

UNO – **ALUMNI** – 2025  
 UNO to Transition Survey Report  
 LSU MarComm  
 Final Results  
 January 30th 2026

Survey was live from 12/10/2025 to 1/12/2026

LSU MarComm was provided a list of all available UNO Alumni from the UNO marketing team.  
 Each alumni received an email invite and non-respondents received two reminders.  
 Of the 37,318 alumni who had working emails, 2,217 responded to the survey for a response rate of 5.9%.

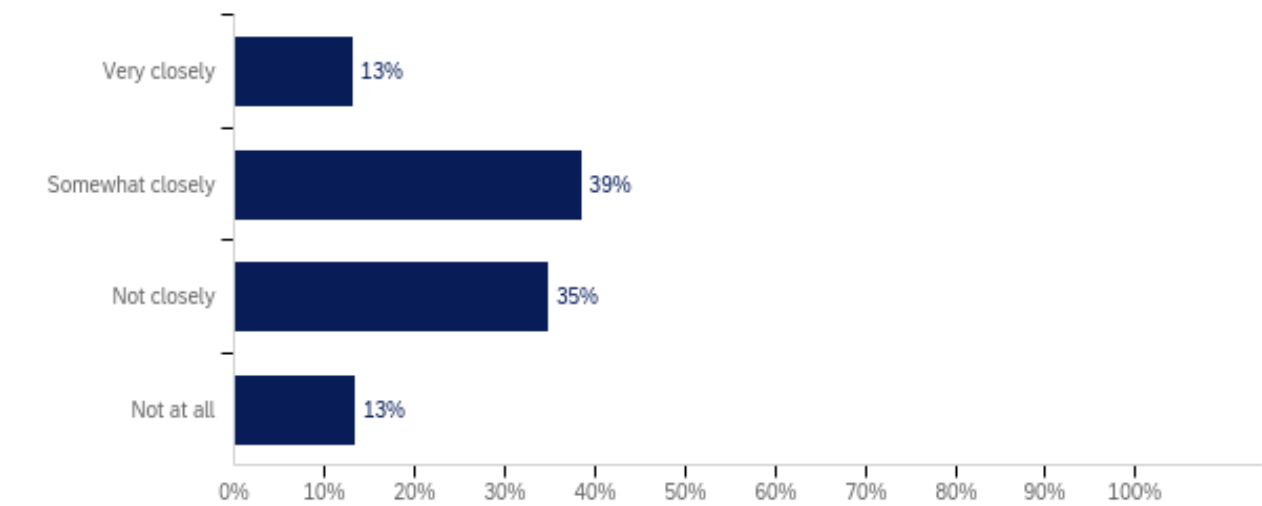
**Q1 - Please rate your familiarity with the following institutions in New Orleans**

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
5	University of New Orleans (UNO)	1.00	4.00	1.06	0.27	0.07	2213
1	Tulane University	1.00	4.00	1.67	0.80	0.64	2199
2	Loyola University	1.00	4.00	1.85	0.87	0.76	2192
3	Xavier University	1.00	4.00	2.19	0.95	0.90	2176
8	LSU Health Sciences Center New Orleans	1.00	4.00	2.24	1.00	1.01	2176
4	Dillard University	1.00	4.00	2.42	0.98	0.97	2178
6	Southern University at New Orleans	1.00	4.00	2.45	0.98	0.95	2175
7	University of Holy Cross	1.00	4.00	2.72	1.01	1.01	2178

#	Question	Very familiar		Somewhat familiar		Not very familiar		Not at all familiar		Total
5	University of New Orleans (UNO)	94%	2084	5%	121	0%	5	0%	3	2213
1	Tulane University	50%	1100	37%	805	10%	210	4%	84	2199
2	Loyola University	41%	906	38%	824	16%	344	5%	118	2192
8	LSU Health Sciences Center New Orleans	28%	604	34%	749	24%	528	14%	295	2176
3	Xavier University	27%	582	38%	834	24%	529	11%	231	2176

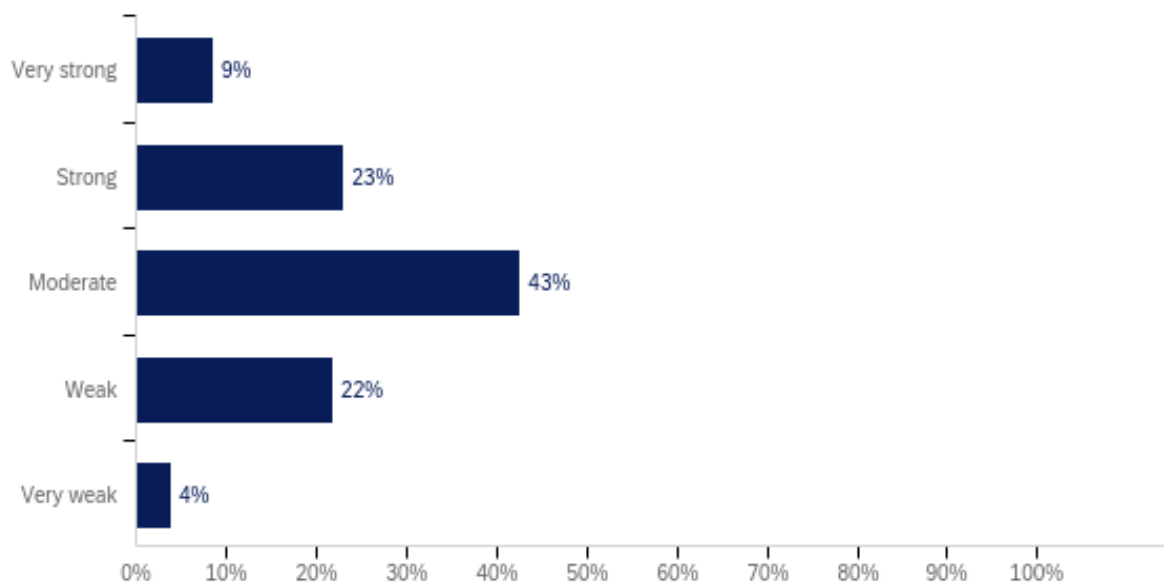
4	Dillard University	20%	446	33%	726	30%	660	16%	346	2178
6	Southern University at New Orleans	19%	420	32%	699	33%	709	16%	347	2175
7	University of Holy Cross	14%	300	28%	600	32%	696	27%	582	2178

**Q40 - As you may know there are two different state-run university systems within the state of Louisiana. There is the Louisiana State University system (LSU, LSU-A, LSU-E, LSU-S, etc.) and the University of Louisiana system (ULL, Southeastern, ULM, McNeese, Nicholls, UNO, etc.). How closely do you follow news about the University of Louisiana system?**



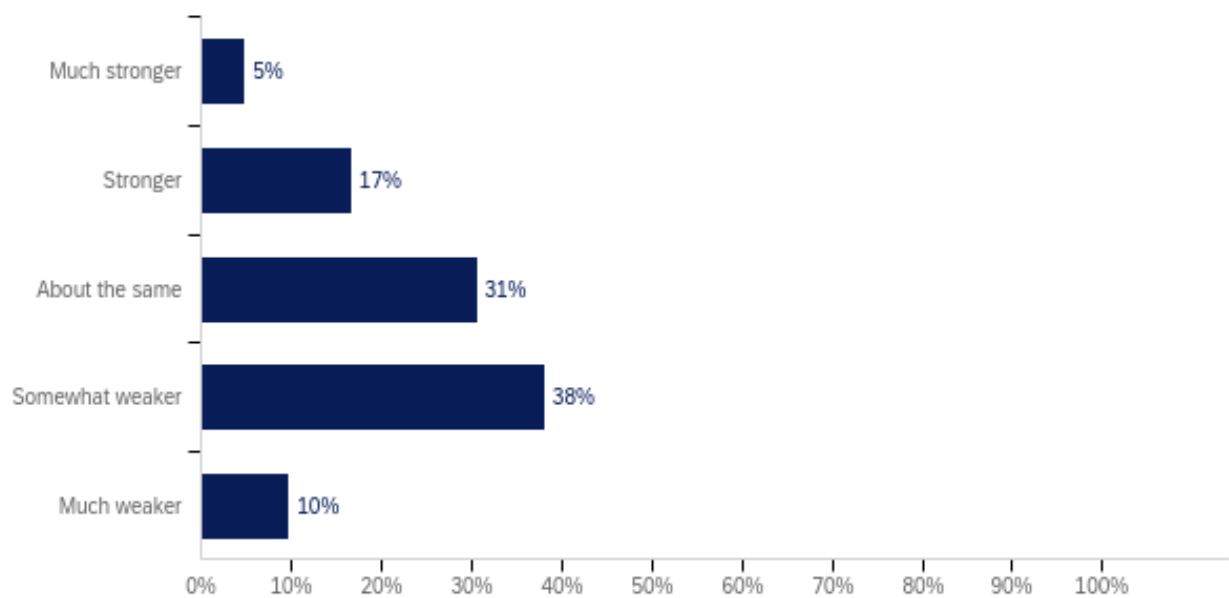
#	Answer	%	Count
1	Very closely	13%	54
4	Somewhat closely	39%	158
5	Not closely	35%	143
6	Not at all	13%	55
	Total	100%	410

