

Report on Commencement 2021 Survey

January 8, 2021

To gauge interest in virtual Spring 2021 commencement ceremonies, a survey was sent to students who will graduate in May 2021 and to those who graduated in December 2020. The survey was sent to 13,616 May 2021 graduates (9,032 undergraduate and 4,584 graduate students). The survey was sent to 2,313 December 2020 graduates (1,219 undergraduate and 1,094 graduate students). 4,660 recipients completed the survey.

Participants expressed interest in virtual ceremonies. When asked to rate their interest in a virtual ceremony on a five-point Likert scale, the mean of the responses was in the “moderately interested” category.

Participants were asked to rate their interest in returning to campus for a future in-person ceremony on a five-point Likert scale. The mean of the responses was again in the “moderately interested” category, with 32% answering “very interested.”

Participants were asked when they would expect or want to know about final plans for commencement. 41% answered “doesn’t matter,” 27% answered “February,” 19% answered “March” and 12% answered “January.”

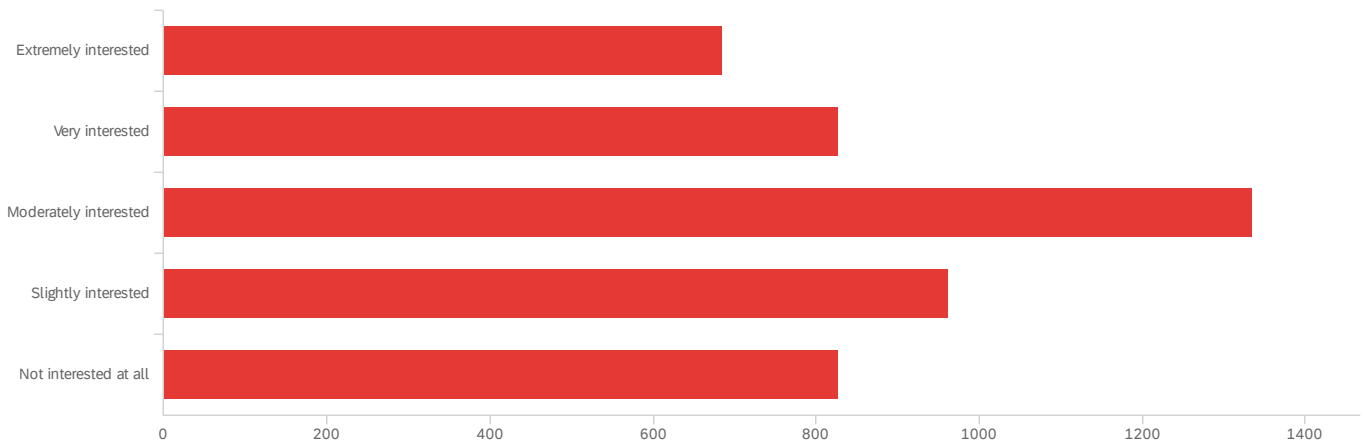
Participants were asked to rank a list of elements of a graduation ceremony or celebration in order of importance. They were most interested in an inspiring or high profile commencement speaker, ceremonial conferring of their degree, and congratulations from notable alumni.

Participants were also asked which activities they would be most likely to engage with in a virtual ceremony. They were most interested in viewing a slideshow or video of campus images/events/memories, viewing a virtual experience of walking into Michigan Stadium on graduation day, and sharing graduation photos on social media using specific hashtags.

Commencement 2021 Survey

Q2 - If we are unable to host an in-person ceremony due to the health and safety

concerns at the time, how interested would you be in participating in a virtual ceremony?

