

Addendum 1

Research questionnaire (telephone survey)

Disseminating information to graduates (alumni) of the University of Johannesburg

Please answer the following questions by making a cross in the appropriate block(s):

"Good day, my name is May I please speak to Mr/Mrs/Ms/Prof/Dr? Hello,, I am doing a telephone survey on the information and communication needs of the alumni of the newly formed University of Johannesburg. Your name has been selected from the RAU and the TWR databases to participate in this survey. Could I have 5 minutes of your time to complete the questionnaire?"

YES	NO
1.	2.

If NO: "May I ask the reason why?"

Don't have time	Have no interest	Don't like telephone surveys	Other (specify):
("Could I contact you at a more convenient time?")	("Thank you, Sir/Madam. Goodbye.")	("Could I send you the questionnaire via fax or e-mail?")	
Y 1.	Y 2.	Y 3.	Y 4.

If YES: "Thank you." (Proceed.)

Section A: Biographical information

Question 1

(Select only one option/block)

From which institution(s) have you obtained a qualification/ qualifications?	TWR 1.	RAU 2.	Both 3.	None 4.
--	-----------	-----------	------------	------------

Question 2

(Select only one option/block)

Are you currently registered for a qualification at:	TWR 1.	RAU 2.	None 3.
--	-----------	-----------	------------

Question 3

(Select only one option/block)

If "yes" at question 2, please state which qualification:	One-year Certificate(s) 1.	Diploma(s) 2.	Degree(s) 3.	Postgraduate degree (s) 4.
---	-------------------------------	------------------	-----------------	-------------------------------

Question 4

(Select only one option/block)

What is your highest academic qualification obtained?	Grade 12 1.	One-year Certificate(s) 2.	Diploma(s) 3.	Degree(s) 4.	Postgraduate degree(s) 5.
---	----------------	-------------------------------	------------------	-----------------	------------------------------

Question 5

(Select only one option/block)

What is your age bracket?	Between 18 and 21 1.	Between 22 and 25 2.	Between 26 and 35 3.	Between 36 and 49 4.	Between 50 and 59 5.	60 years or older 6.
---------------------------	-------------------------	-------------------------	-------------------------	-------------------------	-------------------------	-------------------------

Question 6

(Select only one option/block)

What is your gender?	Female 1.	Male 2.
----------------------	--------------	------------

Question 7

(Select only one option/block)

What is your predominant home language?	English 1.	Afrikaans 2.	IsiZulu 3.	Xitsonga 4.	IsiXhosa 5.	Setswane 6.
	Tshivenda 7.	SiSwati 8.	IsiNdebele 9.	Sepedi 10.	Sesotho 11.	Other (specify): 12.

Question 8

(Select only one option/block)

What is/was your preferred language of communication at your tertiary institution?	English 1.	Afrikaans 2.
--	---------------	-----------------

Question 9

(Select only one option/block)

How would you describe your current socio-economic situation?	Poor 1.	Below average 2.	Average 3.	Above average 4.	Affluent 5.
---	------------	---------------------	---------------	---------------------	----------------

Question 10

(Select only one option/block)

What is your current employment status?	Full time 1.	Part time 2.	Contract basis 3.	Self-employed 4.	Retired 5.	Full-time student 6.	Un-employed 7.	Other (specify): 8.
---	-----------------	-----------------	----------------------	---------------------	---------------	-------------------------	-------------------	------------------------

Section B: Information and communication media & technology

Question 11

(Select only one option/block per row)

How often do you...	At least once a day	At least every 2 to 4 days	At least once a week	At least once a month	At least every six months	At least once a year	Never
11.1 listen to the radio?	1.	2.	3.	4.	5.	6.	7.
11.2 watch television?	1.	2.	3.	4.	5.	6.	7.
11.3 have a (landline) telephone conversation?	1.	2.	3.	4.	5.	6.	7.
11.4 use a fax machine?	1.	2.	3.	4.	5.	6.	7.
11.5 have a conversation on a cellular phone?	1.	2.	3.	4.	5.	6.	7.
11.6 send SMS messages?	1.	2.	3.	4.	5.	6.	7.
11.7 receive SMS messages?	1.	2.	3.	4.	5.	6.	7.
11.8 work on a computer?	1.	2.	3.	4.	5.	6.	7.
11.9 surf on the World Wide Web?	1.	2.	3.	4.	5.	6.	7.
11.10 do Internet banking?	1.	2.	3.	4.	5.	6.	7.
11.11 send e-mail messages?	1.	2.	3.	4.	5.	6.	7.
11.12 receive e-mail messages?	1.	2.	3.	4.	5.	6.	7.
11.13 use Instant Messaging?	1.	2.	3.	4.	5.	6.	7.

