

PEPPERDINE | GRAZIADIO

BUSINESS SCHOOL

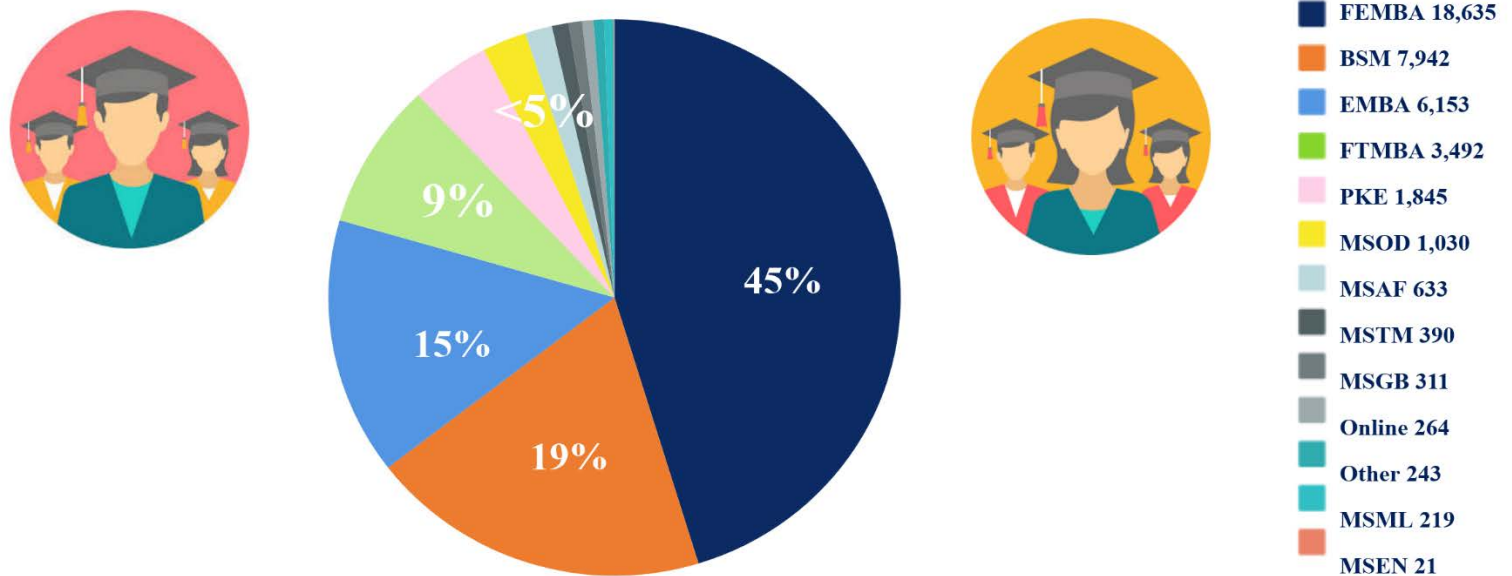
ALUMNI NETWORK

Office of Alumni and External Engagement

