



External Survey

1. Gender: ___ Male ___ Female

2. With which race do you most identify?
 ___ White ___ Hispanic ___ Black ___ Asian
 ___ Pacific Islander ___ Blended Race ___ Other _____
 ___ [Decline to answer]

3. If you selected “other” in the previous question, please specify. _____

4. Your age range:
 ___ 18-25 ___ 26-33 ___ 34-41 ___ 42-49 ___ 50-57
 ___ 58-65 ___ 66-73 ___ 74+ ___ [Decline to Answer]

5. Which ONE of the following applies to you? [select only one]
 ___ I attended Fresno State but didn’t graduate
 ___ I am a current UNDERGRADUATE student at Fresno State
 ___ I graduated from Fresno State
 ___ I have returned to Fresno State and am pursuing a graduate degree
 ___ I never attended Fresno State

6. If you graduated from Fresno State (with an undergraduate or graduate degree), in what year(s) did you graduate? _____

7. Are you currently an employee of Fresno State? ___ Yes ___ No

8. How long have you lived in the Fresno area?
 ___ Under 1 year ___ 1-5 yrs ___ 6-10 yrs ___ 11-15 yrs ___ 16+ yrs

9. How often do you hear about Fresno State in the media? [circle only one]
 Frequently Often Sometimes Rarely Never

10. If you hear about Fresno State in the media, on average, how favorable/unfavorable is it? [circle only one]
 Very Favorable Somewhat Favorable Somewhat Unfavorable Very Unfavorable NA

11. In general, which of the following types of communication do you **currently** depend on MOST to stay informed about Fresno State? [select all that apply]

- Local TV media
- Radio
- FresnoStateNews.com
- Social Media (example: Facebook, Twitter)
- Alumni Association
- Word of Mouth
- Don't depend on any to stay informed about Fresno State
- Local Newspaper
- University Web site
- University Magazine
- Mobile Communication (example: texts, iphone APS)
- Other (please specify) _____

12. If you chose "other" in the previous question, what type of communication do you currently depend on MOST to stay informed?

13. In the future, which of the following electronic technologies, if any, would you like to see Fresno State utilize more frequently to communicate to the community about Fresno State? [select all that apply]

- Blogs
- Twitter
- RSS feeds
- Instant Messaging
- Other (please specify) _____
- Don't know
- Audio via Podcasts or online streaming
- Video via Podcasts or online streaming
- Online Social Communities (example: Facebook)
- Text message to mobile devices

14. If you chose "other" in the previous question, what technology would you like to see Fresno State utilize more frequently? _____

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

- Athletic Events
- A non-Fresno State event at Save Mart Center
- Academic Event (such as a lecture series or professional seminar)
- Other (please specify)
- Performing Arts Event (such as a musical or theatrical performance on campus—NOT at Save Mart Center)

16. In you selected "other" in the previous question, what things would or does bring you to the Fresno State campus?

17. Which, if any, of the following has discouraged you from visiting campus (this excludes Save Mart Center and athletic events): [select all that apply]

- Unfamiliar with venue locations on campus
- Difficulty with parking
- Cost of event admission was too high
- Lack of detailed information about the event
- Other(please specify) _____
- None, I haven't been discouraged from visiting campus
- [Decline to Answer]

18. If you selected "other" in the previous question, what discourages you from coming to campus? _____

19. What would make you MOST proud of Fresno State? [select all that apply]

- Graduates making a substantial contribution to community
- Reaching TOP rankings among public universities in the country
- Top awards achieved by faculty members
- Sports championships
- Other (please specify) _____
- Don't care
- [Decline to Answer]

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

21. On a scale from 0 meaning "very cold" to 10 meaning "very warm", how would you describe your feelings towards Fresno State?"

VERY COLD											VERY WARM
0	1	2	3	4	5	6	7	8	9	10	

22. On a scale from 1 meaning “HATE IT” to 10 meaning “LOVE IT”, how would you describe your feelings towards the following WEB PAGES?” (CIRCLE 0 if you’re not familiar with this site)

1. Fresno State HOME PAGE (www.csufresno.edu)

Not familiar with this site	HATE IT										LOVE IT
0	1	2	3	4	5	6	7	8	9	10	

2. FRESNOSTATENEWS web page (www.FresnoStateNews.com)

Not familiar with this site	HATE IT										LOVE IT
0	1	2	3	4	5	6	7	8	9	10	

3. ALUMNI (Your Bulldog Connection) web page (www.alumniconnections.com)

Not familiar with this site	HATE IT										LOVE IT
0	1	2	3	4	5	6	7	8	9	10	

4. “Fresno State Bulldogs” (ATHLETICS) web page (www.GoBulldogs.com)

Not familiar with this site	HATE IT										LOVE IT
0	1	2	3	4	5	6	7	8	9	10	

23. What do you like most/least about the Fresno State home page? _____

24. What do you like most/least about the FresnoStateNews web page? _____

25. What do you like most/least about the Alumni web page? _____

26. What do you like most/least about the Fresno State bulldogs (athletics) web page? _____

27. What additional comments would you like to add about your attitudes of Fresno State?

“Thank you for your time. Your input is very valuable to us!”