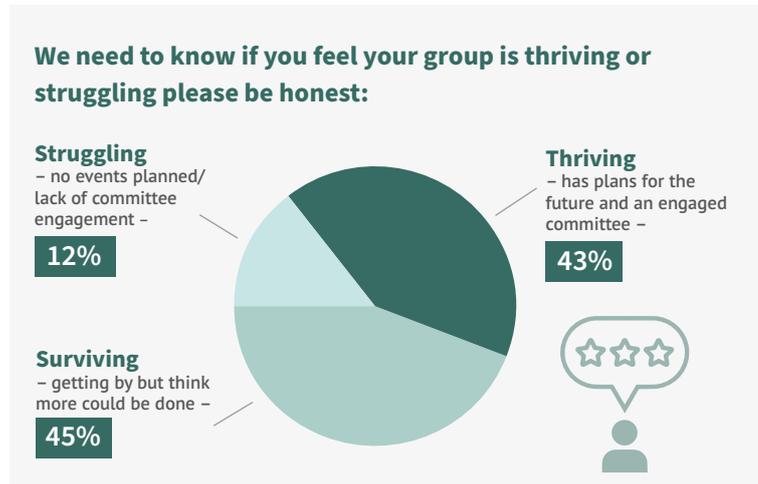




# The 2022 Alumni Group Network Survey

## Oxford University's Alumni Groups Come Storming Back!

**Over 61% of the network responded to this year's survey.** A brilliant response which shows how engaged and committed you are. It's been a difficult few years and we asked you if your group was thriving, surviving or struggling. **Fewer than 12% of the groups responded with 'struggling'.** Your efforts to keep going are inspiring...



### Membership

**Nearly 10% of respondents said they had gained 50+ members during the survey period.** For the majority of groups the uptake was between one and 20 new members. A small group (12.5%) had no new members during the period. We will be assessing the data and seeing how we can help.

### Events

Groups are keen to get back to normal and start meeting in person. **Over 75% of respondents held an event over the survey period, and online events have declined.** In common with the rest of the world, you are suffering from Zoom fatigue! The majority of you ran ticketed events with bank transfer the preferred payment option. A smaller group have embraced online payment (**nearly 20%**) and we will see if this increases next year. The move to online payment seems unstoppable.

### Communication

An engaged group is a group that communicates regularly with its membership and a quarter of you send out a monthly newsletter. Of the struggling groups identified, **over 80% had irregular communication.** Successful thriving groups keep in touch. It's clear that a motivated committee is so important, as this helps drive engagement.

You are also using new methods of communication with **nearly 40%** using bespoke software such as MailChimp and Stripo. **WhatsApp is used by 15% of the respondents** with noticeably high usage among the Special Interest Groups.

Over **61%** responded to this year's survey



#### Membership

Nearly **10%** gained **50+** members



#### Events

Over **75%** held an event



Nearly **20%** accepted online payments

#### Communication

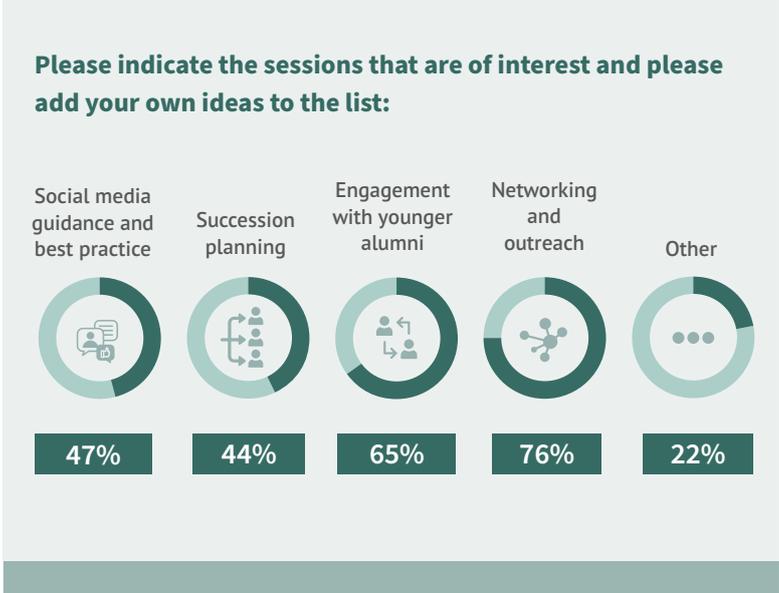
Nearly **40%** used bespoke software such as MailChimp and Stripo



**15%** used Whatsapp

### Volunteer Forums

Groups that are struggling said that key issues included finding new committee members to take the group forward and poor alumni attendance at events. We will be rolling out a series of best practice volunteer forums over the coming year to address these difficulties. We asked you what forums would help. Engagement with younger alumni, networking and outreach were high on your list.



Other suggested topics for discussion included: collaborating with other alumni groups, contacting university faculties and engaging speakers, and creating promotional marketing material to support group activity.

### Outreach and Networking

**One quarter of groups said they are providing outreach and networking opportunities** and you have told us of really interesting engagement including school essay writing competitions, public speaking, and outreach via sport – especially rowing. Engaged groups in the UK are being approached to help with Russell Group applications, not just Oxbridge.

### The Future is Bright

**Over 76% of the groups that responded said they had plans for 2023** and we are seeing a sharp rise in requests for mailings. Please plan ahead. If you request a mailing from the office, use this constructively and think about your target audience. It's a good idea to offer a number of events giving alumni a range of options for engagement rather than a 'one event' mailing.

Outreach and Networking

**One quarter of groups are providing outreach and networking opportunities**




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The Future is Bright

**Over 76% have plans for 2023**



**» We need a minimum of two months' notice for a mailing.**

Please contact the Networks Team ([networks@alumni.ox.ac.uk](mailto:networks@alumni.ox.ac.uk)) to discuss your requirements.