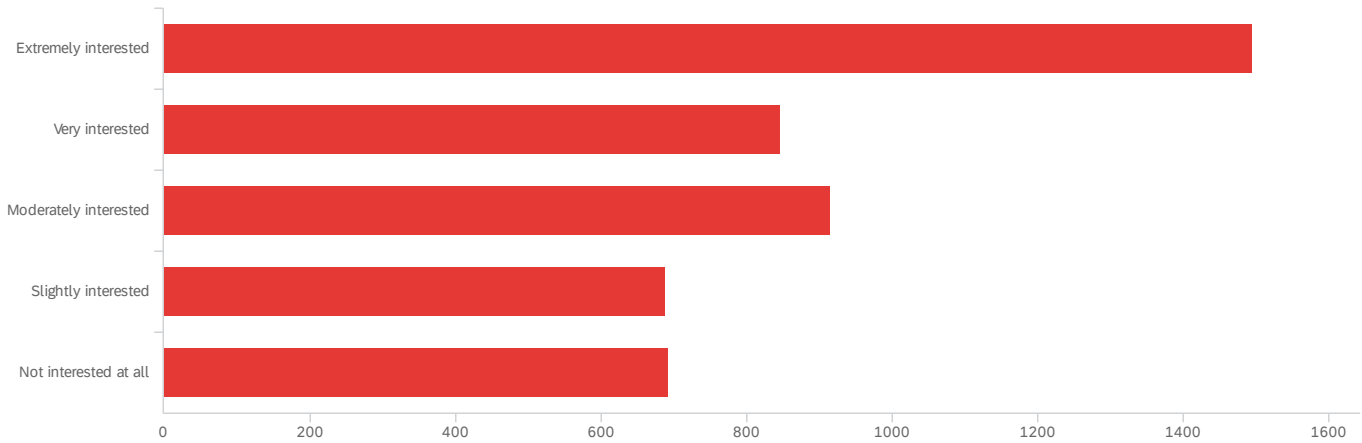


#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	If we are unable to host an in-person ceremony due to the health and safety concerns at the time, how interested would you be in participating in a virtual ceremony?	1.00	5.00	3.09	1.30	1.68	4,638

#	Field	Choice Count
1	Extremely interested	14.77% 685
2	Very interested	17.83% 827
3	Moderately interested	28.78% 1335
4	Slightly interested	20.76% 963
5	Not interested at all	17.85% 828
		4638

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Q3 - If the 2021 commencement ceremony were virtual, how interested would you be in having the opportunity to come back to U-M to take part in a future in-person graduation ceremony?

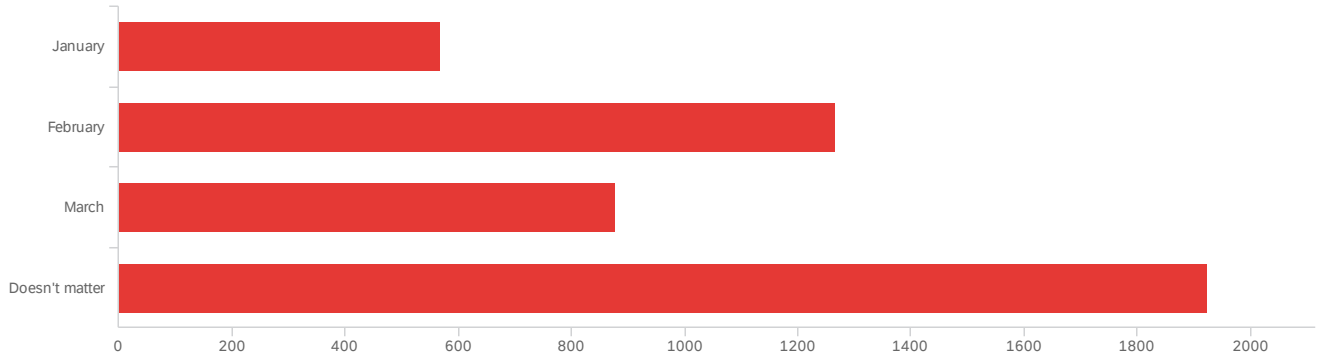


#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	If the 2021 commencement ceremony were virtual, how interested would you be in having the opportunity to come back to U-M to take part in a future in-person graduation ceremony?	1.00	5.00	2.62	1.44	2.07	4,636

#	Field	Choice Count
1	Extremely interested	32.23% 1494
2	Very interested	18.27% 847
3	Moderately interested	19.74% 915
4	Slightly interested	14.84% 688
5	Not interested at all	14.93% 692
		4636

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Q4 - When would you expect/want to know final plans for the 2021 commencement so you and your family can plan accordingly?



