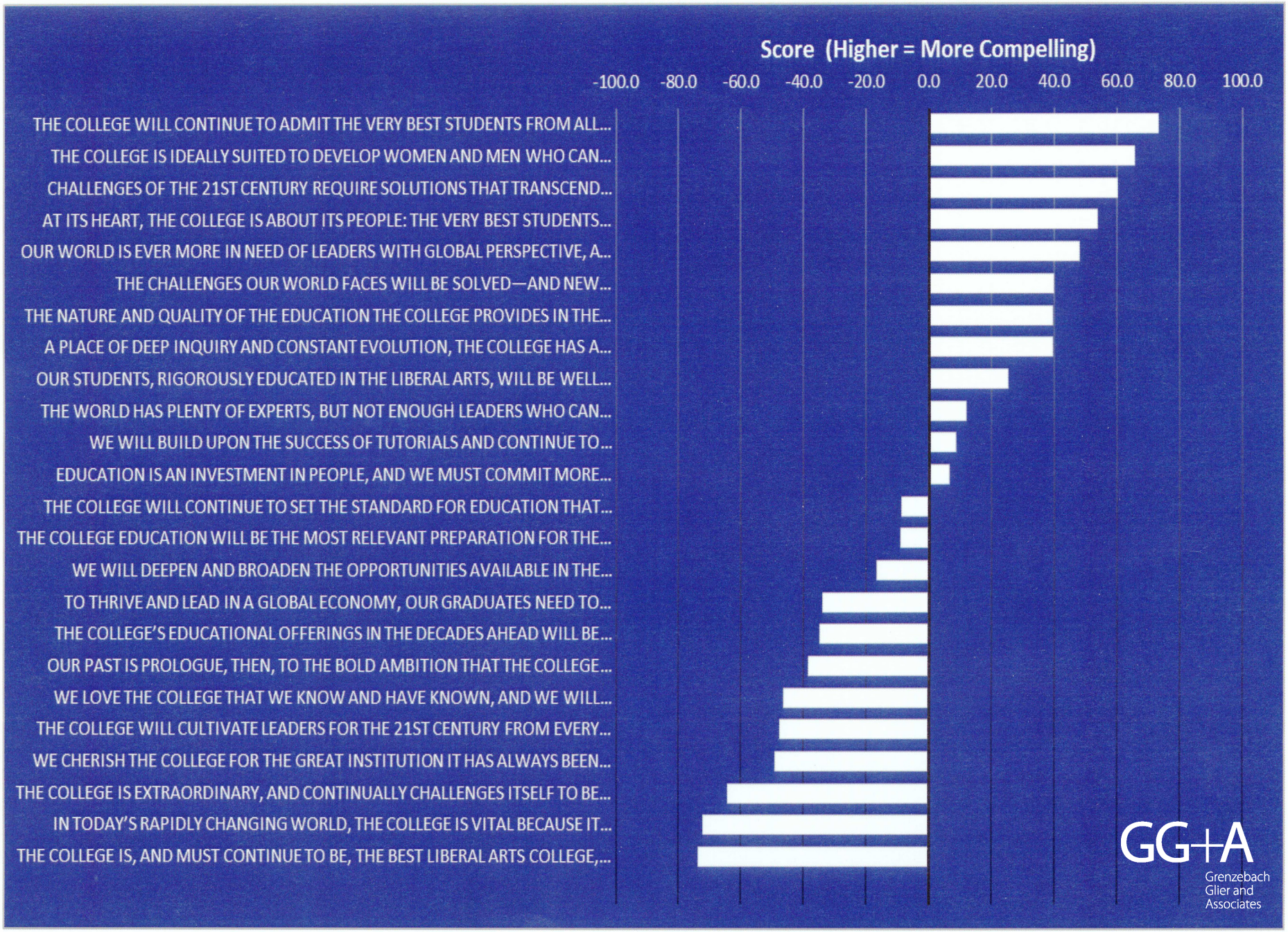Alumni Perspectives on Potential Campaign Themes