



READERSHIP PERCEPTION SURVEY

Prepared for the Washington University in
St. Louis Olin Business School

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INTRODUCTION

INTRODUCTION

OVERVIEW

KEY OBJECTIVES

- ✓ What is alumni feedback on the most recent alumni magazine publication?
- ✓ How are alumni currently consuming magazine content? Is the current format (both print and frequency) ideal for readers?
- ✓ How do alumni want to engage with Wash U Olin?

SURVEY ADMINISTRATION & SURVEY SAMPLE

- ✓ The survey was administered online between November and December 2019 using the Qualtrics platform.
- ✓ The analysis includes a total of 447 respondents following data cleaning.
- ✓ Results are segmented by graduation year groups (Prior to 1980, 1980 to 1989, 1990 to 1999, 2000 to 2009, 2010 to 2019).

RESPONDENT QUALIFICATIONS

- ✓ Received a degree from Olin Business School

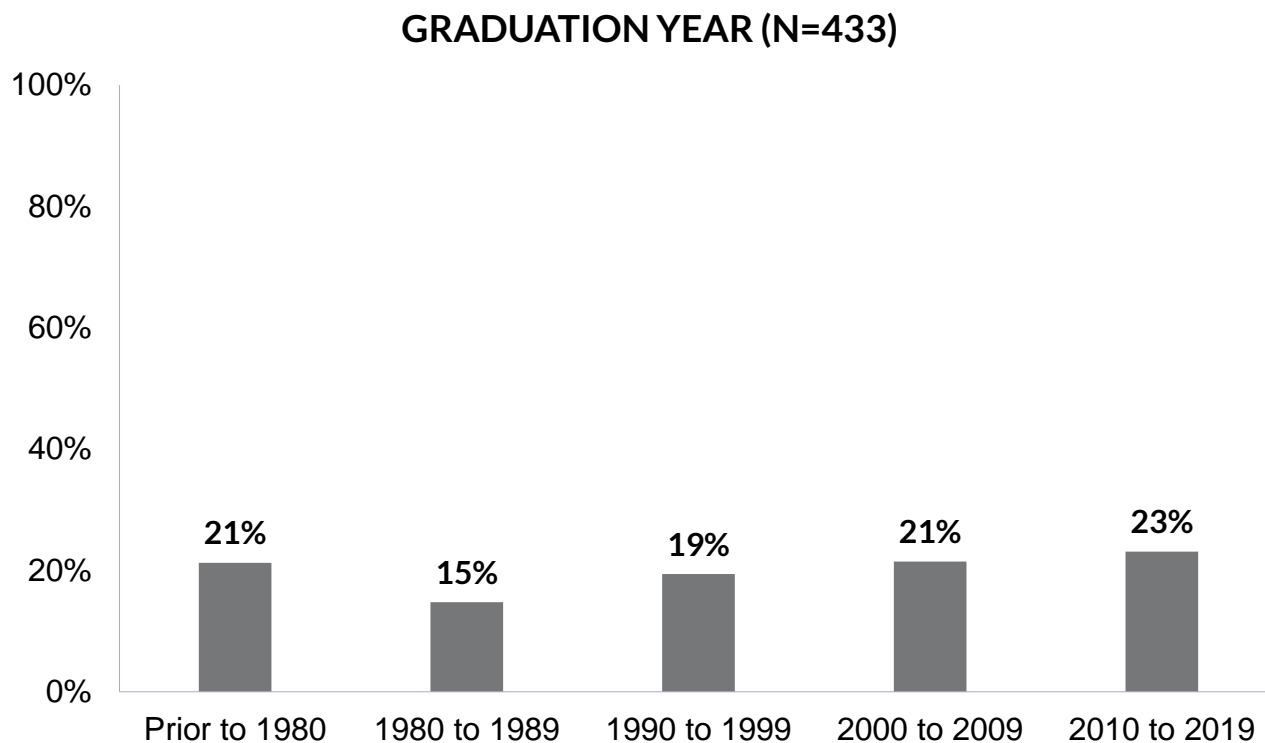
INTRODUCTION

METHODOLOGY

- Sample sizes vary across questions as some questions only pertain to a subset of respondents.
- Conclusions drawn from a small sample size ($n < 20$) should be interpreted with caution.
- For full aggregate and segmented results, please consult the accompanying data supplement.
- Statistically significant difference (95% confidence level) between groups are noted with an asterisk (*).
- After data collection, Hanover identified and removed low-quality respondents.
- “Don’t Know or Not Applicable” responses, and equivalent, are often excluded from the figures and analysis in order to focus on respondents who did express an opinion.

INTRODUCTION

DISTRIBUTION BY GRADUATION YEAR



Note: Answer options were regrouped from the question “In what year did you receive your degree from Olin Business School?” to encompass 10 year intervals.

RECOMMENDATIONS

RECOMMENDATIONS



Olin should continue producing the Olin Business magazine in print at its current length and frequency. Most respondents consider the current length and frequency just right and also prefer print. Notably, however, the percentage of respondents who prefer print and consider the length just right is lower among more recent cohorts. Olin should consider shorter publications and digital engagement when targeting more recent graduates specifically.



