Survey Description

Welcome! We greatly appreciate your help in making K-State Proud an engaging and successful student campaign.

This short survey will take no more than 10 minutes to complete.

Thank you again for taking the time to answers these questions. Your responses are important!

Remember: When you complete this survey, your name will be entered into a drawing for a chance to win one of five $15 e-gift cards for Amazon.com.

Opening Instructions

Please answer all questions honestly and to the best of your ability.

Question 1 **required**

Your participation in this survey is entirely voluntary, and all of your responses will be kept confidential. If you decide to participate in this study, you may withdraw your consent at any time, or stop participating at any time without explanation. If you do not wish to participate in this survey, then indicate below that you would like to exit this survey.

No personally identifiable information will be associated with your name in any reports of this data. Should you have any further questions or comments, please contact Sarah Hart, mass communications graduate student and researcher, at proudsurvey@k-state.edu.
Please select one of the options below.

- Yes, I give my consent.
- No, I would like to exit this survey.

Page 2

Fill out this page only if you answered:

- Yes, I give my consent... on question 1. Your participation in this surve... on page 1.

Question 2 **required**

Please indicate the description below that best describes you.

- I am a current student.
- I am an alumnus.

Page 3

Fill out this page only if you answered:

- Yes, I give my consent... on question 1. Your participation in this surve... on page 1.
- AND I am an alumnus. on question 2. Please indicate the description ... on page 2.

Question 3 **required**

How many years did you donate to the K-State Proud Student Campaign from 2007 to 2010?

- 1
- 2
- 3
- 4

Question 4 **required**

How much money did you donate (on average) to K-State Proud each year?

- $1-$10
- $11-$20
- $21-$30
- $31-$40
- $41-$50
- I do not remember.
- Other: 

Page 4

Fill out this page only if you answered:
Question 5 **required**
How many years have you donated to the K-State Proud Student Campaign from 2007 to 2010?

- ○ 1
- ○ 2
- ○ 3
- ○ 4

Question 6 **required**
How much money do you donate (on average) to K-State Proud each year?

- ○ $1-$10
- ○ $11-$20
- ○ $21-$30
- ○ $31-$40
- ○ $41-$50
- ○ Other: [ ]

Page 5

Fill out this page only if you answered:

- Yes, I give my consent... on question 1. Your participation in this surve... on page 1.
- AND I am a current student... on question 2. Please indicate the description ... on page 2.

Question 7 **required**
Please indicate to what degree you disliked or liked receiving information about the K-State Proud Student Campaign from the following channels when you attended K-State.

(Click the circle under "6" if information was not available from that channel when you attended K-State.)

1 - Disliked very much | 2 - Disliked somewhat | 3 - Neutral
4 - Liked somewhat | 5 - Liked very much
6 - Not applicable

<table>
<thead>
<tr>
<th>Channel</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
</tr>
</thead>
<tbody>
<tr>
<td>7.1 Phone</td>
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<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>7.2 Mail</td>
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<td>[ ]</td>
</tr>
<tr>
<td>7.3 Face-to-face conversations</td>
<td>[ ]</td>
<td>[ ]</td>
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<tr>
<td>7.4 K-State Collegian newspaper</td>
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<tr>
<td>7.5 K-State Proud website</td>
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<td>[ ]</td>
<td>[ ]</td>
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<td>[ ]</td>
</tr>
</tbody>
</table>
7.6 Email
7.7 Facebook
7.8 Twitter
7.9 YouTube video
7.10 K-State Proud Volunteer Kickoff event
7.11 Information table in K-State Student Union
7.12 Events where K-State Proud was promoted (i.e., basketball game)
7.13 Other (please specify what below)

Question 8
If you indicated "Other," please tell us what that was.

Characters Remaining: 200

Page 6

Fill out this page only if you answered:

- Yes, I give my consent on question 1. Your participation in this survey... on page 1.
- AND I am a current student on question 2. Please indicate the description... on page 2.

Question 9  ** required **
Please indicate to what degree you dislike or like receiving information about the K-State Proud Student Campaign from the following channels.

(Click on the circle under "6" if you have not received information about K-State Proud from that channel.)

1 - Dislike very much | 2 - Dislike somewhat | 3 - Neutral
4 - Like somewhat | 5 - Like very much
6 - Not applicable
### Question 10

If you indicated "Other," please tell us what that is.

Characters Remaining: 200

### Page 7

**Fill out this page only if you answered:**
- Yes, I give my consent... on question 1. Your participation in this survey... on page 1.
- AND I am an alumnus. on question 2. Please indicate the description... on page 2.

**Question 11  **required**

Please indicate to what degree the following people did not influence or influenced your decision to donate to the K-State Proud Student Campaign.

