University Relations/Enrollment Management

1-1-2016

2016 WVU Magazine Study_FINAL_01.25.17

University Relations

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WVU Magazine Report

January 2017
Background and Methodology

Widmeyer Communications conducted a survey of WVU Magazine readers in May 2014. In fall 2014, the magazine was redesigned with a new look and feel and editorial direction. An effort was made to increase display advertising as well.

This research was conducted to:

• Understand the current attitudes of the magazine readers
• Identify the magazine’s strengths/weaknesses and opportunities for improvement
• Understand readers’ perceptions of and receptivity to display advertising

The Foundation sent an email that included a link to the survey, as well as an introductory paragraph from the editor, to approximately 100,000 individuals who receive the magazine. Everyone who completed the survey had the opportunity to be entered into a drawing to win one of ten WVU-related swag bags. Approximately 3,800 readers responded to the survey.
EXECUTIVE SUMMARY
Overall
• WVU magazine is a leading source of information about the University. It does a very good job of informing its readers about diverse aspects of the University, ranging from alumni and student achievements to academic programs and the University’s impact in the state and beyond. It is, for the most part, seen as objective and reliable journalism, albeit with a somewhat liberal bias.

• The magazine has proven effective in strengthening readers’ connection to the University, regardless of the reader’s age. The magazine’s articles and photography accomplish this by rekindling readers’ memories of their time at WVU. It also does a good job teaching readers about WVU’s contributions to the world, which elicits a sense of alumni pride.

• Highly praised for its aesthetics, readers use terms like “beautifully done,” “eye catching,” “beautiful photos,” “very colorful,” and “high end,” and “professional” to describe the magazine’s design, photography and covers.

Readership
• WVU Magazine has a loyal following. The vast majority report that they read most, if not every issue as well as most, if not all, articles. Those 18-24 year olds* who receive the magazine are an exception. They read fewer, if any, issues and fewer articles overall. Most readers typically spend at least 30 minutes reading an issue and acknowledged they keep issues on hand for at least a month. While many cited the higher production cost of the print magazine vs. a digital version, considerably more want and appreciate receiving a hard copy.

*Only alumnus, those who live in the home of an alumnus, or are a donor or live in the home of a donor receive the magazine.
Readership (continued)

- More than a dozen new departments were added to WVU Magazine over the past two years. Of those, Flashback, Mountaineer Spirit, Innovation at Work, Matter of Fact, The Last Word and Class Notes are the most popular features. Overall, articles that address campus history, athletics, human interest and science and technology are most preferred. The majority of readers also expressed a desire to read about research conducted at WVU. However, just over half actually recalled glancing at the new research issue issued in Spring 2016. The type of research that interests most readers is that which explores the latest innovations in medicine at WVU.

Advertising

- With the exception of WVU-branded products and West Virginia tourism destinations, readers are not very receptive to seeing display advertising in the magazine. Despite readers’ affinity to WVU, the fact that an advertiser is a WVU alumnus is of little significance to readers and would not necessarily compel them to contact that company. The concept of corporate advertisers who are willing to offer discounts for WVU alumni garners some interest but significantly less than the branded products or WV tourism.
Suggestions

• A preponderance of readers could not identify anything they dislike about WVU Magazine, but some voiced dissatisfaction. The biggest complaint, by far, was that in some instances, the design of the magazine trumps its readability. The small font size and light color makes articles burdensome to read and, in some cases, a cluttered page or the use of a colored background accentuates the problem. Consider this when designing future issues.

• Editorial-related suggestions include avoiding hot-button political issues and providing a balanced perspective when reporting the news. Some lesser mentions include featuring a wider cross-section of the school (i.e. various colleges), highlighting alumni chapters, keeping readers up-to-date with growth on campus and in Morgantown and spotlighting not-so-famous alumni as well.
DETAILED FINDINGS: READERSHIP
WVU Magazine is the second most popular source of information regarding the University, with over one-third (37%) getting all or most their news from the magazine. Slightly more (41%) rely on emails they receive directly from the University.

**Q. Please indicate how you generally acquire information about West Virginia University. Do you get all, most, some or no information from the following sources?**

**SOURCE OF INFORMATION**

### Sources of Information about WVU

<table>
<thead>
<tr>
<th>Source of Information</th>
<th>All/most of my information</th>
<th>Some of my information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Emails from WVU</td>
<td>41%</td>
<td>55%</td>
</tr>
<tr>
<td>WVU Magazine</td>
<td>37%</td>
<td>57%</td>
</tr>
<tr>
<td>Social media</td>
<td>31%</td>
<td>42%</td>
</tr>
<tr>
<td>Word of mouth or other alumni</td>
<td>18%</td>
<td>60%</td>
</tr>
<tr>
<td>Local or national media</td>
<td>17%</td>
<td>64%</td>
</tr>
<tr>
<td>WVU website</td>
<td>17%</td>
<td>56%</td>
</tr>
<tr>
<td>Other WVU publications</td>
<td>11%</td>
<td>56%</td>
</tr>
<tr>
<td>Other sources</td>
<td>4%</td>
<td>29%</td>
</tr>
</tbody>
</table>
READERSHIP

More than half read every issue (56%) or most issues (25%) of the WVU Magazines they receive. With regard to how much of an issue they read, about three in four (74%) read all or most of every issue. About one-fourth (26%) read some of it, and six percent do not typically read the magazine.

Q. How many issues of WVU Magazine do you typically read? Q. How much of each issue of the magazine do you typically read?
**READERSHIP**

Excluding 18-24 year olds, the majority of readers in every age group profess to read every issue of the magazine.

<table>
<thead>
<tr>
<th></th>
<th>18-24</th>
<th>25-34</th>
<th>35-44</th>
<th>45-54</th>
<th>55-64</th>
<th>65 or older</th>
</tr>
</thead>
<tbody>
<tr>
<td>Every issue</td>
<td>20%</td>
<td>32%</td>
<td>56%</td>
<td>58%</td>
<td>66%</td>
<td>72%</td>
</tr>
<tr>
<td>Most issues</td>
<td>16%</td>
<td>30%</td>
<td>23%</td>
<td>27%</td>
<td>22%</td>
<td>21%</td>
</tr>
<tr>
<td>Every/Most</td>
<td>36%</td>
<td>62%</td>
<td>79%</td>
<td>85%</td>
<td>88%</td>
<td>93%</td>
</tr>
<tr>
<td>Occasional issues</td>
<td>26%</td>
<td>24%</td>
<td>15%</td>
<td>12%</td>
<td>8%</td>
<td>5%</td>
</tr>
<tr>
<td>Do not typically read it</td>
<td>38%</td>
<td>14%</td>
<td>6%</td>
<td>4%</td>
<td>4%</td>
<td>2%</td>
</tr>
</tbody>
</table>

Excluding 18-24 year olds, the majority of readers in every age group read every issue of the magazine.