Olin should reevaluate the way in which it presents content featuring students, faculty, and alumni in future issues of the Olin Business magazine. Less than half of respondents feel that the magazine informs them about students, faculty, or alumni. Furthermore, recurring segments that feature people at Olin, such as Olin by the Numbers, Class Notes, and Seen, Heard at Olin tend to have higher interest ratings than Elevator Pitch. Similarly, respondents report the most interest in new content that feature news reports and spotlights on students, faculty, and alumni.



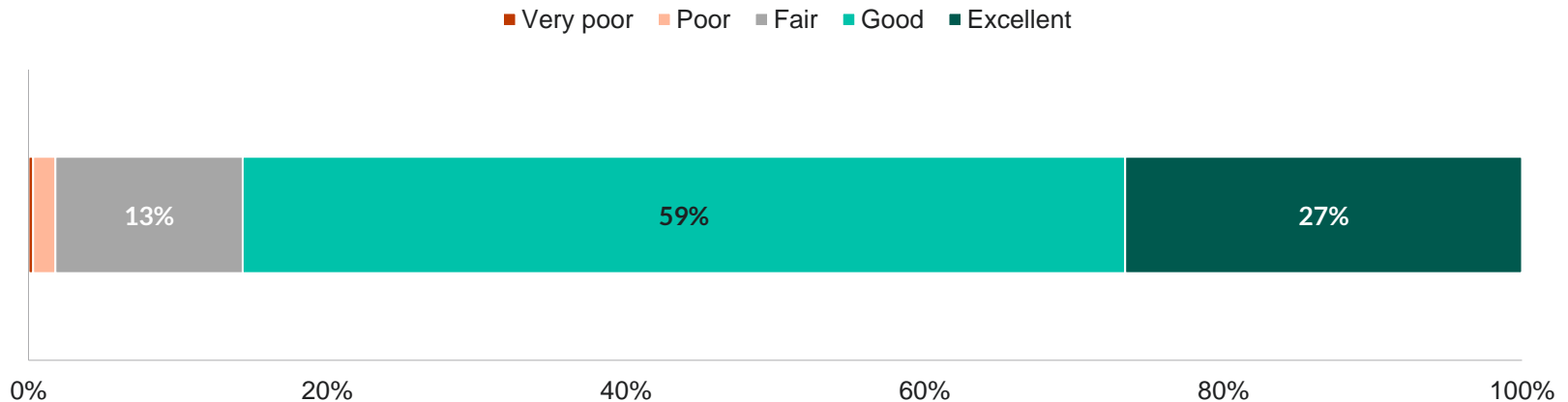
Olin should consider developing content that highlights regional alumni updates. Respondents most frequently select local alumni events as a way they would like to be engaged by Olin. The Olin Business magazine could supplement these events by highlighting content that spotlights local achievements. Additionally, the magazine could include information that directs alumni to the proper channels for Olin events.

KEY FINDINGS

KEY FINDINGS – OVERALL MAGAZINE PERCEPTIONS

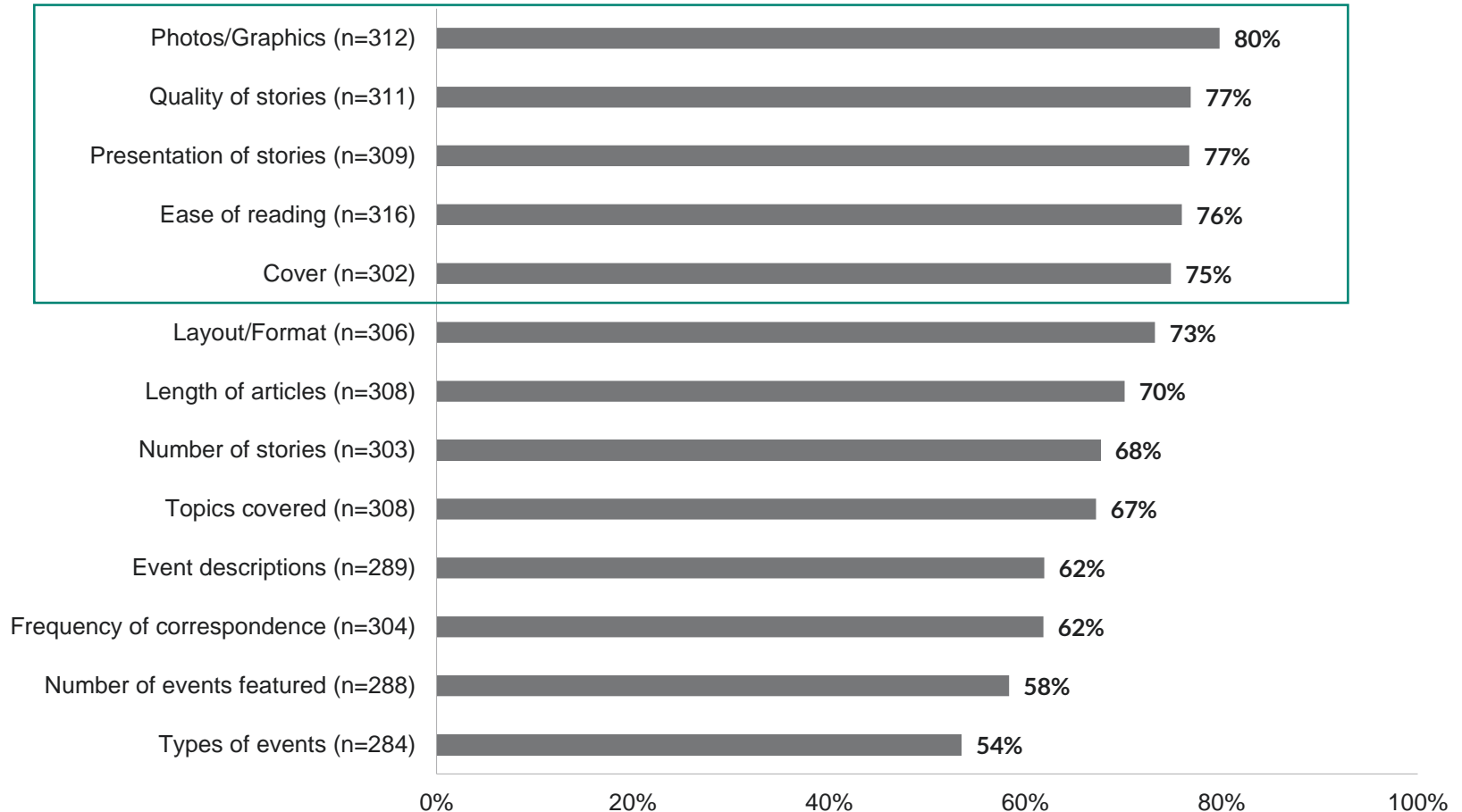
Respondents hold positive perceptions of Olin Business magazine's overall quality. Approximately 86% of alumni surveyed rate the quality of the magazine as "good" or "excellent." More specifically, at least three-quarters of respondents are satisfied or completely satisfied with the photos/graphics (80%), quality of stories (77%), presentation of stories (77%), ease of reading (76%), and cover (75%).