**Q2 - As you know, the University of New Orleans (UNO) is public research institution in New Orleans located on the shores of Lake Pontchartrain in Gentilly. How would you rate the overall strength of UNO’s brand today?**



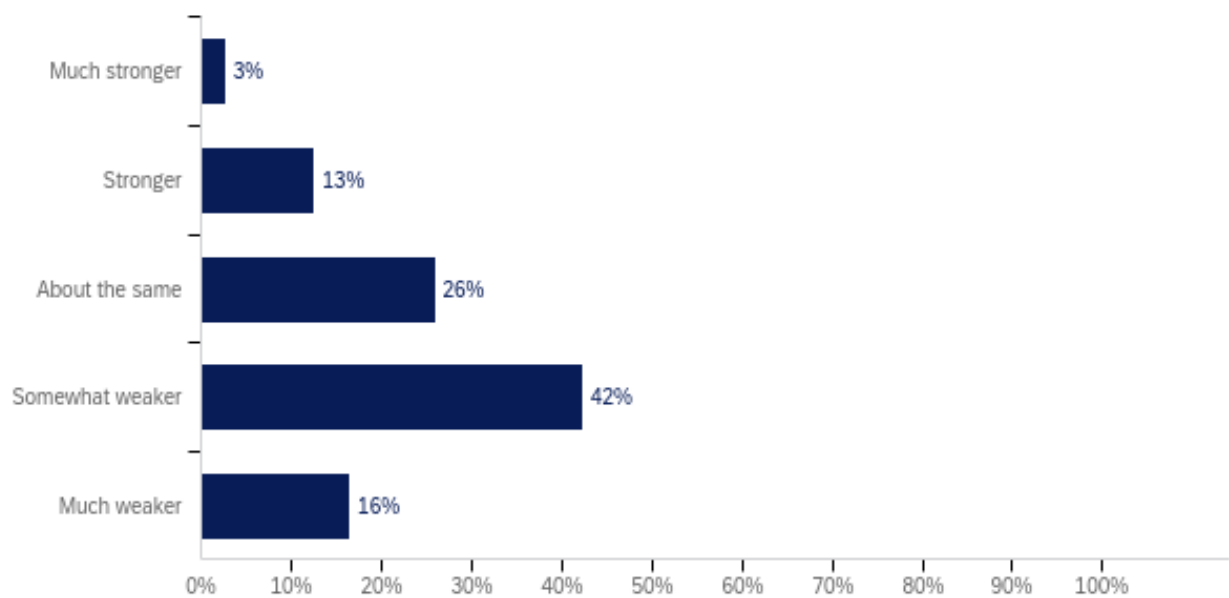
#	Answer	%	Count
1	Very strong	9%	189
2	Strong	23%	512
3	Moderate	43%	947
4	Weak	22%	485
5	Very weak	4%	86
	Total	100%	2219

Q3 - Compared to other universities in New Orleans, how strong is UNO’s brand?



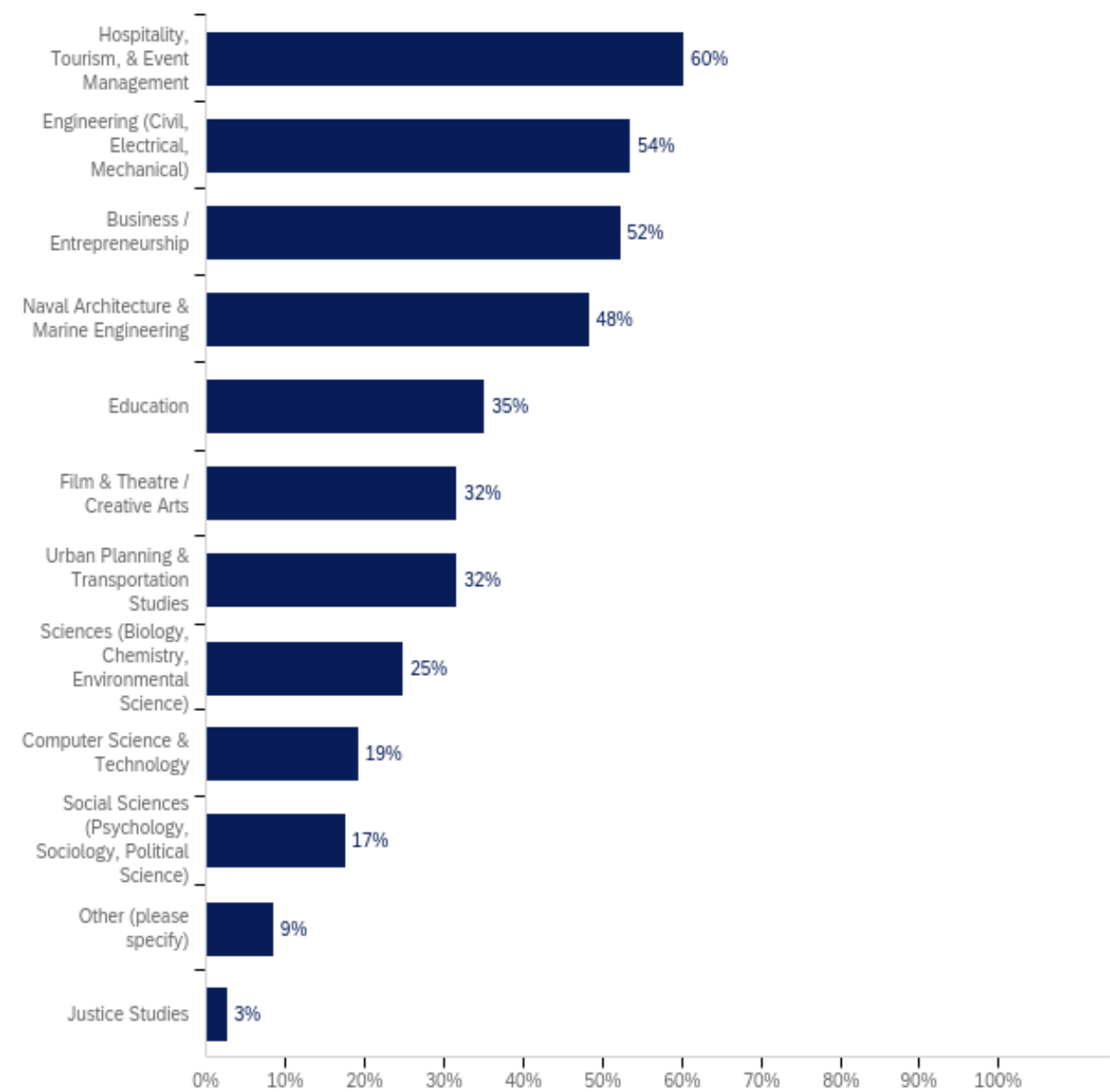
#	Answer	%	Count
1	Much stronger	5%	108
2	Stronger	17%	370
3	About the same	31%	678
4	Somewhat weaker	38%	846
5	Much weaker	10%	217
	Total	100%	2219

Q5 - Compared to other universities in Louisiana, how strong is UNO’s brand?