Degrees Conferred



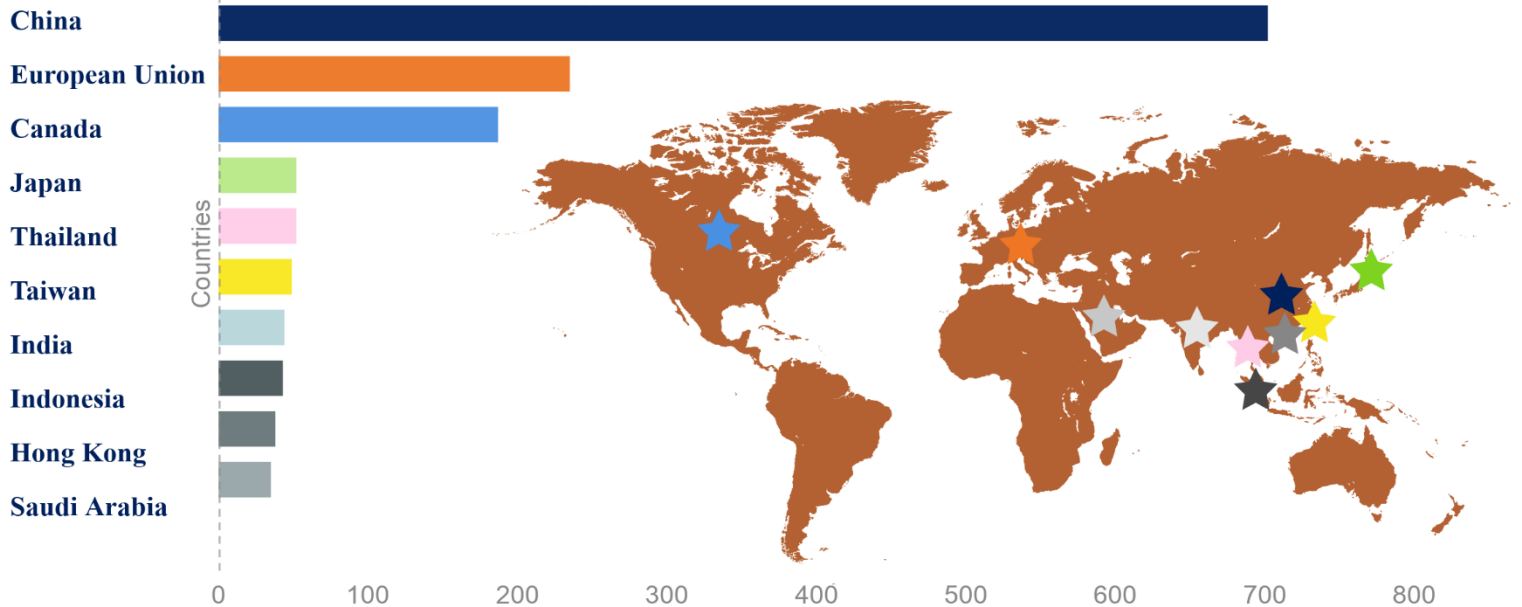
Alumni per Degree Program As of Spring 2018



Demographics

