

CASE Member Magazine Readership Survey

Welcome to the Magazine Readership Survey for $\{e://Field/NameOfPublication\}$! We are asking for just a few moments of your time to make sure we collect 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 impacts to you or your institution for not participating. The results will be reported as statistical totals only, and neither you nor your institution will be individually identified.

SECTION 1

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

	All information (1)	Most information (2)	Some information (3)	No information (4)	No opinion (5)
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"/>
School's website	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Facebook	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Twitter	<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

3. How much of each magazine do you read?

- None of it
- Some of it
- Most of it
- All 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 (including mobile devices)
- 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

SECTION 2

The number of topics that $\{e://Field/NameOfPublication\}$ can focus on is almost unlimited. Please rate your interest in knowing about the following subjects:

8a. Academics and Intellectual Life

	Very Interested (1)	Interested (2)	Somewhat Interested (3)	Not Interested (4)	No Opinion (5)
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"/>

8b. Campus Life

	Very Interested (1)	Interested (2)	Somewhat Interested (3)	Not Interested (4)	No Opinion (5)
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"/>

8c. Alumni Life and Activities

	Very Interested (1)	Interested (2)	Somewhat Interested (3)	Not Interested (4)	No Opinion (5)
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"/>

8d. Institutional Affairs

	Very Interested (1)	Interested (2)	Somewhat Interested (3)	Not Interested (4)	No Opinion (5)
Admissions policies and results	<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"/>
The institution's financial status	<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"/>
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"/>
Institutional history and traditions	<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"/>
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"/>
The institution's financial status	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

8e. General-interest Topics

	Very Interested (1)	Interested (2)	Somewhat Interested (3)	Not Interested (4)	No Opinion (5)
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"/>

SECTION 3

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 (1)	Good (2)	Average (3)	Poor (4)	Very Poor (5)	No Opinion (6)
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 indicate all the ways in which $\{e://Field/NameOfPublication\}$ strengthens your connection to the institution. (check all that apply)

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

12b. Please indicate all of 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
- Contacted a classmate or friend
- Submitted a class note
- Discussed or forwarded an article or issue
- Saved an article or issue
- Visited the magazine's or institution's website
- Written a letter or e-mail to the editor or institution
- Made a donation to the institution
- Volunteered for an activity
- Recommended the institution to a potential student or family member
- Other _____
- No action taken

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

SECTION 4

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

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 completely confidential.)

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

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

21. What is your age?

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

22. What is your gender?

- Female
- Male
- Prefer not to answer

23. Please enter your e-mail address here. This information will only be used for the purposes outlined in the survey invitation. Your contact information WILL NOT be used for any marketing or soliciting purposes.

Thank you for participating in the magazine readership survey!