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## SURVEY PARTICIPANTS

Adelphi University  
Alderson-Broaddus College  
Auburn University  
Averett University  
Bentley University  
Berklee College of Music  
Blue Mountain College  
Bowling Green State University  
Bradley University  
California State University, Dominguez Hills  
California State University, Fullerton  
Cardinal Stritch University  
The Citadel  
Clearwater Christian College  
Coker College  
College of Saint Benedict  
Dartmouth College  
Delgado Community College  
Dillard University  
Duke University  
Earlham College  
Elon University  
Eureka College  
Fisher College  
Florida Gulf Coast University  
Florida International University  
Fort Hays State University  
Fort Lewis College  
Georgia Southwestern State University  
Georgia State University  
Grande Prairie Regional College  
Holland College  
Holmes Community College  
Husson University  
Huston-Tillotson University  
Idaho State University  
James Madison University  
Jefferson Community College  
Lansing Community College  
Limestone College  
Lock Haven University  
Loyola University New Orleans  
Michigan State University

Middle Tennessee State University  
Mount Mary College  
Nazareth College  
New Jersey City University  
North Park University  
Northern Arizona University  
Northern Illinois University  
Onondaga Community College  
Pacific Lutheran University  
Pratt Community College  
Rider University  
Rocky Mountain College  
Ryerson University  
San Jose State  
Savannah State University  
Shorter University  
Simon Fraser University  
Snow College  
Sonoma State University  
South Dakota School of Mines  
Southeastern Illinois College  
Southern Virginia University  
Southwestern Christian University  
St. Catharine College  
St. John's University  
Stonehill College  
Texas Christian University  
Thaddeus Stevens College of Technology  
University of Akron  
University of California, Berkeley  
University of California, San Diego  
University of Central Oklahoma  
University of Charleston  
University of Colorado  
University of Colorado at Boulder  
University of Dayton  
University of Evansville  
University of Hartford  
University of Illinois  
University of Iowa  
University of Maine  
University of Maryland  
University of Nebraska-Kearney  
University of North Carolina - Greensboro  
University of South Carolina Beaufort  
University of Tennessee at Chattanooga

University of Texas at Tyler  
University of Victoria  
University of Wisconsin-Superior  
Vanderbilt University  
Wake Forest University  
Webber International University  
Weber State University  
Western Connecticut State University  
Western Michigan University  
Wichita State University  
Wilson College  
Wisconsin Lutheran College

## **The Questionnaire**

1. Please provide the following contact information:
  - a. Name
  - b. Organization
  - c. Work Title
  - d. Country
  - e. Email Address
  
2. Please choose the term that best describes your college:
  - a. Private college
  - b. Public college
  
3. What is the approximate full-time equivalent enrollment of your college?
  
4. Please choose the term which best describes your college:
  - a. Community or junior college
  - b. 4-year degree granting college
  - c. Masters or PhD granting college
  - d. Carnegie Class 1 or 2 research university
  
5. Your college sports teams are:
  - a. Division I
  - b. Division II
  - c. Division III
  - d. The college does not participate in organized college leagues
  
6. For which of the following sports does the college field a men's team that competes against other colleges in an organized league? (check all that apply)
  - a. Baseball
  - b. Basketball
  - c. Football
  - d. Golf
  - e. Ice Hockey
  - f. Lacrosse
  - g. Soccer
  - h. Tennis
  - i. Track & Field
  - j. Swimming & Diving
  - k. Volleyball

7. Does the college have a separate sports budget?
  - a. Yes
  - b. No
  
8. If your college has a separate sports budget, how much is it?
  - a. For 2011
  - b. For 2012
  - c. For 2013 (anticipated)
  
9. Which of the following promotional vehicles has the college used in the past year to market sporting events? (check all the apply)
  - a. Direct mail
  - b. Telephone solicitation
  - c. Newspaper ads
  - d. Magazine ads
  - e. Television ads
  - f. Billboards
  - g. Radio advertising
  - h. Opt-in email
  - i. Website sponsorship, banner ads, other web ads
  - j. Payments to search engines for keyword-linked ads or placement
  - k. Website optimization web design strategies
  - l. Podcast
  - m. Maintenance of sports blogs
  - n. Visits by sports marketers to high schools and local associations
  
10. Does the college publish a printed yearbook that describes the college's teams or athletic programs?
  - a. Yes
  - b. No
  
11. How many separate printed sports yearbooks does the college publish annually (taking into account that the college may print separate yearbooks for separate athletic programs.)
  
