

Alumni Survey Design Proposal

The 2013 Edition

Presented by the interns
Kevin King and David Kreie



We've explored a number of formats for the 2013 Executive Survey Book and we've narrowed it down to a handful of options.

The aim we kept at the forefront was to produce a format that is easy to adjust and flexible to fit essentially any amount of data that you see fit.


alumni

Back Cover




The University of Phoenix has 746,800 alumni and counting.

70% of our alumni are women.

 University of Phoenix
Alumni Association

Front Cover

 University of Phoenix
Alumni Association

Updated 05.21.13
Confidential

2013 Alumni Survey Results

Executive Edition

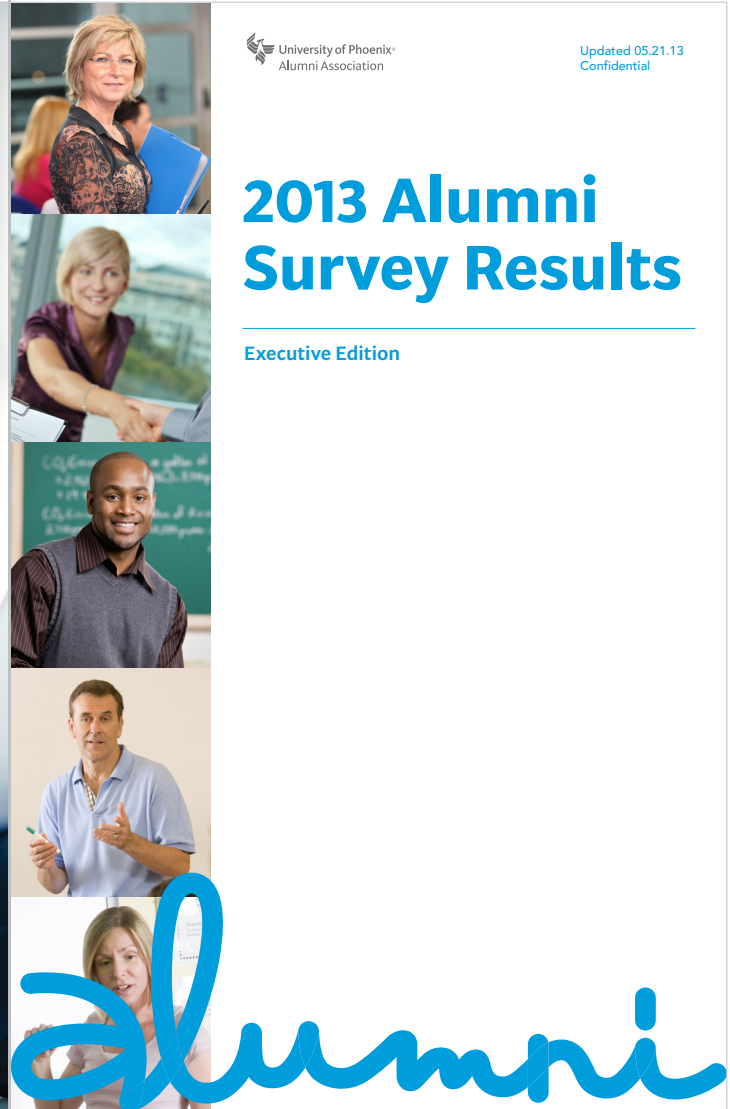
alumni

Option One:
Printed Cover Option

Back Cover



Front Cover



Option One:
Printed Cover Option



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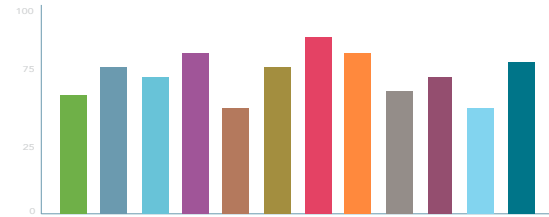
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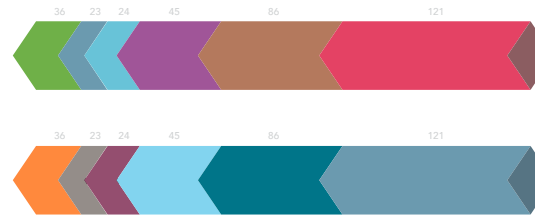
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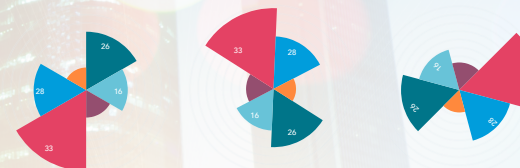
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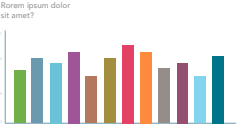
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Inside Right


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Inside Left



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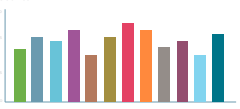


