
University and Alumni Association Magazine Content Research

An Alumni Attitude Study Research Project



Participating Institutions

Baylor University

Berea College

Culver Academy

Humbolt State University

Kansas State University

Northwestern University

Rochester Institute of Technology

Southern Illinois University

Texas A&M University

Tulane University

University of Central Florida

University of Houston

University of Massachusetts - Amherst

University of Miami

University of Missouri

University of Nevada - Las Vegas

University of Oregon

AAS Benchmarks - Communication

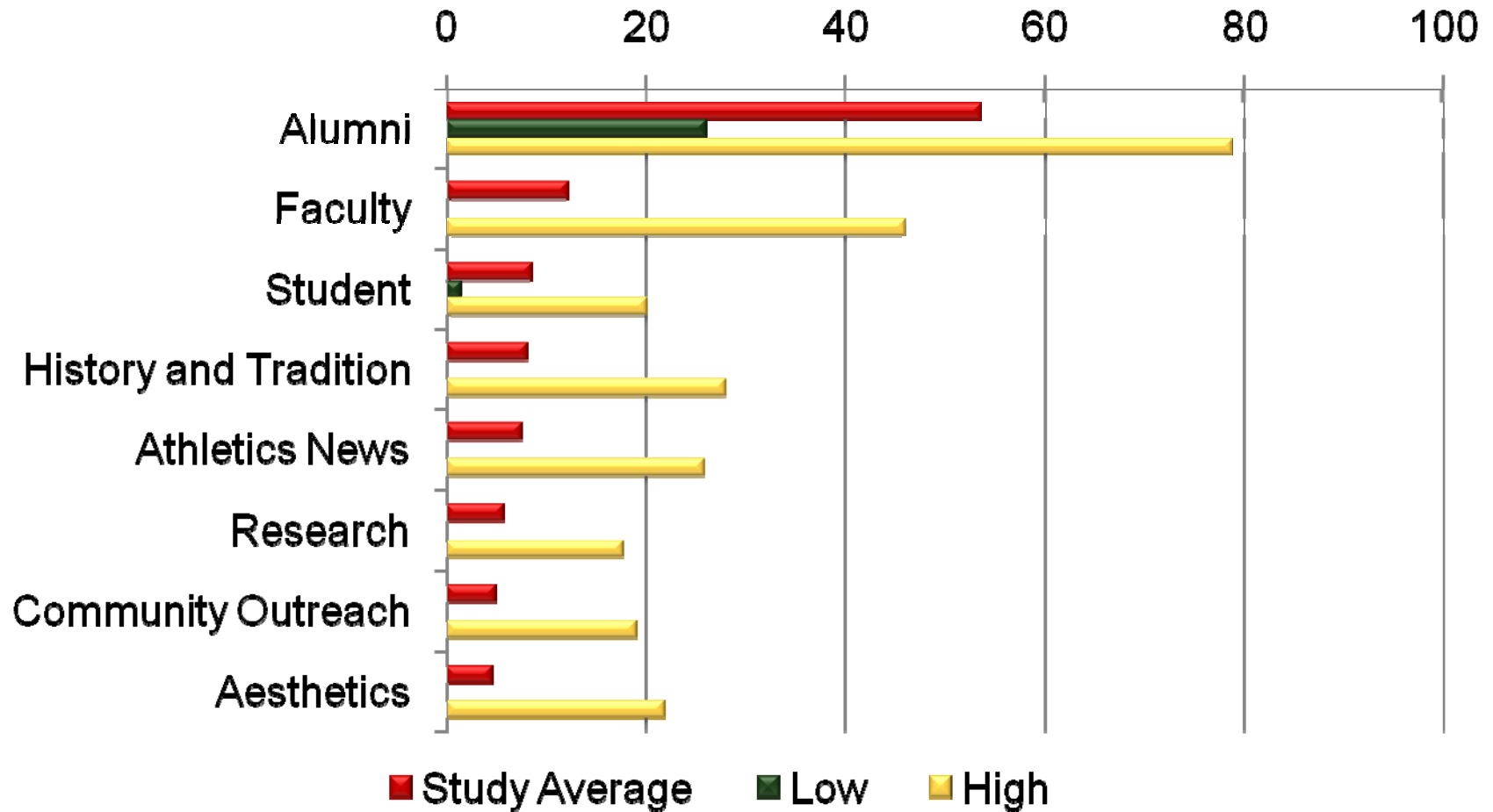
- Nationwide data clearinghouse comprised of alumni responses focusing on key issues in alumni relations including communication.
 - Benchmarks show that communication plays an integral role in how alumni rate their university.
 - Publicizing student, faculty, current research and community outreach projects improve the university's standing with alumni as well as the general public.
 - Value and respect for degree increases as awareness about positive happenings on campus increases.
 - Publications are too often focused on 'lists' of alumni, rather than individual student, faculty, or alumni accomplishment.
-

