



Alumni Survey Methodology

2020 Survey

In September 2020, Adler University surveyed alumni who graduated in academic years 2017 – 2019, with the same web-based questionnaire used in 2017 and 2015.

Using a proprietary alumni database, Adler University identified 1,378 alumni who graduated between 2017-2019 from its Chicago, Vancouver, and Online campuses. The survey was launched on September 21, 2020 and closed on October 6, 2020.

In order to increase response rates, Adler University first contacted individuals using an introductory email on September 21, 2020 with subsequent reminder emails. The total number of possible contacts attempted by Adler University was three. No incentive or reward for completion of the survey was offered in any of the communications.

The overall response rate of the survey was 10% (142 responses / 1,378 valid email addresses).

The data from the 2020, 2017 and 2015 surveys described below was added together in order to calculate total results of alumni from 2011-2019.

2017 Survey

In November 2017, Adler University surveyed alumni who graduated in academic years 2015 – 2016, with the same web-based questionnaire used in 2015.

Using a proprietary alumni database, Adler University identified 474 alumni who graduated between 2015-2016 from its Chicago, Vancouver, and Online Campuses. The survey was launched on November 2, 2017 and closed on November 10, 2017.

In order to increase response rates, Adler University first contacted individuals using an introductory email on November 2, 2017 with subsequent reminder emails. The total number of possible contacts attempted by Adler University was three. No incentive or reward for completion of the survey was offered in any of the communications.

The overall response rate of the survey was 11% (53 responses / 474 valid email addresses).

The data from the June 2015 and November 2017 surveys was added together in order to calculate total results of alumni from 2011-2016.

2015 Survey

In June 2015, Adler University surveyed alumni who graduated in academic years 2011 – 2014, using a web-based questionnaire. The questionnaire contained a total of twenty-one multiple choice and open-ended questions.

Using a proprietary alumni database, Adler University identified 1,129 alumni who graduated between 2011-2014 from its campuses in Chicago and Vancouver. The survey was launched on June 16, 2015 and closed on June 29, 2015.

In order to increase response rates, Adler University first contacted individuals using an introductory email on June 16, 2015 with subsequent reminder emails. The total number of possible contacts attempted by Adler University was five. No incentive or reward for completion of the survey was offered in any of the communications.

The overall response rate of the survey was 22% (238 responses / 1,071 valid email addresses).