



The 2024 Alumni Group Network Survey

The Alumni Network supports the University's priorities

Over 60% of the network responded to this year's survey. The data we collect is crucial to understanding the health, engagement, strengths and weaknesses across our network. Analysing the grass-root structure allows us to see where there are common problems and successes. Receiving honest feedback is vital to developing the most appropriate help and support that is needed.

Membership

Over 60% of respondents reported they have gained new members during the survey period. For the majority of groups, the uptake was between one and 10 new members, which is **consistent growth** compared to last year's survey. It was encouraging to see the number of groups reporting no new members has remained static at 3%.

The **top three** routes for attracting new members are **word of mouth** (nearly 74%), the **Alumni Networks website** (over 55%) and **Alumni Network mailings** (over 48%).

We asked if you feel your group is thriving or struggling:

	2023 / 24	2022 / 23
Thriving - has plans for the future and an engaged committee	55%	54%
Surviving - getting by but think more could be done	41%	39%
Struggling - no events planned / lack of committee engagement	6%	9%

Communication

Regular contact with group members is a key component of maintaining an active, engaged group. We have seen an increase in frequency across all communications and almost 50% of groups now send a regular monthly newsletter. Email (Outlook, Hotmail, Gmail) remains the leading means of communication with over 73% of you using it. Bespoke packages (Mailchimp, Wild Apricot etc.) came second in spite of the cost. WhatsApp (27%) has overtaken Facebook (23%) as the next most popular channel of communication.

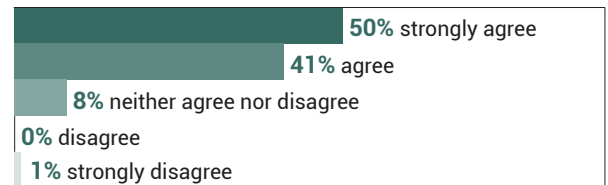
Guidance for setting up a WhatsApp group can be found under Section 9 of the online Alumni Group Handbook or request details from the Networks Team.

Alumni group purpose

Alumni groups are officially recognised on the understanding they meet the University's priorities. We asked groups how well they provide opportunities in these four key areas.

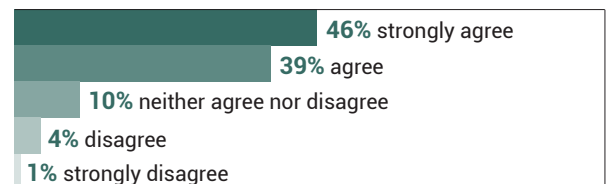
Engagement

Provide opportunities for Oxonians to stay connected.



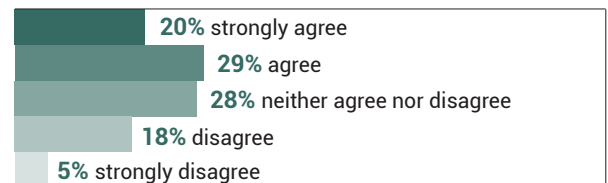
Networking

Arrange networking and social activities, including mentoring and internships.



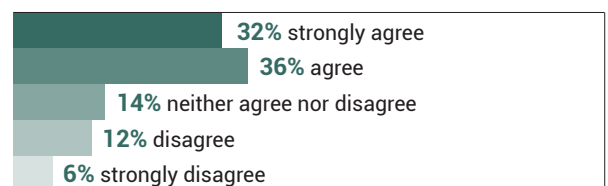
Communication flow

Provide a channel for University communications.



Student support

Provide support to new or prospective students.



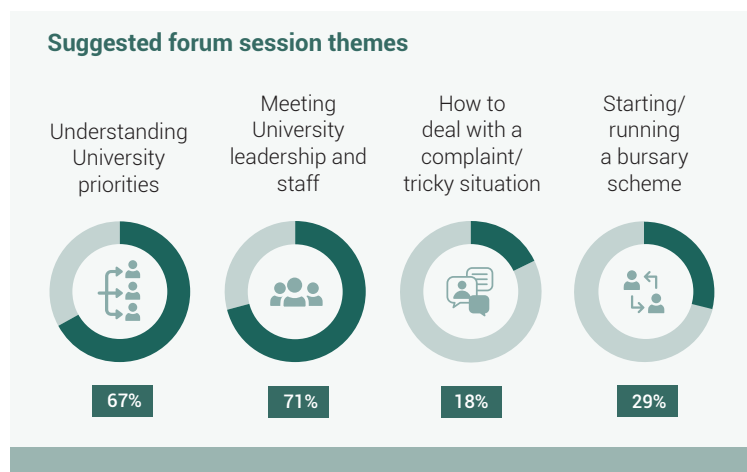
Networks News

Our main communication is the Networks News e-newsletter, sent on a termly basis to all committee volunteers and almost 1/3 read all of it. To ensure the content remains relevant and committee volunteers take action in response to articles, we will look closely at the feedback comments received.

Volunteer forums

Earlier in the survey, groups assessed how they align with the University's priorities, so it is no surprise that **meeting with University leadership and staff** (71%) and **understanding University priorities** (67%) were the two most popular forum topics. **Starting/running a bursary scheme** was also popular (29%) and we would be pleased to see more groups offering bursary support to students.

As no forums were offered in the last 12 months, we will also look at suggestions from the 2022/23 survey. The preferred platform for attending forums is online so do keep a close eye for invitations in your inbox in the coming months.



Events

Over 90% of respondents held an event in the last 12 months.

In-person events provide alumni with the opportunity to network and socialise. It is great to see an increase of 5% in the groups offering 5-10 events per year. **If you would like us to promote your events to a wider alumni audience**, please think about offering a choice of events at different times of day which may have more appeal and enable alumni to attend at least one.

Remember, the **top three** routes for attracting new members are **word of mouth**, the **Alumni Networks website** and **Alumni Network mailings**.

Volunteer motivation

We are grateful to all our alumni volunteers who support the Alumni Network. Understanding your personal motivations enables us to support you even more.

76% like being involved and maintaining a link to Oxford



We are pleased to share some individual comments:

OUS Belgium – “Nice memories of the intellectual environment at Oxford”

Oxford and Cambridge Society of Ghana – “To work towards members’ benefit and to have a positive impact on our Ghanaian communities through our social impact and outreach programmes”

OUS Houston – “Strengthen relationships amongst members”

OUS LA – “Want to give back to Oxford, which has given me so much”

Oxford and Cambridge Society of Malaysia – “To pursue outreach to potential future students”



Please contact the Networks Team to discuss how we can support your group

>> networks@alumni.ox.ac.uk