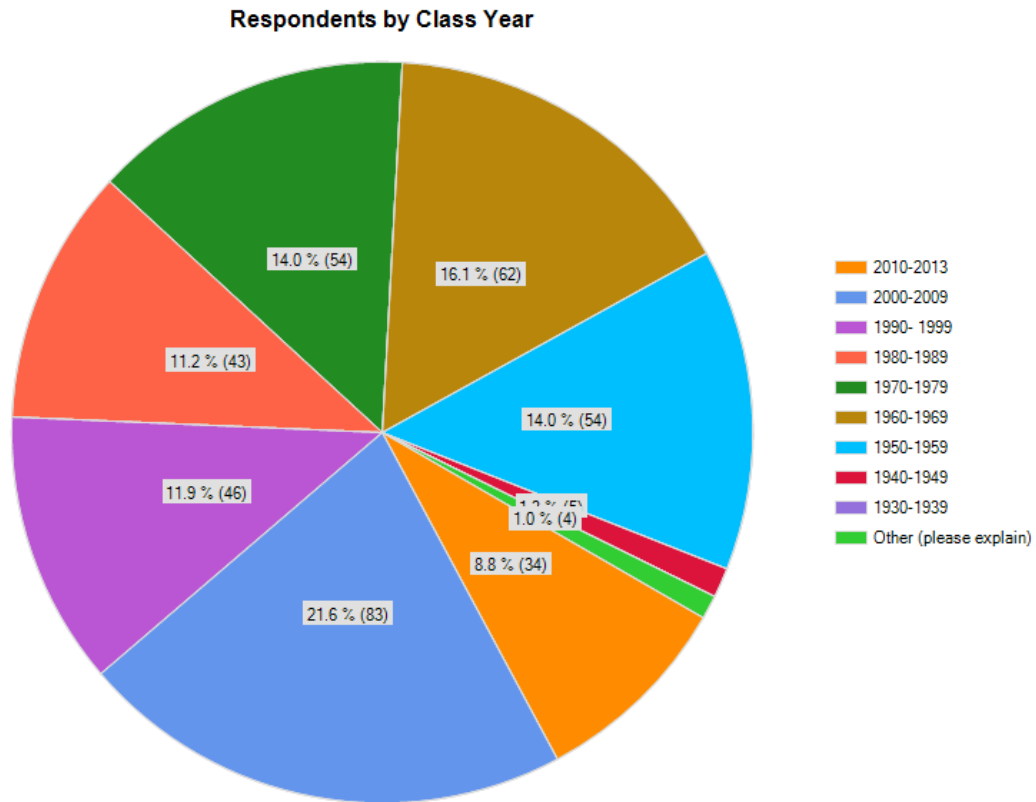


2013 ALUMNI WEEKEND SURVEY SUMMARY

ABOUT THE SURVEY RESPONDENTS:

- **388 alumni responded to the survey**
- **All decades were represented**

Consistently, the highest percentage of Alumni Weekend survey respondents have been from classes in the 2000s, and this year was no different. However, all decades as far back as 1940 were represented in the survey data.



- **Approximately 20% of respondents are current WC volunteers**

THE 2013 ALUMNI WEEKEND EXPERIENCE:

