

# MEMBER SURVEY

## The Association of Graduates of the United States Air Force Academy – 2006

Prepared for:

The Association of Graduates

Prepared by:

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## GRADUATE AND ASSOCIATE MEMBER STUDY

#### **INTRODUCTION**

#### **BACKGROUND AND OBJECTIVES**

In February of 2006, Corona Research was retained by the Association of Graduates of the United States Air Force Academy (AOG) to conduct a survey of its Graduate and Associate Members. The purpose of the survey was to obtain input from AOG members about a number of strategic issues to help set direction for the Association in the coming years. This research consisted of examining the opinions of AOG members via a survey in order to learn about members' needs, opinions, perceptions, awareness levels, knowledge, and potential usage of current and future services. This report describes the results of the Graduate and Associate Member survey.

The survey addressed a wide range of topics, centering on members' satisfaction with their AOG membership. Broad categories of the survey include: The AOG Vision and Mission, The AOG Membership (general), AOG Communications, AOG Services, AOG Career Services (graduate member surveys only), Visits to the Academy, Academy Related Services, graduate members' own Academy experience, Demographics, and a final open opinion section where Members were able to give any final feedback detailing their overall opinions and perceptions of the AOG.

#### SURVEY POPULATIONS

Two distinct groups were surveyed in this study, Graduate Members and Associate Members. The AOG provided Corona with contact information for both groups.

#### SURVEY METHODOLOGY

#### GRADUATE MEMBER SURVEY

The graduate member survey was administered to all members of the AOG who are graduates of the Air Force Academy. The survey methodology consisted of using online and mailed surveys of all AOG members for which the AOG had current contact information. The online and mail versions of the survey were identical in content.

Graduate members received surveys via either mail or e-mail, with the e-mail containing a link to an online survey. For cost efficiency purposes, all graduate members for whom the AOG had an email address were sent an online version of the survey. The remaining members for whom the AOG only had mail addresses were mailed a printed version of the survey. Overall, 6,702 mail surveys and 13,300 online surveys were distributed.

Most surveys do not precisely reflect the entire population when merely summed and totaled, because some types of people are more likely to participate than others, as compared to their proportion of the entire population. For example, in a general population survey, older people are more likely to participate in a survey than are younger people. For this survey, different age groups were under or overrepresented in comparison to the overall AOG member population. To ensure that the survey accurately reflects the opinions of all AOG Graduate Members, as opposed to being skewed toward the people who are more likely to participate or who are over-sampled, Corona developed unique weighting factors for each survey response to correct for overrepresentations or underrepresentations by class year.

#### MARGINS OF ERROR AND SEGMENTATION

A total of 3,101 Graduate Member surveys were completed, resulting in a margin of error of (plus or minus) 1.62 percent with a 95 percent confidence level in the results. This represents a very strong one-time survey, and due to the large number of responses, Corona was able to examine a number of sub-populations with statistical validity. The large number of survey responses also allows very strong baseline for which to examine future surveys against.

During the course of the survey, Corona gathered information on several personal attributes of survey respondents, including their class year, how strongly they identify with the Academy and whether or not their career has been military or civilian dominant. The large sample size enabled the survey to be studied by these sub-populations so that differences among these personal attributes could be examined with high confidence in most cases.

This report provides information for each question for the total population, as well as each of the demographic characteristics listed on the following page. Shown on the following page is a table of the margins of error for each subpopulation that is examined. Generally, it is preferred that a

segment margin of error be 10 percent or lower, and each of the subpopulations analyzed in this report were under 6.34 percent. These tables do not provide margins of error for segments that refused to answer a demographic question, such as people who refused to provide their class year, strength of identification with the Academy or military career information.

Margins of Error - Demographic Groups		
Overall Margin of error	1.62%	
Before 1970	2.93%	
1970 to 1979	3.07%	
1980 to 1989	3.70%	
1990 to 1999	3.96%	
2000 and Above	5.33%	
Civilian Dominant	3.18%	
Military Dominant - Established	2.12%	
Military Dominant - Young	4.05%	
Minimal or No Identification with Academy	6.34%	
Moderately Identify with Academy	2.90%	
Strongly Identify with Academy	2.06%	

The "Class year" demographic variable was separated into decades.

The "Strength of identification with the Academy" variable was separated into how strongly Graduate Members identified with the Academy (Strongly, Moderately or Minimal/No identification).

Graduate Members were classified as "Military Dominant - Young" if they graduated in 1995 or later.<sup>1</sup> Graduate Members were classified as "Military Dominant – Established" if they graduated before 1995 and have spent over 50 percent of their years since graduation serving in the military. Graduate Members who graduated before 1995 and have spent over 50 percent of their years since graduation as a civilian were classified as "Civilian Dominant".

#### ASSOCIATE MEMBER SURVEY

As opposed to graduate members, associate members are people who have joined the AOG, but are not actual graduates of the Academy.

The survey methodology for this population consisted of using online surveys of all AOG Associate Members for which the AOG had current contact information (email addresses). Because approximately 77 percent of associate members have e-mail addresses on record with the AOG, it was deemed sufficient to survey only those members, as opposed to mailing surveys to associate members without e-mail addresses.

In terms of content, the Associate Members survey contained many of the same questions as the Graduate Member survey, but did have some separate questions which were unique to Associate Members only. Overall, 2,254 online surveys were distributed to Associate Members.

The Associate Member survey was not broken down into sub-populations as the study sample was not large enough to gather significant, meaningful relationships amongst the subdivided demographic groups. Also, since the demographic characteristics of the overall Associate Member population were unknown, survey results for that group were not weighted.

#### MARGINS OF ERROR

A total of 394 surveys were completed, resulting in a margin of error of (plus or minus) 4.49 percent with a 95 percent confidence level in the results. This represents a strong one-time survey, as well as a moderate baseline to examine future surveys against. The Associate Member section of the report provides information and analysis for each question for the total survey sample.

<sup>&</sup>lt;sup>1</sup> This category also includes a very small number of graduates from 1995 or later who did not serve in the military.

### **KEY FINDINGS**

While this report provides interesting information and details on a number of topics, certain key findings stand out. These include:

- 1. **Graduate Members feel the AOG's top priority is fundraising, but do not believe it** *should* be a top AOG priority. When asked to rank what the AOG priority functions were, Graduate Members most frequently rated fundraising as the AOG's top priority (30 percent). Conversely, when asked what the AOG's top priority functions *should* be, Graduate Members were significantly less likely to feel fundraising should be the AOG's top priority (6 percent). Graduate Members were most likely to feel fundraising should be the fourth highest priority function of the AOG (32 percent ranked fundraising as fourth out of the five possible AOG functions). It should be noted, though, that the survey did not address the costs of services and the relationship between fundraising and provision of services. *Sources: Exhibits 2-1, 3-1.*
- 2. The promotion of Academy Heritage was important to Graduate Members. When asked about the AOG mission, respondents on average listed heritage-related work as the bottom priority of the three existing mission elements. However, when asked about AOG priority functions, Graduate Members most frequently rated the promotion of Academy Heritage as what *should* be the most important AOG priority function (34 percent). When all ranking priorities were combined, heritage was the second-ranked priority after Alumni/Academy communication. *Sources: Exhibits 3-1, 3-2*.
- 3. **More AOG emphasis on Academy Heritage might be desired by Graduate Members.** As mentioned above, Graduate Members most frequently felt Academy Heritage should be the top AOG priority function. Yet when asked to what extent the AOG was a source of information for Academy Heritage, only 27 percent of Graduate Members said the AOG was a major source for Heritage information. Also of note, only 18 percent of Graduate Members felt they had a high knowledge of Academy Heritage. More detailed information from the AOG pertaining to Academy Heritage might be desired by Graduate Members. Source: Exhibits 7-13, 8-13
- 4. **Representation of Graduate Member's opinions on important Academy/AOG issues was of high importance.** A consistent theme emerged, as Graduate Members were interested in ensuring their opinions on Academy and AOG issues were assessed and relayed to appropriate Academy and AOG leadership. Graduate Members were asked about different types of AOG representation, communication and lobbying efforts. Graduate Member support for such representation is detailed below:
  - a. When asked if the AOG should engage in lobbying on behalf of important Academy issues, a majority of Graduates supported this new AOG function (59 percent)

- b. When asked about the importance of member benefits, 40 percent of Graduate Members felt that providing a communication conduit to senior Academy leadership was of high importance.
- c. When asked about the importance of specific communications services, 48 percent of Graduate Members said ensuring opinions about Academy issues were represented to Academy leadership was of high importance, 47 percent said ensuring opinions were represented to USAF, DoD, and/or political leaders was of high importance, and 46 percent said ensuring opinions about AOG issues were represented to the AOG board was of high importance. *Source: Exhibits 4-1, 6-19, 10-10, 10-13, 10-16.*
- 5. Helping Graduate Members maintain an Academy connection was of high importance. When asked about AOG benefits, a majority of Graduate Members said that helping members maintain a connection to the Academy was of high importance (69 percent). Also of high importance to Graduate Members was helping members stay in touch with fellow alumni (56 percent) and helping members stay in touch with current Academy events (54 percent). *Source: Exhibit 6-10, 6-13, 6-16.*
- 6. Younger Graduate Members were interested in using the AOG as a career tool. A consistent theme emerged from the data, as younger Graduate Members (specifically those in the 2000 and above and 1990-1999 class groups) were significantly more interested in AOG career services benefits than older Graduate Members. Specifically, younger Graduate Members were significantly interested in the provision of career services, the provision of networking opportunities, resume/job posting services, SABRD services and Service Academy Career Conferences. *Source: Exhibit 6-22, 6-28, 19-1, 19-4, 19-7, 19-10, 19-13.*
- 7. **Significant difference exist between Graduate Members based on identification with the Academy.** Throughout the survey, Graduate Members differed significantly by how strongly they identified with the Academy. On average, those Graduate Members who had a strong identification with the Academy found AOG benefits/services to be of higher importance, used AOG services/products/benefits more often, and found a greater overall significance and utility with their AOG membership. Conversely, Graduate Members with minimal/no identification with the Academy had lower AOG awareness, used AOG resources significantly less often and found significantly less utility or importance with their AOG membership. *Source: general theme throughout survey.*
- 8. Checkpoints was the key communication mode among Graduate Members. When asked about the usefulness of AOG communication modes, a significant majority of Graduate Members rated Checkpoints Magazine as very useful (70 percent). Graduate Members were significantly more likely to rate Checkpoints very useful than all other communication modes (only 20 percent of Graduate Members rated ZoomiEnews and direct AOG emails as very useful). Also, when Graduate Members were asked where they receive Academy information, a significant majority of Graduate Members said Checkpoints was their major source for Academy information (65 percent). *Source: Exhibits 9-1 through 9-18*

- 9. **Graduate Members were more likely to use the Printed Register of Graduates, but ultimately preferred the functionality of the online Register**. In general, Graduate Members were significantly more likely to use the Printed Register of Graduates than the Online Directory of Graduates, and to consider the printed register to be more important. Overall, only 6 percent of Graduate Members frequently used the Online Graduate Directory as opposed to 22 percent who frequently used the Printed Register. But when asked to choose between a fully functional Online Register and the current Printed Register, a significant majority of Graduate Members felt the Online Register would be more valuable and useful (79 percent). *Source: Exhibits 12-7, 12-13, 13-7, 13-13, 14-1*
- 10. **Support for the Online Register of Graduates varied by Age**. In general, younger Graduate Members were more likely to support the Online Register and older Graduate Members were less likely to support the Online Register. Specifically, Graduate Members in the Before 1970 class group were significantly less likely to support the Online Register (only 67 percent supported the Online Register, compared to the overall average of 79 percent). *Source: Exhibits 14-2*
- 11. **Attendance at local Academy events was proportionally low.** Overall attendance of local Academy events was heavily affected by the availability of local events for Graduate Member respondents. One-third of all Graduate Members had no available events to attend in their local area. An additional 34 percent of all Graduate Members attended none or almost none of local events (when they were available). It is also important to note that Graduate Members with minimal/no Academy identification were significantly less likely to attend local events than Graduate Members who strongly identify with the Academy. *Source: Exhibits 16-1, 16-2, 16-3*
- 12. **Reunion attendance was significantly affected by strength of identity with the Academy**. In general, Graduate Members with minimal/no identification with the Academy were significantly less likely to have attended Academy reunions. Over-three fourths of all eligible Graduate Members had been to at least one reunion. No significant difference was observed between Military Dominant-Established members and Civilian Dominant members in reunion attendance. Also of note, 52 percent of all Graduate Members attended their most frequent reunion, and again minimal/no identification graduates were the least likely to have attended their most recent reunion (only 31 percent attended their most recent reunion). *Source: Exhibits 20-1, 21-1 through 21-3*
- 13. Several Academy related services were of high importance to Graduate Members. Overall, 73 percent of Graduate Members said maintenance of the Graduate War Memorial was of high importance, 52 percent said development of a Memorial Pavilion was highly important and 48 percent said Academy access to graduates without ID cars was of high importance. While Graduate Members with minimal/no Academy identity were significantly less likely to support the Graduate War Memorial, it should be noted that over half of them felt that the Graduate War Memorial was of high importance. *Source: Exhibits 23-7, 24-1 through 24-3, 24-10*
- 14. A significant majority of Graduate Members greatly valued their Academy experience. Overall, 89 percent of all Graduate Members said they greatly valued their Academy experience, and only 1 percent indicated their Academy experience was of minimal value. As

expected, those Graduate Members with minimal/no Academy identity were significantly less likely to greatly value their Academy experience (45 percent). No other notable difference were observed by class year or military career status. *Source: Exhibits 25-1 through 25-3* 

- 15. **Graduate Members most identified with the Academy as a whole**. A significant majority (55 percent) of Graduate Members ranked the Academy as a whole as the top component they identify with at the Academy. Graduate Members subsequently ranked their class year as the second Academy component they identified with (44 percent ranked class second). Squadron was most frequently ranked as the third component Graduate Members identified with at the Academy. *Source: Exhibits 28-1*
- 16. **A large majority of Graduate Members said they would recommend joining the AOG.** Overall, 89 percent of Graduate Members said they would recommend to a cadet or graduate that he/she join the AOG. Only 4 percent of Graduate Members indicated that they would not suggest the AOG. As age increased, members were more likely to recommend joining the AOG. As expected, Graduate Members with minimal/no Academy identification were less likely to join the AOG, but it is interesting that almost three-fourths still would suggest joining the AOG to a cadet or graduate. *Source: Exhibits 33-1, 33-2, 33-3.*
- 17. **Parents and relatives of former and current cadets made up the majority of Associate Members**. Nearly three-fourths (73 percent) of Associate Member respondents said their primary initial reason for joining the AOG was because they had a child/relative who attended/attends the Academy. An additional 12 percent were Academy non-graduate alums. Of the Associate Members who have a child/relative at the Academy, 62 percent have a child/relative in classes 2006 and above. *Source: Exhibits 5-1, 24 (Associate Section)*
- 18. Like Graduate Members, the promotion of Academy Heritage was important to Associate Members. When Associate Members were asked what they felt the priority order of AOG functions should be, 33 percent of Associate Members felt the promotion of Academy Heritage should be the AOG's top priority function. Associate and Graduate members were in agreement on for what the top two Academy priority functions should be, as both groups felt Academy Heritage and alumni/Academy communication should be the AOG's top two priority functions. Also of note, Associate Members were slightly more likely than Graduate Members to feel the AOG should raise funds as their top priority (11 percent). *Source: Exhibits 3-1 (for both Graduate and Associate Sections)*
- 19. Several key differences exist between Associate Members and Graduate Members. Global differences included: AOG services were of more importance to Graduate Members than Associate Members, ZoomiEnews and the AOG website was of significantly higher importance to Associate Members than Graduate Members, Associate Members used Checkpoints significantly less frequently than Graduate Members, Associate Members were more oriented toward cadets, cadet issues and cadet-related services (discounts, clothing, Mall of Heroes), and Associate Members were much more likely to frequently visit the Academy (likely to visit their children). Source: Exhibits 10-1 through 10-6, 12-1 through 12-9, 13-1 through 13-7, 14-1 through 14-7, 19, and 20-1 through 20-7(all Associate member section exhibits)

20. Associate Members were more likely to tell people about the Academy. Overall, Associate Members (63 percent) were significantly more likely to tell people about the Academy than Graduate Members (31 percent). The two groups did have similar levels of identification with the Academy as 54 percent of Associate Members strongly identified with the Academy and 60 percent of Graduate Members strongly identified with the Academy. In sum, Associate Members are a fundamentally different type of AOG member with different expectations and desires from Graduate Members and should be catered to in a different manner. *Source: Exhibits 26-1, 27-1 (Graduate Section); 22, 23 (Associate Section)* 

**GRADUATE MEMBER SURVEY** 

#### SECTION 1 THE AOG VISION AND MISSION

This section of the report examines the attitudes and perceptions AOG Graduate Members have towards the current AOG mission and vision statements. Specifically, Graduate Members were asked to assess which mission elements they believed were the most important. Graduate Members were also asked to rank what they believed the AOG's current priorities were and what they thought the AOG's priorities should be.

#### THE SECOND ELEMENT OF THE AOG MISSION STATEMENT IS THE MOST IMPORTANT MISSION ELEMENT FOR 34 PERCENT OF RESPONDENTS

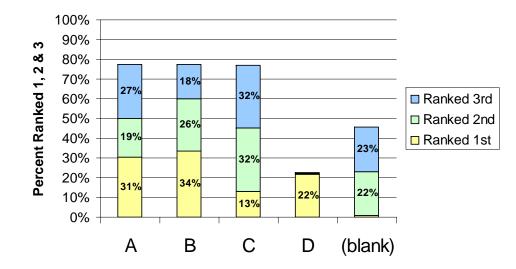
The three elements of the AOG mission statement are shown at right. Overall, 34 percent of survey respondents felt that the most important AOG mission element was to provide leadership, communication and support to Academy graduates, while an additional 31 percent felt that working to foster graduates with an enduring commitment to integrity, excellence and service of country was the most important element.

Only 13 percent of Graduate Members chose promoting the Academy's heritage and traditions as the most important mission element. It should be noted, though, that 32 percent of Graduate Members felt that promoting heritage was the second most important element.

An additional 22 percent of Graduate Members ranked all three mission elements equally.

## Exhibit 1-1 The AOG Vision and Mission

(What do you believe is the most important mission element of the AOG? Please rank the following from 1 to 3.)



- <u>A</u> Working in partnership with the Academy to produce and foster graduates with an enduring commitment to integrity, excellence, and service to country.
- <u>B</u> Providing leadership, communication, and support to all the Academy's graduates, and promoting camaraderie among them.
- <u>C</u> Promoting the Academy's heritage, our common traditions, and the accomplishments of our graduates.
- <u>D</u> I rank all of the above equally

Interpreting this exhibit: Each bar labeled A, B, C, or D represents one of the four options described above, and the colors represent the proportion of  $1^{st}$ ,  $2^{nd}$ , or  $3^{rd}$  rankings that they received. Therefore, each color (not bar) adds to 100 percent. If a person responded with "D" (all mission elements are equal), then they made no second or third choice since all elements were ranked equally. Because 22 percent of respondents chose this option, the bars for choices A, B, and C only add to 78 percent. The column at the far right represents the people who did not complete a response for a particular ranking, nearly all of whom responded with Choice D.

#### ON AVERAGE, THE SECOND MISSION ELEMENT ("B") HAD A HIGHER IMPORTANCE THAN OTHER MISSION ELEMENTS

Providing leadership, communication and support to graduates had the best average ranking among the three answer choices (1.79). Working to foster graduates with an enduring commitment to integrity, excellence and service had the second highest average (1.96)

Promoting the Academy's heritage and traditions had the lowest average ranking among Graduate Members (2.24).

## Exhibit 1-2 The AOG Vision and Mission

(What do you believe is the most important mission element of the AOG? Please rank the following from 1 to 3.)

## **Average Ranking**

Α	1.96
В	1.79
С	2.24

\*Smaller Numbers indicate higher ranks and higher importance. For example, if one option was always chosen first, it would achieve the best average ranking of 1.0.

- <u>A</u> Working in partnership with the Academy to produce and foster graduates with an enduring commitment to integrity, excellence, and service to country.
- <u>B</u> Providing leadership, communication, and support to all the Academy's graduates, and promoting camaraderie among them.
- <u>C</u> Promoting the Academy's heritage, our common traditions, and the accomplishments of our graduates.

or

<u>D</u> I rank all of the above equally

#### THIRTY PERCENT OF GRADUATE MEMBERS FELT AOG'S TOP CURRENT PRIORITY WAS TO RAISE PRIVATE FUNDS TO SUPPORT THE ACADEMY/AOG

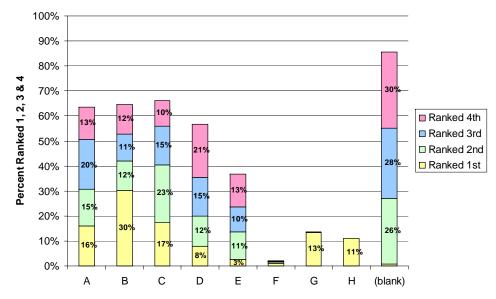
Graduates most frequently ranked answer choice "B" as the AOG's top priority (30 percent). This was significantly greater than the next most frequently cited AOG function ("C"), which 17 percent of Graduate Members ranked as the AOG's top priority.

Additionally, 16 percent of Graduate Members ranked "A" as the top current priority. It should also be noted that 13 percent of Graduate Members stated that they did not have a clear idea of what the AOG does, and another 11 percent ranked all of the AOG functions equally.

Only 3 percent of Graduates ranked "E" as the AOG's top priority. Function "C" was most frequently ranked second by Graduate Members (23 percent).

## Exhibit 2-1 The AOG Vision and Mission

(To carry out these mission elements, the AOG performs several functions. What is the priority order that you believe the AOG currently applies to these functions? Please mark the top priority with a "1," second priority with a "2," and so on...)



<u>A</u> Maintains and promotes the heritage of the Academy and its graduates.

<u>B</u> Raises private funds to support Academy and AOG programs.

<u>C</u> Provides communication between alumni and the Academy.

\_D\_Provides services and benefits for the alumni.

<u>E</u> Supports the Admissions process with information for candidates and parents, and the in-processing of new cadets.

<u>F</u> Other

<u>G</u> I really don't have a clear idea of what the AOG does.

<u>H</u> I rank all of the above equally.

Interpreting this exhibit: See Note in Exhibit 1-1 for a guide.

#### ON AVERAGE, GRADUATE MEMBERS FELT THAT THE AOG'S TOP CURRENT PRIORITY IS TO RAISE PRIVATE FUNDS TO SUPPORT ACADEMY AND AOG PROGRAMS

Overall, function "B" had the highest average rank (2.36), meaning that Graduate Members were most likely to feel that this was the AOG's top priority. Function "C" had the second highest average rank (2.49), very close behind.

Functions "B", and "C" had similar average rankings at the top, while Graduate Members were much less likely to rank functions "D" and "E" among the AOG's top priorities.

## Exhibit 2-2 The AOG Vision and Mission

(To carry out these mission elements, the AOG performs several functions. What is the priority order that you believe the AOG currently applies to these functions? Please mark the top priority with a "1," second priority with a "2," and so on..)

Average Rank Per Attribute		
Α	2.75	
В	2.36	
С	2.49	
D	3.30	
E	3.83	

\*Smaller Numbers indicate higher ranks

A\_Maintains and promotes the heritage of the Academy and its graduates.

<u>B</u> Raises private funds to support Academy and AOG programs.

<u>C</u> Provides communication between alumni and the Academy.

<u>D</u> Provides services and benefits for the alumni.

<u>E</u> Supports the Admissions process with information for candidates and parents, and the in-processing of new cadets.

<u>F</u> Other \_\_\_\_\_\_ or

<u><u>G</u> I really don't have a clear idea of what the AOG does.</u>

 $\underline{H}$  I rank all of the above equally.

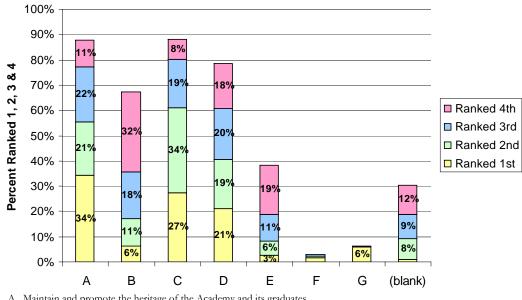
#### **GRADUATE MEMBERS MOST** FREQUENTLY RANKED ACADEMY HERITAGE AS THEIR TOP PREFERRED PRIORITY

Overall. 34 percent of Graduate Members felt the AOG's top priority should be to maintain and promote the heritage of the Academy and its graduates. (This conflicts with the earlier finding that showed heritage to be less important than the other two mission elements of the AOG.) Providing communication between alumni and the Academy was the next AOG function most frequently ranked as the top priority (27 percent).

Additionally, 21 percent of Graduate Members said that the provision of services/benefits for Alumni should be the top AOG priority. Only 6 percent felt raising funds to support Academy/AOG programs should be the top priority.

## Exhibit 3-1 The AOG Vision and Mission

(What is the priority order that you believe the AOG should apply to these functions? Please mark the top priority with a "1", second priority with a "2", and so on.)



A Maintain and promote the heritage of the Academy and its graduates.

<u>B</u> Raise private funds to support Academy and AOG programs.

<u>C</u> Provide communication between alumni and the Academy.

\_D\_ Provide services and benefits for the Alumni.

\_E\_Supports the Admissions process with information for candidates and parents, and the in-processing of new cadets.

\_F\_ Other functions the AOG SHOULD perform.

or

<u>G</u> No opinion [Enter a "1" here and leave the other categories blank.]

Interpreting this exhibit: See Note in Exhibit 1-1 for a guide.

#### ACADEMY/ALUMNI COMMUNICATION HAD THE HIGHEST AVERAGE RANK AMONG THE AOG FUNCTIONS

Overall, answer choice "C" had the highest average ranking for what Graduate Members felt the AOG priority functions should be (2.18). There was almost no statistical difference between the average rankings of answer choices "C" and "A", as the average ranking for "A" was 2.21. While more respondents ranked Function "A" as the highest priority, more respondents ranked Function "C" among the top two priorities.

Provision of services/benefits for alumni had the third highest ranking (2.77) and Answer choice "E" had the lowest average ranking of all the AOG functions (4.16).

## Exhibit 3-2 The AOG Vision and Mission

(What is the priority order that you believe the AOG should apply to these functions? Please mark the top priority with a "1", second priority with a "2", and so on.)

## **Average Rank**

Α	2.21
В	3.54
С	2.18
D	2.77
E	4.16

#### \*Smaller Numbers indicate higher ranks

- A Maintain and promote the heritage of the Academy and its graduates.
- <u>B</u> Raise private funds to support Academy and AOG programs.
- <u>C</u> Provide communication between alumni and the Academy.
- \_D\_Provide services and benefits for the Alumni.
- \_E\_ Supports the Admissions process with information for candidates and parents, and the in-processing of new cadets.
- <u>F</u> Other functions the AOG SHOULD perform.

or

<u>G</u> No opinion [Enter a "1" here and leave the other categories blank.]

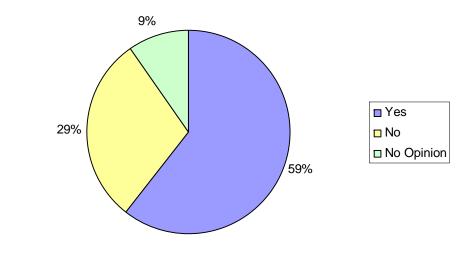
#### ALMOST SIXTY PERCENT OF GRADUATE MEMBERS SUPPORT AOG LOBBYING

Overall, 59 percent of Graduate Members felt the AOG should engage in lobbying on behalf of AOG Members for Academy-related issues. An additional 29 percent, felt the AOG should *not* lobby on behalf of AOG members.

Nine percent of Graduate Members had no opinion on whether the AOG should actively lobby on behalf of AOG members.

## Exhibit 4-1 The AOG Vision and Mission All Graduate Members

(To the extent legal, should the AOG engage in what would be a new function – lobbying and other representational activities on behalf of Academy-related issues of importance to AOG members?)



AOG MEMBERS SURVEY CORONA RESEARCH, INC. PAGE 18

#### GRADUATE MEMBERS FROM THE CLASS OF 2000 AND ABOVE WERE MOST LIKELY TO SUPPORT AOG LOBBYING

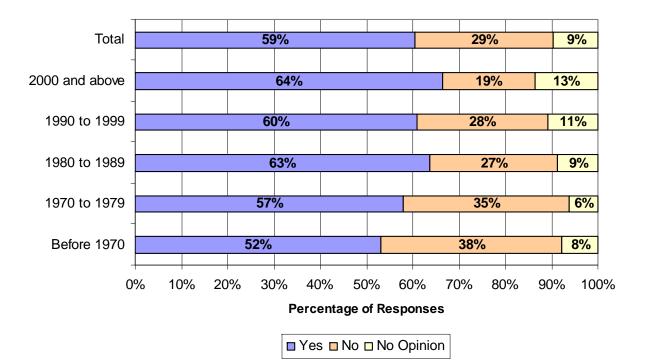
Overall, 64 percent of Graduate Members in the class of 2000 and above supported AOG lobbying, and only 19 percent from the same class group did *not* support AOG lobbying. Graduate Members in the 2000 and above class year group were significantly less likely to *not* support AOG lobbying than any other group.

Members who graduated before 1970 were the least likely to support AOG lobbying (52 percent), and they were also the most likely to not support AOG lobbying (38 percent).

On the whole, a general theme for support was observed between the different class groups, as support for active AOG lobbying decreased with years since graduation.

## Exhibit 4-2 The AOG Vision and Mission Class Year

(To the extent legal, should the AOG engage in what would be a new function – lobbying and other representational activities on behalf of Academy-related issues of importance to AOG members?)



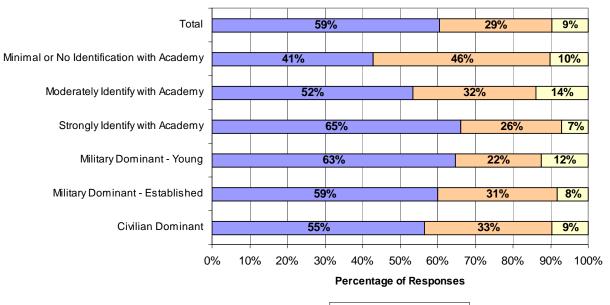
#### GRADUATE MEMBERS WHO STRONGLY IDENTIFY WITH THE ACADEMY WERE MOST LIKELY TO SUPPORT AOG LOBBYING

There was a significant difference in support for AOG lobbing between Graduate Members who strongly identify with the Academy (65 percent), and those with moderate (52 percent), minimal/no or identification with the Academy (41 percent). A significant and positive relationship was observed between Graduate Members strength of identification with the Academy and support for AOG lobbying.

Also, Graduate Members in the Military Dominant-Young group were the most likely to support AOG lobbying (63 percent), while members in the Civilian Dominant group were the least likely of the career groups to support AOG lobbying (55 percent).

## Exhibit 4-3 The AOG Vision and Mission Military Status and Identification with the Academy

(To the extent legal, should the AOG engage in what would be a new function – lobbying and other representational activities on behalf of Academy-related issues of importance to AOG members?)



■ Yes ■ No ■ No Opinion

AOG MEMBERS SURVEY CORONA RESEARCH, INC. PAGE 20

#### SECTION 2 AOG MEMBERSHIP

This section of the report examines how important specific aspects of the AOG membership are to Graduate Members. Awareness of current AOG services, programs and products is also assessed in Section 2. Exhibit numbers correlate to the survey question numbers for this section and begin with question 5 of the survey.

#### OVER HALF OF ALL GRADUATE MEMBERS RATED THEIR AWARENESS OF AOG SERVICES, PROGRAMS AND PRODUCTS AS MODERATE

Overall, 52 percent of Graduate Members rated their awareness of current AOG services as moderate, and an additional 27 percent rated their awareness as low or very low. In contrast, 20 percent of Graduate Members rated their awareness of AOG services, programs and products as high or very high.

This breakdown is not unusual for member surveys, in that similar proportions claim to have strong knowledge and weak knowledge.

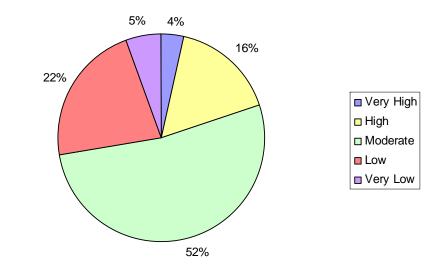
The following 2 pages present results by class year, career status and identification with the Academy.

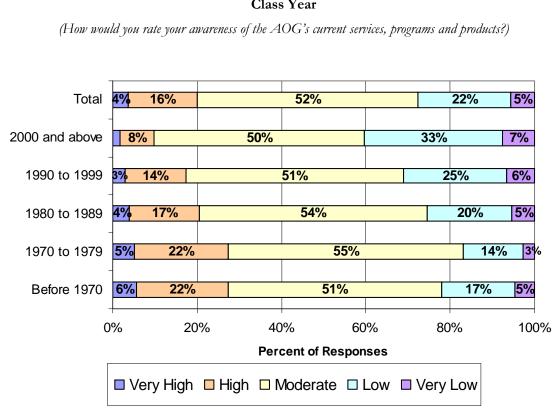
Significant patterns were observed by:

- Class Year
- Career Status
- Identification with the Academy

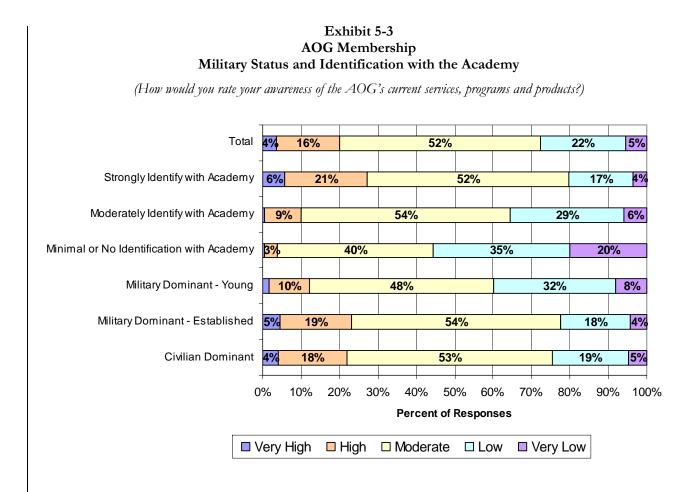
## Exhibit 5-1 AOG Membership All Graduate Members

(How would you rate your awareness of the AOG's current services, programs and products?)





## Exhibit 5-2 AOG Membership Class Year



#### A MAJORITY OF GRADUATE MEMBERS FELT BRINGING ACTIVITIES TO LOCAL AREAS WAS OF LOW OR NO IMPORTANCE

Overall, 46 percent of Graduate Members felt bringing activities/speakers to local areas was of low importance and an additional 15 percent felt it was of no importance.

Only 6 percent of Graduate Members felt this benefit was of high importance.

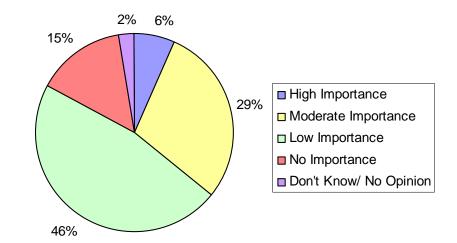
The following 2 pages present results by class year, career status and identification with the Academy.

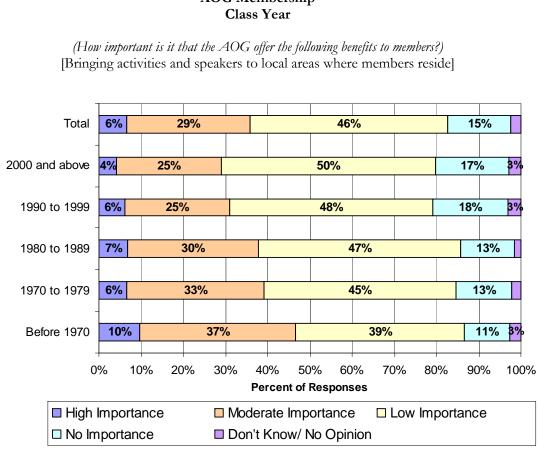
Significant patterns were observed by:

- Class Year
- Career Status
- Identification with the Academy

## Exhibit 6-1 AOG Membership All Graduate Members

(How important is it that the AOG offer the following benefits to members?) [Bringing activities and speakers to local areas where members reside]

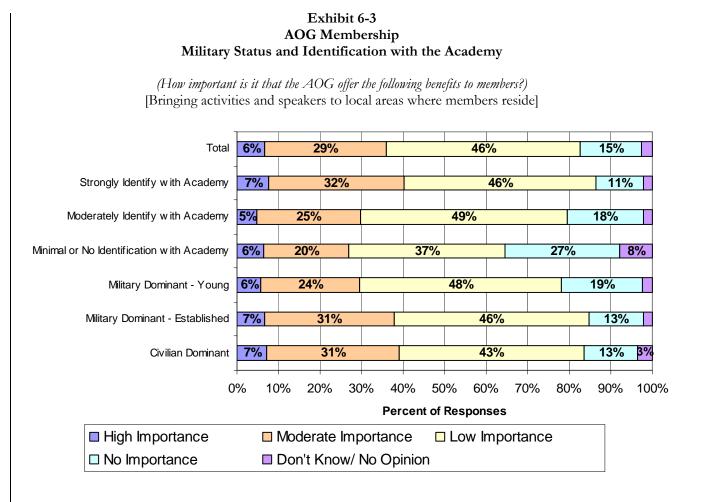




## Exhibit 6-2 AOG Membership Class Year

AOG MEMBERS SURVEY

CORONA RESEARCH, INC.



#### LESS THAN A QUARTER OF ALL GRADUATE MEMBERS FELT THAT GIVING WAYS TO SUPPORT THE ACADEMY WAS OF HIGH IMPORTANCE

Overall, only 24 percent of all Graduate Members felt giving members ways to support the Academy was of high importance, while over half of all Graduate Members felt this benefit was of moderate importance (56 percent). An additional 18 percent felt it was of low or no importance.

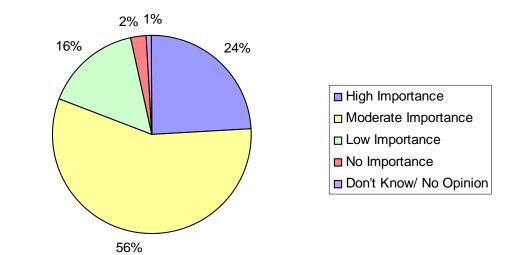
The following 2 pages present results by class year, career status and identification with the Academy.

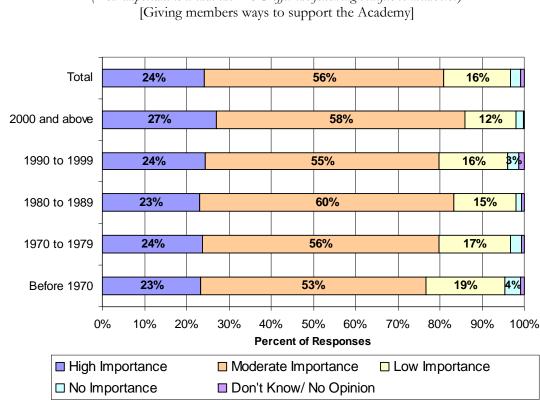
Significant patterns were observed by:

- Identification with the Academy

## Exhibit 6-4 AOG Membership All Graduate Members

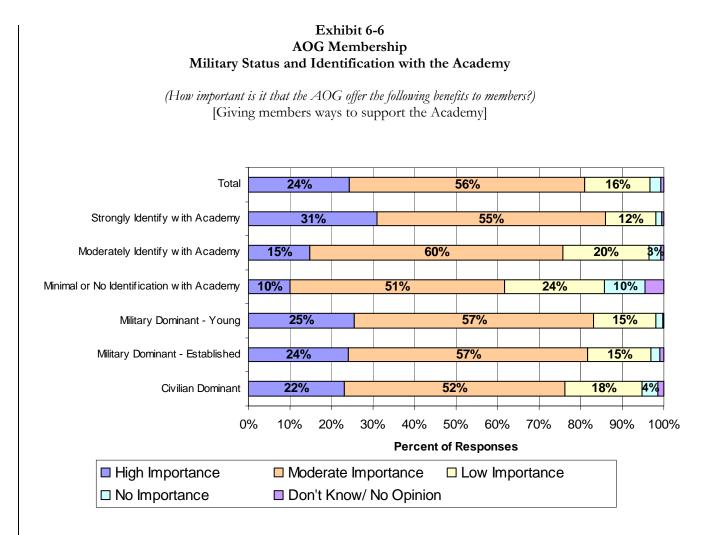
(How important is it that the AOG offer the following benefits to members?) [Giving members ways to support the Academy]





## Exhibit 6-5 **AOG** Membership **Class Year**

(How important is it that the AOG offer the following benefits to members?)



#### LESS THAN A QUARTER OF ALL GRADUATE MEMBERS FELT "GIVING BACK" TO THE ACADEMY WAS OF HIGH IMPORTANCE

Only 23 percent of Graduate Members felt the AOG helping members "Give back" to the Academy was of high importance.

A majority of Graduate Members (53 percent) felt this benefit was of moderate importance, while 21 percent indicated it was of low or no importance.

The following 2 pages present results by class year, career status and identification with the Academy.

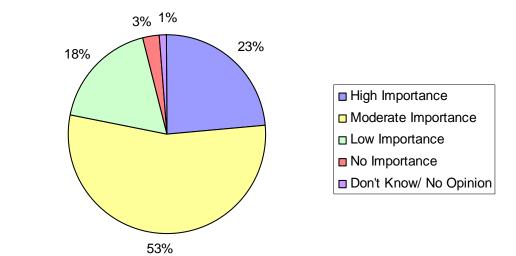
Significant patterns were observed by:

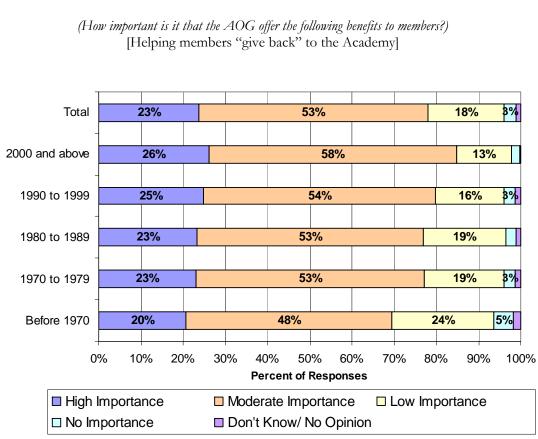
- Class Year

- Career Status
- Identification with the
- Academy

## Exhibit 6-7 AOG Membership All Graduate Members

(How important is it that the AOG offer the following benefits to members?) [Helping members "give back" to the Academy]





## Exhibit 6-8 AOG Membership Class Year

Strong pattern: Identification with the Academy is strongly linked with the importance of having this benefit.

#### (How important is it that the AOG offer the following benefits to members?) [Helping members "give back" to the Academy] 53% 18% 3% Total 23% 29% 54% Strongly Identify with Academy 14% Moderately Identify with Academy 16% 55% 24% 3% 10% 44% 10% 5% Minimal or No Identification with Academy 27% 25% 57% Military Dominant - Young 14% Military Dominant - Established 23% 54% 18% 47% 4% Civilian Dominant 22% 21% 0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100% Percent of Responses High Importance ■ Moderate Importance Low Importance □ No Importance Don't Know/ No Opinion

## Exhibit 6-9 AOG Membership Military Status and Identification with the Academy

#### HELPING MEMBERS STAY CONNECTED TO THE ACADEMY WAS A BENEFIT OF HIGH IMPORTANCE

A strong majority of 69 percent of graduate members felt that the AOG helping members maintain a connection with the Academy was of high importance. An additional 26 percent felt this was a moderately important benefit, while only 3 percent of Graduate Members felt this benefit was low in importance

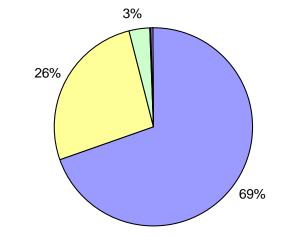
The following 2 pages present results by class year, career status and identification with the Academy.

Significant patterns were observed by:

- Class Year
- Identification with the
- Academy

#### Exhibit 6-10 AOG Membership All Graduate Members

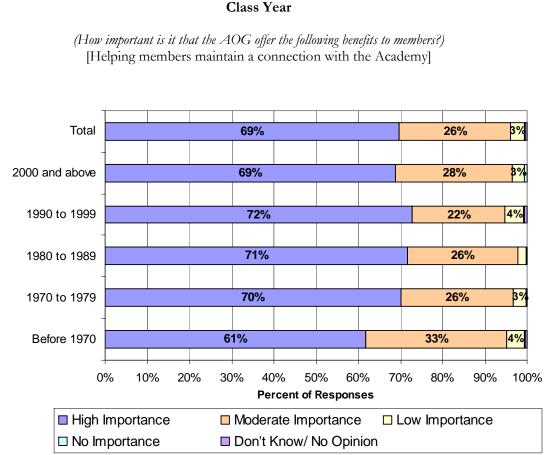
(How important is it that the AOG offer the following benefits to members?) [Helping members maintain a connection with the Academy]



High Importance
Moderate Importance
Low Importance
No Importance
Don't Know/ No Opinion

# AOG MEMBERS SURVEY CORONA RESEARCH, INC.

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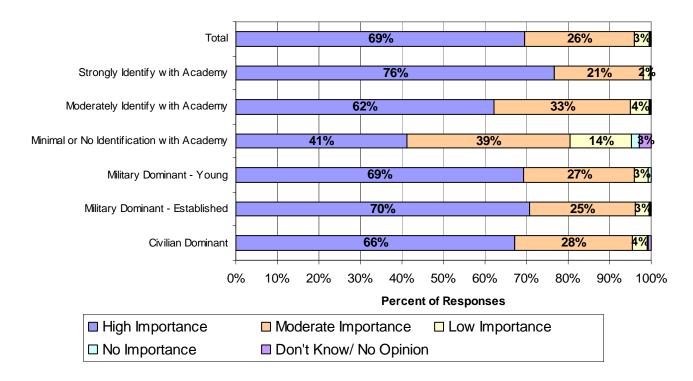


# Exhibit 6-11 AOG Membership Class Year

Strong pattern: Identification with the Academy is strongly linked with the importance of having this benefit.

# Exhibit 6-12 AOG Membership Military Status and Identification with the Academy

(How important is it that the AOG offer the following benefits to members?) [Helping members maintain a connection with the Academy]



#### HELPING MEMBERS STAY IN TOUCH WITH CURRENT EVENTS AT THE ACADEMY WAS OF HIGH IMPORTANCE

Over half of all Graduate Members (54 percent) felt that helping members stay in touch with current events at the Academy was of high importance. Thirtyeight percent felt this benefit was of moderate importance. Only 7 percent attributed low importance to this AOG benefit.

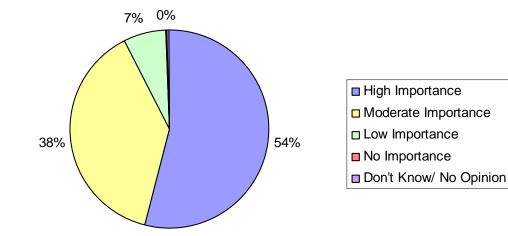
The following 2 pages present results by class year, career status and identification with the Academy.

Significant patterns were observed by:

- Class Year
- Identification with the Academy

#### Exhibit 6-13 AOG Membership All Graduate Members

(How important is it that the AOG offer the following benefits to members?) [Helping members stay in touch with current events at the Academy]



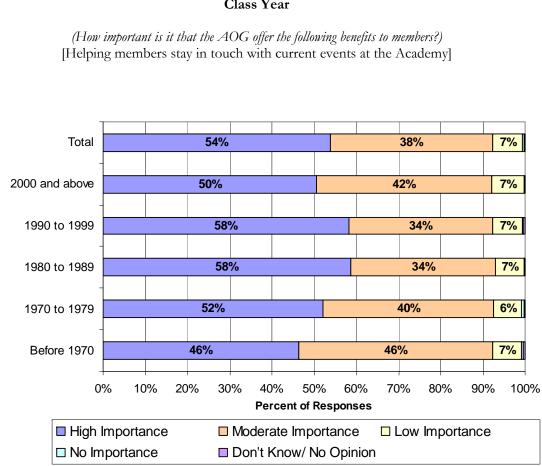
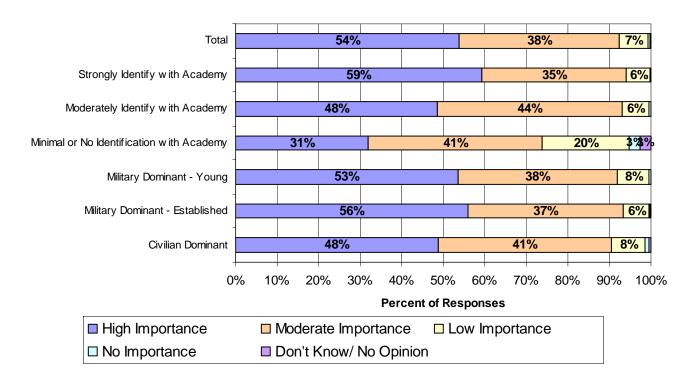


Exhibit 6-14 AOG Membership Class Year

Strong pattern: Identification with the Academy is strongly linked with the importance of having this benefit.

# Exhibit 6-15 AOG Membership Military Status and Identification with the Academy

(How important is it that the AOG offer the following benefits to members?) [Helping members stay in touch with current events at the Academy]



#### A MAJORITY OF GRADUATE MEMBERS FELT STAYING IN TOUCH WITH FELLOW ALUMNI WAS A BENEFIT OF HIGH IMPORTANCE

Overall, 56 percent of Graduate Members indicated being helped to stay in touch with fellow alumni was a highly important benefit received from the AOG. Thirty-six percent felt this benefit was of moderate importance, while only 7 percent indicated it was of low importance.

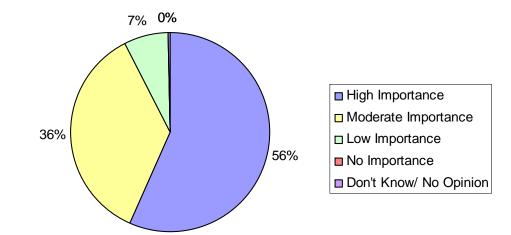
The following 2 pages present results by class year, career status and identification with the Academy.

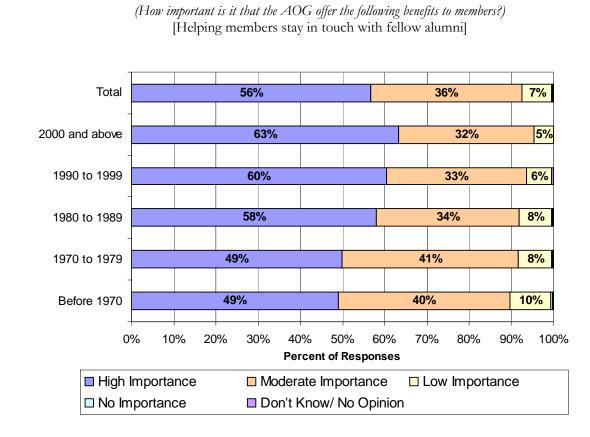
Significant patterns were observed by:

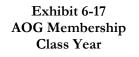
- Class Year
- Identification with the
- Academy

#### Exhibit 6-16 AOG Membership All Graduate Members

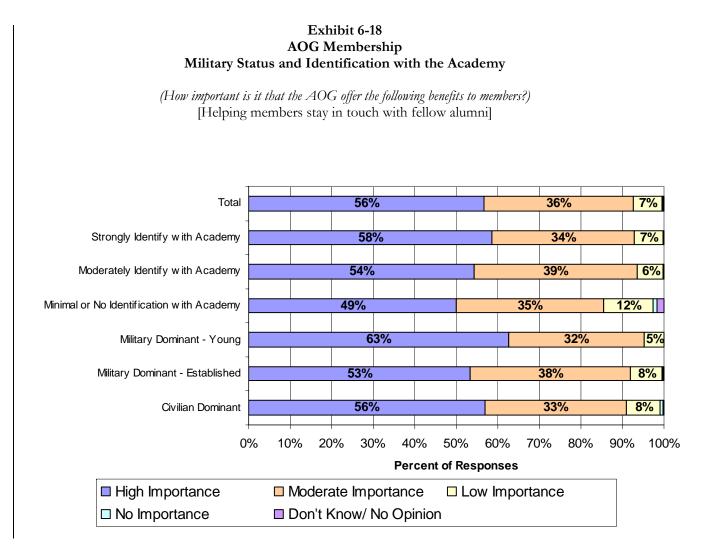
(How important is it that the AOG offer the following benefits to members?) [Helping members stay in touch with fellow alumni]







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#### FORTY PERCENT OF GRADUATE MEMBERS FELT A COMMUNICATION CHANNEL TO ACADEMY LEADERSHIP WAS OF HIGH IMPORTANCE

Overall, 40 percent of Graduate Members felt the provision of a communication conduit to senior Academy leadership was of high importance, and an additional 40 percent felt it was of moderate importance.

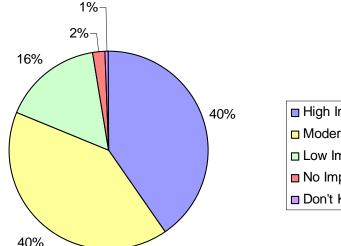
Eighteen percent felt a communication conduit was of low or no importance.

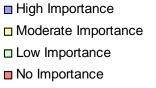
The following 2 pages present results by class year, career status and identification with the Academy.

Significant patterns were observed by: - Identification with the Academy

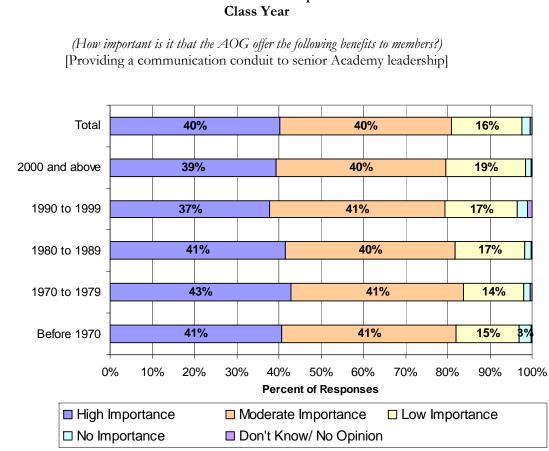
#### Exhibit 6-19 AOG Membership All Graduate Members

(How important is it that the AOG offer the following benefits to members?) [Providing a communication conduit to senior Academy leadership]

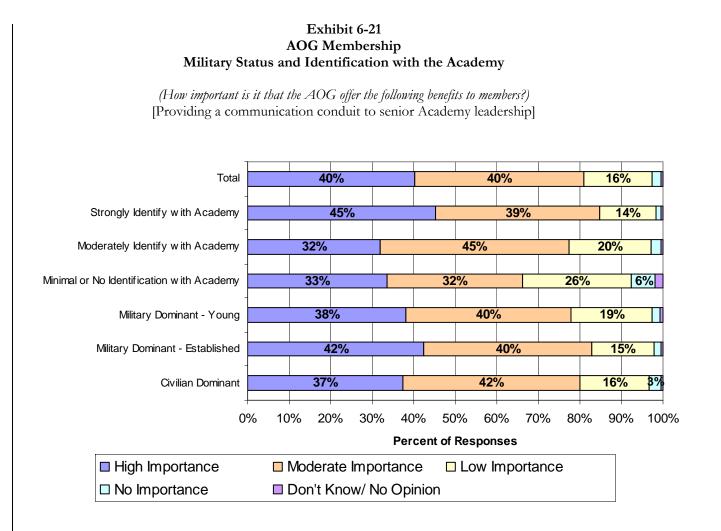




Don't Know/ No Opinion



# Exhibit 6-20 AOG Membership Class Year



#### OVER THIRTY PERCENT OF GRADUATE MEMBERS FELT THE PROVISION OF CAREER SERVICES WAS HIGHLY IMPORTANT

A total of 31 percent of Graduate Members felt that the AOG providing career services was of high importance. Forty percent indicated this AOG benefit was of moderate importance. It should also be noted that 28 percent of Graduate Members felt this benefit was of either low or no importance.

This is one of the few areas where respondents with minimal or no identification with the Academy valued the benefit equally with their peers with higher affinity.

The following 2 pages present results by class year, career status and identification with the Academy.

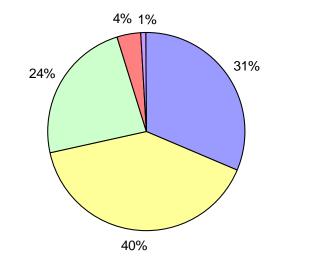
Significant patterns were observed by:

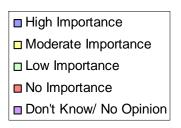
- Class Year

- Career Status

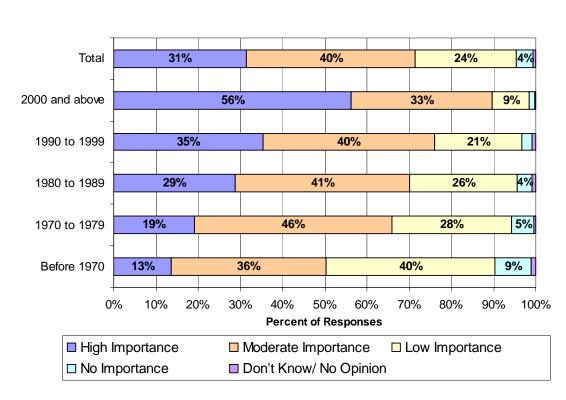
### Exhibit 6-22 AOG Membership All Graduate Members

(How important is it that the AOG offer the following benefits to members?) [Providing career services]



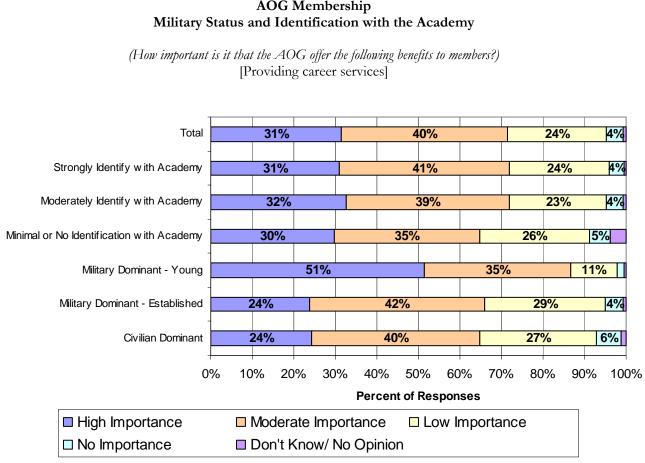


Strong pattern: Class year is very strongly linked with the importance of having this benefit.



