



MALVERN RED & BLACK SOCIETY

Keeping Malvernites in touch

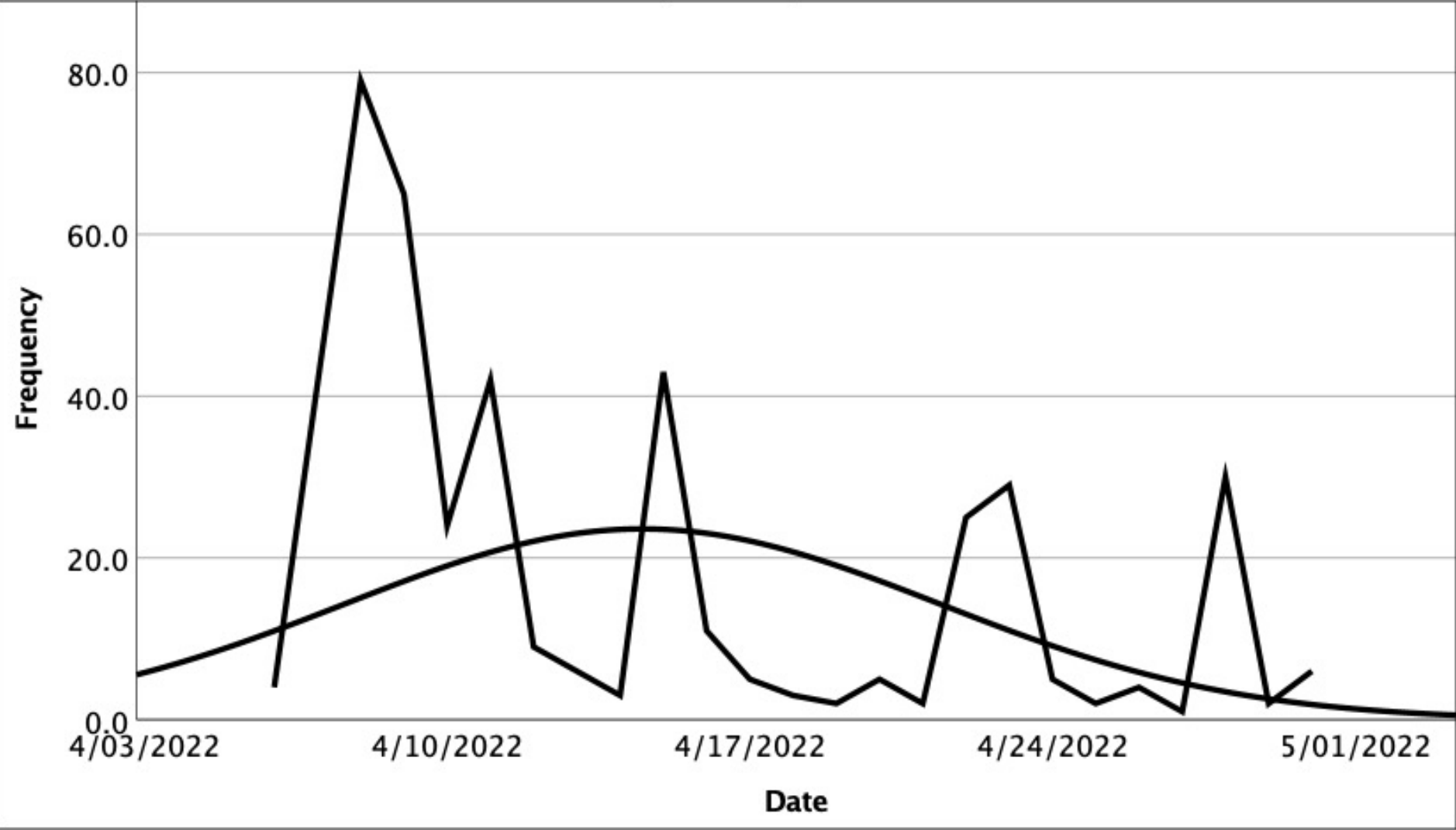
MRBS Survey

Summary

- 805 emails sent
 - 677 recipients
 - 3 requests to unsubscribe
 - 125 'bounce' emails
 - Email is not valid
 - Email server is not receiving
 - Recipient email is full
- Additional request sent from Malvern principal
- 407 completions
 - Completed the full survey
 - Approximately 52% response rate – excellent
 - Average completion time 3m 14sec

