

ALUMNI ENGAGEMENT SURVEY 2018



WE ASKED YOU. YOU TOLD US.

In February 2012, the School of Public Health invited alumni to participate in an online survey to learn about your impressions of the School. This informed alumni activities, initiatives and ways in which we connected with you.

Six years later, and with more than **500 additional alumni**, we wanted to know how we were doing and how you'd like to engage with us.

In May, we sent a link to an online survey to all alumni for whom there is an up-to-date email address in the University of Alberta's (UAlberta) database. The link was sent to **1,013** School of Public Health alumni and, of the **564** alumni who opened the email, **174 (31%)** responded to the survey.

HERE'S WHAT YOU HAD TO SAY.



UNIVERSITY OF ALBERTA
SCHOOL OF PUBLIC HEALTH

publichealth.ualberta.ca

SURVEY PARTICIPANTS

Our alumni who responded to the survey represent a broad cross section of all School alumni.

Together, they include those who graduated from all programs: master of health services administration (MHSA), postgraduate diploma (PGD), master of public health (MPH), master of science (MSc) and doctor of philosophy (PhD).

While more than 50 per cent live in and around Edmonton, many alumni are living and working across Canada and around the world.

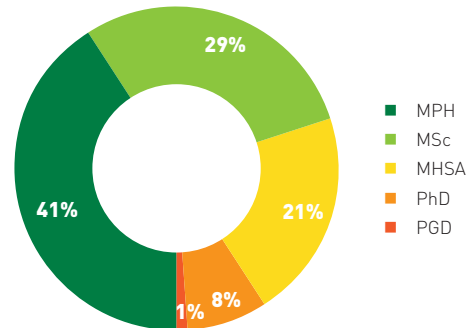
DID YOU KNOW?

Three of our MHSA alumni have received the Order of Canada.

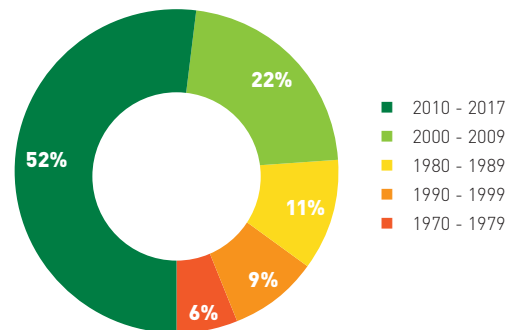
Kenneth Fyke (MHSA '71)
Janet Davidson (MHSA '84)
Jeanne Besner (MHSA '85)

And **11** of our alumni have received **University of Alberta Alumni Awards.**

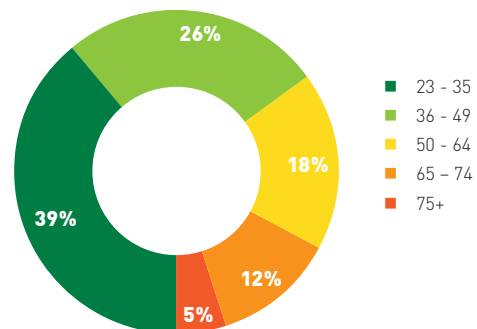
Highest degree earned in public health at UAlberta



Year of graduation



Current age of alumni

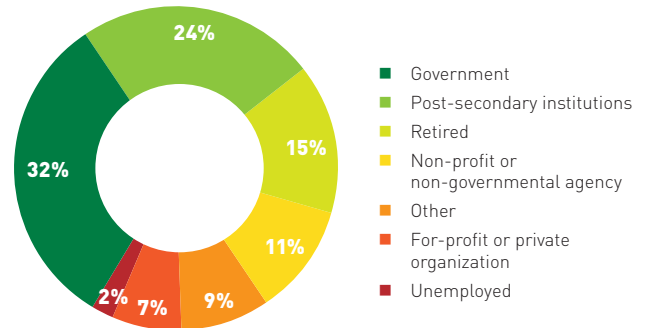


SURVEY PARTICIPANTS

A frequent question we receive from prospective students is, “What can you do with a career in public health?” We have found the best way to answer this question is by telling your story.

