

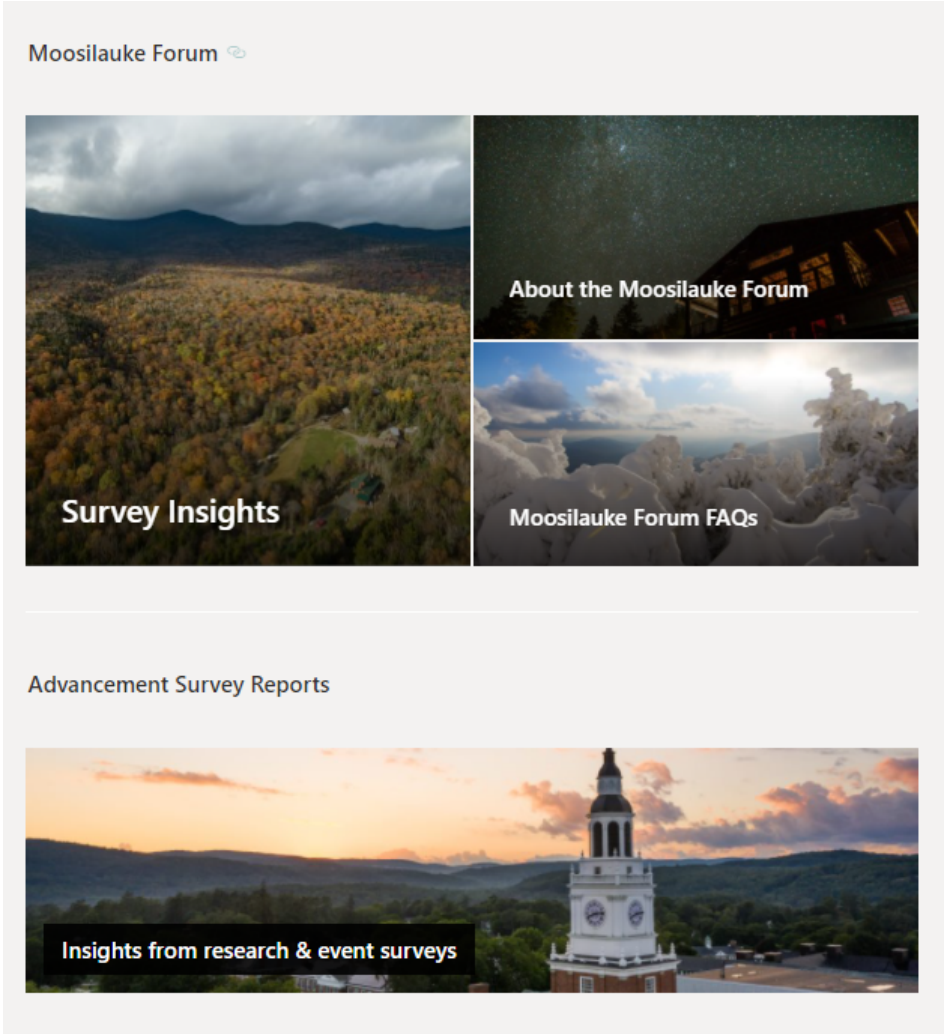


SharePoint Site - Home Page

Advancement Survey Reports

Title	Insights	Survey Year/ML	Survey Type	Area	FY22 Goals	FY21 Goals	FY20 Goals
Cocreation at SO Post-Event Survey	✓ Cocreation at SO Post-Event Report	2021/11	Post-Event Survey	Alumni Relations	DEB Engagement		
Tuck Alumni Engagement Survey	✓	2021/08	Targeted Survey	Alumni Relations	Engagement	Engagement	
Programming + Content Quick Roll	✓ Programming + Content Quick Roll Rpt.	2021/09	Moosilauke Forum	Alumni Relations	Engagement	Engagement	
CTL Campaign Awareness Survey	✓ CTL Campaign Awareness Survey Report	2021/08	Moosilauke Forum	Campaign Development	Revenue Planning for End of Camp	Revenue Institutional Advancement	
Dartmouth Next - Great Issues, New Perspectives "What is Fact and What is Fiction?"	✓ D/NP Fact & Fiction Post-Event Report	2021/08	Post-Event Survey	Alumni Relations	Engagement		
Alumni Perspective Survey	✓ Alumni Perspective Survey Report	2021/05	Moosilauke Forum	Alumni Relations Development/Communications	Revenue Planning for End of Camp Engagement	Engagement Institutional Advancement Revenue	
Dartmouth Next - Great Issues, New Perspectives "Why is Theater Important in Times of Crisis?"	✓ D/NP Theater Post-Event Report	2021/05	Post-Event Survey	Alumni Relations	Engagement		
Dartmouth Next - Great Issues, New Perspectives "Will We Ever Have "And Justice for All?"	✓ D/NP Justice for All Post-Event Report	2021/04	Post-Event Survey	Alumni Relations	Engagement	Organization	
Dartmouth Next - Great Issues, New Perspectives "Hot Seat" Leadership in Times of Crisis?"	✓ D/NP Hot Seat Post-Event Report	2021/04	Post-Event Survey	Alumni Relations	Engagement		
Dartmouth Next - Great Issues, New Perspectives "Rising China" Post-Event Report	✓ D/NP What Does a Rising China Mean...	2021/03	Post-Event Survey	Alumni Relations	Engagement		
Dartmouth Next - Great Issues, New Perspectives "Why Does Science Matter?" Post-Event Report	✓ D/NP Why Does Science Matter? Post...	2021/02	Post-Event Survey	Alumni Relations	Engagement		
Dartmouth Website Survey	✓ Dartmouth Website Survey Report	2021/02	Moosilauke Forum	Communications, Dartmouth College	Engagement		
Dartmouth Brand and Interests Survey	✓	2020/11	Moosilauke Survey	Dartmouth College			
Volunteer Engagement Week 2020 Survey	✓ Volunteer Engagement Week 2020 Sur...	2020/10	Post-Event Survey	Campaign	Engagement		
Campaign Leadership Retreat Survey	✓ Campaign Leadership Retreat Survey R...	2020/09	Post-Event Survey	Campaign	Engagement Institutional Advancement Revenue		
