

Duke's Men of Yale Alumni Association, Inc. (DMAA)

Duke's Men Alumni Preferences Survey Report

November 11, 2010

To All Doox Alumni:

As part of its long-range planning effort, your alumni association undertook a survey seeking input from all Doox alumni concerning their views about future plans and priorities for alumni activities.

We made use of an online survey. Notice of its availability was emailed to 300+ Doox alums—the entire list of available email addresses, save for those who have requested not to be contacted.

During October—in the two-week period the survey was open for accepting responses—110 alums clicked through to the survey and had their say. The 30%+ response rate was gratifying... greater than we had expected, and at the upper range of rates of response for other similar surveys.

This report presents survey outcomes, quantitative and qualitative. As you review it, we think you will be heartened by the volume of ideas and information offered by respondents. Collectively (and not surprisingly!), Doox alums are not at all reluctant to express opinions and make suggestions.

In keeping with our original commitment to all—save in those instances where individuals weren't concerned about maintaining it—we have done our best to preserve your anonymity. Responses have been masked to minimize disclosing individual identities.

We believe the survey output will be of interest to all Doox alums and useful to the DMAA. It provides helpful guidance on what's more (and what's less) important to all of us, and will help guide our efforts in developing events and services that all can value.

We'll be discussing the survey results during the "Global" strategy teleconference scheduled for November 18.

Your DMAA Board

Tom Bulleit, '79
Lindsay Elliott, '04
Jeff Freeman, '57
Ken Goldman, '87
Lefty Lefkowitz, '78

Survey Highlights

Possible DMAA Offerings

- Major reunions, a member directory, and advance notice about current Doox concerts rank at the top in terms of interest, overall and for each decade grouping.
- Memorabilia, album art and a cappella stuff are of lesser importance.
- The 2000 – 2011 decade grouping shows moderate but consistently higher average point scores for almost all items.
- The overall rank order provides useful direction for where DMAA should be focusing its efforts.

Participation as Volunteer

- Hosting the current group, contacting others to encourage participation, and promoting undergraduate performances in local areas rank at the top in terms of willingness to engage as volunteers, overall and for each decade grouping.
- Soliciting dues and donations, digitizing music and working on audio / video production appear to be acquired tastes—not for everyone... better suited to hand-picked volunteers.
- Perhaps not surprisingly, average mean scores on willingness to volunteer are consistently lower than average mean scores for interest in potential DMAA offerings. The most common reasons given are lack of time and competing priorities.
- The 2000 – 2011 decade grouping again shows moderate but consistently higher average point scores about willingness to volunteer for almost all items—perhaps a bit of a surprise given multiple competing demands on their time.

What could make DMAA more appealing to Doox Alumni

- Many practical suggestions about small, concrete steps that could be taken: searchable database, frequency of communication, variety of communications media, keeping information flowing, focusing on singing, decade forums, etc.
- A number of mentions about the appeal of various smaller, more impromptu events—less costly, less of a challenge to organize and bring off.
- Some suggestions that DMAA should include opportunities by age group / year.
- A good number of comments that DMAA should continue what it is already doing.

What would attract non-members to become involved

- Person-to-person contact, friend-to-friend encouragement.
- “A keg, a room with forgiving acoustics and a piano in reasonable tune are all that is needed...”
- Ease of communication with cohort members.
- “...will grow on its own and needs no enticing. But local mini-reunions are best for enticing those with limited time and travel budgets.”
- Frequent reminders and communication about events and opportunities.

I. Quantitative Summary

Respondents were asked to provide their opinions about a) appeal of potential DMAA offerings; and, b) their willingness to participate in the work of DMAA. Per the examples below, each item in each category asked the respondent to make one choice on a 5-point Likert scale, presented in classic opinion research survey sequence—most positive at the left to most negative at the right.

INTEREST in POSSIBLE DMAA OFFERINGS. Over time, DMAA Alumni have offered many suggestions. What is your LEVEL OF INTEREST in each of these possible offerings?

| | | | | | |
|--|--------------------------|----------------------------|----------------|-------------------------------|-----------------------------|
| Read each summary description below. For each, mark the box that most closely represents your LEVEL OF INTEREST. | | | | | |
| Item | Really interested | Somewhat interested | Neutral | Somewhat disinterested | Really disinterested |
| Points assigned | 5 | 4 | 3 | 2 | 1 |

(note: as one respondent commented, the survey author chose the wrong word; “disinterested” to mean “uninterested.”)

PARTICIPATION AS VOLUNTEER IN DMAA ACTIVITIES. Success of DMAA undertakings is dependent on effort by volunteers. What is your LEVEL OF WILLINGNESS to work on the following?

| | | | | | |
|--|-----------------------------|-------------------------|----------------|---------------------------|-------------------------------|
| Read each summary description below. For each, mark the box that most closely represents your WILLINGNESS TO PARTICIPATE as a volunteer. | | | | | |
| Item | Particularly willing | Somewhat willing | Neutral | Somewhat unwilling | Particularly unwilling |
| Points assigned | 5 | 4 | 3 | 2 | 1 |

To create comparative rankings for the items in each category, point values were assigned to each rating: 5 points for the highest to 1 point for the lowest. Combining the point values and number of responses for each item made it possible to generate an average score for each item. All items in each category were rank ordered by average score to produce a composite picture of relative importance.

The tables on the following pages show how Possible DMAA Offerings and Participation as Volunteer stack up in the collective view of respondents, overall and by decade grouping.

This report’s appendix has additional tables that illustrate how the comparative scores were generated.

