

EXTERNAL SURVEY REPORT



Presented
by

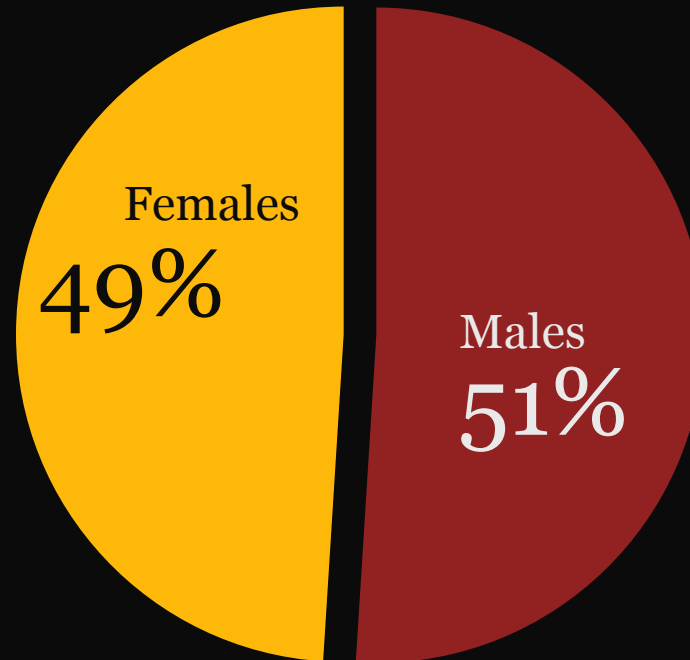
IMCC AUDIT COMMITTEE

SAMPLE/PROCEDURES

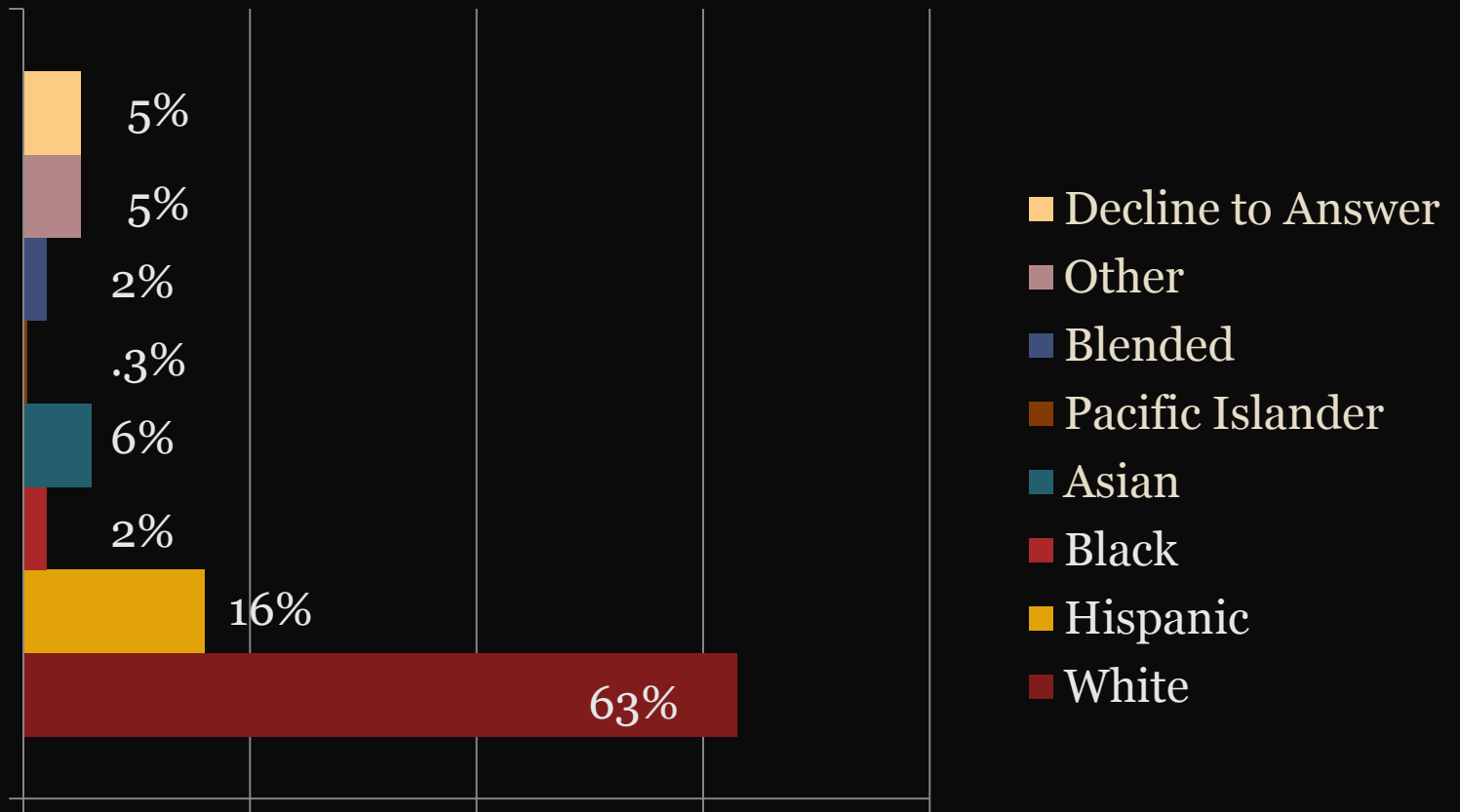


- Link to survey sent via email to 40,477
 - 7198 opened the email
 - 1336 clicked on the link to the survey.
- Survey/video was posted on:
 - Fresno State home page
 - Alumni Assoc. and Fresno State Facebook fan page
 - Tweeted from Alumni Assoc. and Fresno State Twitter account
 - Total “Started” Surveys: 1209
 - Total “Completed” Surveys: **1120**