HOW WOULD YOU RATE THE OVERALL QUALITY OF OLIN BUSINESS MAGAZINE?
(N=335)



KEY FINDINGS – OVERALL MAGAZINE PERCEPTIONS (CONT.)

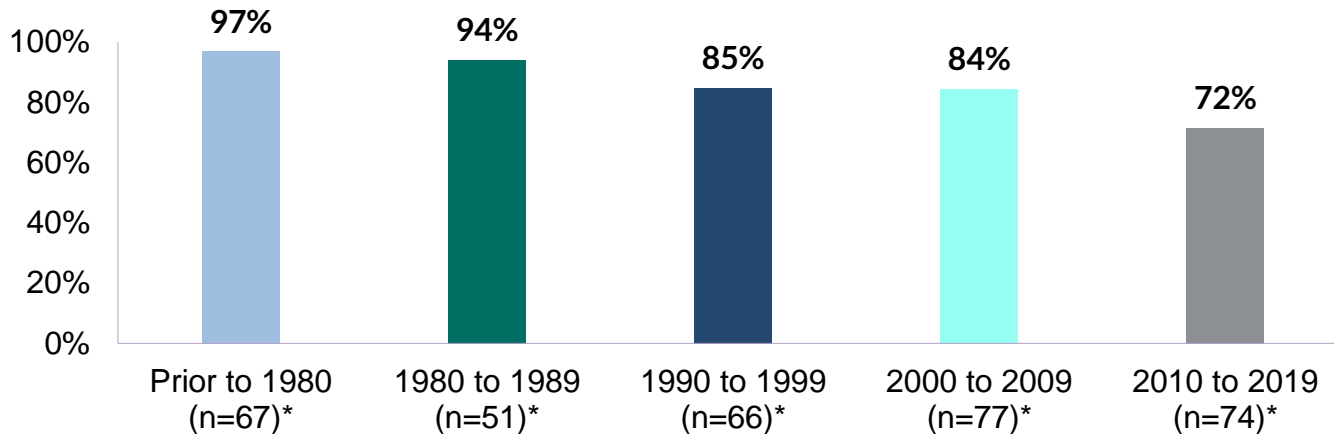
PLEASE INDICATE YOUR LEVEL OF SATISFACTION WITH THE FOLLOWING
ASPECTS OF OLIN BUSINESS MAGAZINE:
% COMPLETELY SATISFIED + % SATISFIED



KEY FINDINGS – PERCEPTION BY GRADUATION YEAR

Recent graduates tend to have lower overall ratings of the magazine. Nearly three-quarters (72%) of graduates from 2010 to 2019 rate the magazine good or excellent, compared to at least 90% of graduates from prior to 1980 (97%) and 1980 to 1989 (94%).

