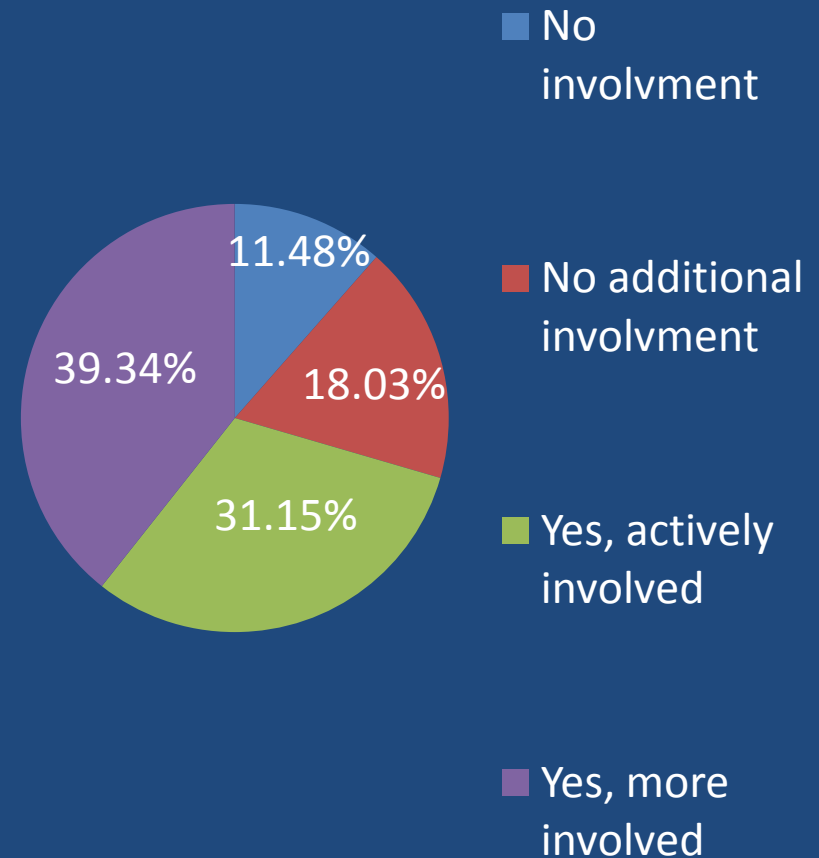




Becoming Involved

- Would you like to become actively involved (or more involved) in the PSU WNY Chapter?

	Answer	Count	Score
1	No, I would not like to become actively involved	7	11.48%
2	No, I would not like to become more involved than I currently am	11	18.03%
3	Yes, I would like to become actively involved	19	31.15%
4	Yes, I would like to become more involved than I currently am	24	39.34%
	Total	61	100.00%





Becoming **More** Involved

- How would you like to become more actively involved in the PSU WNY Chapter?

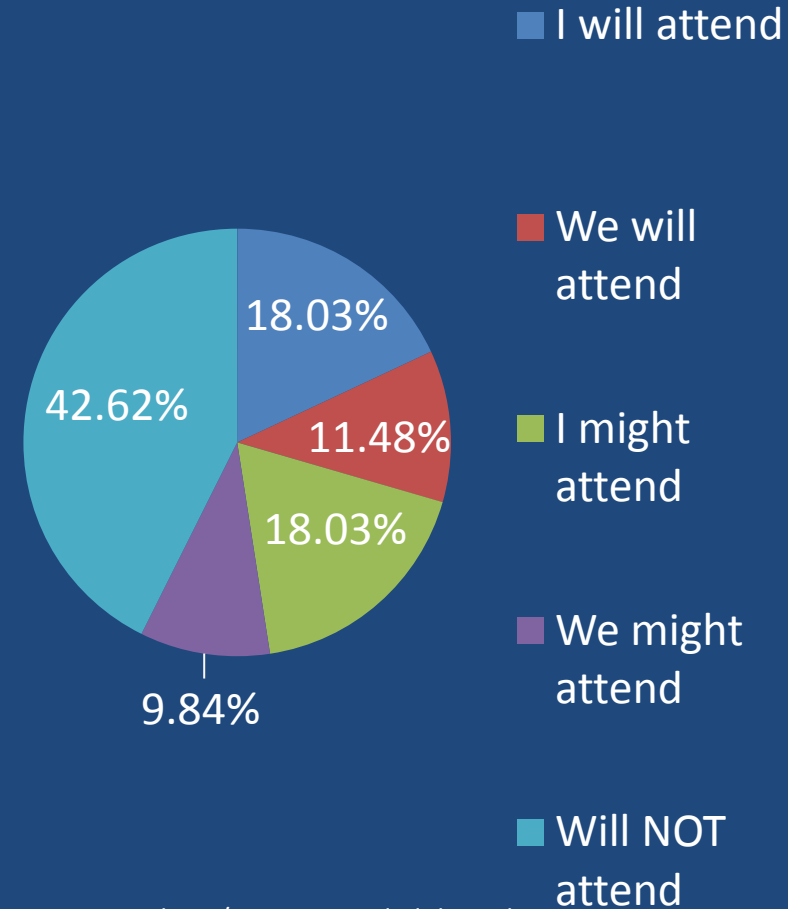
	Answer	Count	Score
1	Become dues paying member	26	21.14%
2	Fundraising Committee	3	2.44%
3	Membership Committee	3	2.44%
4	Social Committee	5	4.07%
5	Philanthropy/Community Service Committee	5	4.07%
6	Website Committee	1	0.81%
7	Audit Committee	0	0.00%
8	Alumni Admission Volunteer	10	8.13%
9	Run for Chapter Officer	4	3.25%
10	Just want to attend social events/football viewing parties	39	31.17%
11	Tailgate at Beaver Stadium w/others	18	14.63%
12	Don't want to become involved	5	4.07%
13	Other	4	3.25%
	Total	123	100.00%



