

2016-2017 Neat Grant Project Report



**ALUMNI**  
**ASSOCIATION**  

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**YOUR LINK FOR LIFE**

## K-Stater Magazine Readership Survey

K-State Alumni Association

April 25, 2017

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# K-State Alumni Association

## Mission and Purpose

The K-State Alumni Association serves thousands of K-State alumni and friends by providing programs and services to keep them connected to Kansas State University throughout their lives. Through the Alumni Association's membership program, K-State graduates, as well as friends of the university, are able to become annual or lifetime members of the K-State Alumni Association.

K-State's Alumni Association is ranked in the top 5 in the nation for percentage of graduates who are members. With its numerous benefits and loyal members, the K-State Alumni Association is able to directly aid in the success for the university, current students, future students, graduates and friends of K-State. Membership includes the quarterly K-Stater magazine, which is a top-rated benefit of the Alumni Association.

## Project Purpose, Description and Objectives

During the 2017-18 fiscal year, the K-State Alumni Association will re-design the K-Stater magazine, a top-rated member benefit of the Alumni Association. The Alumni Association secured a grant from NEAT to help fund research that would allow the association to better understand what K-State alumni, friends and students want in this exclusive publication.

The award-winning K-Stater magazine was first published in 1951 for K-State Alumni Association members. It is full of campus happenings, research, athletics, students, nostalgia and alumni. The magazine is a trusted source of news for alumni and friends of K-State, and readers say the magazine is a major reason why they joined the Alumni Association.

The core research team worked together to devise a research plan that aimed to provide feedback needed to assist the team in making decisions on how to improve the K-Stater magazine.

Because alumni and friends repeatedly comment the magazine is the reason they join the association, it was important their opinions of what they want in the publication were heard. The Alumni Association wanted to know if the magazine currently is including topics readers are interested in. The research helped determine the readers' interests and preferences, while also gauging satisfaction in the frequency of the publishing of the magazine.

We also wanted to learn more about what appeals to young alumni and how the magazine could be tailored to suit their interests. In a communications survey conducted in 2014, we found that satisfaction in the magazine, although still favorable, declines slightly with those graduating after 1990. We hoped to use the survey to gain feedback on how to reverse this trend.

The research team used the feedback to develop a plan for improving the K-Stater magazine.

# Research Process and Timeline

## Process

The K-State Alumni Association designed a survey to solicit the feedback necessary to create the next version of the K-Stater magazine.

First, we reviewed several published surveys to begin questioning what we want to know and how to phrase the questions. These included CASE Alumni Magazine Readers National Survey 2013 and the Alumni Association's 2014 Comprehensive Communications Survey and a 2015 Young Alumni Survey.

The research project was conducted from mid-August 2016 through the end of April 2017. A random listing of Alumni Association members was pulled across various age and geographic locations. The survey was only distributed to members of the Alumni Association. We decided not to survey non-members because they do not receive the magazine and would not be familiar with its features.

The survey was distributed electronically to 10,000 K-State Alumni Association members and print surveys were mailed to 100 members without email addresses. To compose and distribute the survey electronically, we used a survey program called Qualtrics. This program is a comprehensive survey tool that helps generate surveys, polls and assessments. Responses from the print survey were combined with the electronic survey.

In addition, we conducted extensive research on peer alumni association magazines to compare and contrast their content, design and digital editions. This provided ideas for recommendations. Twelve peer magazines were divided among members of the team. Alumni magazines included:

1. University of Missouri, Mizzou Magazine
2. Oklahoma State University, STATE
3. Texas A&M, Texas Aggie
4. Iowa State, Visions
5. University of North Carolina, Carolina Alumni Review
6. University of Minnesota, Minnesota Alumni
7. University of Illinois, Illinois Alumni
8. University of Iowa, Iowa Alumni Magazine
9. University of Toronto Medical School, UofTMed
10. Auburn University, Auburn Magazine
11. Furman University, Furman Magazine

## Timeline

### August / September

- o Defined research methods
- o Assigned peer magazines to review
- o Defined research areas: content, design, digital, misc.
- o Reviewed previous surveys and developed survey questions
- o Finalized demographics of survey distribution

### October

- o Finalized survey questions
- o Reviewed survey with management staff

### November

- o Loaded survey into Qualtrics
- o Conducted test runs of electronic survey
- o Designed print survey
- o Launched electronic survey to 10,000 recipients
- o Mailed print surveys to 100 recipients

### December

- o Monitored survey returns
- o Sent reminder emails to those who had not completed the survey
- o Sent thank you emails to those who had completed the survey
- o Entered print survey responses into Qualtrics

### January

- o Compiled survey feedback in Qualtrics
- o Ran Qualtrics reports and began analyzing data

### February

- o Organized and discussed findings from survey
- o Filtered data by age demographics and formulated charts and graphics
- o Discussed elements of peer benchmarking magazines

### March

- o Discussed and developed recommendations for magazine improvements based on research
- o Presented findings and recommendations to the Alumni Association budget staff

### April

- o Compiled final report
- o Await budget approval to move forward with changes

## Research Instruments

We developed 23 questions for the survey covering magazine content, design, digital applications and general communications topics. Each team member devised possible questions for our survey, and we met as a team to discuss each one. We questioned what the responses would tell us, and weighed the pros and cons of different question types. Once the survey had been finalized and reviewed by the management staff, it was distributed. Following is a list of topics covered in the survey questions.

### Content

- Is content found interesting and informative?
- Are articles being written in preferred lengths?
- How do the sections of the magazine rank in readers' interest?
- Which sections of the magazine should be expanded, shortened or eliminated?

### Design

- Is content well organized and easy to read and identify?
- Does the magazine contain strong photography quality and quantity?
- Do headlines capture readers' attention?
- Is the cover paper and design well received by our readers?

### Digital

- Are readers aware of the digital version of the magazine?
- Do readers like the current format of the magazine?
- Are readers looking for supplementary content on the digital version of the magazine?
- How do readers prefer to read magazines?

