



GEORGETOWN UNIVERSITY

Office of Advancement

DISCOVERY INITIATIVE

Progress Report

2015

Since 2006, the Discovery Initiative has completed more than 12,800 interviews in 50 states and 41 countries. The report below highlights several key findings from these interactions, including the demographics of all participants, the central themes discerned from the interviews, the actions the Discovery Initiative team has taken to mobilize alumni support in the wake of these interviews, and a brief assessment of the lasting impact the program has had on the university. The information gathered through these one-on-one interactions has helped shape the direction of the alumni relations, communications, and alumni career services teams, and strengthened the Georgetown alumni community as a whole.

We thank you again for helping to better the university through your support, candor, and feedback. If you have any further questions about the content of this report, please contact Carolyn Carson, Assistant Director of the Discovery Initiative, at cjc94@georgetown.edu.

MAJOR FINDINGS*

CATHOLIC AND JESUIT IDENTITY

- 22% of participants feel that Georgetown's Catholic and Jesuit identity is one of its most unique qualities (the most frequently mentioned unique quality).
- Many participants, regardless of religious identity, particularly value the presence of theology and philosophy requirements for undergraduates, Jesuit teaching and the Jesuit education model, and the university's emphasis on promoting interreligious dialogue.

MENTORING AND CAREER SERVICES

- 35% of participants expressed interest in mentoring students and young alumni interested in receiving career advice.
- Many participants expressed the need for Georgetown to foster mentoring opportunities—both alumni-to-student and alumni-to-alumni—through the Career Center and the Alumni Career Network, and to promote mentorship opportunities in multiple industries.

NEED-BLIND ADMISSION AND FULL-NEED FINANCIAL AID

- 19% of participants noted the importance of bolstering Georgetown's financial aid offerings and endowment in order to maintain a socio-economically diverse student body and to remain a nationally competitive institution.

MISSION, PRIORITIES & TRANSPARENCY

- 27% of participants mentioned Georgetown's mission and priorities and/or transparency in university goals during their Discovery Interview. Many noted that they were unsure of Georgetown's vision for the future or major priorities, and many expressed a desire to hear the university's administrative leaders speak about the vision more frequently.
- When speaking about Georgetown's priorities moving forward, alumni most frequently mentioned that they would like to see the school manage or reduce the cost of a Georgetown education, fully integrate technology into the classroom, and maintain and strengthen the diversity of the Georgetown community.
- Some participants noted that they would be more apt to donate if the university better articulated how past gifts were used and how future gifts will be used.

INTERNATIONAL GEORGETOWN

- 17% of participants noted that Georgetown's emphasis on international affairs is a unique quality of the University. Many alumni believe that Georgetown should be a leader in international affairs through initiatives like the SFS campus in Qatar and our recent engagement efforts in China.
- Many alumni noted that they would like to see Georgetown continue to increase its international presence and global brand.

*The Discovery Initiative ambassadors primarily ask open ended, rather than yes-or-no, questions; therefore, the percentage of participants who agree with the points made in this report may be higher than the percentage of participants who articulated these points.

CONTINUING EDUCATION AND INTELLECTUAL ENGAGEMENT

- 17% of participants expressed a desire for increased continuing education opportunities in the form of faculty lectures, opportunities to interact with Georgetown administrators, and intellectual programming for alumni, whether online or in their home region.

COMMUNITY SERVICE AND SOCIAL JUSTICE

- 12% of participants noted that community service and social justice activities played an important role in their Georgetown student experience and in the mission of the university. Many alumni also

expressed interest in additional organized service opportunities for alumni through the Alumni Association local regional clubs.

SOCIAL NETWORKING

- 17% of participants expressed the desire to be engaged by Georgetown through social media outlets, such as Facebook, Twitter, or the university mobile application.
- The Discovery Initiative ambassadors primarily ask open ended, rather than yes-or-no, questions; therefore, the percentage of participants who agree with the points made in this report may be higher than the percentage of participants who articulated these points.

IMPACT

ALUMNI SUPPORT AND ENGAGEMENT

The Discovery team continues to focus on engaging participants after their interview by connecting them with up to 29 different programs and opportunities based on their interests and passions. Discovery's collaboration with the Alumni Relations team and multiple departments across campus has continued to grow and enhance the experience of each Discovery participant. In total, Discovery has offered more than 21,431 engagement opportunities post-interview.