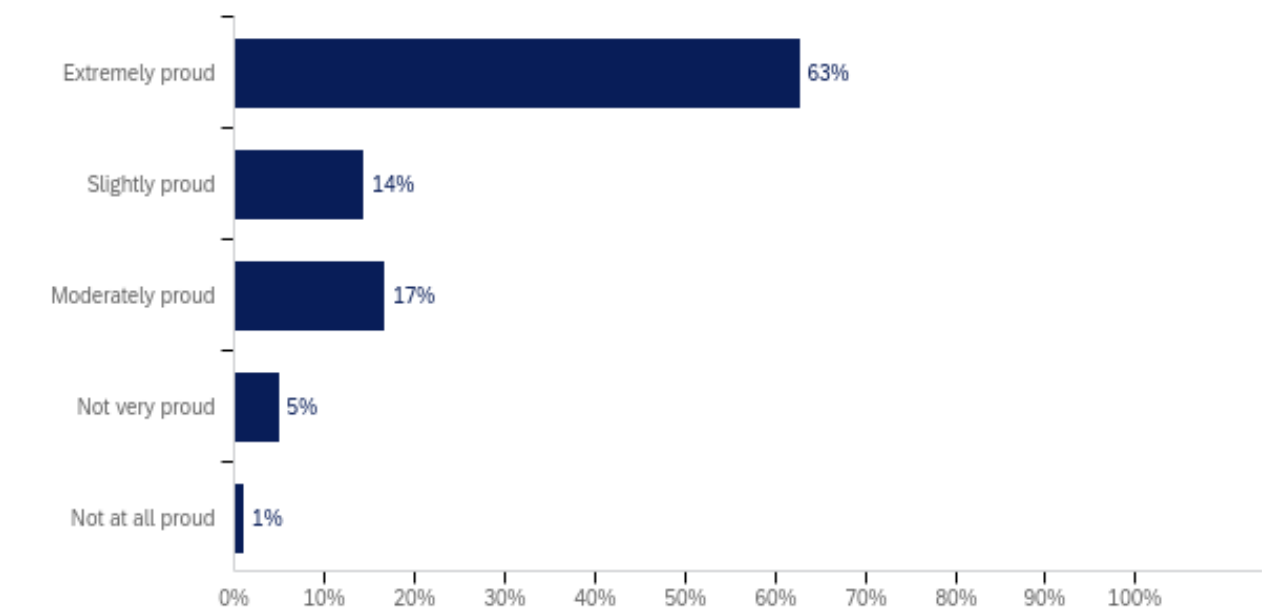
#	Answer	%	Count
1	Much stronger	3%	59
2	Stronger	13%	279
3	About the same	26%	575
4	Somewhat weaker	42%	940
5	Much weaker	16%	366
	Total	100%	2219

Q6 - What majors/programs is UNO best known for? You can check all that apply.



#	What majors/programs is UNO best known for? You can check all that apply. - Selected Choice	Count
1	What majors/programs is UNO best known for? You can check all that apply. - Selected Choice	2103

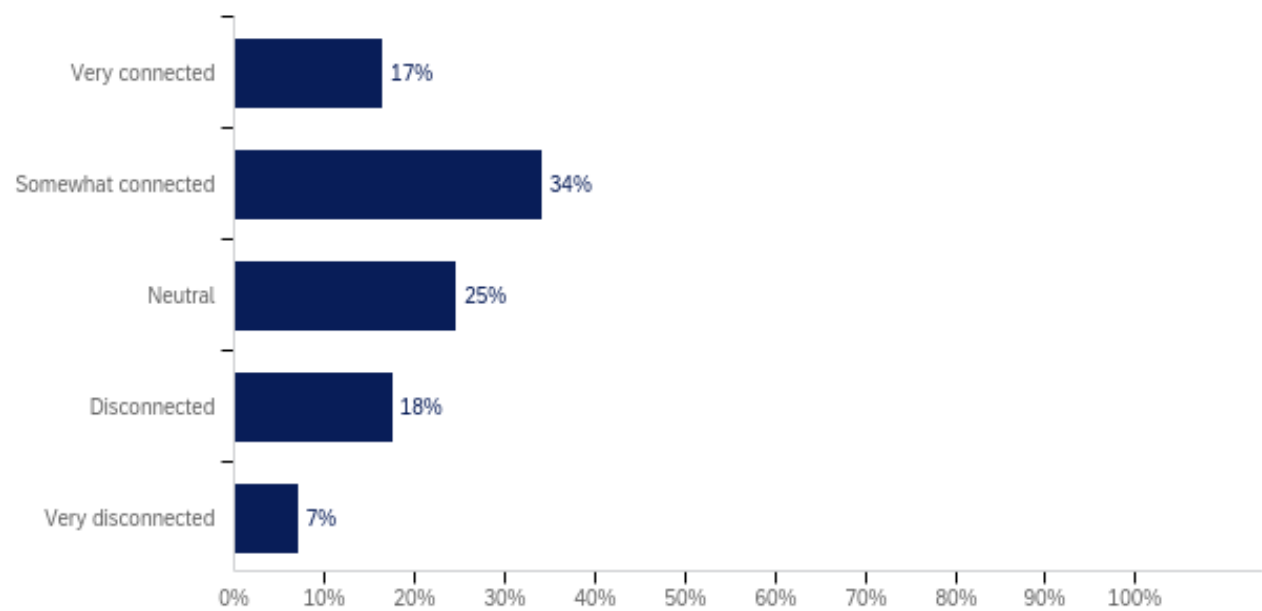
Q11 - How proud are you to say you graduated from UNO?



#	Answer	%	Count
1	Extremely proud	63%	1255
2	Slightly proud	14%	289
3	Moderately proud	17%	335
4	Not very proud	5%	99
5	Not at all proud	1%	22
	Total	100%	2000

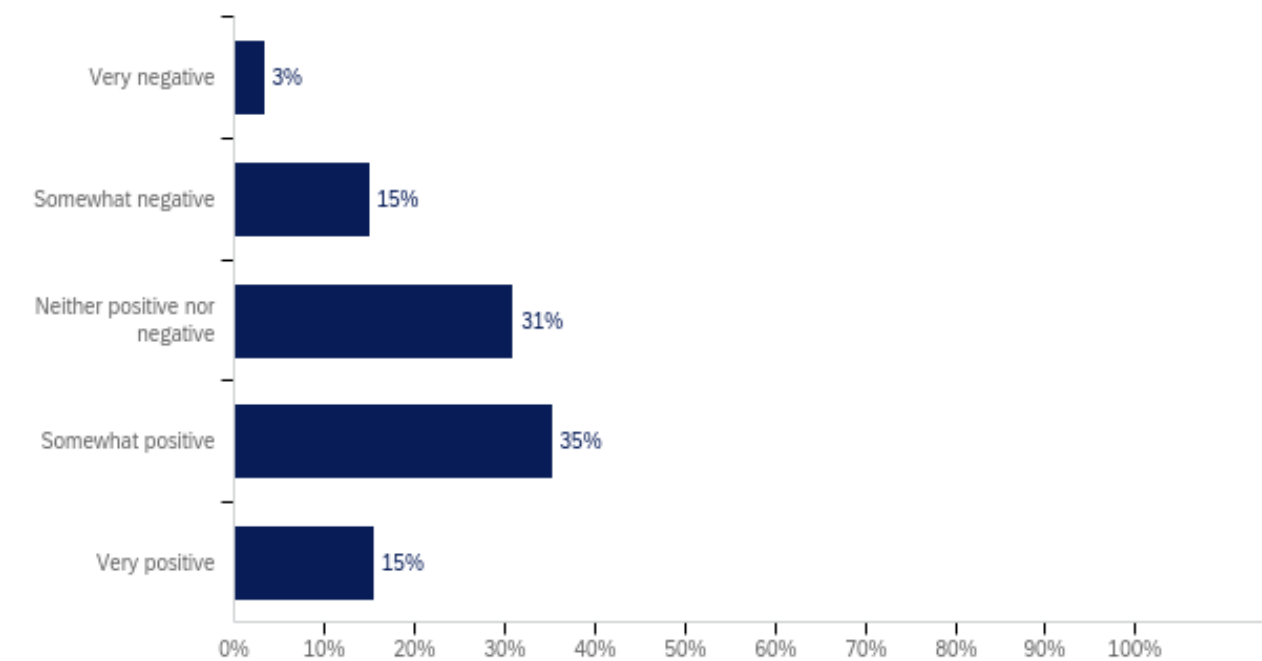


Q16 - How connected do you currently feel to UNO as your alma mater?



