

The background of the slide is a solid red color. In the upper left corner, the word "RUTGERS" is written in a large, white, serif font. Below it, in a smaller, white, sans-serif font, are the words "THE STATE UNIVERSITY OF NEW JERSEY". A large, faint, circular seal of Rutgers University is visible in the background, centered behind the text. The seal features a sunburst design and the words "RUTGERS UNIVERSITY" around the perimeter.

RUTGERS

THE STATE UNIVERSITY
OF NEW JERSEY

Rutgers Strategic Planning Survey to Alumni

Compendium of findings

March 2013

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Context

During the winter of 2012-2013, Rutgers launched a survey to assess the perspectives of alumni related to the strategic planning effort.

The survey to the alumni addressed topics such as:

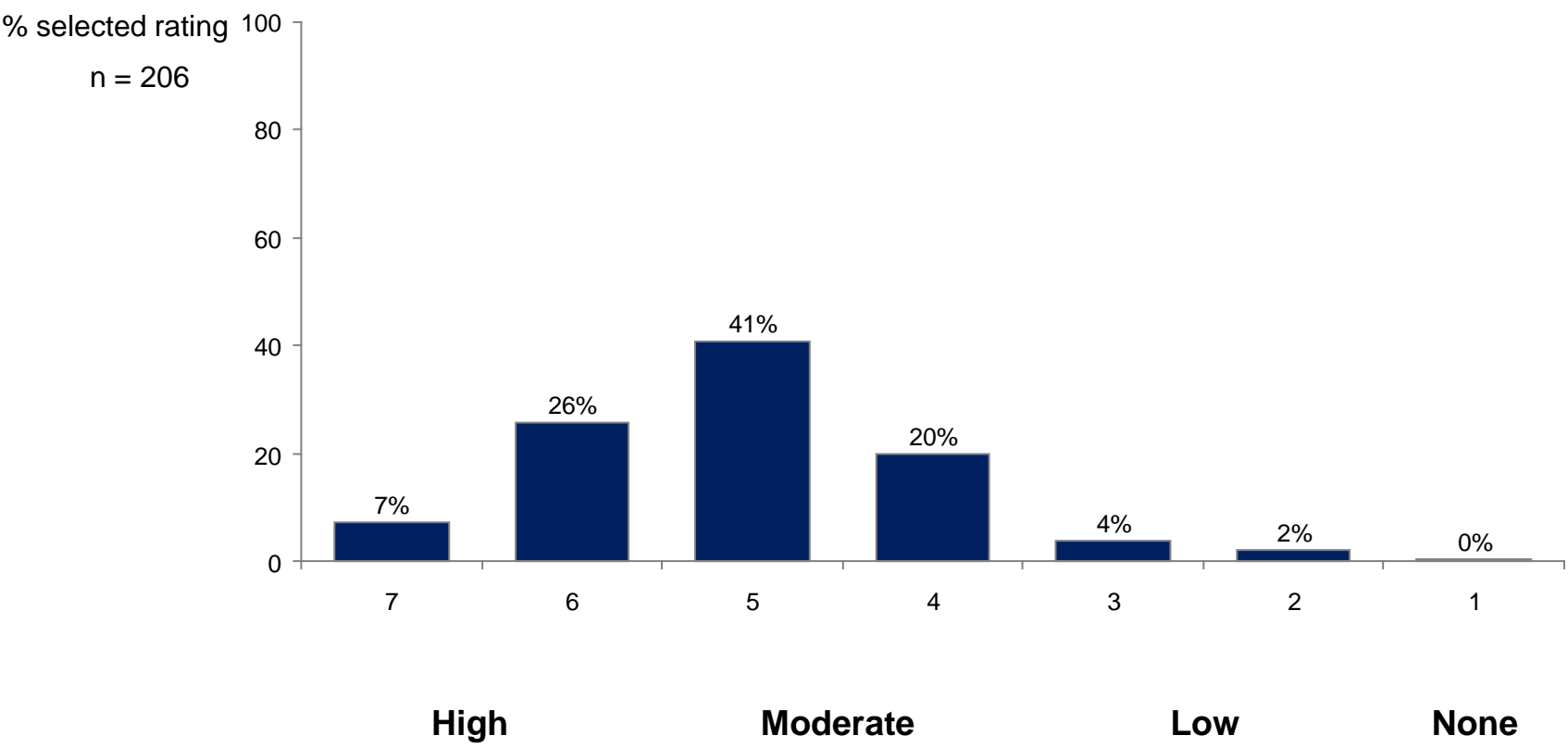
- Level of change required
- Importance and performance of teaching, research, and service, the three elements of the mission
- Importance and performance of various goals
- Budget allocation and dimensions on which to prioritize programs

The contents of the following report include the results of the alumni survey

- Survey distributed to a representative sample of 4,255 alumni
- Overall response rate: 7% (311 responses)

