

## Alumni Club Survey Template & Protocol

### Overview

To reduce survey fatigue and improve response rates, Northwestern Alumni Relations and Development (ARD) enacted a policy that limits all University entities, including alumni clubs, from surveying individual alumni more than once every four months.

Each fall, the NAA's Alumni Perceptions and Interests Pulse Survey gauges alumni experiences, interests, and connectedness to Northwestern. Starting in 2025, it now includes club-specific questions. A summary of survey findings, including club insights, will be shared with club leaders in winter 2026.

Some clubs may wish to gather additional feedback from alumni on topics not covered in the Pulse Survey or issues that are more club-specific. If so, with their NAA staff liaisons, club leaders can explore the best ways to collect insights that support their club's goals, such as a survey sent to currently engaged or potential club constituents.

There are two types of club surveys:

- Foundational Club Survey: Designed for clubs that are new, reactivating, or not yet meeting the minimum requirements of the [Leading Strategy Model \(LSM\)](#).
- Established Club Survey: Designed for clubs at the Rock level or Wildcat level in [LSM](#).

Select the survey that seems most applicable to your club's circumstances. If needed, select questions from the other survey type as a supplement, in partnership with your NAA liaison.

Use these headers to easily navigate this document:

- [Survey Process](#)
- [Survey Templates](#)
- [Communications Templates](#)

## Survey Process

Your NAA staff liaison can provide guidance on the survey, including questions and time frame. The senior associate director of alumni analytics and insights, Sophie Mann, will build the survey in Qualtrics, a survey management software, and the Email and Event Registration Support team will send the survey to your club's constituents.

### Timeline

#### December–January: Survey Planning

- Discuss with your fellow club leaders about surveying your club constituents.
- Meet with your NAA staff liaison to discuss the survey process, structure, and time frame (which should be between April and end of May).
- [Submit the survey request form.](#)
- You will receive acknowledgement of receipt within two business days and follow-up communications as needed.

#### February–March: Survey Development

- Sophie Mann creates the survey in Qualtrics. Within 10 business days of receiving the request form, she will send you a draft for club leaders to review/test.

#### April–May: Survey Deployment

- Sophie Mann incorporates any changes to the survey and sends you an email preview for final approval within three business days.
- After your approval, the Email and Event Registration Support team will send the survey email to your club constituents.
- Surveys should be open for four weeks between the beginning of April and end of May, so results can inform programmatic decisions for the coming fiscal year.

#### Following Survey Close: Survey Analysis

- Within 10 business days, Sophie Mann will generate a report of survey results.
- Club leaders should meet to discuss the upcoming fiscal year's programming.

## Survey Templates

Use these headers to easily navigate to the appropriate survey type:

- [Foundational Club Survey](#): Designed for clubs that are new, reactivating, or not yet meeting the LSM minimum requirements.
- [Established Club Survey](#): Designed for clubs at the LSM Rock level or Wildcat level.

### Foundational Club Survey

The Foundational Club Survey is most helpful for clubs that are new, reactivating, or not yet meeting Rock-level LSM expectations. This survey helps club leaders better understand the demographics, interests, and needs of their target community, laying the groundwork for stronger, more sustainable alumni engagement.

#### Section 1: Event and Program Preferences

1. How often do you attend Northwestern alumni events (hosted by our club, the NAA, or any other Northwestern group) per year?

- Never
- 1–2 times per year
- 3–4 times per year
- 5–7 times per year
- 8–10 times per year
- 11+
- I try to attend all the Northwestern alumni events I can.

2. What types of events are you most interested in attending? Please check all that apply.

<ul style="list-style-type: none"><li>• Industry-specific professional networking</li><li>• General professional networking</li><li>• Faculty speakers or academic lectures</li><li>• Educational panels or lectures</li><li>• Career development workshops (e.g., resume building, skill training)</li><li>• Social mixers</li><li>• Family-friendly events (e.g., picnics, museum days)</li></ul>	<ul style="list-style-type: none"><li>• Cultural events (e.g., theater, concerts, gallery tours)</li><li>• Northwestern sporting event watch parties</li><li>• Community service opportunities</li><li>• Exclusive tours (e.g., local landmarks, company headquarters)</li><li>• Health and wellness activities (e.g., group fitness, mindfulness)</li><li>• Virtual/online events</li></ul>
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3. When are you most likely to attend an in-person event? Please check your top two to three preferences.

