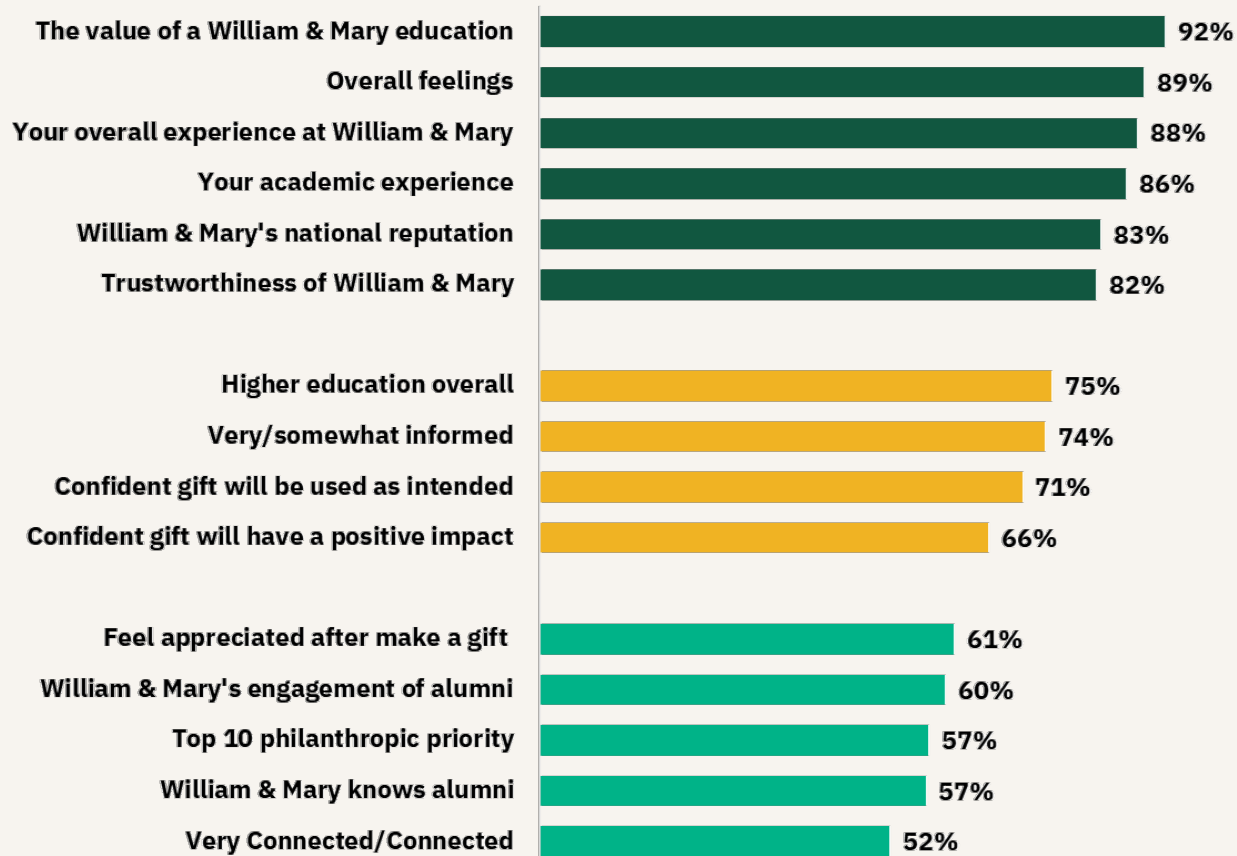




2025 Alumni Attitudinal Survey

Summary: Key Indicators Overall

(% very positive/high/likely)



- High scores for W&M education, overall feelings, academic experience, national reputation, and trust.
- Lower scores (but not too low!) for alumni engagement, knowing alumni, and connection.