# Exhibit 6-23 AOG Membership Class Year

(How important is it that the AOG offer the following benefits to members?) [Providing career services]



# Exhibit 6-24 **AOG** Membership

#### THE PROVISION OF DISCOUNTS, BENEFITS AND SERVICES WAS NOT OF HIGH IMPORTANCE TO OVER 75 PERCENT OF GRADUATE MEMBERS

Among all respondents, 21 percent of Graduate Members felt that providing discounts and services of use to AOG members were of high importance. In contrast, 35 percent thought these benefits were of low importance, and an additional 8 percent felt they were of no importance.

This is another benefits area where there is little or no difference by affinity for the Academy.

The following 2 pages present results by class year, career status and identification with the Academy.

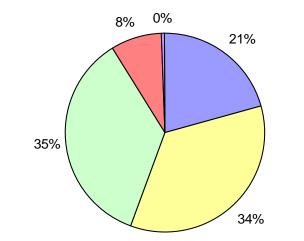
Significant patterns were observed by:

- Class Year

- Career Status

#### Exhibit 6-25 AOG Membership All Graduate Members

(How important is it that the AOG offer the following benefits to members?) [Providing discounts, benefits and services of use to members]



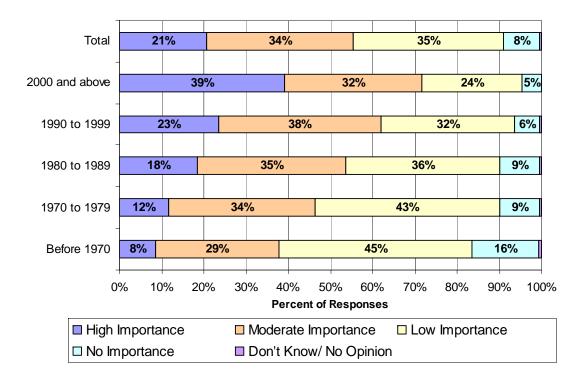
High Importance
Moderate Importance
Low Importance
No Importance
Don't Know/ No Opinion

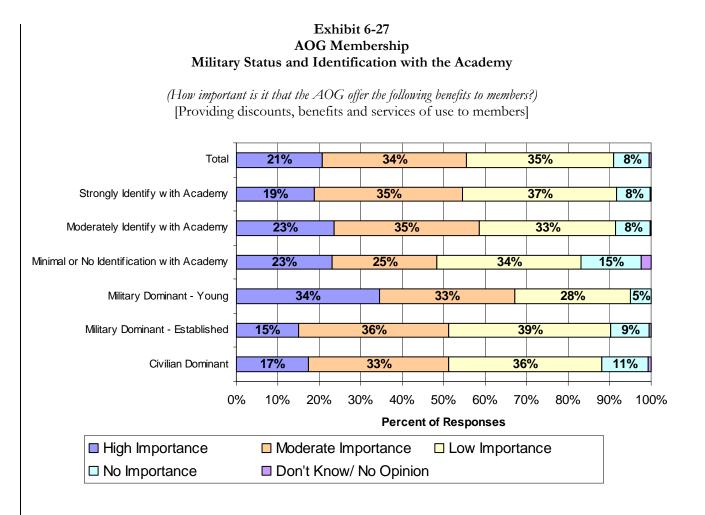
AOG MEMBERS SURVEY CORONA RESEARCH, INC. PAGE 49

Strong pattern: Class year is strongly linked with the importance of having this benefit.

# Exhibit 6-26 AOG Membership Class Year

(How important is it that the AOG offer the following benefits to members?) [Providing discounts, benefits and services of use to members]





#### OVER FORTY PERCENT OF GRADUATE MEMBERS FELT THAT PROVIDING NETWORKING OPPORTUNITIES WAS OF HIGH IMPORTANCE

Forty-three percent of Graduate Members indicated that providing networking opportunities was of high importance and an additional 41 percent felt it was of moderate importance.

The following 2 pages present results by class year, career status and identification with the Academy.

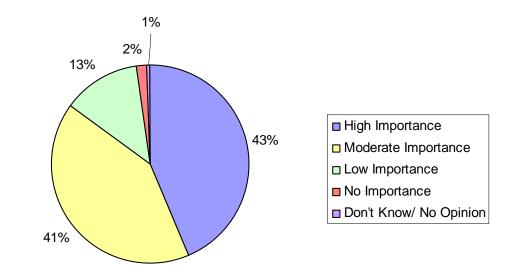
Significant patterns were observed by: - Class Year

- Class Year

- Career Status

# Exhibit 6-28 AOG Membership All Graduate Members

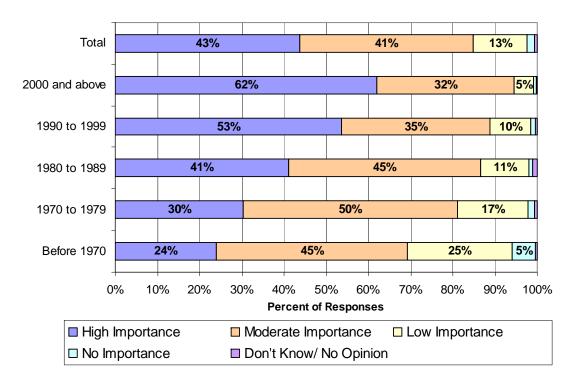
(How important is it that the AOG offer the following benefits to members?) [Providing networking opportunities]

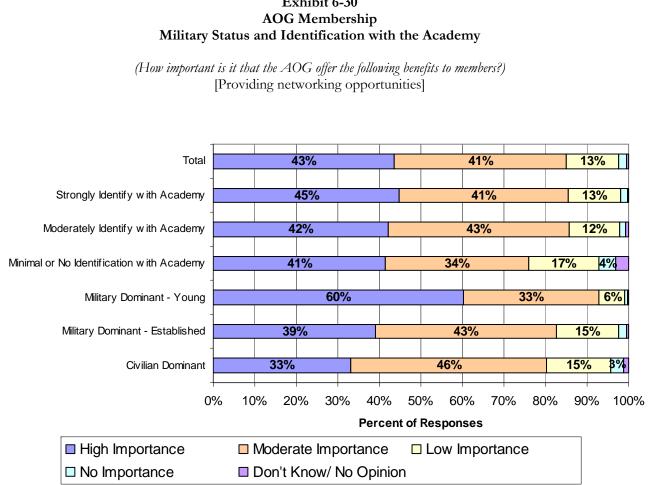


Strong pattern: Class year is strongly linked with the importance of having this benefit.

# Exhibit 6-29 AOG Membership Class Year

(How important is it that the AOG offer the following benefits to members?) [Providing networking opportunities]





# Exhibit 6-30

#### SECTION 3 AOG COMMUNICATIONS

Section 3 examines communication between the AOG and its Graduate Members. In this communications section, Graduate Members' knowledge of AOG news and events are examined. Graduate Members were also asked to assess how often they used specific communications sources and how important they perceived those communication sources to be. Exhibit numbers correlate to the survey question numbers for this section and begin with question 7 from the survey.

#### NEARLY THREE/FOURTHS OF ALL GRADUATE MEMBERS HAD HIGH TO MODERATE KNOWLEDGE OF ACADEMY NEWS AND EVENTS

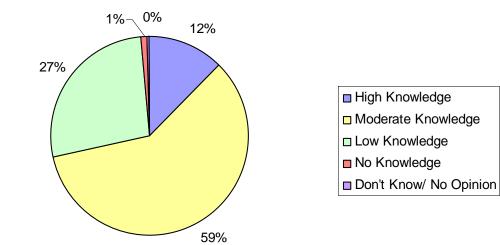
A total of 12 percent of Graduate Members reported a high knowledge of Academy news and events, while an additional 59 percent had moderate knowledge of Academy news and events.

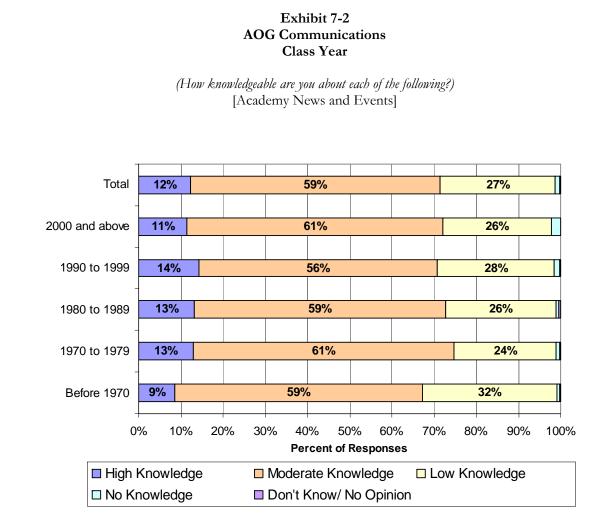
Over a quarter of Graduate Members (27 percent) had low knowledge of Academy news and events.

The following 2 pages present results by class year, career status and identification with the Academy.

Significant patterns were observed by: - Identification with the Academy Exhibit 7-1 AOG Communications All Graduate Members

(How knowledgeable are you about each of the following?) [Academy News and Events]

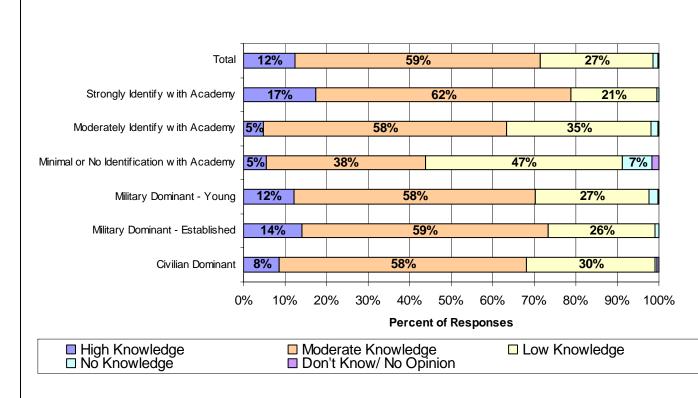




AOG MEMBERS SURVEY CORONA RESEARCH, INC.

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Strong pattern: Identification with the Academy is strongly linked with the importance of having this benefit.



# Exhibit 7-3 AOG Communications Military Status and Identification with the Academy

(How knowledgeable are you about each of the following?) [Academy News and Events]

AOG MEMBERS SURVEY CORONA RESEARCH, INC. PAGE 58

#### SIXTY PERCENT OF ALL GRADUATE MEMBERS HAD HIGH TO MODERATE KNOWLEDGE OF AOG NEWS AND EVENTS

Eight percent of Graduate Members indicated they had high knowledge of AOG events and 52 percent rated their knowledge of AOG news and events as moderate.

Also of note, 40 percent of Graduate Members felt they had low to no knowledge of AOG news and events.

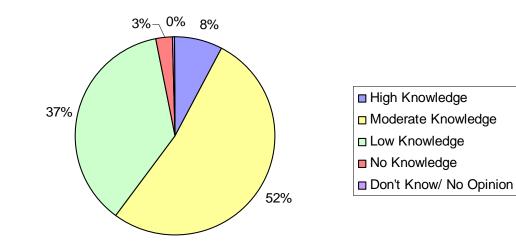
The following 2 pages present results by class year, career status and identification with the Academy.

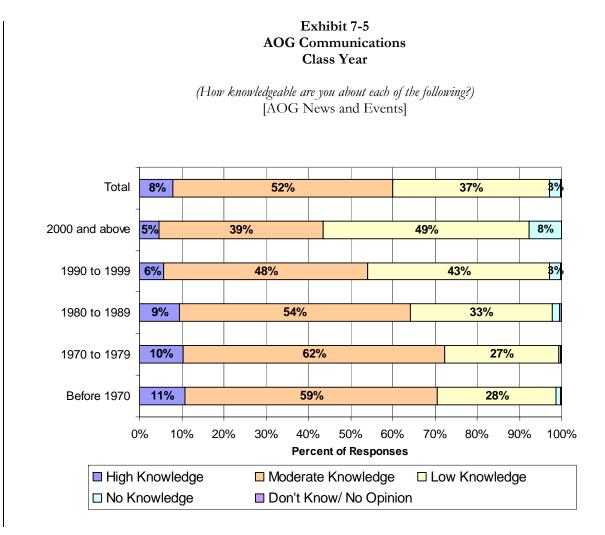
Significant patterns were observed by:

- Class Year
- Career Status
- Identification with the
- Academy

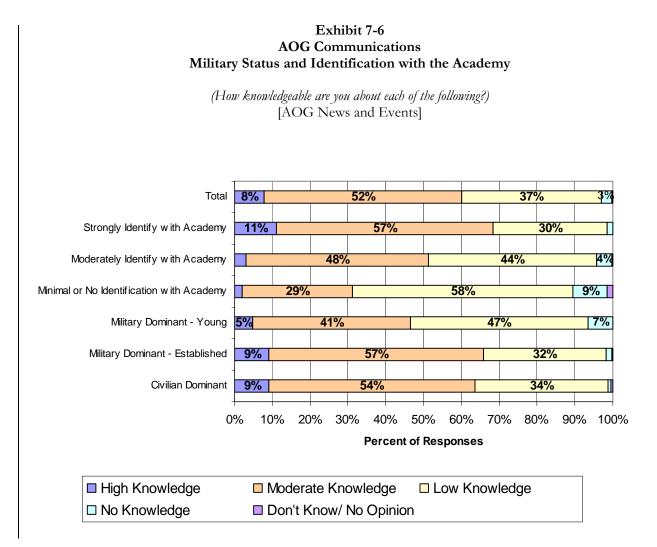
# Exhibit 7-4 AOG Communications All Graduate Members

(How knowledgeable are you about each of the following?) [AOG News and Events]









#### FIFTY-SIX PERCENT OF GRADUATE MEMBERS HAVE LOW OR NO KNOWLEDGE ABOUT CADET ACTIVITIES AND ACCOMPLISHMENTS

Overall, 56 percent of Graduate Members indicated they had low or no knowledge of cadet activities and accomplishments.

Only 5 percent of Graduate Members felt they had high knowledge pertaining to cadet activities and accomplishments.

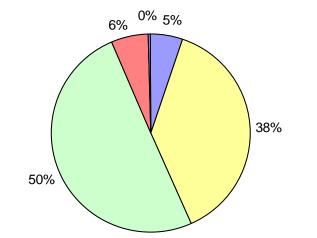
The following 2 pages present results by class year, career status and identification with the Academy.

Significant patterns were observed by:

- Identification with the Academy

## Exhibit 7-7 AOG Communications All Graduate Members

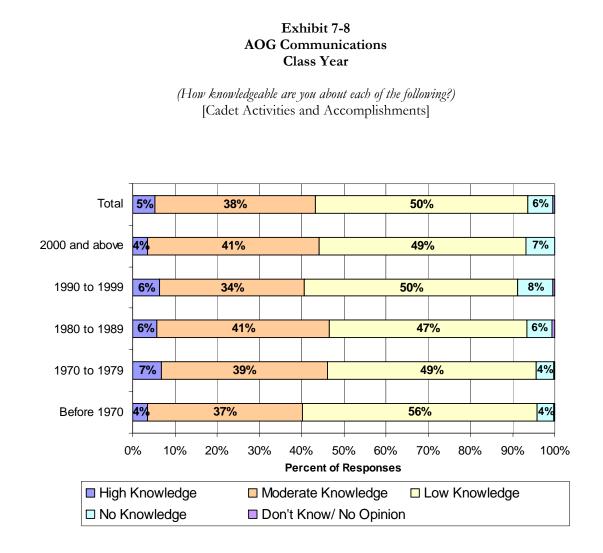
*(How knowledgeable are you about each of the following?)* [Cadet Activities and Accomplishments]

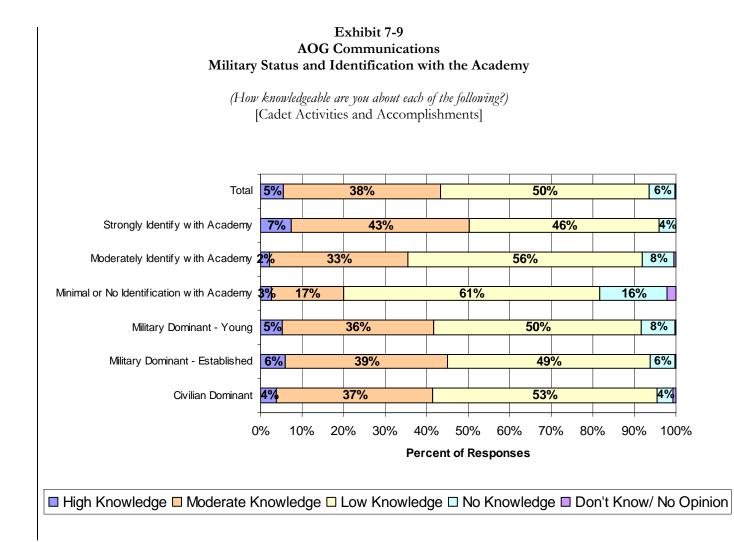


High Knowledge
 Moderate Knowledge
 Low Knowledge
 No Knowledge
 Don't Know/ No Opinion

# AOG MEMBERS SURVEY CORONA RESEARCH, INC.

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AOG MEMBERS SURVEY CORONA RESEARCH, INC. PAGE 64

#### MORE THAN HALF OF GRADUATE MEMBERS HAVE LOW OR NO KNOWLEDGE ABOUT GRADUATE ACCOMPLISHMENTS

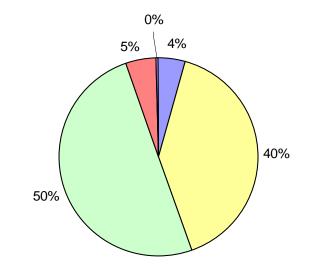
A total of 55 percent of Graduate Members had low or no knowledge about graduate accomplishments. Forty percent indicated they had moderate knowledge pertaining to graduates' accomplishments.

Only 4 percent had high knowledge about graduate accomplishments.

The following 2 pages present results by class year, career status and identification with the Academy.

Significant patterns were observed by: - Identification with the Academy Exhibit 7-10 AOG Communications All Graduate Members

(How knowledgeable are you about each of the following?) [Graduate Accomplishments]



High Knowledge
Moderate Knowledge
Low Knowledge
No Knowledge
Don't Know/ No Opinion

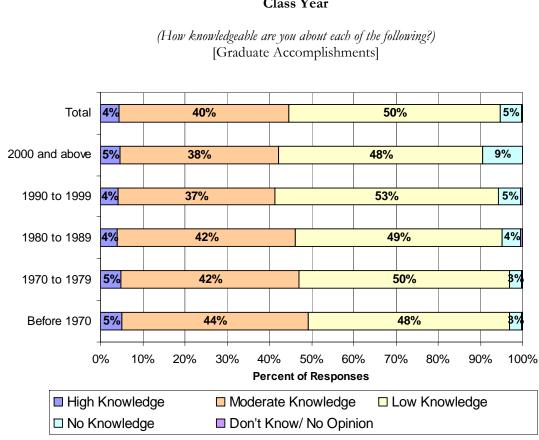
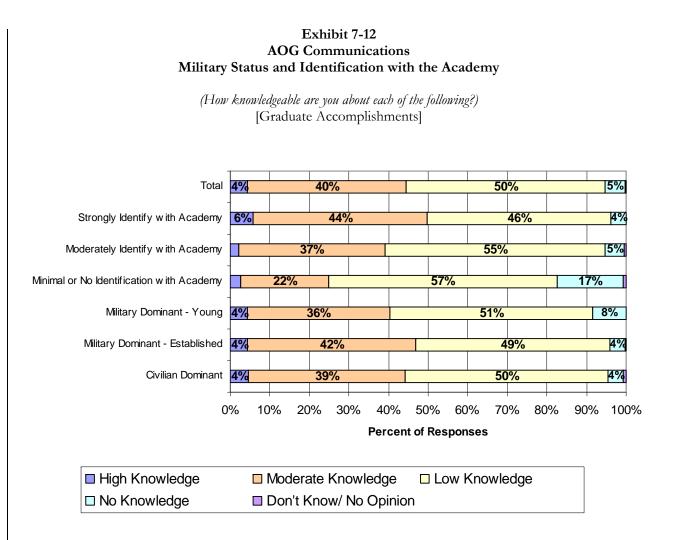


Exhibit 7-11 AOG Communications Class Year



#### OVER THREE/FOURTHS OF ALL GRADUATE MEMBERS HAD HIGH TO MODERATE KNOWLEDGE OF ACADEMY HERITAGE

Overall, 18 percent of Graduate Members had high knowledge of Academy heritage, and 59 percent indicated that they had moderate heritage knowledge. Twenty-one percent of Graduate Members felt they had low or no knowledge in this area.

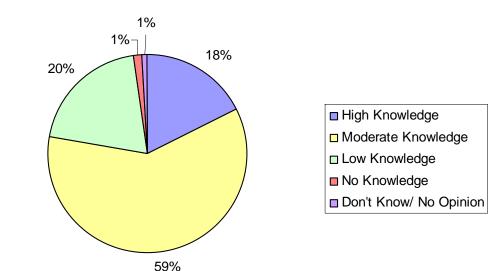
The following 2 pages present results by class year, career status and identification with the Academy.

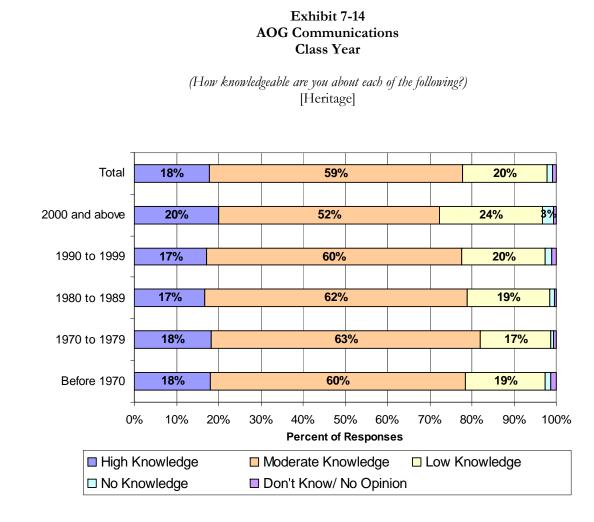
Significant patterns were observed by:

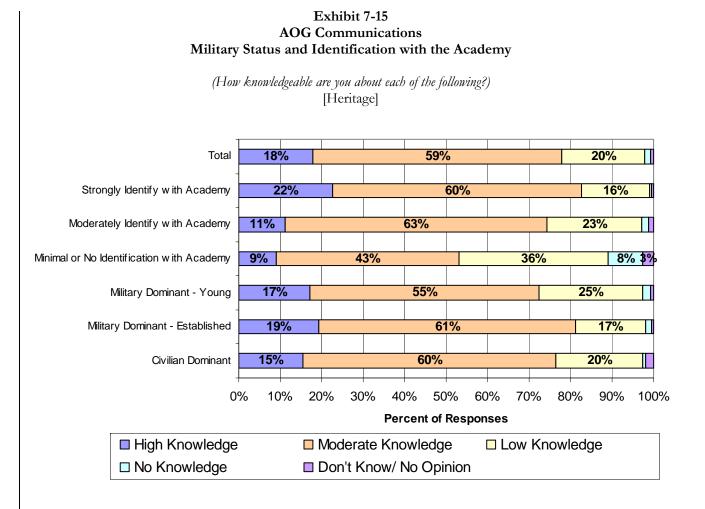
- Identification with the Academy

# Exhibit 7-13 AOG Communications All Graduate Members

(How knowledgeable are you about each of the following?) [Heritage]







# AOG Members Survey Corona Research, Inc.

#### THE AOG WAS A MAJOR-TO-MODERATE SOURCE OF ACADEMY NEWS AND EVENTS FOR OVER THREE-FOURTHS OF GRADUATE MEMBERS

Overall, 39 percent of Graduate Members said the AOG was a major source of information about Academy news and events and another 37 percent said it was a moderate source of information.

Eighteen percent of Graduate Members said the AOG was a minor source of Academy news/events, and only 4 percent do not use the AOG as a source for this information. The importance of the AOG as a source tends to increase with age.

The following 2 pages present results by class year, career status and identification with the Academy.

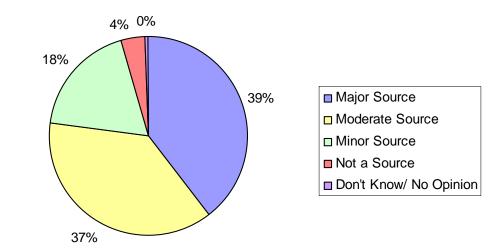
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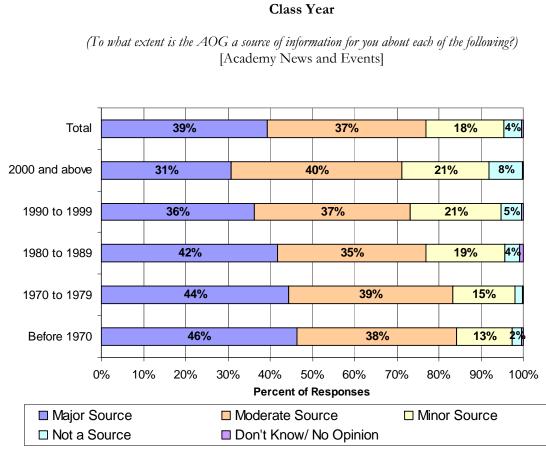
- Class Year
- Career Status
- Identification with the

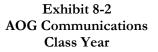
Academy

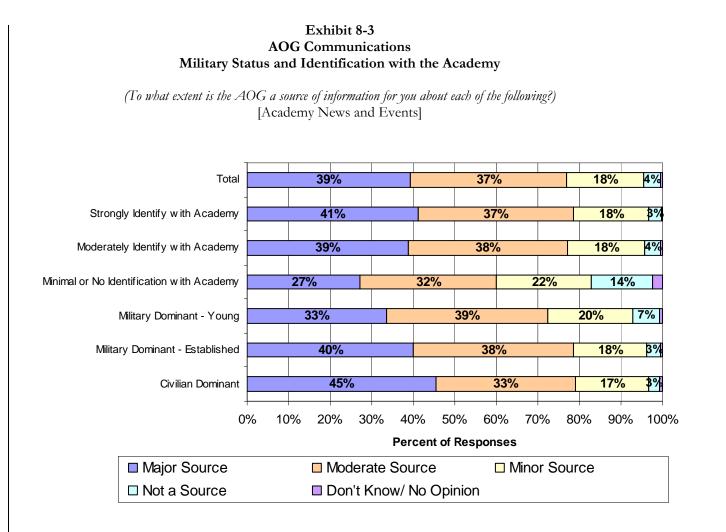
# Exhibit 8-1 AOG Communications All Graduate Members

(To what extent is the AOG a source of information for you about each of the following?) [Academy News and Events]









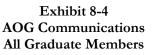
#### ALMOST SIXTY PERCENT OF GRADUATE MEMBERS FELT THE AOG WAS A MAJOR SOURCE FOR AOG NEWS AND EVENTS

Overall, 59 percent of Graduate Members said the AOG was a major source of information for AOG news and events. An additional 27 percent felt it was a moderate information source. Ten percent said the AOG was a moderate source of information for AOG news and events. The data show a pattern by class year, but it is not as pronounced as the pattern for obtaining information about Academy news and events.

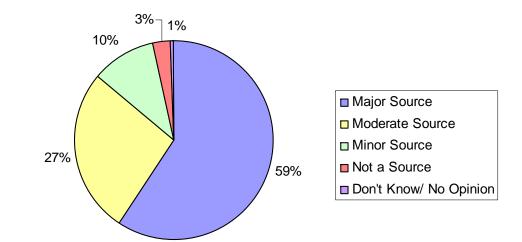
The following 2 pages present results by class year, career status and identification with the Academy.

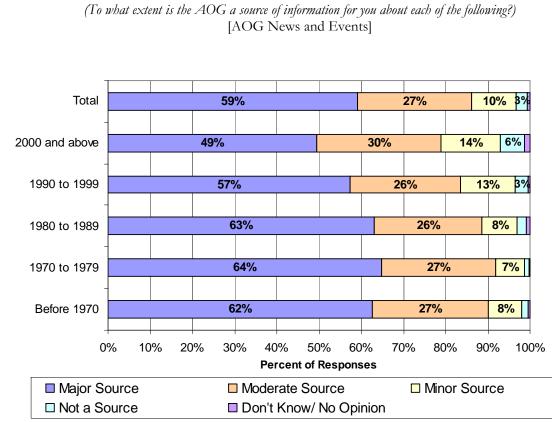
Significant patterns were observed by:

- Class Year
- Career Status
- Identification with the
- Academy



(To what extent is the AOG a source of information for you about each of the following?) [AOG News and Events]





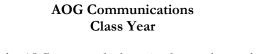
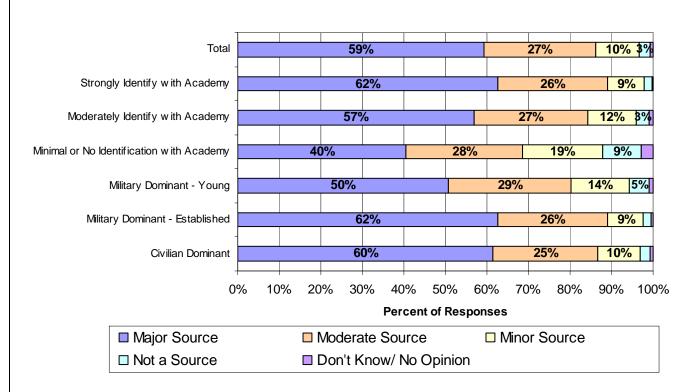


Exhibit 8-5

Strong pattern: Identification with the Academy is strongly linked with the use of this communications source.



# Exhibit 8-6 AOG Communications Military Status and Identification with the Academy

(To what extent is the AOG a source of information for you about each of the following?) [AOG News and Events]

#### THE AOG WAS A MAJOR SOURCE OF INFORMATION ABOUT CADET ACTIVITIES FOR ONE/THIRD OF GRADUATE MEMBERS

Thirty-three percent of Graduate Members indicated the AOG was a major source of information about cadet activities and accomplishments, and 36 percent said the AOG was a moderate source of information.

Thirty percent labeled the AOG as a minor source or not a source of information pertaining to cadet activities.

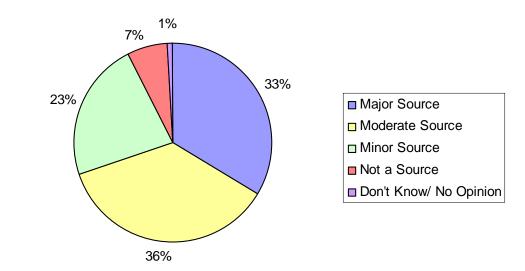
The following 2 pages present results by class year, career status and identification with the Academy.

Significant patterns were observed by:

- Class Year
- Career Status
- Identification with the Academy

# Exhibit 8-7 AOG Communications All Graduate Members

(To what extent is the AOG a source of information for you about each of the following?) [Cadet Activities and Accomplishments]



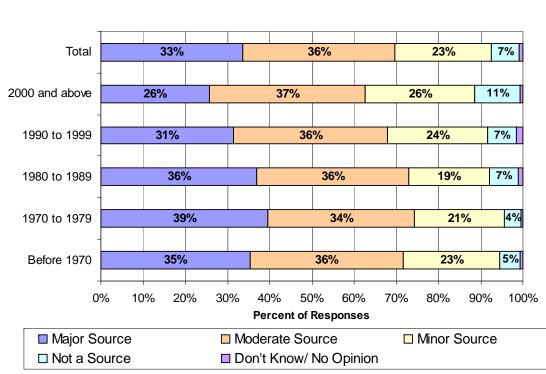
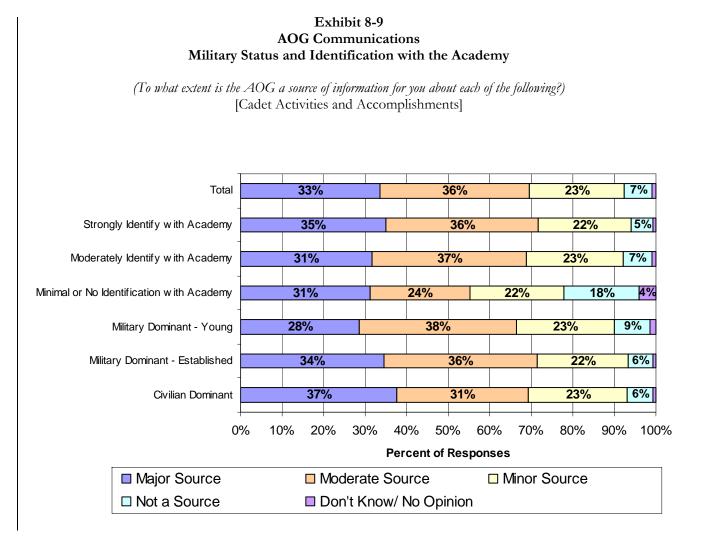


Exhibit 8-8 AOG Communications Class Year

(To what extent is the AOG a source of information for you about each of the following?) [Cadet Activities and Accomplishments]



# AOG MEMBERS SURVEY Corona Research, Inc.

#### ALMOST THREE/FOURTHS OF GRADUATE MEMBERS FELT THE AOG WAS A MAJOR-TO-MODERATE INFORMATION SOURCE FOR GRADUATE ACCOMPLISHMENTS

The AOG was a major source of information pertaining to graduate accomplishments for 37 percent of all Graduate Members, and it was a moderate source for 35 percent.

Also, 21 percent felt it was a minor source and 6 percent indicated it was not a source at all.

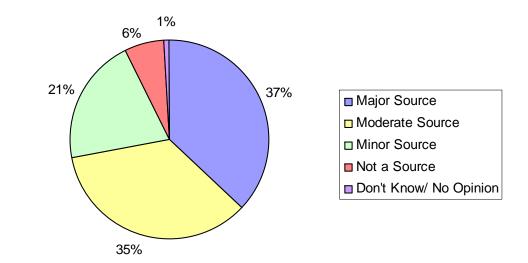
The following 2 pages present results by class year, career status and identification with the Academy.

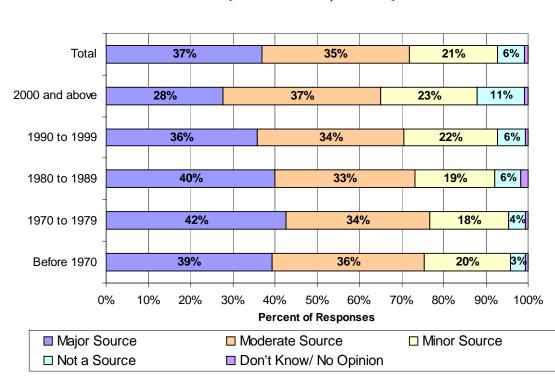
Significant patterns were observed by:

- Class Year
- Career Status
- Identification with the
- Academy

# Exhibit 8-10 AOG Communications All Graduate Members

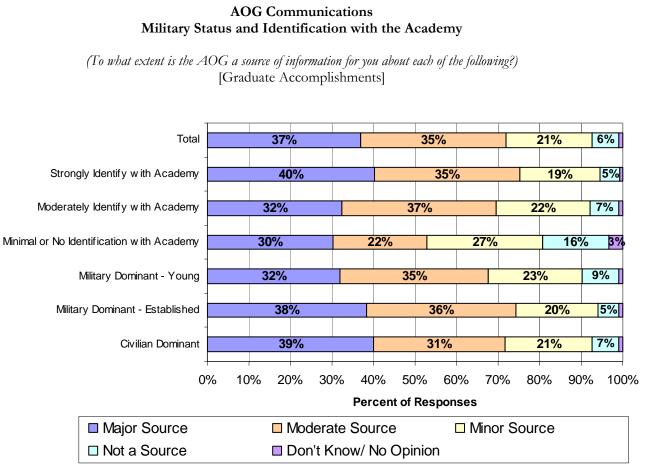
(To what extent is the AOG a source of information for you about each of the following?) [Graduate Accomplishments]





# Exhibit 8-11 AOG Communications Class Year

(To what extent is the AOG a source of information for you about each of the following?) [Graduate Accomplishments]



# Exhibit 8-12

#### ONE-THIRD OF GRADUATE MEMBERS SAID THE AOG WAS EITHER A MINOR SOURCE OR NOT A SOURCE FOR HERITAGE

27 percent of Graduate Members felt the AOG was a major source for heritage, and an additional 38 percent said it was a moderate source for heritage.

Compared to other types of information, the AOG is less a source for this type of information than for other types of information. This could mean that the AOG provides less of this information, or that other sources are also widely available.

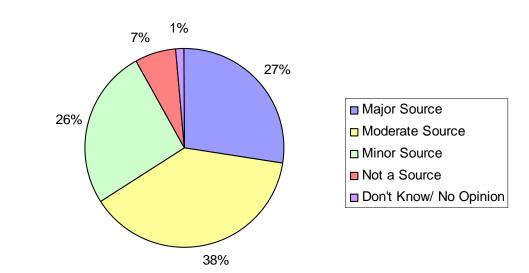
The following 2 pages present results by class year, career status and identification with the Academy.

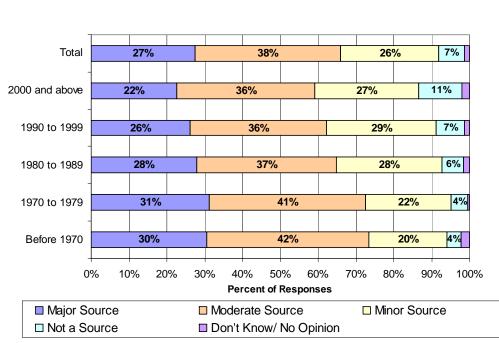
Significant patterns were observed by:

- Career Status
- Identification with the Academy

# Exhibit 8-13 AOG Communications All Graduate Members

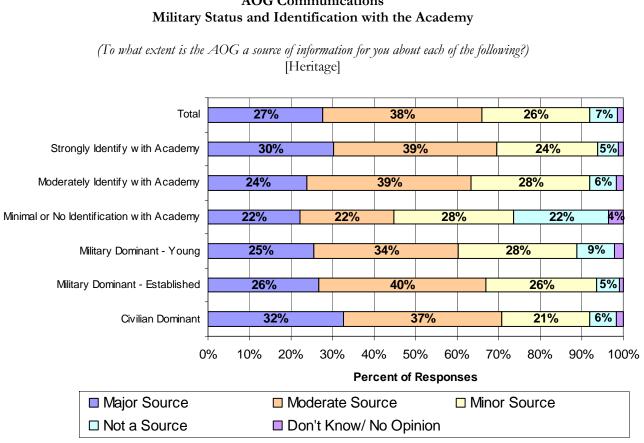
(To what extent is the AOG a source of information for you about each of the following?) [Heritage]





# Exhibit 8-14 AOG Communications Class Year

(To what extent is the AOG a source of information for you about each of the following?) [Heritage]



# Exhibit 8-15 **AOG** Communications

**AOG MEMBERS SURVEY** 

CORONA RESEARCH, INC.

#### CHECKPOINTS MAGAZINE WAS VERY USEFUL TO 70 PERCENT OF ALL GRADUATE MEMBERS

Overall, 91 percent of Graduate Members said that Checkpoints was either Very useful or Somewhat useful. Six percent felt it was slightly useful and only one percent indicated that it was not useful at all.

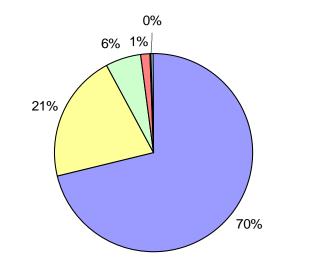
The following 2 pages present results by class year, career status and identification with the Academy.

Significant patterns were observed by:

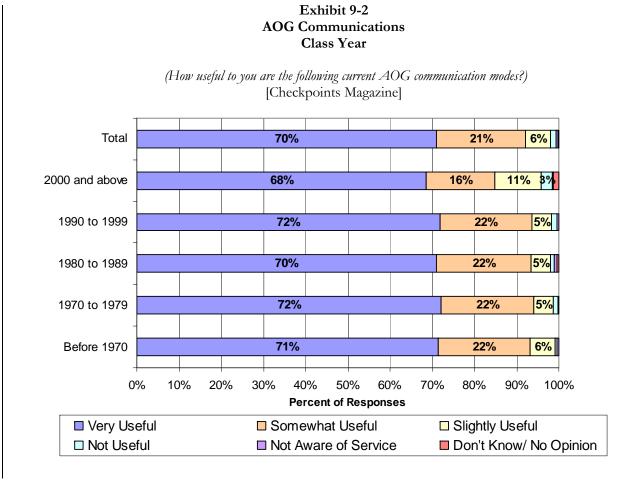
- Identification with the Academy

# Exhibit 9-1 AOG Communications All Graduate Members

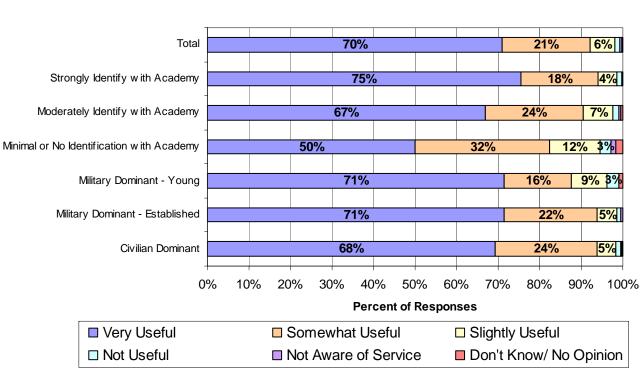
(How useful to you are the following current AOG communication modes?) [Checkpoints Magazine]



Very Useful
Somewhat Useful
Slightly Useful
Not Useful
Not Aware of Service
Don't Know/ No Opinion



Strong pattern: Identification with the Academy is strongly linked with the use of this communications source.



# Exhibit 9-3 AOG Communications Military Status and Identification with the Academy

(How useful to you are the following current AOG communication modes?) [Checkpoints Magazine]

#### OVER TWENTY PERCENT OF GRADUATE MEMBERS WERE NOT AWARE OF ZOOMIENEWS

Overall, 20 percent of Graduate Members felt ZoomiEnews was very useful, and 32 percent felt it was somewhat Twenty-three percent useful. indicated ZoomiEnews was either slightly useful or not useful. Interestingly, older members were more likely to find it useful than younger members.

One quarter of all Graduate Members said they were either not aware of the service or had no opinion towards ZoomiEnews.

The following 2 pages present results by class year, career status and identification with the Academy.

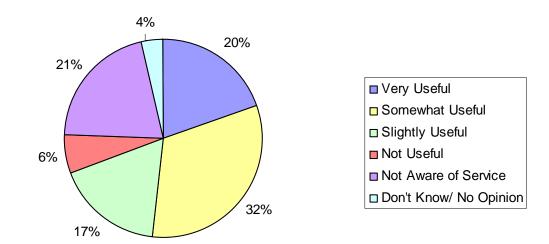
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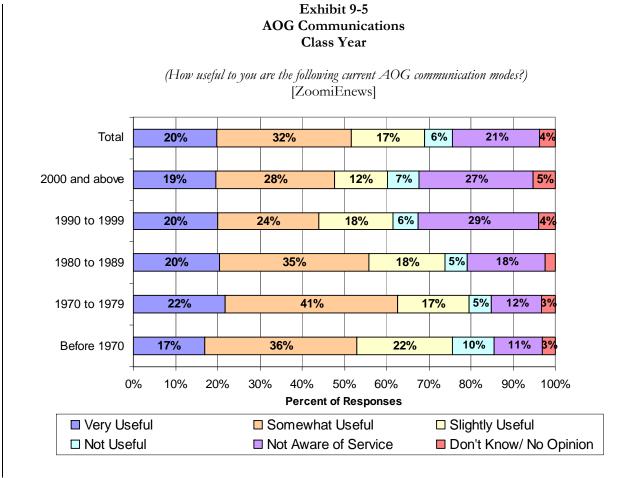
- Class Year
- Career Status
- Identification with the

Academy

# Exhibit 9-4 AOG Communications All Graduate Members

(How useful to you are the following current AOG communication modes?) [ZoomiEnews]

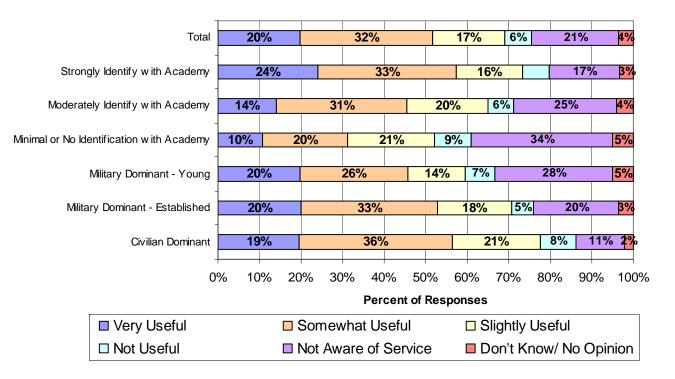




Strong pattern: Identification with the Academy is strongly linked with the use of this communications source.



(How useful to you are the following current AOG communication modes?) [ZoomiEnews]



#### LESS THAN 15 PERCENT OF GRADUATE MEMBERS FELT THE AOG WEBSITE WAS VERY USEFUL

Approximately half of all Graduate Members found the AOG website to be very or somewhat useful. In all, 14 percent found it very useful. Also, 37 percent indicated the AOG website was either slightly or not useful.

Only 4 percent of all Graduate Members were unaware of the AOG website.

Note that some respondents who are unaware of the site or find it to be not useful may not have convenient Internet access.

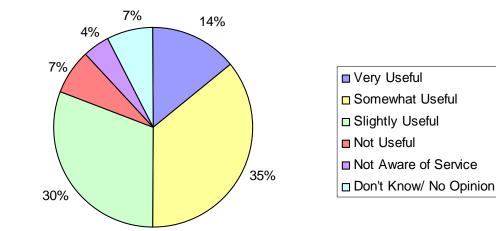
The following 2 pages present results by class year, career status and identification with the Academy.

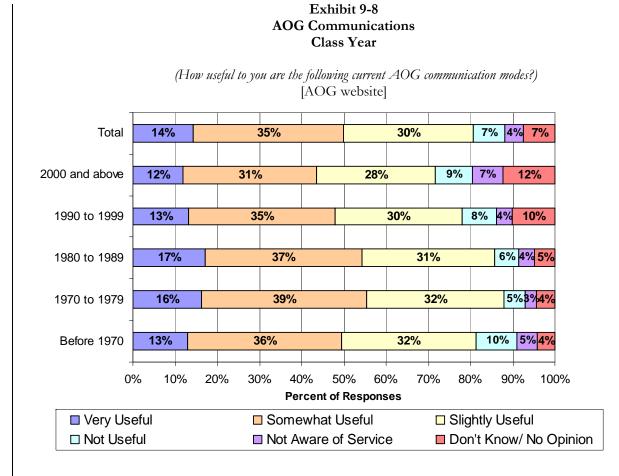
Significant patterns were observed by:

- Identification with the Academy

# Exhibit 9-7 AOG Communications All Graduate Members

(How useful to you are the following current AOG communication modes?) [AOG website]

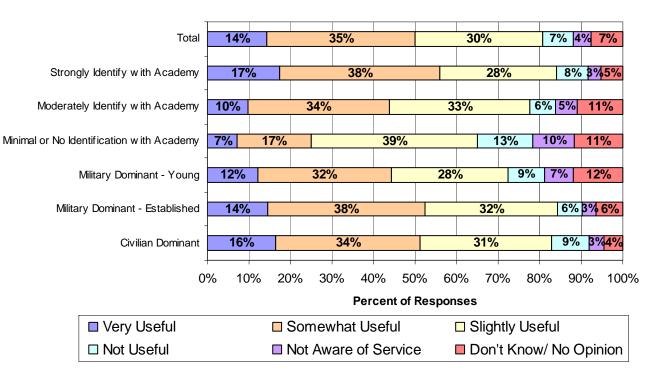




Strong pattern: Identification with the Academy is strongly linked with the use of this communications source.

# Exhibit 9-9 AOG Communications Military Status and Identification with the Academy

(How useful to you are the following current AOG communication modes?) [AOG website]



#### OVER HALF OF ALL GRADUATE MEMBERS FELT THAT AOG EMAILS WERE EITHER VERY OR SOMEWHAT USEFUL

Twenty percent of all Graduate Members said emails fro the AOG were very useful and 33 percent said they were somewhat useful.

Thirty percent indicated that AOG emails were either slightly or not useful to receive, and 11 percent of Graduate Members were unaware that the AOG sent emails about specific issues or events. Note that these likely include members who have no email capacity.

The following 2 pages present results by class year, career status and identification with the Academy.

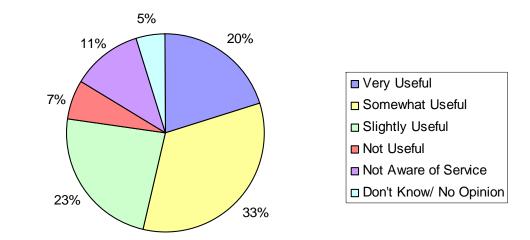
Significant patterns were observed by:

- Class Year
- Career Status
- Identification with the

Academy

#### Exhibit 9-10 AOG Communications All Graduate Members

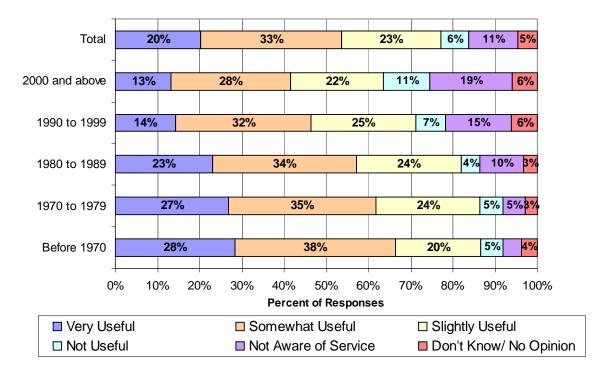
*(How useful to you are the following current AOG communication modes?)* [Emails from the AOG about specific, issues, services, or events]



Strong pattern: Class year is strongly linked with the use of this communications source.

# Exhibit 9-11 AOG Communications Class Year

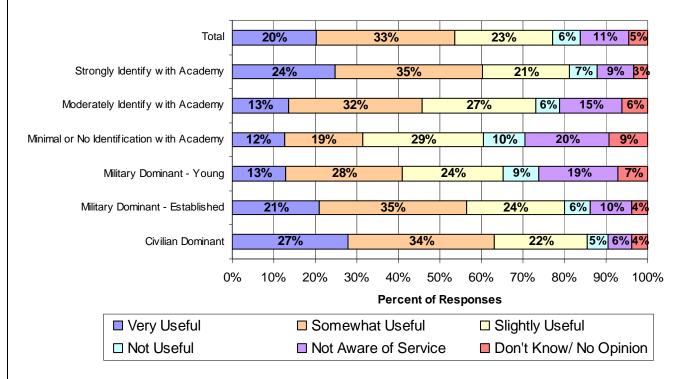
*(How useful to you are the following current AOG communication modes?)* [Emails from the AOG about specific, issues, services, or events]



Strong pattern: Identification with the Academy and career status are both strongly linked with the use of this communications source.

# Exhibit 9-12 AOG Communications Military Status and Identification with the Academy

*(How useful to you are the following current AOG communication modes?)* [Emails from the AOG about specific, issues, services, or events]



#### OVER FORTY PERCENT OF GRADUATE MEMBERS WERE UNAWARE OF AOG PRESENTATIONS

43 percent of all Graduate Members were not aware of AOG and Academy presentations in their local area. Only 4 percent of Graduate Members felt this was very useful, and 18 percent indicated it was not useful at all.

Given the wide geographic distribution of survey respondents, as described later in the report, it is likely that many live in areas where no presentations have been held.

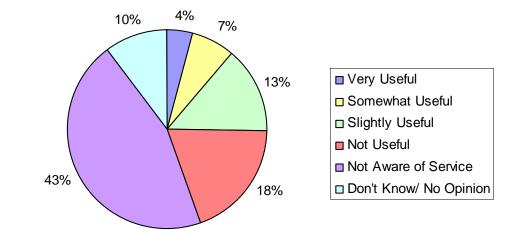
The following 2 pages present results by class year, career status and identification with the Academy.

Significant patterns were observed by:

- Class Year
- Career Status
- Identification with the Academy

## Exhibit 9-13 AOG Communications All Graduate Members

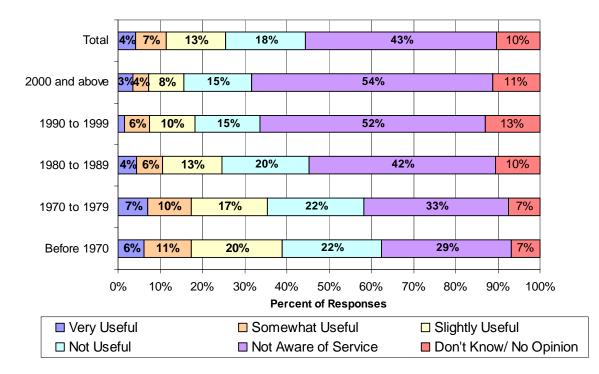
(How useful to you are the following current AOG communication modes?) [Presentations by AOG and Academy staff in your local area]



Strong pattern: Class year is strongly linked with the use of this communications source.

# Exhibit 9-14 AOG Communications Class Year

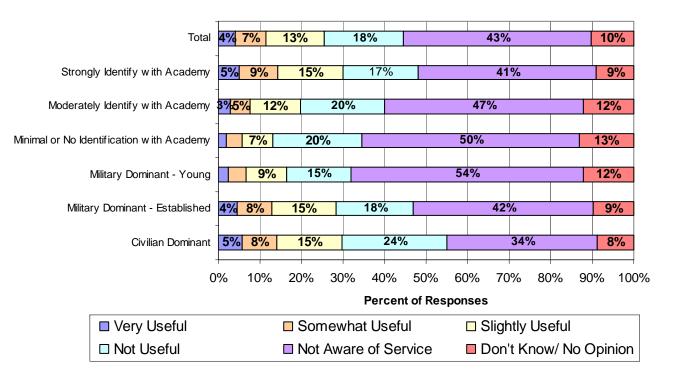
(How useful to you are the following current AOG communication modes?) [Presentations by AOG and Academy staff in your local area]



Strong pattern: Identification with the Academy and career status are both strongly linked with the use of this communications source.

# Exhibit 9-15 AOG Communications Military Status and Identification with the Academy

(How useful to you are the following current AOG communication modes?) [Presentations by AOG and Academy staff in your local area]



#### LESS THAN 10 PERCENT OF ALL GRADUATE MEMBERS FELT AOG DIRECT MAILINGS WERE VERY USEFUL

Only 7 percent of all Graduate Members felt that AOG mailings about issues or events were very useful. Over half of all Graduate Members indicated this communication mode was either slightly useful or not useful at all.

Six percent of Graduate Members were unaware of this communication mode.

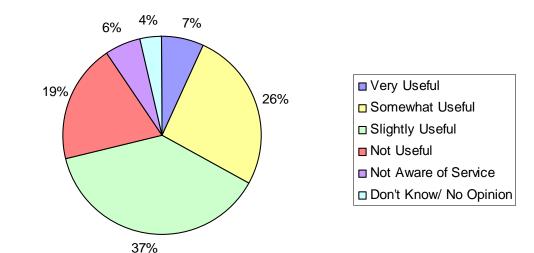
The following 2 pages present results by class year, career status and identification with the Academy.

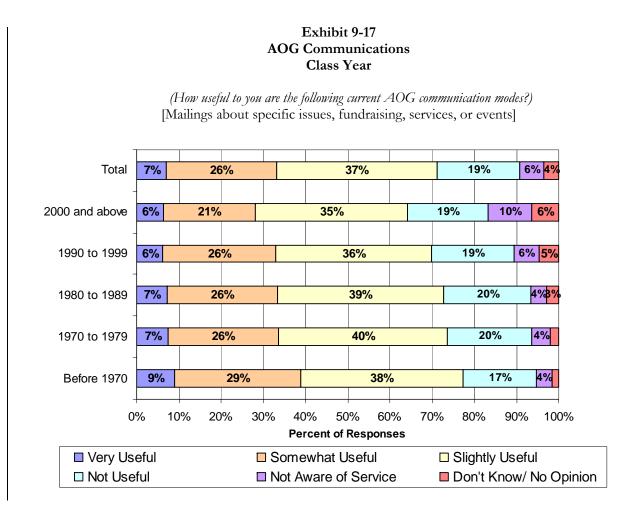
Significant patterns were observed by:

- Identification with the Academy

#### Exhibit 9-16 AOG Communications All Graduate Members

(How useful to you are the following current AOG communication modes?) [Mailings about specific issues, fundraising, services, or events]

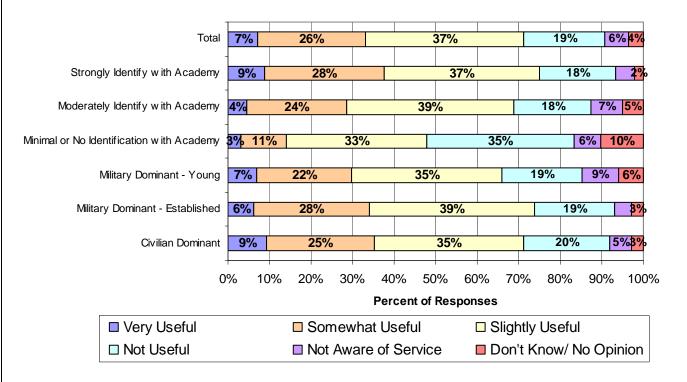




Strong pattern: Identification with the Academy is strongly linked with the use of this communications source.

# Exhibit 9-18 AOG Communications Military Status and Identification with the Academy

(How useful to you are the following current AOG communication modes?) [Mailings about specific issues, fundraising, services, or events]



#### OVER 85 PERCENT OF ALL GRADUATE MEMBERS FELT THAT BEING KEPT AWARE OF ALUMNI ACTIVITIES AND ISSUES WAS OF HIGH OR MODERATE IMPORTANCE

Overall, 39 percent felt being kept aware of alumni activities was of high importance and 48 percent felt it was of moderate importance.