Metrics

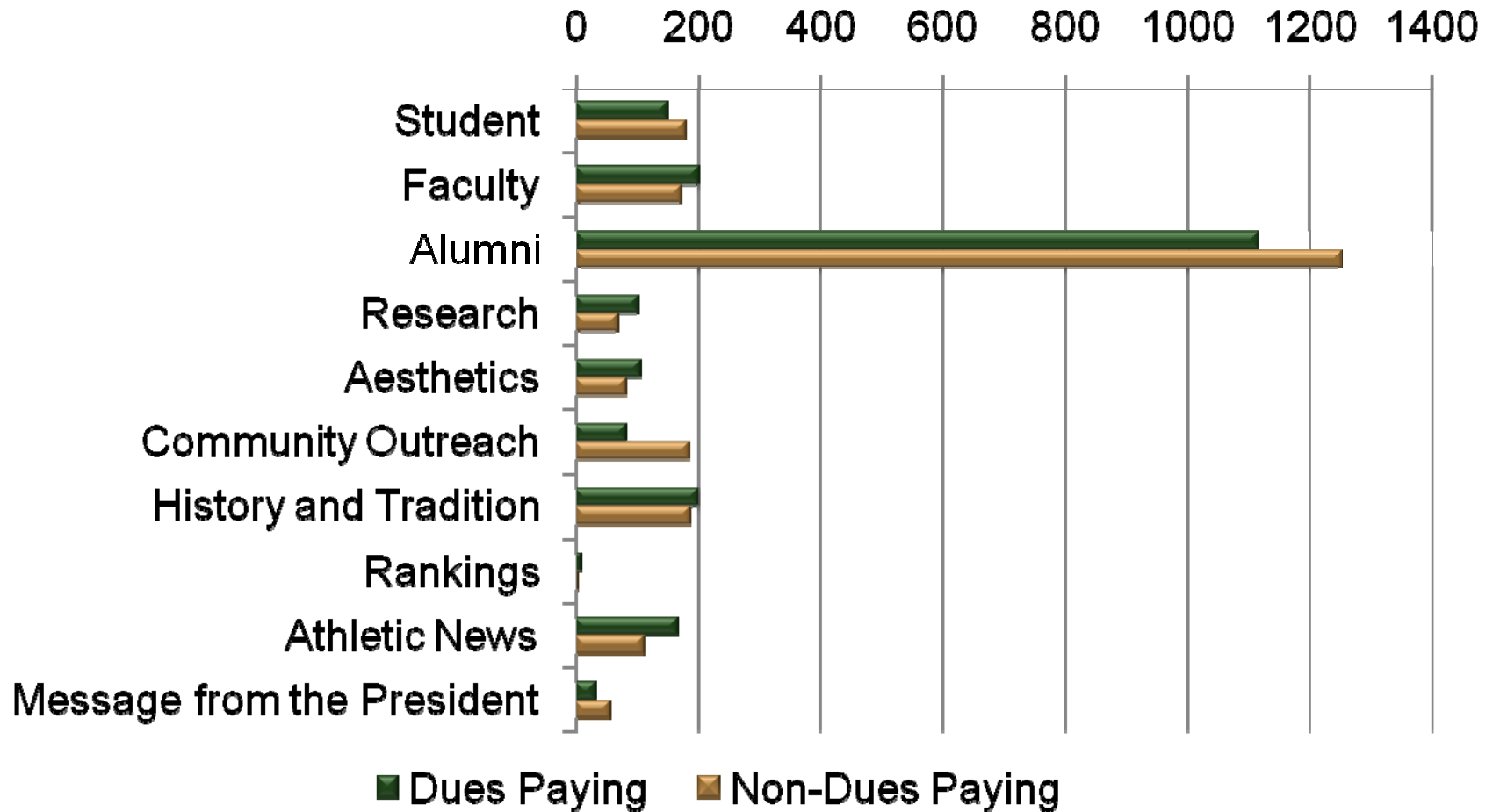
- Measurement of space allocation is based on total column inches for each individual magazine.
 - To evaluate the space allocated to particular content, we used the industry standard SAU (Standard Advertising Unit).
 - $\{SAU = \text{height} * \text{width} / 2.1667\}$.
 - Averages are based on percentage of column inches devoted to each content category.
-

Study Averages

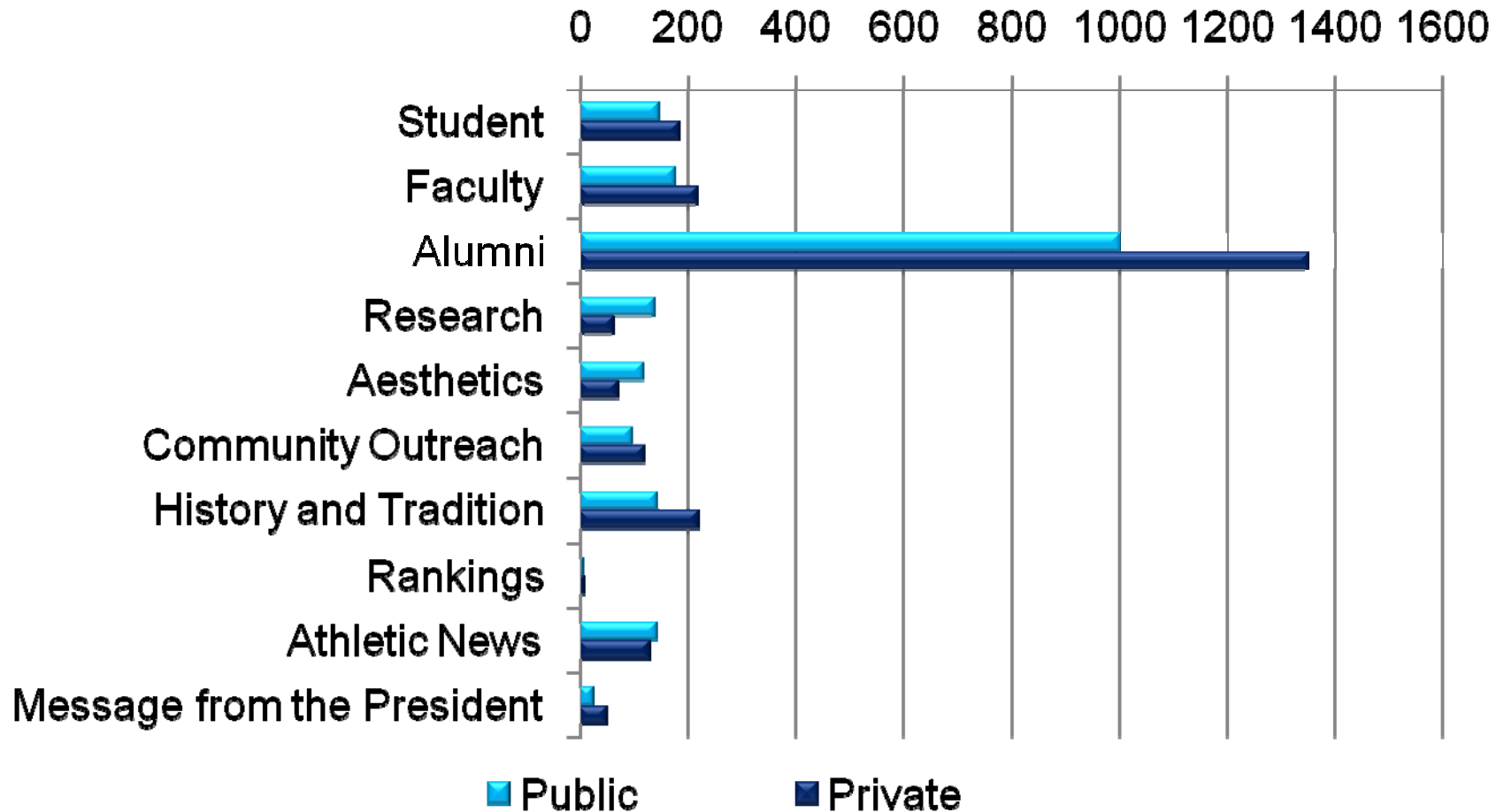
Preliminary results show a wide range of space allocation and content choice in university and alumni association magazines.