Responses by Date

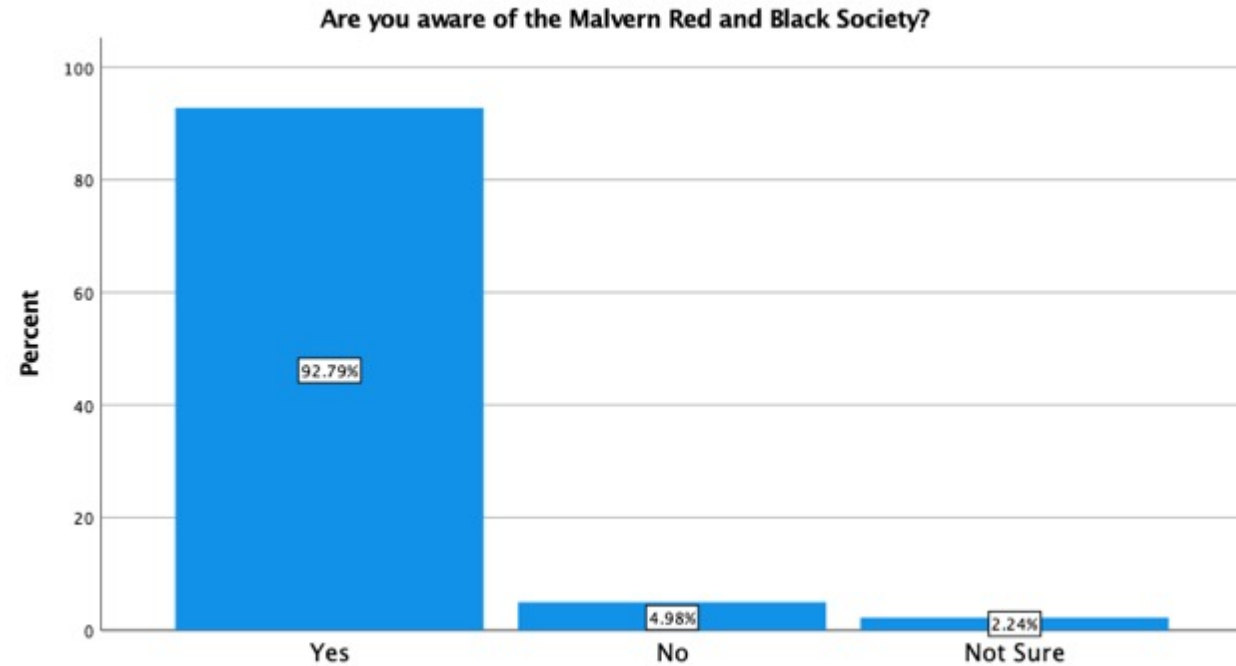
Completion by date



Are you aware of the MRBS?

Are you aware of the Malvern Red and Black Society?

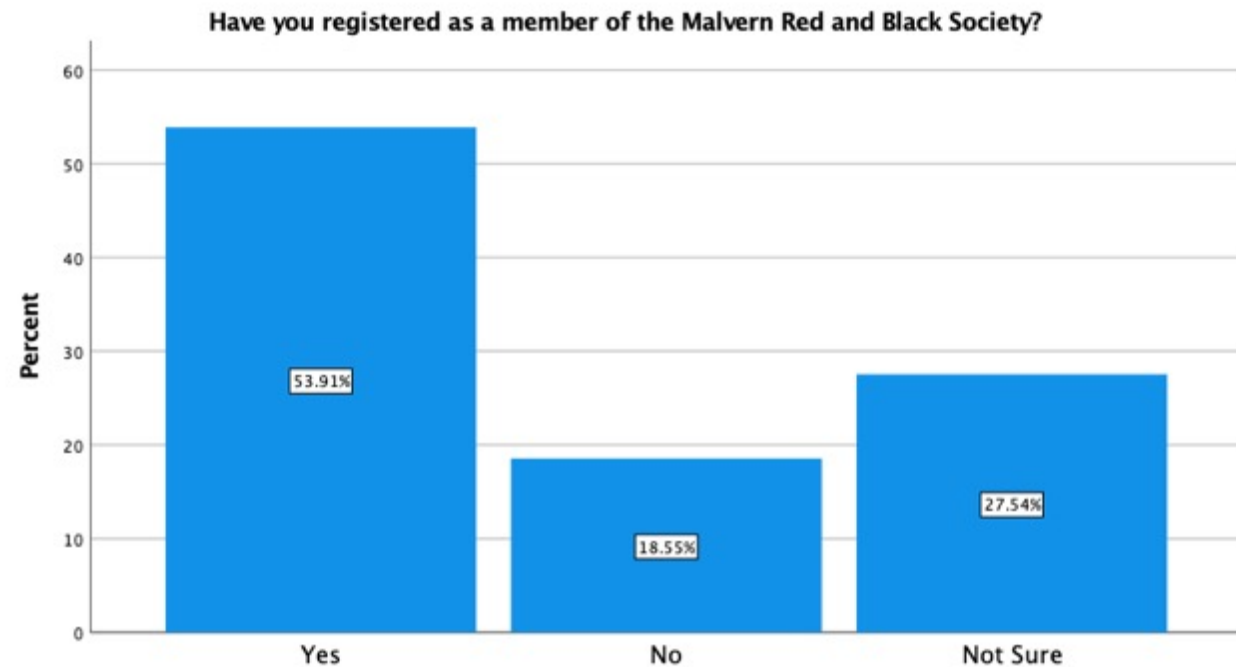
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	373	91.6	92.8	92.8
	No	20	4.9	5.0	97.8
	Not Sure	9	2.2	2.2	100.0
	Total	402	98.8	100.0	
Missing	System	5	1.2		
Total		407	100.0		



Have you registered as a member of the MRBS? (*only visible to aware = Yes*)