<table>
<thead>
<tr>
<th></th>
<th>18-24</th>
<th>25-34</th>
<th>35-44</th>
<th>45-54</th>
<th>55-64</th>
<th>65 or older</th>
</tr>
</thead>
<tbody>
<tr>
<td>All of it</td>
<td>16%</td>
<td>16%</td>
<td>19%</td>
<td>26%</td>
<td>29%</td>
<td>31%</td>
</tr>
<tr>
<td>Most of it</td>
<td>40%</td>
<td>45%</td>
<td>51%</td>
<td>50%</td>
<td>52%</td>
<td>49%</td>
</tr>
<tr>
<td>All/Most</td>
<td>56%</td>
<td>61%</td>
<td>70%</td>
<td>76%</td>
<td>81%</td>
<td>80%</td>
</tr>
<tr>
<td>Some of it</td>
<td>44%</td>
<td>38%</td>
<td>29%</td>
<td>24%</td>
<td>19%</td>
<td>20%</td>
</tr>
<tr>
<td>None of it</td>
<td>-</td>
<td>1%</td>
<td>&lt;1%</td>
<td>&lt;1%</td>
<td>&lt;1%</td>
<td>&lt;1%</td>
</tr>
</tbody>
</table>

Q. How much of each issue of the magazine do you typically read?
READERSHIP
Almost half the readers (47%) keep the magazine on hand for more than a month; another 34% keep it up to a month. In terms of time spent with the magazine, nearly seven in ten (68%) typically spend at least 30 minutes reading an issue.

Q. How long do you typically keep an issue of the magazine on hand? Q. How long do you typically spend with an issue of WVU Magazine?
READERSHIP

Half strongly (49%) or somewhat agree (39%) that the magazine strengthens their connection to WVU. Of those readers, most say reading the magazine reminds them of their experience at WVU and/or shows them how WVU contributes to our understanding of the world.

<table>
<thead>
<tr>
<th>Thinking again about the overall magazine, to what extent do you agree or disagree with the following statement: WVU Magazine strengthens my connection to the university.</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly agree</td>
<td>49%</td>
</tr>
<tr>
<td>Somewhat agree</td>
<td>39%</td>
</tr>
<tr>
<td>Neither agree nor disagree</td>
<td>10%</td>
</tr>
<tr>
<td>Somewhat disagree</td>
<td>1%</td>
</tr>
<tr>
<td>Strongly disagree</td>
<td>&lt;1%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Strengthens My Connection</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Reminds me of my experience at WVU</td>
<td>80%</td>
</tr>
<tr>
<td>Shows me how WVU contributes to our understanding of the world</td>
<td>76%</td>
</tr>
<tr>
<td>Helps me feel more in touch with alumni</td>
<td>45%</td>
</tr>
<tr>
<td>Serves as a source of continuing education</td>
<td>30%</td>
</tr>
<tr>
<td>Encourages me to support WVU financially</td>
<td>27%</td>
</tr>
<tr>
<td>Encourages me to be involved in alumni chapters/activities</td>
<td>21%</td>
</tr>
<tr>
<td>Provides useful career and networking information</td>
<td>17%</td>
</tr>
<tr>
<td>Other</td>
<td>6%</td>
</tr>
</tbody>
</table>
READERSHIP

As a result of reading WVU Magazine, about seven in ten (69%) acknowledged sharing a story or an issue. Four in ten (43%) visited a WVU website because of something they read, and about one-third (32%) said they recommended WVU to a potential student or family member as a result of what they had read. Just 14% said nothing they read in the magazine has ever prompted them to take an action.

Q. Please indicate what actions, if any, you have taken as a result of reading WVU Magazine (check all that apply)

<table>
<thead>
<tr>
<th>Actions Taken</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shared a story or issue with someone else</td>
<td>69%</td>
</tr>
<tr>
<td>Visited a WVU website</td>
<td>43%</td>
</tr>
<tr>
<td>Recommended WVU to a potential student or family member</td>
<td>32%</td>
</tr>
<tr>
<td>Attended a WVU-related event</td>
<td>28%</td>
</tr>
<tr>
<td>Checked out an advertiser</td>
<td>20%</td>
</tr>
<tr>
<td>Made a donation to WVU</td>
<td>18%</td>
</tr>
<tr>
<td>Contacted a classmate</td>
<td>11%</td>
</tr>
<tr>
<td>Joined the WVU Alumni Association</td>
<td>10%</td>
</tr>
<tr>
<td>Submitted a class note</td>
<td>7%</td>
</tr>
</tbody>
</table>
READERSHIP

Nearly eight in ten (79%) shared an article by passing along a print issue – far more than any other way.

Q. How have you shared an article or issue of WVU Magazine with someone? (check all that apply)
The following recount some other unique ways in which readers have shared the magazine:

**Required Reading**
“The story Slaves No More was one of the required readings for my English class at a community college in Baltimore County. I was teaching a unit on food ethics and this article was perfect. I also had someone in the class whose brother had actually been caught up in the slave trade as the family is from Burma.”

**Political Argument**
“Notified Hillary Clinton during the campaign of the achievements of WVU with the coal industry and cell phone chips.”

**A Footnote**
“I footnoted in research paper...listed in bibliography”

**High School Class**
“I shared it with students at the high school where I teach.”
**READERSHIP**

Nearly six in ten readers (58%) strongly believe the magazine is a reliable publication that aims for objectivity. However, four in ten (40%) somewhat agree that the magazine is a bit biased in its reporting, albeit generally accurate.

<table>
<thead>
<tr>
<th></th>
<th>Strongly agree</th>
<th>Somewhat agree</th>
<th>Neither agree nor disagree</th>
<th>Somewhat disagree</th>
<th>Strongly disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>The magazine consistently reports information that is generally accurate and objective</td>
<td>58%</td>
<td>30%</td>
<td>11%</td>
<td>1%</td>
<td>&lt;1%</td>
</tr>
<tr>
<td>The magazine contains some &quot;spin&quot; but is generally accurate and objective</td>
<td>19%</td>
<td>40%</td>
<td>31%</td>
<td>7%</td>
<td>3%</td>
</tr>
<tr>
<td>The magazine contains too much &quot;spin,&quot; generally presenting a biased perspective</td>
<td>3%</td>
<td>8%</td>
<td>33%</td>
<td>26%</td>
<td>29%</td>
</tr>
</tbody>
</table>

Q. Please indicate how much you agree or disagree with the following statements.
At least 83% of the readers rated the six aspects of the magazine listed below as excellent/ or very good. The magazine’s cover (95%) and photography (94%) garnered the highest scores.

