



Delta Gamma  
1873

20  
23

**ALUMNAE  
ENGAGEMENT  
SURVEY RESULTS**

## BACKGROUND INFORMATION

*In order to create joyful, impactful, fulfilling experiences for Delta Gamma members, we need to better understand their perceptions, needs and aspirations.*

With those goals in mind, the alumnae team created, deployed and analyzed results from the 2023 Alumnae Engagement Survey. The last alumnae survey was completed in 2015.

### **Why is the data from this survey needed?**

To understand alumnae members' attitudes.

To learn how alumnae would like to get involved and the type of programming members are looking for.

To understand how much they know about DG.

To learn how they prefer to consume DG news and information.





## SURVEY PROMOTION AND COMMUNICATION

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To ensure as many alumnae as possible had the opportunity to complete the survey, the following communication plan was implemented with the help of the marketing and communications team at Executive Offices in the spring of 2023.

- Two email campaigns to all Delta Gamma alumnae for whom we have an email address on file.
- Social Media posts from main DG accounts (Facebook, LinkedIn), shared in all affinity/region groups and added to Instagram stories.
- Included in multiple eDG and Alumnae Compass newsletters.
- Regional Alumnae Specialists sent emails encouraging alumnae groups to share with their members.

## POST-SURVEY OUTREACH

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The survey was open for one month. While it was open, many members replied to the emails to discuss various topics. Each email and phone call was returned by Fraternity Director: Alumnae Engagement.

Additionally, once it closed, Fraternity Director: Alumnae Engagement reached out to each member who checked the box that they would like a response to their survey.

Many times, the follow-up conversations were initiated because members wanted to update their information with Executive Offices, ask specific questions about their collegiate chapter or alumnae group or wanted to amend/explain their feedback.



# SURVEY QUESTIONS

## Demographic information

- Age
- How did you join (as a collegian, as an alumna initiate)
- Year joined
- Region
- Chapter of Initiation
- Alumnae Group (if applicable)

## Do you want to receive a response to your feedback? If so, provide your name and email.

- Yes
- Kind of
- No
- Why or why not? *Text box to elaborate.*

## What is your current attitude about Delta Gamma? (Likert Scale) *Text box to elaborate.*

- I find my membership extremely valuable (5)
- I find my membership extremely not valuable (1)

## How do you want Delta Gamma to communicate with you? Check all that apply.

- Email newsletters
- ANCHORA
- Personal outreach (phone call, text, etc.)
- Facebook
- Instagram
- Snapchat
- TikTok
- Other *Text box to elaborate.*

## What type of information would you like to receive from Delta Gamma?

- Fraternity highlights
- Service opportunities
- Foundation impact
- News and notes about my region
- News and notes about my collegiate chapter
- News and notes about my alumnae group

## How do you currently engage with Delta Gamma? (Check all that apply)

- Update my information
- Follow/like on social media
- Read ANCHORA
- Pay per capita dues
- Pay local dues
- Attend virtual events organized by the Fraternity
- Attend virtual events organized by a local alumnae group
- Attend in-person events organized by the Fraternity (Convention, Hope Serving, etc.)
- Attend in-person events organized by a local alumnae group
- Volunteer (adviser, officer, volunteer for a collegiate group, alumnae group, Fraternity, Foundation, etc.)
- Stay connected with sisters in ways not organized by Delta Gamma Fraternity or alumnae groups (casual friend gatherings like lunch, happy hour, book club, reunions, sister vacation, etc.)
- Other *Text box to elaborate.*

## SURVEY QUESTIONS CONTINUED

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### SWOT Analysis

- Strengths - What makes you proud to be a Delta Gamma? What value do you find in your membership?
- Weaknesses - What frustrates you regarding your membership experience? What is lacking from your membership experience?
- Opportunities - What additional opportunities do you wish were available to Delta Gamma members? What opportunities does Delta Gamma have to connect with members?
- Threats - Outside of Delta Gamma, what other ways do you engage with groups, organizations, volunteer opportunities, etc. in your community? What barriers prevent you from engaging with Delta Gamma?

