

**What did you think of the cover of the January/February issue? Please check all that apply.**

	Response Total
It enticed me to open the magazine	11
It was appealing	8
I was indifferent to it	12
It was unappealing	7
Total Respondents	38
(skipped this question)	4

**Do you have any comments about the cover?**

It was different than the usual type cover, but intriguing and substantive. It let me know that the magazine wasn't just about trumpeting the success of well-heeled and influential alums.

This is an Alumni magazine that should evoke fond memories and school spirit, not look like a poster for a Sally Struthers telethon. The appeal of the cover story was limited at best. This happened with the cover you ran that spotlighted an electric chair...Give me happy uplifting stories about my university. I appreciate this survey...I had intended to write to you expressing my dissatisfaction with this issue...

I didn't think it was appropriate.

Liked the human quality and the striking image

No

I can't remember it... Sorry

I did not read the magazine

The recent covers have been terrific. They convey an engaging and energetic feel that would compete well if the magazine were being sold on a newsstand. Kudos!

The design and color seemed a little bland compared with those of

other issues. I actually overlooked the magazine in the mail.

The article that accompanied it was compelling and provocative. However, the cover was a bit depressing and did not engender positive feelings about IU. Not something I would put on my coffee table for visitors to see, etc.

Very interesting

I have to say that on the same day that I received my Indiana alum magazine, I also received my Illinois alum magazine. Typically, I read the Indiana mag first; this month, I read the Illinois mag.

I guess that I am used to an association with the University on the cover (students, places located on the University campuses, etc.), this was something new & different.

It makes one think how small the world has become and how we need to think about the lives of others.

Looked like National Geographic, not an alumni magazine.

NO

Pleasant

Thought it looked good. No special reaction

Who was it and where was it taken?

No

Total Respondents	23
(skipped this question)	19

**Here is a list of the feature stories in the January/February issue. Did you read skim or skip these stories?**

	Read	Skimmed	Skipped	Response Total
Crisis in the Congo: An IU professor works to assist the people of the Congo.	9	19	11	39
Critical Condition: Restaurant reviewer turns book critic.	12	19	8	39
Advancing Indiana: IU is working to help the state's economy.	19	13	7	39

Total Respondents  
(skipped this question)

39  
3

### Comments?

I did not object to the cover story...go ahead and run it...give me an alumni magazine I can leave on my coffee table and my friends will identify the cover with the university...not the Congo

Loved the articles on food and slow cooking...I shared it with a whole group of slow food cooks and the slow food society in Houston, plus culinary groups.

Tone of restaurant review article was simplistic, somewhat patronizing. Many of us read the NY Times.

Only interested in IU sports

I wasn't really moved by any of the feature stories, but on the whole I think that IAM does a wonderful job of covering interesting topics.

I have not read the magazine yet. I looked at index of articles and I approve the article on the Congo.

It is always interesting to me to see how IU reaches out and assists their community.

I have a student assistant from the Ivory Coast; I told him about the Congo article & brought in my copy of the magazine so he could read it. Loved the article about the Restaurant/Book critic.

I was most interested in Advancing Indiana. I am currently looking at MBA programs, IU included, and it is important to me that Universities invest in the local state and communities.

A lot depends on the timing of the delivery of the issue. If I am free that day, I may spend a lot of time with the issue and if I am busy it gets put to the side and sometimes I don't read it carefully. It is my intent to do so but sometimes doesn't happen

Informative about my native state.

None

Total Respondents  
(skipped this question)

13  
29

**Which of these features interested you the most? The least? Please tell us why.**

The university has received record gifts and grants...the focus should be on these aspects to attract more dollars and more interest in financial support. IU alumni membership is down. Create attractive literature that will attract non members...

All - like the diversity –

The feature that interested me was the restaurant critic, because I wanted to find different restaurants and like to hear about them.

Congo story--fairly typical topic

The Congo article, because it was well written. There was probably nothing wrong with the state economy article, just not my thing.

I was ambivalent.

The Congo story was the least interesting - especially in the context of an Alumni Magazine.

Critical condition was the most interesting to me - I am a fan of The New York Times and a self-proclaimed foodie.

I love to see the interesting jobs that alumnus's have.

Helping the State economy which directly affects me the most. Not a lot of time to read the other articles.

IU advancing the state economy - important to all of us in the state.

The feature about the economy. The State of Indiana needs to do more when it comes to attracting more jobs in the high tech field or bio or life sciences field. IU needs to help lead the effort in bio or life sciences because of the facilities that are located at IUPUI. As an alumni who went my entire college career at IUPUI I would like to see that campus take charge in developing the new life sciences careers to the residents of Indiana.

