Section 1: Communication Preferences

Transition Text: We strive to deliver communications that are valuable and timely. To start, we’d like to learn about your communication preferences.

1) How frequently do you receive communications from Princeton?
   - Infrequently
   - Occasionally
   - Sometimes
   - Often
   - Frequently
   - Not applicable or don’t know

2) How would you describe the frequency of communications you receive from Princeton?
   - Too infrequent
   - Somewhat too infrequent
   - The right frequency
   - Somewhat too frequent
   - Too frequent
   - Not applicable or don’t know

3) In which ways do you prefer to receive information about or from Princeton?
   Check all that apply.
   - Princeton University website
   - Princeton Alumni website
   - Print materials in the mail
   - Email / E-newsletters
   - Princeton Alumni Weekly (PAW)
   - Social media
   - Attending on-campus events
   - Attending regional events
   - Attending virtual events
   - Other channels not associated with Princeton (e.g., local news, email, publications)

4) Which social media channels do you prefer? Check all that apply.
   Logic: Hidden unless: #3 Question "In which ways do you prefer to receive information about or from Princeton?" is one of the following answers ("Social media")
   - Instagram
   - Facebook
   - Twitter
   - YouTube
   - LinkedIn

5) From which other channels do you learn information?
   Logic: Hidden unless: #3 Question "In which ways do you prefer to receive information about or from Princeton?" is one of the following answers ("Other channels not associated with Princeton (e.g., local news, email, publications)")

Section 2: Overall Satisfaction & Engagement

Transition text: The following questions explore your definition of engagement and how your engagement with Princeton may have changed over time.

6) On a scale of 0 to 10, how would you rate your current relationship with Princeton?
   - Extremely Poor
   - 0
   - 1
   - 2
   - 3
   - 4
   - 5
   - 6
   - 7
   - 8
   - 9
   - Excellent
   - 10

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7) And reflecting upon your time as a student at Princeton, how would you describe your levels of satisfaction and happiness?

<table>
<thead>
<tr>
<th>0 [Least]</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>8</th>
<th>9</th>
<th>10 [Regard]</th>
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<tbody>
<tr>
<td>Satisfied</td>
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</table>

8) How likely are you to recommend engaging with Princeton to a fellow alum?
Select up to 10 factors:
Very likely
Somewhat likely
Neither likely nor unlikely
Somewhat unlikely
Very unlikely
Don't know

9) Please tell us more about your response.
Logic: Hidden unless: #8 Question "How likely are you to recommend engaging with Princeton to a fellow alum?" is one of the following answers ("Somewhat unlikely","Very unlikely")

10) How often do you talk about Princeton with other alumni and non-alumni?
Never
Occasionally
Regularly
All the Time
Don't Know
Alumni
Non-Alumni

11) How would you rate your current level of engagement with Princeton?
Not Engaged
0
1
2
3
4
5
6
7
8
9
10
Very Engaged

12) Please tell us more about your rating.
Logic: Hidden unless: #11 Question "How would you rate your current level of engagement with Princeton?" is one of the following answers ("0","1","2","3","4","5")

13) Currently, how important is each of the following activities in your engagement with Princeton?

<table>
<thead>
<tr>
<th>Activity</th>
<th>Very Unimportant</th>
<th>Somewhat Unimportant</th>
<th>Neutral</th>
<th>Somewhat Important</th>
<th>Very Important</th>
<th>N/A or Don’t Know</th>
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</thead>
<tbody>
<tr>
<td>Reading Princeton emails, newsletters, publications</td>
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<td>Following / interacting with Princeton on social media</td>
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<td>Maintaining personal relationships with Princeton friends</td>
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<tr>
<td>Maintaining personal relationships with Princeton faculty and staff</td>
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<td>Attending events</td>
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<td>Participation in a regional club or association</td>
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<td>Participating with the Association of Princeton Graduate Alumni (APGA)</td>
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<td>Participation in an affinity group (e.g., Asian American Alumni Association of Princeton)</td>
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<tr>
<td>Volunteering for Princeton</td>
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<tr>
<td>Participating in Annual Giving or making other financial contributions</td>
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<tr>
<td>Connecting with current and/or prospective students (e.g., mentoring, alumni interview)</td>
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<tr>
<td>Keeping my contact information up to date (email, address, employment)</td>
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</tbody>
</table>
15) Which types of events are important to you? Check all that apply.

