

For each question, please select the most appropriate number, indicating your response.

We encourage you to expand on your answers in the comment section.

If there are any questions for which you have no related experience, or are uncomfortable answering, please feel free to leave them unanswered. Thank you.

**Demographics**

- A.
- |  |  |                            |                      |                     |                         |                           |                   |                           |   |     |
|--|--|----------------------------|----------------------|---------------------|-------------------------|---------------------------|-------------------|---------------------------|---|-----|
| 1. Did you graduate from Hawken?                                 | 1 Lyndhurst                                    | 2 Gates Mills              | 3 No                 |                     |                         |                           |                   |                           |   |     |
| 2. How many years did you attend Hawken?                         | 1  | 2                          | 3                    | 4                   | 5                       | 6                         | 7                 | 8                         | 9 | 10+ |
| 3. Were you a recipient of some form of financial aid at Hawken? | 1 Yes  | 2 No                       | 3 Don't Know         |                     |                         |                           |                   |                           |   |     |
| 4. Please tell us your marital status.                           | 1 single                                       | 2 married                  | 3 divorced/separated | 4 widowed           |                         |                           |                   |                           |   |     |
| 5. Are you married to a Hawken graduate?                         | 1 Yes  | 2 No                       |                      |                     |                         |                           |                   |                           |   |     |
| 6. Are you a current or past Hawken parent/grandparent?          | 1 Yes  | 2 No                       |                      |                     |                         |                           |                   |                           |   |     |
| 7. Where do you live?  | 1 within two hours of driving time from Hawken | 2 elsewhere in the Midwest | 3 elsewhere in U.S.  | 4 outside of U.S.   |                         |                           |                   |                           |   |     |
| 8. How would you identify yourself racially/culturally?          | 1 African American                             | 2 Asian American           | 3 Caucasian American | 4 Hispanic American | 5 Multi-racial American | 6 Middle Eastern American | 7 Native American | 8 International and Other |   |     |

**Student Experiences**

B. Overall, how would you rate your level of satisfaction during your time as a Hawken student?

- |                 |   |   |   |   |                  |
|-----------------|---|---|---|---|------------------|
| <b>Very low</b> |   |   |   |   | <b>Very high</b> |
| 1               | 2 | 3 | 4 | 5 |                  |

C. Thinking of your student experience while at Hawken, please rate your level of satisfaction with each of the following.

- |  |                 |   |   |   |                  |
|--|-----------------|---|---|---|------------------|
|  | <b>Very low</b> |   |   |   | <b>Very high</b> |
| 1. academic program  | 1               | 2 | 3 | 4 | 5                |
| 2. athletic program  | 1               | 2 | 3 | 4 | 5                |
| 3. art, music, and drama programs                                | 1               | 2 | 3 | 4 | 5                |
| 4. caliber of faculty  | 1               | 2 | 3 | 4 | 5                |
| 5. interaction with faculty                                      | 1               | 2 | 3 | 4 | 5                |
| 6. interaction with fellow students                              | 1               | 2 | 3 | 4 | 5                |
| 7. sense of community  | 1               | 2 | 3 | 4 | 5                |
| 8. extracurricular activities (clubs, school publications, etc.) | 1               | 2 | 3 | 4 | 5                |
| 9. social life at Hawken   | 1               | 2 | 3 | 4 | 5                |