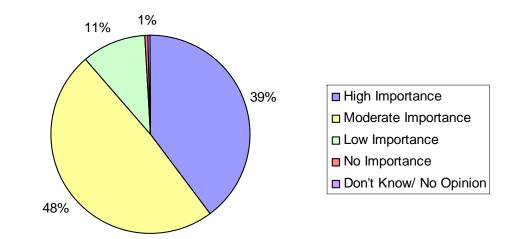
Eleven percent said it was of low importance.

The following 2 pages present results by class year, career status and identification with the Academy.

Significant patterns were observed by: - Identification with the Academy

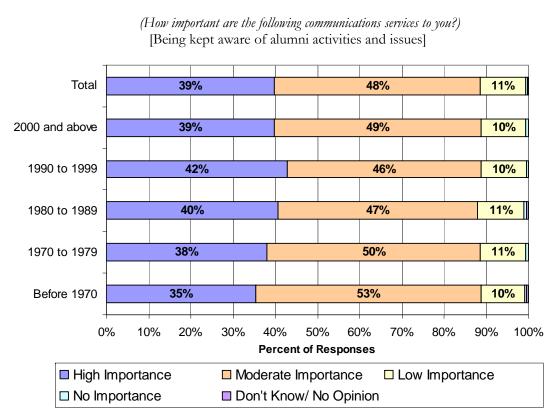
# Exhibit 10-1 AOG Communications All Graduate Members

(How important are the following communications services to you?) [Being kept aware of alumni activities and issues]



# AOG MEMBERS SURVEY CORONA RESEARCH, INC.

**PAGE 104** 

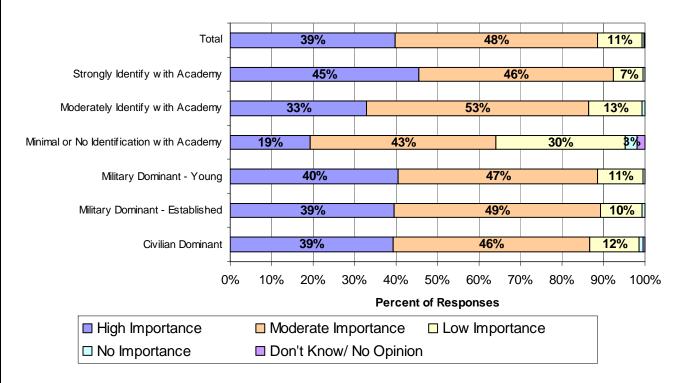


# Exhibit 10-2 AOG Communications Class Year

Strong pattern: Identification with the Academy is strongly linked with the value placed on this service.

#### Exhibit 10-3 AOG Communications Military Status and Identification with the Academy

(How important are the following communications services to you?) [Being kept aware of alumni activities and issues]



#### A STRONG MAJORITY OF GRADUATE MEMBERS FELT THAT BEING KEPT AWARE OF AOG ACTIVITIES AND ISSUES WAS MODERATELY OR HIGHLY IMPORTANT

55 percent of all Graduate Members felt being kept aware of AOG activities was of moderate importance and 25 percent felt it was of high importance.

Seventeen percent indicated awareness of AOG activities and issues was of low importance.

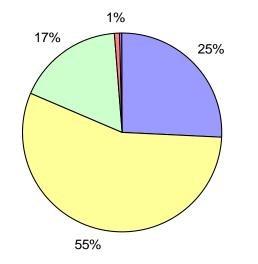
The following 2 pages present results by class year, career status and identification with the Academy.

Significant patterns were observed by:

- Class Year
- Career Status
- Identification with the Academy

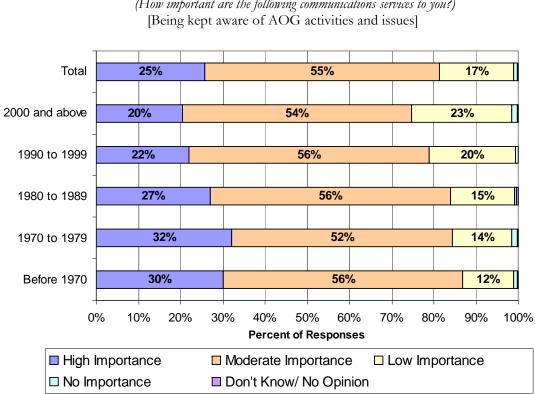
#### Exhibit 10-4 AOG Communications All Graduate Members

(How important are the following communications services to you?) [Being kept aware of AOG activities and issues]





AOG MEMBERS SURVEY CORONA RESEARCH, INC.



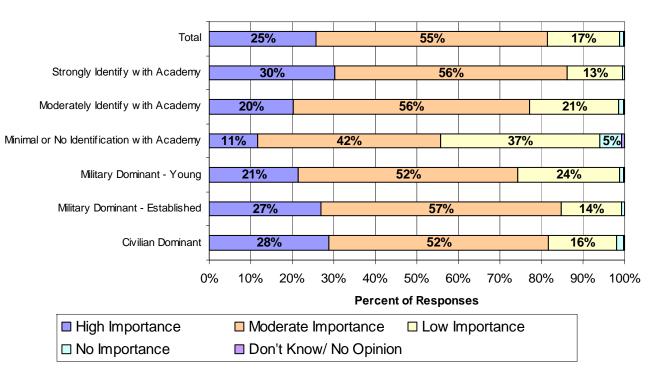
#### Exhibit 10-5 **AOG** Communications **Class Year**

(How important are the following communications services to you?)

Strong pattern: Identification with the Academy is strongly linked with the value placed on this service.

#### Exhibit 10-6 AOG Communications Military Status and Identification with the Academy

*(How important are the following communications services to you?)* [Being kept aware of AOG activities and issues]



#### OVER EIGHTY PERCENT OF ALL GRADUATE MEMBERS FELT THAT AWARENESS OF CADET ACTIVITIES AND ISSUES WAS OF HIGH OR MODERATE IMPORTANCE

Overall, 51 percent of the Graduate Members felt being kept aware of cadet and Academy activities was of moderate importance and 30 percent said it was of high importance.

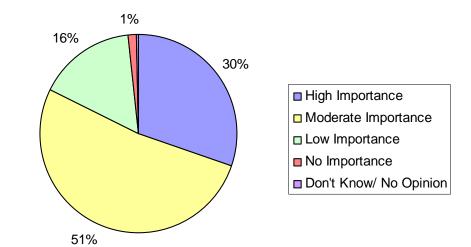
Sixteen percent felt awareness of cadet/Academy activities was of low importance.

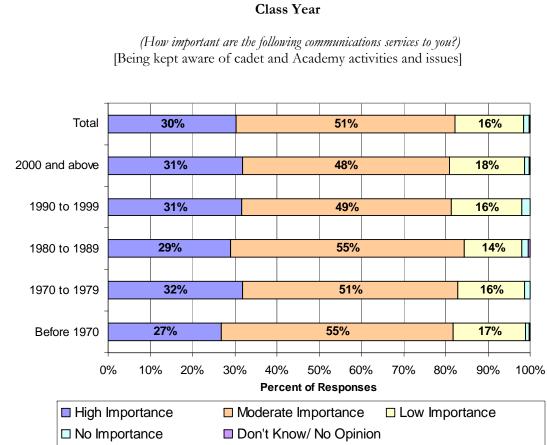
The following 2 pages present results by class year, career status and identification with the Academy.

Significant patterns were observed by: - Identification with the Academy

#### Exhibit 10-7 AOG Communications All Graduate Members

*(How important are the following communications services to you?)* [Being kept aware of cadet and Academy activities and issues]





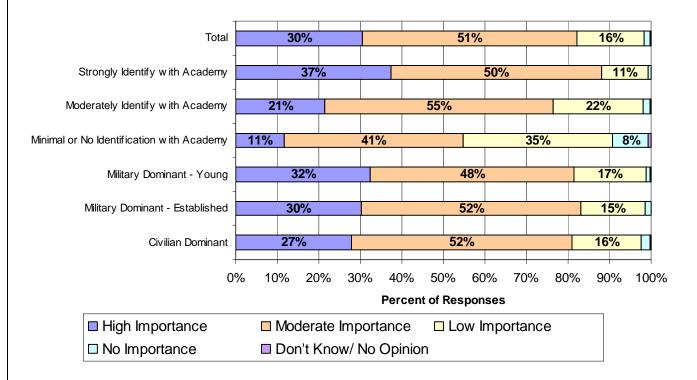
#### Exhibit 10-8 AOG Communications Class Year

AOG MEMBERS SURVEY Corona Research, Inc.

Strong pattern: Identification with the Academy is strongly linked with the value placed on this service.

#### Exhibit 10-9 AOG Communications Military Status and Identification with the Academy

*(How important are the following communications services to you?)* [Being kept aware of cadet and Academy activities and issues]



#### REPRESENTATION OF GRADUATE OPINIONS TO ACADEMY LEADERSHIP WAS OF HIGH IMPORTANCE TO GRADUATE MEMBERS

48 percent of Graduate Members felt it was of high importance that their opinions about Academy issues were represented to Academy leadership, and 34 percent said it was moderately important. This was the highest-ranked communications service of those that were tested.

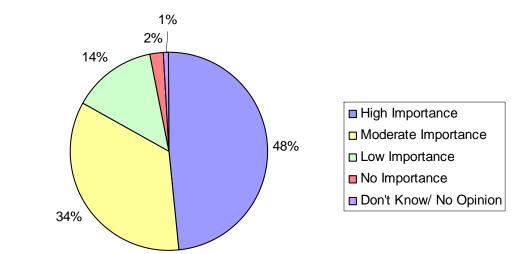
The following 2 pages present results by class year, career status and identification with the Academy.

Significant patterns were observed by:

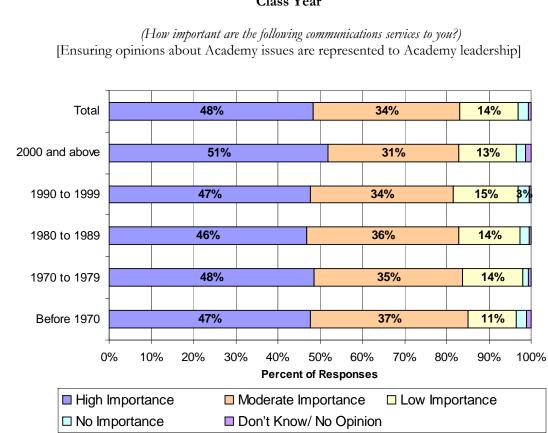
- Identification with the Academy

#### Exhibit 10-10 AOG Communications All Graduate Members

*(How important are the following communications services to you?)* [Ensuring opinions about Academy issues are represented to Academy leadership]



#### AOG MEMBERS SURVEY CORONA RESEARCH, INC.

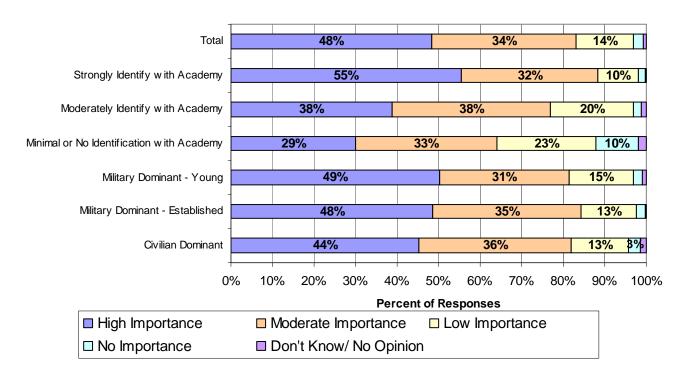


#### Exhibit 10-11 AOG Communications Class Year

Strong pattern: Identification with the Academy is strongly linked with the value placed on this service.

#### Exhibit 10-12 AOG Communications Military Status and Identification with the Academy

*(How important are the following communications services to you?)* [Ensuring opinions about Academy issues are represented to Academy leadership]



#### REPRESENTATION OF GRADUATE OPINIONS TO USAF AND OTHER SOURCES WAS OF HIGH IMPORTANCE TO GRADUATE MEMBERS

Overall, 47 percent of Graduate Members said that ensuring opinions about Academy issues were represented to USAF, DoD or political leaders was of high importance, and an additional 32 percent said it was moderately important.

Eighteen percent felt this representation was of low or no importance

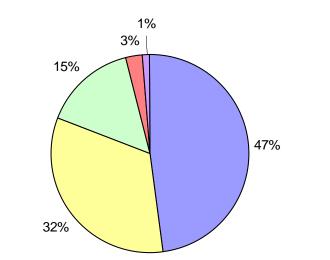
The following 2 pages present results by class year, career status and identification with the Academy.

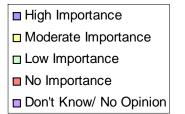
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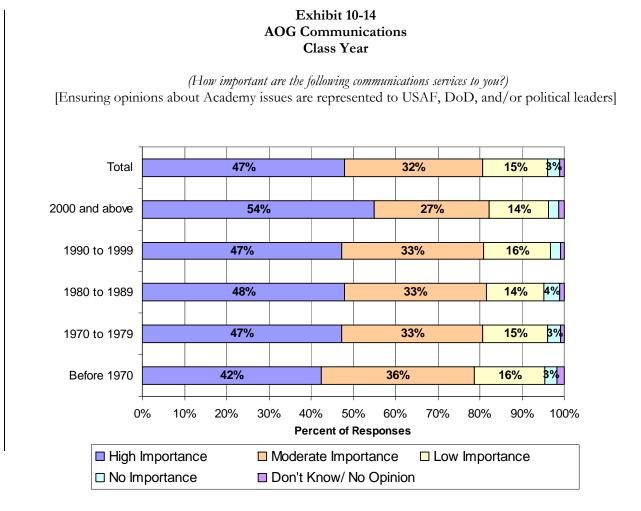
- Class Year
- Career Status
- Identification with the Academy

#### Exhibit 10-13 AOG Communications All Graduate Members

*(How important are the following communications services to you?)* [Ensuring opinions about Academy issues are represented to USAF, DoD, and/or political leaders]





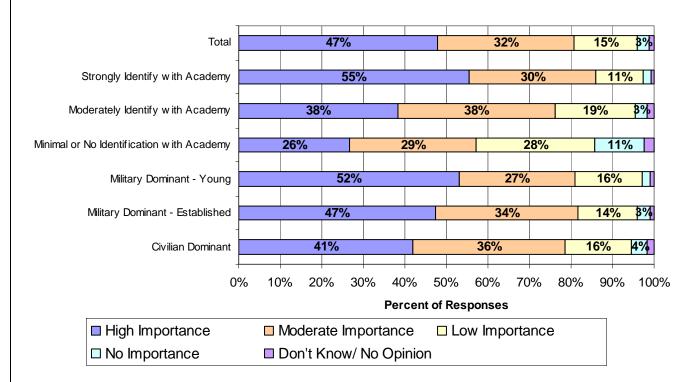


#### AOG MEMBERS SURVEY CORONA RESEARCH, INC.

Strong pattern: Identification with the Academy is strongly linked with the value placed on this service. A somewhat strong pattern is seen by career status.

#### Exhibit 10-15 AOG Communications Military Status and Identification with the Academy

*(How important are the following communications services to you?)* [Ensuring opinions about Academy issues are represented to USAF, DoD, and/or political leaders]



#### REPRESENTATION OF GRADUATE OPINIONS TO THE AOG BOARD WAS OF HIGH IMPORTANCE TO GRADUATE MEMBERS

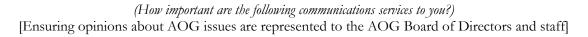
Forty-six percent of Graduate Members indicated that the representation of Members opinions to AOG directors and staff was of high importance, and another 39 percent said it was moderately important, while 13 percent felt this representation was of low or no importance.

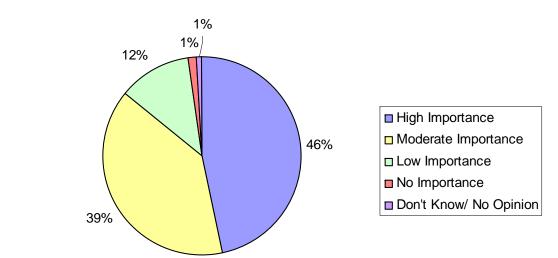
The following 2 pages present results by class year, career status and identification with the Academy.

Significant patterns were observed by:

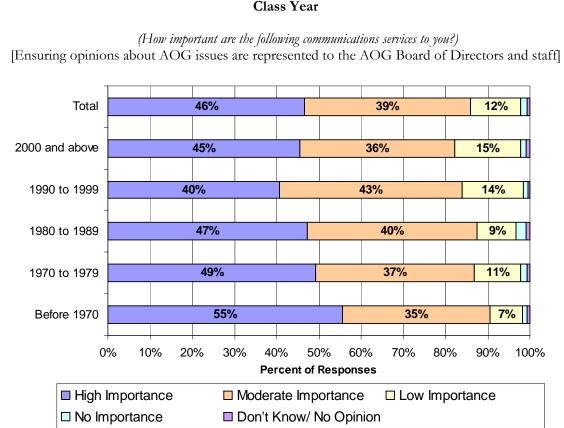
- Class Year
- Career Status
- Identification with the
- Academy

#### Exhibit 10-16 AOG Communications All Graduate Members





#### AOG MEMBERS SURVEY CORONA RESEARCH, INC.



#### Exhibit 10-17 AOG Communications Class Year

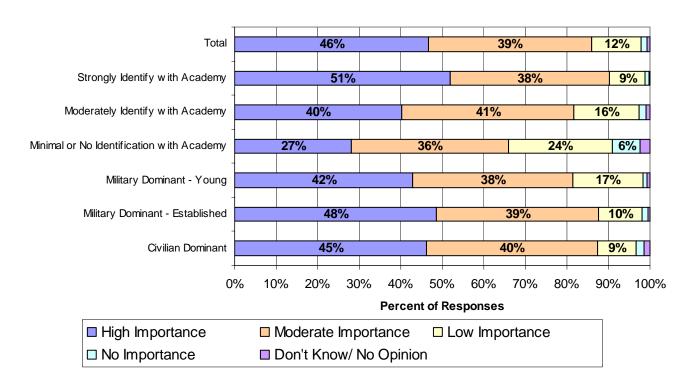
AOG MEMBERS SURVEY

CORONA RESEARCH, INC.

Strong pattern: Identification with the Academy is strongly linked with the value placed on this service.

#### Exhibit 10-18 AOG Communications Military Status and Identification with the Academy

*(How important are the following communications services to you?)* [Ensuring opinions about AOG issues are represented to the AOG Board of Directors and staff]



#### CHECKPOINTS IS A MAJOR SOURCE OF INFORMATION FOR GRADUATE MEMBERS

65 percent of Graduate Members said that Checkpoints was a major source of Academy information.

Only 8 percent rated Checkpoints as a minor source of information about the Academy, and only 1 percent do not use it.

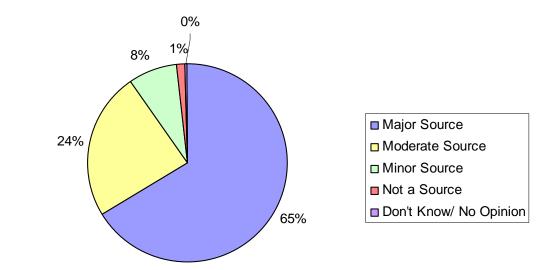
The following 2 pages present results by class year, career status and identification with the Academy.

Significant patterns were observed by:

- Class Year
- Career Status
- Identification with the Academy



(Where do you get your information about the Academy?) [Checkpoints]



Note: It should be noted that some communications tools may serve a niche purpose and may not be intended to serve as a major source of information about the Academy. Also, since sources compete against each other, it is unlikely that several sources will be major sources of information.

### AOG MEMBERS SURVEY CORONA RESEARCH, INC.

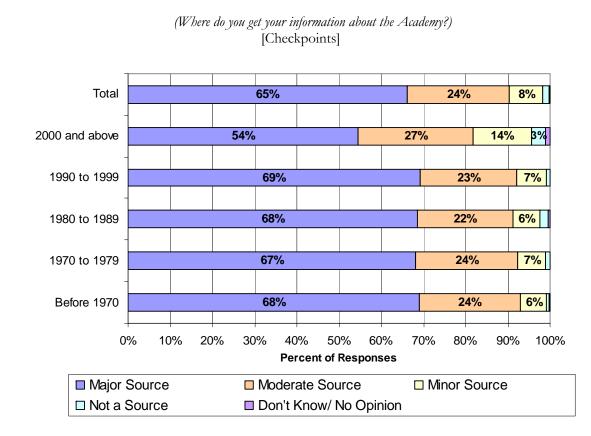
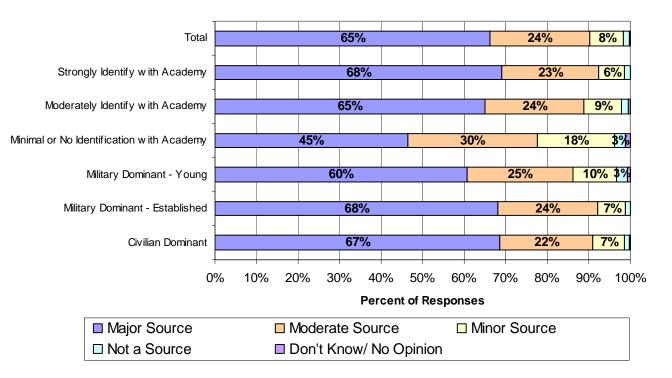


Exhibit 11-2 AOG Communications Class Year

AOG MEMBERS SURVEY CORONA RESEARCH, INC. Strong pattern: Identification with the Academy is strongly linked with the use of this information source, though the effect is primarily seen among those with minimal or no identification with the Academy.

#### Exhibit 11-3 AOG Communications Military Status and Identification with the Academy

(Where do you get your information about the Academy?) [Checkpoints]



#### ZOOMIENEWS WAS NOT A SOURCE OF INFORMATION FOR ONE QUARTER OF ALL GRADUATE MEMBERS

Overall, almost half of all Graduate Members ranked ZoomiEnews as a minor source or lower for obtaining information about the Academy. Less than 20 percent indicated it was a major source of Academy information. As seen earlier, usage of ZoomiEnews actually tends to increase with age.

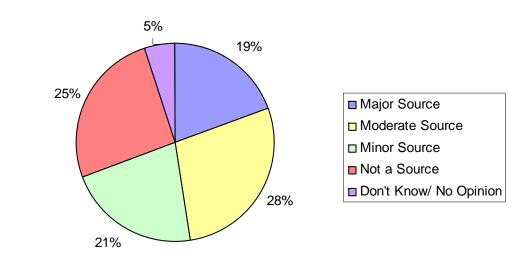
The following 2 pages present results by class year, career status and identification with the Academy.

Significant patterns were observed by:

- Class Year
- Career Status
- Identification with the Academy

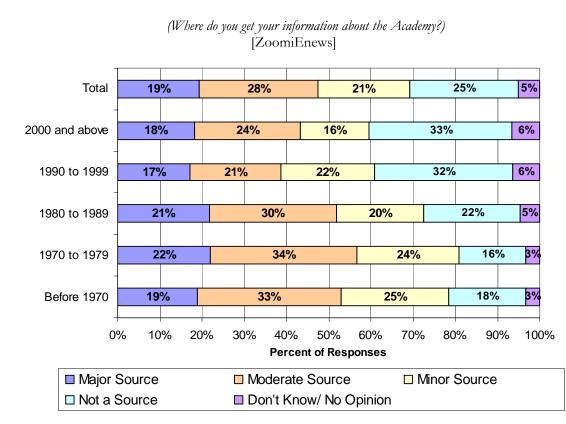
#### Exhibit 11-4 AOG Communications All Graduate Members

(Where do you get your information about the Academy?) [ZoomiEnews]



Note: It should be noted that some communications tools may serve a niche purpose and may not be intended to serve as a major source of information about the Academy. Also, since sources compete against each other, it is unlikely that several sources will be major sources of information.

#### AOG MEMBERS SURVEY CORONA RESEARCH, INC.

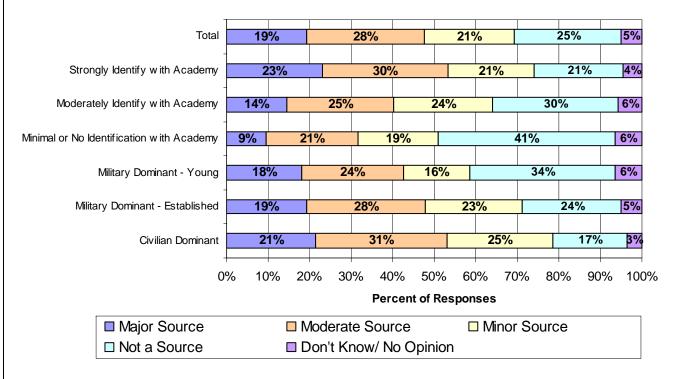


#### Exhibit 11-5 AOG Communications Class Year

Strong pattern: Identification with the Academy is strongly linked with the use of this information source,



(Where do you get your information about the Academy?) [ZoomiEnews]



#### THE AOG WEBSITE IS NOT A MAJOR SOURCE FOR ACADEMY INFORMATION

Only 9 percent of all Graduate Members felt the AOG website was a major source for obtaining information about the Academy. Most notably, 38 percent said it was only a minor source for Academy information and 23 percent said it was not a source at all for Academy information. Recall that these figures will include respondents who do not have convenient Internet access.

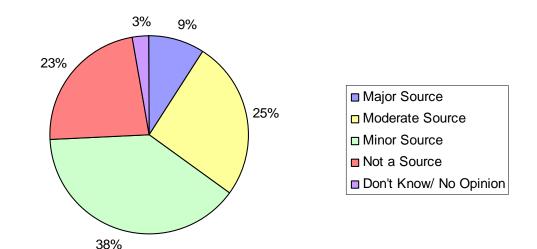
The following 2 pages present results by class year, career status and identification with the Academy.

Significant patterns were observed by:

- Class Year
- Career Status
- Identification with the Academy

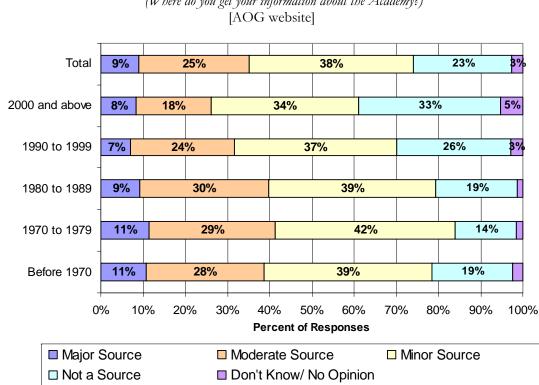
#### Exhibit 11-7 AOG Communications All Graduate Members

(Where do you get your information about the Academy?) [AOG website]



Note: It should be noted that some communications tools may serve a niche purpose and may not be intended to serve as a major source of information about the Academy. Also, since sources compete against each other, it is unlikely that several sources will be major sources of information.

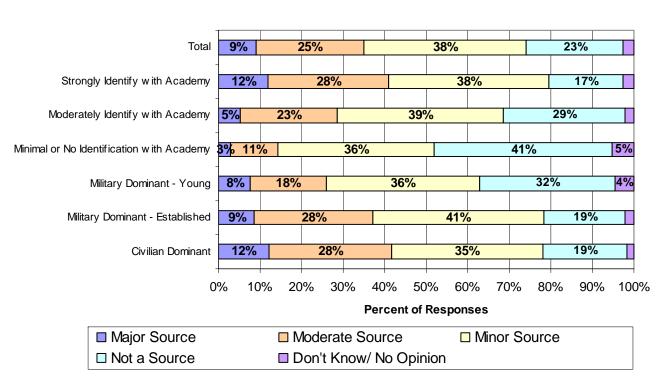
#### AOG MEMBERS SURVEY CORONA RESEARCH, INC.



#### Exhibit 11-8 **AOG** Communications **Class Year**

(Where do you get your information about the Academy?)

Strong pattern: Identification with the Academy and career status are both strongly linked with the use of this information source,



#### Exhibit 11-9 AOG Communications Military Status and Identification with the Academy

(Where do you get your information about the Academy?) [AOG website]

#### OBTAINING INFORMATION VIA EMAIL FROM THE AOG WAS NOT A MAJOR SOURCE OF ACADEMY INFORMATION

Only 10 percent of Graduate Members indicated that the reception of emails from the AOG was a major source of Academy information.

Email from the AOG was a minor source of Academy information for 36 percent and not a source of information for 21 percent of Graduate Members.

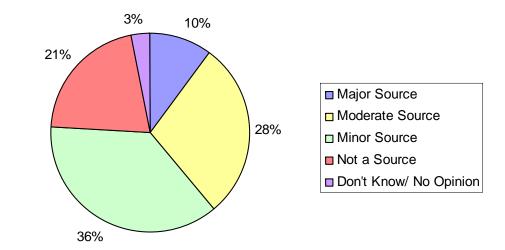
The following 2 pages present results by class year, career status and identification with the Academy.

Significant patterns were observed by:

- Class Year
- Career Status
- Identification with the Academy

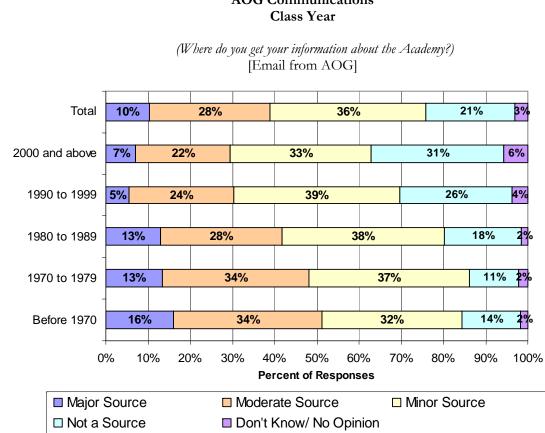
#### Exhibit 11-10 AOG Communications All Graduate Members

(Where do you get your information about the Academy?) [Email from AOG]



Note: It should be noted that some communications tools may serve a niche purpose and may not be intended to serve as a major source of information about the Academy. Also, since sources compete against each other, it is unlikely that several sources will be major sources of information.

#### AOG MEMBERS SURVEY CORONA RESEARCH, INC.

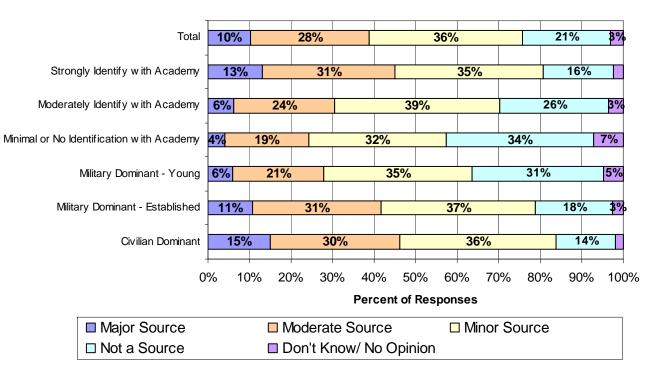


## Exhibit 11-11 **AOG** Communications

**AOG MEMBERS SURVEY** CORONA RESEARCH, INC. Strong pattern: Identification with the Academy and career status are both strongly linked with the use of this information source,

#### Exhibit 11-12 AOG Communications Military Status and Identification with the Academy

(Where do you get your information about the Academy?) [Email from AOG]



#### DIRECT MAIL WAS A MINOR SOURCE OF INFORMATION FOR NEARLY HALF OF ALL GRADUATE MEMBERS

Overall, 48 percent of all Graduate Members said direct mail from the AOG was a minor source of Academy information, and an additional 17 percent said it was not a source for Academy information.

Direct mail from the AOG was a major source of Academy information for only 7 percent of Graduate Members.

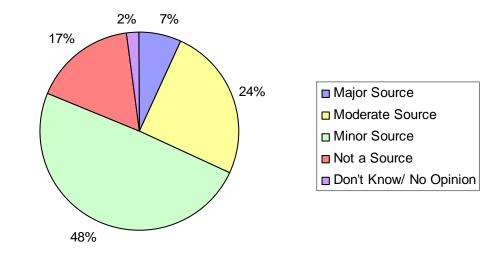
The following 2 pages present results by class year, career status and identification with the Academy.

Significant patterns were observed by:

- Class Year
- Career Status
- Identification with the Academy

#### Exhibit 11-13 AOG Communications All Graduate Members

(Where do you get your information about the Academy?) [Direct mail from AOG]



Note: It should be noted that some communications tools may serve a niche purpose and may not be intended to serve as a major source of information about the Academy. Also, since sources compete against each other, it is unlikely that several sources will be major sources of information.

#### AOG MEMBERS SURVEY CORONA RESEARCH, INC.

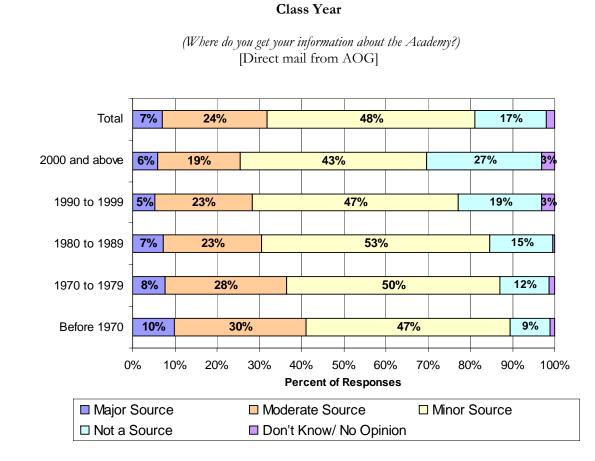
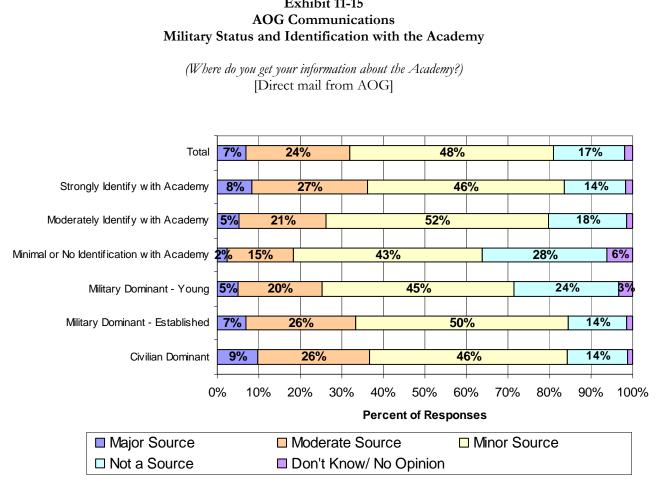


Exhibit 11-14 AOG Communications





# Exhibit 11-15

**AOG MEMBERS SURVEY** CORONA RESEARCH, INC.

#### AOG PRESENTATIONS WERE NOT A SOURCE OF INFORMATION FOR A MAJORITY OF GRADUATE MEMBERS

A majority of Graduate Members (66 percent) felt that AOG/Academy presentations were not a source of Academy information. Fifteen percent felt AOG presentations were a minor source of information.

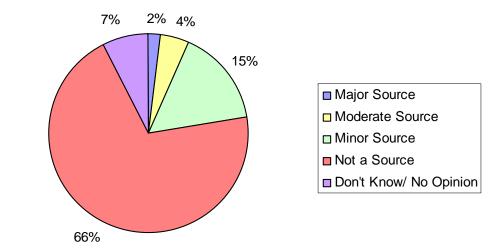
Only 2 percent felt AOG presentations were a major informational source.

The following 2 pages present results by class year, career status and identification with the Academy.

Significant patterns were observed by: - Identification with the Academy

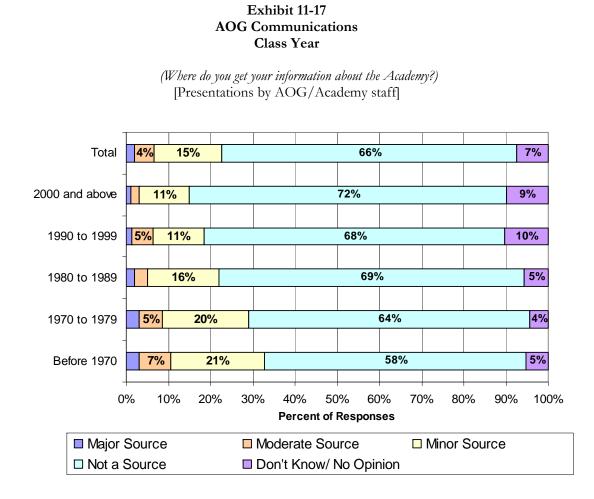
#### Exhibit 11-16 AOG Communications All Graduate Members

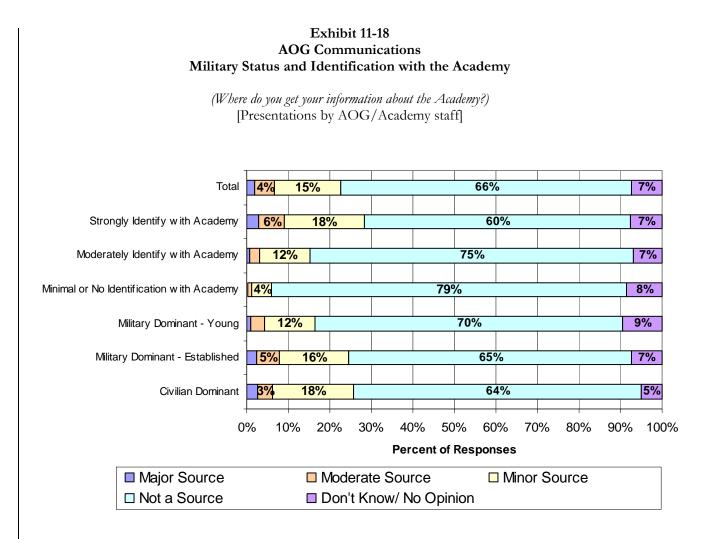
(Where do you get your information about the Academy?) [Presentations by AOG/Academy staff]



Note: It should be noted that some communications tools may serve a niche purpose and may not be intended to serve as a major source of information about the Academy. Also, since sources compete against each other, it is unlikely that several sources will be major sources of information.

#### AOG MEMBERS SURVEY CORONA RESEARCH, INC.





#### INFORMATION RECEIVED BY WORD OF MOUTH WAS A MAJOR SOURCE FOR A QUARTER OF ALL GRADUATE MEMBERS

Overall, 32 percent of Graduate Members labeled word of mouth as a minor source of Academy information, but over 55 percent labeled word of mouth as either a major or moderate source of Academy information.

Eleven percent felt this was not a source of Academy information.

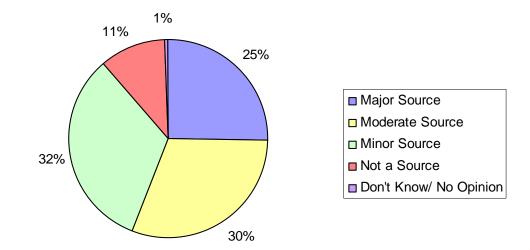
The following 2 pages present results by class year, career status and identification with the Academy.

Significant patterns were observed by:

- Class Year
- Career Status
- Identification with the
- Academy

#### Exhibit 11-19 AOG Communications All Graduate Members

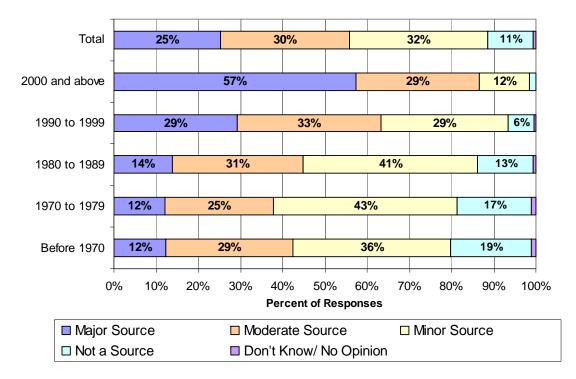
(Where do you get your information about the Academy?) [Word of Mouth (e.g., classmates and friends)]



### AOG MEMBERS SURVEY CORONA RESEARCH, INC.

#### Exhibit 11-20 AOG Communications Class Year

(Where do you get your information about the Academy?) [Word of Mouth (e.g., classmates and friends)]



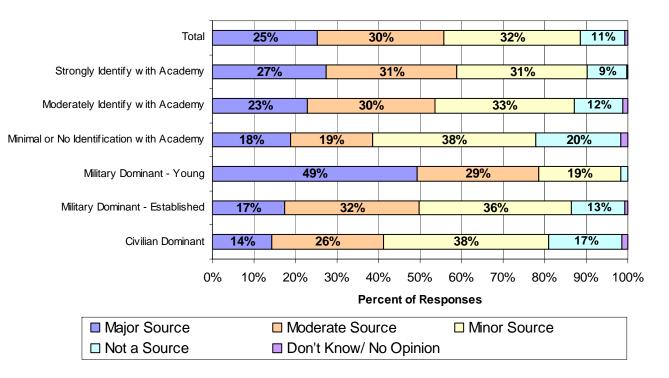
Strong pattern: Class year is very strongly linked with the use of this information source, though only among younger generations of graduates.

#### AOG MEMBERS SURVEY CORONA RESEARCH, INC.

Strong pattern: Career status is strongly linked with the use of this information source, though it may be more of an age issue than a career issue.

## Exhibit 11-21 AOG Communications Military Status and Identification with the Academy

(Where do you get your information about the Academy?) [Word of Mouth (e.g., classmates and friends)]



#### NEWS MEDIA WAS NOT A MAJOR SOURCE FOR ACADEMY INFORMATION

Only 8 percent of Graduate Members indicated that the news was a major source for Academy information.

Almost half of all Graduate Members (46 percent) felt the news was a minor source for Academy information and an additional 17 percent said it was not a source.

The following 2 pages present results by class year, career status and identification with the Academy.

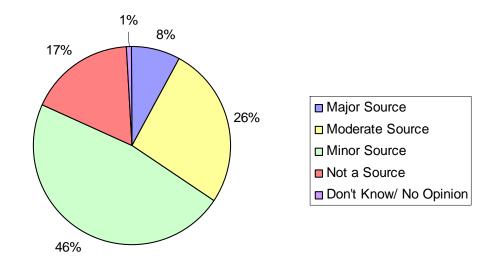
Significant patterns were observed by:

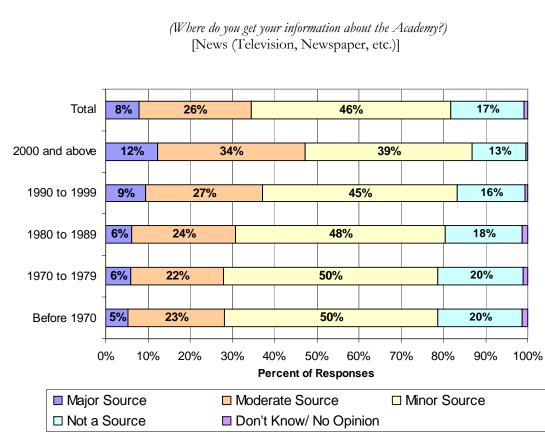
- Class Year

- Career Status

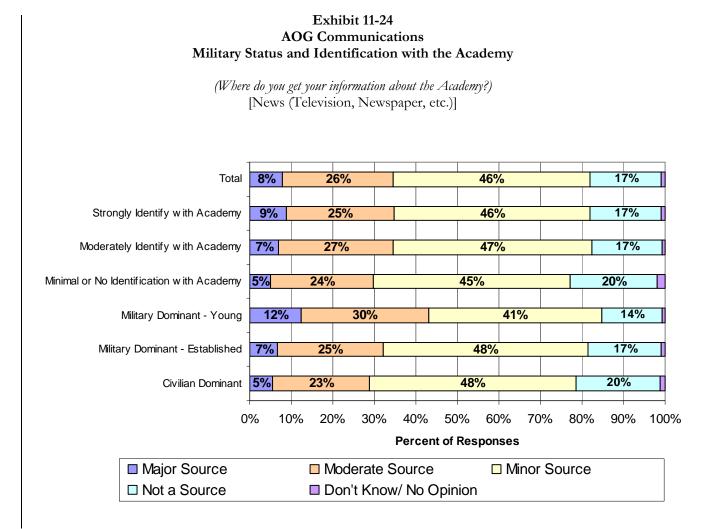
# Exhibit 11-22 AOG Communications All Graduate Members

(Where do you get your information about the Academy?) [News (Television, Newspaper, etc.)]





# Exhibit 11-23 **AOG** Communications **Class Year**



# AOG MEMBERS SURVEY Corona Research, Inc.

#### **"OTHER" WEB SITES WERE** NOT A MAJOR SOURCE OF ACADEMY INFORMATION

Only 8 percent of Graduate Members indicated that "Other" web sites were a major source for Academy information. It is notable that 44 percent rated "Other" websites as not a source for Academy information.

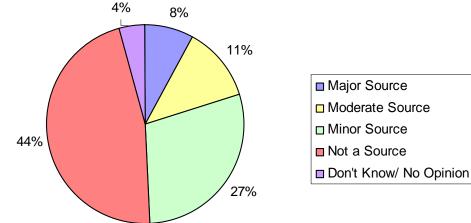
The following 2 pages present results by class year, career status and identification with the Academy.

Significant patterns were observed by:

- Class Year
- Career Status
- Identification with the Academy

# Exhibit 11-25 **AOG Communications All Graduate Members**

(Where do you get your information about the Academy?) [Web Sites other than the AOG Web Site]

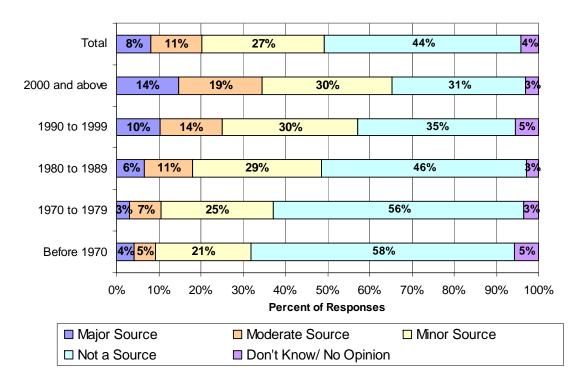


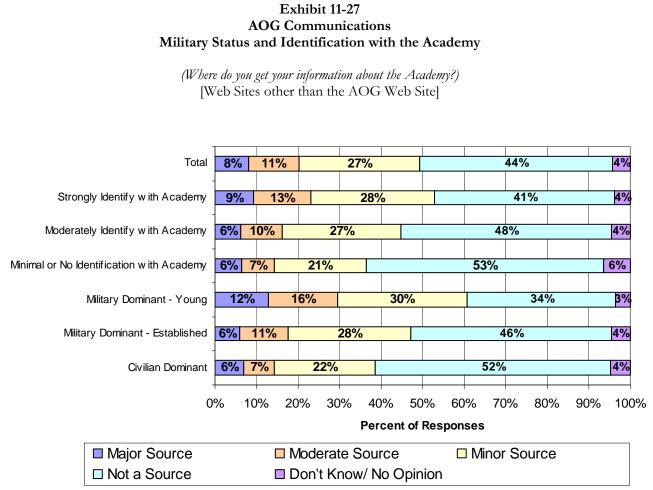
Major Source □ Moderate Source □ Minor Source Not a Source

Strong pattern: Class year is strongly linked with the use of this information source.

# Exhibit 11-26 AOG Communications Class Year

(Where do you get your information about the Academy?) [Web Sites other than the AOG Web Site]





### SECTION 4 AOG SERVICES

Section 4 examines Graduate Members' perceptions about specific AOGprovided services. Specifically, Graduate Members are asked to describe how important various services are to them and how often they use specific services. Section 4 also examines how often Graduate Members attend Academy-related events in their local area, and how likely they would be to participate in AOG activities if they were offered in their local area. Exhibit numbers correlate to the survey question numbers for this section and begin with question 12 from the survey.

### CLASS NOTES WAS OF HIGH IMPORTANCE TO ALMOST HALF OF GRADATE MEMBERS

Overall, 48 percent of Graduate Members rated class notes to be of high importance and 30 percent rated it as moderately important.

Less than 10 percent rated class notes to be of low or no importance.

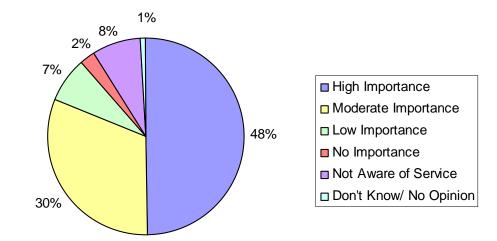
The following 2 pages present results by class year, career status and identification with the Academy.

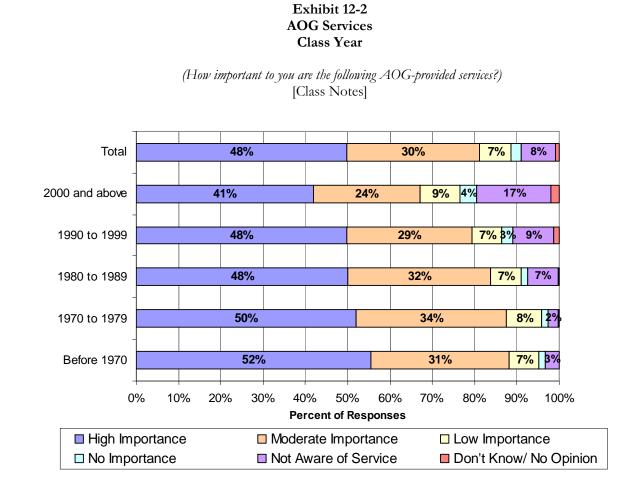
Significant patterns were observed by:

- Class Year
- Career Status
- Identification with the Academy

# Exhibit 12-1 AOG Services All Graduate Members

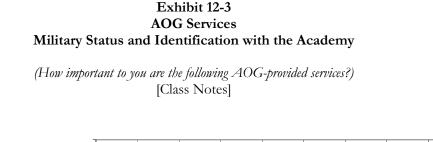
(How important to you are the following AOG-provided services?) [Class Notes]

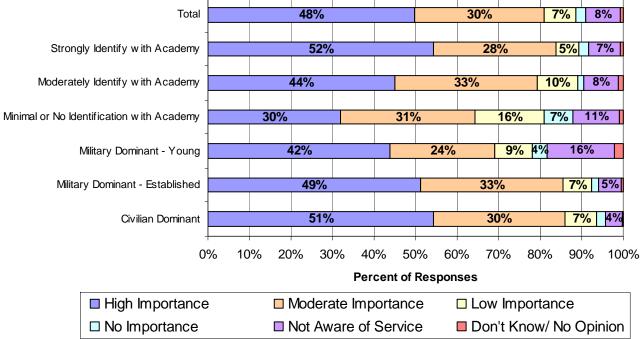






Strong pattern: Identification with the Academy is strongly linked with the perceived importance of this service.





#### NOTIFICATION OF GRADUATE DEATHS WAS HIGHLY IMPORTANT TO GRADAUTES

Overall, 65 percent of all Graduate Members felt notification of graduate deaths was of high importance and another 27 percent said this was moderately important.

Only 5 percent felt that notification of graduate deaths was of low importance.

The following 2 pages present results by class year, career status and identification with the Academy.

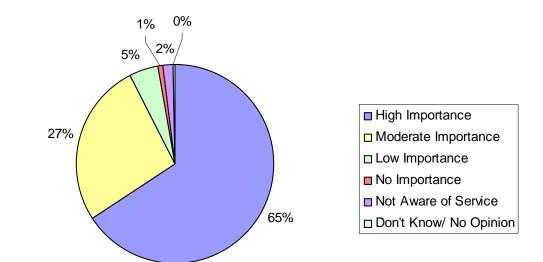
Significant patterns were observed by:

- Class Year

- Identification with the Academy

# Exhibit 12-4 AOG Services All Graduate Members

(How important to you are the following AOG-provided services?) [Notification and publication of graduate deaths (Gone But Not Forgotten)]



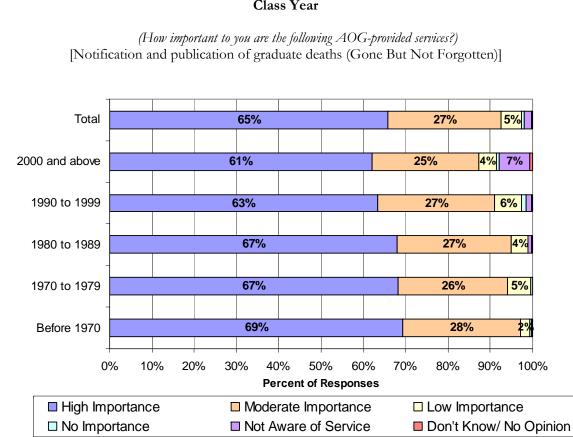
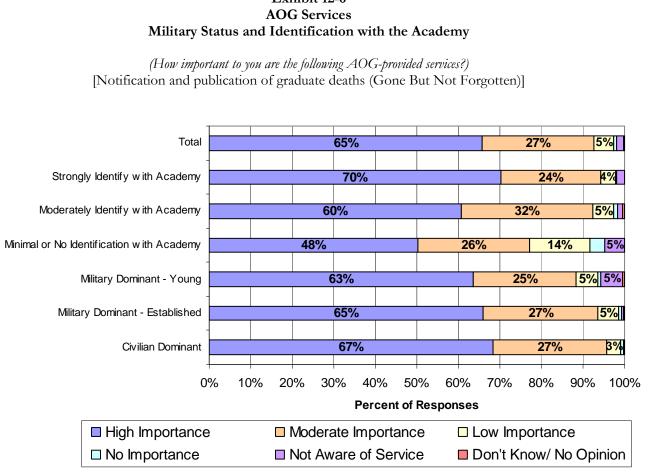


Exhibit 12-5 AOG Services Class Year

AOG MEMBERS SURVEY Corona Research, Inc.



# Exhibit 12-6

### OVER ONE-THIRD OF GRADUATE MEMBERS FELT AN ONLINE GRADUATE DIRECTORY WAS OF HIGH IMPORTANCE

Thirty-eight percent of all Graduate Members felt an online directory was of high importance and 34 percent said it was of moderate importance.

Fifteen percent indicated an on-line directory was of low importance and 8 percent were unaware of the service.

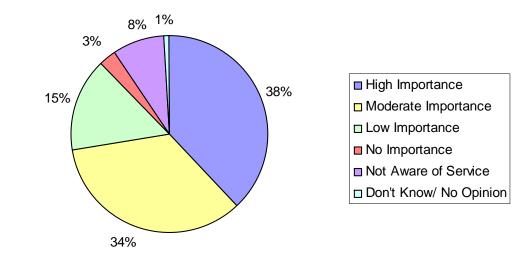
The following 2 pages present results by class year, career status and identification with the Academy.

Significant patterns were observed by:

- Class Year
- Identification with the Academy

# Exhibit 12-7 AOG Services All Graduate Members

(How important to you are the following AOG-provided services?) [On-Line Directory of Graduates]



# AOG MEMBERS SURVEY CORONA RESEARCH, INC.

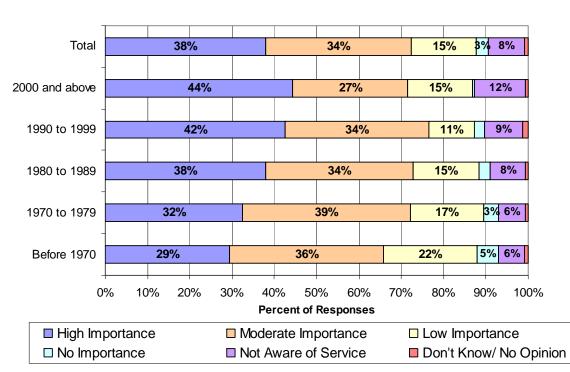
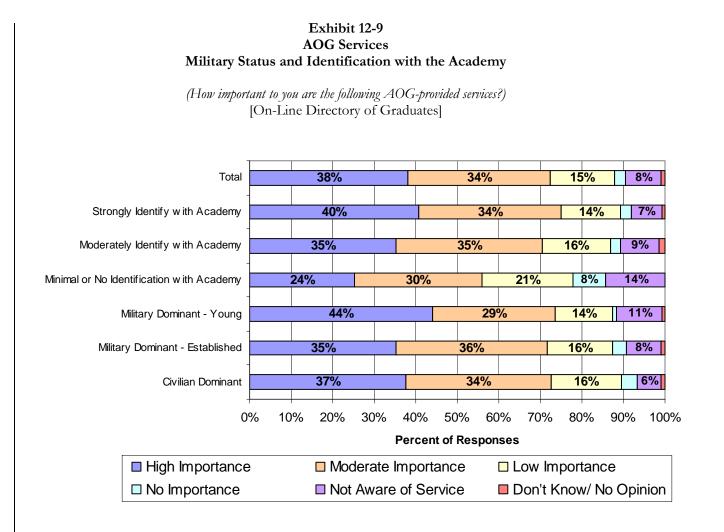


Exhibit 12-8 AOG Services Class Year

(How important to you are the following AOG-provided services?) [On-Line Directory of Graduates]



# AOG MEMBERS SURVEY Corona Research, Inc.

### REUNIONS WERE OF HIGH IMPORTANCE TO A MAJORITY OF GRADUATE MEMBERS

Overall, 52 percent of Graduate members attributed high importance to the organization and support of reunions, and an additional 32 percent rated this AOG service as moderately important.

Ten percent of Graduate Members felt this AOG service was of low or no importance.

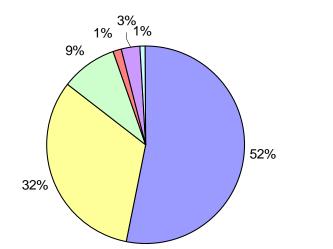
The following 2 pages present results by class year, career status and identification with the Academy.

