



# IBA ALUMNI SURVEY REPORT 2015

Class Years 1957 - 2015



Office of IBA Alumni Affairs

ALUMNI@IBA.EDU.PK <https://alumni.iba.edu.pk/>

## Contents

Methodology & Response Summary .....	2
Highlights from the survey .....	3
<b>Motivation to Give Back to IBA</b> .....	3
<b>Satisfaction level with Alumni Office’s communication efforts</b> .....	4
<b>Alumni Engagement</b> .....	4
<b>Alumni Chapters</b> .....	5
<b>Participation in Alumni Elections 2015</b> .....	5
Detailed Report .....	6
<b>Demographics</b> .....	6
<b>Suggestions from Alumni to improve communication &amp; engagement efforts</b> .....	10

## Methodology & Response Summary

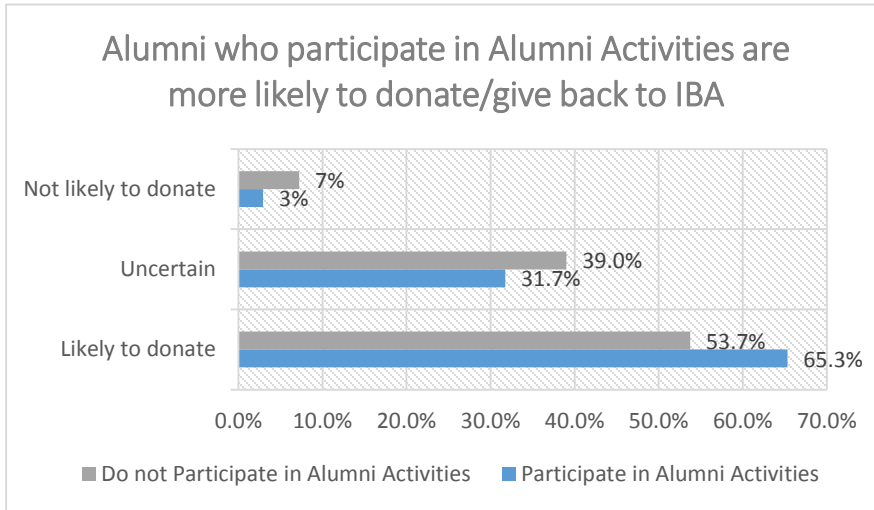
In keeping with efforts to increase alumni engagement and to maintain strong connections with the vast IBA Alumni network, Office of Alumni Affairs conducted the Alumni Feedback Survey for the 2nd time since its revamp. The First Alumni Survey was conducted at the end of 2013, results of which can be viewed at: <https://alumni.iba.edu.pk/eNewsletter/alumni-survey.pdf>.

Alumni Feedback Survey 2015 aimed to measure the effectiveness of Alumni Office's communication efforts as well as the alumni engagement levels, including participation in Alumni activities and donations/motivation to give back. The survey was rolled out on February 2, 2016 through email, to all IBA alumni (graduates of 1956 till 2015) with valid emails, and administered through the month of February. Out of a total of 11,591 alumni records, the survey could be delivered to 8247 alumni with valid emails. 865 alumni attempted to fill the survey, out of which only 686 completed it fully by the stipulated deadline (i.e. February 29, 2016), resulting in an overall response rate of 10.5%.

After extensive analysis using a statistical software, some significant trends were identified from the survey responses, which have been presented in this report. The Office of IBA Alumni Affairs intends to use these insights to further strengthen alumni relations and hopes to continue the efforts to obtain Alumni feedback and work in tandem for IBA's betterment.