D. Please indicate your level of agreement with each of the following statements about your Hawken student experience.

- |  |                          |   |                                   |   |                       |
|--|--------------------------|---|-----------------------------------|---|-----------------------|
|  | <b>Strongly disagree</b> |   |                                   |   | <b>Strongly agree</b> |
|  |                          |   | <b>Neither agree nor disagree</b> |   |                       |
| 1. I was regularly challenged to meet my full academic potential.                  | 1                        | 2 | 3                                 | 4 | 5                     |
| 2. I was provided with comprehensive academic preparation.                         | 1                        | 2 | 3                                 | 4 | 5                     |
| 3. I was provided with well-rounded preparation for life.                          | 1                        | 2 | 3                                 | 4 | 5                     |
| 4. My days as a Hawken student were happy ones.                                    | 1                        | 2 | 3                                 | 4 | 5                     |
| 5. Money spent on my Hawken education was money well invested.                     | 1                        | 2 | 3                                 | 4 | 5                     |
| 6. I found my years at Hawken to be transformational.                              | 1                        | 2 | 3                                 | 4 | 5                     |
| 7. Hawken played a significant role in the development of my character and values. | 1                        | 2 | 3                                 | 4 | 5                     |
| 8. Hawken contributed significantly to my success in life.                         | 1                        | 2 | 3                                 | 4 | 5                     |

E. Were there faculty, staff, or administrators who had a strong and favorable influence on you? **1** Yes **2** No

If yes, please tell us their names, and how they influenced you:

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F. As a student, were you enthusiastically involved in extra-curricular activities? **1** Yes **2** No

### Alumni Experiences and Current Attitudes

G. How would you rate your satisfaction with the School in terms of your relationship with it as an alumnus/na?

**Very low** **Very high**  
**1** **2** **3** **4** **5**

H. As an alumnus/na, please indicate your level of agreement with each of the following statements about Hawken.

	<b>Strongly disagree</b>		<b>Neither agree nor disagree</b>		<b>Strongly agree</b>
1. Hawken today is an excellent educational institution.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
2. I am proud to be a Hawken graduate.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
3. I feel well connected to Hawken.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
4. I would consider enrolling my child/grandchild if circumstances permitted.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
5. I am in regular contact with friends from Hawken.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
6. I am interested in re-connecting more with friends from Hawken.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
7. I feel well informed about Hawken.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
8. I feel that Hawken does a good job in communicating with me.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
9. Hawken is a better school today than when I attended.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>

I. Please tell us how high a priority you would assign to each of the following elements in the Hawken student experience:

	<b>Lower Priority</b>				<b>Higher Priority</b>
1. a stronger community service program	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
2. a stronger performing and fine arts program	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
3. a more culturally diverse student body	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
4. a more socio-economically diverse student body	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
5. stronger leadership development programs and opportunities	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
6. a stronger athletic program	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
7. a stronger financial assistance program	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
8. better, more modern facilities	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>

J. On the subject of communications from Hawken, please indicate your level of agreement with the following:

	<b>Strongly disagree</b>		<b>Neither agree nor disagree</b>		<b>Strongly agree</b>
1. I look forward to receiving and reading <i>The Hawken Review</i> .	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
2. I look forward to receiving and reading the Donor Report.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
3. I look forward to receiving Hawken's monthly e-newsletter.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
4. I would prefer to receive communications by traditional mail.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
5. I would prefer to receive communications by e-mail.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>

K. On the subject of Hawken's website, please respond to the following:

1. Have you ever logged in (via password) to the Hawken on-line community?	<b>1</b> Yes	<b>2</b> No	
2. Would you use an on-line discussion forum for alumni?	<b>1</b> Yes	<b>2</b> No	
3. Would you use the website to purchase Hawken merchandise?	<b>1</b> Yes	<b>2</b> No	
4. Would you register for Hawken events on-line?	<b>1</b> Yes	<b>2</b> No	
5. Would you make a donation to Hawken on-line?	<b>1</b> Yes	<b>2</b> No	
6. Would you participate in on-line career networking?	<b>1</b> Yes	<b>2</b> No	
7. Please rate your usage of the Internet.	<b>1</b> Never	<b>2</b> Occasional	<b>3</b> Regular
8. Please rate your usage of the Hawken website (www.hawken.edu).	<b>1</b> Never	<b>2</b> Occasional	<b>3</b> Regular

9. How can we make the Hawken site more useful to you?

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L. The School offers a range of events available to alumni. Please rate your level of satisfaction with events attended during the past five years. **If you have not participated during the past five years, please leave the item unrated.**

