

Campus Communication Vehicles Survey Spring Semester 2004

1. Staff

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<p>2. Which of the following campus communication vehicles do you read regularly? Please mark all that apply.</p>	<p>Daily Newsletter (e-mail) 8</p>	<p>The Word 6</p>	<p>Around the Heart-Blog 1</p>	<p>Around the Heart-In Print 3</p>	<p>Around the Heart-PDF file 4</p>	<p>News Player on Home Pg 1</p>	<p>Student Electronic Distribution</p>	<p>Listserv-Faculty 5</p>	<p>Listserv-Staff 8</p>	<p>Listserv-Earlham Topics 3</p>	
<p>3. Which vehicles do you contribute to? Please mark all that apply.</p>	<p>Daily Newsletter (e-mail) 5</p>	<p>The Word 1</p>	<p>Around the Heart-Blog 4</p>	<p>Around the Heart-In Print</p>	<p>Around the Heart-PDF file</p>	<p>News Player on Home Pg</p>	<p>Student Electronic Distribution 1</p>	<p>Listserv-Faculty 4</p>	<p>Listserv-Staff 6</p>	<p>Listserv-Earlham Topics 4</p>	<p>Website 1</p>
<p>4. Rank the three most helpful means of communication by selecting items from the pull-down menus. Why?</p>	<p>Daily Newsletter (e-mail) 4</p>	<p>Around the Heart 3</p>	<p>The Word 1</p>	<p>Listserv-Faculty 1</p>	<p>Listserv-Staff 5</p>	<p>Listserv-Earlham Topics</p>	<p>Student Distribution List</p>	<p>News Player on Home Pg</p>			
<p>5. Rank the three least helpful means of communication by selecting items from the pull-down menus. Why?</p>	<p>Daily Newsletter (e-mail) 1</p>	<p>Around the Heart 2</p>	<p>The Word 1</p>	<p>Listserv-Faculty 1</p>	<p>Listserv-Staff 1</p>	<p>Listserv-Earlham Topics 2</p>	<p>Student Distribution List</p>	<p>News Player on Home Pg 1</p>			
<p>6. How do you typically find out about campus events?</p>	<p>Daily Newsletter (e-mail) 9</p>	<p>Around the Heart-no format 4</p>	<p>Around the Heart-Blog 2</p>	<p>The Word 2</p>	<p>Listserv-Faculty 3</p>	<p>Listserv-Staff 6</p>	<p>Listserv-Earlham Topics 1</p>	<p>Student Distribution List</p>	<p>Posters 5</p>	<p>Word of Mouth 4</p>	
	<p>Events Brochure 3</p>	<p>News Player on Home Pg</p>	<p>Web Calendar</p>	<p>Palladium Item 2</p>	<p>Radio</p>	<p>Other-Dateline</p>	<p>Other-Not Hearing 1</p>	<p>Other</p>	<p>Other</p>	<p>Other</p>	

<p>7. How do you typically find out about campus news other than events? Please mark all that apply.</p>	<p>Daily Newsletter (e-mail) 4</p> <p>Events Brochure</p>	<p>Around the Heart-no format</p> <p>News Player on Home Pg 1</p>	<p>Around the Heart-Blog 1</p> <p>Web Calendar 1</p>	<p>The Word 6</p> <p>Palladium Item 2</p>	<p>Listserv-Faculty 4</p> <p>Radio 1</p>	<p>Listserv-Staff 9</p> <p>Other-Dateline</p>	<p>Listserv-Earlham Topics 3</p> <p>Other-Not Hearing 1</p>	<p>Student Distribution List</p> <p>Other</p>	<p>Posters</p> <p>Other</p>	<p>Word of Mouth 3</p> <p>Other</p>
<p>8. Are you satisfied with the volume of Earlham listserv mail you are receiving? Please mark all that apply.</p>	<p>Too Many</p>	<p>Just Right 8</p>	<p>Not enough 1</p>	<p>Other</p>						
<p>9. Are you satisfied with the current approach to channeling of content to the various means of campus communication? Please mark all that apply.</p>	<p>Yes 6</p>	<p>No 4</p>	<p>It's too soon to tell</p>	<p>I'll use whatever is available 1</p>						

4. Staff Comments for Most Useful:			
Staff Listserv Quick and to the point (2) Automatic Fast (3) Information that pertains to staff	Around the Heart Only when I have time To advertise and read ads Most informative concerning entire college (2) Tangible communication Varied information	Daily Newsletter Check the pulse of campus (3) Automatic To receive news Latest news Concise	Word (2) Check pulse of student opinion Easy access
Earham Topics Listserv email and automatic		Faculty Listserv Like reading what faculty is discussing	
5. Staff Comments for least useful			
Earham Topics Listserv Don't use it Not relevant Too much info on useless topics Not sure of purpose Everyone should automatically get it	Newsplayer Waste of time Don't know how to place ad in it Don't know what it is	Faculty Listserv Not on list Duplication of staff list Don't receive	Student Electronic Distribution Not needed by staff Around the Heart Blog What's Blog? Don't like the links Pain to open
Around the Heart I never download anything	Staff Listserv Never heard of it		
10. Suggestions			
Earlham Topics would be better if people didn't have to sign up-send out sign up link once a semester Around the Heart online is too long Too many restrictions and rules for so many avenues of communication-it is confusing Don't know how to place sale ads across campus except by using mass email Miss the pink sheet and Dateline Resent overzealous efforts by administration to control content and format of communications No reliable way to get hard copy into publications-tried 3 times and did not succeed No one reads Around the Heart-downloading it and then deleting it is inconvenient			