Washburn McGoldrick

W&M Key Indicators vs. National HE Indicators

(% very positive/positive/high/likely)

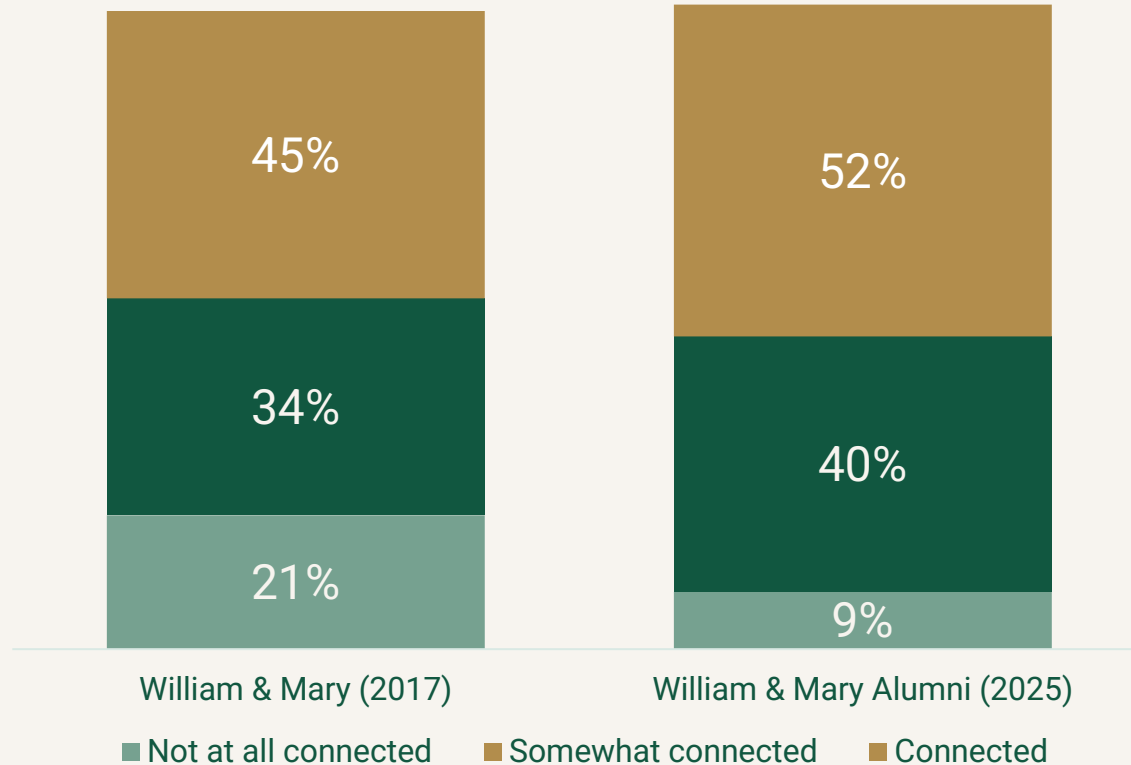
Key Indicators	William & Mary	National Indicators (NAS)
Value of your education	92%	87%
Overall feelings	89%	79%
Overall experience	88%	86%
Higher education overall	75%	78%
Confidence in use of gift	71%	61%
Feel appreciated after giving	61%	50%
Engagement of alumni	60%	49%
Top 10 Philanthropic Priority	57%	42%
Institution knows its alumni	57%	32%

Percentages in bold are significantly more positive than the national indicators

Washburn McGoldrick

Engagement: Connection to W&M

Comparing 2017 vs. 2025



- Compared to the 2017 survey, the share of connected and somewhat connected alumni has increased to 92%.
- Those not at all connected has dropped considerably, from 21% in 2017 to less than half that (9%) in 2025.
- Alumni who graduated in the past 30 years are more likely to feel connected than those who graduated before them.

Washburn McGoldrick

Engagement: Motivations and Deterrents

Top motivators to engage

The memories (68%)

Academic reputation (57%)

Connecting with other alumni (50%)

William & Mary's importance in my life (50%)

Most common reasons for not engaging?