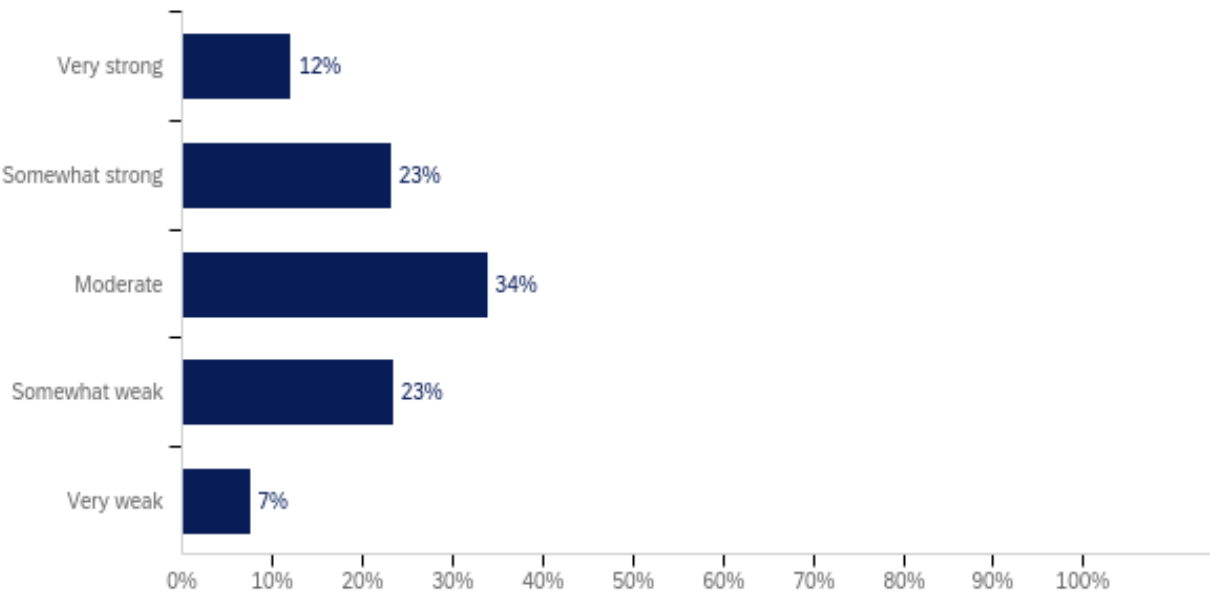
#	Answer	%	Count
1	Very connected	17%	330
2	Somewhat connected	34%	683
3	Neutral	25%	494
4	Disconnected	18%	351
5	Very disconnected	7%	142
	Total	100%	2000

Q17 - How positive or negative is UNO’s overall reputation in Louisiana today?



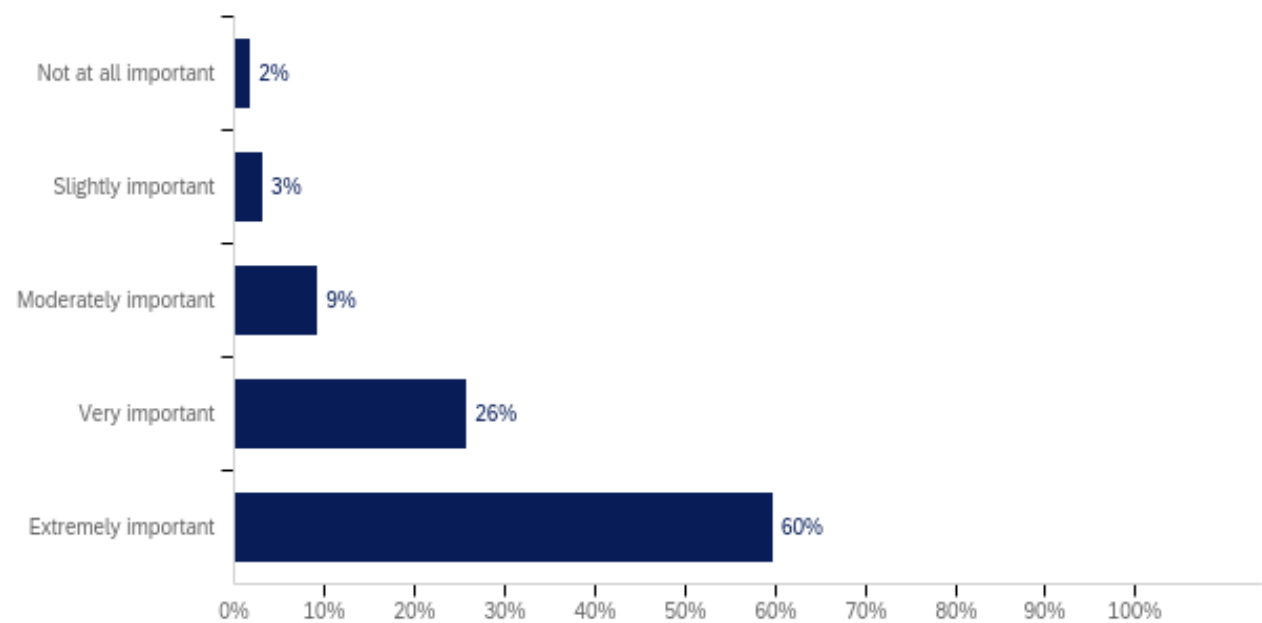
#	Answer	%	Count
7	Very positive	15%	145
6	Somewhat positive	35%	330
5	Neither positive nor negative	31%	290
4	Somewhat negative	15%	140
1	Very negative	3%	31
	Total	100%	936

Q18 - How would you describe UNO’s competitive position in New Orleans’ higher-education landscape?



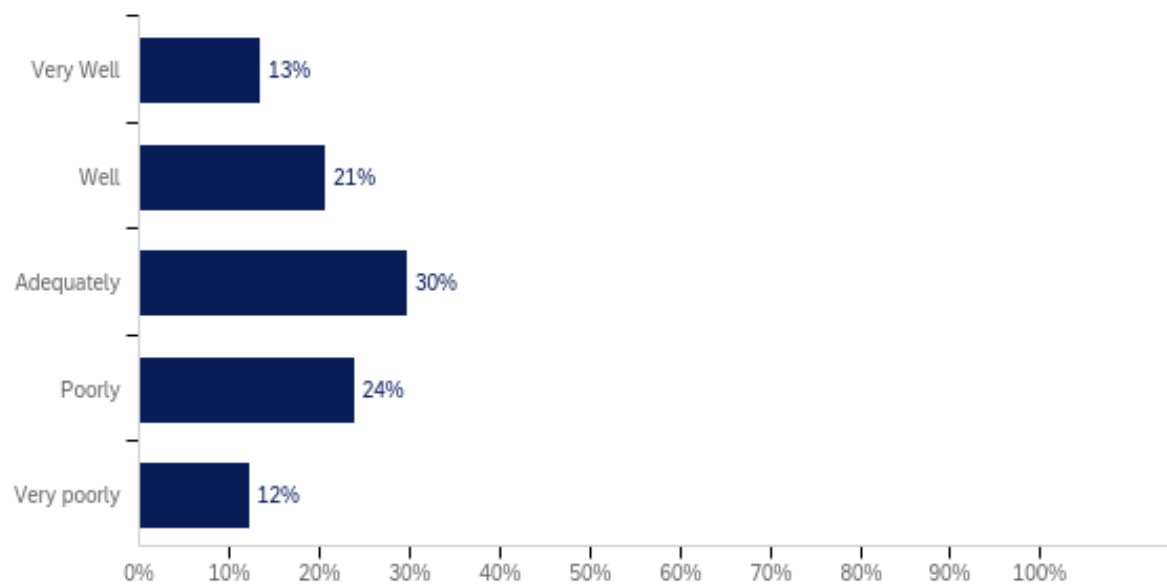
#	Answer	%	Count
1	Very strong	12%	113
2	Somewhat strong	23%	217
3	Moderate	34%	317
4	Somewhat weak	23%	219
5	Very weak	7%	70
	Total	100%	936

Q19 - How important is UNO to the city of New Orleans?



