

Market Share

Information on DePaul's Market Prominence, Position and Performance

Division of Enrollment Management
Office of Enrollment & Marketing Research

PERCEPTIONS OF THE DEPAUL EXPERIENCE

Overall, most alumni are **proud of their DPU degrees**, and feel their degrees **prepared them for their careers**.

	Proud	Prep
Rallyer	99%	78%
Reconnector	94%	69%
Reminiscer	95%	69%
Resisters	74%	56%

These 4 types differ on their perceptions of the student experience, however. Rallyers have more **fond memories of college**, and a greater **sense of belonging as students**, especially compared to Resisters.

	Fond	Belong
Rallyer	80%	87%
Reconnector	63%	69%
Reminiscer	59%	66%
Resisters	46%	44%

DePaul's 4 Alumni Personalities (Part 1)

- **Who becomes an active alumni and who does not?** In 1999, Campbell Research* conducted a national study of undergraduate alumni from public and private institutions, and found that alumni fell into 4 distinctive categories based on their actual and desired relationship with their alma mater: *Rallyers*, *Reconnectors*, *Reminiscers*, and *Resisters*.

- These 4 "personalities" may also describe DePaul's alumni. What defined these personalities in a pilot study of 524 DePaul alumni were intentions in the next 3 years for volunteering or attending a DePaul alumni event, using DePaul as a professional network, donating money, and returning to campus.

DEPAUL ALUMNI

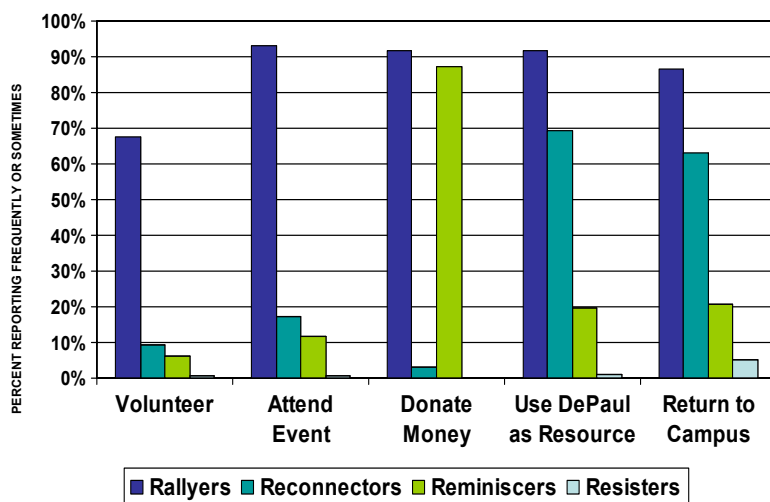
- **Rallyers**: the group most inclined to attend an event, use DePaul as a resource (indeed over 90% intended to do so), return to campus, and volunteer for activities. Almost all intend to donate (44% had donated in the past 3 years). More are men, younger, and nearly all want regular contact with DePaul.

- **Reconnectors**: the most recent alumni. About two-thirds of these alumni are interested in using DePaul as a resource, and returning to campus, while less than 20% are interested in volunteering, attending events, or donating money.

- **Reminiscers**: this group has been out of school the longest. While only 21% or fewer are interested in returning to campus, using DePaul as a resource, attending events or volunteering, an impressive 87% intend to donate money in the next 3 years (and 71% had donated in the past).

- **Resisters**: this group wants to have little contact, if any, with DePaul. The Resister group have a higher percentage of women and undergraduates than the other 3 groups.

Expected Activities in Next 3 Years
for 4 DePaul Alumni Personalities



Source: EMR 2002 Survey of DePaul Undergraduate and Graduate Alumni, 524 responses, 26% response rate

* For more information on Campbell Research, please visit campbell-research.com