

## Strada Alumni Survey FAQ

### What is the Strada Alumni Survey?

The Strada Alumni Survey is a tool for collecting alumni feedback about what was most valuable in their undergraduate education experience. The survey was co-developed with institutional leaders, including university presidents and provosts, to give a more complete understanding of what makes an education worthwhile beyond completion.

### Why is Strada administering the Alumni Survey?

As a national nonprofit social impact organization, Strada Education Network works to improve lives by forging clearer and more purposeful pathways between education and employment. We offer this survey as a way for institutions to measure student outcomes beyond completion in order to help inform and shape institutional strategies. This initiative is part of our larger body of [research](#) to listen to and elevate learner perspectives on education and training after high school.

### Why participate in the Strada Alumni Survey?

Colleges and universities can attract and better serve students as they use the resulting alumni data both to demonstrate and continuously improve the value of the education they provide. Alumni bring a unique perspective, as they have transitioned to the workforce and can speak to what aspects of their experience have proven to be most valuable in work and life.

### Who has participated in the Strada Alumni Survey?

From 2019-2021 more than 20,000 alumni from 63 colleges and universities across the nation have participated in the Strada Alumni Survey. The 2021 cohort was made up of 32 public universities, including state flagship institutions, regional institutions, and HBCUs. We also fielded a national survey of alumni to provide representative benchmarks.

### What can institutions do with the Strada Alumni Survey results?

The survey results have applicability for faculty and departments across the university, including student success, academic affairs, enrollment, and alumni engagement. Pilot institutions have used the data to:

- Inspire a focus on developing students' skills in areas identified as high value by alumni, including digital literacy, data analysis, and leadership.
- Analyze the impact of program changes, such as expanded mentoring, work study, and career exploration and advising.
- Shape recruitment and messaging to prospective students by better understanding the reasons students chose to enroll at the university and what they found to be most valuable.
- Plan how to engage with alumni in the long term and how to enlist alumni to support current students.

### What tools do schools receive for accessing the data?

Participating institutions receive benchmarked results comparing them to national averages and peer groups. These are available in a report and an online dashboard. Schools also receive an identified data set to link individual student results back to university data-sources for further research and exploration.