Top International Locations Where Alumni Are Living

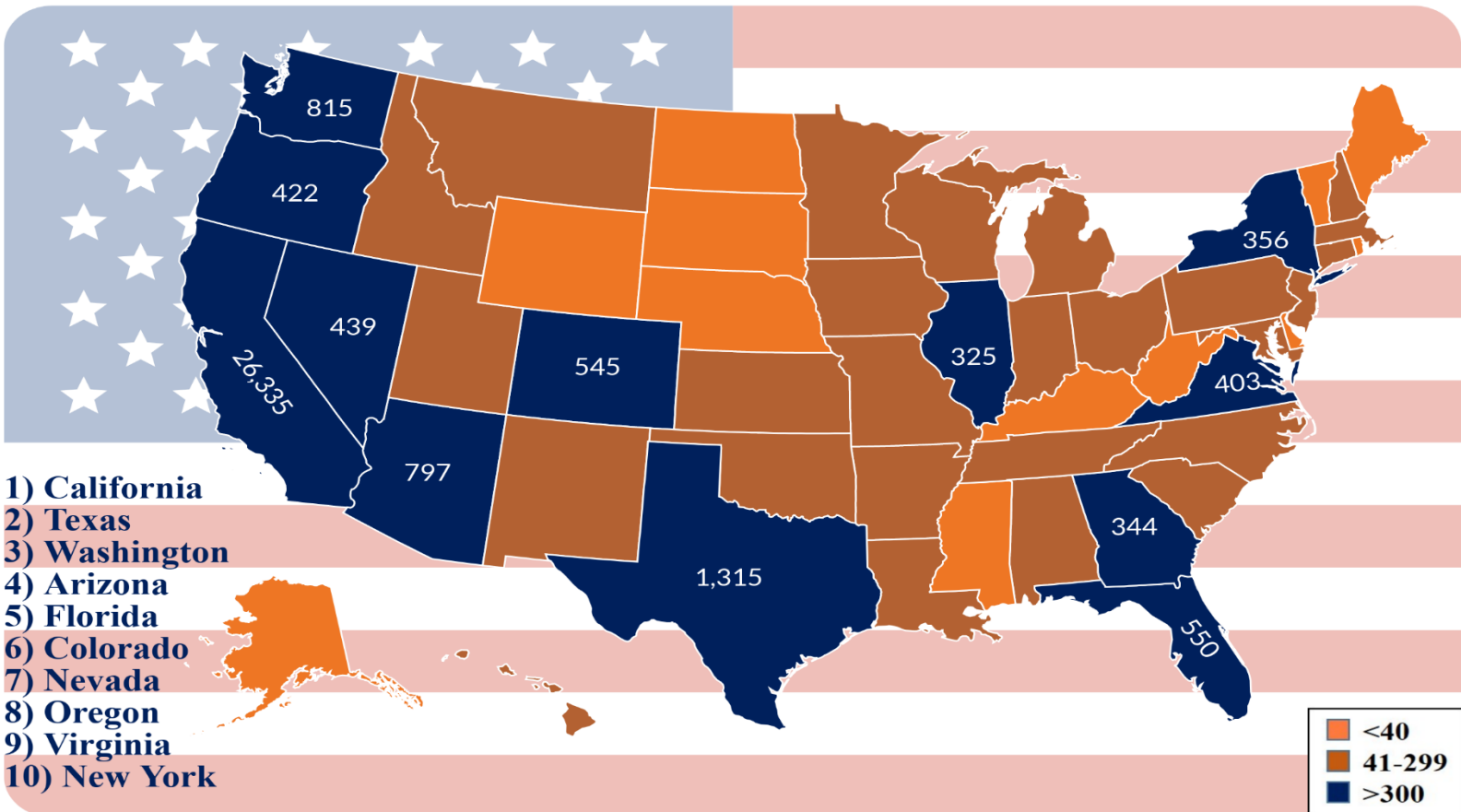
1,749 Alumni, 4.8% Live outside of the U.S.