- Weekday mornings (e.g., 7:30–9 a.m.)
- Weekday lunchtimes (e.g., noon–1:30 p.m.)
- Weekday evenings (e.g., 6–8 p.m.)
- Weekend mornings (e.g., 10 a.m.–noon)
- Weekend afternoons (e.g., 1–4 p.m.)
- Weekend evenings

4. (FOR REGIONAL CLUBS ONLY) Where are you most willing to travel for an in-person event? (This will depend on club's region. Please replace the placeholders below.) Please check all that apply.

- [Downtown/city center]
- [North suburb/area]
- [West suburb/area]
- [South suburb/area]
- [East suburb/area]
- [Specific major neighborhood 1]
- [Specific major neighborhood 2]
- I strongly prefer events in my immediate neighborhood.
- I strongly prefer virtual/online events.

5. What is your preferred event cost?

- Free (e.g., mixers, park gatherings)
- Low cost (e.g., \$10–\$25, game-watch with drink specials)
- Ticketed (e.g., \$25–\$50, theater tickets, formal lectures)
- Price is not a major factor if the event is compelling.

6. If you would like to share specific ideas for an event, speaker, or venue, please describe them here:

**Section 2: Your Interests and Priorities**

7. What is your primary reasons for engaging with [CLUB NAME]? Please select up to three.

- Expand my professional network
- Advance my career or learn new skills
- Socialize and meet new people
- Maintain a strong connection to Northwestern
- Give back to the community
- Participate in family-friendly activities
- Have fun and explore the city

8. Please tell us what is relevant in your life. What are your top priorities now? Please select up to three.

<ul style="list-style-type: none"><li>• Building my career</li><li>• Caring for my children or other family members</li><li>• Changing careers</li><li>• Developing financial security and knowledge</li><li>• Developing new friendships/social connections</li><li>• Furthering my education</li><li>• Preparing for retirement</li></ul>	<ul style="list-style-type: none"><li>• Spending time with family and friends</li><li>• Starting a business or organization</li><li>• Taking time for my health and wellness</li><li>• Traveling</li><li>• Volunteering</li><li>• Working on a personal project or hobby</li><li>• Other priority (please specify)</li></ul>
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9. What type of information or content topics would be most valuable to you in the next year? Select top five.

<ul style="list-style-type: none"> <li>• Artificial intelligence/data analytics</li> <li>• Biosciences</li> <li>• Career support</li> <li>• Children’s content</li> <li>• Climate and the environment</li> <li>• Cooking</li> <li>• Creative and performing arts</li> <li>• The economy</li> <li>• Engagement across difference</li> <li>• Entrepreneurial connections</li> <li>• Fun content that gives me a distraction</li> <li>• Health and well-being</li> </ul>	<ul style="list-style-type: none"> <li>• Hybrid work environments</li> <li>• Leadership</li> <li>• Networking opportunities</li> <li>• Parenting</li> <li>• Personal growth</li> <li>• Politics</li> <li>• Professional development</li> <li>• Renewable energy and sustainability</li> <li>• Sports</li> <li>• Travel</li> <li>• Other (please specify)</li> </ul>
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10. How would you prefer to receive [CLUB NAME] updates and invitations? Check all that apply.

- Stand-alone email
- Email newsletter
- WhatsApp/other messenger group chat
- Social media group
- Other (please specify)

**Section 3: Demographics**

11. What is your Northwestern affiliation? Please check all that apply.

- Weinberg College of Arts and Sciences
- McCormick School of Engineering
- School of Communication
- School of Education and Social Policy
- Medill School of Journalism, Media, Integrated Marketing Communications
- Bienen School of Music
- Kellogg School of Management
- Pritzker School of Law
- Feinberg School of Medicine
- The Graduate School
- School of Professional Studies
- Other: \_\_\_\_\_

