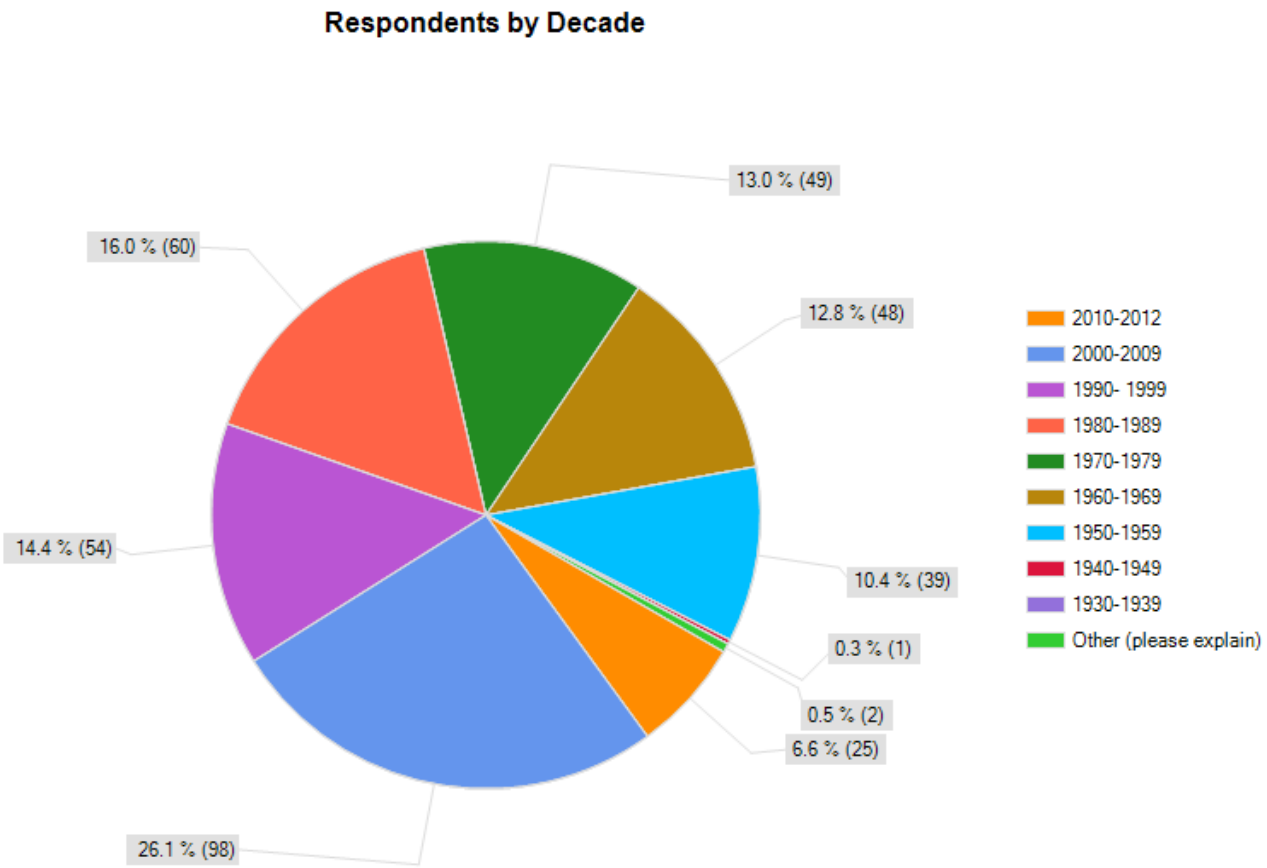
2012 Alumni Weekend Survey Summary

About the Survey Respondents

377 Alumni responded to the survey

All decades were represented
While the majority of alumni respondents were GOLDS (26%), all decades through 1950 were well represented.



