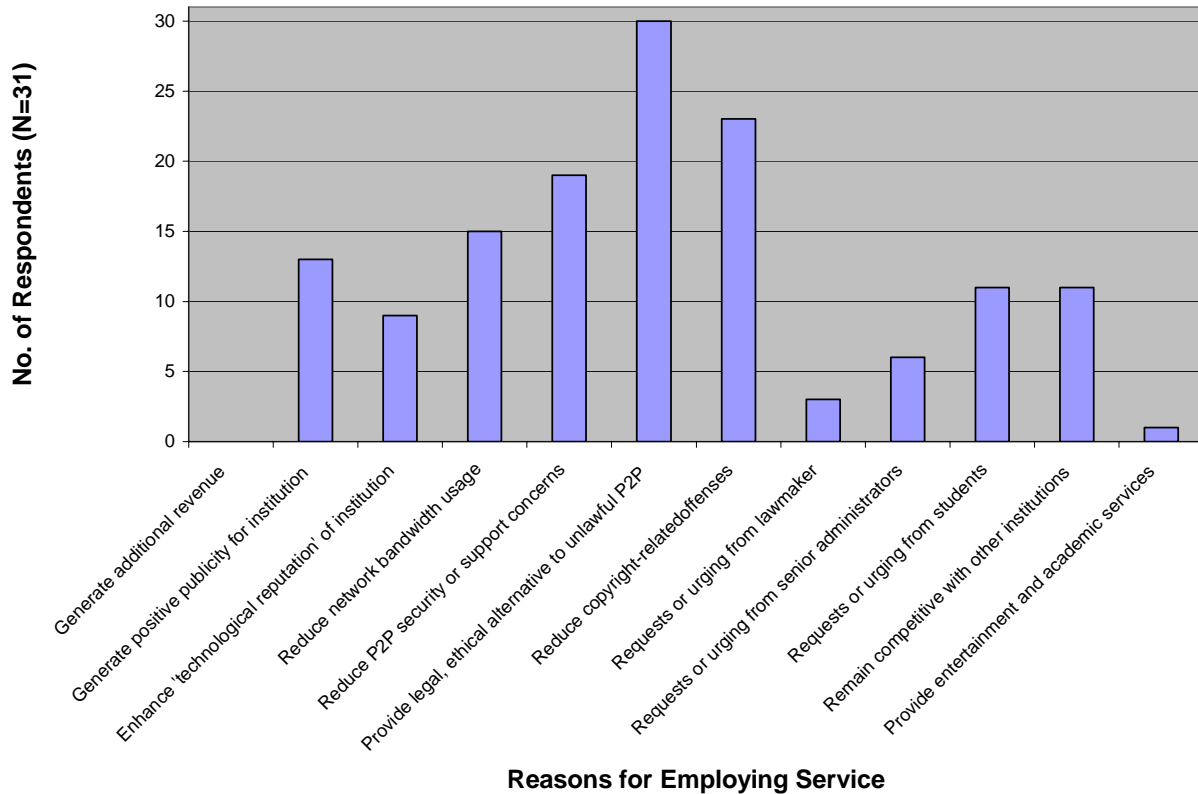


18. In your professional opinion and to the best of your knowledge, why is your institution employing an entertainment service? (Choose all that apply)

- Generate additional revenue
- Generate positive publicity for institution
- Enhance "technological reputation" of institution
- Reduce network bandwidth usage
- Reduce security or support concerns related to popular peer-to-peer services
- Provide legal, ethical alternative to unlawful peer-to-peer transactions
- Reduce copyright-related reports, lawsuits, or conduct offenses
- Requests or urging from lawmaking official(s) or body(s)
- Requests or urging from senior administrators (president, provost, trustee(s), etc.)
- Requests or urging from students
- Remain competitive with other institutions offering entertainment services
- Other – Please explain:

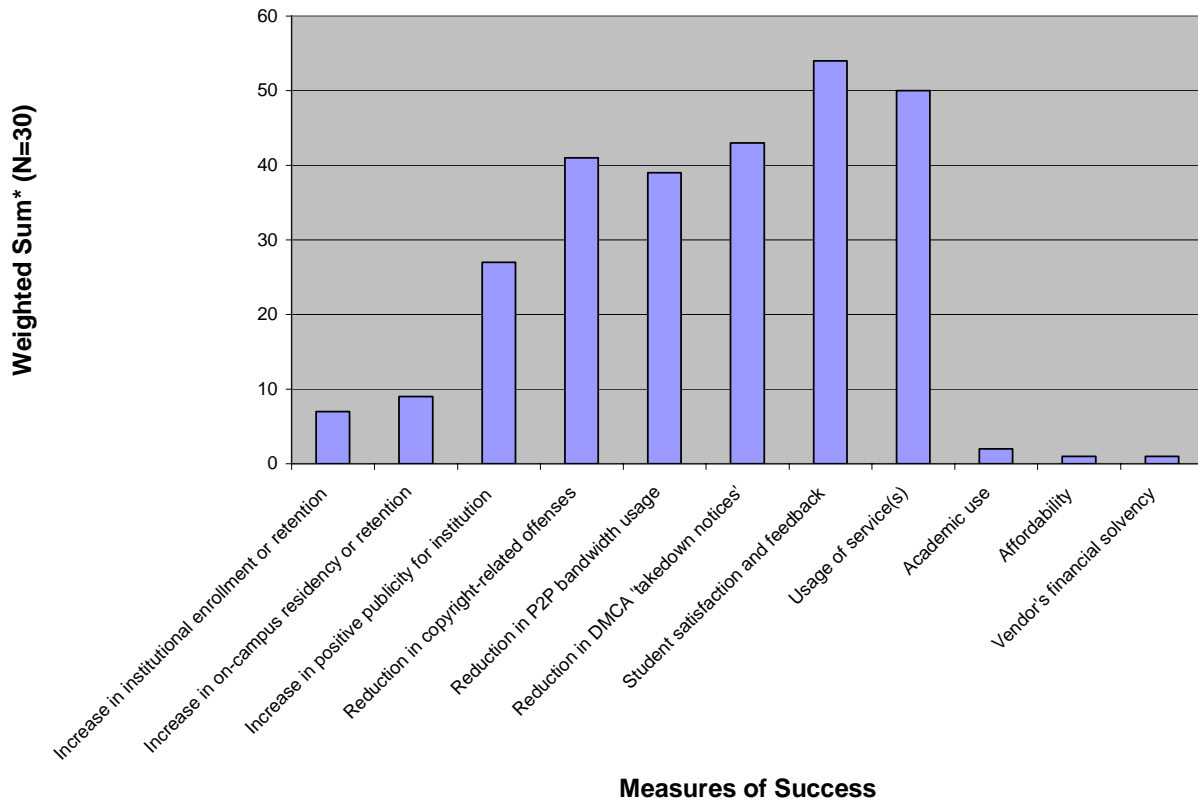


	Count	Proportion
Generate additional revenue	0	0%
Generate positive publicity for institution	13	42%
Enhance 'technological reputation' of institution	9	29%
Reduce network bandwidth usage	15	48%
Reduce P2P security or support concerns	19	61%
Provide entertainment and academic services*	1	3%
Provide legal, ethical alternative to unlawful P2P	30	97%
Reduce copyright-related reports, lawsuits, or conduct offenses	23	74%
Requests or urging from lawmaking official(s) or body(s)	3	10%
Requests or urging from senior administrators	6	19%
Requests or urging from students	11	35%
Remain competitive with other institutions	11	35%

* - 1 respondent responded with an open-ended "Other" response; it was reclassified in post-survey data analysis. The reclassified response resulted in the creation of the "Provide entertainment and academic services" response option.

19. How important will the following measures be in judging the success of the primary entertainment service?

	Very Important	Important	Not Important
Increase in institutional enrollment or retention	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Increase in on-campus residency or retention	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Increase in positive publicity for institution	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reduction in number of copyright-related lawsuits or conduct offenses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reduction in network bandwidth used by peer-to-peer applications	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reduction in number of DMCA "takedown notices"	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Student satisfaction and feedback	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Usage of service(s)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



	Weighted Sum*
Increase in institutional enrollment or retention	7
Increase in on-campus residency or retention	9
Increase in positive publicity for institution	27
Reduction in copyright-related lawsuits or conduct offenses	41
Reduction in P2P bandwidth usage	39
Reduction in number of DMCA 'takedown notices'	43
Student satisfaction and feedback	54
Usage of service(s)	50
Academic use**	2
Affordability**	1
Vendor's financial solvency**	1

* - Each response option was weighted (Very important = 2, Important = 1, Not important = 0) and the weights for each response summed to better understand and express the relative importance of the different criteria.