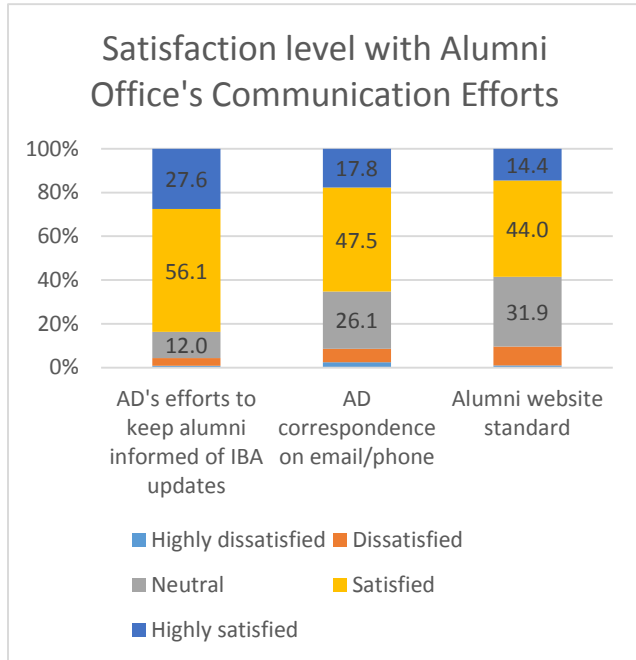
## Highlights from the survey

### Motivation to Give Back to IBA



- Alumni who participated in alumni activities were more likely to donate to IBA in future as compared to those who did not participate. Almost 2 out of 3 of those who participated were likely to donate/give back to IBA in future, while only 1 in 3 (32%) of those who did not participate intended to give back. This particular trend stresses upon the importance of engaging alumni in relevant activities/events so as to make them feel connected to the institution, and eventually elicit a positive response in terms of donations in cash and kind.
- When those not willing to give back were asked what improvements would motivate them to give back to IBA, the responses came in the following order:
  - 1) Academics/Faculty (37%)
  - 2) Social Outreach Programs and Student Scholarships (26% each)
  - 3) Infrastructure (8%)

### Satisfaction level with Alumni Office’s communication efforts



Majority of the alumni (84%) were satisfied with Alumni Office’s efforts to keep them informed about IBA updates.

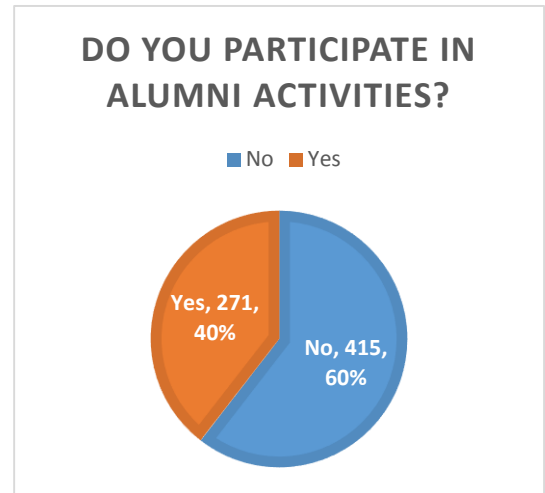
Correspondence via phone/email was found unsatisfactory by 8% of graduates, while more than 60% found it to be satisfactory.

Almost 10% alumni were dissatisfied with the Alumni website’s maintenance and standard, while 58% were satisfied with the same.

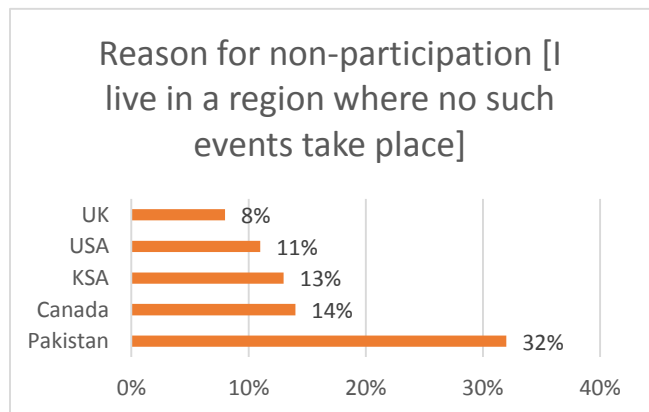
From these findings, a focal point to improve communication efforts seems through upgrading the current Alumni website by making it more inclusive and interactive.

