

# Yearbook/Student Media Survey

Thank you for agreeing to participate in this survey, which is completely voluntary and will take about 5 minutes to complete. *The Cumberland* yearbook and the Student Government Association want to hear your opinions about the yearbook and related student media options at Shippensburg University. Your responses will help us plan for the future. The survey is anonymous, and there are no risks involved.

**Information about you:**

Please answer the following questions about yourself.

1. What is your current academic standing?

- ☐ Freshman
- ☐ Sophomore
- ☐ Junior
- ☐ Senior
- ☐ Graduate student

2. What is your major(s)? \_\_\_\_\_

**Yearbook awareness and interest:**

Please answer the following questions about your knowledge of and interest in *The Cumberland* yearbook.

3. Were you aware of the fact that Shippensburg University has a yearbook?

- ☐ Yes
- ☐ No

4. Have you ever seen a copy of *The Cumberland* yearbook?

- ☐ Yes
- ☐ No

5. Were you aware of the fact that *The Cumberland* yearbook is open to all Shippensburg students who wish to get involved?

- ☐ Yes
- ☐ No

6. How interested are you in working for *The Cumberland* yearbook?

- ☐ Not interested at all
- ☐ Slightly interested
- ☐ Moderately interested
- ☐ Very interested
- ☐ Extremely interested

7. Please rate your level of agreement or disagreement with each of the following statements:

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree
I think it is important for Shippensburg University to have a yearbook to preserve the university's history.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think it is important for Shippensburg University to have a yearbook to serve as a memento of the years that a student spends at the university.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think it is important for Shippensburg University to have a yearbook to promote the university.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Yearbook content and format:**

Please provide your opinions about a yearbook's content and format.

8. Rank from 1 to 7 the following types of content according to how important you believe they are in a yearbook. (Select "1" for the content that you think is most important, "2" for second-most important, etc.)

- ☐ senior portrait photos
- ☐ photos and information about the commencement ceremony
- ☐ photos and information about sports teams
- ☐ photos and information about student organizations
- ☐ photos and information about faculty
- ☐ photos and information about campus events
- ☐ candid photos of students

9. How likely would you be to read a yearbook in each of the following formats?

	Very unlikely	Somewhat unlikely	Neutral	Somewhat likely	Very likely
A physical yearbook	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A digital yearbook (such as an e-book, PDF file, or online "flip book")	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A yearbook website	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

10. What form of student media, if any, would you like to see take the place of a yearbook?

- ☐ None. I do not want to see the yearbook replaced.
- ☐ A student-produced magazine
- ☐ A student-produced website
- ☐ Other (please specify) \_\_\_\_\_

**Additional comments:**

11. Are there any other comments or opinions about a student yearbook that you would like to add?

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**Thank you for participating in the survey! Your opinions will be helpful in deciding the fate of the yearbook and the future direction of student media at the university.**