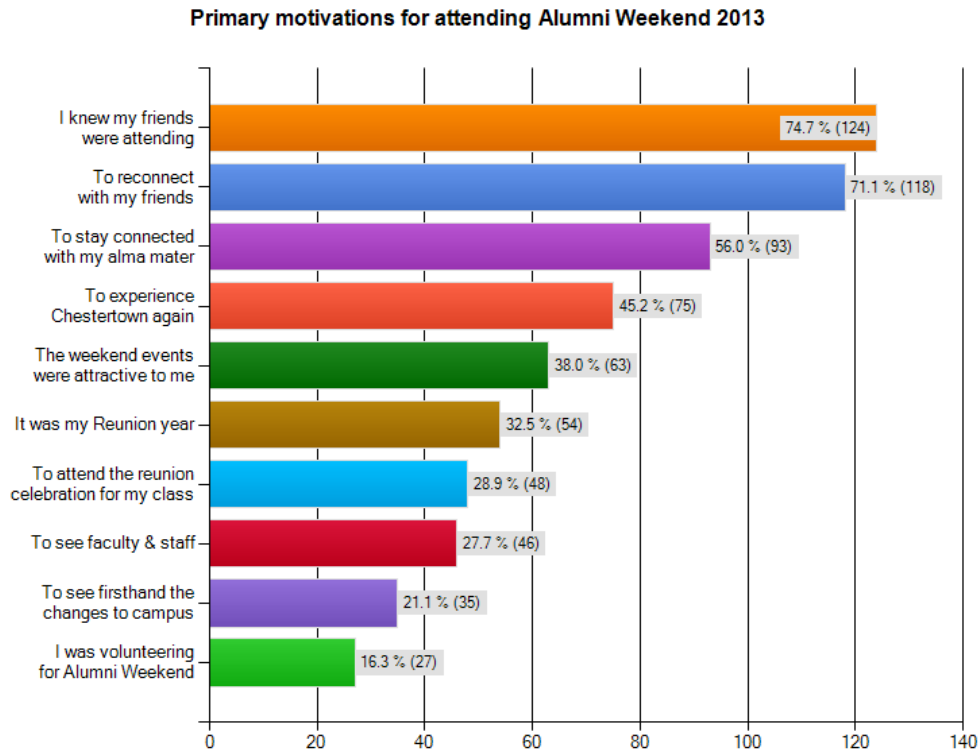
- **Almost all of the respondents who attended the weekend were present Saturday, and half of them stayed until Sunday. 78% attended Friday events.**

- **The top three reasons alumni attended the weekend were:**

- 1) Because they knew their friends were attending
- 2) To reconnect with their friends
- 3) To stay connected to WC

Note: Experiencing Chestertown again was a close runner-up and celebrating reunions continues to be a major.

(These answers are consistent with survey data from the past four years.)

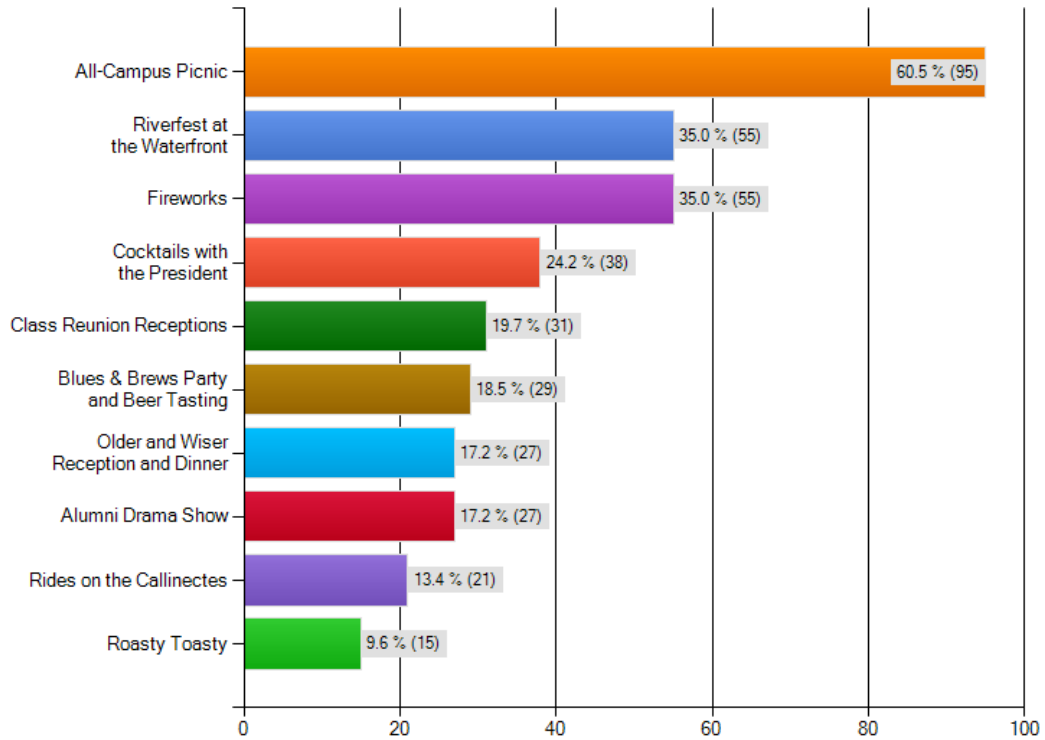


- **The top five events attendees most enjoyed included:**

- 1) The All-Campus Picnic
- 2) The Fireworks/ Riverfest
- 3) Cocktails with the President
- 4) Class Reunion Celebrations
- 5) Blues and Brews Beer Tasting

The picnic continues to be the #1 Alumni Weekend event. Catching-up with old friends and professors in a relaxed atmosphere was the main reason alumni enjoyed these events.