### Overall Communications from the Alumni Association

- How does the K-Stater strengthen readers' connection to the university?
- What is the perceived value of the magazine?
- How strong is the quality and quantity of communications from the Alumni Association?

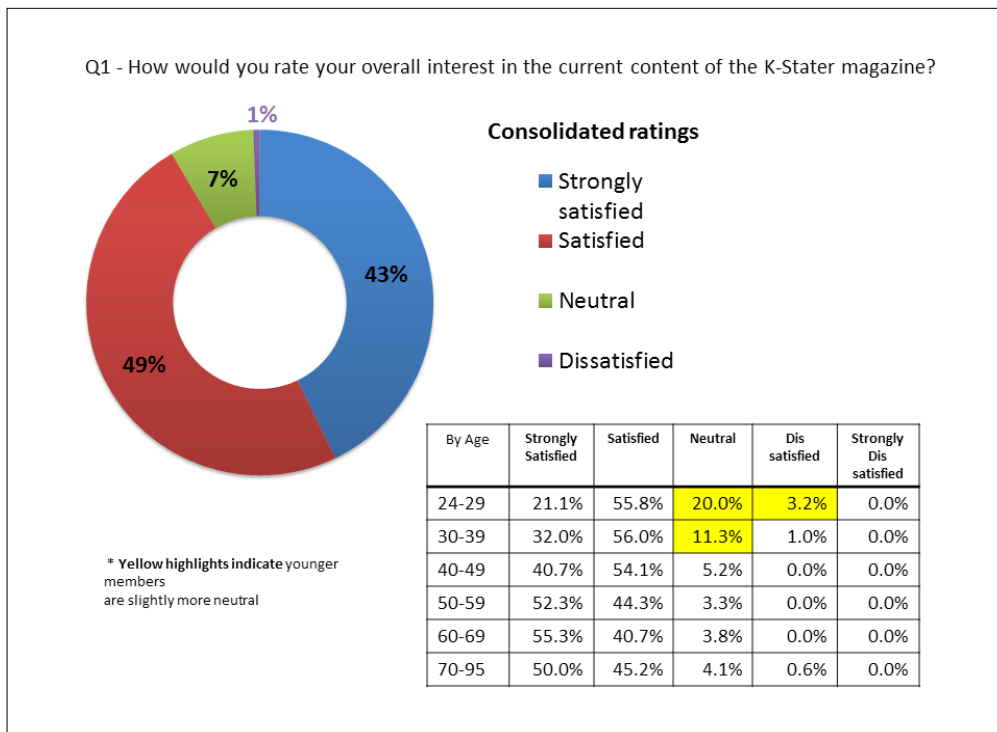
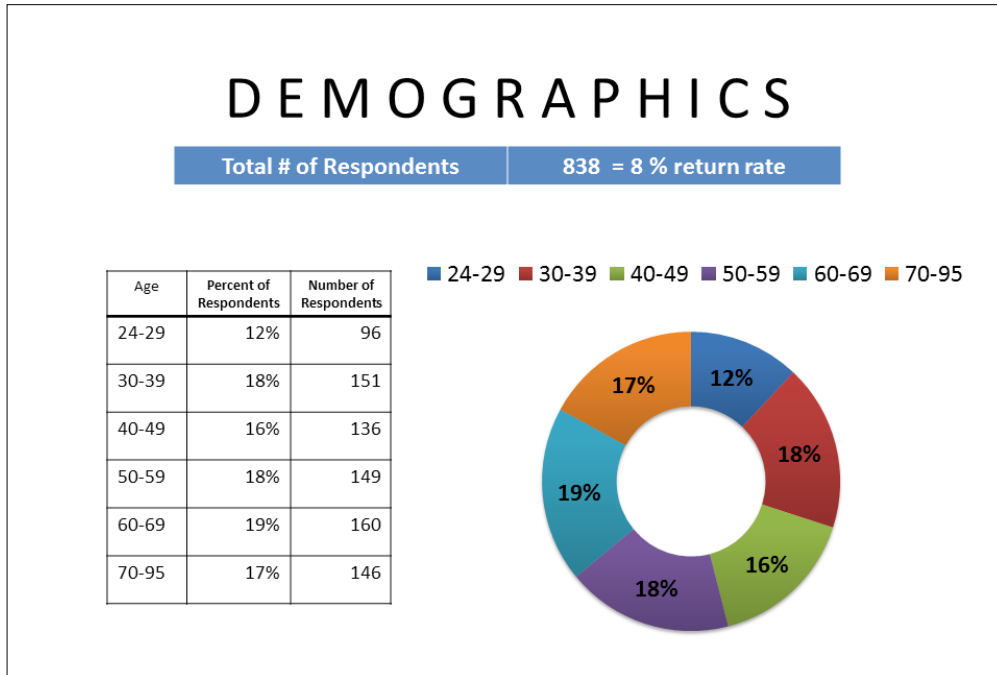
A copy of the survey is included as Addendum 1.