Logic: Hidden unless: (Question "Attending events" is one of the following answers ["Neutral", "Somewhat Important", "Very Important"] AND Question "Level of Princeton degree(s) received:" is one of the following answers ["Undergrad"])

- Reunions
- Alumni Day
- Affinity conferences / Events (e.g., Thrive, She Roars)
- Princeton academic, research, or professional development conferences
- Regional events
- Athletic events
- Other on-campus events or programs
- Virtual events
- Unofficial events, such as dinners with Princeton connections
- Other (write-in): _______________________________________________

17) The COVID-19 pandemic impacted the Princeton experience for many students and alumni. As a recent student, how would you describe the impact of the pandemic on your relationship with Princeton?

Logic: Show/hide trigger exists. Hidden unless: Question "Did you receive your most recent Princeton degree in or after the year 2020?" is one of the following answers ["Yes"]

- I feel the pandemic had a positive impact on my relationship with Princeton
- The pandemic has not had an impact on my relationship with Princeton
- I feel less engaged but am open to building a closer connection with Princeton
- I feel less engaged and am not open to building a closer connection with Princeton
- Don’t know

18) Please tell us about your response.

Logic: Hidden unless: #17 Question "The COVID-19 pandemic impacted the Princeton experience for many students and alumni. As a recent student, how would you describe the impact of the pandemic on your relationship with Princeton?" is one of the following answers ["I feel less engaged and am not open to building a closer connection with Princeton"]

19) Generally, how would you describe your level of engagement with Princeton over time?

Logic: Show/hide trigger exists. Hidden unless: Question "Did you receive your most recent Princeton degree in or after the year 2020?" is one of the following answers ["No"]

- Increased over time
- Decreased over time
- Held steady
- Increased and decreased at different points in my life
- Not applicable or don’t know

20) What has contributed to the change? Check all that apply.

Logic: Hidden unless: #19 Question "Generally, how would you describe your level of engagement with Princeton over time?" is one of the following answers ["Increased over time"]

- My affinity for Princeton has increased
- Time/other commitments (family, work, pursuit of further education, etc.
- Closer geographic proximity to campus
- Closer geographic proximity to a community of Princetonians (e.g., regional club or association
- In-person events near me have increased
- Virtual opportunities
- The COVID-19 pandemic
- Change in personal financial resources
- Personal relationships
- Changes at Princeton
Changing personal beliefs or values
Princeton programming that matches my interests
Volunteer opportunities
Other (write-in)

21) What has contributed to the change? Check all that apply.

Logic: Hidden unless: #19 Question "Generally, how would you describe your level of engagement with Princeton over time?" is one of the following answers ("Decreased over time")
My affinity for Princeton has decreased
Time/other commitments (e.g., family, work, pursuit of further education)
Further geographic proximity to campus
Further geographic proximity to a community of Princetonians (e.g., regional club or association)
In-person events near me have decreased
Virtual opportunities
My professional development resources have decreased
Personal outreach requesting my involvement decreased
The COVID-19 pandemic
Change in personal financial resources
Personal relationships
Changes at Princeton
Changing personal beliefs or values
Princeton programming that does not match my interests
Volunteer opportunities
Other (write-in): _________________________________________________

22) What has contributed to the change? Check all that apply. Logic: Hidden unless: #19 Question "Generally, how would you describe your level of engagement with Princeton over time?" is one of the following answers ("Increased and decreased at different points in my life")
My affinity for Princeton
Time/other commitments (e.g., family, work, pursuit of further education)
Geographic proximity to campus
Geographic proximity to a community of Princetonians (e.g., regional club or association)
Frequency of in-person events
Virtual opportunities
My professional development resources have increased/decreased
Personal outreach requesting my involvement
Change in personal financial resources
Personal relationships
Changes at Princeton
Changing personal beliefs or values
Princeton programming options
Volunteer opportunities
Other (write-in): _________________________________________________

23) Is there anything else we can do to engage you with Princeton?

Section 3: Connection
Transition text: Princeton alumni stay connected in myriad ways. We want to learn more about how you cultivate your relationship with Princeton.

24) To which of the following do you currently feel most closely connected?
Check all that apply.

Logic: Show/hide trigger exists. Hidden unless: Question "Level of Princeton degree(s) received:" is one of the following answers ("Undergrad")
Princeton as a whole
My graduating class
My residential college while at Princeton
Close friends I made while at Princeton
A school, department, concentration, or field of study at Princeton
Princeton University Alumni Survey 2023 Generic
Undergraduate Alum Student Survey Instrument

Last update: March 2023
GRD instrument mimics UGRD instrument.

My extracurricular or athletic activities / teams while at Princeton
Faculty at Princeton
Staff at Princeton
Affinity group(s)
Eating club
My regional club or association
Other (write-in): _________________________________________________

26) Please rank your top 3 in order of your closest connection.

Logic: Hidden unless: Question "To which of the following do you currently feel most closely connected?"