### Alumni Engagement

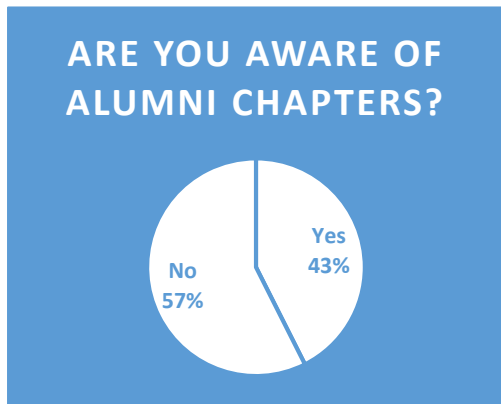
- The most preferred mode of communication was Emails (86%), followed by Alumni e-Magazine (52%) and Facebook (50%). LinkedIn was the least preferred medium to connect.



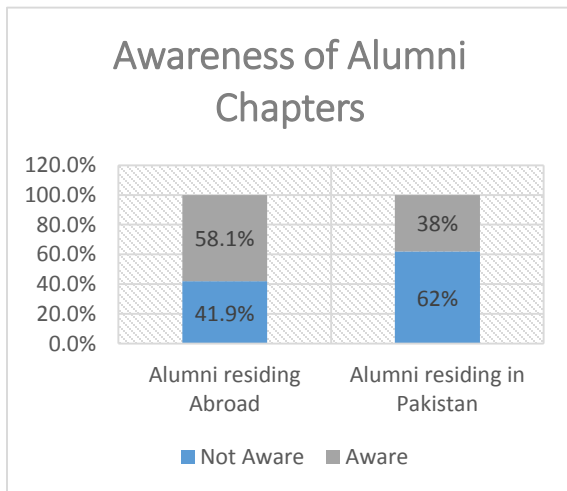
- 40% of alumni participated in alumni activities, while majority (60%) did not take part. Reasons for non-participation included (in ranking order):
  - I have other important obligations (39%)
  - I live in a region where no such events take place (29%)
  - Not aware/informed of any events or activities (25%)
- Of the graduates in Pakistan, the reason “I live in a region where no such events take place” mostly came from residents of Lahore (n=22) and Islamabad (n=9). This stresses upon the activation/reorganization of Alumni Chapters in these cities.



## Alumni Chapters

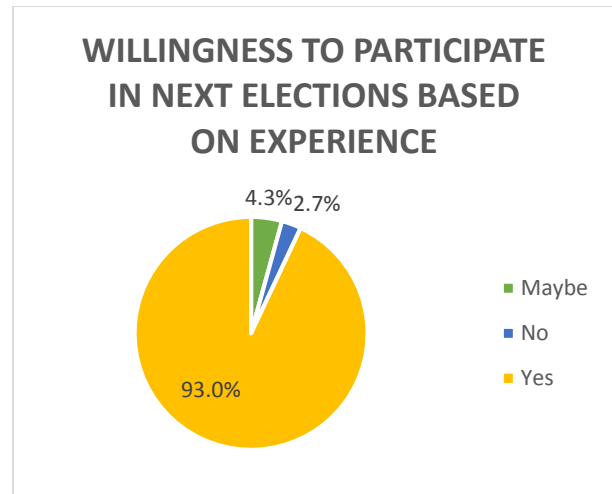
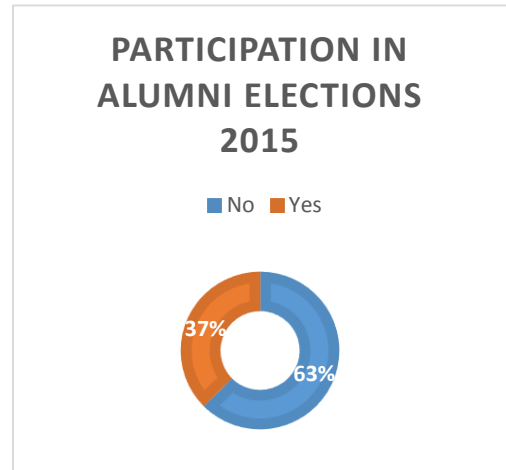