12. In what decade did you receive your *first* Northwestern degree?

- 2020s
- 2010s
- 2000s
- 1990s
- 1980s
- 1970s
- 1960s or earlier

13. What is your age range?

- Under 25
- 25–34
- 35–44
- 45–54
- 55–64
- 65+
- Prefer not to say

14. What is your current employment status?

- Employed full-time
- Employed part-time
- Self-employed/founder/business owner
- Unemployed/seeking opportunities
- Student
- Retired
- Caregiver/stay-at-home parent
- Prefer not to say

15. In what industry do you primarily work?

<ul style="list-style-type: none"><li>• Architecture</li><li>• Biotechnology, health care, pharmaceutical</li><li>• Business services, financial services, investment banking</li><li>• Communications, marketing, media</li><li>• Consulting</li><li>• Education/teaching</li><li>• Engineering</li><li>• Entertainment</li></ul>	<ul style="list-style-type: none"><li>• Government</li><li>• Law</li><li>• Nonprofit</li><li>• Performing or visual arts</li><li>• Psychology/social work</li><li>• Research/science</li><li>• Startup/entrepreneurship</li><li>• Other (please specify)</li></ul>
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16. Do you have school-age children? If so, how many?

- Yes [Drop-down logic with options from 1 to 15 to select number of children]
- None
- Prefer not to answer

17. What is your home zip code? This helps us map where our alumni live for event planning.

- \_\_\_\_\_

18. (FOR REGIONAL CLUBS ONLY) What is your work zip code? You can leave this blank or re-enter your home zip code if you work from home. This helps us map where alumni work for weekday event planning.

- \_\_\_\_\_

#### **Section 4: Final Thoughts**

19. Would you be interested in volunteering for the club (e.g., helping plan an event, hosting an event, serving on the board)?

- Yes, please contact me
- Maybe in the future
- No, thank you

20. (Optional) If you answered “Yes” to volunteering, please provide your name and email address:

- Name: \_\_\_\_\_
- Email: \_\_\_\_\_

21. Do you have any additional thoughts or suggestions for the club?

## Established Club Survey

If your club is at the Rock or Wildcat LSM level, this survey can help you assess how to bolster programming and offer new, relevant offerings to club participants.

### Section 1: Event and Program Preferences

1. How often do you currently attend Northwestern alumni events (not club-specific)?

- Never
- 1–2 times per year
- 3–4 times per year
- 5–7 times per year
- 8–10 times per year
- 11+
- I try to attend all the Northwestern alumni events I can.

2. How often do you currently attend [CLUB NAME]-specific events?

- Never
- 1–2 times per year
- 3–4 times per year
- 5–7 times per year
- 8–10 times per year
- 11+
- None yet, I am new to the club.

3. How satisfied are you with the [CLUB NAME]'s current programming?

- Very satisfied
- Satisfied
- Neither satisfied nor dissatisfied
- Dissatisfied
- Very dissatisfied

4. What types of events are you most interested in attending? Please check all that apply.

<ul style="list-style-type: none"><li>• Industry-specific professional networking</li><li>• General professional networking</li><li>• Faculty speakers or academic lectures</li><li>• Educational panels or lectures led by alumni</li><li>• Career development workshops (e.g., resume building, skill training)</li><li>• Social mixers</li><li>• Family-friendly events (e.g., picnics, museum days)</li></ul>	<ul style="list-style-type: none"><li>• Cultural events (e.g., theater, concerts, gallery tours)</li><li>• Northwestern sporting event watch parties</li><li>• Community service opportunities</li><li>• Exclusive tours (e.g., local landmarks, company headquarters)</li><li>• Health and wellness activities (e.g., group fitness, mindfulness)</li><li>• Virtual/online events</li></ul>
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5. When are you most likely to attend an in-person event? Please check your top two to three preferences.

- Weekday mornings (e.g., 7:30–9 a.m.)
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- Weekday evenings (e.g., 6–8 p.m.)
- Weekend mornings (e.g., 10 a.m.–noon)
- Weekend afternoons (e.g., 1–4 p.m.)
- Weekend evenings

6. (FOR REGIONAL CLUBS ONLY) Where are you most willing to travel for an in-person event? (This will depend on club's region. Please replace the placeholders below.) Please check all that apply.