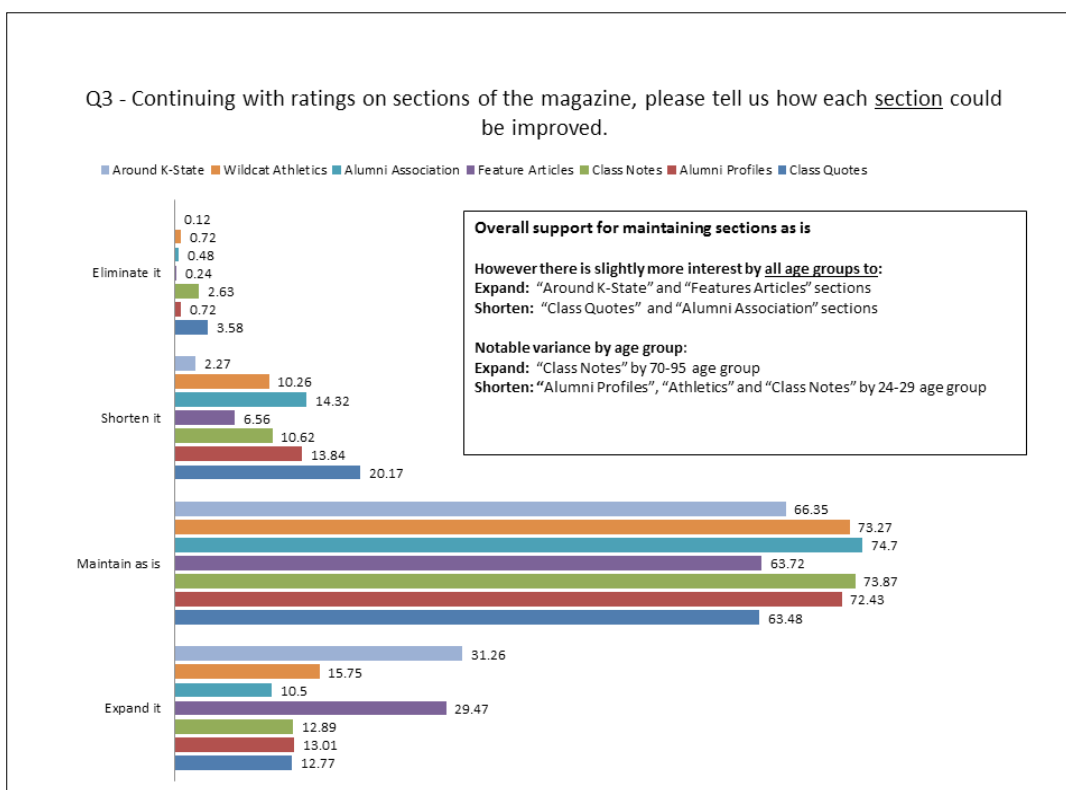
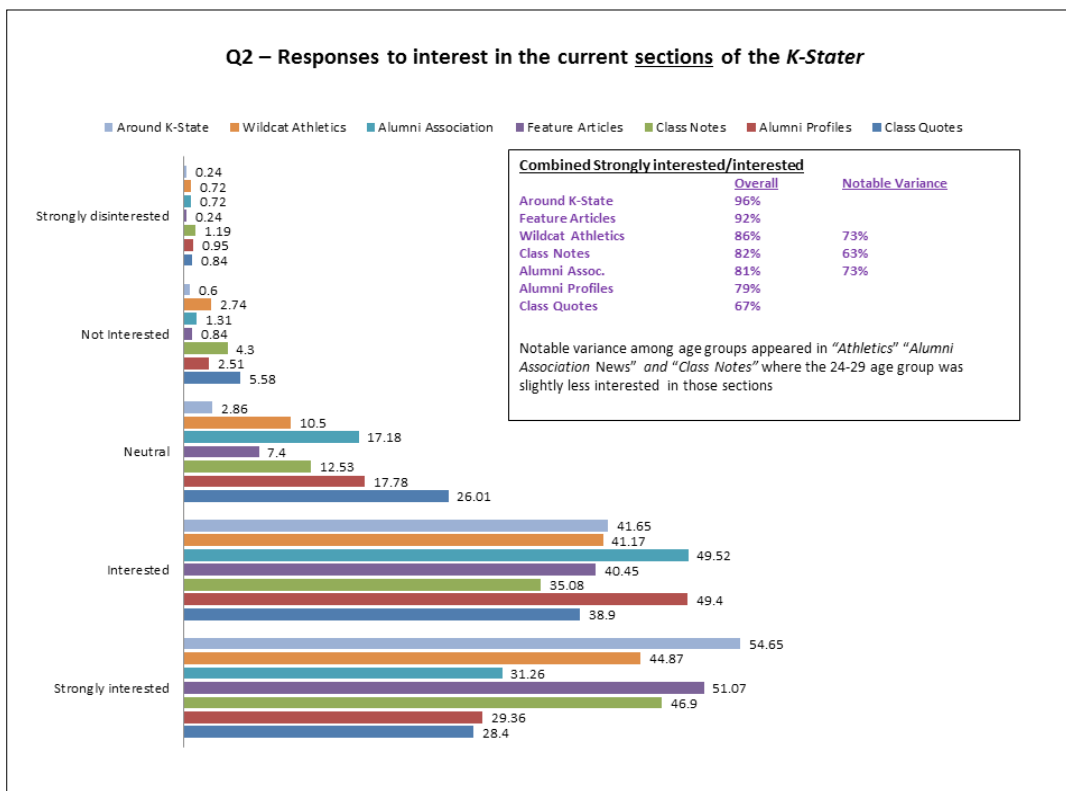
We also developed a list of criteria to consider for the peer magazine review. A benchmarking sheet was created for consistency in the evaluations from the research team members. This sheet included questions about exclusivity, availability of digital, article topics and format types, page count, organization of content and design elements. This gave us an opportunity to compare each magazine at a glance.

A copy of the benchmark sheet is included as Addendum 2.

# Summary of Findings

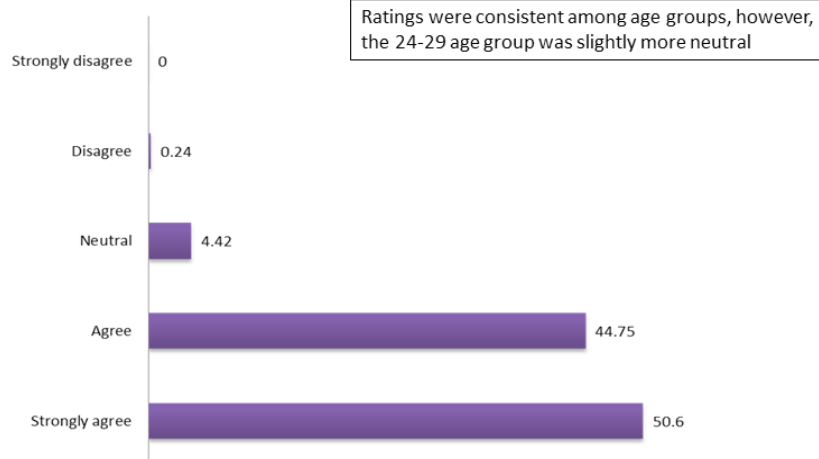
We received 848 completed surveys for an 8 percent return rate, which we considered to be a good return. Responses were evenly spread across age groups. Overall, the magazine received very favorable ratings. The following slides show key findings from our survey.