The events MOST ENJOYED during Alumni Weekend 2013



Favorite 2013 Events Broken Down by Class Decade:

Decade	Favorite Event	2 nd Favorite Event	3 rd Favorite Event
2010s	Picnic	Riverfest	Fireworks
2000s	Picnic	Riverfest	Fireworks
1990s	Picnic	Crab Feast	Fireworks/Blues&Brews
1980s	Picnic	25 th Class Events	Class Reunion Events
1970s	Picnic	Boat Rides	Riverfest
1960s	Picnic	Cocktails w/ President	Fireworks
1950s	OWLS Dinner	Picnic	Riverfest
1940s	OWLS Dinner	N/A	N/A

- **Alumni gave high ratings overall to Alumni Weekend 2013**
- **90% of alumni rated their overall weekend experience as “good” or better.**

THE FUTURE OF ALUMNI WEEKEND

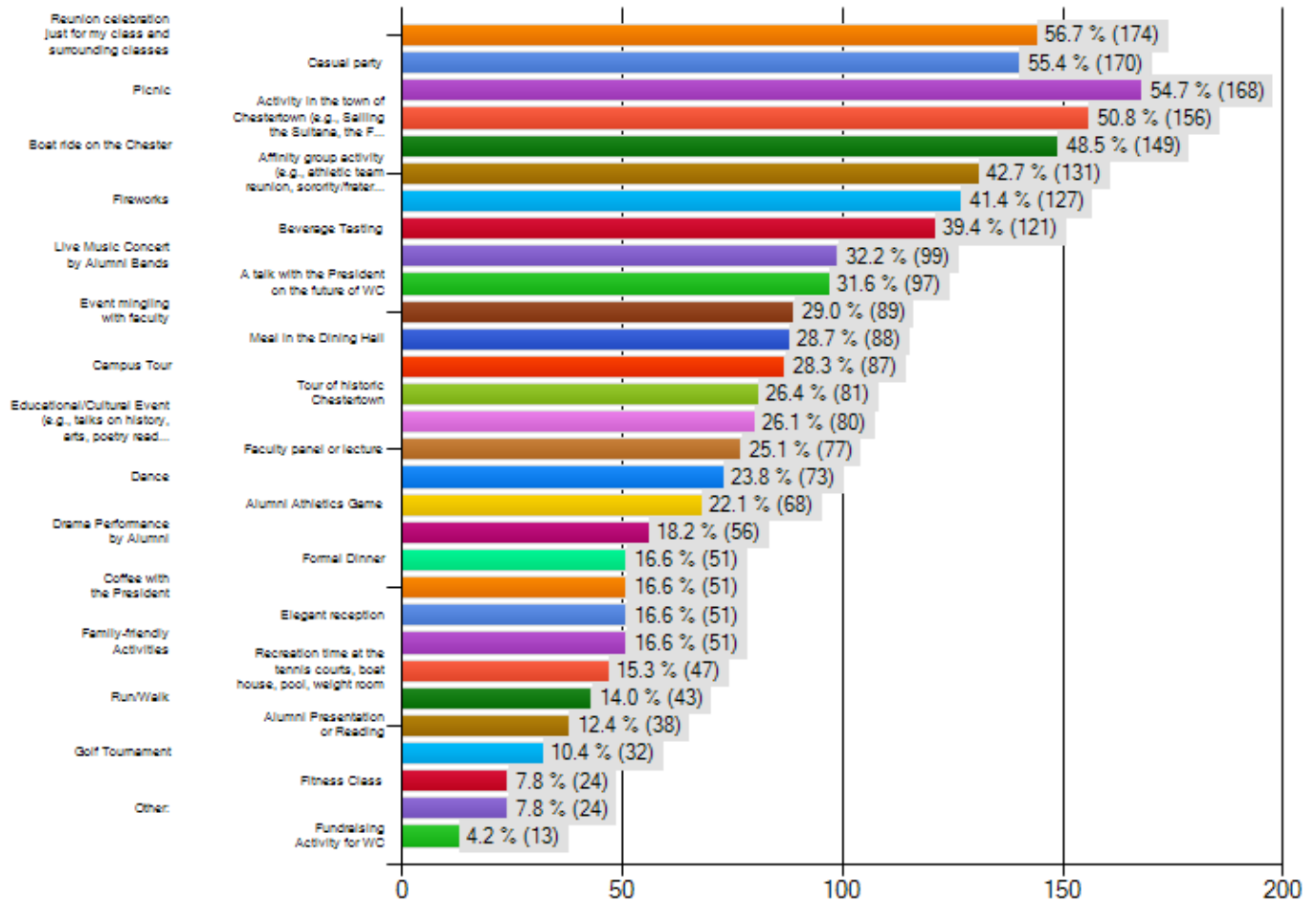
- **Alumni shared events they would most like to see in the future**