### What do you know about Delta Gamma?

(Choose from: never heard of it/don't know, know what it is but don't engage with it, know it and engage with it)

- Chapter Locator on the website
- Your DG member profile on the website
- Ways to donate to the Delta Gamma Foundation
- Connected for Good (virtual programming calendar on Delta Gamma website)
- How to Volunteer
- Anchored Connections
- Alumnae Initiate Program
- Aunt Hannah Program
- Delta Gamma Awards Program (Hope, Cable, Shield, Oxford, Loyalty, Order of the Rose)
- Delta Gamma Social Media
- Local alumnae groups
- Virtual Alumnae Facebook Group

## SURVEY COMPLETION THANK YOU MESSAGE

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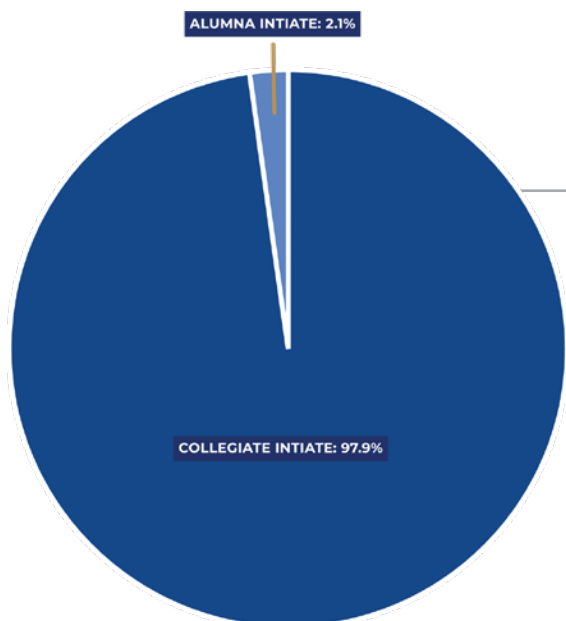
Thank you for completing this survey! Results will be shared with all members after the survey closes and results have been analyzed.

To update your contact information with Delta Gamma, click [here](#)\*.