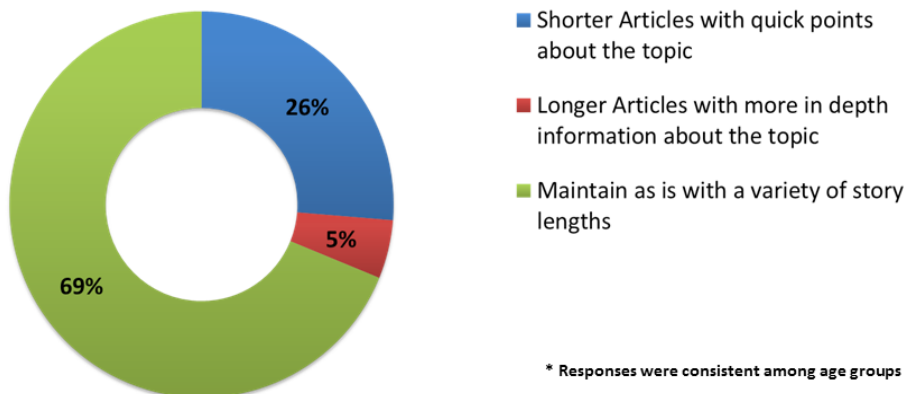




#### Q4 - K-Stater articles are well written, interesting and informative



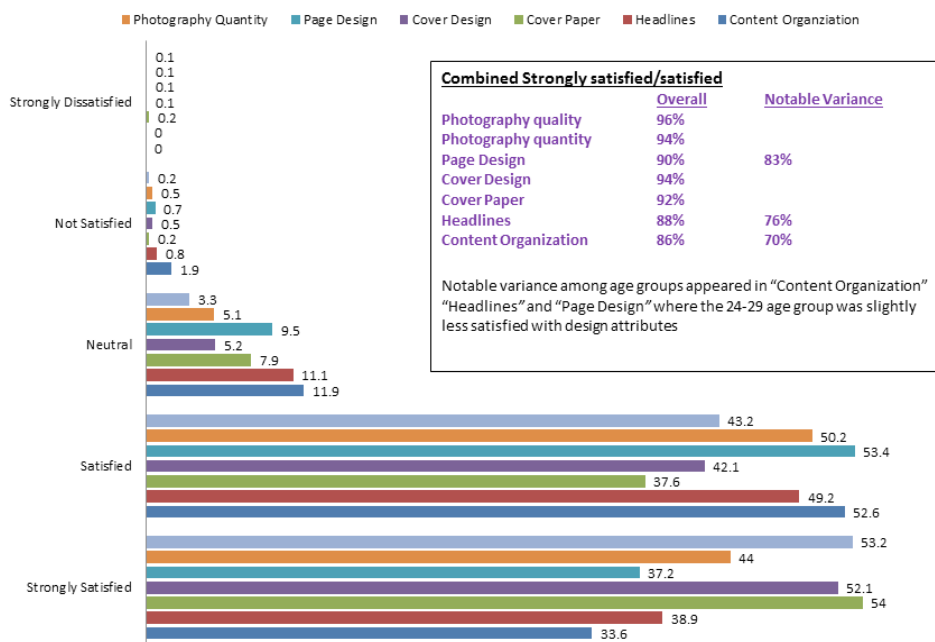
#### Q5 - For the K-Stater, please give us your preference on story length.



### Q6 – Open question for comments about K-Stater content

97 Comments	
71 Positive	<ul style="list-style-type: none"> <li>• Look forward to receiving</li> <li>• Read cover to cover</li> <li>• No complaints</li> <li>• Professional Quality</li> <li>• Allows keeping in touch</li> <li>• Appreciate the hard work</li> </ul>
5 Negative	<ul style="list-style-type: none"> <li>• Magazine is boring, make more cutting edge</li> <li>• Articles are too long</li> <li>• Too much about sports</li> </ul>
21 Suggestions	<ul style="list-style-type: none"> <li>• More historical perspectives</li> <li>• Feature Alumni and their work</li> <li>• Reunion news</li> <li>• Less about athletics as it is not timely and covered by Athletics</li> <li>• More about campus and changes on campus</li> </ul>

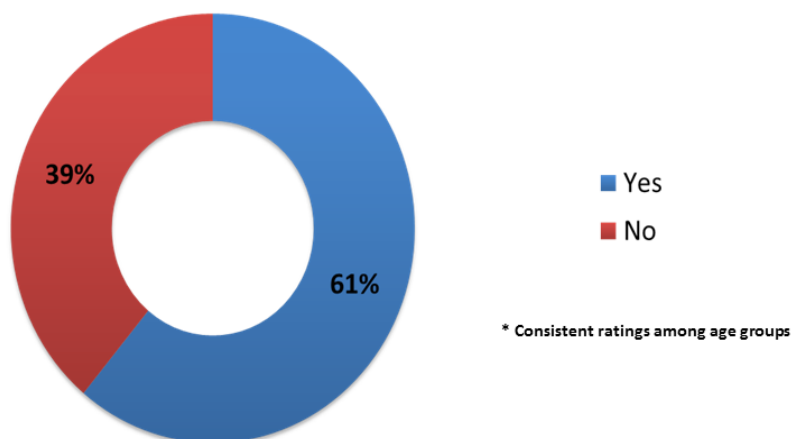
### Q7 - Please rate your satisfaction with the following design attributes of the K-Stater magazine.



