

TOWSON UNIVERSITY ALUMNI DATA ANALYSIS

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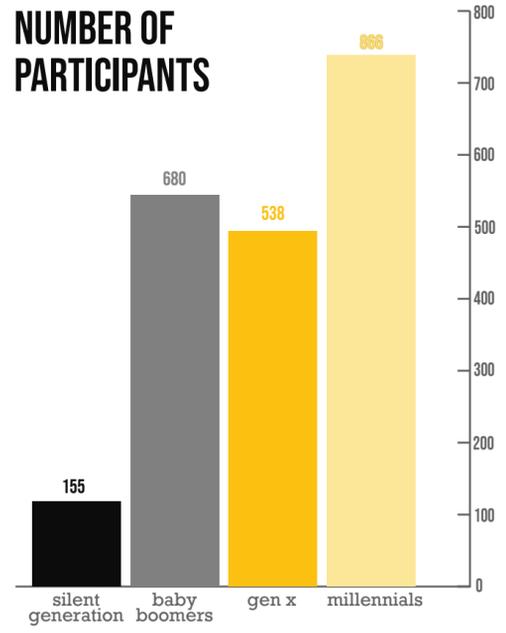
INTRODUCTION

For the data analysis, we reviewed and answered the following questions to find more ways to engage alumni.

1. How does life priorities impact each generation of alumni?
2. What are the TU activities that each generation is interested in?
3. What are the top TU alumni benefits for each generation?

To provide context to the following data, we found the number of participants that answered from each individual generation. Overall, the silent generation had significantly less numbers than the other generations, but still fell within most of the same categories for the data below. Millennials ranked the highest among respondents, while baby boomers and gen x were within 100 respondents of each other.

NUMBER OF PARTICIPANTS



HOW DOES LIFE PRIORITIES IMPACT EACH GENERATION?

Overwhelmingly, the data revealed that raising a family was the top priority for all the generations. Second to that was advocating changes, which was a significant change in numbers. Then, followed by those were professional recognition and traveling.

From this data so far, we can interpret that a family focused event would be ideal to engage alumni.