Have you registered as a member of the Malvern Red and Black Society?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	186	45.7	53.9	53.9
	No	64	15.7	18.6	72.5
	Not Sure	95	23.3	27.5	100.0
	Total	345	84.8	100.0	
Missing	System	62	15.2		
Total		407	100.0		

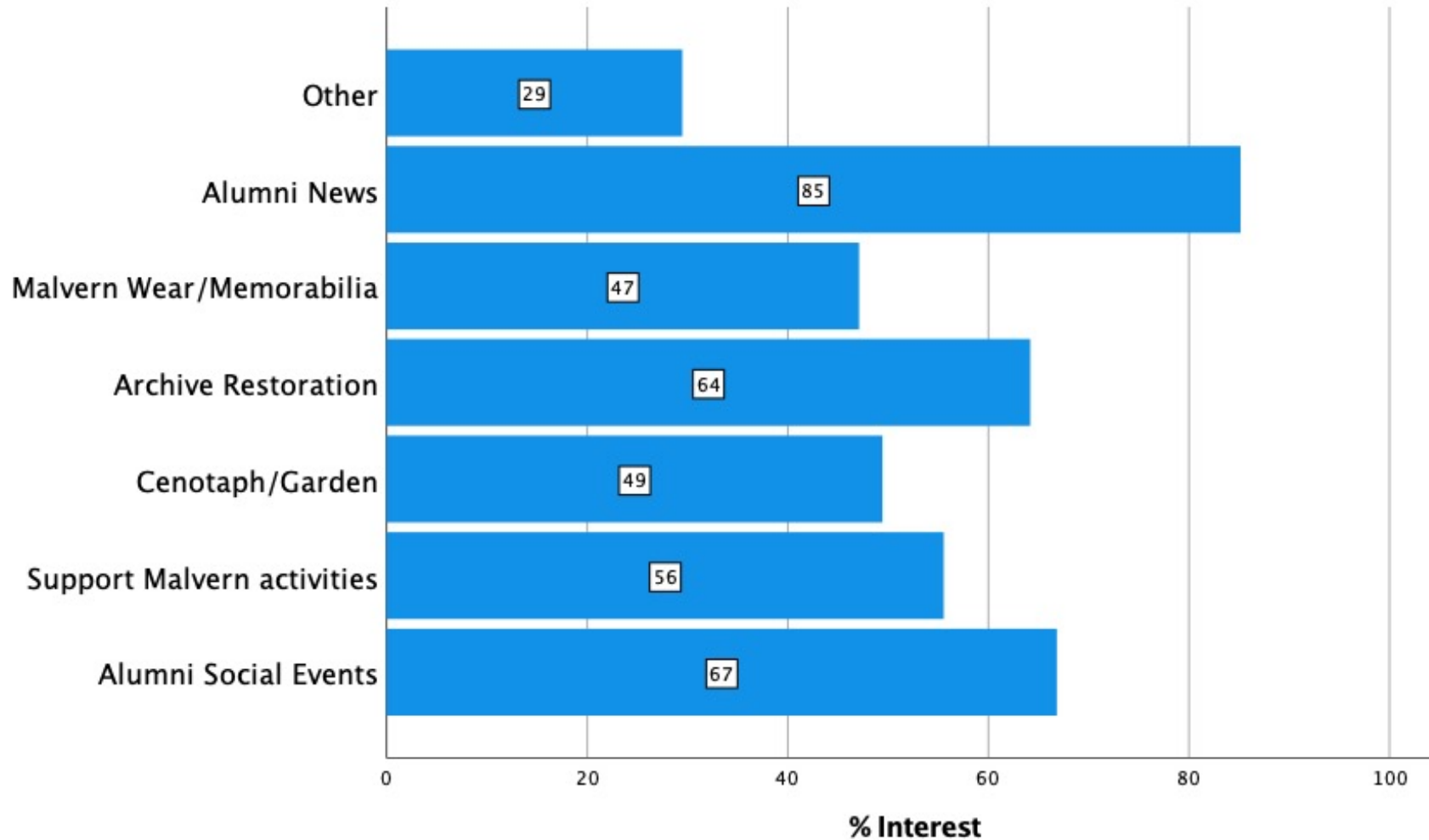


Please let us know how important each of these activities are or may be to you.

Activity by Impotance

	Very Interested		Somewhat Interested		Neutral		Not Very Interested		Not at all interested	
	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %
Alumni Social Events	119	30.6%	141	36.2%	71	18.3%	36	9.3%	22	5.7%
Support Malvern activities	77	20.4%	133	35.2%	116	30.7%	36	9.5%	16	4.2%
Cenotaph/Garden	69	18.6%	114	30.8%	110	29.7%	44	11.9%	33	8.9%
Archive Restoration	101	26.8%	141	37.4%	87	23.1%	33	8.8%	15	4.0%
'Malvern Wear' or MCI Memorabilia	75	19.6%	105	27.5%	93	24.3%	69	18.1%	40	10.5%
Alumni News	169	44.0%	158	41.1%	41	10.7%	8	2.1%	8	2.1%
Other	17	21.8%	6	7.7%	35	44.9%	7	9.0%	13	16.7%

Please let us know how important each of these activities are or may be to you.



