



CENTER FOR EDUCATION
CONSUMER INSIGHTS

Learning from Alumni to Improve Student Success

Strada Education Network is inviting a select group of colleges and universities to participate without cost in the 2021 Strada Education Value Survey of their alumni.

The Power of Alumni Insight

At a time of falling enrollments and low student confidence in the value of their education, we need to do everything we can to deliver a valuable, quality experience for our next generation of workers, leaders, and citizens. To better understand the full value of education, we turn to alumni, who have a special understanding of how education has changed their lives in ways that cannot be measured by simple metrics like income. For more information, visit EducationValueSurvey.org.

In response to a call from university and college leaders to learn more about alumni insights, in 2019 we developed an alumni survey to measure the impact of higher education programs on alumni's careers and lives. Thirty-one schools participated in our pilot survey, which gathered data from alumni about the full value their education provided. The overwhelmingly positive response to this effort has inspired us to make this resource more widely available to the field. This will allow colleges and universities to provide a higher quality, more valuable experience for their students — and communicate that value to prospective students, parents, employers, policymakers and other important partners.

The Benefits of Participating in the Strada Education Value Survey

- Benchmarked results comparing your school to national averages and peer groups.
- Identified data set to link individual student results back to university data-sources for further research and exploration.
- Formatted report and dynamic online dashboard to explore and share results.
- Opportunity to apply to participate in a learning cohort in the year following the survey.

Participation

Selected institutions will be asked to provide alumni contact information, as well as demographic characteristics of the alumni sample to the research team so we can ensure the results of the survey are representative. Strada is offering this survey at no cost to selected participants for the 2021 administration. All individual and institution-specific data will remain strictly confidential.

About Strada Education Network

Strada Education Network works with colleges and universities to learn what students need to succeed in school, work, and life. Over the past five years, our team has designed, commissioned, analyzed, and reported on the perspectives of over 400,000 respondents, sharing their views on education and training after high school. In our partnership with Gallup, we've captured the insights of over 180,000 individuals who attended more than 3,000 different schools across the nation. Our Public Viewpoint surveys examining the impact of COVID-19 on education and work have engaged more than 20,000 adults over the past several months.