

1. 1. How do you generally acquire information about your alma mater?

#	Question	All information	Most information	Some information	No information	No opinion	Responses	Mean
3	Magazine	4.88%	34.15%	55.49%	3.05%	2.44%	164	2.64
1	E-mails from the institution	4.68%	36.84%	55.56%	1.17%	1.75%	171	2.58
2	Website	2.10%	18.88%	53.85%	18.18%	6.99%	143	3.09
4	Other institutional publications	0.00%	1.55%	33.33%	51.94%	13.18%	129	3.77
5	Local or national media	0.00%	0.00%	26.19%	61.11%	12.70%	126	3.87
7	Word of mouth / other alumni	1.45%	7.97%	49.28%	33.33%	7.97%	138	3.38
6	Other	2.17%	13.04%	10.87%	23.91%	50.00%	46	4.07

#	Question	All information	Most information	Some information	No information	No opinion	Responses	Mean
3	Magazine	8	56	91	5	4	164	2.64
1	E-mails from the institution	8	63	95	2	3	171	2.58
2	Website	3	27	77	26	10	143	3.09
4	Other institutional publications	0	2	43	67	17	129	3.77
5	Local or national media	0	0	33	77	16	126	3.87
7	Word of mouth / other alumni	2	11	68	46	11	138	3.38
6	Other	1	6	5	11	23	46	4.07

Other

In contact with HMC faculty

colleague in HMC faculty

our student son

parents' yahoo groups list

student

I'm a faculty member at the school; not an alum

our student

contact administration

BoG

Board

Yahoo Groups

otjer parents in yahoo groups

Social networks

Statistic	Magazine	E-mails from the institution	Website	Other institutional publications	Local or national media	Word of mouth / other alumni	Other
Min Value	1	1	1	2	3	1	1
Max Value	5	5	5	5	5	5	5
Mean	2.64	2.58	3.09	3.77	3.87	3.38	4.07
Variance	0.54	0.47	0.73	0.48	0.37	0.65	1.97
Standard Deviation	0.73	0.68	0.86	0.69	0.61	0.80	1.40
Total Responses	164	171	143	129	126	138	48

2. 2. How often do you typically read the *HMC Bulletin*?

#	Answer	Bar	Response	%
1	Every issue		101	57%
2	Most issues		60	34%
3	Occasional issues		14	8%
4	Never read an issue		3	2%
	Total		178	

Statistic	Value
Min Value	1
Max Value	4
Mean	1.54
Variance	0.51
Standard Deviation	0.71
Total Responses	178

3. 3. How much of each magazine do you read?

#	Answer	Bar	Response	%
1	None of it		3	2%
2	Some of it		65	37%
3	Most of it		84	47%
4	All of it		26	15%
	Total		178	






Statistic	Value
Min Value	1
Max Value	4
Mean	2.75
Variance	0.52
Standard Deviation	0.72
Total Responses	178

4. 4. How long do you typically keep an issue of the magazine?

#	Answer	Bar	Response	%
1	More than one month		59	33%
2	Up to one month		50	28%
3	Up to one week		53	30%
4	Discard immediately		16	9%
	Total		178	




Statistic	Value
Min Value	1
Max Value	4
Mean	2.15
Variance	0.97
Standard Deviation	0.99
Total Responses	178

5. 5. How much total time do you typically spend with an issue of the *HMC Bulletin*?

#	Answer	Bar	Response	%
1	60 minutes or more		18	10%
2	30 to 59 minutes		66	37%
3	10 to 29 minutes		71	40%
4	1 to 9 minutes		20	11%
5	Do not read it		2	1%
	Total		177	

Statistic	Value
Min Value	1
Max Value	5
Mean	2.56
Variance	0.75
Standard Deviation	0.86
Total Responses	177

6. 6. Do you prefer to read your *HMC Bulletin*...