Values in bars represent the percent **very interested** or **interested**

Please let us know how important each of these activities ...m ay be to you. Other Text Response

Below are a set of activities that the Malvern Red and Black Society has been involved in. Please let us know how important each of these activities are or may be to you. – Other – Text

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	389	95.6	95.6	95.6
Aluni reunions	4	1.0	1.0	96.6
Atheltics	1	.2	.2	96.8
Big book	1	.2	.2	97.1
Cominications	1	.2	.2	97.3
finding classmates 1965	1	.2	.2	97.5
Hockey	1	.2	.2	97.8
I live in Montreal	1	.2	.2	98.0
Making Malvern's history more visible throughout the building.	1	.2	.2	98.3
Mentoring current students or new alumni	1	.2	.2	98.5
online Malvern music, yearbooks and school pictures	1	.2	.2	98.8
Personalities	1	.2	.2	99.0
recall past events that will trigger memories of groups, not just individuals	1	.2	.2	99.3
Reunions!!!	1	.2	.2	99.5
The Malvern Band	1	.2	.2	99.8
Where are they now? Maiden names	1	.2	.2	100.0
Total	407	100.0	100.0	

How likely are you to recommend the MRBS to a friend or colleague? *Net Promoter Score*

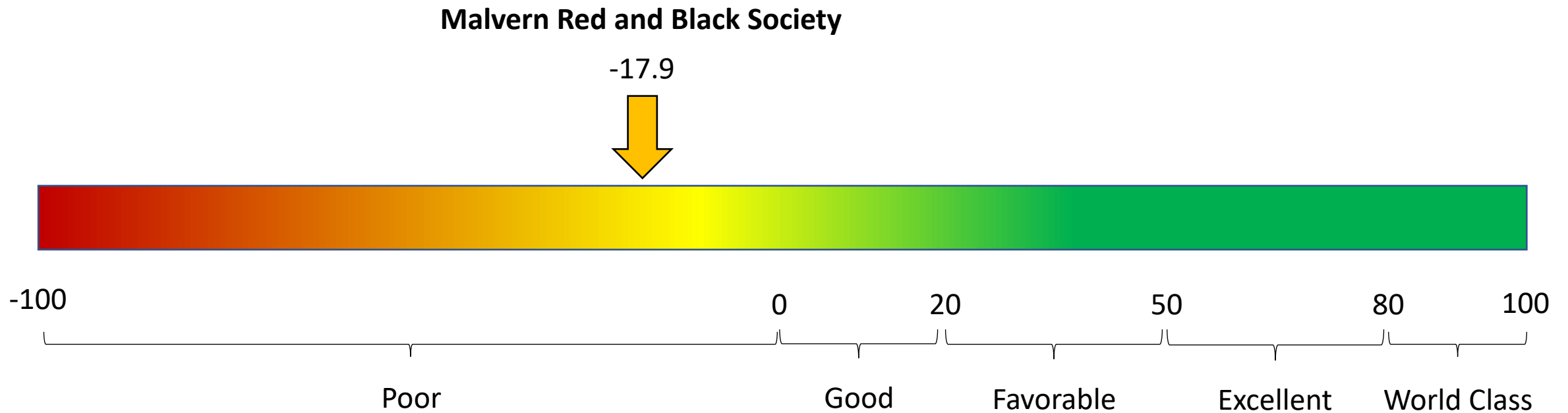
How likely are you to recommend the Malvern Red and Black Society to a friend or colleague?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	14	3.4	3.5	3.5
	1	9	2.2	2.3	5.8
	2	18	4.4	4.5	10.4
	3	14	3.4	3.5	13.9
	4	16	3.9	4.0	17.9
	5	71	17.4	17.9	35.9
	6	36	8.8	9.1	44.9
	7	61	15.0	15.4	60.4
	8	52	12.8	13.1	73.5
	9	47	11.5	11.9	85.4
	10	58	14.3	14.6	100.0
	Total	396	97.3	100.0	
Missing	System	11	2.7		
Total		407	100.0		

How likely are you to recommend the Malvern Red and Black Society to a friend or colleague? - Group

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Detractor	178	43.7	44.9	44.9
	Passive	113	27.8	28.5	73.5
	Promoter	105	25.8	26.5	100.0
	Total	396	97.3	100.0	
Missing	System	11	2.7		
Total		407	100.0		

How likely are you to recommend the MRBS to a friend or colleague? *Net Promoter Score*