Attendance at PSU WNY Gala

- How likely are you to attend the PU WNY Inaugural Gala at the Buffalo Club?

	Answer	Count	Score
1	I will definitely attend	11	18.03%
2	I and spouse/guest will definitely attend	7	11.48%
3	I might attend	11	18.03%
4	I and spouse/guest might attend	6	9.84%
5	I/we definitely will NOT attend	26	42.62%
	Total	100	100.00%



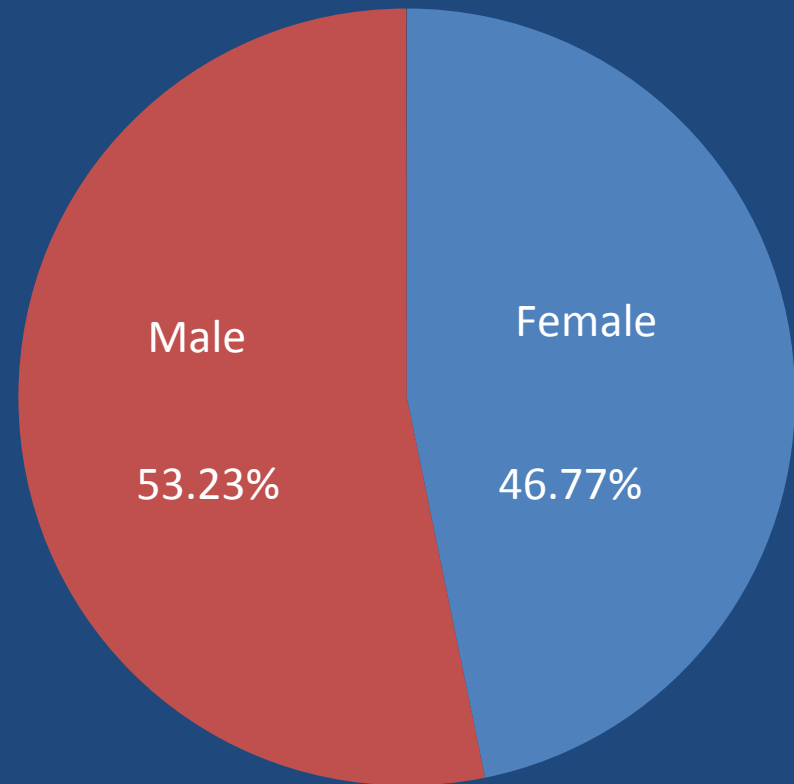
Note: 68 members /guests attended the Gala



Demographics - Gender

- What is your gender?