Duke's Men Alumni Association Preferences Survey

Interest in Potential Offerings from DMAA

Item Average (Mean) by Respondent Cohort

Sort: Mean Score Rank Order—All Respondents

| Cohort | All respon- dents | Class Year 1954 – 1979 | Class Year 1980 – 1999 | Class Year 2000 – 2011 |
|---|----------------------|---------------------------|---------------------------|---------------------------|
| Count ¹ | n = 110 | n = 42 | n = 32 | n = 33 |
| Item | | | | |
| A. Reunions -- Major reunions held every 5th anniversary year of the group's founding. | 4.41 | 4.02 | 4.53 | 4.73 |
| E. Member directory -- Comprehensive listing of everyone who ever sang with the group, including year and positions held | 4.25 | 4.21 | 4.28 | 4.27 |
| H. Current Duke's Men Concerts -- Advance notice about performances of the current undergraduate group. | 4.02 | 3.90 | 3.97 | 4.18 |
| F. Recordings -- Edited video of 55th and other reunion performances, MP3s of songs from albums, accessible for downloading on the DMAA web. | 3.94 | 3.76 | 3.94 | 3.94 |
| J. Ad hoc celebrations -- Impromptu DMAA gatherings held around performances of current undergraduate group. | 3.76 | 3.54 | 3.69 | 4.18 |
| B. Mini-reunions -- Regional mini-reunions held in other years. | 3.72 | 3.26 | 3.63 | 4.45 |
| C. Arrangements -- Downloadable copies of every extant Duke's Men arrangement, available at Da Doox website.² | 3.53 | 3.48 | 3.50 | 3.52 |
| G. Memorabilia -- Downloadable copies of Doox posters, programs, letters of appreciation, articles about Doox appearances, etc | 3.32 | 3.05 | 3.41 | 3.58 |
| D. Album art -- Downloadable copies of album art for every vinyl LP, cassette and CD ever recorded by The Duke's Men. | 3.16 | 3.17 | 3.10 | 3.18 |
| I. A cappella stuff -- Comprehensive set of links to a cappella resources at DMAA website. | 2.67 | 3.17 | 2.48 | 2.18 |

¹ Totals of Class Year Groups add to less than 110; excludes responses from three who didn't state Class Year.

² Responses not included in decade groupings raised overall average for this item.

Duke's Men Alumni Association Preferences Survey

Willingness to Volunteer in DMAA Offerings

Item Average (Mean) by Respondent Cohort

Sort: Mean Score Rank Order—All Respondents

| Item | Cohort Count ¹ | All respon- dents n = 110 | Class Year 1954 – 1979 N = 42 | Class Year 1980 – 1999 n = 32 | Class Year 2000 – 2011 n = 33 |
|---|------------------------------|---------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|
| E. Host undergraduate group members when they perform in my area. | | 3.56 | 3.18 | 3.50 | 4.09 |
| C. Contact alumni in my age cohort to encourage participation in DMAA activities. | | 3.36 | 3.18 | 3.19 | 3.85 |
| F. Help promote undergraduate group performances that take place in my area. | | 3.34 | 3.25 | 3.13 | 3.64 |
| K. When sought, provide business and other counsel to the current undergraduate group. | | 3.31 | 2.83 | 3.47 | 3.70 |
| B. Help organize regional mini-reunions. | | 3.00 | 2.73 | 3.00 | 3.45 |
| L. Be the contact person for channeling communication between DMAA and my Doox Alumni age cohort. | | 2.88 | 2.64 | 2.84 | 3.21 |
| A. Help organize major (5-year) reunions. | | 2.82 | 2.69 | 2.78 | 3.09 |
| J. Collect anecdotes and write group's history for the years of my Doox cohort. | | 2.72 | 2.50 | 2.75 | 3.03 |
| G. Serve on the DMAA Board. | | 2.58 | 2.32 | 2.53 | 2.97 |
| D. Solicit dues and contributions from Doox Alumni. | | 2.37 | 2.48 | 2.09 | 2.55 |
| I. Help collect and / or digitize sheet music for Alumni library. | | 2.13 | 1.73 | 2.26 | 2.45 |
| H. Work on video /audio production and archiving. | | 1.92 | 1.75 | 1.81 | 2.24 |

¹ Totals of Class Year Groups add to less than 110; excludes responses from three who didn't state Class Year.

II. Verbatim commentary

In addition to providing ratings about possible DMAA offerings and about willingness to volunteer as participants, respondents were asked to offer comments about their ratings.

They were also asked to offer suggestions about what could make the DMAA more appealing to Doox alumni, and what would attract those who are not currently DMAA members to become involved in alumni activities.

Verbatim responses from the survey participants are organized by these categories, and by decade groupings. Within these groupings, responses have been re-sequenced to alpha order.

We have kept editing to an absolute minimum, primarily correcting typographical errors, and changing certain references to avoid disclosing sources. Three comments about survey design problems encountered by individuals were removed. With the exception of a few other excised responses—salacious or vulgar remarks, personal insults—your commentary is reproduced in its entirety.

(For those who might be offended by the editors' presumptuousness—Hey, y'all never know when a report like this might wind up in Woodbridge Hall.)

CATEGORY: INTEREST in POSSIBLE DMAA OFFERINGS. Over time, DMAA Alumni have offered many suggestions. What is your LEVEL OF INTEREST in each of these possible offerings?

| | |
|------------------------------|------------------------------|
| A. Major Reunions | F. Recordings |
| B. Mini-Reunions | G. Memorabilia |
| C. Downloadable Arrangements | H. Current Doox Performances |
| D. Album Art | I. Ad Hoc Celebrations |
| E. Member Lists | J. A Cappella Stuff |

Class Year: 1954 – 1979

Ad hoc celebrations—impromptu gatherings don't necessarily have to be tied to performances of current undergrad group.

Being in San Francisco, for some items my interest level would depend on proximity. E.g. would love to see the current group out here, but unlikely to travel to the East coast to see them without another reason for the trip.

Directory should be digital for upgrade purposes, and categorize other facts, like location.

I would love to be able to download or purchase copies of old DM recordings. I still have three LPs from the 1960's (I was class of 1970) and CDs from the 1990's (when my son was in the DM), but I would love to be able to have access to other recordings as well. And so much for my anonymity, says Fred Lewis!

I'm concerned about publishing copies of arrangements to the web. I think that property should be kept private. This concern should be addressed before it is all hung out on the web.

I'm good about getting to Yale Glee Club reunions, but not Duke's Men events.

Interested—and since on West Coast—activities are difficult to get to.

It's all about the music.

It'd be great to have a Doox Store for the purchase of t-shirts, discs, posters, etc.

Ken Goldman is really good at organizing SF Bay area things.

Living on west coast and no longer fond of air travel keeps me away from New Haven. My lack of enthusiasm is entirely due to this factor.

Notice to locals (CT, MA, RI, NYC) when DM are performing at Mory's.

Page on da doox site for each reunion, inviting doox to upload event photos and personal descriptions of or comments on the event. Subject to editing by webmaster of course. Goal: So those who could not attend can do so vicariously, and chortle at how old friends have aged while still acting 19.

Reunions are great; being able to see Da Doox would be fun—some link to tours, etc. would be nice.

There haven't been many "mini-reunions" in the midwest.

