Alumni Affairs

Expected Outcome 1: Alumni will follow all communications avenues available
Use all possible measures to enhance our communications efforts to the Auburn Alumni Association. Increase number of ways to reach alumni whether through email or direct mail campaigns. The communications team will continue to stay in the know of all things Auburn and promote campus events via social media platforms.

Assessment Method 1: Website and Social Media tracking
Assessment Method Description
Analyze the effectiveness of current communications avenues to alumni. Cross promotion and branding with vendors in community will help to drive views to website. Any email or direct mail piece will have the website listed to continue maintaining brand recognition to our alumni and friends.

The communications team monitors our unique visitors to the www.aualum.org site and will track the visitors to our auburnclubs.org and auburnmagazine.auburn.edu pages. The team will also monitor the fans, followers and views of Facebook, Twitter, Flickr and LinkedIn.

Findings
The tracked visitors, web page views and social media platform standings are listed in Appendix E. The communications team tracks views on aualum.org, auburnclubs.org and auburnmagazine.auburn.edu. The average time spent on each site is 2:48 on aualum.org, 2:25 on auburnclubs.org and 53 for auburnmagazine.auburn.edu. The amount of pages varied from 1.47 to 3.49 per visit. Top five referrals to pages are from aualum.org, direct links, Facebook, auburntigers.com and Twitter. The top three demographic locations are Auburn, Atlanta and Birmingham.

Social media platforms are moving up in numbers showing Facebook has 13,423 likes, Twitter 9,152 followers, You Tube videos posted have 49,918 views, LinkedIn has 7,766 connections and there have been 12,436 repins with 42 boards on Pinterest.

How did you use findings for improvement?
As a result of the assessment findings, we have realized that our alumni base is extremely interested in as much information about Auburn people as they can get. We have increased our focus on social media and adding
valuable content online to support increased activity. The increase of our social media technology knowledge will continue to help maintain the positive momentum.

**Additional Comments**

**Assessment Method 2: Auburn Magazine Readership survey**

**Assessment Method Description**
Analyze, with survey results, the effectiveness of our top rated member benefit to association. Survey was sent in December 2012 and June 2013 to 5,000 randomly selected members of the alumni association.

**Findings**
The complete survey results are provided in Appendix F. Out of our respondents, 31% spent approximately 30-45 minutes reading the magazine. With 35% stating they will throw it away or recycle the magazine afterwards. For the feature on the Last Rolling of the Oaks at Toomer’s Corner, 81% read the entire article and 41% of the respondents said the tree rolling edition was what enticed them to read the magazine. And in recent issues of Auburn Magazine, the number one story which stuck out in the readers mind most was regarding Toomer’s Oaks.

Rounding out the top five (in order) of most read issues were Founder of Habitat for Humanity (Millard Fuller), Octavia Spencer, David Housel and The story on Bobby Hoppe.

When asked “what would you change about Auburn Magazine”, the responses were more on alumni success stories, less on sports, more on sports, more on faculty research and more frequent issues. Male respondents took 68% of the reader’s gender poll with 32% female.

Respondents made up 26% of the overall readers that graduated in the 1970’s. That percentage of the next highest is 24% from the 1960’s class. Engineering school made up 26% of the respondents while the next highest percentage was 24% from the Business school.

**How did you use findings for improvement?**
As a result of the assessment findings, we realized that our alumni are very interested in Auburn traditions and history. These numbers differ little from previous years. Although we believe the preponderance of male readers is due to a) the greater likelihood of men being willing to fill out an online survey and b) the population of the university’s alumni association, the staff is planning a concerted effort to feature more women in the magazine this next year, including a feature article on Lorenda Ward and the inclusion of women’s voices in our integration commemoration coverage.

Alumni feel our member benefit of receiving Auburn Magazine is strong, taking time to read articles. Continuing to survey our readers twice a year will help maintain content value. Communications team will take
information from survey results and apply to upcoming stories and ad placements. Challenge for team will be how to target younger, female demographic of Auburn Magazine readers.

Additional Comments

Expected Outcome 2: Auburn alumni will be aware of and become association members
Create and maintain a relationship with all alumni and friends of Auburn that will encourage them to join the association and be a part of the various activities we host, coordinate and support.

Assessment Method 1: Non-member Survey
Assessment Method Description
Analyze why alums do and do not join the association by sending an online survey. The survey was sent in October 2012 by the office to inquire into the reason non-members haven't joined the association.

19,913 randomly selected alumni were invited to complete the survey, and 232 completed the survey. The survey included questions about respondent knowledge of the Auburn Alumni Association, respondent perceptions about purposes of the alumni association, motivation to join alumni association, Auburn Magazine and purchasing memberships as a gift to join the association.

Findings
The complete survey results are provided in Appendix D. From the start, 66% of respondents had heard of the alumni association even though they were non-members. Close to half of the respondents, at 48.0%, neither agreed nor disagreed that the alumni association was a good organization for someone like them. Another 40.9% of neither agreed nor disagreed that the alumni association was their main source of information on Auburn University. Just 15.9% agreed that the association was the main source of information. The top three reasons for not joining were (ranked in top three order): I connect with the University in other ways, too expensive and I don’t why I should be a member. The top two reasons that would convince a respondent to join were love for Auburn and free entrance to alumni hospitality tent on home games.

Other comments were that respondents submitted “no” to receiving free issue of Auburn Magazine or receiving information on joining. The “Never Member Survey” is available upon request.
How did you use findings for improvement?
Survey analysis showed that there was a need to educate our alumni so they know exactly what the alumni association is involved in and what we do for the alumni. We have since communicated to our alumni via social media (Facebook, Twitter, Linked in, Flickr and Pinterest), email and mailings to make them more aware of who we are and what we do. The survey also showed that many did not join the association because they were never asked. We have re-evaluated our records keeping data to ensure all alumni are asked through various means. Lastly, the survey revealed that the benefits offered (magazine, discounts, hospitality tent, etc.) were the reasons they would join outside of their love for Auburn. We have hired a dedicated staff member to enhance the benefits offered for our association members and have communicated that effectively to produce positive results. The next survey is scheduled for October 2013.

Additional Comments

Expected Outcome 3: Auburn club leaders will be satisfied with the Club Leadership Conference and Tiger Trek
Foster a relationship with all Auburn club leaders that will encourage them to attend/participate in the Club Leadership Conference and Tiger Trek and disseminate appropriate information back to the members of their local clubs.

