Synopsis:

- Surveys were conducted May 14 to June 18 across all audiences.
- A link was available to the surveys from ou.edu, go2ou.edu, alumni.ou.edu, and various group emails.
- Five iPod Shuffles were given away as incentive.

Some overarching trends were found throughout a survey of OU alumni. First, events (athletics and alumni events) were the most popular topics alumni looked for on their last visit to the Web site. And, if added to ou.edu, they would be most excited about a campus event calendar, campus news, and virtual tours of campus.

A lot of open-ended responses included the desire to see more of campus, especially changes, since they no longer live in the area. And, many wanted to have access to a, “Where are they now” feature about fellow alumni, professors, etc.
What year did you graduate from OU?

3,339 total responses
Which OU page do you visit most often?

“Other” responses:
- libraries.ou.edu
- academic calendar
- Career Services
- The Hub/OU Daily
- OU E-mail
Do you have any OU pages bookmarked?

Popular bookmark responses:
- OU.edu
- Sooner Sports
- alumni.ou.edu
What kind of information were you looking for on your last visit to any OU related Web page?
Which areas do you spend the most time?
Select each ALUMNI-related OU Web resource you use.

“Other” responses:
- most were unaware any resources existed
- alumni newsletter
How do you find or keep in contact with other OU alumni?

“Other” responses:
- e-mail
- telephone
- regular mail
- Xanga
- Sorority/Fraternity newsletter
- city-specific alumni club
- don’t keep in contact
What types of photos appeal most to you?

- People
- Social Events
- Sports
- Classrooms
- Campus
- Architecture

2,887 total responses
If added to the OU Web site, which features would you like most?

“Other” responses:
- alumni stories (human interest)
- major-specific job search
- more photos