Supplemental Material: Website Survey for Program Directors

1.   What is your age (in years)?

[   ]

2. How many years have you been a program director?

[   ]

3. Assess the role you play in management of the Department website for medical student recruitment and residency information

○ I have nothing to do with the site

○ I filter information to a webmaster affiliated with the University

○ I filter information to a webmaster in our Department

○ I completely control content and design of our website

○ Other (please specify)

[   ]

4. How often does your website (internet) get updated?

○ Daily

○ Every 2 weeks

○ Monthly

○ Every 2-3 months

○ Every 6 months

○ Annually

○ Every few years

○ I don't know

5. Annually, what dollar amount is allocated to website development and maintenance (including support staff time commitment)?

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6. Rank the audience for your Department's website, 1 = primary, 2 = next most important, etc?
(only rank if your website currently targets a particular audience listed)

	1	2	3	4	5	6	7	8
Current faculty and staff	○	○	○	○	○	○	○	○
Current residents	○	○	○	○	○	○	○	○
Alumni and donors	○	○	○	○	○	○	○	○
Medical students at your institution	○	○	○	○	○	○	○	○
Medical student applicants	○	○	○	○	○	○	○	○
Faculty and staff applicants	○	○	○	○	○	○	○	○
Patients	○	○	○	○	○	○	○	○

Other (please specify)
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7. I am _____ comfortable with the skill set required to advertise and market a website for a particular audience

○ Not at all

○ Somewhat

○ Very

8. I look at the websites of other Departments to determine trends in content

○ Never

○ Sometimes

○ Frequently

9. I feel that a website is _____ important for recruitment of medical student applicants

○ Not at all

○ Somewhat

○ Very

10. I feel that our Department website is a _____ important tool for communication with faculty and staff, alumni, donors, and or patients

○ not at all

○ somewhat

○ very