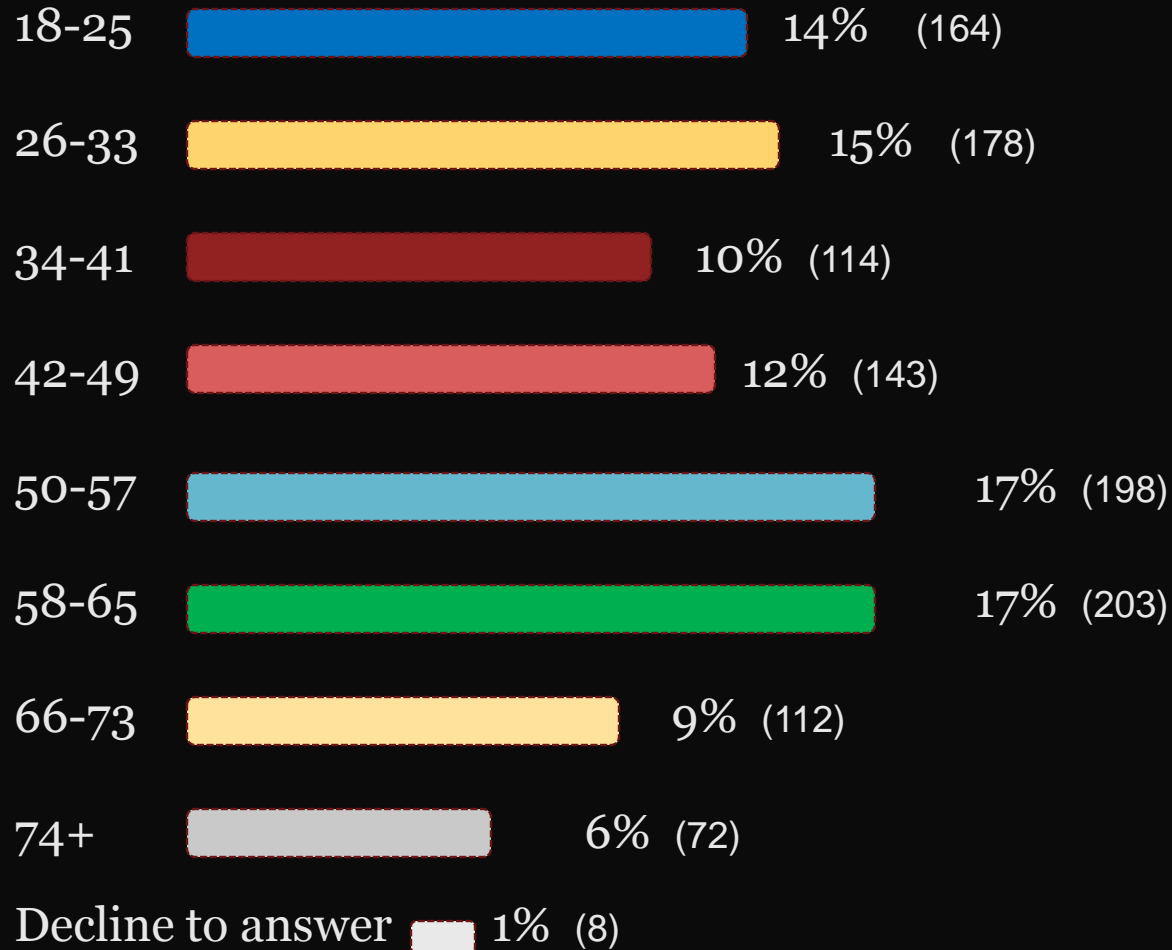
GENDER



RACE



Age




Which of the following applies?



Attended Fresno State but didn't graduate  8% (95)

Attended Fresno State and graduated  852 71%

Current undergraduate student  6% (74)

Graduate from Fresno State and have returned to get a graduate degree  5% (55)

Didn't attend Fresno State  10% (122)

