



The CASE Member Magazine Readership Survey (CMMRS)

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		CASE Member Magazine Readership Survey	

The CASE Member Magazine Readership Survey (CMMRS) is now available.

What is the CMMRS?

The CMMRS is a basic Web survey that your institution can use to learn more about how your constituents read your most important periodical publication (usually a magazine). Data from this survey will be returned to you as well as aggregated by CASE so that you will be able to compare your results to those from other institutions. The aggregated data will form the first comprehensive picture of educational institutions magazine readers.

Who should respond?

Participation in the readership survey is intended for editors of educational institutions' magazines that are members of the Council for Advancement and Support of Education (CASE). These editors will complete an online registration form on this Web page and then receive a secure, unique URL to their institution's survey. In this document, editors will find instructions and a template letter how to send this link to a random sample of their magazine's readers. Readers' responses will go directly to the survey database, after which the

editors will receive their own customized and interactive reports of their data, compared with aggregate data of all of the responding institutions.

Who developed the survey?

Many editors and other communications professionals (including the CASE research staff) have contributed ideas, questions, and suggestions. The draft survey instrument was discussed at the Editors Forum in workshop-style sessions in 2007 and 2008. The survey was tested during the winter of 2007-2008 by six schools: Auburn University, the University of Buffalo, Portland State University, TCU, the Taft School, and Wagner College.

Will the methodology be consistent?

Every survey will use the same survey questions across all participants to ensure the comparability of results. The survey is hosted by Qualtrics.com, one of the leading on-line survey firms. (CASE uses Qualtrics.com for many of its Web surveys.)

What will the CMMRS tell me?

The survey asks 24 questions. It investigates: how your constituents gather information about your institution (print, on-line, etc.); how they read/use your flagship print publication (usually a magazine); and how interested they are in a range of subjects (what they read, what they don't). It also asks your readers to rate your magazine's quality, to consider whether they think it's a credible source of information about your institution, and explores what actions they may have taken as a result of reading it. Other questions include: How much time do they spend with it? How long do they keep it? Have they sent an article to a friend? Have they attended an event or made a donation as a result of reading it?

What are the advantages of participating in the survey?

You will receive important information about your own magazine that can lead to effective improvements for your readership. All of the survey data will be aggregated into a single database. Hundreds of institutions have contributed to the common data set, enabling you to compare your school's results with those of all other institutions using the same survey. This database provides a powerful tool for communicators and magazine editors. As participation has grown, we are able to make comparisons within classes and types of institutions, first in North America and, after a test period, among CASE members internationally.

What does it cost?

CASE will offer the basic CMMRS as a free service to member institutions and readers. The survey vendor, Qualtrics.com, will provide a basic PDF report. During the survey's introductory period, Qualtrics.com will also be testing a package of analytical tools that will allow you to query the data and generate your own interactive graphs and reports from your survey results. At some time in the future

however, CASE will consider a nominal fee structure for the service to cover Qualtrics' fees. The editors will be kept fully informed.

How do I get started?

To take advantage of this survey for your institution, please register online at http://case.qualtrics.com/SE/?SID=SV_1GnSQ6AvkdVpwTq&SVID=Prod. Within 24 hours you will receive a welcome email from Qualtrics.com containing a unique and secure URL for your institution, along with the reporting link to track and compare your data. As your institution's magazine editor, all you will need to do is get the survey and letter and URL out to a sample of your readers. They will complete the survey and their responses will go directly to Qualtrics.com.

What will our readers see?

Your randomly selected constituents will receive your e-mail invitation to participate in the survey, which will contain the URL for your institution's questionnaire. Upon clicking the URL, they will be directed to your survey on the Qualtrics.com Web site. The survey takes about 10-15 minutes to complete, depending on whether participants choose to answer some open-ended questions.

Who may use the CMMRS?

Any CASE member institution may use this survey. Only participating institutions will have access to results. Depending on demand, you may be restricted to using it once per year. At first, the survey will be offered only to North American members, but we will develop an international version as soon as experience with the first survey allows.

Questions? Please contact CASE Research at research@case.org

How to pick a random sample of your readership records for the CASE Member Magazine Readership Survey

Thank you, institutional magazine editors, for participating in the CASE Member Magazine Readership Survey (CMMRS). We hope that the results of your survey will not only be helpful to your institution and publication, but also to our profession as a whole.

In order to have consistent data that will enable us to compare results across all participating institutions, it is important that all participants use the same methodology to distribute the survey to their readers. Please follow the steps below to choose a sample of your readership.

If you have questions, please contact CASE Research at research@case.org.

Selecting a Random Sample

Using an Automated Program. Since we are asking educational institutions to survey only a sample of their readership, the recommended way to do so is to work with your institution's database managers and Information Technology staff to choose a random sample of 25 percent of your readership's e-mail addresses.

Because this is an online-only survey, you will first need to determine the overall number of valid e-mail addresses in your readership database. Please do not exclude any particular constituency or age group from your sample. For example, do not skew the survey results by sampling only "donors" or "members." The survey asks for demographic data, including the reader's relationship to the institution. Your results will show how each constituency (alumni, parents, friends, etc.) has responded.

Your IT department or accounting office may already use an automated method for choosing a 25 percent sample from the database. If not, programs such as SPSS (<http://www.spss.com/>) can easily generate a 25 percent sample.

Choosing the Sample Yourself. If you have no access to a program that will automate the sample, use the following method to choose a 25 percent sample:

- First, determine what is 25 percent of all your valid e-mail addresses. For example, if you have 20,000 records with e-mail addresses, multiply that number by 0.25. ($20,000 \times 0.25 = 5,000$). You will need 5,000 valid e-

mail addresses. Round up any fractional numbers.