1 = closest connection  |  2 = 2nd closest  |  3 = 3rd closest

________1
________2
________3

27) Please rank your top 3 in order of your closest connection.

1 = closest connection  |  2 = 2nd closest  |  3 = 3rd closest

________1
________2
________3

28) To what extent do you agree with the following statements about Princeton?

<table>
<thead>
<tr>
<th>Strongly Disagree</th>
<th>Somewhat Disagree</th>
<th>Neutral</th>
<th>Somewhat Agree</th>
<th>Strongly Agree</th>
<th>N/A or Don't Know</th>
</tr>
</thead>
</table>

I feel a strong connection to Princeton today:
I feel a sense of belonging as a member of the Princeton alumni community:
I am satisfied with my experience as a Princeton alum:
I would like to be more involved with Princeton than I currently am:
I feel welcome when I make a return visit to Princeton:
Connections to people I met at Princeton are an important part of my social life today:
Connections to people I met at Princeton are an important part of my professional life today:
My annual financial contribution makes a meaningful difference for the student experience:
Princeton values my professional expertise:
Princeton values my volunteer efforts:

29) The best aspect of being a Princeton alum is:

The benefits of the education I received:
The opportunity to be a part of Princeton’s network / community:
My sense of pride in what I accomplished while there:
The access to intellectual resources Princeton provides:
The connections and friendships I have with other alumni:
The connections to professionals and thought leaders:
Other (write-in): ________________________________

30) Below is a list of resources available for Princeton alumni. Please rate the importance of each of these to you.

Logic: Hidden unless: Question "Level of Princeton degree(s) received:" is one of the following answers
("Undergrad")

<table>
<thead>
<tr>
<th>Very Important</th>
<th>Somewhat Important</th>
<th>Neutral</th>
<th>Somewhat Unimportant</th>
<th>Very Unimportant</th>
<th>N/A or Don’t Know</th>
</tr>
</thead>
</table>

Continued learning (including Alumni-Faculty Forums, Community Auditing Program, Game Center for Career Development:
Your Princeton regional club or association:
TigerNet access, which includes the alumni directory, discussion groups, and class, regional, and affinity websites:
Princeton University library access:
Class reunions:
Princeton Journeys:
Section 4: Opportunities to Connect

Transition text: We strive to provide opportunities for lifelong engagement with the University and foster connections among our alumni. Your responses to the next set of questions will allow us to align opportunities for engagement with alumni interests.

32) What could the University do to strengthen its outreach to better support your connection to the institution?
- Offer more in-person events in my geographic area
- Offer more events on campus
- Offer more virtual events
- Increase communications
- Expand topics of communications
- Offer more volunteer opportunities
- Offer more opportunities to connect with current graduate or undergraduate students
- Offer more career/professional development resources
- Nothing right now
- Other (write-in): _________________________________________________

33) Which types of events are of interest to you? Check all that apply.
- Volunteer opportunities
- Events with notable speakers
- Networking-specific events for Princeton alumni
- Opportunities to hear from Princeton leadership
- Professional development opportunities
- Cultural events (e.g., theater, music, museum, dance)
- Athletic events (as a spectator or a participant)
- Activity-based social events (e.g., book club, cooking class, wine tasting, dance lessons)
- Structured activities with current or prospective students
- Events with other alumni of my class
- Events for alumni who belong to my professional field
- Events for alumni in the same stage of career (e.g., newly employed, mid-career, senior or executive level)
- Events for those who share a common identity/affiliation (e.g., ethnicity, religion, gender, sexual orientation)
- Events oriented toward a particular life stage (e.g., caretakers of young children or parents, retired alumni, single alumni)
- Family events (designed for children to participate along with their parents)
- Other (write-in): _________________________________________________

35) Which types of topics are of interest to you? Check all that apply.
- Logic: Hidden unless: #32 Question “What could the University do to strengthen its outreach to better support your connection to the institution?” is one of the following answers (“Expand topics of communications”)
- Thought leadership/research in my industry or professional area of focus
- Lifelong learning opportunities (ongoing professional education)
- News and updates about my classmates
- Stories featuring prominent alumni
- Human-interest stories about Princeton alumni
- News about curriculum/program changes at Princeton
- Faculty news (e.g., awards, research)
- News on current students (e.g., student life, achievements, graduate student projects or research)
- Stories recapping recent Princeton alumni events
- Stories about alumni-student engagement
- Other (write-in): _________________________________________________
36) What types of engagement opportunities are of interest to you that are not currently available?

