Since 2006, the Discovery Initiative has completed more than 15,000 interviews in all 50 U.S. states and 55 countries. This report 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, Senior Director of the Discovery Initiative, at mkd43@georgetown.edu.
INTERNATIONAL GEORGETOWN
• 33% 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.

CATHOLIC AND JESUIT IDENTITY
• 31% 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.

NEED-BLIND ADMISSION AND FULL-NEED FINANCIAL AID
• 26% 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.

COMMUNITY SERVICE AND SOCIAL JUSTICE
• 26% 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 10 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% by 2016.
• 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
• 39% 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: 25% expressed interest in mentoring students and 37% expressed interest in joining the Alumni Career Network.
• Many participants look to Georgetown to foster meaningful networking, mentoring, and professional development opportunities for alumni at every stage of their careers and across a wider array of industries.

CONTINUING EDUCATION AND INTELLECTUAL ENGAGEMENT
• 11% of participants mentioned a desire to take advantage of Georgetown’s continuing education resources.
• 12% 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
Part of the Discovery Initiative’s mission is to ensure that our participants receive the resources they need to cultivate a meaningful, personal relationship with Georgetown. To that aim, the Initiative works with a number of teams across the university to offer avenues for alumni engagement that match our participants’ interests and passions. In total, the Discovery Initiative has offered more than 38,000 engagement opportunities to our past participants. To date, we have:

REGIONAL CLUBS AND CLASS AMBASSADOR PROGRAM
• Identified 1,043 potential leaders and volunteers for the Class Ambassador Program.
• Connected alumni on four continents with local regional clubs, including clubs in Central and South 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 at reunions and in major cities across the United States.

ALUMNI CAREER SERVICES
• Facilitated 2,792 Alumni Career Network volunteer sign-ups.
• Facilitated 1,119 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 2013.
• Facilitated 187 participants in the Alumni Career Services Webinar series.

ALUMNI ADMISSIONS PROGRAM
• Facilitated 2,567 Alumni Admissions Program volunteer sign-ups.

Impact

Discovery Initiative Interviews 2006–2019

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<th>Gender</th>
<th>Male 8,387</th>
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<tr>
<td>Undergraduate</td>
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<td>Graduate 3,734</td>
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<td>International 881</td>
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*Not shown: 1940s: 30 and 1930s: 4
Undergraduate Alumni Interviews by School
11,670 undergraduate alumni interviewed

Graduate Alumni Interviews by Program
3,734 graduate alumni interviewed
International Discovery Initiative Interviews by Country

Top Five Non-U.S. Countries
1. United Kingdom: 188
2. Hong Kong: 57
3. China: 51
4. France: 44
5. Switzerland: 27

Domestic Discovery Initiative Interviews by State

Top Five States Interviewed
1. Virginia: 2,154
2. DC: 1,782
3. California: 1,420
4. Maryland: 1,310
5. New York: 1,173