** - These response options were added post-survey based on responses to Question 20.

20. Are there any other measures you will be using to judge the success of the primary entertainment service? (Choose one)



No

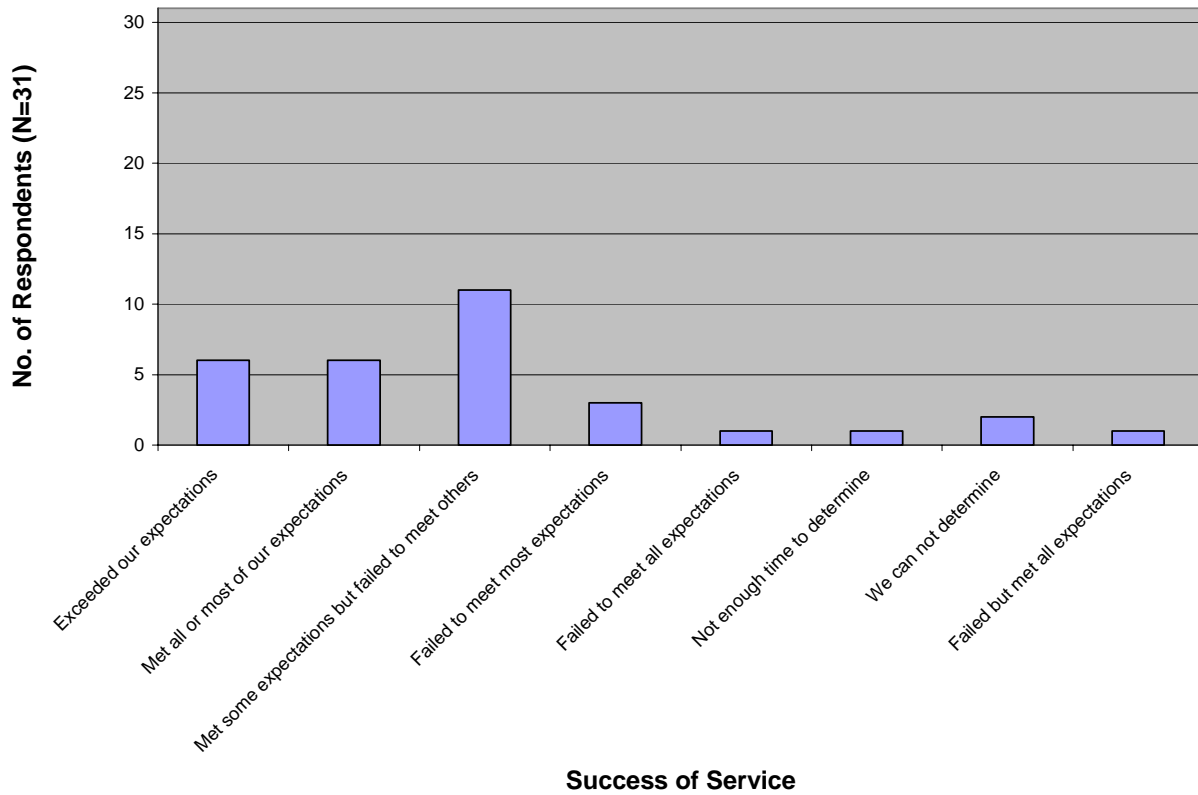


Yes - Please list all other measures and their relative importance:

6 respondents responded "Yes" and specified additional criteria. These responses were added into the responses for Question 19 as appropriate; responses resulted in the creation of 3 new response options for Question 19.

