COLLECTING & USING DATA TO DEVELOP YOUR ALUMNI CLUB

Article on Data Collection resources: [http://www.pcmag.com/article2/0,2817,2494737,00.asp](http://www.pcmag.com/article2/0,2817,2494737,00.asp)
American Marketing Association: [https://www.ama.org/](https://www.ama.org/)

Survey Monkey Questionnaire:
Q1: Have you attended an AZ Spartans Game Watch at Wasted Grain?
   - Yes
   - No

Q2: Rate your Game Watch experience
   - Excellent
   - Good
   - Average
   - Below Average
   - Unsatisfactory

Q3: How can game watches improve?
   - Reservation System
   - Marketing of dates/times
   - Food Selection
   - Drink Selection
   - Prices for food and drinks
   - Service of bar and waitstaff

Q4: Did you attend the 2016 Sparty Gras
   - Yes
   - No

Q5: Rate your Sparty Gras Experience
   - Excellent
   - Good
   - Average
   - Below Average
   - Unsatisfactory

Q6: Why didn't you attend Sparty Gras
   - Open response

Q7: Please share any suggestions you may have for new Sparty Gras venues.
   - Open response

Q8: Would you attend an AZ Spartans Holiday Party in December at Wasted Grain?
   - Yes
   - No
Q9: What other events would you like to see the AZ Spartans organize?
- Bowling night
- Euchre Tournament
- Golf Outing
- Kickball Game
- Casino Night
- Pro Sport Events
- Business Networking
- Other

Q10: Would you like to volunteer with the AZ Spartans?
- Yes
- No

Q11: Which of the following would you be interested?
- Game Watch Host
- High School Career Fairs
- Sparty Gras Planning Committee
- Website/Social Media
- AZ Spartans Board
- Philanthropy Committee

Q12: Do you know the AZ Spartans has the following?
- Facebook
- Twitter
- Website
- None of the Above

Q13: Did you know that you can do the following on AZSpartans.com? (select all that apply)
- Update your preferred communication
- Get the latest information on the AZ Spartans
- Sign up for events
- Make a donation to Michigan State
- None of the above

Q14: Please let us know your level of satisfaction with being part of the AZ Spartans.
- Very Satisfied
- Satisfied
- OK
- Dissatisfied
- Very Dissatisfied

Q15: In order to win a $50 gift certificate, please provide the following contact information.
- Name
- City
- Email
- Phone