Significant patterns were observed by:

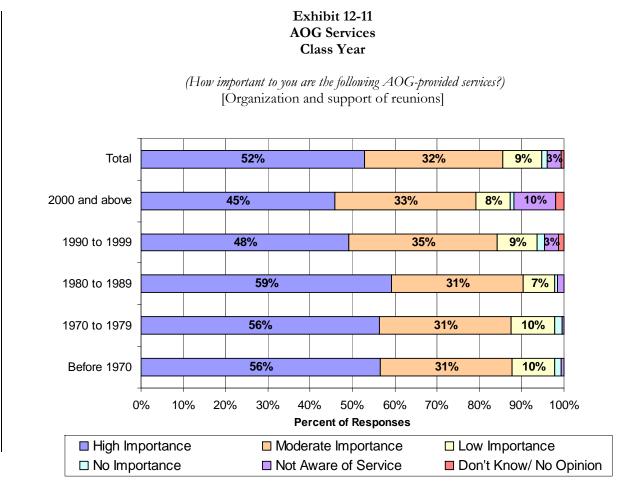
- Class Year
- Career Status
- Identification with the
- Academy

# Exhibit 12-10 AOG Services All Graduate Members

(How important to you are the following AOG-provided services?) [Organization and support of reunions]



High Importance
Moderate Importance
Low Importance
No Importance
Not Aware of Service
Don't Know/ No Opinion

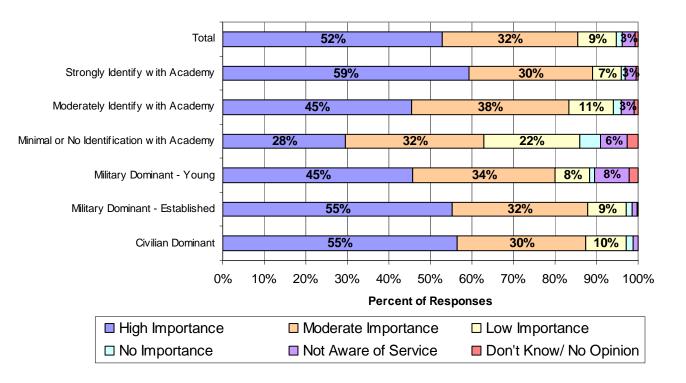


AOG MEMBERS SURVEY CORONA RESEARCH, INC.

Strong pattern: Identification with the Academy is strongly linked with the perceived importance of this service.

# Exhibit 12-12 AOG Services Military Status and Identification with the Academy

(How important to you are the following AOG-provided services?) [Organization and support of reunions]



### A PRINTED REGISTER OF GRADUATES WAS OF HIGH IMPORTANCE TO 44 PERCENT OF GRADUATE MEMBERS

Overall, 77 percent of Graduate Members felt a printed Register of Graduates was either of high or moderate importance. In contrast, 20 percent felt a printed version was of low or no importance.

The following 2 pages present results by class year, career status and identification with the Academy.

Significant patterns were observed by:

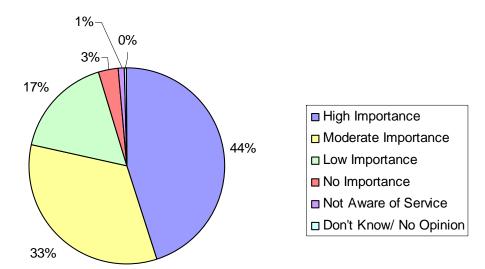
- Class Year

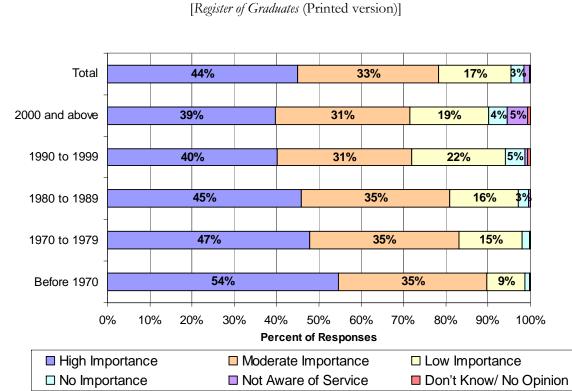
- Identification with the

Academy

# Exhibit 12-13 AOG Services All Graduate Members

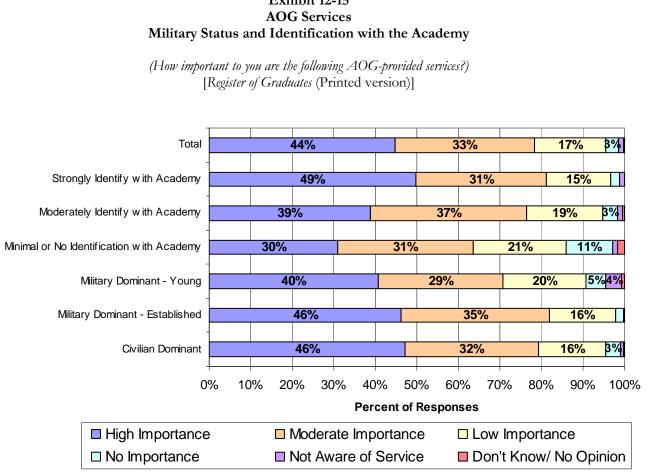
(How important to you are the following AOG-provided services?) [Register of Graduates (Printed version)]





# Exhibit 12-14 **AOG** Services **Class Year**

(How important to you are the following AOG-provided services?) [Register of Graduates (Printed version)]



# Exhibit 12-15

### SUPPORT OF ALUMNI CHAPTERS/AFFINITY GROUPS WAS NOT OF HIGH IMPORTANCE TO MOST MEMBERS

Only 15 percent of Graduate Members felt alumni chapter and affinity group support was of high importance, while 40 percent rated this AOG service to be of low or no importance.

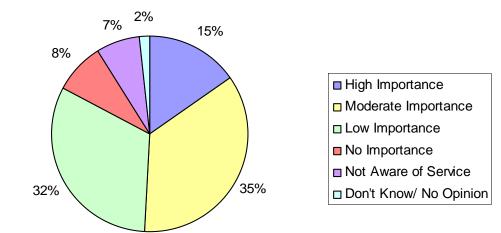
The following 2 pages present results by class year, career status and identification with the Academy.

Significant patterns were observed by:

- Identification with the Academy

# Exhibit 12-16 AOG Services All Graduate Members

(How important to you are the following AOG-provided services?) [Support of alumni chapters and affinity groups]



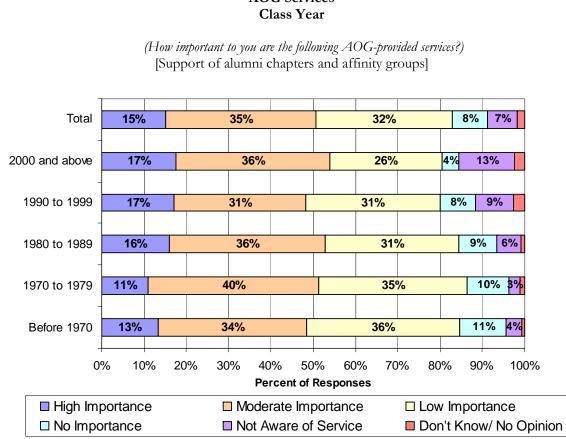
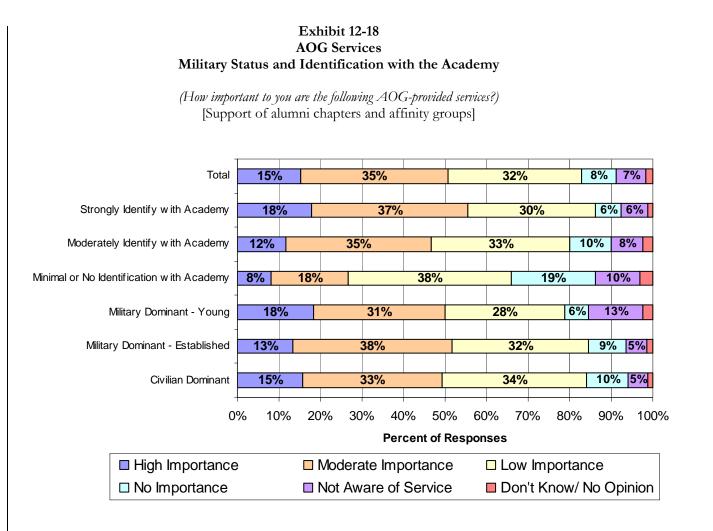


Exhibit 12-17 AOG Services Class Year



### ALMOST 70 PERCENT OF GRADUATE MEMBERS USE CLASS NOTES FREQUENTLY

69 percent of Graduate Members use class notes frequently and 22 percent use it occasionally. Only 2 percent indicated that they never use Class Notes.

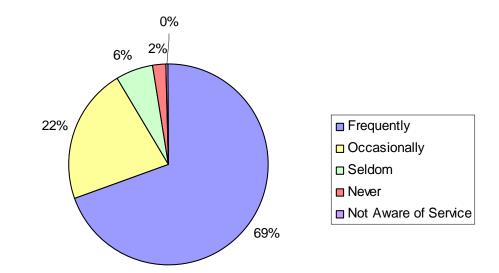
The following 2 pages present results by class year, career status and identification with the Academy.

Significant patterns were observed by: - Identification with the

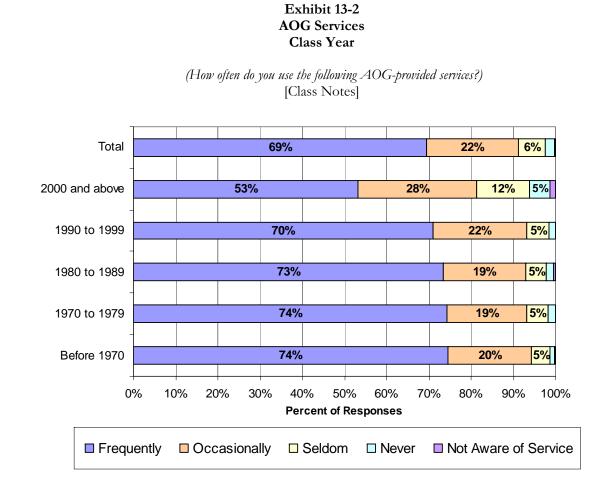
Academy

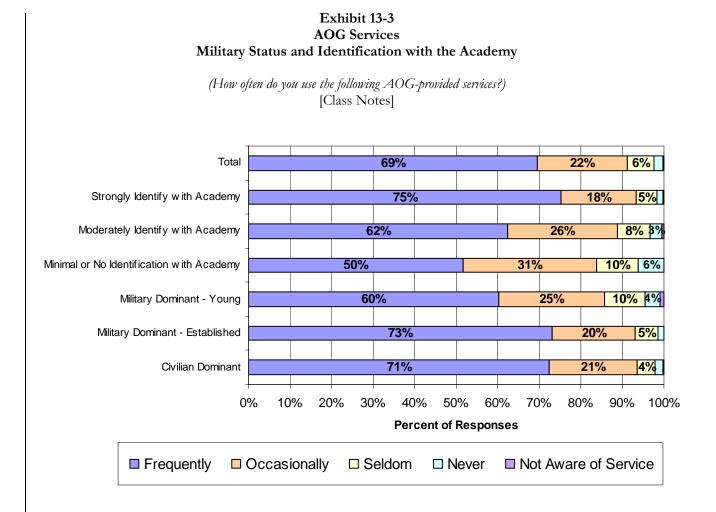
# Exhibit 13-1 AOG Services All Graduate Members

(How often do you use the following AOG-provided services?) [Class Notes]



# AOG MEMBERS SURVEY CORONA RESEARCH, INC.





AOG MEMBERS SURVEY Corona Research, Inc.

#### NOTIFICATION OF GRADUATE DEATHS IS FREQUENTLY USED BY A MAJORITY OF GRADUATE MEMBERS

Overall, 58 percent of Graduate Members frequently use Gone But Not Forgotten. Less than 15 percent indicated that they seldom or never used Gone But Not Forgotten.

The following 2 pages present results by class year, career status and identification with the Academy.

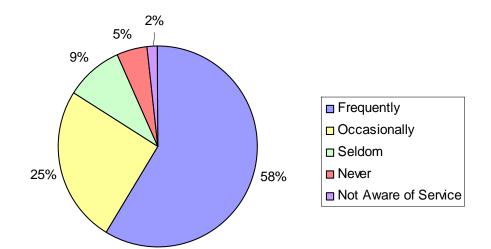
Significant patterns were observed by:

- Class Year
- Career Status
- Identification with the

Academy

# Exhibit 13-4 AOG Services All Graduate Members

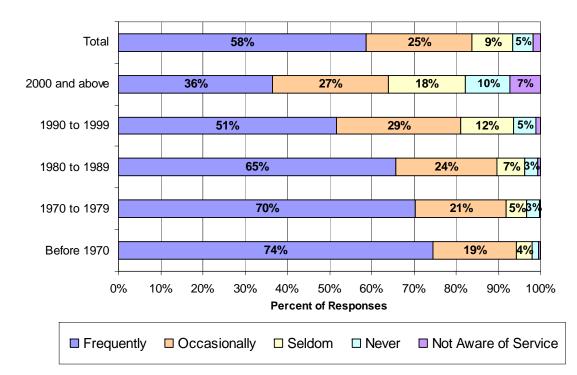
*(How often do you use the following AOG-provided services?)* [Notification and publication of graduate deaths (Gone But Not Forgotten)]



# AOG MEMBERS SURVEY CORONA RESEARCH, INC.

Exhibit 13-5 AOG Services Class Year

(How often do you use the following AOG-provided services?) [Notification and publication of graduate deaths (Gone But Not Forgotten)]

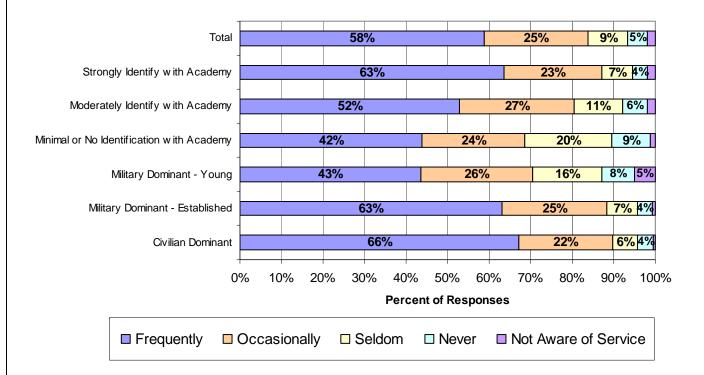


Strong pattern: Class year is strongly linked with the use of this service.

Strong pattern: Identification with the Academy and career status are both strongly linked with the use of this service.

# Exhibit 13-6 AOG Services Military Status and Identification with the Academy

(How often do you use the following AOG-provided services?) [Notification and publication of graduate deaths (Gone But Not Forgotten)]



#### THE ONLINE DIRECTORY OF GRADUATES IS NOT FREQUENTLY USED BY GRADUATE MEMBERS

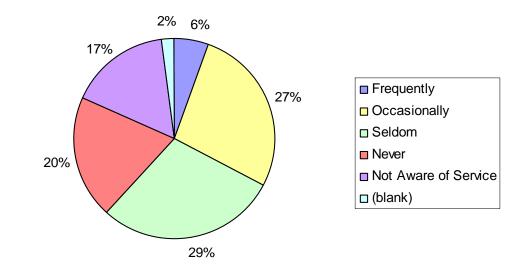
Only 6 percent of Graduate Members frequently used the online Directory of Graduates. Almost 50 percent seldom or never use the on-line directory, and 17 percent are not aware of the service.

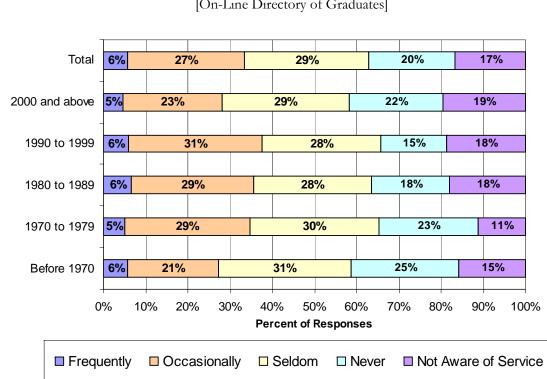
The following 2 pages present results by class year, career status and identification with the Academy.

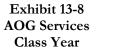
Significant patterns were not observed in any of the subpopulations.

# Exhibit 13-7 AOG Services All Graduate Members

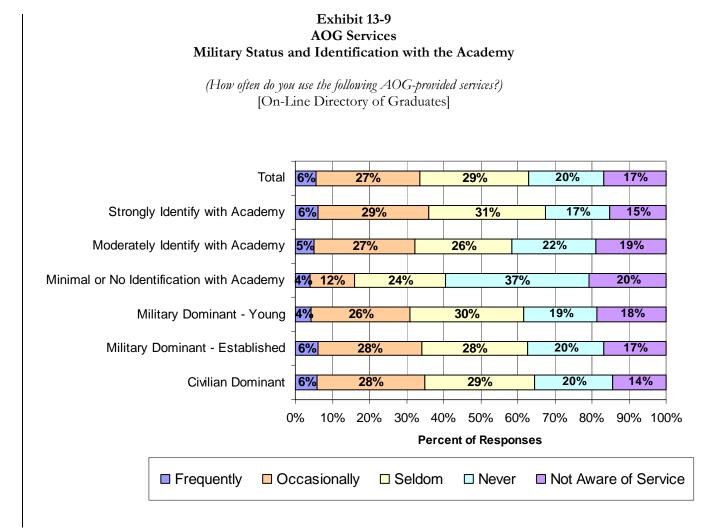
(How often do you use the following AOG-provided services?) [On-Line Directory of Graduates]







(How often do you use the following AOG-provided services?) [On-Line Directory of Graduates]



# AOG MEMBERS SURVEY Corona Research, Inc.

#### LESS THAN HALF OF GRADUATE MEMBERS FREQUENTLY ATTEND REUNIONS ORGANIZED BY THE AOG

Overall, 15 percent of Graduate Members said they frequently use the organization and support provided by the AOG for reunions. Also notable, 26 percent of Graduate Members seldom use AOG planned reunions and 18 percent never use this service.

It should be noted that this particular service, which is available for most members only once or twice per decade, may not be a candidate for "frequent use" according to a literal definition.

The following 2 pages present results by class year, career status and identification with the Academy.

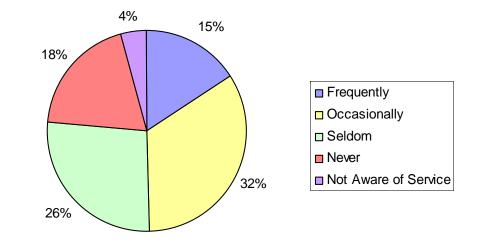
Significant patterns were observed by:

- Class Year
- Career Status
- Identification with the

Academy

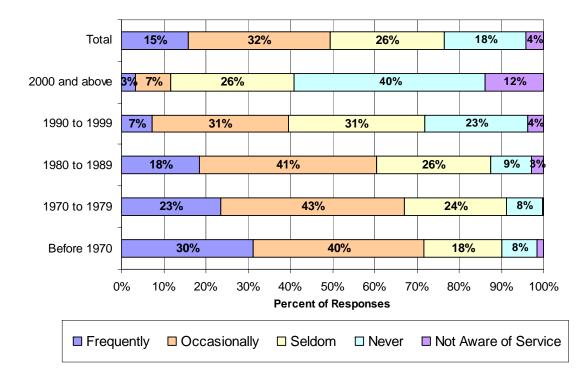
# Exhibit 13-10 AOG Services All Graduate Members

(How often do you use the following AOG-provided services?) [Organization and support of reunions]



# Exhibit 13-11 AOG Services Class Year

(How often do you use the following AOG-provided services?) [Organization and support of reunions]

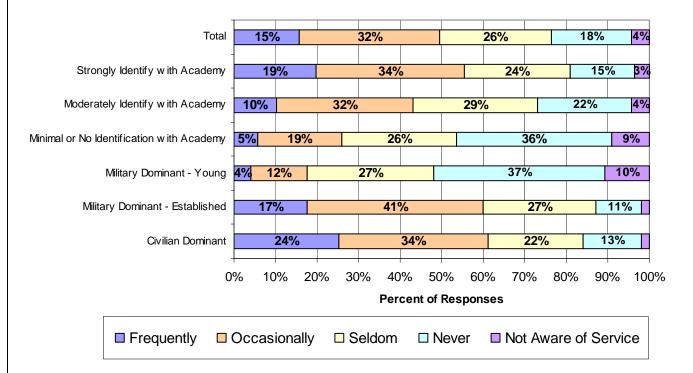


Strong pattern: Class year is strongly linked with the use of this service.

Strong pattern: Identification with the Academy and career status are both strongly linked with the use of this service.

# AOG Services Military Status and Identification with the Academy (How often do you use the following AOG-provided services?) [Organization and support of reunions]

Exhibit 13-12



## LESS THAN A QUARTER OF ALL GRADUATE MEMBERS FREQUENTLY USE THE PRINTED REGISTER OF GRADUATES

Overall, 22 percent of all Graduate Members frequently use the printed Register of Graduates and 43 percent occasionally use it.

Only 8 percent said that they never use the printed register.

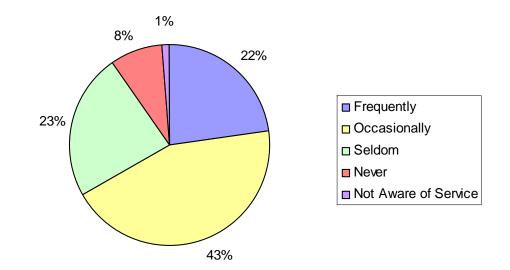
The following 2 pages present results by class year, career status and identification with the Academy.

Significant patterns were observed by:

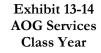
- Class Year
- Career Status
- Identification with the Academy

# Exhibit 13-13 AOG Services All Graduate Members

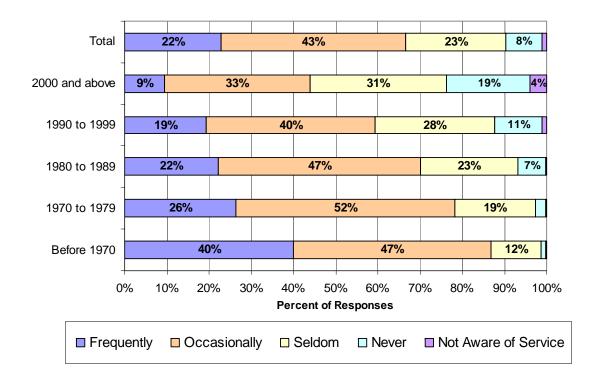
(How often do you use the following AOG-provided services?) [Register of Graduates (Printed version)]



# AOG MEMBERS SURVEY CORONA RESEARCH, INC.



(How often do you use the following AOG-provided services?) [Register of Graduates (Printed version)]

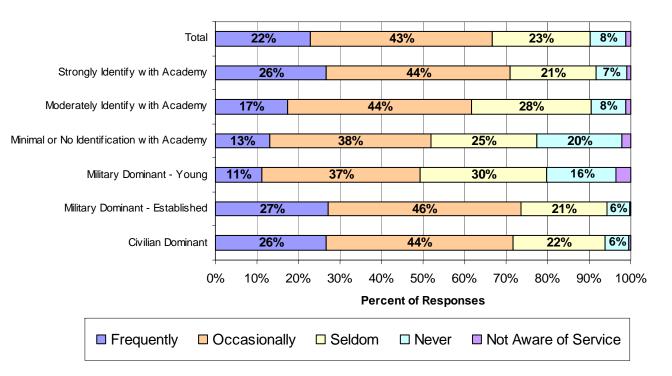


Strong pattern: Class year is strongly linked with the use of this service.

Strong pattern: Identification with the Academy and career status are both strongly linked with the use of this service.

# Exhibit 13-15 AOG Services Military Status and Identification with the Academy

(How often do you use the following AOG-provided services?) [Register of Graduates (Printed version)]



# ALUMNI CHAPTERS AND AFFINITY GROUPS WERE NOT FREQUENTLY USED

Only 3 percent of all Graduate Members frequently used alumni chapters/affinity groups, while 36 percent never used these AOGprovided services

Also of note, 10 percent of all Graduate Members were not aware of these services.

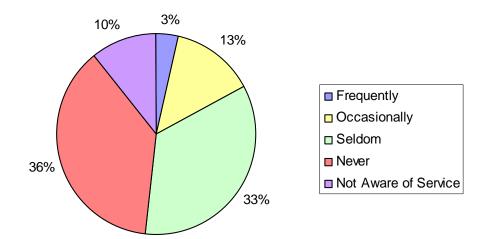
The following 2 pages present results by class year, career status and identification with the Academy.

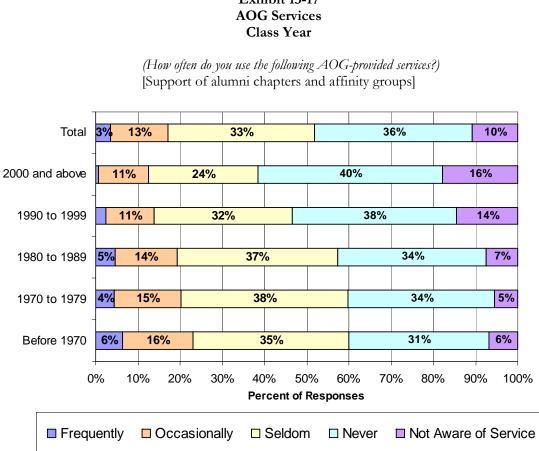
Significant patterns were observed by:

- Identification with the Academy

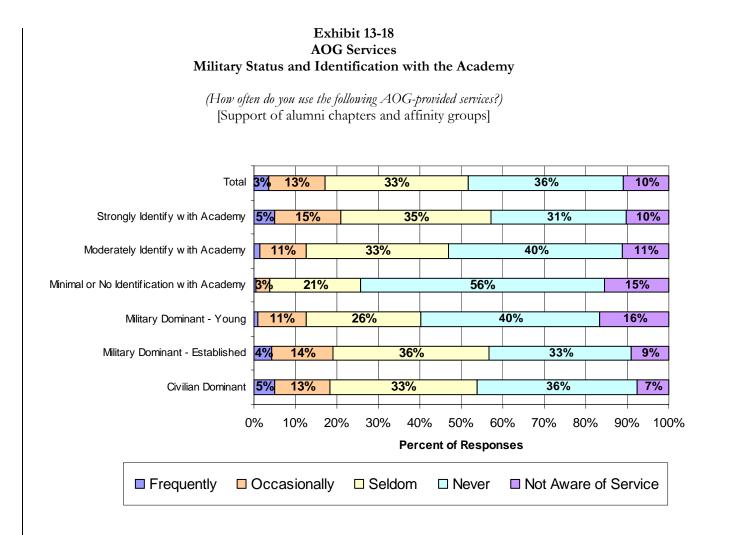
# Exhibit 13-16 AOG Services All Graduate Members

(How often do you use the following AOG-provided services?) [Support of alumni chapters and affinity groups]





# Exhibit 13-17



#### ALMOST 80 PERCENT SUPPORTED THE ONLINE REGISTER OF GRADUATES

Graduate Members supported the on-line Register of Graduates 4:1 over the current printed Register of Graduates, as 79 percent found the on-line version more valuable/useful. Only 18 percent of all Graduate Members preferred the current printed Register of Graduates.

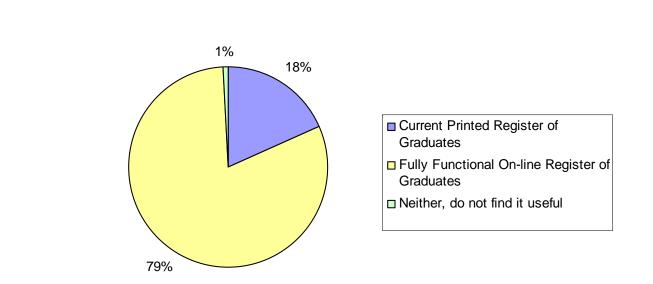
This finding contradicts the previous findings where respondents were more likely to frequently use the printed register and more likely to consider it very important.

The following 2 pages present results by class year, career status and identification with the Academy.

Significant patterns were observed by: - Class Year

# Exhibit 14-1 AOG Services All Graduate Members

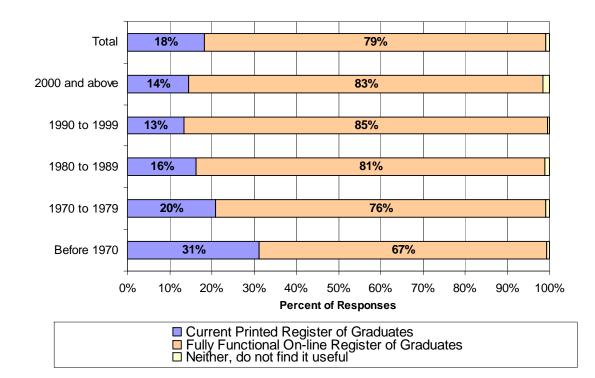
(A register of graduates can be provided in two ways, printed or online - which would you find more valuable and useful?)

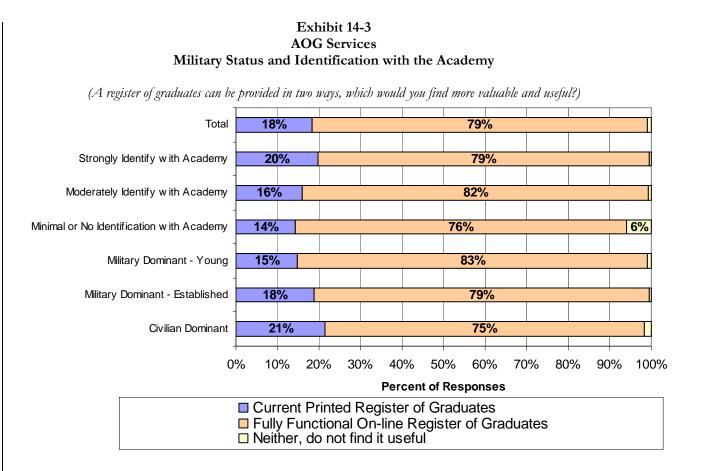


Strong pattern: Class year is strongly linked with directory preference.

# Exhibit 14-2 AOG Services Class Year

(A register of graduates can be provided in two ways, which would you find more valuable and useful?)





# ROUGHLY 50 PERCENT OF GRADUATE MEMBERS WERE UNSURE HOW MANY ACADEMY EVENTS HAVE OCCURRED IN THEIR LOCAL AREA

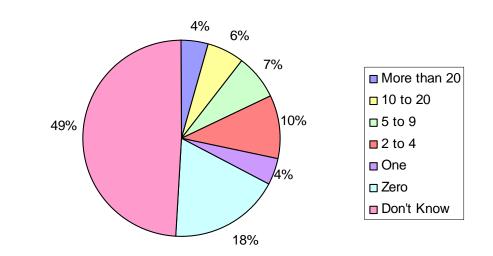
Overall, 49 percent of Graduate Members indicated that they did not know how many events for Academy graduates were held in their local area. Eighteen percent replied that zero events have been held, and 10 percent indicated that between 2 and 4 events have occurred over the past 2 years in their local areas.

The following 2 pages present results by class year, career status and identification with the Academy.

Significant patterns were observed by: - Class Year

# Exhibit 15-1 AOG Services All Graduate Members

(During the past two years, how many events for Academy graduates have been held in your local area?)



# AOG MEMBERS SURVEY CORONA RESEARCH, INC.

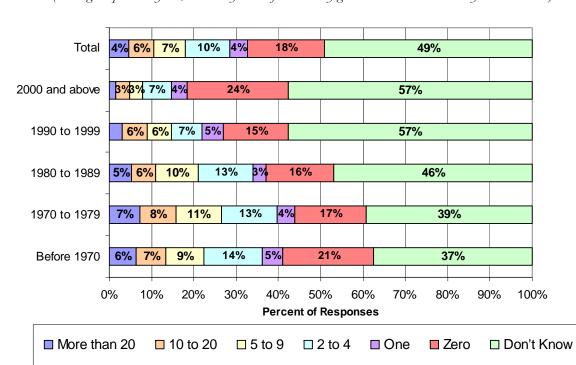


Exhibit 15-2 AOG Services Class Year

(During the past two years, how many events for Academy graduates have been held in your local area?)

AOG MEMBERS SURVEY CORONA RESEARCH, INC.

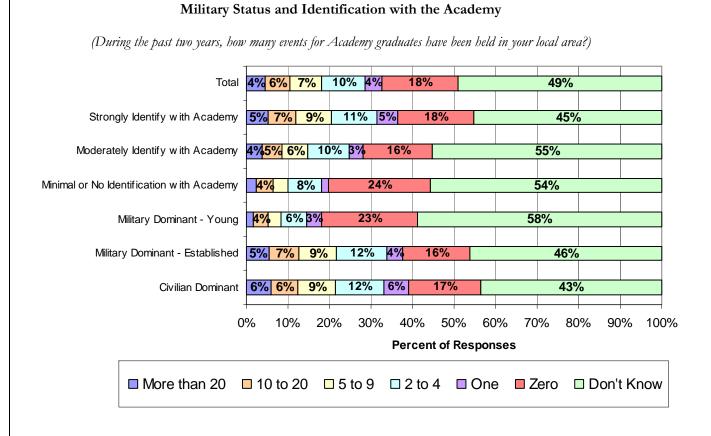


Exhibit 15-3 AOG Services

# AOG MEMBERS SURVEY Corona Research, Inc.

#### ONE-THIRD OF GRADUATE MEMBERS DO NOT PARTICIPATE IN LOCAL ACADEMY EVENTS

Overall, 34 percent of Graduate Members said they participate in none or almost none of the Academy events held in their local area. Also, 33 percent said that there are no Academy events in their local area.

On the other hand, 13 percent said they participate in half or more of the events in their area, and 3 percent said that they participate in all or almost all of the events.

The following 2 pages present results by class year, career status and identification with the Academy.

Significant patterns were observed by:

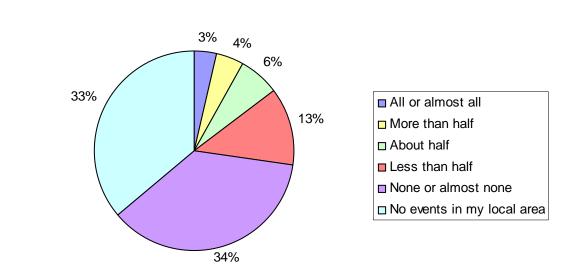
- Class Year

- Identification with the

Academy

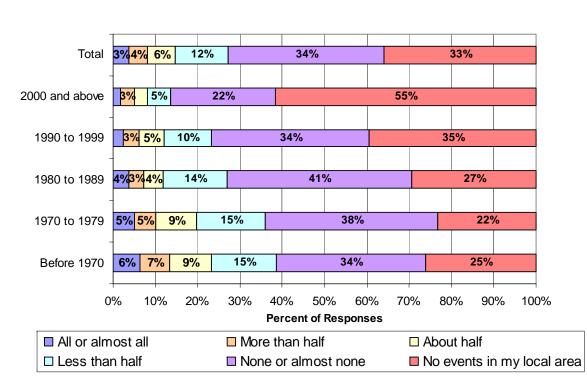
# Exhibit 16-1 AOG Services All Graduate Members

(When events for Academy graduates are held in your local area, in what proportion do you participate?)



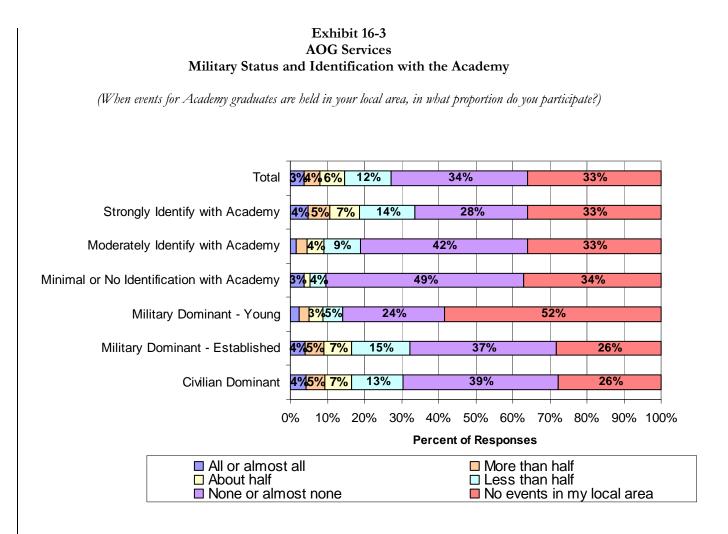
Note: In surveys, potential demand for services is typically overestimated, since respondents have no incentive to say no and a 'yes' vote will possibly increase their options. A reasonable estimate of demand is often merely to assume that the top category of demand (all or almost all) is the actual expected demand.

AOG MEMBERS SURVEY CORONA RESEARCH, INC.



# Exhibit 16-2 AOG Services Class Year

(When events for Academy graduates are held in your local area, in what proportion do you participate?)



# AOG MEMBERS SURVEY Corona Research, Inc.

#### A MAJORITY OF GRADUATE MEMBERS WOULD LIKELY PARTICIPATE IN ACADEMY SPORTING EVENTS

29 percent of all Graduate Members indicated that they would definitely participate in Academy Sporting events offered in their area, and 46 percent said they probably would participate in these activities.

Over 20 percent said they would either probably not or definitely not participate in Academy sporting events offered in their local area.

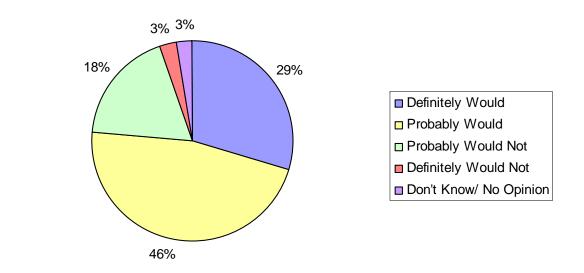
The following 2 pages present results by class year, career status and identification with the Academy.

Significant patterns were observed by:

- Class Year
- Career Status
- Identification with the Academy

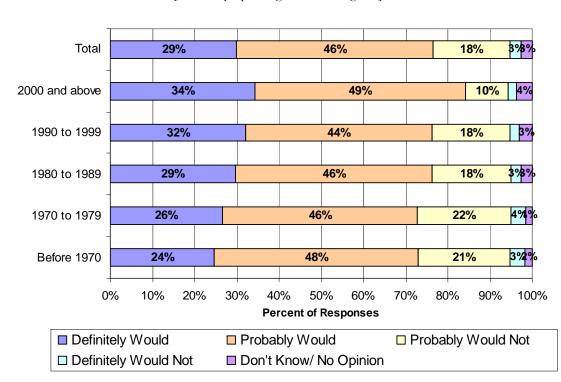
# Exhibit 17-1 AOG Services All Graduate Members

(How likely would you be to participate in the following types of AOG activities if they were offered in your area?) [Academy Sporting events/ tailgates]



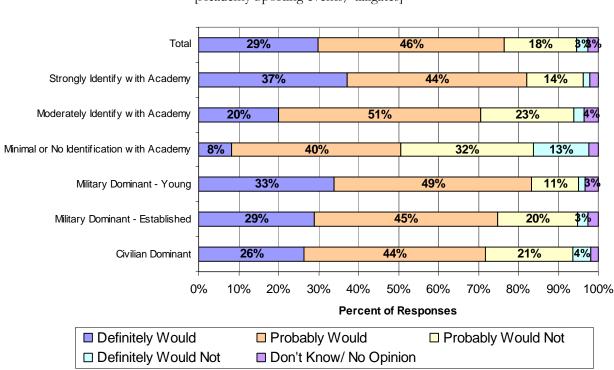
Note: In surveys, potential demand for services is typically overestimated, since respondents have no incentive to say no and a 'yes' vote will possibly increase their options. A reasonable estimate of demand is often merely to assume that the top category of demand (all or almost all) is the actual expected demand.

# AOG MEMBERS SURVEY CORONA RESEARCH, INC.



# Exhibit 17-2 AOG Services Class Year

(How likely would you be to participate in the following types of AOG activities if they were offered in your area?) [Academy Sporting events/ tailgates] Strong pattern: Identification with the Academy is strongly linked with potential participation.



# Exhibit 17-3 AOG Services Military Status and Identification with the Academy

(How likely would you be to participate in the following types of AOG activities if they were offered in your area?) [Academy Sporting events/ tailgates]

#### LESS THAN 15 PERCENT OF GRADUATE MEMBERS SAID THEY DEFINITELY WOULD ATTEND LOCAL ACADEMY PRESENTATIONS

Approximately 14 percent of all Graduate Members indicated they definitely would attend Academy presentations in their local area. An additional 47 percent said they would probably attend local Academy presentations.

Also of note, almost one-third (32 percent) indicated they would probably not or definitely not participate in these presentations.

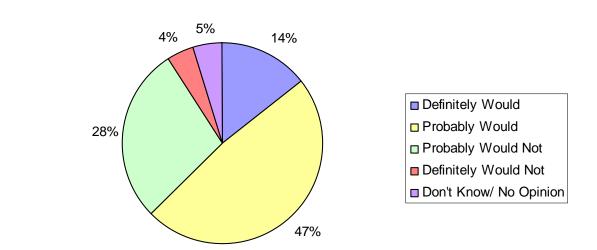
The following 2 pages present results by class year, career status and identification with the Academy.

Significant patterns were observed by: - Identification with the

- Identification with the Academy

# Exhibit 17-4 AOG Services All Graduate Members

(How likely would you be to participate in the following types of AOG activities if they were offered in your area?) [Academy staff presentations and discussions]



Note: In surveys, potential demand for services is typically overestimated, since respondents have no incentive to say no and a 'yes' vote will possibly increase their options. A reasonable estimate of demand is often merely to assume that the top category of demand (all or almost all) is the actual expected demand.

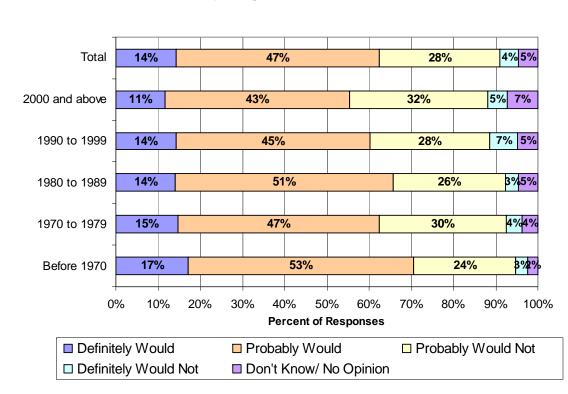
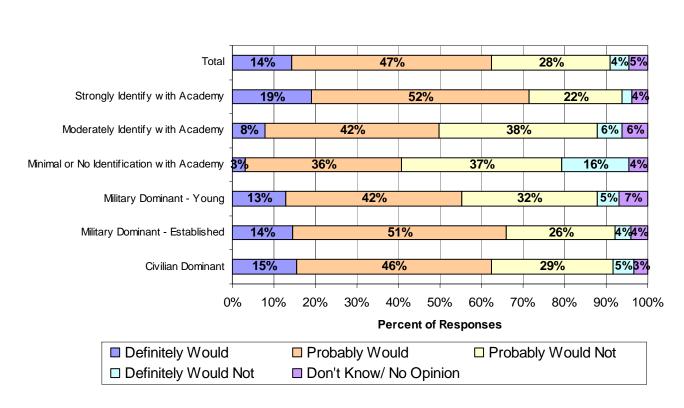


Exhibit 17-5 AOG Services Class Year

(How likely would you be to participate in the following types of AOG activities if they were offered in your area?) [Academy staff presentations and discussions]

Strong pattern: Identification with the Academy is strongly linked with potential participation.



# Exhibit 17-6 AOG Services Military Status and Identification with the Academy

(How likely would you be to participate in the following types of AOG activities if they were offered in your area?) [Academy staff presentations and discussions]

AOG MEMBERS SURVEY CORONA RESEARCH, INC.

#### TEN PERCENT OF GRADUATE MEMBERS SAID THEY DEFINITELY WOULD ATTEND LOCAL AOG PRESENTATIONS

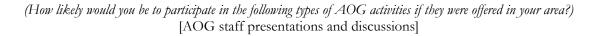
Over 40 percent of all Graduate Members indicated they would either probably not or definitely not participate in local AOG presentations.

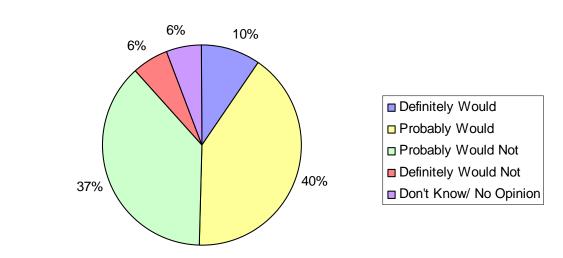
On the other hand, 40 percent of all Graduate Members did indicate that they probably would participate in AOG presentations. However, only ten percent said they definitely would participate.

The following 2 pages present results by class year, career status and identification with the Academy.

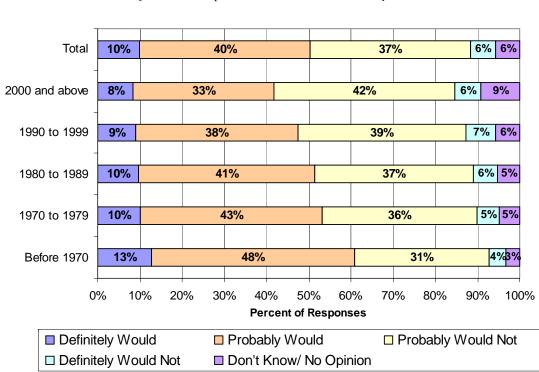
Significant patterns were observed by: - Identification with the Academy

# Exhibit 17-7 AOG Services All Graduate Members



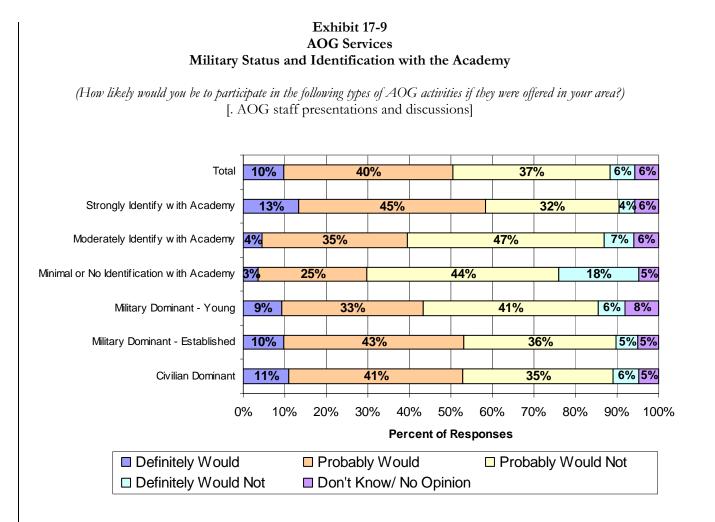


Note: In surveys, potential demand for services is typically overestimated, since respondents have no incentive to say no and a 'yes' vote will possibly increase their options. A reasonable estimate of demand is often merely to assume that the top category of demand (all or almost all) is the actual expected demand.



(How likely would you be to participate in the following types of AOG activities if they were offered in your area?) [. AOG staff presentations and discussions]

Exhibit 17-8 AOG Services Class Year



# **AOG MEMBERS SURVEY**

#### NICHE SUPPORT EXISTED FOR FACILITATING SPEAKERS FOR LOCAL CHAPTER PROGRAMS

Overall, only 8 percent of all Graduate Members said they definitely would participate in hearing local chapter speakers, while 33 percent said they probably would support this AOG activity.

Most importantly, 48 percent of Graduate Members indicated they would either probably not or definitely not participate in facilitating speakers for local chapters.

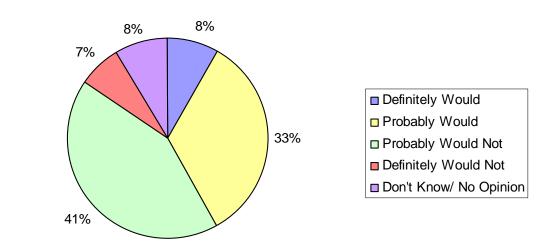
The following 2 pages present results by class year, career status and identification with the Academy.

Significant patterns were observed by:

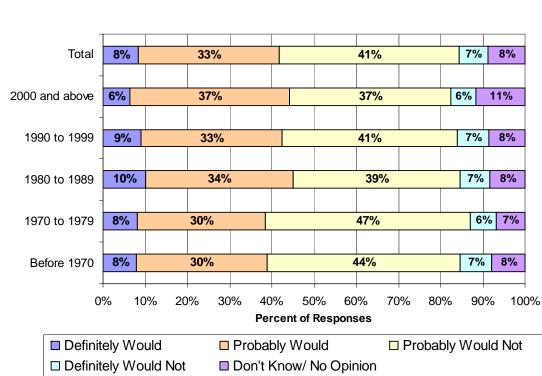
- Identification with the Academy

# Exhibit 17-10 AOG Services All Graduate Members

(How likely would you be to participate in the following types of AOG activities if they were offered in your area?) [Facilitating speakers for local chapter program]



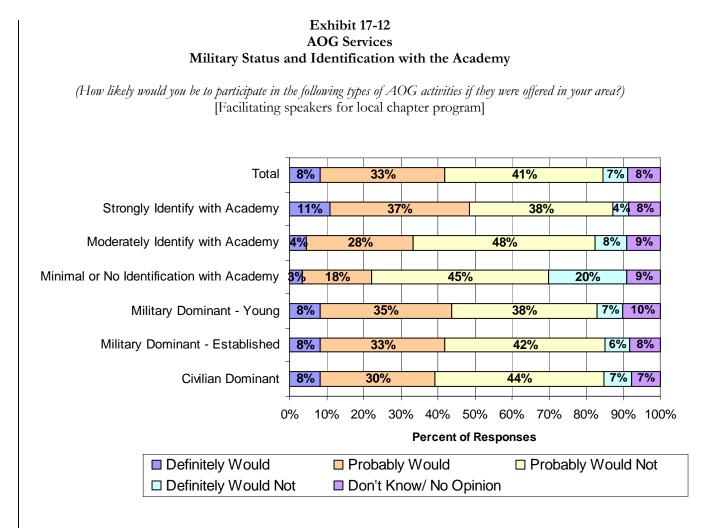
Note: In surveys, potential demand for services is typically overestimated, since respondents have no incentive to say no and a 'yes' vote will possibly increase their options. A reasonable estimate of demand is often merely to assume that the top category of demand (all or almost all) is the actual expected demand.



AOG Services Class Year

(How likely would you be to participate in the following types of AOG activities if they were offered in your area?) [Facilitating speakers for local chapter program]

Exhibit 17-11



### OVER HALF OF GRADUATE MEMBERS WERE NOT LIKELY TO ATTEND A LOCAL FOUNDERS DAY DINNER

Overall, 42 percent of all respondents indicated they probably would not attend a local Founders Day Dinner, and 9 percent said they definitely would not attend this AOG activity.

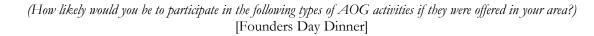
Only 8 percent of Graduate Members said they definitely would attend a Founders Day Dinner in their local area. Also, 13 percent did not know or had no opinion towards a Founders Day Dinner.

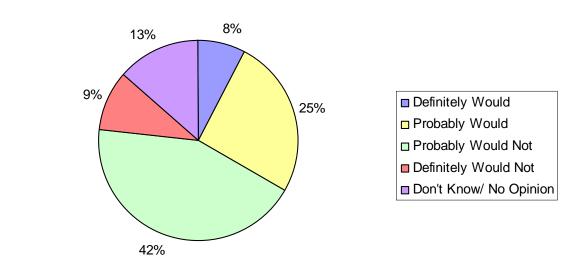
The following 2 pages present results by class year, career status and identification with the Academy.

Significant patterns were observed by:

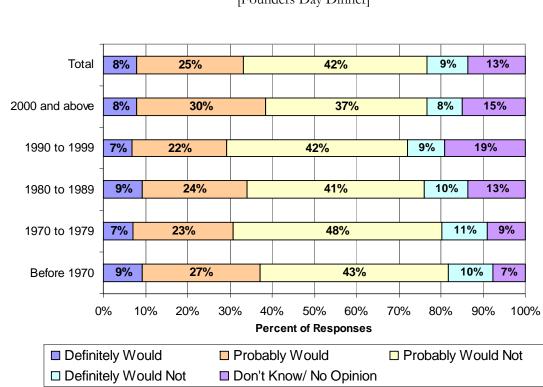
- Identification with the Academy

# Exhibit 17-13 AOG Services All Graduate Members



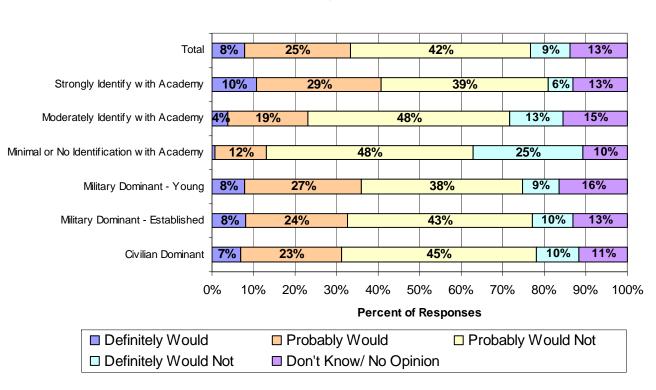


Note: In surveys, potential demand for services is typically overestimated, since respondents have no incentive to say no and a 'yes' vote will possibly increase their options. A reasonable estimate of demand is often merely to assume that the top category of demand (all or almost all) is the actual expected demand.



(How likely would you be to participate in the following types of AOG activities if they were offered in your area?) [Founders Day Dinner]

Exhibit 17-14 AOG Services Class Year Strong pattern: Identification with the Academy is strongly linked with potential participation.



# Exhibit 17-15 AOG Services Military Status and Identification with the Academy

(How likely would you be to participate in the following types of AOG activities if they were offered in your area?) [Founders Day Dinner]

#### TEN PERCENT OF GRADUATE MEMBERS DEFINITELY WOULD PARTICIPATE IN LOCAL CHAPTER EVENTS

Fifty-five percent of Graduate Members indicated they probably or definitely would attend local chapter events. However, 30 percent said they probably would not participate in local chapter events and another 5 percent said they definitely would not participate in these activities.

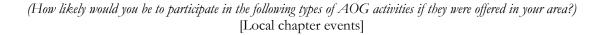
Also of note, 8 percent did not know if they would participate in these AOG activities.

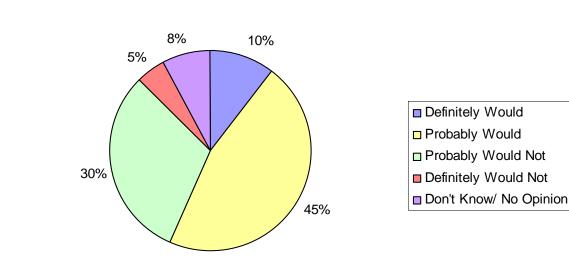
The following 2 pages present results by class year, career status and identification with the Academy.

Significant patterns were observed by:

- Identification with the Academy

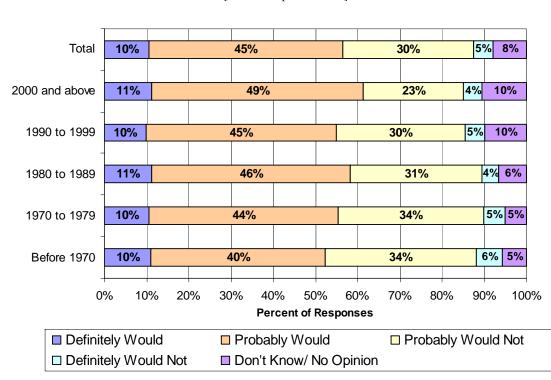
# Exhibit 17-16 AOG Services All Graduate Members





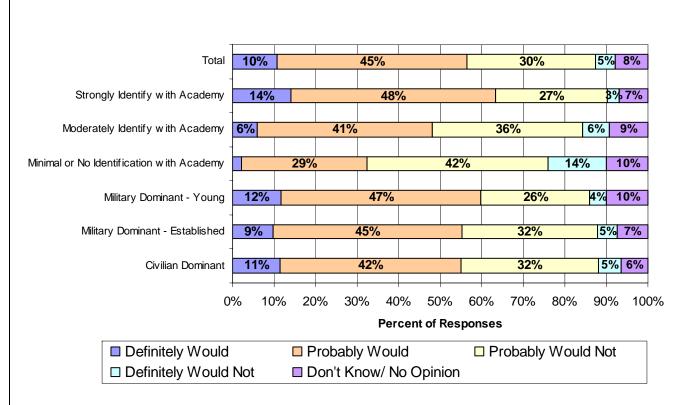
Note: In surveys, potential demand for services is typically overestimated, since respondents have no incentive to say no and a 'yes' vote will possibly increase their options. A reasonable estimate of demand is often merely to assume that the top category of demand (all or almost all) is the actual expected demand.

# AOG MEMBERS SURVEY CORONA RESEARCH, INC.



(How likely would you be to participate in the following types of AOG activities if they were offered in your area?) [Local chapter events]

Exhibit 17-17 AOG Services Class Year Strong pattern: Identification with the Academy is strongly linked with potential participation.



# Exhibit 17-18 AOG Services Military Status and Identification with the Academy

(How likely would you be to participate in the following types of AOG activities if they were offered in your area?) [Local chapter events]

#### MODERATE SUPPORT EXISTS FOR PARTICIPATION IN LOCAL NETWORKING EVENTS

Overall, 18 percent of all Graduate Members said they definitely would participate in local networking events and 43 percent said they probably would participate in these AOG activities.

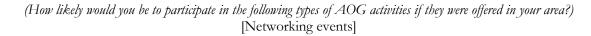
However it should also be noted that almost one-third of Graduate Members indicated they would either probably not or definitely not participate in local networking events.

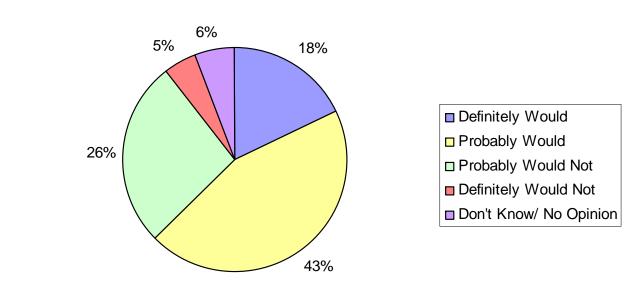
The following 2 pages present results by class year, career status and identification with the Academy.