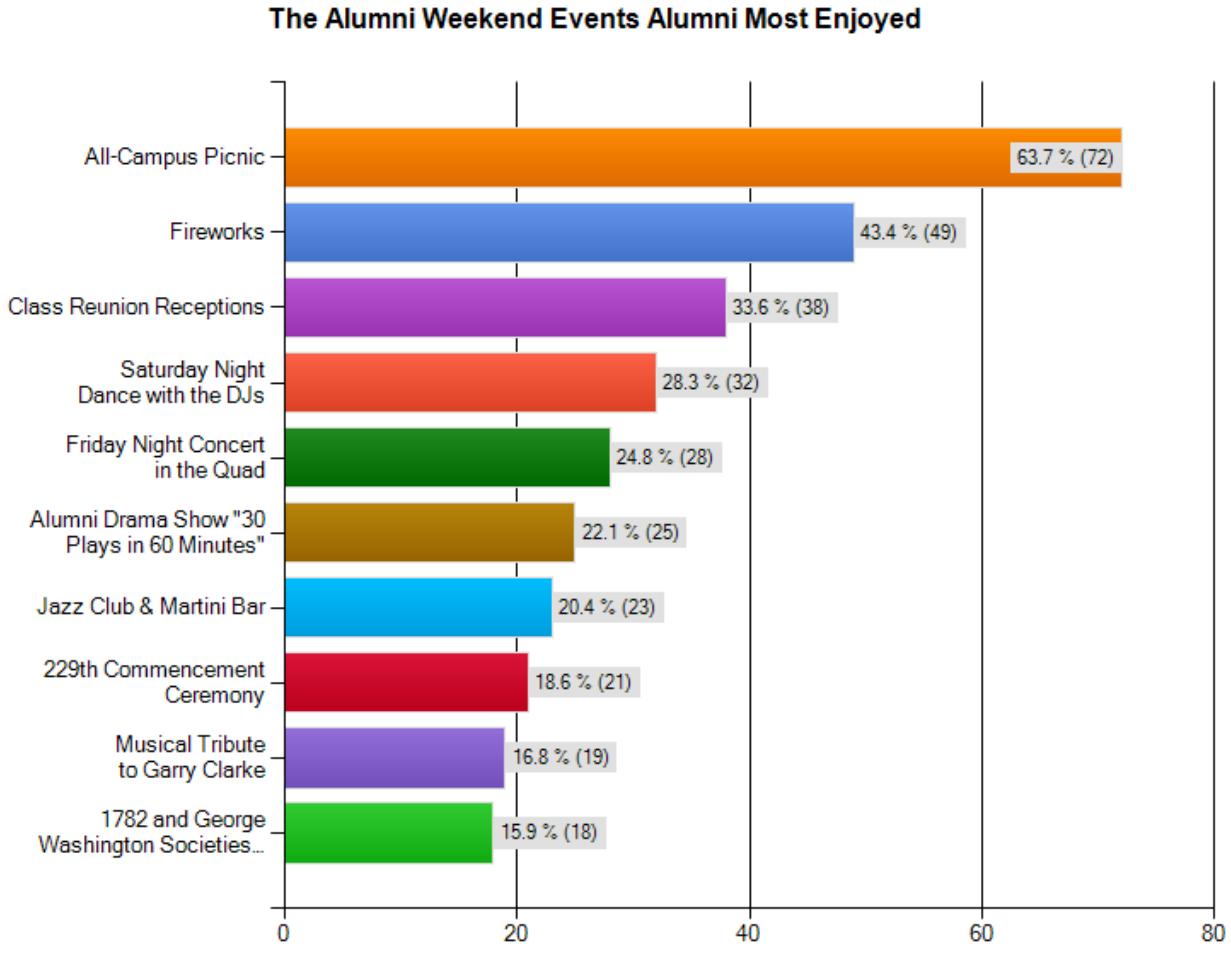
THE ALUMNI WEEKEND 2012 EXPERIENCE

Alumni attended Alumni Weekend 2012 for the following reasons:

1) To reconnect with friends*
2) They knew their friends were attending*
3) To stay connected to WC
   (Note: Experiencing Chestertown again was a close runner-up.)*
   **Answer is consistent with data from past post-event surveys*

The top five events Alumni Weekend attendees most enjoyed:

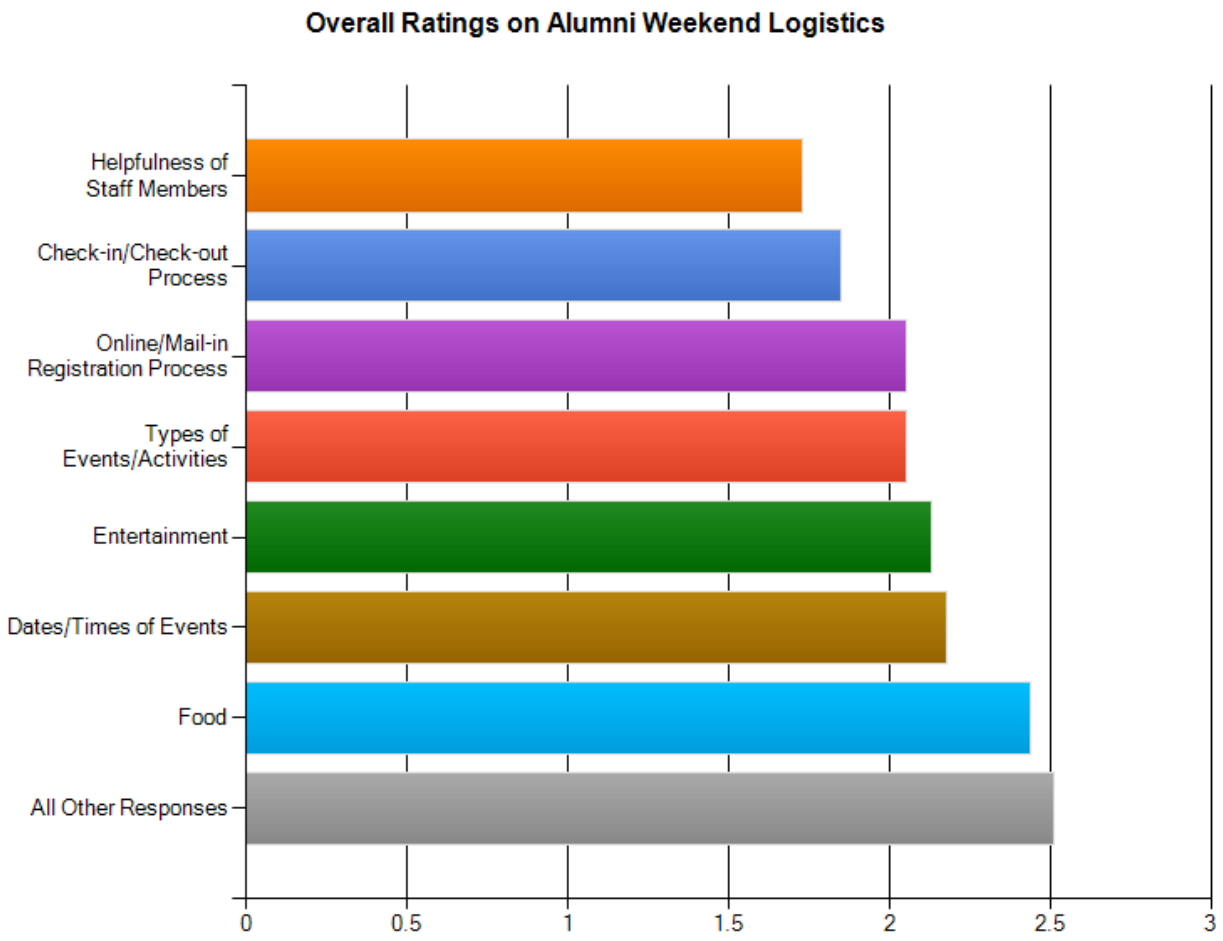
1) The All-Campus Picnic*
2) The Fireworks
3) Individual Class Reunion Receptions*
4) Saturday Night Dance with the DJs*
5) Friday Night Concert in the Quad*
   **Answer is consistent with data from past post-event surveys*



Top Alumni Weekend 2012 events alumni most enjoyed (broken down by class year):

OWLS	60s & 70s	80s & 90s	00s & 10s
OWLS Dinner	Picnic	Picnic	Picnic
Picnic	Reunion Receptions	Reunion Receptions	Fireworks
1782 Party	Fireworks/ 50th Events	Fireworks	Dance

Alumni gave high ratings overall to Alumni Weekend 2012
Average scores are calculated below with 1 being "Excellent," 2 meaning "Very Good," 3 being "Good," etc.