### Magazine Ratings

<table>
<thead>
<tr>
<th>Aspect</th>
<th>Excellent</th>
<th>Very Good</th>
<th>Good</th>
<th>Fair</th>
<th>Poor</th>
<th>&lt;1%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Writing</td>
<td>37%</td>
<td>47%</td>
<td>14%</td>
<td>2%</td>
<td>&lt;1%</td>
<td></td>
</tr>
<tr>
<td>Photography</td>
<td>65%</td>
<td>29%</td>
<td>6%</td>
<td>&lt;1%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Layout &amp; design</td>
<td>43%</td>
<td>41%</td>
<td>13%</td>
<td>2%</td>
<td>1%</td>
<td></td>
</tr>
<tr>
<td>Ease of reading</td>
<td>39%</td>
<td>44%</td>
<td>15%</td>
<td>2%</td>
<td>&lt;1%</td>
<td></td>
</tr>
<tr>
<td>Content</td>
<td>35%</td>
<td>48%</td>
<td>14%</td>
<td>2%</td>
<td>&lt;1%</td>
<td></td>
</tr>
<tr>
<td>Cover</td>
<td>67%</td>
<td>28%</td>
<td>5%</td>
<td>&lt;1%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Q. Please rate the quality of WVU Magazine on each of the following attributes.
READERSHIP
The vast majority of readers in every age group agree that WVU Magazine helps strengthen their connection to the school.

<table>
<thead>
<tr>
<th></th>
<th>18-24</th>
<th>25-34</th>
<th>35-44</th>
<th>45-54</th>
<th>55-64</th>
<th>65 or older</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly agree</td>
<td>39%</td>
<td>40%</td>
<td>44%</td>
<td>52%</td>
<td>56%</td>
<td>52%</td>
</tr>
<tr>
<td>Somewhat agree</td>
<td>40%</td>
<td>46%</td>
<td>44%</td>
<td>38%</td>
<td>36%</td>
<td>37%</td>
</tr>
<tr>
<td>Strongly/somewhat agree</td>
<td>79%</td>
<td>86%</td>
<td>88%</td>
<td>90%</td>
<td>92%</td>
<td>89%</td>
</tr>
<tr>
<td>Neither agree nor disagree</td>
<td>18%</td>
<td>13%</td>
<td>9%</td>
<td>9%</td>
<td>7%</td>
<td>10%</td>
</tr>
<tr>
<td>Somewhat disagree</td>
<td>4%</td>
<td>2%</td>
<td>2%</td>
<td>&lt;1%</td>
<td>&lt;1%</td>
<td>&lt;1%</td>
</tr>
<tr>
<td>Strongly disagree</td>
<td>-</td>
<td>&lt;1%</td>
<td>&lt;1%</td>
<td>&lt;1%</td>
<td>&lt;1%</td>
<td>&lt;1%</td>
</tr>
</tbody>
</table>

Those who do not agree that the magazine strengthens their connection to the University cited the following reasons:

- They formed a connection to the University in other ways
- They do not view the magazine in a favorable light
- They do not agree with the editorial approach to the magazine

The subsequent page explains these reasons in further detail.
## READERSHIP

<table>
<thead>
<tr>
<th>Already Had a Connection (19)</th>
<th>Can’t relate to it (19)</th>
<th>Dislike the approach (12)</th>
</tr>
</thead>
<tbody>
<tr>
<td>“I feel that I stay updated on most of my interests through traveling to Morgantown several times a year, donations and social media.” WVU alumnus, donor (35-44 yrs. old)</td>
<td>“Some of the articles do not appeal to me. I don’t read them because they are not related to my field so they do not make a connection.” WVU alumnus, member of WVUAA (25-34 yrs. old)</td>
<td>“Too many opinion pieces.” WVU alumnus, donor, parent of WVU student/alumnus, member of WVUAA (45-54 yrs. of age)</td>
</tr>
<tr>
<td>“My connection is strong without reading the magazine.” WVU alumnus, donor, parent of WVU student or alumnus, member of WVUAA (55-64 yrs. old)</td>
<td>“The articles are too long and not relevant to my interests – making me believe the University doesn’t understand its readers.” WVU alumnus, member of WVUAA (35-44 yrs. old)</td>
<td>“They have had topics that have alienated me at times causing me to not want to be connected.” WVU alumnus (35-44 yrs. of age)</td>
</tr>
<tr>
<td>“It’s just a magazine. I have a lifelong connection to the state and university. I don’t see how any magazine would enhance my connection, regardless of quality.” WVU alumnus, donor, member of WVUAA (25-34 yrs. old)</td>
<td>“I don’t feel that I have a connection to the University. I have never been there and the magazine doesn’t address anything but the typical student, not those of us who attended and earned degrees in other ways. I have no connection to the physical campus nor does anything that is mentioned about Morgantown or the physical campus make any sense to me.” WVU alumnus (45-54 yrs. of age)</td>
<td>“Continues the secular liberal leftist agenda of dumbed down education.” WVU alumnus, donor, member of WVUAA (45-54 yrs. old)</td>
</tr>
<tr>
<td>“Magazines serve as a nice way to get information across, but does not create a connection for me.” WVU alumnus (25-34 yrs. old)</td>
<td></td>
<td>“I rarely find a large feature story that interests me. The stories seem to be things that either interest the writer or serve a greater purpose for the University.” WVU alumnus, donor (45-54 yrs. of age)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>“It’s too traditional. As a reader, I want it to offer something that no other medium offers.” WVU alumnus (25-34 yrs. of age)</td>
</tr>
</tbody>
</table>
DETAILED FINDINGS: PREFERENCES
Approximately three in four (76%) prefer to read a hard copy to an online version of the magazine.

A print version of WVU Magazine is preferred by all age groups. Far more readers ages 18-24 would like both the print and online version of the magazine available to them.

Q. What is your preferred format for reading your WVU Magazine?
At least half the readers indicated the types of stories they are most interested in reading about are Campus History (75%), Athletics (70%), Human Interest (67%), Science & Technology (59%) and Arts & Culture (52%).

Q. Generally speaking, what types of stories in WVU Magazine interest you? (check all that apply)

- Alumni: 20
- Marching band: 12
- Agriculture/Davis College: 11
- Students (life, activism, awards, etc.): 11
- Pride of WV/Impact nationally/globally: 15
- Education: 9
- Campus (new construction, growth, activities, issues, etc.): 7
PREFERENCES
The type of stories readers prefer to read about in WVU Magazine is consistent across age groups.