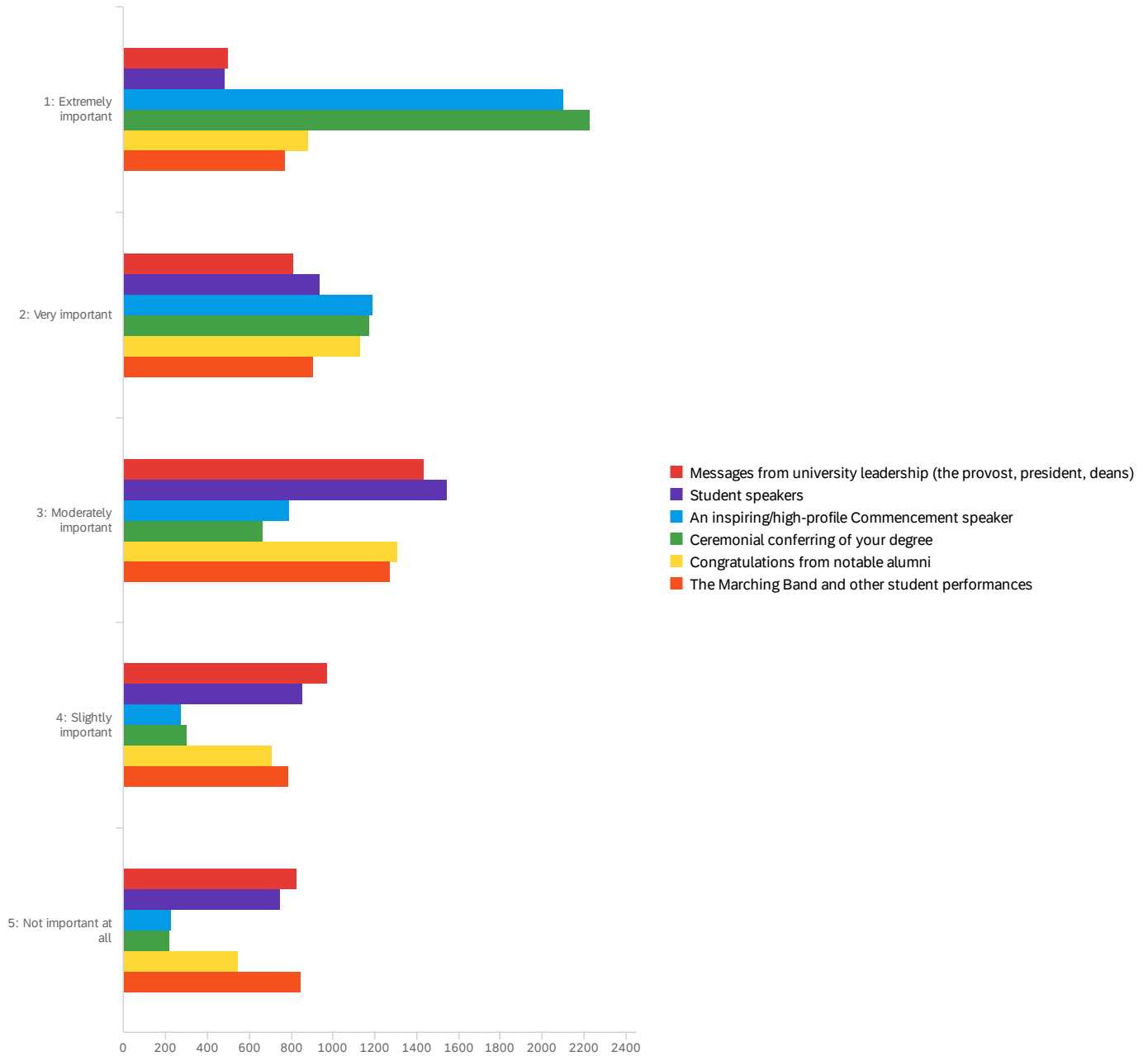
#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	When would you expect/want to know final plans for the 2021 commencement so you and your family can plan accordingly?	1.00	4.00	2.90	1.08	1.17	4,637