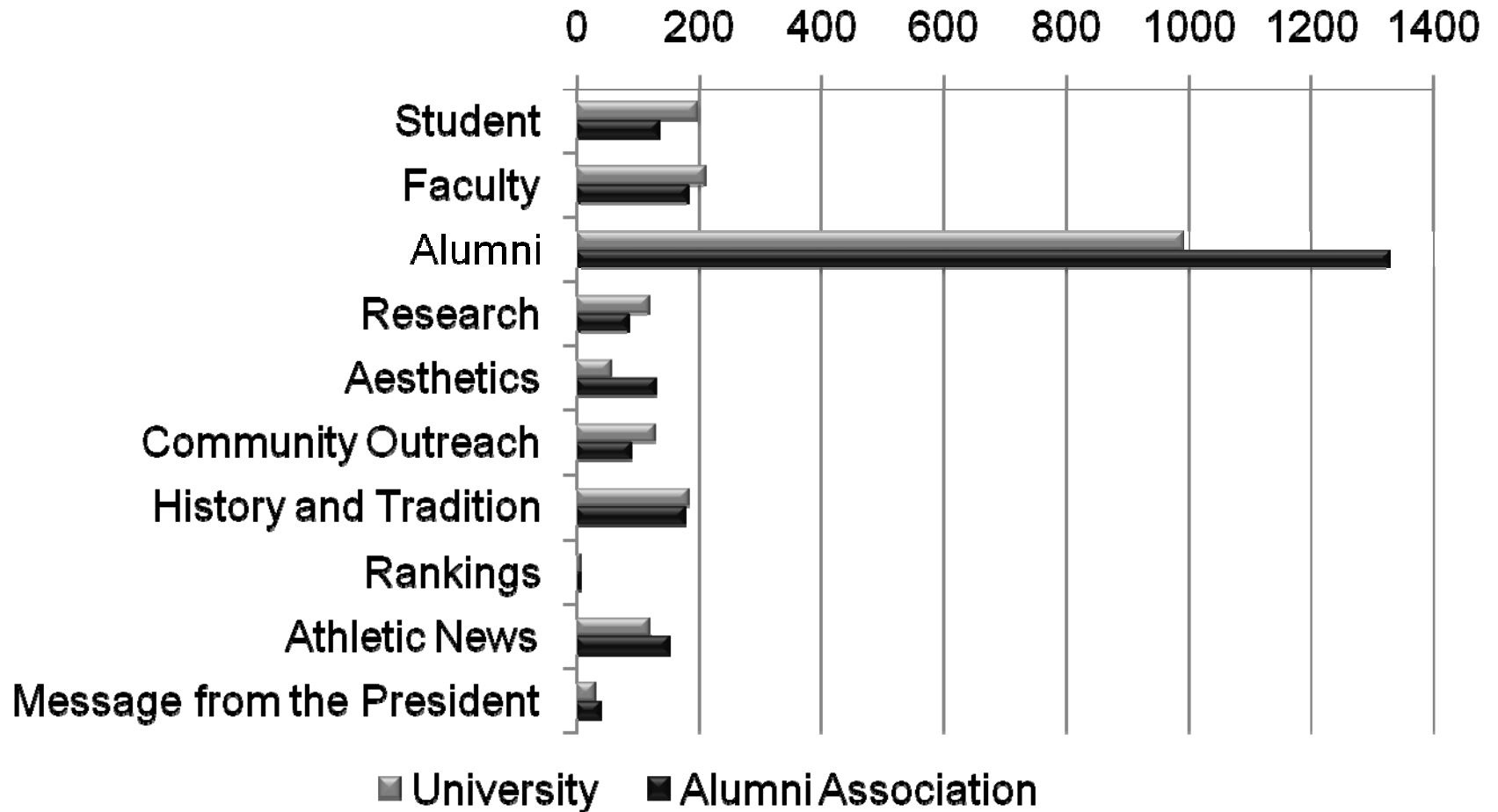
Dues vs. Non-Dues Paying Associations



Public vs. Private Institutions

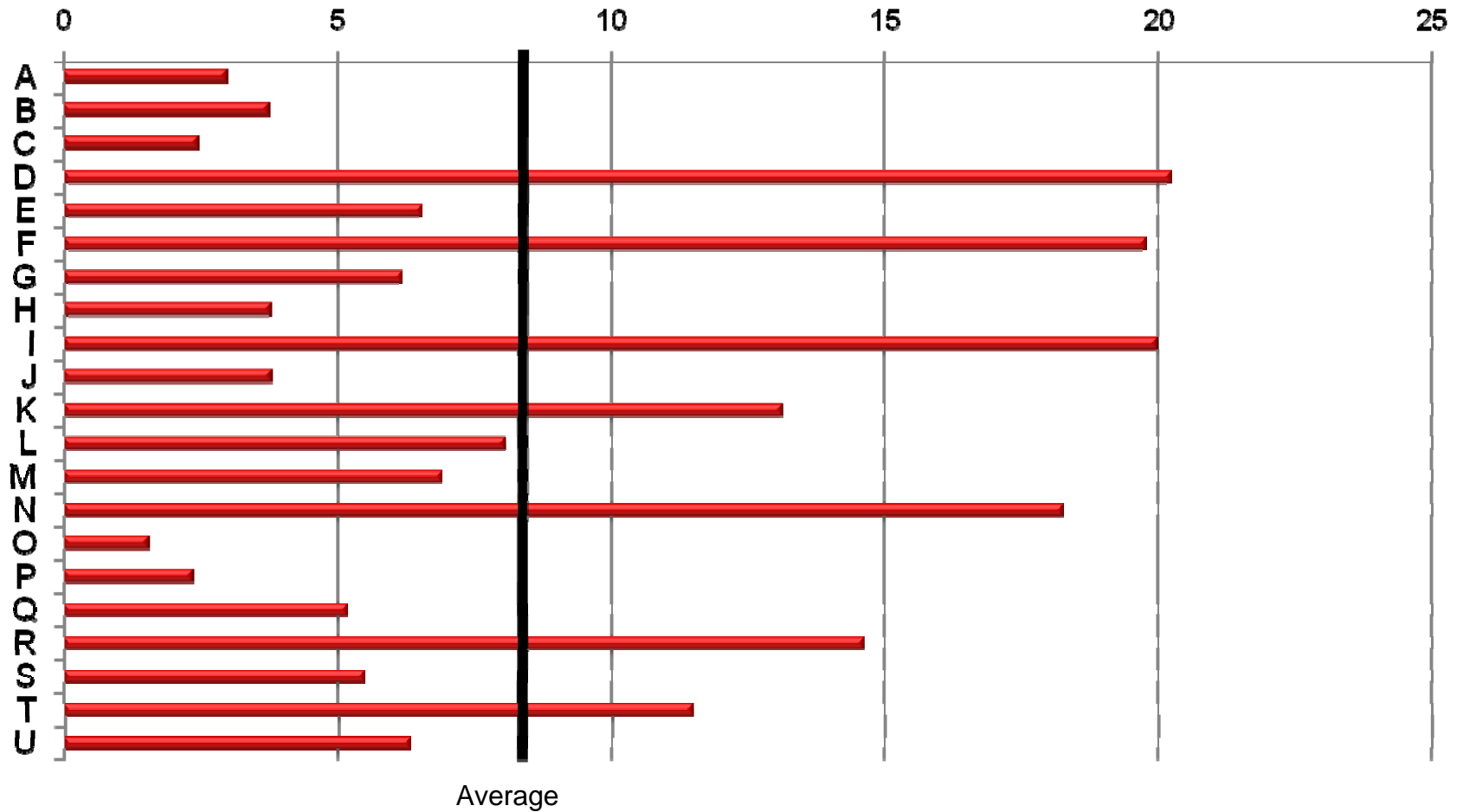


University vs. Association Publications



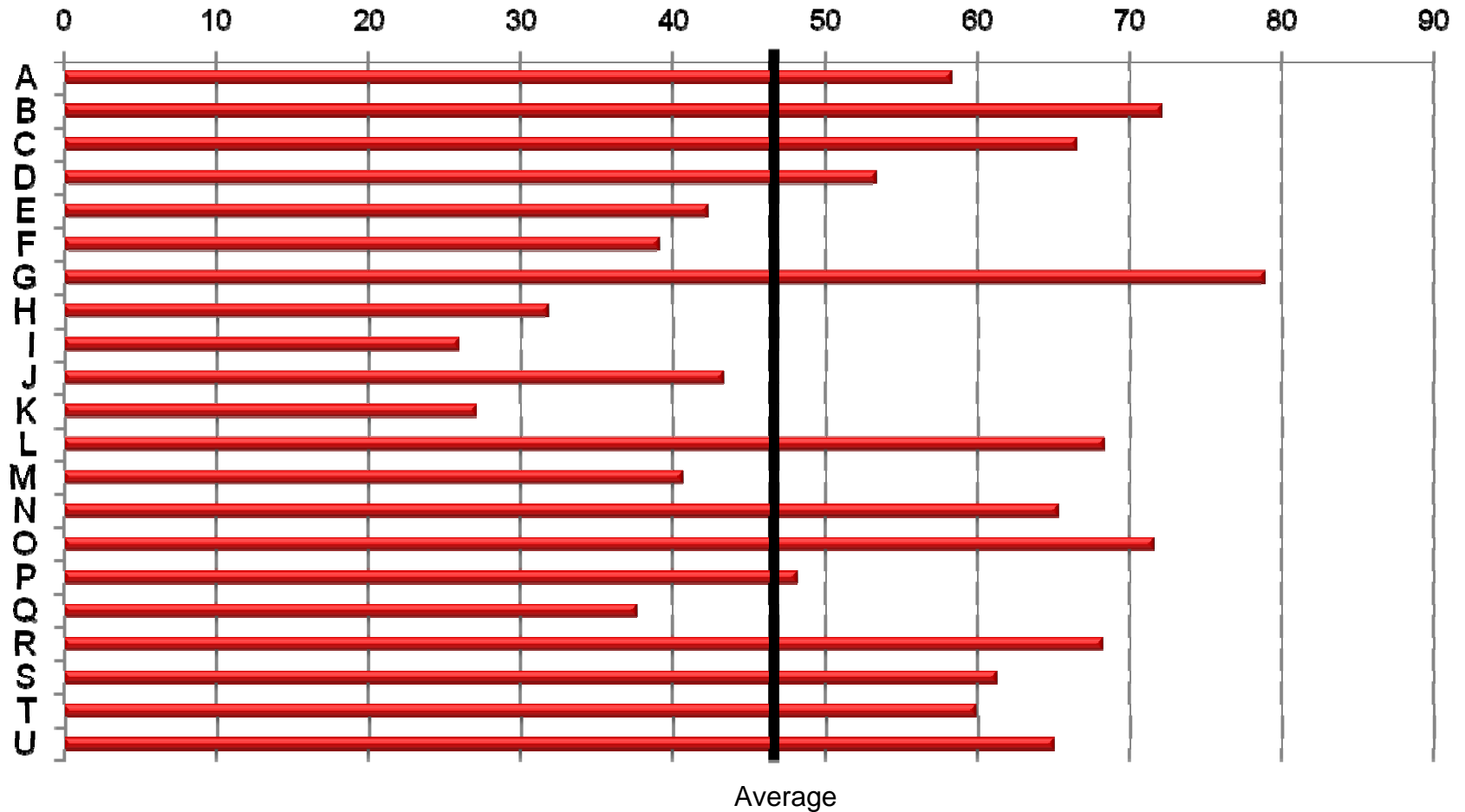