<table>
<thead>
<tr>
<th></th>
<th>18-24</th>
<th>25-34</th>
<th>35-44</th>
<th>45-54</th>
<th>55-64</th>
<th>65+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Science &amp; Technology</td>
<td>57%</td>
<td>55%</td>
<td>57%</td>
<td>57%</td>
<td>64%</td>
<td>59%</td>
</tr>
<tr>
<td>Business &amp; Industry</td>
<td>50%</td>
<td>42%</td>
<td>42%</td>
<td>44%</td>
<td>46%</td>
<td>41%</td>
</tr>
<tr>
<td>Arts &amp; Culture</td>
<td>46%</td>
<td>48%</td>
<td>53%</td>
<td>49%</td>
<td>60%</td>
<td>50%</td>
</tr>
<tr>
<td>Athletics</td>
<td>71%</td>
<td>68%</td>
<td>71%</td>
<td>72%</td>
<td>71%</td>
<td>69%</td>
</tr>
<tr>
<td>Health &amp; Healthcare</td>
<td>48%</td>
<td>39%</td>
<td>43%</td>
<td>38%</td>
<td>52%</td>
<td>47%</td>
</tr>
<tr>
<td>Human Interest</td>
<td>57%</td>
<td>57%</td>
<td>62%</td>
<td>69%</td>
<td>75%</td>
<td>70%</td>
</tr>
<tr>
<td>Politics (national and international)</td>
<td>25%</td>
<td>23%</td>
<td>23%</td>
<td>18%</td>
<td>24%</td>
<td>23%</td>
</tr>
<tr>
<td>Campus History</td>
<td>73%</td>
<td>73%</td>
<td>74%</td>
<td>75%</td>
<td>78%</td>
<td>78%</td>
</tr>
<tr>
<td>Other</td>
<td>4%</td>
<td>4%</td>
<td>6%</td>
<td>6%</td>
<td>6%</td>
<td>7%</td>
</tr>
<tr>
<td>Total</td>
<td>56</td>
<td>401</td>
<td>498</td>
<td>608</td>
<td>748</td>
<td>730</td>
</tr>
</tbody>
</table>

Note: Green text indicates top three picks

Q. Generally speaking, what types of stories in WVU Magazine interest you? (check all that apply)
Q. Over the past two years we've added several new departments to WVU Magazine. The departments and a brief description of each are listed below. Please choose those features you enjoy reading. (check all that apply)

PREFERENCES

The five most popular new departments in WVU Magazine are Flashback (80%), Mountaineer Spirit (76%), Innovation at Work (68%), The Last Word (58%) and Class Notes (53%).
Flashback, Innovation at Work and Mountaineer Spirit are the three most popular departments across all age groups. However, the preference among those three departments varies by age. More readers ages 55-65 or older enjoy Matter of Fact, Class Notes and The Last Word.

<table>
<thead>
<tr>
<th>Department</th>
<th>18-24</th>
<th>25-34</th>
<th>35-44</th>
<th>45-54</th>
<th>55-64</th>
<th>65 or older</th>
</tr>
</thead>
<tbody>
<tr>
<td>You Tell Us</td>
<td>49%</td>
<td>43%</td>
<td>41%</td>
<td>45%</td>
<td>46%</td>
<td>53%</td>
</tr>
<tr>
<td>Matter of Fact</td>
<td>58%</td>
<td>58%</td>
<td>55%</td>
<td>63%</td>
<td>68%</td>
<td>60%</td>
</tr>
<tr>
<td>Innovation at Work</td>
<td>67%</td>
<td>62%</td>
<td>66%</td>
<td>68%</td>
<td>74%</td>
<td>71%</td>
</tr>
<tr>
<td>Thinking it Through</td>
<td>21%</td>
<td>27%</td>
<td>31%</td>
<td>33%</td>
<td>36%</td>
<td>38%</td>
</tr>
<tr>
<td>Mountaineer Spirit</td>
<td>70%</td>
<td>75%</td>
<td>74%</td>
<td>80%</td>
<td>79%</td>
<td>76%</td>
</tr>
<tr>
<td>Ask an Expert</td>
<td>33%</td>
<td>45%</td>
<td>42%</td>
<td>45%</td>
<td>49%</td>
<td>43%</td>
</tr>
<tr>
<td>Young Alumni/Alum Diary</td>
<td>54%</td>
<td>52%</td>
<td>39%</td>
<td>37%</td>
<td>38%</td>
<td>35%</td>
</tr>
<tr>
<td>Flashback</td>
<td>67%</td>
<td>75%</td>
<td>73%</td>
<td>81%</td>
<td>87%</td>
<td>86%</td>
</tr>
<tr>
<td>The Goods</td>
<td>49%</td>
<td>45%</td>
<td>52%</td>
<td>47%</td>
<td>56%</td>
<td>46%</td>
</tr>
<tr>
<td>Staff Picks</td>
<td>33%</td>
<td>32%</td>
<td>40%</td>
<td>39%</td>
<td>45%</td>
<td>39%</td>
</tr>
<tr>
<td>Class Notes</td>
<td>32%</td>
<td>40%</td>
<td>49%</td>
<td>54%</td>
<td>60%</td>
<td>61%</td>
</tr>
<tr>
<td>The Last Word</td>
<td>49%</td>
<td>48%</td>
<td>53%</td>
<td>60%</td>
<td>64%</td>
<td>62%</td>
</tr>
</tbody>
</table>
PREFERENCES

Over six in ten (63%) readers acknowledged they are extremely/very interested in reading about research conducted at WVU, and the most popular stories are those that address the latest innovations in medicine at WVU (64%). In addition, they enjoy reading about researchers’ work in agriculture, animal science and ecology (51%), the humanities at WVU (47%) and how students/alumni/researchers are exploring beyond planet Earth (47%).

Note: These departments are only in the research issue. These statistics reflect the opinions of more than the 1,786 readers who said they glanced at that issue.
More than half the readers (55%) glanced at the magazine’s additional research issue. Of those, most (57%) don’t prefer one issue over another. Those who indicated they have a preference prefer the annual issue over the research issue.
Q. The next few questions deal with advertising. Which of these advertisements do you recall seeing in past issues of WVU magazine? (check all that apply) Q. How likely are you to patronize an advertiser who appears in WVU Magazine?

Ad recall varies from a high of 78% of readers able to recall an advertisement for the Mountaineer Athletic Club to just 23% who recall seeing an ad for The Village at Heritage Point.

While 23% acknowledged they are extremely/very likely to patronize an advertiser who appears in WVU Magazine, another 47% indicated they are only somewhat likely to consider using those products/services.
ADVERTISING

Regardless of age, a small minority of readers indicated they are extremely/very likely to patronize an advertiser who appears in WVU Magazine. However, most are somewhat likely to do so.

