


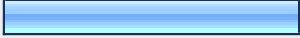



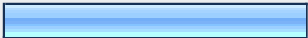




# College/University Publications Survey

1. Who has administrative authority over your office?			Response Percent	Response Count
A university or college		70.9%	105	
A school or college within a larger academic institution		14.9%	22	
An academic department		0.0%	0	
A research center or institute associated with a university or college		0.0%	0	
Other		14.2%	21	
			<b>answered question</b>	<b>148</b>
			<b>skipped question</b>	<b>0</b>

2. How would you best describe your office's flagship publication?			Response Percent	Response Count
A full-production four-color glossy magazine, at least 24 pages (not including cover), with an HTML version available online		58.8%	87	
A full-production four-color glossy magazine, at least 24 pages (not including cover), with no HTML version available online		35.1%	52	
A 2- or 3-color non-glossy print magazine, at least 24 pages, with an online complement (either PDF or HTML)		2.0%	3	
A newsletter or tabloid format, fewer than 24 pages		3.4%	5	
Online version only, no print version		0.7%	1	
			<b>answered question</b>	<b>148</b>
			<b>skipped question</b>	<b>0</b>

3. What is the frequency of your flagship publication?				
			Response Percent	Response Count
Once yearly			2.7%	4
Twice yearly			30.4%	45
Three times yearly			29.7%	44
<b>Quarterly</b>			<b>32.4%</b>	<b>48</b>
Five or more times yearly			4.7%	7
			<i>answered question</i>	<b>148</b>
			<i>skipped question</i>	<b>0</b>

4. How many alumni and other stakeholders receive copies of your flagship publication in the mail?				
			Response Percent	Response Count
<b>More than 50,000</b>			<b>33.1%</b>	<b>49</b>
25,000 to 49,999			27.0%	40
<b>10,000 to 24,999</b>			<b>33.1%</b>	<b>49</b>
5,000 to 9,999			4.1%	6
4,999 or fewer			2.7%	4
			<i>answered question</i>	<b>148</b>
			<i>skipped question</i>	<b>0</b>

**5. What is your approximate cost per mailed copy, including printing and postage, but excluding research, writing, editing, design and other in-house, staff-associated costs?**




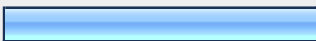
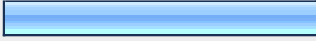
		Response Percent	Response Count
More than \$1.50		18.8%	27
<b>\$1.00 to \$1.50</b>		<b>40.3%</b>	<b>58</b>
75 cents to \$1.00		25.7%	37
50 to 75 cents		12.5%	18
Less than 50 cents		2.8%	4
		<b>answered question</b>	<b>144</b>
		<b>skipped question</b>	<b>4</b>



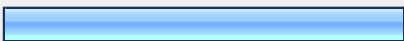
**6. How long has your current flagship been continuously publishing?**



		Response Percent	Response Count
<b>More than 25 years</b>		<b>40.1%</b>	<b>59</b>
Ten to 25 years		32.7%	48
Five to nine years		16.3%	24
Two to four years		7.5%	11
Less than two years		3.4%	5
		<b>answered question</b>	<b>147</b>
		<b>skipped question</b>	<b>1</b>


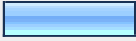

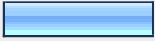
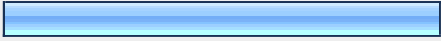
7. Excluding administrative support, how many staff members (writers, editors, designers, web) work in your communications/publications unit?			
		Response Percent	Response Count
More than ten		10.3%	15
Five to nine		30.1%	44
<b>Two to four</b>		<b>44.5%</b>	<b>65</b>
I'm essentially a one-person operation		13.7%	20
Our publications are outsourced and/or produced by staff/faculty/students whose primary functions are non-editorial		1.4%	2
<b>answered question</b>			<b>146</b>
<b>skipped question</b>			<b>2</b>

8. For the 2010 fiscal year beginning July 1, 2009 (i.e., 2009-2010 academic year), our office plans to			
		Response Percent	Response Count
Increase the frequency of publication of our flagship periodical in print		1.4%	2
Increase the frequency or level of publication of our flagship periodical on the web (e.g., PDF-enhanced to HTML/interactive)		12.3%	18
Decrease publication of our flagship periodical in print form while enhancing publication on the web		17.8%	26
Cease/suspend publication of our flagship periodical in print in favor of total web publication and other electronic communication with alumni/stakeholders		1.4%	2
<b>Maintain our current levels of production in both print and web</b>		<b>67.1%</b>	<b>98</b>
<b>answered question</b>			<b>146</b>
<b>skipped question</b>			<b>2</b>

9. As of the date of this survey, our communications/publications unit has been advised or instructed by administrators			Response Percent	Response Count
To review and/or justify our current lineup of marketing publications, including our flagship periodical			17.8%	26
To review and/or justify our current lineup of marketing publications other than our flagship periodical			7.5%	11
To review and/or justify our flagship periodical only			6.2%	9
<b>To produce/mail our flagship periodical at a lower cost (e.g., staff reductions, print bidding, materials, reduction in mailing list, etc.)</b>			34.2%	50
<b>We have not been advised or instructed to review/reduce costs</b>			34.2%	50
		<i>answered question</i>		146
		<i>skipped question</i>		2

10. Given the general economic climate, together with our own institution's financial situation, for FY 2010 (academic year 2009-2010) we expect			Response Percent	Response Count
An increase in our staffing and/or budget levels			1.4%	2
<b>A decrease in our staffing and/or budget levels</b>			54.7%	81
No change in staffing or budget for our publications unit			43.9%	65
		<i>answered question</i>		148
		<i>skipped question</i>		0

11. Our office serves a			Response Percent	Response Count
Publicly funded institution			44.6%	66
<b>Private or religious institution</b>			55.4%	82
		<i>answered question</i>		148
		<i>skipped question</i>		0

12. Total enrollment for the institution (or part of institution—e.g., a college or school within a university) our office serves is			Response Percent	Response Count
More than 50,000 students			1.4%	2
25,000 to 49,999 students			14.2%	21
10,000 to 24,999 students			20.3%	30
5,000 to 9,999 students			16.2%	24
<b>Fewer than 4,999 students</b>			48.0%	71
		<i>answered question</i>		148
		<i>skipped question</i>		0

13. Please take a moment to tell us briefly how you measure the success/effectiveness of your magazine in fulfilling the mission of your institution(e.g., reader surveys, informal feedback, contributions, etc.).			Response Count
			106
		<i>answered question</i>	106
		<i>skipped question</i>	42