

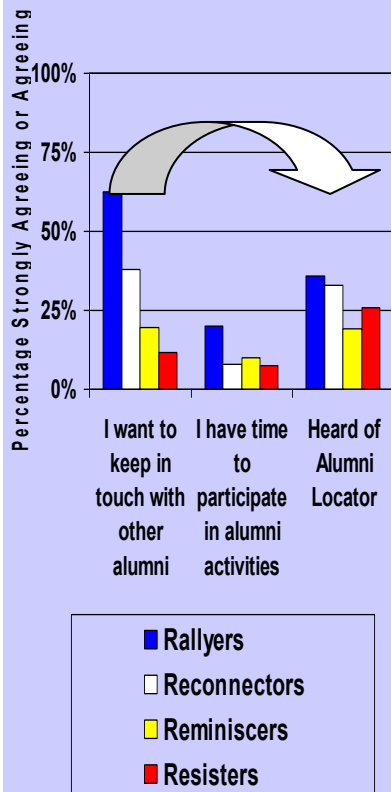
Market Share

Information on DePaul's Market Prominence, Position and Performance

Division of Enrollment Management

Office of Enrollment & Marketing Research

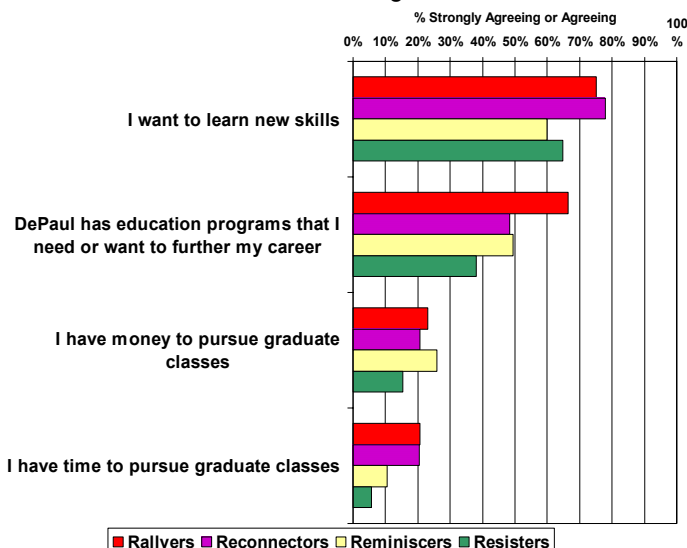
OPPORTUNITY TO ENHANCE AWARENESS OF ALUMNI LOCATOR



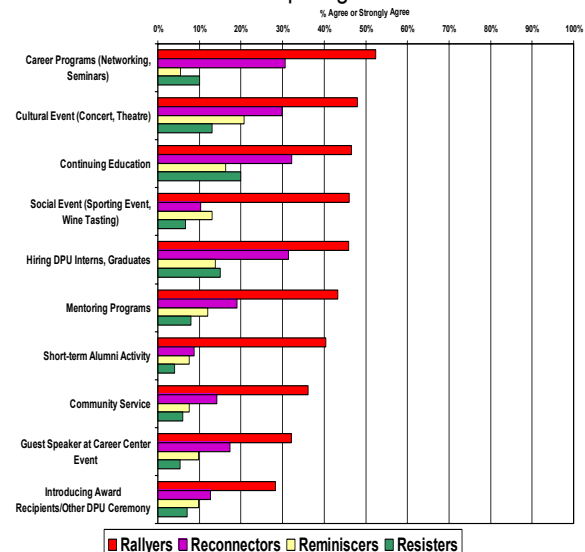
Engaging DePaul's 4 Alumni Personalities (Part 2)

- 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 desired relationship with their alma mater: *Rallyers*, *Reconnectors*, *Reminiscers*, and *Resisters*.
- These 4 personalities may also describe DePaul's alumni. The behaviors that defined these personalities in a pilot survey 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, and returning to campus (see Issue 19 for Part 1 & complete descriptions of these personalities.)
- Interest in Continuing Education**
 - Although few alumni say they have time or money to pursue graduate classes, 3 in 4 Rallyers and Reconnectors are interested in continuing education.
 - Two-thirds of Rallyers feel DePaul has something to offer to further their careers, although fewer than half of Reconnectors, along with the other two groups, agree.
- Interest In Alumni Activities**
 - Across the board, Rallyers are more interested in participating in activities and events.
 - Career programs, cultural events, continuing education and hiring DPU interns are the top 4 activities that draw the most interest from Rallyers and Reconnectors alike.

Interest in Continuing Education



Likelihood of Participating in Alumni Activities



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

*For more information, see campbell-research.com