Centennial Circle Engagement Survey	✓ Centennial Circle Engagement Survey ...	2020/08	Targeted Survey	Campaign Development	Engagement Institutional Advancement		
Alumni Engagement Survey 2	✓ Alumni Engagement Survey 2 Report	2020/08	Moosilauke Forum	Alumni Relations Campaign	Engagement		

SharePoint Site - Survey Document Library



SharePoint Site - Moosilauke Forum Resources



Alumni Perspective Survey – May 2021

The Alumni Perspective Survey is the first survey new Moosilauke Forum members are asked to complete upon joining the Forum. The survey first launched in 2017 with the purpose of providing insights into alumni perspectives on a variety of issues: general attitudes and perceptions of Dartmouth; current connection and engagement with Dartmouth; perceptions of Dartmouth communications; and attitudes toward philanthropy and supporting Dartmouth. The survey was repeated in 2019 with the same purpose and nearly identical questions. Our intention for 2021 was to repeat much of the survey with a similar purpose in order to provide consistent insights over the three surveys—and going forward.

In light of the pandemic’s broad impact on the College, our alumni, and our organization; our shift to digital engagement; our focus on diversity, equity, and inclusion; our shift in campaign priorities; and the impending post-campaign transition, some survey questions from 2017 and 2019 were modified and other questions were added to the May 2021 survey as a means of enhancing our understanding of alumni perspectives in this moment.

Subsequently, with the shift in COVID-19 activity spurred by the Delta variant in September 2021, we wanted to determine whether interests in Dartmouth programming and content had changed since the May 2021 Alumni Perspective Survey. A quick poll was conducted in September with the intent of informing alumni programming, content, and communications decisions for FY22. In that poll, nearly a quarter of alumni said their interest and anticipated participation in Dartmouth programming and content have changed since June. Notable among these changes were decreased interest and decreased anticipated participation in live events, and increased interest in on-demand programming and written content.

SharePoint Site – Survey Feature

Survey Reports

-  May 2021 Alumni Perspective Survey Report
-  Sep. 2021 Alumni Programming + Content Quick Poll Report
-  2019 Alumni Perspective Survey Report
-  2017 Alumni Perspective Survey Report

Please remember that the reports and insights on this website are confidential and for internal staff use only. Do not share with individuals outside the Advancement Division.