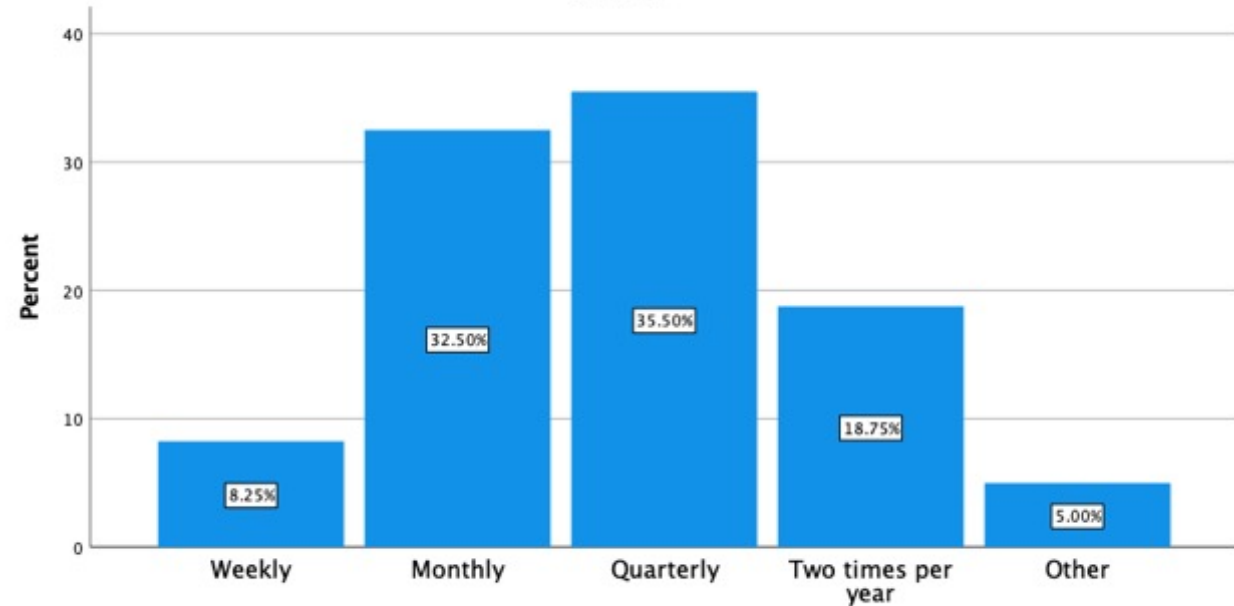


How often would you like to hear from or interact with the MRBS?

How often would you like to hear from or interact with the Malvern Red and Black Society (including online)? - Selected Choice

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Weekly	33	8.1	8.3	8.3
	Monthly	130	31.9	32.5	40.8
	Quarterly	142	34.9	35.5	76.3
	Two times per year	75	18.4	18.8	95.0
	Other	20	4.9	5.0	100.0
	Total	400	98.3	100.0	
Missing	System	7	1.7		
Total		407	100.0		

How often would you like to hear from or interact with the Malvern Red and Black Society (including online)?



How often would you like to hear from or interact with the MRBS? *Other Text Response*

How often would you like to hear from or interact with the Malvern Red and Black Society (including online)? - Other - Text

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	392	96.3	96.3	96.3
Annual	6	1.5	1.5	97.8
As news is compiled relevant or rather urgent. No more than monthly for non urgent.	1	.2	.2	98.0
bi-weekly	1	.2	.2	98.3
Daily posts	1	.2	.2	98.5
I graduated in 1954, I am right out of touch with the Malvern Alumni.	1	.2	.2	98.8
Just would like to have email addresses of 1964-66 alumni	1	.2	.2	99.0
never	1	.2	.2	99.3
Not interested	1	.2	.2	99.5
Not really interested as my last child is graduating this year.	1	.2	.2	99.8
Reunions	1	.2	.2	100.0
Total	407	100.0	100.0	

How would you prefer to stay in touch with the MRBS?

	Count	Column Total N %
Email	324	79.6%
Postal Mail	25	6.1%
Social Media)	155	38.1%
In-person Meetings	37	9.1%
Virtual Meetings	50	12.3%
Other	8	2.0%