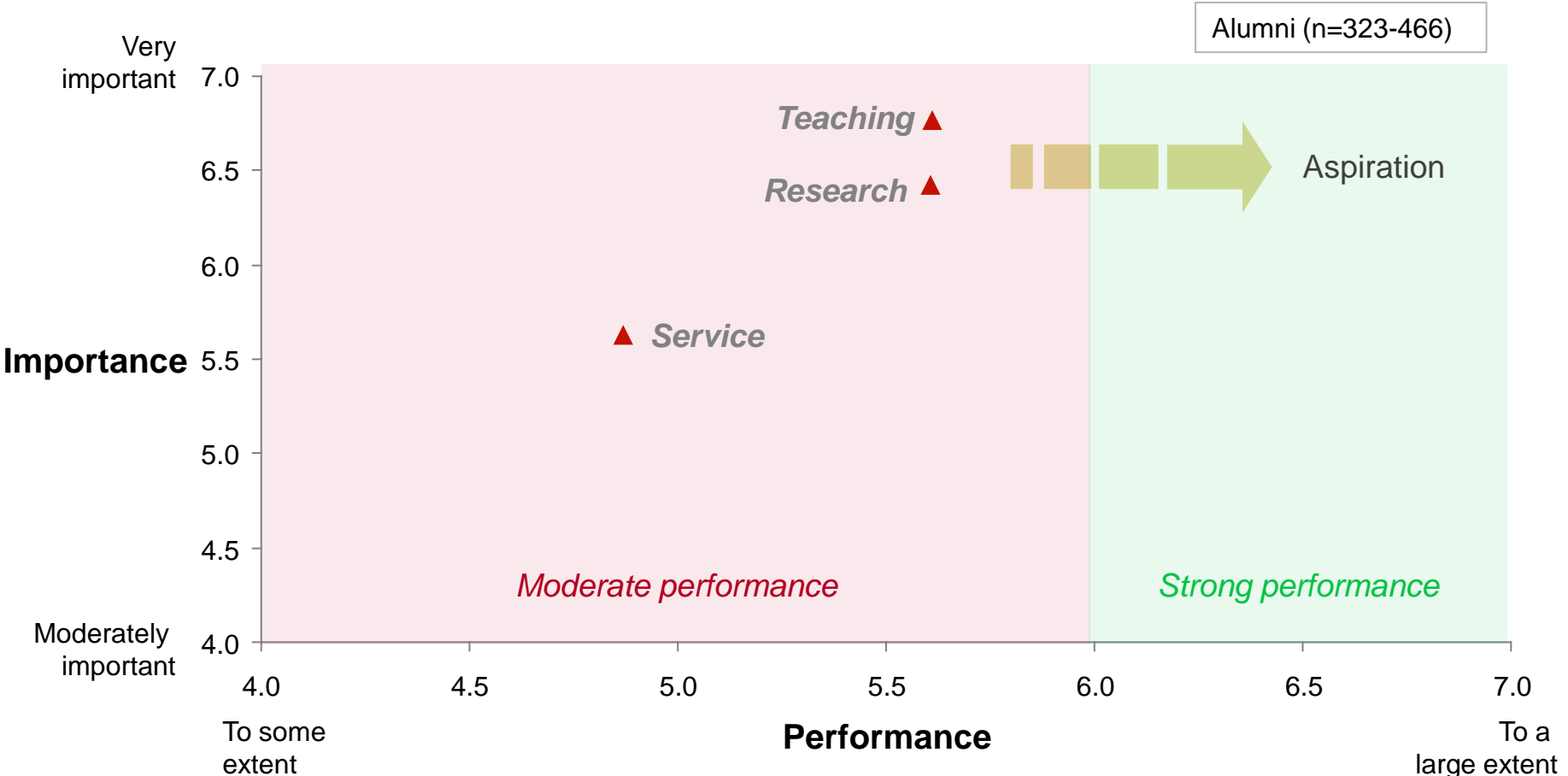
Perception of level of change needed for future success

Given the current mission of Rutgers, what degree of change do you feel is required for Rutgers to achieve its goals?



Rated importance vs. performance of each element of the mission, by campus: Teaching, Research, Service

Importance: Please rate the importance of each element in Rutgers' mission to the future success of the university
Performance: Please rate the extent to which Rutgers is fulfilling each element of its mission



Survey questions: Importance-Please rate the importance of each element in Rutgers' mission to the future success of the university; Performance-Please rate the extent to which Rutgers is fulfilling each element of its mission