Significant patterns were observed by:

- Class Year
- Career Status
- Identification with the Academy

# Exhibit 17-19 AOG Services All Graduate Members





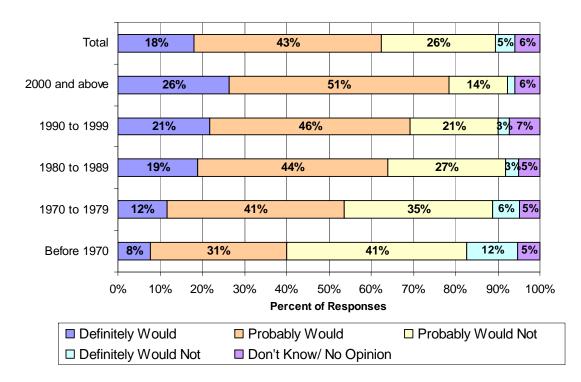
Note: In surveys, potential demand for services is typically overestimated, since respondents have no incentive to say no and a 'yes' vote will possibly increase their options. A reasonable estimate of demand is often merely to assume that the top category of demand (all or almost all) is the actual expected demand.

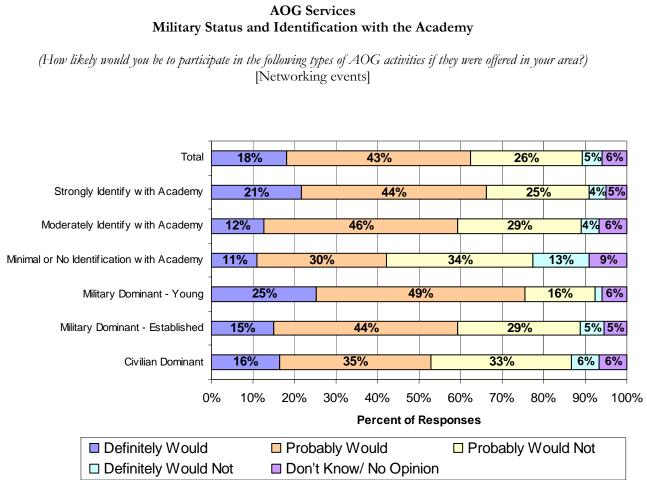
# AOG MEMBERS SURVEY CORONA RESEARCH, INC.

#### Exhibit 17-20 AOG Services Class Year

Strong pattern: Class year is strongly linked with potential participation.

(How likely would you be to participate in the following types of AOG activities if they were offered in your area?) [Networking events]





# Exhibit 17-21

**AOG MEMBERS SURVEY** 

CORONA RESEARCH, INC.

#### SECTION 5 AOG CAREER SERVICES

In section 5, career services provided by the AOG are analyzed. Specifically, the importance of currently offered AOG career transition services were assessed and Graduate Members were asked to cite additional career transition services they would like the AOG to provide. Exhibit numbers correlate to the survey question numbers for this section and begin with question 18 from the survey.

#### Exhibit 18-1 AOG Career Services All Members

(What career transition services would you like for the AOG to provide?)

# **Desired Career Transition Services**

Job search and resume posting services	8.1%
Career Counseling	7.4%
Increased Job Networking	4.9%
Other	4.7%
No perceived need for career services	4.1%
More Job Fairs / SACC	2.0%
Don't Know / Unsure	1.8%
Current services are adequate	1.0%
Job placement services (general)	1.0%
Head hunter service (general)	1.0%
Increased education of Retirement, Medical and Insurance Plans	1.0%

N = 999

#### JOB SEARCH, RESUME POSTING AND CAREER COUNSELING SERVICES WERE MOST DESIRED

As an initial question, respondents were asked to list career transition services they would like the AOG to provide, with no prompting. Slightly less than one-third of respondents listed services.

A total of 8 percent of Graduate Members desired job search and resume posting services. The second most desired career transition service was career counseling (7 percent). An additional 5 percent of Graduate Members desired increased job networking.

\*\*Note: Percentages were calculated from the entire Graduate Member study population, but only 999 Graduate Members answered this open ended question.

#### CAREER NETWORKING CAPABILITY WAS IMPORTANT TO GRADUATE MEMBERS

Overall, 44 percent of all Graduate Members felt career networking capability was of high importance and 32 percent felt it was of moderate importance.

Less than 20 percent felt it was of low or no importance.

The following 2 pages present results by class year, career status and identification with the Academy.

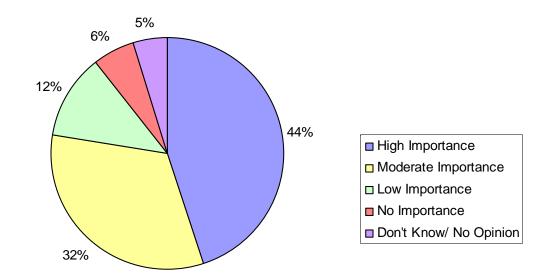
Significant patterns were observed by:

- Class Year
- Career Status

- Identification with the Academy

#### Exhibit 19-1 AOG Career Services All Graduate Members

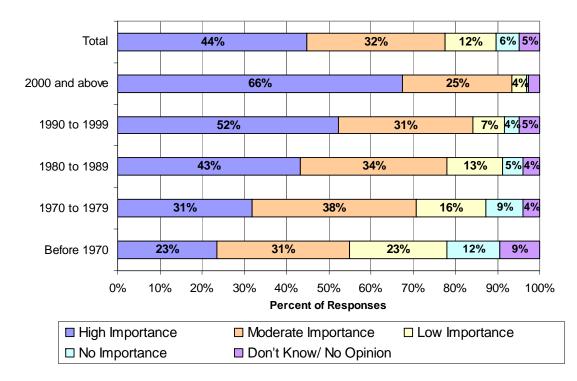
(How important is it that the AOG provide the following career transition services?) [Career Networking Capability]



# AOG MEMBERS SURVEY CORONA RESEARCH, INC.

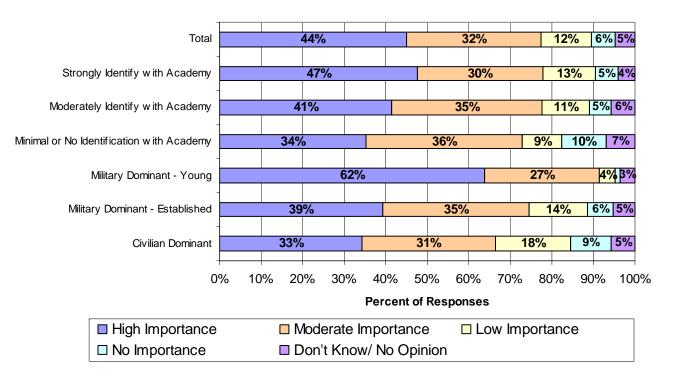
#### Exhibit 19-2 AOG Career Services Class Year

(How important is it that the AOG provide the following career transition services?) [Career Networking Capability]



### Exhibit 19-3 AOG Career Services Military Status and Identification with the Academy

(How important is it that the AOG provide the following career transition services?) [Career Networking Capability]



#### APPROXIMATELY ONE-QUARTER OF GRADUATE MEMBERS FELT MENTORING PROGRAMS WERE OF HIGH IMPORTANCE

Overall, 22 percent of Graduate Members indicated mentoring programs were of high importance and 38 percent said they were moderately important.

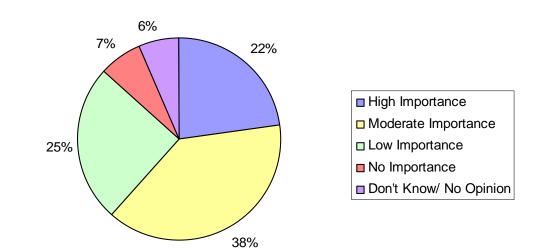
One quarter of all Graduate members felt mentoring programs were of low importance and 7 percent felt they were of no importance.

The following 2 pages present results by class year, career status and identification with the Academy.

Significant patterns were observed by: - Class Year - Career Status

#### Exhibit 19-4 AOG Career Services All Graduate Members

(How important is it that the AOG provide the following career transition services?) [Mentoring Programs]



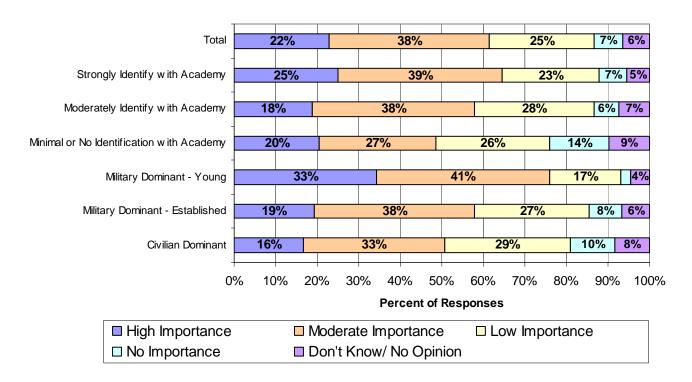
#### [Mentoring Programs] 7% 6% Total 22% 38% 25% 36% 40% 3% 2000 and above 16% 5% 6% 1990 to 1999 26% 40% 21% 36% 7% 6% 1980 to 1989 20% 30% 14% 37% 30% 11% 5% 1970 to 1979 Before 1970 13% 33% 29% 11% 11% 0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100% Percent of Responses High Importance Moderate Importance Low Importance □ No Importance Don't Know/ No Opinion

Exhibit 19-5 **AOG Career Services Class Year** 

(How important is it that the AOG provide the following career transition services?)

#### Exhibit 19-6 AOG Career Services Military Status and Identification with the Academy

(How important is it that the AOG provide the following career transition services?) [Mentoring Programs]



#### CLOSE TO FORTY PERCENT OF GRADUATE MEMBERS FELT RESUME/JOB POSTING WAS OF HIGH IMPORTANCE

Overall, 39 percent of Graduate Members felt Resume/ Job Posting was of high importance and 33 percent felt it was moderately important.

Twenty percent said Resume / Job Posting was of low or no importance.

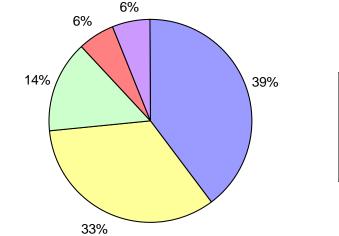
The following 2 pages present results by class year, career status and identification with the Academy.

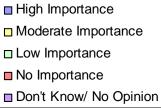
Significant patterns were observed by:

- Class Year
- Career Status

#### Exhibit 19-7 AOG Career Services All Graduate Members

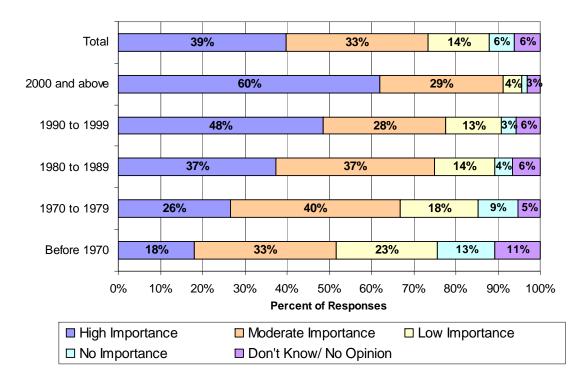
(How important is it that the AOG provide the following career transition services?) [Resume/ Job Posting (JSAJE Plus)]





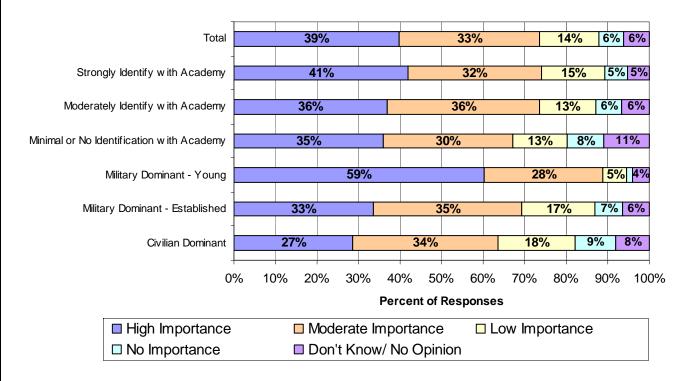
#### Exhibit 19-8 AOG Career Services Class Year

(How important is it that the AOG provide the following career transition services?) [Resume/ Job Posting (JSAJE Plus)]



#### Exhibit 19-9 AOG Career Services Military Status and Identification with the Academy

(How important is it that the AOG provide the following career transition services?) [Resume/ Job Posting (JSAJE Plus)]



#### ONE-THIRD OF GRADUATE MEMBERS FELT THAT THE SABRD IS OF HIGH IMPORTANCE

SABRD was of high importance to 33 percent of Graduate Members and 34 percent felt it was moderately important.

Twenty-one percent felt SABRD was of low or no importance and 10 percent had no opinion or did not know about SABRD.

The following 2 pages present results by class year, career status and identification with the Academy.

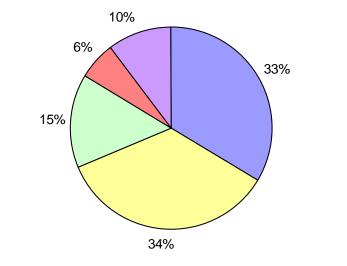
Significant patterns were observed by:

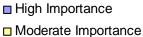
- Class Year

- Career status

#### Exhibit 19-10 AOG Career Services All Graduate Members

(How important is it that the AOG provide the following career transition services?) [Service Academy Business Resource Directory (SABRD/iSABRD)]

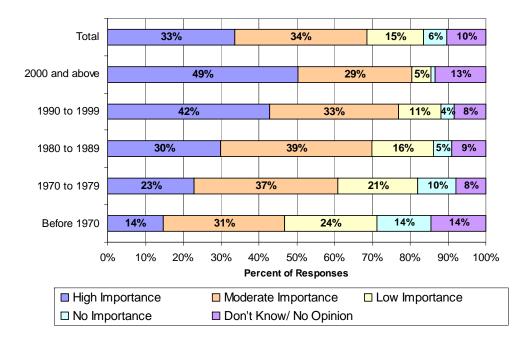




- □ Low Importance
- No Importance
- Don't Know/ No Opinion

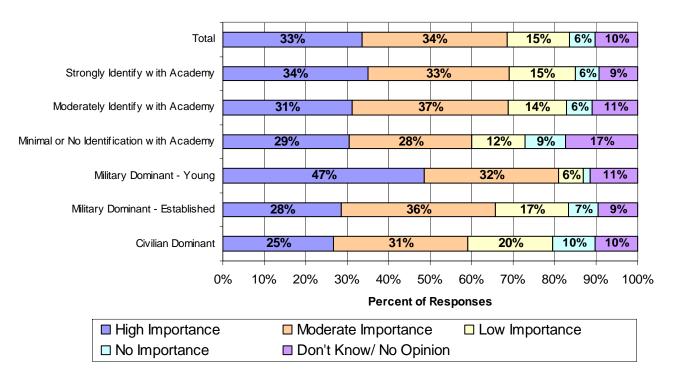
#### Exhibit 19-11 AOG Career Services Class Year

(How important is it that the AOG provide the following career transition services?) [Service Academy Business Resource Directory (SABRD/iSABRD)]



### Exhibit 19-12 AOG Career Services Military Status and Identification with the Academy

(How important is it that the AOG provide the following career transition services?) [Service Academy Business Resource Directory (SABRD/iSABRD)]



#### OVER 30 PERCENT OF GRADUATE MEMBERS FELT THE SACC WAS OF HIGH IMPORTANCE

Overall, 31 percent of Graduate Members felt SACC was of high importance and an additional 31 percent said it was moderately important.

One quarter of all Graduate Members felt SACC was of either low or no importance and 10 percent had no opinion or didn't know about the SACC.

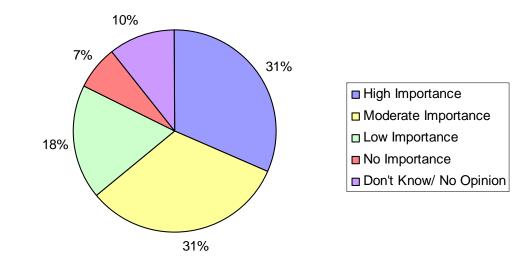
The following 2 pages present results by class year, career status and identification with the Academy.

Significant patterns were observed by:

- Class Year
- Career Status
- Identification with the Academy

#### Exhibit 19-13 AOG Career Services All Graduate Members

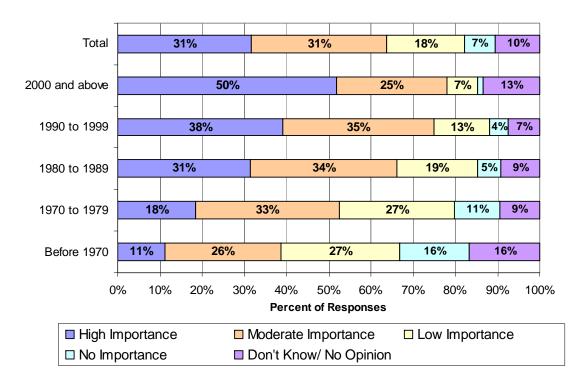
(How important is it that the AOG provide the following career transition services?) [Service Academy Career Conferences (SACC)]



# AOG MEMBERS SURVEY CORONA RESEARCH, INC.

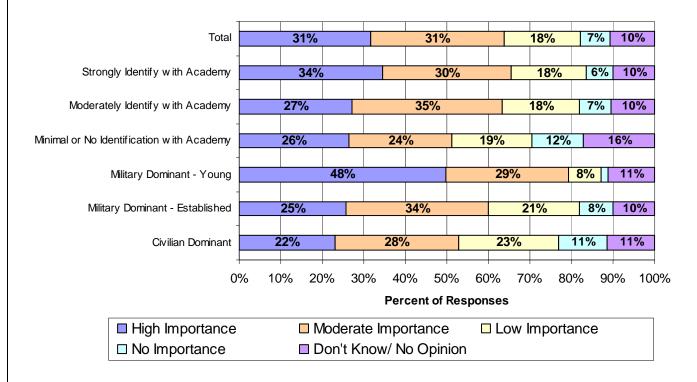
#### Exhibit 19-14 AOG Career Services Class Year

(How important is it that the AOG provide the following career transition services?) [Service Academy Career Conferences (SACC)]



#### Exhibit 19-15 AOG Career Services Military Status and Identification with the Academy

(How important is it that the AOG provide the following career transition services?) [Service Academy Career Conferences (SACC)]



#### SECTION 6 VISITING THE ACADEMY

Section 6 details the frequency with which Graduate Members have visited the Academy (since graduation). The percentage of reunions attended and the overall number of "non-reunion" Academy visits are analyzed in this section. Exhibit numbers correlate to the survey question numbers for this section and begin with question 20 from the survey.

#### IDENTIFICATION WITH THE ACADEMY STRONGLY AFFECTED REUNION ATTENDANCE

Graduate Members with minimal/no identification with the Academy were significantly less likely to have attended Academy reunions. Minimal identification graduates were less likely to have attended all reunions than strong identification graduates, and it should be noted that minimal/no identity graduates attendance dropped significantly at their **3**<sup>rd</sup> possible reunion.

A moderate difference was observed between Strong identity and Moderate identity graduates, as those graduates who strongly identified with the Academy were moderately more likely to have attended all potential reunions.

No discernable theme was observed between Military Dominant-Established Graduates and Civilian Dominant Graduates.

#### Exhibit 20-1 Visiting the Academy All Graduate Members

(How many reunions have you attended?)

Number of Potential Reunions														
	1		2		3		4		5		6			7
	Attended All	Attended None												
Military Dominant - Established	58%	39%	39%	17%	25%	13%	11%	14%	13%	12%	11%	9%	11%	9%
Civilian Dominant	50%	48%	39%	19%	26%	8%	12%	13%	13%	16%	10%	14%	7%	13%
Strongly Identify with Academy	62%	36%	42%	16%	30%	8%	15%	8%	16%	8%	11%	10%	12%	5%
Moderately Identify with Academy	52%	46%	37%	19%	18%	18%	6%	22%	8%	19%	6%	9%	0%	18%
Minimal/No Identification with Academy	45%	52%	29%	29%	0%	32%	9%	41%	3%	35%	15%	33%	~	~

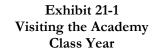
Note: this analysis is not conducted by class year since that variable is imbedded in the "potential reunions" descriptor above.

#### GRADUATES IN THE 1990-1999 CLASS GROUP WERE SLIGHTLY LESS LIKELY TO HAVE ATTENDED THEIR MOST RECENT REUNION

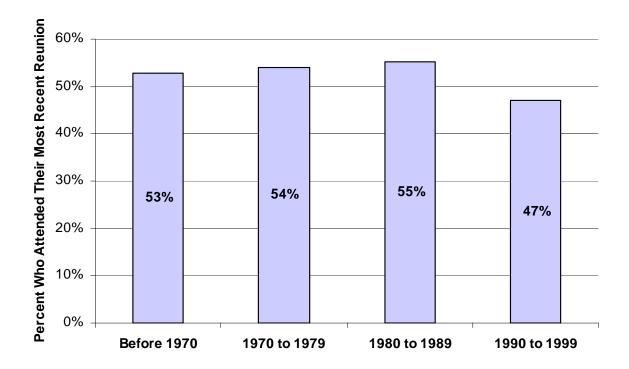
Overall, differences between class groups were minimal. However, the 1990-1999 class group attended 47 percent of their most recent reunions and this was marginally less than the other age groups (6 to 8 percentage points lower than all other groups).

No notable differences were observed between the Before 1970, 1970-1979, and the 1980-1989 class groups.

Post-2000 graduates are not included because they have not yet had a reunion.



(What was the most recent year in which you attended a reunion?)

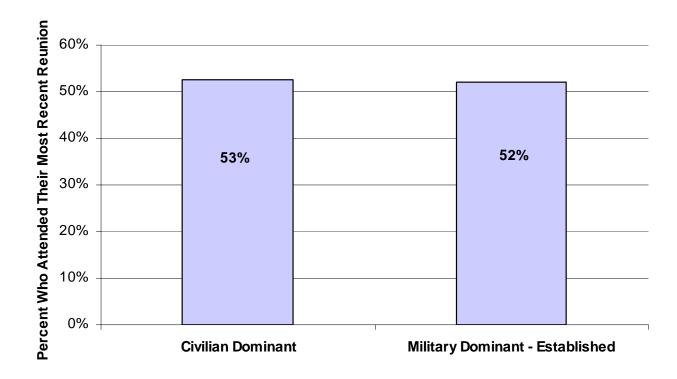


#### NO NOTABLE DIFFERENCES EXIST IN MOST RECENT REUNION ATTENDANCE BY MILITARY STATUS

Attendance levels were virtually identical between these two groups. The Military Dominant – Young group was not included because most graduates in that group have not yet had a reunion.

#### Exhibit 21-2 Visiting the Academy Military Status

(What was the most recent year in which you attended a reunion?)



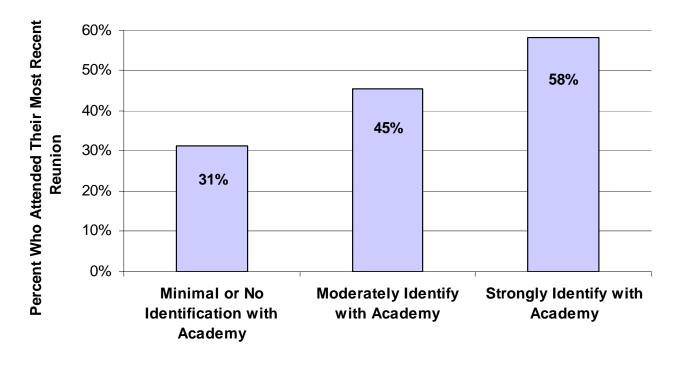
#### MOST RECENT REUNION ATTENDANCE INCREASED AS IDENTIFICATION WITH THE ACADEMY STRENGTHENED

Overall, 58 percent of graduates who strongly identified with the Academy attended their most recent reunion. This was a significantly higher percentage than graduates with Moderate Academy Identity (45 percent) and those with Minimal/No Academy Identify (31 percent).

In all, graduates with a strong identification with the Academy were significantly more likely to have attended their last reunion.

#### Exhibit 21-3 Visiting the Academy Identification with the Academy

(What was the most recent year in which you attended a reunion?)



#### OVER 65 PERCENT OF GRADUATE MEMBERS HAVE VISITED THE ACADEMY AT LEAST ONCE OVER THE PAST FIVE YEARS

Two-thirds of Graduate Members have visited the Academy at least once in the past five years, and 48 percent have visited the Academy more than once in that time period. These figures exclude reunions.

Also of note, 23 percent of Graduate Members indicated that they have not visited the Academy during the past five years, but have visited more than five years ago. Ten percent have not visited the Academy since graduation.

The following 2 pages present results by class year, career status and identification with the Academy.

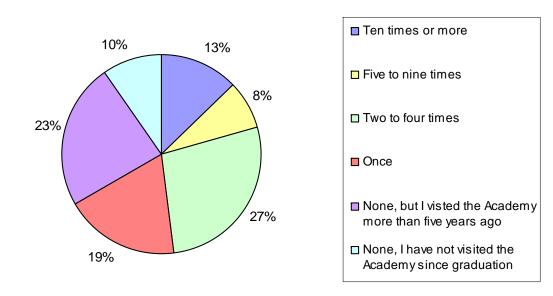
Significant patterns were observed by:

- Class Year
- Career Status
- Identification with the

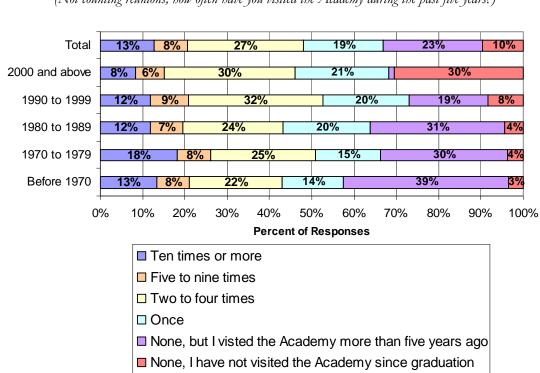
Academy

#### Exhibit 22-1 Visiting the Academy All Graduate Members

(Not counting reunions, how often have you visited the Academy during the past five years?)



AOG MEMBERS SURVEY CORONA RESEARCH, INC.



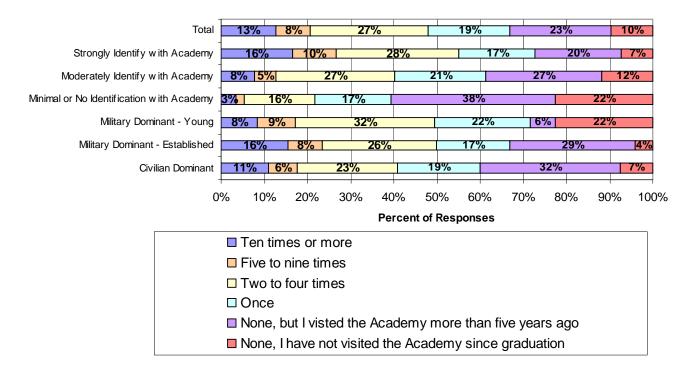
## Exhibit 22-2 Visiting the Academy Class Year

(Not counting reunions, how often have you visited the Academy during the past five years?)

AOG MEMBERS SURVEY CORONA RESEARCH, INC. Strong pattern: Identification with the Academy is strongly linked with visiting patterns.

#### Exhibit 22-3 Visiting the Academy Military Status and Identification with the Academy

(Not counting reunions, how often have you visited the Academy during the past five years?)



#### SECTION 7 ACADEMY RELATED SERVICES

In section 7, specific indirect Academy services that the AOG provides for Graduate Members are examined. Graduate Members were asked to assess the importance of individual Academy related services that may be targeted toward other audiences. Exhibit numbers correlate to the survey question numbers for this section and begin with question 23 from the survey.

#### ALMOST 40 PERCENT OF MEMBERS FELT VISITOR CENTER DISOUNTS WERE OF LOW OR NO IMPORTANCE

Overall, 30 percent of Graduate Members felt Academy Visitor Center discounts were of low importance, and 9 percent felt these discounts were of no importance.

On the other hand, over one quarter of Graduate Members (27 percent) felt that Visitor Center discounts were of high importance.

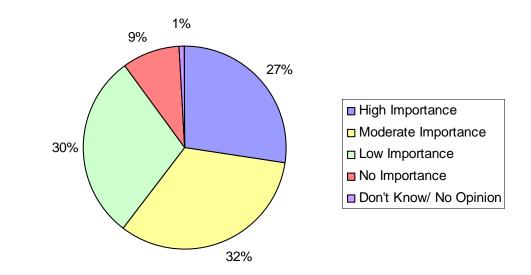
The following 2 pages present results by class year, career status and identification with the Academy.

Significant patterns were observed by:

- Class Year
- Career Status
- Identification with the Academy

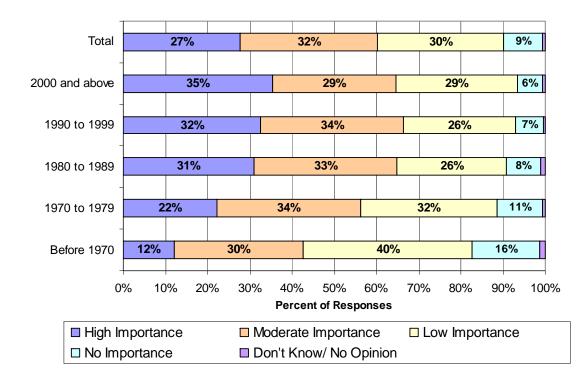
#### Exhibit 23-1 Academy Related Services All Graduate Members

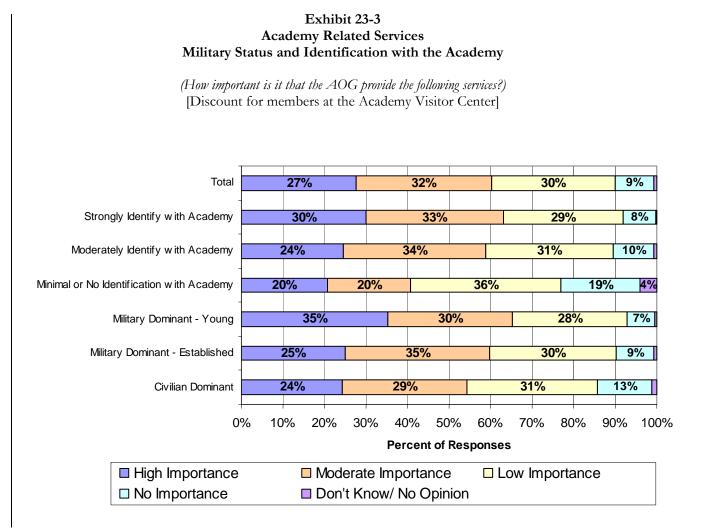
(How important is it that the AOG provide the following services?) [Discount for members at the Academy Visitor Center]



#### Exhibit 23-2 Academy Related Services Class Year

(How important is it that the AOG provide the following services?) [Discount for members at the Academy Visitor Center]





#### OVER ONE-THIRD OF GRADUATES FELT THAT FINANCIAL SUPPORT OF ACADEMY PROGRAMS WAS OF HIGH IMPORTANCE

Overall, 33 percent of Graduate Members felt financial support of Academy/cadet programs was highly important, and another 41 percent said it was moderately important.

Less than 25 percent of Graduate Members felt it was of low or no importance.

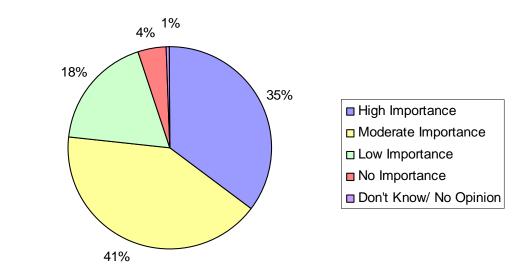
The following 2 pages present results by class year, career status and identification with the Academy.

Significant patterns were observed by:

- Class Year
- Career Status
- Identification with the Academy

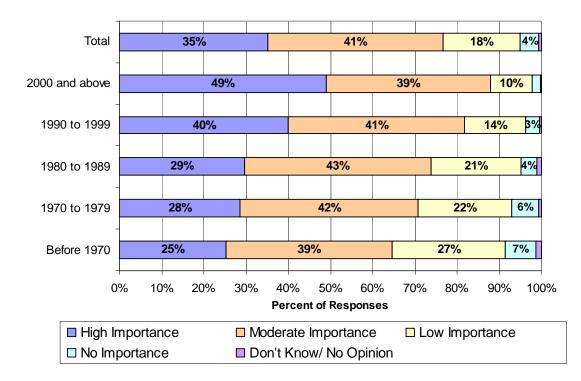
#### Exhibit 23-4 Academy Related Services All Graduate Members

(How important is it that the AOG provide the following services?) [Providing financial support to the Academy for cadet and Academy programs]



#### Exhibit 23-5 Academy Related Services Class Year

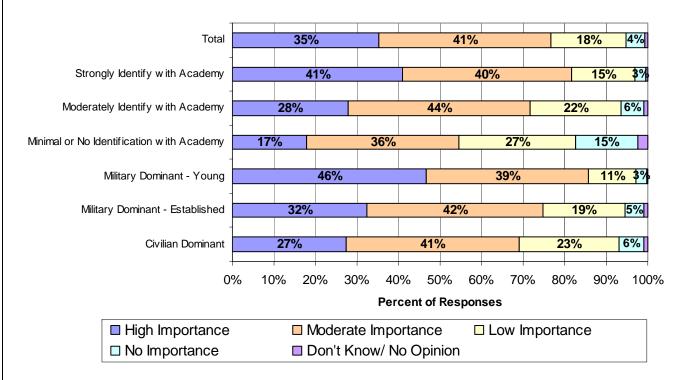
*(How important is it that the AOG provide the following services?)* [Providing financial support to the Academy for cadet and Academy programs]



Strong pattern: Identification with the Academy and career status are both strongly linked with perceived importance of this service.

#### Exhibit 23-6 Academy Related Services Military Status and Identification with the Academy

*(How important is it that the AOG provide the following services?)* [Providing financial support to the Academy for cadet and Academy programs]



#### ACADEMY ACCESS WAS HIGHLY IMPORTANT TO ALMOST HALF OF ALL GRADUATES

Overall, 48 percent of all Graduate Members felt the provision of Academy access to graduates without military ID cards was of high importance. Another 28 percent felt it was moderately important.

Twenty percent felt Academy access was of low or no importance.

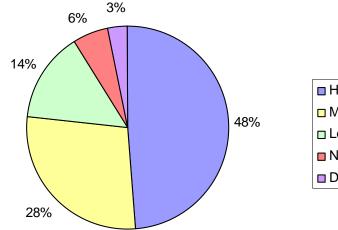
The following 2 pages present results by class year, career status and identification with the Academy.

Significant patterns were observed by:

- Class Year
- Career Status
- Identification with the Academy

#### Exhibit 23-7 Academy Related Services All Graduate Members

(How important is it that the AOG provide the following services?) [Providing Academy access to graduates without military ID cards]



High Importance
Moderate Importance
Low Importance
No Importance
Don't Know/ No Opinion

# AOG MEMBERS SURVEY CORONA RESEARCH, INC.

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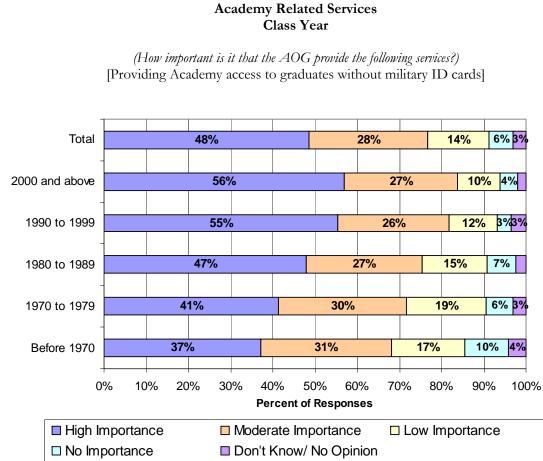
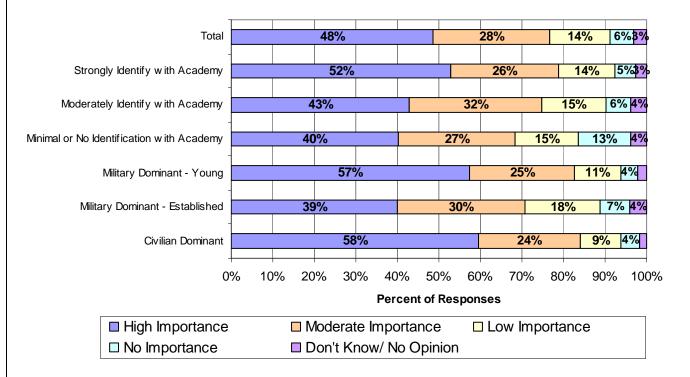


Exhibit 23-8

**AOG MEMBERS SURVEY** CORONA RESEARCH, INC. Strong pattern: Career status is strongly linked with perceived importance of this service, though only as it relates to the Military Dominant – Established group.

#### Exhibit 23-9 Academy Related Services Military Status and Identification with the Academy

(How important is it that the AOG provide the following services?) [Providing Academy access to graduates without military ID cards]



:::

#### LESS THAN 20 PERCENT OF GRADUATES FELT THE SALE OF USAFA MERCHANDISE WAS OF HIGH IMPORTANCE

Overall, 32 percent of Graduate Members felt the sale of USAFA/AOG merchandise was of low importance and another 6 six percent felt it was of no importance.

Forty-two percent did feel sale of this merchandise was of moderate importance, and another 18 percent believed it to be of high importance.

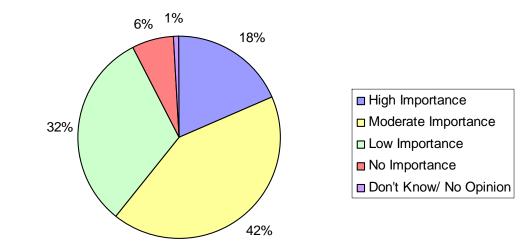
The following 2 pages present results by class year, career status and identification with the Academy.

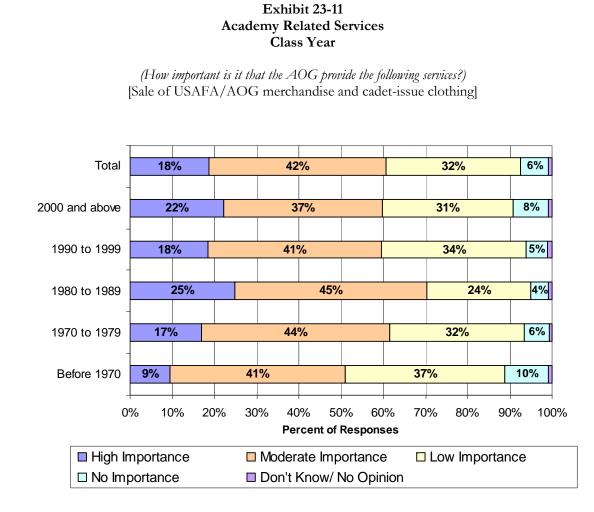
Significant patterns were observed by:

- Class Year
- Identification with the Academy

#### Exhibit 23-10 Academy Related Services All Graduate Members

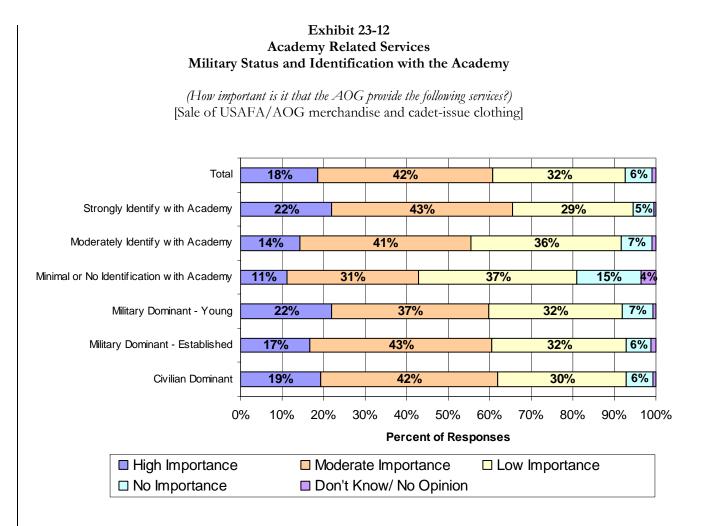
(How important is it that the AOG provide the following services?) [Sale of USAFA/AOG merchandise and cadet-issue clothing]





# AOG MEMBERS SURVEY Corona Research, Inc.

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# AOG MEMBERS SURVEY Corona Research, Inc.

#### GRADUATES WERE ROUGHLY EVENLY DIVIDED TOWARDS AOG SCHOLARSHIPS

Overall, 25 percent of Graduate Members felt that giving scholarships to children of AOG members was of high importance.

In contrast, another 25 percent felt that these scholarships were of low importance, and an additional 7 percent said they were of no importance.

Thirty-nine percent felt these scholarships were of moderate importance.

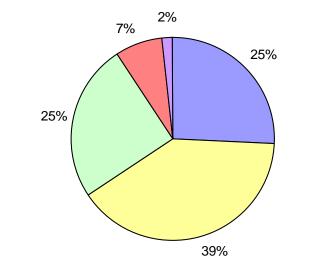
The following 2 pages present results by class year, career status and identification with the Academy.

Significant patterns were observed by:

- Class Year
- Career Status

#### Exhibit 23-13 Academy Related Services All Graduate Members

(How important is it that the AOG provide the following services?) [Scholarships to children of AOG members]

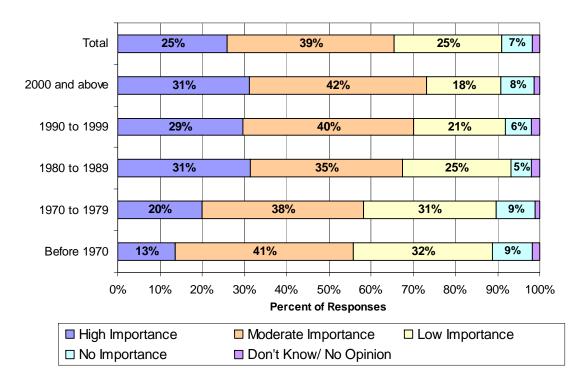


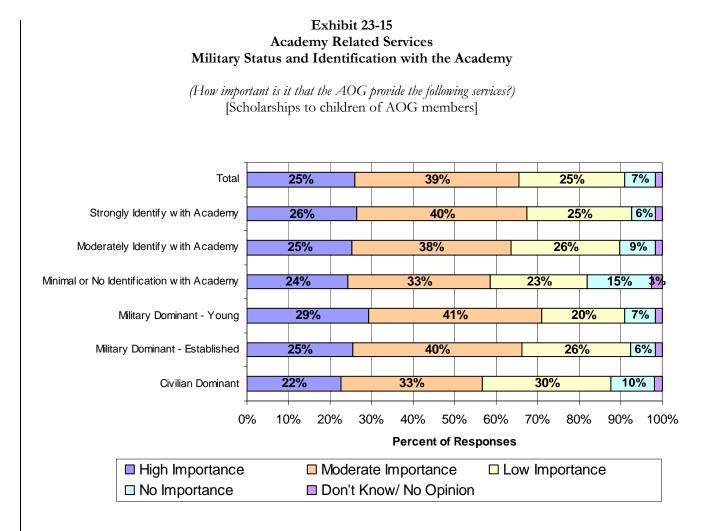


Strong pattern: Class year is strongly linked with perceived importance of this service, though only for members who graduated before 1979 (roughly those who likely no longer have eligible children).

#### Exhibit 23-14 Academy Related Services Class Year

(How important is it that the AOG provide the following services?) [Scholarships to children of AOG members]





# AOG MEMBERS SURVEY Corona Research, Inc.

#### SUPPORT WAS HIGH FOR SPONSORSHIP OF SPECIAL EVENTS AT THE USAFA

Overall, 39 percent of all Graduate Members felt sponsorship of special events at the USAFA was of high importance, and another 39 percent said it was of moderate importance.

Less than 20 percent said it was of low or no importance.

The following 2 pages present results by class year, career status and identification with the Academy.

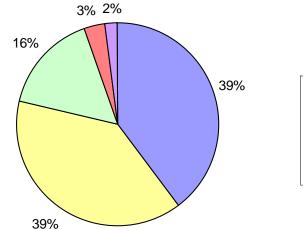
Significant patterns were observed by:

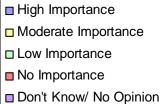
- Class Year
- Career Status

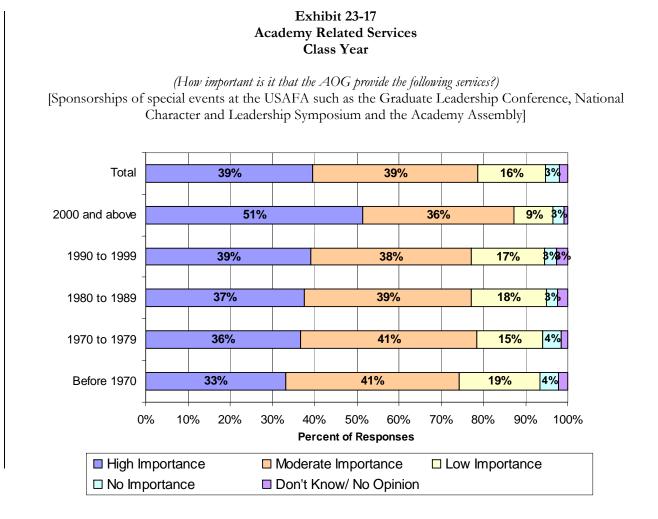
- Identification with the Academy

#### Exhibit 23-16 Academy Related Services All Graduate Members

(How important is it that the AOG provide the following services?) [Sponsorships of special events at the USAFA such as the Graduate Leadership Conference, National Character and Leadership Symposium and the Academy Assembly]

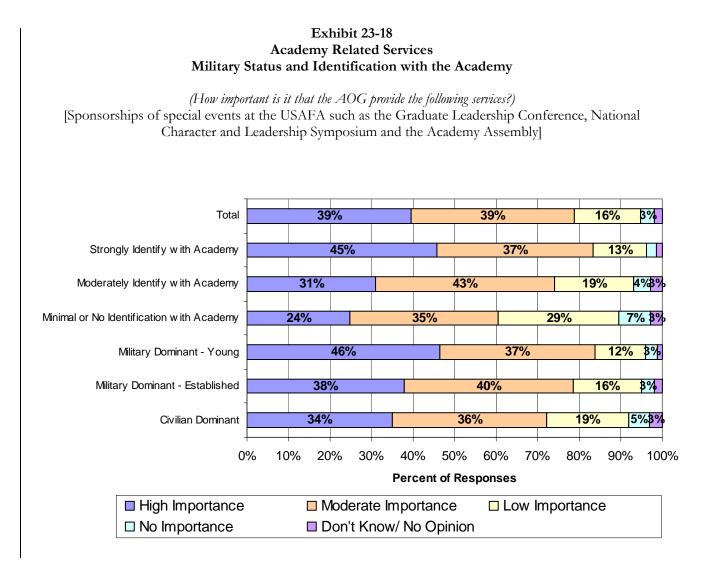






# AOG MEMBERS SURVEY CORONA RESEARCH, INC.

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#### ONE-THIRD OF GRADUATES FELT SUPPORT FOR ADMISSIONS/RECRUITING WAS OF HIGH IMPORTANCE

Overall, 77 percent of all Graduate Members felt support for Academy admissions and recruiting was of either high or moderate importance.

Twenty-one percent felt Academy admissions and recruiting was of either low or no importance.

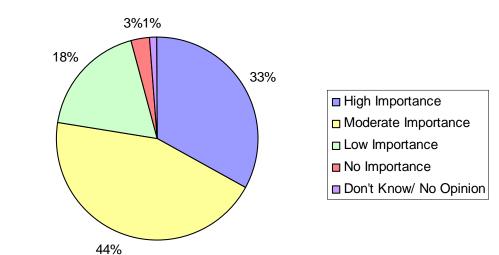
The following 2 pages present results by class year, career status and identification with the Academy.

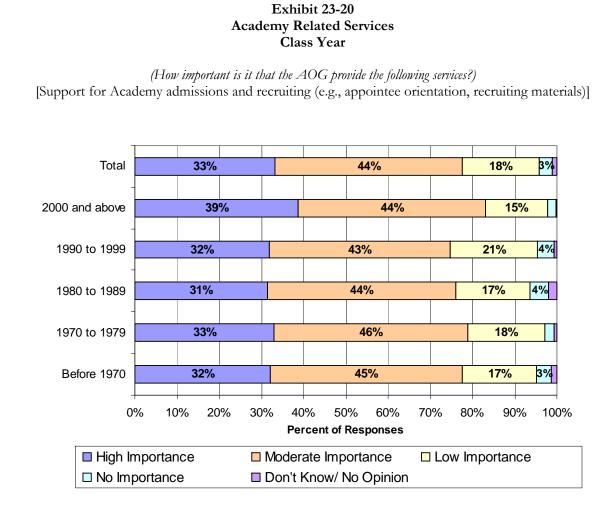
Significant patterns were observed by:

- Career Status
- Identification with the Academy

#### Exhibit 23-19 Academy Related Services All Graduate Members

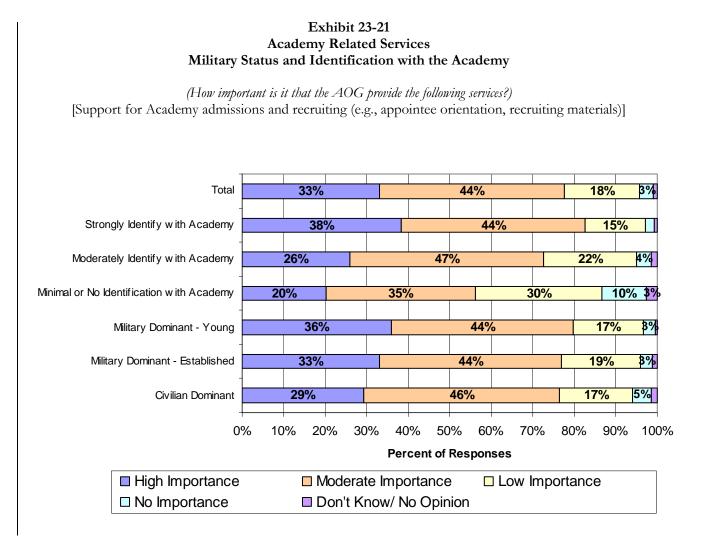
(How important is it that the AOG provide the following services?) [Support for Academy admissions and recruiting (e.g., appointee orientation, recruiting materials)]





# AOG MEMBERS SURVEY CORONA RESEARCH, INC.

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#### GRADUATE WAR MEMORIAL MAINTENANCE WAS OF VERY HIGH IMPORTANCE TO MEMBERS

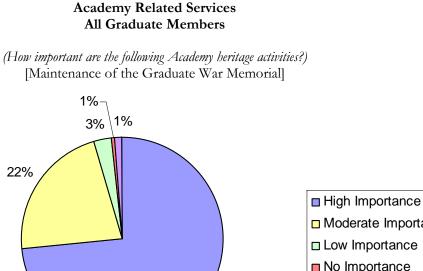
Overall, 73 percent of Graduate Members felt Graduate War Memorial maintenance was of high importance. Another 22 percent said Memorial maintenance was moderately important. This was the highest level of support seen for any service in the entire survey.

Less than five percent of all Graduate Members said Graduate War Memorial maintenance was of low or no importance.

The following 2 pages present results by class year, career status and identification with the Academy.

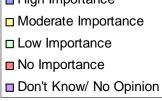
Significant patterns were observed by:

- Class Year
- Career Status
- Identification with the
- Academy



73%

Exhibit 24-1



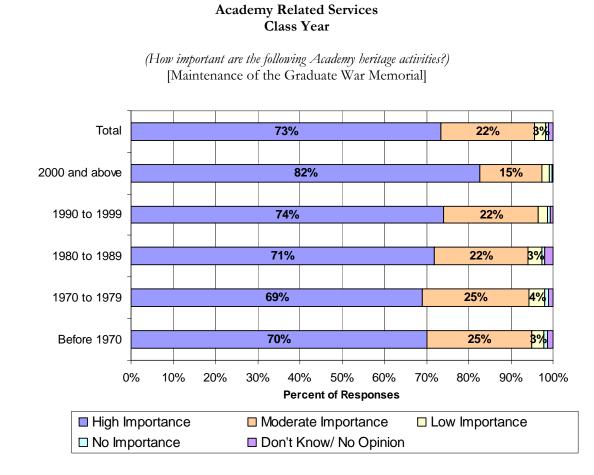
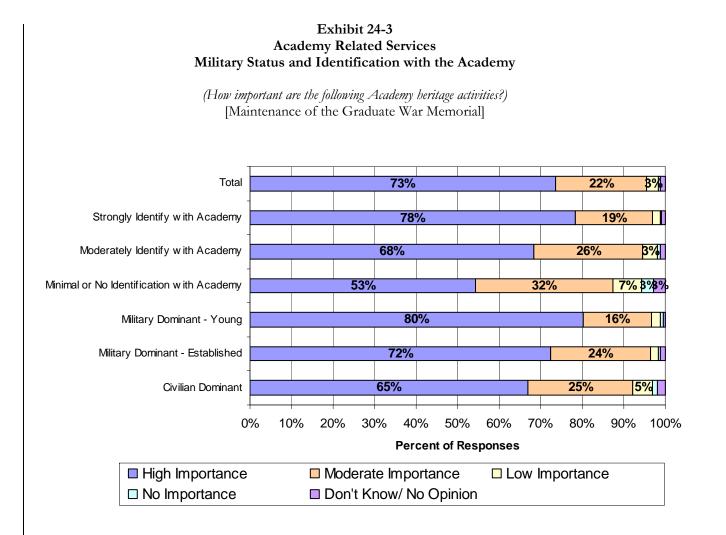


Exhibit 24-2



# AOG MEMBERS SURVEY Corona Research, Inc.

#### SUPPORT FOR BUILDING A HERITAGE TRAIL WAS DIVIDED

26 percent of respondents felt that building a Heritage Trail to capture graduate accomplishments was of high importance. However, another 26 percent of graduates felt a Heritage Trail was of either low or no importance.

Over 40 percent of Graduate Members said a Heritage Trail was of moderate importance.

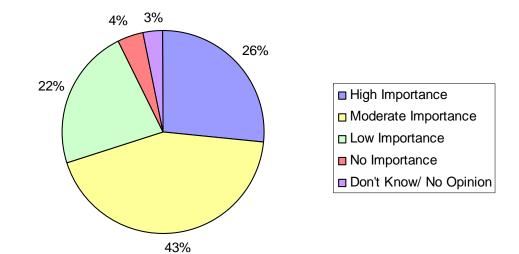
The following 2 pages present results by class year, career status and identification with the Academy.

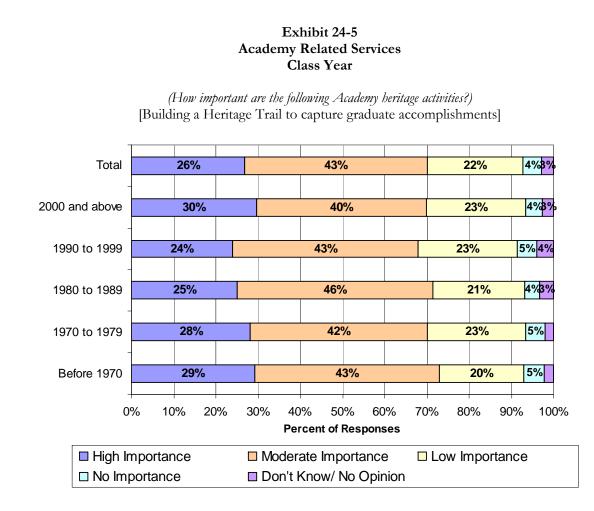
Significant patterns were observed by:

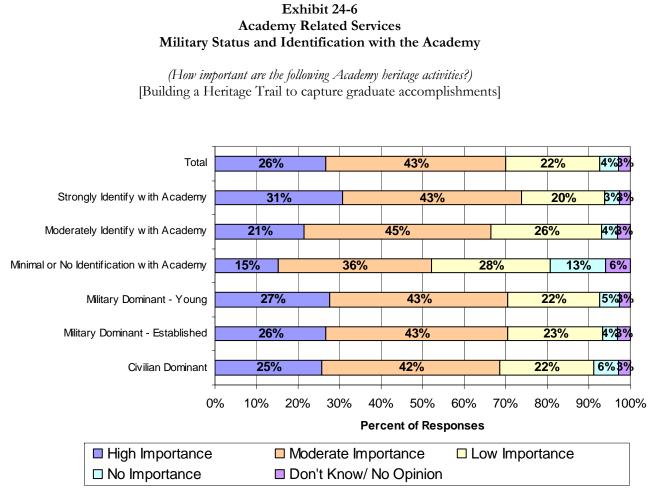
- Identification with the Academy

#### Exhibit 24-4 Academy Related Services All Graduate Members

*(How important are the following Academy heritage activities?)* [Building a Heritage Trail to capture graduate accomplishments]







#### SUPPORT FOR BUILDING A MALL OF HEROES WAS DIVIDED

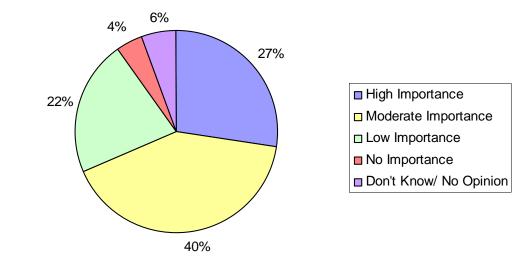
Overall, 27 percent of all Graduate Members felt building a Mall of Heroes in the cadet area was of high importance. However, another 26 percent of graduates felt a Mall of Heroes was of either low or no importance.

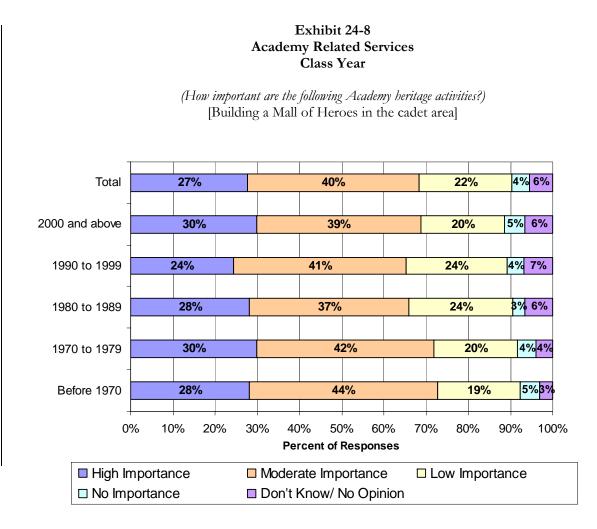
Forty percent of all Graduate Members indicated a Mall of Heroes was of moderate importance.

