GREAT JOBS
GREAT LIVES

TEMPLE UNIVERSITY

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INTRODUCTION

For years, the value of a college degree has been determined not by the most important outcomes of a college education, but by the easiest outcomes to measure, namely, job and graduate school placement rates and alumni salaries (usually only from their first job out of college). While these metrics have some merit, they do not provide a holistic view of college graduates' lives. These outcomes do not reflect the missions of higher education institutions, and they do not reflect the myriad reasons why students go to college.

Together, Gallup and Purdue University created an index that examines the long-term success of graduates as they pursue a good job and a better life. This index — the Gallup-Purdue Index — provides insight into the relationship between the college experience and long-term outcomes. This report explores this relationship among graduates of Temple University based on their responses to the Temple University college outcomes survey.

NATIONAL COMPARISONS

For the purposes of this report, data from the Temple University alumni cohort (those who received a bachelor's degree from the institution between 1960 and 2014) are compared with data collected from graduates in the national Gallup-Purdue Index study, all of whom obtained a bachelor's degree during the same period. These national college graduates received their bachelor's degrees from Title IV degree-granting four-year public, private, for-profit and not-for-profit institutions in the U.S. as defined by the U.S. Department of Education.

In addition to comparisons with the total national sample of graduates, Temple University alumni are also compared with graduates from Title IV degree-granting four-year public universities with enrollments of more than 10,000 undergraduates (referred to as “large public universities” in the report). Temple University alumni are also compared with graduates from universities with a Carnegie Classification 2010 Basic Classification of Research Universities - high research activity (RU/H). A full listing of these universities is available at http://carnegieclassifications.iu.edu/.
The Temple University study included 7,868 adults who received degrees from the university between 1960 and 2014. The results illustrate how many Temple graduates went on to have great jobs and live great lives after college, and whether their experiences as undergraduates translated into them feeling real-world ready and fostered emotional attachment to their alma mater.

The study yields important insights for educators, employers, alumni and prospective students about the factors that contribute to great jobs, lives and experiences for Temple graduates. It also identifies the areas in which Temple alumni are doing as well as or better than graduates of other universities, and areas of opportunity for Temple University to consider for its current and future students.

One of the key findings is that Temple graduates are more likely than their peers nationally and graduates of large public universities and other high-research universities, to have the “good jobs” that Gallup finds are linked to higher productivity and well-being. A strong majority of Temple graduates (66%) are working full time for an employer, and another 5% are employed full time for themselves. This already high full-time employment rate for Temple alumni is even higher among the most recent graduates, rising to 77% among those who graduated between 2001 and 2014. Only 8% of recent graduates overall are not participating in the workforce.

But a “good job” is not enough; engaged workers are more loyal, more productive and more profitable than those who are not engaged or are actively disengaged. The findings for Temple are positive in this regard as well. Temple graduates have a slight edge over many of their peers from other institutions in this area. More than four in 10 Temple graduates (42%) who are employed full time for an employer are engaged at work, which is higher than the national average (39%) and the rate among those who graduated from high-research-activity schools (38%).

Temple alumni are just as likely as graduates nationally and in the university comparison groups to have achieved the difficult-to-reach goal of thriving in all five elements of well-being that Gallup measures: purpose, social, financial, community and physical. Twelve percent of Temple graduates are thriving in all five elements, compared with 10% of graduates nationally and from high-research-activity schools and 11% from large public universities. However, Temple graduates are significantly more likely than graduates in all the comparison groups to be thriving in social (53%) and community (49%) well-being. Their higher score in community well-being means that these graduates are more likely to enjoy living in their communities, and they are working to improve them.
Temple alumni are significantly more likely than graduates in any of the comparison groups to be emotionally attached to their alma mater; one in four Temple alumni are emotionally attached, compared with fewer than one in five in the other groups. Beyond individual attachment to Temple University, it is also important to determine how likely graduates are to recommend their university to others. On a scale of zero to 10, where zero is not at all likely to recommend and 10 is extremely likely to recommend, 56% of alumni responded with a “9” or higher.