<table>
<thead>
<tr>
<th>Likelihood</th>
<th>18-24</th>
<th>25-34</th>
<th>35-44</th>
<th>45-54</th>
<th>55-64</th>
<th>65 or older</th>
</tr>
</thead>
<tbody>
<tr>
<td>Extremely likely</td>
<td>2%</td>
<td>4%</td>
<td>6%</td>
<td>6%</td>
<td>5%</td>
<td>4%</td>
</tr>
<tr>
<td>Very likely</td>
<td>9%</td>
<td>15%</td>
<td>14%</td>
<td>18%</td>
<td>16%</td>
<td>15%</td>
</tr>
<tr>
<td>Somewhat likely</td>
<td>54%</td>
<td>51%</td>
<td>49%</td>
<td>49%</td>
<td>52%</td>
<td>40%</td>
</tr>
<tr>
<td>Not very likely</td>
<td>25%</td>
<td>23%</td>
<td>23%</td>
<td>21%</td>
<td>22%</td>
<td>31%</td>
</tr>
<tr>
<td>Not at all likely</td>
<td>11%</td>
<td>8%</td>
<td>8%</td>
<td>6%</td>
<td>6%</td>
<td>9%</td>
</tr>
</tbody>
</table>

Q. How likely are you to patronize an advertiser who appears in WVU Magazine?
Q. When deciding whether to contact someone who advertised in WVU Magazine, how important is it to you that they are a WVU alumnus?

About two in ten readers (19%) believe when they are considering whether or not to contact an advertiser in WVU Magazine, it’s extremely/very important that the advertiser is a WVU alumnus. Nearly four in ten (38%) consider it somewhat important.
ADVERTISING

When asked what type of advertisements they would prefer to see in the magazine, WVU-branded products (67%) and West Virginia tourism destinations topped the list.

Q. Please select the types of advertisements you would prefer to see in WVU Magazine. (check all that apply)
DETAILED FINDINGS: LIKES/DISLIKES/SUGGESTIONS
SATISFACTION

When asked what they like most about WVU Magazine, readers mentioned these aspects most often:

- Photography (180)
- Diverse/variety (175)
- Alumni - news, updates, profiles (162)
- Design (72)
- Students (75)
- High quality (61)
- Elicits a connection (55)
- Changes on campus (55)
- Research news (55)
- Current events/news (52)
- Human interest articles (50)
- In-depth coverage (50)

- Unique news not available anywhere else (46)
- Achievements (45)
- Cover (40)
- Sports (38)
- University advancements/programs (35)
- Interesting articles (34)
- Feature stories (34)
- Department (individual college) information (32)
- Historical/nostalgia features (30)
- Historical/nostalgia features (30)
- Class notes (30)

The subsequent five pages of this report detail readers feedback.
SATISFACTION

Aesthetics  (photography, design, professional quality, cover, color)

- “Colorful pictures and the quality of the material and pages.”
- “Feels like a high quality magazine - nice covers, nice weight of paper, great layouts.”
- “I like the 'new' look - it's different from other alumni magazines, which helps keep it fresh. I also find some of the stories extremely interesting, and usually pick up a thing or two I didn't know about.”
- “It has snaps...jumps off the page.”
- “It is beautifully done. Always a bright, eye catching cover.”
- “My spouse and I, both WVU graduates, were just talking a few weeks ago about the SIGNIFICANT improvement of the WVU Magazine. The quality of the art, design, and writing is superb! Not only are the topics compelling, but they are well-written and presented in an artistically engaging format. I find myself wishing it was published more frequently than quarterly. Great job guys!”
- “Professionally designed and executed.”
- “The content is wonderful showcasing many aspects of the university, but the luxurious glossy pages make it a thing of beauty.”
- “The layout, stunning covers and variety of stories!”
Q. What do you like most about WVU Magazine?

Variety of coverage (array of topics, overage of various colleges)

• “Broad variety of stories concerning what is going on at WVU.”
• “Coverage of lots of different areas and topics I didn't know about. More geared to scholarly subjects and news rather than just all sports (although I like to see my sports too).”
• “I like the range of stories that are covered. Stories do not just cover the faculty, but students and alumni on and off-campus, which is great. It gives a very comprehensive look at the entire Mountaineer family, which is nice to stay informed about.”
• “I like to read about the current developments going on at the university; from new buildings, programs or majors, sports, and outreach programs in the state to name a few.”
• “The immense amount of information from all around campus and departments and colleges. The layout is modern and for a journalism major I am so impressed with the publication. I am also impressed that you send it to me. Prior to President Gee returning, I never heard a word about WVU and crave all that I can read. Love, with pride, the achievements the university has made and the discoveries (Volkswagen, etc.) that affect national and international news. Way to go Mountaineers!”
• “I really enjoy that the magazine covers every aspect of the university from the athletics to the major discoveries and successes of fellow alumni!”
• “It incorporates the entire University, faculty, staff and students
• “I enjoy the variety of articles...from timely to historical pieces.”
SATISFACTION

Alumni*

“I love to hear what WVU alumni are up to after graduation and their success stories.”
“It includes a variety of alumni stories.”
“I like information on alumni and articles on what some alumni are accomplishing.”
“Interest stories of prominent people from WV or who have attended WVU and become very successful.”
“Interviewing famous people in business, sports, science who are WVU grads.”
“It keeps alumni up to date on current happenings, graduate accomplishments & those that passed by class year.”
“Keeping me connected to the university and alumni.”
“Keeping up to date with WVU news and current events. Finding out what’s new with current and former students, professors, alumni and programs.”

*The majority of those who mentioned they like alumni news best also mentioned they liked other aspects of the magazine.

Achievements/contributions

“Reading about the accomplishments of alumni, students, and faculty.”
“What WVU is doing nationally and world wide. The major significance WVU is making in all different type of fields.”
“I like hearing about the State of WV and how the university impacts the culture and people of WV.”
“Student, faculty and alumni success stories and accomplishments.”
“The success of WVU throughout the state! People want to see WV students helping and being part of the community.”
“Updates on how WVU is expanding. Updates on how WVU has impacted West Virginia, the nation, and the world.”
“Vignettes about individuals that make them unique and / or are making contributions to WV, the US, and global community.”
“Format and content relative to WVU’s contributions to the country or the world.”
“Hearing about what is being done for communities, especially communities outside of Morgantown.”
“I like reading about programs that I had connections to when I was a student and any article that discusses national recognition of WVU programs. I teach high school and whenever I can tell my students that WVU is leading the way in something is a proud moment. Also, articles that feature native West Virginians doing great things are of particular interest.”

Q. What do you like most about WVU Magazine?
SATISFACTION

Students

• “Keeping up with what's going on at the university, especially the types of scientific research and engineering projects/contracts/competitions the students and faculty are engaged in.”
• “Keeping up-to-date with the wonderful things that are happening. I feel so proud about all the accomplishments of students, professors, and alumni.”
• “Keeps me informed of what the students are involved in & how the school touches lives of WV residents & residents in other countries.”
• “Keeps me up-to-date and the features on particular students is very inspirational.”
• “Learning about all the amazing things that the students and staff are accomplishing.”
• “Learning about cutting edge news that some of the students working on ..”
• “Learning about student trends.”
• “learning how students faculty and programs are having a national impact.