Source: Raisers Edge

Top 10 States Where Alumni Are Living

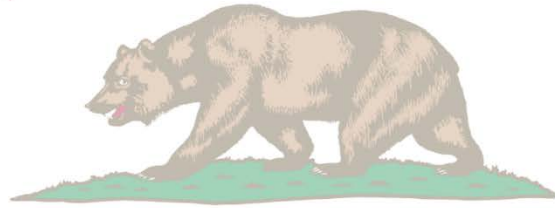
36,700 Alumni, 95.2% Live in the U.S.



Source: Raisers Edge

Alumni in California by Region

Total # of Alumni:
26,335



CALIFORNIA REPUBLIC

NorCal
of Alumni
675
3%

Bay Area
of Alumni
2,589
10%

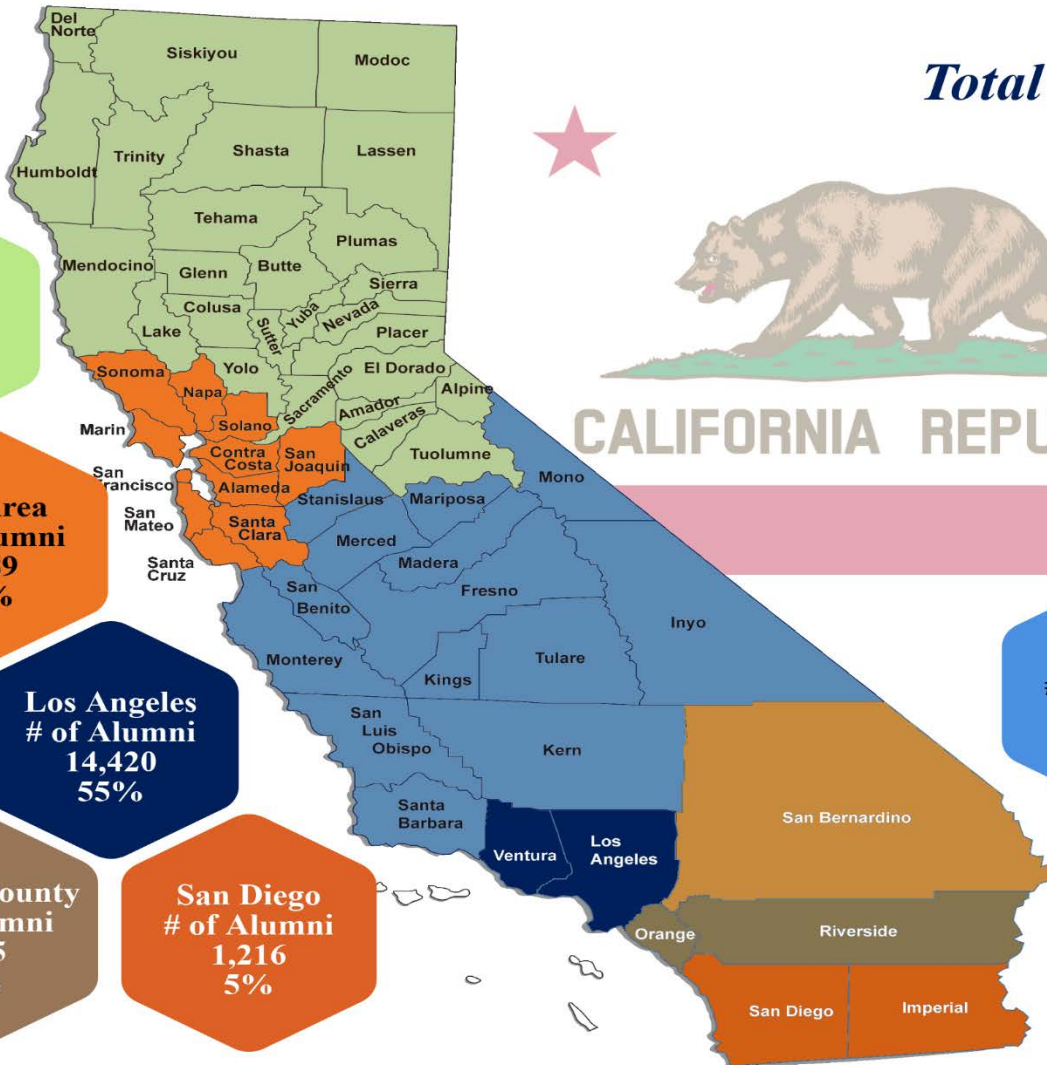
Los Angeles
of Alumni
14,420
55%

Orange County
of Alumni
7,685
29%

San Diego
of Alumni
1,216
5%

Central
of Alumni
918
3%

Inland
of Alumni
570
2%



Source: Raisers Edge