#	Answer	Bar	Response	%
1	In print		108	61%
2	Online		31	18%
3	Both		38	21%
	Total		177	

Statistic	Value
Min Value	1
Max Value	3
Mean	1.60
Variance	0.67
Standard Deviation	0.82
Total Responses	177

7. 8a. Academics and Intellectual Life

#	Question	Very Interested	Interested	Somewhat Interested	Not Interested	No Opinion	Responses	Mean
10	Stories about individual courses	16.87%	31.93%	41.57%	9.64%	0.00%	166	2.44
1	Curriculum	21.08%	35.54%	36.75%	5.42%	1.20%	166	2.30
2	Faculty research	16.46%	41.46%	37.20%	3.66%	1.22%	164	2.32
6	Student research/academic experiences	25.30%	39.76%	31.93%	2.41%	0.60%	166	2.13
11	Faculty publications	7.88%	24.24%	48.48%	18.18%	1.21%	165	2.81
3	Faculty awards and achievements	9.09%	34.55%	45.45%	10.30%	0.61%	165	2.59
4	Faculty selection, promotion, retirements	9.76%	32.32%	43.29%	14.02%	0.61%	164	2.63
5	Individual faculty profiles	13.86%	43.37%	38.55%	4.22%	0.00%	166	2.33

#	Question	Very Interested	Interested	Somewhat Interested	Not Interested	No Opinion	Responses	Mean
10	Stories about individual courses	28	53	69	16	0	166	2.44
1	Curriculum	35	59	61	9	2	166	2.30
2	Faculty research	27	68	61	6	2	164	2.32
6	Student research/academic experiences	42	66	53	4	1	166	2.13
11	Faculty publications	13	40	80	30	2	165	2.81
3	Faculty awards and achievements	15	57	75	17	1	165	2.59
4	Faculty selection, promotion, retirements	16	53	71	23	1	164	2.63
5	Individual faculty profiles	23	72	64	7	0	166	2.33

Statistic	Stories about individual courses	Curriculum	Faculty research	Student research/academic experiences	Faculty publications	Faculty awards and achievements	Faculty selection, promotion, retirements	Individual faculty profiles
Min Value	1	1	1	1	1	1	1	1
Max Value	4	5	5	5	5	5	5	4
Mean	2.44	2.30	2.32	2.13	2.81	2.59	2.63	2.33
Variance	0.78	0.82	0.70	0.71	0.75	0.67	0.75	0.59
Standard Deviation	0.88	0.90	0.83	0.84	0.87	0.82	0.87	0.77
Total Responses	166	166	164	166	165	165	164	166

8. 8b. Campus Life

#	Question	Very Interested	Interested	Somewhat Interested	Not Interested	No Opinion	Responses	Mean
2	Cultural events and performances	20.12%	32.93%	33.54%	12.80%	0.61%	164	2.41
4	Athletics	4.27%	17.07%	39.63%	37.80%	1.22%	164	3.15
1	Visiting speakers	14.02%	36.59%	37.80%	10.98%	0.61%	164	2.48
3	Campus controversies	24.85%	43.03%	26.67%	4.85%	0.61%	165	2.13
5	Student achievements	24.10%	43.37%	28.92%	3.61%	0.00%	166	2.12
6	Student community service	16.87%	27.71%	39.16%	16.27%	0.00%	166	2.55
7	Student issues and opinions	21.82%	38.18%	32.12%	7.88%	0.00%	165	2.26
8	Extracurricular life and activities	15.57%	32.34%	37.72%	14.37%	0.00%	167	2.51
9	Individual student profiles	14.46%	28.92%	42.17%	13.25%	1.20%	166	2.58

#	Question	Very Interested	Interested	Somewhat Interested	Not Interested	No Opinion	Responses	Mean
2	Cultural events and performances	33	54	55	21	1	164	2.41
4	Athletics	7	28	65	62	2	164	3.15
1	Visiting speakers	23	60	62	18	1	164	2.48
3	Campus controversies	41	71	44	8	1	165	2.13
5	Student achievements	40	72	48	6	0	166	2.12
6	Student community service	28	46	65	27	0	166	2.55
7	Student issues and opinions	36	63	53	13	0	165	2.26
8	Extracurricular life and activities	26	54	63	24	0	167	2.51
9	Individual student profiles	24	48	70	22	2	166	2.58

