

Recent Graduates: What We've Learned

IN 2018 AND 2019, the Schuler Educational Foundation sponsored surveys of '02 to '17 alumni of five participating schools to understand their volunteering and giving habits, their perceptions of higher education, how connected they feel to their schools, and how they communicate. Last year, Schuler funded a wider survey that went to 40,000 millennials at 36 institutions nationwide. Some of the findings are below.

It's a myth that new alums aren't philanthropic. Young graduates frequently volunteer and donate (and many give more than "token" gift amounts).

87% reported volunteering with and/or making financial donations to a cause or organization.

TOP FIVE VOLUNTEER ACTIVITIES *From the 2020 survey of 40,000 alumni from the classes of '02 to '17*

Currently Volunteer for These Causes/Organizations



K–12 education
35%



Focused on children or teens
25%



Religious/faith-based
24%



Community development
23%



Social justice
23%

Top Five Recipients of Donations



Higher education
37%



Social justice
32%



Politics
30%



Health care
29%



Women-focused
26%

WELLESLEY-SPECIFIC FINDINGS

From the 2019 survey sent to 7,583 alumnae

85% of alumnae respondents feel connected to the College. However, first-generation alums and alums from racial minorities have the highest rate of feeling disconnected.

82% of respondents reported making a gift since graduation; 34% agree or strongly agree that their gift makes a difference.



Alumnae prefer to learn about Wellesley via the print magazine (49.7% of respondents), email (48.6%), and Facebook (43.1%).



Young alumnae care about mission and impact. Purpose-driven campaigns (for example, raising money for scholarships or financial aid) are much more likely to resonate with this cohort.