raising a family percentages

- 51% silent generation
- 60% baby boomers
- 75% gen x
- 50% millennial

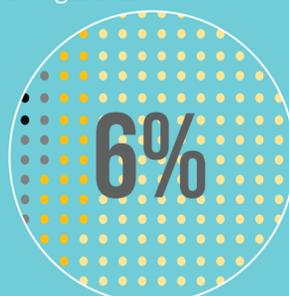
raising a family



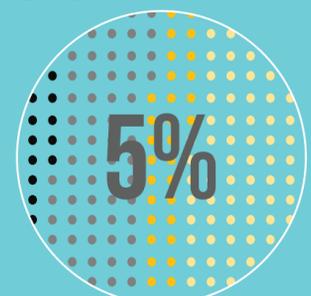
advocating changes



professional recognition



travel

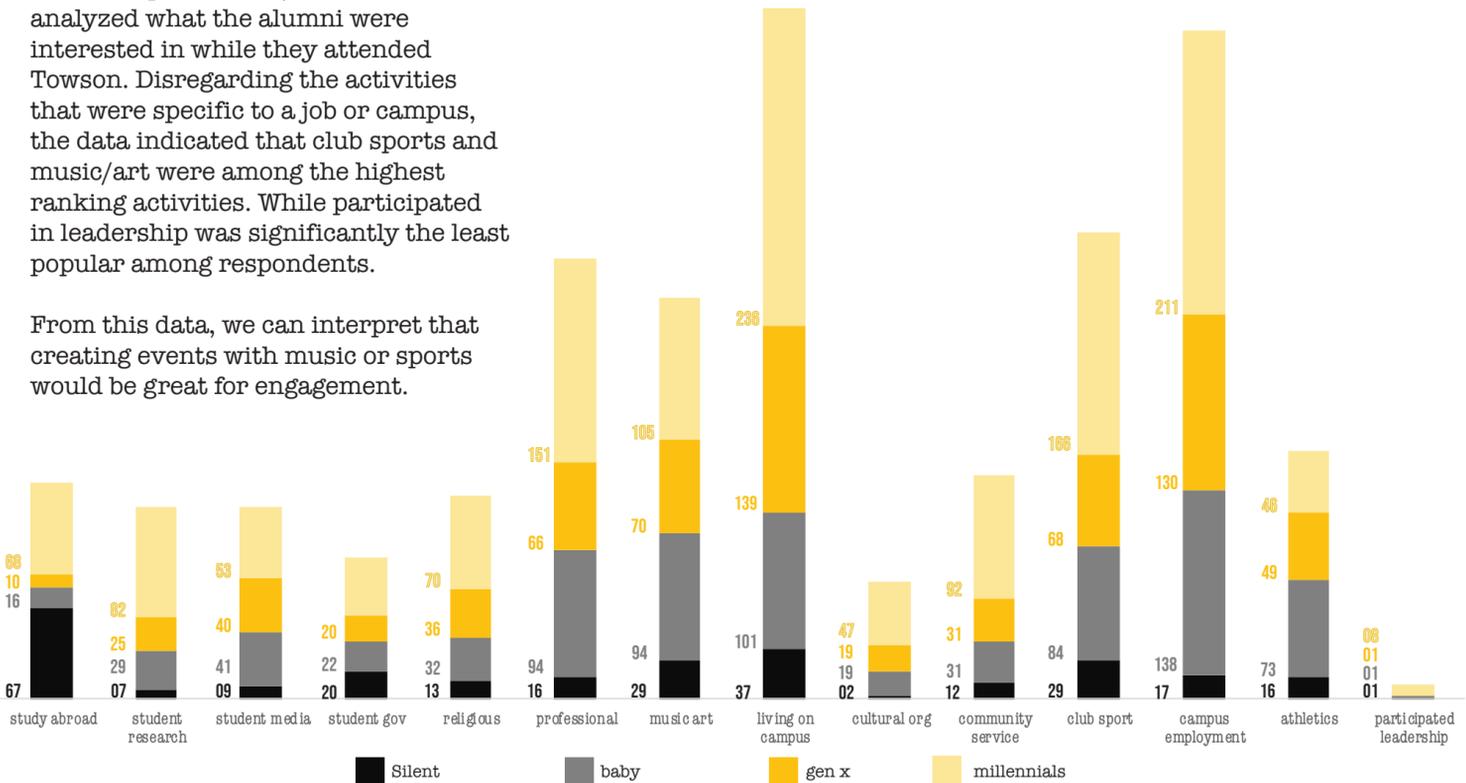


■ silent generation ■ baby boomers ■ gen x ■ millennials

WHAT ARE THE TU ACTIVITIES THAT EACH GENERATION IS INTERESTED IN?

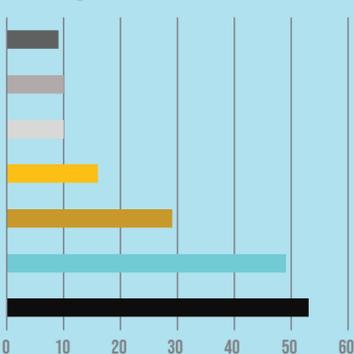
For the top activities, this data analyzed what the alumni were interested in while they attended Towson. Disregarding the activities that were specific to a job or campus, the data indicated that club sports and music/art were among the highest ranking activities. While participated in leadership was significantly the least popular among respondents.

From this data, we can interpret that creating events with music or sports would be great for engagement.

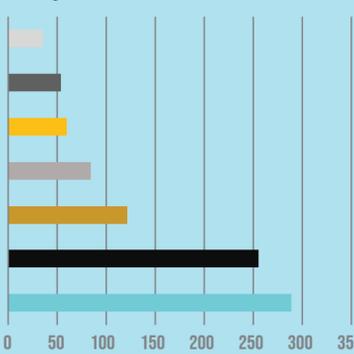


WHAT ARE THE TOP TU ALUMNI BENEFITS FOR EACH GENERATION?

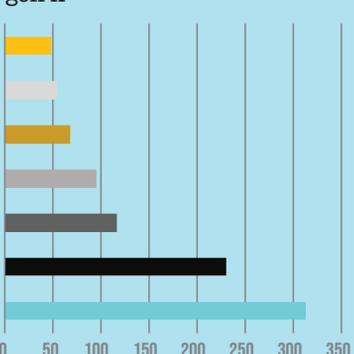
silent generation



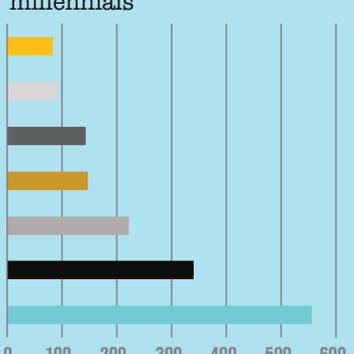
baby boomers



gen x



millennials



- u store discount
- wave admission
- alumni grants
- attraction discount
- career center
- gym
- library privileges

1

ATTRACTION DISCOUNT

2

U STORE DISCOUNT

3

LIBRARY PRIVILEGES

The series of bar graphs you see to the left displays the alumni benefits and the significance it had on each generation. Attraction discount had the highest numbers in all generations besides the silent generation. Second was u store discount, and finally library privileges which divided the generations. Library privileges ranked the highest amongst the older two generations.

With this knowledge, it would be best to incorporate a discount into any alumni held events, to best engage each generation.

SUGGESTIONS

From this data, the top priority across all generations was raising a family. Amongst every generation, living on campus was the most popular activity. Besides living on campus, sports and music/art ranked the highest. Ultimately, the generations surveyed answered their top benefits an alumni, and the answer was the attraction discount. With this data, there should be more family-focused events that allow for music and sports, and discounts provided to those who had previously attended Towson to get all the generations more involved.