ALUMNI RELATIONS

- Identified 732 potential leaders or highly-involved volunteers for regional clubs and reunion class committees.
- Several participants have even started new regional clubs like the new Club of Idaho.
- With support from the Discovery Initiative, the Alumni Relations team has created several kid-friendly events in the DC market that have become new alumni traditions, including a Breakfast with Santa, Easter Egg Hunt, and Pumpkin Party.

ALUMNI CAREER SERVICES

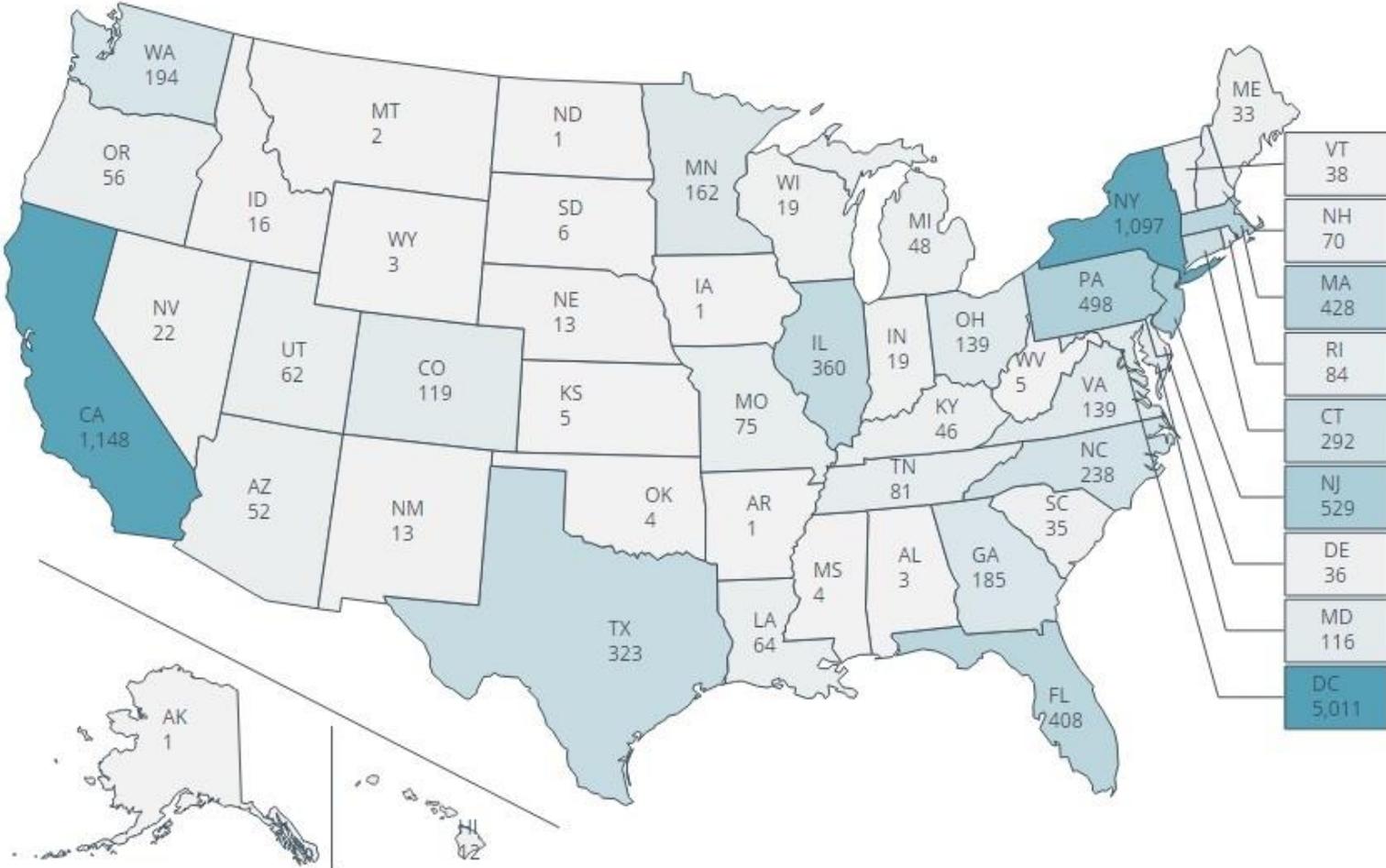
- Facilitated 3,771 new participants to sign up for the Alumni Career Network.
- Suggested more than 150 participants for Hoya Gateway, an online platform connecting students and alumni for one-on-one career related conversations.