Student Activities and Accomplishments

Preliminary findings show that university and alumni association magazines vary widely in the amount of space they allocate to student activities and accomplishments.



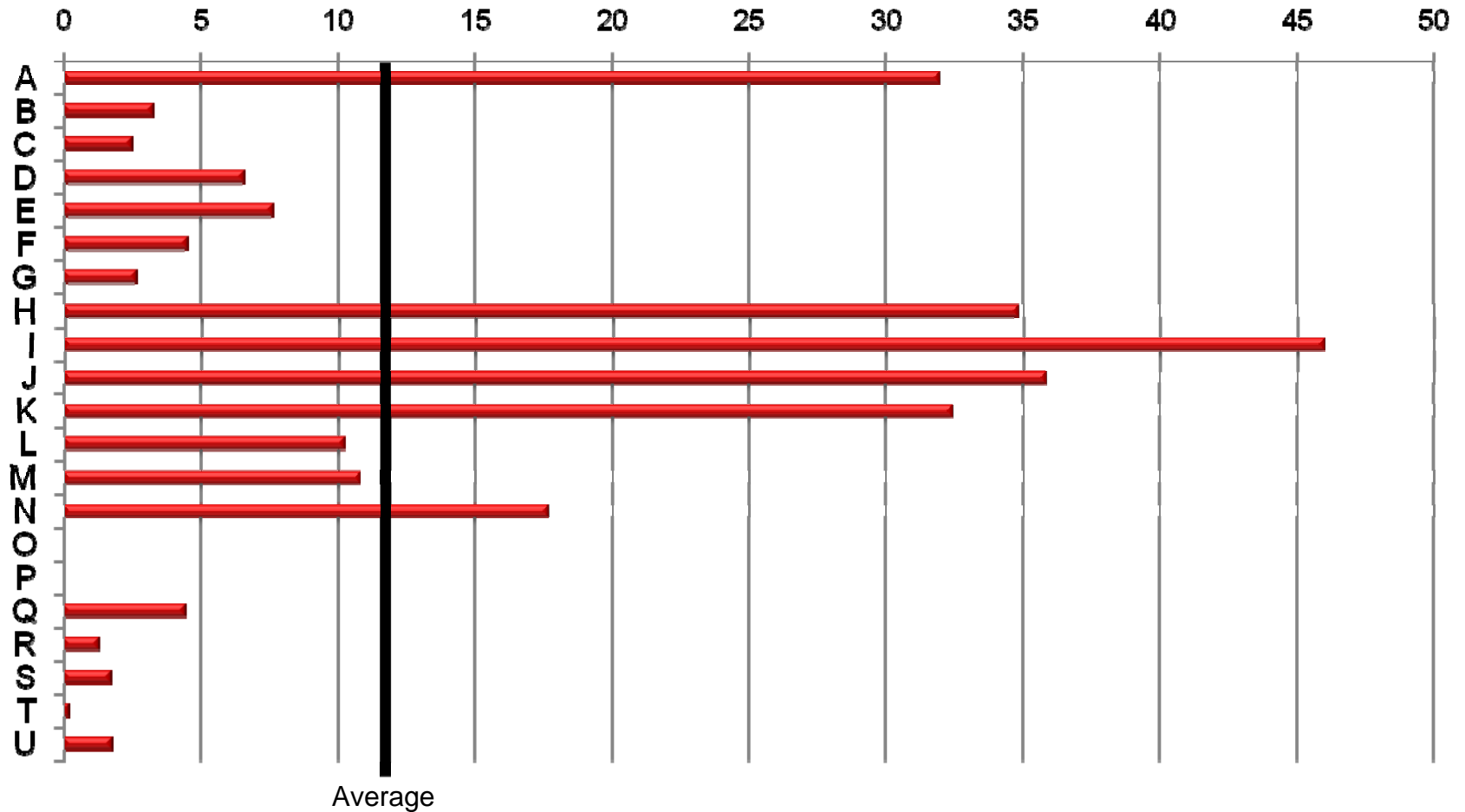
Alumni Activities and Accomplishments

Preliminary findings show that university and alumni association magazines vary widely in the amount of space they allocate to alumni activities and accomplishments.