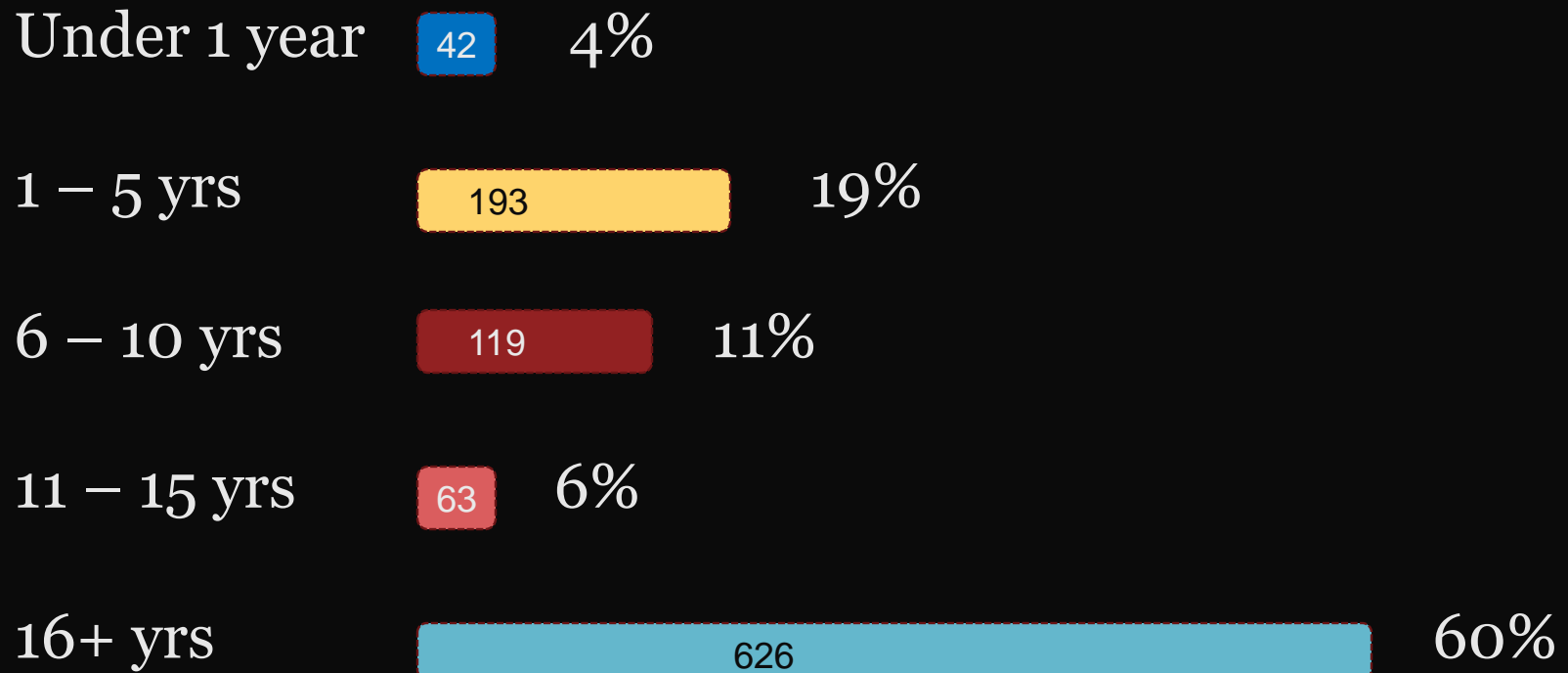
CURRENTLY AN EMPLOYEE OF FRESNO STATE



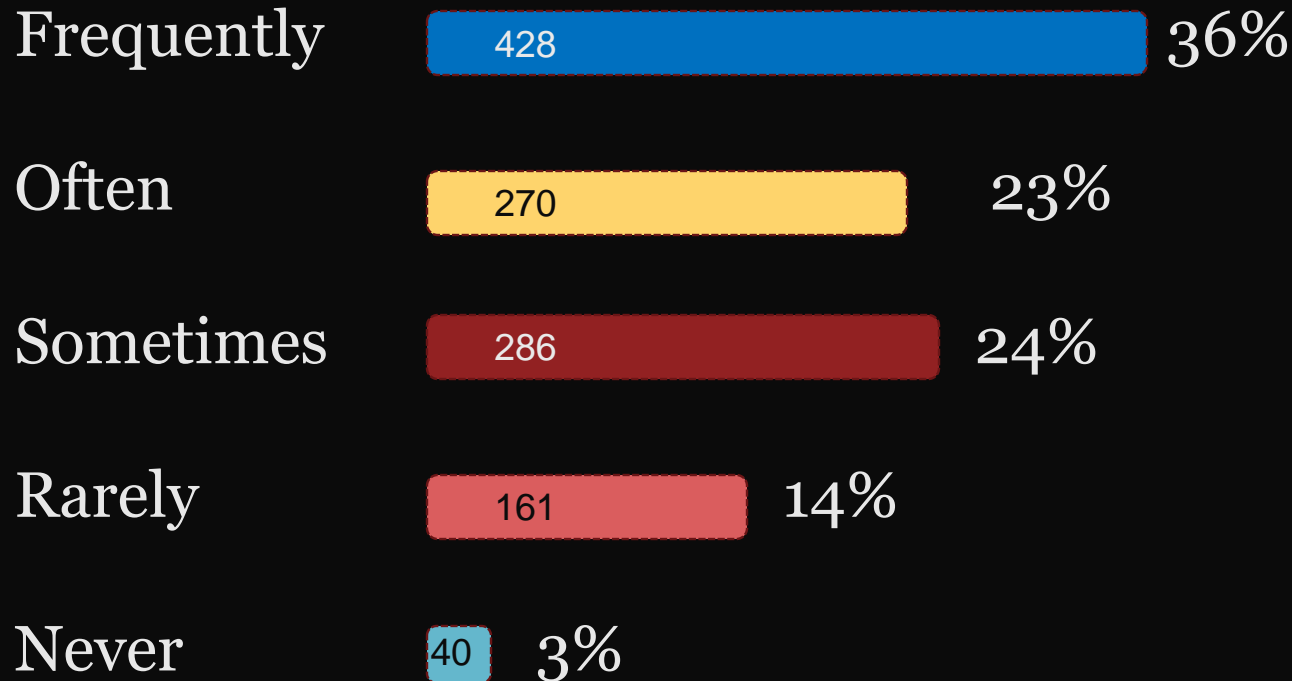
YES 110 9%

NO 1080 91%

HOW LONG HAVE YOU LIVED IN THE FRESNO AREA?



HOW OFTEN DO YOU VISIT THE FRESNO STATE CAMPUS?



If you hear about Fresno State in the media, how favorable/unfavorable is the coverage?



