

CUAAHK SURVEY RESULTS

September 2020

Survey Overview

64
Respondents

Paid Members?

41% 59%

Paid

Non-Paid

Attended Events in the Past?

80% 20%

Yes

No

Recent Graduates ('11 – '20)

47%

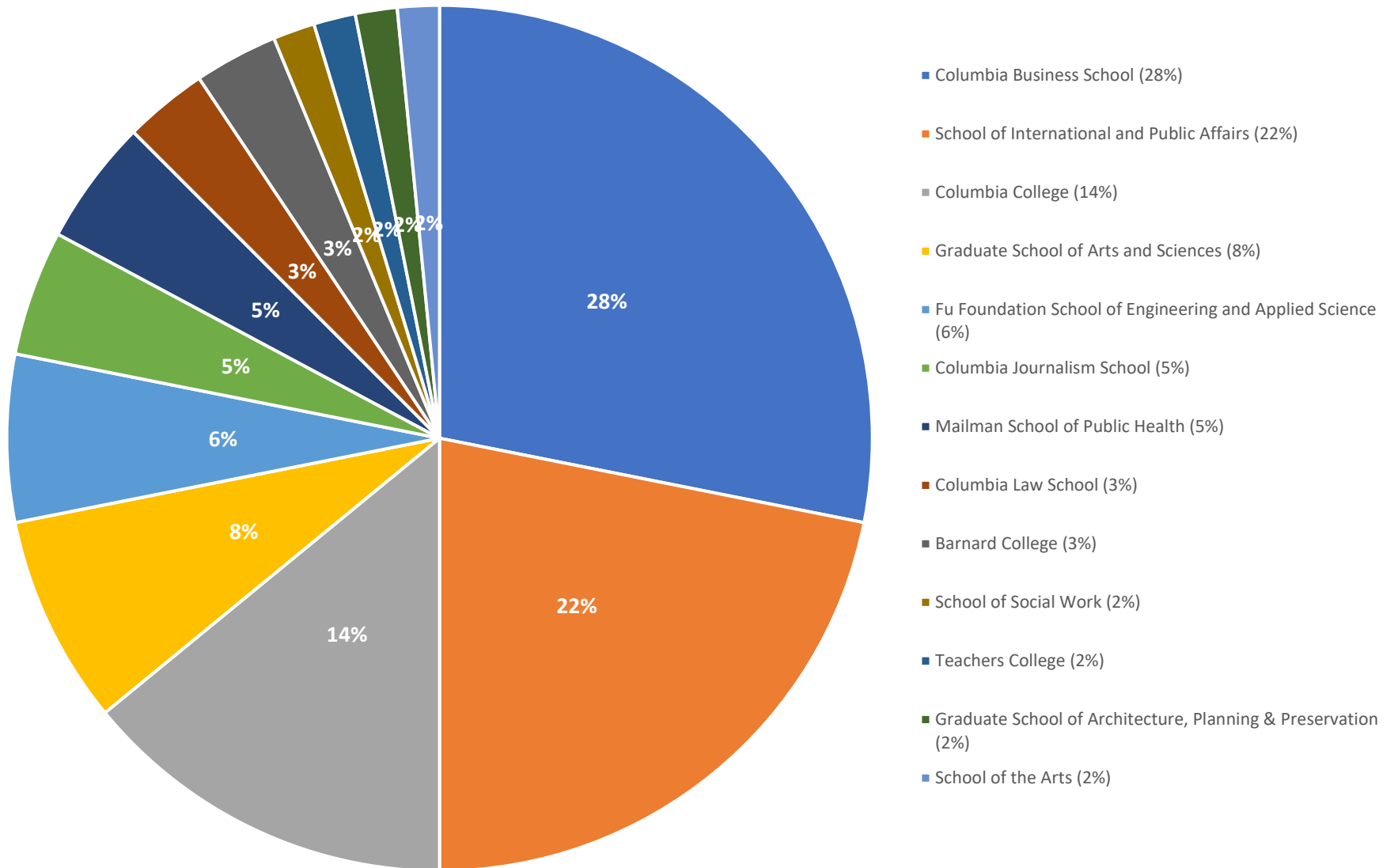
Of Respondents

Residency

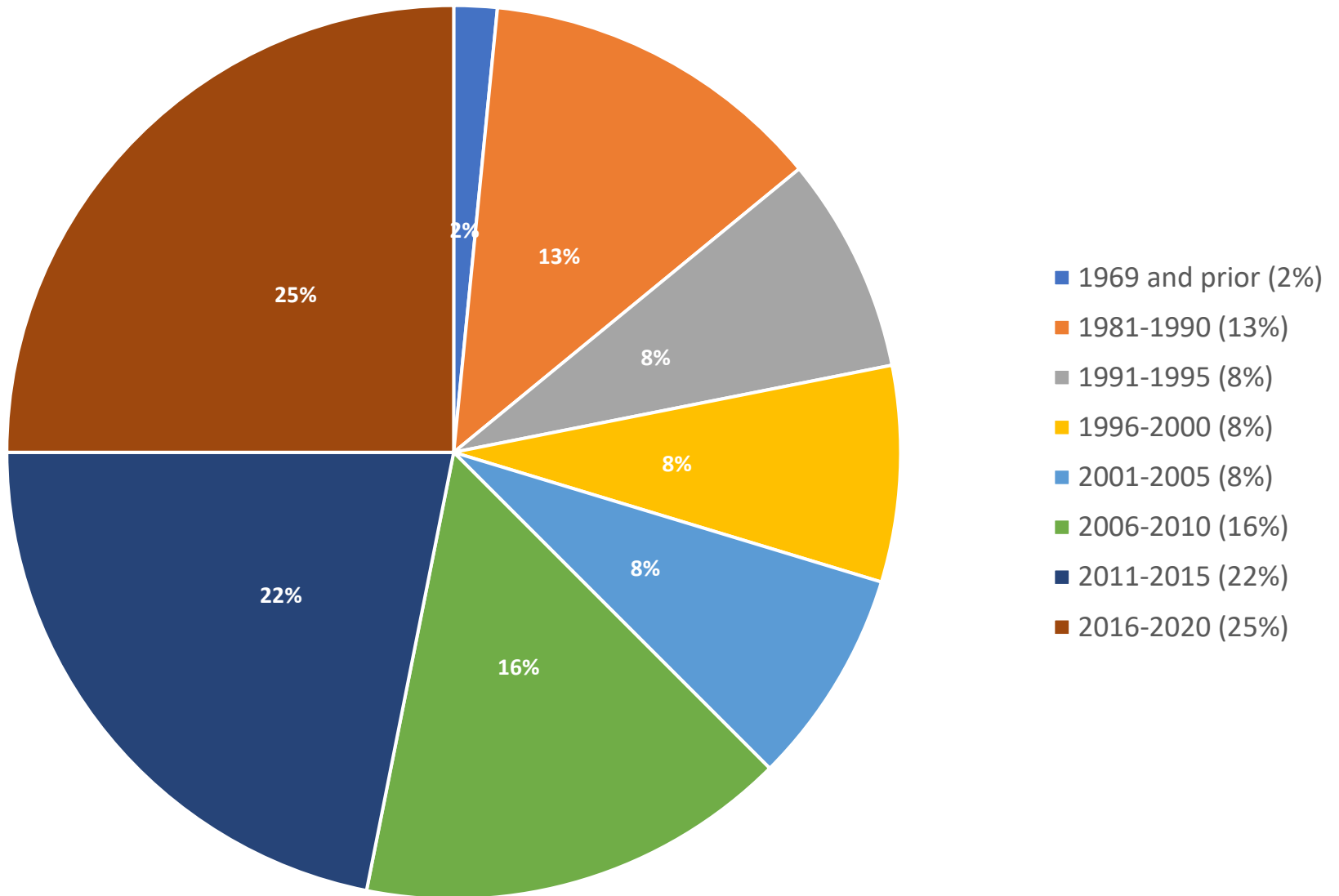
94%

HK Residents

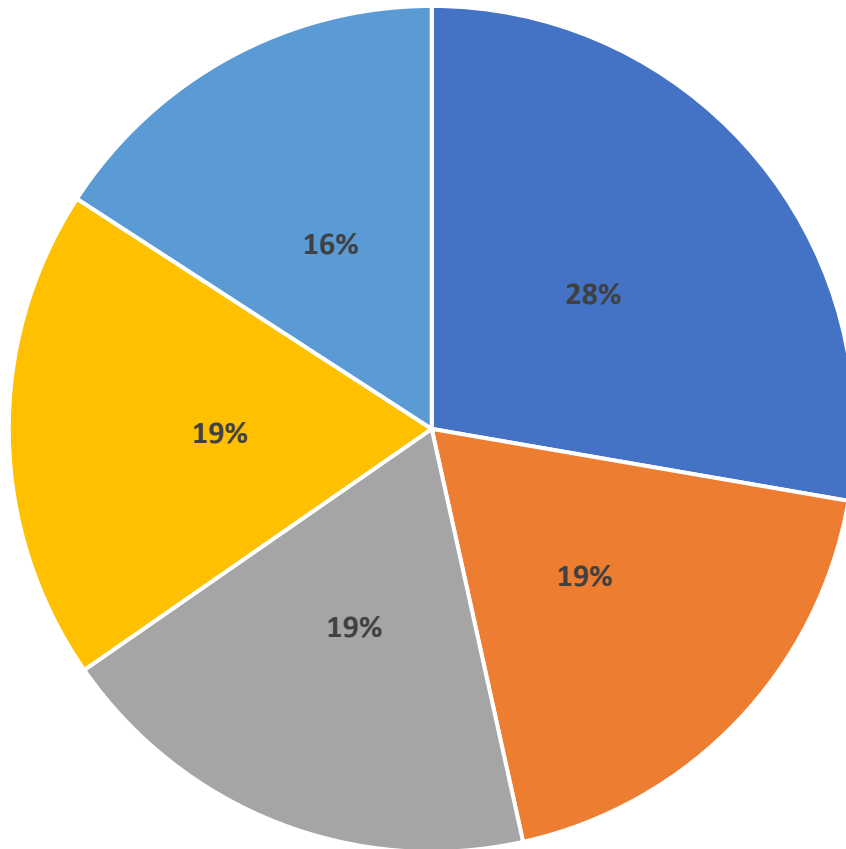
Respondent Demographics – College (1/2)



Respondent Demographics – Graduating Year (2/2)



Future Event/Activity Preference



- Conference/Panel/Workshop
- Happy Hour
- Intra-School Social Events
- Outdoor Activities
- Mentorship Program

Key Takeaways

- CUAHK should maintain a diverse range of events/activities in the future
- Overall respondents prefer,
 - More than 1 type of event: 92%
 - More than 3 types of events: 36%
- Recent Graduates ('11 – '20) prefer,
 - Happy Hour (23%) & Intra-School Socials (22%)
 - Least interested in Mentorship (15%)

Morningside Topics

- Alumni Sharing
- Asian/Regional Topics (e.g. Future of Hong Kong, Asian Art)
- Charity (e.g. NPO/NGO management)
- Education (e.g. EdTech, education reform)
- Environment (e.g. conservation)
- Finance (e.g. fintech, cryptocurrency)
- Health/Wellbeing (e.g. preparing for the next pandemic, mindfulness)
- Music
- Politics (e.g. US-China relationship)
- Professional (e.g. Diversity & Inclusion, Family Businesses/Start-ups)
- Tech (e.g. AI, Chinese tech companies, food technology)

Additional Suggestions

Cultural Events

- Alumni art viewing (e.g. Suk Suk)
- Art events (e.g. Asia Society, Pinky Lai Porsche talk)
- Cross-Cultural (e.g. alumni events within the region)