The top ten most requested activities included:

- 1) A reunion celebration just for my class and surrounding classes
- 2) A casual party
- 3) A picnic
- 4) An activity in the town of Chestertown
- 5) A boat ride on the Chester
- 6) An affinity group activity
- 7) Fireworks
- 8) Beverage Tasting
- 9) Live music concert by alumni bands
- 10) A talk with the President on the future of WC

While this answer is consistent with post-survey data from other years, interest in reunion celebrations for classes has moved from #5 to #1.

Which activities/events would you MOST ENJOY attending during a future Alumni Weekend? Check all that apply

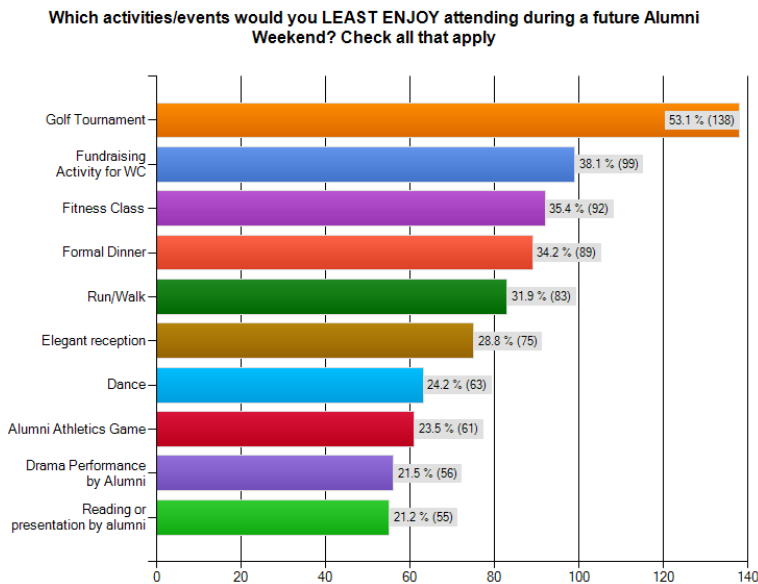


Most Requested Events Broken Down by Decade:

Decade	Favorite Event	2nd Favorite Event	3rd Favorite Event
2010s	Casual Party	Beverage Tasting	Picnic
2000s	Beverage Tasting	Casual Party	Activity In Chestertown
1990s	Reunion Celebration	Boat Ride	Activity in Chestertown

1980s	Affinity Group Activity	Casual Party	Picnic
1970s	Picnic	Boat Rides	Activity in Town
1960s	Reunion Celebration	Picnic	Casual Party
1950s	Reunion Celebration	Picnic	Talk with President
1940s	Talk with President	Picnic/Boat Ride	Affinity Group Activity

➤ **Alumni shared the events they would least enjoy in a future weekend**



Least Requested Events Broken Down by Decade:

Decade	Least Favorite Event	2nd Least Favorite Event	3rd Least Favorite Event
2010s	Golf Tournament	Fundraising Activity	Meal in Dining Hall/Run/Drama Perf
2000s	Golf Tournament	Fundraising Activity	Fitness Class

1990s	Golf Tournament	Elegant Reception	Formal Dinner
1980s	Golf Tournament	Fundraising Event	Formal Dinner
1970s	Golf Tournament	Fundraising Activity	Formal Dinner
1960s	Golf Tournament	Formal Dinner	Fitness Class
1950s	Golf Tournament	Fitness Class	Run/Walk
1940s	N/A	N/A	N/A