- Almost 60% of respondents were unaware of Alumni Chapters.
- More alumni residing abroad were aware of Alumni Chapters (58.1%) as compared to those residing in Pakistan (62% were **unaware**). The latter has implications in the situation when a Pakistan-based alumnus moves to another country/region in search of better career prospects.
- Out of those who were aware, 76% agreed that Chapters help strengthen alumni relations and 36% agreed that Chapters helped in job search.



## Participation in Alumni Elections 2015

- 37% of alumni who filled the survey participated in the 2015 Alumni Elections. Majority (93%) of the participants were satisfied with their experience and would be happy to participate in the next online election.

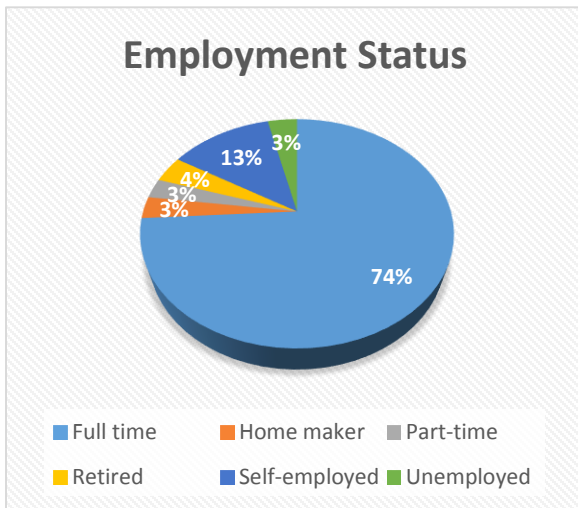


## Detailed Report

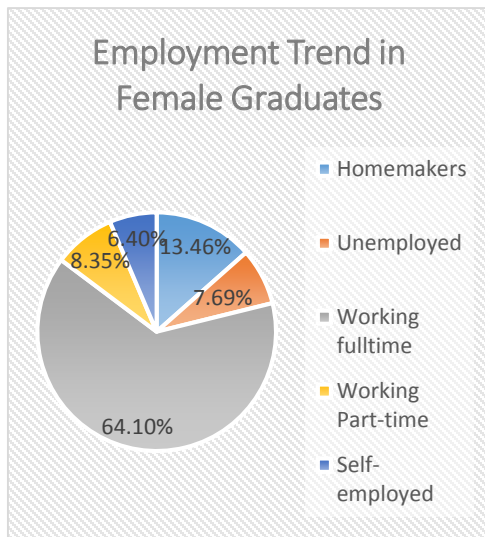
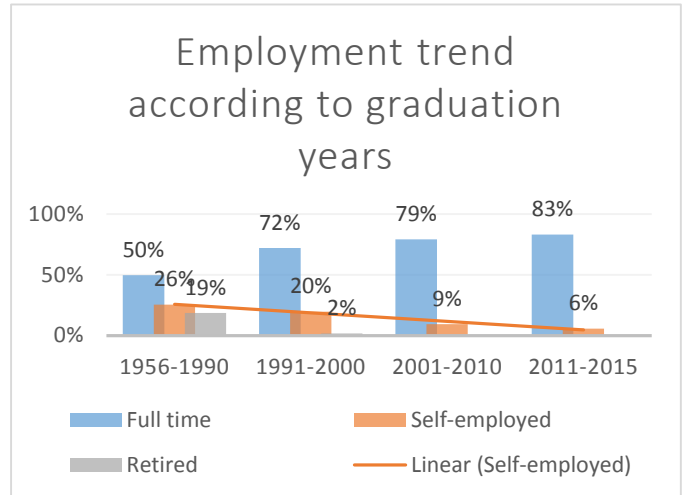
### Demographics

The gender ratio for survey participants was 77 males to 23 females.

