



The 2023 Alumni Group Network Survey

Oxford University's Alumni Groups are going from strength to strength!

Over 55% of the network responded to last year's survey. The data we collect is crucial to understanding the health, engagement, strengths and weaknesses across our network. Analysing the grass-root issues allows us to see where there are common problems and common successes. Your honest feedback is vital to developing the most appropriate help and support that is needed.

Membership

Over 20% of respondents reported they have gained 50+ members during the survey period. For the majority of groups, the uptake was between one and 20 new members which is **consistent growth** compared to last year's survey. It was encouraging to see that the number of groups that reported no new members have joined them has significantly fallen to just 3% compared to 12% a year ago.

We need to know if you feel your group is thriving or surviving or struggling so please be honest:

	2022/23	2021/22
Thriving - has plans for the future and an engaged committee	55%	43%
Surviving - getting by but think more could be done	40%	45%
Struggling - no events planned/lack of committee engagement	9%	15%

Communication

Regular contact with group members is a key component to maintaining an active, engaged group. A quarter of you send out a regular monthly newsletter and over 64% send messages specific to your events programme. Email remains the leading means of communication with over 72% of you using it. Facebook and bespoke packages (Mailchimp, Wild Apricot, etc.) come equal second.

Of the groups identifying as **struggling, all have reported either irregular or minimal communication** with their members. The two main reasons respondents cited as struggling were 'failure to attract new committee volunteers' (66%) and 'an absence of technological know-how' (25%). Engagement is definitely easier with a motivated, tech-savvy committee.

Volunteer forums

There was a strong correlation between the lack of networking and outreach and the request for more support. Look out for an invitation to a forum on this subject in the near future.

In addition, for groups that are struggling, the failure to attract new committee members remains a key issue and the Networks Team is keen

Activity

Over **93%** are thriving or surviving



Membership

Over **20%** gained **50+** members



The **top three** routes for attracting new members are **word of mouth** (nearly 70%), the **Alumni Group Network website** (over 50%) and **Alumni Group Network mailings** (over 40%).

Events

Almost **80%** held an event



Nearly **65%** promote individual events

Communication

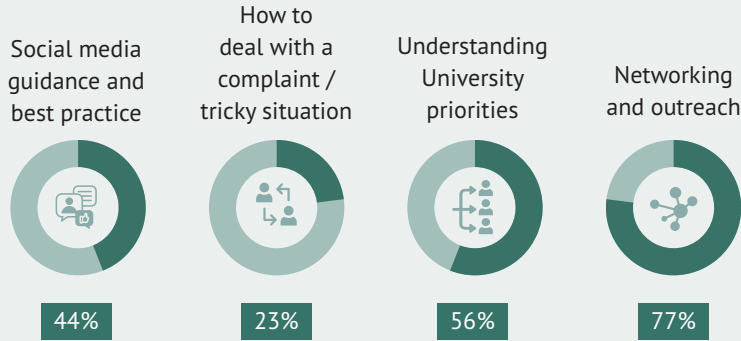
Over **70%** use Outlook, Hotmail or Gmail



Almost **35%** used bespoke software such as MailChimp and Stripo

to address this recurring problem. Engaging with younger alumni, setting new expectations and embracing new ideas and new technology may all form parts of a strategy to recruit new volunteers.

Forum session themes groups expressed interest in:



Events

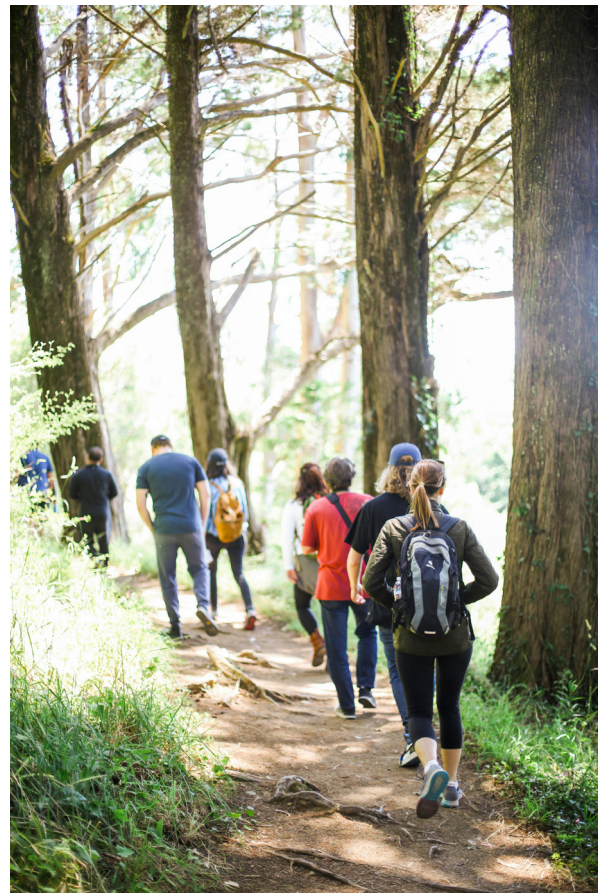
The most overwhelming result shows that **over 75%** of respondents have now **dispensed with online events!**

The offer for branded items and giveaways resulted in a 50:50 split of yes/no. Of the respondents who expressed the desire to have branded items, many commented **'only if of sufficient quality'** while respondents in OxCam groups were more concerned about 'how Oxford branding could be achieved in a joint group'.

The future is bright

Over **81%** of respondents have plans for 2024 and we are here to support them

Keep sending your event notifications to us so that we can include them on the Alumni Group Network website. If you would like us to **promote your events to a wider alumni audience**, please think about including a variety of events at different times of day which may have more appeal and thereby enable alumni to choose which to attend. Remember, the **top three** routes for attracting new members are **word of mouth**, the **Alumni Group Network website** and **Alumni Group Network mailings**.



Event spotlight

We all know the benefits of getting away from our screens in favour of some fresh air and several of our groups have organised walks. In celebration of May morning, OUS Manchester host an annual May Bank Holiday walk. In 2023 they took in part of the Pennine Way, finishing with a well-earned drink at the end.

The Oxford and Cambridge Club of Geneva and Oxbridge Bangalore have also organised guided walks in the snowy Jura Vaudois and a heritage city tour respectively. So wherever you are in the world, look around you to see where your group could spend time outdoors.

It's great to net-walk!

Please contact the Networks Team to discuss how we can support your group.

>>> networks@alumni.ox.ac.uk