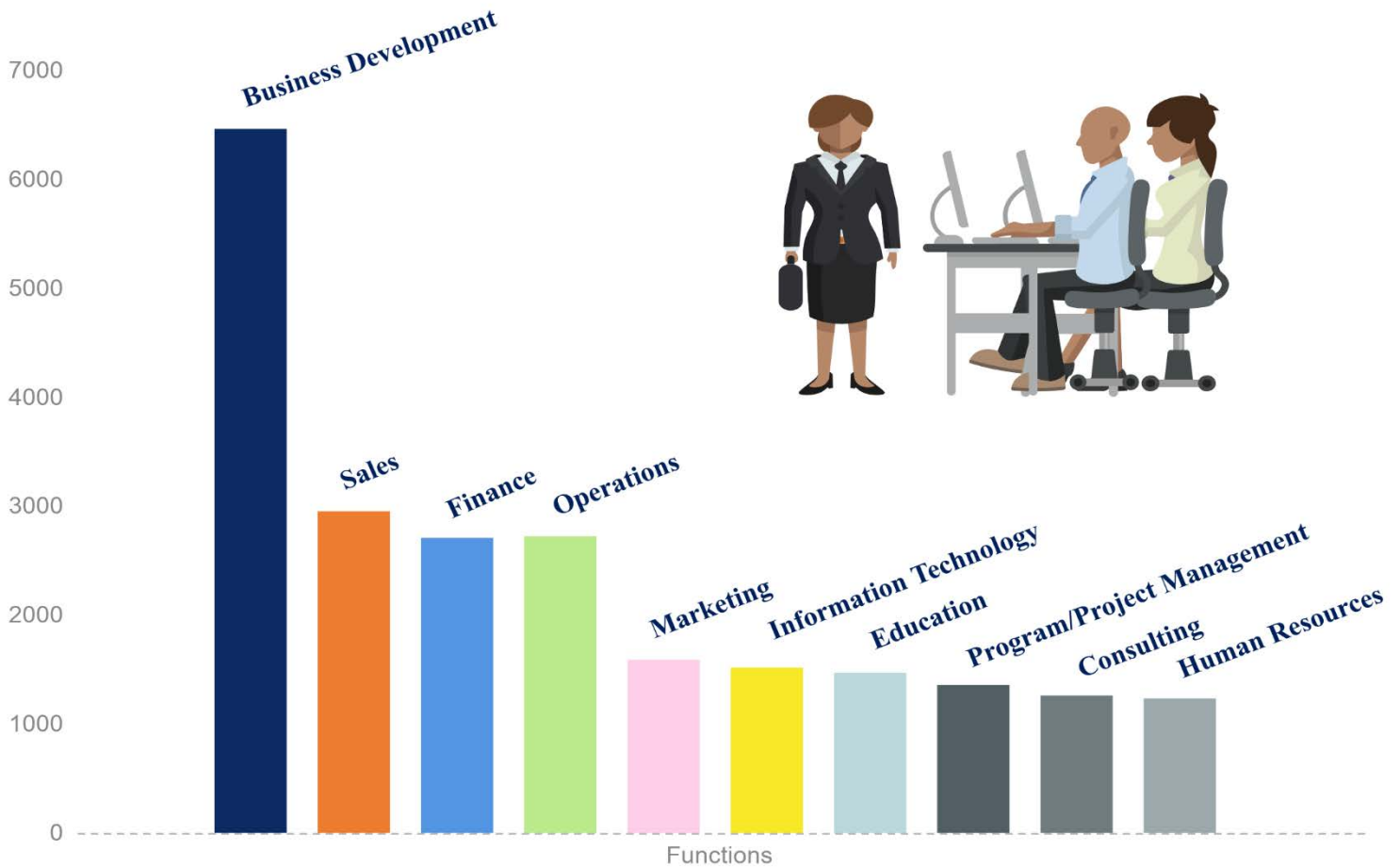
Top 10 Employers*

- 1) Boeing
- 2) Northrop Grumman
- 3) Amgen
- 4) Bank of America
- 5) Kaiser Permanente
- 6) AT&T
- 7) Wells Fargo
- 8) IBM
- 9) The Walt Disney Company
- 10) NBC Universal

*Excludes Pepperdine University

Source: LinkedIn

Top 10 Career Functions



Source: LinkedIn

Communications

10,222 Graziadio Alumni Group Members   **3%**

16,186 Graziadio Community Likes   **19%**

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66%*   **2%**
eMail Addresses