HOW WOULD YOU RATE THE OVERALL QUALITY OF OLIN BUSINESS MAGAZINE?
% EXCELLENT + % GOOD



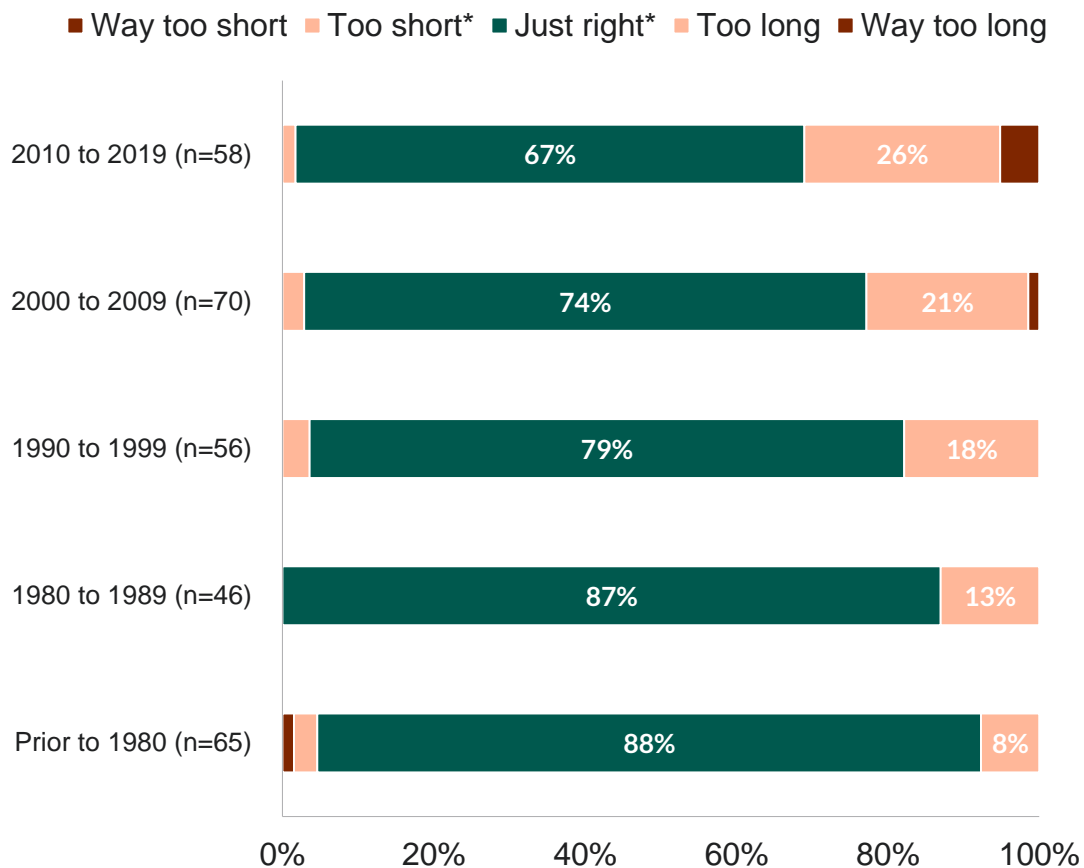
Note: An asterisk indicates statistically significant differences between respondent groups.

KEY FINDINGS – MAGAZINE FORMAT

Respondents are generally satisfied with the format and layout of the magazine. A large majority of respondents indicated that they are very or extremely satisfied with the format/layout of the magazine (73%). In particular, respondents prefer print (61%) to online (21%), consider the frequency of communications “about right” (80%), and consider the length of the magazine “just right” (79%).

There is a significant divide between online and print preference. Graduates between 2010 to 2019 and graduates of 1980 and before prefer print 50% and 73%, respectively. Furthermore, with each new graduation group, the percentage who consider the length “too long” increases, reaching 26% for 2010 to 2019 graduates compared to 8% for those who graduated prior to 1980. These differences in opinion regarding the current format may be related to declining perceptions of the overall quality of the magazine among more recent graduates.