How would you prefer to stay in touch with the MRBS? *Other Text Response*

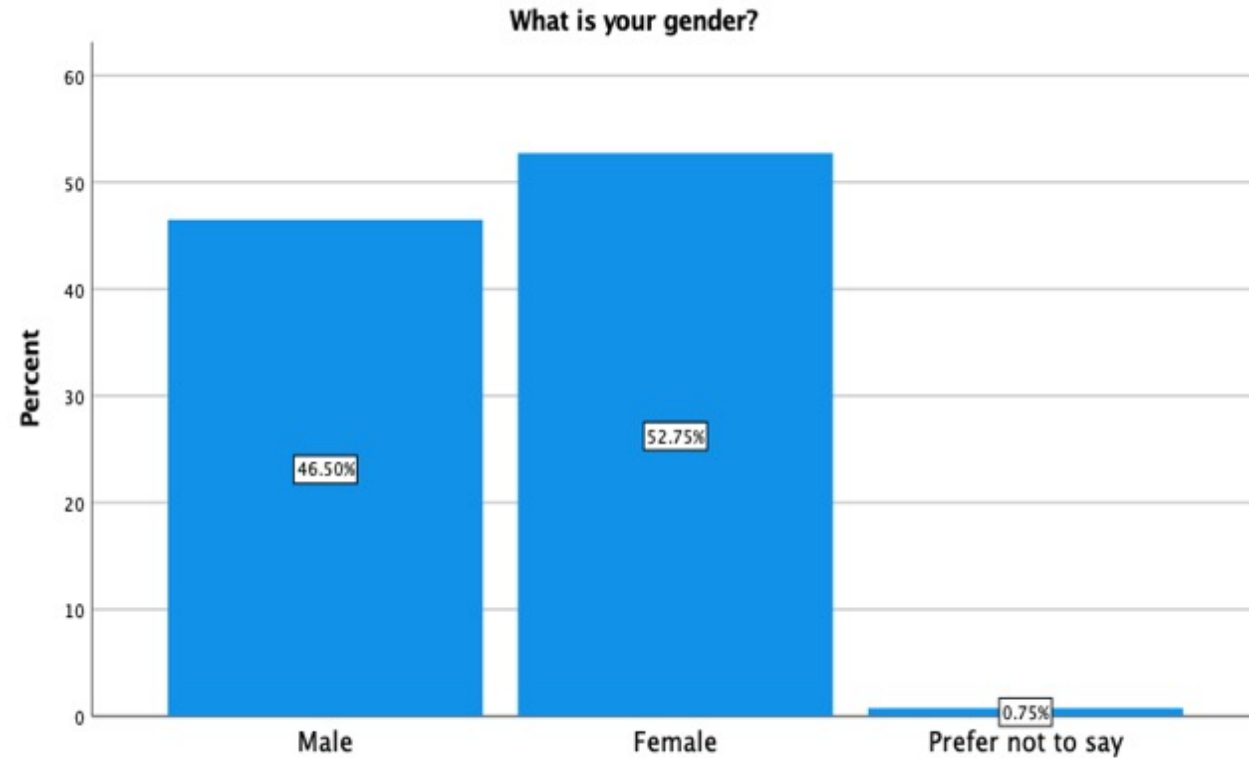
How would you prefer to stay in touch with the Malvern Red and Black Society? You may select multiple ways of contact. - Other - Text

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	402	98.8	98.8	98.8
facebook	1	.2	.2	99.0
no, thanks	1	.2	.2	99.3
None	1	.2	.2	99.5
Not interested	2	.5	.5	100.0
Total	407	100.0	100.0	

What is your gender?

What is your gender?

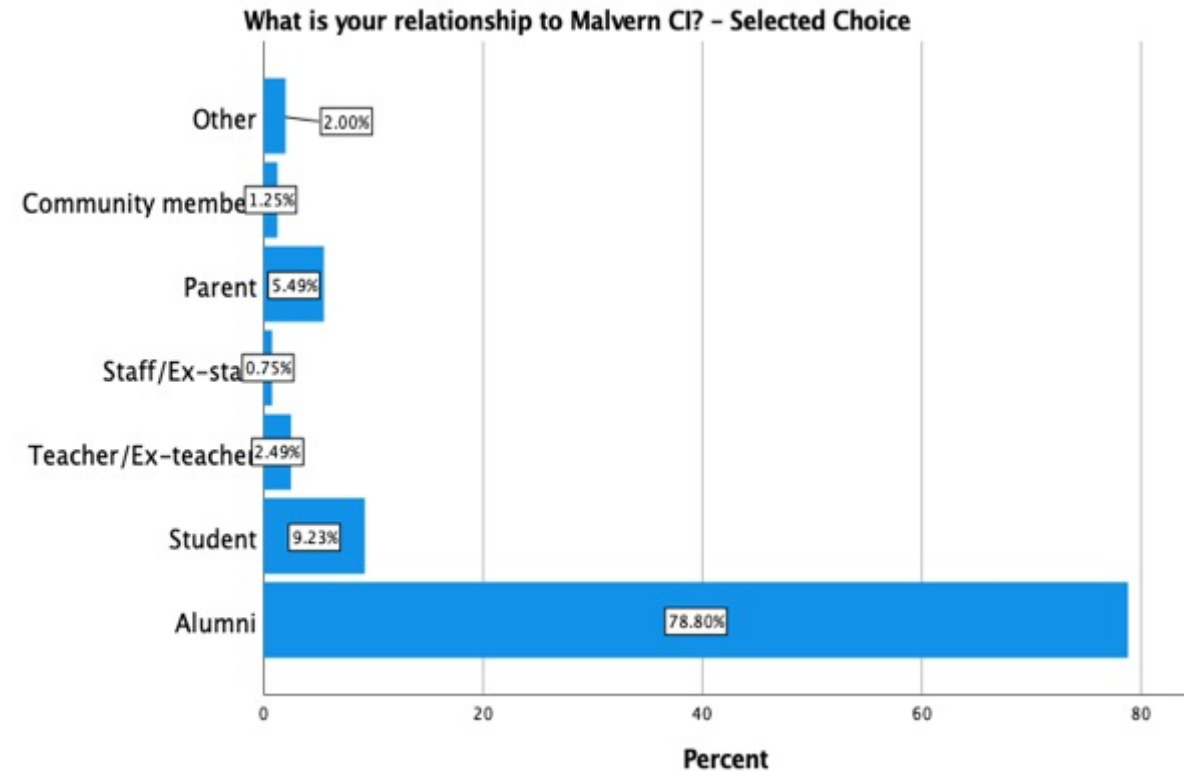
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	186	45.7	46.5	46.5
	Female	211	51.8	52.8	99.3
	Prefer not to say	3	.7	.8	100.0
	Total	400	98.3	100.0	
Missing	System	7	1.7		
Total		407	100.0		



What is your relationship to Malvern CI?