- One of the easiest methods of randomly choosing these e-mail addresses is to pick every "nth" record so that the number of records you choose represents a tenth of your records. In the example above for instance, choose every 4th record to get your 25 percent sample of 20,000 records.
- Once you have your sample, you will send an e-mail letter to your readers, with a URL link to the survey that is unique to your institution so that responses from readers will go directly to a database maintained by Qualtrics.com, the survey vendor. The unique URL address will identify your institution and allow customized reporting of your results.

Please see the chart at end of this document to determine how many responses you need for your sample size to be truly representative of your readership. The highlighted areas in the chart show the response needed to be 95% confident that your sample would be representative of your entire readership with +/- 3% accuracy. For example, if 25% of your sample responded that they liked a certain issue of the magazine the most, then you would be 95% confident that the true census of the readers would have been between 22% and 28% for that question.

Steps in getting readership survey to readers

1. Prepare a mass e-mail of a 25 percent sample of your readership database. Use the sample invitation letter (included in this document) as the body of your e-mail. It is important that disclaimers and confidentiality statements are included in your e-mail.
2. Insert the survey link that has been provided to you by Qualtrics.com in the appropriate place in the letter.
3. Mail this letter with the link to your 25 percent sample.
4. You can track the number of responses you receive via the reporting link. You should plan on sending reminder e-mails to your sample each week for about 2-3 weeks after the initial mailing. E-mails get buried quickly and the reminder can only help. Since the surveys are answered anonymously, respondents' addresses can't be purged easily so

the most expedient way to do it is to state in the first sentence something like, "To those who have already responded to the survey, thank you and know that you are now part of future improvements. For those of you who haven't, please take just a few moments..." If the response is still insufficient (determined somewhat on how well the profile of your readership is represented in the respondent pool), then you may want to consider sending the survey link to a second 25 percent sample of your readership to add to the responses Qualtrics.com has already received.

5. Please notify CASE Research at research@case.org when you have sent your mass e-mail.

Sample invitation e-mail letter from editor

In order to maintain a consistent approach to our national survey across many institutions, the following language should appear in the e-mail sent to readers invited to participate. Please insert the name of your institution and publication where indicated.

Although you may *add* to this invitation, please do not change it—especially paragraph three. If you have questions about your e-mail invitation, please contact CASE Research at research@case.org.

Dear _____,

[Name of institution] would like your opinion and a few minutes of your time to help improve the effectiveness of this publication to serve your needs.

Our Web-based survey is easy to use and takes about 15 minutes to complete. You will be asked questions about [name of publication], including several that allow for open-ended responses.

This survey is hosted by Qualtrics.com, a leading survey firm, in cooperation with the Council for the Advancement and Support of Education (CASE), of which [name of institution] is a member. The results of the survey will be reported to [name of institution] in aggregate form only, and you will not be identified.

If you have questions about this survey, please contact [name and e-mail address of contact person at institution]. Do not reply to this e-mail.

Thank you in advance for helping to make [name of publication] even better. To begin the survey, click on the following link or copy and paste it into your browser.

[link to be provided by Qualtrics.com]

Best regards,

[name of magazine editor or university representative]

Suggestions of ways to use results from the CASE Member Magazine Readership Survey

Compare/Benchmark with Peer Magazines

- Your survey results will allow you to compare data across institutions:
 - Help to highlight areas that merit attention from management if different from the norm. There may be a good explanation for a difference or it may point to a problem area that needs to be addressed.
 - Survey results give you a benchmark/baseline of overall readership satisfaction and what vehicles may serve best in the future as your institution's most effective communications tool.

Customize Your Survey Results

- You can choose variables from the survey that are most relevant to your situation and compare metrics, such as any question cut by the size of a magazine's circulation, geographic area, student enrollment, type of institution, etc. It depends on what you need to know and what your institution should learn about your magazine.

Improve the Magazine through Readership Critique

- You can learn which attributes of the magazine readers value and which ones they do not to help drive continuous improvement. This includes content, 'look-and-feel,' graphics, format, frequency, length, information about the institution, etc.

Strategic Focus

- Survey results can help you emphasize a connection between the magazine and institutional advancement. For example, if your magazine is the primary way that alumni continue to feel an affinity for their alma mater, then a case can be made to include it strategically in institutional communications, fundraising, or PR to reinforce the connection and raise visibility of the magazine at the same time.
- Survey results can help you highlight to the institution's leadership the strong value and association that alumni feel between the publication and the institution (assuming that is what the data reveals) and that it is worth the investment of resources for that connection.

Number of Responses Needed for Margin of Error Levels Indicated

Population Size	Sample Size Estimates: for noted sampling error at 95% confidence and P= 0.5									
	± 1%	± 2%	± 3%	± 4%	± 5%	± 6%	± 7%	± 8%	± 9%	± 10%
100	99	97	92	86	80	73	67	61	55	49
200	196	185	169	151	132	115	99	86	75	65
500	476	414	341	273	218	174	141	116	96	81
1,000	906	706	517	376	278	211	164	131	106	88
2,000	1656	1092	696	462	323	236	179	140	112	97
5,000	3289	1623	880	536	357	254	196	151	119	97
10,000	4900	1937	965	567	385	267	196	151	119	97
20,000	6489	2144	1014	601	385	267	196	151	119	97
50,000	8057	2401	1068	601	385	267	196	151	119	97
100,000	8763	2401	1068	601	385	267	196	151	119	97
> 100,000	9604	2401	1068	601	385	267	196	151	119	97

For example, if your 25% *random* sample of your readership is 2,000 (i.e., chosen, say, as every 4th record in your data base that is arranged alphabetically and not in any order by grouping), then to achieve a +/- 3% margin of error (i.e., the true response of the entire readership can fluctuate up to 3% more or less 3%), the required number of responses is 696.