- [Downtown/city center]
- [North suburb/area]
- [West suburb/area]
- [South suburb/area]
- [East suburb/area]
- [Specific major neighborhood 1]
- [Specific major neighborhood 2]
- I strongly prefer events in my immediate neighborhood.
- I strongly prefer virtual/online events.

7. What is your preferred event cost?

- Free (e.g., mixers, park gatherings)
- Low cost (e.g., \$10–\$25, game-watch with drink specials)
- Ticketed (e.g., \$25–\$50, theater tickets, formal lectures)
- Price is not a major factor if the event is compelling.

8. If you would like to share specific ideas for an event, speaker, or venue, please describe them here:

## **Section 2: Your Interests and Priorities**

9. What are your primary reasons for engaging with [CLUB NAME]? Please select up to three.

- Expand my professional network
- Advance my career or learn new skills
- Socialize and meet new people
- Maintain a strong connection to Northwestern
- Give back to the community
- Participate in family-friendly activities
- Have fun and explore the city

10. Please tell us what is relevant in your life. What are your top priorities now? Please select up to three.

<ul style="list-style-type: none"> <li>• Building my career</li> <li>• Caring for my children or other family members</li> <li>• Changing careers</li> <li>• Developing financial security and knowledge</li> <li>• Developing new friendships/social connections</li> <li>• Furthering my education</li> <li>• Preparing for retirement</li> </ul>	<ul style="list-style-type: none"> <li>• Spending time with family and friends</li> <li>• Starting a business or organization</li> <li>• Taking time for my health and wellness</li> <li>• Traveling</li> <li>• Volunteering</li> <li>• Working on a personal project or hobby</li> <li>• Other priority (please specify)</li> </ul>
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12. How would you prefer to receive [CLUB NAME] updates and invitations? Check all that apply.

- Stand-alone email
- Email newsletter
- WhatsApp/other messenger group chat
- Social media group
- Other (please specify)

**Section 3: Involvement and Belonging**

13. How connected do you feel to the [CLUB NAME] community?

- Very connected
- Connected
- Neither connected nor disconnected
- Disconnected
- Very disconnected

14. How has your connection to the overall Northwestern alumni community changed since you began attending club events?

- Grown much more connected
- Grown more connected
- Stayed the same
- Grown weaker
- Grown much weaker
- N/A

15. Do you plan to increase, maintain, or decrease your involvement with the club in the coming year? Select one.

- Increase (Logic: move to INCREASE engagement question)
- Maintain (Logic: move to next question set)
- Decrease (Logic: move to DECREASE engagement question)

16. What are the primary reasons you likely will **increase** your involvement with the club over the next year? Select all that apply.

- I'll have more free time over the next year.
- I want to be more involved with the [CLUB NAME].
- I want to volunteer for the [CLUB NAME].
- I want to connect with alumni.
- I'll be living or working in an area with more Northwestern alumni.
- I plan to participate in my upcoming Reunion.
- Other (please specify)

17. What are the primary reasons you likely will **decrease** your involvement with the club over the next year? Select all that apply.

- I live too far from most club events.
- I feel dissatisfied with the club.
- I feel dissatisfied with Northwestern as a whole.
- I don't find current club offerings to be relevant to me.
- I am too busy.
- I don't feel connected to the club.
- I don't feel connected to Northwestern.
- Other (please specify)

#### **Section 4: Demographics.**

18. What is your Northwestern affiliation? Please check all that apply.

- Weinberg College of Arts and Sciences
- McCormick School of Engineering
- School of Communication
- School of Education and Social Policy
- Medill School of Journalism, Media, Integrated Marketing Communications
- Bienen School of Music
- Kellogg School of Management

- Pritzker School of Law
- Feinberg School of Medicine
- The Graduate School
- School of Professional Studies
- Other: \_\_\_\_\_

19. In what decade did you receive your *first* Northwestern degree?

- 2020s
- 2010s
- 2000s
- 1990s
- 1980s
- 1970s
- 1960s or earlier

20. What is your age range?

- Under 25
- 25–34
- 35–44
- 45–54
- 55–64
- 65+
- Prefer not to say

21. What is your current employment status?

- Employed full-time
- Employed part-time
- Self-employed/founder/business owner
- Unemployed/seeking opportunities
- Student
- Retired
- Caregiver/stay-at-home parent
- Prefer not to say