THE FUTURE OF ALUMNI WEEKEND

Alumni shared activities they would most enjoy during a future weekend

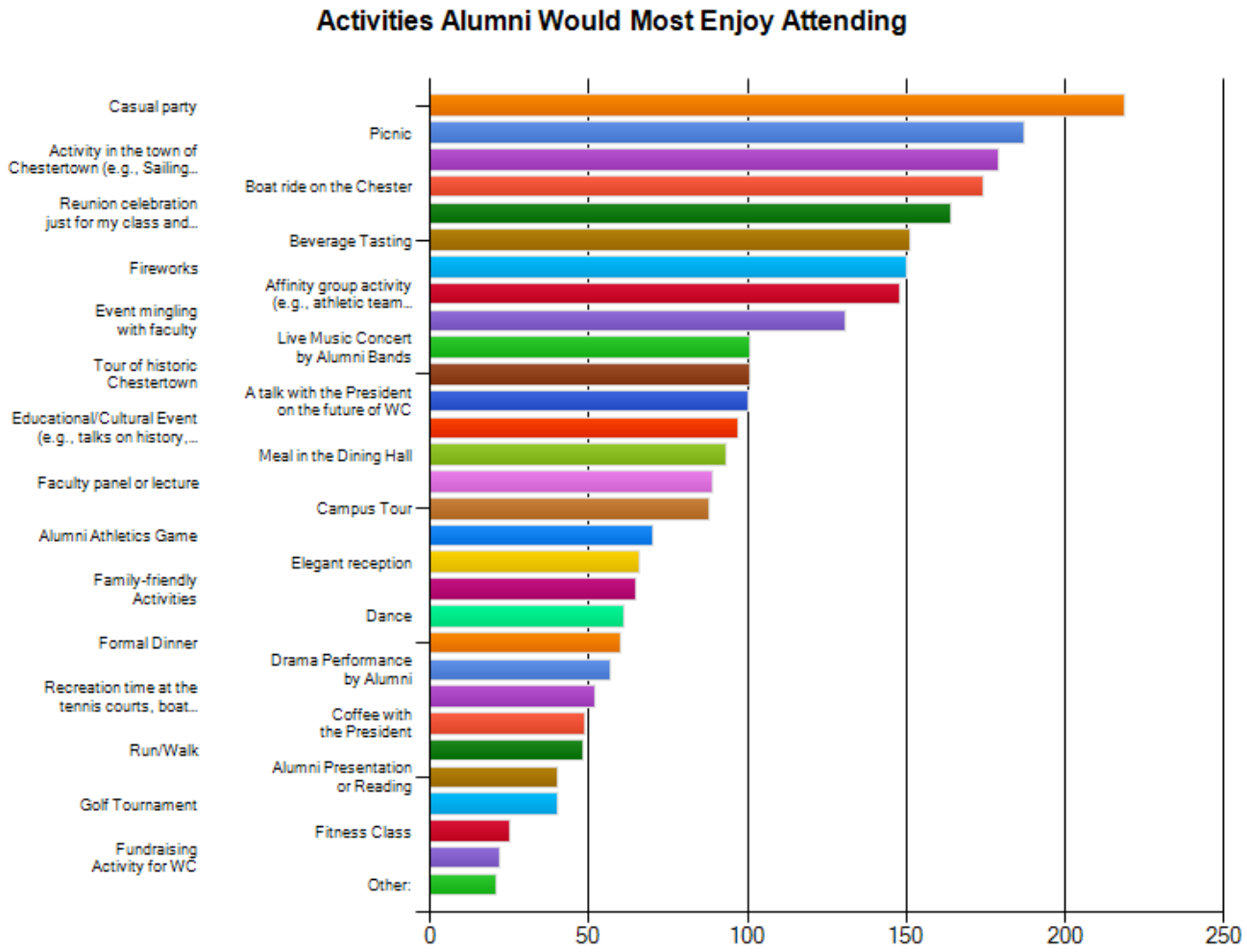
The top ten activities included:

1) A casual party*
2) A picnic*
3) An activity in the town of Chestertown*
4) A boat ride on the Chester*
5) A Reunion celebration just for their class
6) Beverage Tasting
7) Fireworks
8) Affinity Group Activity
9) Event mingling with faculty
10) Live music concert by alumni bands*

*Answer is consistent with data from past post-survey data

Activities alumni would most enjoy during a future weekend (broken down by class year):

OWLS	60s & 70s	80s & 90s	00s & 10s
Casual Party	Casual Party	Casual Party	Activity in the Town of Chestertown
Picnic/Boat Ride/Celebration Just for My Class and Surrounding Classes	Celebration Just for My Class and Surrounding Classes	Activity in the Town of Chestertown	Beverage Tasting
Campus Tour	Picnic	Fireworks	Fireworks