KEY FINDINGS

Great Jobs: Workplace Engagement

- Temple alumni lead other college graduates in strongly agreeing that their university prepared them well for life outside of college, with one in three (33%) agreeing to this extent. Only 4% of Temple graduates strongly disagree.

- A strong majority of Temple graduates (66%) are working full time for an employer. Temple graduates are more likely than their peers nationally and graduates of large public universities and high-research universities to have these “good jobs.” Another 5% of Temple alumni are working full time for themselves.

- The already high full-time employment rate for Temple alumni is even higher among the most recent graduates, rising to 77% among those who graduated between 2001 and 2014. Only 8% of recent graduates overall are not participating in the workforce.

- More than four in 10 employed Temple graduates are engaged at work, which means that they are more likely to be loyal and productive at work.

- Employed Temple graduates are more likely than the national average (39%) and more likely than those who graduated from high-research-activity schools (38%) to be engaged at work. Their rates are on par with those at large public universities (41%).

Great Lives: Well-Being

- Temple alumni are just as likely as graduates nationally and in the university comparison groups to have achieved the difficult-to-reach goal of thriving in all five elements of well-being that Gallup measures: 12% of Temple graduates are thriving in all five elements.

- Temple graduates are significantly more likely than graduates in all comparison groups to be thriving in social (53%) and community (49%) well-being. Their higher score in community well-being means that these graduates are more likely to enjoy living in their communities, and they are working to improve them.

- Both support and experiential learning in college may affect the likelihood that Temple University alumni are thriving in all five elements. Twenty-three percent of Temple University alumni who strongly agree that they had all three support experiences are thriving in all five elements, compared with 7% who did not have these experiences.

Great Experiences: Alumni Attachment

- Temple alumni are significantly more likely than graduates in any of the comparison groups to be emotionally attached to their alma mater; one in four Temple alumni are emotionally attached, compared with fewer than one in five in the other groups.

- Forty-three percent of Temple University alumni say they would be extremely likely to recommend Temple University to a family member, friend or colleague. Fifty-six percent of alumni responded with a “9” or higher on a scale of zero to 10, where zero is not at all likely to recommend and 10 is extremely likely to recommend.

- Temple alumni who have donated to the university in the past three years (35%) are significantly more likely than those who have not donated (24%) to be emotionally attached to Temple University.
Workplace Engagement

Temple Graduates Are More Likely Than Their Peers to Have “Good Jobs”

Overall, a strong majority of Temple University alumni are currently working full time for an employer or for themselves. Two in three Temple graduates (66%) who graduated from 1960 to 2014 are working full time for an employer, and an additional 5% are self-employed on a full-time basis. Graduates who are working full time for an employer have the “good jobs” that Gallup finds track closely with objective measures of economic productivity at the national and local level and with subjective measures such as life evaluations and physical well-being at the individual level.

Temple graduates are more likely than their peers nationally and graduates of large public universities and high-research universities to have these good jobs. The percentage of Temple graduates who are employed full time for an employer is higher than the national average for graduates who received their degrees during this period (59%), graduates who attended large public universities (59%) and those who graduated from other research universities with high research activity (60%).

The already high full-time employment rate for Temple alumni is even higher among the most recent graduates, rising to 77% among those who graduated between 2001 and 2014. Only 8% of recent graduates overall are not participating in the workforce. This means they are not employed and not looking for and available for work, possibly because they are full-time students, homemakers, retired or disabled. Less than 1% of this group is retired, so it is more likely that most fall into the other groups.