#	Field	Choice Count
1	January	12.25% 568
2	February	27.32% 1267
3	March	18.93% 878
4	Doesn't matter	41.49% 1924
		4637

Showing rows 1 - 5 of 5

Q5 - What elements of a graduation ceremony/celebration are important to you? Please

rate the options below from 1 to 5 (1 = Extremely important, 5 = not important at all):



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Messages from university leadership (the provost, president, deans)	1.00	5.00	3.18	1.24	1.53	4,541
2	Student speakers	1.00	5.00	3.10	1.21	1.46	4,567

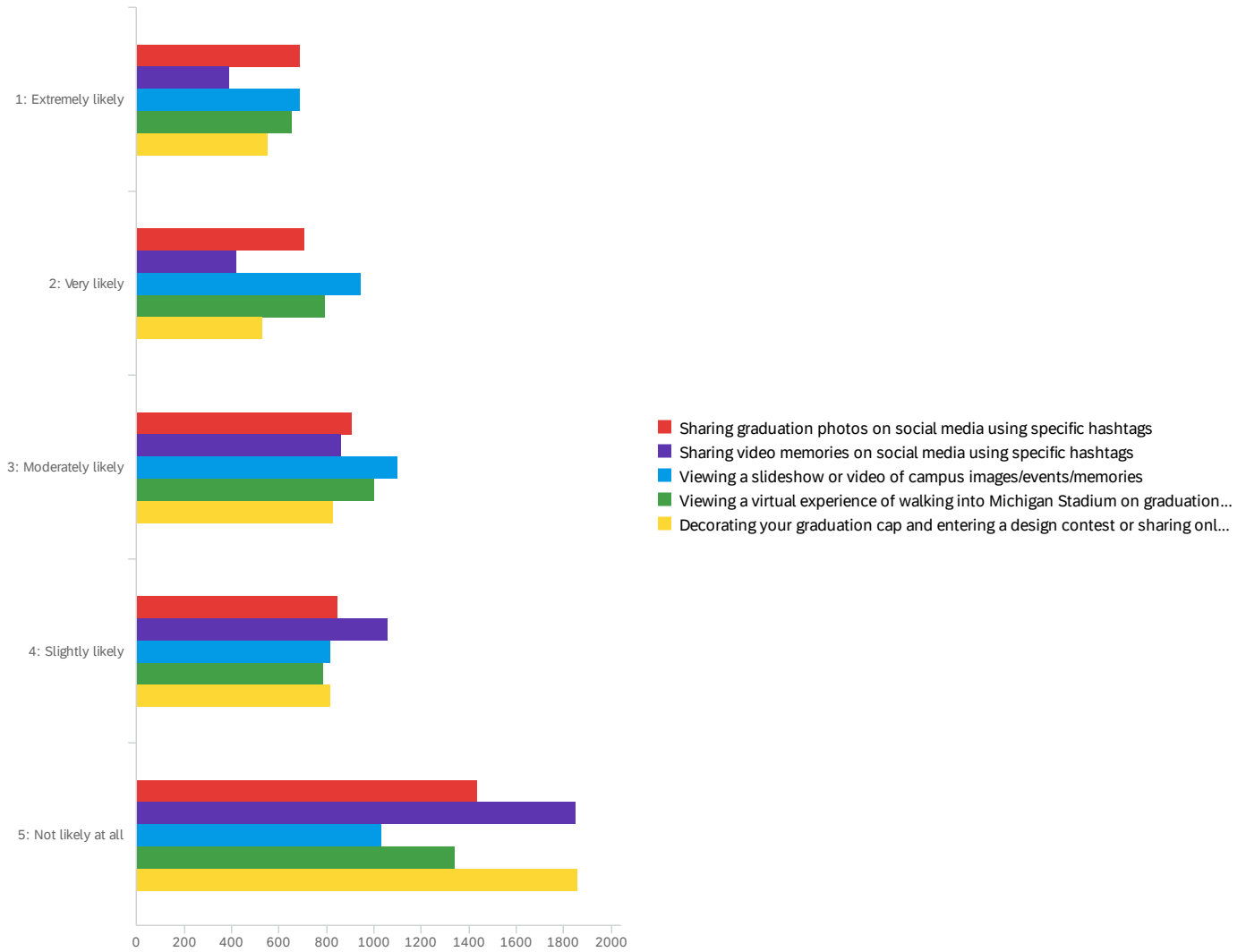
#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
3	An inspiring/high-profile Commencement speaker	1.00	5.00	1.98	1.15	1.31	4,583
4	Ceremonial conferring of your degree	1.00	5.00	1.93	1.15	1.32	4,587
5	Congratulations from notable alumni	1.00	5.00	2.76	1.26	1.59	4,578
6	The Marching Band and other student performances	1.00	5.00	3.01	1.33	1.78	4,587