What is your relationship to Malvern CI? – Selected Choice

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Alumni	316	77.6	78.8	78.8
	Student	37	9.1	9.2	88.0
	Teacher or Ex-teacher	10	2.5	2.5	90.5
	Staff or Ex-staff	3	.7	.7	91.3
	Parent	22	5.4	5.5	96.8
	Community member	5	1.2	1.2	98.0
	Other	8	2.0	2.0	100.0
	Total	401	98.5	100.0	
Missing	System	6	1.5		
Total		407	100.0		



What is your relationship to Malvern CI? Other Text Response

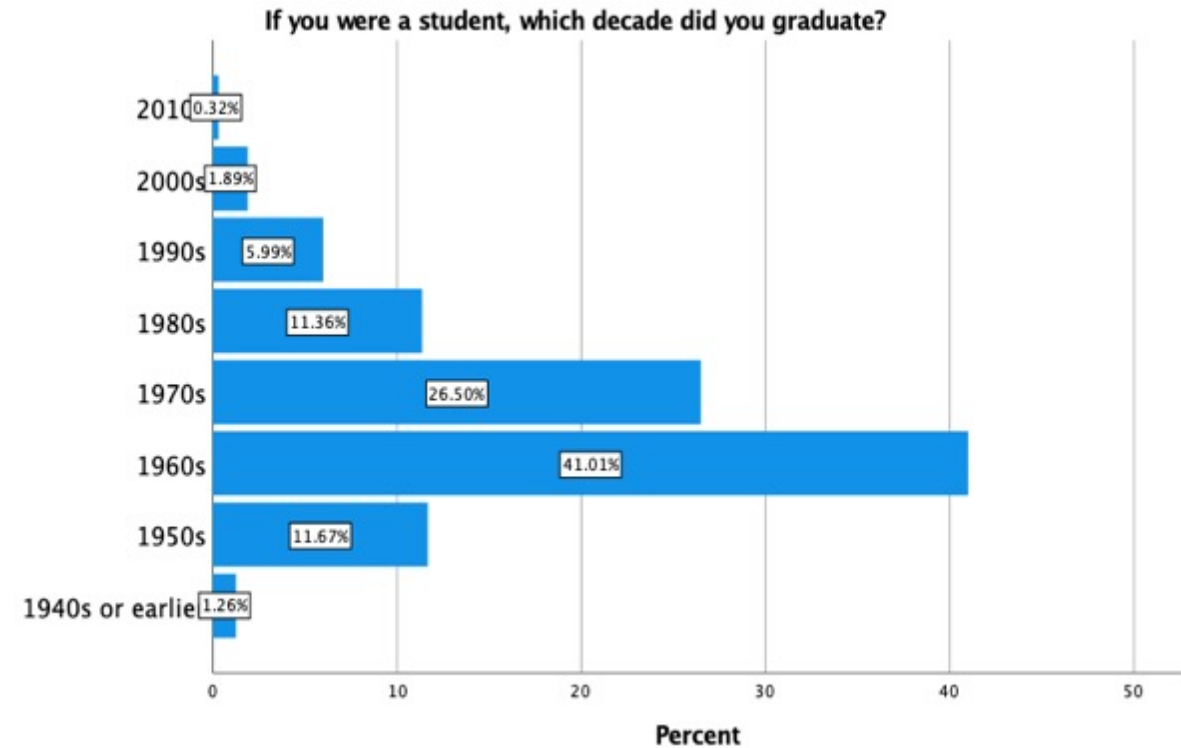
What is your relationship to Malvern CI? - Other - Text

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	399	98.0	98.0	98.0
Alumni and current parent	1	.2	.2	98.3
And parent	1	.2	.2	98.5
Basketball Coach for 23 years. Founder of Onward Malvern Foundation	1	.2	.2	98.8
Both parent and alumni	1	.2	.2	99.0
Child of alumni	1	.2	.2	99.3
daughter of alumni, parent of alumni, community member	1	.2	.2	99.5
Former student	1	.2	.2	99.8
Student AND Teacher	1	.2	.2	100.0
Total	407	100.0	100.0	

If you were a student, which decade did you graduate?

If you were a student, which decade did you graduate?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1940s or earlier	4	1.0	1.3	1.3
	1950s	37	9.1	11.7	12.9
	1960s	130	31.9	41.0	53.9
	1970s	84	20.6	26.5	80.4
	1980s	36	8.8	11.4	91.8
	1990s	19	4.7	6.0	97.8
	2000s	6	1.5	1.9	99.7
	2010s	1	.2	.3	100.0
	Total		317	77.9	100.0
	Missing	System	90	22.1	
Total		407	100.0		



Is there anything else you would like us to know? *Other Text Response - 1*

Is there anything else you would like us to know?

Valid

Class of 76 Maiden name Bell

connect today's students with yesterday's alumni. To know where you are going you need to know where you have been!

Have little or no interest for high school that I attended over 70 years ago

I am an English professor today because of the excellent English teachers who taught me at Malvern.

