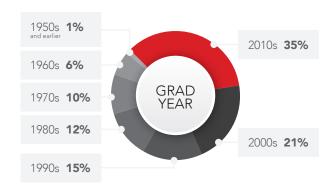
ENGAGEMENT SURVEY RESULTS ARE IN

4,419 ALUMNI TOOK PART IN THE SURVEY





81%
FREDERICTON
CAMPUS

3%
TRINIDAD &
TOBAGO SITE



15% SAINT JOHN CAMPUS

> 1% OTHER SITES

58%
AGREED

I am proud when I read about UNB's successes in public media 72%
AGREED

I am proud of my association with UNB

7/9%

Of respondents would speak highly of UNB in a conversation 92%

Felt that their decision to attend UNB was either good or great



We are using the results to adjust how we connect with our alumni family. You told us the types of activities and programs you are most interested in are:



45%

PROFESSIONAL DEVELOPMENT EVENTS



41%

EDUCATIONAL EVENTS



39%

ALUMNI BENEFITS (DISCOUNTS & SERVICES)



33%

SOCIAL EVENTS



32%

ATHLETIC EVENTS

The UNB news you are most interested in reading about:

48%

GENERAL NEWS ABOUT UNB

45%

NEWS ABOUT YOUR AREA OF STUDY

35%

INFORMATION & UNB TEACHING & RESEARCH

34%

NEWS ABOUT

29%

NEWS ABOUT CLASSMATES

28%

NEWS ABOUT

You prefer to receive communications from UNB via:

47%

EMAILS

43%

ALUMNI NEWS MAGAZINE

35%

SOCIAL MEDIA

29%

ALUMNI NEWS DIRECT (E-NEWS)

UPDATE YOUR CONTACT INFO. unb.ca/alumni/updates

