1. What do you want to hear about from your Alumni Association?
   *Respondents could choose more than one option

   ![Response Growth per Question](image)

   Engagement Rate Per Question
   - **Campus Happenings**: 30.22%
   - **Student Life**: 10.67%
   - **Other**: 8.7%
   - **Spotlights**: 24.55%
   - **Big Ideas**: 26.66%

   * Choice Count Total: 2644

2. Would you participate in a virtual Minnesota State Mankato Alumni Association event?

   ![Response Growth per Question](image)

   Engagement Rate Per Question
   - **Yes**: 34.34%
   - **No**: 65.66%

   * Choice Count Total: 1319
3. Have you attended a Minnesota State Mankato Alumni event in the past 12 months?

![Response Growth per Question](image1)

* Engage Rate Per Question

<table>
<thead>
<tr>
<th>YES</th>
<th>NO</th>
</tr>
</thead>
<tbody>
<tr>
<td>11.38%</td>
<td>88.62%</td>
</tr>
</tbody>
</table>

* Choice Count Total: 1344

4. What time are you normally on social media?

![Response Growth per Question](image2)

* Engage Rate Per Question

<table>
<thead>
<tr>
<th>MORNING</th>
<th>AFTERNOON</th>
<th>EVENING</th>
</tr>
</thead>
<tbody>
<tr>
<td>27.24%</td>
<td>12.18%</td>
<td>60.58%</td>
</tr>
</tbody>
</table>

* Choice Count Total: 1181
5. Of which of your Alumni Association social media outlets are you a member?
   *Respondents chose their preferred media outlet

   **Response Growth per Question**
   
   ![Graph showing response growth per question for Facebook, Twitter, Instagram, and LinkedIn]

   - Facebook: 700
   - Twitter: 200
   - Instagram: 300
   - LinkedIn: 500

   * Choice Count Total: 1243

6. On a scale of 1 to 4 (4 being the highest), are you satisfied with the Alumni Association?

   **Engagement Rate Per Question**
   
   - Four: 21.58%
   - Three: 36.72%
   - Two: 23.93%
   - One: 17.77%

   * Choice Count Total: 1103
7. Would you consider talking with us about engaging with the Alumni Association?

Response Growth per Question

Engagement Rate Per Question

<table>
<thead>
<tr>
<th>YES</th>
<th>NO</th>
</tr>
</thead>
<tbody>
<tr>
<td>23.67%</td>
<td>76.33%</td>
</tr>
</tbody>
</table>

* Choice Count Total: 1460

8. Would you consider supporting your University financially?

Response Growth per Question

Engagement Rate Per Question

<table>
<thead>
<tr>
<th>YES</th>
<th>NO</th>
</tr>
</thead>
<tbody>
<tr>
<td>15.70%</td>
<td>84.30%</td>
</tr>
</tbody>
</table>

* Choice Count Total: 1306
9. What types of events would you like your Alumni Association to sponsor?

<table>
<thead>
<tr>
<th>Category</th>
<th>Engagement Rate Per Question</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sporting</td>
<td>22.54%</td>
</tr>
<tr>
<td>Educational</td>
<td>27.96%</td>
</tr>
<tr>
<td>Community</td>
<td>25.10%</td>
</tr>
<tr>
<td>Networking</td>
<td>17.82%</td>
</tr>
<tr>
<td>Other</td>
<td>6.58%</td>
</tr>
</tbody>
</table>

* Choice Count Total: 2418