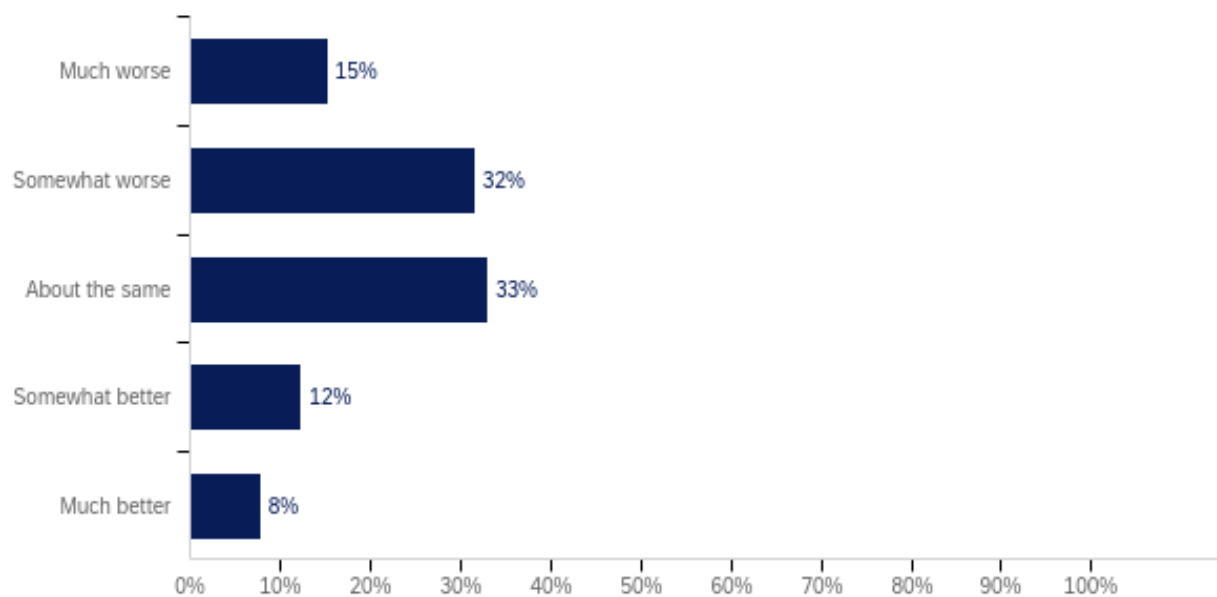
#	Answer	%	Count
7	Extremely important	60%	560
6	Very important	26%	242
5	Moderately important	9%	87
4	Slightly important	3%	30
1	Not at all important	2%	17
	Total	100%	936

**Q20 - Even if you did not personally experience Hurricane Katrina, UNO’s long-term recovery post-Katrina has shaped today’s campus. In your view, how well has UNO recovered and rebuilt since Hurricane Katrina?**



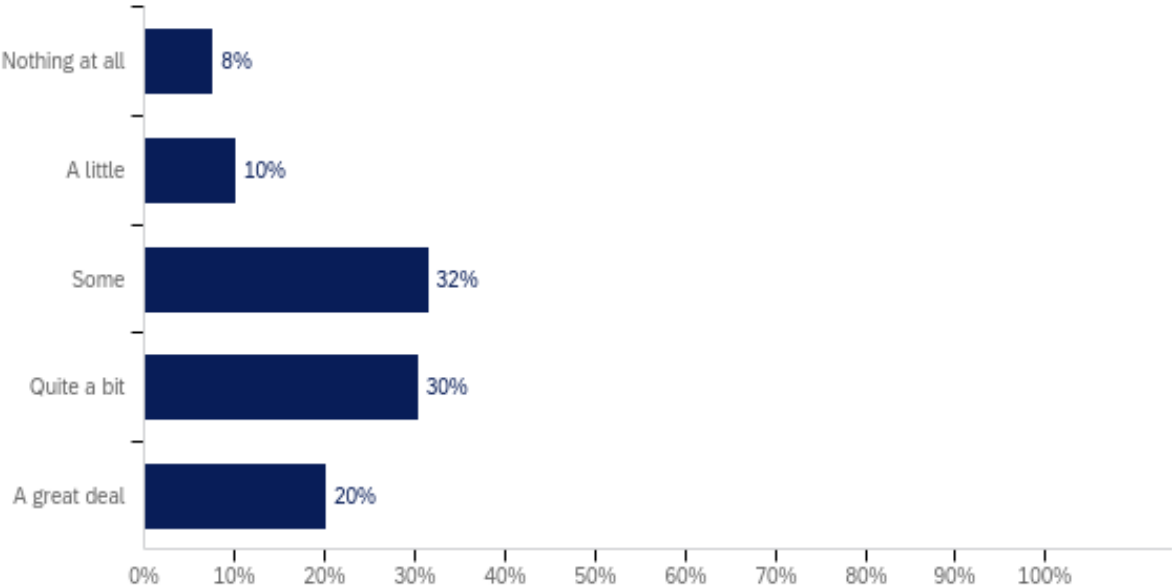
#	Answer	%	Count
1	Very Well	13%	110
2	Well	21%	169
3	Adequately	30%	243
4	Poorly	24%	195
5	Very poorly	12%	100
	Total	100%	817

**Q21 - Compared to other New Orleans institutions, how would you rate UNO’s post-Katrina progress?**



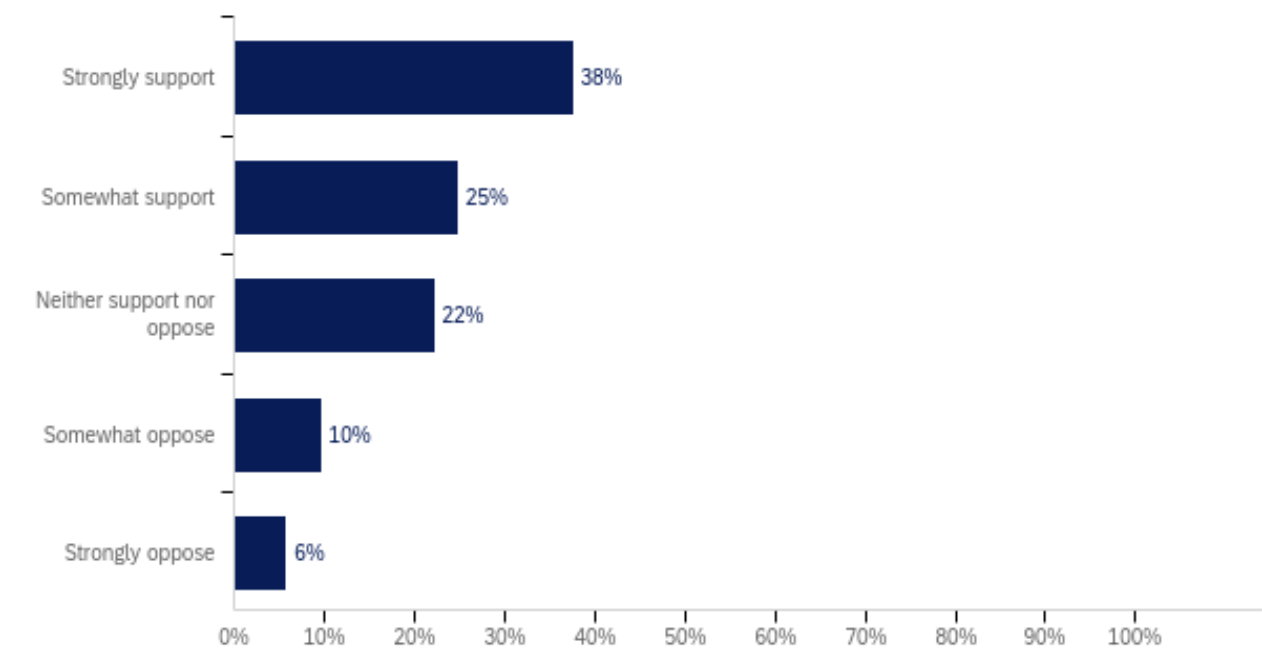
#	Answer	%	Count
10	Much better	8%	60
9	Somewhat better	12%	95
8	About the same	33%	254
7	Somewhat worse	32%	243
1	Much worse	15%	117
	Total	100%	769

Q22 - How much have you heard about UNO re-joining the LSU System?