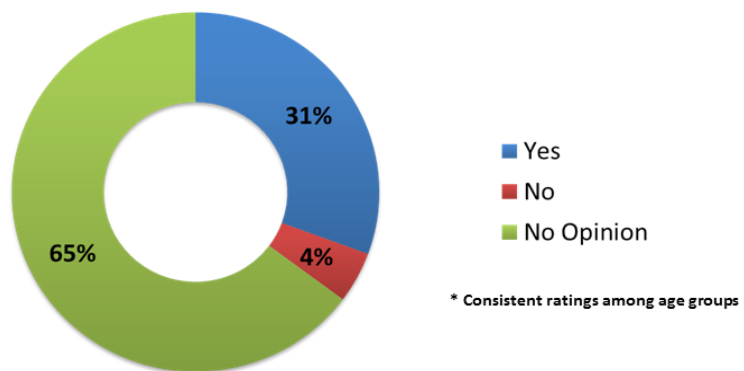
Q8 – Comments (anything you would like to add about K-Stater design):

35 Comments	
25 Positive	<ul style="list-style-type: none"><li>• Quality of pictures</li><li>• Use of purple</li><li>• Eye catching</li><li>• Professional</li><li>• Well done</li></ul>
4 Negative	<ul style="list-style-type: none"><li>• Glossy paper too slick; hard on the eyes</li><li>• Text in differing colors is difficult to read</li></ul>
6 Suggestions	<ul style="list-style-type: none"><li>• More historical photos</li><li>• More photos</li><li>• Fresher look in page design</li><li>• More cover style variety</li></ul>

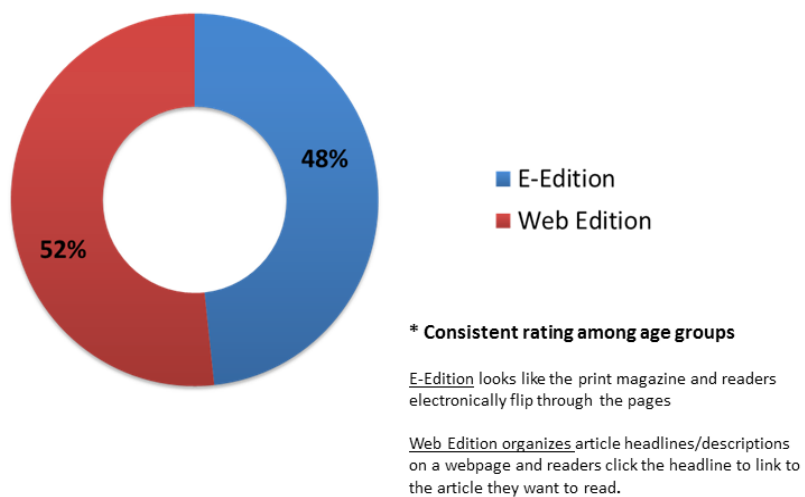
Q9 - Are you aware there is a digital version of the K-Stater?



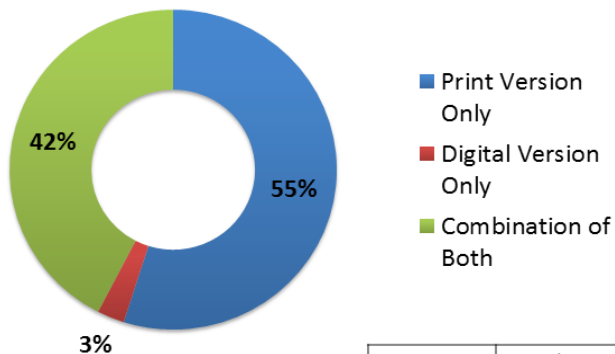
Q10 - Do you like the current format of the digital K-Stater?



Q11 - What digital format do you prefer when reading magazines?



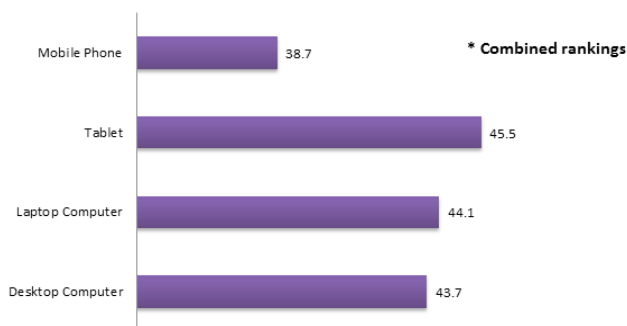
### Q14 - How do you prefer to read magazines?



By Age	Print	Digital	Combo of Both
24-29	35.2%	4.4%	60.4%
30-39	51.4%	2.7%	45.9%
40-49	59.8%	1.5%	38.6%
50-59	51.7%	3.5%	44.8%
60-69	56.0%	0.8%	43.2%
70-95	71.1%	2.5%	26.3%

\* Green highlights indicate all age groups want flexibility in both options but there is a slightly stronger pull for only the print version except for the younger group

### Q12 - What type of electronic device would you use to read digital magazines? (Select all that apply)

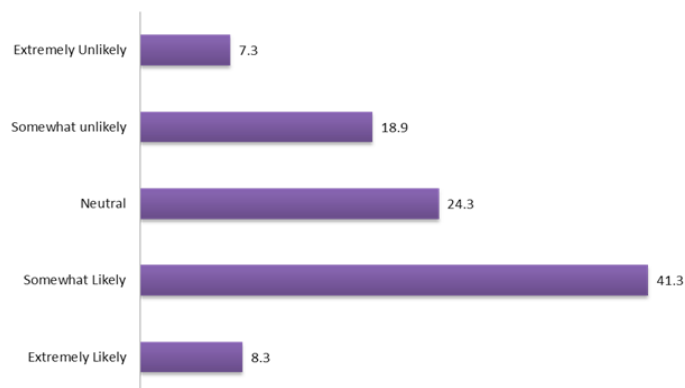


By Age	Desktop Computer	Laptop Computer	Tablet	Mobile Phone
24-29	29.6%	50.5%	40.6%	64.8%
30-39	37.0%	44.5%	49.3%	58.2%
40-49	37.1%	48.5%	47.7%	46.2%
50-59	44.1%	46.1%	52.5%	33.6%
60-69	52.8%	44.0%	47.2%	28.0%
70-95	61.8%	31.3%	32.2%	7.6%