Live too far away (44%)

Negative experience(s) (26%)

More connected with other institutions (25%)

Too busy with work (25%)

- *What motivates you to be engaged with William & Mary?*
- *Why are you not more engaged with William & Mary?*

Washburn McGoldrick

Engagement: Likelihood of Participation

Activity	Likely	Unsure	Unlikely
Engage with William & Mary in the future	70%	24%	6%
Give to William & Mary	64%	22%	14%
Participate in a William & Mary alumni engagement event	48%	36%	16%
Attend a William & Mary athletic event	34%	23%	43%
Volunteer at William & Mary	24%	35%	41%

How likely are you to participate in the following?

Washburn McGoldrick

Career Services - #1 Interest

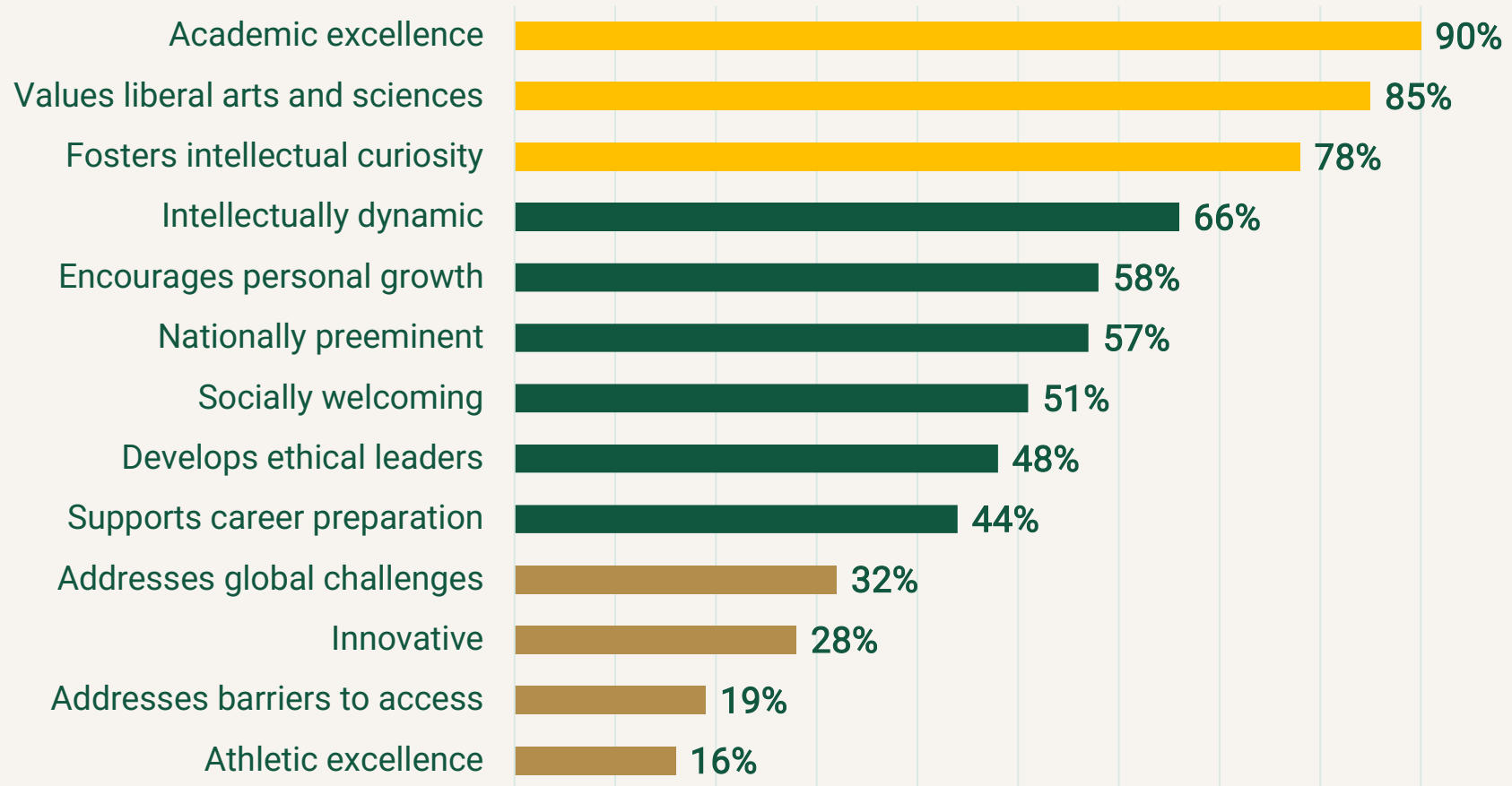
Type of Service Used	2006 to 2015	2016 to 2024
On-campus recruiting/interviewing	25%	27%
Career advising	29%	50%
In-person networking event	30%	36%
Career and/or internship fairs	30%	53%
One Network	24%	35%
Tribe Careers/job board	24%	56%
Internships	13%	29%
Interview preparation	20%	20%
Employer information sessions	16%	23%