	Very low				Very high
	1	2	3	4	5
1. Reunion Weekend	1	2	3	4	5
2. Homecoming	1	2	3	4	5
3. TGIF (young alumni Thanksgiving event)	1	2	3	4	5
4. Alumni Winter Luncheon	1	2	3	4	5
5. Out-of-Town Receptions	1	2	3	4	5
6. Alumni Sports Days (e.g. soccer, swimming, or basketball games)	1	2	3	4	5
7. Alumni Arts Events	1	2	3	4	5
8. Fall Family Fair	1	2	3	4	5

M. If you have not attended many Hawken events in recent years, please share your reasons. Select as many as apply.

- |   |                                     |   |                             |
|---|-------------------------------------|---|-----------------------------|
| 1 | I live too far away.                | 4 | I have no interest.         |
| 2 | Finances.                           | 5 | My health restricts travel. |
| 3 | I'm too busy with other priorities. |   |                             |

N. Please rate your level of interest in each of the following programs that might be offered to alumni in the future:

	Very low				Very high
	1	2	3	4	5
1. expanded young alumni events	1	2	3	4	5
2. career and mentoring program	1	2	3	4	5
3. on-line alumni networking	1	2	3	4	5
4. regional alumni networking events	1	2	3	4	5
5. alumni sports banquet (with graduating seniors)	1	2	3	4	5
6. social events in your region	1	2	3	4	5
7. What other activities would interest you?					

## Serving and Supporting Hawken

O. On the subject of serving Hawken:

1. Have you been a Hawken volunteer during the past five years? **1** Yes **2** No
- a) If yes, in what capacities have you served?

- b) If yes, please rate your satisfaction with the experience.
- |  | Very low |   |   |   | Very high |
|--|----------|---|---|---|-----------|
|  | 1        | 2 | 3 | 4 | 5         |

- c) If no, would you like to be involved as a Hawken volunteer? **1** Yes **2** No **3** Maybe

2. If you would like to volunteer, which of these opportunities interest you? Select as many as apply.

- |          |   |           |                                     |
|----------|---|-----------|-------------------------------------|
| <b>1</b> | Alumni Association regional events committee member | <b>9</b>  | college mentor                      |
| <b>2</b> | regional host                                       | <b>10</b> | career mentor                       |
| <b>3</b> | hosting an alumni reception at your home or club    | <b>11</b> | alumni chapter leadership           |
| <b>4</b> | Class Agent for Annual Giving                       | <b>12</b> | admissions volunteer representative |
| <b>5</b> | Class Secretary for <i>Hawken Review</i>            | <b>13</b> | guest speaker                       |
| <b>6</b> | reunion committee volunteer                         | <b>14</b> | fundraising volunteer               |
| <b>7</b> | contributing writer for alumni publications         | <b>15</b> | other, specify _____                |
| <b>8</b> | Alumni Association Board                            |           |                                     |

P. What are your general philanthropic priorities? Please select as many as apply.

- |          |                         |          |                      |
|----------|-------------------------|----------|----------------------|
| <b>1</b> | Education               | <b>5</b> | Health care          |
| <b>2</b> | Religious organizations | <b>6</b> | Environmental        |
| <b>3</b> | Political organizations | <b>7</b> | Social services      |
| <b>4</b> | The Arts                | <b>8</b> | other, specify _____ |