Statistic	Cultural events and performances	Athletics	Visiting speakers	Campus controversies	Student achievements	Student community service	Student issues and opinions	Extracurricular life and activities	Individual student profiles
Min Value	1	1	1	1	1	1	1	1	1
Max Value	5	5	5	5	4	4	4	4	5
Mean	2.41	3.15	2.48	2.13	2.12	2.55	2.26	2.51	2.58
Variance	0.94	0.75	0.79	0.75	0.66	0.92	0.79	0.85	0.88
Standard Deviation	0.97	0.87	0.89	0.87	0.81	0.96	0.89	0.92	0.94
Total Responses	164	164	164	165	166	166	165	167	166

9. 8c. Alumni Life and Activities

#	Question	Very Interested	Interested	Somewhat Interested	Not Interested	No Opinion	Responses	Mean
3	Alumni chapter activities / regional programming	15.06%	33.13%	36.14%	15.06%	0.60%	166	2.53
2	Alumni volunteers for the institution	5.45%	23.64%	48.48%	22.42%	0.00%	165	2.88
5	Alumni in their professions	13.86%	48.19%	35.54%	2.41%	0.00%	166	2.27
1	Alumni in their personal lives	6.63%	33.73%	37.35%	21.08%	1.20%	166	2.77
6	Individual alumni profiles	9.70%	36.97%	44.24%	9.09%	0.00%	165	2.53
4	Class notes	24.24%	38.18%	21.21%	13.94%	2.42%	165	2.32
7	Obituaries	10.37%	37.20%	28.66%	17.07%	6.71%	164	2.73

#	Question	Very Interested	Interested	Somewhat Interested	Not Interested	No Opinion	Responses	Mean
3	Alumni chapter activities / regional programming	25	55	60	25	1	166	2.53
2	Alumni volunteers for the institution	9	39	80	37	0	165	2.88
5	Alumni in their professions	23	80	59	4	0	166	2.27
1	Alumni in their personal lives	11	56	62	35	2	166	2.77
6	Individual alumni profiles	16	61	73	15	0	165	2.53
4	Class notes	40	63	35	23	4	165	2.32
7	Obituaries	17	61	47	28	11	164	2.73

Statistic	Alumni chapter activities / regional programming	Alumni volunteers for the institution	Alumni in their professions	Alumni in their personal lives	Individual alumni profiles	Class notes	Obituaries
Min Value	1	1	1	1	1	1	1
Max Value	5	4	4	5	4	5	5
Mean	2.53	2.88	2.27	2.77	2.53	2.32	2.73
Variance	0.89	0.67	0.52	0.81	0.63	1.13	1.16
Standard Deviation	0.95	0.82	0.72	0.90	0.79	1.06	1.08
Total Responses	166	165	166	166	165	165	164

10. 8d. Institutional Affairs

#	Question	Very Interested	Interested	Somewhat Interested	Not Interested	No Opinion	Responses	Mean
1	Admissions policies and results	21.34%	42.07%	31.10%	5.49%	0.00%	164	2.21
2	Campus facilities and growth	20.48%	42.77%	30.12%	6.63%	0.00%	166	2.23
3	The institution's financial status	16.27%	36.14%	35.54%	11.45%	0.60%	166	2.44
4	Fund-raising efforts	10.91%	26.67%	41.82%	20.00%	0.61%	165	2.73
5	Staff selection, promotion or retirements	8.43%	36.14%	39.76%	15.06%	0.60%	166	2.63
6	Commencement, convocations or ceremonies	10.24%	35.54%	38.55%	15.06%	0.60%	166	2.60
7	Institutional history and traditions	20.00%	47.27%	29.70%	2.42%	0.61%	165	2.16
8	Strategic planning	22.29%	39.76%	27.71%	10.24%	0.00%	166	2.26
9	Stories about donors	9.64%	17.47%	42.77%	30.12%	0.00%	166	2.93
10	Message from the president	19.39%	36.36%	35.15%	9.09%	0.00%	165	2.34
11	The institution's financial status	17.19%	31.25%	45.31%	6.25%	0.00%	64	2.41