Assessment Method 1: Paper survey at Club Leadership Conference
Assessment Method Description
Analyze the effectiveness of the Club Leadership Conference by disseminating a survey at the event to assess what would keep the club leaders coming back to the event. A paper survey was disseminated on February 2, 2013 to assess the effectiveness of the Club Leadership Conference. Of the 140 people who attended the conference, 44 responded for a response rate of 31%. The survey instrument included questions about the registration process, check-in process, leadership enrichment event, breakout sessions, food served, cost of conference, overall satisfaction with Alumni Affairs staff and volunteers and all events held.

Findings
The complete survey results are provided in Appendix A. The most significant results (highest and lowest marks) were as follows:
Highest Ratings: Registration process – 61 out of 66 answered with an excellent rating. Check-in process – 37 out of 44 answered with an
excellent rating. The Q&A session with Debbie Shaw – 19 out of 23 answered with an excellent rating and there were several positive comments on this event. Overall satisfaction with Alumni Affairs staff and volunteers – 41 out of 43 answered with an excellent rating and with positive comments. **Lowest Ratings:** Scholarship awards and endowment investments breakout session: Answered excellent – 8; good – 8; fair – 1; negative comments were related to content being more scholarship based, needed more about scholarship information, and not relevant to my club right now. Club president’s breakout session: Answered excellent – 11; good – 6; fair – 1; negative comments were related officer’s manual being read verbatim and wanting more discussion from other club presidents. Membership unity breakout session: Answered excellent – 12; good – 10; fair – 2; negative comments were related to too many complaints of program by attendees, better format to provide information, and provides way to gain more members.

Other comments for suggestions to improve the conference were: Too many unity sessions as it is old news, breakfast needs more than sweets provided, and provide a breakout session where other clubs share their best practices. The 2013 CLC Survey is in Appendix A.

**How did you use findings for improvement?**

The survey findings proved that this was a successful and effective event, but there were areas of improvement noted. Several new breakout sessions and events have been added to enhance the conference and make it more enjoyable (different keynote speakers, tour of recreation and wellness center, etc.). The food selections have also been changed to meet the attendees’ requests. Planning for the next conference has also included only conducting one membership unity session as opposed to three.

**Additional Comments**

**Assessment Method 2:** Electronic assessment at conclusion of Tiger Trek  
**Assessment Method Description**  
Analyze the effectiveness of Tiger Trek events by electronically disseminating an assessment at the conclusion of event season to assess what would keep club leaders hosting an event. An electronic assessment was disseminated on August 22, 2013 to assess how to better plan an event. Of the 10 club leaders who planned an event, 10 responded for a response rate of 100%. The survey instrument included questions about the expectations, strengths, and weaknesses.

**Findings**
The complete survey results are provided in Appendix B. The most significant results were as follows: **Expectations:** expectations were met –7, somewhat –2, no –1. **Strengths:** location of event – 7, food –5, and speakers/coaches – 7 **Weaknesses:** price to attend –3, threat of weather for outdoor event –4, lack of sponsorships –3

Other comments for suggestions to improve the event were: provide the date of event sooner and invite people from a larger radius. The Tiger Trek Survey is in Appendix B.

**How did you use findings for improvement?**
The assessment findings proved that this was a successful and effective event season, but there were areas of improvement noted. In planning for next year’s events, we will work closer with the club leaders and make suggestions to keep overhead costs low and thus the price to attend. We will also encourage for all event locations to be indoors. Also, we are working to get the date of events disseminated to club leaders as quickly as possible. Finally, we will invite a larger population of people from surrounding areas to attend the events.

**Additional Comments**

**Expected Outcome 4: Golden Eagles will be satisfied with the 50th Reunion**
Provide a reunion for Golden Eagles that will encourage them to attend again in the future.

**Assessment Method 1:** Paper survey given at Golden Eagles Reunion
**Assessment Method Description**
Analyze the effectiveness of the reunion by disseminating a survey at the event to assess the event and improvements to be made for future attendees. The paper survey was disseminated at the conclusion of the reunion. Of the 190 people who attended the reunion, 32 responded for a response rate of 17%. The survey instrument included questions about the registration process, check-in process, presentations, food served, overall satisfaction with alumni affairs staff and volunteers and all events held.

**Findings**
The complete survey results are provided in Appendix C. The most
significant results (highest and lowest marks) were as follows: **Highest Ratings**: Dinner at the university president’s home – 31 out of 32 who responded with an excellent rating. Both registration and check-in processes – 28 out of 32 who responded with an excellent rating. The Induction Ceremony – 21 out of 31 answered with an excellent rating and there were several positive comments on this event: Everything about the reunion; Connecting with former classmates; Dinner at President Gogue’s home; This 70th Golden Eagles Reunion ranks with the best of any 22 Navy Reunions I have attended; Wonderful program!!; Well planned and implemented. Thanks for a great time with our Auburn family!!; Excellent attention to numerous details!! **Lowest Ratings**: Speaker at the brunch 6- good; 2 – fair; and 2 poor out of 30 who responded. Food at the brunch was ranked 10 – good; 1- fair; and 3 – poor out of 30 who responded. Negative comments were related to more free time; wanted to see/learn more about the academic side of the university; the entertainment during the dance was not adequate. The GE Survey is in Appendix C.

**How did you use findings for improvement?**
The survey findings proved that this was a successful and effective event, but there were areas of improvement noted. The speaker for the brunch will be someone more relevant to the group (hopefully someone from the class being honored), research is being done to provide a better brunch option. A three hour break for free time has been incorporated into the reunion. The two presentations will be on research the university is doing. Also a new band is being booked for the dance portion of the reunion.

**Additional Comments**

Appendix A
2013 Club Leadership Conference

CONFERENCE EVALUATION

February 1-2, 2013

Friday, February 1, 2013

Please rate the efficiency of your registration process.

Excellent 37  Good 6  Fair 0  Didn’t answer 1

Please rate your level of satisfaction with your check-in process

Excellent 42  Good 1  Fair 0  Didn’t answer 1

AuburnClubs.org Hands-on Training

Excellent 11  Good 2  Fair 2  Didn’t Answer 6  Did Not Attend 22

Comments:

- Please create an instruction manual
- Needed directions to venue
- Wanted to attend. Got to Alumni Center at 8:30 and didn’t realize the computer lab was not on-site. Agenda looked like everything was at Alumni Center and no address was given for the computer lab.
- Longer please!!

Leadership Enrichment

Excellent 27  Good 5  Fair 0  Didn’t answer 4  Did not attend 6

Comments:

- A bit melancholy – I found myself teary-eyed. House is a wonderful speaker.
- Such an honor to have David House speak to us. Very entertaining and educational!
- David House – wonderful!
- Excellent way to start weekend

BREAKOUT SESSION I

Admissions/Student Recruitment and FANS (Finding Auburn’s Next Students)
Excellent 4  Good  6  Fair 0  Did Not Attend  29  Didn’t answer 5

Comments:

- A lot of good attendee feedback about situations where student in high school not getting information from Auburn. I am concerned that the 2 recruiters not going to take this feedback to someone who can make changes. Great info on the “seamless” program with UAM but was brought up by an attendee not the recruiters. Both recruiters were very knowledgeable of general scholarships
- (Did not attend) but heard many great things

Scholarship Awards and Endowment Investments

Excellent 8  Good  8  Fair 1  Did Not Attend  20  Didn’t answer 7

Comments:

- It was interesting. However, I was more interested in endowments, so part of it seemed pointless for my club right now.

Effective Communication through Social Media

Excellent 10  Good  7  Fair 3  Did Not Attend  29  Didn’t answer 5

Comments:

- Moved fast. Internet connection was slow and spotty.
- I’m so amazed by auclubs.org just a bit intimidated by – not so computer savvy.
- Some more tips on growing our social media audience would have been helpful. Too much focus on auburnclubs.org
- Expected more about Twitter, Facebook, etc. and not all about auburnclubs.org

ROUNDTABLE TOPICS

Membership Unity

Excellent 7  Good  3  Fair 0  Did Not Attend  28  Didn’t answer 5

Auburn Club Scholarships

Excellent 2  Good  9  Fair 3  Did Not Attend  22  Didn’t answer 9

Comments:

- I will call to get more information and specifics
Event Insurance and General Club Financial Q&A

Excellent 0  Good 0  Fair 1  Did Not Attend 33  Didn’t answer 11

Alumni Outreach

Excellent 7  Good 4  Fair 2  Did Not Attend 22  Didn’t answer 9

Comments:
- The roundtables needed to be in separate rooms. It was a bit loud and could hardly hear what others were saying.
- Great ideas were shared with the group

Dinner with Dr. and Mrs. Gogue

Excellent 38  Good 2  Fair 0  Did Not Attend 1  Didn’t answer 3

Comments:
- Would have preferred to have awards at same location
- Awesome!
- The food was excellent!
- Thank you!
- The food was marvelous!
- Thanks
- Thanks! Excellent idea!
- Fantastic! The food was wonderful and the flowers were beautiful
- Yay! Please repeat
- Special evening
- Beautiful location, great food
- I would love to do this every year!
- Lovely new addition and still keeping the original home intact. Food and fellowship were tremendous.
- Thank you so very much!!

Club Awards Reception

Excellent 16  Good 16  Fair 2  Did Not Attend 6  Didn’t answer 4

Comments:
- Well done!
- Missed photos with Aubie because still was in-route from President’s home
- Sad that Aubie never made an appearance – glad he came on Saturday morning

Saturday, February 2, 2013

BREAKOUT SESSION I

Club President’s Session
Excellent 11  Good  6  Fair  1  Did Not Attend  17  Didn’t answer  9

Comments:
  • I can read the manual on my home and have. I was hoping for more helpful information or more discussion to learn from other presidents.

Club Fundraising
Excellent 8  Good  10  Fair  3  Did Not Attend  17  Didn’t answer  6

Comments:
  • Really liked Steve’s presentation and approach. Good, different ideas.

Alumni Accounting
Excellent 3  Good  2  Fair  1  Did Not Attend  24  Didn’t answer  9

Comments:
  • Exactly like last year – need to change it up

BREAKOUT SESSION II

Alumni Accounting 101- Best Financial Practices
Excellent 2  Good  3  Fair  0  Did Not Attend  26  Didn’t answer  13

Comments:
  • Very informative

Membership Unity
Excellent 12  Good  10  Fair  2  Did Not Attend  16  Didn’t answer  4

Comments:
  • Too much bashing of unity by attendees. Needs a better format that gives information that is useful to bring back to members and help us get more members

New Officer Orientation
Excellent 8  Good 5  Fair 0  Did Not Attend 22  Didn’t answer 9

BREAKOUT SESSION III

Welcome to the Auburn Family – Freshmen Send-Off Celebrations
Excellent 18  Good 6  Fair 0  Did Not Attend 16  Didn’t answer 4
Comments:
• Great ideas, very useful information

Membership Unity
Excellent 7  Good 0  Fair 0  Did Not Attend 26  Didn’t answer 11
Comments:
• Too many unity sessions – it’s old news

Establishing and Sustaining an Auburn Club Endowed and/or Annual Scholarship
Excellent 3  Good 8  Fair 2  Did Not Attend 20  Didn’t answer 11
Comments:
• Too many questions about scholarships. There needs to be specific session on endowments.

BREAKOUT SESSION IV

The Human Touch – Alumni in Action and Community Service
Excellent 8  Good 5  Fair 0  Did Not Attend 19  Didn’t answer 12
Comments:

Club Fundraising
Excellent 6  Good 4  Fair 2  Did Not Attend 18  Didn’t answer 14
Comments:

Q&A with Debbie Shaw
Excellent 19  Good 4  Fair 0  Did Not Attend 13  Didn’t answer 8

Comments:

- Always the best!
- Thanks for all you do Dr. Debbie Shaw!
- Excellent as always
- Great comments

OVERALL RATINGS

**Please rate your overall satisfaction with the food selections.**

Excellent 33  Good 11  Fair 0  Didn’t answer 0

Comments:

Really liked the pasta and broccoli salads

Except breakfast – I needed more than sweets

Loved the broccoli casserole/salad

**Please rate your level of satisfaction with the cost of this event.**

Excellent 33  Good 10  Fair 0  Didn’t answer 1

**Please rate your overall satisfaction with the Office of Alumni Affairs event staff and volunteers.**

Excellent 41  Good 2  Fair 0  Didn’t answer 1

Comments:

- Great

**Please rate your overall satisfaction with Club Leadership Conference.**

Excellent 33  Good 10  Fair 1  Didn’t answer 0

**Which sessions were the most helpful to you?**

- Social media (2)
- Membership unity (3)
- Human Touch
- Fundraising
- Admissions and FANS
- Club Presidents
- Auburnclubs.org
- New officer’s meeting
- Community Service and Alumni in Action (4)
- Outreach
- Q&A with Debbie Shaw
- All were great
- David Housel
Which sessions would you like to see offered at the 2013 Club Leadership Conference?

- Club reporting
- Where is Auburn going?
- Social media (2)
- Membership
- Trademarks with Susan Smith
- Managing your member info/data
- Put groups together with experience in specific areas to allow for discussion by those groups that need help or have questions
- Financial practices
- Scholarships
- Fundraising
- Unity
- Overview of the new facilities being built on campus
- Issues related to large clubs, medium clubs, and small clubs

Other Comments:

Great event! (3)

- Really enjoy this each year
- Great time! Good information and super people. It’s great to be an Auburn tiger.
- Banquet at the art museum would be fun. Can we have scholarship recipients attend again?
- Well done!
- Breakout sessions on award winning best practices by other clubs – i.e. golf tournaments, community service projects, etc. I have members from winning clubs share their experiences.
- More “take away stuff” instead of we can send it to you – have the materials available for us to carry home
- Would love a tour of the football facilities – stadium, locker room, etc.
- Thanks for a very informative 2 days. Loved the conference it is so good to visit with loved ones again.
- Great conference. So glad I attended. Definitely worth the trip.
Appendix B

2013 Tiger Trek Assessment

Thank you so much for taking the time to complete this short survey. We care about your opinion and want to support you in your efforts. Please take the opportunity to complete this form as we want to share the opinions and concerns with the National Board of the Auburn Alumni Association and Auburn University. We would like to have all the forms returned by August 28, 2013. Please email completed assessments to auclubs@auburn.edu or fax to 334-844-1294. This form will be used solely for planning purposes. War Eagle!

Do you believe your Tiger Trek fulfilled its intended purpose?

1. Yes (6)
2. Yes, then some.
3. Yes, but is missing a bigger opportunity
4. Absolutely! (2)

Did your Tiger Trek meet your goals and expectations?

1. Yes (5)
2. Yes, our goal was to raise as much money as possible without the overhead of previous years
3. Yes, in all areas.
4. Somewhat
5. No, fell just short
6. While we were a bit short on attendance we did achieve a combined event for 3 clubs at a new venue. Coordination of the 3 clubs was phenomenal and the support of AAA was exactly what we needed in guidance and recommendations.

In your opinion, did the date and time of your Tiger Trek work well?

1. Yes (5)
2. Time was fine – we would still prefer to move back to our July date!
3. Yes, for this year, it worked well.
4. Yes. We LOVED being the last stop!
5. Yes! Moving from Spring to last on the list allowed us to have separation from our 2 major events
6. Could be better

What were 3 strong points of your Tiger Trek? (location, food, venue, sponsors, etc)

1. Our location is one of a kind and unique to Huntsville. Being able to come hear the coach while sitting under a Saturn 5 rocket is a special experience for our members.
2. The HMCAC team. This year I feel like our board worked incredibly well together. We had about 4-5 key members that were involved in getting Tiger Trek ready and the efforts of those members delivered us an amazing turn out.
3. Getting the date early. I could be wrong, but I feel like this year we got our TIGER TREK date really early. This allowed us to promote and get the word out to more people than ever before.
4. No overhead costs!!! (For Fanfest it was about $14,000)
5. Raised thousands of $$$ with little or no “hard labor”
6. Relaxed setting with amazing access to coach
7. Meeting facility is centrally located and provides adequate parking and easy access.
8. Caterer is local and works well with the club. Asks to work with the club.
9. Civic Center layout is excellent for the club’s banquet activities and meeting needs.
10. The individuals involved in putting this Tiger Trek on
11. The pre meal/speaker events
12. Food
13. Location for the region, ease for the coach
14. Lakepoint Resort is a great venue
15. Having Head coach as Speaker
16. Free venue
17. People paid for their own food
18. Wonderful speakers! War Eagle!
19. Speaker – head coach is ALWAYS a draw! Having Chette there was a bonus!
20. Location/venue
21. Collaboration of 3 clubs, AAA & venue personnel
22. Central locale for all three clubs and large venue
23. Great VIP area for our sponsors
24. Adding Marianne Hudson and one of the eagles from the Raptor Center
25. New location was well received by attendees and Auburn staff
26. VIP area for Trustees and Sponsors in the AC Suite with separate food and beverage and visits by Coach, & AAA staff made them feel special and expressed our gratitude for their financial and time support of our event
27. Auburn videos played on the large screen in centerfield kept the event lively and really set the mood. Constant looping of our sponsors logos in between videos gave the exposure we promised and we have already gotten commitments for next year.
28. CBS did the 5:00 and 6:00 weather live from our event and we were able to give 4 different interviews promoting our event, club, and charter to raise scholarships for area students
29. New coach with a lot of anticipation of better season
30. Great crowd of Auburn family
31. Having new baseball and softball coaches here but short notice of confirmation. We could not promote properly.

What were 3 weak points of your Tiger Trek? (location, food, venue, sponsors, etc)

1. Our price of admission was $50. Although we had an amazing turnout I still wish we could get this lower, but that was a tradeoff to have such an amazing location.
2. Higher donation to attend ($75) but a positive was fill amount as donation
3. Price/date limited access
4. The spring date kills us! We used to be the 2nd to last event, one week before Birmingham
5. No weak points were identified. All feed-back comments were positive.
6. “Keep up the good work” was major repeat comment.
7. Didn’t get word out to all surrounding areas.
8. Location
9. Greater involvement from surrounding are clubs could be better
10. Would love to have seen some former players involved
11. Coordinating # of attendees from other clubs
12. Payment process and item pickup for silent auction items
13. Length/order of Program – lots to cover in limited time
14. Threat of storms! As always!
15. I think weather was the only negative factor, and it was more a perceived problem to those who may not have attended because of a little rain.
17. ?? I can’t think of a 3rd one 😊
18. Not enough sponsors (some people thought $1,000 was too high)
19. Late rain at the outside event may have curtailed attendance
20. Lack of a raffle or even a big give away to boost attendance
21. All Clubs did not get sponsors so we were short of our $10,000 goal
22. Outdoor location will always be subject to the weather
23. Last minute cancellation of Coach Golloway
24. Audio visual costs too high
25. Only getting Auburn email addresses for new freshmen
26. Not having enough personnel at end for silent auction

What opportunities exist to perhaps make your Tiger Trek better next year?

1. In my opinion the biggest opportunity is to get the dates set as early as possible. If we get a date well in advance that opens up opportunities for corporate sponsorships, bill board sponsors, and just being able to get the word out to more and more people.
2. Also, make sure you have a good variety for your silent auction. We found that our cheaper items and things like wine packages bring in good money. In 2012 we got really excited about having a lot of consignment items like autograph helmets and prints, but in reality there just aren’t that many people willing to bid high enough on those items to make any money.
3. Lastly, keep your Tiger Trek teams consistent. We decided that last year’s tiger trek team will do 2014 so that there’s a 2 year run of people in charge of planning. This will allow us to train people for next year as well as keep getting better at what was already successful.
4. We got a lot of great reviews of this format; at same time we did AUsome Fanfest (but more work and more overhead)
5. Continue to be included
6. In the Tiger Trek would be great. The Cullman Club has averaged over 500 in attendance per meeting
7. For the last four years. This is unprecedented in the history of the Cullman County Auburn Club.
8. The Wiregrass Auburn Club (“WAC”) has expressed interest in hosting this event with Debbie Shaw. We feel that, with the support of the Auburn Alumni Association, our area and club are capable of making this event much bigger.
9. Reorganize program, acquire ability for credit card payment for tickets and auction items, consider selling tickets for a pre-determined number and limiting late sales/entry
10. Market the event to more people.
11. More sponsorships! We had a hard time getting $1000 sponsors from Autauga County. Some of our heavy hitters are also active in Elmore Co & Montgomery communities, so a couple of them (River Bank, Jackson Thornton) sponsored but through another club. We may propose different levels of sponsorship to help our local businesses next time.
12. An item which could be raffled or given away to those who are in attendance at Tiger Trek to boost attendance, maybe a special appearance by a former player who is now in the NFL.
13. I would recommend splitting the costs and profits differently. Over 70% of attendees were from MAC and 90% of workers were from MAC. (MAC had 44 of our 50 board members volunteer for the event) Elmore raised 50% of the sponsorships. Instead of a 1/3 split (which I suggested and agreed to for ease), I think a 50% for MAC and 25% for each of the other two might be better reflect the level of effort and participation.
14. We need to identify ways to reach the retired Auburn Alumni and the newest graduates, We have the most participation from 30-60 year olds with families.
15. We were ecstatic about having all of the kids come back this year. The pricing scheme suggested by AAA worked perfectly for that and the kids entertainment area was a HUGE hit.
16. It would be better on a Friday night than on a Wednesday night. I understand that we are limited by SEC media day’s schedule. Or Are we?

What threats exist that perhaps weaken your Tiger Trek event next year?

1. I think the main threat is how we do this football season. A promising season will definitely provide a better tiger trek following.
2. Bad football season? Turnout largely dependent on expectations for coming season
3. Having our scholarship Banquet at the end of May and the end of the local school year risks conflicts with graduation and end of school year events.
4. The Barbour County Club has done, and always will do, a tremendous job. They have great people in place and they work hard to make this event excellent. However, we believe there is a much bigger opportunity in our area and a larger population to draw from if we have the support from the University and the Alumni Association.
5. Key to success of the program is keynote speaker – we will always need the Head coach or coordinator to draw a regional crowd. We have a great team in place that is focused on making our club a success!
6. Storms!
7. Timing, but we can work around it since we always have plenty of notice.
8. If we hold another collaborative event, we may need to work through grumbling if it’s in Montgomery again. But, we can work through that too!
9. Rain. It’s just the risk of having an outdoor event in the summer.
10. We are so close to Auburn that many in our community have the opportunity to see Aubie, The Cheerleaders, and Coach Malzahn speak regularly. We need to find a way to increase their awareness that attending is putting scholarship money directly into our community.
11. Poor football season in 2013. We are considering looking for a new venue because of high costs of venue and audiovisuals.

**What could the Auburn Alumni Association do to better serve you, your club, and Tiger Trek?**

1. Mainly just get us that date as soon as possible, but also provide us with as much local auburn alumni contacts as possible.
2. Please return date of our event to July!
3. There are no pressing club needs beyond what the AAA already does to assist the club with ongoing activities.
4. Support. The Auburn Alumni Association has not supported the WAC with coaches or speakers in the 13 years that I have been involved with our club. The coaches and speakers that we have had in the past were not the type that would bring a crowd. Therefore, our events suffered and our attendance plummeted. We were forced to cut out our spring meeting because of the lack of interest from our membership directly associated with the lack of interest the Alumni Association and the University have had in helping the WAC. However, even without a spring meeting (with Mike Pelton, a first year position coach or Phillip Lolley, a coach that had an office job before going back on the field for a 3-9 season) the WAC worked hard to bring our scholarship endowment over $100,000 this past year. This is has been a point of pride for our board and membership who have worked hard to make this happen.
5. Continue the great support you currently give. Seek out a vendor that could partner with us to safely allow credit card charges at a reasonable cost both at event site and website
6. As always, you are wonderful!!
7. I think AAA did a fantastic job on this event! Corey Kate & Taylor were very involved in all of the details - they were proactive with ideas, learned from other events leading up to
ours and suggested changes, were available when needed! And there was an impressive turn-out from AAA, which really demonstrated your commitment and gave added credibility to our event!

8. Keep up the current positive reinforcement, which is given by everyone on staff at the AAA.

9. Continue your support of our initiatives and assure us of getting the right speakers for our events. I would like the data base broken down into segments of young, middle, and old alumni and help in identifying events that would reach out to the youngest and oldest in our community. If we get them young, we can keep them engaged. The retired have the time to devote.

10. Y'all support us well. It is great to have all of the big guns here. We were sad not to have Debbie Shaw with us.

Additional comments, concerns, or suggestions?

1. For me this stuff is much easier to explain on the phone. I have some great ideas that were starting to roll out in regards to corporate sponsorships that I'd be happy to share.

2. We are the largest concentration of alumni in the nation; done right, our event could be HUGE!!! But to do that is a lot of work for us. Not sure anyone has really realized this – date is key!

3. The increased attendance at the club banquets the last four years has helped promote the evolvement of a more cohesive local Auburn Family for Cullman.

4. I want to emphasize the point that I, and all of our members, appreciate the job that The Barbour County Club does. We consider their club, and the people involved with their club, friends and we are all working toward the same goals. They have done an excellent job with this event and with everything they do with their club.

5. Our main concern is that we will be allowed to continue to host the event with the Head Coach in Eufaula, AL

6. Great event! Over 500 in attendance and we mailed $10,000 to our scholarship. Thank you again and War Eagle!

7. Keep doing what you're doing! WAR EAGLE!

8. To promote joining the alumni association at a reduced rate or offer those who are annual members a reduced rate to become a lifetime member only at Tiger Trek.

9. Keep up your confidence in our club and our group headed in the right direction and we will be able to complete our endowments soon.

10. Overall very successful event. I do not understand why our Freshmen Sendoff does not count because it is in conjunction with kick off/Tiger Trek
2013 Golden Eagles Reunion

EVALUATION April 25-27, 2012

Number of People Who Attended This Event: 190

Number of People Who Answered the Survey: 32

Response Rate:  (goal: greater than)

1. The advance information provided to you about the reunion:
   Excellent 26   Good 8   Fair 2   Poor

2. The registration and confirmation process:
   Excellent 28   Good 4   Fair   Poor

3. The on-site check-in process:
   Excellent 28   Good 4   Fair   Poor

4. Campus Walking Tour
   Excellent 5   Good 2   Fair   Poor   Did Not Attend 25

5. Reception Thursday afternoon at the Auburn Alumni Center:
   Excellent 17   Good 8   Fair 2   Poor   Did Not Attend 5
6. Thursday night dinner at the home of Dr. and Mrs. Jay Gogue:

**Location:**

<table>
<thead>
<tr>
<th>Rating</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Excellent</td>
<td>31</td>
</tr>
<tr>
<td>Good</td>
<td>1</td>
</tr>
<tr>
<td>Fair</td>
<td></td>
</tr>
<tr>
<td>Poor</td>
<td></td>
</tr>
<tr>
<td>Did Not Attend</td>
<td></td>
</tr>
</tbody>
</table>

**Food:**

<table>
<thead>
<tr>
<th>Rating</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Excellent</td>
<td>32</td>
</tr>
<tr>
<td>Good</td>
<td></td>
</tr>
<tr>
<td>Fair</td>
<td></td>
</tr>
<tr>
<td>Poor</td>
<td></td>
</tr>
<tr>
<td>Did Not Attend</td>
<td></td>
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</tbody>
</table>

**Service:**

<table>
<thead>
<tr>
<th>Rating</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Excellent</td>
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<td>1</td>
</tr>
<tr>
<td>Fair</td>
<td></td>
</tr>
<tr>
<td>Poor</td>
<td>1</td>
</tr>
<tr>
<td>Did Not Attend</td>
<td></td>
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</tbody>
</table>

7. Seminars

(Friday): David Housel '69, *Reliving Auburn Sports*:

<table>
<thead>
<tr>
<th>Rating</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Excellent</td>
<td>11</td>
</tr>
<tr>
<td>Good</td>
<td>6</td>
</tr>
<tr>
<td>Fair</td>
<td>4</td>
</tr>
<tr>
<td>Poor</td>
<td>1</td>
</tr>
<tr>
<td>Did Not Attend</td>
<td>10</td>
</tr>
</tbody>
</table>

(Friday): Dan King: *Campus Update*

<table>
<thead>
<tr>
<th>Rating</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Excellent</td>
<td>7</td>
</tr>
<tr>
<td>Good</td>
<td>9</td>
</tr>
<tr>
<td>Fair</td>
<td></td>
</tr>
<tr>
<td>Poor</td>
<td>1</td>
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<tr>
<td>Did Not Attend</td>
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</table>

8. Dean’s Event:

<table>
<thead>
<tr>
<th>Rating</th>
<th>Score</th>
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<tbody>
<tr>
<td>Excellent</td>
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<td>Fair</td>
<td>2</td>
</tr>
<tr>
<td>Poor</td>
<td>1</td>
</tr>
<tr>
<td>Did Not Attend</td>
<td>1</td>
</tr>
</tbody>
</table>

9. *Birds of Prey* presentation by the Southeastern Raptor Rehabilitation Center:

<table>
<thead>
<tr>
<th>Rating</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Excellent</td>
<td>26</td>
</tr>
<tr>
<td>Good</td>
<td>3</td>
</tr>
<tr>
<td>Fair</td>
<td></td>
</tr>
<tr>
<td>Poor</td>
<td></td>
</tr>
<tr>
<td>Did Not Attend</td>
<td>3</td>
</tr>
</tbody>
</table>
10. **Friday night dinner at The Hotel at Auburn University and Dixon Conference Center:**

<table>
<thead>
<tr>
<th>Location:</th>
<th>Excellent 27</th>
<th>Good 4</th>
<th>Fair 1</th>
<th>Poor</th>
<th>Did Not Attend</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food:</td>
<td>Excellent 22</td>
<td>Good 8</td>
<td>Fair 1</td>
<td>Poor 1</td>
<td>Did Not Attend</td>
</tr>
<tr>
<td>Service:</td>
<td>Excellent 25</td>
<td>Good 7</td>
<td>Fair</td>
<td>Poor</td>
<td>Did Not Attend</td>
</tr>
</tbody>
</table>

11. **Golden Eagles Induction Ceremony:**

<table>
<thead>
<tr>
<th>Excellent 29</th>
<th>Good 2</th>
<th>Fair</th>
<th>Poor</th>
<th>Did Not Attend</th>
</tr>
</thead>
</table>

12. **Golden Eagles dance featuring the Auburn Knights Alumni Orchestra:**

<table>
<thead>
<tr>
<th>Excellent 21</th>
<th>Good 7</th>
<th>Fair 2</th>
<th>Poor</th>
<th>Did Not Attend 2</th>
</tr>
</thead>
</table>

13. **Memorial service at The Hotel at Auburn University and Dixon Conference Center:**

<table>
<thead>
<tr>
<th>Excellent 15</th>
<th>Good 9</th>
<th>Fair</th>
<th>Poor</th>
<th>Did Not Attend 8</th>
</tr>
</thead>
</table>

14. **Golden Eagles Saturday Brunch with Ric Smith:**

<table>
<thead>
<tr>
<th>Location:</th>
<th>Excellent 26</th>
<th>Good 3</th>
<th>Fair</th>
<th>Poor 1</th>
<th>Did Not Attend 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food:</td>
<td>Excellent 16</td>
<td>Good 10</td>
<td>Fair 1</td>
<td>Poor 3</td>
<td>Did Not Attend 2</td>
</tr>
<tr>
<td>Service:</td>
<td>Excellent 23</td>
<td>Good 6</td>
<td>Fair 1</td>
<td>Poor</td>
<td>Did Not Attend 2</td>
</tr>
<tr>
<td>Speaker:</td>
<td>Excellent 20</td>
<td>Good 6</td>
<td>Fair 2</td>
<td>Poor 2</td>
<td>Did Not Attend 2</td>
</tr>
</tbody>
</table>

What was the highlight of your reunion weekend?

- Everything about the reunion
• Connecting with former classmates
• Dinner at President Gogue’s home
• Raptor Center presentation
• Induction Ceremony
• Dean’s events

Are there any other activities you would like to see provided?

• Auburn University vision and future plans.
• Awards recognition for outstanding alumni in community service, Auburn support, etc.
• It’s hard to improve perfection.
• Fun weekend, can’t see how anything could be added.
• Tour athletic facilities.

Did you encounter any issues/problems? No 26 Yes 1; if so please describe.

• Complaint regarding the amount of wine served per glass at the cash bar for the dance on Friday night and was not given any response from the bar tender.

Was our staff able to resolve your issue?

• Great staff
• Helpful staff
• Top notch staff

Compared to similar events you have attended, how would you rate the value of this event in terms of cost?

Excellent value 22 Good value 6 Fair value 1 Poor value Did not respond 3
Other comments:

- This 70th Golden Eagles Reunion ranks with the best of any 22 Navy Reunions I have attended.
- At another school my wife attended, they had an awards ceremony that was excellent.
- Wonderful program!! Well planned and implemented. Thanks for a great time with our Auburn family!! Excellent attention to numerous details!!
- Would like a campus map.
- Good to keep contact
- Football tickets are a problem, too complicated and too expensive
- Was not happy with the College of Agriculture dean’s event.
- Purchased the book by Ann Parson’s “Lost Auburn”, excellent read.
- Enlist those who register online to aid with reunion attendance.
- Would have liked not to have a speaker at the brunch…last time to visit with friends.
- Thanks to all the Auburn Alumni Association for the hard work put in to make this fun!
- Auburn Knights were great, but the music did not fit 1963.
- More free time to visit campus would be nice.
- Wonderful experience. It could not have been more fulfilling.
- Older alumni cannot attend so many events; I enjoyed what I did.
- Thanks again for all the Auburn Alumni staff!
- The PA systems were too loud.
- Had a great time and look forward to next year.
- Thanks so much for all. COSAM luncheon was the best yet.
- Would like bus tour of campus.
- Visit a classroom while in session
- Highlight was to meet face to face the members of the alumni office who have helped me when organizing the college information nights.
- The group of 1963 was the ones at the very beginning of the Vietnam War era and probably some of them had ROTC commissions, perhaps called to active duty. Suggest with the upcoming groups, that you recognize at the banquet all veterans, by standing.
- Danielle and staff did a great job on the reunion. Things were always complete and ready to go, and on time, which took some effort to make this happen.
- Had a great time overall! Thanks for the hard work.
- Auburn Knights were poor; one had the feeling they were obtained for nothing.
- Band too loud, too large, for such a small room. It was hard to have a conversation.
- Great weekend as usual!
- Thoroughly enjoyed the event. Hope to return next year.
### Appendix D

Social Media and Website

<table>
<thead>
<tr>
<th></th>
<th>aualum.org</th>
<th>auburnclubs.org</th>
<th>auburnmagazine.auburn.edu</th>
</tr>
</thead>
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<tr>
<td><strong>Visitors</strong></td>
<td>142,110</td>
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<td>36,134</td>
</tr>
<tr>
<td><strong>Unique visitors</strong></td>
<td>103,536</td>
<td>30,090</td>
<td>29,887</td>
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<tr>
<td><strong>Pageviews</strong></td>
<td>309,525</td>
<td>133,562</td>
<td>52,963</td>
</tr>
<tr>
<td><strong>New visitors</strong></td>
<td>96,752</td>
<td>74.20%</td>
<td>81.5% (29,436)</td>
</tr>
<tr>
<td><strong>Returning visitors</strong></td>
<td>45,358</td>
<td>25.80%</td>
<td>18.5% (6,698)</td>
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<tr>
<td><strong>Mobile access</strong></td>
<td>32,503</td>
<td>12,240</td>
<td>15,553</td>
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<td><strong>tablet</strong></td>
<td>12,693</td>
<td>3,591</td>
<td>4,057</td>
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<td><strong>pages per visit</strong></td>
<td>2.18</td>
<td>3.39</td>
<td>1.47</td>
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<tr>
<td><strong>time on site</strong></td>
<td>2:48</td>
<td>2:25</td>
<td>:53</td>
</tr>
<tr>
<td><strong>search traffic</strong></td>
<td>19.80%</td>
<td>32.80%</td>
<td>18.40%</td>
</tr>
<tr>
<td><strong>Direct traffic</strong></td>
<td>63.70%</td>
<td>43.20%</td>
<td>58.50%</td>
</tr>
<tr>
<td><strong>referral traffic</strong></td>
<td>16.60%</td>
<td>24%</td>
<td>18.40%</td>
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</table>

#### Top 5 referrals

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<th></th>
<th>aualum.org</th>
<th>aualum.org</th>
<th>direct</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>facebook</td>
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<tr>
<td></td>
<td>auburntigers.com</td>
<td>twitter</td>
<td>google organic search</td>
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<tr>
<td></td>
<td>search.auburn.edu</td>
<td>atlantaauburnclub.org</td>
<td>facebook</td>
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<td>auburnmagazine.auburn.edu</td>
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<td>aualum.org</td>
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#### Content

<table>
<thead>
<tr>
<th></th>
<th>top 5 areas/pages</th>
<th>landing page 95,554</th>
<th>groups</th>
<th>Jason and Amanda Dufner: 4,730</th>
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<tbody>
<tr>
<td></td>
<td>auburn-clubs 17,610</td>
<td>photos</td>
<td>landing page 4,452</td>
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<tr>
<td></td>
<td>scholarships 13,638</td>
<td>events</td>
<td>Jason and Amanda photo: 4,167</td>
<td></td>
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<tr>
<td></td>
<td>spirit 10,107</td>
<td>profiles</td>
<td>Time May Change Me: 2,121</td>
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<td></td>
<td>membership-benefits 6,642</td>
<td>front page</td>
<td>Former Auburn linebacker … 1,993</td>
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#### Demographics
### Top 5 Locations

<table>
<thead>
<tr>
<th>Social Media Platform</th>
<th>Location 1</th>
<th>Location 2</th>
<th>Location 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Auburn</td>
<td>26,347</td>
<td>4,740</td>
<td>5,394</td>
</tr>
<tr>
<td>Birmingham</td>
<td>7,426</td>
<td>1,711</td>
<td>1,785</td>
</tr>
<tr>
<td>Atlanta</td>
<td>6,003</td>
<td>1,383</td>
<td>1,532</td>
</tr>
<tr>
<td>Montgomery</td>
<td>4,440</td>
<td>975</td>
<td>867</td>
</tr>
<tr>
<td>Huntsville</td>
<td>3,981</td>
<td>919</td>
<td>735</td>
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### Top browsers

<table>
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<tr>
<th>Browser</th>
<th>Location 1</th>
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<tbody>
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<tr>
<td>Safari</td>
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<tr>
<td>Safari</td>
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<td></td>
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<tr>
<td>Chrome</td>
<td></td>
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<td></td>
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<tr>
<td>Firefox</td>
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### Social Media:

<table>
<thead>
<tr>
<th>Social Media Platform</th>
<th>Count/Characteristics</th>
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<tbody>
<tr>
<td>Facebook</td>
<td>13,423 likes</td>
</tr>
<tr>
<td>Twitter</td>
<td>9,152 followers</td>
</tr>
<tr>
<td>Flickr</td>
<td>532,049 photo views</td>
</tr>
<tr>
<td>YouTube</td>
<td>139 videos with 49,918 views</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>7,766 connections</td>
</tr>
<tr>
<td>Pinterest</td>
<td>12,436 repins with 42 boards</td>
</tr>
</tbody>
</table>
READERSHIP SURVEY RESULTS

(Sent in December 2012 and June 2013 to 5,000 random members of the Auburn Alumni Association)

How much time did you spend reading the most recent issue?

- Fewer than 15 minutes: 8%
- 15-30 minutes: 24%
- 30-45 minutes: 31%
- 45-60 minutes: 26%
- 1-2 hours: 9%
- More than 2 hours: 1%

What did you do/do you plan to do with your magazine after reading it?

- Save it: 18%
- Display it in home or office: 20%
- Share with family/friends: 27%
- Throw away/recycle: 35%

What was your first response to the magazine cover?

**David House Bobblehead Cover:**

- Enticed me to read: 19%
- Appealing: 33%
- Indifferent: 25%
- Unappealing: 13%
- Didn’t receive issue: 10%

**Tree Rolling Issue:**
Enticed me to read 41%
Appealing 30%
Indifferent 15%
Unappealing 8%
Didn’t receive issue 6%

Comments:
- Not a fan of David Housel AT ALL.
- The whimsical image was great.
- Loved it; is there a David Housel bobblehead available?
- I thought it was silly.
- Wish I could have been there.
- It just made me sad.
- That’s the Auburn Family!

Readership: Feature on David Housel
- Read the entire article 62%
- Skimmed the article 21%
- Skipped the article 7%
- Plan to read later 8%
- Other 2%

Readership: Feature on drought
- Read the entire article 27%
- Skimmed the article 41%
- Skipped the article 17%
- Plan to read later 15%
- Other 1%

Readership: Feature on Carter McGuyer
- Read the entire article 30%
- Skimmed the article 38%
Readership: Feature on the Last Rolling of the Oaks at Toomer’s Corner

Read the entire article 81%
Skimmed the article 9%
Skipped the article 3%
Plan to read later 6%
Other 1%

Readership Feature on Cyber Security initiatives

Read the entire article 32%
Skimmed the article 36%
Skipped the article 18%
Plan to read later 11%
Other 3%

Readership Feature on Ariccia Study-Abroad Program

Read the entire article 29%
Skimmed the article 41%
Skipped the article 19%
Plan to read later 10%
Other 1%

In recent issues of Auburn Magazine, which story sticks in your mind the most, and why?

Top five answers:

1. Toomer’s Oaks story
2. Founder of Habitat for Humanity (Millard Fuller)
3. Octavia Spencer
4. David Housel
5. The story on Bobby Hoppe

CONCLUSION: Stories focusing on history/tradition (oaks/Housel/Hoppe) and profiles of individual alumni (Fuller, Spencer) resonate most with readers, so are increased in the magazines planned for 2013-14, beginning with the stories on James Farmer (spring), Brent Johnson (fall) and Mike Smith (winter).

Most cited answers of what Auburn Magazine covers:

Too much: local Auburn Club activities; social issues with AU connections

Too little: AU history and tradition; campus news

RESPONSE: We have history/tradition features planned for the coming year to increase this content, including “behind the scenes” at game day, the man who saved the Iron Bowl, etc.

Most frequently cited responses to “What would you change about Auburn Magazine?”

- More on alumni success stories
- Less on sports
- More on sports
- More on faculty research
- More frequent issues

RESPONSE: Readership continues to be split on sports coverage, which is consistent from previous years. The staff feels current sports coverage is sufficient unless those numbers begin to skew in either direction.

Gender of respondents:

Male: 68%
Female: 32%

Graduated in:

2000s 12%
1990s 13%
1980s 17%
1970s 26%
1960s 24%
RESPONSE: These numbers differ little from previous years. Although we believe the preponderance of male readers is due to a) the greater likelihood of men being willing to fill out an online survey and b) the population of the university’s alumni association, the staff is planning a concerted effort to feature more women in the magazine this next year, including a feature article on Lorenda Ward and the inclusion of women’s voices in our integration commemoration coverage.