

Vanderbilt University

Objective Determine how alumni prefer to get more connected

Data Source Online surveying of all alumni

Question *“What can Vanderbilt do to keep you connected?”*

ThoughtSCAN[®]

VERBATIMS

continuing
education
courses

ThoughtScan Frequency

59
45
32

ThoughtTalk *“Offer **continuing education** courses for alumni.”*
*“I’d like to keep involved with **continuing ed.**”*
*“It’s fun taking **continuing ed** with fellow alums.”*

Results Vanderbilt started promoting continuing education for alumni which generated an extremely positive response.
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