\* Green highlights indicate top two preferences per age group

It's a mix among all age groups

**Q13 - If the digital K-Stater provided supplementary content or stories that are not in the print magazine, how likely would you be to read the supplementary digital content?**

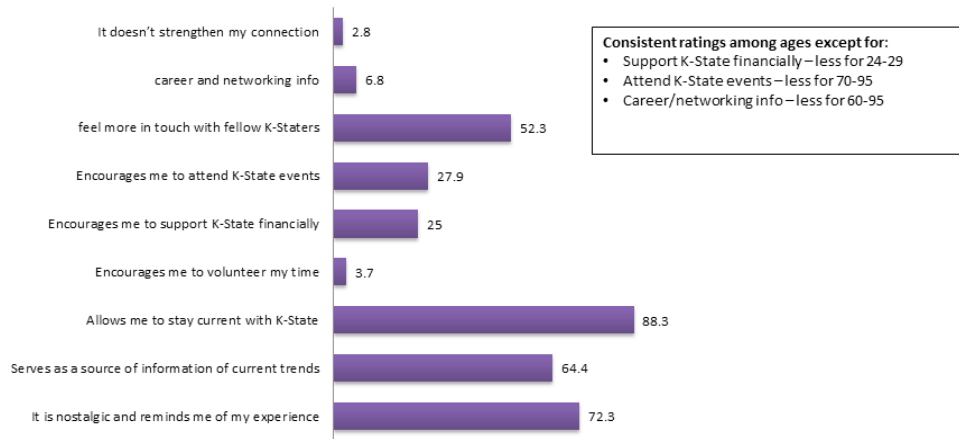


\* Consistent ratings among all age groups

Q15 – Comments (anything you would like to add about the digital version of the K-Stater):

56 Comments	
6 Positive	<ul style="list-style-type: none"> <li>• Might capture young readers</li> <li>• Doesn't waste natural resources</li> <li>• Willing to try it</li> </ul>
40 Negative	<ul style="list-style-type: none"> <li>• Print version is much preferred</li> <li>• Digital version is too complicated</li> <li>• Do not use digital magazines</li> <li>• Want to hold magazine in my hands or display on table, etc.</li> </ul>
10 Suggestions	<ul style="list-style-type: none"> <li>• Shorten Class Notes in print and put more of that that info on digital</li> <li>• Make iOS friendly and user friendly</li> <li>• Include interactive options on digital version</li> <li>• App based experience</li> <li>• Include more snippet of article before linking to article</li> </ul>

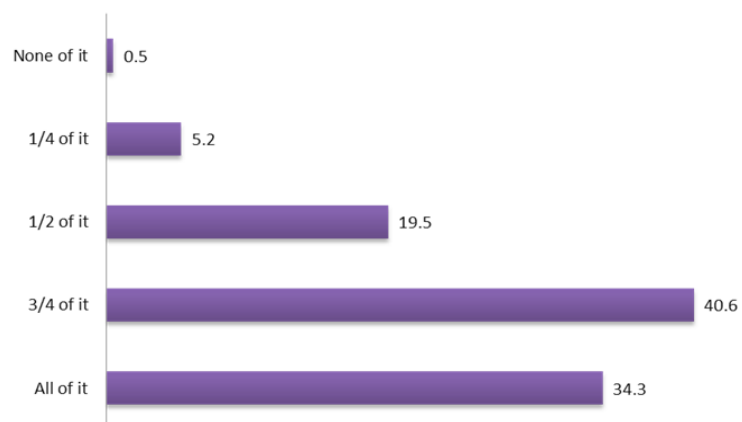
**Q16 - How does the K-Stater strengthen your connection with the university?  
(select all that apply)**



**Q17 – Comments (anything you would like to add about how the K-Stater strengthens your connection to the university):**

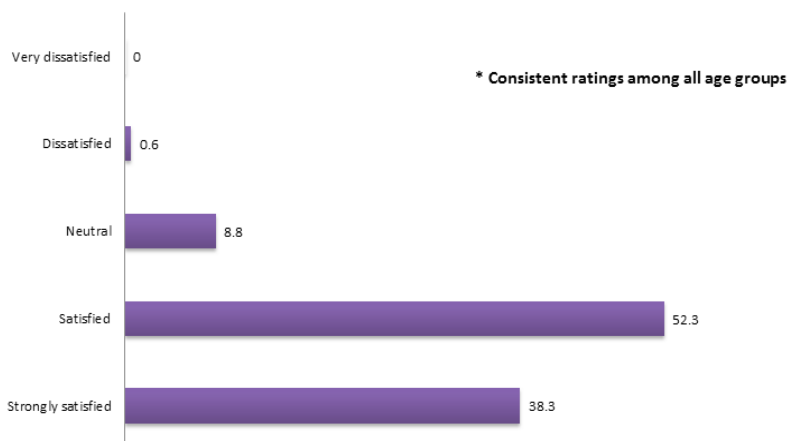
10 Comments	
6 Positive	<ul style="list-style-type: none"> <li>• Brings me back to K-State</li> <li>• Allows conversation with others about K-State</li> <li>• Information about what's happening at K-State</li> <li>• Facilitates connection</li> </ul>
2 Negative	<ul style="list-style-type: none"> <li>• Lost respect for K-State</li> </ul>
1 Suggestions	<ul style="list-style-type: none"> <li>• Highlight current students, programs, traditions</li> </ul>

### Q18 - How much of the K-Stater magazine do you typically read?



\* Consistent ratings among age groups

Q19 – In addition to the K-Stater magazine, the Alumni Association also communicates with all graduates and friends of K-State through a monthly electronic newsletter, social media (Facebook, LinkedIn, Twitter, Instagram), mobile app, print materials and mass distribution of email announcements on events and activities. How would you rate your satisfaction with the quality of communications from the Alumni Association?

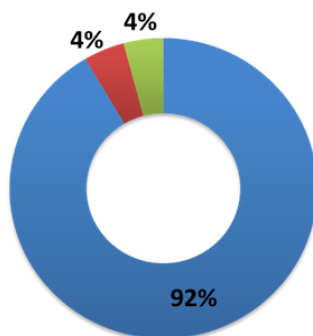


\* Consistent ratings among all age groups



Q20 - How would you rate the quantity of information you receive from the Alumni Association?

