

Dartmouth College + Qualtrics Target Audience

AT A GLANCE

By recruiting their own alumni panel, Dartmouth saves money, conducts more research, and increases response rates.

1

person research team

50-75%

response rate

2,500

panel members

“Because of the branded panel we created using Target Audience, I can do more research and our surveys break through the clutter. Additionally, the rich respondent profiles help me target my surveys in a matter of minutes. I can send surveys to the right people and I don’t worry about inundating alumni with too many feedback requests.”

Jean Romeo

Director of Market Research,
Dartmouth College

As Director of Market Research for Advancement at Dartmouth College, Jean Romeo’s goal is to provide data that helps improve the college’s alumni outreach programs. But with so many brands, companies, and organizations sending market research and customer satisfaction surveys, Jean noticed that her own respondents were experiencing an uptick in survey fatigue. This meant that she was getting lower response rates and not enough data.

Jean and many of her colleagues in Dartmouth Advancement knew that conducting ongoing research to get an alumni perspective was critical to the success of their department, but she worried about getting the insights she needed without over surveying her alumni.

“Businesses can pay to have people take their surveys,” Jean explains. “But we have a limited budget to conduct market research. Our challenge is to break through the survey clutter and efficiently reach alumni. We graduate just over 1,000 students every year, so our ‘customer’ or alumni base has finite growth.”

So Dartmouth decided to use Target Audience to create its own research panel of randomly selected alumni. By inviting a group of alumni to opt in to periodic surveys, Jean now has access to engaged respondents that help her perform ongoing research and break through the survey clutter. Using the panel management tool, Jean can also build information-rich profiles for each panel member, which means she can do more targeted research.

Because of its simplicity and power, Qualtrics Target Audience helps Dartmouth make data-driven improvements to its core alumni programs.