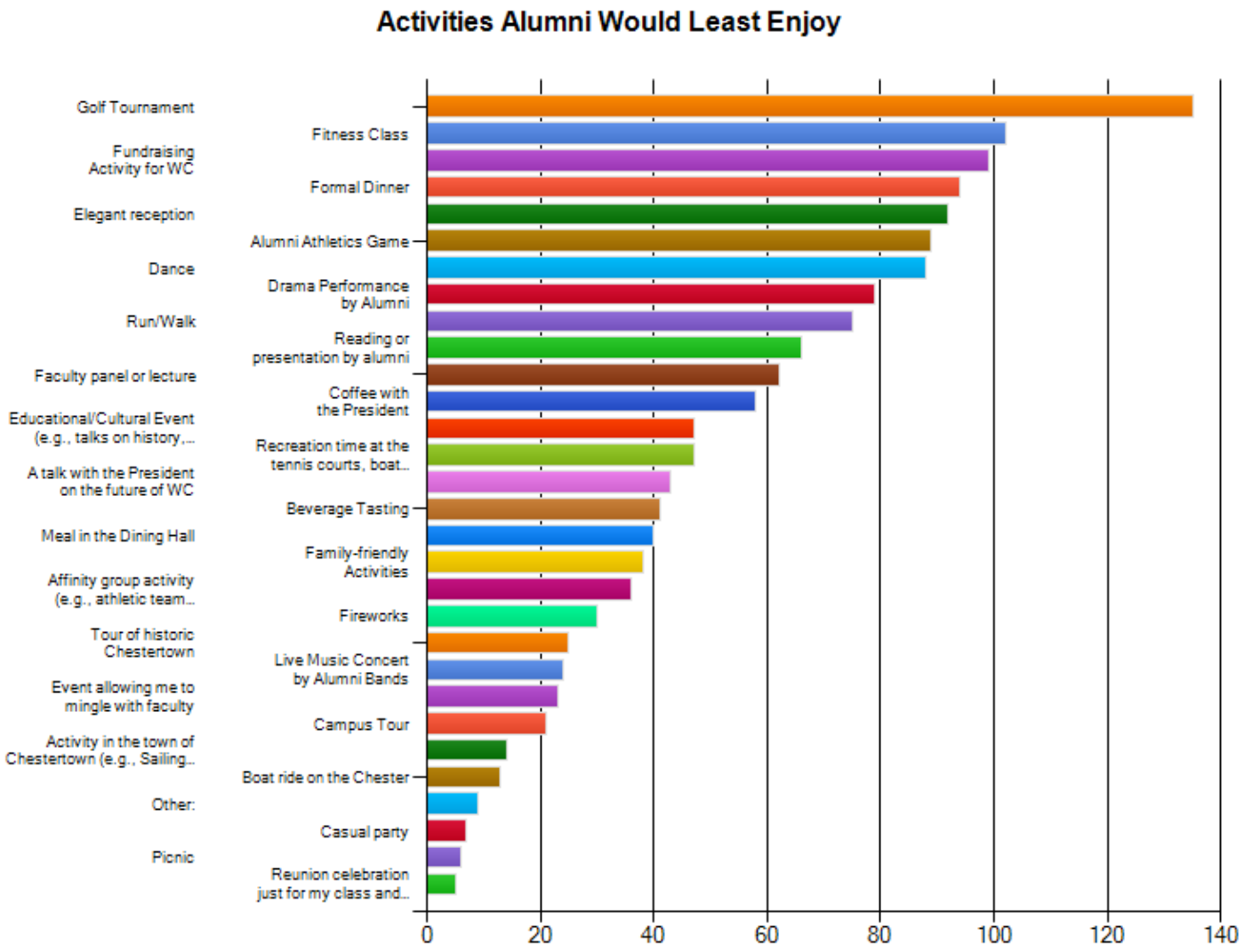


"Other" Responses included social/competitive activities, kayaking on the river, department/major activities, a bike ride, recreation time in the student center, yoga/meditation, babysitting/kids games, a talk about the future of WC from the President, an event at Pecometh Beach or the Armory, Pub Trivia WC style; picnic 3-legged races, and beach volleyball.

Alumni shared the activities they would least enjoy attending during a future weekend

1) A Golf Tournament
2) A Fitness Class
3) A Fundraising Activity for WC
4) A Formal Dinner*
5) An Elegant Reception*
6) Alumni Athletics Game
7) Dance*
8) Drama Performance by Alumni
9) Run/Walk
10) Reading or Presentation by Alumni

*Answer is consistent with past post-survey data.



Top activities alumni would least enjoy attending during a future weekend (broken down by class year):

OWLS	60s & 70s	80s & 90s	00s & 10s
Dance/Fitness Class	Alumni Athletics Game	Golf Tournament	Golf Tournament
Elegant Reception	Elegant Reception	Formal Dinner	Fundraising Activity
Golf Tournament	Golf Tournament	Fundraising Event	Drama Show