

2023 Alumnae Engagement Survey Results

OVERVIEW

In order to create joyful, impactful, fulfilling experiences for Delta Gamma members, we need to better understand their perceptions, needs and aspirations. To achieve this, an engagement survey was sent to all alumnae members. The last alumnae survey was done in 2015.

The goal of this survey was to:

- Understand alumnae members' attitudes towards the Fraternity
- Learn how alumnae would like to get involved, the type of programming members are looking for, etc.
- Learn how members prefer to consume news and information about Delta Gamma

QUANTITATIVE RESULTS

Sorority Pride

When asked if they are proud to be in a sorority, 80% of respondents said "yes," and another 18% said "somewhat." Only 2% said "no."

Attitude about DG

When asked to rate their current attitude about Delta Gamma, the average response was 7.4. The most popular response was 10, with 707 responses. Almost 60% responded with an 8, 9 or 10.

- When asked to elaborate on their response, the most popular positive answers mentioned keywords like lifelong friendship, shared values, connection, sisterhood, etc.
- When asked to elaborate on their response, the most popular negative responses mentioned key words like DEI, woke, political organization, legacy policy, etc.

QUALITATIVE RESULTS

Strengths/Pride

When asked about the strengths of the organization or what makes them proud, the most common words mentioned were: sisterhood, friendship, philanthropy, and value/valuable.

Weaknesses/Frustrations

When asked what is missing from or frustrates them about their membership, the most common phrases mentioned were: limited time, distance from other members or alumnae groups, lack of opportunity/events to attend.

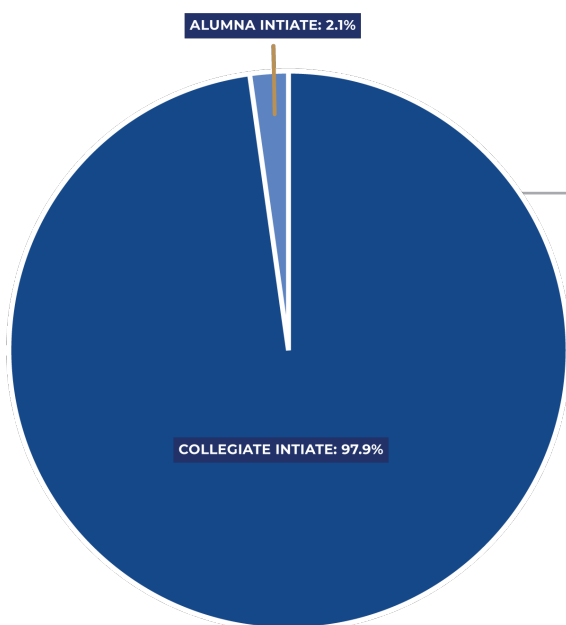
Opportunities

When asked about what additional opportunities Delta Gamma could provide, members asked for more ways to connect and engage, specifically:

- more virtual events (especially for those without a local alumnae group) and more in-person events
- more volunteer opportunities, not just dues or donation requests
- more alumnae engagement, including collegian/young alumnae mentorship with seasoned alumnae, internship help, bridge from college to alumnae life
- more connection with their alumnae groups - more events, more outreach, more communication

RESPONDENT BREAKDOWN

2,424 surveys were completed. There are currently 240,240 living Delta Gammas. 185 chapters of Initiation and 184 alumnae groups are represented in the respondents.