#	Question	Very Interested	Interested	Somewhat Interested	Not Interested	No Opinion	Responses	Mean
1	Admissions policies and results	35	69	51	9	0	164	2.21
2	Campus facilities and growth	34	71	50	11	0	166	2.23
3	The institution's financial status	27	60	59	19	1	166	2.44
4	Fund-raising efforts	18	44	69	33	1	165	2.73
5	Staff selection, promotion or retirements	14	60	66	25	1	166	2.63
6	Commencement, convocations or ceremonies	17	59	64	25	1	166	2.60
7	Institutional history and traditions	33	78	49	4	1	165	2.16
8	Strategic planning	37	66	46	17	0	166	2.26
9	Stories about donors	16	29	71	50	0	166	2.93
10	Message from the president	32	60	58	15	0	165	2.34
11	The institution's financial status	11	20	29	4	0	64	2.41

Statistic	Admissions policies and results	Campus facilities and growth	The institution's financial status	Fund-raising efforts	Staff selection, promotion or retirements	Commencement, convocations or ceremonies	Institutional history and traditions	Strategic planning	Stories about donors	Message from the president	The institution's financial status
Min Value	1	1	1	1	1	1	1	1	1	1	1
Max Value	4	4	5	5	5	5	5	4	4	4	4
Mean	2.21	2.23	2.44	2.73	2.63	2.60	2.16	2.26	2.93	2.34	2.41
Variance	0.71	0.72	0.84	0.86	0.74	0.79	0.63	0.85	0.86	0.80	0.72
Standard Deviation	0.84	0.85	0.92	0.93	0.86	0.89	0.79	0.92	0.93	0.89	0.85
Total Responses	164	166	166	165	166	166	165	166	166	165	64

11. 8e. General-interest Topics

#	Question	Very Interested	Interested	Somewhat Interested	Not Interested	No Opinion	Responses	Mean
1	Issues facing the local community	5.49%	29.27%	39.63%	24.39%	1.22%	164	2.87
2	Issues facing higher education	12.73%	39.39%	40.00%	7.27%	0.61%	165	2.44
3	Arts and culture	7.23%	26.51%	46.39%	16.87%	3.01%	166	2.82
4	Health and health care	7.88%	30.30%	38.79%	20.00%	3.03%	165	2.80
5	Business and industry	7.32%	37.20%	39.02%	13.41%	3.05%	164	2.68
7	Science, technology, and engineering	23.03%	49.09%	23.03%	3.03%	1.82%	165	2.12
8	Environmental issues	13.94%	38.18%	36.36%	9.70%	1.82%	165	2.47
10	Religion / faith-based issues	4.24%	15.15%	32.73%	46.06%	1.82%	165	3.26
11	Letters to the editor	6.67%	24.24%	44.85%	21.21%	3.03%	165	2.90
9	Global / international issues	11.52%	29.70%	38.18%	17.58%	3.03%	165	2.71

#	Question	Very Interested	Interested	Somewhat Interested	Not Interested	No Opinion	Responses	Mean
1	Issues facing the local community	9	48	65	40	2	164	2.87
2	Issues facing higher education	21	65	66	12	1	165	2.44
3	Arts and culture	12	44	77	28	5	166	2.82
4	Health and health care	13	50	64	33	5	165	2.80
5	Business and industry	12	61	64	22	5	164	2.68
7	Science, technology, and engineering	38	81	38	5	3	165	2.12
8	Environmental issues	23	63	60	16	3	165	2.47
10	Religion / faith-based issues	7	25	54	76	3	165	3.26
11	Letters to the editor	11	40	74	35	5	165	2.90
9	Global / international issues	19	49	63	29	5	165	2.71

Statistic	Issues facing the local community	Issues facing higher education	Arts and culture	Health and health care	Business and industry	Science, technology, and engineering	Environmental issues	Religion / faith-based issues	Letters to the editor	Global / international issues
Min Value	1	1	1	1	1	1	1	1	1	1
Max Value	5	5	5	5	5	5	5	5	5	5
Mean	2.87	2.44	2.82	2.80	2.68	2.12	2.47	3.26	2.90	2.71
Variance	0.79	0.69	0.82	0.90	0.82	0.74	0.84	0.79	0.84	0.98
Standard Deviation	0.89	0.83	0.90	0.95	0.91	0.86	0.91	0.89	0.91	0.99
Total Responses	164	165	166	165	164	165	165	165	165	165






