



## CASE Member Magazine Readership Survey v2

Welcome to the Alumni Magazine Readership Survey! We are asking for just a few moments of your time to make sure we hear your opinions and suggestions so  $\{e://Field/NameOfPublication\}$  can best serve your interests. Your participation in this survey is entirely voluntary, and there will be no adverse impact to your institution for not participating. The results will be reported as statistical totals only, and neither you nor your institution will be individually identified.

### 1. How do you generally acquire information about your school?

	All information	Most information	Some information	No information	No opinion
Magazine	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
E-mails from the institution	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Website	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other institutional publications	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local or national media	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Word of mouth / other alumni	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

### 2. How often do you typically read $\{e://Field/NameOfPublication\}$ ?

- Every issue
- Most issues
- Occasional issues
- Never read an issue

**CASE Member Magazine Readership Survey v2**

3. How much of each magazine do you read?

- All of it
- Most of it
- Some of it
- None of it

4. How long do you typically keep an issue of the magazine?

- More than one month
- Up to one month
- Up to one week
- Discard immediately

5. How much total time do you typically spend with an issue of  $\${e://Field/NameOfPublication}$ ?

- 60 minutes or more
- 30 to 59 minutes
- 10 to 29 minutes
- 1 to 9 minutes
- Do not read it

6. Do you prefer to read your  $\${e://Field/NameOfPublication}$ ...

- In print
- Online
- Both

7. If there were additional content from  $\${e://Field/NameOfPublication}$  available only online, how likely are you to go to the website and read it?

- Not at all likely
- A little
- Moderately
- Very likely

**CASE Member Magazine Readership Survey v2**

8a. The number of topics that {e://Field/NameOfPublication} can focus on is almost unlimited. Please rate your interest in knowing about the following subjects: Academics and Intellectual Life

	Very Interested	Interested	Somewhat Interested	Not interested	No opinion
Stories about individual courses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Curriculum	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Faculty research	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Student research/academic experiences	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Faculty publications	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Faculty awards and achievements	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Faculty selection, promotion, retirements	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Individual faculty profiles	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**CASE Member Magazine Readership Survey v2**

8b. Please rate your interest in knowing about: Campus Life

	Very Interested	Interested	Somewhat Interested	Not interested	No opinion
Cultural events and performances	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Athletics	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visiting speakers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Campus controversies	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Student achievements	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Student community service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Student issues and opinions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Extracurricular life and activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Individual student profiles	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**CASE Member Magazine Readership Survey v2**

8c. Please rate your interest in knowing about: Alumni Life and Activities

	Very Interested	Interested	Somewhat Interested	Not interested	No opinion
Alumni chapter activities / regional programming	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Alumni volunteers for the institution	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Alumni in their professions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Alumni in their personal lives	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Individual alumni profiles	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Class notes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Obituaries	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**CASE Member Magazine Readership Survey v2**

8d. Please rate your interest in knowing about: Institutional Affairs

	Very Interested	Interested	Somewhat Interested	Not interested	No opinion
Admissions policies and results	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Strategic planning	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Campus facilities and growth	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fund-raising efforts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Stories about donors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Message from the president	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Institutional history and traditions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The institution's financial status	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Staff selection, promotion or retirements	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Commencement, convocations or ceremonies	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**CASE Member Magazine Readership Survey v2**

8e. Please rate your interest in knowing about: General-interest Topics

	Very Interested	Interested	Somewhat Interested	Not interested	No opinion
Issues facing the local community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Issues facing higher education	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Arts and culture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Health and health care	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Business and industry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Science, technology, and engineering	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Environmental issues	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Religion / faith-based issues	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Letters to the editor	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Global / international issues	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



**CASE Member Magazine Readership Survey v2**

9. Please suggest any new topics that you wish  $\{e://Field/NameOfPublication\}$  would cover:

---

10. Please rate the quality of  $\{e://Field/NameOfPublication\}$  on the following:

	Excellent	Good	Average	Poor	Very Poor	No Opinion
Content	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cover	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ease of reading	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Layout and design	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Photography	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Writing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

11. Please Indicate your agreement with this statement: " $\{e://Field/NameOfPublication\}$  strengthens my personal connection to the institution."

- Strongly agree
- Agree
- Disagree
- Strongly disagree
- No opinion

12a. Please identify the ways in which  $\{e://Field/NameOfPublication\}$  strengthens your connection to the institution. (check all that apply)

- Reminds me of my experience at the institution
- Serves as a source of continuing education
- Encourages me to volunteer my time to the institution
- Encourages me to support the institution financially
- Helps me to feel more in touch with my graduating class
- Provides useful career and networking information
- Other: \_\_\_\_\_

## CASE Member Magazine Readership Survey v2

12b. Please identify the ways in which  $\{e://Field/NameOfPublication\}$  does not enhance your connection to the institution: (check all that apply)

- The magazine does not address topics of interest to me
- The magazine does not reflect my experience of the institution
- The magazine is not an objective source of information about the institution
- The magazine is primarily a fund-raising tool
- Other \_\_\_\_\_

13. What actions have you taken as a result of reading  $\{e://Field/NameOfPublication\}$ ? (check all that apply)

- Attended an event
- Volunteered for an activity
- Made a donation to the institution
- Contacted a classmate or friend
- Recommended the institution to a potential student or family member
- Submitted a class note
- Discussed or forwarded an article or issue
- Saved an article or issue
- Visited the magazine's or institution's Web site
- Written a letter or e-mail to the editor or institution
- No action taken
- Other \_\_\_\_\_

14. To what degree do you consider  $\{e://Field/NameOfPublication\}$  to be a credible source of information about the institution? (check one)

- Consistently portrays the institution accurately and objectively
- Contains some "spin" but is generally accurate and objective
- Usually portrays the institution only in a positive light
- Is not a good source of objective information
- No opinion

15. What article topic would you consider to be the most memorable in the last year?

---

**CASE Member Magazine Readership Survey v2**

16. What is it that you like most about \${e://Field/NameOfPublication}?

---

17. What is it that you like least about \${e://Field/NameOfPublication}?

---

18. Are there any changes or improvements you would like to suggest?

---

*Please provide the following information about yourself. (Remember that all information will be kept confidential.)*

18. What is your relationship to the institution? (check all that apply).

- Alumnus/Alumna (graduate)
- Attended (non-graduate)
- Current student
- Faculty / staff member
- Donor
- Parent or other relative
- Retired faculty / staff
- Other \_\_\_\_\_

19. What is your age?

- Under 25
- 25 to 34
- 35 to 49
- 50 to 64
- 65 and over

20. What is your gender?

- Female
- Male



## **CASE Member Magazine Readership Survey v2**

Thank you for participating in the alumni magazine readership survey!! Your time was well spent because it will help us provide to you the kind of magazine you want! If you have questions or mechanical problems with the survey, please contact [support@qualtrics.com](mailto:support@qualtrics.com); 1-801-374-6682. For all other questions, contact the Research Department at the Council for Advancement and Support of Education at [research@case.org](mailto:research@case.org); 202.328.2273. ©2011 Council for Advancement and Support of Education ©