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Attitudes and Intentions of Undergraduates for Future Alumni Activity

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Poster Presentation P5

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

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“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.