12. 10. Please rate the quality of the *HMC Bulletin* on the following:

#	Question	Excellent	Good	Average	Poor	Very Poor	No Opinion	Responses	Mean
1	Content	25.90%	54.22%	15.66%	1.20%	0.00%	3.01%	166	2.04
2	Cover	37.35%	43.37%	12.65%	1.20%	0.00%	5.42%	166	1.99
3	Ease of reading	32.73%	49.70%	13.33%	1.82%	0.00%	2.42%	165	1.94
4	Layout and design	29.88%	51.83%	12.80%	2.44%	0.00%	3.05%	164	2.00
5	Photography	32.53%	50.60%	13.25%	0.00%	0.00%	3.61%	166	1.95
6	Writing	26.38%	50.92%	18.40%	0.00%	0.61%	3.68%	163	2.09

#	Question	Excellent	Good	Average	Poor	Very Poor	No Opinion	Responses	Mean
1	Content	43	90	26	2	0	5	166	2.04
2	Cover	62	72	21	2	0	9	166	1.99
3	Ease of reading	54	82	22	3	0	4	165	1.94
4	Layout and design	49	85	21	4	0	5	164	2.00
5	Photography	54	84	22	0	0	6	166	1.95
6	Writing	43	83	30	0	1	6	163	2.09

Statistic	Content	Cover	Ease of reading	Layout and design	Photography	Writing
Min Value	1	1	1	1	1	1
Max Value	6	6	6	6	6	6
Mean	2.04	1.99	1.94	2.00	1.95	2.09
Variance	0.95	1.42	0.92	1.02	1.04	1.09
Standard Deviation	0.97	1.19	0.96	1.01	1.02	1.04
Total Responses	166	166	165	164	166	163

13. Please indicate your agreement with this statement: My institution's magazine strengthens my personal connection to the institution.

#	Answer	Bar	Response	%
1	Strongly agree		36	22%
2	Agree		111	69%
3	Disagree		5	3%
4	Strongly disagree		3	2%
5	No opinion		7	4%
	Total		162	

Statistic	Value
Min Value	1
Max Value	5
Mean	1.98
Variance	0.72
Standard Deviation	0.85
Total Responses	162





14. 12a. Please indicate all the ways in which the HMC Bulletin strengthens your connection to the institution. (check all that apply)

#	Answer	Bar	Response	%
3	Serves as a source of continuing education		20	15%
4	Helps me to feel more in touch with my graduating class		68	52%
6	Encourages me to volunteer my time to the institution		17	13%
8	Provides useful career and networking information		22	17%
11	Reminds me of my experience at the institution		92	70%
12	Encourages me to support the institution financially		51	39%
13	Other:		16	12%

Other:
Helps me feel more in touch with other classes
Keeps me in touch with how the college is different than when I went there.
Keeps HMC in mind
informs me about my son's experience at Mudd
helps me understand my son's current Mudd experience
Keeps me in touch with the institution
I'm a parent, it's info I don't otherwise have
Keeps me informed and connected to the college that I otherwise wouldn't feel.
with general information to a parent
helps me keep in touch with my student
Gives me perspective on my daughter's Mudd experience
informs me of stuff (one or two per issue) directly affecting my student
connects me with my student's experience of the college
Keeps me in touch with what is going on at the institution and the HMC alumni community

Statistic	Value
Min Value	3
Max Value	13
Total Responses	132

15. 12b. Please indicate all the ways in which the *HMC Bulletin* does not enhance your connection to the institution: (check all that apply)

#	Answer	Bar	Response	%
1	The magazine does not address topics of interest to me		4	67%
2	The magazine does not reflect my experience of the institution		4	67%
3	The magazine is not an objective source of information about the institution		3	50%
4	The magazine is primarily a fund-raising tool		0	0%
5	Other		1	17%

Other
not engaging

Statistic	Value
Min Value	1
Max Value	5
Total Responses	6

16. 13. What actions have you taken as a result of reading the *HMC Bulletin*? (check all that apply)