Source: Rutgers Strategic Plan: Survey to alumni, Winter 2013, BCG analysis

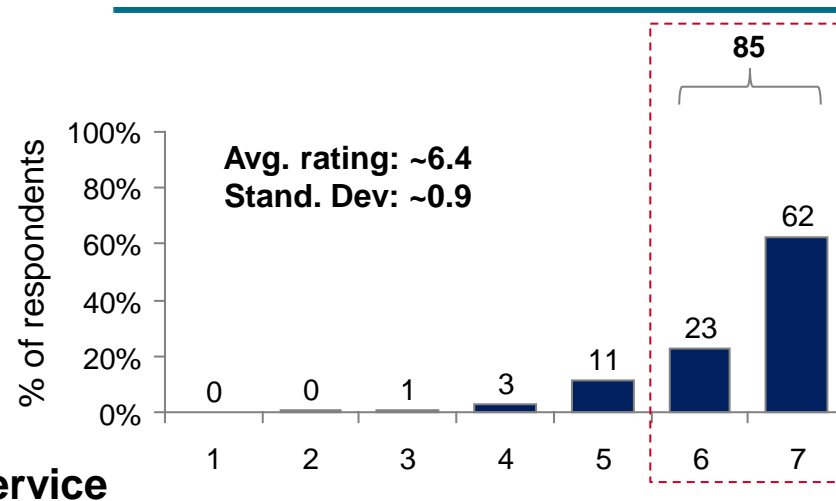
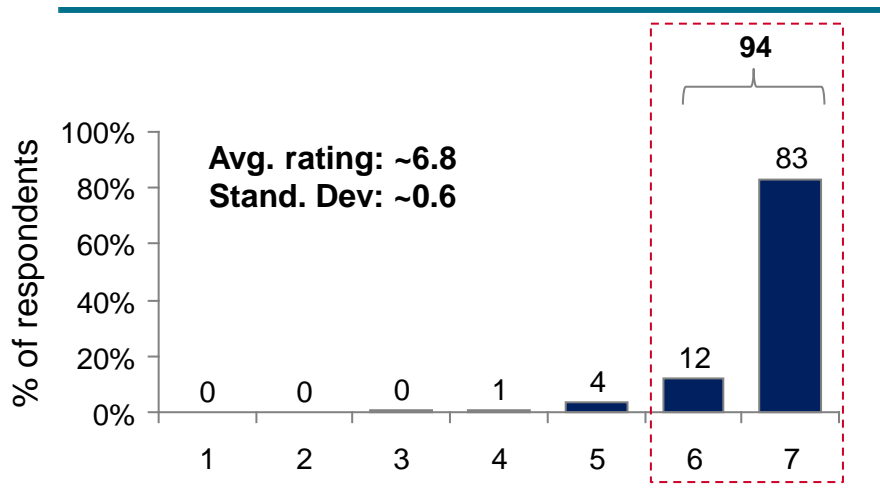
Importance rating distribution for elements of the mission

Scale: 1-not at all, 7-very important

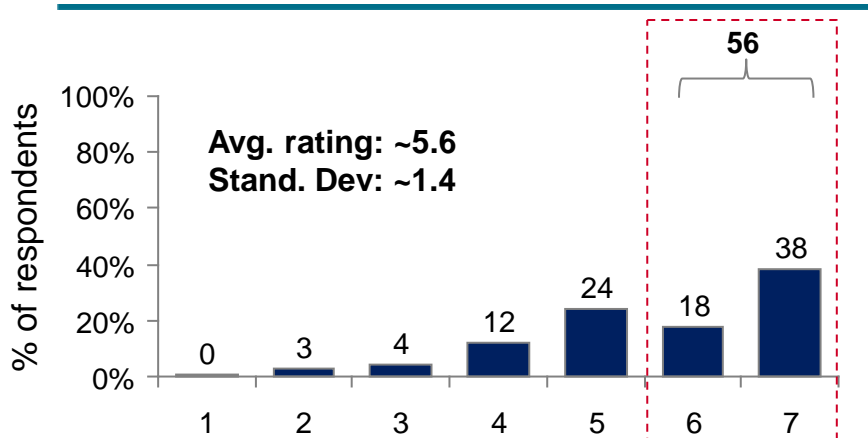
Teaching

(n = 262-263)