#	Field	1: Extremely important		2: Very important		3: Moderately important		4: Slightly important		5: Not important at all		Total
1	Messages from university leadership (the provost, president, deans)	10.97%	498	17.84%	810	31.58%	1434	21.40%	972	18.21%	827	4541
2	Student speakers	10.55%	482	20.56%	939	33.83%	1545	18.68%	853	16.38%	748	4567
3	An inspiring/high-profile Commencement speaker	45.87%	2102	25.94%	1189	17.28%	792	5.98%	274	4.93%	226	4583
4	Ceremonial conferring of your degree	48.59%	2229	25.57%	1173	14.50%	665	6.56%	301	4.77%	219	4587
5	Congratulations from notable alumni	19.27%	882	24.73%	1132	28.57%	1308	15.47%	708	11.97%	548	4578
6	The Marching Band and other student performances	16.85%	773	19.77%	907	27.80%	1275	17.14%	786	18.44%	846	4587

Showing rows 1 - 6 of 6

Q6 - For a virtual ceremony, what types of activities would you most likely take part in?

Please rate the options below from 1 to 5 (1 = Extremely likely, 5 = not likely at all):



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Sharing graduation photos on social media using specific hashtags	1.00	5.00	3.36	1.44	2.06	4,585
2	Sharing video memories on social media using specific hashtags	1.00	5.00	3.78	1.29	1.68	4,581
3	Viewing a slideshow or video of campus images/events/memories	1.00	5.00	3.12	1.37	1.87	4,583
4	Viewing a virtual experience of walking into Michigan Stadium on graduation day	1.00	5.00	3.30	1.41	2.00	4,581
5	Decorating your graduation cap and entering a design contest or sharing online	1.00	5.00	3.63	1.41	2.00	4,586

#	Field	1: Extremely likely		2: Very likely		3: Moderately likely		4: Slightly likely		5: Not likely at all		Total
1	Sharing graduation photos on social media using specific hashtags	14.98%	687	15.46%	709	19.76%	906	18.47%	847	31.32%	1436	4585
2	Sharing video memories on social media using specific hashtags	8.54%	391	9.15%	419	18.82%	862	23.07%	1057	40.43%	1852	4581
3	Viewing a slideshow or video of campus images/events/memories	14.99%	687	20.66%	947	24.00%	1100	17.83%	817	22.52%	1032	4583
4	Viewing a virtual experience of walking into Michigan Stadium on graduation day	14.32%	656	17.33%	794	21.85%	1001	17.20%	788	29.29%	1342	4581
5	Decorating your graduation cap and entering a design contest or sharing online	12.04%	552	11.56%	530	18.10%	830	17.79%	816	40.51%	1858	4586

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End of Report