



McNeese State University
Excellence with a Personal Touch

To: Coordinator Planned Giving,
McNeese Foundation
From: Office of Institutional Research,
Box 92215 MSU, ext. 5509

McNeese Foundation Survey

Attached are the results of the McNeese Foundation survey, conducted July 2011. The response rate was 17 percent.

The survey was sent to a random list of 873 households gathered from donors listed in the Raiser's Edge database.

The global indicators are listed first, followed by the individual average values. Comments handwritten by respondents in the "comments" section were typed by the Office of Institutional Research for purposes of anonymity.

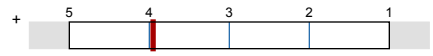
Coordinator Planned Giving

Donor Satisfaction Survey ()



Overall indicators

Global Index



av.=3.95
dev.=0.94

Questions (α = 0.81)

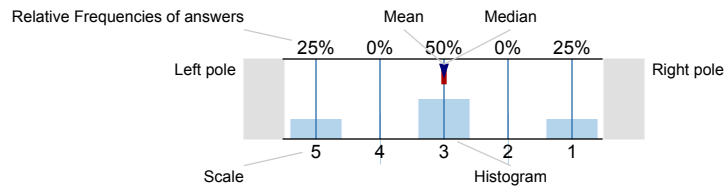


av.=3.95
dev.=0.94

Survey Results

Legend

Question text



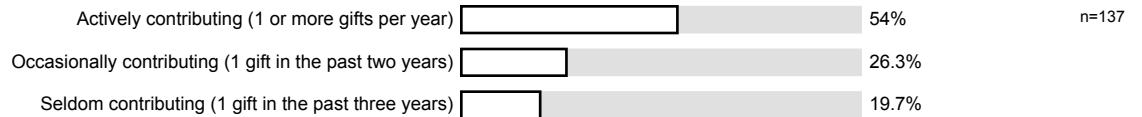
n=Amount
av.=Mean
md=Median
dev.=Std. Dev.
ab.=Abstention

Questions

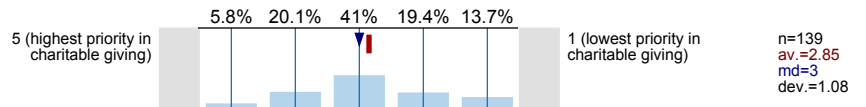
1. I am aware that the McNeese Foundation operates as a 501(c)(3), not-for-profit organization with its own board of directors and by-laws and is a totally separate entity from University operations.



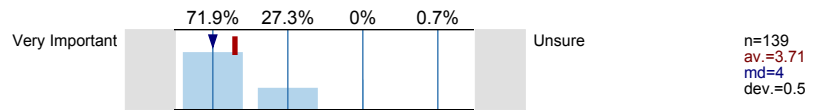
2. I would classify my support to the McNeese Foundation as _____.



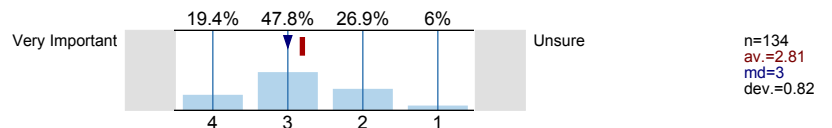
3. Where does the McNeese Foundation rank in your list of giving priorities?



