



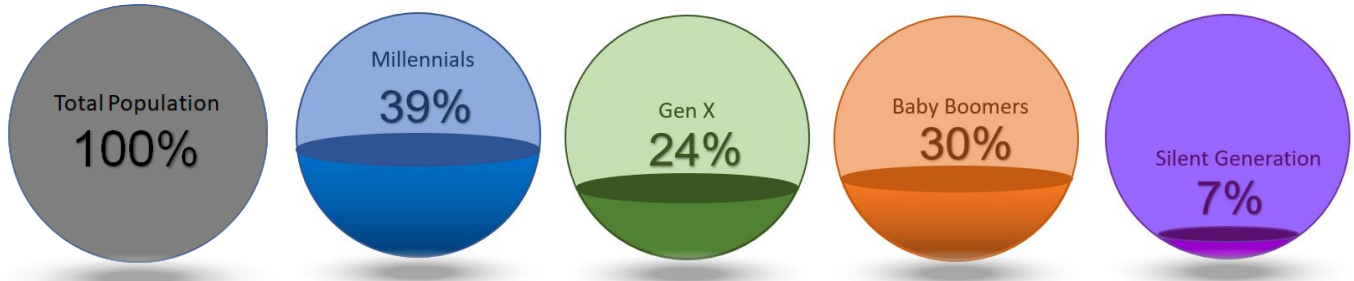
DANTE STEELE
ID: [REDACTED]

DATA
ANALYTICS
COMPETITION

TOWSON UNIVERSITY

AGE GROUPS BY POPULATION

Millennials	21-38
Gen	39-54
Baby Boomers	55-73
Silent Generation	74-91



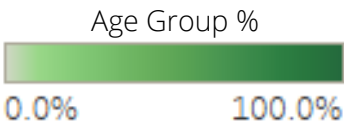
GENDER POPULATION

37% M

F 63%

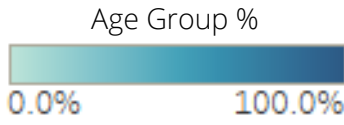


Alumni Priorities



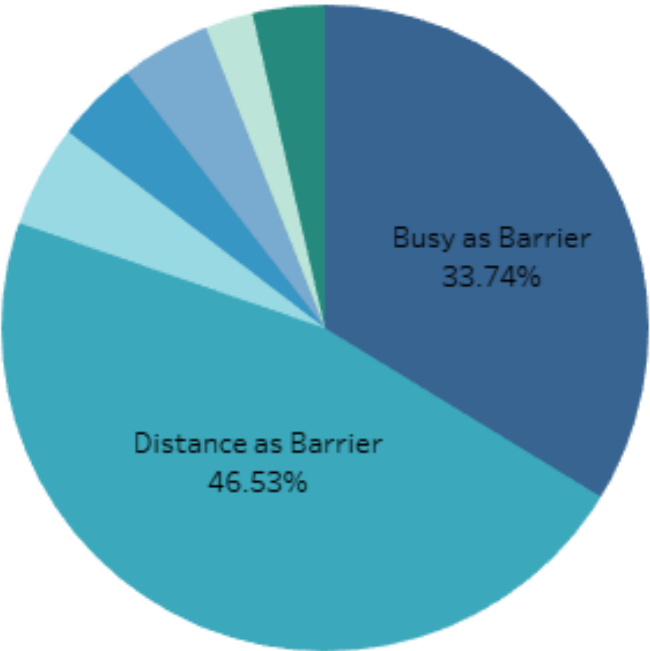
Age Groups	Advocating for change	Continuing education	Gaining professional recognition	Learning other cultures	Raising a family	Religion	Travel for leisure	Volunteering
Millenials (21-38)	15.27%	7.70%	11.97%	3.99%	51.17%	1.24%	4.95%	3.71%
Gen X (39-54)	6.69%	2.64%	3.45%	1.01%	75.05%	1.83%	3.85%	5.48%
Baby Boomers (55-73)	14.53%	2.98%	1.49%	3.35%	61.27%	3.91%	6.70%	5.77%
Silent Generation (74-91)	13.68%	5.13%		5.13%	52.14%	11.97%	5.98%	5.98%