Research



Service

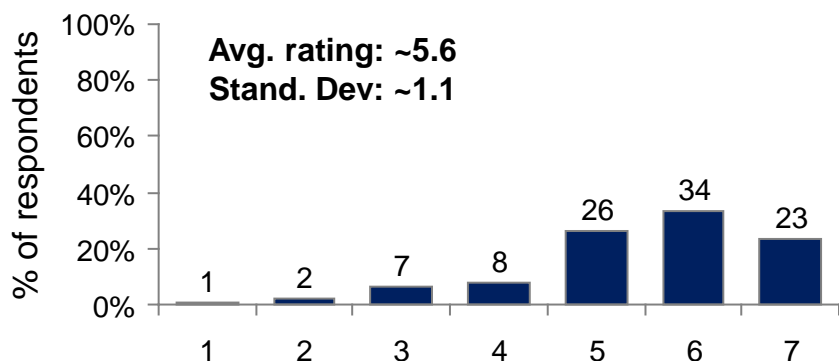


Performance rating distribution for elements of the mission

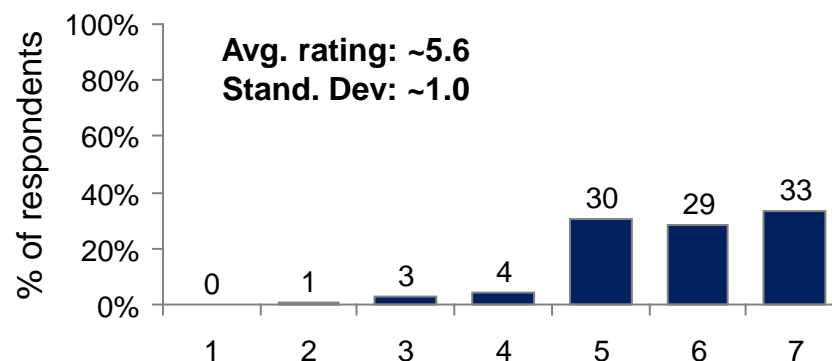
Scale: 1-not at all, 7-to a large extent

(n = 243-253)