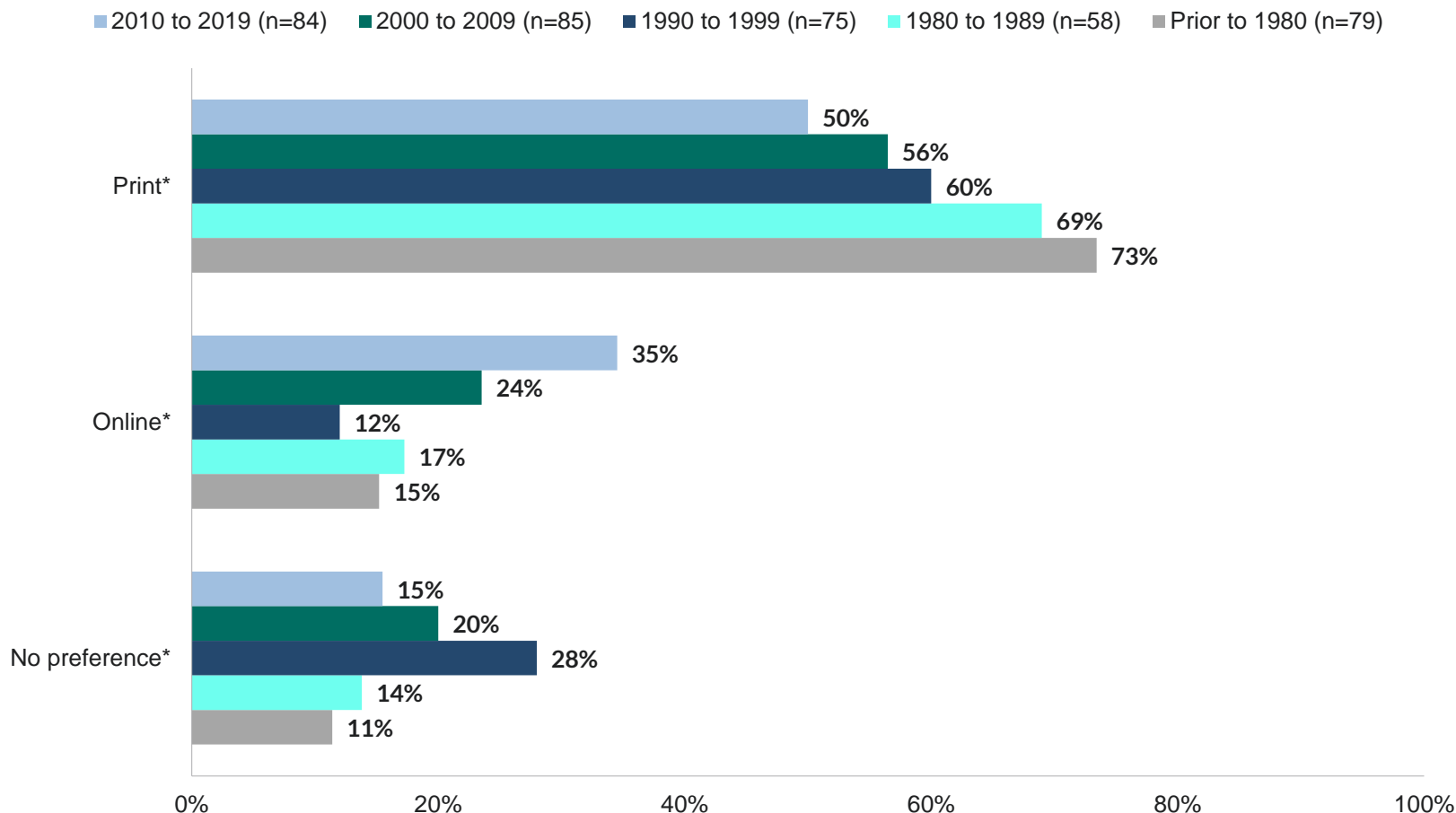
HOW WOULD YOU DESCRIBE THE LENGTH OF OLIN BUSINESS MAGAZINE?



Note: An asterisk indicates statistically significant differences between respondent groups.

KEY FINDINGS – MAGAZINE FORMAT (CONT.)

HOW DO YOU PREFER TO READ THE OLIN BUSINESS MAGAZINE?



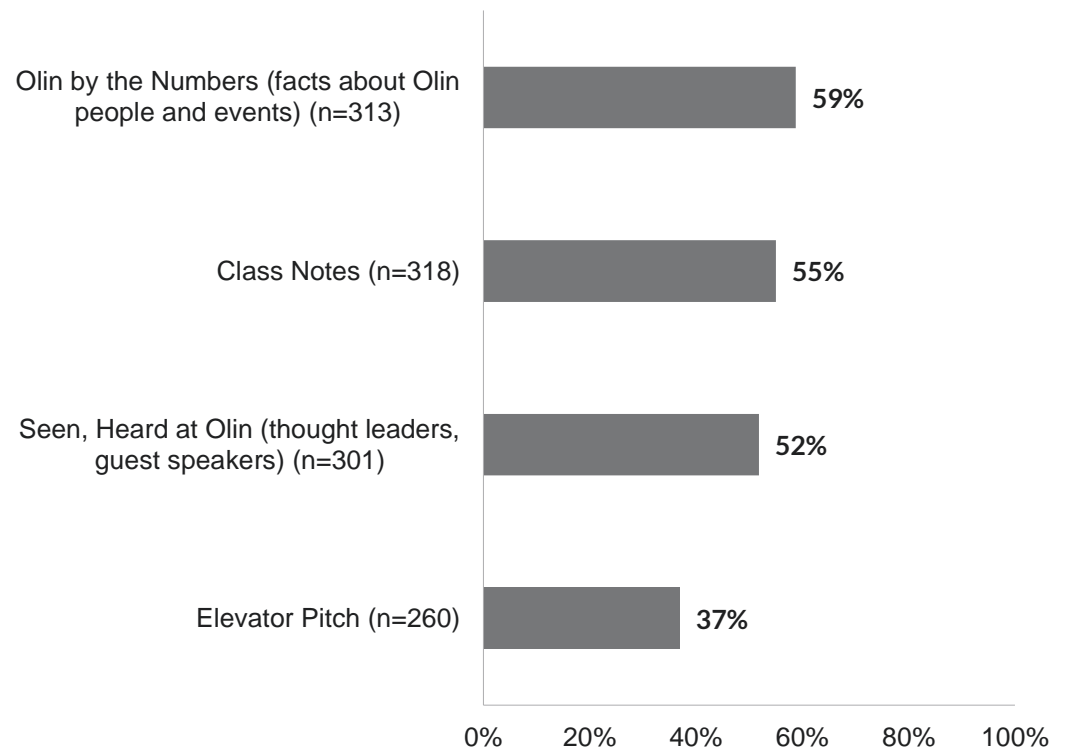
Note: An asterisk indicates statistically significant differences between respondent groups.