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Inside Fold Right

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Option One:
Printed Fold

2013 Alumni Survey Results

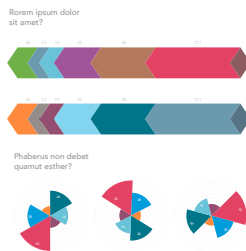
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alumni

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alumni

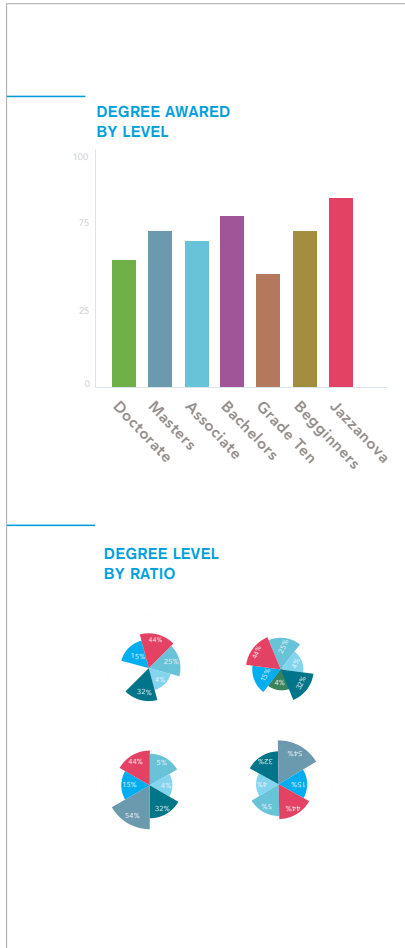


The University of Phoenix has 746,800 alumni and counting.

70% of our alumni are women.

alumni

Center Panel



Back Panel

**80% of the
time University
of Phoenix
works
everytime**



University of Phoenix®
Alumni Association

Front Panel

University of Phoenix
Alumni Association



Left Inside Panel

Center Inside Panel

Right Inside Panel

**MORE
INFORMATION?**

Food truck 3 wolf moon semiotics,
authentic terry richardson fashion
axe Austin mlkshk. Readymade
semiotics squid Austin fixie 90's,
banh mi seitan four loko raw denim

Associate	3,444
Bachelor	4,345
Master	675
Doctorate	4,736

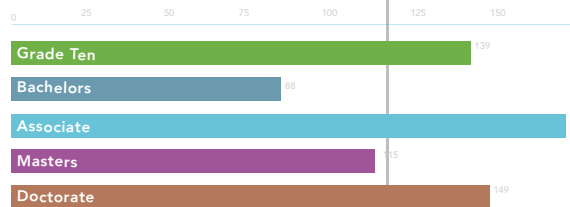
**DATA
WEIGHTING**

Food truck 3 wolf moon semiotics,
authentic terry richardson fashion
axe Austin mlkshk. Readymade
semiotics squid Austin fixie 90's,
banh mi seitan four loko raw denim

OBJECTIVES


Food truck 3 wolf moon semiotics,
authentic terry richardson fashion
axe Austin mlkshk. Readymade
semiotics squid Austin fixie 90's,
banh mi seitan four loko raw denim

Food truck 3 wolf moon 44% semiotics, authentic terry ric.