74% of the respondents were employed full-time, while 13% were self-employed. The latter shows a rising trend towards business ownership/entrepreneurship in graduates.

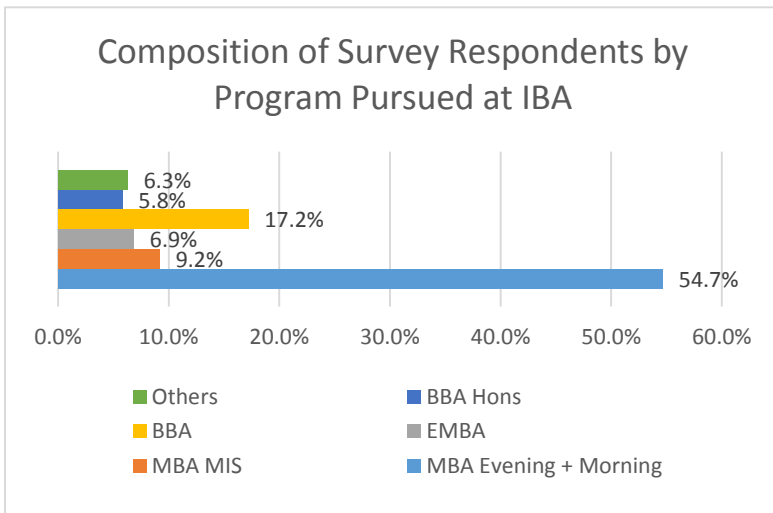


A key finding from the overall employment trend was that the more senior an alumnus, more the likelihood of his/her being self-employed. This is an expected figure. Chances of self-employment increase as one gains more experience and resources with time.



More than 72% of female graduates are either working part-time or full time, while 6% were self-employed. 13% of females identified themselves as “homemakers”.

Almost 55% of survey respondents had pursued the MBA (Morning & Evening) program, followed by BBA (17%) and MBA-MIS (9%).



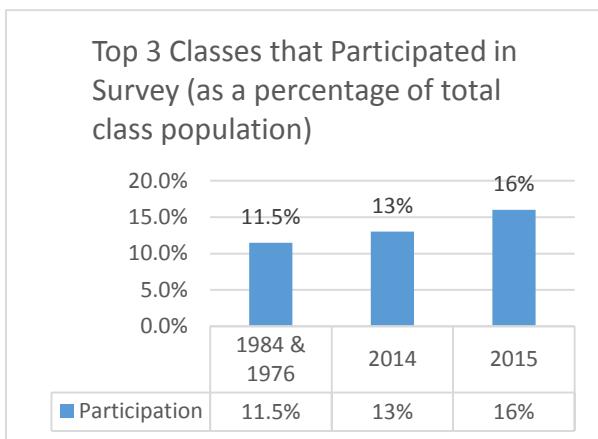
### Satisfaction level with Alumni Office’s communication efforts

Majority of the alumni (84%) were satisfied with Alumni Office’s efforts to keep them informed about IBA updates, while only 4% indicated as being dissatisfied.

Correspondence via phone/email was found unsatisfactory by 8% of graduates, while more than 60% found it to be satisfactory.

Almost 10% alumni were dissatisfied with the Alumni website’s maintenance and standard, while 58% were satisfied with the same.

From these findings, a focal point to improve communication efforts seems through upgrading the current Alumni website by making it more inclusive and interactive.



There was no significant trend observed with regards to participation in the survey by the year of graduation. However, an overwhelming majority (81.9%) of the responses were received from the classes 1990 and onwards.

61.7% of respondents had graduated in 2000 and later.