KEY FINDINGS – MAGAZINE CONTENT (CONT.)

Olin Business should reevaluate the topics covered in the magazine. Two-thirds (67%) of respondents are at least very satisfied with the topics addressed in the magazine. This proportion is lower than other areas, like content quality, where at least 77% of respondents are very or extremely satisfied.

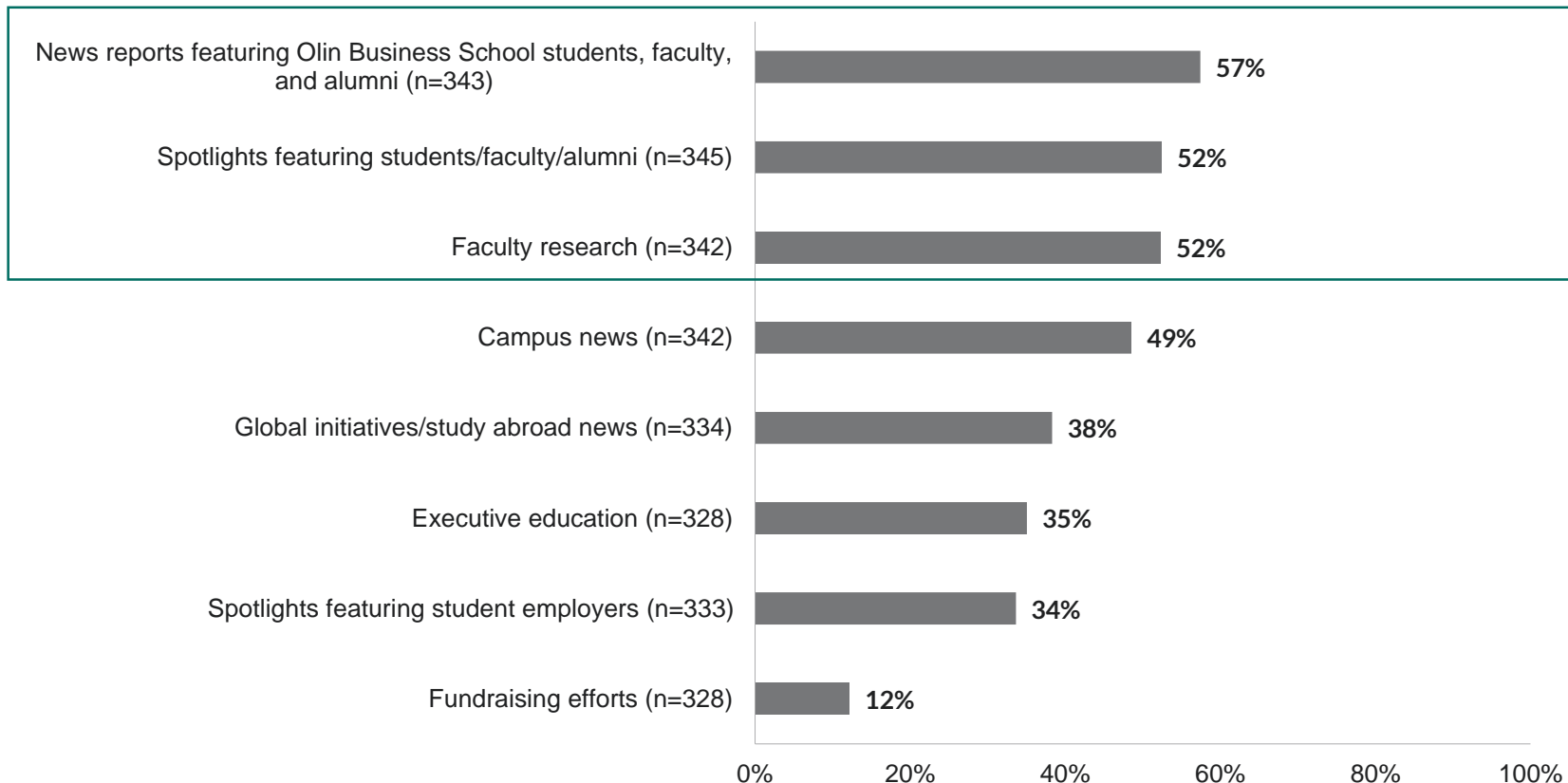
Respondents are most interested in content that focuses on students, faculty, and alumni. Of recurring segments in the Olin Business magazine, at least half of respondents find “Olin by the Numbers” (59%), “Class Notes” (55%), and “Seen, Heard at Olin” (52%) extremely or very interesting. Fewer respondents find “Elevator Pitch” (37%) interesting. Furthermore, respondents are most interested in new content that features news reports on Olin students, faculty, and alumni (57%), spotlights featuring students, faculty, and alumni (52%), and faculty research (52%).

PLEASE RATE HOW INTERESTING EACH OF THE FOLLOWING RECURRING SEGMENTS ARE IN OLIN BUSINESS MAGAZINE:
% EXTREMELY INTERESTING + % VERY INTERESTING



KEY FINDINGS – MAGAZINE CONTENT (CONT.)