Very Favorable 192 16%

Favorable 483 41%

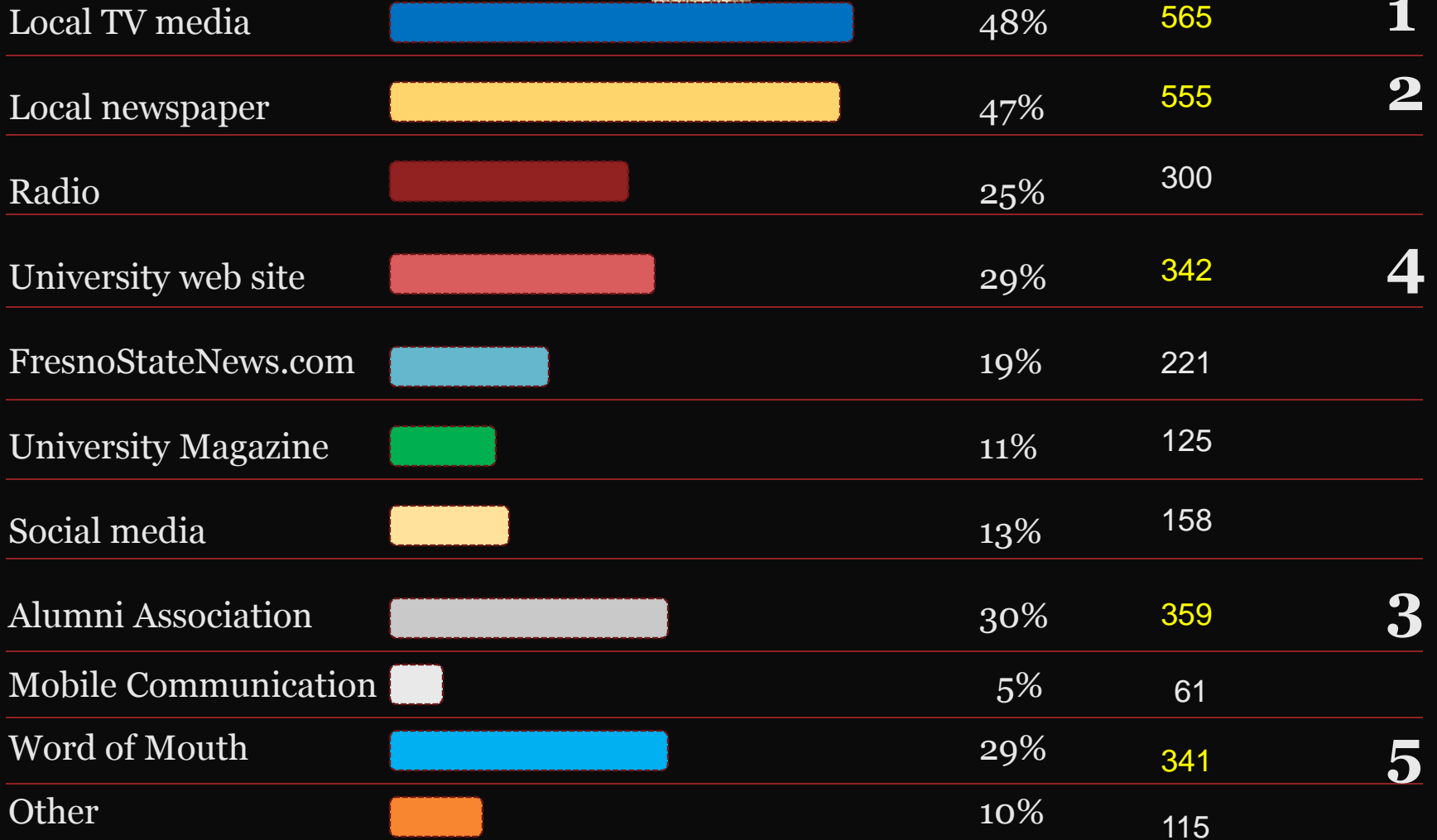
Neutral 305 26%

Somewhat Unfavorable 129 11%

Very Unfavorable 33 3%

N/A: Never hear 42 4%

In general, which of the following types of communication do you CURRENTLY depend on the most to stay informed about Fresno State?