<table>
<thead>
<tr>
<th>More Temple Alumni Have “Good Jobs”</th>
<th>Temple University</th>
<th>High-Research Universities</th>
<th>Large Public Universities</th>
<th>Gallup-Purdue Index National Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employed Full Time (Employer)</td>
<td>66%</td>
<td>60%</td>
<td>59%</td>
<td>59%</td>
</tr>
<tr>
<td>Employed Full Time (Self)</td>
<td>5%</td>
<td>5%</td>
<td>6%</td>
<td>5%</td>
</tr>
<tr>
<td>Employed Part Time, Do Not Want Full Time</td>
<td>8%</td>
<td>11%</td>
<td>10%</td>
<td>11%</td>
</tr>
<tr>
<td>Unemployed</td>
<td>3%</td>
<td>2%</td>
<td>2%</td>
<td>3%</td>
</tr>
<tr>
<td>Employed Part Time, Want Full Time</td>
<td>5%</td>
<td>5%</td>
<td>5%</td>
<td>5%</td>
</tr>
<tr>
<td>Not in Workforce</td>
<td>14%</td>
<td>17%</td>
<td>17%</td>
<td>17%</td>
</tr>
</tbody>
</table>
In comparison, 56% of Temple graduates who received their degrees before 2001 are employed full time for an employer. This rate is lower among earlier graduates because they are more likely than recent graduates to be working full time for themselves, and to work part time and not desire full-time work. Nearly one in four (24%) in this graduate group are retired, which helps explain why they are also more likely to not be participating in the workforce (20%). In fact, 82% of those not in the workforce in this cohort are retired.

**Employed Temple Graduates More Likely to Be Engaged at Work**

Full-time employment for an employer often provides graduates with a degree of financial security and opportunities for working relationships that allow them to gain experience and to advance in their careers. But employment alone is not a complete measure of success. It does not reflect whether these graduates are intellectually and emotionally connected to their work. If these employed graduates are also **engaged** at work, Gallup's research on workplace engagement shows they are more likely to be loyal and productive and more likely to be thriving in their well-being, which is good for them **and** for their employers.

The engagement levels among employed Temple University graduates are important to their employers because engaged workers are the lifeblood of their organizations. More than four in 10 (42%) employed Temple graduates are engaged at work, significantly higher than the 38% of college graduates from RU/H schools and 39% for college graduates nationally, and on par with the 41% from large public universities.

**Why Workplace Engagement Matters**

Workplace engagement is more nuanced than simple job satisfaction. It involves employees being intellectually and emotionally connected with their organizations and work teams because they are able to do what they’re best at, they like what they do at work, and they have someone who cares about their development at work.

Gallup's expertise on engagement in the workplace is rooted in more than 30 years of research on the 12 elements that best predict employee and workgroup performance. Based on responses to questions that measure the 12 elements, Gallup categorizes workers as engaged, not engaged or actively disengaged. People who are engaged at work are more involved in and enthusiastic about their work. They are loyal and productive.

Those who are not engaged may be productive and satisfied with their workplaces, but they are not intellectually and emotionally connected to them. Workers who are actively disengaged are physically present but intellectually and emotionally disconnected. They are unhappy with their work, share their unhappiness with their colleagues and are likely to jeopardize the performance of their teams.

If higher education does not lead graduates to an engaging job, then it has failed to deliver on a central expectation of students and their families who support them through college.

**More Temple Graduates Engaged at Work**

**Employed Temple graduates are more likely to be engaged at work (42%) than the national average (39%) and the average for high-research institutions (38%).**
Temple graduates who received their degrees before 2001 are only slightly more likely to be engaged (43%) compared with later graduates (40%). Generally speaking, there were no major differences in workplace engagement by the college or program that Temple alumni graduated from.

Undergraduate Support Linked to Workplace Outcomes

The support that a university provides to its students as undergraduates may help improve their chances of being engaged in the workplace after graduation. Gallup finds that if Temple graduates strongly agree that they had a professor who cared about them as a person, had at least one professor who made them excited about learning and had a mentor who encouraged them to pursue their goals and dreams, their odds of being engaged at work double.

Gallup's research shows that an employee's manager has the greatest influence on his or her engagement at work. Yet, at least for employed college graduates, experiences in college seem to be a factor as well. There are a few possible explanations for this. One is that the experience of having a mentor who encouraged these graduates to pursue their goals and dreams — as well as a professor who cared about them as individuals and made them excited about learning — may have drawn them toward workplaces where they might receive similar support, or even helped them discover and hone what they're best at.

Twelve percent of Temple alumni strongly agree that they had each of these three experiences, which is comparable with the RU/H group (12%), higher than other large public universities (8%) and slightly lower than the national average (14%). Recent graduates are significantly more likely than earlier graduates to strongly agree that they had such a professor (70%) than earlier graduates (61%). Some of this may reflect the recency of the 2001-2014 graduates' experiences, or possibly changes to faculty and curriculum — but it is difficult to discern that from the data.