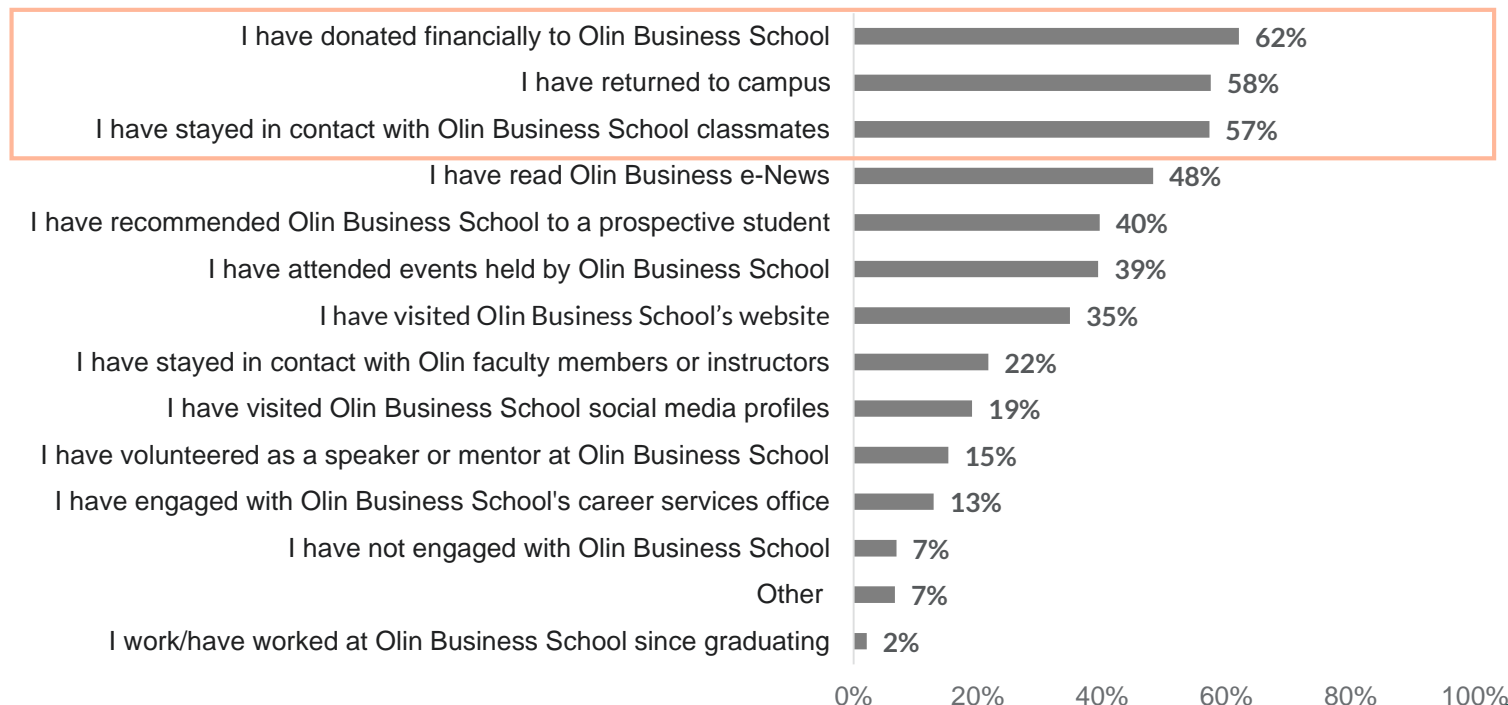
PLEASE INDICATE YOUR LEVEL OF INTEREST IN SEEING MORE OF THE FOLLOWING IN OLIN BUSINESS MAGAZINE.
% EXTREMELY INTERESTED + % VERY INTERESTED



KEY FINDINGS – ALUMNI ENGAGEMENT

Overall alumni engagement is most strongly centered around financial donations, returning to campus, and staying in touch with classmates. More than half (62%) of respondents have engaged with Olin through financial donations or returning to campus (58%). Olin should look for opportunities to further connect with alumni through these types of engagements and support graduates who wish to remain connected with their classmates. (57%).

HOW HAVE YOU ENGAGED WITH OLIN BUSINESS SCHOOL SINCE GRADUATION? N=419



KEY FINDINGS – ALUMNI ENGAGEMENT (CONT.)