What types of volunteer activities are you most likely to participate in? (career-related responses)

	2006 - 2015	2016 -2024
Career Advice	59%	61%
Offer Internships	32%	44%

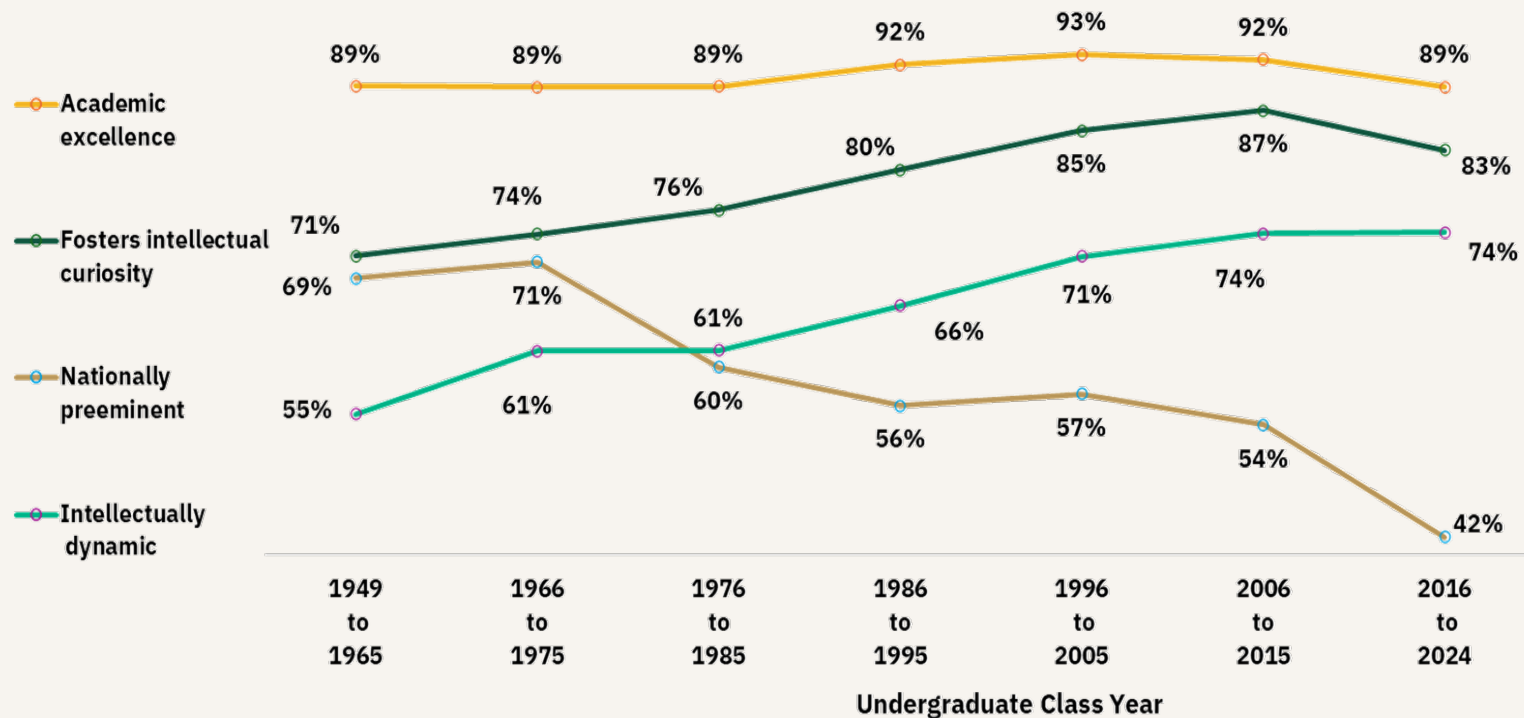
Washburn McGoldrick

Communication: W&M Descriptors



Washburn McGoldrick

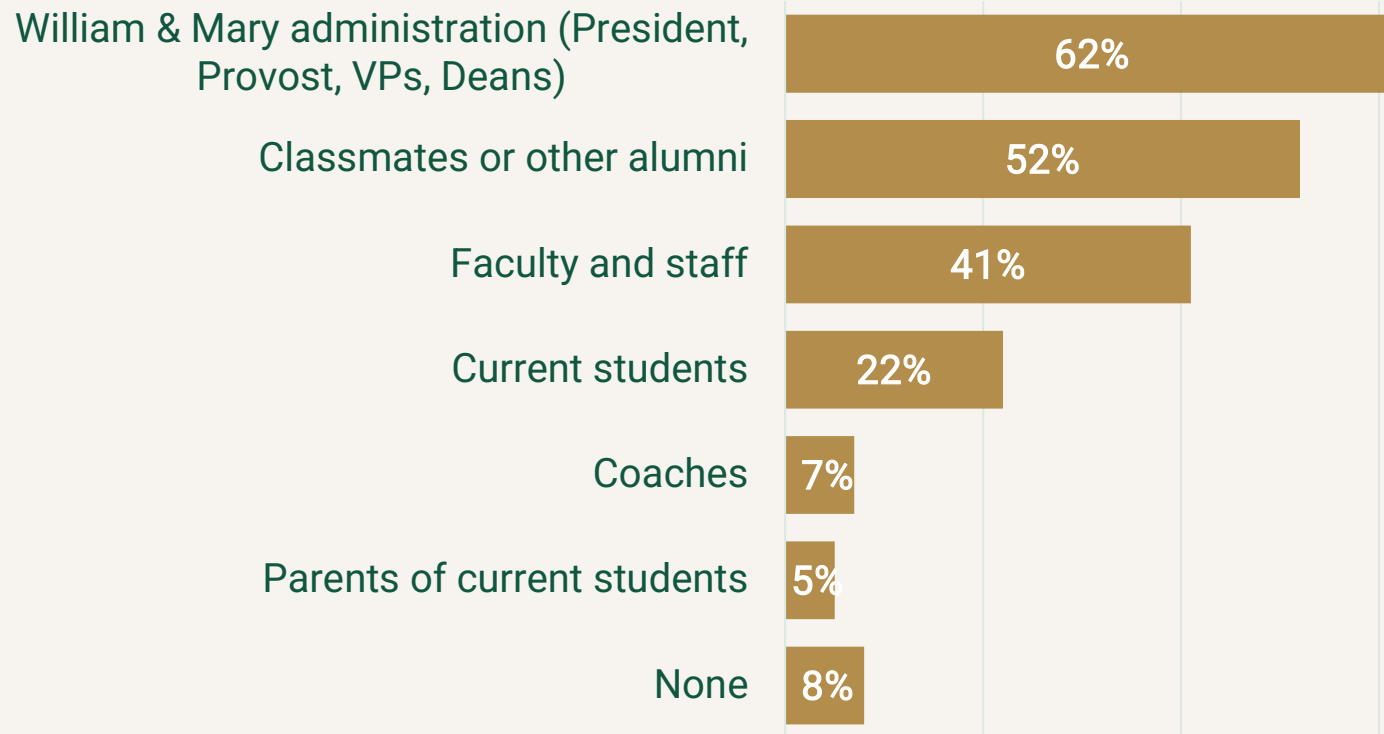
William & Mary Descriptors by Class Year



- Belief in W&M's academic excellence is consistent across class years, always within a few points of 90%.
- Fostering intellectual curiosity and being intellectually dynamic are generally higher values, and there is a clear trend showing graduates since 2006 having the strongest positive opinions.
- Perception of national preeminence falls considerably by generation. Among alumni from 2016 at later, most of whom are Gen Z, only 42% described W&M as nationally preeminent.