1 - No influence  |  2 - Somewhat influenced  
3 - Very much influenced

<table>
<thead>
<tr>
<th>11.1 Family</th>
<th>1</th>
<th>2</th>
<th>3</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11.2 Friends</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11.3 Fellow students</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11.4 Co-workers</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11.5 Professors</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11.6 Student organizations</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11.7 K-State Proud representatives</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11.8 Campus leaders</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11.9 Other (please specify who below)</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Question 12**

If you indicated "Other," please tell us who that was.
Question 13  **required**

Please indicate to what degree the following people do not influence or influence your decision to donate to the K-State Proud Student Campaign.

1 - No influence | 2 - Somewhat influence | 3 - Very much influence

| 13.1 Family   | 1 | 2 | 3 |
| 13.2 Friends  |   |   |   |
| 13.3 Fellow students |   |   |   |
| 13.4 Co-workers |   |   |   |
| 13.5 Professors |   |   |   |
| 13.6 Student organizations |   |   |   |
| 13.7 K-State Proud representatives |   |   |   |
| 13.8 Campus leaders |   |   |   |
| 13.9 Other (please specify who below) |   |   |   |

Question 14

If you indicated "Other," please tell us who that is.

Characters Remaining: 200

Page 9

Fill out this page only if you answered:

- Yes, I give my consent... on question 1. Your participation in this survey... on page 1.
- AND I am a current student... on question 2. Please indicate the description... on page 2.

Question 15  **required**

Please indicate to what degree the following factors did not influence or influenced your decision to donate to the K-State Proud Student Campaign.
### Question 15

15.1 How the money is used

15.2 Quality of messages that K-State Proud provided

15.3 The gift of a K-State Proud t-shirt

15.4 The mission of the campaign

15.5 K-State pride

15.6 Personal values

15.7 Other (please specify what below)

### Question 16

If you indicated "Other," please tell us what factor that was.

Characters Remaining: 200

### Question 17 ** required **

Please indicate to what degree the following factors do not influence or influence your decision to donate to the K-State Proud Student Campaign.

15.1 How the money is used

15.2 Quality of messages that K-State Proud provides

15.3 The gift of a K-State Proud t-shirt

15.4 The mission of the campaign

15.5 K-State pride

15.6 Personal values

15.7 Other (please specify what below)
If you indicated "Other," please tell what factor that is.

Characters Remaining: 200

**Page 11**

Fill out this page only if you answered:

- *Yes, I give my consent* on question 1. *Your participation in this survey...* on page 1.
- AND *I am an alumnus, OR I am a current student...* on question 2. *Please indicate the description...* on page 2.

Please answer the following questions.

**Question 19  ** **required**

<table>
<thead>
<tr>
<th>1 - Never</th>
<th>2 - Daily</th>
<th>3 - Weekly</th>
</tr>
</thead>
<tbody>
<tr>
<td>4 - More than Weekly, but less than Monthly</td>
<td>5 - Monthly</td>
<td>6 - I did not know this existed.</td>
</tr>
<tr>
<td>7 - Not applicable</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

| 19.1 In the past 3 months, how often did you read articles in the K-State Collegian about the K-State Proud Student Campaign? | ○ ○ ○ ○ ○ ○ ○ |
| 19.2 In the past 3 months, how often did you visit the K-State Proud website? | ○ ○ ○ ○ ○ ○ ○ |
| 19.3 In the past 3 months, how often did you read email messages about the K-State Proud Student Campaign? | ○ ○ ○ ○ ○ ○ ○ |
| 19.4 In the past 3 months, how often did you visit the K-State Proud Facebook page? | ○ ○ ○ ○ ○ ○ ○ |
| 19.5 In the past 3 months, how often did you read the K-State Proud Twitter feed? | ○ ○ ○ ○ ○ ○ ○ |

**Question 20  ** **required**

<table>
<thead>
<tr>
<th>1 - Never</th>
<th>2 - Daily</th>
<th>3 - Weekly</th>
</tr>
</thead>
<tbody>
<tr>
<td>4 - More than Weekly, but less than Monthly</td>
<td>5 - Monthly</td>
<td>6 - I did not know this existed.</td>
</tr>
<tr>
<td>7 - Not applicable</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

| 20.1 In the past 3 months, how often did you post a comment to the K-State Proud Facebook page? | ○ ○ ○ ○ ○ ○ ○ |
| 20.2 In the past 3 months, how often did you post a comment to the K-State Proud Twitter feed? | ○ ○ ○ ○ ○ ○ ○ |
| 20.3 In the past 3 months, how often did you watch a K-State Proud YouTube video? | ○ ○ ○ ○ ○ ○ ○ |
Question 21  **required**

How many years have you participated or did you participate in K-State Proud Week events, including donating at the table in the K-State Student Union, taking a picture with Willie the Wildcat, and getting autographs of K-State celebrities?