	Answer	Count	Score
1	Female	29	46.77%
2	Male	33	53.23%
	Total	61	100.00 %

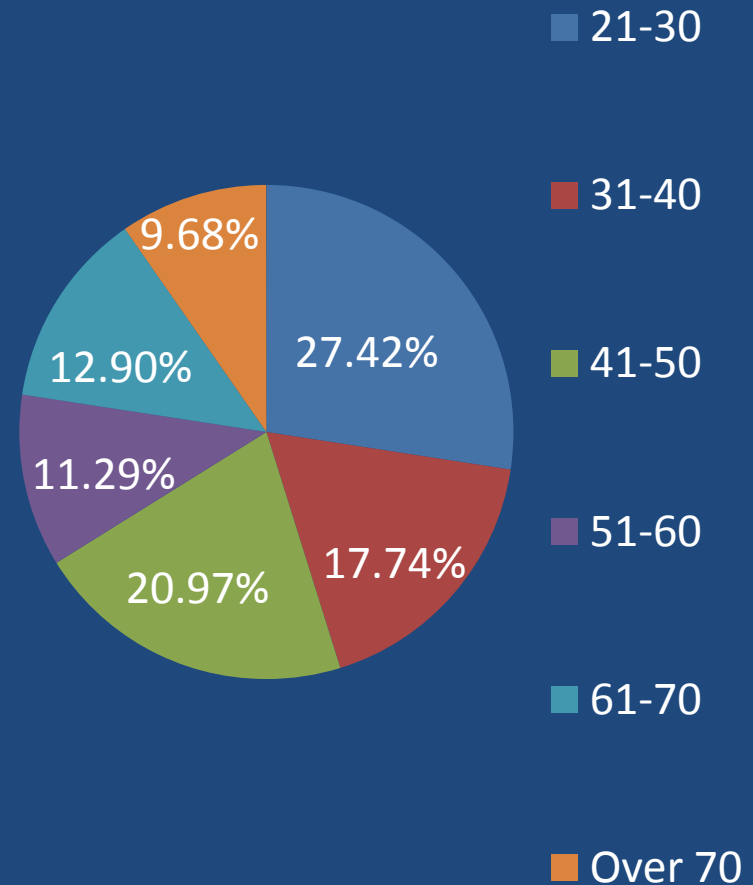




Demographics – Age Group

- What is your age group?

	Answer	Count	Score
1	Under 21 years old	0	0.00%
2	21 – 30 years old	17	27.42%
3	31-40 years old	11	17.74%
4	41-50 years old	13	20.97%
5	51-60 years old	7	11.29%
6	61-70 years old	8	12.90%
7	Over 70 years	6	9.68%
	Total	62	100.00%

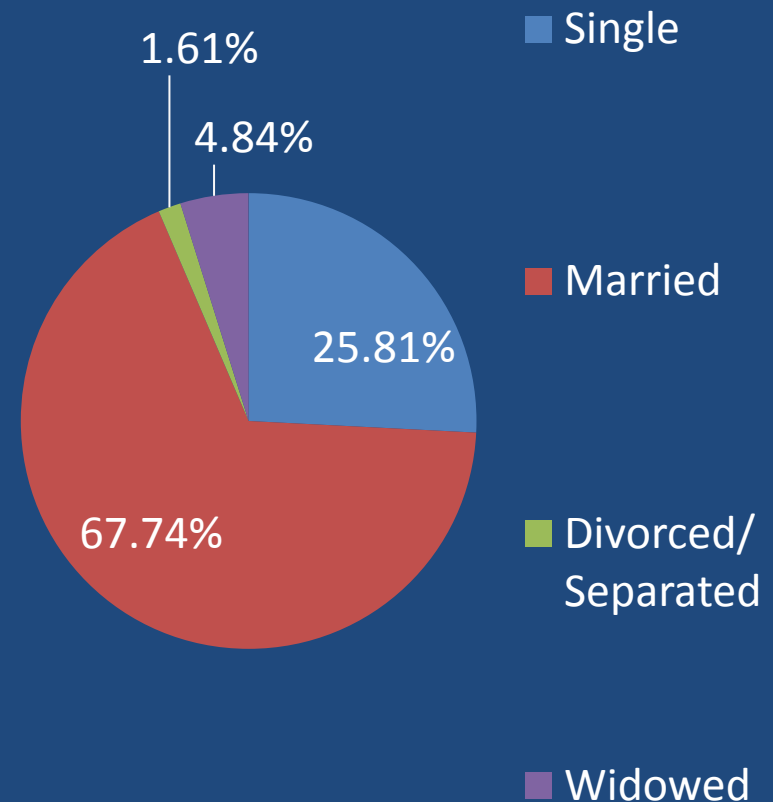




Demographics – Marital Status

- What is your marital status?