Question 12

(Select as many options/blocks as necessary)

At which of the following locations do you have Internet access?	Home 1.	Work 2.	Tertiary institution 3.	Other (specify): 4.
--	------------	------------	----------------------------	------------------------

Question 13

(Select only one option/block)

Do you currently have a cellular telephone?	Yes 1.	No 2.
---	-----------	----------

Question 14

(Select only one option/block per row)

If "yes" at question 13:	Yes	No	Not sure
14.1 Does your cell phone support WAP?	1.	2.	3.
14.2 Does your cell phone support Bluetooth?	1.	2.	3.
14.3 Do you use the calendar facility on you cell phone?	1.	2.	
14.4 Do you synchronise your cell phone calendar with your PC calendar?	1.	2.	

Question 15

(Select only one option/block)

Would you be prepared at your own cost to reply to an SMS text message sent to you by the institution where you graduated?	Yes 1.	No 2.
--	-----------	----------

Question 16

(Select only one option/block per row)

How would you like to receive information from the institution where you graduated?	Yes	No
16.1 Printed media (for example, newspaper advertisements)	1.	2.
16.2 Traditional mail	1.	2.
16.3 Telephone	1.	2.
16.4 Fax machine	1.	2.
16.5 Radio	1.	2.
16.6 Television	1.	2.
16.7 E-mail/The Web	1.	2.
16.8 Short-messaging system (SMS)	1.	2.
16.9 Electronic billboards (next to the road/at traffic intersections)	1.	2.

Section C: Relationship building

Question 17

(Select only one option/block per row)

How would you describe the current contact that you have with the institution where you graduated in terms of the following:	No contact	Poor	Average	Frequent
17.1 Academic Department/Faculty?	1.	2.	3.	4.
17.2 Sports clubs?	1.	2.	3.	4.
17.3 Cultural clubs?	1.	2.	3.	4.
17.4 Residences and/or day houses?	1.	2.	3.	4.
17.5 Alumni Office?	1.	2.	3.	4.

Question 18

(Select only one option/block per row)

How would you describe your involvement with the institution where you graduated in terms of attending the following events:	Non-existent	Poor	Average	Frequent
18.1 Academic Departmental/Faculty events (for example, graduation ceremonies, inaugural addresses, etc)	1.	2.	3.	4.
18.2 Sporting events (for example, intervarsity, Sassu, etc)	1.	2.	3.	4.
18.3 Cultural events (for example, choir performances, productions, etc)	1.	2.	3.	4.
18.4 Residence and day house events (for example, reunions)	1.	2.	3.	4.
18.5 Alumni regional/club events (for example, regional/club socials)	1.	2.	3.	4.

Question 19

(Select only one option/block per row)

How important is it to you to receive the following information from the institution where you graduated:	Not at all important	Not important	Important	Very important
19.1 Information on the benefits to be derived from joining the Alumni Association?	1.	2.	3.	4.
19.2 Information on the achievements of the graduates of the institution?	1.	2.	3.	4.
19.3 Information on current and future events (for example, graduation ceremonies, cultural activities, etc)?	1.	2.	3.	4.
19.4 Information on funding requirements for institutional projects?	1.	2.	3.	4.

Question 20

(Select only one option/block)

How often would you like to receive information from the Alumni Office of the institution where you graduated?	Never 1.	Approximately once a month 2.	Approximately once every six months 3.	Once a year 4.

Question 21

(Select only one option/block)

To what extent do you think that communication between you and the Alumni Office would inspire loyalty towards the institution where you graduated?	Not at all 1.	To a certain extent 2.	To a large extent 3.

Question 22

(Select only one option/block)

Would you like to have input in the decision-making process (at Council level) of the University of Johannesburg?	Yes 1.	No 2.

"Thank you kindly for your time, Sir/Madam. Have a nice day. Goodbye."