#	Answer	Bar	Response	%
1	Attended an event		56	37%
2	Contacted a classmate or friend		28	18%
3	Submitted a class note		22	14%
4	Discussed or forwarded an article or issue		45	29%
5	Saved an article or issue		41	27%
6	Visited the magazine's or institution's website		48	31%
7	Written a letter or e-mail to the editor or institution		8	5%
8	Made a donation to the institution		46	30%
9	No action taken		32	21%
10	Other		1	1%
11	Volunteered for an activity		12	8%
21	Recommended the institution to a potential student or family member		39	25%

Other
 added to my estate

Statistic	Value
Min Value	1
Max Value	21
Total Responses	153

17. 14. To what degree do you consider the *HMC Bulletin* to be a credible source of information about the institution? (check one)

#	Answer	Bar	Response	%
1	Consistently portrays the institution accurately and objectively		47	30%
2	Contains some "spin" but is generally accurate and objective		70	44%
3	Usually portrays the institution only in a positive light		24	15%
4	Is not a good source of objective information		2	1%
5	No opinion		16	10%
Total			159	

Statistic	Value
Min Value	1
Max Value	5
Mean	2.18
Variance	1.38
Standard Deviation	1.17
Total Responses	159

18. 15. What article topic would you consider to be the most memorable in the last year?

Text Response

My daughter's research project was twice mentioned, once with a picture, so of course, that comes brightest to mind.

an article on an alumni who is now a naturopath. The article put in questionable science about preventing H1N1 and downplayed the danger of the disease. I was dismayed that HMC put this in the Bulletin.

the diversity effect

The huge jump in percentage of women in the new freshman class! I think that is the most memorable topic of the past decade!

na

Nothing stands out, but see below for other thoughts.

Article about a new freshman class.

Can't remember

Message from President

I'm sorry, but none pops into my mind.

research in solar electric

Alumni careers in smart energy

The Experts' guide

can not recall now

Too hard to pick just one but I liked the "High Demand for Homework Hotline"

Alumni muddrings, in general

The alumni expert advice article

Summary of guest speakers.

Profile of Paul Dorsey's visit to campus

Alumni Weekend 2011

campus speakers

none comes to mind

BUILDING FOR THE FUTURE

student built own electric vehicle

Alumni accomplishments

None.

How women are taking over the engineering department—you didn't have such an article but I can read between the lines. I'm not impressed, BTW.

Don't remember

An article about professor Benjamin and his arithmetical skills.

Nakamura's legacy

Environmental issues

Some student did a research trip to somewhere.

All memorable.

The article on Bill Gates' visit. Spring '11 issue

Bill Gates visit

The tsunami in Japan

profiles of outstanding alums

Bill Gate at HMC

students who went to help overseas by applying their skills and knowledge leaving behind a "practical" useful solution

Netflix optimal search team.

The article on the student band (may have been more than a year ago)

50th Reunion

The Founding Class

alumni in education

Profiles of Outstanding alums working in developing countries

some alum profiles

Statistic

Total Responses

Value

46

19. 16. What is it that you like most about the *HMC Bulletin*?

Text Response

I get a feel for what is going on at Harvey Mudd

I most like reading about the current students and the exciting trails they are blazing.

Interesting and thought-provoking articles.

Recent interesting faculty/student projects; accolades for HMC in nationally-recognized media (e.g., being recognized as the #1 undergrad engineering school in the US, the #4 liberal arts college in the US, etc.)

Class notes

keeps me connected

Class notes

general info about the school

I like to see about how the college is changing, but also how is the same. I like to see the history and people articles. Seeing that the clinic projects are still cranking out inovative ideas is great. I like the e-mail notices about lecture series and events at the school.

Helps to stay in touch

Class notes

Notes

class notes

I have a better sense of what my student is experiencing.

gives me an idea of what my daughter is experiencing

Student research activities.

Alumni profiles

The President's message which pointed out some of the highlight on the campus and also keep us informed about the roadmap of HMC in the future.

reminds of feel good quality of the bubble

I enjoy the magazine format

Good balance between current campus news, faculty news, and alumni information

length is right for easy reading in one session

The class notes section.

Good summary of today's status.

I would not otherwise hear much about the place

The updated information in class notes.