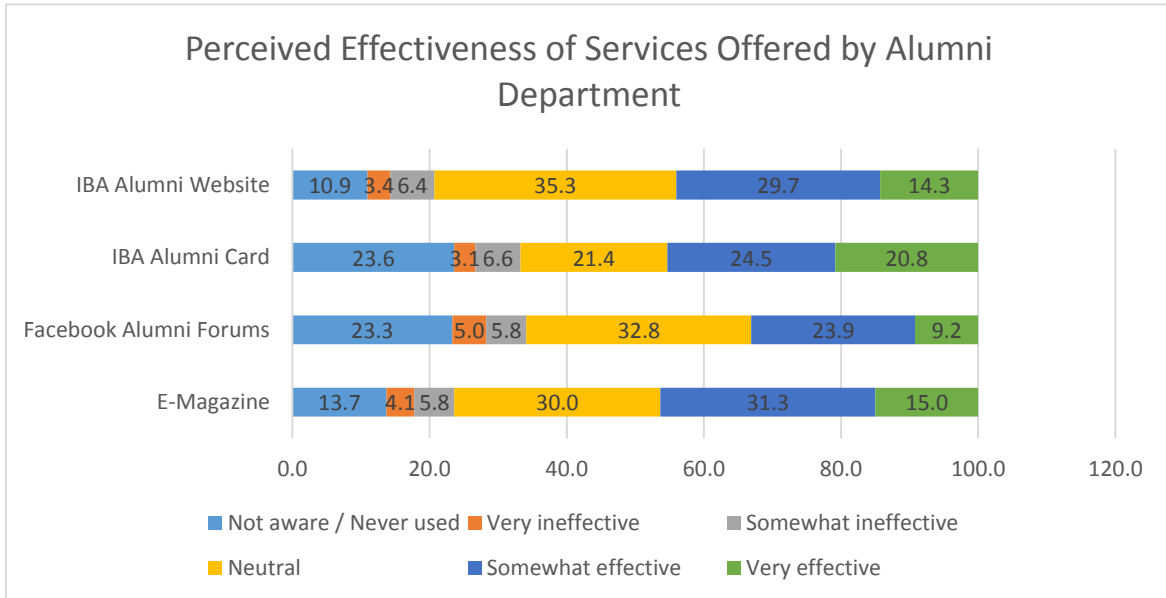
### Effectiveness & Utilization of Services

44% of alumni find the Alumni website to be effective; 9.8% found it ineffective.

45% of alumni found the IBA Alumni Card to be effective, while 9.7% found it ineffective.

46% of alumni find the Alumni e-Magazine to be effective, while almost 10% found it ineffective.

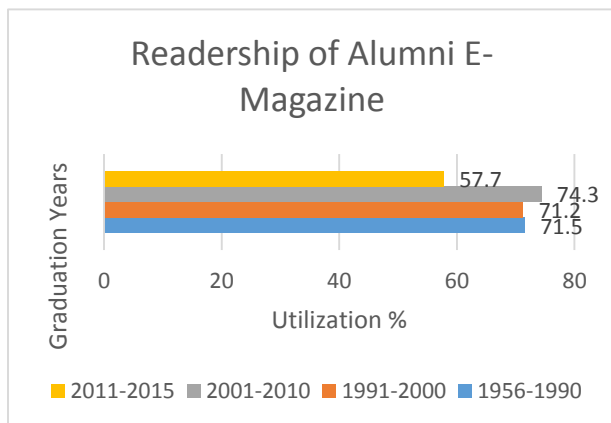




**1. Social Media Forums:** Alumni Social Media forums were mostly utilized by recent graduates, 2001 and onwards. The trend isn't unexpected, considering the proliferation of social media in recent years. (Exhibit Fig. 1)

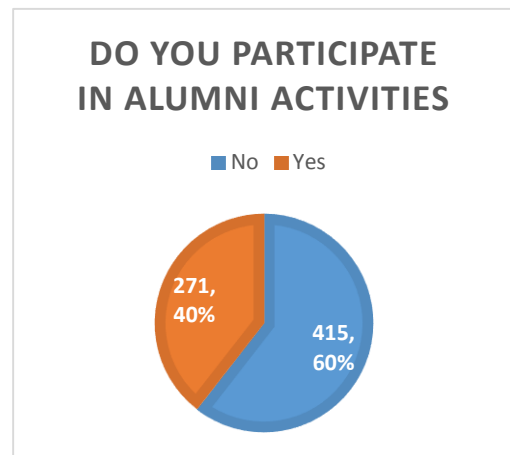
Social media utilization among senior alumni was less than 35%. This statistic limits the use of social media to engage with senior alumni.

**2. E-Magazine** is most read by the graduates of classes 2001-2010 (74.3%), followed by senior alumni from 2000 and earlier.



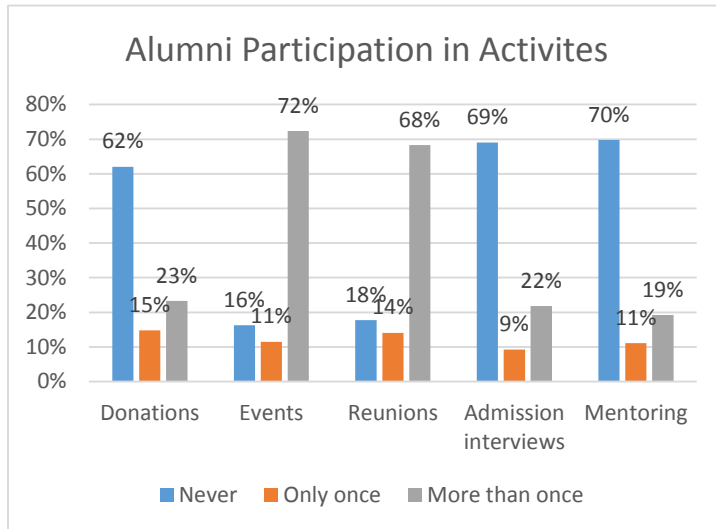
**3. Alumni Card:** Alumni who are satisfied with Alumni Department's Efforts were more likely to avail the Alumni Card. From those who were "highly dissatisfied", 67% had either never used or were unaware of the Alumni Card as compared to 43% from those who were "highly satisfied". (Exhibit Fig 2)

## Alumni Engagement/Participation



The participation rate for alumni activities was 40%.

Participation rates in certain alumni activities such as reunions, miscellaneous IBA/alumni events, admissions interviews, and mentoring/guest speaker sessions were deduced from the survey. These participation rates are perhaps the most accurate



measures to gauge alumni engagement levels.

Participation rates were most high for Reunions and Events; 82% and 83% of alumni took part, respectively.

Participation was the lowest in Interviews and Mentoring sessions, whereby only 30% of active alumni took part in each. The discrepancy could be because of the fact that only alumni work experience of at least 5-10 years are eligible to interview potential IBA students, or mentor them.

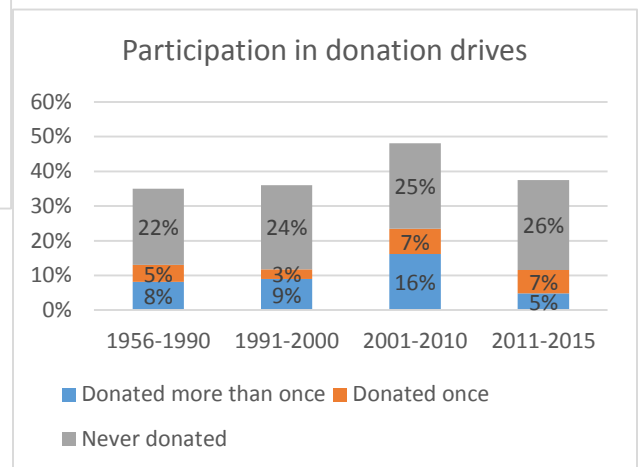
**Participation in reunions and events:** As a proportion of total participants in Events and Reunions, top 3 classes who participated were 2015, 2014 and 2012 (in rank order). Recent graduates appear to be more interested in attending reunion events.

**Volunteering for mentoring/guest speaker sessions:** The top 3 classes to participate in Mentoring/Guest speaker sessions were Class of 1982, 2002 and 1989. On average, more than 25% of the survey respondents from each of these 3 batches participated.

**Participation in Admissions Interviews:** The top classes to participate in admissions interviews were 1984 (45.4% of class respondents), 2004 (30.8% of class respondents), 1996 & 1982 (27.3% of class respondents each). No significant trends with respect to year of graduation could be identified for mentoring and interview participation.

**Donations in the past**

The top three classes that reported giving donations, as a proportion of total donors, were Class of 2002, 2007 & 2011, and Class of 2002 (in rank order).



The most responsive batches to donations were Classes of 2001 till 2010, whereby 23% of the respondents belonging to these graduating classes had donated at least once to IBA; 16% had donated more than once.

### Suggestions from Alumni to improve communication & engagement efforts

Alumni were also asked to suggest any improvements that they think would contribute to better communication and engagement efforts. A few comments that turned up most frequently are as below (in order of frequency of occurrence):

- 1. Improve website and social media (Facebook) communications*
- 2. Organize effective networking events to encourage interaction between alumni, as well as alumni-student interaction*
- 3. Organize small, focused class reunions by appointing a Class Coordinator who coordinates all such activities*
- 4. Use text messaging service*
- 5. Make an Alumni Directory available on the website, which can be accessed by all alumni so they can reach out and connect to others*
- 6. Need for more human contact as opposed to mass emails. Engage through phone calls.*

EXHIBIT A

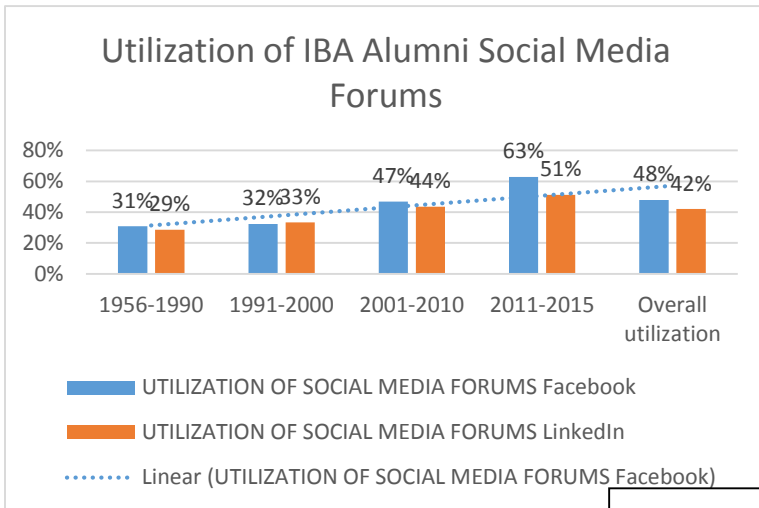


Figure 1

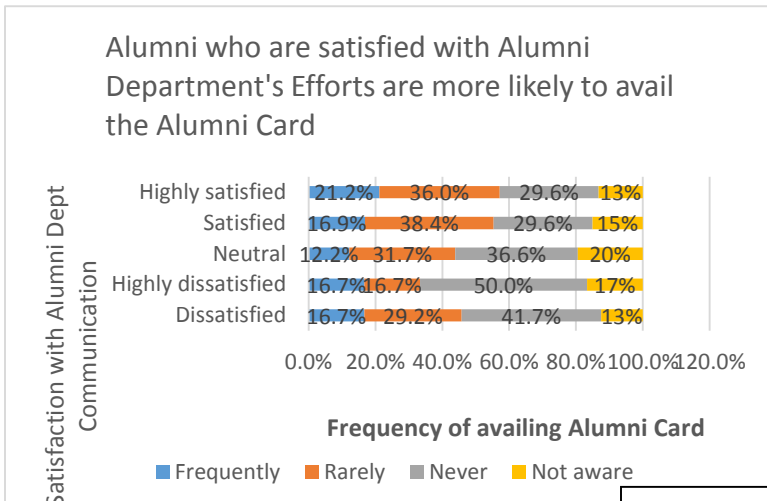


Figure 2