About 50 readers also applauded each of the following: the magazine’s in-depth articles, research coverage, reporting on things they would not have read anywhere else, human interest stories, the developments in Morgantown and changes/new programs at the University. Below are statements supporting the latter:

• “Any highlight on an exciting/new/impressive function of the university that I wasn't previously aware of.”
• “Articles about the progress WVU has made during the recent years as well as changes that have occurred over the years.”
• “Continuous information about the changes to the University, the faculty, new programs...”
• “I would like to see more content about changes on campus and in Morgantown for those who no longer visit Morgantown/WVU on a regular basis.”
• “Keeps me informed about the new and exciting programs and initiatives ongoing at WVU.”
• “Learning about new programs and offerings through the University.”

*The majority of those who mentioned they like student news best also mentioned liking other aspects of the magazine.

Q. What do you like most about WVU Magazine?
SATISFACTION

Readers also appreciate the fact that the magazine elicits an emotional connection to the University, and its in-depth reporting provides them with insight they otherwise would not have had.

<table>
<thead>
<tr>
<th>Response</th>
</tr>
</thead>
<tbody>
<tr>
<td>“It brings a little of home to Raleigh, NC.”</td>
</tr>
<tr>
<td>“It brings me a tangible connection to the University I attended a LONG time ago.”</td>
</tr>
<tr>
<td>“It connects me back to school and highlights part of our history I’m not always aware if but very interested to learn.”</td>
</tr>
<tr>
<td>“It gives me information on areas of WVU that I might not receive from other media.”</td>
</tr>
<tr>
<td>“It helps me feel connected to the people of West Virginia, the students at WVU and my memories of my time.”</td>
</tr>
<tr>
<td>“It’s a reminder that I am not forgotten.”</td>
</tr>
<tr>
<td>“It’s a visual reminder of HOME with its beautiful photos of the students and campus.”</td>
</tr>
<tr>
<td>“Reading the magazine makes me feel connected to a place I call home, even after more than 10 years of being away. I love seeing new Mountaineers enjoy and appreciate all that WVU has to offer. Sometimes I even find myself being envious of not taking advantage of these things while I was there.”</td>
</tr>
</tbody>
</table>

Q. What do you like most about WVU Magazine?
DISSATISFACTION
When asked what readers like least about WVU Magazine, they cited these factors:

Difficult to read (108)
- “Cluttered short articles on pages that resemble ads instead of news.”
- “Extensive use of reverse type compounded by small type size. It's form over function - looks nice but difficult to read. Unless I am really interested in the article I don't bother with those stories.”
- “It's hard to read....the light type on dark colors is particularly difficult. Add the small font and oftentimes I just skip the content.”
- “Layout. Way too busy and disjointed for me. I'm always concerned I may have missed something because of the way it is organized. I'd like a more conventional (at least conventional until the "sound bite" era) presentation.”
- “The list of Contents is "too cute" - really doesn't identify the subject. The Layout - I'm looking at pages 6-9 of Fall, 2016 Magazine must be designed by someone who suffers from ADHD. It is so busy - so many sizes, types, colors - is one thing more important than the other? Are they of equal in importance. It is exhausting just to look at and I skip it.
- “Some times it is hard to read because the print is overpowered by the photography, the blend together.”
- “Teeny tiny print, layout confusing or trying to be too cute makes it harder to read.”

Not always relevant (46)
- “There are topics that don’t interest me”
- “Content does not always appeal to me personally.”
- “A lot of the content doesn’t cover my WVU interests.”
- “Content isn’t always engaging.”
- “Doesn’t always cover my major interests - My daughter's stuff - band, international studies and my alum items - Mechanical Engineering - but there is a separate mag for that. Look - this can't really be fixed, nothing can cover everything an individual might want.”
### DISSATISFACTION

**Too political/liberal (32)**

“Liberal bent to the Magazine. Too much emphasis on "Diversity" and "LBGTQ" issues.”

“Not enough conservative articles.”

“The magazine seems to present the University in the most liberal aspects of the college. I would like to see more stories on students/faculty that have a more traditional/conservative viewpoint and lifestyle.”

“I do not like politically motivated articles. In today’s environment of colleges and universities promoting a on political agenda over another, they forget that not everyone shares those views. A university and its magazine ideally should be primarily about highlights of academics, research, and campus happenings, not political viewpoints which are, in essence, merely opinions. I appreciate that WVU magazine does not generally delve too deep or too much into those types of topics, and I hope that they do not fall prey to going the way of too many other universities in that regard in the future.”

“I don’t like the way it can become political by highlighting controversial issues and trying to present them in a manner they are trying to promote, or agree, with what they are showcasing.”

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**Not enough alumni news (25)**

“I feel like there are not many highlights of younger alum. Most stories about alumni have been about the older generation alumni that have been working for 20+ years.”

“I feel that there could be more heartwarming pieces related to how current students or alumni are helping the community.”

“I like all the updates about the amazing academic things the University is accomplishing, but I do wish sometimes that they were smaller articles and there were more articles around campus events, distinguished alumni, or historical WVU/Morgantown.”

“I would hope they focus on the WVU alumni network. Maybe a map of the country in every issue with all chapters pinpointed on the map with info- and maybe focus article on one chapter every issue.”

“Inadequate coverage of the activities of significant activities of current faculty and alumni.”

“It has few articles that are engaging to me. Articles are always about high profile alumni, never about the little people like me.”

“It is very professional and informative, but I wish it had a more casual vibe and would share more about alumni friends/family relationships and how people are staying connected to each other and the university through the years.”

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**Q. What do you like least about WVU Magazine?**
Q. What do you like least about WVU Magazine?

**DISSATISFACTION**

**Infrequent distribution** (36)

- “Frequency...would like more issues!
- “Length. I would rather have two a month that are shorter than one big issue.”
- “I wish it were published more often. I share my copy with other transplanted West Virginians and we all wish we received more issues.”
- “The fact that magazine is not a monthly or bi-monthly.”
- “Typically the emails that I receive do not add any additional content to the stories. It would be cool to have video or interactive elements on the site to accompany the stories. Show ways to get involved with the University, the state or organizations to help make our world a better place.”
- “I would love to have it online like my other magazines so that I can read it rather than lug it around on the plane”
- “There are few incentives or even digital integrations. I feel as if this needs to be much more than just a "magazine."