65%*   **20%**
eMailable Alumni

16%*   **19%**
Total Opted Out

* Based on Living Alumni

Alumni Emails Sent

21.3%   **2%**
Avg. Open Rate

16.3%   **3%**
Avg. Click-through Rate

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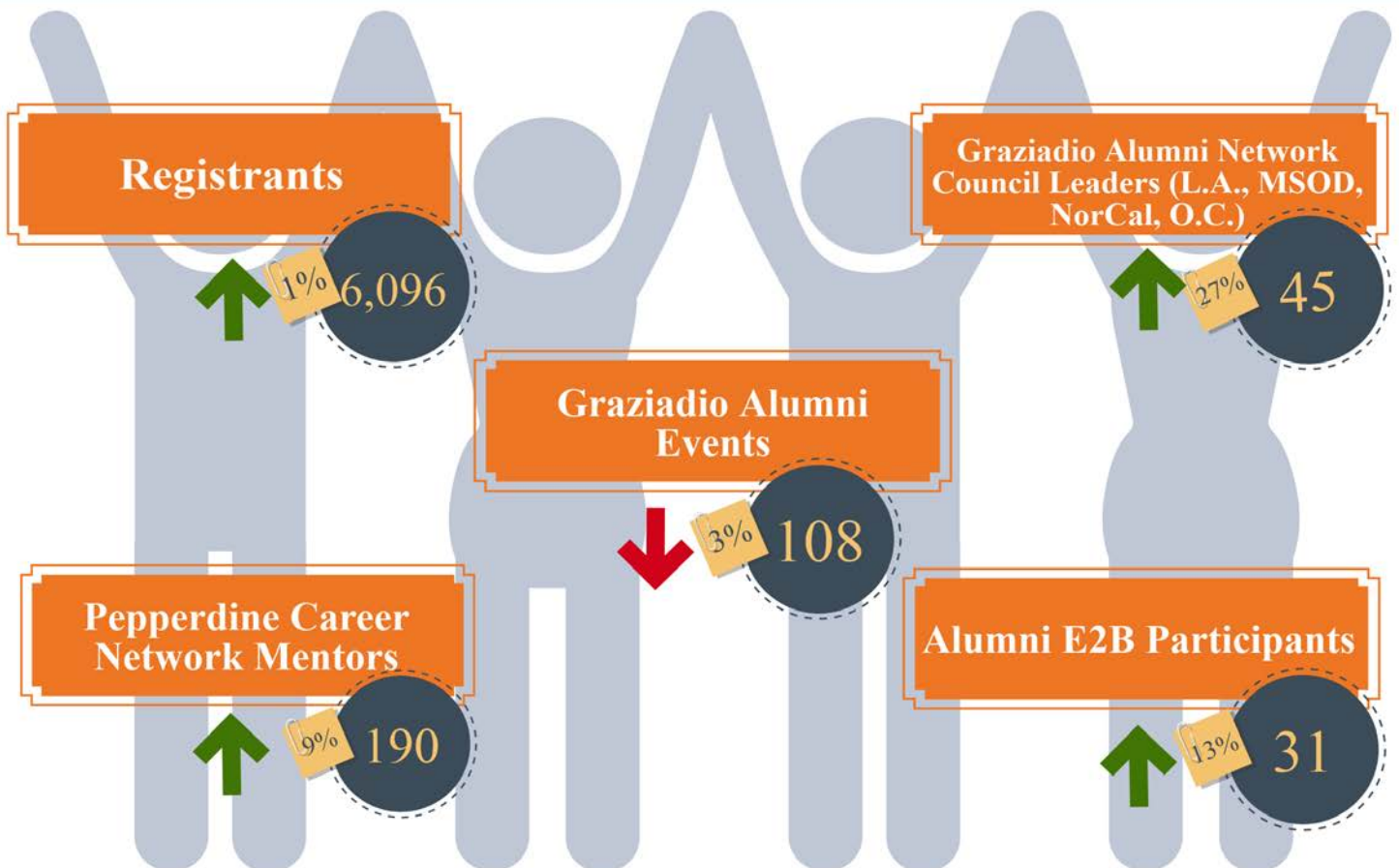
82   **1%**
eMails Sent to Alumni

