CSB/SJU Alumnae/i Survey Directions

The alumnae/i departments are your best resource for accurate, up-to-date mailing lists for both electronic and regular mail. Please note that their involvement is limited to either emailing the survey on your behalf through their special software or providing a mailing list to the mail center for paper surveys.

Because of the high volume of materials submitted to Institutional Advancement (IA) for distribution to alumnae and alumni using the IA database, the Office of Academic Review and Curricular Advancement, in consultation with IA and Communication and Marketing Services (CMS) has established a simple guide to emailing electronic surveys or mailing paper surveys to alumnae/I for the purposes of academic program review. Glenda Burgeson, director of editorial services in CMS, has been assigned to review such communications, to check for errors and inconsistencies.

ONLINE
If you plan to do an online alumnae/i survey, please follow this process to ensure the best survey response:

1. Send the survey and brief cover letter for your survey subjects introducing the survey, its purpose and your desired response date to Glenda Burgeson, Director of Editorial Services in the Communications and Marketing Services office (CMS), along with the desired email date.

2. Glenda will review the survey for consistency and CSB/SJU identity and return it to you with her recommended changes.

3. Once proofed, input the survey into Forms Manager. This will generate a web link that will take your survey subjects to the survey. If you need help with Forms Manager, contact the IT Help Desk or Roxy Pringle in Institutional Research.

3. Describe your target audience, e.g., Johnnies and Bennies? All alumnae/i in your major or just 2000-2009 graduates? Etc.

4. Send the survey link and cover letter, your audience description and desired email date to Jennifer Emery, in the SJU alumni office.

Working with Anne Sumangil in the CSB alumnae office, the CSB and SJU alumnae/i offices will place the email in an online email template and email it to your target audience on your behalf.

5. Survey responses will come directly to whomever in your department you identify in the Forms Manager process.
Tips for a successful survey:

- Provide material to CMS at least three weeks before the date you’d like the survey emailed to ensure processing time.

- Do not schedule surveys to be mailed in June and December. There is already a high volume of both electronic and paper mail going to alumnae/i in those months. Mailing in those months will depress your response rate.

- To avoid having your surveys end up in spam filters, email your surveys through the alumnae/i offices. They use software that minimizes this. In addition, they maintain the most up-to-date alumnae/i email lists. They email frequently to alumnae/i and constantly update the mailing list.

PAPER

If you plan to do a paper alumnae/i survey, please follow this process to ensure the best survey response:

1. Send the survey and brief cover letter for your survey subjects introducing the survey, its purpose and your desired response date to Glenda Burgeson, Director of Editorial Services in the Communications and Marketing Services office (CMS), along with the desired email date.

2. Glenda will review the survey for consistency and CSB/SJU identity and return it to you with her recommended changes.

3. Once proofed, provide the following to Jennifer Emery, in the alumni office:
   - Desired mail date
   - Description of your target audience
   - If your survey is to both alumni and alumnae, Jennifer Emery will coordinate with Anne Sumangil of the alumnae office on the mailing list.

4. Provide the following to Mary Gouge in the the SJU mail center:
   - Electronic version of the survey and your cover letter in Word
   - Mailing envelopes and return envelopes
   - Budget number for postage and printing costs
   - Budget number for postage

5. The alumnae/i offices will provide a mailing list per your specifications to the SJU mail center. Mary Gouge will print and mail the surveys.

6. The survey responses will come directly to the department identified on your return envelope.
Tips for a successful survey:

- If you wish to give recipients an online option in your paper survey, put your survey in Form Manager to generate a web link that will take your survey subjects to the online survey. If you need help with Form Manager, contact the IT Help Desk. Also, you may wish to contact IT Services to get a modified version of your survey’s URL. IT Services may be able to shorten it, e.g., www.csbsju.edu/historysurvey.

- Provide Jennifer Emery with mailing list specifications three weeks before desired mail date.

- Don’t plan surveys to be mailed in June and December. There is already a high volume of electronic and paper mail going to alumnae/i in those months. Mailing at that time will only serve to depress your response.

- Provide Mary Gouge with relevant materials at least one week before desired mail date.

- It is in your best interests to have the alumnae/i offices create your mailing list for Mary Gouge. They constantly update the list and have the most accurate alumnae/i mailing lists.