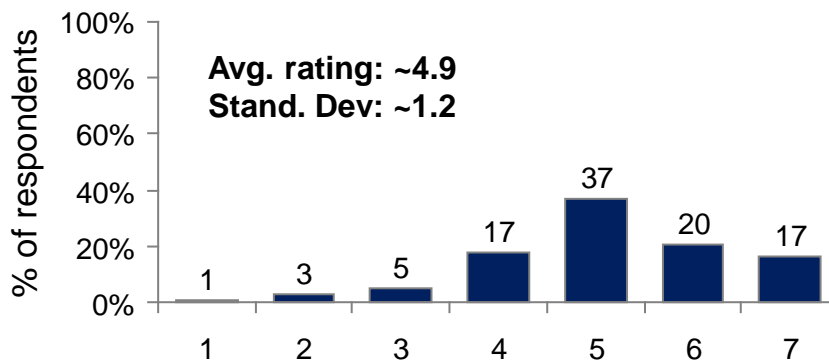
Teaching



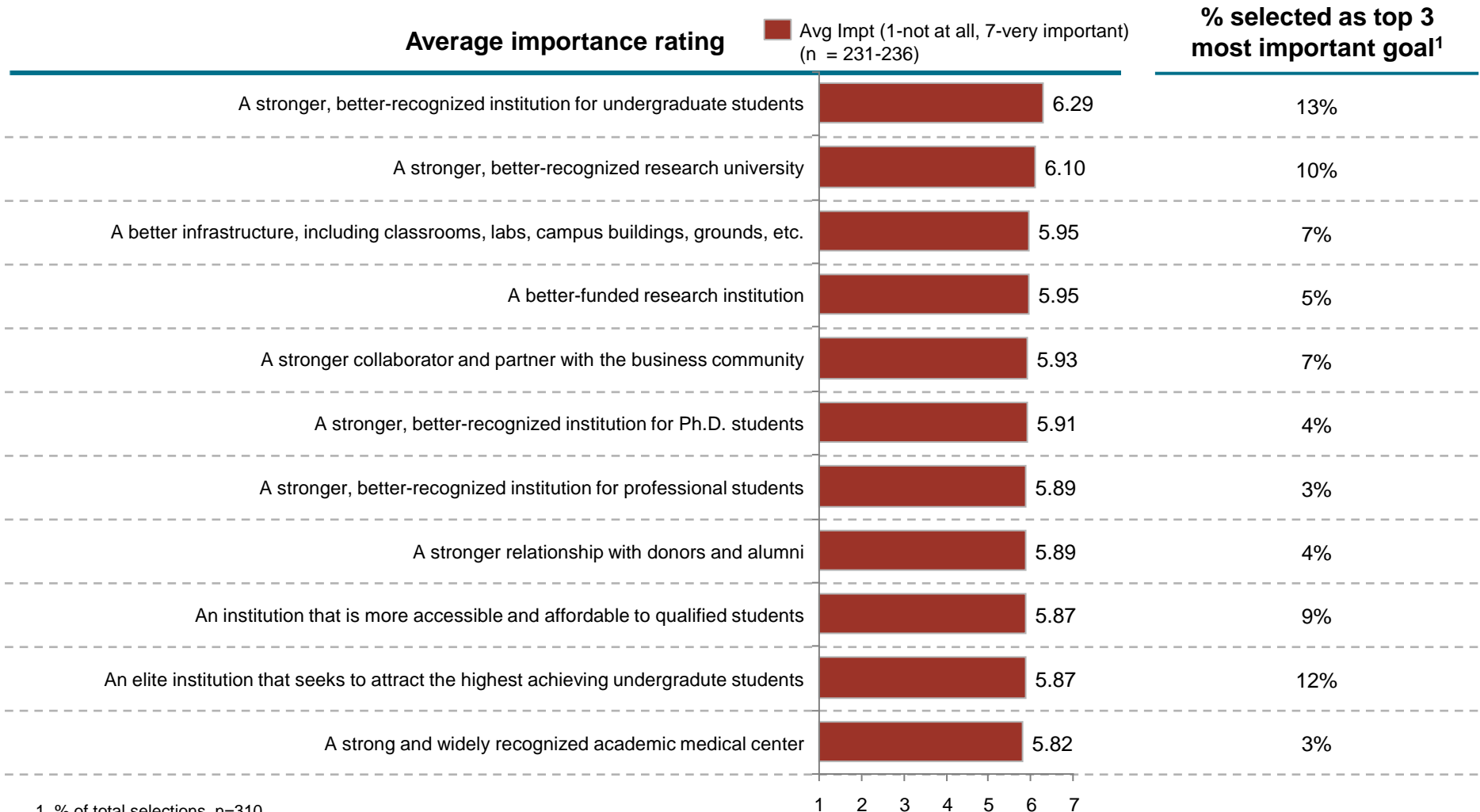
Research



Service



Average importance rating for each of 22 goals (I)

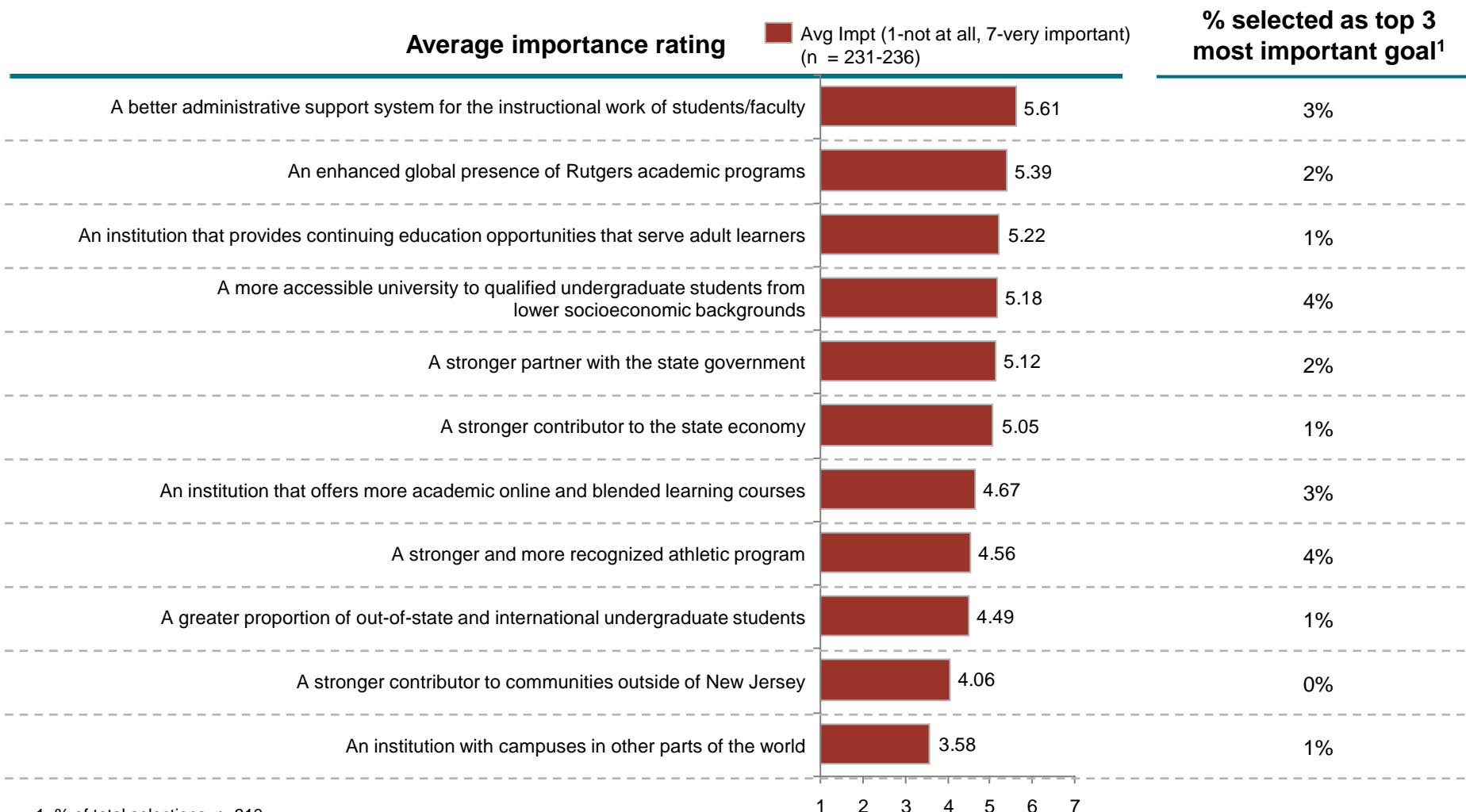


1. % of total selections, n=310.

Survey questions: Importance-How important is it for the university, as a whole, to pursue each of the following goals?; Which goals are most important for Rutgers to pursue? Please select up to three goals.