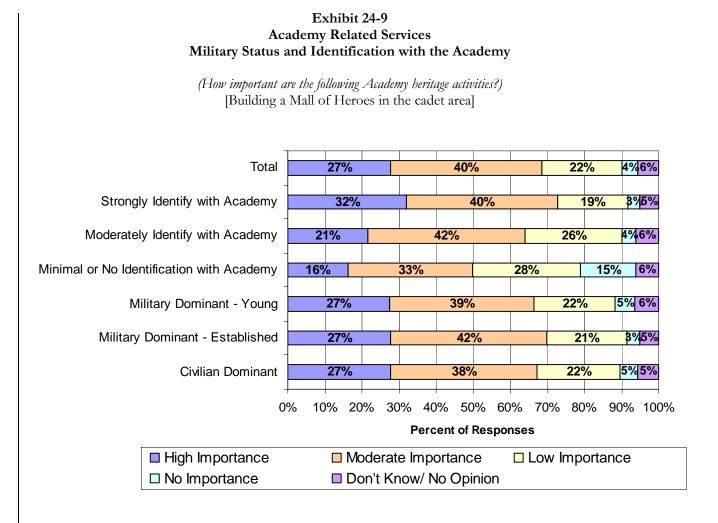
The following 2 pages present results by class year, career status and identification with the Academy.

Significant patterns were observed by: - Identification with the Academy Exhibit 24-7 Academy Related Services All Graduate Members

*(How important are the following Academy heritage activities?)* [Building a Mall of Heroes in the cadet area]







# AOG Members Survey Corona Research, Inc.

#### A MAJORITY OF GRADUATES FELT BUILDING A MEMORIAL PAVILION WAS OF HIGH IMPORTANCE

Overall, 52 percent of Graduate Members said building a Memorial Pavilion was of high importance and another 33 percent indicated it was moderately important.

Only 11 percent of all Graduate Members said building a Memorial Pavilion was of low or no importance.

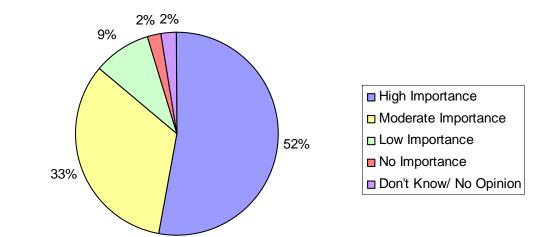
The following 2 pages present results by class year, career status and identification with the Academy.

Significant patterns were observed by:

- Identification with the Academy

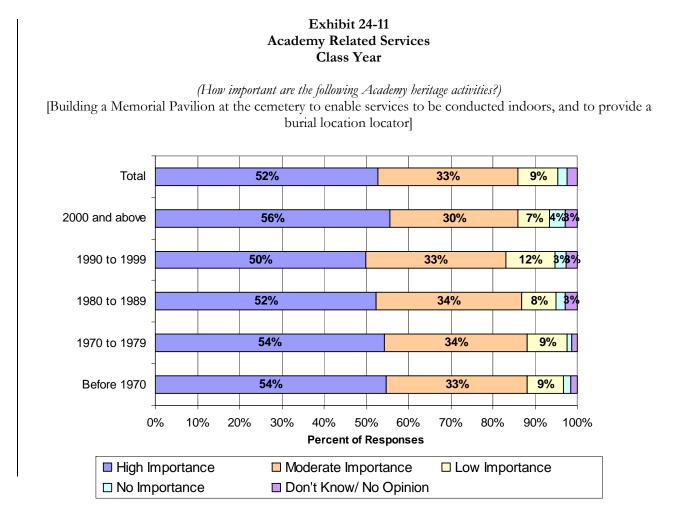
Exhibit 24-10 Academy Related Services All Graduate Members

*(How important are the following Academy heritage activities?)* [Building a Memorial Pavilion at the cemetery to enable services to be conducted indoors, and to provide a burial location locator]

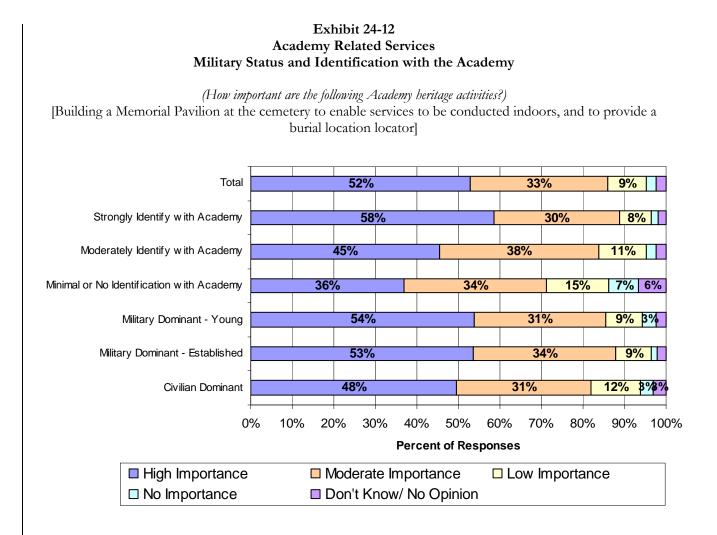


# AOG MEMBERS SURVEY CORONA RESEARCH, INC.

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# AOG MEMBERS SURVEY Corona Research, Inc.

#### SECTION 8 YOUR ACADEMY EXPERIENCE

Section 8 analyzes how much Graduate Members value and identify with the Academy. Individual components of Graduate Members' Academy experience are detailed in this section as well. Exhibit numbers correlate to the survey question numbers for this section and begin with question 25 from the survey.

#### ALMOST 90 PERCENT OF GRADUATES GREATLY VALUED THEIR ACADEMY EXPERIENCE

A very high majority of Graduate Members greatly valued their Academy experience (89 percent). Nine percent moderately valued their Academy experience, and only one percent had minimal or negative value with their Academy experience. As would be expected, there is a very strong correlation between the value of the experience and respondents' identification with the Academy.

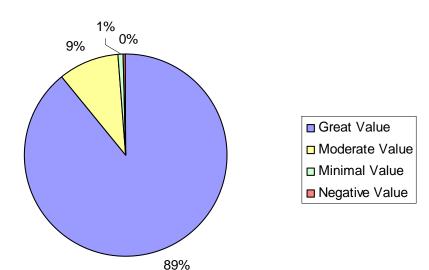
The following 2 pages present results by class year, career status and identification with the Academy.

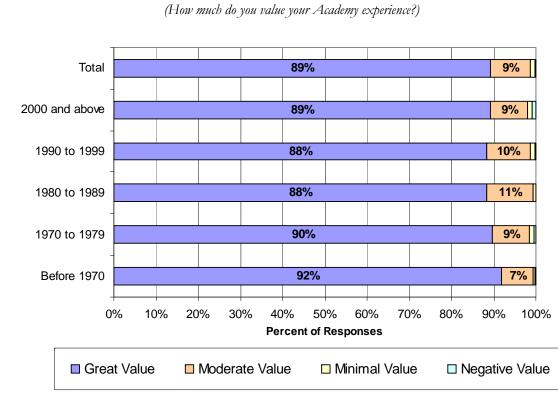
Significant patterns were observed by: - Identification with the

- Identification with the Academy

#### Exhibit 25-1 Academy Related Services All Graduate Members

(How much do you value your Academy experience?)





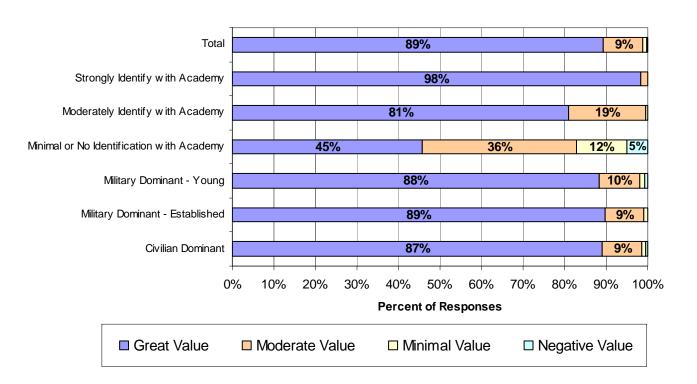
Class Year

Exhibit 25-2 Academy Related Services

Strong pattern: Identification with the Academy is very strongly linked with the value of the Academy experience.

### Exhibit 25-3 Academy Related Services Military Status and Identification with the Academy

(How much do you value your Academy experience?)



#### A MAJORITY OF GRADUATES STRONGLY IDENTIFY WITH THE ACADEMY

Overall, 60 percent of Graduate Members strongly identify with the Academy.

Thirty-two percent moderately identify with the Academy

Only 6 percent had minimal or no identification with the Academy.

The following 2 pages present results by class year, career status and identification with the Academy.

Significant patterns were not observed by any of the subpopulation demographics. This question actually defines the Identification with the Academy subpopulation.

# 60%

Exhibit 26-1 Academy Related Services All Graduate Members

(How strongly do you identify with the Academy?)

Minimal or No Identification with Academy
 Moderately Identify with Academy
 Strongly Identify with Academy

AOG MEMBERS SURVEY CORONA RESEARCH, INC. **PAGE 279** 

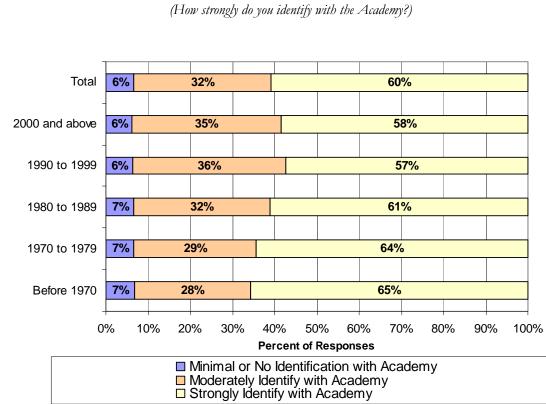
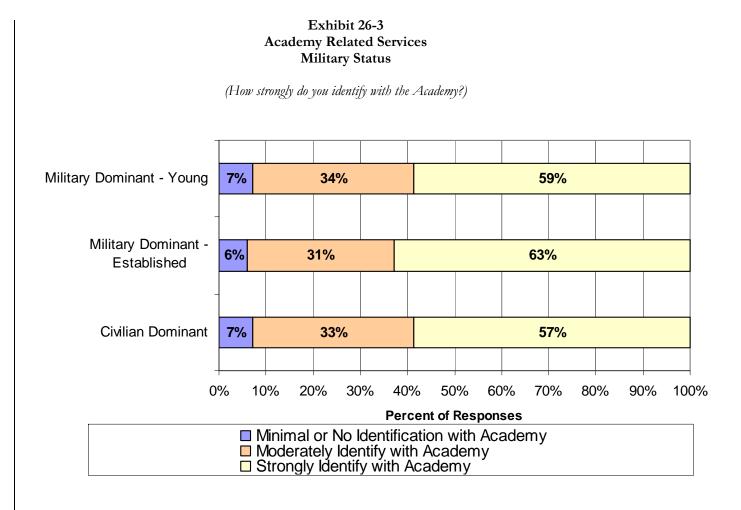


Exhibit 26-2 **Academy Related Services** Class Year



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#### A MAJORITY OF GRADUATES MENTION THE ACADEMY IF IT'S RELEVANT

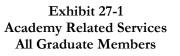
Overall, 65 percent of Graduate Members said they mention the Academy if it's relevant to a conversation. Thirtyone percent said they like to tell people about the Academy.

Only 4 percent said they seldom or never mention the Academy even if it's relevant.

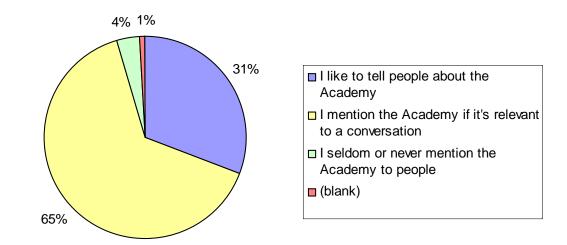
As would be expected, there is a very strong relationship between this variable and identification with the Academy.

The following 2 pages present results by class year, career status and identification with the Academy.

Significant patterns were observed by: - Identification with the Academy



(Which of the following best describes you?)



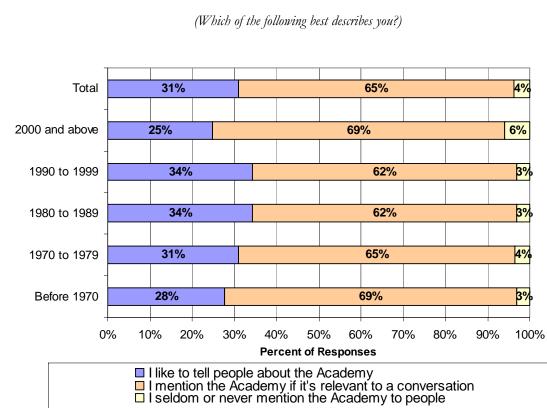
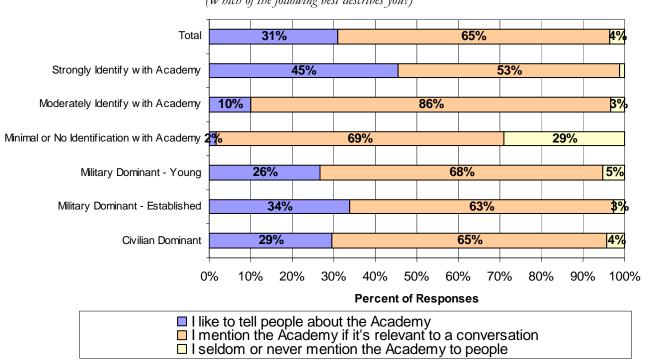


Exhibit 27-2 **Academy Related Services** Class Year

Strong pattern: Identification with the Academy is very strongly linked with the willingness to tell people about the Academy.

### Exhibit 27-3 **Academy Related Services** Military Status and Identification with the Academy



(Which of the following best describes you?)

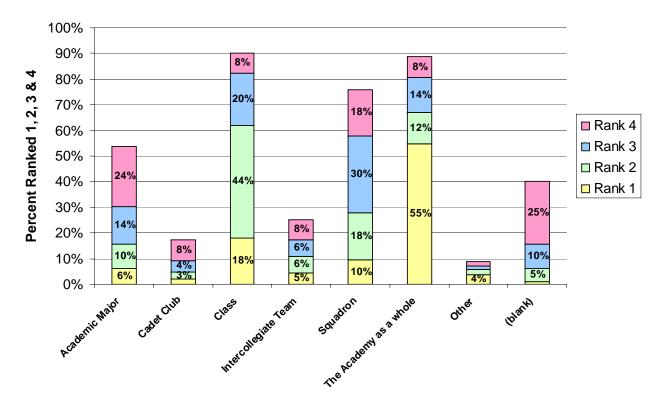
#### GRADUATES TEND TO MOST CLOSELY IDENTIFY WITH THE ACADEMY AS A WHOLE

Overall, 55 percent of Graduate Members ranked the Academy as a whole first in terms of the component of the Academy they most identify with. Class was the second most frequently component ranked first (18 percent). An additional 10 percent ranked Squadron first.

In total terms, the Academy as a whole and the class dominated all other choices, with over 70 percent and 60 percent, respectively, of respondents who ranked them first or second in terms of identifying base.

## Exhibit 28-1 Your Academic Experience

(What component of your Academy experience do you most identify yourself with today? Rank the following in order with "1" for the component that you most identify with, "2" for second-most, and so on.)



Interpreting this exhibit: See Exhibit 1-1 for a guide.

#### THE ACADEMY AS A WHOLE HAD THE HIGHEST AVERAGE RANK

Following the findings on the previous page, the Academy as a whole had the highest average ranking amongst the different Academy component options (1.85). Class year had the second highest average (2.25), and squadron had the third highest average at 2.97. In general, identification took place at the most broad level and then more narrow groups ranked lower.

# Exhibit 28-2 Your Academic Experience

(What component of your Academy experience do you most identify yourself with today? Rank the following in order with "1" for the component that you most identify with, "2" for second-most, and so on.)

# Average Rank

Academic Major	3.47
Cadet Club	4.02
Class	2.25
Intercollegiate Team	3.17
Squadron	2.97
The Academy as a whole	1.85

\*Smaller Numbers indicate higher ranks

Section 9 details the demographics of the Graduate Member survey sample. The demographic variables examined in this section include: Class year, years served in the military, current military status and location. Exhibit numbers correlate to the survey question numbers for this section and begin with question 29 from the survey.

The figures in this section are shown after the demographic weightings are applied to eliminate response bias by class decade.

#### SURVEY RESPONDENTS WERE DISTRIBUTED ACROSS DECADES

Prior to weighting, graduates of decades before the 1980s were strongly overrepresented, as shown in the exhibit at near right. After weighting, proportions were more in line with the profile of graduates.

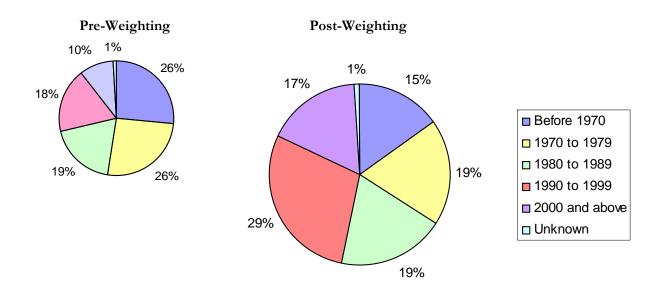
After weighting, 29 percent of respondents were in the 1990-1999 class group. Both the 1970-1979 and the 1980-1989 class groups had 19 percent of the survey respondents' weightings.

The Before 1970 class group had the lowest weighted proportion at 15 percent.

Only one percent of survey respondents were unknown (due to not answering the class year question).

# Exhibit 29-1 Demographics All Graduate Members

(What is your graduation class year?)



# AOG MEMBERS SURVEY CORONA RESEARCH, INC.

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#### CIVILIAN DOMINANT GRADUATES WERE SIGNIFICANTLY MORE LIKELY TO BE IN THE PRE-1970 CLASS GROUP

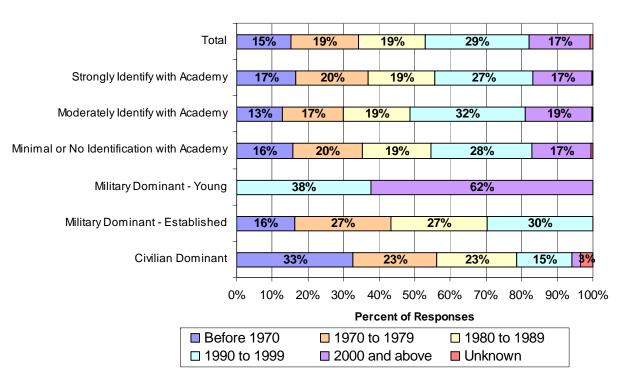
33 percent of Civilian Dominant Graduates were in the Before 1970 class group. This was significantly greater than the other military status groups and was 18 percentage points higher than the overall average in the Before 1970 class group.

Also notable, 100 percent of the Military Dominant-Young group resided in the 1990-1999 and 2000 and above groups (this was expected given the service requirements).

No notable patterns or differences existed for identification with the Academy and class year.

### Exhibit 29-2 Demographics Military Status and Identification with the Academy

(What is your graduation class year?)

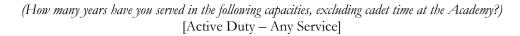


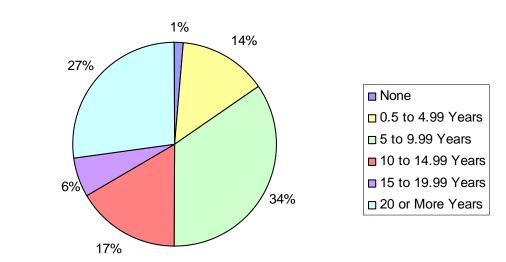
#### ONE-THIRD OF ALL GRADUATES HAVE SERVED ACTIVE DUTY FROM 5 TO 9.99 YEARS

27 percent of all Graduate Members served on active duty for 20 or more years. Another 17 percent of Graduate Members have served from 10 to 14.99 years

Fourteen percent of Graduate Members served 0.5 to 4.99 years. Lastly, only 1 percent of all Graduate Members served no years of active duty.

# Exhibit 30-1 Demographics All Graduate Members





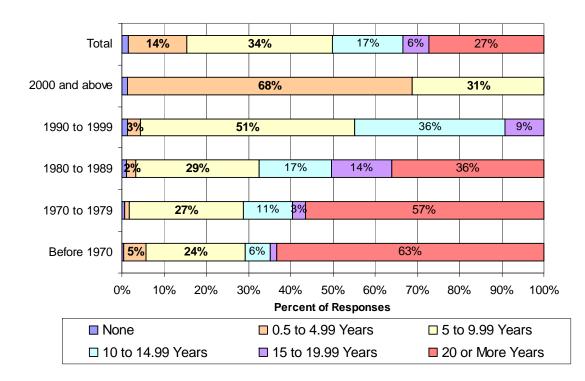
AOG MEMBERS SURVEY CORONA RESEARCH, INC.

#### CLASS YEAR AND YEARS OF ACTIVE DUTY WERE DIRECTLY RELATED

As would be expected, respondents from earlier decades had longer military careers, because those in recent decades have not yet finished their careers.

# Exhibit 30-2 Demographics Class Year

(How many years have you served in the following capacities, excluding cadet time at the Academy?) [Active Duty – Any Service]



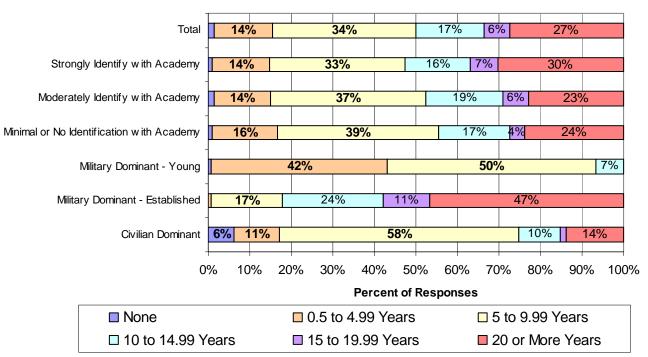
#### CIVILIAN DOMINANT GRADUATES WERE MOST LIKELY TO HAVE SERVED FROM 5 TO 9.99 YEARS

58 percent of Civilian Dominant Graduates served from 5 to 9.99 years of active duty, indicating that they served a minimum tour and then transitioned to a civilian career. In contrast, almost half of all Military Dominant-Established Graduates served 20 or more years of active duty.

There were no clear differences in years of active duty by identity with the Academy.

# Exhibit 30-3 Demographics Military Status and Identification with the Academy

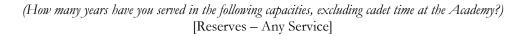
(How many years have you served in the following capacities, excluding cadet time at the Academy?) [Active Duty – Any Service]

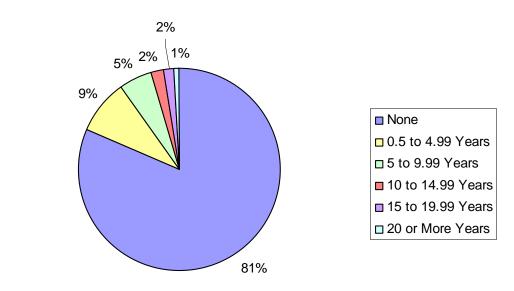


#### A MAJORITY OF GRADUATE MEMBERS HAD NO YEARS OF RESERVE SERVICE

81 percent of Graduate Members had no years of reserve service. Nine percent served in the reserves for 0.5 to 4.99 years and another 5 percent served in the reserves for 5 to 9.99 years.

# Exhibit 30-4 Demographics All Graduate Members

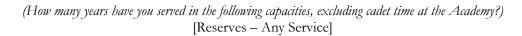


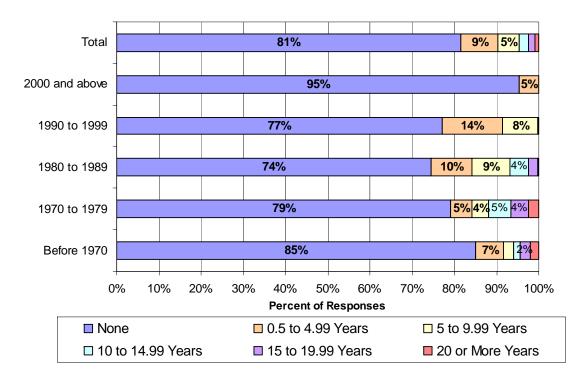


#### NO NOTABLE DIFFERENCES FOR YEARS OF RESERVE SERVICE EXIST BY CLASS YEAR

Other than minor differences, no strong pattern existed between years of reserve service and decade of graduation.

# Exhibit 30-5 Demographics Class Year



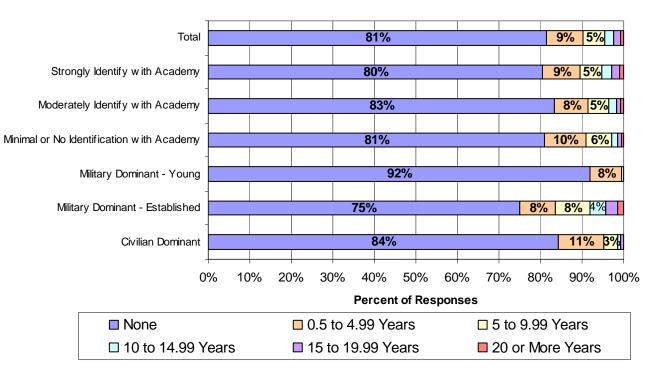


#### NO NOTABLE DIFFERENCES EXIST IN RESERVE SERVICE FOR IDENTIFICATION WITH THE ACADEMY

While no differences existed in reserve service by identification with the Academy, some patterns did exist by career status. Those in the Military Dominant – Established career group were much more likely to have served in the reserves than the other two groups, while those in the Military Dominant – Young group were least likely, probably because many are still on active duty in the Air Force.

# Exhibit 30-6 Demographics Military Status and Identification with the Academy

(How many years have you served in the following capacities, excluding cadet time at the Academy?) [Reserves – Any Service]

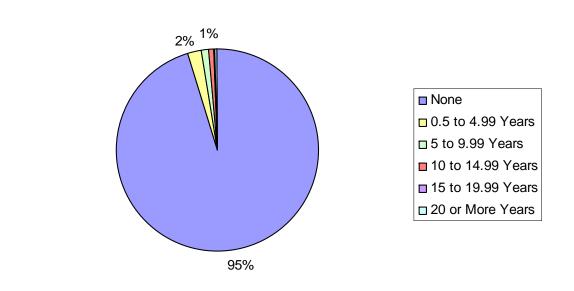


#### VERY FEW GRADUATE MEMBERS HAVE SERVED IN THE NATIONAL GUARD

Overall, 95 percent of Graduate Members have not served in the National Guard.

# Exhibit 30-7 Demographics All Graduate Members

(How many years have you served in the following capacities, excluding cadet time at the Academy?) [National Guard – Any Service]



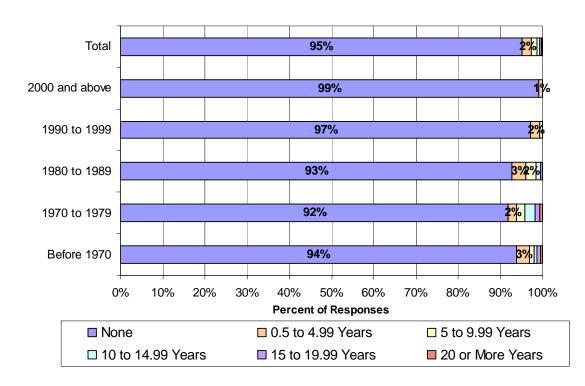
AOG MEMBERS SURVEY CORONA RESEARCH, INC.

#### ONLY SMALL DIFFERENCES IN NATIONAL GUARD SERVICE EXIST BY CLASS YEAR

Service is somewhat higher in the 1970 to 1979 class group, and somewhat lower among graduates from 1990 and later. More recent eras likely have lower Guard service due to current active duty commitments.

# Exhibit 30-8 Demographics Class Year

# (How many years have you served in the following capacities, excluding cadet time at the Academy?) [National Guard – Any Service]

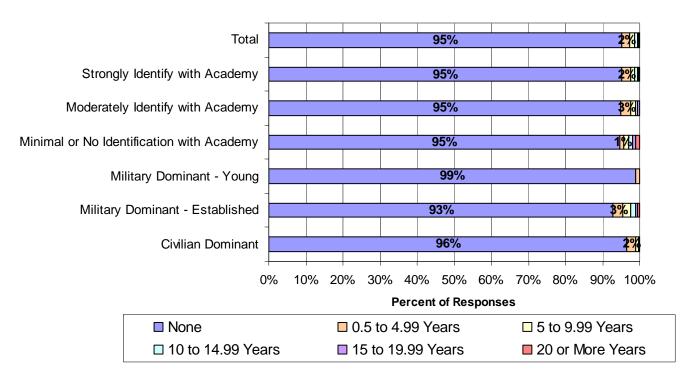


#### NO NOTABLE DIFFERENCES EXIST IN NATIONAL GUARD SERVICE FOR MILITARY STATUS OR IDENTIFICATION WITH THE ACADEMY

Other than the expected lower participation rates by Military Dominant – Young respondents (due to active duty commitments), no patterns were seen in career status or identification with the Academy.

# Exhibit 30-9 Demographics Military Status and Identification with the Academy

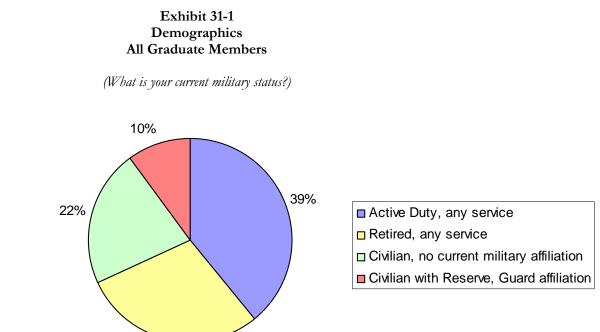
(How many years have you served in the following capacities, excluding cadet time at the Academy?) [National Guard – Any Service]



#### ALMOST FORTY PERCENT OF ALL RESPONDENTS CURRENTLY HAVE ACTIVE DUTY STATUS

39 percent of all Graduate Members were on active duty (for any service). Twenty-nine percent of Graduate Members were retired and 22 percent were civilian with no current military affiliation.

An additional 10 percent were civilian with Reserve or Guard affiliations.



29%

AOG MEMBERS SURVEY Corona Research, Inc.

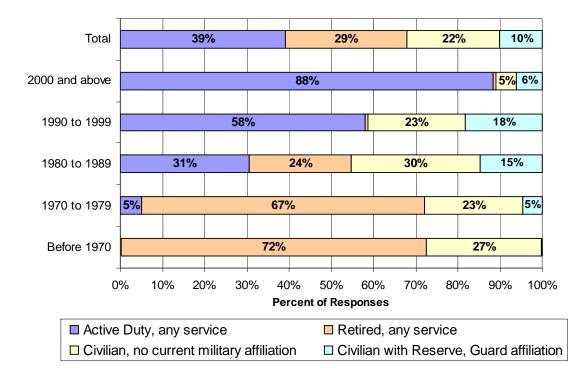
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#### CURRENT MILITARY STATUS WAS STRONGLY RELATED TO CLASS YEAR

Overall, younger Graduate Members were significantly more likely to be active duty, while older Graduate Members were significantly more likely to be retired. This is a logical pattern given the active duty commitments of young graduates and the normal career arcs of older graduates.

# Exhibit 31-2 Demographics Class Year

(What is your current military status?)

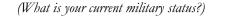


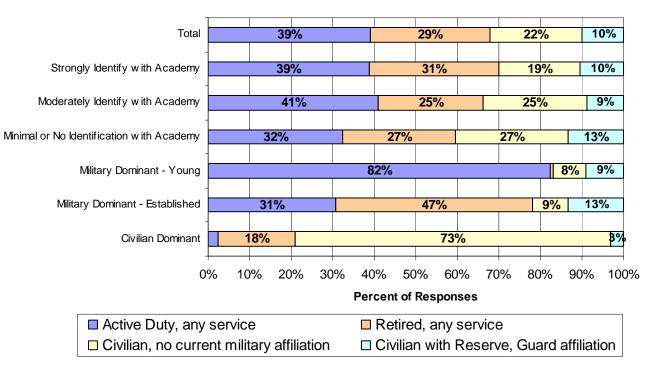
#### MILITARY (CAREER) STATUS WAS DIRECTLY RELATED TO CURRENT MILITARY STATUS

Overall, Graduate Members in the Minimal/No identification with the Academy group were somewhat less likely to currently be active duty (32 percent, compared to the overall graduate member average of 39 percent).

Over 80 percent of Military Dominant-Young graduates were active duty, and 31 percent of Military Dominant-Established graduates were still active duty..

# Exhibit 31-3 Demographics Military Status and Identification with the Academy





# GRADUATE MEMBERS WERE SURVEYED IN ALL 50 STATES

Surveys were received from Graduate Members in all 50 states and Washington D.C. The greatest number of surveys were received from (in descending order): Colorado (347), Texas (333), Virginia (315), and California (234).

Approximately 80-85 surveys were received from Graduate Members overseas, in 27 nations.

See appendix C for the raw zip code data.

## Exhibit 32-1 Demographics Military Status and Identification with the Academy

(What five-digit Zip Code do you live in?)



AOG MEMBERS SURVEY CORONA RESEARCH, INC. **PAGE 302** 

#### SECTION 10 OPEN OPINION

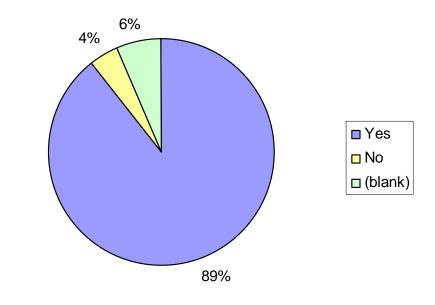
Section 10 gave Graduate Members the opportunity to express any additional opinions or thoughts they had pertaining to the AOG. The section also asked Graduate Members why they would or would not recommend joining the AOG to a cadet or graduate. Exhibit numbers correlate to the survey question numbers for this section and begin with question 33 from the survey.

#### A LARGE MAJORITY OF GRADUATE MEMBERS WOULD RECOMMEND JOINING THE AOG

Overall, 89 percent of Graduate Members said they would recommend to a cadet or graduate that they join the AOG. Only 4 percent of Graduate Members said that they would not recommend joining the AOG.

# Exhibit 33-1 Open Opinion All Graduate Members

(Would you recommend to a cadet or graduate that he or she join the AOG?)



AOG MEMBERS SURVEY CORONA RESEARCH, INC. **PAGE 304** 

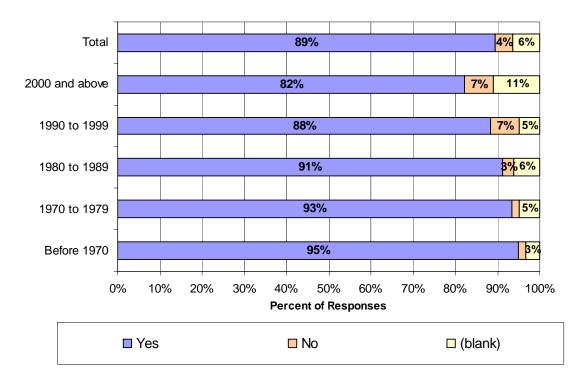
#### AS AGE INCREASED, MEMBERS WERE MORE LIKELY TO RECOMMEND JOINING THE AOG

Graduate Members in the youngest class group (2000 and Above) were notably less likely to recommend to a cadet or graduate that they join the AOG (82 percent), as this was 7 percentage points lower than the average percentage of Graduate Members who would recommend joining the AOG (89 percent).

Members in the Before 1970 group were notably more likely to recommend joining the AOG (95 percent recommended joining, compared to the overall Graduate Members average of 89 percent).

# Exhibit 33-2 Open Opinion Class Year

(Would you recommend to a cadet or graduate that he or she join the AOG?)



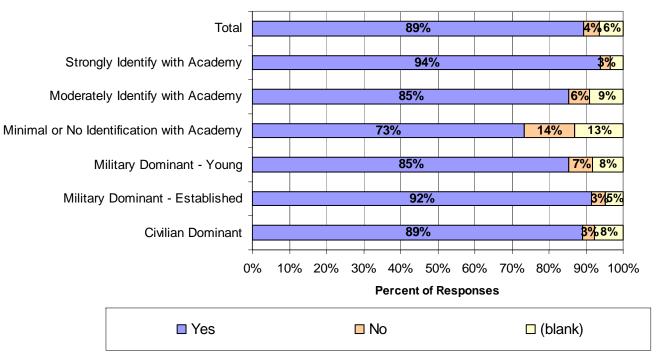
#### AOG RECOMMENDATION WAS SIGNIFICANTLY AFFECTED BY IDENTIFICATION WITH THE ACADEMY

73 percent of Graduate Members in the Minimal or No Academy identification group said they would recommend joining the AOG. This was significantly lower than the overall Average percent of Graduate Members who would recommend the AOG (89 percent). As expected, graduates who strongly identify with the Academy were most likely to recommend the AOG (94 percent).

Of the military status groups, Military Dominant-Young members were least likely to recommend joining (85 percent) and Military Dominant-Established members were the most likely to recommend the AOG (92 percent).

# Exhibit 33-3 Open Opinion Military Status and Identification with the Academy

(Would you recommend to a cadet or graduate that he or she join the AOG?)



#### MAINTAING A CONNECTION WITH THE AFA WAS THE TOP REASON MEMBERS WOULD RECOMMEND THE AOG

**NOTE:** Open ended questions were examined and placed into broad categories to facilitate analysis of Graduate Members responses.

31 percent of Graduate Members indicated that maintaining a connection with the AFA was why they would recommend joining the AOG. Six percent felt the AOG membership was valuable in general, 4 percent recommended the AOG in order to keep connected to former classmates and another 4 percent recommended the AOG as a way to give back to the AFA.

The most frequently cited reason AGAINST joining the AOG was due to dissatisfaction with the AOG or AFA leadership (5 percent).

Figures add up to less than 100 percent because not all respondents answered this question.

#### Exhibit 34 Open Opinion

(Why would you or would you not recommend joining the AOG to a cadet or graduate?)

# **Reasons For and Against Joining the AOG**

Maintain connection with the AFA	30.9%
AOG membership is valuable (general)	6.0%
Dissatisfaction with the AOG / AFA leadership	4.9%
Keep connected with former classmates	4.2%
Other	4.2%
Support / give back to the AFA	4.1%
Graduates want to have a voice in Academy Heritage	2.6%
Provides Networking Opportunities	2.5%
Would not recommend (general)	2.0%
Undecided if they would recommend joining the AOG	1.6%
Helps foster a common bond with the AFA	1.4%
Access to Checkpoints	1.0%

\*\*Reasons **FOR** joining the AOG are highlighted in blue and reasons **AGAINST** joining the AOG are highlighted in light orange. Neutral or ambiguous reasons were left un-highlighted (white).

#### GRADUATE MEMBERS FELT THE OVERALL FOCUS OF THE AOG SHOULD BE ON THE GRADUATES

**NOTE:** Open ended questions were examined and placed into broad categories to facilitate analysis of Graduate Members responses.

Respondents were provided one final opportunity to make any comments they wished. The verbatim comments are reproduced in an appendix to this report, but are summarized here according to the broad theme of each comment.

Totals add to less than 100 percent because only about onethird of the respondents provided comments in this question.

# Exhibit 35 Open Opinion

(Are there any comments that you would like to offer that have not been addressed elsewhere in this survey?)

Final Comments of Graduate Members	
Primary focus should be on the graduates (assist, listen, support all graduates)	6.8%
Other	5.7%
Financial Concerns (too much emphasis on fundraising, awareness of how the AOG allocates its funds is desired)	3.8%
Focus should be on protecting heritage, honor code (training, leadership, ethics,cadet programs)	3.5%
Satisfied with the direction of the AOG	2.8%
Want the AOG to strongly and accurately voice Graduate Members opinions	2.0%
Communication with graduates (general) (Local chapters, AOG updates, Activity information, graduate information)	2.0%
No Comment	1.4%
Technological advances (online register desired, updates via email, historical information, desired online surveys)	1.0%
Unsatisfied with Access to the AFA	1.0%
Concerns about the Graduate Register (i.e.,concerned register will be available to non-graduates, more detailed register, non-graduates should be included)	1.0%
Career / Retirement Assistance	1.0%
Increased Reunions / Events (in multiple locations)	1. <b>0</b> %
Desired the "Bring Me Men" sign to come back	1. <b>0</b> %
Want the AOG to stay out of the political realm	0.5%

#### ASSOCIATE MEMBER SURVEY

AOG MEMBERS SURVEY CORONA RESEARCH, INC.

#### SECTION 1 THE AOG VISION AND MISSION

This section of the report examines the attitudes and perceptions AOG Associate Members have towards the current AOG mission and vision statements. Specifically, Associate Members were asked to assess which mission elements they believed were the most important. Associate Members were also asked to rank what they believed the AOG's current priorities were and what they thought the AOG's priorities should be. Exhibit numbers correlate to the survey question numbers for this section and begin with question 1 from the Associate Member survey.

#### ALMOST HALF OF ASSOCIATE MEMBERS RANKED ALL MISSION ELEMENTS EQUALLY

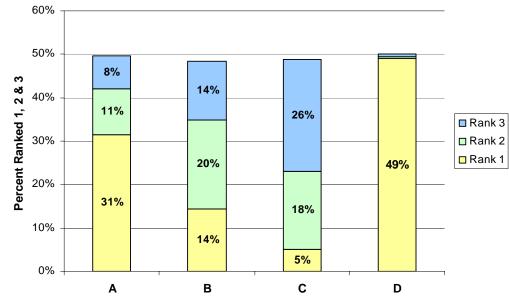
49 percent of Associate Members ranked all three of the mission elements (shown at bottom right) equally as their most important mission element.

The mission element ranked 1<sup>st</sup> on an individual basis was working to produce and foster graduates with a commitment to integrity, excellence, and service to country.

Promoting Academy heritage, traditions and accomplishments of graduates had the lowest percentage of top priority mission element rankings, as only 5 percent ranked it as the top priority of the AOG. Over a quarter of Associate Graduates ranked promotion of Academy heritage as the third most important of the three mission elements.

# Exhibit 1-1 The AOG Vision and Mission All Associate Members

(What do you believe is the most important mission element of the AOG? Please rank the following from 1 to 3.)



- <u>A</u> Working in partnership with the Academy to produce and foster graduates with an enduring commitment to integrity, excellence, and service to country.
- <u>B</u> Providing leadership, communication, and support to all the Academy's graduates, and promoting camaraderie among them.
- <u>C</u> Promoting the Academy's heritage, our common traditions, and the accomplishments of our graduates.
- <u>D</u> I rank all of the above equally

Interpreting this exhibit: See note on Exhibit 1-1 for a guide.

#### ANSWER CHOICE "A" HAD THE HIGHEST AVERAGE RANKING AMONG ASSOCIATE MEMBERS

Working to produce and foster graduates with a commitment to integrity, excellence, and service to country (answer choice "A") had the highest average ranking among Associate Members (1.52).

Providing leadership, communications and support to all Academy graduates (Answer "B") had the second highest average (1.98),

Promoting Academy heritage (Answer "C") had the lowest average ranking among Graduate Members (2.42).

# Exhibit 1-2 The AOG Vision and Mission All Associate Members

(What do you believe is the most important mission element of the AOG? Please rank the following from 1 to 3.)

# Average Ranking A 1.52 B 1.98 C 2.42

\*Smaller Numbers indicate higher ranks

- <u>A</u> Working in partnership with the Academy to produce and foster graduates with an enduring commitment to integrity, excellence, and service to country.
- <u>B</u> Providing leadership, communication, and support to all the Academy's graduates, and promoting camaraderie among them.
- <u>C</u> Promoting the Academy's heritage, our common traditions, and the accomplishments of our graduates.
- <u>D</u> I rank all of the above equally

#### ALMOST A THIRD OF ALL ASSOCIATE MEMBERS RANKED ALL CURRENT PRIORITIES EQUALLY

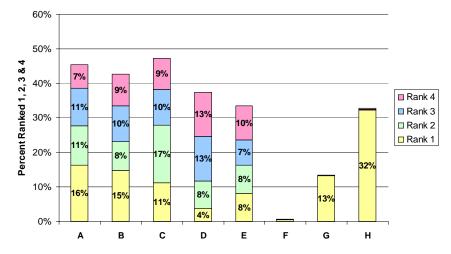
32 percent of Associate Members ranked all AOG functions equally (answer "H") when asked about the top current priorities of the organization. Sixteen percent felt the top priority function of the AOG was to maintain and promote Academy heritage (Answer "A"), and 15 percent felt the top priority function was to raise private funds which support Academy/AOG programs.

Also of note, 13 percent of Associate Members indicated that they did not have a clear idea of what the AOG does.

The AOG function most frequently ranked second was providing communication between alumni and the Academy (17 percent).

# Exhibit 2-1 The AOG Vision and Mission All Associate Members

(To carry out these mission elements, the AOG performs several functions. What is the priority order that you believe the AOG currently applies to these functions? Please mark the top priority with a "1," second priority with a "2," and so on...)



A Maintains and promotes the heritage of the Academy and its graduates.

<u>B</u> Raises private funds to support Academy and AOG programs.

<u>C</u> Provides communication between alumni and the Academy.

\_D\_Provides services and benefits for the alumni.

\_E\_ Supports the Admissions process with information for candidates and parents, and the in-processing of new cadets.

<u><u>G</u> I really don't have a clear idea of what the AOG does.</u>

 $\underline{H}$  I rank all of the above equally.

Interpreting this exhibit: See note on Exhibit 1-1 for a guide.

\_<u>F</u> Other \_

#### ANSWER CHOICE "A" HAD THE HIGHEST AVERAGE RANKING AMONG ASSOCIATE MEMBERS IN TERMS OF PERCEIVED CURRENT PRIORITIES

Maintaining and promoting the heritage of the Academy was the AOG function with the highest average rank among Associate Members (2.48 average rank), in terms of identifying current AOG priorities. Providing communication between alumni and the Academy had the second highest ranking (2.53).

Providing services and benefits for the alumni (Answer "D") had the lowest AOG function ranking amongst Associate Members (3.34).

It should be noted that Answers A, B, and C all had rankings within .23 points of one another.

# Exhibit 2-2 The AOG Vision and Mission All Associate Members

(To carry out these mission elements, the AOG performs several functions. What is the priority order that you believe the AOG currently applies to these functions? Please mark the top priority with a "1," second priority with a "2," and so on...)

# Average Rank Per Attribute

Α	2.48
В	2.71
C	2.53
D	3.34
E	3.19

\*Smaller Numbers indicate higher ranks

<u>A</u> Maintains and promotes the heritage of the Academy and its graduates.

<u>B</u> Raises private funds to support Academy and AOG programs.

<u>C</u> Provides communication between alumni and the Academy.

\_D\_Provides services and benefits for the alumni.

\_E\_Supports the Admissions process with information for candidates and parents, and the in-processing of new cadets.

\_F\_Other\_

<u><u>G</u> I really don't have a clear idea of what the AOG does.</u>

<u>H</u> I rank all of the above equally.

#### ONE-THIRD OF ASSOCIATE MEMBERS FELT MAINTAINING / PROMOTING ACADEMY HERITAGE SHOULD BE THE TOP AOG PRIORITY

Overall, 33 percent of Associate Members felt answer choice "A" should be the top priority function for the AOG. Another 17 percent of Associate Members felt providing communication between alumni and the Academy should be the top AOG priority function.

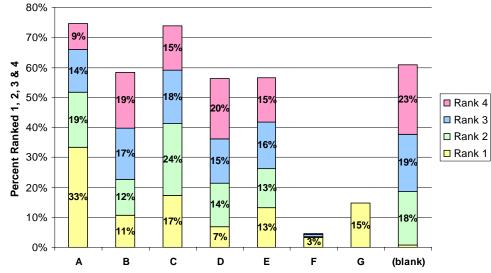
Also of note, 15 percent of Associate Members said they had no opinion on what AOG priority functions should be.

Answers "C" and "A" received the most support for which functions should be ranked 2<sup>nd</sup> as the AOG priority function (24 and 19 percent, respectively).

Providing services and benefits for Alumni received the lowest overall support from Associate Members (only 7 percent ranked it as the top AOG priority function).

# Exhibit 3-1 The AOG Vision and Mission All Associate Members

(What is the priority order that you believe the AOG should apply to these functions? Please mark the top priority with a "1", second priority with a "2", and so on.)



A\_Maintain and promote the heritage of the Academy and its graduates.

<u>B</u> Raise private funds to support Academy and AOG programs.

<u>C</u> Provide communication between alumni and the Academy.

\_D\_Provide services and benefits for the Alumni.

\_E\_Supports the Admissions process with information for candidates and parents, and the in-processing of new cadets.

\_F\_ Other functions the AOG SHOULD perform.\_\_\_\_\_

or

<u>G</u> No opinion [Enter a "1" here and leave the other categories blank.]

Interpreting this exhibit: See note on Exhibit 1-1 for a guide.

#### ANSWER CHOICE "A" HAD THE HIGHEST AVERAGE RANKING AMONG ASSOCIATE MEMBERS

Maintaining and promoting the heritage of the Academy was the AOG function with the highest average priority rank among Associate Members (2.19 average rank). Providing communication between alumni and the Academy had the second highest ranking (2.55).

The top findings for the priority order that Associate Members felt the AOG should mission functions apply to coincided with the functions Associate Members felt were currently AOG priorities (see exhibits 2-1, 2-2). This would indicate that Associate Members on average are pleased with the current priorities.

# Exhibit 3-2 The AOG Vision and Mission All Associate Members

(What is the priority order that you believe the AOG should apply to these functions? Please mark the top priority with a "1", second priority with a "2", and so on.)

# Average Rank

Α	2.19
В	3.30
С	2.55
D	3.39
E	3.09

\*Smaller Numbers indicate higher ranks

A Maintain and promote the heritage of the Academy and its graduates.

<u>B</u> Raise private funds to support Academy and AOG programs.

<u>C</u> Provide communication between alumni and the Academy.

\_D\_Provide services and benefits for the Alumni.

\_E\_ Supports the Admissions process with information for candidates and parents, and the in-processing of new cadets.

\_F\_ Other functions the AOG SHOULD perform.\_\_\_\_\_

or

<u>G</u> No opinion [Enter a "1" here and leave the other categories blank.]

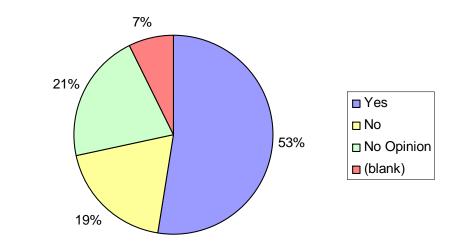
#### OVER HALF OF ASSOCIATE MEMBERS SUPPORTED AOG LOBBYING

Overall, 53 percent of Associate Members felt the AOG should lobby on behalf of Academy-related issues of importance to AOG members. Only 19 percent felt the AOG should not engage in lobbying.

Also of note, 21 percent said they had no opinion on AOG lobbying efforts.

# Exhibit 4-1 The AOG Vision and Mission All Associate Members

(To the extent legal, should the AOG engage in what would be a new function – lobbying and other representational activities on behalf of Academy-related issues of importance to AOG members?)



AOG MEMBERS SURVEY CORONA RESEARCH, INC.

#### SECTION 2 AOG MEMBERSHIP

This section of the report examines how *important* specific aspects of the AOG membership are to Associate Members. Their awareness of current AOG services, programs and products is also assessed in Section 2. Exhibit numbers correlate to the survey question numbers for this section and begin with question 5 from the survey.

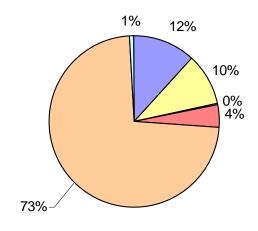
#### ALMOST THREE-FOURTHS OF ASSOCIATE MEMBERS JOINED THE AOG BECAUSE A RELATIVE ATTENDED THE ACADEMY

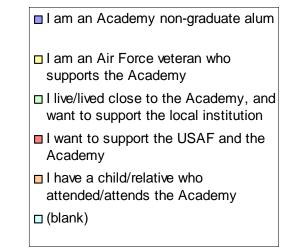
73 percent of Associate Members said the primary reason they joined the AOG was because they had/have a relative who attended/attends the Academy.

Twelve percent said they joined because they were Academy non-graduate alumni. Also, 10 percent joined the AOG as an Associate Member because they were Air Force veterans who support the Academy.

# Exhibit 5-1 AOG Membership All Associate Members

(What was your primary initial reason for joining the AOG?)





AOG MEMBERS SURVEY CORONA RESEARCH, INC.

#### AWARENESS OF AOG SERVICES WAS MODERATE AMONG ASSOCIATE MEMBERS

Only 7 percent of Associate Members felt their awareness of AOG services, programs and products was very high, while 23 percent said their awareness was high.

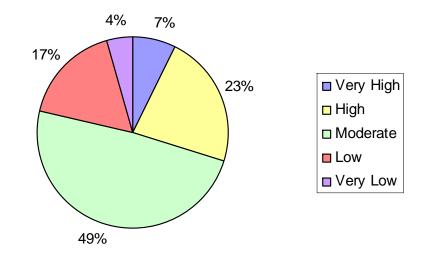
Almost half (49 percent) said their awareness of AOG services, programs and products was moderate.

Also of note, 21 percent of Associate Members said their AOG awareness was either low or very low.

This relatively symmetric distribution of knowledge is typical for a member survey.

# Exhibit 6-1 AOG Membership All Associate Members

(How would you rate your awareness of the AOG's current services, programs and products?)



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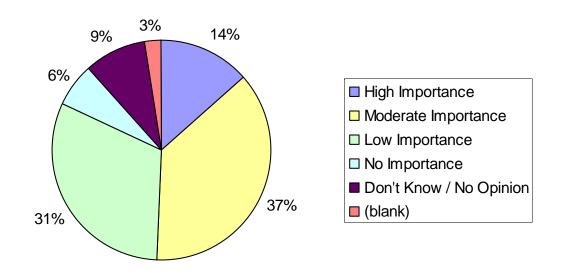
#### BRINGING ACTIVITIES AND SPEAKERS TO LOCAL AREAS WAS OF HIGH IMPORTANCE TO A SMALL PROPORTION OF ASSOCIATE MEMBERS

14 percent of Associate Members felt bringing activities and speakers to local areas was of high importance, and 37 percent said it was of moderate importance.

Significantly, 31 percent felt bringing activities/speakers to local areas was of low importance and 6 percent felt it was not of any importance.

# Exhibit 7-1 AOG Membership All Associate Members

(How important is it that the AOG offer the following benefits to members?) [Bringing activities and speakers to local areas where members reside]



#### ASSOCIATE MEMBERS FELT GIVING MEMBERS A WAY TO SUPPORT THE ACADEMY WAS IMPORTANT

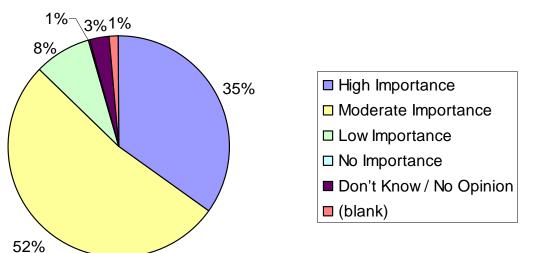
A significant majority of Associate Members felt that giving members a way to support the Academy was an important AOG benefit.

Overall, 35 percent felt this benefit was of high importance and another 52 percent felt it was moderately important.

Less than 10 percent of Associate Members felt this AOG benefit was of low or no importance.

# Exhibit 7-2 AOG Membership All Associate Members

(How important is it that the AOG offer the following benefits to members?) [Giving members ways to support the Academy]



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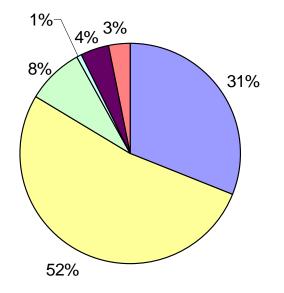
## "GIVING BACK" TO THE ACADEMY WAS IMPORTANT TO ASSOCIATE MEMBERS

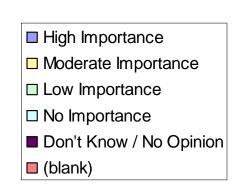
A significant majority of Associate Members felt that helping members "give back" to the Academy was of either high or moderate importance. 31 percent felt that creating opportunities for "giving back" was a benefit of high importance and another 52 percent felt it was moderately important.

Less than 10 percent of Associate Members felt this AOG benefit was of low or no importance.

# Exhibit 7-3 AOG Membership All Associate Members

(How important is it that the AOG offer the following benefits to members?) [Helping members "give back" to the Academy]





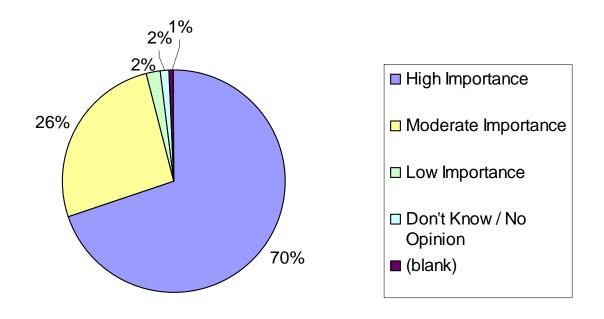
## A SIGNIFICANT MAJORITY OF ASSOCIATE MEMBERS FELT MAINTAINING ACADEMY CONNECTIONS WAS OF HIGH IMPORTANCE

A strong majority of 70 percent of Associate Members said helping members maintain a connection with the Academy was of high importance. Twenty-six percent felt this AOG benefit was of moderate importance.

Only 2 percent of Associate Members said this benefit was of low importance.