22. In what industry do you primarily work?

<ul style="list-style-type: none"> <li>• Architecture</li> <li>• Biotechnology, health care, pharmaceutical</li> <li>• Business services, financial services, investment banking</li> <li>• Communications, marketing, media</li> <li>• Consulting</li> <li>• Education/teaching</li> <li>• Engineering</li> <li>• Entertainment</li> </ul>	<ul style="list-style-type: none"> <li>• Government</li> <li>• Law</li> <li>• Nonprofit</li> <li>• Performing or visual arts</li> <li>• Psychology/social work</li> <li>• Research/science</li> <li>• Startup/entrepreneurship</li> <li>• Other</li> </ul>
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23. Do you have school-age children? If so, how many?

- Yes [Drop-down logic with options from 1 to 15 to select number of children]
- None
- Prefer not to answer

24. What is your home zip code? This helps us map where our alumni live for event planning.

- \_\_\_\_\_

25. (FOR REGIONAL CLUBS ONLY) What is your work zip code? You can leave this blank or re-enter your home zip code if you work from home. This helps us map where alumni work for weekday event planning.

- \_\_\_\_\_

### **Section 5: Final Questions**

26. Would you be interested in volunteering for the club (e.g., helping plan an event, hosting an event at your office, serving on the board)?

- Yes, please contact me
- Maybe in the future
- No, thank you

27. (Optional) If you answered “Yes” to volunteering, please provide your name and email address:

- Name: \_\_\_\_\_
- Email: \_\_\_\_\_

28. What motivates you to stay engaged with the [CLUB NAME]?

29. How likely are you to recommend this alumni club to other alumni?

- Very likely
- Likely
- Neither likely nor unlikely
- Unlikely
- Very unlikely

30. Do you have any additional thoughts or suggestions for the club?

## Communications Templates

All surveys will be sent by the Email and Event Registration Team.

### Survey Launch Email

**Send from name:** Club name listed in default send class

**Send from:** Club-specific email @alum.northwestern.edu

**Reply to email:** [clubsurvey@alum.northwestern.edu](mailto:clubsurvey@alum.northwestern.edu)

**Subject:** Help Shape Our Club with Your Feedback

**Preheader:** Take this brief survey to impact [Club Name].

Dear %%Email Name%%,

As we plan for the year ahead, we want to ensure your [CLUB NAME] experience reflects what matters most to you. Your feedback will help us tailor programming and opportunities that better serve your interests and strengthen our community.

### [Take the Survey]

Thank you for sharing your thoughts. We look forward to hearing from you and making the club experience even better for everyone.

### Survey Reminder Email – 10 Days After Survey Launch

**Send from name:** Club name listed in default send class

**Send from:** Club-specific email @alum.northwestern.edu

**Reply to email:** [clubsurvey@alum.northwestern.edu](mailto:clubsurvey@alum.northwestern.edu)

**Subject:** Share Your Thoughts on [Club Name]

**Preheader:** There is still time to take our club survey.

Dear %%Email Name%%,

As a part of [CLUB NAME], your perspective on how we can create a more engaging experience is so valuable. Please take a few minutes to share your thoughts. Your feedback is essential to guide our future planning.

### [Share Your Thoughts]

Thank you in advance. All responses will be considered as we make club decisions for the coming year and beyond.

## **Survey Last Chance Email – Two Days Before Survey Close**

**Send from name:** Club name listed in default send class

**Send from:** Club-specific email @alum.northwestern.edu

**Reply to email:** [clubsurvey@alum.northwestern.edu](mailto:clubsurvey@alum.northwestern.edu)

**Subject:** Last Chance to Complete [CLUB NAME] Survey to Make an Impact

**Preheader:** Take a few minutes to share your thoughts.

Dear %%Email Name%%,

Will you take a few minutes to share your opinions with us? We want to hear from you as we build out programming and opportunities for our club for the coming year.

**[Take Survey Here]**

Thank you. Your input helps us continue to enhance our offerings and make our alumni community more connected.