Timing hasn't worked for me to attend a reunion yet, but I'm looking forward to catching one soon. It would certainly help if at least one of the mini-reunions was held in the Midwest somewhere for those of us that landed in the Heartland.

Too easy.

Very worried about copyright violations in DM music available for download.

With a million Yale things occurring every year for me I have to be selective.

Class Year: 1980 – 1999

For [item] F., more interested in MP3s of songs from albums than in edited video of 55th and other reunion performances.

Generational reunions would be more fun. '97 was alright but really the magic for us was 96-97-98. I don't know how we come up with the right dividing lines, but I know a generational reunion pattern would be more fun and provoke a better turnout.

I love me some Doox—but I'm so damn busy. Just the big events for me. Otherwise my plate is full AND my cup runneth over. Yes, it's a messy table...

I think that having access to all of the resources for which I provided 'neutral' responses would be great, but are not resources that I would use actively.

I would be happy if you just focused on major reunions—every 5 years and perhaps a smaller annual reunion (in NYC?).

I would want notice of performances of the current group only in my geographical area.

My responses tend toward neutral just because it seems unlikely that the Dukemen will be performing or gathering anywhere near [Mountain States]...

Overall, I am much more interested in my own cohort than in the current undergraduate group. And I am more interested in contacting and/or singing with Doox today than with downloading memorabilia from ancient history.

Re: current group performances, it would be great if there were a way that it could be sorted by region, so that those of us that might be “in the neighborhood” might be able to find out about performances we might actually be able to attend...

The music should really be the unifying thread through the generations. It is always great to see old friends, but I don't see a ton of inter-mixing between different generations. Most a cappella drives me nuts, so I definitely don't want to get sucked into the world of collegiate a cappella in general.

Class Year: 2000 – 2011

Current group could send out short bios and photos of the babies each fall.

I am not in the New Haven / New York area, so I am less interested in the current group stuff for purely geographical reasons.

I love the DMAA!

I loved the NYC mini-reunion this past year. Thanks for putting that together, and I would love to see those continue! The only thing I thought was too bad was that the Yale Club kicked us out so early; maybe in the future we could designate in advance a bar we will be adjourning to afterwards so everyone knows the party will be continuing. Or even have the whole thing somewhere else that would be both less costly than the Yale Club and allow the party to go on longer—I personally feel no sentimental attachment to going to the Yale Club for it.

I'm a young(ish) alum in NYC, and I suspect the relative ease of contacting my fellow young alumni influences my answers above. To be more specific, I see a lot of Duke's Men already, so I'm less interested in more opportunities for informal meetings. I would, however, love a poster of the “Constantinople” record cover. My apartment won't decorate itself!

Note that I graduated in [recent year], so am probably more interested in the current group (and getting together to party) than your average alum. Not that any DM alum is average.

T-shirts, ties, wearable memorabilia in addition to written media.

CATEGORY: PARTICIPATION AS VOLUNTEER IN DMAA ACTIVITIES. Success of DMAA undertakings is dependent on effort by volunteers. What is your LEVEL OF WILLINGNESS to work on the following?

| | |
|--|---------------------------------------|
| A. Help on Major Reunions | G. Serve on DMAA Board |
| B. Help on Mini-Reunions | H. Work on Video / Audio |
| C. Contact Age Cohort | I. Help Digitize Music |
| D. Solicit Dues & Contributions | J. Write Cohort Histories |
| E. Host Undergrad Doox | K. Provide Business Counsel |
| F. Help Promote Undergrad Performances | L. Channel Communication to My Cohort |

Class Year: 1954 – 1979

As with other Doox, I have limited availability. But I am willing to invest a little time.

I have [a medical condition] and unfortunately cannot help, but I would have loved to do it.

I live not far from Yale, so [items] E & F are n/a.

I travel too much to be an active participant in these kinds of duties.

One of friends in St. Louis is Jim Dolan, who is a producer of cabaret performances in St. Louis and might be able to help the DM coordinate a concert here. Jim was selected as St. Louis Impresario of Choice by the St. Louis Riverfront Times last year.

Responses influenced by the fact that I live [far away].

Unfortunately, I am still working 75 – 80 hour per week which limits my ability to participate in even worthwhile endeavors.

Usual issues of very busy schedule already—as well as complete lack of business experience and business sense.

Class Year: 1980 – 1999

For [item] J: I am helping develop a website that links storytelling with social networking. It seems like it would be perfect for this kind of work.

For [items] E. and F., I live near New Haven, so they don't need me anyway.

Have family with young kids and very little marginal time.

Only 'somewhat' because I'm pretty busy these days!

Organizing has never been one of my strengths, so I tend to shun such commitments.

Class Year: 2000 – 2011

I love the DMAA!

I'd love to serve as a liaison to the current group for the alum association. It's definitely a role that would either need to be filled by one person assigned to the task or the whole board.

Sorry about the "unwilling" responses; just being honest in terms of time/skills/accommodations etc.

Unfortunately my job takes up too much of my time for me to be very interested in longer term contributions. But someday!

CATEGORY: OPEN-ENDED QUESTION. IN YOUR OPINION, what—if anything—could make the DMAA more appealing to Doox Alumni?

Class Year: 1954 – 1979

Chicken and Egg—having participation by a much higher percentage of Doox alumni.

Consider some outreach type project to support singing.

Doing what seems about right.

Don't be "pushy." Understand that the group covers a wide and diverse range of members. Appeal to members who graduated in the '60's/early '70's as well as to the more recent grads who currently seem to dominate.

For me, being one of the early members, the types of arrangements now being offered are not very appealing. That's grouchy, I know, but it's the way I feel. The current stuff is just not always pleasant to listen to. I feel the same about the Whiffs.

Get more people involved from the mid-70s.

Great as is. Big reunions every 10 – 15 years is enough.

Having a Doox alumni tour similar to the Glee Club.

I have no bright ideas on this. The talks by Fritz and Carl and other pitches was most interesting.

If I knew this we wouldn't be doing the survey.

Keep up the good work; make the music, etc readily available.

Knowing that people they know are involved.

Larger, more representative DMAA board that plans and initiates activities of interest, based on survey output.

Making sure that alums know about appearances of the current group in their area.

More recordings available via download.

My age cohort, Middle Ages (I graduated in [late 60s]) seems under-involved. I do not know why...

New Haven is a long way from [Midwest city], and I don't get to the east coast very often, so travel to events is not convenient. On the other hand, I would love to have the chance to get back to New Haven if for no other reason than to see [name] and [name].

