



Apr 17th, 9:00 AM - 10:00 AM

## Attitudes and Intentions of Undergraduates for Future Alumni Activity

Amy K. Atwood  
*Illinois Wesleyan University*

Frederick B. Hoyt, Faculty Advisor  
*Illinois Wesleyan University*

Follow this and additional works at: <https://digitalcommons.iwu.edu/jwprc>

---

Atwood, Amy K. and Hoyt, Faculty Advisor, Frederick B., "Attitudes and Intentions of Undergraduates for Future Alumni Activity" (2004). *John Wesley Powell Student Research Conference*. 3.

<https://digitalcommons.iwu.edu/jwprc/2004/posters/3>

This is protected by copyright and/or related rights. It has been brought to you by Digital Commons @ IWU with permission from the rights-holder(s). You are free to use this material in any way that is permitted by the copyright and related rights legislation that applies to your use. For other uses you need to obtain permission from the rights-holder(s) directly, unless additional rights are indicated by a Creative Commons license in the record and/ or on the work itself. This material has been accepted for inclusion by faculty at Illinois Wesleyan University. For more information, please contact [digitalcommons@iwu.edu](mailto:digitalcommons@iwu.edu).

©Copyright is owned by the author of this document.

Poster Presentation P5

**ATTITUDES AND INTENTIONS OF UNDERGRADUATES FOR FUTURE  
ALUMNI ACTIVITY**

Amy K. Atwood and Fredrick B. Hoyt\*  
Department of Business Administration, Illinois Wesleyan University

“Students hear the word alumni and don’t relate. Their impressions of alumni associations are old, white-haired men driving big Cadillacs and having a lot of money” (Randall 2003). This common perception caused us to examine the attitudes and intentions of IWU students on their future alumni activity. The overall goal was to assist the IWU Alumni Office in developing a marketing and communications plan targeted at existing students. Information collected from preliminary focus groups helped in the creation of an attitudes and intentions survey given to 322 IWU students. Results from these questionnaires showed that students seemed knowledgeable about the fundraising needs of the university, but lacked sophistication about these needs. A targeted marketing campaign aimed at improving students’ level of sophistication shows great potential for altering the apathetic attitudes some students have about donating back to their alma mater. Due to the lack of relevant literature on the topic and the serious need for increased funds at all universities, these results may aid university management in increasing finances from alumni.