*\*Link sent respondents to member profile to update their information.*

# 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.



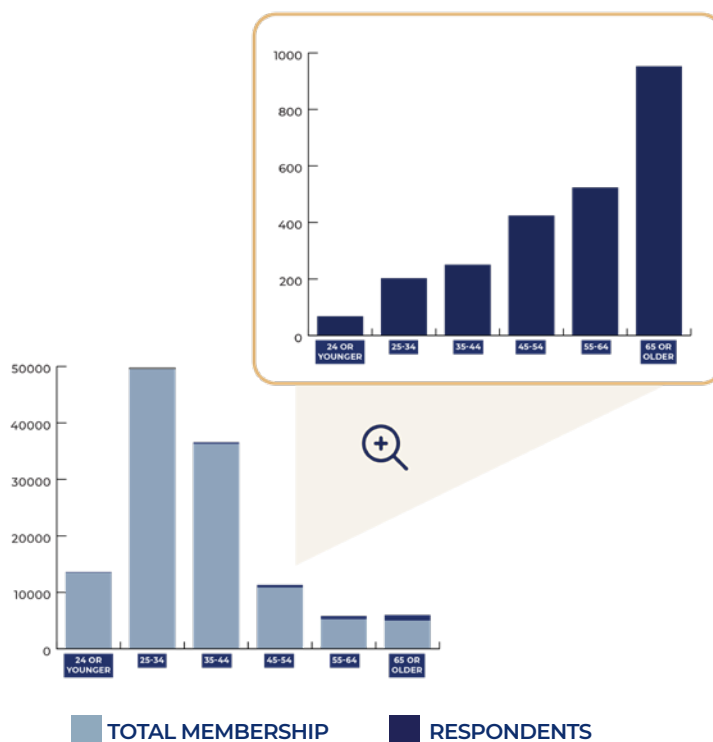
## Membership Type

53 alumnae initiates  
2,372 collegiate initiates

## Age

### Total Membership | Respondents

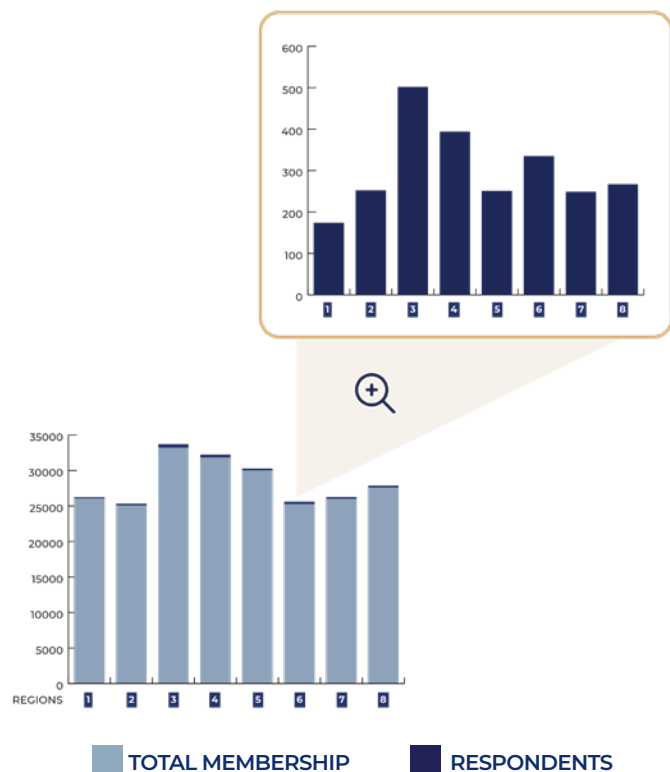
<24: 13,547 | 68  
25-34: 49,539 | 203  
35-44: 36,281 | 251  
45-54: 10,894 | 425  
55-64: 5,287 | 524  
65+: 5,036 | 953  
No birth date reported: 104,506 | 0







# RESPONDENT BREAKDOWN CONTINUED



## Chapter of Initiation by Region

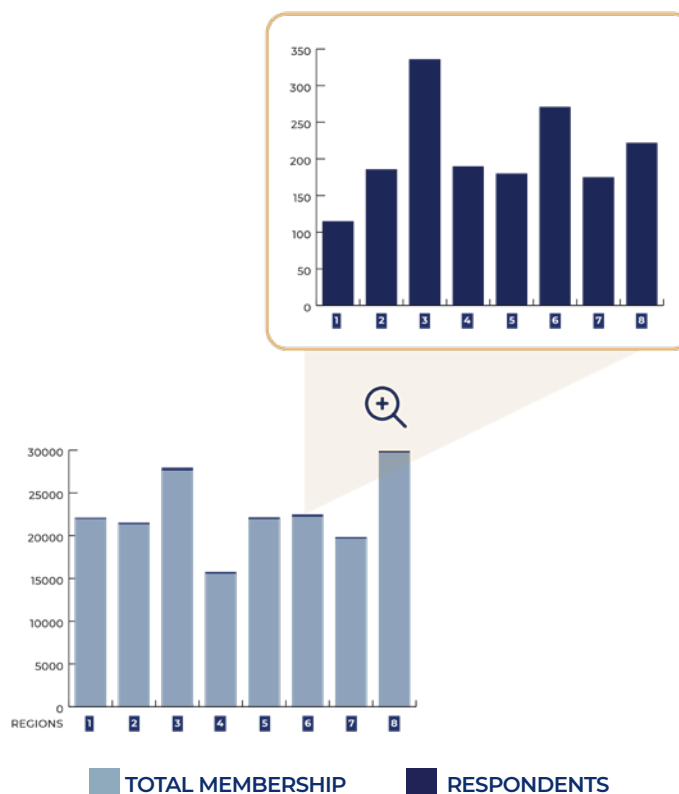
### Total Membership | Respondents

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



# RESULTS

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## ***Sorority Pride***

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

## ***Attitude about DG***

When asked to rate their current attitude about Delta Gamma, the average response was a 7.4/10. The most popular response was 10 with 707 member responses.

Almost 60% responded with an 8, 9 or 10.

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

## ***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 about what is missing from or what 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 an alumnae group) and 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, including more events, more outreach and more communication.

## **Limitations of Data**

The majority of respondents came from the 55+ age range. Though this age spread was a similar spread to the survey completed in 2015, it is not an equal representation of alumnae membership.

A noticeable trend while the survey was live was the uptick of alumnae members whenever the survey was posted on social media, particularly Instagram stories. This echoes the trend that more and more alumnae are using Instagram and/or more people on Instagram are now alumnae.

Delta Gamma collegians were not surveyed and are not represented in the data. The collegians were surveyed through the Piazza Center around the same time in spring 2023. When the collegiate survey results are shared with the alumnae team, those results will be reviewed and incorporated for a more holistic view of the overall membership experience.

## NEXT STEPS

The alumnae team is now working to take the data from this survey and put it to good use. This make take on many forms over the next two years, including but not limited to:

- Creation of more resources for alumnae groups to better or more easily engage with alumnae members
- Creation of more resources and virtual programing for alumnae members who are not affiliated with an alumnae group
- Creation of programming designed to connect collegians and alumnae