- 0
- 1
- 2
- 3
- 4
- I did not know this existed.
- Other: 

Question 22  **required**

How many years have you attended or did you attend the K-State Proud Volunteer Kickoff event?

- 0
- 1
- 2
- 3
- 4
- I did not know this existed.
- Other: 

Question 23  **required**

How many years have you attended or did you attend the K-State Proud basketball game?

- 0
- 1
- 2
- 3
- 4
- I did not know this existed.
- Other: 

Page 12

Fill out this page only if you answered:

- Yes, I give my consent on question 1. Your participation in this survey... on page 1.
- AND I am an alumnus. on question 2. Please indicate the description ... on page 2.

Question 24  **required**

Did you know individuals who helped organize the campaign when you attended K-State?

- Yes
- No
- I do not remember.
Question 25  ** required **
Did you volunteer your time to help with the K-State Proud Student Campaign when you attended K-State?

- Yes
- No

Page 13

Fill out this page only if you answered:

- Yes, I give my conse... on question 1. Your participation in this sur... on page 1 .
- AND I am a current stude... on question 2. Please indicate the description ... on page 2 .

Question 26  ** required **
Do you know individuals who help organize the campaign?

- Yes
- No

Question 27  ** required **
Do you volunteer your time to help with the campaign?

- Yes
- No

Page 14

Fill out this page only if you answered:

- Yes, I give my conse... on question 1. Your participation in this sur... on page 1 .
- AND I am an alumnus. on question 2. Please indicate the description ... on page 2 .
- AND Yes on question 25. Did you volunteer your time to h... on page 12 .

Question 28  ** required **
How many years did you volunteer with the K-State Proud Student Campaign?

- 1
- 2
- 3
- 4

Page 15

Fill out this page only if you answered:

- Yes, I give my conse... on question 1. Your participation in this sur... on page 1 .
- AND Yes on question 27. Do you volunteer your time ... on page 13 .
- AND I am a current stude... on question 2. Please indicate the description ... on page 2 .
Question 29  ** required **

How many years have you volunteered with the K-State Proud Student Campaign?

1 2 3 4 5

Question 30  ** required **

Will you volunteer with K-State Proud in 2011?

Yes No Maybe

Page 16

Fill out this page only if you answered:

- Yes, I give my conse... on question 1. Your participation in this surve... on page 1 .
- AND No on question 27. Do you volunteer your time ... on page 13.
- AND I am a current stud... on question 2. Please indicate the description ... on page 2.

Question 31  ** required **

1 - Very much unwilling | 2 - Somewhat unwilling | 3 - Neutral
4 - Somewhat willing | 5 - Very much willing

31.1 To what extent would you be unwilling or willing to volunteer with the K-State Proud Student Campaign in the future?

Page 17

Fill out this page only if you answered:

- Yes, I give my conse... on question 1. Your participation in this surve... on page 1.
- AND I am an alumnus. on question 2. Please indicate the description ... on page 2.
- AND Yes OR No on question 25. Did you volunteer your time to h... on page 12.

Question 32  ** required **

Have you given to Kansas State University since graduating?

Yes No
Page 18

Fill out this page only if you answered:

- Yes, I give my consent on question 1. Your participation in this survey... on page 1.
- AND I am an alumnus. on question 2. Please indicate the description... on page 2.
- AND Yes on question 32. Have you given to Kansas State U... on page 17.

**Question 33** **required**

1 - No influence | 2 - Somewhat influenced
3 - Very much influenced

<table>
<thead>
<tr>
<th>1</th>
<th>2</th>
<th>3</th>
</tr>
</thead>
</table>

33.1 To what extent was your decision to donate to the University influenced by your participation in the K-State Proud Student Campaign?

Page 19

Fill out this page only if you answered:

- Yes, I give my consent... on question 1. Your participation in this survey... on page 1.
- AND I am an alumnus. on question 2. Please indicate the description... on page 2.
- AND No on question 32. Have you given to Kansas State U... on page 17.

**Question 34** **required**

1 - Very much unwilling | 2 - Somewhat unwilling | 3 - Neutral
4 - Somewhat willing | 5 - Very much willing

<table>
<thead>
<tr>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
</table>

34.1 To what extent you would be unwilling or willing to donate to Kansas State University in the future?

Page 20

Fill out this page only if you answered:

- Yes, I give my consent... on question 1. Your participation in this survey... on page 1.
- AND No OR Yes on question 27. Do you volunteer your time... on page 13.
- AND I am a current student... on question 2. Please indicate the description... on page 2.

**Question 35** **required**

Will you give to the K-State Proud Student Campaign in 2011?