Variety of topics

Balance! Where else can you read about Tom Hsieh '93 and his outreach to the underserved and Bill Gates.

compact and concise

Information about leading trends in science, new developments, discoveries.

It arrives in the mail regularly, and maintains a sense of connection with the college.

Gives me info about the school

News about students

Learning current events at Harvey Mudd College

The occasional alumni information.

Alumni information; demographics, how engineering education plays out in the world.

I like the articles regarding student achievements.

News about the excellence of HMC and history

It's existence. It reminds me of my experience at HMC, which I really enjoyed

It tries to connect alumni, young and old, with HMC in many aspects.

The feel of the paper

Class notes.

Everything

Class notes for my classes.

I really enjoy profiles on alumni and their accomplishments

Photos of what the students are doing

It keep me connected to the college.

its about HMC

variety in topics

Good information in an easy to read professional publication

See fellow alumni goings-on.

I always check the class notes

It is from the college that I graduated from

Class Notes

Class notes section.

liveliness, connection with the schools students

Variety of content of interest to the HMC community.

Alumni notes

Statistic

Total Responses

Value

56

20. 17. What is it that you like least about the *HMC Bulletin*?

Text Response
Too few Notes from my class!
I'm not as interested in the financial aspects of the school, but HAVE made an additional contribution because of the projects mentioned.
Requests for money.
the heavy non-recyclable paper
sports stuff doesn't interest me
seems dull and uninteresting
Nothing comes to mind, but neither did a most memorable topic
Can't think of any
N/A
nothing comes to mind
layout is a little "loud", which makes it more difficult to read than it should be.
none
not much information about the administration/board
I like everything about it. Sorry, no criticism.
not often enough
Very little opportunity for engagement. Disconnected from other aspects of Alumni communication.
Not a real compelling read. Long articles can be offputting but would add some meat.
Lack of Class Reps or Agents who will collect info on their classmates and serve as the conduits to an expanded Class Notes section
I would prefer more articles about alumni and faculty (all departments), and less on who they consider are "rock stars"; less emphasis on engineering
It is clearly sending only a positive message, and while there is nothing wrong with that, it is noticeable, and puts the reader on notice that this isn't a source of critical discussion of the colleges issues.
inserts confusing
?
All fields are not represented equally.
The soppy self-serving puff pieces about the current students.
Sometimes the layout is a little busy and I just skim the content.
The bureaucracy
I have found it progressively less engaging, perhaps because I am further removed from the college geographically and temporally. There was a journal called Mudd Math that was sent several years ago, and I was excited by the prospect of a monthly math journal sent to me. That never happened (maybe I was supposed to subscribe to it?), but I would be very happy if a part of that was incorporated into the Harvey Mudd College Bulletin.
None
Brevity of articles. Not fond of the student bios either
I really have no connection to the current students. Please don't change anything, though; they're connected and that's what matters.
Nothing
Nothing
Nothing...
little class info unless classmate sends in!
Not enough alumni news
nothing
Reminds me of the huge tuition hike HMC gave me my senior year.
Keep up the good work
Student News
long lists of donors
Fundraising gorp - save that for the Web site.
n/a

Statistic	Value
Total Responses	42

21. 18. Are there any changes or improvements you would like to suggest?

Text Response

No.

lighter paper

lighten up

More Pictures.

No

N/A

no

Talk about faculty achievement/academics at other 4Cs.

more information about student's Clinic and research projects.

perhaps have a different student write a column each issue

I personally prefer more photos > drawings but that's just me.

More links to complete transcripts and/or broadcasts of the HMC visitors so that those who are not near the college.

I am a parent of a graduated student – do not need to receive; save your \$\$

See Above...

no

More stuff about current life on campus. A calendar of 5 c events and what lectures are happening where

No

More biology representation, please.

No.

use larger font size and more contrast between words and background

Insert a contribution envelope in each issue.

See no. 17

None

Somewhat related - would you mind giving us more notice about Alumni weekend? I either get a magnet in the mail 3 weeks ahead of time (I live out of state and can't plan a trip with that little notice) or get the Bulletin and see that once again it's too late to plan for it.