As a former faculty member, I am always interested in what other faculty members are doing.  
Always read the campus and obit sections.

restaurant reviewer turns book critic

no comment

Total Respondents	16
(skipped this question)	26

**Below is a list of the primary sections in the *Indiana Alumni Magazine*. Which ones did you read in this issue?**

	Read	Skimmed	Skipped	Response Total
From the Editor	16	10	9	35
Mailbox	19	12	7	38
Up Front	15	12	9	36
The Eye	10	19	7	36
Just for Fun	13	15	9	37
The Score	9	21	7	37
Research & Investigation	11	18	8	37
By Association	6	22	7	35
Set for Life	7	15	11	33
Class Notes	21	11	5	37
In Memoriam	19	14	2	35
Shortz Subjects	11	15	9	35
Advertisements	7	14	15	36
Total Respondents	39			
(skipped this question)	3			

**How would you rate this issue overall?**

	Response Total
Excellent	6
Good	26
Fair	5
Below average	1

Poor	1
Total Respondents	39
(skipped this question)	3

**Do you visit the IUAA Web site or look at the magazine online?**

	Response Total
Yes	10
No	30
Total Respondents	40
(skipped this question)	2

**Would you like the option to receive the entire magazine online rather than by mail?**

	Response Total
Mail	21
Online	1
Both	17
Total Respondents	38
(skipped this question)	4

**If there were one thing you could change about the magazine what would it be?**

Tell us what is planned for the university...show us the changes...spotlight the fun and excitement... show alumni activities around the state and country...call me and we can discuss... Larry Alt 219-757-3528

If Northwestern can go to a bowl game why can't Indiana? Begin a feature focusing on this please.

Make the on-line available to share with others. Include color photos etc.

More entertainment news and maybe an easier crossword : )

I would enjoy more articles about faculty and former faculty. They really are the university that

we carry away with us.

More sports.

I would have at least one article that would appeal to alumni who are 1-10 years out of school. This would help in attracting and retaining the membership ... talk about how they are connecting with other alums, etc. I think that showing the younger members how affiliation with IU will help them is critical ... I know most of my friends through the IUAA in San Francisco.

Quicker delivery to us poor folks in Lake Co. Indiana - it seems as if any mail with less than 1st class postage is forgotten.

Nothing that I can think of right now.

Highlight more past student success stories.

have a faculty recommendations each issue, such as books and movies

Perhaps a little more info in alumni. Where are they now, what are they doing, etc.

More updates of campus pictures. Haven't visited in more than a few years. Time is short for reading magazines. Everything needs to be concise.

I love the magazine.

Total Respondents	15
(skipped this question)	27

**Please answer a few quick questions about yourself:**

	Response Total
Male	23
Female	19
Total Respondents	42
(skipped this question)	0

**Year(s) of graduation**  
2000

'68, '78  
2005  
1973  
1972  
1990  
1971  
1964  
'67 & '73  
2004  
62',65'  
1976  
1999  
1993  
1990, 1996  
1962  
2002  
1961  
2003  
68,73  
1947  
2003  
2001  
1971  
1982  
1979  
1995, 2003  
1972  
1972  
2001  
2000  
67, 75  
2005  
1971  
1971  
1973  
1942

Total Respondents

(skipped this question)

0

**Age**

- 43
- 60
- 22
- 55
- 56
- 38
- 56
- 72
- 60
- 24
- 64
- 51
- 29
- 34
- 39
- 25
- 66
- 26
- 59
- 81
- 50
- 41
- 57
- 46
- 32
- 61
- 55
- 55
- 28
- 63
- 22
- 58
- 54

55  
85  
55

Total Respondents  
(skipped this question)

40  
2

**State of residence**

Indiana  
Indiana  
Indiana  
Wisconsin  
Texas  
Michigan  
IN  
IN  
Indiana  
Indiana  
IN  
Ohio  
MN  
IN  
Indiana  
IL  
Virginia  
Florida  
California  
IN  
New York  
Illinois  
Indiana  
Indiana  
Indiana  
VA ( but moving back to IN in Dec '06)  
Indiana

Tennessee  
MO  
IN  
IN  
Colorado  
Indiana  
New York  
Indiana  
IN  
Tennessee  
Florida

Total Respondents  
(skipped this question)

42  
0

**Campuses attended**

Bloomington  
Bloomington, South Bend  
Bloomington  
Bloomington  
Bloomington  
IU Bloomington  
Bloomington  
Bloomington  
Bloomington  
IUPUI  
Bloomington  
Bloomington  
Bloomington  
IUS  
Bloomington, Indianapolis  
Bloomington  
Bloomington  
Bloomington  
IUB  
Bloomington

Bloomington  
Bloomington  
IUPUI  
Bloomington/Jeffersonville  
IUSE  
Bloomington  
IUPIU - Columbus and Indy  
Bloomington  
Bloomington  
Bloomington & South Bend  
New York  
Bloomington  
Bloomington  
Bloomington  
Bloomington  
Bloomington  
Bloomington  
Bloomington  
Bloomington  
Total Respondents  
(skipped this question)

42  
0