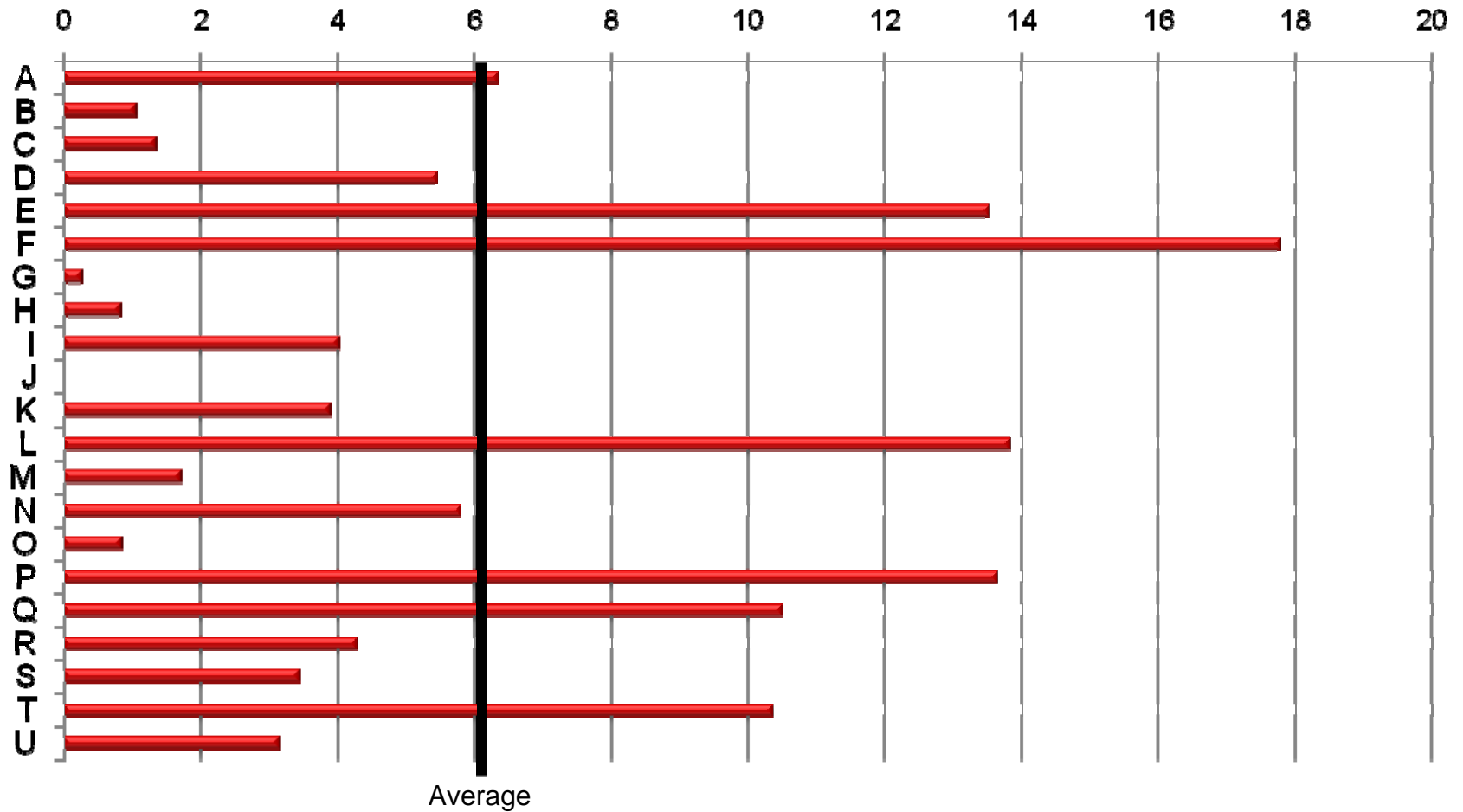
Faculty Activities and Accomplishments

Preliminary findings show that university and alumni association magazines vary widely in the amount of space they allocate to faculty activities and accomplishments.



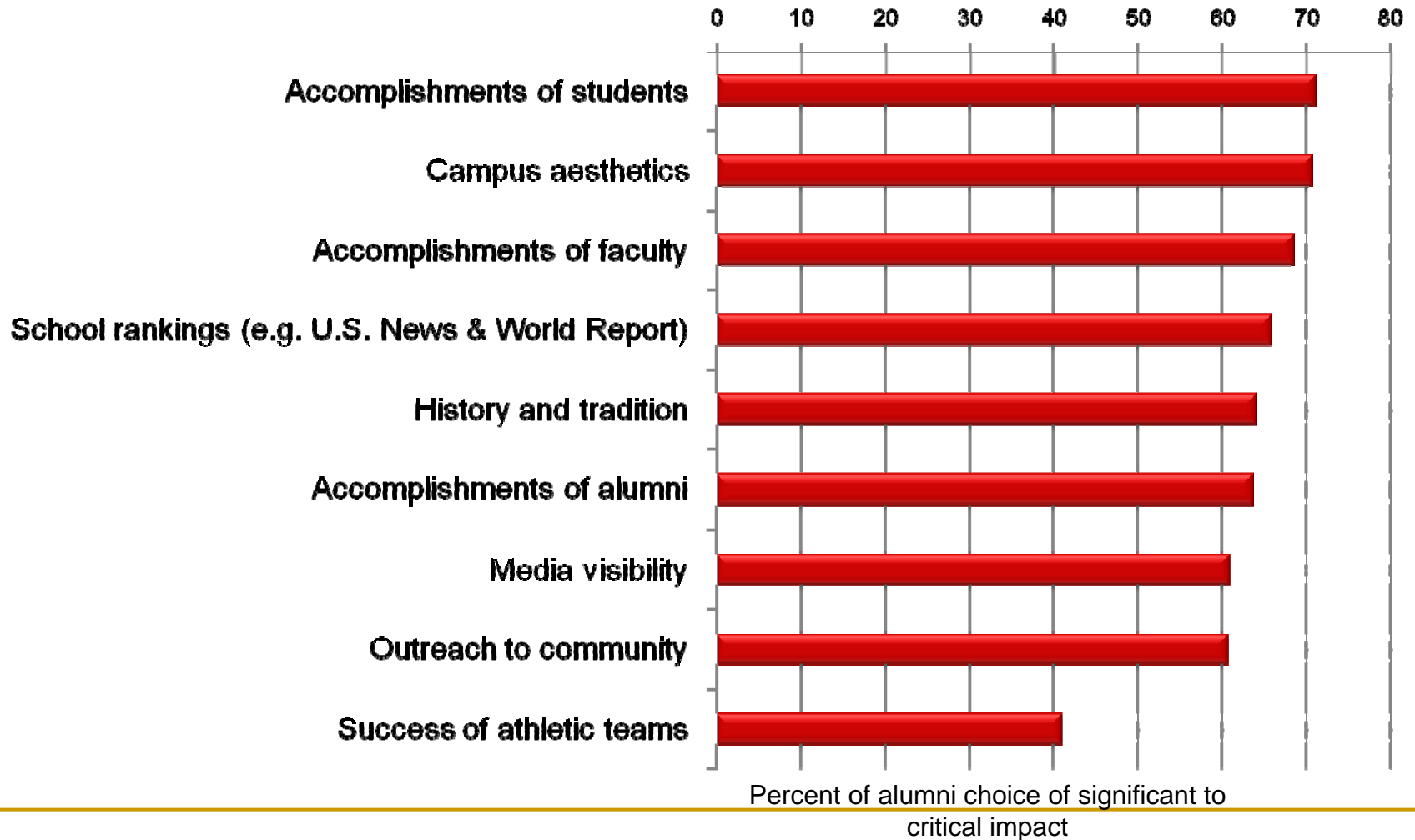
Scholarship and Research Activities

Preliminary findings show that university and alumni association magazines vary widely in the amount of space they allocate to faculty and student research.



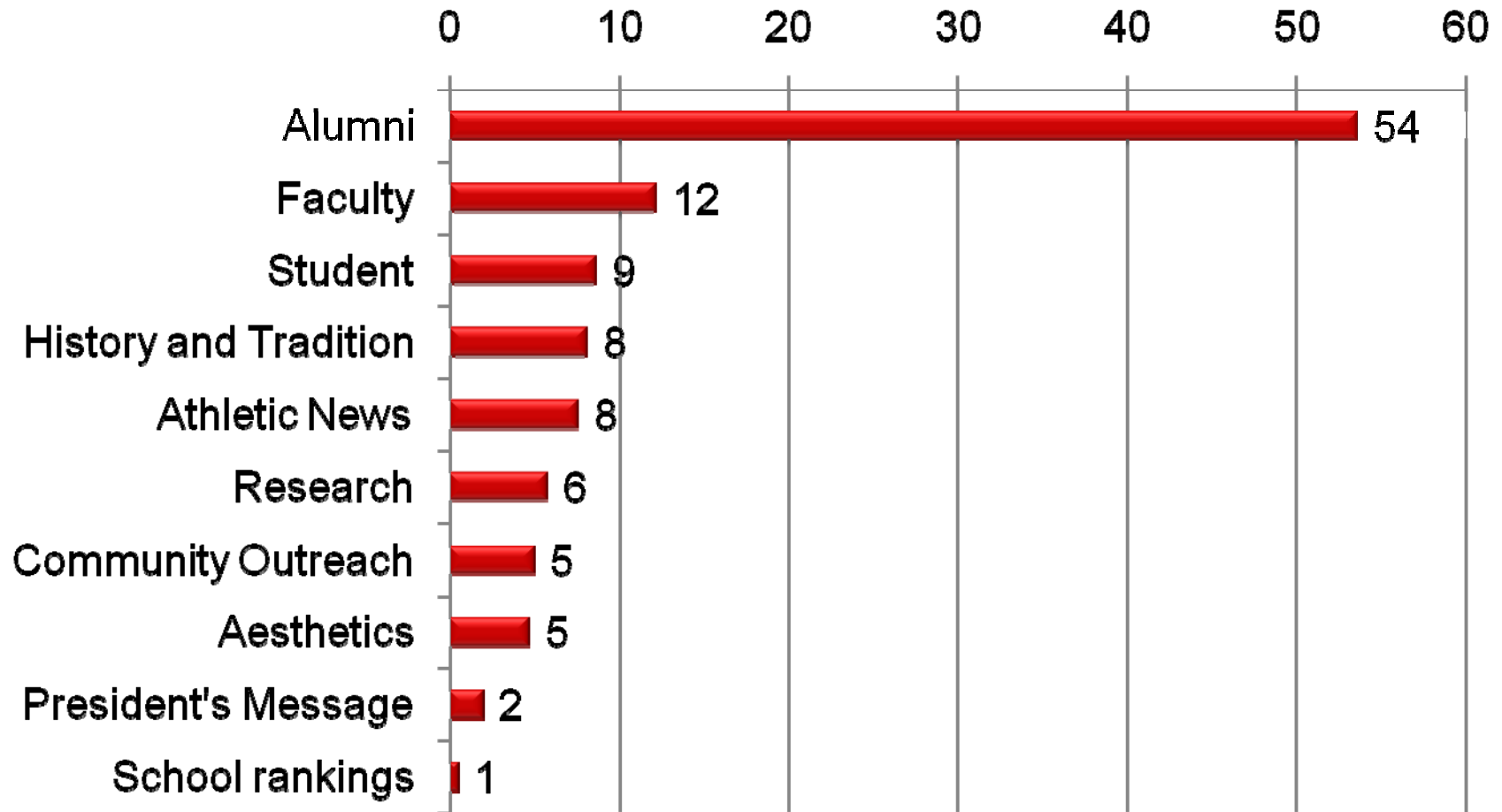
Alumni Preference

Beyond providing scholarships and increasing the value of the degree to alumni, the following issues have the most impact on alumni's current opinion of the university.