Washburn McGoldrick

Communication: Trusted Sources



- W&M administrators are consistently the most trusted sources of information for classes preceding 2016.
- Graduates of the past ten years report classmates, students and faculty as the most trusted sources. These alumni are most likely to have contacts on campus.

Who are your most trusted sources of information about William & Mary?

Washburn McGoldrick

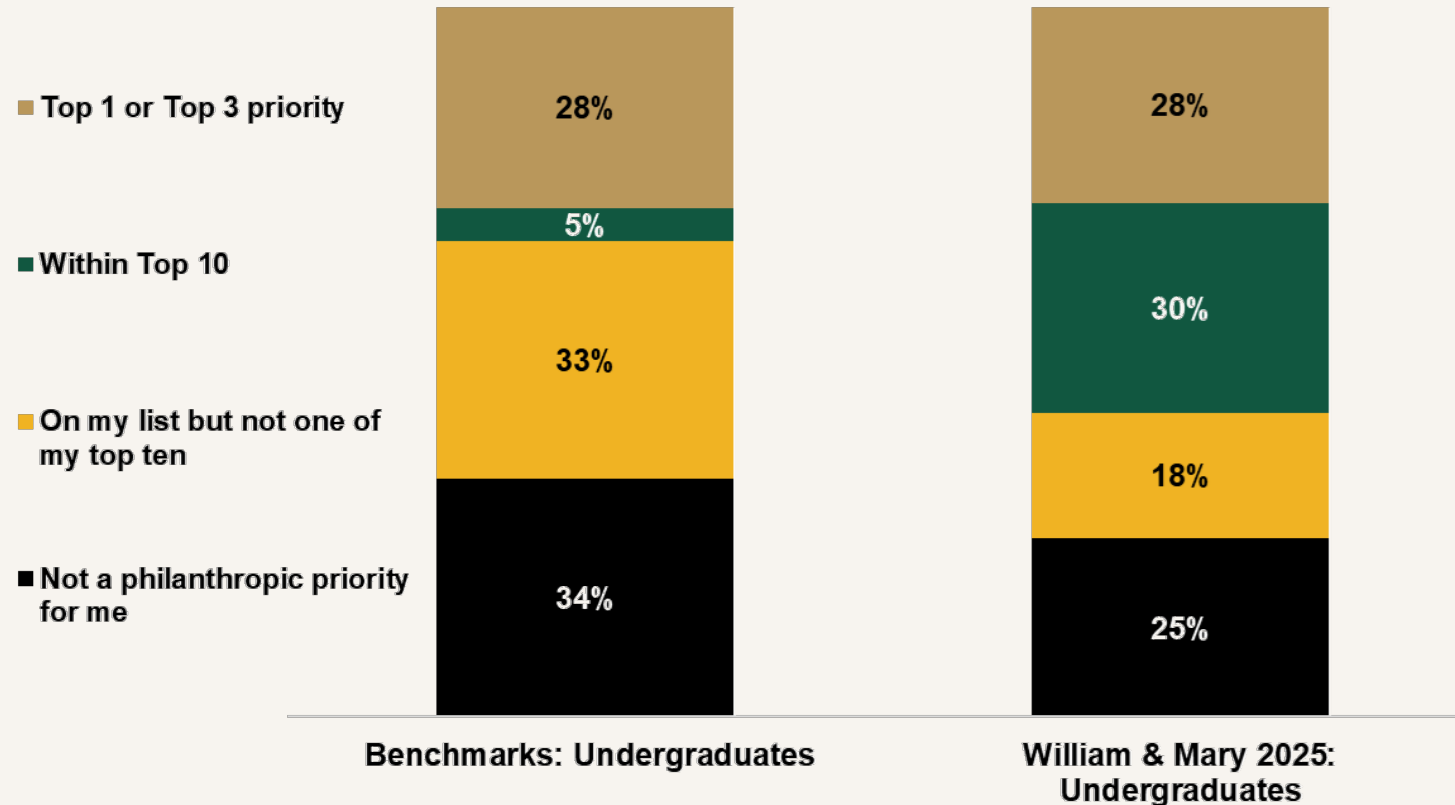
Communication: Topics of Interest

Topic	Percentage
State of William & Mary	58%
News about alumni / class notes	57%
Alumni engagement events	52%
William & Mary's impact on national and/or global issues	52%