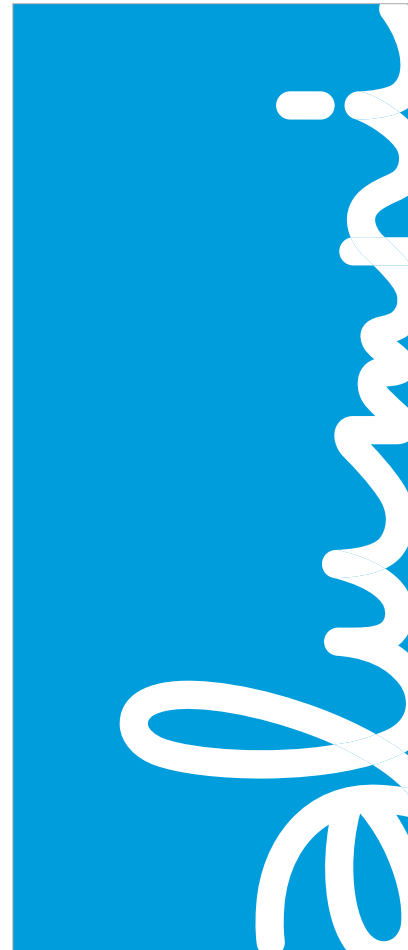
Back Panel

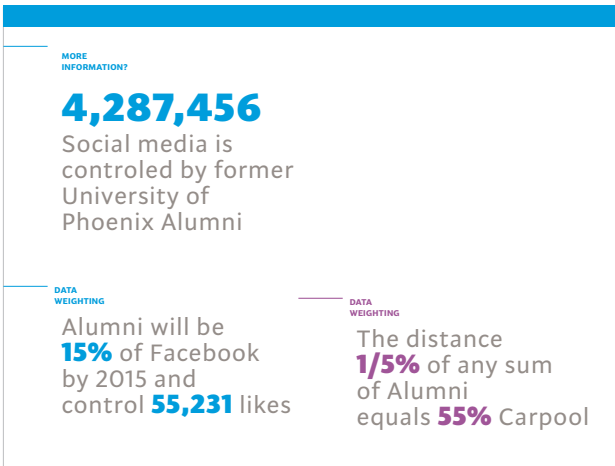
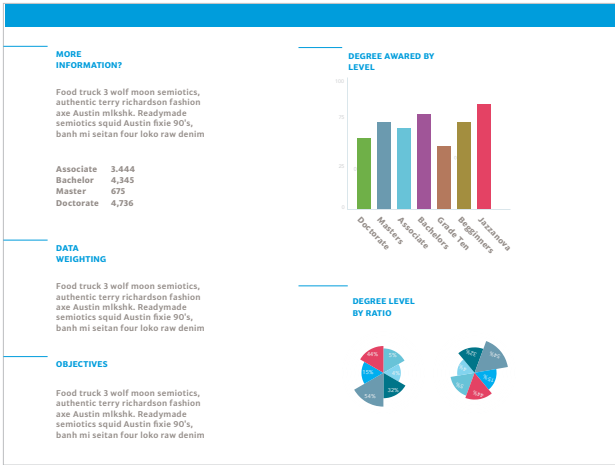
**80% of the
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University of Phoenix®
Alumni Association

Front Panel





University of Phoenix®
Alumni Association

Alumni Survey Design Proposal

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Presented by the interns
Kevin King and David Kreie