Open ended responses on “OTHER” types of communication participants said they use to stay informed about Fresno State














N = 125

Emails		44
News web sites (yahoo, Google, etc)		12
ESPN/Sports sites		11
Friends/Family		11
Gobulldogs.com		8
The Collegian		5
The Collegian		5

All the rest were less than 2 responses each: Bulldog Foundation, Mailers, Greek Affiliation, Alumni Association, etc.

In the future, which of the following, if any, would you like to see Fresno State utilize more frequently to communicate with the community about Fresno State?



Blog		14%	148
Audio (Podcasts, streaming)		9%	94
Twitter		5%	59
Video streaming		14%	152
RSS feeds		4%	48
Online social media		26%	565
Instant messaging		5%	50
Texts to mobile devices		11%	124
Other		7%	72
Don't know		31%	342
None		19%	211

Open ended responses on “OTHER” types of communication participants said they would like to see Fresno State use in the future

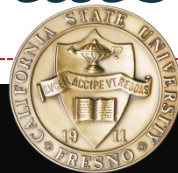


N = 76

Emails		42
iPhone app (better iPhone app)		4
Radio/put up-to-date News on campus radio		4
Newsletter via email		3
Newspaper		3

All the rest were 2 or less responses each: Fresno State TV station, TV, website, and a more user friendly website.

What would (or does) bring you to the Fresno State campus?



Athletic event

662

63%

Performing Arts event
(not at Save Mart Center)

284

27%

A non-Fresno State event
(at Save Mart Center)

447

42%

Academic event

368

35%

Other

248

24%

Open ended responses on “OTHER” items that would (does) bring them to Fresno State campus.



251 responses.... Various answers

SEE APPENDIX A- Q16

Which, if any, of the following has discouraged you from visiting the Fresno State campus? (excluding athletic or Save Mart Center events)



Unfamiliar with venue

locations on campus

45

4%

Difficulty with parking

335

31%

Cost of event too high

159

15%

Lack of detailed information

about the event

170

16%

Other

155

14%

None: not discouraged

501

46%

What “OTHER” items discourage you from coming to campus?