#	Answer	%	Count
7	A great deal	20%	389
6	Quite a bit	30%	585
5	Some	32%	607
4	A little	10%	196
1	Nothing at all	8%	148
	Total	100%	1925

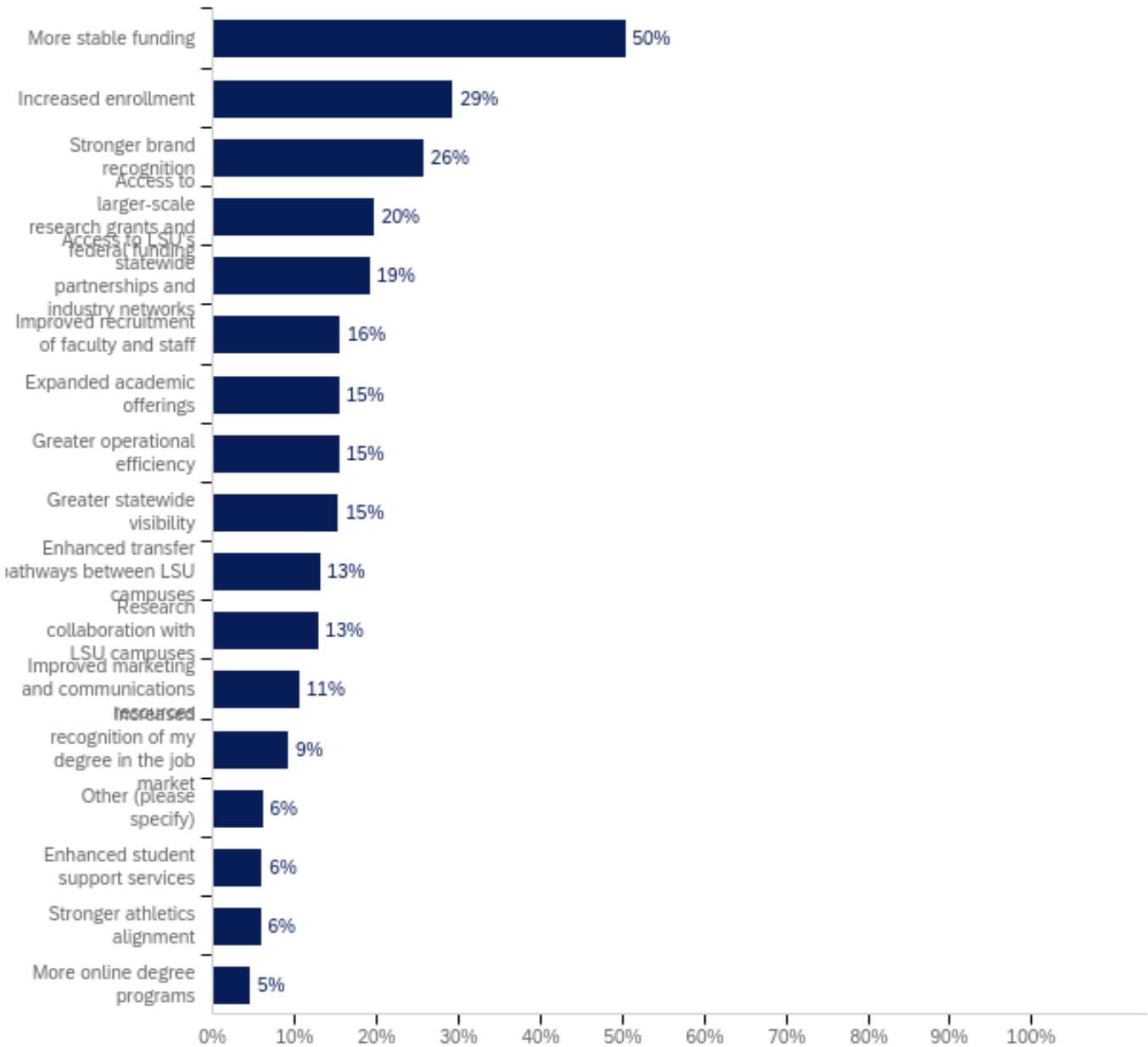
**Q23 - Just so you know: The State has decided that UNO will rejoin the LSU System. How do you personally feel about UNO becoming part of the LSU System again?**



#	Answer	%	Count
1	Strongly support	38%	723
4	Somewhat support	25%	478
8	Neither support nor oppose	22%	427
11	Somewhat oppose	10%	185
12	Strongly oppose	6%	112
	Total	100%	1925

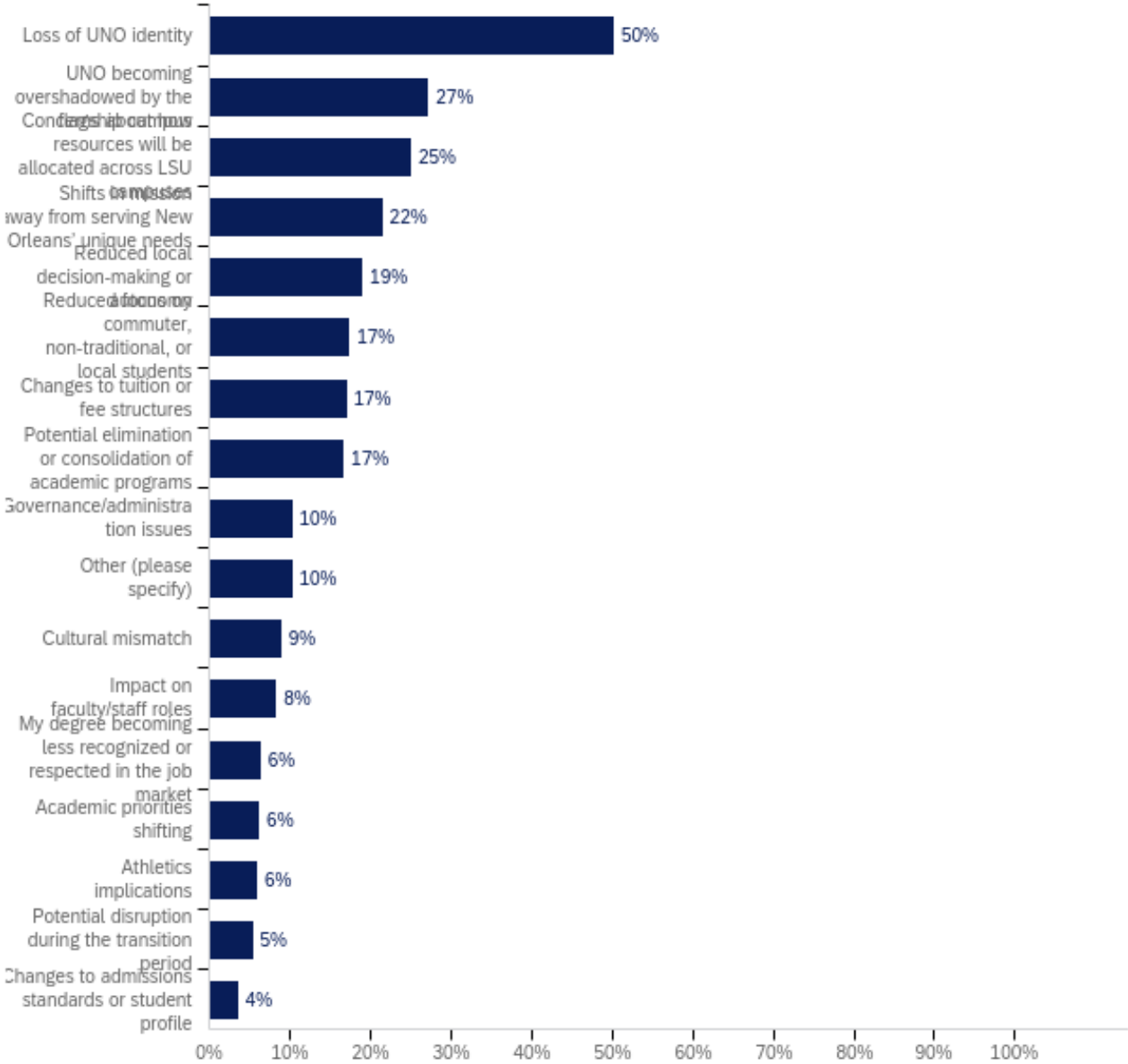


Q24 - What potential benefits do you see for when UNO joins the LSU System? (Select up to three answers)



