

Cook, Jason D

From: Cook, Jason D
Sent: Wednesday, September 12, 2012 1:29 PM
To: Clint Dempsey
Subject: FW: Student input needed for Kyle Field

Jason Cook, APR | Vice President
Marketing & Communications | Texas A&M University

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-----Original Message-----

From: Staci Willis [\[mailto:staci.willis@tamu.edu\]](mailto:staci.willis@tamu.edu)
Sent: Wednesday, September 12, 2012 1:06 PM
To: Cook, Jason D
Subject: Re: Student input needed for Kyle Field

Dear Mr. Cook,

I took the survey you sent out to the student body about the renovations to Kyle Field and was extremely disappointed about two aspects of this survey. First, a respondent could not choose the option that they had attended 0 games in 2011 and/or intended to attend 0 games in 2012. These opening questions assume that every student on campus attends football games. This, in and of itself, would not be too terrible (non-attendees will simply not fill out the survey) if it were not for the final question about students offering up their fees to pay for this "redevelopment". Which leads to my second point, since this survey excludes the large population of students who do not invest their time or money in A&M football, it therefore is HIGHLY unrepresentative of the percentage of students who are willing to offer up their student fees for such a project. With this proposition, every student is made a stakeholder in the "redevelopment" effort, and yet many are excluded from giving their feedback as to their position on raising the fees. I realize that this survey will not directly result in the raising of my student fees immediately, but it still concerns me that the administration would seek feedback on an issue from only a portion of the students (i.e.- football game attendees) when the entire student population could be adversely affected (with a hike in student fees for everyone). I would recommend that if students who attend football games wish to contribute to the redevelopment project, that this is accomplished through a fee applied to the purchase of a football ticket or sports pass.

Thank you for your attention to my concerns.

Best,

Staci

Staci Willis
PhD Student
Texas A&M University

----- Original Message -----

From: "Jason Cook, Vice President of Marketing & Communications" <jason.cook@tamu.edu>

To: "College Station students" <pres-cs-students@groups.tamu.edu>, "Galveston students" <pres-gv-students@groups.tamu.edu>

Sent: Wednesday, September 12, 2012 10:44:30 AM

Subject: Student input needed for Kyle Field

We need the input of the 12th Man! Texas A&M University and the 12th Man Foundation are currently soliciting feedback and gathering data related to the future redevelopment of Kyle Field. We encourage all Texas A&M students to take a few minutes and complete a brief survey at <http://www.zoomerang.com/Survey/WEB22GJYMWM8HM>. Please watch the video from Coach Sumlin, then click "Submit" to begin the survey.

Your responses will be extremely valuable as we look to enhance the Home of the 12th Man in the future. Thank you in advance for your assistance.

—
Jason Cook, Vice President of Marketing & Communications <jason.cook@tamu.edu>