Like their peers, far fewer Temple alumni strongly agree that they had any of the other two support experiences (a professor who cared about them, a mentor who encouraged them). Approximately one in five Temple graduates strongly agree that they had a professor who cared about them as a person (21%) or had a mentor who encouraged them to pursue their goals and dreams (22%). Again, more recent graduates are more likely than earlier graduates to strongly agree with each of these statements.

Temple University mentoring programs are important given the links between the support graduates recall receiving as undergraduates and their workplace engagement. Among the employed Temple University graduates who recall having all three support experiences while attending the university, nearly two in three (65%) are engaged in their current workplace; only slightly more than one in four (26%) who did not have these experiences are engaged at work.

Notably, Tourism and Hospitality Management graduates (26%) are more likely to report feeling supported than graduates of Pharmacy (17%), College of Public Health
and any other schools where total support dropped below 16%. Music and Dance graduates (21%) are more likely to report feeling supported than Science and Technology graduates (13%) and any other schools where support drops below 13%.

## Experiential Learning Also Linked to Employment Outcomes

One of Temple's top priorities is to provide students with a well-rounded education that prepares them to be real-world ready.¹ Not only are experiential learning opportunities, such as internships and other professional experiences, important for students to be better positioned for full-time work, but they are also related to their workplace engagement later in life.

Gallup asked graduates in both the national study and in the Temple University survey about three types of “experiential learning” opportunities they may have participated in while in college: having an internship or job that allowed them to apply what they were learning in the classroom, being extremely active in extracurricular activities and organizations, and working on a project that took a semester or more to complete. The odds of Temple alumni being engaged at work are nearly two times higher if they took part in all three forms of experiential learning while in college.

Six percent of Temple University alumni strongly agree that they had all three of these experiences while pursuing their bachelor’s degrees, which is statistically on par with all comparison groups. The most recent Temple graduates are more than twice as likely to strongly agree that they had all three experiences (8%) than earlier graduates (3%). Again, this may reflect changes in offerings at Temple over time, but it also may reflect the relative recency of the experience and better recall among recent graduates.

Of the three experiences, Temple alumni are most likely — at 33% — to strongly agree that they took part in an internship or job that allowed them to apply their classroom learning. This level is slightly higher than the comparison groups. Nearly three in 10 Temple alumni (29%) strongly agree that they worked on a project that took a semester or more to complete. Eighteen percent strongly agree that they were extremely active in extracurricular activities and organizations.

Recent graduates are more likely than earlier graduates to strongly agree with each, but the largest gap is in regard to working on a project that took a semester or more to complete (39% of recent graduates strongly agree vs. 20% of earlier graduates).

Tourism and Hospitality Management graduates — who are required as undergraduates to complete two internships during their studies — are more likely to report experiential learning than graduates of all other schools. Media and Communication graduates — who have the opportunity to participate in internships and practicums — are more likely to have experiential learning than Art, Science and Technology, Engineering, Education and Liberal Arts graduates.

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¹ [http://bulletin.temple.edu/undergraduate/](http://bulletin.temple.edu/undergraduate/)
Many Temple University Graduates Are Real-World Ready

Temple alumni lead other college graduates in strongly agreeing that their university prepared them well for life outside of college, with one in three (33%) agreeing to this extent. Only 4% of Temple graduates strongly disagree. If employed Temple alumni strongly agree that their university prepared them well for life outside of college, their odds of being engaged at work nearly double.

Relatedly, Temple graduates also feel that their alma mater prepares students for success at work, with 31% strongly agreeing that the university prepares students to succeed in today's workforce. Only 3% strongly disagree. If graduates strongly agree with having had all three support or all three experiential learning experiences, the percentage who feel Temple prepares students for work success more than doubles to nearly 70%.