No ideas.

No opinion.

Opportunities to sing, not necessarily perform.

Pictures in email communications.

Receive info about DMs doings. Counsel, but only when asked.

Responsiveness, active website, stuff happening.

Seeing the Duke's Men would be what keeps up really involved and engaged (along with reunions of course).

The Whiffs have developed an alumni group mostly from the 60's & 70's that has performed regularly in Florida and Nantucket and periodically on a Monday at Mory's when the kids are on the road. Why not a DM aggregation? We share many common arrangements and learning new arrangements is fun! Two reasons for alumni participation: music, primarily making it but also listening, and fellowship, being with old and new friends who share a common interest. Added to those is a sense of purpose: we sing and entertain because we have something to offer. Can our alumni groups reach out to boys' a cappella groups in our regions? Can we host regional jams and award prizes to kids groups? etc. Check out the Bubs Foundation.

You're doing great. Advance notice of area appearances of the current group would be appreciated.

Class Year: 1980 – 1999

A searchable database of Doox alumni so it's easier to organize ourselves based on people we know are nearby.

At the risk of being annoying, perhaps more frequent communication about plans and activities would be useful.

Be more like AARP: negotiate us some 10%+ discounts at Bob's Big Boy, Marshall's, etc.

Do all the stuff on page one—that'd be terrific.

Frankly, I think the DMAA is doing a great job already. A regular newsletter, which would obviously require a good deal of work on behalf of the editor(s), is probably the best vehicle for stimulating and/or maintaining interest in the group.

From what I've seen, DMAA is hitting the nail on the head so far.

Great reunions—every 5 years.

Greater emphasis on alumni and alumni singing over current group performance at reunion events. The main attraction is nostalgia and camaraderie with one's general era. Keep DMAA impact on current group minimal beyond providing a stable archive of group history. The "what-the-hell are we doing" aspect is a great part of the experience for the current group. I'm not a fan of the heavy-handed Whiff Alumni Group approach.

I think you're doing a good job. I can't think of anything I especially want from the organization.

More singing! Every Doox get-together should allow copious time for singing by the attendees. Short performances by the current undergrads are great, but not if they cut into our own singing time.

Most of my cohort don't participate in the emails, etc. giving us a forum just for our years would allow us to keep in touch and re-live Doox memories without boring the rest of the list.

Promotions and DISCOUNTS on new Doox albums. I don't hear when new albums come out.

Regular (quarterly) e-mail updates about group activities.

Reunions and gatherings are best. Who knows, maybe I'll get lucky and one will coincide with a work trip...

Transparency about how voluntary dues and other financial contributions are used.

Class Year: 2000 – 2011

As a recent alum, I'm not particularly sure. I personally loved the 55th reunion and last year's mini-reunion in New York, and I think those are of primary importance. I think connecting with the current Duke's Men vis-a-vis tour locations and publicizing local concerts could also be good—I know if the Duke's Men were ever performing where I lived (I'm thinking like in 5 years) and I didn't know about it (because the Duke's Men are, and unfortunately, I fear, forever will be, [tuned out on this]), I would be furious, but if I did, I would bend over backwards to help. A little DMAA help with that might make things happen.

As a young alum, the DMAA doesn't have to do a whole lot to interest me, so I'm not sure!

Easy to access recordings on website. All Doox alumni move to Chicago.

Fixing the doox-list system so that the right kinds of emails are sent to the right forums. right now i end up deleting every doox email, even if it's something that may interest me.

Help me better to stay in touch with actual members from my class and the other classes I sang with. I love meeting the guys from other years and occasionally from the current group but it's much more valuable to me to have a way of re-connecting with the people I actually sang with in college.

If the DMAA were to be more active in providing opportunities to connect current signers to alumni, the connection would feel more natural when active singers graduate.

Interaction with current group. More laidback smaller reunion type activities.

More interaction with current group, more on-campus events.

More opportunities for alum singing (and not just listening to the current group-- though that's always a pleasure, too). Also, a greater dissemination of arrangements so that classes from disparate eras can sing together easily.

Not sure, waiting to see how it evolves.

Nothing comes to mind.

Nothing, for the most part I believe Doox alums are appreciative and supportive of the current operations of the DMAA.

Personally, nothing—I already find the DMAA, and the ideas listed previously in this survey, appealing. For less active alums, I think participation of other members of alum's class/age cohort is the most important factor.

Some events seem relatively expensive for young alums—no need to use the Yale Club.

Sorry—I'm not prepared to think this morning. I think y'all are doing a swell job. The only issue is that people's lives get in the way... Continue with the quarterly or maybe bi-monthly e-mails... even if people don't respond, always keep in contact and you will be on our minds!

There is a conspicuous split in Doox alumni between the "old group" and the "annoying young kids." (Illustrative example: anytime the groups attempts to sing "Istanbul"). I don't know how to solve this problem, but it should be kept in mind when planning any activity that involves both groups simultaneously.

To be honest, the single thing you can do make sure people read the emails is to keep them funny (good job so far).

Would be fun to organize groups of alumni to start pick-up alum singing groups.

CATEGORY: OPEN-ENDED QUESTION. IN YOUR OPINION, what would attract those who are not currently DMAA members to become involved in alumni activities?

Class Year: 1954 – 1979

Brief newsletter discussing DM's activities.

Contact from other Dukes who sang at the same time they did.

Contact from those who were in the groups with them.

Don't know. (2x)

Dues for older guys look pretty steep to old guys who haven't made lots of money.

Encouragement by their friends.

Knowing that people they know are involved.

More impromptu events, e.g., area dinners, gather to learn and sing a few, sub-groups within bigger groups, e.g., YAC. Reach out to individuals, ask them to become involved.

Move to the west coast!

No opinion.

Nothing to offer here.

Peer outreach.

Really don't have a clue-especially for those graduating after 1980.

Recruit a rep from each age cohort to communicate with his peers. Just echoing a good idea in your earlier list.

See above, see previous answers. (3x)

See above. Singing and liking each other haven't been enough to draw in some folks. Maybe social purpose, a cappella "outreach" might work.

Understanding ways to reconnect with members of their cohort.

We all came together to sing. We, to a man, enjoyed doing that. Anything else is an add-on and distraction. Perhaps send them some MP3 files to reel them back in.

Class Year: 1980 – 1999

Again, I think a newsletter is always a good way to stimulate interest.