12. What was the approximate total number of copies of sports yearbooks printed by the college within the past year?
  
13. For the most part, how does the college print the sports team yearbook?
  - a. In-house digital printer
  - b. In-house traditional press
  - c. Outsourced digital printer
  - d. Outsourced traditional press
  
14. What was the approximate printing cost per sports yearbook printed? (cost per unit, not total aggregate cost)

15. Choose the phrase which best describes your college's experience with the print version of the sports team yearbook(s) over the past two years:
  - a. We are printing fewer sports yearbooks each year
  - b. We are printing about the same number of sports yearbooks
  - c. We are printing more sports yearbooks than just a few years ago
  
16. Does the college have a version of any sports yearbook available in any of the following formats? (check all that apply)
  - a. PDF or other electronic version for download
  - b. Website
  - c. DVD
  - d. Podcast
  - e. Mobile app
  
17. If the college has a PDF (or other downloadable version) of its sports team yearbook(s), how many were downloaded in the past year?
  
18. To how many households did the college send promotional postal mail pieces in order to sell tickets or otherwise promote the college sports teams?
  
19. In the past year, the college's volume of promotional postal mailings to sell tickets has:
  - a. Increased
  - b. Decreased
  - c. Remained about the same
  
20. Which view best describes your opinion of the role of postal direct mail in the college's marketing efforts?
  - a. It is declining in importance for us
  - b. It is about as important as it always has been
  - c. It is even more important to us now than in the past
  
21. On a whole, how would you characterize the college's ticket sales efforts?
  - a. We are proactive, contacting potential customers and urging them to buy single game tickets as well as season and group tickets
  - b. We are less active in this respect, mostly take ticket orders as they come to us
  
22. In the past two years, has the college used an outside company or consultant to handle ticket sales for any of the college's sports teams?
  - a. Yes
  - b. No
  
23. Do these outsourced companies, or do staffers or freelancers selling tickets, work on commission?
  - a. Yes

- b. No
24. If the college has used an outside company or consultant to handle ticket sales for any of the college's sports teams in the past two years, did it use any of the following companies? (check all that apply)
- a. Aspire Group
  - b. IMG Ticketing Solutions
  - c. Monumental Sports and Entertainment
  - d. Collegiate Consulting and Hands On Sports
25. If the college has used an outside company or consultant in the past two years to handle ticket sales, was this the first time it had done so or has the college used such outside help before?
- a. First time
  - b. Have used these services before
26. Has the college considered outsourcing its ticket sales efforts or does it plan to do so in the future? Why or why not?
27. What has been the trend in ticket sales over the past four years for the following sports at the college?
- a. Basketball
    - i. Decreased
    - ii. Stayed the same
    - iii. Increased
  - b. Baseball
    - i. Decreased
    - ii. Stayed the same
    - iii. Increased
  - c. Football
    - i. Decreased
    - ii. Stayed the same
    - iii. Increased
28. What is the college's annual net revenue from ticket sales in the following sports?
- a. Baseball
  - b. Basketball
  - c. Football
  - d. Ice Hockey
  - e. Lacrosse
29. What is the average price of one student ticket to the following sports games at the college?
- a. Baseball
  - b. Basketball

