

EXHIBIT J - I
Alumni Athletes
Athletic Study Survey

• Analyzing 66 responses.

Q.1 Overall, how satisfied are you with your experience with the UMC?

Choice	Count	Percentage Answered
1. Very satisfied	41	65.1%
2. Moderately satisfied	21	33.3%
3. Slightly satisfied	0	0.0%
4. Slightly dissatisfied	0	0.0%
5. Moderately dissatisfied	1	1.6%
6. Very dissatisfied	0	0.0%

Q.2 UMC is currently an NCAA Division II athletic member. Indicate whether this was MAJOR consideration, a MINOR consideration, or NOT a consideration in your decision to attend UMC?

Choice	Count	Percentage Answered
1. Attended UMC prior to current athletic affiliation	1	2.0%
2. Major consideration	10	20.4%
3. Minor consideration	13	26.5%
4. Not a consideration	25	51.0%

Q.3 UMC is currently a member of the Northern Sun Intercollegiate Conference (NSIC). Indicate whether this was MAJOR consideration, a MINOR consideration, or NOT a consideration in your decision to attend UMC?

Choice	Count	Percentage Answered
1. Attended UMC prior to current athletic affiliation	0	0.0%
2. Major consideration	9	18.4%
3. Minor consideration	13	26.5%
4. Not a consideration	27	55.1%

Q.4 Did you receive an athletic scholarship?

Choice	Count	Percentage Answered
1. Yes	28	87.5%
2. No	4	12.5%

Q.5 If you received an athletic scholarship at UMC, indicate whether it was MAJOR consideration, a MINOR consideration, or NOT a consideration in your decision to attend UMC?

Choice	Count	Percentage Answered
1. Major consideration	15	35.7%

2. Minor consideration	14	33.3%
3. Not a consideration	13	31.0%

Q.6-1 Practice and game facilities

Question	Count	Percentage Answered
1. Very satisfied	23	34.8%
2. Satisfied	31	47.0%
3. Neither satisfied nor dissatisfied	1	1.5%
4. Dissatisfied	10	15.2%
5. Very dissatisfied	1	1.5%

Q.6.2 Weight room

Question	Count	Percentage Answered
1. Very satisfied	0	0.0%
2. Satisfied	0	0.0%
3. Neither satisfied nor dissatisfied	2	100.0%
4. Dissatisfied	0	0.0%
5. Very dissatisfied	0	0.0%

Q.6-3 Training room

Question	Count	Percentage Answered
1. Very satisfied	0	0.0%
2. Satisfied	0	0.0%
3. Neither satisfied nor dissatisfied	2	100.0%
4. Dissatisfied	0	0.0%
5. Very dissatisfied	0	0.0%

Q.6-4 Number of support staff (assistant coaches, training room, sports information)

Question	Count	Percentage Answered
1. Very satisfied	3	75.0%
2. Satisfied	0	0.0%
3. Neither satisfied nor dissatisfied	1	25.0%
4. Dissatisfied	0	0.0%
5. Very dissatisfied	0	0.0%

Q.7-1 Faculty and staff

Question	Count	Percentage Answered
1. Very satisfied	30	46.2%
2. Satisfied	25	38.5%
3. Neither satisfied nor dissatisfied	0	0.0%
4. Dissatisfied	10	15.4%
5. Very dissatisfied	0	0.0%

Q.7-2 Other student athletes

Question	Count	Percentage Answered
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1. Very satisfied	33	52.4%
2. Satisfied	28	44.4%
3. Neither satisfied nor dissatisfied	0	0.0%
4. Dissatisfied	2	3.2%
5. Very dissatisfied	0	0.0%

Q.7-3 UMC Athletic Department

Question	Count	Percentage Answered
1. Very satisfied	39	59.1%
2. Satisfied	22	33.3%
3. Neither satisfied nor dissatisfied	0	0.0%
4. Dissatisfied	5	7.6%
5. Very dissatisfied	0	0.0%