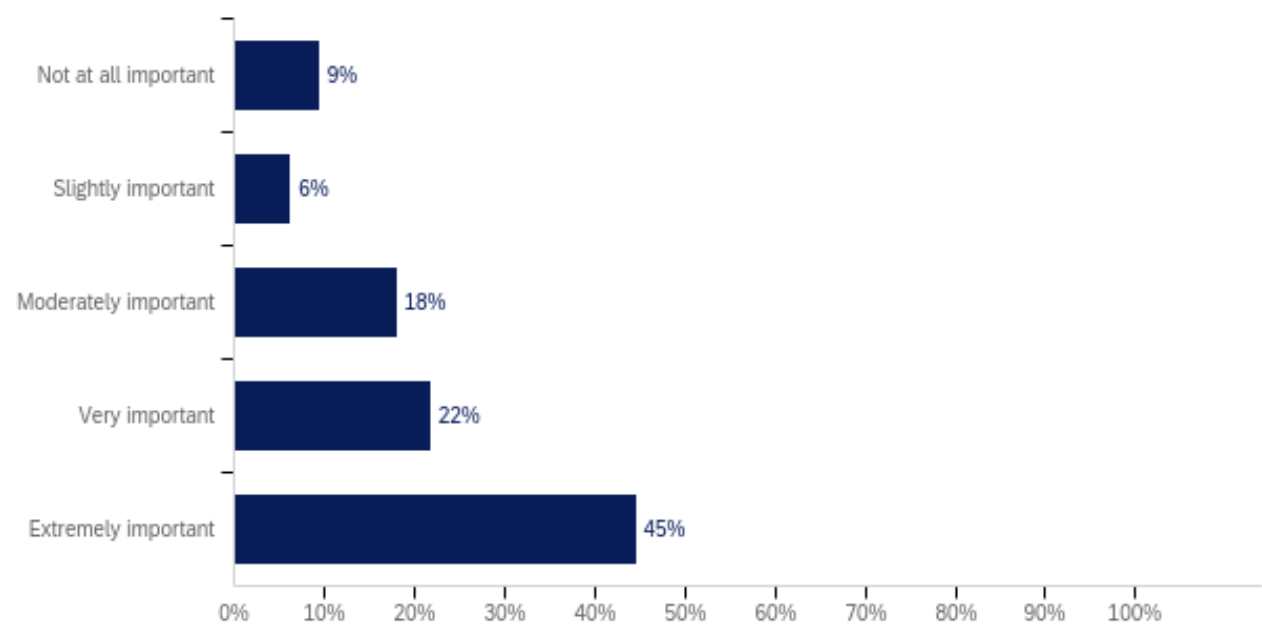
#	What potential benefits do you see for when UNO joins the LSU System? (Select up to three answers) - Selected Choice	Count
1	What potential benefits do you see for when UNO joins the LSU System? (Select up to three answers) - Selected Choice	1925

Q25 - What concerns do you have about UNO joining the LSU System? (Select up to three answers)



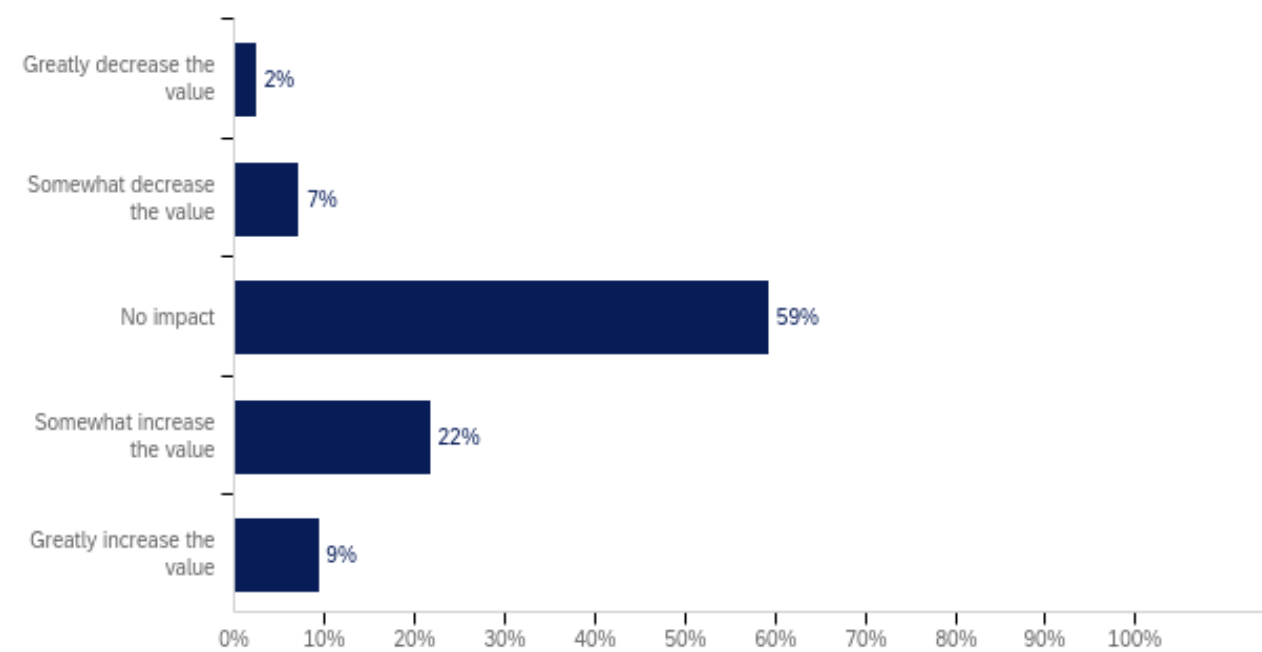
#	What concerns do you have about UNO joining the LSU System? (Select up to three answers) - Selected Choice	Count
1	What concerns do you have about UNO joining the LSU System? (Select up to three answers) - Selected Choice	1925

Q26 - How important is it to you that UNO maintains a distinct identity when it becomes part of the LSU System?



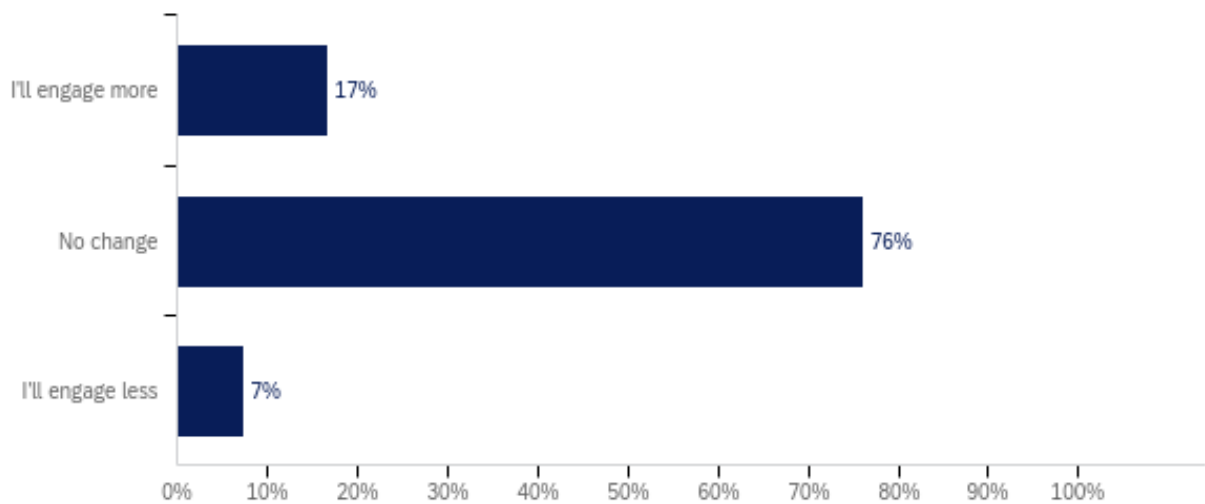
#	Answer	%	Count
7	Extremely important	45%	858
6	Very important	22%	419
5	Moderately important	18%	346
4	Slightly important	6%	121
1	Not at all important	9%	181
	Total	100%	1925

Q29 - When UNO joins the LSU System, what impact—if any—do you believe it would have on the value of your existing UNO degree?