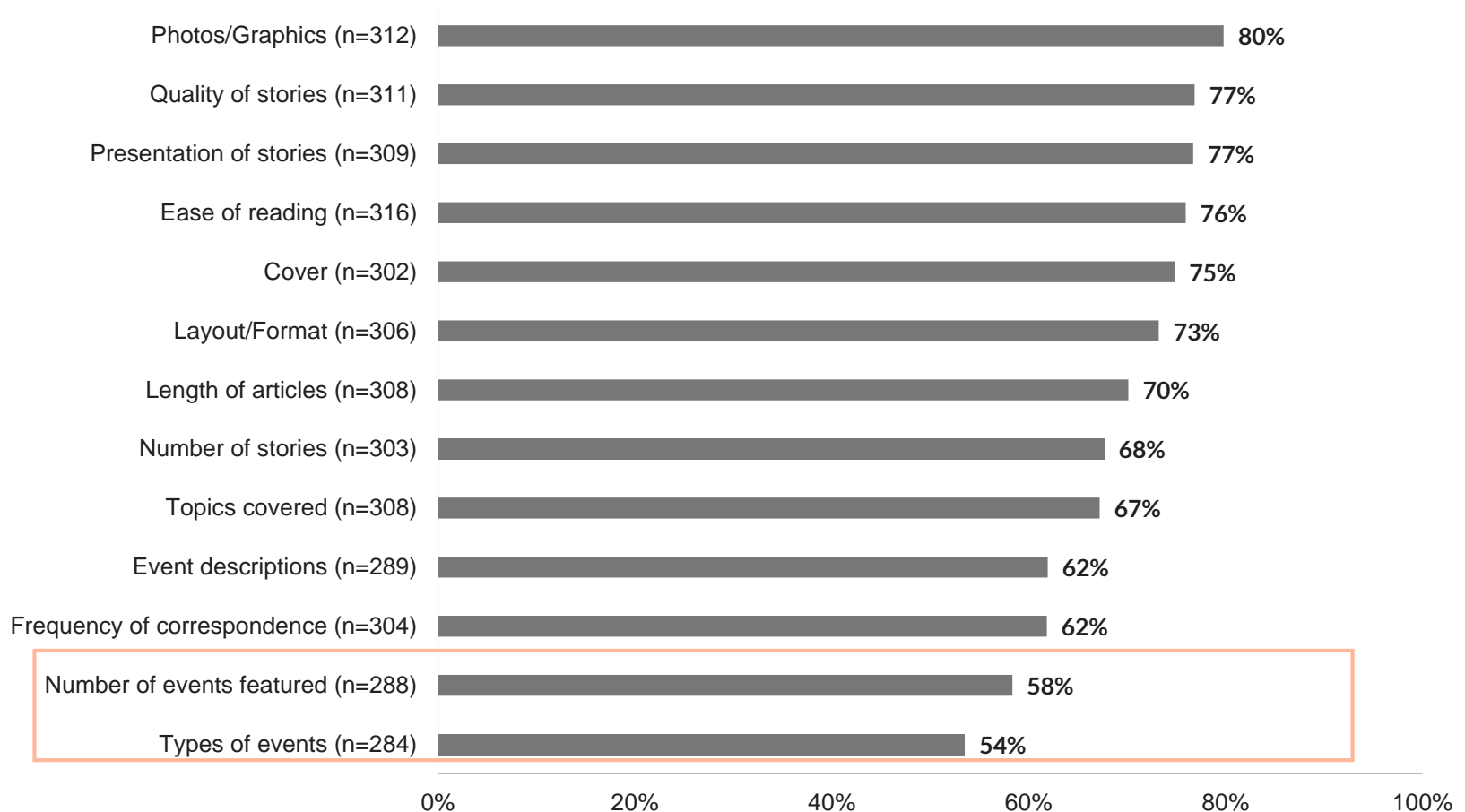
Respondents have low levels of satisfaction with both the type and level of events featured in the magazine. Local alumni events was the most frequently selected way respondents would like to engage with Olin. Just over half of respondents are satisfied or completely satisfied with the number (58%) or types (54%) of events featured in the magazine.

In which of the following ways would you most like to engage with Olin Business School? Please select all that apply. [Top 5 overall results]	Overall (n=413)	2010 to 2019 (n=98)	2000 to 2009 (n=90)	1990 to 1999 (n=81)	1980 to 1989 (n=60)	Prior to 1980 (n=84)
Local alumni events	54%	68%	63%	58%	40%	36%
Short courses with Olin Business School professors	39%	59%	44%	44%	30%	13%
Class reunions	39%	53%	44%	28%	28%	33%
Leadership events	34%	46%	43%	43%	20%	12%
Alumni chapter events	30%	40%	33%	32%	20%	18%

Note: Answer options add up to more than 100% because respondents could select multiple options.

KEY FINDINGS – OVERALL MAGAZINE PERCEPTIONS (CONT.)

PLEASE INDICATE YOUR LEVEL OF SATISFACTION WITH THE FOLLOWING
ASPECTS OF OLIN BUSINESS MAGAZINE:
% COMPLETELY SATISFIED + % SATISFIED



RESPONDENT CHARACTERISTICS



Top 10 Industries (n=431)

Finance / Banking / Insurance	16%
Consulting	9%
Manufacturing	7%
Education	6%
Healthcare / Medical	6%
Marketing / Market Research / Public Relations	4%
Business / Professional Services	4%
Accounting	3%
Computers (Hardware, Desktop Software)	3%
Non-Profit	3%



Residence (n=433)

U.S. Student	88%
International Student	12%



Gender (n=345)

Male	71%
Female	26%
Other/Non-Binary	0%
Prefer not to respond	3%



Degree Level (n=439)

Master's Degree	70%
Bachelor's Degree	28%
Doctoral Degree	1%





Thank you.

CONTACT

Lisa Bogert
Content Director

E: lbogert@hanoverresearch.com

P: 202-559-0050

🌐 hanoverresearch.com