# Exhibit 7-4 AOG Membership All Associate Members

(How important is it that the AOG offer the following benefits to members?) [Helping members maintain a connection with the Academy]



## STAYING IN TOUCH WITH CURRENT ACADEMY EVENTS WAS OF HIGH IMPORTANCE TO ASSOCIATE MEMBERS

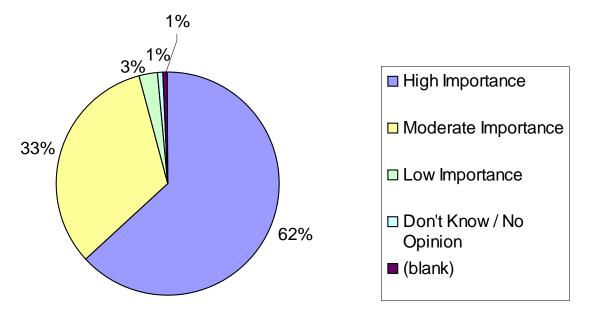
62 percent of Associate Members felt helping members stay in touch with current events at the Academy was an AOG benefit of high importance.

Another 33 percent of Associate members felt this AOG benefit was of moderate importance.

Only 3 percent of Associate members felt helping members stay in touch with current events at the Academy was of low importance.

# Exhibit 7-5 AOG Membership All Associate Members

(How important is it that the AOG offer the following benefits to members?) [Helping members stay in touch with current events at the Academy]



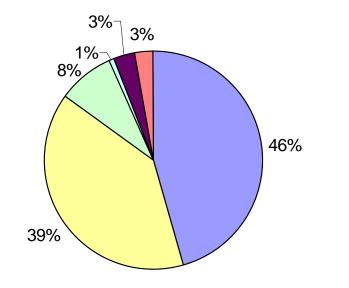
#### ALMOST HALF OF ASSOCIATE MEMBERS FELT THAT STAYING IN TOUCH WITH ALUMNI WAS OF HIGH IMPORTANCE

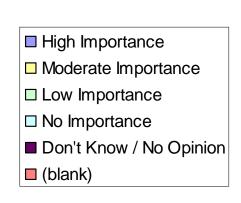
46 percent of Associate Members felt that helping members stay in touch with fellow alumni was an AOG benefit of high importance. Additionally, 39 percent said this AOG benefit was of moderate importance.

Less than 10 percent of Associate Members felt this AOG benefit was of low or no importance.

# Exhibit 7-6 AOG Membership All Associate Members

(How important is it that the AOG offer the following benefits to members?) [Helping members stay in touch with fellow alumni]





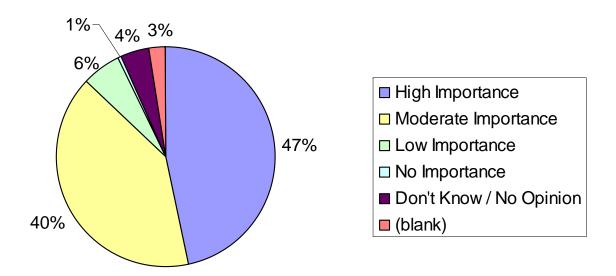
## ALMOST HALF OF ASSOCIATE MEMBERS FELT THAT PROVIDING A COMMUNICATION CONDUIT TO ACADEMY LEADERSHIP WAS OF HIGH IMPORTANCE

Nearly half (47 percent) of Associate Members felt that providing a communication conduit to senior Academy leadership was an AOG benefit of high importance. Additionally, 40 percent said this AOG benefit was of moderate importance.

Only 6 percent of Associate Members said this was an AOG benefit of low importance.

# Exhibit 7-7 AOG Membership All Associate Members

(How important is it that the AOG offer the following benefits to members?) [Providing a communication conduit to senior Academy leadership]



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## PROVISION OF CAREER SERVICES WAS IMPORTANT TO ASSOCIATE MEMBERS

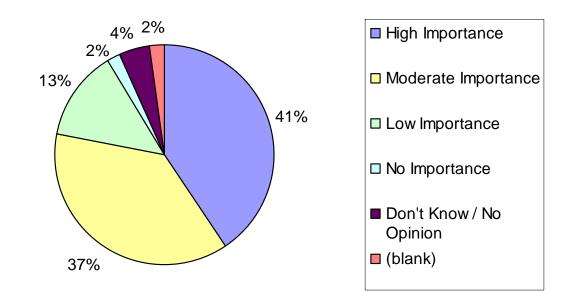
Over three-quarters of Associate Members felt providing career services were of either high or moderate importance.

Overall, 41 percent said providing career services were very important and 37 percent felt it was moderately important.

Fifteen percent said provision of career services was of low or no importance.

# Exhibit 7-8 AOG Membership All Associate Members

(How important is it that the AOG offer the following benefits to members?) [Providing career services]



## ASSOCIATE MEMBERS FELT AOG DISCOUNTS, BENEFITS AND SERVICES WERE OF MODERATE IMPORTANCE

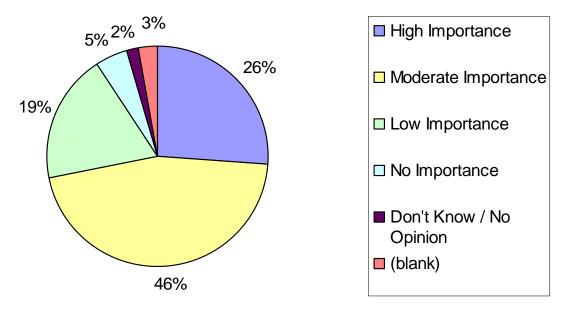
Associate Member's opinions towards providing discounts, benefits and services of use to members were divided.

Twenty-six percent of Associate Members felt AOG discounts, benefits and services were of high importance. However, another 24 percent said providing discounts, benefits and services to members was of low or no importance.

In between, 46 percent of Associate Members felt these AOG benefits were of moderate importance.

## Exhibit 7-9 AOG Membership All Associate Members

(How important is it that the AOG offer the following benefits to members?) [Providing discounts, benefits and services of use to members]



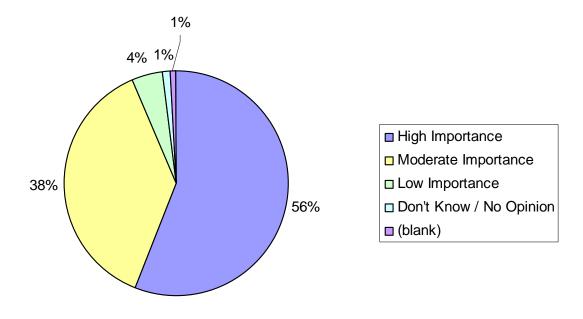
#### COMMUNICATION ABOUT CADET ACTIVITIES WAS IMPORTANT TO ASSOCIATE MEMBERS

Over half of all Associate Members (56 percent) felt providing communications about cadet activities was of high importance. Additionally, 38 percent said it was moderately important. Recall that many Associate Members have relatives who are cadets.

Only 5 percent of Associate Members felt it was of either low or no importance.

# Exhibit 7-10 AOG Membership All Associate Members

(How important is it that the AOG offer the following benefits to members?) [Providing communications about cadet activities]



#### SECTION 3 AOG COMMUNICATIONS

Section 3 examines communication between the AOG and its Associate Members. In this communications section, Associate Members knowledge of AOG news and events are examined. Associate Members were also asked to assess how often they used specific communication sources and how important they perceived those communication sources to be. Exhibit numbers correlate to the survey question numbers for this section and begin with question 8 from the survey.

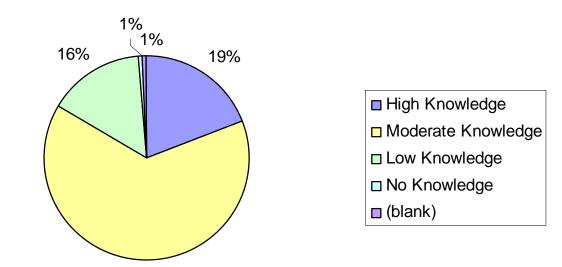
#### ASSOCIATE MEMBERS HAD MODERATE KNOWLEDGE OF ACADEMY NEWS AND EVENTS

Overall, 64 percent of Associate Members said they had moderate knowledge about Academy news and events. Nineteen percent felt they had high knowledge of Academy news and events, compared to 16 percent with low knowledge.

# Exhibit 8-1 AOG Communications All Associate Members

(How knowledgeable are you about each of the following?) [Academy News and Events]

64%



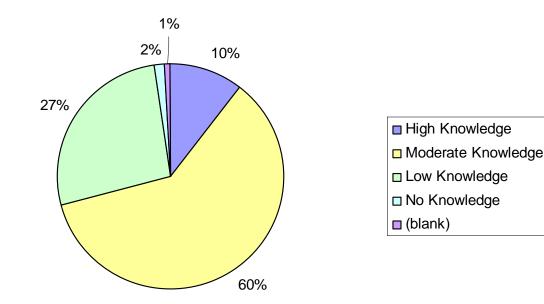
## ONLY 10 PERCENT OF ASSOCIATE MEMBERS HAD HIGH KNOWLEDGE OF AOG NEWS AND EVENTS

Over a quarter of all Associate Members (27 percent) had low knowledge of AOG news and events. Only 2 percent felt they had no knowledge of AOG news and events.

A significant majority of Associate Members had moderate knowledge of AOG news/events.



(How knowledgeable are you about each of the following?) [AOG News and Events]



AOG MEMBERS SURVEY CORONA RESEARCH, INC. **PAGE 333** 

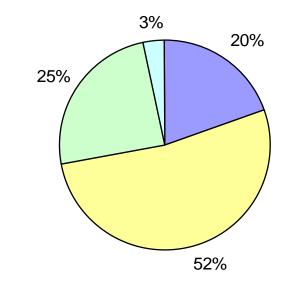
#### KNOWLEDGE OF CADET ACTIVITIES AND ACCOMPLISHMENTS WAS MODERATE

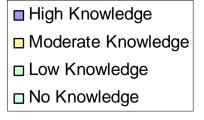
Over half of all Associate Members (52 percent) had moderate knowledge of cadet activities and accomplishments.

Also of note, 20 percent of Associate Members indicated they had high knowledge of cadet activities/accomplishments, while 28 percent had either low or no knowledge of cadet activities and accomplishments. This could be a segmentation between parents of cadets and other types of Associate Members.

# Exhibit 8-3 AOG Communications All Associate Members

(How knowledgeable are you about each of the following?) [Cadet Activities & Accomplishments]

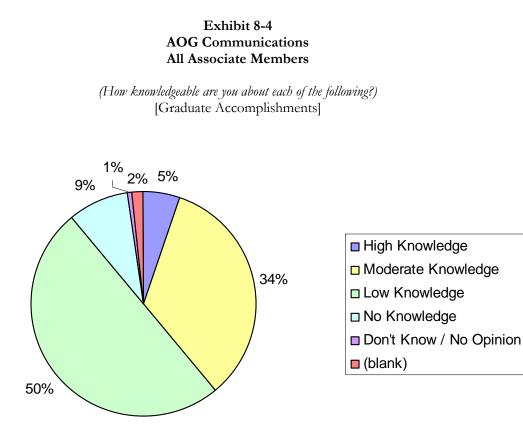




#### KNOWLEDGE OF GRADUATE ACCOMPLISHMENTS WAS LOW

50 percent of Associate members felt they had low knowledge of graduate accomplishments. Another - 9 percent said they had no knowledge of graduate accomplishments.

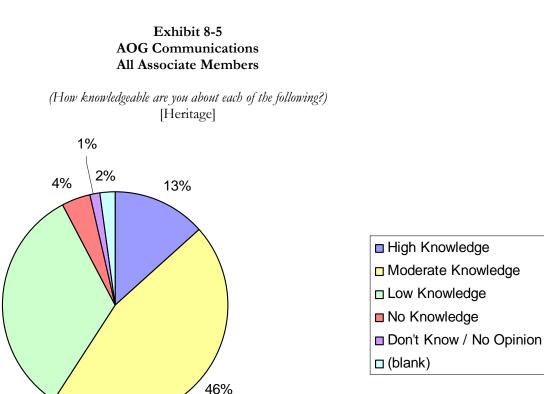
Also of note, only 5 percent felt they had high knowledge of graduate accomplishments. This is an area of particularly low knowledge for this population, though it is acknowledged that perhaps other areas of knowledge may be more relevant to this membership group.



## ONE-THIRD OF ASSOCIATE MEMBERS HAVE LOW HERITAGE KNOWLEDGE

Thirty-three percent of Associate Members felt they have low knowledge about Academy Heritage. Another 46 percent said they had moderate heritage knowledge.

Only 13 percent of Associate Members said they had high heritage knowledge.



33%

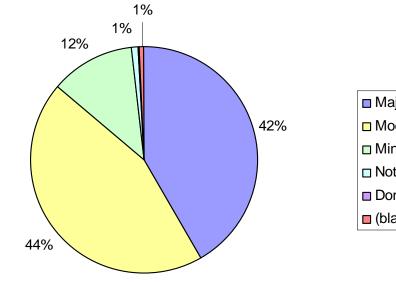
#### A MAJORITY OF ASSOCIATE MEMBERS USE THE AOG AS A MODERATE OR MAJOR SOURCE FOR ACADEMY NEWS AND EVENTS

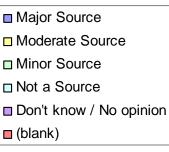
42 percent of Associate Members said the AOG was a major source for Academy news and events. The AOG was a moderate source of information for 44 percent of Associate Members.

Only 12 percent said the AOG was a minor source of Academy information, and 1 percent said it was not a source of information.

# Exhibit 9-1 AOG Communications All Associate Members

(To what extent is the AOG a source of information for you about each of the following?) [Academy News and Events]





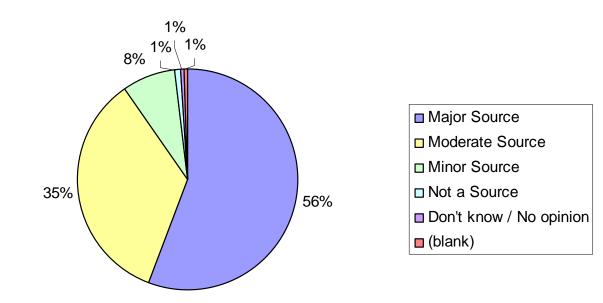
## THE AOG WAS A MAJOR SOURCE OF AOG NEWS/EVENTS FOR ASSOCIATE MEMBERS

56 percent of Associate Members said the AOG was a major source for AOG news and events. Over one-third of Associate Members said the AOG was a moderate source of AOG news and events.

Only 8 percent said the AOG was a minor source for AOG news and events.

# Exhibit 9-2 AOG Communications All Associate Members

(To what extent is the AOG a source of information for you about each of the following?) [AOG News and Events]



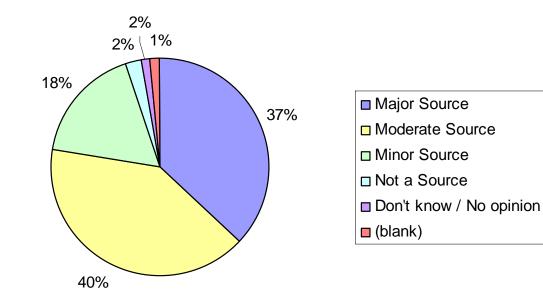
## OVER ONE-THIRD OF ASSOCIATE MEMBERS RECEIVED CADET INFORMATION FROM THE AOG

37 percent of Associate Members said the AOG was a major source for information detailing cadet activities and accomplishments. Another 40 percent said the AOG was a moderate source for cadet activities and accomplishments.

Twenty percent of Associate Members said the AOG was either a minor source or not a source of information pertaining to cadet activities/accomplishments.

# Exhibit 9-3 AOG Communications All Associate Members

(To what extent is the AOG a source of information for you about each of the following?) [Cadet Activities & Accomplishments]



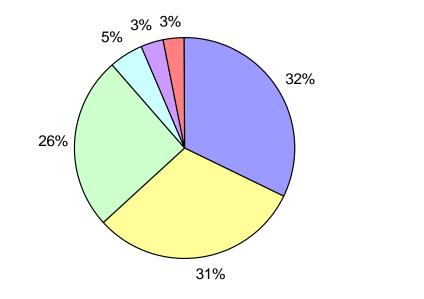
## ASSOCIATE MEMBERS' SOURCE USAGE VARIED FOR GRADUATE ACCOMPLISHMENTS

32 percent of Associate Members said the AOG was a major source of information for graduate accomplishments and another 31 percent felt the AOG was a moderate source for this information.

However, another 26 percent said it was a minor source for graduate accomplishment information and 5 percent said it was not a source at all for information pertaining to graduate accomplishments.

# Exhibit 9-4 AOG Communications All Associate Members

(To what extent is the AOG a source of information for you about each of the following?) [Graduate Accomplishments]



<sup>Major Source
Moderate Source
Minor Source
Not a Source
Don't know / No opinion
(blank)</sup> 

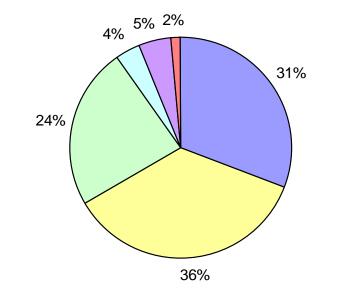
## ASSOCIATE MEMBERS' AOG SOURCE USAGE VARIED FOR ACADEMY HERITAGE

Overall, 31 percent of Associate Members said the AOG was a major source of information for Academy heritage and another 36 percent felt the AOG was a moderate source for this information.

However, 24 percent said it was a minor source for Academy heritage information and 4 percent said it was not a source at all for information pertaining to Academy heritage.

# Exhibit 9-5 AOG Communications All Associate Members

(To what extent is the AOG a source of information for you about each of the following?) [Heritage]



Major Source
Moderate Source
Minor Source
Not a Source
Don't know / No opinion
(blank)

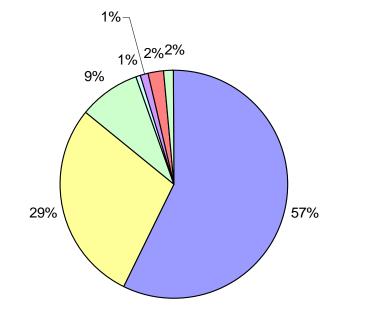
## CHECKPOINTS IS VERY USEFUL TO A MAJORITY OF ASSOCIATE MEMBERS

57 percent of Associate said Members Checkpoints magazine was a very useful AOG mode. communication An additional 29 percent said Checkpoints was somewhat useful and only 9 percent said Checkpoints was slightly useful.

Only one percent of Associate Members were unaware of Checkpoints.

# Exhibit 10-1 AOG Communications All Associate Members

(How useful to you are the following current AOG communication modes?) [Checkpoints Magazine]



Very Useful
Somewhat Useful
Slightly Useful
Not Useful
Not Aware of Service
Don't know / No opinion
(blank)

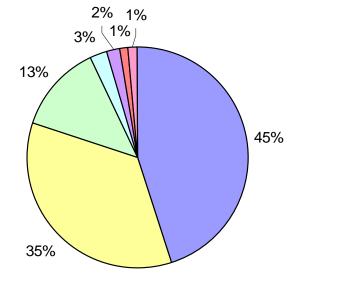
#### ZOOMIENEWS IS VERY-TO-SOMEWHAT USEFUL TO A MAJORITY OF ASSOCIATE MEMBERS

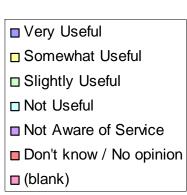
45 percent of Associate Members said ZoomiEnews was a very useful AOG communication mode. An additional 35 percent said ZoomiEnews was somewhat useful.

Sixteen percent indicated ZoomiEnews was either slightly useful or not useful to them as Associate Members.

## Exhibit 10-2 AOG Communications All Associate Members

(How useful to you are the following current AOG communication modes?) [ZoomiEnews]





#### THE AOG WEBSITE IS VERY-TO-SOMEWHAT USEFUL TO A MAJORITY OF ASSOCIATE MEMBERS

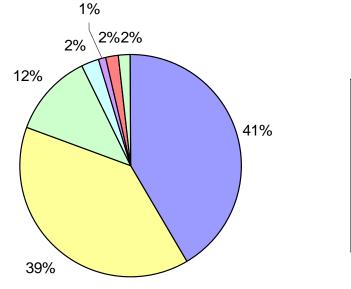
Eighty percent of Associate Members indicated the AOG website was either very or somewhat useful to them as an AOG communication mode.

Specifically, 41 percent said the AOG was very useful, while 39 percent said it was somewhat useful as a communication mode.

An additional 12 percent said the AOG website was slightly useful as an AOG communication mode.

## Exhibit 10-3 AOG Communications All Associate Members

(How useful to you are the following current AOG communication modes?) [AOG website]





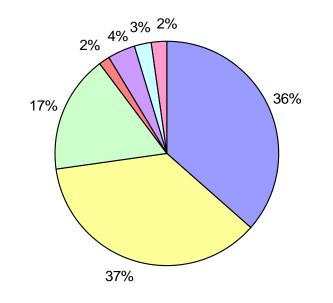
#### OVER ONE-THIRD OF ASSOCIATE MEMBERS FELT AOG EMAILS WERE VERY USERFUL

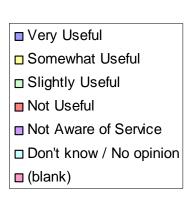
36 percent of Associate Members felt emails from the AOG about specific issues, services or events were very useful and 37 percent found AOG emails to be somewhat useful.

Seventeen percent said AOG emails were slightly useful, while just 2 percent said they were not useful as an AOG communication mode.

# Exhibit 10-4 AOG Communications All Associate Members

*(How useful to you are the following current AOG communication modes?)* [Emails from the AOG about specific, issues, services, or events]



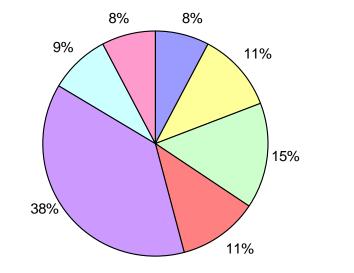


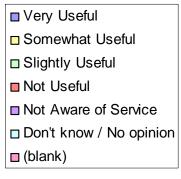
#### OVER ONE-THIRD OF ASSOCIATE MEMBERS WERE UNAWARE OF LOCAL AOG PRESENTATIONS

A significant percentage of Associate Members (38 percent) were unaware of presentations by AOG/Academy staff in local areas. Only 8 percent of Associate felt local Members AOG presentations were very useful. However, given the geographic dispersion of Associate Members (discussed later in this report), it is likely that many Associate Members have not had an event in their local area.

## Exhibit 10-5 AOG Communications All Associate Members

(How useful to you are the following current AOG communication modes?) [Presentations by AOG and Academy staff in your local area]





#### LESS THAN 15 PERCENT OF ASSOCIATE MEMBERS FOUND AOG MAILINGS TO BE VERY USEFUL

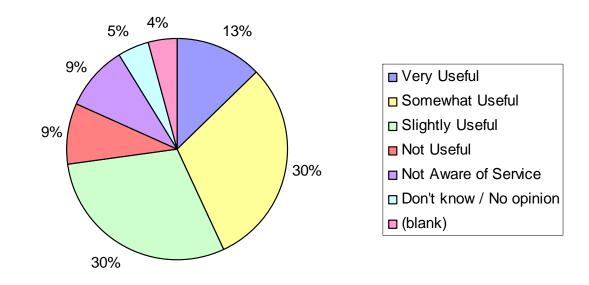
30 percent found mailings about specific issues, fundraising, services, or events to be a slightly useful AOG communication mode, and 9 percent found them not at all useful.

An additional 30 percent felt AOG mailings were somewhat useful as a communication mode, but only 13 percent felt they were very useful.

Nine percent were unaware of AOG mailings as an AOG communication mode.

## Exhibit 10-6 AOG Communications All Associate Members

(How useful to you are the following current AOG communication modes?) [Mailings about specific issues, fundraising, services, or events]



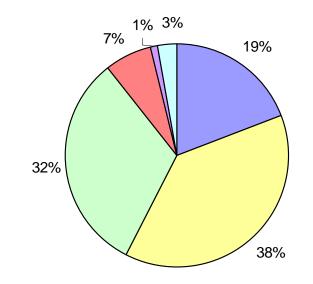
## AWARENESS OF ALUMNI ACTIVITIES WAS OF LOW IMPORTANCE TO ASSOCIATE MEMBERS

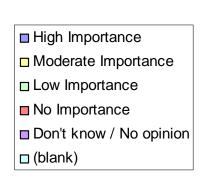
Almost 40 percent of Associate Members felt that being kept aware of alumni activities and issues was either of low or no importance.

Another 19 percent felt this communication service was highly important, and 38 percent said it was of moderate importance.

# Exhibit 11-1 AOG Communications All Associate Members

(How important are the following communications services to you?) [Being kept aware of alumni activities and issues]





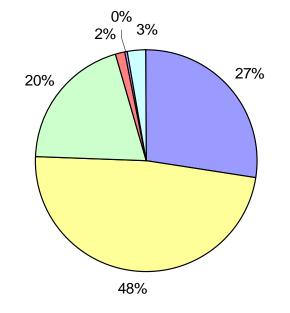
## AWARENESS OF AOG ACTIVITES WAS OF HIGH IMPORTANCE TO ONE-QUARTER OF ASSOCIATE MEMBERS

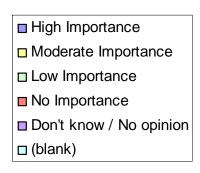
Overall, 48 percent of Associate Members felt being kept aware of AOG activities and issues was of moderate importance. Awareness of AOG activates and issues was of high importance to 27 percent of Associate Members.

Twenty percent felt awareness of AOG activities was of low importance.

# Exhibit 11-2 AOG Communications All Associate Members

(How important are the following communications services to you?) [Being kept aware of AOG activities and issues]





#### AWARENESS OF CADET AND ACADEMY ACTIVITIES WAS HIGHLY IMPORTANT

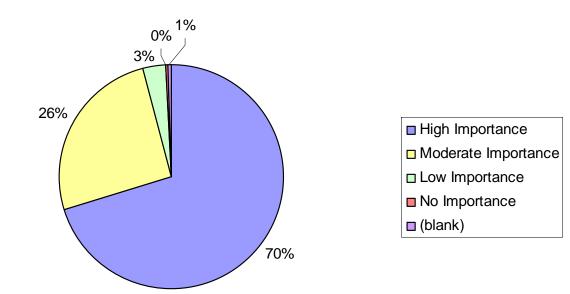
A significant majority of Associate Members reported that being kept aware of cadet and Academy activities and issues was of high importance to them (70 percent). This was the highestpriority communication service for Associate Members.

Twenty-six percent felt these communications services were moderately important.

Only 3 percent felt awareness of cadet and Academy activities was of low importance.

# Exhibit 11-3 AOG Communications All Associate Members

*(How important are the following communications services to you?)* [Being kept aware of cadet and Academy activities and issues]



#### OVER HALF OF ASSOCIATE MEMBERS FELT REPRESENTATION OF MEMBER OPINIONS TO ACADEMY LEADERSHIP WAS HIGHLY IMPORTANT

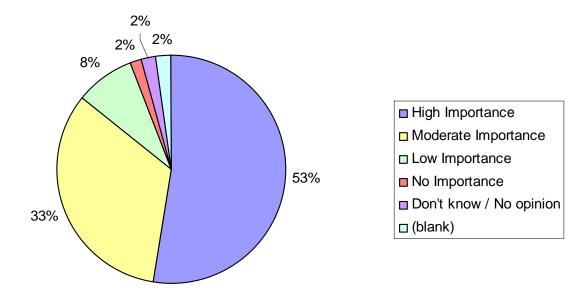
53 percent of Associate Members said ensuring opinions about Academy issues are represented to Academy leadership was of high importance.

Another one-third of Associate Members felt representation of member opinions to Academy leadership was moderately important.

Only 8 percent of Associate Members felt this communication service was of low importance.

# Exhibit 11-4 AOG Communications All Associate Members

*(How important are the following communications services to you?)* [Ensuring opinions about Academy issues are represented to Academy leadership]



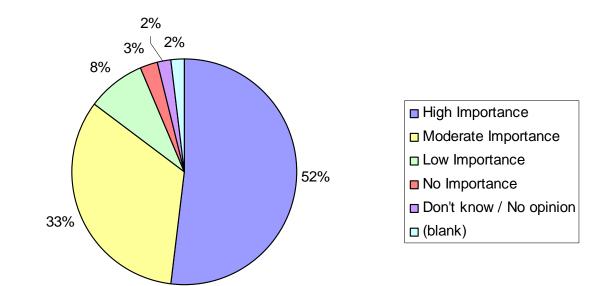
#### OVER HALF OF ASSOCIATE MEMBERS FELT REPRESENTATION OF MEMBER OPINIONS TO USAF, DOD, POLITICAL LEADERS WAS HIGHLY IMPORTANT

52 percent of Associate Members said ensuring opinions about Academy issues are represented to USAF, DoD, and/or political leaders was of high importance, and another one-third felt that it was moderately important.

Only 11 percent of Associate Members felt this communication service was of low or no importance.

# Exhibit 11-5 AOG Communications All Associate Members

*(How important are the following communications services to you?)* [Ensuring opinions about Academy issues are represented to USAF, DoD, and/or political leaders]



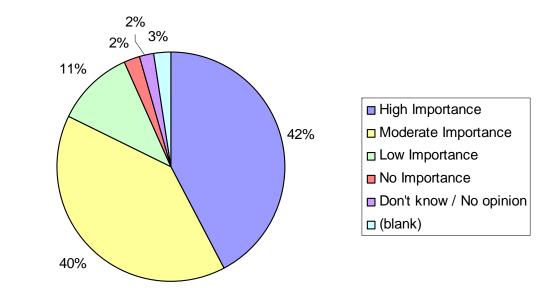
## REPRESENTATIONS OF MEMBER OPINIONS TO THE AOG BOARD WAS HIGHLY IMPORTANT TO NEARLY HALF OF ASSOCIATE MEMBERS

Over 80 percent of Associate Members felt ensuring opinions about AOG issues are represented to the AOG Board of Directors and staff was either of high or moderate importance.

Only 11 percent of Associate Members said this communication service was of low importance.

# Exhibit 11-6 AOG Communications All Associate Members

*(How important are the following communications services to you?)* [Ensuring opinions about AOG issues are represented to the AOG Board of Directors and staff]

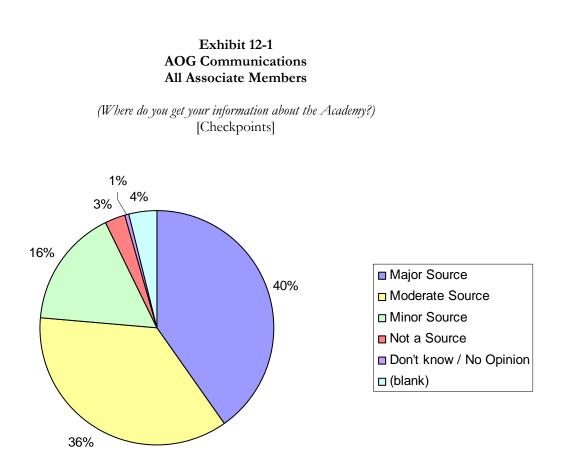


#### CHECKPOINTS IS A MAJOR SOURCE FOR ACADEMY INFORMATION FOR ASSOCIATE MEMBERS

Over three-fourths of Associate Members indicated that Checkpoints was either a major or moderate source for Academy information.

Specifically, 40 percent said it was a major source and 36 percent said it was a moderate source.

Sixteen percent said Checkpoints was a minor source for Academy information.

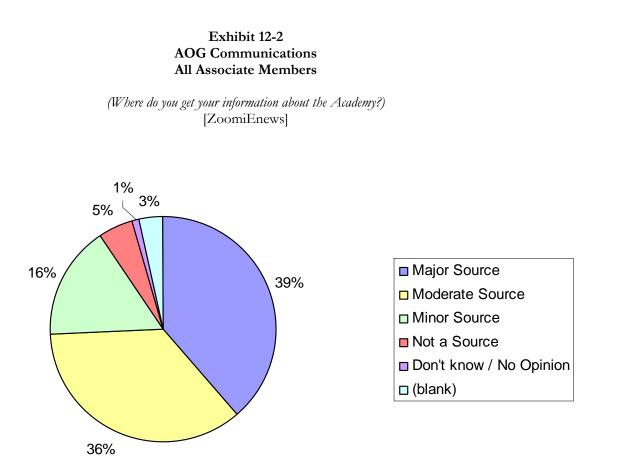


Note: It should be noted that some communications tools may serve a niche purpose and may not be intended to serve as a major source of information about the Academy. Also, since sources compete against each other, it is unlikely that several sources will be major sources of information.

#### ZOOMIENEWS IS A MAJOR SOURCE FOR ACADEMY INFORMATION FOR ASSOCIATE MEMBERS

Three-fourths of Associate Members said ZoomiEnews was either a major or moderate source for Academy information, placing it on a level of equivalent to Checkpoints for this population. Thirty-nine percent said ZoomiEnews was a major source and 36 percent said it was a moderate source.

Twenty-one percent said it was either a minor source or not a source for Academy information.

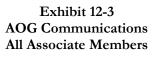


Note: It should be noted that some communications tools may serve a niche purpose and may not be intended to serve as a major source of information about the Academy. Also, since sources compete against each other, it is unlikely that several sources will be major sources of information.

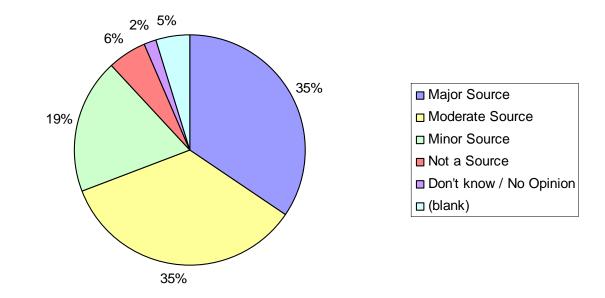
## OVER ONE-THIRD OF ASSOCIATE MEMBERS SAID THE AOG WEB SITE WAS A MAJOR SOURCE FOR ACADEMY INFORMATION

While 35 percent reported that the AOG web site is a major source, another 35 percent said the AOG website was a moderate source for Academy information.

Twenty-five percent of Associate Members also indicated that the AOG website was either a minor source or not a source for Academy information.



(Where do you get your information about the Academy?) [AOG web site]



Note: It should be noted that some communications tools may serve a niche purpose and may not be intended to serve as a major source of information about the Academy. Also, since sources compete against each other, it is unlikely that several sources will be major sources of information.

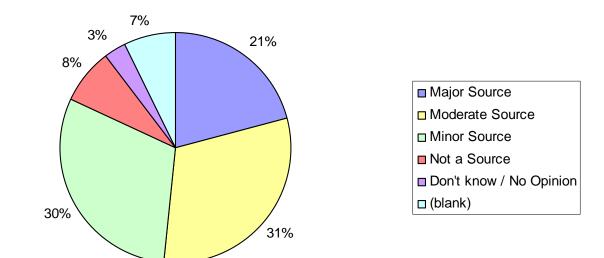
#### AOG EMAIL WAS NOT A MAJOR SOURCE FOR ACADEMY INFORMATION FOR MANY ASSOCIATE MEMBERS

30 percent of Associate Members said AOG email was a minor source of information about the Academy. Another 8 percent said it was not a source for Academy information.

On the other hand, 21 percent of Associate Members said AOG emails were a major source of Academy information.

## Exhibit 12-4 AOG Communications All Associate Members

(Where do you get your information about the Academy?) [Email from AOG]



Note: It should be noted that some communications tools may serve a niche purpose and may not be intended to serve as a major source of information about the Academy. Also, since sources compete against each other, it is unlikely that several sources will be major sources of information.

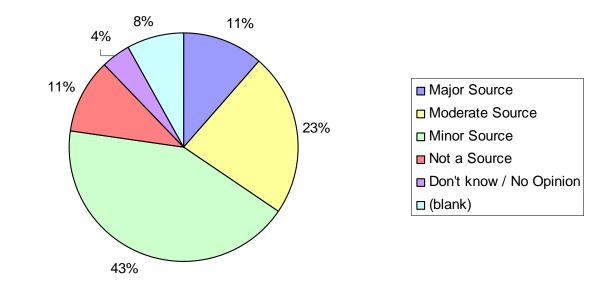
#### DIRECT MAIL FROM THE AOG IS A MINOR INFORMATION SOURCE OR A NON-SOURCE FOR MOST ASSOCIATE MEMBERS

43 percent of Associate Members said direct mail from the AOG was a minor source of Academy information. An additional 11 percent said direct mail was not a source of information about the Academy.

Only 11 percent said direct mail from the AOG was a major source of information.

# Exhibit 12-5 AOG Communications All Associate Members

(Where do you get your information about the Academy?) [Direct mail from AOG]



Note: It should be noted that some communications tools may serve a niche purpose and may not be intended to serve as a major source of information about the Academy. Also, since sources compete against each other, it is unlikely that several sources will be major sources of information.

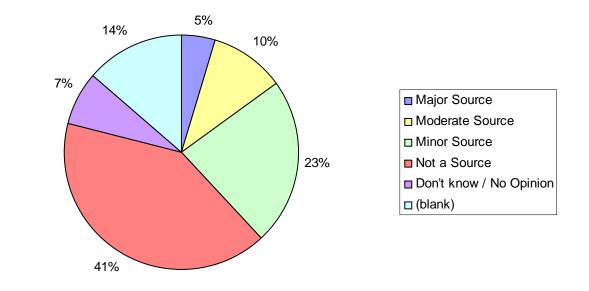
### AOG/ACADEMY STAFF PRESENTATIONS WERE NOT A MAJOR SOURCE FOR ACADEMY INFORMATION

41 percent of Associate Members said presentations by AOG/Academy staff were not a source for Academy information. An additional 23 percent said AOG presentations were a minor source for Academy information.

Only 5 percent said such presentations were a major source of Academy information.

# Exhibit 12-6 AOG Communications All Associate Members

(Where do you get your information about the Academy?) [Presentations by AOG/Academy staff]



Note: It should be noted that some communications tools may serve a niche purpose and may not be intended to serve as a major source of information about the Academy. Also, since sources compete against each other, it is unlikely that several sources will be major sources of information.

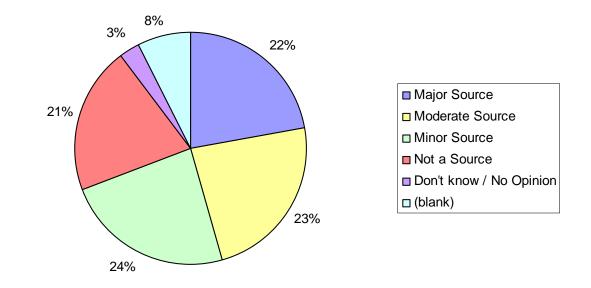
### WORD OF MOUTH WAS NOT A MAJOR SOURCE OF ACADEMY INFORMATION FOR ASSOCIATE MEMBERS

45 percent of Associate Members said word of mouth was either a minor source or not a source at all for receiving information about the Academy.

Twenty-two percent said word of mouth was a major source of Academy information.

### Exhibit 12-7 AOG Communications All Associate Members

(Where do you get your information about the Academy?) [Word of Mouth (e.g., classmates and friends)]



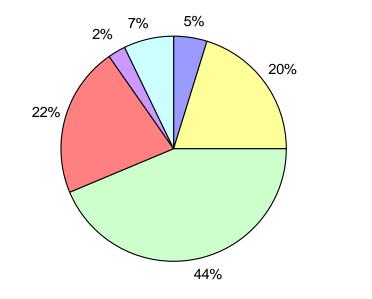
### ONLY 5 PERCENT OF ASSOCIATE MEMBERS SAID THE NEWS MEDIA WAS A MAJOR SOURCE FOR ACADEMY INFORMATION

44 percent of Associate Members said the news was a minor source for Academy information and 22 percent said the news was not a source for Academy information.

An additional 20 percent said the news was a moderate source for Academy information.

# Exhibit 12-8 AOG Communications All Associate Members

(Where do you get your information about the Academy?) [News (Television, Newspaper, etc.)]





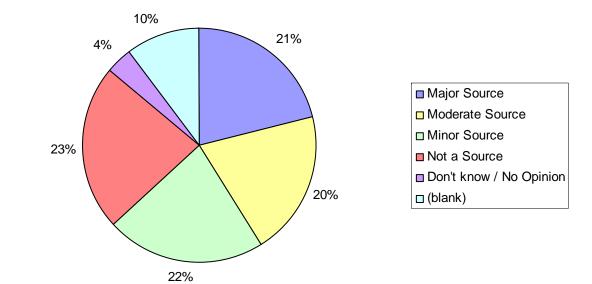
#### WEB SITES OTHER THAN THE AOG WERE NOT A MAJOR SOURCE FOR ACADEMY INFORMATION

21 percent of Associate Members said web sites other than the AOG web site were a major source for Academy information.

However, 23 percent said "other" web sites were not a source of Academy information and 22 percent said "other" websites were only a minor source for Academy information.

# Exhibit 12-9 AOG Communications All Associate Members

(Where do you get your information about the Academy?) [Web Sites other than the AOG Web Site]



### SECTION 4 AOG SERVICES

Section 4 examines Associate Members perceptions about specific AOGprovided services. Specifically, Associate Members are asked to describe how important and how often they use specific services. Section 4 also examines how often Associate Members attend Academy-related events in their local area, and how likely they would be to participate in AOG activities if they were offered in their local area. Exhibit numbers correlate to the survey question numbers for this section and begin with question 13 from the survey.

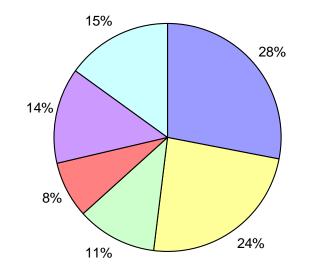
### CLASS NOTES WAS OF HIGH IMPORTANCE TO OVER ONE QUARTER OF ASSOCIATE MEMBERS

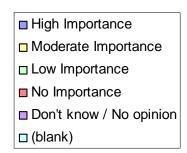
Overall, class notes was of high importance to 28 percent of Associate Members, and was moderately important to 24 percent.

Eleven percent said class notes was of low importance. It should also be noted that almost 30 percent answered "Don't know" or left the answer blank.

### Exhibit 13-1 AOG Services All Associate Members

(How important to you are the following AOG-provided services?) [Class Notes]





### GONE BUT NOT FORGOTTEN WAS OF HIGH TO MODERATE IMPORTANCE TO A MAJORITY OF ASSOCIATE MEMBERS

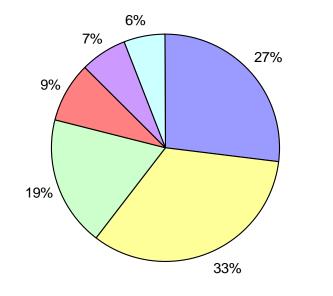
60 percent of Associate Members felt Gone But Not Forgotten was of either high or moderate importance.

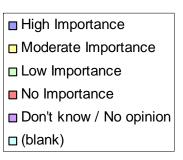
Specifically, 27 percent said it as of high importance while 33 percent felt it was moderately important.

13 percent were not aware of this service or did not answer the question.

# Exhibit 13-2 AOG Services All Associate Members

(How important to you are the following AOG-provided services?) [Notification and publication of graduate deaths (Gone But Not Forgotten)]





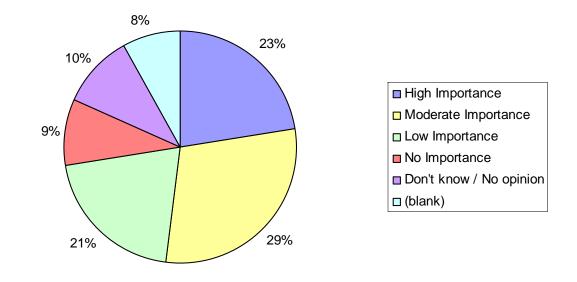
### ASSOCIATE MEMBERS OPINIONS VARIED FOR THE ON-LINE GRADUATE DIRECTORY

23 percent of Associate Members felt the on-line directory of graduates was of high importance, yet an additional 21 percent said it was of low importance.

Nine percent said the on-line directory was of no importance and 29 percent felt it was of moderate importance.

### Exhibit 13-3 AOG Services All Associate Members

(How important to you are the following AOG-provided services?) [On-Line Directory of Graduates]



AOG MEMBERS SURVEY CORONA RESEARCH, INC.

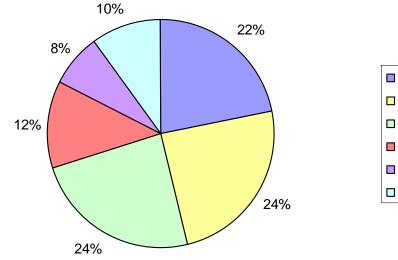
### ASSOCIATE MEMBERS' OPINIONS VARIED FOR THE SUPPORT OF REUNIONS

22 percent of Associate Members felt the organization and support of reunions was of high importance, while an additional 24 percent said it was of low importance.

Twelve percent said support of reunions was of no importance and 24 percent felt it was of moderate importance.

# Exhibit 13-4 AOG Services All Associate Members

(How important to you are the following AOG-provided services?) [Organization and support of reunions]





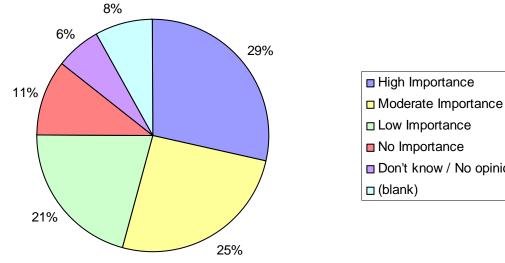
### OVER A QUARTER OF ALL ASSOCIATE MEMBERS FELT A PRINTED REGISTER OF **GRADUATES WAS OF HIGH IMPORTANCE**

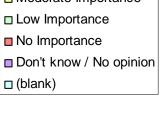
Overall, 29 percent of Associate Members felt a printed version of the Register of Graduates was of high importance, and 25 percent said it was of moderate importance.

Almost one-third of Associate Members felt a printed Register of Graduates was of either low or no importance.

# Exhibit 13-5 **AOG Services All Associate Members**

(How important to you are the following AOG-provided services?) [Register of Graduates (Printed version)]





### SUPPORT OF ALUMNI CHAPTERS/AFFINITY GROUPS WAS NOT OF HIGH IMPORTANCE TO MOST ASSOCIATE MEMBERS

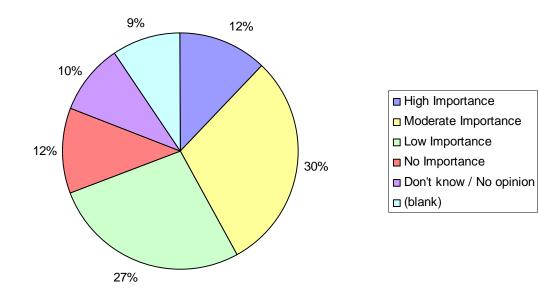
Only 12 percent of Associate Members felt support of alumni chapters and affinity groups was of high importance and 30 percent felt it was moderately important.

Almost 40 percent of Associate Members said alumni chapters and affinity groups support was of either low or no importance.

Also of note, 19 percent of Associate Members answered "Don't know" or left the answer blank.

### Exhibit 13-6 AOG Services All Associate Members

(How important to you are the following AOG-provided services?) [Support of alumni chapters and affinity groups]



AOG MEMBERS SURVEY CORONA RESEARCH, INC.

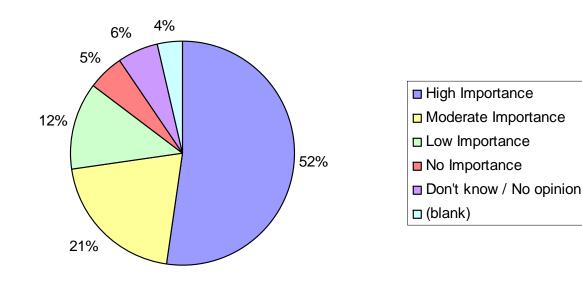
#### OVER HALF OF ASSOCIATE MEMBERS FELT APPOINTEE SUPPORT WAS OF HIGH IMPORTANCE

Fifty-two percent of Associate Members said appointee support was of high importance and 21 percent said it was of moderate importance.

Only 17 percent said appointee support was of low or no importance.

# Exhibit 13-7 AOG Services All Associate Members

(How important to you are the following AOG-provided services?) [Appointee support (i.e. Appointee CD, Bed & Breakfast, BCT Photo gallery, BCT Web Guy)]



AOG MEMBERS SURVEY CORONA RESEARCH, INC.

### A MAJORITY OF ASSOCIATE MEMBERS USE CLASS NEWS EITHER FREQUENTLY OR OCCASSIONALLY

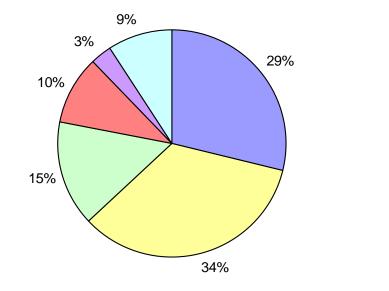
29 percent of Associate Members frequently used Class News in Checkpoints and 34 percent used it occasionally.

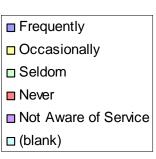
Twenty-five percent of Associate Members said they either seldom or never use Class News in Checkpoints.

Only 3 percent said they were not aware of the service.

# Exhibit 14-1 AOG Services All Associate Members

(How often do you use the following AOG-provided services?) [Class News in Checkpoints]





#### GONE BUT NOT FORGOTTEN IS NOT FREQUENTLY USED BY MOST ASSOCIATE MEMBERS

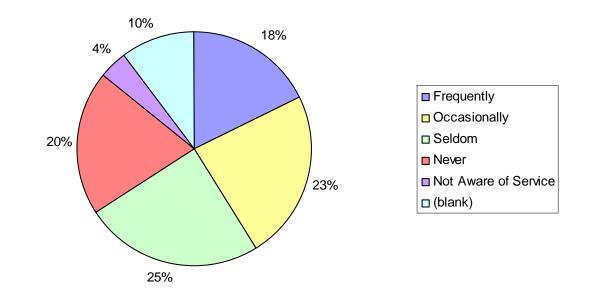
Almost half of Associate Members said they either seldom or never use Gone But Not Forgotten.

Eighteen percent of Associate Members did say they frequently used Gone But Not Forgotten, and almost a quarter (23 percent) said they only occasionally use the service.

Only 4 percent were unaware of the service.

# Exhibit 14-2 AOG Services All Associate Members

(How often do you use the following AOG-provided services?) [Notification and publication of graduate deaths (Gone But Not Forgotten)]



### THE ON-LINE DIRECTORY OF GRADUATES IS NOT FREQUENTLY USED BY ASSOCIATE MEMBERS

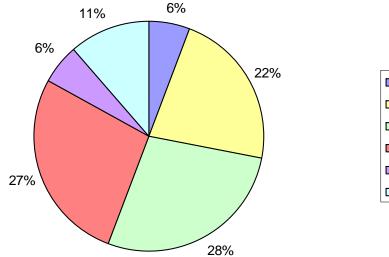
Only 6 percent of Associate Members said they frequently use the on-line Directory of Graduates and 22 percent of Associate Members occasionally used the online graduate directory.

In total, 55 percent of Associate Members said they either seldom or never used the on-line Directory of Graduates.

Only 6 percent of Associate Members were not aware of the service.

# Exhibit 14-3 AOG Services All Associate Members

(How often do you use the following AOG-provided services?) [On-Line Directory of Graduates]





### OVER ONE-THIRD OF ASSOCIATE MEMBERS NEVER USE THE ORGANIZATION OR SUPPORT OF REUNIONS

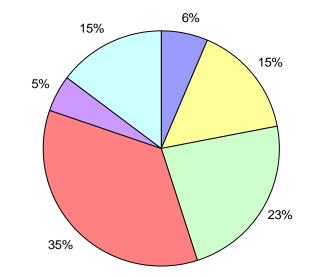
Overall, 35 percent of Associate Members never use the organization and support of reunions and another 23 percent seldom used the AOG service.

Only 6 percent of Associate Members said they frequently use the organization and support of reunions.

Another 5 percent of Associate Members were unaware of this AOG service.

# Exhibit 14-4 AOG Services All Associate Members

(How often do you use the following AOG-provided services?) [Organization and support of reunions]





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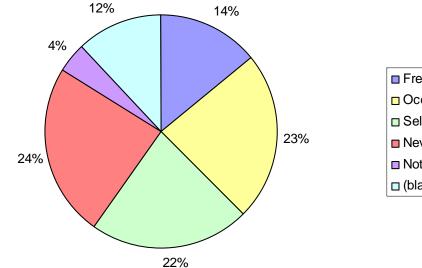
### LESS THAN 15 PERCENT OF ASSOCIATE MEMBERS FREQUENTLY USE THE PRINTED REGISTER OF GRADAUTES

Twenty-three percent occasionally used the printed register of Graduates, and 14 percent frequently used this AOG service.

In total, almost 50 percent of Associate Members either seldom or never used the printed version of the Register of Graduates.

# Exhibit 14-5 AOG Services All Associate Members

(How often do you use the following AOG-provided services?) [Register of Graduates (Printed version)]





### ALUMNI CHAPTERS AND AFFINITY GROUPS WERE NOT FREQUENTLY USED BY ASSOCIATE MEMBERS

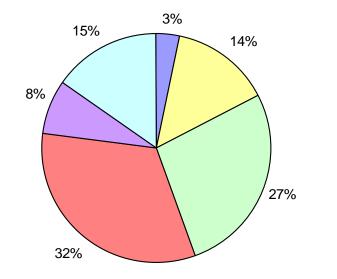
Only 3 percent of Associate Members frequently used the support of alumni chapters and affinity groups and just 14 percent said they occasionally used the service.

Almost 60 percent of Associate Members either seldom or never used these AOG services.

Also noteworthy, 8 percent of Associate Members were not aware of the service.

### Exhibit 14-6 AOG Services All Associate Members

(How often do you use the following AOG-provided services?) [Support of alumni chapters and affinity groups]





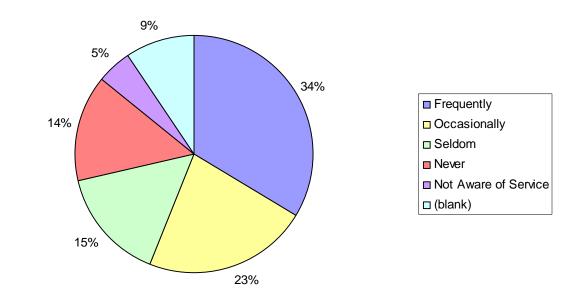
### ONE-THIRD OF ASSOCIATE MEMBERS FREQUENTLY USED APPOINTEE SUPPORT SERVICES

In total, 57 percent of Associate Members frequently or occasionally used appointee support services.

On a smaller level, almost 35 percent of Associate Members said they either seldom or never used appointee support services, or were unaware of them.

# Exhibit 14-7 AOG Services All Associate Members

(How often do you use the following AOG-provided services?) [Appointee support (i.e. Appointee CD, Bed & Breakfast, BCT Photo gallery, BCT Web Guy)]



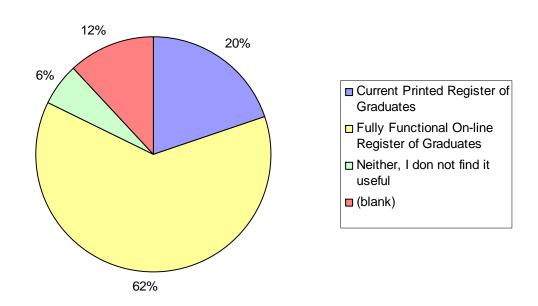
### A MAJORITY OF ASSOCIATE MEMBERS FOUND THE ON-LINE REGISTER OF GRADUATES TO BE MORE VALUABLE AND USEFUL

Overall, 62 percent of Associate Members favored the fully functional on-line Register of Graduates. Only 20 percent of Associate Members preferred the current printed Register of Graduates. This preference conflicts with previous information that showed the printed register to be more frequently used and a more important service to Associate Members.

Six percent said they did not find either form of the Register of Graduates as useful.

### Exhibit 15 AOG Services All Associate Members

(A register of graduates can be provided in two ways, which would you find more valuable and useful?)



### A MAJORITY OF ASSOCIATE MEMBERS DIDN'T KNOW HOW MANY LOCAL EVENTS HAVE OCCURRED IN THE PAST 2 YEARS

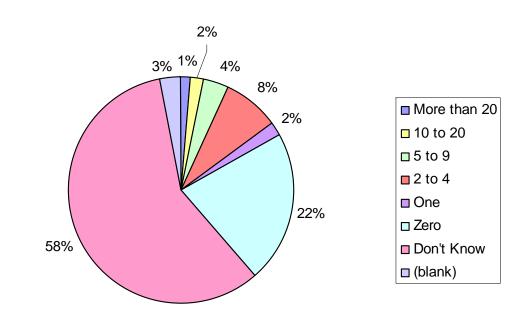
Overall, 58 percent of Associate Members did not know how many events for AOG members were held in the members local areas during the past two years.

Twenty-two percent said zero events have occurred locally in the past two years.

Eight percent said 2 to 4 events have occurred locally, and this was the most frequent number of events chosen by Associate Members who were aware of events.

### Exhibit 16 AOG Services All Associate Members

(During the past two years, how many events for AOG members have been held in your local area?)



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### A MAJORITY OF ASSOCIATE MEMBERS DO NOT PARTICIATE IN LOCAL AREA EVENTS

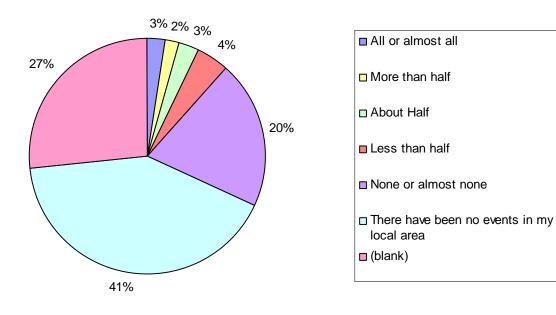
A large portion of Associate Members (41 percent) said there have been no local AOG member events, and 27 percent of Associate Members did not answer this question.

Additionally, 20 percent of Associate Members said they participated in none or almost none of the AOG events in their local area.

Three percent participated in "all or almost all" of the events in their local area.

### Exhibit 17 AOG Services All Associate Members

(When events for AOG Members are held in your local area, in what proportion do you participate?)



