Since 2006, the Discovery Initiative has completed more than 13,300 interviews in all 50 U.S. states and 45 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 Murphy Kate Delaney, Director for Class Programs and Reunion Campaigns and the Discovery Initiative, at mkd43@georgetown.edu.

**MAJOR FINDINGS**

**CATHOLIC AND JESUIT IDENTITY**
- 21% of participants said that Georgetown’s Catholic and Jesuit identity is a defining quality of the institution. Of all the defining qualities identified by Discovery participants, this is the one that is mentioned most frequently.
- Many participants, regardless of religious identity, particularly value Georgetown’s Jesuit education model, theology and philosophy requirements for undergraduates, and the university’s emphasis on promoting interreligious dialogue.

**INTERNATIONAL GEORGETOWN**
- 15% of participants noted that Georgetown’s international outlook is a unique quality of the University.
- These alumni were most likely to mention Georgetown’s international student population, the SFS-Qatar campus, and recent engagement efforts in China as positive examples of the university’s globalism.
- Many of these alumni expressed a hope that Georgetown will continue to expand its international presence and global influence.

**COMMUNITY SERVICE AND SOCIAL JUSTICE**
- 15% 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 engaging in service activities specifically for Georgetown alumni in their local communities.

**MISSION, PRIORITIES & TRANSPARENCY**
- In the past five years, the number of alumni who have expressed confusion surrounding university mission, priorities, and policies has steadily decreased. In 2011, 33% of interviewed alumni said that they were unclear about university goals; by 2013, this number had dropped to 15% and to less than 1% in 2016.
- When speaking about Georgetown’s priorities moving forward, alumni most frequently mentioned that they would like to see the school maintain its status as a top-ranked institution, employ top faculty and innovative curriculums, reduce the cost of a Georgetown education, and strengthen the diversity of the Georgetown community.

**NEED-BLIND ADMISSION AND FULL-NEED FINANCIAL AID**
- 17% of participants indicated the importance of bolstering Georgetown’s financial aid offerings in order to maintain a socio-economically diverse student body.
- Many participants noted the connection between Georgetown’s ability to provide financial aid and the health of the institution’s endowment and fundraising endeavors.

**REGIONAL CLUBS**
- 26% of participants expressed an interest in engaging with Georgetown through a local alumni club. If their region did not yet have a club, many alumni expressed an interest in creating one.
- Many participants touched upon the necessity of providing regional programming that appeals to an alumni base that is diverse in its ages, interests, and priorities.

MENTORING AND CAREER SERVICES
- 22% of participants expressed interest in mentoring students and 20% expressed interest in the Alumni Career Network.
- Many participants are looking to Georgetown to foster meaningful networking, mentoring, and professional development opportunities to alumni at a wider variety of stages of their careers and across a wider array of industries.

CONTINUING EDUCATION AND INTELLECTUAL ENGAGEMENT
- 10% of participants expressed interest in attending lectures and symposia taking place on campus or watching university telecasts of these events.
- 8% of participants mentioned a desire to take advantage of Georgetown’s continuing education resources.

*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 and tracking over time may vary.

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 24,205 engagement opportunities post-interview.

REGIONAL CLUBS AND ALUMNI CLASS COMMITTEES
- Identified 1,100 potential leaders and volunteers for regional clubs and alumni class committees.
- Connected alumni around the world who were seeking to be more involved with Georgetown with 39 regional clubs serving the United States, Central America, Europe, and Asia.
- Provided recommendations to regional clubs and alumni class committees to consider providing family-friendly and service-oriented activities, which are now being implemented in several major markets.

ALUMNI CAREER SERVICES
- Facilitated 3,964 new participants to sign up for the Alumni Career Network.
- Suggested more than 314 participants for Hoya Gateway, an online platform connecting students and alumni for one-on-one career related conversations, since its launch in May of 2013.

ALUMNI ADMISSIONS PROGRAM
- Facilitated AAP applications from 2,260 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.
SNAPSHOT OF INTERVIEW PARTICIPANTS
For a more in-depth, interactive view of participant demographics, please visit https://app.clicdata.com/v/C8a92nhxn66

Top 5 Countries
1. United States: 12,766
2. United Kingdom: 219
3. France: 57
4. China: 49
5. Hong Kong: 45
Top 5 States

1. Washington, D.C. Metro Area: 5,253
2. California: 1,164
3. New York: 1,105
4. New Jersey: 530
5. Pennsylvania: 526
Gender of Participants

- Male: 46%
- Female: 54%

Graduation Decade of Participants

- 1950s and older: 35%
- 1960s: 26%
- 1970s: 22%
- 1980s: 19%
- 1990s: 11%
- 2000s: 5%
- 2010s (2 years): 2%