RESPONDENT PROFILE

Alumni from across 33 states are represented in the survey. Forty-three percent (42.5%) are located in Wisconsin, thirteen (13.2%) are in California, four percent (3.9%) in Florida and the rest are scattered across the United States, from as far as Hawaii to as close as Illinois.

Eighty percent (80.0%) of the Alumni News readers completed their MD degree/program at the Medical College. Twenty-three (23.0%) completed their Residency at the Medical College, six percent (6.1%) completed their PhD and six percent (6.1%) completed their Fellowship there.

Sixty percent of the respondents (59.8%) are at least 50 years old, of them forty percent (38.6%) are aged 50 – 69 years and twenty percent (21.2%) are 70 years or older.

Thirty percent (32.2%) are between the ages of 30 - 49 and less than ten percent (8.0%) are under 30.

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One-of-ten alumni (11.2%) work at either the Medical College of Wisconsin, Froedtert Hospital, Children’s Hospital of Wisconsin or the Zablocki VA Medical Center. Almost one-of-ten more (8.2%) currently are students, and the remaining eighty-one percent (80.6%) said they do not work at any of these institutions.
FINDINGS

In 2010 the vast majority of alumni (93.7%) rated the content of Alumni News as “Excellent” (40.9%) or “Good” (52.8%), the remaining six percent (6.3%) rated the content as “Fair.” Alumni outside of Wisconsin rated the content “Excellent” significantly more than those in Wisconsin (48.9% outside vs. 30.9% inside), while significantly more in Wisconsin gave “Good” ratings compared to those outside of Wisconsin (46.6% outside vs. 62.9% inside).

The appearance and design of Alumni News was also rated as “Excellent” or “Good” by ninety-seven percent of Alumni (96.6%): Fifty-four percent (54.0%) gave a rating of “Excellent” and forty-three percent (42.6%) gave a “Good” rating to the appearance and design. Like the content rating, significantly more of the out-of-state alumni rated the appearance as “Excellent” when compared to those living in Wisconsin (61.1% outside vs. 47.4% inside Wisconsin).

Alumni were asked what they liked most about Alumni News. Six-of-ten (62.4%) of those answering mentioned some sort of alumni-specific information. Stories about classmate achievements, pictures of reunions or successful alumni, and news about MCW activities were cited. Another three-of-ten (35.0%) mentioned liking things such as news about MCW and activities there, news about research and medical advances being made, and in general the quality of the story writing.

When asked what they liked least about Alumni News, almost fourteen percent (13.7%) of all respondents mentioned something disliked: self-congratulatory news, not enough graduate school news, not having enough about classmates, even obituaries, were cited. A number of these responses, however, indicated that “nothing” was disliked.

Rating Alumni News overall, ninety-five percent (95.7%) of the responses were either “Excellent” (43.6%) or “Good” (52.1%).

Half (50.4%) of those living outside of Wisconsin rated the Alumni News as “Excellent,” again significantly more than those living in Wisconsin rating the News as “Excellent” (36.5%).
Twitter and Facebook, social media options, are the two methods alumni are least interested in, with 92.4% rating Twitter a “1 - Low Interest” and 70.2% rating Facebook a “1 - Low Interest.” As could be expected, for those alumni completing their surveys on the Internet, compared to those returning forms by mail, significantly more alumni from the Internet group were interested in the electronic methods compared to the paper methods and significantly more alumni from the mail group were interested in paper methods compared to electronic.

Alumni were asked to rate their interest level in different methods of receiving up-dates about events and Medical College Alumni articles on a five-point scale from “1 - Low Interest” to “5 - High Interest.” Of those with the highest two rating points, Print Magazine was the most preferred method at 72.1%, with E-mail at 51.6% next and MCW.edu at 45.8% as the third method.

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Alumni rated their interest in different article types on a five-point scale ranging from “1 – Low Interest” to “5 – High Interest.”

Based on ratings of “4” or “5”, Alumni Notes/In Memoriam (81.4%) were the most mentioned type of article, closely followed by features about interesting alumni (80.8%).
Using the same five-point interest scale, the topics receiving the two highest ratings of “4” or “5 – High Interest” are Patient Care (76.7%), which is just ahead of Education (75.2%).

More than fifty percent of the alumni also indicated interest in Research (63.6%), Historical (59.2%) and Humanitarian (55.9%) topics.