Flap

Cover Back

Cover Front

alumni

**The University of
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**70% of our alumni
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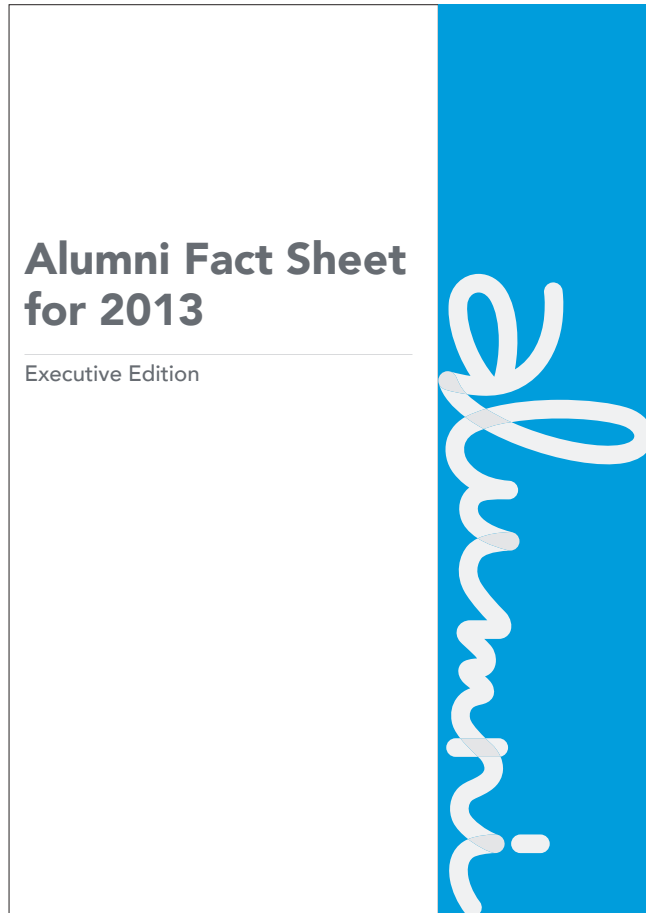


Alumni Fact Sheet for 2013

Executive Edition




Front View



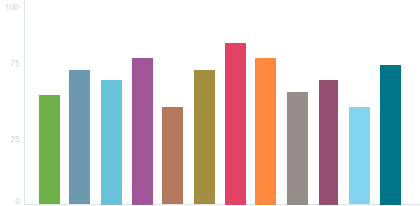
Back View



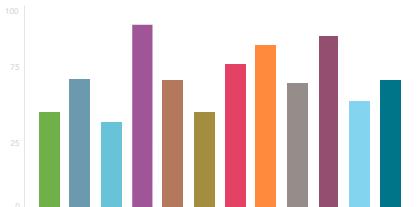
Inside Left



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Inside Right

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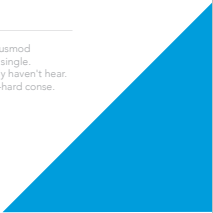


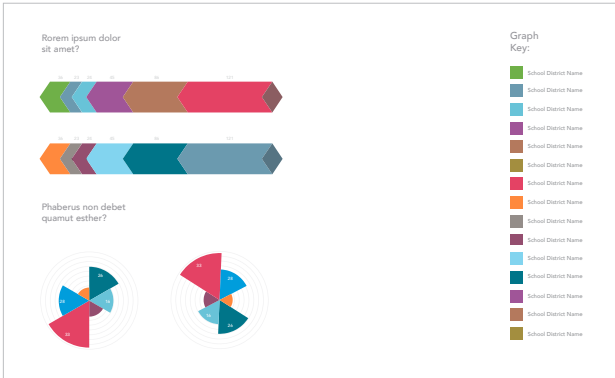
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Inside Flap

Graph Key:

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University of Phoenix
Alumni Association

Alumni Fact Sheet for 2013

Executive Edition

University of Phoenix
Alumni Association

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70% of our alumni are women.

**Thank you very much
for listening!**

Alumni