An online presence, e.g. web page that is linkable to web page. For my generation and older, we may not realize that the Duke's Men (esp. Sam Tsui) has a worldwide fan base thanks to YouTube.

Arranging for a government-subsidized tax cut for DMAA participation? Sponsoring a contest for a cameo appearance on a Doox-based Saturday morning cartoon?

Get them to attend a Doox reunion in New Haven.

Having the few Duke's friends they're in contact with rave about how much fun it was to get together to sing and drink at the last reunion. Honestly, a keg, a room with forgiving acoustics and piano in reasonable tune are all that is needed...just add old Dukes and watch the fun. Too much programming is a mistake. The most fun at reunions ends up being the stolen moments with your geriatric cohort cranking up tunes in an alley somewhere far from madding(ly youthful) crowd.

I think, in honesty, this will be hard to do outside reunion years, when interest swells. I would continue with communications (see above) and let people know you are doing good and important work.

Knowledge that others from class / era are participating.

Make them DMAA members. Just put something useful/interesting on the website, send out a "hello fellow Doox" email, and let 'em opt out if they're truly withered curmudgeons. Then raise money for particular activities or initiatives. If we want sheet music available, for instance, make a budget and ask people to pledge upfront for an anthology: everything will be self-funding, and we'll have a true indicator of how many are actually interested. Those that join onto an initiative later can only buy the paperback edition, and fund the small recurring expenses of keeping a DMAA presence.

Maybe easy access to communication with their cohort.

Mini-reunions in their area.

No idea.

Pestering by classmates / friends.

See above.

This will grow on its own and needs no forcing. But local mini-reunions are best for enticing those with limited time and travel budgets.

Class Year: 2000 – 2011

Chances to re-connect with other Doox from their year or the years they sang with in their area especially.

Do they even know it exists? I can't imagine that Duke's Men who are aware of the DMAA wouldn't want to be involved.

Especially Tom.

Get someone in their class to get on their case, I bet. That would do it for me.

How could you not be a member? Maybe just more marketing. Or begging.

I almost wish there were some way to plan some gimmicky competition or vote or giveaway to coincide with the alumni events. I think many people are encouraged to attend reunions, but there needs to be a bigger draw to encourage people to actually shell out money and become more than passive participants. Somehow engage all the egos in the group?

I have no experience from which to draw here.

I think a good gift shop on the website, with posters and older recordings, would go a long way to both raising revenue and giving us an excuse to get addresses and email from uninvolved alumni.

I think more events based around the current groups performances would be nice—advertising the two or three times a year they sing at Mory's, for example.

I think the mini-reunions are great. Once or twice a year would be a good time frame.

Identifying key members of all age cohorts to mobilize other, less active members of those cohorts.

Involvement from other members of their own class is probably the best way.

Knowing that there is a critical mass of people who will come to an event.

More group singing opportunities.

More regional events. Perhaps events in coordination with Yale Club (in particular: YC of Chicago!)

Not sure.

Pressure from others in their year.

Provide more opportunities to become involved. Send more reminders about the hows and whens of joining the DMAA.

Very little—those who want to be involved will come forward, others will choose not to be or only occasionally participate.

Who are these non-members? They must be mercy taps.

III. DEMOGRAPHIC INFORMATION

The survey sought demographic information from those who responded. The information was used primarily to determine how to categorize and present feedback. Organizing by class-year grouping (earlier, middle, recent decades) yielded the most useful differentiation of quantitative and qualitative responses. The data below also suggest that respondents, in aggregate, had sufficient exposure to all matters Doox for their opinions to be accepted as representative of Dooxdom.

CLASS YEAR AS YALE UNDERGRADUATE? (written in by respondents)

| Class Year | Responses: All Classes | Responses: 1954 – 1979 | Responses: 1980 – 1999 | Responses 2000 – 2011 | Not Recorded |
|------------------------|---------------------------|---------------------------|---------------------------|--------------------------|-----------------|
| From 1954 through 2011 | 110 | 42 | 32 | 33 | 3 |

MEMBER OF DOOX WHICH UNDERGRAD YEARS? (respondents checked all that applied)

| College Year | Responses: All Years | Responses: 1954 – 1979 | Responses: 1980 – 1999 | Responses 2000 – 2011 | Not Checked |
|--------------|-------------------------|---------------------------|---------------------------|--------------------------|----------------|
| Freshman | 83 | 28 | 26 | 29 | 27 |
| Sophomore | 99 | 40 | 40 | 19 | 11 |
| Junior | 99 | 40 | 28 | 31 | 11 |
| Senior | 28 | 19 | 8 | 1 | 82 |
| Super-Senior | 5 | 2 | 2 | 1 | 105 |

MEMBER OF DOOX FOR HOW MANY UNDERGRAD YEARS? (compiled from preceding table)

| College Year | One Year | Two Years | Three Years | Four Years | Five Years | Not Checked |
|---------------------------------------|-------------|--------------|----------------|---------------|---------------|----------------|
| From Freshman through Super-Senior | 3 | 12 | 74 | 15 | 1 | 5 |

RECENT DOOX REUNIONS ATTENDED? (respondents checked all that applied)

| Reunion | Responses: All Classes | Responses: 1954 – 1979 | Responses: 1980 – 1999 | Responses 2000 – 2011 | Not Checked |
|-------------------------|---------------------------|---------------------------|---------------------------|--------------------------|----------------|
| 55 th (2007) | 47 | 19 | 18 | 20 | 63 |
| 50 th (2002) | 46 | 15 | 15 | 16 | 64 |
| 45 th (1997) | 29 | 7 | 16 | 6 | 81 |
| 40 th (1992) | 20 | 7 | 12 | 1* | 90 |

* Perhaps a Doox offspring pulled along by his dad? Or a precocious early-start undergraduate?