ALUMNI ADMISSIONS PROGRAM

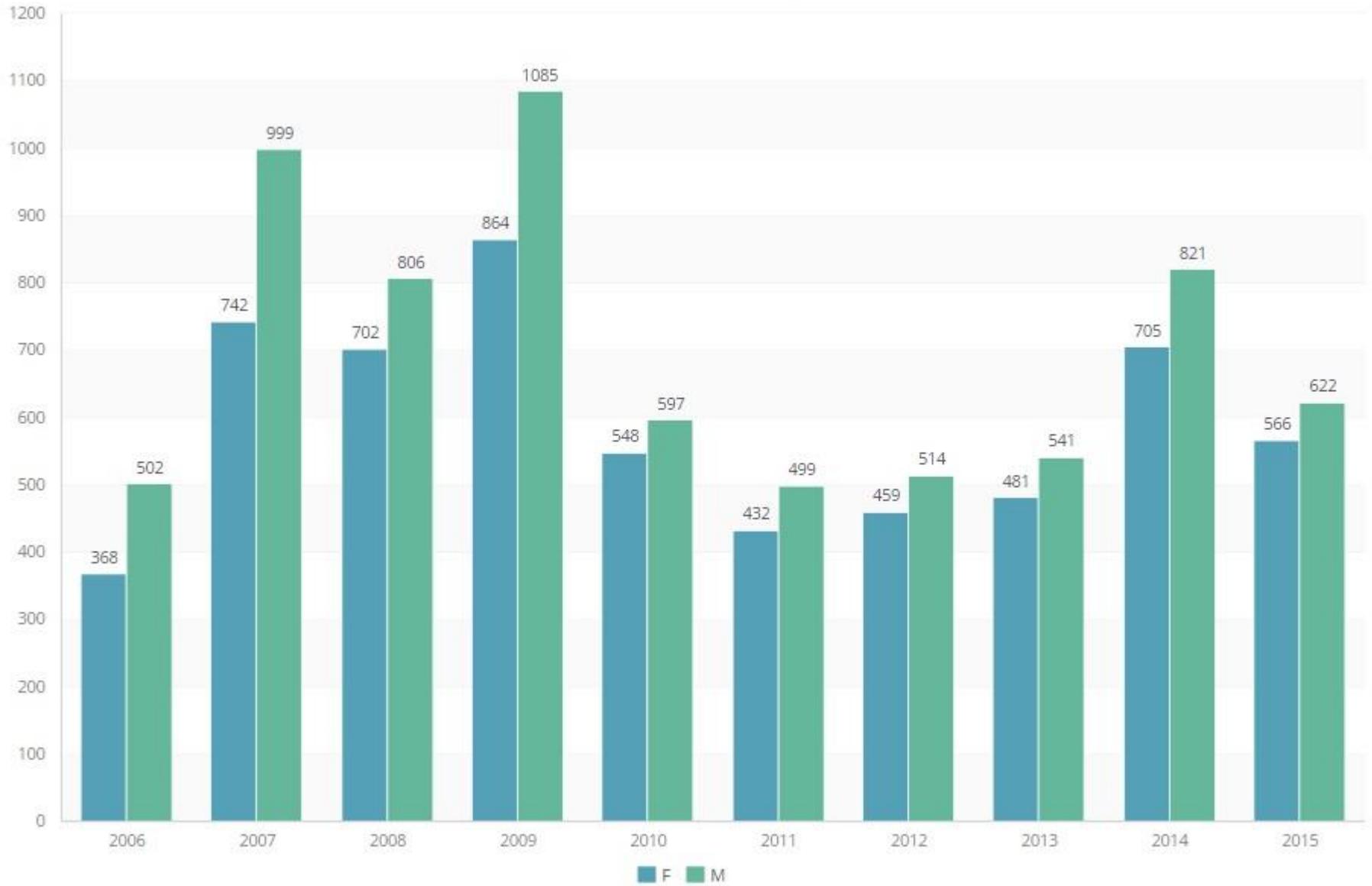
- Facilitated AAP applications from 2,151 participants.
- Assisted AAP staff in creating a "waiting list" and response system for alumni who sign up for AAP to ensure all applications are retained by Admissions.