21. Based on the measures above, how successful has the primary entertainment service been? (Choose one)

- Exceeded our expectations and has been exceptionally successful
- Met all or most of our expectations
- Met some expectations but failed to meet others
- Failed to meet most expectations
- Failed to meet all expectations
- We have not had the service long enough to determine its success
- We have no established or agreed-upon method(s) or measurement(s) to determine its success
- Other – Please explain:

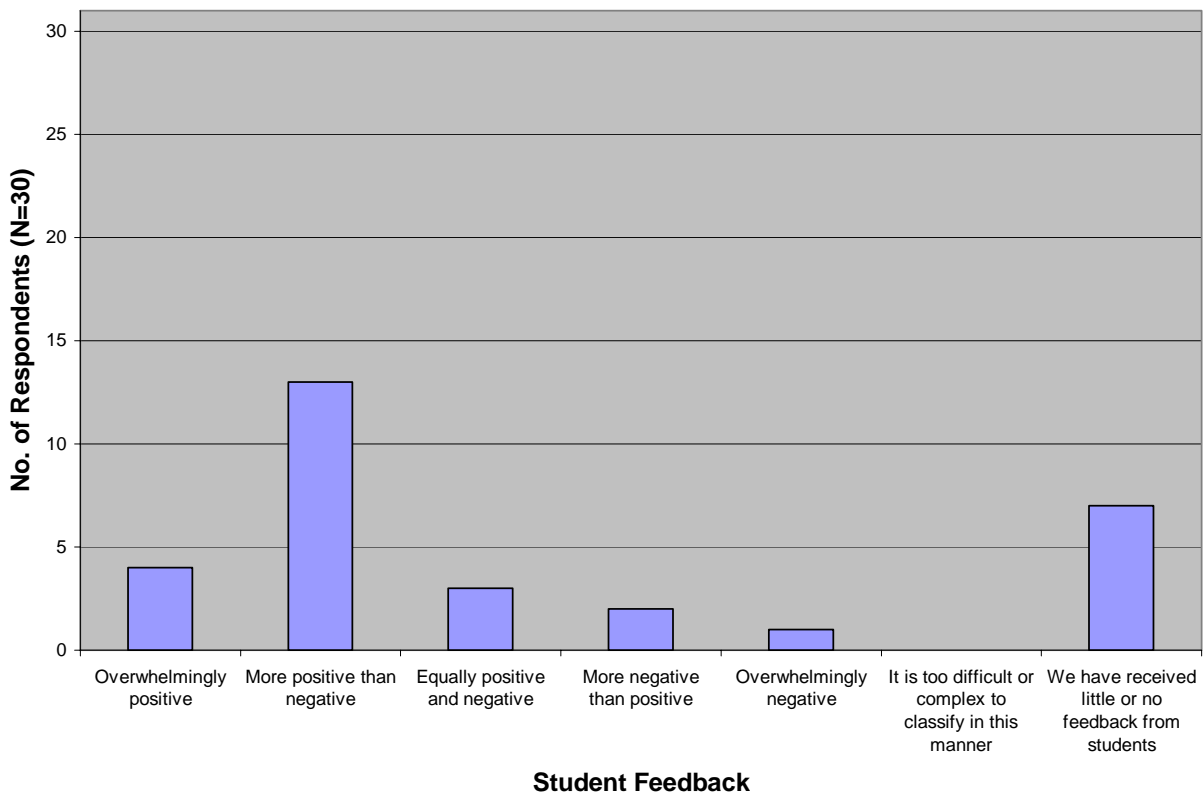


	Count	Percentage
Exceeded our expectations	6	19%
Met all or most of our expectations	6	19%
Met some expectations but failed to meet others	11	35%
Failed to meet most expectations	3	10%
Failed to meet all expectations	1	3%
Not enough time to determine	1	3%
We can not determine	2	6%
Failed but met all expectations*	1	3%

* - 1 respondent responded with an open-ended “Other” response; it was reclassified in post-survey data analysis. The reclassified response resulted in the creation of the “Failed but met all expectations” response option.

22. In general, how positive or negative has the feedback from your students been? (Choose one)

- Overwhelmingly positive
- More positive than negative
- Equally positive and negative
- More negative than positive
- Overwhelmingly negative
- It is too difficult or complex to classify in this manner
- We have received little or no feedback from students
- Other – Please explain:



	Count	Percentage
Overwhelmingly positive	4	13%
More positive than negative	13	43%
Equally positive and negative	3	10%
More negative than positive	2	7%
Overwhelmingly negative	1	3%
It is too difficult or complex to classify in this manner	0	0%
We have received little or no feedback from students	7	23%

3 respondents responded with open-ended “Other” responses; all were reclassified in post-survey data analysis.