	Answer	Count	Score
1	Single	16	25.81%
2	Married	42	67.74%
3	Divorced/Separated	1	1.61%
4	Domestic Partner	0	0.00%
5	Widowed	3	4.84%
6	Prefer not to say	0	0.00%
	Total	62	100.00%

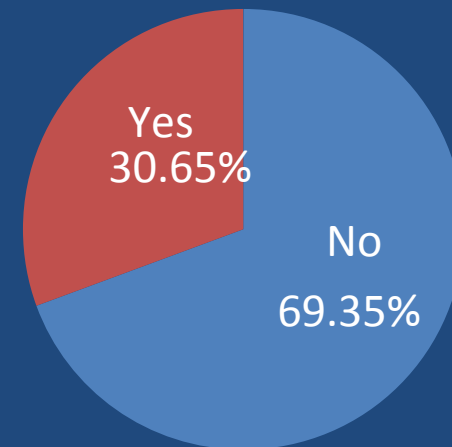




Demographics – Children

- Do you have children in your household?

	Answer	Count	Score
1	No	43	69.35%
2	Yes	19	30.65%
	Total	62	100.00%



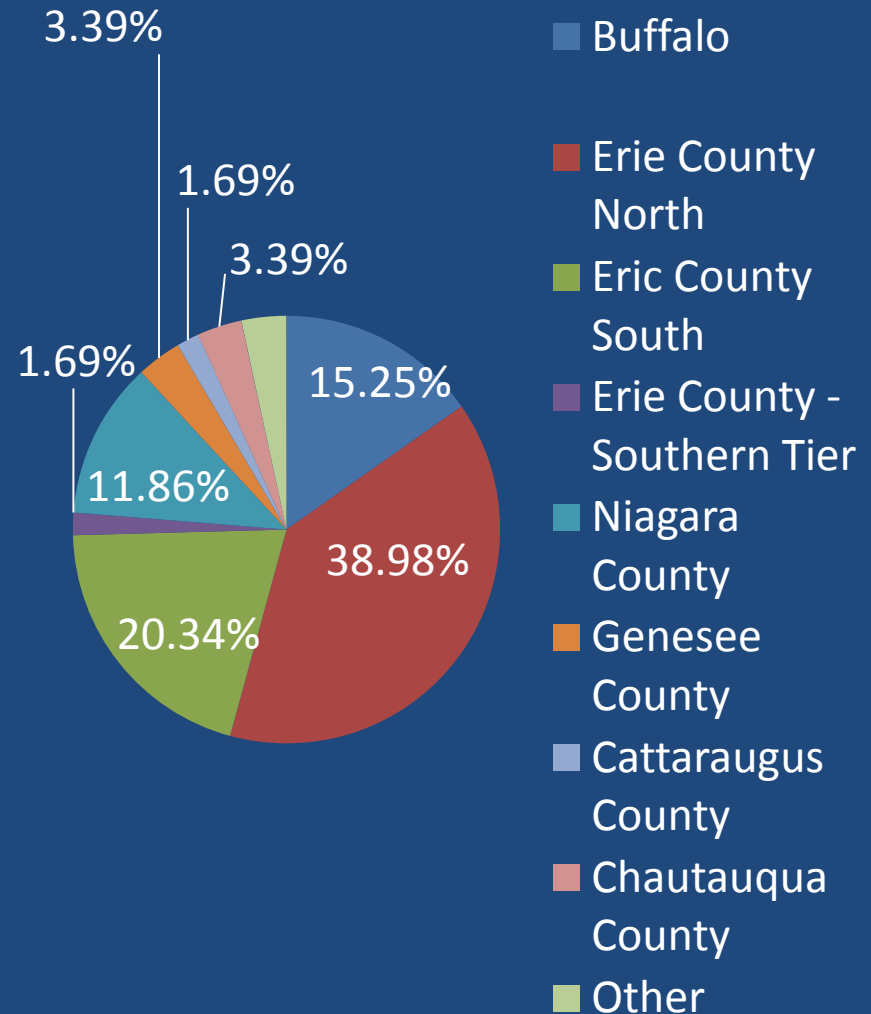
Criteria	Statistic	Notes
Number of Children	34	19 different families
Average Age	9.84 years	Oldest = 28 Youngest = Newborn
Median Age	17 years	Largest family = 4 children Smallest family = 1 child



Demographics - Residency

- Where do you live?

