Dear IU Alumni Panelist,

You know the drill by now! We do surveys about every other month with the IU Alumni Panel, and here’s what we learned in the last six months (April – September 2014).

Our results

High participation/response rates. Most of you were invited to provide feedback through three surveys, and 79% completed at least two of the three surveys. Overall panel response rates during this time period ranged between 61% and 72% (compared to 19% for non-panel, random sample surveys conducted during the same time period). We now have 1,207 healthy, engaged panelists. We’re very sad to report that we recently lost two panelists to illness or death.

High-quality, impassioned verbatim comments. Below are some representative comments that we received from alumni.

On the Socks Mailed to You:
“The gift of the socks arrived today. Thanks so much. My Purdue husband is envious. I shall wear them proudly.”

IU Messaging Survey:
“I like the ‘high-quality education’ in the White theme, but the RED theme won me over because it is more direct, more active.”

IU/IUF Visual Identity Survey:
“I am more familiar with Option I [IU trident logo]. I think most people are. I did not recognize Option U [IUF column logo], although I am familiar with and trust the IU Foundation.”

Indiana University Alumni Magazine Survey:
“A cover article about Juncos is not necessarily something that I expect to see on the cover of the alum magazine…. It looked more like the cover of Field and Stream or an LL Bean catalog.”

Specific outcomes and trends

We fielded three surveys:

- IU Messaging Survey (August)
- IU Visual Identity Survey (June)
- Indiana University Alumni Magazine Survey (April)
Some of the initial findings and recommendations that came from your feedback are catalogued below. Please keep in mind that IU often continues to derive insights, and take actions, many months after surveys are completed!

August: Which marketing messages resonate or rankle alumni?

This survey’s objective was to further explore appropriate messages for alumni. Specifically, we wanted to quantify the resonance and credibility of the two messages/themes below.

| Theme RED: IU makes the world better through its excellence in teaching, research, and outreach to communities in Indiana and around the world. | Theme WHITE: IU provides a high-quality education that equips students, faculty, and researchers to make a better Indiana and world. |

Overall, Theme RED (“IU makes the world better”) scored higher on appeal. Almost half (48%) found it more appealing than Theme WHITE (41%; “An IU education equips IU students, faculty, and researchers to make the world better”). While there is a preference, it is clear that both themes are important to alumni—but for very different reasons. Theme RED is certainly more inspiring, but it is also more divisive and likely to rankle some alumni.

Here are some of the recommendations that came from this study:

- **Never forget that providing a high-quality education is IU’s primary purpose.** Making Indiana and the world better are the byproducts of an educated citizenry. If IU jumps ahead to community impact—and neglects the impact of an education on the individual—it risks being seen as too political and self-aggrandizing.

- **Inspire, but do not overreach.** IU is not making the world a better place solo, and there are plenty of other organizations making a bigger impact on the world. Hoosiers will accept a bold headline like “IU makes a better world” if it is backed up by enough facts in the same article.

- **In general, respondents do want IU to help create a better Indiana and world.** However, it is important to applaud the contributions of the IU family over those of the institution itself. For example, use headlines or themes reinforcing that a powerful IU network is making a better Indiana and world.

April: IU Trident Trumps Other Logos

This survey measured donor awareness of and affinity for the IU Foundation’s “column” logo. Next steps are still in the works, but here are some of the key findings from the study:

- **High IUF organizational familiarity, but low logo recognition.** Despite strong familiarity with the IUF, its column logo was the least recognizable of the logos tested. Overall, 32% of
respondents accurately identified the IUF graphic. Some respondents clearly thought the logo was an entirely new concept. Others tended to mistake the IUF logo for another IU unit (e.g., the IU Alumni Association), a Greek symbol, or a bank.

- **The IU trident logo resonates on most fronts.** In stark contrast to the IUF logo, almost every respondent (98%)—donor and nondonor alike—recognized the trident and associated it with Indiana University or an IU-related unit. Respondents referred to the logo as “OUR trident”: unique, historical, traditional, and nostalgic. Furthermore, in an age of fraudulent scams, many would require the trident as a stamp of legitimacy on any university-related materials.

- **Consistency reigns, to a degree.** About 8 in 10 respondents (81%) expect IUF’s visual identity/designs to be “somewhat” or “a lot” like IU’s visual identity/designs.

June: How is our alumni magazine continuing to fare with members?
This survey is conducted annually to evaluate the alumni magazine. Here are some things we learned from this survey:

- **Overall, the print magazine continues to resonate.** Despite a drop in recall rates (from 76% to 68%), recall is still fairly high. Only 4% discarded it without reading/skimming any part of it.

- **This particular issue was not as compelling as other past issues.** Fewer respondents read this issue or read it as thoroughly as past issues. This issue’s overall content was relevant and inspired pride/nostalgia, but the cover appealed to only 35% and ranked significantly lower than any cover ever tested.

- **Once again, the topic of Hoosier sports ranked first for the most appealing cover.** Anything else was a distant second.

- **Alumni members continue to perceive the quality of writing to be strong.** This was as true for the current issue as for all past issues.

Once again, THANK YOU for your ongoing participation and valuable feedback! You know how to reach us if you have questions or comments.

Angela & Joanna