Appendix

Duke's Men Alumni Association Preferences Survey

Interest in Potential Offerings from DMAA

Cohort: All respondents

| A. Reunions -- Major reunions held every 5th anniversary year of the group's founding. | | | Average Score | 4.41 |
|--|------------------|----------------|---------------|-------------|
| Answer Options | Response Percent | Response Count | Points | Point Score |
| Really interested | 56.4% | 62 | 5 | 310 |
| Somewhat interested | 32.7% | 36 | 4 | 144 |
| Neutral | 6.7% | 7 | 3 | 21 |
| Somewhat uninterested | 2.7% | 4 | 2 | 8 |
| Really uninterested | 1.8% | 2 | 1 | 2 |
| <i>answered question</i> | | 110 | Total | 485 |
| <i>skipped question</i> | | 0 | | |

| B. Mini-reunions -- Regional mini-reunions held in other years. | | | Average Score | 3.72 |
|---|------------------|----------------|---------------|-------------|
| Answer Options | Response Percent | Response Count | Points | Point Score |
| Really interested | 25.5% | 28 | 5 | 140 |
| Somewhat interested | 45.5% | 50 | 4 | 200 |
| Neutral | 13.6% | 15 | 3 | 45 |
| Somewhat uninterested | 6.4% | 7 | 2 | 14 |
| Really uninterested | 9.1% | 10 | 1 | 10 |
| <i>answered question</i> | | 110 | Total | 409 |
| <i>skipped question</i> | | 0 | | |

| C. Arrangements -- Downloadable copies of every extant Duke's Men arrangement, available at Da Doox website. | | | Average Score | 3.53 |
|--|------------------|----------------|---------------|-------------|
| Answer Options | Response Percent | Response Count | Points | Point Score |
| Really interested | 24.5% | 27 | 5 | 135 |
| Somewhat interested | 30.9% | 34 | 4 | 136 |
| Neutral | 25.5% | 28 | 3 | 84 |
| Somewhat uninterested | 10.9% | 12 | 2 | 24 |
| Really uninterested | 8.2% | 9 | 1 | 9 |
| <i>answered question</i> | | 110 | Total | 388 |
| <i>skipped question</i> | | 0 | | |

| D. Album art -- Downloadable copies of album art for every vinyl LP, cassette and CD ever recorded by The Duke's Men. | | | Average Score | 3.16 |
|---|------------------|----------------|---------------|-------------|
| Answer Options | Response Percent | Response Count | Points | Point Score |
| Really interested | 10.1% | 11 | 5 | 55 |
| Somewhat interested | 33.9% | 37 | 4 | 148 |
| Neutral | 28.4% | 31 | 3 | 93 |
| Somewhat uninterested | 16.5% | 18 | 2 | 36 |
| Really uninterested | 11.0% | 12 | 1 | 12 |
| <i>answered question</i> | | 109 | Total | 344 |
| <i>skipped question</i> | | 1 | | |

Duke's Men Alumni Association Preferences Survey

Interest in Potential Offerings from DMAA

Cohort: All respondents

| E. Member directory -- Comprehensive listing of everyone who ever sang with the group, including year and positions held | | | Average Score | 4.25 |
|--|------------------|----------------|---------------|-------------|
| Answer Options | Response Percent | Response Count | Points | Point Score |
| Really interested | 44.5% | 49 | 5 | 245 |
| Somewhat interested | 39.1% | 43 | 4 | 172 |
| Neutral | 13.6% | 15 | 3 | 45 |
| Somewhat uninterested | 2.7% | 3 | 2 | 6 |
| Really uninterested | 0.0% | 0 | 1 | 0 |
| <i>answered question</i> | | 110 | Total | 468 |
| <i>skipped question</i> | | 0 | | |

| F. Recordings -- Edited video of 55th and other reunion performances, MP3s of songs from albums, accessible for downloading on the DMAA web. | | | Average Score | 3.94 |
|--|------------------|----------------|---------------|-------------|
| Answer Options | Response Percent | Response Count | Points | Point Score |
| Really interested | 29.1% | 32 | 5 | 160 |
| Somewhat interested | 44.5% | 49 | 4 | 196 |
| Neutral | 16.4% | 18 | 3 | 54 |
| Somewhat uninterested | 6.4% | 7 | 2 | 14 |
| Really uninterested | 3.6% | 2 | 1 | 2 |
| <i>answered question</i> | | 108 | Total | 426 |
| <i>skipped question</i> | | 2 | | |

| G. Memorabilia -- Downloadable copies of Doox posters, programs, letters of appreciation, articles about Doox appearances, etc. | | | Average Score | 3.32 |
|---|------------------|----------------|---------------|-------------|
| Answer Options | Response Percent | Response Count | Points | Point Score |
| Really interested | 15.6% | 17 | 5 | 85 |
| Somewhat interested | 34.9% | 38 | 4 | 152 |
| Neutral | 28.4% | 31 | 3 | 93 |
| Somewhat uninterested | 8.3% | 9 | 2 | 18 |
| Really uninterested | 12.8% | 14 | 1 | 14 |
| <i>answered question</i> | | 109 | Total | 362 |
| <i>skipped question</i> | | 1 | | |

| H. Current Duke's Men Concerts -- Advance notice about performances of the current undergraduate group. | | | Average Score | 4.02 |
|---|------------------|----------------|---------------|-------------|
| Answer Options | Response Percent | Response Count | Points | Point Score |
| Really interested | 37.3% | 41 | 5 | 205 |
| Somewhat interested | 39.1% | 43 | 4 | 172 |
| Neutral | 13.6% | 15 | 3 | 45 |
| Somewhat uninterested | 8.2% | 9 | 2 | 18 |
| Really uninterested | 1.8% | 2 | 1 | 2 |
| <i>answered question</i> | | 110 | Total | 442 |
| <i>skipped question</i> | | 0 | | |

Duke's Men Alumni Association Preferences Survey

Interest in Potential Offerings from DMAA

Cohort: All respondents

| I. A cappella stuff -- Comprehensive set of links to a cappella resources at DMAA website. | | | Average Score | 2.67 |
|--|------------------|----------------|---------------|-------------|
| Answer Options | Response Percent | Response Count | Points | Point Score |
| Really interested | 7.4% | 8 | 5 | 40 |
| Somewhat interested | 22.2% | 24 | 4 | 96 |
| Neutral | 23.1% | 25 | 3 | 75 |
| Somewhat uninterested | 24.1% | 26 | 2 | 52 |
| Really uninterested | 23.1% | 25 | 1 | 25 |
| <i>answered question</i> | | 108 | Total | 288 |
| <i>skipped question</i> | | 2 | | |

| J. Ad hoc celebrations -- Impromptu DMAA gatherings held around performances of current undergraduate group. | | | Average Score | 3.76 |
|--|------------------|----------------|---------------|-------------|
| Answer Options | Response Percent | Response Count | Points | Point Score |
| Really interested | 23.1% | 25 | 5 | 125 |
| Somewhat interested | 46.3% | 50 | 4 | 200 |
| Neutral | 17.6% | 19 | 3 | 57 |
| Somewhat uninterested | 9.3% | 10 | 2 | 20 |
| Really uninterested | 3.7% | 4 | 1 | 4 |
| <i>answered question</i> | | 108 | Total | 406 |
| <i>skipped question</i> | | 2 | | |