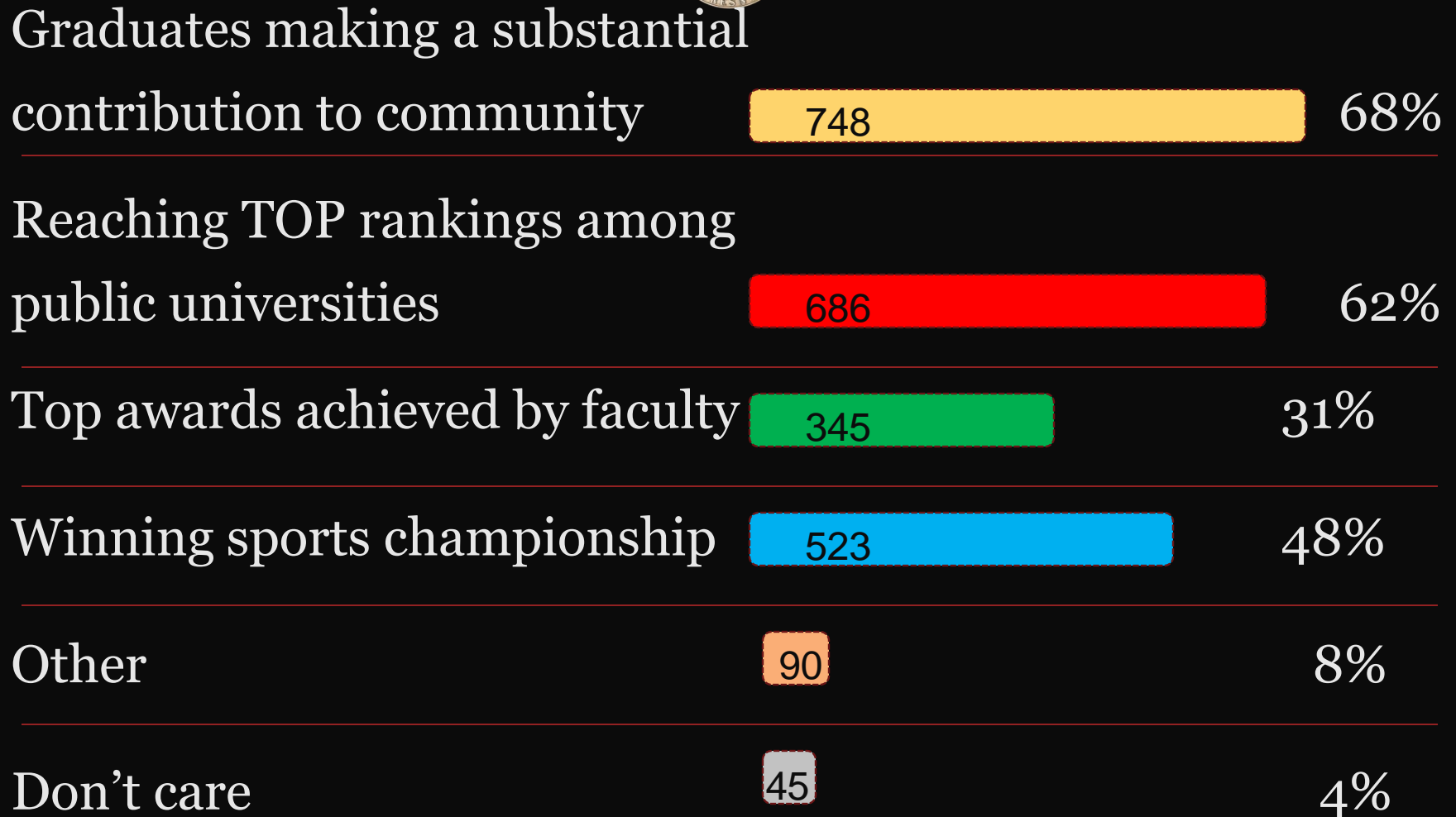
161 responses

Most frequent responses

- **Live too far away**
- **Parking**

SEE APPENDIX B- Q18

What would make you MOST proud of Fresno State?



If you selected "other" on the previous question, what would make you MOST proud of Fresno State?



92 responses. Examples included....

- Greater emphasis on academics
- National exposure
- Sports championships
- Caring about the students

... and many other comments

SEE APPENDIX C- Q20

On a scale from very cold to very warm, how would you describe your feelings toward Fresno State?



Very Warm

Very Cold



26.5%

17%

22%

12%

8%

7%

2%

2%

2%

1%

On a scale from 1(hate it) to 10 (love it), how would you describe your feelings toward the following web pages?



HATE IT

LOVE IT



Fresno State home page
(www.csufresno.edu)



average = 5

FresnoStateNews.com
(www.FresnoStateNews.com)



average = 3.6

Alumni web page
(www.alumniconnections.com)



average = 3.6

Athletics web page
(www.GoBulldogs.com)



average = 4.7

What they like most/least about : www.csufresno.edu web site



Like MOST

- Colorful
- Like it
- Easy to navigate

Like LEAST

- Outdated material
- Not easy to navigate
- Can't easily find the information
- Not user friendly or mobile device friendly
- "Some of the student/alumni quotes on the front page are not the best... "The environment was a great experience..." Fresno State has a lot of cool stuff about it, why not quote someone talking about something a little more specific?"

N = 405

116	Positive comments
126	Negative comments
30	Both Positive/Negative
52	Neutral
74	No comment
6	Not about website

SEE APPENDIX D -- Q23

What they like most/least about : www.FresnoStateNews.com web site



317 responses.... Various answers

Most frequent response was:

Don't know about the site

SEE APPENDIX E -- Q24

What they like most/least about the Alumni web site



336 responses.... Various answers

Most frequent responses included:

Do not use

Don't know about this site

N/A

SEE APPENDIX F -- Q25

What they like most/least about Athletics (GoBulldog) web site



376 responses.... Various answers

Many positive responses about athletics
Many negative comments about the website

SEE APPENDIX G -- Q26

Final Comments on Participants' Attitudes on Fresno State...



357 responses. Here are some examples...

"There is so much potential. I know there are many students doing positive things at Fresno State – LET'S HEAR ABOUT THEM!!!!..."

"It's a hidden gem"

"If you aren't a big donor, you aren't important to them. It's changed for the worse. I used to be a very strong supporter of just about all the sports teams, but now I feel that we don't matter anymore, and I'm losing interest. "

SEE APPENDIX H -- Q27