37) How do you describe your preference for event type? Check all that apply.
- I don't have a preference
- I will only participate virtually
- I will only participate in person
- I prefer virtual events
- I prefer in-person events
- Whenever possible, there should be a virtual option

38) Do you feel there are current barriers to deepening your engagement with Princeton?
- Yes
- No

39) What do you consider to be current barriers to deepening your engagement at Princeton? Check all that apply.
- Time / other commitments
- Value (cost as compared to benefit)
- Personal financial resources
- I don't know many alumni
- I won't make a difference
- Not interested / Just don't want to
- Geographical distance
- I do not know how to get involved
- I do not agree with Princeton's priorities
- Concerns with health and safety for in-person interactions
- Other (write-in): _________________________________________________

40) Which types of time commitments are your top priority today? Check all that apply.
- Personal
- Family obligations
- Career
- Pursuit of further education
- Other philanthropic commitments
- Other volunteer commitments
- Other (write-in): _________________________________________________

Section 6: Other Causes and Commitments
Transition text: Our alumni frequently contribute time and energy to multiple organizations. We would like to better understand how you determine the causes that are important to you.

42) Are there other organizations with which you engage, either through volunteer work or philanthropy?
- Yes
- No
43) What influences your level of engagement with the other organization(s)?
Check all that apply.

- The mission of the organization(s)
- The organization(s) have similar values to my own
- The types of volunteer opportunities available
- My leadership position within the organization(s)
- Personal relationships with the organization(s)
- Peer-to-peer requests
- Personal experience(s)
- Impact of my philanthropy
- Other (write-in): _________________________________________________

44) How do you compare your level of engagement with Princeton to that of other organizations?

- I am most engaged with Princeton
- Princeton is somewhere in the middle
- I am less engaged with Princeton
- I am the least engaged with Princeton
- Don't know

Section 7: Demographic Information

Transition text: We strive to provide meaningful experiences for all alumni. As part of that effort, we’d like to learn more about you through the next series of demographic questions. As with all of these survey questions, the questions in this section are completely optional.

A reminder about privacy: Individual responses to these questions will be kept private and results will only be shared in aggregate.

45) Please select one or more race categories with which you identify: Check all that apply.

- Asian (including Indian subcontinent and Philippines)
- Black or African American (including Africa or Caribbean)
- Hispanic or Latino (including South America, Central America, or Cuba)
- Middle Eastern or North African
- Native American or Alaskan Native
- Native Hawaiian, Samoan, Chamorro, or other Pacific Islander
- White
- Biracial or multiracial
- Other (write-in): _________________________________

46) With which gender do you most identify?

- Female
- Male
- Transgender Female
- Transgender Male
- Gender Variant/Non-Conforming
- An identity not listed (please specify): _______________________________

47) What is your sexual orientation? Check all that apply.

- Heterosexual / Straight
- Gay / Lesbian
- Other (select for additional choices)
48) What is your sexual orientation? Check all that apply.

Logic: Hidden unless: #47 Question "What is your sexual orientation?" is one of the following answers ("Other (select for additional choices)")

- Asexual
- Bisexual
- Pansexual
- Queer
- Questioning or unsure
- Same-gender loving

Other (write-in): _______________________________________________

49) Are you an active U.S. military member or U.S. military veteran?

- Yes
- No

50) Do you consider yourself as having a disability or learning difficulty?

- Yes
- No

51) In terms of political issues, how liberal or conservative are you in an American context?

- Extremely liberal
- Liberal
- Slightly liberal
- Neither liberal nor conservative
- Slightly conservative
- Conservative
- Extremely conservative
- I don’t usually have an opinion on political issues
- Don’t know

52) What is your religious or faith-based identity, if any?

- Protestant
- Catholic
- Other Christian
- Jewish
- Muslim
- Buddhist
- Hindu
- Sikh
- Atheist
- Agnostic
- Unaffiliated or no religion

Religious affiliation not listed above (write-in): _____________________

Section 4: Additional Feedback

Transition text: Please let us know if you have additional thoughts or if you’d like to be contacted by Princeton for a follow-up conversation.

53) Is there anything else you would like to share about your experience as a Princeton alum? This can include suggestions for additional alumni engagement opportunities you’d like to see offered by Princeton.

54) Would you like to be contacted by someone from Princeton to discuss the topics brought up in this survey?

- Yes
- No
55) Please provide your name, email address, and/or phone number at which you'd prefer to be contacted. Additionally, please provide a brief overview of what you'd like to discuss to help us direct your inquiry appropriately.

Name:
Email:
Phone:

Brief overview of what you’d like to discuss:

Thank You!
Thank you for participating in this survey! Your responses will help us evaluate our programming and better meet the needs and preferences of our evolving alumni community.