Temple graduates who received their degrees before 2001 are slightly more likely (36%) to strongly agree that their college prepared them well for life after college than more recent graduates (31%). Earlier graduates (34%) are also more likely than recent graduates (28%) to strongly agree that Temple prepares students to succeed in today's workforce. However, recent (19%) and earlier graduates (17%) are about as likely to strongly agree that Temple is passionate about the long-term success of its students.
Temple Graduates More Likely to Feel Prepared for Life After College

Support and Experiential Learning Provide Intrinsic Value

When asked about how they perceive the financial value of their college experience, 39% of Temple alumni strongly agree that the university represents an excellent overall value for the money, and nearly one in three (32%) strongly agree that Temple is more affordable than similar universities. Only 2% of Temple graduates strongly disagree with either statement, illustrating Temple’s ongoing commitment to providing students with access to excellent, affordable college degrees.

Graduates who received their degrees before 2001 are more likely than more recent graduates to strongly agree that the university represents an excellent overall value for the money (46% vs. 33%, respectively). However, graduates in each cohort are equally likely to strongly agree that Temple is more affordable than other institutions.

This belief increases depending on the experiences that graduates have in college. If graduates recall having all three support experiences at Temple, they are more than five times as likely to strongly agree that Temple represents an excellent overall value for the money (69%), compared with just 12% of those who did not have these experiences. Fifty-eight percent of all “supported” alumni strongly agree that Temple is more affordable than similar universities, compared with the 12% who did not experience this support and who strongly agree with the same.

While the relationship is not as strong with experiential learning, it is still present and undeniable. Alumni who had all three experiential learning opportunities are more likely to strongly agree that Temple University represents an excellent overall value for the money (62%) and is more affordable than similar universities (54%). Additionally, more than three in four alumni (76%) who had all six support and experiential learning opportunities strongly agree that Temple represents an excellent overall value for the money.

More than one in three alumni (37%) strongly agree that Temple University provides a high-quality educational experience. Just 2% of Temple alumni strongly disagree. Graduates who received their degrees before 2001 are more likely than more recent graduates to strongly agree that the university provides this level of experience (41% vs. 33%, respectively).

This belief rises dramatically among graduates who had support and experiential learning — 67% of Temple alumni who had all three experiential learning experiences strongly agree that Temple University provides a high-quality educational experience, 74% of Temple alumni who had all three support experiences strongly agree, and 86% of alumni who experienced all six strongly agree. These relationships exist among both recent graduates and graduates from earlier cohorts.
Well-Being Is More Than Health and Wealth

Well-being is not only about being happy or wealthy, nor is it only synonymous with physical health. Rather, it is about the interaction and interdependency between many aspects of life such as finding fulfillment in daily work and interactions, having strong social relationships and access to the resources people need, feeling financially secure, being physically healthy and taking part in a true community.

Gallup and Healthways developed the Gallup-Healthways Well-Being 5 View to measure these important aspects. This survey, based on findings from the Gallup-Healthways Well-Being Index and years of joint research, asks 10 questions that gauge well-being in five elements:

- **Purpose Well-Being:** Liking what you do each day and being motivated to achieve your goals
- **Social Well-Being:** Having strong and supportive relationships and love in your life
- **Financial Well-Being:** Effectively managing your economic life to reduce stress and increase security
- **Community Well-Being:** The sense of engagement you have with the areas where you live, liking where you live and feeling safe and having pride in your community
- **Physical Well-Being:** Having good health and enough energy to get things done on a daily basis

Well-Being of Temple Alumni Aligns Well With Peers

Temple alumni are just as likely as graduates nationally and in the university comparison groups to have achieved the difficult-to-reach goal of thriving in all five elements of well-being that Gallup measures: purpose, social, financial, community and physical. Twelve percent of Temple graduates are thriving in all five elements, compared with 10% of graduates nationally and from research-focused schools and 11% from large public universities.

Each of the elements of well-being is additive, so an individual who is thriving in two elements should have a cumulative advantage over someone who is thriving in just one. Someone thriving in three of the five would have an even greater advantage, and so on. Thriving in all five areas is the pinnacle of well-being at which individuals see the greatest advantage.