Source: Rutgers Strategic Plan: Survey to alumni, Winter 2013, BCG analysis

Average importance rating for each of 22 goals (II)

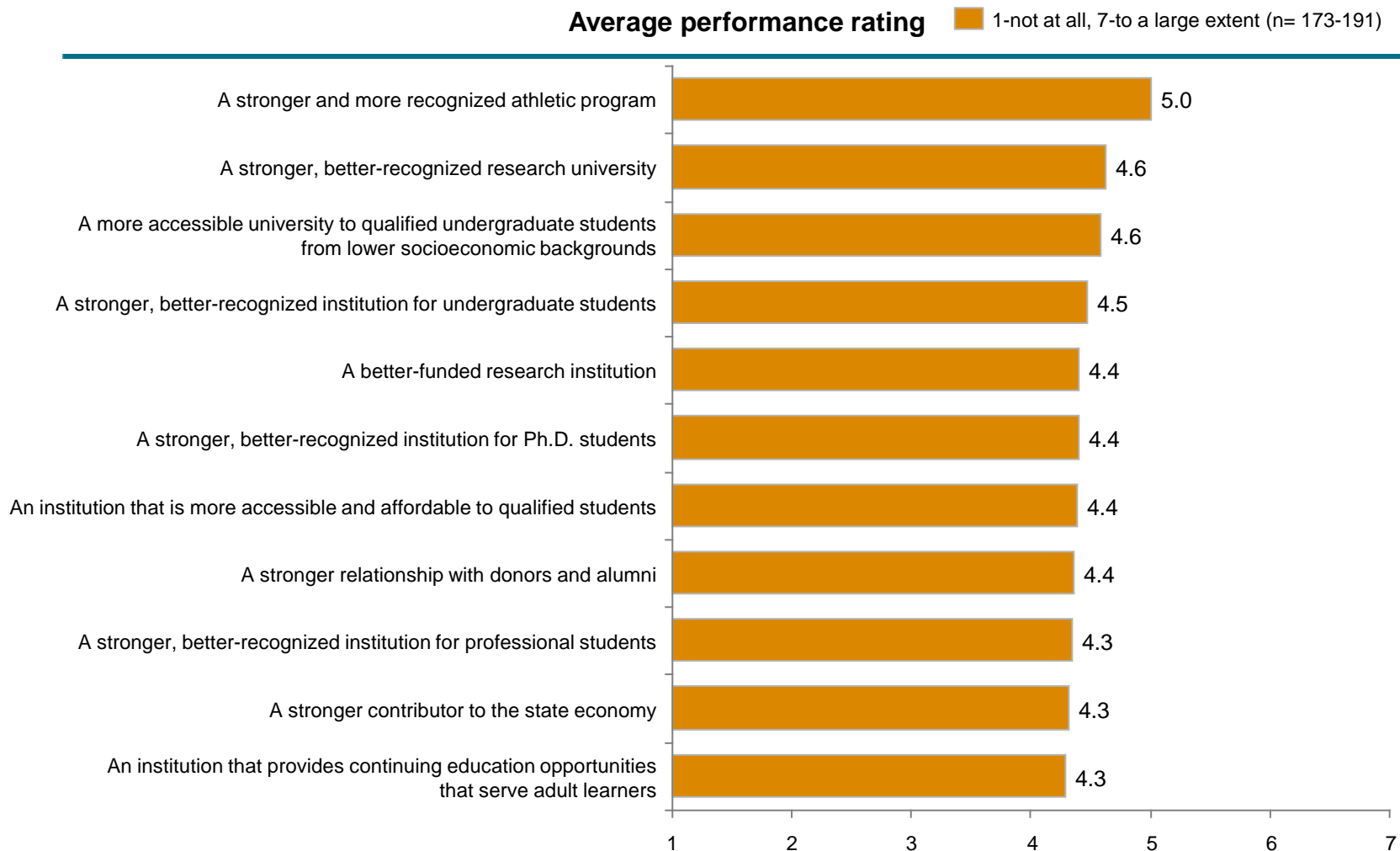


1. % of total selections, n=310.

Survey questions: Importance-How important is it for the university, as a whole, to pursue each of the following goals?; Which goals are most important for Rutgers to pursue? Please select up to three goals.