Membership Type

53 alumnae initiates
2,372 collegiate initiates

Age

Total Membership | Respondents

<24: 13,547 | 68

25-34: 49,539 | 203

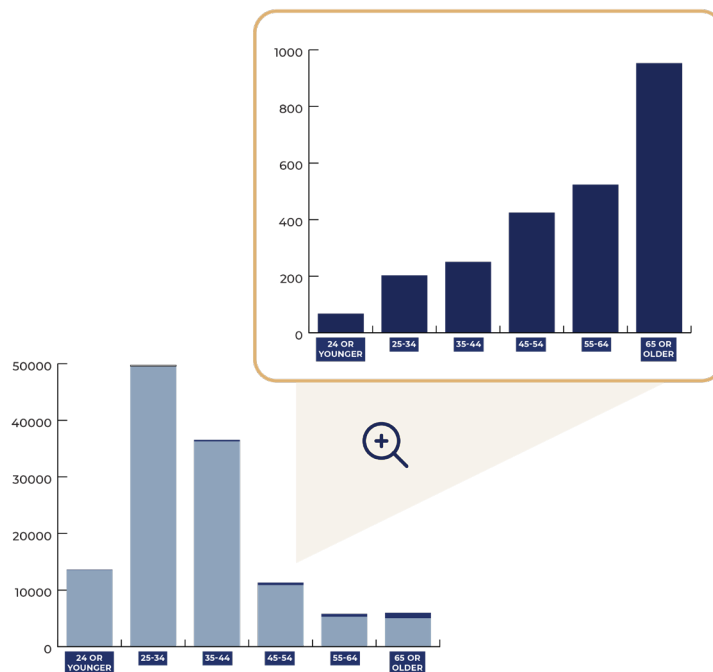
35-44: 36,281 | 251

45-54: 10,894 | 425

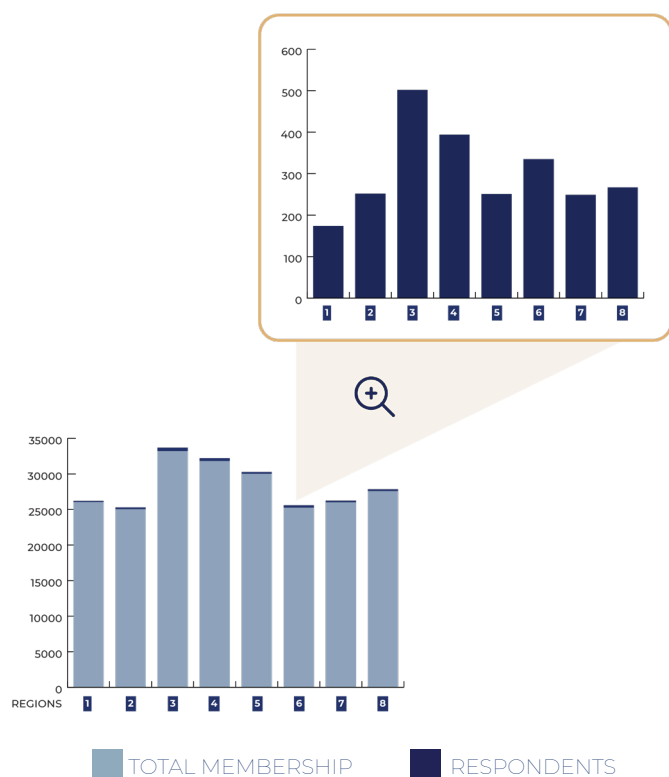
55-64: 5,287 | 524

65+: 5,036 | 953

No birth date reported: 104,506 | 0



RESPONDENT BREAKDOWN CONTINUED



Chapter of Initiation by Region

Total Membership | Respondents

Region 1: 26,060 | 174

Region 2: 25,059 | 252

Region 3: 33,213 | 502

Region 4: 31,839 | 394

Region 5: 30,024 | 251

Region 6: 25,270 | 335

Region 7: 26,019 | 249

Region 8: 27,592 | 267

None reported: 13

Alumnae Group

Total Membership | Respondents

Region 1: 21,979 | 115

Region 2: 21,334 | 186

Region 3: 27,620 | 336

Region 4: 15,565 | 190

Region 5: 21,950 | 180

Region 6: 22,214 | 271

Region 7: 19,664 | 175

Region 8: 29,716 | 222

Scattered/None: 45,049 | 749

