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*Syracuse University Magazine* (ISSN 1065-884X) is published four times yearly in summer, fall, winter, and spring by Syracuse University and distributed free of charge to alumni, friends, faculty, and staff members. Periodical postage paid at Syracuse, New York, and additional mailing offices.

CHANGE OF ADDRESS ONLY: Development Information Services, 820 Comstock Avenue, Room 009, Syracuse, New York 13244-5040. Telephone: 315-443-3904. Fax: 315-443-5169. E-mail: [alafranc@syr.edu](mailto:alafranc@syr.edu). For duplicate mailings, send both mailing labels to the address above.

OTHER MAGAZINE BUSINESS: *Syracuse University Magazine*, 820 Comstock Avenue, Room 308, Syracuse, New York 13244-5040. Telephone: 315-443-5423; Fax: 315-443-5425. E-mail: [magazine@syr.edu](mailto:magazine@syr.edu). Web site: [www.sumag.syr.edu](http://www.sumag.syr.edu).

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POSTMASTER: Send address corrections to 820 Comstock Avenue, Room 009, Syracuse, New York 13244-5040.

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To promote learning through teaching, research, scholarship, creative accomplishment, and service.

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To be the leading student-centered research university with faculty, students, and staff sharing responsibility and working together for academic, professional, and personal growth.

# Opening Remarks

## And the Survey Says....

Last year, following the introduction of the "new and improved" *Syracuse University Magazine*, we created a survey to assess what readers thought about the many changes in the publication.

With the assistance of SU's Center for Support of Teaching and Learning (CSTL)—which coordinates and supports University initiatives and national projects focused on student learning and success—we developed a representative sampling of the magazine's reader base, to which we sent a questionnaire that centered on three key areas:

- How well the magazine is communicating the SU message;
- To what extent our readers rely on *SU Magazine* for information; and,
- Whether readers like how *SU Magazine* presents this information.

Throughout the survey preparation process, a nagging question lingered in the back of my mind: What if the results show that readers hate what we've done? It's a scary thought, but one most editors must grapple with when launching a survey. Sure, we believed the revamped magazine was beautiful, informative, and engaging. But would survey respondents agree? Or would they politely inform us that we were deranged word pushers without a clue?

Anxiety aside, down deep we knew this survey was a crucial step in the evolution of *Syracuse University Magazine* and its mission to serve this institution and its alumni, friends, faculty, staff, and other supporters. So we printed it up, mailed it out, and hoped for the best as we waited for one of the longest months of our professional lives to tick by.

After the questionnaire results were tabulated, it was a relief to see we had little to worry about—readers ranked highly the overall quality of the publication.

More than 80 percent of respondents ranked the magazine number one as a source of SU news and information. That same number gave high ratings to the overall changes in

the design of the magazine and the scope and accuracy of information provided.

The top-rated sections of the magazine were Alumni News & Notes, feature stories, and Quad Angles. This tells us that our readers like to check up on fellow alumni and friends first, then turn to our feature stories for a "big picture" look at the University, before moving on to shorter news briefs about specific happenings at SU.

In estimating time spent reading the magazine, 99 percent said they spend up to a half hour or more (65 percent up to an hour or more; 34 percent up to half an hour). The remaining 1 percent said they spend no time reading the magazine, which made us wonder why they were willing to spend time filling out the survey. Go figure.

While we naturally revel at all the good news the survey revealed, the results were not all confetti and flowers. For example:

- When asked to what degree readers feel the information they receive through the magazine provides an accurate picture of SU, 23 percent gave a neutral response (neither positive nor negative) and 8 percent gave a negative response.
- While 75 percent rated

the quality of our story content quite high, more than 30 percent were neutral about their overall satisfaction with story content.

• While the majority of our features and departments ranked high in reader satisfaction, two departments—Research Report and Campaign Update—ranked relatively low.

Our task now is to review the survey results, both positive and negative, and consider what we must do to further improve *Syracuse University Magazine*. Beyond that, we, of course, encourage all of you to jot us a note or fire off an e-mail with any suggestions that will help us bring the magazine to the top of your reading pile.



JEFFREY CHARBONEAU  
MANAGING EDITOR

# Carrier Dome Roof Commemorative Plaque

The Carrier Dome roof encompasses more than 6 acres of Teflon-coated, fiberglass fabric. After 19 years of service, that roof fabric is being replaced. As a means of preserving an important part of our cultural heritage, Syracuse University is offering a commemorative plaque.

This 10.5" x 13" dark wood plaque includes the following:

- ◆ A 4"x7" piece of the original fabric roof (with brass attachment)
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To order your commemorative plaque, fill out this order form and mail it, with check or money order (or fill in the MC/VISA information below, including signature) in an envelope addressed to the Carrier Dome Box Office. Make checks payable to SYRACUSE UNIVERSITY. You may also fax your order to us at 315-443-3692. The \$48 price (each plaque is \$44 plus \$4 shipping) includes sales tax. Plaques will be ready to ship July 1, 1999 (allow 4 weeks for delivery). These plaques will also be available at the Syracuse University Bookstore after July 1, as well as both Orange Shoppes in the Carrier Dome during events. Call the Box Office at 888-366-3849 with any questions you may have.

## Five 5" x 7" Photographs to Choose From:



**Plaque #01**  
Syracuse football game



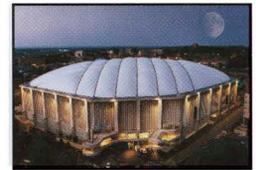
**Plaque #02**  
Gary Gait's famous "Air Gait"



**Plaque #03**  
SU-Georgetown basketball game



**Plaque #04**  
Carrier Dome and environs



**Plaque #05**  
Carrier Dome at night

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Name and address to mail plaque(s):

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\_\_\_ #03 Basketball    \_\_\_ #04 Dome  
\_\_\_ #05 Dome at night

ITEM	PRICE	QTY	TOTAL
Plaque (including shipping)	\$48		
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