**Costly to Produce** (20)

- “Why not use recyclable materials for the pages? I appreciate the excellence implemented with the cover and so forth, but in comparison to my undergraduate university's publication, I feel like WVU's magazine spends a bit much -- I bet if you made a push to incorporate reusable materials the alumni would appreciate the effort!”
- “The only thing that concerns me is that I see that the covers has varnish in some areas....which is really expensive. I don't want to see WVU stop producing the magazine because of exorbitant costs. Something like varnish is really expensive, but not that noticeable.”
- “Paper is heavier than it needs to be, and it doesn't seem like the address databases are managed well. I get a copy at work, a copy at home, and my husband gets a copy too. Not very environmentally or fiscally responsible.”
- “It seems like a lot of money to spend seeing that students are struggling to pay their student loans back or simply afford to go to college. Perhaps the magazine should be completely online and the money saved go towards scholarships.”
DISSATISFACTION

Overly long, technical (30)
Too long/words
Research issues are too technical

- “Articles can go a bit too long.”
- “Articles generally are too long. Do not provide me with a feel for life and activities on campus. Seems to be to professionally done....looking to win awards. The magazine itself has to be very expensive, materials used and printing.”
- “If the stories too long, I just don't have time to devote to getting into weeds...”
- “Some of the articles are long. I hate to say it, but in a busy world, it's easier to read one page articles and catch up on things. Would be nice to have a mixture of short articles and only a couple of longer ones.”
- “Some articles/features seem to go on and on. Seem to be writing the article for the sake of having more unneeded works published when a great article could be had in fewer words.”
- “Some stories are a little long. Perhaps the research articles could be "encapsulated" with full article online to allow the reader to decide the level of interest.”
- “At times in the past, they selected boring topic, such as certain field research. It's great this is being performed by grad students but it's not a topic I want to hear about in depth. Getting better at eliminating those type of articles lately though.”

Not enough sports news (20)*

- “Articles. Not wide enough. I'd like to hear more about what is going on at WVU...Campus information and photos, Greek life and photos, Sports, Morgantown etc...”
- “There could be more updates about non-football/basketball sports.”
- “Just a tad more emphasis on lesser sports would be good.”
- “Would like more about athletics. Maybe a "where are they now. “
- “Would love to hear more personal stories from sport players.”

*Eight readers said there is too much of a focus on sports. Seven others mentioned “sports” but did not indicated if there was too much or too little coverage.

Q. What do you like least about WVU Magazine?
### DISSATISFACTION

<table>
<thead>
<tr>
<th>Not enough coverage of the colleges (20)</th>
</tr>
</thead>
<tbody>
<tr>
<td>• “I graduated from the Division of Physical Therapy in 1978 &amp; have yet to see an article regarding that program as well a Speech Therapy, or Occupational Therapy rehab programs.”</td>
</tr>
<tr>
<td>• “Ag college is often over looked, WVU is a Land Grant University after all.”</td>
</tr>
<tr>
<td>• “Could also ways use more CAC stuff.”</td>
</tr>
<tr>
<td>• “Could you cover the various colleges within the University in-depth?”</td>
</tr>
<tr>
<td>• “Doesn’t cover my Parks and Rec as much as I’d like.”</td>
</tr>
<tr>
<td>• “Haven’t seen much about the Interior Design program.”</td>
</tr>
<tr>
<td>• “I would like more information about things other than the medical and engineering projects. As a forensic science alum, I'd like to know what's going on with other sciences at WVU.”</td>
</tr>
<tr>
<td>• “I would like to see a little bit more about the departments and faculty.”</td>
</tr>
</tbody>
</table>

It’s also important to note that the lack of diversity in news coverage was cited as well. While just seven readers mentioned this, minority respondents are most likely underrepresented in these survey responses.

<table>
<thead>
<tr>
<th>Q. What do you like most about WVU Magazine?</th>
</tr>
</thead>
<tbody>
<tr>
<td>• “The magazine needs to include more stories on people color. It really disappoints me when I see so few stories and pictures of people of color.”</td>
</tr>
<tr>
<td>• “There needs to be more diversity shown of the students and programs where they have been successful.”</td>
</tr>
<tr>
<td>• “Topics seem limited and not a true reflection of the diversity at the University.”</td>
</tr>
<tr>
<td>• “As a minority (African American), I feel that the magazine lacks diversity. It would be nice to see more stories about minority students.”</td>
</tr>
<tr>
<td>• “I would like to see more demographic diversity in the articles, showcasing non-traditional populations like women in STEM occupations and men in nursing/medical fields heretofore predominated by women. What has been the contribution of international students/faculty to WVU success.”</td>
</tr>
</tbody>
</table>
SUGGESTIONS

Readers offered the following suggestions for improving WVU Magazine:

Keep older alumni in mind
• “As I said earlier, try connecting more with the older alumni and stories of past interest. Something that brings our hearts and minds back to WVU again.”
• “As I said, be mindful of older alumni who may have visual impairments when considering design and layout of the magazine.”
• “Avoid hard to read type setting, like words over images, for your older readers. Cute does not trump readability.”
• “Great job, however, articles on older alumni and how they used and appreciated their WVU education would be nice. Their are many successful older alumni.”

Provide a balanced perspective
• “Do not continue to promote hot button political issues that alienate readers like my-self. There is not need for that no matter if I agree or disagree with the issues. We get enough of that on an everyday basis and this should be focused more on a actual things not "opinions."
• “I would caution the magazine about political correctness which seems to have invaded many campuses across the country. Focus on the truth; presenting both sides of an issue fairly and accurately.”
• “Just please lighten up on the radical, social re-engineering topics. I always considered West VA as a conservative, patriotic state. Please help to keep it that way.
• “Keep claims and statements realistic. Do not paint WVU as the only or the best in an endeavor unless that is true. I work at a university with more research dollars than WVU and think distortion of the facts is not good for WVU.”

Promote WVU’s contributions to the state & beyond
• “How is the university helping to facilitate the transition of southern WV coal communities to a new economic order in light of the harsh reality that coal mining jobs are not returning, no matter what the president-elect says?”
• “I would like to see more about how WVU is impacting WV directly. Like how are educators doing that come from WVU and what research is supporting innovations throughout the state.”
• “More articles about WVU’s contribution to the military and WVU's military programs.”
• “Continue to show articles and statistics that show WVU improving as a University on an national basis.”

Q. What suggestions do you have for improving the magazine?
SUGGESTIONS

Make layout more user-friendly (12)

- “Excellent quality of writing. Great job. Just please increase the size of your font and try for higher resolution photos and page stock quality. I just have a very difficult time reading the print, especially against some of the background colors or images. This can be a major problem for readers despite their age. Thanks!”
- “Just be aware of the layout and how less than perfect eyes can view that type, color, etc.”
- “Larger font”

Highlight alumni chapters

- “Map of the alumni chapters throughout the country with information showing a chapter each issue.”
- “More about the Alumni Association and alumni. Really like it when the Alumni Association was permitted to publish its own magazine. Seems like now the alumni part is almost an afterthought.”
- I’d also like to read more about groups of alumni friends/club members/Greeks/athletes who have stayed connected over the years and how they keep their Mountaineer spirit alive. Interview long-time tailgaters about their traditions, cover sorority/fraternity reunions that come into town, alumni chapter events in other states, etc.”
- “Articles that all alumni can enjoy or relate to, especially alumni in other states.”