US Discovery Interviews by State

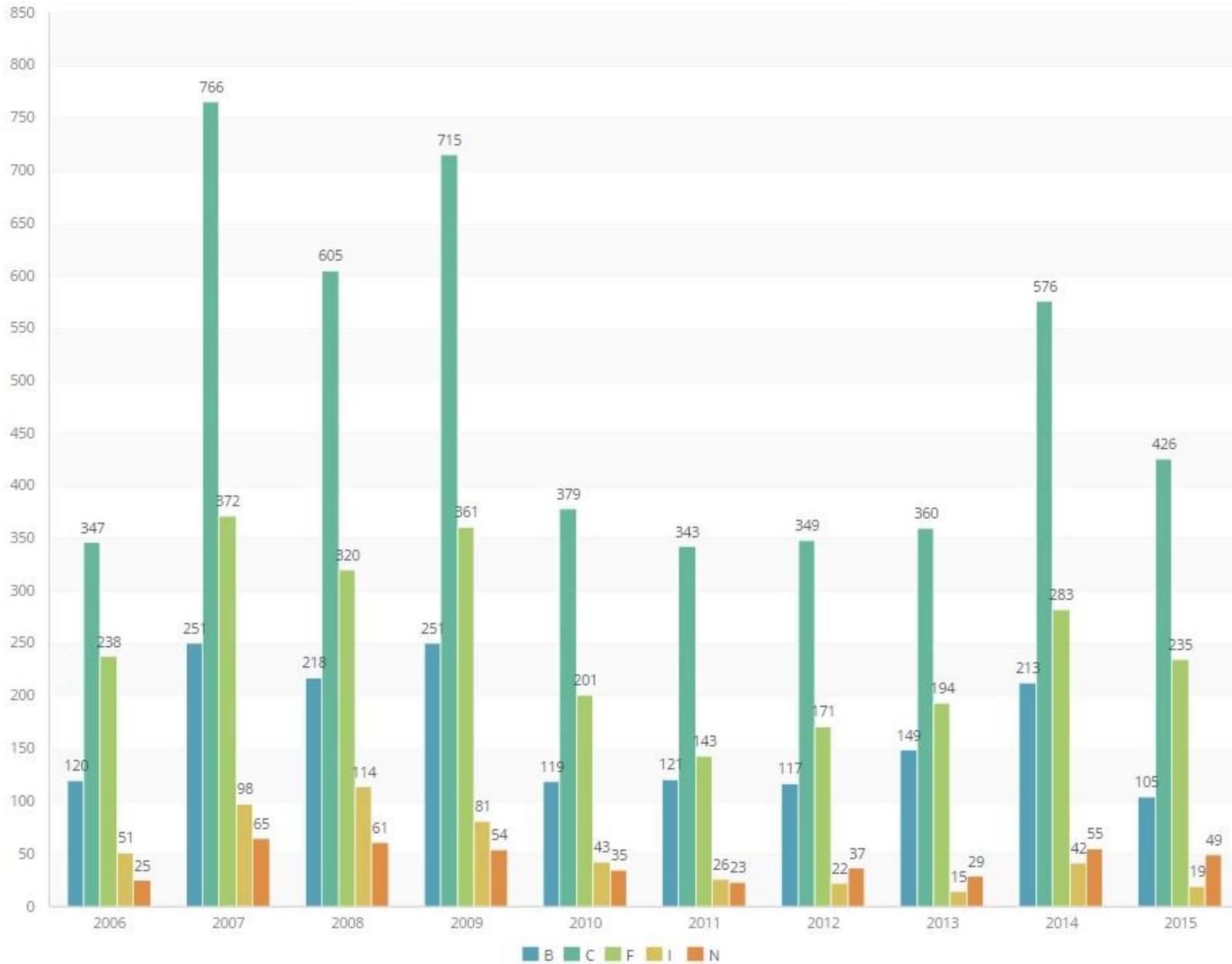
Out of 12,324 US interviews



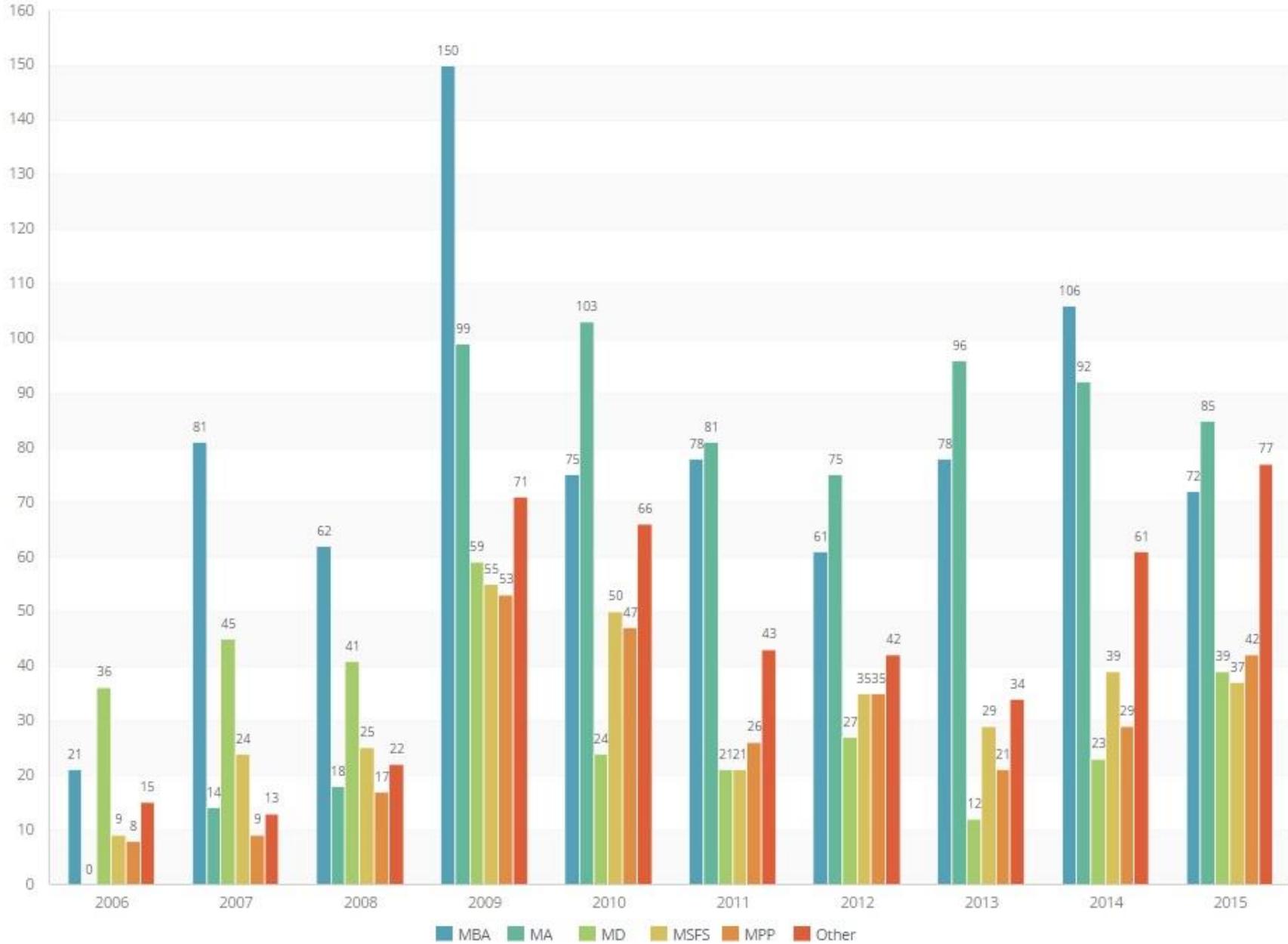
Alumni Interviewed by Gender



Undergraduate Alumni Interviewed by School



Graduate Alumni Interviewed by Degree Received



Alumni Interviewed by Grad Decade