Fill out an alumni form on our website, and we’ll tell your story: bit.ly/AlumniTellYourStory

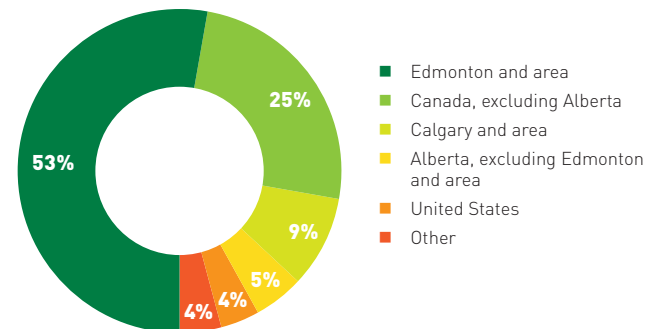
Where alumni are currently employed



DID YOU KNOW?

Although just over **half** of our alumni live in the **Edmonton** area, we also have large alumni hubs (more than 75 alumni) in **Vancouver**, **Calgary** and **Toronto**, and smaller hubs (more than 25 alumni) in **Victoria**, **Ottawa** and **Halifax**.

Current residence of alumni



The School of Public Health, our faculty and the home of your graduate program, was formed in 2006. In 2016, we celebrated our tenth anniversary of being the first stand-alone school of public health in Canada.

With that said, almost 700 of 1,500 alumni graduated prior to 2006. Those of you who graduated prior to 2006 were grandfathered in as School of Public Health alumni.

We wanted to know whether you identify with the School or with a different administrative unit at UAlberta.

HERE'S WHAT YOU SAID.

Identifying with UAlberta units:

- 99%** UAlberta
- 88%** School of Public Health
- 43%** Former Department of Public Health Sciences
- 40%** Former Centre for Health Promotion Studies
- 31%** Faculty of Medicine and Dentistry
- 44%** Other UAlberta units

We also asked you to reflect on your impressions about the impact the School has had on you and others. We compared the data with what alumni said in 2012.

Here's what alumni told us then, and where we are at now:

OVERALL IMPRESSIONS OF THE SCHOOL

Percentage of alumni who agreed or strongly agreed

	2012	2018
Impression of the School is positive.	81%	87%
School has had a positive impact on my career.	84%	87%
School has had a positive impact on my life.	77%	76%
Satisfied with my overall graduate experience.	83%	87%
Would recommend the School to a prospective student.	81%	87%
School has had a positive impact on students' careers.	79%	84%
School has had a positive impact on students' lives.	73%	78%

DID YOU KNOW?

More alumni—88%—from all degree programs **identify with the School now** compared to 2012, when 76% identified with the School.

SCHOOL OF PUBLIC HEALTH ALUMNI CHAPTER

Seven years ago, a new alumni chapter was approved by the University of Alberta for all graduates of programs offered by the School of Public Health. Your School of Public Health Alumni Chapter (SPHAC) was launched in cooperation with the executives of two previous chapters.

This chapter represents the enthusiasm and commitment of alumni to re-establish connections amongst alumni and the School.

We asked alumni how they would describe their involvement with the Chapter.

HERE'S WHAT THEY SAID.



1 in 5 have volunteered with SPHAC as a director, or as part of an event or committee.



1 in 3 have attended a SPHAC event.



4 in 5 are interested in hearing about SPHAC news and events.



1 in 6 alumni didn't know there was a chapter.



DID YOU KNOW?

There have been **three chairs** of SPHAC since its inception in 2012; **Penny Lightfoot (MHSA '83)**, **Emma Wilkins (MPH '10)** and currently **Ali Assi (MPH '15)**.