Social

- Casual parties (e.g. alcohol tasting, board games/karaoke)
- Dinner parties (alumni & current students)
- Holiday Events
- Junk boat party
- Special Interest groups (e.g. flower arranging, Book/reading groups)
- Sports Gatherings (watching or playing)
- Walking tours

Thought Leadership

- High-profile alumni across industries providing workshops, seminars or Ted-type talks
- Columbia Professor talks
- Economic – specific interest in China/US relations
- Education Technology (EdTech), especially during COVID
- Political (e.g. HKMA, SFC)

Volunteer/Charity

- Charity events

Young Alumni

- Job Opportunities events
- Happy hours
- Low-cost events
- Mentorship
- New Student Events
- Outdoor/fitness events (e.g. Dragon Boat)
- Young Professional meetings

What else?

- “Something different, events are same old events all the time. Only ticked conference above since required”

Event Organization

Interest in Organizing Events

69% 31%

Yes

No

Weekday/Weekend

70% 30%

Weekday

Weekend

Frequency of Events

39% 38%

Every month

Every quarter

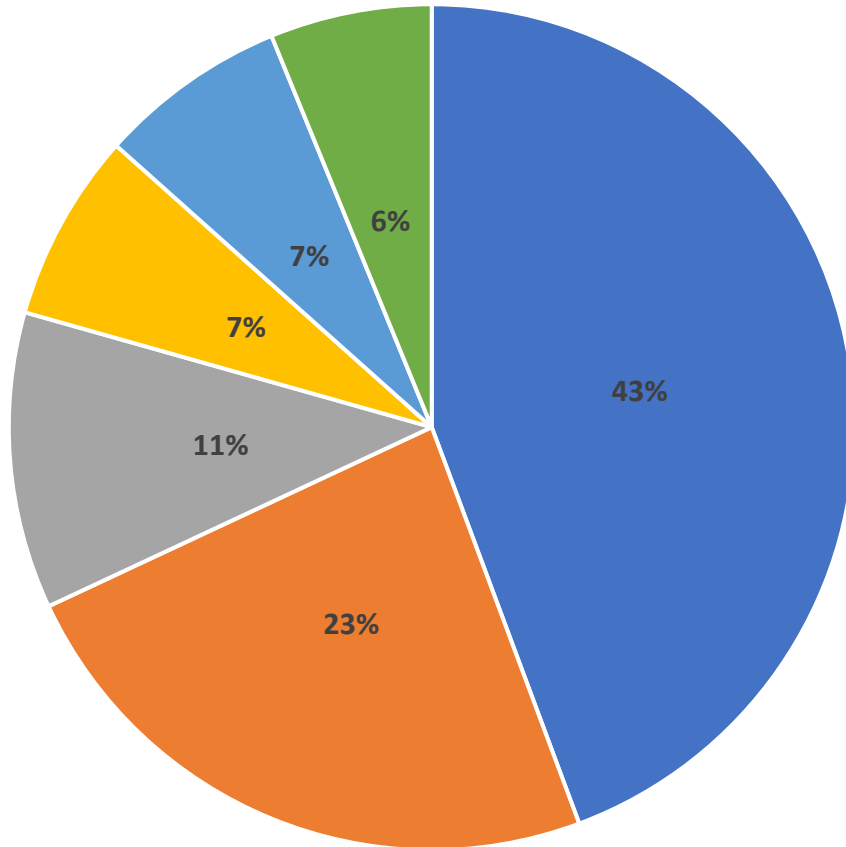
14%

Every half
year

2%

Once a year

Future Event/Activity Communication



■ Email ■ WhatsApp Group ■ Facebook
■ Instagram ■ LinkedIn ■ WeChat

Key Takeaways

- Recent Graduates ('11 – '20) prefer,
 - Email (39%) & WhatsApp Group (29%)
 - Least interested in WeChat & LinkedIn (6%)
- Alumni ('69 – '10) prefer,
 - Email (51%) & WhatsApp Group (19%)
 - Least interested in WeChat (6%) & Instagram (3%)