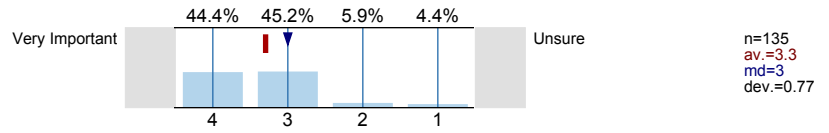
Academics



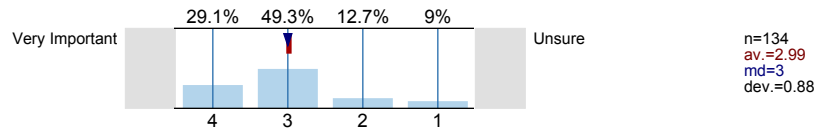
Athletics



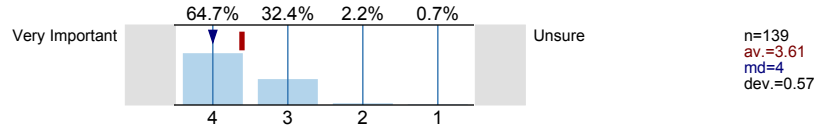
Faculty Development



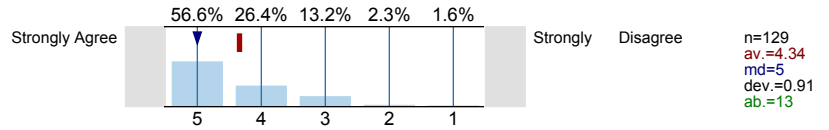
Professorships / Chairs



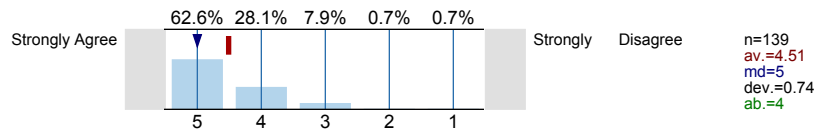
Scholarships



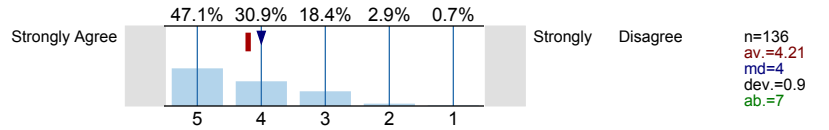
5. The McNeese Foundation staff demonstrates professionalism in verbal communication, including telephone contact and/or face-to-face visits.



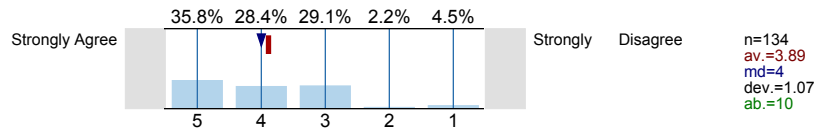
6. The McNeese Foundation staff demonstrates professionalism in written communication, including correspondence, print materials, and/or e-mails.



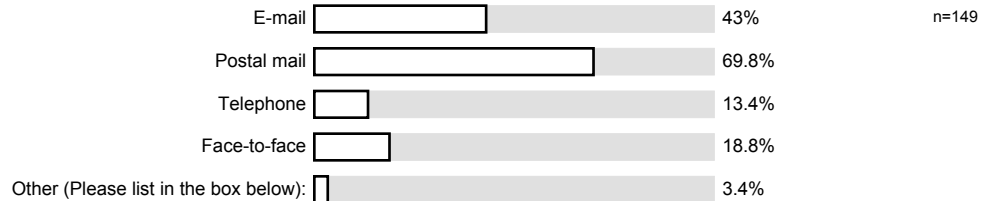
7. The McNeese Foundation staff demonstrates attention to detail.



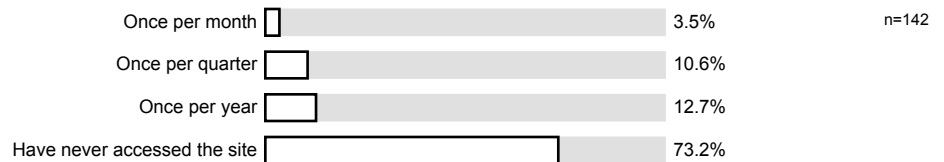
8. The McNeese Foundation publication, PILLARS, encourages me to continue my support.



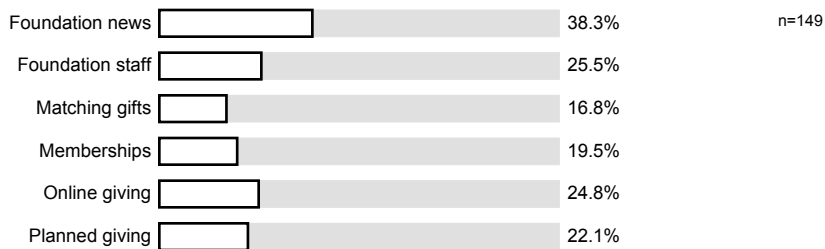
9. I prefer to communicate with the McNeese Foundation through (check all that apply):



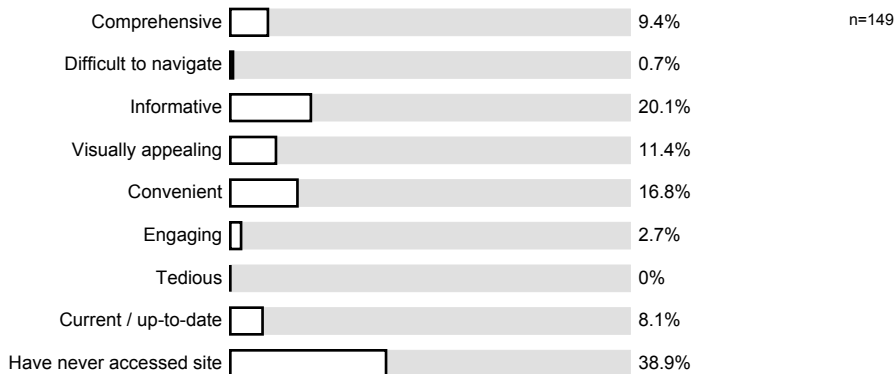
10. I access the McNeese Foundation website at www.mcneeseoundation.org:



11. I am aware that the following item(s) may be found on the McNeese Foundation website (check all that apply):

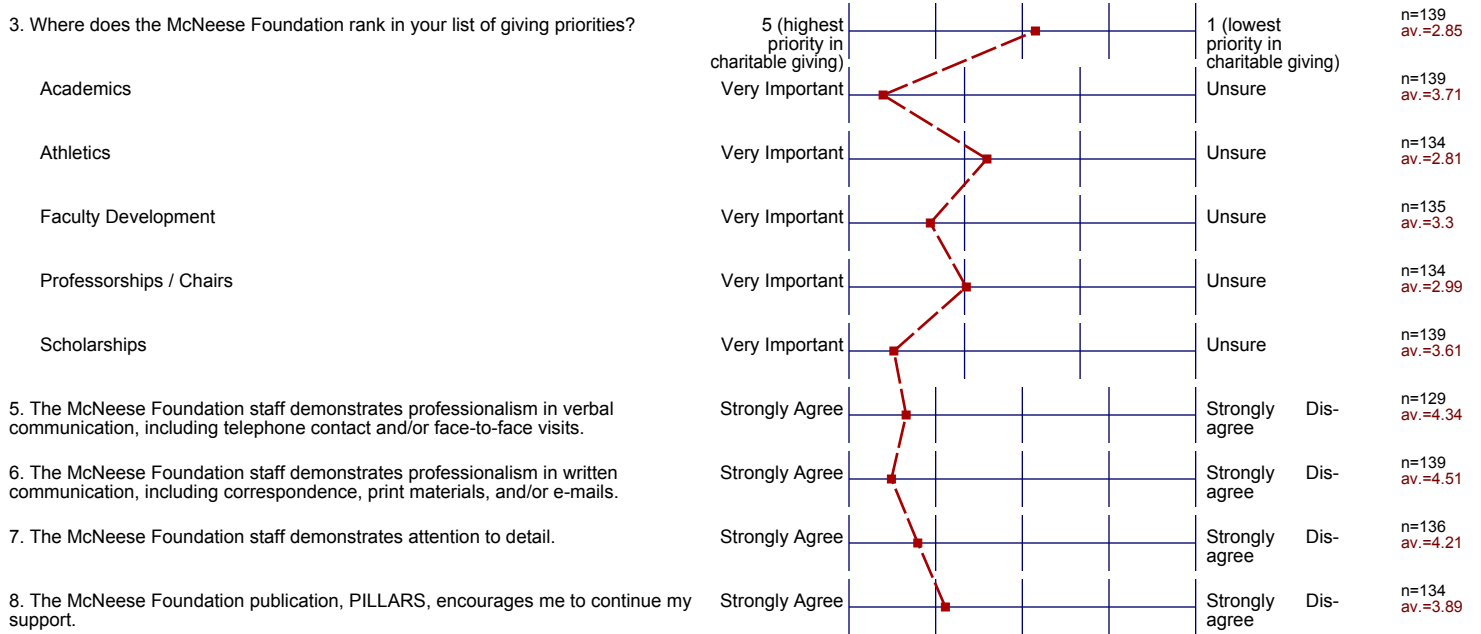


12. I find the McNeese Foundation website [www.mcneesefoundation.org] is (check all that apply):



Profile

Subunit: **McNeese Foundation**
 Name of the instructor: **Coordinator Planned Giving**
 Name of the course: **Donor Satisfaction Survey**
 (Name of the survey)



Comments Report

Questions

If you answered "Other" in the previous question, please list in the box below:

- Be invited to sit in (listen only) on meeting & any & all budget discussions
- I prefer the boss to buy my lunch
- It depends on what is being communicated - but don't expect me to actively seek a website
- Please remove me from your mailing list.

Please let us know how we can better serve you:

- * Permanent signs on I-10 at Ryan St. exit indicating McNeese State University (eastbound & westbound). Get with City of L.C./DOTD as they will soon work on eastbound exit. * "Welcome to COWBOY Country: Home of McNeese State University" signs on Hwy 90, 171, Gulf Hwy, Big Lake Rd. and all other approaches to the city. * Incorporate McNeese logo into parts of the new Ryan St. Streetscape that the city is working on.
- 1.Postal Mail 2.Telephone
- A detail that would enhance my interest would be attending "Dr." or "Ph.D" to my name. I earned a Ph.D. at LSU in 8-2003. Ron Rush
- All we want to do is direct \$ to my deceased brother's fund and it can be very hard to find. You need a search engine!
- Banners programs would be more appealing if spread throughout the calendar year & not just clustered in a few months.
- Before awarding a scholarship to a new student, we think as contributors we should be notified.
- Continue to be as you are.
- I am very proud of all correspondence & publications from the Foundation - Thanks to all of you! Jo Ann Humble. McNeese is very dear to my heart - Thank you for letting me participate in the survey.
- I am very proud of all correspondence & publications from the Foundation - Thanks to all of you! Jo Ann Humble. McNeese is very dear to my heart - Thank you for letting me participate in the survey. Obviously, I have little contact with Foundation. But now I know to check website. And now you know I appreciate pillars. Makes McNeese and results of giving more real.
- I contribute through Banners, but believe that its board has stagnated or lost direction with respect to what those who contribute want to see.
- I gave to the foundation once but have never heard from them again. You need to do more promoting.
- I give to the foundation because it is the only avenue I am aware that is allowed by Administration to help support faculty, students, and departments. I have had financial contributions, which are sizable to me, go unacknowledged by the current foundation staff. I have had a similar sized contribution (\$1,000) lost by foundation and I had to re-give my contribution. I distrust the highest level of foundation staff and do not know the people @ the lowest levels of staff. I will not, and simply cannot, make general & broad contributions because of my distrust. My gifts have been exclusively for specific causes which I can personally track. Thank you for this opportunity.
- I have had a memorial scholarship in my husband's name for about 20 years - the name is the Calvin A. Hays, Jr. Scholarship. The last two mailings I have received had his name listed incorrectly - dropping the Jr. I only recently received my first copy of Pillars - Sally Hays
- I initially set up a planned gift with my life insurance proceeds. It was designed to go to the Athletic Foundation. I was initially treated to certain benefits by both the foundation and the Athletic foundation. Now, I don't get much from the foundation and no communication from the Athletic foundation. Asked for parking permit and rec passes and never received them.
- I really wish the Banners Series would last longer through out the year instead of so much in just a few months. When you have to find babysitters, work schedule, church, etc., its hard to get to attend everything when you have stuff 2 or 3 times a week. I wish someone could explain why so much in a little of time, what's the hurry! Linda Whelchel
- I strongly encourage the separation of the McNeese Athletic Foundation from the Academic Foundation. This has been successful at LSU and a separation at ULL is currently in the process. Clear distinct lines must exist in order for success to occur. Outside of booster club funds, I do not find MAF to be successful in its history of fundraising.
- I think you are doing a good job of informing us about your work & accomplishments. The "Pillars" publication puts a face with some of the things that are being done. Just keeps us informed. Thanks.

- I was unaware that Banners was part of the McNeese Foundation until this year. Although I am a McNeese graduate, I do not make donations to the college so wasn't paying attention to your mail unless it said Banners on it.
- I will check out the website. We were "out of pocket" the whole of July - Sorry if this is too late to help.
- I'm very comfortable with the way the foundation is handled at this time.
- In my opinion, you do a fine job in this organization! Keep up the great work.
- Keep members fully informed by newsletter on a periodic basis.
- Marianne White is awesome!
- My interest is Science, especially Medicine with a strong desire to support cancer research and medical physics.
- My niece died and I made a 1 time only contribution in her honor. I will not be donating again. Please remove me from your mailing list immediately. Mr. & Mrs. Mills J. Vautrot. Jaqueline M. Vautrot
- One of these days, I suppose I'll have time to browse the web & read all of the contents. But now, no way!
- Question #4 is vague. Most people won't understand what Faculty Development means, as well as Professorships/Chairs. You can't expect people to know what these mean unless they have worked at the college level, & even then they might not. Once I answered #10, I then accessed the site so I could accurately answer #11 & #12. There should be pictures of the board of directors next to their names so they can be more easily recognized. Overall, great site. Be careful not to put too much type on one page. People might not read it.
- Richard, your staff is wonderful!! Harry Hank
- Service has been excellent. I plan to become more familiar with your website.
- Temp. address - 2819 Teague Rd. #1634 - Houston, TX 77080
- The Foundation does a good job. I only wish more Alumni contributed.
- To be sure that gifts for specific funds do not get put in the wrong account.
- You - all of you - do a terrific job!
- Your boss is getting old - cannot walk, cannot plat golf - am thinking of giving more to Salvation Army!
- Your survey related to your website got my attention and turned me on to your site. I attended McNeese for two years (1958-59 & 59-60) with a pre-architecture curriculum and transferred to LSU obtaining a Bach. of Architecture in 1963. I was blessed to have received the personal, academic, & professional education I growing up in Lake Charles, especially attending McNeese for two years and graduating from LSU. The education I received at McNeese enabled me to compete at the same level or higher than my peers in college & professionally.