☐ Yes
Page 21

Fill out this page only if you answered:

- Yes, I give my consent on question 1. Your participation in this surve... on page 1.
- AND I am a current student on question 2. Please indicate the description ... on page 2.
- AND Maybe OR Yes OR No on question 35. Will you give to the K-State Pro... on page 20.

Question 36 ** required **

1 - Very much unwilling | 2 - Somewhat unwilling | 3 - Neutral
4 - Somewhat willing | 5 - Very much willing

<table>
<thead>
<tr>
<th>1</th>
<th>2</th>
<th>3</th>
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</tr>
</tbody>
</table>

36.1 To what extent you would be unwilling or willing to donate to Kansas State University after graduating?

Page 22

Fill out this page only if you answered:

- Yes, I give my consent on question 1. Your participation in this surve... on page 1.
- AND I am a current student on question 2. Please indicate the description ... on page 2.
- AND Maybe OR Yes OR No on question 35. Will you give to the K-State Pro... on page 20.

Question 37

Please indicate to what extent your liking for the following companies has been influenced by their support of the K-State Proud Student Campaign.

1 - Not at all influence | 2 - Somewhat influence
3 - Very much influence | 4 - Not applicable

<table>
<thead>
<tr>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
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<tbody>
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<td>o</td>
</tr>
</tbody>
</table>

37.1 GTM Sportswear

37.2 Cox Communications

Page 23

Fill out this page only if you answered:

- Yes, I give my consent on question 1. Your participation in this surve... on page 1.
AND I am an alumnus. on question 2. Please indicate the description ... on page 2.

**Question 38  ** required **
What is your gender?
- Male
- Female

**Question 39  ** required **
How old are you?
- 20
- 21
- 22
- 23
- 24
- 25
- 26
- 27
- 28
- Other: 

**Question 40  ** required **
What year did you graduate from K-State?
- 2007
- 2008
- 2009
- 2010

---

Page 24

Fill out this page only if you answered:
- Yes, I give my conse... on question 1. Your participation in this surve... on page 1.
- AND I am a current stude... on question 2. Please indicate the description ... on page 2.
- AND Maybe OR Yes OR No on question 35. Will you give to the K-State Pro... on page 20.

**Question 41  ** required **
What is your gender?
- Male
- Female

**Question 42  ** required **
What is your year in school?
- Freshman
- Sophomore
- Junior
- Senior
Page 25

Fill out this page only if you answered:

- Yes, I give my consent... on question 1. Your participation in this survey... on page 1.
- AND I am an alumnus. on question 2. Please indicate the description... on page 2.

Question 43
What field of study did you receive your degree in from K-State?

Characters Remaining: 100

Question 44
What field do you work in now?

Characters Remaining: 100

Page 26

Fill out this page only if you answered:

- Yes, I give my consent... on question 1. Your participation in this survey... on page 1.
- AND I am a current student... on question 2. Please indicate the description... on page 2.
- AND Yes OR Maybe OR No on question 35. Will you give to the K-State Program... on page 20.

Question 45 **required**
How old are you?

- 19
- 20
- 21
- 22
- 23
- 24
- 25
- 26
- Other:

Question 46
What major do you study at K-State?

Characters Remaining: 100

Page 27

Fill out this page only if you answered:

- Yes, I give my conse... on question 1. Your participation in this surve... on page 1.
- AND I am an alumnus. OR I am a current stude... on question 2. Please indicate the description... on page 2.
- AND Maybe OR Yes OR No on question 35. Will you give to the K-State Pro... on page 20.

Question 47

Please provide us with additional comments about the K-State Proud Student Campaign.

Characters Remaining: 500

Page 28

Fill out this page only if you answered:

- No, I would like to ... on question 1. Your participation in this surve... on page 1.

We understand how valuable your time is. We are hoping you may be able to give about ten minutes of your time before Sunday, Feb. 20, to help us collect important information for the Kansas State University Foundation and the K-State Proud Student Campaign by completing this short survey. Your responses are important!

empty page

Page 29

Fill out this page only if you answered:

- Yes, I give my conse... on question 1. Your participation in this surve... on page 1.
- AND I am an alumnus. OR I am a current stude... on question 2. Please indicate the description
Thank you for participating in this survey! We appreciate your time and consideration in completing it. It is only through the assistance of Wildcats like you that we can provide adequate information to help improve the K-State Proud Student Campaign for future years.

If you would like to obtain the results of this survey after data are collected and analyzed by the researcher, please contact Sarah Hart or Mindy Weixelman at proudsurvey@k-state.edu for more information.

Closing Message

If you have questions regarding this survey, please contact Sarah Hart or Mindy Weixelman at proudsurvey@k-state.edu.

This study has been approved by the University Research Compliance Office, located at 203 Fairchild Hall, Kansas State University, and the KSU Foundation, located at 2323 Anderson Ave., Suite 500, Manhattan, KS.

- End of Survey -

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