Temple graduates who received their degrees before 2001 are more than three times as likely to be thriving in all five elements (18%) as recent Temple alumni (5%). They are also more likely to be thriving in each of the five elements separately. This is consistent with the patterns that Gallup observes among older and younger graduates nationally, and highlights the important role that age plays in determining the relative influence of experiences on one's well-being.
The majority of Temple University alumni are thriving — strong, consistent and progressing — in one or more of the five interrelated elements of well-being. Of the five elements, Temple graduates are most likely to be thriving in purpose (52%) and social (53%) well-being. This means the majority like what they do every day, get to learn or do something interesting on a daily basis, and have strong and supportive relationships and love in their lives.

Temple graduates are significantly more likely than graduates in all comparison groups to be thriving in social (53%) and community (49%) well-being. Their higher score in community well-being means that these graduates are more likely to enjoy living in their communities, and they are working to improve them.

**Support and Experiential Learning Also Related to Well-Being**

Both support and experiential learning in college may affect the likelihood that Temple University alumni are thriving in all five elements of well-being. Twenty-three percent of Temple University alumni who strongly agree that they had all three support experiences are thriving in all five elements, compared with 7% who did not have these experiences.

There is a similar positive relationship between experiential learning and well-being: 19% of alumni who strongly agree that they had experiential learning are thriving in all five elements of well-being, compared with 11% who did not experience all these types of learning.

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**The Majority of Temple University Alumni Are Thriving in One or More Elements of Well-Being**

<table>
<thead>
<tr>
<th></th>
<th>TEMPLE UNIVERSITY</th>
<th>HIGH-RESEARCH UNIVERSITIES</th>
<th>LARGE PUBLIC UNIVERSITIES</th>
<th>GALLUP-PURDUE INDEX NATIONAL AVERAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PURPOSE WELL-BEING</strong></td>
<td>52%</td>
<td>51%</td>
<td>51%</td>
<td>51%</td>
</tr>
<tr>
<td><strong>SOCIAL WELL-BEING</strong></td>
<td>53%</td>
<td>48%</td>
<td>49%</td>
<td>48%</td>
</tr>
<tr>
<td><strong>FINANCIAL WELL-BEING</strong></td>
<td>40%</td>
<td>42%</td>
<td>42%</td>
<td>41%</td>
</tr>
<tr>
<td><strong>COMMUNITY WELL-BEING</strong></td>
<td>49%</td>
<td>45%</td>
<td>46%</td>
<td>45%</td>
</tr>
<tr>
<td><strong>PHYSICAL WELL-BEING</strong></td>
<td>36%</td>
<td>36%</td>
<td>35%</td>
<td>34%</td>
</tr>
<tr>
<td><strong>THRIVING IN ALL FIVE</strong></td>
<td>12%</td>
<td>10%</td>
<td>11%</td>
<td>10%</td>
</tr>
</tbody>
</table>

Gallup categorizes individuals as “thriving,” “struggling” or “suffering” in each element according to how they rate that particular facet of well-being in their lives:

- **Thriving:** Well-being that is strong and consistent in a particular element
- **Struggling:** Well-being that is moderate or inconsistent in a particular element
- **Suffering:** Well-being that is low and inconsistent in a particular element

Understanding how people think about and experience their lives is one of the first steps in determining the appropriate interventions that organizations, communities and institutions of higher education need to take to solve their biggest challenges. This research can provide Temple University with insight on how to improve the lives of current undergraduates in these key areas that are within its control.
GREAT EXPERIENCES

Alumni Attachment

Temple Alumni More Likely to Be Emotionally Attached to Alma Mater

Gallup explores the connection between “customers of higher education” and their alma maters by looking at their level of agreement with two questions: “I can't imagine a world without [University name]” and “[University name] was the perfect school for people like me.” Graduates who strongly agree with both items are considered “emotionally attached” to their alma mater.

Temple graduates are more likely to strongly agree that the university was the perfect school for them (37%) or that they can't imagine a world without their school (30%) than graduates of their peer groups. At most, 3% of Temple alumni strongly disagree with either statement. Temple alumni are significantly more likely than graduates in any of the comparison groups to be emotionally attached to their alma mater; one in four Temple alumni are emotionally attached, compared with fewer than one in five in the other groups.

Recent Temple graduates (25%) are as likely as earlier Temple graduates (24%) to be emotionally attached to their university.

