Office of Advancement

DISCOVERY INITIATIVE

Cumulative Progress Report

2006-2017
Since 2006, the Discovery Initiative has completed more than 14,500 interviews in all 50 U.S. states and 54 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 of the Discovery Initiative, at mkd43@georgetown.edu.

MAJOR FINDINGS*

INTERNATIONAL GEORGETOWN
- 42% of participants noted that Georgetown’s international outlook is a unique quality of the University and expressed hope that Georgetown will continue to expand its international presence and global influence.
- These alumni mentioned Georgetown’s international student population, the SFS-Qatar campus, and recent engagement efforts in Asia as positive examples of the university’s global engagement.

NEED-BLIND ADMISSION AND FULL-NEED FINANCIAL AID
- 41% of participants indicated the importance of bolstering Georgetown’s financial aid offerings in order to maintain a socioeconomically 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.

CATHOLIC AND JESUIT IDENTITY
- 30% of participants said that Georgetown’s Catholic and Jesuit identity is a defining quality of the institution and positively influences Georgetown’s mission.
- Many participants, regardless of religious identity, particularly value Georgetown’s Jesuit identity for its educational philosophy, liberal arts core requirements, and interreligious dialogue.

COMMUNITY SERVICE AND SOCIAL JUSTICE
- 21% of participants noted that Georgetown’s commitment to community service and social justice played an important role in their Georgetown student experience and continues to play an important role in the mission of the university today.
- Many alumni also expressed interest in participating in service events specifically for Georgetown alumni in their local communities.

MISSION AND PRIORITIES
- In the past six years, the number of alumni who have expressed confusion surrounding the university’s mission and priorities 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 and 2017.
- When discussing Georgetown’s future priorities, alumni most frequently mentioned that they would like to see the school maintain its status as a top-ranked institution, recruit top faculty, develop innovative curriculums, reduce the cost of a Georgetown education, and strengthen the diversity of the Georgetown community.

REGIONAL CLUBS
- 42% 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, particularly through intellectually engaging events.
MENTORING AND CAREER SERVICES
- Many alumni expressed interest in connecting with other Hoyas: 29% expressed interest in mentoring students and 31% expressed interest in networking with fellow alumni.
- Many participants are looking to Georgetown to foster meaningful networking, mentoring, and professional development opportunities to alumni at a wide variety of stages of their careers and across a wider array of industries.

CONTINUING EDUCATION AND INTELLECTUAL ENGAGEMENT
- 13% of participants mentioned a desire to take advantage of Georgetown’s continuing education resources.
- 11% of participants expressed interest in attending lectures and symposia taking place on campus or watching university telecasts of these events.

*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.

ALUMNI SUPPORT AND ENGAGEMENT
The Discovery Initiative continues to focus on engaging participants after their interview by connecting them with a multitude of programs and opportunities based on their interests and passions. The Discovery Initiative’s collaboration with university alumni engagement teams and other departments has continued to grow and enhance the experience of each Discovery Initiative participant. In total, the Discovery Initiative has offered more than 22,847 engagement opportunities post-interview.

REGIONAL CLUBS AND CLASS AMBASSADOR PROGRAM
- Identified 1,247 potential leaders and volunteers for regional clubs and the Class Ambassador Program.
- Connected alumni on four continents with local regional clubs, including clubs in 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 more major markets.

ALUMNI CAREER SERVICES
- Facilitated 1,500 Alumni Career Network volunteer sign-ups.
- Facilitated 137 new Hoya Gateway volunteer sign-ups. Hoya Gateway is an online platform connecting students and alumni for one-on-one career related conversations that launched in May of 2013.

ALUMNI ADMISSIONS PROGRAM
- Facilitated 615 Alumni Admissions Program volunteer sign-ups.
Undergraduate Alumni Interviews by School

- C: 48%
- F: 26%
- B: 17%
- I: 5%
- N: 4%

Graduate Alumni Interviews by Program

- MBA & MBAE: 26%
- MA: 23%
- MD: 11%
- MSFS: 9%
- MS: 10%
- MPP & MPM: 10%
- PHD: 5%
- Other: 6%
DOMESTIC DISCOVERY INITIATIVE INTERVIEWS BY STATE

Top 5 States:
1. VA: 2119
2. DC: 1723
3. CA: 1297
4. MD: 1277
5. NY: 1082
Top 5 Non-US Countries:
1. United Kingdom: 185
2. Hong Kong: 56
3. France: 43
4. China: 34
5. Switzerland: 27