No

A previous question suggests that the Bulletin is available online. I didn't realize that. If I am representative, it might be good to bring people's attention to that.

No.

None

1.proactively email alums to find "whats up.2.report on campus events with enough lead time for alums to attend.

None

See above answers to your questions.

No

Online only or opt-out of mailings

Maybe one more issue in a year... more writing by students and parents

More on current campus controversies

I'd like to see articles about interesting developments in the fields that HMC teaches. Ideally the articles are written for someone who has a science background, as all Mudders do, vs. for someone who majored in the field. I'd site MIT's TechReview as a good example of this. If this could be done well, reading the Bulletin would feel like HMC was still offering an education even after I've left, continuing the shared bound and passion we both have for science.

Statistic

Value

Total Responses

37

22. 19. What is your relationship to the institution? (check all that apply).

#	Answer	Bar	Response	%
1	Alumnus/Alumna (graduate)		96	59%
2	Current student		1	1%
3	Faculty / staff member		1	1%
5	Retired faculty / staff		0	0%
6	Donor		30	19%
7	Parent or other relative		60	37%
8	Other		5	3%
9	Attended (non-graduate)		4	2%

Other

trustee emeritus

Former staff member

33 year-Wife of alum

AABoG member

Board Member

Statistic	Value
Min Value	1
Max Value	9
Total Responses	162

23. 21. What is your age?

#	Answer	Bar	Response	%
1	Under 25		3	2%
2	25 to 34		11	7%
3	35 to 49		35	22%
4	50 to 64		85	53%
5	65 and over		26	16%
	Total		160	

Statistic	Value
Min Value	1
Max Value	5
Mean	3.75
Variance	0.77
Standard Deviation	0.88
Total Responses	160

24. 22. What is your gender?

#	Answer	Bar	Response	%
1	Female		63	40%
2	Male		94	60%
	Total		157	

Statistic	Value
Min Value	1
Max Value	2
Mean	1.60
Variance	0.24
Standard Deviation	0.49
Total Responses	157

25. Thank you for participating in the alumni magazine readership survey!! Your time was well spent because it will help us provide to you the kind of magazine you want! If you have questions or mechanical problems with the survey, please contact support@qualtrics.com; 1-801-374-6682. For all other questions, contact the Research Department at the Council for Advancement and Support of Education at research@case.org; 202.328.2273. ©2011 Council for Advancement and Support of Education

#	Answer	Bar	Response	%
	Total		0	

Statistic	Value
Min Value	-
Max Value	-
Mean	0.00
Variance	0.00
Standard Deviation	0.00
Total Responses	0

26. 7. If there were additional content from the *HMC Bulletin* available only online, how likely are you to go to the website and read it?

#	Answer	Bar	Response	%
1	Not at all likely		30	17%
2	A little		71	40%
3	Moderately		55	31%
4	Very Likely		22	12%
	Total		178	

Statistic	Value
Min Value	1
Max Value	4
Mean	2.39
Variance	0.83
Standard Deviation	0.91
Total Responses	178

27. 9. Please suggest any new topics that you wish the *HMC Bulletin* would cover:

Text Response

spotlight an entrepreneur every month - a mudder - lots of us are making it happen && how about some mudder entrepreneur forum

na

I'm a parent, not an alumnae, so my primary interest is what life is like for my student, dinic, and the job search.

I like it as it is. Nice publication that I look forward to receiving. (ps - really great graphic design!)

more alumni news, network for young alumni doing start ups

A day in the life of, say, Dean Maggie wherein a reporter follows her around and reports on her interactions w/students. Could then cover a day in the life of another admin, then another, etc.

highlight majors

JOBS-JOBS-JOBS

Comparisons over the years - e.g. in 2011 this is how the college is, in 2001 it was this way, in 1991 it was like this, 1981, 1971 etc.

job market and internships

Influences of HMC alumuni in society, that is, academic, business, international, and political world.

Outline of course of study over all four years for each major

More focus on Students

Dorm Life with pictures of Dorm Areas

I've liked the various puzzles that are occasionally inserted.

traditional student activities (pranks, etc.)

??

More student activities, internships, athletic outcomes. Course trips and content summarized.

Statistic

Value

Total Responses

18