■ Right Amount ■ Too Much ■ Not Enough



\* Consistent ratings among age groups, however, 24-29 age group rates too much information slightly higher than other ages

## Recommendations

Overall, the K-Stater magazine received very favorable ratings. Based on the findings of our research we developed a plan of recommendations to incorporate into the magazine. These recommendations are focused on targeted areas for improvement while maintaining existing strong attributes of the magazine. This plan includes adjustments to the sections and organization of the magazine, a refreshed cover design and section identifiers, and changes in the paper stock and magazine dimensions. We decided to delay changes in the digital magazine for further evaluation. Following is a summary of the recommendations.

## Section Adjustments

### Around K-State

- o Survey responses rated "Around K-State" the highest for expansion and interest. We recommended expanding this section from six pages to eight to 10 pages. Pages will be shifted from other sections such as Athletics, Alumni News, Profiles and Class Quotes. We would not be adding pages to the magazine.
- o In this expansion, we recommended more infographics on campus data, a page dedicated to a rotating theme, and notable quotes or trivia about campus. This section should maintain its style of brief articles with news and photos about the K-State campus.

### Features

- o We recommended continuing to average seven or eight feature articles per issue, but include a thematic issue once per year. The thematic issue would include one over-arching topic divided into four or five articles covering the topic from different angles.

### Athletics

- o Survey feedback supported shortening "Athletics" because of timeliness and quantity of information received from K-State Athletics.
- o We recommended shortening this section from eight to 10 pages to four pages, moving some athletic stories to the "Around K-State" section. Reducing pages here allows for adding pages in other sections.

### Children's activity

- o We recommended including a children's activity page in the magazine for future K-Staters.

### First Look, Last Look

- o Expand from one page layout each to a double truck for each. One would be a current photo placed at the front of the magazine; the other would be a retrospective photo placed in the back of the magazine.

### Close Ups

- o Replace four of the six College Close-Up pages with four KSU Foundation pages in the front half of the magazine. The Foundation will provide text and artwork; K-Stater staff will design pages. Articles will focus on alumni donor stories.
- o A two-page College Close-Up package would be offered to affiliated units who have purchased Close-Ups in the past. This section would remain in the back of the magazine.

### Class Notes

- o Recommended shortening the text as much as possible and will evaluate how we might include more information online for members only.
- o Recommended grouping information not only by class years, but by births, marriages, anniversaries and recognitions.
- o Break up text with large historical/retrospective photos with brief captions.

## Cover and Section Identification Design

- o Add section identifier to each page in that section to improve the magazine navigation and organization.
  - For example, color tab at the top of the pages to identify sections.
- o On the cover, we recommend a smaller masthead, smaller font for cover article references and more information about what is inside the magazine.
- o Utilize page design to help differentiate sections and provide a fresher look.
- o Incorporate double truck photo spreads to address readers' interest in photos.

## Paper Stock and Magazine Size

- o We recommended changing the current glossy cover paper to matte paper with dull UV coating, changing the inside paper to matte paper, and changing the magazine size to 9 x 10.875 inches.
- o This would give the magazine a physical new look and alert our readers that changes have been made.
- o Changing the paper and size would cost an additional \$12,400.00 per year.
- o Changing the paper only would cost an additional \$2,500.00 per year.

## Digital Magazine

- o The survey data suggests there is not a strong need for digital enhancements at this time.
- o Responses on the preferences for a web edition versus e-edition were fairly even. After the print version is revised, the staff will continue to evaluate preferences for web edition versus e-edition.

## Next Steps/Impact

The recommendations stated in this report will be implemented in the winter 2017 issue of the magazine and will support continued membership satisfaction of the K-Stater magazine.

## Grant Project Budget

Student Worker	
Breakdown: \$7.25/hr, 211 hours	\$1,529.75
Survey Tool Costs	
Postage (mail)	\$46.00
Participant Incentives (gift cards)	\$329.70
	Total \$1,905.45



**ALUMNI ASSOCIATION**  
YOUR LINK FOR LIFE

**Dear K-State Alumni Association member:**

The K-State Alumni Association and *K-Stater* magazine staff seek your feedback to evaluate the content and organization of the *K-Stater* magazine. While the *K-Stater* magazine is an award-winning magazine and frequently touted by readers as the major reason why they joined the Alumni Association, the *K-Stater* magazine staff continually strives to bring you the best product we can, and we ask for your views on how we can improve it.

Your ideas and opinions are important to us in our mission to serve our readers and make your alumni experience more enjoyable. The following survey should take you 5-10 minutes.

Your participation is voluntary. The information compiled from survey respondents will remain confidential.

We know your time is valuable. By completing the survey you will automatically be entered into a drawing to win one of six \$50 Visa gift cards.

If you have questions about the survey, please contact Tim Schrag at 785-532-5061 or Linda Cook at 785-532-5051.

Thank you for taking the time to complete the survey. Your prompt response is appreciated.

You are receiving a paper survey because your email is not in our database. If you would like to stay up-to-date on Alumni Association events and K-State news and happenings, please include your email below:

\_\_\_\_\_

**PLEASE RETURN COMPLETED SURVEY BY DEC. 5**

**How would you rate your overall interest in the current content of the *K-Stater* magazine?**

- Strongly satisfied  Satisfied  Neutral  Dissatisfied  Strongly dissatisfied

**Following is a list of the current sections of the *K-Stater*.**

**AROUND K-STATE:** Short articles and photos on current topics about the university (e.g. research, academic programs, awards, campus activities, happenings around Manhattan, etc.).

**Please rate your interest in reading this section.**

- Strongly interested  Interested  Neutral  Not interested  Strongly disinterested

**How could this section be improved?**

- Expand it  Maintain as is  Shorten it  Eliminate it

**WILDCAT ATHLETICS:** Student athlete spotlights, nostalgic stories, feature articles on athletics.

**Please rate your interest in reading this section.**

- Strongly interested  Interested  Neutral  Not interested  Strongly disinterested

**How could this section be improved?**

- Expand it  Maintain as is  Shorten it  Eliminate it

**ALUMNI ASSOCIATION:** News about Alumni Association programs, awards and events (e.g. Homecoming, Wabash CannonBall, K-State license plates).