The School of Public Health Alumni Chapter hosts various events and activities throughout the year for both students and alumni. To learn more about what they do, how to get involved or when their next event is follow them on **Facebook (School of Public Health Alumni Chapter)** or **email** them at sphalum@ualberta.ca



Technology is constantly changing, and there are always new and innovative ways for people to connect. We wanted to know how alumni are currently getting their news and information about the School, and how they would like for us to connect with them.

We also asked you what kinds of information you would like to receive from the School.

HERE'S WHAT YOU SAID.

Top five ways alumni are getting news and information about the School:

1. Email
2. Healthe-news
3. Social media
4. School website
5. Word of mouth

Top five ways alumni want to get news and information about the School:

1. Email
2. Healthe-news
3. Social media
4. School website
5. Dean's Quarterly Report

Top five things alumni are most interested in hearing about:

1. Research news
2. Alumni stories
3. This is Public Health content
4. School of Public Health Alumni Chapter news and events
5. Faculty member news and features



STAY CONNECTED

Our world has gotten much smaller, and people are living and working all over the globe. No matter where you are, we want to stay connected with you.

If you feel the same way, update your contact information at bit.ly/UpdateYourAlumniInfo.

DID YOU KNOW?

There are more than **1.59 billion** monthly active Facebook users worldwide. In 2017, the School joined the rest of the world on that platform.

You can find us by searching **UAlbertaSPH**.



Engagement is everything from clicking and reading an email—like this report—to volunteering at one of our major events. We want to provide meaningful ways for students and alumni to engage with each other and the School.

We asked you about the ways you have engaged with the School in the last year, and what kind of alumni activities and volunteer opportunities you would be interested in participating in.

HERE'S WHAT YOU TOLD US.

In the last year, the top five ways our alumni have engaged with the School are by:

1. Visiting the School's website
2. Forwarding School news or information
3. Attending a School event
4. Attending a UAlberta event
5. Following or engaging with the School on social media

The top five initiatives or events that our alumni are most interested in participating in or attending:

1. Lectures or panels
2. Professional development
3. Networking events
4. Mentorship
5. Alumni dinners

Top three reasons why our alumni volunteer:

1. Making a difference
2. Feeling useful and sharing experiences
3. Giving back

Top five volunteer opportunities our alumni are most interested in:

1. Being a mentor
2. Sitting on a committee or working group
3. Hosting a practicum student
4. Serving as a panel member or guest lecturer
5. Being featured through an alumni profile or story



DID YOU KNOW?

In the last three years, we have hosted more than **100 alumni at dinners and events** in Victoria, Vancouver, Calgary, Edmonton, Winnipeg, Toronto, Montreal and Halifax.

SIGN ME UP

Twenty-five percent of our alumni have **volunteered** with the School. But, you don't have to live in Edmonton to be involved.

We have **volunteer opportunities** for alumni in **Edmonton and at a distance**.

If you are interested, visit:

bit.ly/SPHVolunteer



Through this survey you told us that your affinity to the School has grown over the past six years—this is extremely encouraging and exciting for us. You also told us that you want to connect and participate in School initiatives, activities and volunteer opportunities from anywhere in the world.

We have heard you.

Over the next two years, we will work hard to develop new ways and to connect with us. We will also try to provide more opportunities for alumni outside of Edmonton to feel part of our community.

Thank you for sharing your time and your voice so we can help shape a strong alumni community for you.

HAVE IDEAS?

Suggestions? Want to serve as a volunteer or regional representative?

We want to hear from you.

CONTACT US

Office of Marketing and Alumni Relations

School of Public Health, University of Alberta
3-300 Edmonton Clinic Health Academy
11405 – 87 Avenue, Edmonton, AB T6G 1C9, Canada

P 780.492.4645 **F** 780.492.0364
alumni.publichealth@ualberta.ca

 **@UAlbertaSPH**

 **UAlbertaSPH**

 **SPHUofA**

 **School of Public Health, UAlberta**

 **sph-uofa**