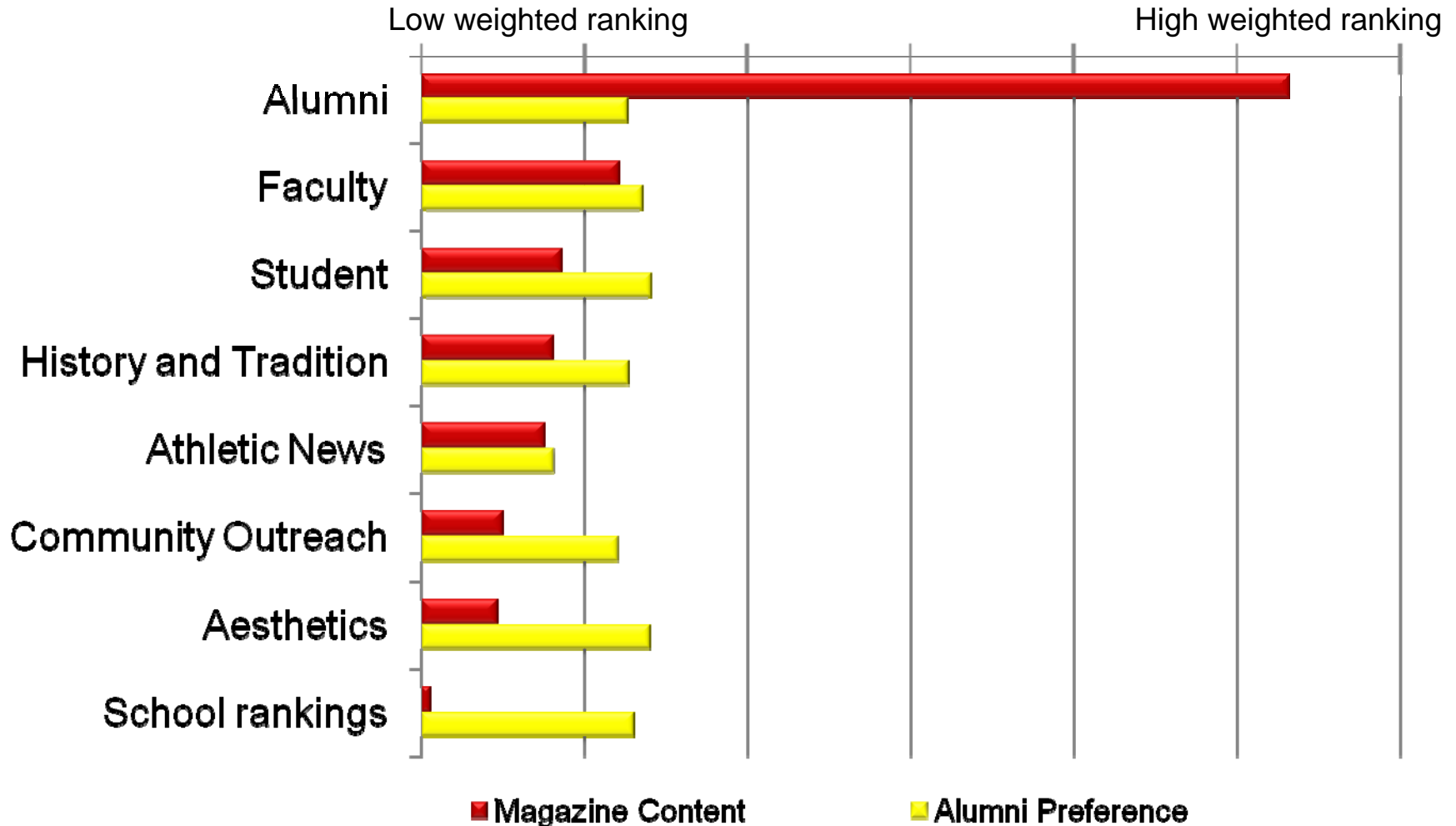
Magazine Content Allocation

The following content types are most prevalent in university and alumni association magazines.



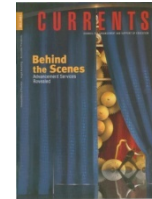
Content ≠ Preference

Preliminary findings show there is a significant difference between alumni preference and content allocation in university and alumni association magazines.



CASE Currents articles

- 2007 October Page 40
Dues and Don'ts
To charge dues or not, that is the alumni association's question
- 2005 March Page 54
CONVERSATION PIECE
Alumni surveys provide helpful data—and encourage communication between alumni and alma mater
- 2004 May/June Page 18
The Ones to Watch
With their large numbers and economic influence baby boomers shape alumni programs to their tastes



Upcoming presentations

- CASE District VI Conference January 6 – 8, 2008 – Denver, CO
- CASE District I Conference February 10 – 13, 2008 – Boston, MA
- CASE District III Conference February 17 – 20, 2008 – Atlanta, MA
- CASE District IV Conference April 5 – 9, 2008 – Little Rock, AR
- Past Participant Workshop January, 2008 - Teleconference

Robert Shoss
Managing Partner
Alumni Attitude Study
rshoss@peg ltd.com

&

Philip Poe
Communication and
Publication Consultant
Alumni Attitude Study
ppoe@alumniattitudestudy.org

Performance Enhancement Group, Ltd.

Tel: (713) 527-0078

Fax: (713) 524-4324