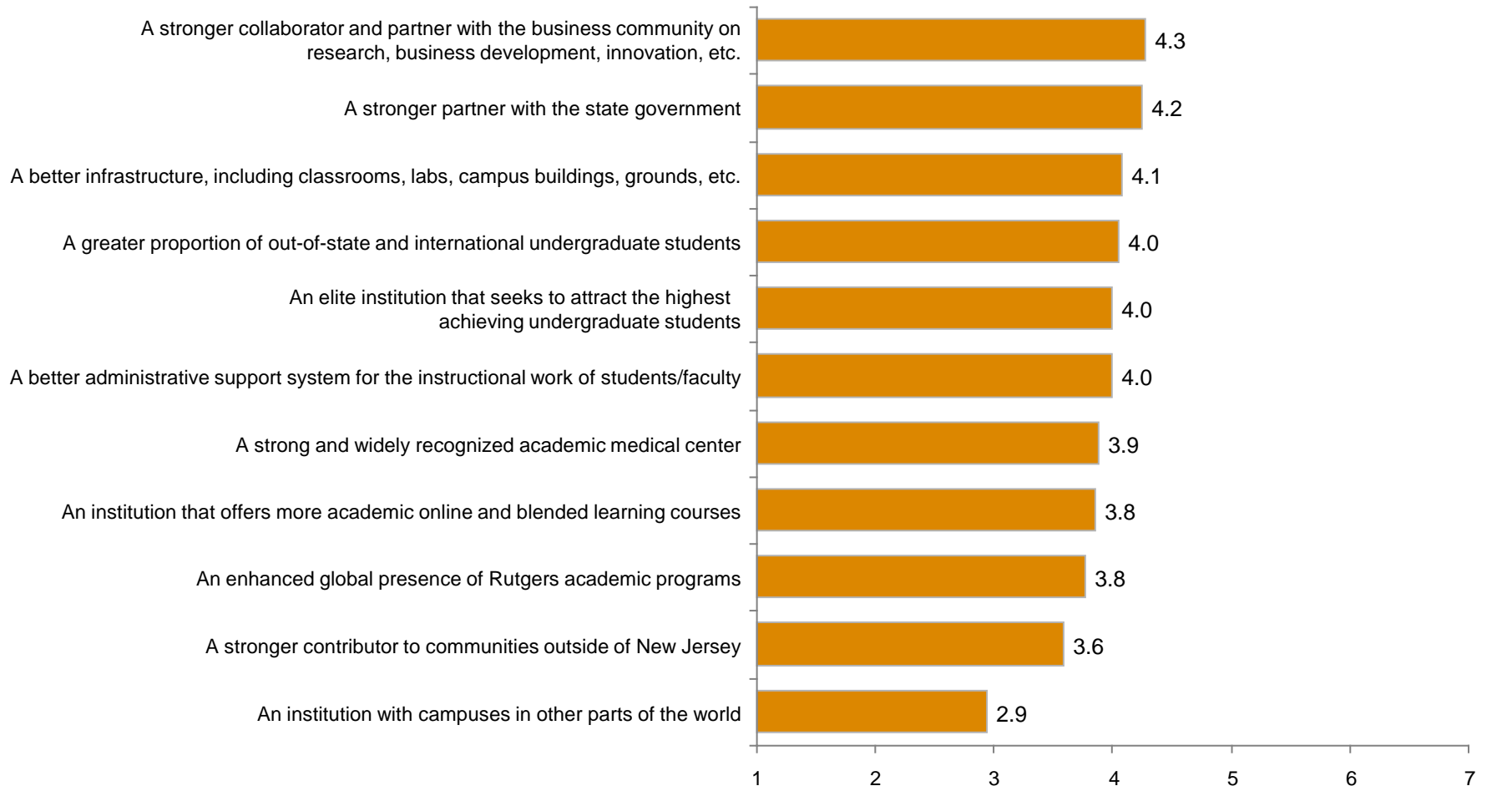
Source: Rutgers Strategic Plan: Survey to alumni, Winter 2013, BCG analysis

Average performance rating for each of the 22 goals (I)



Average performance rating for each of the 22 goals (II)

Average performance rating ■ 1-not at all, 7-to a large extent (n= 173-191)



Survey question: To what extent is Rutgers already delivering on these goals?
 Source: Rutgers Strategic Plan: Survey to alumni, Winter 2013, BCG analysis

