"Alumni Profile" for Undergraduate Academic Programs

A Best Practice / Case Study

► Process Improved:
The Wisconsin Alumni Association and Academic Planning and Analysis have teamed up to develop an "Alumni Profile" for every undergraduate major. The Profile is intended to be an annually updated report and includes demographic factors, alumni engagement indicators, and summary responses to employment and educational status questions that are embedded in the WAA directory.

► Unit: Office of Academic Planning and Analysis and the Wisconsin Alumni Association.

► Problem/Opportunity Statement: The WAA and Academic Planning and Analysis had the opportunity to work together to provide to departments and programs and public constituents a simple profile of alumni demographics, engagement, and educational and employment outcomes.

► Customers of the Process and Their Needs: The Alumni Profile is intended to be used by program faculty and staff, college and institution level administrators, prospective students and their families and anyone who has an interest in information about alumni, their perception of the value of their undergraduate education, and their post-graduation status.

► Changes Made: We embedded in the WAA directory web site a small set of questions that ask alumni about the value of their educational experience at UW-Madison and their educational and employment status. The Alumni Profile was derived from this information and demographic and engagement information.

► Results: The WAA directory allows departments to make better use of local resources by eliminating costly shadow systems for the collection and maintenance of alumni information. The Alumni Profile makes base-line information available to all programs. The Alumni Profile meets the call to make the value of a UW-Madison education more transparent.

► Lessons Learned: The WAA directory is an efficient way to collect alumni information and to create an integrated source for analysis and reporting. Academic programs that direct their graduating students to the WAA web site can re-allocate effort that might otherwise have gone into their own shadow systems. UW-Madison is the only university that we know of that is using a unit record collection system and questions embedded in the alumni directory to gather program outcome information.

► Next Steps: It will take time to build interest and use in this product. We will continue to reach out to academic programs to make them aware of the potential benefits of actively directing their graduating students to the WAA directory. In time, we hope to expand the Alumni Profile to graduate and professional programs.
"Alumni Profile" for Undergraduate Academic Programs

A Best Practice / Case Study

**Contacts:**

Jocelyn Milner
University of Wisconsin-Madison
Academic Planning and Analysis
jilmilner@wisc.edu
(608) 263-5658

Clare Huhn
University of Wisconsin-Madison
Academic Planning and Analysis
chuhn@vc.wisc.edu
(608) 265-9276

Angie Nash
University of Wisconsin-Madison
Wisconsin Alumni Association
angienash@uwalumni.com
(608) 262-2928

---

**Alumni Profile**

**All Undergraduates**

<table>
<thead>
<tr>
<th>ALUMNI DEMOGRAPHICS</th>
<th>1-4</th>
<th>5-10</th>
<th>11-15</th>
<th>16-20</th>
<th>&gt;20</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total cases</td>
<td>27,935</td>
<td>33,175</td>
<td>26,090</td>
<td>24,990</td>
<td>21,990</td>
</tr>
<tr>
<td>% Female</td>
<td>54</td>
<td>47</td>
<td>50</td>
<td>50</td>
<td>47</td>
</tr>
<tr>
<td>% Minority</td>
<td>6</td>
<td>7</td>
<td>8</td>
<td>8</td>
<td>7</td>
</tr>
<tr>
<td>% Targeted Minority</td>
<td>3</td>
<td>4</td>
<td>3</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>% Current Address Available</td>
<td>94</td>
<td>94</td>
<td>94</td>
<td>94</td>
<td>94</td>
</tr>
<tr>
<td>% Providing employment information</td>
<td>84</td>
<td>84</td>
<td>84</td>
<td>84</td>
<td>84</td>
</tr>
<tr>
<td>% Former student</td>
<td>24</td>
<td>29</td>
<td>25</td>
<td>24</td>
<td>23</td>
</tr>
<tr>
<td>% Engaged with UW</td>
<td>18</td>
<td>18</td>
<td>16</td>
<td>16</td>
<td>16</td>
</tr>
<tr>
<td>% Living in Wisconsin</td>
<td>43</td>
<td>43</td>
<td>43</td>
<td>43</td>
<td>43</td>
</tr>
</tbody>
</table>

**Where Alumni Live (% of Total)**

- [Map showing distribution of alumni across different regions]

---

**About the Alumni Profile**

Data sources: UW System, UW-Madison, UW-Madison Alumni Association, University of Wisconsin-Madison, and the Wisconsin Alumni Association. The data includes information on alumni demographics, employment statistics, and engagement data. The percentages shown are based on data from the most recent surveys conducted by the UW-Madison Alumni Association.

---

**University of Wisconsin-Madison Alumni Survey Responses**

<table>
<thead>
<tr>
<th>Number of Survey Responses</th>
<th>1,113</th>
</tr>
</thead>
</table>

1. Regardless of any financial benefits, has your UW-Madison education improved your quality of life?
   - Cell phone: Yes | 16
   - Internet: Yes | 16
   - Cell phone and Internet: Yes | 16

2. Which one of the following best describes your current educational status?
   - Enrolled for the first time: 15%
   - Enrolled for the second time: 5%
   - Enrolled for the third time: 3%
   - Not currently enrolled, but plan to return: 40%
   - Not currently enrolled, but plan to apply: 20%
   - Not currently enrolled, but do not plan to return: 20%

3. Which one of the following best describes your current employment status?
   - Employed full-time: 85%
   - Employed part-time: 7%
   - Not employed: 6%
   - Self-employed: 7%

4. For your current position, how applicable is the skill set you developed at UW-Madison?
   - Yes, directly related: 45%
   - Yes, somewhat related: 40%
   - No, not at all related: 15%

5. How well did your academic experiences at UW-Madison prepare you for your current position?
   - Very well: 45%
   - Somewhat well: 40%
   - Not well at all: 15%

6. For the most recent year, what was the annual income of your current position? (If you are working part-time, estimate your salary at a full-time rate.)
   - Less than $25,000: 10%
   - $25,000 - $39,999: 22%
   - $40,000 or more: 6%

---

Source: Alumni profile data is based on the most recent surveys conducted by the UW-Madison Alumni Association.