**Please rate your interest in reading this section.**

- Strongly interested  Interested  Neutral  Not interested  Strongly disinterested

**How could this section be improved?**

- Expand it  Maintain as is  Shorten it  Eliminate it

**FEATURE ARTICLES:** In-depth articles on various topics regarding K-State (e.g. arts/culture, history/nostalgia, science/technology, business/industry, 2025 plan, changes on campus, community impact, etc.).

**Please rate your interest in reading this section.**

- Strongly interested  Interested  Neutral  Not interested  Strongly disinterested

**How could this section be improved?**

- Expand it  Maintain as is  Shorten it  Eliminate it



Please rate your satisfaction with the following design attributes of the *K-Stater* magazine.

Strongly satisfied  
Satisfied  
Neutral  
Dissatisfied  
Strongly dissatisfied

<b>PHOTOGRAPHY QUALITY:</b> Creative composition of subject elements	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>PHOTOGRAPHY QUANTITY:</b> Number and size of photos used throughout magazine	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>PAGE DESIGN:</b> Use of space to enhance ease in reading articles	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>COVER DESIGN:</b> Single, strong image illustrating a feature article, one headline	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>COVER PAPER:</b> Glossy paper, slick look and feel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>HEADLINES:</b> Capture my attention and draw me into the article	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>CONTENT ORGANIZATION:</b> Ease of identifying magazine sections	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Comments:** Anything you would like to add about *K-Stater* design. (Use additional space on back page if necessary.)

**Are you aware there is a digital version of the *K-Stater*?**

Yes  No

**If yes, do you like the current format of the digital *K-Stater*?**

Yes  No  No opinion

**Comments:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**What digital format do you prefer when reading magazines?**

- E-edition: A digital version which looks identical to the print magazine hosted on a site such as Flip Book or ISSUU. (Visit [issuu.com](http://issuu.com) for examples)
- Web edition: An online version which organizes content like a traditional interactive website. (Visit [www.found.ksu.edu/good](http://www.found.ksu.edu/good) for an example)

**What type of electronic device would you use to read digital magazines? (check all that apply)**

- Desktop computer
- Laptop computer
- Tablet
- Mobile phone

**If the digital *K-Stater* provided supplementary content or stories that are not in the print magazine, how likely would you be to read the supplementary digital content?**

- Extremely likely
- Somewhat likely
- Neutral
- Somewhat unlikely
- Extremely unlikely

**How do you prefer to read magazines?**

- Print version only
- Digital version only
- Combination of both - I will use digital and print versions

**Comments:** Anything you would like to add about the digital version of the *K-Stater*.

\_\_\_\_\_  
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**How does the *K-Stater* strengthen your connection with the university? (Check all that apply)**

- It is nostalgic and reminds me of my experience at the university
- Serves as a source of information of current trends
- Allows me to stay current with K-State
- Encourages me to volunteer my time with the Alumni Association or the university
- Encourages me to support K-State financially
- Encourages me to attend K-State events on campus or in my community
- Helps me feel more in touch with fellow K-Staters
- Provides useful career and networking information
- It doesn't strengthen my connection with K-State

**Comments:** Anything you would like to add about how the *K-Stater* strengthens your connection with the university. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**How much of the *K-Stater* magazine do you typically read?**

- All of it
- Nearly 3/4 of it
- Nearly 1/2 of it
- Nearly 1/4 of it
- None of it

The *K-Stater* magazine is a quarterly publication exclusively for Alumni Association members. The Alumni Association also communicates with all graduates and friends of K-State through a monthly electronic newsletter, social media (Facebook, LinkedIn, Twitter and Instagram), mobile app, print materials and mass distribution of email announcements on events and activities.

**How would you rate your satisfaction with the quality of communications from the Alumni Association?**

- Strongly satisfied
- Satisfied
- Neutral
- Dissatisfied
- Strongly dissatisfied

**How would you rate the quantity of information you receive from the Alumni Association?**

- It's the right amount
- It's too much information
- It's not enough information

**Additional comment space:**

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**PLEASE RETURN COMPLETED SURVEY BY DEC. 5**

**Following is a list of the types of programs and services the Alumni Association offers to the Wildcat community. What types of programs and services interest you the most? (Check all that apply)**

- Opportunities that bring me back to campus
- Activities that help me connect with alumni in my area
- Events that connect alumni at athletic events
- Experiences that let me show my Purple Pride (e.g. K-State license plate, class rings, celebrations)
- Ways to give back to the university (e.g. scholarships, mentoring)
- Opportunities to connect with alumni with similar interests (professional, hobbies, etc.)
- Programs that offer career counseling
- Opportunities to engage future Wildcats (children) with K-State

**What are your TOP 3 Alumni Association membership benefits? (Choose three)**

- 60% discount on moving expenses through North American Van Lines
- Access to group discounts and special rates on auto, home and life insurance
- Access to K-State Libraries
- Annual K-State wall calendar
- Colbert Hills discounted green fees
- Discounted fees to K-State Manhattan and Salina Rec Centers
- Discounts on select car rental and hotels, worldwide
- Discounts on select McCain Performance Series shows
- Free use of Alumni Center's available small conference rooms
- K-Stater* magazine
- K-State merchandise discounts
- Membership window decal
- One free consultation per year with alumni career services consultant
- Special pricing on select athletic tickets

**What most inspires you to join the Alumni Association? (Choose one)**

- Loyalty to K-State
- Member benefits
- Other (comment/explain what inspires you to join): \_\_\_\_\_  
\_\_\_\_\_



## Peer Review BENCHMARK SHEET

Published By:

Distributed To:

Frequency of Publication:

Page Count:

Content Sections:

Article Format & Balance:

Feature Article Topics:

Paper:

Digital Version:

Design:

Additional Standout Features: