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)?
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)

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<thead>
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<th>Audience</th>
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<th>5</th>
<th>6</th>
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<tbody>
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<td>Current faculty and staff</td>
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<td>Current residents</td>
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<td>Alumni and donors</td>
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<td>Medical students at your institution</td>
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<td>Medical student applicants</td>
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<td>Other (please specify)</td>
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</table>

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

☐ very

☐ not at all

☐ somewhat

☐ very