- Q. 1. Have you ever made a charitable gift to Hawken? **1** Yes **2** No
2. In the past five years, how many gifts have you made to Hawken? **1** **2** **3** **4** **5+**
3. In the future, how likely are you to make a gift to Hawken? **Not at all likely** **1** **2** **3** **4** **5** **Very likely**
4. I am most likely to respond favorably to donation requests made (please select no more than two):  
**1** by mail **2** by phone **3** by e-mail **4** in person
5. With regard to charitable donations please indicate your level of agreement with the following statements:
- |   | <b>Strongly disagree</b> |          | <b>Neither agree nor disagree</b> |          | <b>Strongly agree</b> |
|---|--------------------------|----------|-----------------------------------|----------|-----------------------|
|   | <b>1</b>                 | <b>2</b> | <b>3</b>                          | <b>4</b> | <b>5</b>              |
| a) Hawken needs my support.                             | <b>1</b>                 | <b>2</b> | <b>3</b>                          | <b>4</b> | <b>5</b>              |
| b) Hawken effectively articulates its case for support. | <b>1</b>                 | <b>2</b> | <b>3</b>                          | <b>4</b> | <b>5</b>              |
- If you have ever made a charitable donation to Hawken, please indicate your level of agreement with each of the following:
- |   |          |          |          |          |          |
|---|----------|----------|----------|----------|----------|
| c) I feel my support is appreciated.                        | <b>1</b> | <b>2</b> | <b>3</b> | <b>4</b> | <b>5</b> |
| d) I understand how the School used my donation(s).         | <b>1</b> | <b>2</b> | <b>3</b> | <b>4</b> | <b>5</b> |
| e) I receive accurate receipt(s) in a timely fashion.       | <b>1</b> | <b>2</b> | <b>3</b> | <b>4</b> | <b>5</b> |
| f) My donations have been appropriately recognized.         | <b>1</b> | <b>2</b> | <b>3</b> | <b>4</b> | <b>5</b> |
| g) I believe my gifts have a positive impact on the School. | <b>1</b> | <b>2</b> | <b>3</b> | <b>4</b> | <b>5</b> |

R. The Annual Fund supports the School's current operations by providing additional resources for the annual operating budget. Please indicate your level of agreement with each of these statements about the Annual Fund.

	<b>Strongly disagree</b>		<b>Neither agree nor disagree</b>		<b>Strongly agree</b>
	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
1. I believe that alumni should be regular supporters of the Annual Fund campaign.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
2. Strong class participation is important to me.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
3. I am more likely to give in a reunion year.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
4. Does your employer have a matching gift program?		<b>1</b> Yes	<b>2</b> No	<b>3</b> Don't Know	

S. If you were to make a capital or endowment gift to Hawken at some point in the future, please identify your **three** highest priority uses for that gift?

- |   |  |
|---|--|
| <b>1</b> Unrestricted endowment             | <b>7</b> Athletic program/facilities   |
| <b>2</b> Specified or restricted endowments | <b>8</b> Community service programs    |
| <b>3</b> Financial assistance - needs based | <b>9</b> Technology programs/equipment |
| <b>4</b> Financial assistance - merit based | <b>10</b> Honoring faculty             |
| <b>5</b> Arts program/facilities            | <b>11</b> Honoring family and friends  |
| <b>6</b> Academic program/facilities        | <b>12</b> Other, specify _____         |

T. Planned gifts are made as part of an individual's or family's estate plan and often can provide a larger gift for Hawken as well as income and tax benefits for the donor. In the area of planned giving:

1. Have you made provision for Hawken in your will?	<b>1</b> Yes	<b>2</b> No
2. Have you named Hawken as beneficiary of a life insurance policy?	<b>1</b> Yes	<b>2</b> No
3. Would you consider a planned gift to Hawken in the future if you have not already done so?	<b>1</b> Yes	<b>2</b> No <b>3</b> Maybe

U. For our Admissions Office, if you have school-aged children or grandchildren, please tell us their names and ages.

<b>Name</b>	<b>Age</b>
1. _____	_____
2. _____	_____
3. _____	_____
4. _____	_____

**Comments**

*Please describe in a few words the impact(s) Hawken has on your life.*

*What Hawken traditions were meaningful to you as a student?*

*Thinking in terms of Hawken as it is today, in your estimation, what is the School's greatest strength?*

*If you could name just one area in need of improvement at Hawken, what would it be?*

*Please feel free to share any other comments in the space below, and on additional pages, if necessary.*

*Please tell us your preferred e-mail address: \_\_\_\_\_*

*Please use this space to update us on any changes in mailing address or phone numbers:*

\_\_\_\_\_

\_\_\_\_\_

Please place your completed survey in the enclosed self-addressed postage-paid envelope and mail it to us today.

**Thank you very much for your contribution to this important survey.**