

ABSTRACT

FRESNO STATE ALUMNI: AN ASSESSMENT OF NEEDS, WANTS, AND DESIRES

The objective of this project is to research and assess Fresno State alumni. The population was defined and the instrument was created in order to compare and contrast the needs, wants, and desires of alumni. The study was conducted using e-mail addresses that were sent to 25,301 alumni that realized 2,195 responses for an overall response rate of 8.68 percent.

The completed project provides results of the survey, a summary of the findings, recommendations for the future, and a conclusion.

Founded in 1911, Fresno State (California State University, Fresno) will soon begin preparations to officially celebrate its centennial to take place six years from now, in 2011. The findings from this study could be utilized to assist with engaging connections to-and-from alumni in planning these celebratory preparations, as well as stimulating alumni participation for attendance at events, and enhancing possible donations to the university.

Peter Erle Robertson
May 2006