Alumni Attachment Matters

Gallup’s research across hundreds of organizations in many industries shows that fully engaged customers buy more, stay with you longer and are more profitable than average customers — in good economic times and in bad.

Because students spend a significant amount of resources preparing for life outside of college, it is crucial to gauge whether the experiences they had in college have promoted a well-lived life. This includes if they perceive that the college was a great fit for them, having professors who cared and made learning exciting and, most importantly, feeling that their school prepared them well for life outside of college.
Temple Graduates Are More Likely to Be Emotionally Attached (% Strongly Agree)

<table>
<thead>
<tr>
<th></th>
<th>Temple University</th>
<th>High-Research Universities</th>
<th>Large Public Universities</th>
<th>National Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>Temple University was the perfect school for people like me.</td>
<td>37</td>
<td>32</td>
<td>30</td>
<td>32</td>
</tr>
<tr>
<td>I can’t imagine a world without Temple University.</td>
<td>30</td>
<td>24</td>
<td>26</td>
<td>23</td>
</tr>
<tr>
<td>Alumni Attachment</td>
<td>25</td>
<td>19</td>
<td>18</td>
<td>18</td>
</tr>
</tbody>
</table>

Support and Experiential Learning Tied to Alumni Attachment

The undergraduate experience is strongly related to alumni’s emotional attachment. Of those graduates who strongly agree that they were supported while they were students at Temple University, 59% are emotionally attached to the university. This is considerably higher than the 2% of graduates who are attached to the university but do not recall receiving this type of support.

While not to the same degree, experiential learning during the undergraduate years is also related to alumni attachment. Fifty-six percent of alumni who strongly agree that they participated in all three forms of experiential learning are emotionally attached to Temple University, compared with 14% of those who did not participate in experiential learning.

Many Temple University Alumni Are Brand Ambassadors for Their University

Beyond individual attachment to Temple University, it is also important to determine how likely graduates are to recommend their university. On a scale of zero to 10, where zero is not at all likely and 10 is extremely likely, 43% of Temple University alumni say they would be extremely likely to recommend Temple University to a family member, friend or colleague. Fifty-six percent of alumni responded with a “9” or higher. Experiential learning has a similar relationship — 73% of Temple graduates who participated in experiential learning responded “extremely likely” and 82% responded with a “9” or higher.

Alumni Donors More Likely to Be Emotionally Attached to Alma Mater

Temple alumni who have donated to the university in the past three years (35%) are significantly more likely than those who have not donated (24%) to be emotionally attached to Temple University. Alumni who have donated recently to the university are also significantly more likely than those who did not donate to strongly agree that they experienced each of the three support experiences.
Final Thoughts

Evaluating the value of higher education based on salary and financial success alone diminishes the contributions that teachers, artists, entrepreneurs and others make to society that are not reflected in their financial success. This study takes a broader look at intangible measures of the value of a higher education experience. Based on these measures, Temple alumni are leading other graduates in many important aspects of their lives.

Temple alumni are more likely than their peers to feel that they were real-world ready when they left college — and they have the outcomes to prove it. Temple graduates are more likely than other graduates to have the good jobs that are linked to higher productivity and well-being, and are more likely to be involved in and enthusiastic about their work. And while they are just as likely as their peers to be thriving in all facets of their well-being, which is difficult for many to achieve, they are leading other graduates in social and community well-being. At the same time, they are doing just as well as other graduates in other areas of well-being.

Temple alumni are also significantly more likely than graduates in any of the comparison groups to be emotionally attached to their alma mater; at most, 3% of Temple alumni strongly disagree that their university was perfect for people like them or that they can’t imagine a world without it. And a large percentage are brand ambassadors for their school.

But as successful as many Temple graduates are in different aspects of their lives, further investments in the support and experiential learning that the university provides to its undergraduates could help improve their lives in these areas even more. Temple graduates don’t stand out from their peers in regard to their experiential learning. And, while Temple alumni lead graduates of other large public universities in support, their experiences are comparable to graduates of universities with high research focus, and they slightly trail the national average. So, while many alumni feel real-world ready, future graduates could be prepared even more.
Methodology

Results for the Temple University study are based on Web surveys conducted Aug. 4-Sept. 3, 2015, with a sample of 7,868 Temple University undergraduate alumni. The sample of alumni email addresses was provided by Temple University. Alumni were included in the study if the institution had an email address on file.