Duke's Men Alumni Association Preferences Survey
Interest in Potential Offerings from DMAA
Item Average (Mean) by Respondent Cohort

Sort: Alpha Order

| Cohort | All respon- dents | Class Year 1954 – 1979 | Class Year 1980 – 1999 | Class Year 2000 – 2011 |
|---|----------------------|---------------------------|---------------------------|---------------------------|
| Count ¹ | n = 110 | N = 42 | n = 32 | n = 33 |
| Item | | | | |
| A. Reunions -- Major reunions held every 5th anniversary year of the group's founding. | 4.41 | 4.02 | 4.53 | 4.73 |
| B. Mini-reunions -- Regional mini-reunions held in other years. | 3.72 | 3.26 | 3.63 | 4.45 |
| C. Arrangements -- Downloadable copies of every extant Duke's Men arrangement, available at Da Doox website. | 3.53 | 3.48 | 3.50 | 3.52 |
| D. Album art -- Downloadable copies of album art for every vinyl LP, cassette and CD ever recorded by The Duke's Men. | 3.16 | 3.17 | 3.10 | 3.18 |
| E. Member directory -- Comprehensive listing of everyone who ever sang with the group, including year and positions held | 4.25 | 4.21 | 4.28 | 4.27 |
| F. Recordings -- Edited video of 55th and other reunion performances, MP3s of songs from albums, accessible for downloading on the DMAA web.² | 3.94 | 3.76 | 3.94 | 3.94 |
| G. Memorabilia -- Downloadable copies of Doox posters, programs, letters of appreciation, articles about Doox appearances, etc | 3.32 | 3.05 | 3.41 | 3.58 |
| H. Current Duke's Men Concerts -- Advance notice about performances of the current undergraduate group. | 4.02 | 3.90 | 3.97 | 4.18 |
| I. A cappella stuff -- Comprehensive set of links to a cappella resources at DMAA website. | 2.67 | 3.17 | 2.48 | 2.18 |
| J. Ad hoc celebrations -- Impromptu DMAA gatherings held around performances of current undergraduate group. | 3.76 | 3.54 | 3.69 | 4.18 |

¹ Totals of Class Year Groups add to less than 110; excludes responses from three who didn't state Class Year.

² Responses not included in decade groupings raised overall average for this item.

Duke's Men Alumni Association Preferences Survey
Willingness to Volunteer in DMAA Offerings
Cohort: All respondents

| A. Help organize major (5-year) reunions | | | Average Score | 2.82 |
|--|------------------|----------------|---------------|-------------|
| Answer Options | Response Percent | Response Count | Points | Point Score |
| Particularly willing | 10.4% | 11 | 5 | 55 |
| Somewhat willing | 25.5% | 27 | 4 | 108 |
| Neutral | 17.0% | 18 | 3 | 54 |
| Somewhat unwilling | 30.2% | 32 | 2 | 64 |
| Particularly unwilling | 17.0% | 18 | 1 | 18 |
| <i>answered question</i> | | 106 | Total | 299 |
| <i>skipped question</i> | | 4 | | |

| B. Help organize regional mini-reunions. | | | Average Score | 3.00 |
|--|------------------|----------------|---------------|-------------|
| Answer Options | Response Percent | Response Count | Points | Point Score |
| Particularly willing | 10.1% | 11 | 5 | 55 |
| Somewhat willing | 34.9% | 38 | 4 | 152 |
| Neutral | 18.3% | 20 | 3 | 60 |
| Somewhat unwilling | 21.1% | 23 | 2 | 46 |
| Particularly unwilling | 15.6% | 17 | 1 | 17 |
| <i>answered question</i> | | 110 | Total | 330 |
| <i>skipped question</i> | | 0 | | |

| C. Contact alumni in my age cohort to encourage participation in DMAA activities. | | | Average Score | 3.36 |
|---|------------------|----------------|---------------|-------------|
| Answer Options | Response Percent | Response Count | Points | Point Score |
| Particularly willing | 25.9% | 28 | 5 | 140 |
| Somewhat willing | 24.1% | 26 | 4 | 104 |
| Neutral | 22.2% | 24 | 3 | 72 |
| Somewhat unwilling | 15.7% | 17 | 2 | 34 |
| Particularly unwilling | 12.0% | 13 | 1 | 13 |
| <i>answered question</i> | | 108 | Total | 363 |
| <i>skipped question</i> | | 2 | | |

| D. Solicit dues and contributions from Doox Alumni. | | | Average Score | 2.37 |
|---|------------------|----------------|---------------|-------------|
| Answer Options | Response Percent | Response Count | Points | Point Score |
| Particularly willing | 6.5% | 7 | 5 | 35 |
| Somewhat willing | 16.7% | 18 | 4 | 72 |
| Neutral | 20.4% | 22 | 3 | 66 |
| Somewhat unwilling | 20.4% | 22 | 2 | 44 |
| Particularly unwilling | 36.1% | 39 | 1 | 39 |
| <i>answered question</i> | | 108 | Total | 256 |
| <i>skipped question</i> | | 2 | | |

Duke's Men Alumni Association Preferences Survey
Willingness to Volunteer in DMAA Offerings
Cohort: All respondents

| E. Host undergraduate group members when they perform in my area. | | | Average Score | 3.56 |
|---|------------------|----------------|---------------|-------------|
| Answer Options | Response Percent | Response Count | Points | Point Score |
| Particularly willing | 30.8% | 33 | 5 | 165 |
| Somewhat willing | 29.9% | 32 | 4 | 128 |
| Neutral | 12.1% | 13 | 3 | 39 |
| Somewhat unwilling | 18.7% | 20 | 2 | 40 |
| Particularly unwilling | 8.4% | 9 | 1 | 9 |
| <i>answered question</i> | | 107 | Total | 381 |
| <i>skipped question</i> | | 3 | | |

| F. Help promote undergraduate group performances that take place in my area. | | | Average Score | 3.34 |
|--|------------------|----------------|---------------|-------------|
| Answer Options | Response Percent | Response Count | Points | Point Score |
| Particularly willing | 14.8% | 16 | 5 | 80 |
| Somewhat willing | 41.7% | 45 | 4 | 180 |
| Neutral | 18.5% | 20 | 3 | 60 |
| Somewhat unwilling | 13.0% | 14 | 2 | 28 |
| Particularly unwilling | 12.0% | 13 | 1 | 13 |
| <i>answered question</i> | | 108 | Total | 361 |
| <i>skipped question</i> | | 2 | | |