Faculty research / scholarship	33%
Providing career support to students and alumni	31%
Education programs focused on my industry	25%

What do you want to know about William & Mary?

Washburn McGoldrick

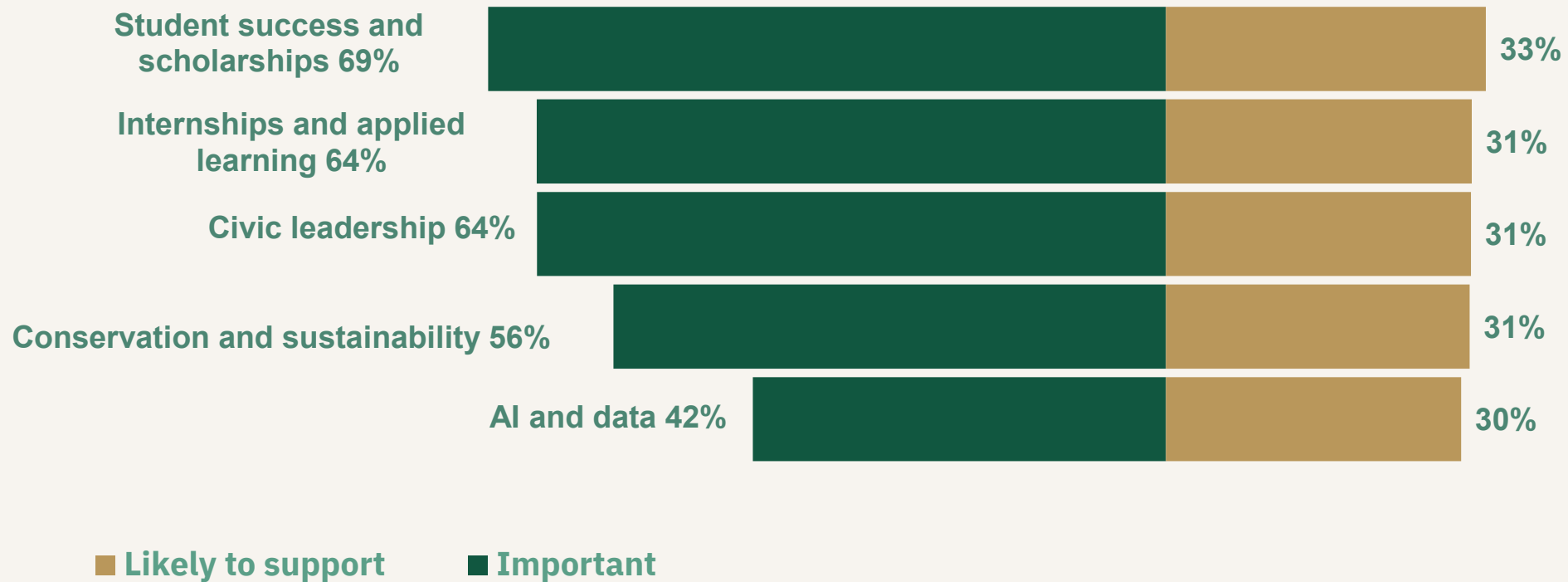
Philanthropic Priority (Undergraduate Alumni vs. Benchmarks)



Of all the philanthropic causes you support, where does William & Mary fit?

Washburn McGoldrick

Philanthropy: Areas of Interest



Which of the following themes do you find important to firmly establish William & Mary's leadership and distinction and which are you likely to support?

Washburn McGoldrick