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.

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