Texas State Alumni Association

Gold Book Focus Group

Focus Group Questions

**Increase Awareness**

1. What does the Alumni Association do?
2. Are you aware of the Alumni Association’s presence on campus? If so, in what way?
3. What Alumni Association programs are you aware of?
4. What Alumni Association programs would you be interested in being involved in?

**Communication**

1. How do you get your news about Texas State activities and events?
2. What is the best way for a department to get in contact with you?
3. Where do you normally get your news about Texas State University events and activities?

**Gold Book/Incentives**

1. What do you know about campus traditions?
2. Would you be interested in participating in a pride and traditions book?
3. What incentive would motivate you to take part in and complete the book?