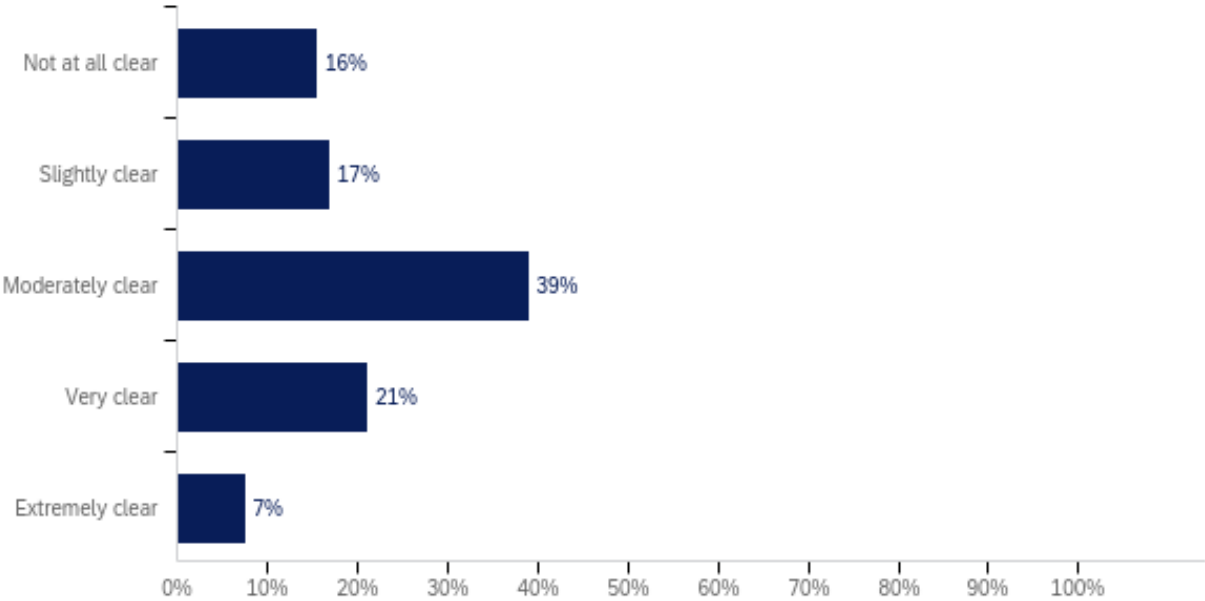
#	Answer	%	Count
7	Greatly increase the value	9%	179
6	Somewhat increase the value	22%	417
5	No impact	59%	1139
4	Somewhat decrease the value	7%	138
1	Greatly decrease the value	2%	46
	Total	100%	1919

Q39 - Compared to your current level of engagement how much will you engage with UNO (events, volunteering, etc.) when it becomes part of the LSU System?



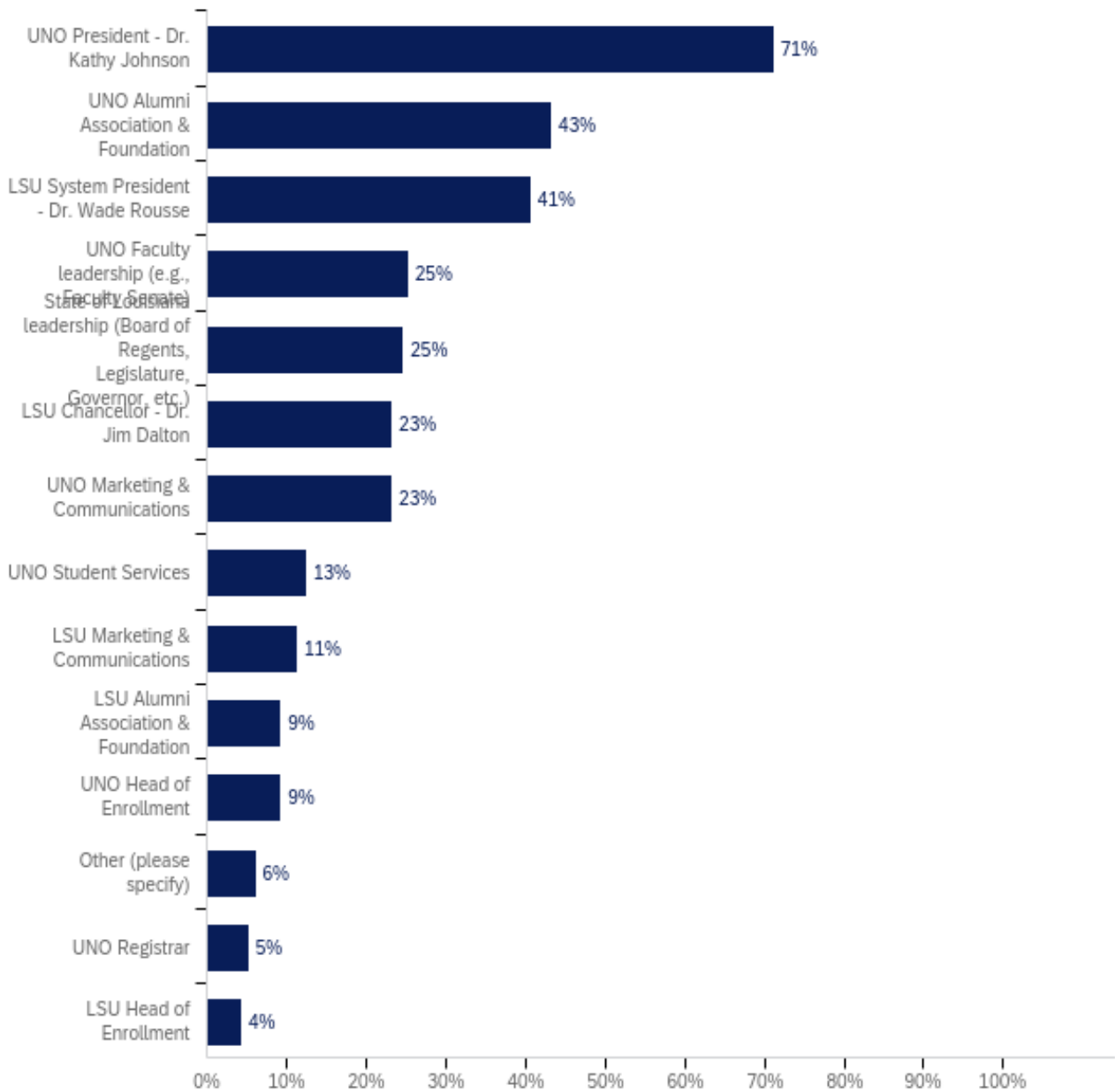
#	Answer	%	Count
1	I'll engage more	17%	318
2	No change	76%	1457
3	I'll engage less	7%	139
	Total	100%	1914

Q36 - How clear has communication been about UNO joining the LSU System?



#	Answer	%	Count
7	Extremely clear	7%	142
6	Very clear	21%	400
5	Moderately clear	39%	738
4	Slightly clear	17%	320
1	Not at all clear	16%	294
	Total	100%	1894

Q41 - Who would you most like to hear from about how UNO will rejoin the LSU System?  
You can select all that apply.



#	Who would you most like to hear from about how UNO will rejoin the LSU System? You can select all that apply. - Selected Choice	Count
1	Who would you most like to hear from about how UNO will rejoin the LSU System? You can select all that apply. - Selected Choice	344