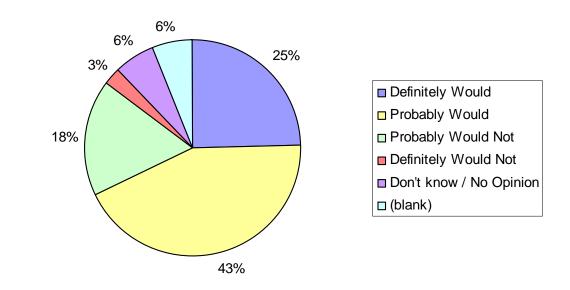
### A MAJORITY OF ASSOCIATE MEMBERS DEFINITELY OR PROBABLY WOULD PARTICIPATE IN LOCAL ACADEMY SPORTING EVENTS

In total, almost 70 percent of Associate Members said they would either definitely or probably participate in local Academy sporting events / tailgates.

Only 3 percent of Associate Members said the definitely would not participate in these AOG activities. An additional 18 percent indicated they probably would not participate in these events.

# Exhibit 18-1 AOG Services All Associate Members

(How likely would you be to participate in the following types of AOG activities if they were offered in your area?) [Academy Sporting events/ tailgates]



Note: In surveys, potential demand for services is typically overestimated, since respondents have no incentive to say no and a 'yes' vote will possibly increase their options. A reasonable estimate of demand is often merely to assume that the top category of demand (all or almost all) is the actual expected demand.

#### DEFINITE SUPPORT FOR ACADEMY STAFF PRESENTATIONS AND DISCUSSIONS WAS MODERATE

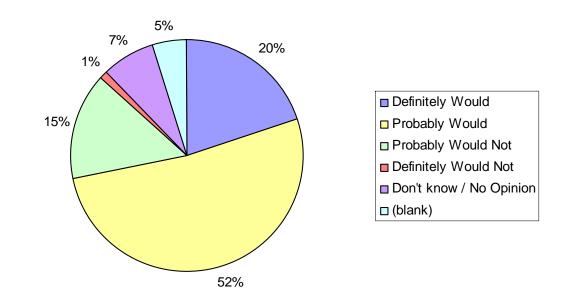
20 percent of Associate Members said they definitely would attend Academy staff presentations and discussions in their local area.

An additional 52 percent indicated they probably would attend these activities if they were in their local area.

Fifteen percent said the probably would not attend these AOG activities in their local area.

# Exhibit 18-2 AOG Services All Associate Members

(How likely would you be to participate in the following types of AOG activities if they were offered in your area?) [Academy staff presentations and discussions]



Note: In surveys, potential demand for services is typically overestimated, since respondents have no incentive to say no and a 'yes' vote will possibly increase their options. A reasonable estimate of demand is often merely to assume that the top category of demand (all or almost all) is the actual expected demand.

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### LESS THAN 15 PERCENT OF ASSOCIATE MEMBERS SAID THEY DEFINITELY WOULD ATTEND LOCAL AOG PRESENTATIONS

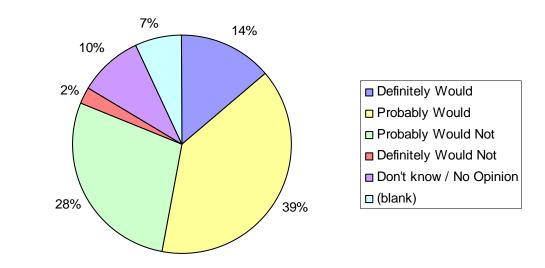
Associate Members most frequently said they would "probably" attend local AOG staff presentations and discussions (39 percent) and 14 percent said they would definitely attend these AOG activities.

Over one quarter of A Associate Members said the probably would not attend local AOG presentations.

Seventeen percent either did not know or did not answer the question.

### Exhibit 18-3 AOG Services All Associate Members

(How likely would you be to participate in the following types of AOG activities if they were offered in your area?) [AOG staff presentations and discussions]



Note: In surveys, potential demand for services is typically overestimated, since respondents have no incentive to say no and a 'yes' vote will possibly increase their options. A reasonable estimate of demand is often merely to assume that the top category of demand (all or almost all) is the actual expected demand.

# AOG MEMBERS SURVEY CORONA RESEARCH, INC.

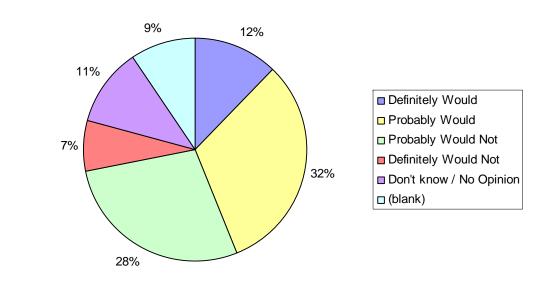
### OVER ONE-THIRD OF ASSOCIATE MEMBERS WERE UNLIKELY TO FACILITATE SPEAKERS FOR LOCAL CHAPTER PROGRAMS

In total, 35 percent of Associate Members said they would probably not or definitely not participate in facilitating speakers for local chapter programs. Also, 20 percent either did not answer the question (left it blank) or answered that they did not know if they would facilitate speakers for local chapters.

Also, 32 percent said they probably would participate in the facilitation of speakers for local chapter programs, and only 12 percent indicated they would definitely participate in this AOG activity if they were offered locally.

### Exhibit 18-4 AOG Services All Associate Members

(How likely would you be to participate in the following types of AOG activities if they were offered in your area?) [Facilitating speakers for local chapter program]



Note: In surveys, potential demand for services is typically overestimated, since respondents have no incentive to say no and a 'yes' vote will possibly increase their options. A reasonable estimate of demand is often merely to assume that the top category of demand (all or almost all) is the actual expected demand.

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#### SUPPORT FOR A LOCAL FOUNDERS DAY DINNER WAS MINIMAL AMONG ASSOCIATE MEMBERS

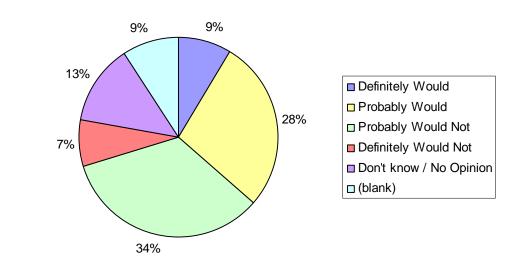
Only 9 percent of Associate Members said they definitely would participate in a local Founders Day Dinner, while over one-third said they probably would not participate.

Another 22 percent either did not answer the question or indicated that they did not know if they would participate in this local AOG activity.

It should also be noted that 28 percent said they probably would participate in a local Founders Day Dinner.

### Exhibit 18-5 AOG Services All Associate Members

(How likely would you be to participate in the following types of AOG activities if they were offered in your area?) [Founders Day Dinner]



Note: In surveys, potential demand for services is typically overestimated, since respondents have no incentive to say no and a 'yes' vote will possibly increase their options. A reasonable estimate of demand is often merely to assume that the top category of demand (all or almost all) is the actual expected demand.

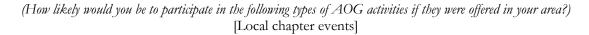
# AOG MEMBERS SURVEY CORONA RESEARCH, INC.

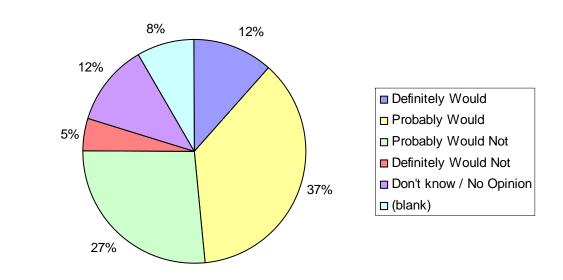
#### DEFINITIVE SUPPORT FOR LOCAL CHAPTER EVENTS WAS MINIMAL AMONG ASSOCIATE MEMBERS

Only 12 percent of Associate Members indicated they definitely would participate in local chapter events. Thirty-seven percent said they probably would participate in local chapter events.

However, 32 percent of Associate Members said they either probably would not or definitely would not attend local chapter events. Twenty percent either did not answer or indicated they did not know if they would support these AOG activities.

### Exhibit 18-6 AOG Services All Associate Members





Note: In surveys, potential demand for services is typically overestimated, since respondents have no incentive to say no and a 'yes' vote will possibly increase their options. A reasonable estimate of demand is often merely to assume that the top category of demand (all or almost all) is the actual expected demand.

#### LESS THAN 10 PERCENT OF ASSOCIATE MEMBERS DEFINITELY WOULD ATTEND LOCAL NETWORKING EVENTS

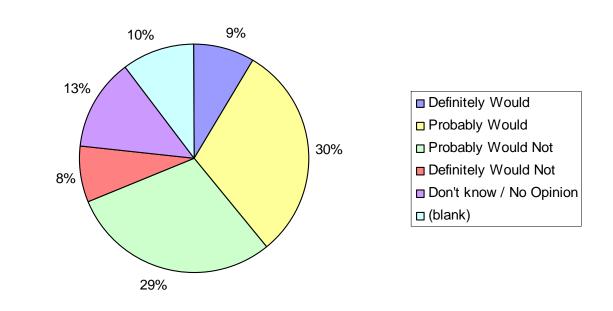
Overall, 9 percent of Associate Members said they definitely would attend networking events offered in their local area. Thirty percent indicated they probably would attend these local networking events.

Conversely, 29 percent of Associate Members said they probably would not participate in local networking events and 8 percent said they definitely would not attend such events.

Also, 23 percent of Associate Members either did not answer this question or indicated that they did not know if they would participate in local networking events.

### Exhibit 18-7 AOG Services All Associate Members

(How likely would you be to participate in the following types of AOG activities if they were offered in your area?) [Networking events]



Note: In surveys, potential demand for services is typically overestimated, since respondents have no incentive to say no and a 'yes' vote will possibly increase their options. A reasonable estimate of demand is often merely to assume that the top category of demand (all or almost all) is the actual expected demand.

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### SECTION 5 VISITING THE ACADEMY

Section 5 details the frequency with which Associate Members have visited the Academy. Exhibit numbers correlate to the survey question numbers for this section and begin with question 19 from the survey.

### A LARGE MAJORITY OF ASSOCIATE MEMBERS HAVE VISITED THE ACADEMY AT LEAST ONCE IN THE PAST 5 YEARS

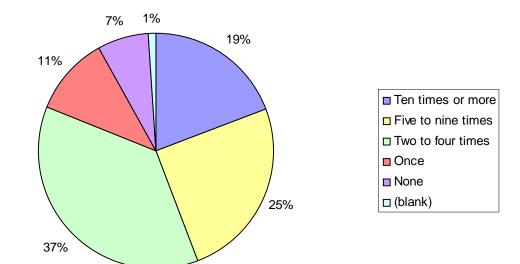
Overall, 92 percent of Associate Members have visited the Academy at least once during the past five years.

Nineteen percent of Associate Members have visited the Academy ten times or more in the past five years. Over one-third said they have visited the Academy two to four times in the past five years.

Only 7 percent of Associate Members said they have not visited the Academy in the past five years.

### Exhibit 19 Visiting the Academy All Associate Members

(How often have you visited the Academy during the past five years?)



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### SECTION 6 ACADEMY RELATED SERVICES

In section 6, specific Academy services that the AOG provides for Associate Members are examined. Associate Members were asked to assess the importance of individual Academy related services. Exhibit numbers correlate to the survey question numbers for this section and begin with question 20 from the survey.

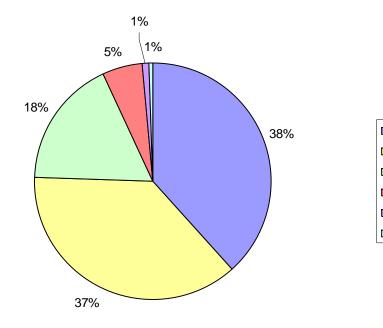
#### ACADEMY VISITOR CENTER DISCOUNTS WERE IMPORTANT TO ASSOCIATE MEMBERS

Overall, 38 percent of Associate Members said discounts at the Academy Visitor Center were of high importance and 37 percent felt it was of moderate importance.

Conversely, 18 percent said Academy Visitor Center discounts were low in importance and 5 percent said such discounts were of no importance.

# Exhibit 20-1 Academy Related Services All Associate Members

(How important is it that the AOG provide the following services?) [Discount for members at the Academy Visitor Center]





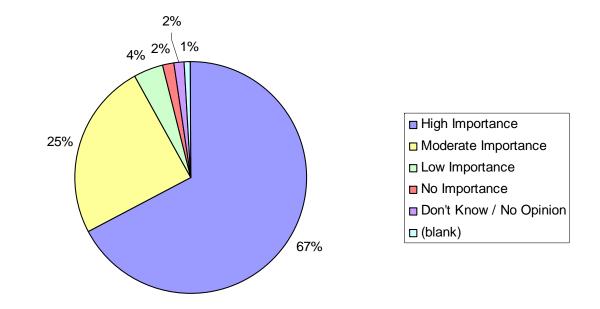
### FINANCIAL SUPPORT FOR CADET/ACADEMY PROGRAMS WAS HIGHLY IMPORTANT TO ASSOCIATE MEMBERS

Two-thirds of Associate Members said providing financial support to the Academy for cadet and Academy programs was of high importance. Another 25 percent felt this AOG service was moderately important.

Only 6 percent of Associate Members said the provision of financial support to cadet and Academy programs was of either low or no importance.

# Exhibit 20-2 Academy Related Services All Associate Members

(How important is it that the AOG provide the following services?) [Providing financial support to the Academy for cadet and Academy programs]



### OVER 30 PERCENT OF ASSOCIATE MEMBERS FELT ACADEMY ACCESS WAS OF HIGH IMPORTANCE

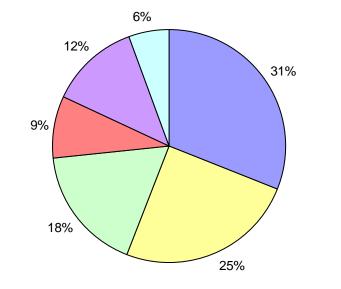
Overall, 31 percent of Associate Members said providing Academy access to graduates without military ID cards was of high importance and 25 percent said it was moderately important.

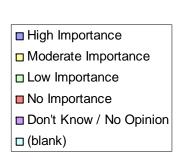
Over 25 percent of Associate Members said the provision of Academy access was of either low or no importance.

Also of note, 12 percent of Associate Members answered "Don't know" for how important provision of Academy access was to them.

# Exhibit 20-3 Academy Related Services All Associate Members

(How important is it that the AOG provide the following services?) [Providing Academy access to graduates without military ID cards]





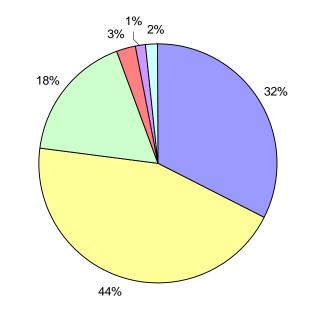
#### THE SALE OF USAFA/AOG MERCHANDISE WAS IMPORTANT TO ASSOCIATE MEMBERS

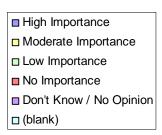
Overall, 32 percent of Associate Members said the sale of USAFA/AOG merchandise was of high importance and another 44 percent felt this was of moderate importance.

Eighteen percent said the sale of USAFA/AOG merchandise was low in importance. Only 3 percent felt this service was not important.

## Exhibit 20-4 Academy Related Services All Associate Members

(How important is it that the AOG provide the following services?) [Sale of USAFA/AOG merchandise and cadet-issue clothing]





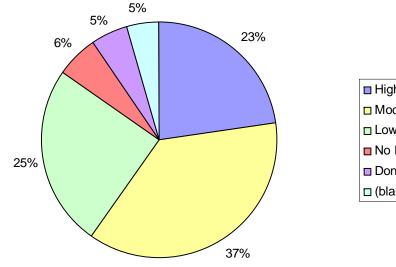
#### LESS THAN ONE QUARTER OF ASSOCIATE MEMBERS FELT THESE SCHOLARSHIPS WERE OF HIGH IMPORTANCE

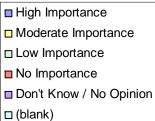
23 percent of Associate Members felt that the AOG providing scholarships to children of AOG members was of high importance, while 37 percent said it was a moderately important service.

One quarter of Associate Members felt this AOG service was of low importance, and an additional 6 percent said it was not important that the AOG provide this particular service.

## Exhibit 20-5 Academy Related Services All Associate Members

(How important is it that the AOG provide the following services?) [Scholarships to children of AOG members]





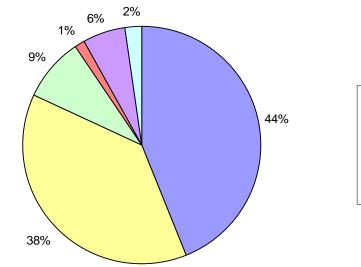
#### SPONSORSHIPS OF SPECIAL EVENTS AT THE USAFA WERE IMPORTANT TO ASSOCIATE MEMBERS

Close to half of Associate Members (44 percent) said that sponsorships of special events at the USAFA was an AOG service of high importance and 38 percent felt this was an AOG service of moderate importance.

Only 10 percent felt this AOG service was of either low or no importance.

## Exhibit 20-6 Academy Related Services All Associate Members

(How important is it that the AOG provide the following services?) [Sponsorships of special events at the USAFA such as the Graduate Leadership Conference, National Character and Leadership Symposium and the Academy Assembly]





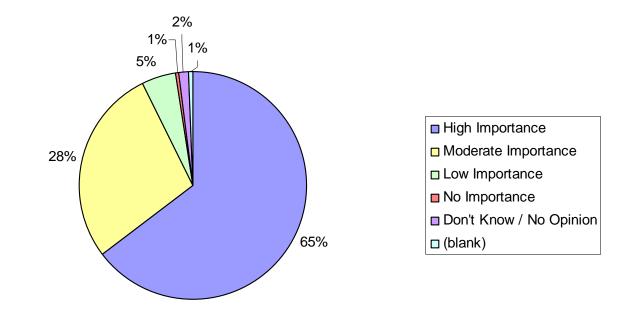
#### A MAJORITY OF ASSOCIATE MEMBERS FELT ADMISSIONS AND RECRUTING SUPPORT WERE OF HIGH IMPORTANCE

65 percent of Associate Members said support for Academy admissions and recruiting was of high importance. This was a very high level compared to other services. An additional 27 percent felt this AOG service was moderately important.

Only 6 percent indicated that this AOG service was of either low or no importance.

## Exhibit 20-7 Academy Related Services All Associate Members

(How important is it that the AOG provide the following services?) [Support for Academy admissions and recruiting (e.g., appointee orientation, recruiting materials)]



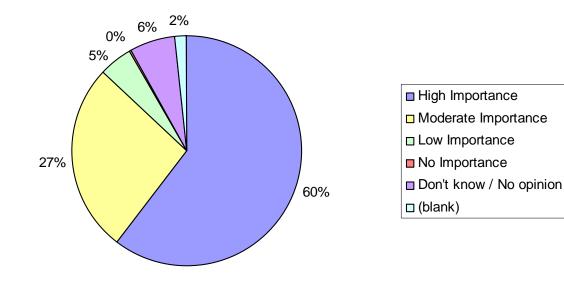
#### A MAJORITY OF ASSOCIATE MEMBERS FELT THE GRADUATE WAR MEMORIAL WAS OF HIGH IMPORTANCE

Sixty percent of Associate Members felt the maintenance of the Graduate War Memorial was of high importance, and 27 percent felt this Academy heritage activity was of moderate importance. This was the second-highest rated service.

Just 5 percent of Associate Members said the maintenance of the Graduate War Memorial was of low importance.

## Exhibit 21-1 Academy Related Services All Associate Members

(How important are the following Academy heritage activities?) [Maintenance of the Graduate War Memorial]



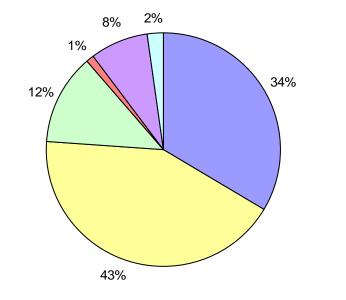
#### ONE-THIRD OF ASSOCIATE MEMBERS FELT BUILDING A HERITAGE TRAIL WAS OF HIGH IMPORTANCE

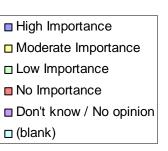
Thirty-four percent of Associate Members said building a Heritage Trail to capture graduate accomplishments was high in importance and 43 percent felt a Heritage Trail was of moderate importance.

Also, only 13 percent of Associate Members said building a Heritage Trail was of either low or no importance. An additional 8 percent had no opinion towards the building of a Heritage Trail.

## Exhibit 21-2 Academy Related Services All Associate Members

*(How important are the following Academy heritage activities?)* [Building a Heritage Trail to capture graduate accomplishments]





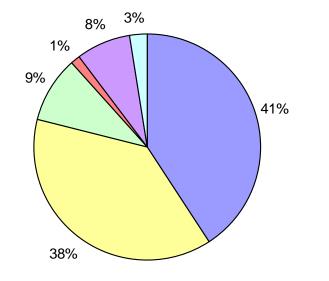
#### OVER 40 PERCENT OF ASSOCIATE MEMBERS FELT BUILDING A MALL OF HEROES WAS OF HIGH IMPORTANCE

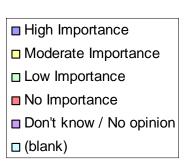
In sum, 41 percent of Associate Members said building a Mall of Heroes in the cadet area was high in importance and 38 percent felt it was of moderate importance.

Only 10 percent of Associate Members felt building a Mall of Heroes was of either low or no importance.

## Exhibit 21-3 Academy Related Services All Associate Members

(How important are the following Academy heritage activities?) [Building a Mall of Heroes in the cadet area]





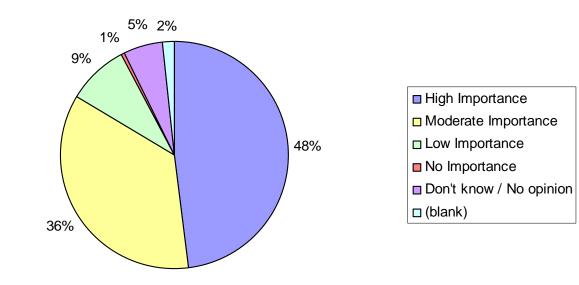
#### ALMOST HALF OF ASSOCIATE MEMBERS BUILDING A MEMORIAL PAVILION WAS OF HIGH IMPORTANCE

Overall, 48 percent of Associate Members said the building of a Memorial Pavilion at the cemetery was of high importance and an additional 36 percent said this was of moderate importance.

Also, only 10 percent indicated this Academy heritage activity was of low or no importance.

## Exhibit 21-4 Academy Related Services All Associate Members

*(How important are the following Academy heritage activities?)* [Building a Memorial Pavilion at the cemetery to enable services to be conducted indoors, and to provide a burial location locator]



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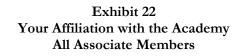
### SECTION 7 YOUR AFFILIATION WITH THE ACADEMY

Section 7 analyzes how strongly Associate Members identify with the Academy. Exhibit numbers correlate to the survey question numbers for this section and begin with question 22 from the survey.

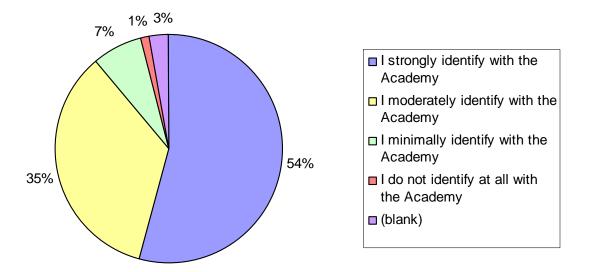
#### OVER HALF OF ALL ASSOCIATE MEMBERS STRONGLY IDENTIFIED WITH THE ACADEMY

54 percent of Associate Members said they strongly identified with the Academy and 35 percent moderately identified with the Academy.

Seven percent said they minimally identify with the Academy and only 1 percent said they do not identify at all with the Academy.



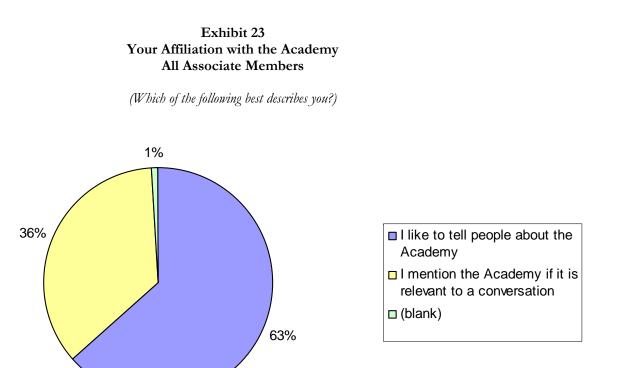
(How strongly do you identify with the Academy?)



#### A MAJORITY OF ASSOCIATE MEMBERS LIKE TO TELL PEOPLE ABOUT THE ACADEMY

63 percent of Associate Members said they like to tell people about the Academy and 36 percent said they mention the Academy if it is relative to a conversation. This is a higher level than that recorded for Graduate Members.

Only 1 percent of Associate Members left this question blank.



Section 8 details the demographics of the Graduate Member survey sample. The demographic variables examined in this section include the Class year Associate Member is affiliated with (if any), current philanthropic priorities, and location. Exhibit numbers correlate to the survey question numbers for this section and begin with question 24 from the survey.

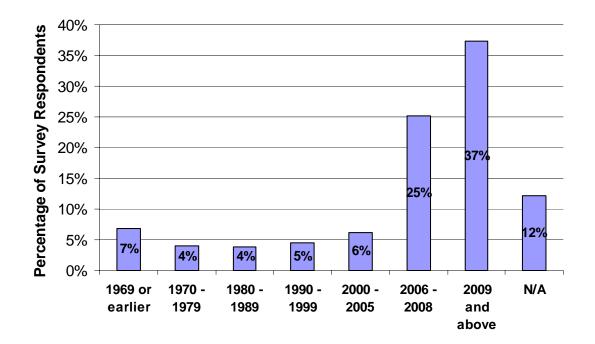
#### A MAJORITY OF ASSOCIATE MEMBERS CURRENTLY HAVE FAMILY MEMBERS WHO ATTEND THE ACADEMY

Overall, 37 percent of Associate Members have a member or friend attend the Academy who will graduate from the Academy in 2009 or above. Another 25 percent have family members/friends who will graduate in 2006-2008.

The remaining 26 percent of Associate Members who have family members or friends who have attended the Academy were dispersed evenly throughout the different decade eras, including 7 percent whose connection to the Academy graduated before 1970.

## Exhibit 24 Demographics All Associate Members

(If you had a family member or friend attend the Academy, what year did/will the cadet graduate from the academy?)



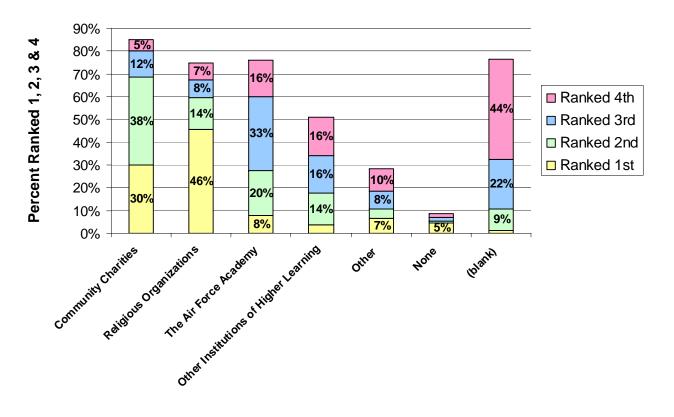
#### ALMOST HALF OF ASSOCIATE MEMBERS RANKED RELIGIOUS ORGANIZATIONS AS THEIR TOP PHILANTHROPIC PRIORITY

46 percent of Associate Members indicated that their top philanthropic priority was Religious Organizations. An additional 30 percent of Associate Members said that community charities were their number one philanthropic priority.

One-third of all Associate Members ranked the Air Force Academy as their third most important philanthropic priority, while only 8 percent ranked the AFA as their number one philanthropic priority. Interestingly, the Air Force Academy was a higher priority than other institutions of higher learning, despite the fact that Associate Members are not graduates of the Academy.

## Exhibit 25 Demographics All Associate Members

(What are your philanthropic priorities? Please rank order the following with 1 being your highest priority, 2 being your second highest priority, etc.)



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#### ASSOCIATE MEMBERS WERE SURVEYED IN MOST OF THE FIFTY STATES

Associate Members were surveyed in 44 of the 50 states. The greatest number of surveys were received from (in descending order): California (47), Colorado (38), Texas (36), and Florida (22).

See appendix D for the raw zip code data.

### Exhibit 26 Demographics All Associate Members

(What five-digit Zip Code do you live in?)





#### SECTION 9 OPEN OPINION

Section 10 gave Associate Members the opportunity to express any additional opinions or thoughts they had pertaining to the AOG. Exhibit numbers correlate to the survey question numbers for this section and begin with question 27 from the survey.

#### OPEN ENDED RESPONSES WERE DIVERSE AMONG ASSOCIATE MEMBERS

As the last question on the survey, Associate Members were offered the opportunity to make any comments they wished. Categorized results are shown at right, and add up to less than 100 percent since only a portion of respondents offered comments.

Among major themes, 3.8 percent indicated that they did not feel properly informed about the AOG or their role in the AOG. Additionally, 3.3 percent of Associate Members indicated that they were cadet parents who were pleased with the AOG.

Also, 2.5 percent would like more information from the AOG, and 2.2 percent said they had financial concerns with the AOG. Also of note, 1.5 percent also mentioned that they would like non-graduates to be recognized by the AOG.

## Exhibit 27 Open Opinion All Associate Members

(Are there any comments that you would like to offer that have not been addressed elsewhere in this survey?)

#### **Open Ended Response Groups**

Other (unable to categorize)	7.3%
Not informed about AOG / Unsure of their role in the AOG	3.8%
Overall, Cadet parents are pleased with the AOG	3.3%
No comment	3.2%
Would like more information (global communication, coverage on Cadets, pictures)	2.5%
Financial concerns (Do not want to pay, too many fundraisers)	2.2%
Pleased with the Air Force Academy	2.0%
Want to see global improvements / unhappy with AOG	1.8%
Would like non-graduates / members to be recognized	1.5%
The AOG should focus more on honor code, traditions	1.5%
Very pleased with the AOG webiste and photographer	1.0%
Easier Academy Access Desired (Online and Base access)	1.0%

### N = 125

Note: "No comment" meant that the respondent literally wrote "No comment" or a similar statement.

### APPENDIX A (GRADUATE MEMBER SURVEY) QUESTION 18 - SURVEY RESPONSES

Appendix A contains the full list of open-ended survey responses for question 14. The content of this appendix is provided in a separate document.

### APPENDIX B (GRADUATE MEMBER SURVEY) QUESTION 34 - SURVEY RESPONSES

Appendix B contains the full list of open-ended survey responses for question 34. The content of this appendix is provided in a separate document.

### APPENDIX C (GRADUATE MEMBER SURVEY) QUESTION 35 - SURVEY RESPONSES

Appendix C contains the full list of open-ended survey responses for question 35. The content of this appendix is provided in a separate document.

### APPENDIX D (ASSOCIATE MEMBER SURVEY) QUESTION 27 - SURVEY RESPONSES

Appendix D contains the full list of open-ended survey responses for question 27. The content of this appendix is provided in a separate document.

## APPENDIX E GRADUATE MEMBER SURVEY QUESTION 32 – ZIP CODES

Appendix E contains the full list of Graduate Member respondents' Zip Codes. The content of this appendix is provided in a separate document.

### APPENDIX F ASSOCIATE MEMBER SURVEY QUESTION 26 – ZIP CODES

Appendix F contains the full list of Associate Member respondents' Zip Codes. The content of this appendix is provided in a separate document.

## APPENDIX G GRADUATE MEMBER SURVEY INSTRUMENT

This section of the report includes a copy of the Graduate Member Survey Instrument.



Dear Member of the Association of Graduates,

The Association of Graduates would like to obtain input from its members about a number of strategic issues to help set direction for the Association in the coming years. With assistance from Corona Research, an independent market and demographic research firm, we are providing this survey to ensure that your opinions are considered as the AOG determines how to best serve its members and prioritize scarce AOG resources. Your participation in this survey will help to ensure that the AOG provides services that are valued by our members. And of course, individual replies will be anonymous to the AOG.

## SECTION 1 – THE AOG VISION AND MISSION

As background information before answering Question 1, please read the vision and mission statement of the AOG.

**VISION**: The Association of Graduates (AOG) aspires to be the primary organization of the United States Air Force Academy (USAFA) graduates and friends dedicated to supporting the Academy mission of building leaders of character for the Air Force and the nation, and aspires to provide service and support for graduates and cadets.

**MISSION**: The Mission of the Association of Graduates of the United States Air Force Academy is to pursue our vision and to serve and support the United States of America, The United States Air Force, The United States Air Force Academy, and the graduate community by:

- Working in partnership with the Academy to produce and foster graduates with an enduring commitment to integrity, excellence, and service to country.
- Providing leadership, communication, and support to all the Academy's graduates, and promoting camaraderie among them.
- Promoting the Academy's heritage, our common traditions, and the accomplishments of our graduates.

- 1. What do you believe is the most important mission element of the AOG? Please rank the following from 1 to 3, with "1" as the most important. If you rank all three elements equally, simply write a "1" on the fourth category.
  - \_\_\_\_\_ Working in partnership with the Academy to produce and foster graduates with an enduring commitment to integrity, excellence, and service to country.
  - Providing leadership, communication, and support to all the Academy's graduates, and promoting camaraderie among them.
  - \_\_\_\_ Promoting the Academy's heritage, our common traditions, and the accomplishments of our graduates.
  - or

\_\_\_\_ I rank all of the above equally

- 2. To carry out these mission elements, the AOG performs several functions. What is the priority order that you believe the AOG currently applies to these functions? Please mark the top priority with a "1," second priority with a "2," and so on. If you don't know what the AOG does, or you think all are equal priorities, simply write a "1" in one of the bottom two categories and leave the others blank.
  - \_\_\_\_\_ Maintains and promotes the heritage of the Academy and its graduates.
  - \_\_\_\_ Raises private funds to support Academy and AOG programs.
  - \_\_\_\_\_ Provides communication between alumni and the Academy.
  - \_\_\_\_ Provides services and benefits for the alumni.
  - \_\_\_\_\_ Supports the Admissions process with information for candidates and parents, and the in-processing of new cadets.
  - \_\_\_\_ Other \_\_\_\_ or
  - \_\_\_\_ I really don't have a clear idea of what the AOG does.
  - \_\_\_\_ I rank all of the above equally.
- 3. What is the priority order that you believe the AOG should apply to these functions? Please mark the top priority with a "1", second priority with a "2", and so on.
  - \_\_\_\_\_Maintain and promote the heritage of the Academy and its graduates.
  - \_\_\_\_ Raise private funds to support Academy and AOG programs.
  - \_\_\_\_ Provide communication between alumni and the Academy.
  - \_\_\_\_ Provide services and benefits for the Alumni.
  - \_\_\_\_\_ Supports the Admissions process with information for candidates and parents, and the in-processing of new cadets.
  - \_\_\_\_ Other functions the AOG SHOULD perform.\_\_\_\_\_
  - or
  - \_\_\_\_ No opinion [Enter a "1" here and leave the other categories blank.]

4. To the extent legal, should the AOG engage in what would be a new function – lobbying and other representational activities on behalf of Academy-related issues of importance to AOG members?

\_\_\_\_Yes \_\_\_\_No \_\_\_\_No opinion

#### SECTION 2 – MEMBERSHIP

5. How would you rate your awareness of the AOG's current services, programs and products? Select one.

Very high	High	Moderate	Low	Very low
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6. How important is it that the AOG offer the following benefits to members? Select one response per row.

	High Importance	Moderate Importance	Low Importance	No Importance	Don't Know/ No Opinion
a. Bringing activities and speakers to local areas where members reside					
b. Giving members ways to support the Academy					
c. Helping members "give back" to the Academy					
d. Helping members maintain a connection with the Academy					
e. Helping members stay in touch with current events at the Academy					
f. Helping members stay in touch with fellow alumni					
g. Providing a communication conduit to senior Academy leadership					
h. Providing career services					
i. Providing discounts, benefits and services of use to members					
j. Providing networking opportunities					

### SECTION 3 – AOG COMMUNICATIONS

7. How knowledgeable are you about each of the following? Select one response per row.

	High Knowledge	Moderate Knowledge	Low Knowledge	No Knowledge	Don't Know / No Opinion
a. Academy News and Events					
b. AOG News and Events					
c. Cadet Activities and Accomplishments					
d. Graduate Accomplishments					
e. Heritage					

8. To what extent is the AOG a source of information for you about each of the following? Select one response per row.

	Major Source	Moderate Source	Minor Source	Not a Source of Info	Don't Know / No Opinion
a. Academy News and Events					
b. AOG News and Events					
c. Cadet Activities and Accomplishments					
d. Graduate Accomplishments					
e. Heritage					

- Very Don't Somewhat Slightly Not Not Aware Useful Useful Useful Useful of Service Know/ No Opinion a. Checkpoints Magazine b. ZoomiEnews c. AOG website d. Emails from the AOG about specific, issues, services, or events. e. Presentations by AOG and Academy staff in your local area. f. Mailings about specific issues, fundraising, services, or events.
- 9. How useful to you are the following current AOG communication modes? Select one response per row.

10. How important are the following communications services to you? Select one response per row.

	High Importance	Moderate Importance	Low Importance	No Importance	Don't Know / No Opinion
a. Being kept aware of alumni activities and issues .					
b. Being kept aware of AOG activities and issues.					
c. Being kept aware of cadet and Academy activities and issues.					
d. Ensuring opinions about Academy issues are represented to Academy leadership.					
e. Ensuring opinions about Academy issues are represented to USAF, DoD, and/or political leaders.					
f. Ensuring opinions about AOG issues are represented to the AOG Board of Directors and staff					

11. Where do you get your information about the Academy? Select one response per row.

|--|

	Source	Source	Source	Source	No Opinion
a. Checkpoints					
b. ZoomiEnews					
c. AOG website					
d. Email from AOG					
e. Direct mail from AOG					
f. Presentations by AOG/Academy staff					
g. Word of Mouth (e.g., classmates and friends)					
h. News (Television, Newspaper, etc.)					
i. Web Sites other than the AOG Web Site					

### SECTION 4 – AOG SERVICES

12. How important to you are the following AOG-provided services? Select one response per row.

	High Importance	Moderate Importance	Low Importance	No Importance	Not Aware of Service	Don't Know/ No Opinion
a. Class Notes						
b. Notification and publication of graduate deaths (Gone But Not Forgotten)						
c. On-Line Directory of Graduates						
d. Organization and support of reunions						
e. Register of Graduates (Printed version)						
f. Support of alumni chapters and affinity groups						

# 13. How often do you use the following AOG-provided services? Select one response per row.

Frequently	Occasionally	Seldom	Never	Not Aware of Service
				1

a. Class News in Checkpoints			
b. Notification and publication of graduate deaths (Gone But Not Forgotten)			
c. On-Line Directory of Graduates			
d. Organization and support of reunions			
e. Register of Graduates (Printed version)			
f. Support of alumni chapters and affinity groups			

14. A register of graduates can be provided in two ways, as follows:

Option A. An online Graduate Register would be fully searchable, more current, easy to update, and could hold more information on each graduate (when compared to the printed Graduate Register). However, it is available only through the Internet.

Option B. A printed Graduate Register would be permanent and would not require a computer and Internet for access. However, it would be less up to date, and would not hold as much information as an online Graduate Register

Which would you find more valuable and useful?

- \_\_\_\_ Current Printed Register of Graduates
- \_\_\_\_\_ Fully functional On-Line Register of Graduates
- \_\_\_\_ Neither, I do not find it useful
- 15. During the past two years, how many events for Academy graduates have been held in your local area? Please consider all events, such as networking events, presentations, tailgates, and other programs, activities, or services. Select one.

More than 20	2 to 4	Zero
10 to 20	One	Don't Know
5 to 9		

- 16. When events for Academy graduates are held in your local area, in what proportion do you participate? Select one.
  - \_\_\_\_ All or almost all
  - \_\_\_\_ More than half
  - \_\_\_\_ About half
  - \_\_\_\_ Less than half
  - \_\_\_\_ None or almost none
  - \_\_\_\_\_ There have been no events in my local area.

	Definitely Would	Probably Would	Probably Would Not	Definitely Would Not	Don't Know/ No Opinion
a. Academy Sporting events/ tailgates					
b. Academy staff presentations and discussions.					
c. AOG staff presentations and discussions					
d. Facilitating speakers for local chapter program					
e. Founders Day Dinner					
f. Local chapter events					
g. Networking events					

17. How likely would you be to participate in the following types of AOG activities if they were offered in your area? Select one response per row.

## SECTION 5 - AOG CAREER SERVICES

\_\_\_\_\_

18. What career transition services would you like for the AOG to provide?

	High Importance	Moderate Importance	Low Importance	No Importance	Don't Know/ No Opinion
a. Career Networking Capability					
b. Mentoring Programs					
c. Resume/ Job Posting (JSAJE Plus)					
d. Service Academy Business Resource Directory (SABRD/iSABRD)					
e. Service Academy Career Conferences (SACC)					

19. How important is it that the AOG provide the following career transition services? Select one response per row.

### SECTION 6 - VISITING THE ACADEMY

- 20. How many reunions have you attended?
- 21. What was the most recent year in which you attended a reunion?
- 22. Not counting reunions, how often have you visited the Academy during the past five years?
  - \_\_\_\_ Ten times or more
  - \_\_\_\_ Five to nine times
  - \_\_\_\_ Two to four times \_\_\_\_ Once
  - None, but I have visited the Academy more than five years ago
  - \_\_\_\_ None, and I have not visited the Academy since I graduated

# SECTION 7 - ACADEMY RELATED SERVICES

23. How important is it that the AOG provide the following services? Select one response per row.

	High Importance	Moderate Importance	Low Importance	No Importance	Don't Know/ No Opinion
a. Discount for members at the Academy Visitor Center					
b. Providing financial support to the Academy for cadet and Academy programs					
c. Providing Academy access to graduates without military ID cards					
d. Sale of USAFA/AOG merchandise and cadet-issue clothing					
e. Scholarships to children of AOG members					
f. Sponsorships of special events at the USAFA such as the Graduate Leadership Conference, National Character and Leadership Symposium and the Academy Assembly					
g. Support for Academy admissions and recruiting (e.g., appointee orientation, recruiting materials)					

24. How important are the following Academy heritage activities? Select one response per row.

	High Importance	Moderate Importance	Low Importance	No Importance	Don't Know / No Opinion
a. Maintenance of the Graduate War Memorial					
b. Building a Heritage Trail to capture graduate accomplishments					
c. Building a Mall of Heroes in the cadet area					
d. Building a Memorial Pavilion at the cemetery to enable services to be conducted indoors, and to provide a burial location locator.					

#### SECTION 8 - YOUR ACADEMY EXPERIENCE

- 25. How much do you value your Academy experience? Select one.
  - \_\_\_\_ Great value
  - \_\_\_\_ Moderate value
  - \_\_\_\_ Minimal value
  - \_\_\_\_ No value
  - \_\_\_\_ Negative Value
- 26. How strongly do you identify with the Academy? Select one.
  - \_\_\_\_ I strongly identify with the Academy.
  - \_\_\_\_ I moderately identify with the Academy.
  - \_\_\_\_ I minimally identify with the Academy.
  - \_\_\_\_ I do not identify at all with the Academy.
- 27. Which of the following best describes you? Select one.
  - \_\_\_\_ I like to tell people about the Academy.
  - \_\_\_\_ I mention the Academy if it's relevant to a conversation.
  - \_\_\_\_ I seldom mention the Academy to people even if it's relevant.
  - \_\_\_\_ I never mention the Academy to people.
- 28. What component of your Academy experience do you most identify yourself with today? Rank the following in order with "1" for the component that you most identify with, "2" for second-most, and so on. If you don't identify yourself at all with any group, you may leave it blank.
  - \_\_\_\_ Academic major
  - \_\_\_\_ Cadet club
  - \_\_\_\_ Class
  - \_\_\_\_ Intercollegiate team
  - \_\_\_\_ Squadron
  - \_\_\_\_ The Academy as a whole
  - \_\_\_\_ Other \_\_\_\_\_

Rank these from most (1) to least (6 or 7)

### **SECTION 9 – DEMOGRAPHICS**

- 29. What is your graduation class year? Class of \_\_\_\_\_
- 30. How many years have you served in the following capacities, excluding cadet time at the Academy? Enter a number in each row.
  - \_\_\_\_\_ years Active Duty, any service
  - \_\_\_\_\_ years Reserves, any service
  - \_\_\_\_\_ years National Guard, any service
- 31. What is your current military status? Select one.
  - \_\_\_\_\_ Active Duty, any service
  - \_\_\_\_\_ Retired, any service
  - \_\_\_\_\_ Civilian, no current military affiliation
  - \_\_\_\_\_ Civilian with Reserve, Guard affiliation, any service
- 32. What five-digit Zip Code do you live in? If you live outside the United States, please enter the name of the country.\_\_\_\_\_

#### **SECTION 10 – OPEN OPINION**

33. Would you recommend to a cadet or graduate that he or she join the AOG?

- 34. Why would you or would you not recommend joining the AOG to a cadet or graduate?
- 35. Are there any comments that you would like to offer that have not been addressed elsewhere in this survey?

# APPENDIX H ASSOCIATE MEMBER SURVEY INSTRUMENT

This section of the report includes a copy of the Associate Member Survey Instrument.



Dear Associate Member of the Association of Graduates,

The Association of Graduates would like to obtain input from its members and associate members about a number of strategic issues to help set direction for the Association in the coming years. With assistance from Corona Research, an independent market and demographic research firm, we are providing this survey to ensure that your opinions are considered as the AOG determines how to best serve its members and prioritize scarce AOG resources. Your participation in this survey will help to ensure that the AOG provides services that are valued by our members and our associate members. And of course, individual replies will be anonymous to the AOG.

# SECTION 1 – THE AOG VISION AND MISSION

As background information before answering Question 1, please read the vision and mission statement of the AOG.

**VISION**: The Association of Graduates (AOG) aspires to be the primary organization of the United States Air Force Academy (USAFA) graduates and friends dedicated to supporting the Academy mission of building leaders of character for the Air Force and the nation, and aspires to provide service and support for graduates and cadets.

**MISSION**: The Mission of the Association of Graduates of the United States Air Force Academy is to pursue our vision and to serve and support the United States of America, The United States Air Force, The United States Air Force Academy, and the graduate community by:

- Working in partnership with the Academy to produce and foster graduates with an enduring commitment to integrity, excellence, and service to country.
- Providing leadership, communication, and support to all the Academy's graduates, and promoting camaraderie among them.
- Promoting the Academy's heritage, our common traditions, and the accomplishments of our graduates.

- 1. What do you believe is the most important mission element of the AOG? Please rank the following from 1 to 3, with "1" as the most important. If you rank all three elements equally, simply write a "1" on the fourth category.
  - \_\_\_\_\_ Working in partnership with the Academy to produce and foster graduates with an enduring commitment to integrity, excellence, and service to country.
  - Providing leadership, communication, and support to all the Academy's graduates, and promoting camaraderie among them.
  - \_\_\_\_ Promoting the Academy's heritage, our common traditions, and the accomplishments of our graduates.
  - or

\_\_\_\_ I rank all of the above equally

- 2. To carry out these mission elements, the AOG performs several functions. What is the priority order that you believe the AOG currently applies to these functions? Please mark the top priority with a "1," second priority with a "2," and so on. If you don't know what the AOG does, or you think all are equal priorities, simply write a "1" in one of the bottom two categories and leave the others blank.
  - \_\_\_\_\_ Maintains and promotes the heritage of the Academy and its graduates.
  - \_\_\_\_ Raises private funds to support Academy and AOG programs.
  - \_\_\_\_\_ Provides communication between alumni and the Academy.
  - \_\_\_\_ Provides services and benefits for the alumni.
  - \_\_\_\_\_ Supports the Admissions process with information for candidates and parents, and the in-processing of new cadets.
  - \_\_\_\_ Other \_\_\_\_\_
  - \_\_\_\_ I really don't have a clear idea of what the AOG does.
  - \_\_\_\_ I rank all of the above equally.
- 3. What is the priority order that you believe the AOG should apply to these functions? Please mark the top priority with a "1", second priority with a "2", and so on.
  - \_\_\_\_\_ Maintain and promote the heritage of the Academy and its graduates.
  - \_\_\_\_ Raises private funds to support Academy and AOG programs.
  - \_\_\_\_ Provide communication between alumni and the Academy.
  - \_\_\_\_ Provide services and benefits for the Alumni.
  - \_\_\_\_\_ Supports the Admissions process with information for candidates and parents, and the in-processing of new cadets.
  - \_\_\_\_ Other functions the AOG SHOULD perform.\_\_\_\_\_
  - or
  - \_\_\_\_ No opinion [Enter a "1" here and leave the other categories blank.]

4. To the extent legal, should the AOG engage in what would be a new function – lobbying and other representational activities on behalf of Academy-related issues of importance to AOG members?

\_\_\_\_Yes \_\_\_\_No \_\_\_\_No opinion

#### SECTION 2 -MEMBERSHIP

- 5. What was your primary initial reason for joining the AOG? Select one.
  - \_\_\_\_ I am an Academy non-graduate alum
  - \_\_\_\_ I am an Air Force veteran who supports the Academy
  - \_\_\_\_ I live/lived close to the Academy, and want to support the local institution
  - \_\_\_\_ I want to support the USAF and the Academy
  - \_\_\_\_ I have a child/relative who attended/attends the Academy
- 6. How would you rate your awareness of the AOG's current services, programs and products? Select one.

Very high	High	Moderate	Low	Very low

	High Importance	Moderate Importance	Low Importance	No Importance	Don't Know/ No Opinion
a. Bringing activities and speakers to local areas where members reside					
b. Giving members ways to support the Academy					
c. Helping members "give back" to the Academy					
d. Helping members maintain a connection with the Academy					
e. Helping members stay in touch with current events at the Academy					
f. Helping members stay in touch with fellow alumni					
g. Providing a communication conduit to senior Academy leadership					
h. Providing career services					
i. Providing discounts, benefits and services of use to members					
j. Providing communications about cadet activities					

7. How important is it that the AOG offer the following benefits to members? Select one response per row.

### SECTION 3 – AOG COMMUNICATIONS

8. How knowledgeable are you about each of the following? Select one response per row.

	High Knowledge	Moderate Knowledge	Low Knowledge	No Knowledge	Don't Know / No Opinion
a. Academy News and Events					
b. AOG News and Events					
c. Cadet Activities & Accomplishments					
d. Graduate Accomplishments					
e. Heritage					

9. To what extent is the AOG a source of information for you about each of the following? Select one response per row.

	Major Source	Moderate Source	Minor Source	Not a Source of Info	Don't Know / No Opinion
a. Academy News and Events					
b. AOG News and Events					
c. Cadet Activities & Accomplishments					
d. Graduate Accomplishments					
e. Heritage					

	Very Useful	Somewhat Useful	Slightly Useful	Not Useful	Not Aware of Service	Don't Know/ No Opinion
a. Checkpoints Magazine						
b. ZoomiEnews						
c. AOG website						
d. Emails from the AOG about specific, issues, services, or events.						
e. Presentations by AOG and Academy staff in your local area.						
f. Mailings about specific issues, fundraising, services, or events.						

10. How useful to you are the following current AOG communication modes? Select one response per row.

11. How important are the following communications services to you? Select one response per row.

	High Importance	Moderate Importance	Low Importance	No Importance	Don't Know / No Opinion
a. Being kept aware of alumni activities and issues					
b. Being kept aware of AOG activities and issues.					
c. Being kept aware of cadet and Academy activities and issues.					
d. Ensuring opinions about Academy issues are represented to Academy leadership.					
e. Ensuring opinions about Academy issues are represented to USAF, DoD, and/or political leaders.					
f. Ensuring opinions about AOG issues are represented to the AOG Board of Directors and staff.					

	Major Source	Moderate Source	Minor Source	Not A Source	Don't Know/ No Opinion
a. Checkpoints					
b. ZoomiEnews					
c. AOG website					
d. Email from AOG					
e. Direct mail from AOG					
f. Presentations by AOG/Academy staff					
g. Word of Mouth (e.g., classmates and friends					
h. News (Television, Newspaper, etc.)					
i. Web Sites other than the AOG Web Site					

12. Where do you get your information about the Academy? Select one response per row.

# SECTION 4 - AOG SERVICES

13. How important to you are the following AOG-provided services? Select one response per row.

	High Importance	Moderate Importance	Low Importance	No Importance	Not Aware of Service	Don't Know/ No Opinion
a. Class Notes						
b. Notification and publication of graduate deaths (Gone But Not Forgotten)						
c. On-Line Directory of Graduates						
d. Organization and support of reunions						
e. Register of Graduates (Printed version)						
f. Support of alumni chapters and affinity groups						
g. Appointee support (i.e. Appointee CD, Bed & Breakfast, BCT Photo gallery, BCT Web Guy)						

	Frequently	Occasionally	Seldom	Never	Not Aware of Service
a. Class News in Checkpoints					
b. Notification and publication of graduate deaths (Gone But Not Forgotten)					
c. On-Line Directory of Graduates					
d. Organization and support of reunions					
e. Register of Graduates (Printed version)					
f. Support of alumni chapters and affinity groups					
g. Appointee support (i.e. Appointee CD, Bed & Breakfast, BCT Photo gallery, BCT Web Guy)					

14. How often do you use the following AOG-provided services? Select one response per row.

15. A register of graduates can be provided in two ways, as follows:

Option A. An online Graduate Register would be fully searchable, more current, easy to update, and could hold more information on each graduate (when compared to the printed Graduate Register). However, it is available only through the Internet.

Option B. A printed Graduate Register would be permanent and would not require a computer and Internet for access. However, it would be less up to date, and would not hold as much information as an online Graduate Register

Which would you find more valuable and useful?

- \_\_\_\_ Current Printed Register of Graduates
- \_\_\_\_ Fully functional On-Line Register of Graduates
- \_\_\_\_\_ Neither, I do not find it useful
- 16. During the past two years, how many events for AOG members have been held in your local area? Please consider all events, such as networking events, presentations, tailgates, and other programs, activities, or services. Select one.

More than 20	One
10 to 20	Zero
5 to 9	Don't Know
2 to 4	

- 17. When events for AOG Members are held in your local area, in what proportion do you participate? Select one.
  - \_\_\_\_ All or almost all
  - \_\_\_\_ More than half
  - \_\_\_\_ About half
  - \_\_\_\_ Less than half
  - \_\_\_\_ None or almost none
  - \_\_\_\_\_ There have been no events in my local area.
- 18. How likely would you be to participate in the following types of AOG activities if they were offered in your area? Select one response per row.

	Definitely Would	Probably Would	Probably Would Not	Definitely Would Not	Don't Know/ No Opinion
a. Academy Sporting events/ tailgates					
b. Academy staff presentations and discussions.					
c. AOG staff presentations and discussions					
d. Facilitating speakers for local chapter program					
e. Founders Day Dinner					
f. Local chapter events					
g. Networking events					

### SECTION 5 - VISITING THE ACADEMY

19. How often have you visited the Academy during the past five years?

- \_\_\_\_ Ten times or more
- \_\_\_\_ Five to nine times
- \_\_\_\_ Two to four times
- \_\_\_ Once
- \_\_\_\_ None

# SECTION 6 - ACADEMY RELATED SERVICES

20. How important is it that the AOG provide the following services? Select one response per row.

	High Importance	Moderate Importance	Low Importance	No Importance	Don't Know/ No Opinion
a. Discount for members at the Academy Visitor Center					
b. Providing financial support to the Academy for cadet and Academy programs					
c. Providing Academy access to graduates without military ID cards					
d. Sale of USAFA/AOG merchandise and cadet- issue clothing					
e. Scholarships to children of AOG members					
f. Sponsorships of special events at the USAFA such as the Graduate Leadership Conference, National Character and Leadership Symposium and the Academy Assembly					
g. Support for Academy admissions and recruiting (e.g., appointee orientation, recruiting materials)					

21. How important are the following Academy heritage activities? Select one response per row.

	High Importance	Moderate Importance	Low Importance	No Importance	Don't Know / No Opinion
a. Maintenance of the Graduate War Memorial					
b. Building a Heritage Trail to capture graduate accomplishments					
c. Building a Mall of Heroes in the cadet area					
d. Building a Memorial Pavilion at the cemetery to enable services to be conducted indoors, and to provide a burial location locator.					

# SECTION 7 - YOUR AFFILIATION WITH THE ACADEMY

- 22. How strongly do you identify with the Academy? Select one.
  - \_\_\_\_ I strongly identify with the Academy.
  - \_\_\_\_ I moderately identify with the Academy.
  - \_\_\_\_ I minimally identify with the Academy.
  - \_\_\_\_ I do not identify at all with the Academy.
- 23. Which of the following best describes you? Select one.
  - \_\_\_\_ I like to tell people about the Academy.
  - \_\_\_\_ I mention the Academy if it's relevant to a conversation.
  - \_\_\_\_ I seldom mention the Academy to people even if it's relevant.
  - \_\_\_\_ I never mention the Academy to people.

#### **SECTION 8 – DEMOGRAPHICS**

24. If you had a family member or friend attend the Academy, what year did/will the cadet graduate from the academy? (If you had more than one family member or friend attend the Academy, please just identify the graduate to whom you have the closest relationship.)

Class year \_\_\_\_

- 25. What are your philanthropic priorities? Please rank order the following with 1 being your highest priority, 2 being your second highest priority, etc. Leave blank any categories that are not a priority for you, and if you do not engage in philanthropic activities, merely enter a "1" in the "non" category.
  - \_\_\_\_ Community charities (Red Cross, CFC, etc...)
  - \_\_\_\_ Religious Organizations
  - \_\_\_\_ Other institutions of higher learning
  - \_\_\_\_ The Air Force Academy
  - \_\_\_ Other
  - \_\_\_\_ None
- 26. What five-digit Zip Code do you live in? If you live outside the United States, please enter the name of the country.\_\_\_\_\_

#### **SECTION 9 - OPEN OPINION**

27. Are there any comments that you would like to offer that have not been addressed elsewhere in this survey?