I don't get much news about classmates...

I have not lived in Toronto since 1969. I now live in Ottawa and have lost contact with former students.

I live in St. John's NL

I live in Vancouver but still visit The Beach irregularly and keep up with friends; organized a monthly zoom session with former Malvernites during COVID.

I miss high school days and the friends from Malvern (live in Texas now). Would love more information on upcoming reunions.

I said I was a member, however, find myself second guessing

I was also a student.

I was involved in the repair and refurbishing of the Malvern band outfits in 2016. I loved the project.sta

I was pleased to make a donation to archives room from my time (1964)..We must remember that Malvern is a high school and this is not the United States. Information of former students is fun to know. Activites and their results too. Unfortunately the school is group with a "Beach" affiliation. Many of us did not live in the "Beach". This exclusion seems to continue in several ways up to the present day.Consequently, many of us enjoy the memories but have difficulty internalizing the information or plans

Is there anything else you would like us to know? *Other Text Response - 2*

I'm one of the founding members so think it's well worth supporting.

Is the swimming pool now open

Keep up the Good Work

Know more

Living in the US 45 years. High school reunions are a tradition and industry here. Is Canada interested in this enjoyable cultural tradition?

Loved the reunion in 2003

My daughter also attended Malvern in the 90's

My e-mail address has changed as per below

My friend and Malvern alumna Margaret Murduck passed away in 2010

No, thanks

Nothing

Onward Malvern

Thank you

Thank you for all your work

The MRBS has been a truly wonderful resource for our students :)

The society does not really have any relevance to me. now.

The Society seems to have been dormant for several years. Will this change?

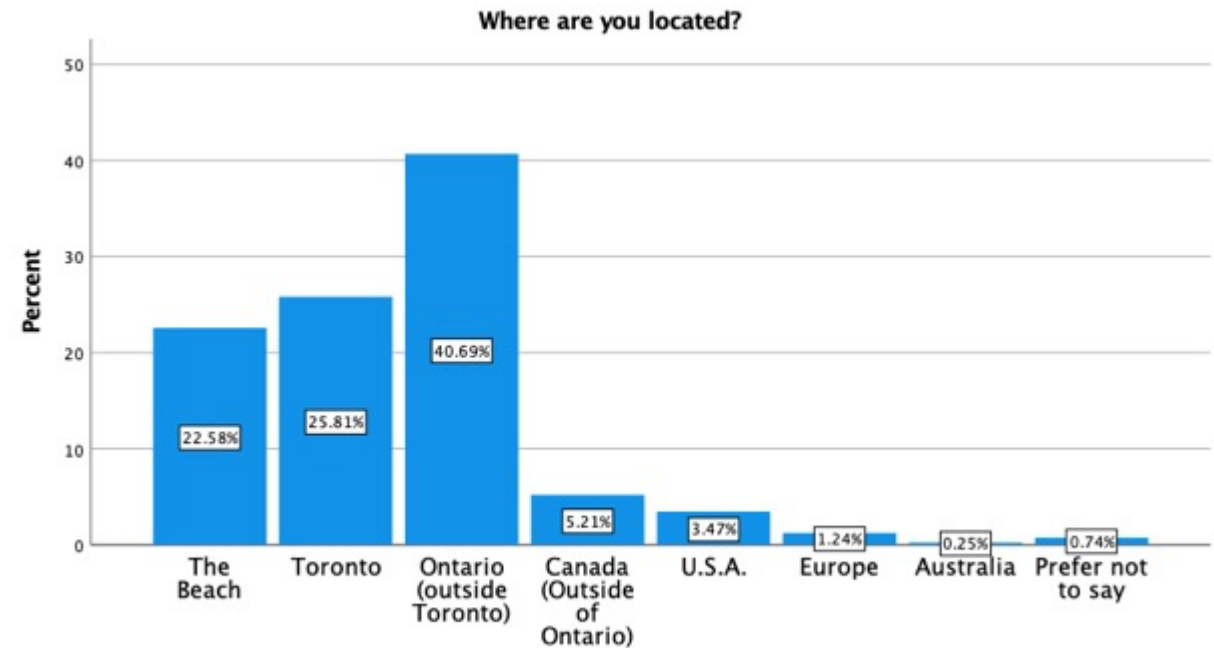
Valedictorian class of 1960

Total

Where are you located?

Where are you located?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	The Beach	91	22.4	22.6	22.6
	Toronto	104	25.6	25.8	48.4
	Ontario (outside Toronto)	164	40.3	40.7	89.1
	Canada (Outside of Ontario)	21	5.2	5.2	94.3
	U.S.A.	14	3.4	3.5	97.8
	Europe	5	1.2	1.2	99.0
	Australia	1	.2	.2	99.3
	Prefer not to say	3	.7	.7	100.0
	Total	403	99.0	100.0	
Missing	System	4	1.0		
Total		407	100.0		



Optional - If you would like a copy of the results of this survey, please enter your email address below.

- 141 unique requests for results

Optional - Would you like to register as a member of the MRBS? If so, please enter your email...

- 97 unique cases
- Not tested for duplicates within existing database