Alumni Survey 2021-22
Survey Methodology & Response Rate

Survey was administered to all SOM Alumni from November 2 to November 16, 2021.

Participation rate of 32% allows for robust analysis for multiple segments of the population.
Demographics about Respondents

• **Citizenship**  
  82% identified as U.S. Citizens.

• **Underrepresented Minorities**  
  14% of U.S. Citizens identified as URM.

• **First Generation**  
  11% identified as first-generation undergraduate students; 32% identified as first-generation graduate students.

• **Career Sector**  
  Half of respondents have switched sectors in their careers.

• **Global Alumni**  
  Nearly half of participants report having lived and worked in more than one region of the world.

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**In Which Industry Do You Work?**  
May choose more than 1

- **Financial** 28%
- **Computer/Information…** 16.5%
- **Consulting and Talent Management** 14.5%
- **Health Care/Public Health** 11.4%
- **Non-Profits and Fundraising** 8.3%
- **Business/Non-Manufacturing** 7.2%
- **Environment and Energy** 6.5%
- **Business/Manufacturing** 6.3%
- **Education** 5.6%
- **Government and Public Institutions** 4.5%
- **Marketing/Media/Communications** 4%
- **Food and Beverage** 3.1%
- **Arts/Entertainment/Sports** 2.8%
- **Agriculture** 1.6%
- **Law** 1%
- **Travel and Tourism** 0.9%
Drivers to Apply

The Yale name and SOM mission continue to drive demand at Yale SOM.

Why Did You Apply to SOM?
Alumni Are Engaged

95% Find the SOM degree to be valuable personally and professionally

92% Report attending SOM as a good or great decision

Level of Engagement
0 (Low) – 10 (High)

- 0-1: 13%
- 2-3: 28%
- 4-6: 31%
- 7-8: 21%
- 9-10: 8%

Frequency of Promoting SOM

- All the time: 12.4%
- Regularly: 25.5%
- Occasionally: 53.9%
- Never: 7.2%
Factors that Influence Opinion of Yale SOM

Influence on opinion scores range from 1 (No impact) to 4 (Critical impact)

<table>
<thead>
<tr>
<th>Factor</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Value/Respect for degree</td>
<td>3.12</td>
</tr>
<tr>
<td>Accomplishments of faculty</td>
<td>3.00</td>
</tr>
<tr>
<td>Accomplishments of alumni</td>
<td>2.98</td>
</tr>
<tr>
<td>Outreach to community</td>
<td>2.98</td>
</tr>
<tr>
<td>History/Tradition</td>
<td>2.96</td>
</tr>
<tr>
<td>Media visibility</td>
<td>2.95</td>
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<tr>
<td>Accomplishments of students</td>
<td>2.95</td>
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<tr>
<td>School rankings</td>
<td>2.89</td>
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<tr>
<td>Loan forgiveness</td>
<td>2.84</td>
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<tr>
<td>Merit-based scholarships</td>
<td>2.81</td>
</tr>
</tbody>
</table>
Connection and Networking

When asked to rate the importance of various types of engagement, alumni demonstrate a clear preference for connection and networking. They want the opportunity to benefit from these opportunities, as well as to provide benefit for others.
Most Memorable Traditions