	Answer	Count	Score
1	Buffalo	9	15.25%
2	Erie County Northtowns (including Grand Island)	23	38.98%
3	Erie County Southtowns	12	20.34%
4	Eric County Southern Tier	1	1.69%
5	Niagara County	7	11.86%
6	Genesee County	2	3.39%
7	Orleans County	0	0.00%
8	Cattaraugus County	1	1.69%
9	Chautauqua County	2	3.39%
10	Allegheny County	0	0.00%
11	Wyoming County	0	0.00%
12	Other (Erie PA , E.C. East)	2	3.39%
	Total	59	100.00%

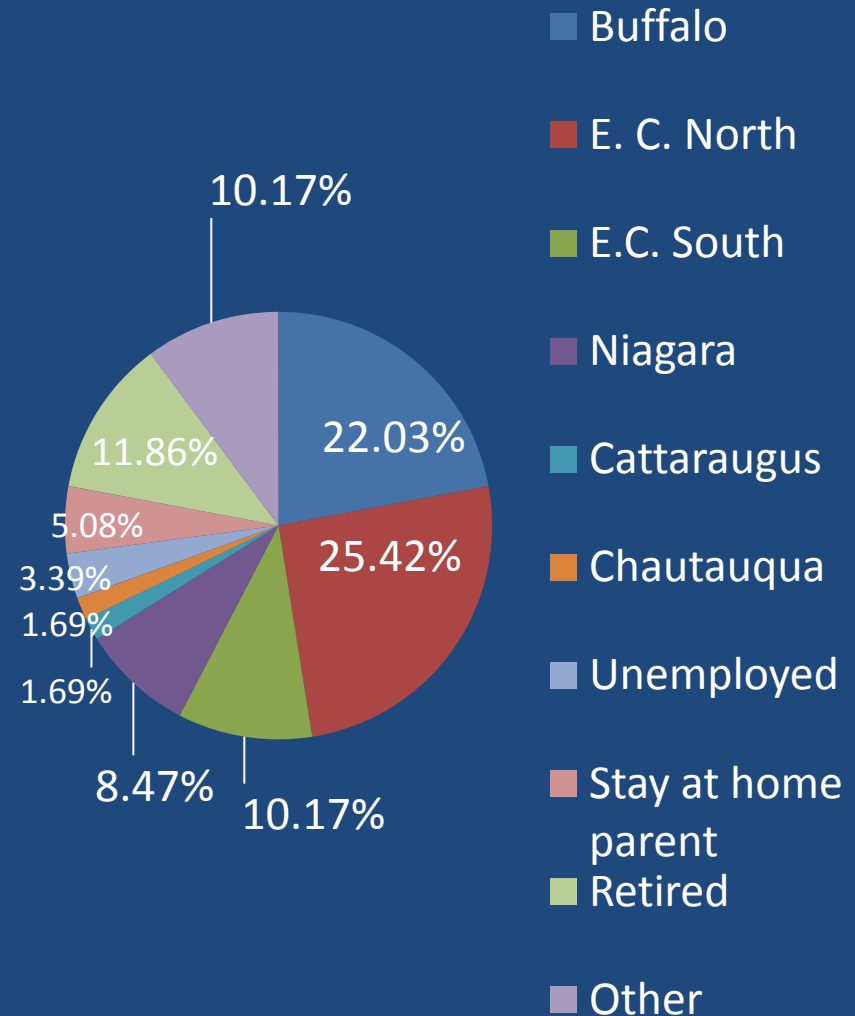




Demographics – Work Location

• Where do you work?

	Answer	Count	Score
1	Buffalo	13	22.03%
2	Erie County Northtowns/GI	15	25.42%
3	Erie County Southtowns	6	10.17%
4	Eric County Southern Tier	0	0.00%
5	Niagara County	5	8.47%
6	Genesee County	0	0.00%
7	Orleans County	0	0.00%
8	Cattaraugus County	1	1.69%
9	Chautauqua County	1	1.69%
10	Allegheny County	0	0.00%
11	Wyoming County	0	0.00%
12	Currently unemployed	2	3.39%
13	Stay at home parent	3	5.08%
14	Retired	7	11.86%
15	Other (Monroe -3, Erie PA-3)	6	10.17%
	Total	59	100.00%





Open Ended Responses

Is there is anything else you would like us to know that has not been addressed in this survey?

- I question if PSU WNY will only focus on State College graduates or be inclusive of people who went to other campuses.
- I was really glad to hear initially the formation of a PSU alumni group in the WNY area and although I haven't gone to any events yet, I hope to in the near future. Thanks for making it happen!!
- You spelled the campus Hazleton wrong.

Western New York Chapter



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Alumni Association



Q & A

Thank you from the
PSU WNY Board!