ANALYSIS OF RESULTS

ESADE Alumni Survey
Date: November 2009
AIMS OF THE SURVEY

• Activities and services
  – Report on these and gather information
    • Level of knowledge and use
    • Degree of satisfaction and suggestions

• Communication policy:
  – Report on channels and formats, and gather information
    • Degree of satisfaction and suggestions for improvement
    • Assessment of structure and content
    • Assessment of frequency

• ESADE Alumni Membership
  – Assessment of belonging to the network
  – Arguments for recommending to other alumni
  – Areas for improvement
ANALYSIS OF SURVEY RESULTS
Participation and profile

Above-average participation for an online survey – 3,292 responses

<table>
<thead>
<tr>
<th>% RESPONSE</th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Members</td>
<td>17%</td>
</tr>
<tr>
<td>Non-members</td>
<td>7%</td>
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</tbody>
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Profile of participating alumni:

Mostly aged between 20 and 40 and who finished their studies over 4 years ago.
ANALYSIS OF SURVEY RESULTS
Knowledge levels per area

The segment of alumni living outside Barcelona and Madrid are familiar with territorial clubs and international Chapters in third place.
ANALYSIS OF SURVEY RESULTS
Assessment by area

Assessment by area (% ‘Good’ + ‘Regular’)

- Alumni Giving Back
- ARefresher activities
- Sporting and leisure activities
- Graduating class activities
- Functional and sector-specific clubs
- International Chapters and territorial clubs
- Career Services
- Special offers and discounts
High **degree of satisfaction** with activities and services in general

**90% of members would recommend joining ESADE Alumni** - reasons:

- Easy to network with other alumni
- Refresher courses
- Contact with ESADE

**Areas for improvement:**

- **Career Services**: Expand geographic scope of activities and usability and functionality of the website.
- **Refresher Activities**: Provide new formats of events and online tools to facilitate networking at the event.
- **Functional and Sector-specific Clubs**: Leverage networking between club members and among those attending pre- and post-activity events.
- **International Chapters and Regional Clubs**: Enhance global network with more activities and greater presence of professors at these activities.
Areas for improvement:

• **Graduating Class Encounters**: Promoting encounters of various graduating classes of the same programme, and facilitating communication tools within the graduating class.

• **Alumni Giving**: General interest in participating in the future and explicit requests for greater seating capacity.

• **Leisure Activities**: Requests have been made for more activities and increased seating capacity in certain events.

• **Economic Advantages**: Revising and improving current membership special offers with a view to devising new benefits.

• **Personalised Communication**: Segmenting communication by alumni interests. Increasing pre- and post-event information.

• **Online Services**: Recording more web and esadealumni.tv events and access to business information DB.