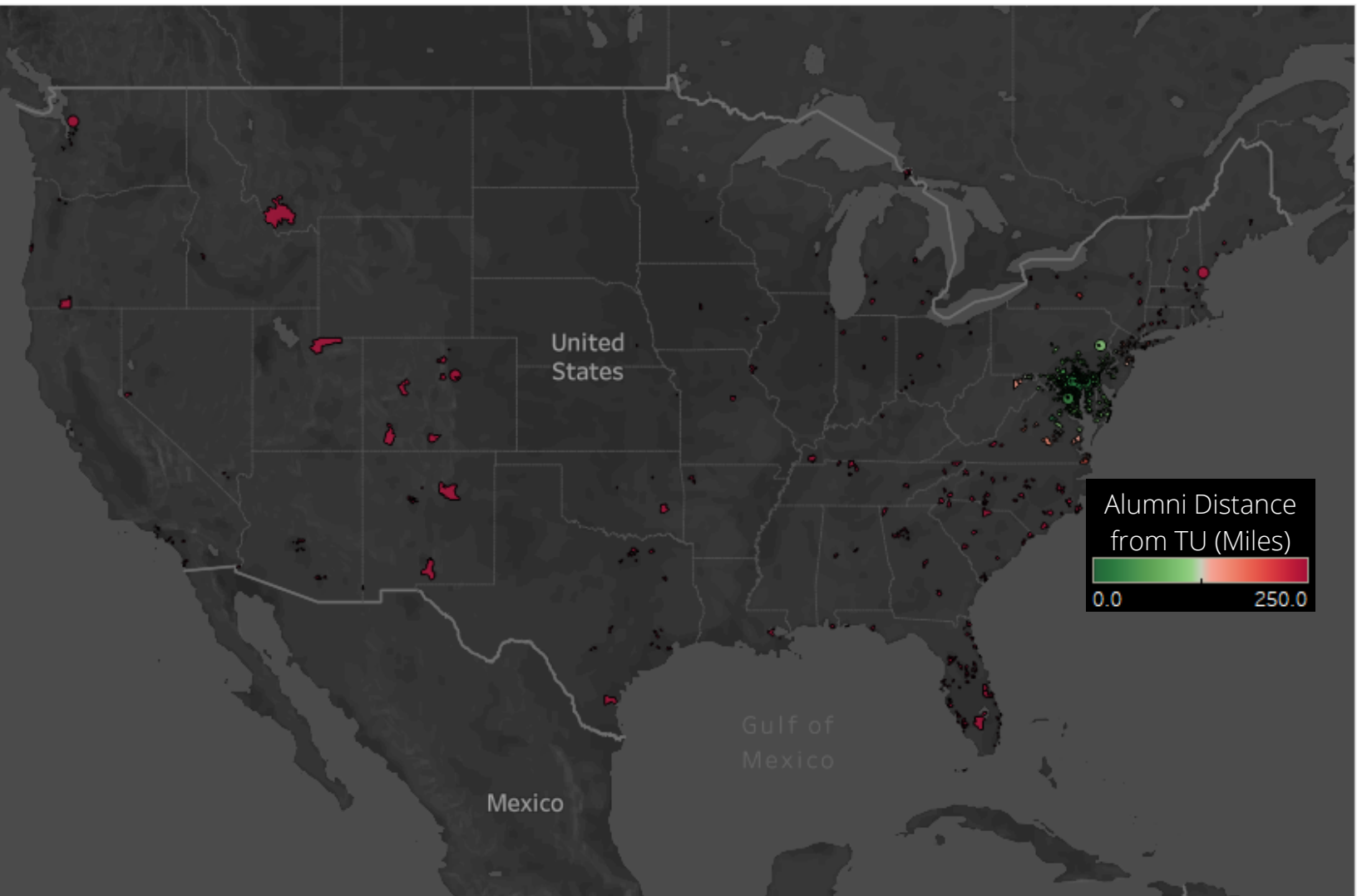
Alumni Interests



Age Groups	Travel Tours	Reunion	Professional Development	Attending a Athletic Eve..	Attending a Seminar	Touring Campus	Visiting Art Gallery	Volunteering
Millenials (21-38)	1.59%	3.77%	6.38%	15.36%	24.93%	36.23%	8.70%	3.04%
Gen X (39-54)	1.11%	2.00%	5.54%	20.40%	26.16%	34.59%	7.54%	2.66%
Baby Boomers (55-73)	3.91%	2.47%	2.88%	16.46%	28.81%	32.92%	10.29%	2.26%
Silent Generation (74-91)	5.77%	6.73%		9.62%	25.96%	37.50%	12.50%	1.92%

Barriers to Alumni Involvement





Maryland

