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Committing to Community After Graduation: A Qualitative, Phenomenological Study of Young Alumni Engagement at the University of Dayton
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Abstract
This qualitative, phenomenological study investigates the responses of seven UD young alumni who are involved in Day10, UD’s Young Alumni Group, regarding topics such as undergraduate experience, donations, and involvement—all of which define young alumni engagement. The findings of this study will shed light on what UD Alumni Relations and Day10 could focus on in order to achieve more engagement from their young alumni constituents.

Methods
- Qualitative interviews took place over the phone or in-person
- Questions were focused on undergraduate experience at UD, donating to UD, involvement with Day10 and suggestions for improvement of the UD Young Alumni experience
- Interviews were transcribed and coded for the purpose of generating themes

Recommendations
- More collaboration between Alumni Relations and Student Development in order to achieve engagement earlier on
- Increase marketing and communications, especially in smaller/less geographically central alumni communities
- Develop recognition initiatives for young alumni through Day10

Findings
- Strong connection to a positive undergraduate experience at UD
- Desire for more recognition for post-graduate accomplishments
- Most donate money regularly to the university
- Seven UD young alumni (Classes of 2009, 2010, 2013 and 2016), interviewed over phone or in person
- 3 involved in Day10 Executive Board
- Four females, three males

Select References