Q.7-4 Area residents

Question	Count	Percentage Answered
1. Very satisfied	10	15.6%
2. Satisfied	38	59.4%
3. Neither satisfied nor dissatisfied	1	1.6%
4. Dissatisfied	15	23.4%
5. Very dissatisfied	0	0.0%

Q.7-5 Local media (radio, TV, newspaper) coverage

Question	Count	Percentage Answered
1. Very satisfied	26	40.0%
2. Satisfied	19	29.2%
3. Neither satisfied nor dissatisfied	5	7.7%
4. Dissatisfied	15	23.1%
5. Very dissatisfied	0	0.0%

Q.8 If UMC remains a member of the NSIC conference as a NCAA Division II program and invests in the program to become more competitive, would your fan support of UMC athletics change?

Choice	Count	Percentage Answered
1. No, my support would not change.	42	66.7%
2. Yes, I would attend/listen to fewer events.	4	6.3%
3. Yes, I would not attend/listen to any events.	0	0.0%
4. Yes, I would attend/listen to more events.	17	27.0%

Q.9 If UMC would become a NCAA Division III program and join the Upper Midwest Athletic Conference (UMAC), would your fan support of UMC athletics change?

Choice	Count	Percentage Answered
1. No, my support would not	46	73.0%

change.

2. Yes, I would attend/listen to fewer events.	13	20.6%
3. Yes, I would not attend/listen to any events.	0	0.0%
4. Yes, I would attend/listen to more events.	4	6.3%

Q.10 If UMC would become a NAIA Division II program and join the Dakota Athletic Conference (DAC), would fan your support of UMC athletics change?

Choice	Count	Percentage Answered
1. No, my support would not change.	46	73.0%
2. Yes, I would attend/listen to fewer events.	11	17.5%
3. Yes, I would not attend/listen to any events.	0	0.0%
4. Yes, I would attend/listen to more events.	6	9.5%

Q.11 What is the approximate current amount of your annual financial support to UMC athletics?

Choice	Count	Percentage Answered
1. None	36	57.1%
2. \$1 to \$25	0	0.0%
3. \$26 to \$50	0	0.0%
4. \$51 to \$100	26	41.3%
5. \$100 to \$500	0	0.0%
6. \$501 to \$1000	1	1.6%
7. \$1001 +	0	0.0%

Q.12 If UMC remains a member of the NSIC conference as a NCAA Division II program and invests in the athletic program to become more competitive, would your financial support of UMC athletics change?

Choice	Count	Percentage Answered
1. No, my financial support would not change.	45	70.3%
2. Yes, I would still provide financial support but it would decrease.	2	3.1%
3. Yes, I would not provide any financial support	0	0.0%
4. Yes, my financial support would increase.	17	26.6%

Q.13 If UMC would become a NCAA Division III program and join the UMAC conference, would your financial support of UMC athletics change?

Choice	Count	Percentage Answered
1. No, my financial support would not change.	45	73.8%
2. Yes, I would still provide financial support but it would	12	19.7%

decrease.

3. Yes, I would not provide any financial support. 0 0.0%

4. Yes, my financial support would increase. 4 6.6%

Q.14 If UMC would become a NAIA Division II program and join the DAC conference, would your financial support of UMC athletics change?

Choice	Count	Percentage Answered
1. No, my financial support would not change.	47	75.8%
2. Yes, I would still provide financial support but it would decrease.	8	12.9%
3. Yes, I would not provide any financial support.	0	0.0%
4. Yes, my financial support would increase.	7	11.3%

Q.15 To what extent do you agree that the athletic program enhances the student experience and benefits both student participants and the broader campus community by developing school spirit and creating a sense of community?

Choice	Count	Percentage Answered
1. Strongly agree	1	1.5%
2. Agree	63	95.5%
3. Neither agree nor disagree	0	0.0%
4. Disagree	2	3.0%
5. Strongly disagree	0	0.0%

Q.16 If needed, can we contact you for further assistance?

Choice	Count	Percentage Answered
1. Yes	44	74.6%
2. No	15	25.4%