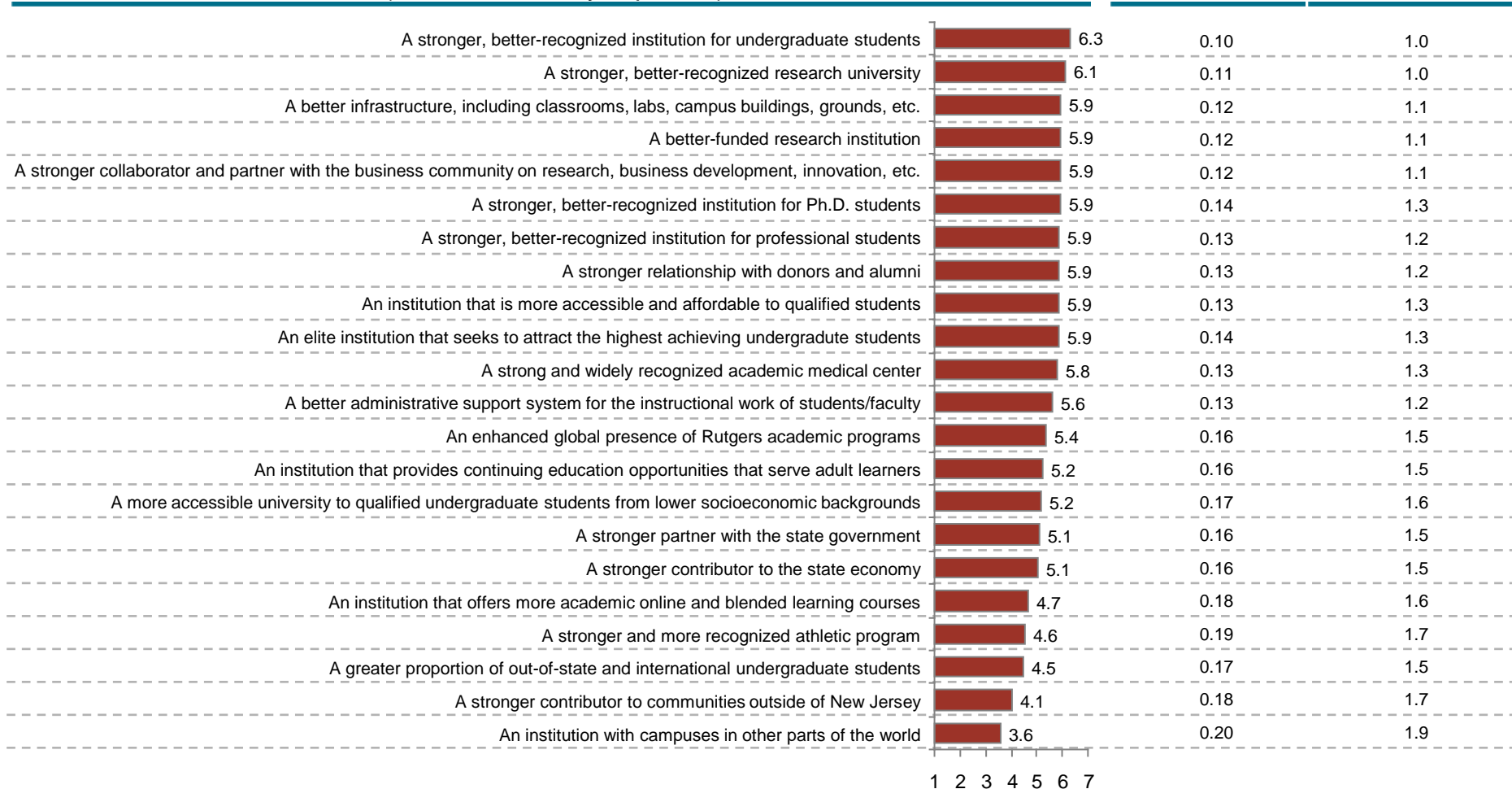
Appendix

Backup: Importance rating for the university goals

Average importance rating:
(1-not at all, 7-very important) n=231-236

Standard error¹

Standard dev



1. SE: Standard error. SE indicates that the average rating falls within +/- the value listed as the SE, with 90% confidence.

Survey question: Importance-How important is it for the university, as a whole, to pursue each of the following goals?

Source: Rutgers Strategic Plan: Survey to alumni, Winter 2013, BCG analysis

Backup: Performance rating for the university goals

Average delivery rating: (1-not at all, 7-to a large extent) n=173-191	Standard error ¹	Standard dev
A stronger and more recognized athletic program	0.1	1.3
A stronger, better-recognized research university	0.1	1.2
A more accessible university to qualified undergraduate students from lower socioeconomic backgrounds	0.2	1.4
A stronger, better-recognized institution for undergraduate students	0.1	1.2
A better-funded research institution	0.1	1.2
A stronger, better-recognized institution for Ph.D. students	0.1	1.2
An institution that is more accessible and affordable to qualified students	0.2	1.4
A stronger relationship with donors and alumni	0.2	1.4
A stronger, better-recognized institution for professional students	0.1	1.2
A stronger contributor to the state economy	0.1	1.2
An institution that provides continuing education opportunities that serve adult learners	0.2	1.3
A stronger collaborator and partner with the business community on research, business development, innovation, etc.	0.1	1.2
A stronger partner with the state government	0.2	1.3
A better infrastructure, including classrooms, labs, campus buildings, grounds, etc.	0.2	1.3
A greater proportion of out-of-state and international undergraduate students	0.2	1.3
An elite institution that seeks to attract the highest achieving undergraduate students	0.2	1.4
A better administrative support system for the instructional work of students/faculty	0.1	1.2
A strong and widely recognized academic medical center	0.2	1.6
An institution that offers more academic online and blended learning courses	0.2	1.3
An enhanced global presence of Rutgers academic programs	0.2	1.4
A stronger contributor to communities outside of New Jersey	0.2	1.3
An institution with campuses in other parts of the world	0.2	1.5

1. SE: Standard error. This is defined as: If x is the average value of the sample (e.g., the measured avg. importance rating for research for the Newark campus), then there is a 90% chance that the true average will fall between $x - SE$ and $x + SE$.
 Survey question: To what extent is Rutgers already delivering on these goals?
 Source: Rutgers Strategic Plan: Survey to alumni, Winter 2013, BCG analysis