 **38,229**
Mailing Addresses

Student Referrals

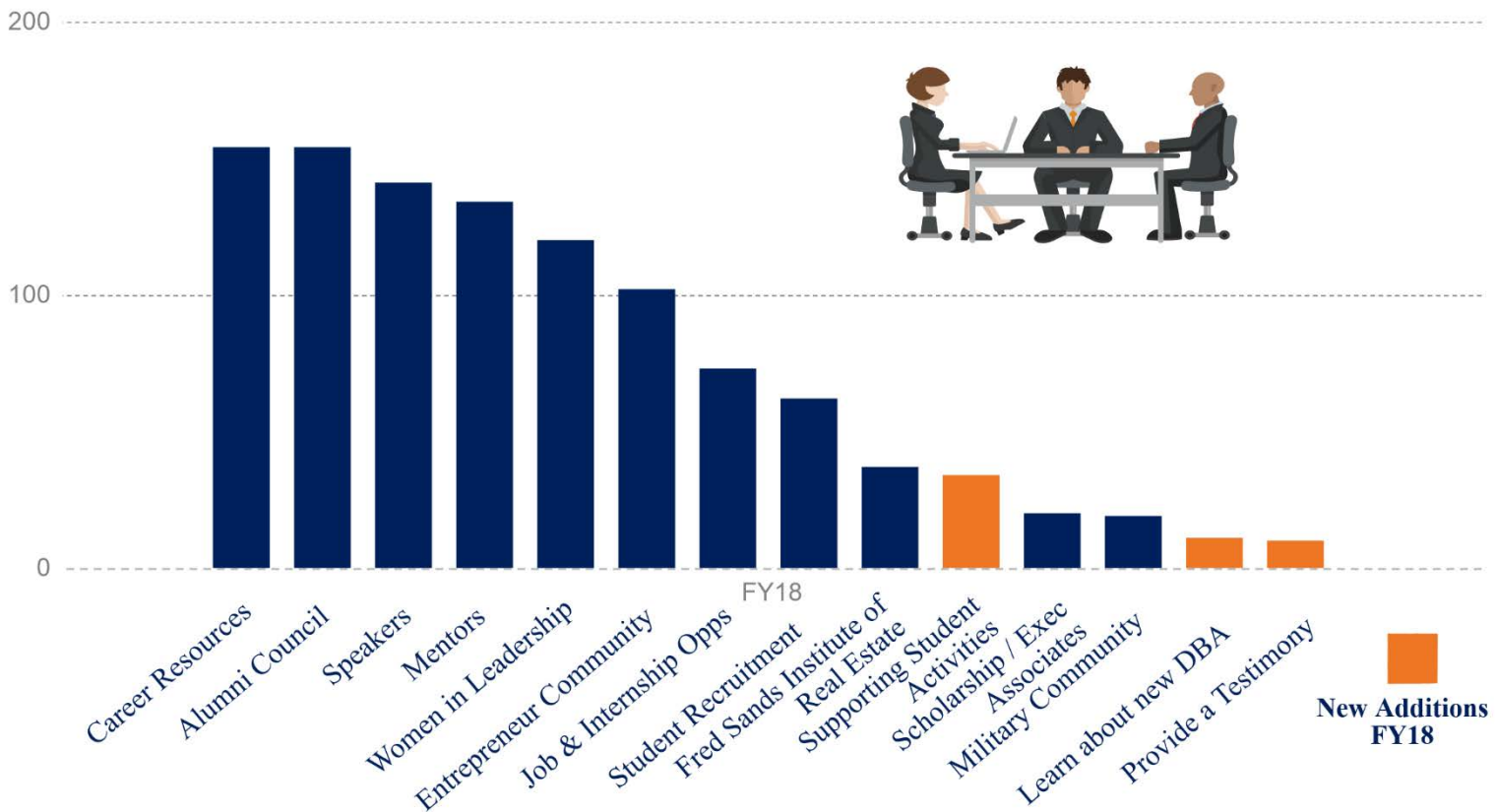


Engagement



Involvement

752 Involvement Responses

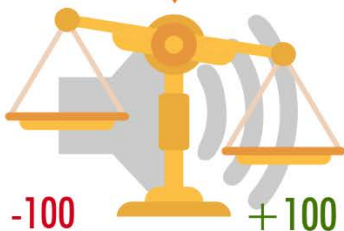


Event Satisfaction

Net Promoter Score (NPS)

Likelihood to Promote the Graziadio School

74.1

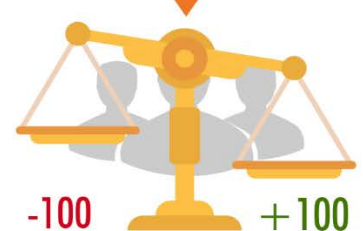


The NPS is a measure of customer satisfaction and their likelihood to promote or recommend the Graziadio School.

NPS scores range from -100 to +100. A score of 0 is considered good. The average company scores < +10 and high performing companies are ~ +50 - +80.

Likelihood to Recommend Similar Events

76.3



3.5



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