Results for the Gallup-Purdue Index, the study used for comparison purposes, are based on Web surveys conducted Feb. 4-March 7, 2014, with a random sample of 29,560 respondents with a bachelor’s degree or higher, aged 18 and older, with Internet access, living in all 50 U.S. states and the District of Columbia.

The Gallup-Purdue Index sample was compiled from two sources: the Gallup Panel and the Gallup Daily tracking survey.

The Gallup Panel is a proprietary, probability-based longitudinal panel of U.S. adults who are selected using random-digit-dial (RDD) and address-based sampling methods. The Gallup Panel is not an opt-in panel. The Gallup Panel includes 60,000 individuals. Panel members can be surveyed by phone, mail or Web. Gallup Panel members with a college degree, and who have access to the Internet, were invited to take the Gallup-Purdue Index survey online.

Gallup Daily tracking includes two parallel surveys: the U.S. Daily and the Gallup-Healthways Well-Being Index. Each sample of national adults includes a minimum quota of 50% cellphone respondents and 50% landline respondents, with additional minimum quotas by time zone within region. Landline and cellular telephone numbers are selected using RDD methods. Landline respondents are chosen at random within each household on the basis of which member had the most recent birthday. Gallup Daily tracking respondents with a college degree, who agreed to future recontact, were invited to take the Gallup-Purdue Index survey online.

Gallup-Purdue Index interviews are conducted with respondents via the Web, in English only. Samples are weighted to correct for unequal selection probability and nonresponse. The data are weighted to match national demographics of gender, age, race, Hispanic ethnicity, education and region. Demographic weighting targets are based on the most recent Current Population Survey figures for the aged 18 and older U.S. bachelor’s degree or higher population. All reported margins of sampling error for the Gallup-Purdue Index of college graduates include the computed design effects for weighting.

For results based on the total sample of bachelor’s degree or higher respondents, the margin of sampling error is ±0.9 percentage point at the 95% confidence level.

For results based on employee engagement of bachelor’s degree or higher respondents, the margin of sampling error is ±1.0 percentage point at the 95% confidence level.

In addition to sampling error, question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of public opinion polls.

ABOUT TEMPLE UNIVERSITY

Temple University is well known for self-made success, take-charge spirit and an affordable, excellent education that prepares students for the real world. At Temple, students turn opportunities into achievements: World-class labs are the proving grounds for world-changing ideas. A classroom doubles as the boardroom of a tech startup. Professors become mentors through graduate school and beyond.

A top-tier research university, an academic powerhouse and home to nearly 40,000 tenacious students, Temple is also the fifth-largest provider of professional education in the U.S. and offers more than 400 academic programs on eight campuses worldwide. Students enjoy the advantages of a large urban, public research university with the individualized attention of a 14:1 student-to-faculty ratio.

The majority of freshmen students live on campus, steps away from cutting-edge classrooms; the largest TECH Center in the nation; numerous fitness and recreation facilities; cafés, dining halls and food trucks; and scores of arts, cultural, sports and scholarly events happening daily across the university and throughout the vibrant city of Philadelphia.

Temple is powered by innovative approaches in admissions and affordability; a campus transformation; plentiful creative and research opportunities; rigorous academic programs; an indelible bond with the city of Philadelphia; and groundbreaking work in science, research and technology.

ABOUT GALLUP

Gallup delivers analytics and advice to help leaders and organizations solve their most pressing problems. Combining more than 80 years of experience with its global reach, Gallup knows more about the attitudes and behaviors of employees, customers, students and citizens than any other organization in the world.

ABOUT HEALTHWAYS

Healthways is an independent, global well-being company that provides comprehensive improvement solutions to increase performance and lower healthcare costs in its client populations. Dedicated to creating a healthier world one person at a time, Healthways uses the science of well-being and behavior change to produce and measure well-being improvement for its customers. Healthways provides personalized support to individuals to optimize each participant’s health and productivity and to reduce health-related costs, and also advises leaders on how to maximize well-being across an organization.