| G. Serve on the DMAA Board. | | | Average Score | 2.58 |
|-----------------------------|------------------|----------------|---------------|-------------|
| Answer Options | Response Percent | Response Count | Points | Point Score |
| Particularly willing | 10.2% | 11 | 5 | 55 |
| Somewhat willing | 16.7% | 18 | 4 | 72 |
| Neutral | 20.4% | 22 | 3 | 66 |
| Somewhat unwilling | 26.9% | 29 | 2 | 58 |
| Particularly unwilling | 25.9% | 28 | 1 | 28 |
| <i>answered question</i> | | 108 | Total | 279 |
| <i>skipped question</i> | | 2 | | |

| H. Work on video /audio production and archiving. | | | Average Score | 1.92 |
|---|------------------|----------------|---------------|-------------|
| Answer Options | Response Percent | Response Count | Points | Point Score |
| Particularly willing | 1.9% | 2 | 5 | 10 |
| Somewhat willing | 7.5% | 8 | 4 | 32 |
| Neutral | 14.0% | 15 | 3 | 45 |
| Somewhat unwilling | 33.6% | 36 | 2 | 72 |
| Particularly unwilling | 43.0% | 46 | 1 | 46 |
| <i>answered question</i> | | 107 | Total | 205 |
| <i>skipped question</i> | | 3 | | |

Duke's Men Alumni Association Preferences Survey
Willingness to Volunteer in DMAA Offerings
Cohort: All respondents

| I. Help collect and / or digitize sheet music for Alumni library. | | | Average Score | 2.13 |
|---|------------------|----------------|---------------|-------------|
| Answer Options | Response Percent | Response Count | Points | Point Score |
| Particularly willing | 4.7% | 5 | 5 | 25 |
| Somewhat willing | 12.1% | 13 | 4 | 52 |
| Neutral | 14.0% | 15 | 3 | 45 |
| Somewhat unwilling | 29.9% | 32 | 2 | 64 |
| Particularly unwilling | 39.3% | 42 | 1 | 42 |
| <i>answered question</i> | | 107 | Total | 228 |
| <i>skipped question</i> | | 3 | | |

| J. Collect anecdotes and write group's history for the years of my Doox cohort. | | | Average Score | 2.72 |
|---|------------------|----------------|---------------|-------------|
| Answer Options | Response Percent | Response Count | Points | Point Score |
| Particularly willing | 7.4% | 8 | 5 | 40 |
| Somewhat willing | 20.4% | 22 | 4 | 88 |
| Neutral | 30.6% | 33 | 3 | 99 |
| Somewhat unwilling | 20.4% | 22 | 2 | 44 |
| Particularly unwilling | 21.3% | 23 | 1 | 23 |
| <i>answered question</i> | | 108 | Total | 294 |
| <i>skipped question</i> | | 2 | | |

| K. When sought, provide business and other counsel to the current undergraduate group. | | | Average Score | 3.31 |
|--|------------------|----------------|---------------|-------------|
| Answer Options | Response Percent | Response Count | Points | Point Score |
| Particularly willing | 19.3% | 21 | 5 | 105 |
| Somewhat willing | 33.0% | 36 | 4 | 144 |
| Neutral | 22.9% | 25 | 3 | 75 |
| Somewhat unwilling | 9.2% | 10 | 2 | 20 |
| Particularly unwilling | 15.6% | 17 | 1 | 17 |
| <i>answered question</i> | | 109 | Total | 361 |
| <i>skipped question</i> | | 1 | | |

| L. Be the contact person for channeling communication between DMAA and my Doox Alumni age cohort. | | | Average Score | 2.88 |
|---|------------------|----------------|---------------|-------------|
| Answer Options | Response Percent | Response Count | Points | Point Score |
| Particularly willing | 9.3% | 10 | 5 | 50 |
| Somewhat willing | 24.3% | 26 | 4 | 104 |
| Neutral | 27.1% | 29 | 3 | 87 |
| Somewhat unwilling | 23.4% | 25 | 2 | 50 |
| Particularly unwilling | 15.9% | 17 | 1 | 17 |
| <i>answered question</i> | | 107 | Total | 308 |
| <i>skipped question</i> | | 3 | | |

Duke's Men Alumni Association Preferences Survey
Willingness to Volunteer in DMAA Offerings
Item Average (Mean) by Respondent Cohort

Sort: Alpha Order

| Cohort | All respon- dents | Class Year 1954 – 1979 | Class Year 1980 – 1999 | Class Year 2000 – 2011 |
|---|----------------------|---------------------------|---------------------------|---------------------------|
| Count ¹ | n = 110 | N = 42 | n = 32 | n = 33 |
| Item | | | | |
| A. Help organize major (5-year) reunions. | 2.82 | 2.69 | 2.78 | 3.09 |
| B. Help organize regional mini-reunions. | 3.00 | 2.73 | 3.00 | 3.45 |
| C. Contact alumni in my age cohort to encourage participation in DMAA activities. | 3.36 | 3.18 | 3.19 | 3.85 |
| D. Solicit dues and contributions from Doox Alumni. | 2.37 | 2.48 | 2.09 | 2.55 |
| E. Host undergraduate group members when they perform in my area. | 3.56 | 3.18 | 3.50 | 4.09 |
| F. Help promote undergraduate group performances that take place in my area. | 3.34 | 3.25 | 3.13 | 3.64 |
| G. Serve on the DMAA Board. | 2.58 | 2.32 | 2.53 | 2.97 |
| H. Work on video /audio production and archiving. | 1.92 | 1.75 | 1.81 | 2.24 |
| I. Help collect and / or digitize sheet music for Alumni library. | 2.13 | 1.73 | 2.26 | 2.45 |
| J. Collect anecdotes and write group's history for the years of my Doox cohort. | 2.72 | 2.50 | 2.75 | 3.03 |
| K. When sought, provide business and other counsel to the current undergraduate group. | 3.31 | 2.83 | 3.47 | 3.70 |
| L. Be the contact person for channeling communication between DMAA and my Doox Alumni age cohort. | 2.88 | 2.64 | 2.84 | 3.21 |

¹ Totals of Class Year Groups add to less than 110; excludes responses from three who didn't state Class Year.