Feature more departments

- “More variety across all the disciplines. There seems to be a lot of attention given to the medical and engineering fields.”
- “More theatre arts.”
- “More stories on engineers.”
- “More stories that focus on units or groups within the University. Showcase what we have here.”
- “More news from the School of Pharmacy.”
- “I’d prefer a magazine with a greater variety of stories about faculty-students-alumni and the contributions they are making to the University, community and nation. Featuring one activity, like medicine or engineering, pretty quickly saps the interest of readers who do not understand those fields.”

Q. What suggestions do you have for improving the magazine?
Discuss growth at WVU/surrounding areas

- “More stories on bricks-and-mortar changes to the campus. More stories on an increasingly diverse student body and faculty, if indeed this is the case.”
- “Commercial construction in Morgantown and Star City has BOOMED over the past 31 years since I graduated. The University has also expanded dramatically. I would feature as many articles about the positive growth on the campus and in the surrounding areas as possible. Sunnyside, for example, is radically different now than it was in the 1980’s, and certainly for the better. WVU is West Virginia's "crown jewel" and engine for economic and intellectual property growth and development. I'd literally brand that message repeatedly throughout the pages of each magazine. We have so much to be proud of as Mountaineers, especially the quality faculty that we had, and continue to attract.”
- “Highlight new additions to the college – new buildings, dorms, etc.”

Highlight accomplishment from less notable alumni

- “More articles on everyday alumni. Having articles on grandiose people is great, but articles on everyday people is something maybe more relatable to the average reader.”
- “Would love to see more about the mostly-universal experiences alumni had at WVU. How about also highlighting notable alumni veteran accomplishments? We have an amazing ROTC program, please talk about it!”
- “Feature WVU alumni chapters.”
- Find more alumni to profile.”
- “For at least a couple articles, do human interest on individuals whose names are not household words. For example, I don't care to see any more press on Jay Rockefeller. Do a smorgasbord of individuals whose lives are connected to volunteerism. From there, do an in-depth of the activities they enlighten. This can be done with taste and high interest.”
- “Articles that all alumni can enjoy or relate to, especially alumni in other states.”
- “Add a section on West Virginia natives that did not graduate from WVU but are supporters of the University and the state.”
- “Perhaps doing a profile of alumni who are working in state or local government, but who are not necessarily in high profile positions. Lots of folks doing hands-on great things to help our state. Everything is not cutting-edge, but it is important.”

Q. What suggestions do you have for improving the magazine?
SUGGESTIONS

Provide a realistic perspective, including challenges

• “When you have an article about something good at WVU, also acknowledge what still needs to be done in that area. Whether it is celebrating diversity or talking about a departmental achievement --- I as a potential donor do not want only the rosy picture but also the here is what we see as our challenges and here are the small steps we are taking toward a better tomorrow. WVU has too many professors and staff who do not really risk being a leader out in the communities they serve. Who do not really risk standing up and being counted to do and say the thing that is right even when it is harder for mom and pop out in the communities to hear at first. And when we are that kind of leader we create an atmosphere where what is good, ethical, right gets trampled over by racism, sexism, divisiveness and a willingness to take away others freedom of religion, a true and free press, freedom of speech even when it is against what has come to be the new normal or the status quo.”
Q. What suggestions do you have for improving the magazine?

SUGGESTIONS

When asked for their suggestions for improving the magazine, a significant number of readers only praised it.

“As I have said before one finds it hard to improve on perfection. Keep up the good work. I am so very proud to have been a member of WVU and WVU Medical School.”

“I love that is keeps evolving.”

“I would like to comment on what I LIKE in the publication. This is going to sound weird, but I love the texture of the magazine. The slick, high quality cover gives fantastic appeal to this magazine. Yes, we are an on-line world, but there are qualities to print that just can't be surpassed. The font is very clear and artful and the layout is very nice. I like the magazine!”

“Keep up the great work. I always get really excited when I see the copy of WVU Magazine in the mailbox.”

“Love the new look and content.”

“I am very proud that the University publishes such a high quality magazine. I’m also very proud of WVU for the research being done there to improve lives.”

“Overall a beautiful publication that is a positive reflection of our University.”

“Honestly, I think it is a quality publication as is. Kudos to the design team.”

“I love the entire magazine. It has beautiful photography and the articles are interesting and sometimes fascinating. Makes me proud to be an alumnus of WVU!!”
SUGGESTIONS

The following are singular mentions but they may spark ideas for future articles:

**WV Emeritus Club:** “An article for the magazine could be about the West Virginia Emeritus Club. I was just inducted into the club this past June and feel it is another way to contact the alumni in another avenue. Many people have no idea about this club. I feel it is another milestone in your life when you reach the 50th year of your college graduation. I look forward to an article.”

**Online Programs:** “Can we please get an article on online education options???”

**President Gee:** “Continue to include in each issue at least one story which features President Gee. I came to WVU from the little town of Ridgeley, WV as a student in 1971 and still reside in Morgantown, so I'm familiar with at least, what, seven to nine individuals who have served as President during the past 45 years. Nobody has impressed me more than Gordon Gee. Needless to say, we have had some wonderful Presidents - and spouses - serving during my time as a student at WVU and a resident of Morgantown, but President Gee has proven to be most effective as President in his numerous roles: as cheerleader, not just for the University, but for the State of West Virginia; as a voice of comfort and reason during rough times, as expressed in response to State devastation from flooding and the fall out from an outspoken speaker on campus; or as a "not-so-good" oboe player hoping for a chance to march with the Pride in NYC.”

**Personal Stories:** “Include more from alum's personal lives--make the magazine feel more personal--like I'm included or my peers are included--i.e. create an area in the magazine where you can invite a certain group of people to share a certain something (like everyone in the class of 2004 or everyone who has a WVU themed house or Christmas display or a big game tailgate outside of Morgantown) to share their photos or stories, etc. I love seeing other's pics or stories involving WVU in their everyday normal, post-graduate, adult, finally responsible lives! :-)”

**Forensics Program:** I really would like to see a great article on the Forensic Science Program. When I was choosing a school for a forensic science degree, WVU was the only accredited program. Since then, they have consistently remained number one for this discipline of science.”

Q. What suggestions do you have for improving the magazine?
DETAILED FINDINGS: SURVEY RESPONDENTS
An almost equal number of males (49%) and females (51%) responded to the survey, and every age group was represented. One-third of the respondents are ages 18-44; 42% are between 45-64 years of age. Nearly one-fourth (23%) are at least 65 years of age.

All but 8% or respondents are alumni and more than half (56%) are current or past donors. Four in ten (41%) belong to the WVU Alumni Association and two in ten have/had a student at WVU.
**DEMOGRAPHICS**

Readers from nineteen states responded to the survey, but the greatest representation is from WV (41%), PA (10%) VA (7%) and MD (5%) residents.

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Q. In which state do you currently reside?