- c. Football
  - d. Ice Hockey
  - e. Lacrosse
30. What is the average price of one non-student ticket to the following sports games at the college?
- a. Baseball
  - b. Basketball
  - c. Football
  - d. Ice Hockey
  - e. Lacrosse
31. What is the percentage of non-student ticket sales out of total sales for each of the following sports in terms of number of tickets sold?
- a. Baseball
  - b. Football
  - c. Basketball
  - d. Ice Hockey
  - e. Soccer
  - f. Lacrosse
32. For purposes of selling tickets or otherwise building your sports team brands, how much did the college athletics department spend on each of the following advertising methods in the past year?
- a. Online banner ads
  - b. Website sponsorship
  - c. Search engine placement
  - d. Opt-in email broadcasts
  - e. Other online advertising
33. Does the athletic department use paid advertising services offered by any of the following? (check all that apply)
- a. Google
  - b. Yahoo!
  - c. MSN
  - d. Facebook
  - e. YouTube
  - f. Bing
34. As your best guess, what percentage of the college's total athletic marketing expenditures was spent on all forms of online advertising (including website development, email newsletters, blogs, search engine optimization, site sponsorship and ads, podcasts, electronic press release services, and other?)
35. Over the past two years, the college's overall spending on all forms of online advertising for college athletics has:

- a. Declined
  - b. Stayed about the same
  - c. Increased by less than 5%
  - d. Increased by 5-15%
  - e. Increased by 15-50%
  - f. Increased by more than 50%
36. In general, how has the rise of online marketing through search engines, email, blogs, social media and other outlets impacted your marketing efforts over the past five years?
37. Does the college offer sports camps to high school students and/or others?
- a. Yes
  - b. No
38. If so, what was the total attendance at such camps in the past year?
39. How much did the college spend to market such camps in the past year?
40. Has the college used any of the following types of agencies within the past two years for projects related to marketing the college's sports programs? (check all that apply)
- a. Public relations firms
  - b. Advertising agencies
  - c. Market research firms
  - d. Marketing consultancies
  - e. The college has not used any of the above
41. If the college has used any of these types of outside agencies for projects relating to marketing the college's sports programs, how much has the college spent on these agencies in the past two years? (If the college has not used an agency, leave that field blank, while an answer of "0" means the college has used this agency but did not have to pay for the services.)
- a. Public relation firms
  - b. Advertising agencies
  - c. Market research firms
  - d. Marketing consultancies
42. Does the college plan to use any of the following types of agencies within the next two years for projects relating to marketing the college's sports programs? (check all that apply)
- a. Public relations firms
  - b. Advertising agencies
  - c. Market research firms
  - d. Marketing consultancies

43. For its advertising and design efforts for print ads, brochures, and other promotional items, the college primarily uses:
- College staff
  - Freelance designer
  - Marketing/advertising firms
44. To your knowledge, how much has the college spent in the past year on reports, studies, newsletters, seminars, conferences and other products primarily focused on teaching or informing about college marketing issues?
45. Has the college advertised its sports teams, games or athletic programs in any of the following in the past year? (check all that apply)
- High school newspapers
  - Newspapers of other colleges
  - Weekly newspapers
  - Alternative newspapers
  - Daily newspapers
46. If your college has advertised in newspapers in the past year, what best describes your choices?
- We advertise only in the print versions and not in the online versions
  - We usually advertise in the print and the online versions
  - We often will advertise only in the online versions
47. Which phrase best depicts what has happened in the past three years to your newspaper advertising strategy?
- We never really advertised in newspapers, now or in the past
  - We find that we are advertising less in newspapers than in the past
  - We find that we are advertising about the same amount as in the past
  - We find that we are advertising more in newspapers than in the past
48. To the best of your knowledge, has the college EVER advertised its sports team or programs on the radio?
- Yes
  - No
49. Does the college currently advertise its sports teams or programs on the radio?
- Yes
  - No
50. Approximately how much did the college spend to advertise its sports teams on the radio in the past year?
51. How much did the college spent to advertise its sports teams in television in the past year?

52. How much did the college spend to advertise its sports teams through billboards in the past year?