

**Campus Communication Vehicles Survey Spring Semester 2004**

**1. Students**

**35**

2. Which of the following campus communication vehicles do you read regularly? Please mark all that apply.	Daily Newsletter (e-mail) 1	The Word 30	Around the Heart-Blog 2	Around the Heart-In Print 15	Around the Heart-PDF file 3	News Player on Home Pg 11	Student Electronic Distribution 6	Listserv-Faculty 1	Listserv-Staff 3	Listserv-Earham Topics 5	
3. Which vehicles do you contribute to? Please mark all that apply.	Daily Newsletter (e-mail)	The Word 8	Around the Heart-Blog 4	Around the Heart-In Print	Around the Heart-PDF file	News Player on Home Pg	Student Electronic Distribution 5	Listserv-Faculty 2	Listserv-Staff 1	Listserv-Earham Topics 2	Website-not listed 3
4. Rank the three most helpful means of communication by selecting items from the pull-down menus. Why?	Daily Newsletter (e-mail) 1	Around the Heart 11	The Word 12	Listserv-Faculty	Listserv-Staff	Listserv-Earham Topics 2	Student Distribution List 7	News Player on Home Pg 3			Dateline-not listed
See comments below	2	1	5	9	1	2	1	2	1		1
	3	2	5	4		2		2	4		
5. Rank the three least helpful means of communication by selecting items from the pull-down menus. Why?	Daily Newsletter (e-mail) 1	Around the Heart 5	The Word 14	Listserv-Faculty 2	Listserv-Staff 2	Listserv-Earham Topics 1	Student Distribution List 2	News Player on Home Pg 3			
See comments below	2	4	8	1	1		2	2	5		
	3	5	4		1	1	3	1	4		
6. How do you typically find out about campus events?	Daily Newsletter (e-mail)	Around the Heart-no format 16		The Word 15	Listserv-Faculty 3	Listserv-Staff 2	Listserv-Earham Topics 3	Student Distribution List 6	Posters 29	Word of Mouth 35	
	Events Brochure 14	News Player on Home Pg 1	Web Calendar 2	Palladium Item 1	Radio 3	Other-Dateline 9	Other-ESG 1	Other-Work at Runyan Desk 1	Other	Other	

7. How do you typically find out about campus news other than events?	Daily Newsletter (e-mail)  Events Brochure 1	Around the Heart-no format 15  News Player on Home Pg 3	Web Calendar 1	The Word 20  Palladium Item 1	Listserv-Faculty 2  Radio 1	Listserv-Staff 1  Other-Dateline 5	Listserv-Earlham Topics 1  Other-ESG 2	Student Distribution List 5  Other	Posters 15  Other	Word of Mouth 27  Other	
8. Are you satisfied with the volume of Earlham listserv mail you are receiving?	Too Many 7	Just Right 19	Not enough 3	Other 3							
9. Are you satisfied with the current approach to channeling of content to the various means of campus communication?	Yes 6	No 11	It's too soon to tell 5	I'll use whatever is available 8							

## 10. Suggestions

(6 responses) Dateline was the best-not included as option  
Brevity-the Word is poorly edited  
(2 responses) Hate Around the Heart email  
Posters-too many in too many different places  
(2 responses) Not clear how to unsubscribe or control options  
True campus calendar would be good. Web Calendar is useless.  
More community communication-better student newspaper, fewer signs, sign posting policy  
Don't like Around the Heart in my ionbox-it should have a link from our web page  
Wasn't aware of the listserves or Student Electronic Distribution  
Have Around the Heart go to Listservs  
Spam on Listserv is bad  
Too many mistakes  
What is all this-confused 1st year  
Don't get and don't feel disconnected  
Online around the Heart not read-don't want this email-hard copy better  
All emails don't pertain if student is a senior  
Around the Heart too big and too limiting-posters better  
(2 response) Around the Heart too big-no reads it  
Emails received few hours before event-need more time (day in advance) to plan for it  
Make sure wireless connections in campus owned houses works  
Posters are great  
Need for independent run student newspaper for community, not alumni  
Communication and unity on campus is worst I've seen-systems we have don't help  
Dateline was cool until it was changed, leaving out sports and fine arts events  
Why is Dateline not listed-no email informing us of its presence  
Mass email not effective-annoys people-would be effective if it had only important things  
Change subject line of Around the Heart (online) weekly to suggest content  
Keep student emails short and concise  
Use ESG as communication vehicle  
Don't like bulk email  
Word needs more events advertised with dates, times and locations

4. Student Comments for Most Useful:			
<b>Word:</b> Most comment and variety Popular, widespread readership  Tells what people are up to (4) Accessible and quick Always read it (2) Like Crime Beat Lots of info about campus happenings Lots of readers and student contributions (2) Everyone reads it Applicable Variety Interesting articles Reliable, traditional, student run It's hip Has pictures	<b>Around the Heart</b> Minimizes paper  Good for off-campus readers	<b>Earlham Topics</b> Most direct form of communication  Like to read e-mail Stuff I'm interested in	<b>Newsplayer</b> Interesting comments  Lost of student & faculty traffic on opening page It's there before webmail I see it while I check email It's right there
	Convenient to access Keeps current Good for general announcements It's always there to read anytime	<b>Faculty Listserv</b> Good way to keep up with work issues Informs of important events	<b>Student Electronic Distribution</b> There when I check my email Has important things Stuck in students faces-have to read it At students' fingertips-must be eye-catching
	Easy to check on-line  Only one I look at Distribution in Saga (2) Read it while eating Has calendar of dates Gives me something to do at Saga	<b>Staff Listserv</b> Informs of important events	
	Least helpful because it's new Easy to look up	<b>Daily Newsletter</b> Like to read it Must read	Assurance that everyone gets it Timely information Immediate access for everyone
5. Student Comments for least useful			
<b>Around the Heart</b> Don't read it-too long (2) Dateline was better-less formal Difficult to read onscreen Should not have to go to new page (2) Never read it What is it?  Why replace dateline with a mandatory newsletter? Who reads online when you have Saga Too time consuming Not user friendly; No fun No one uses it I always delete it Not helpful-discriminates against sports  It's Dateline without humor Must be actively opened Too repetitive	<b>Newsplayer</b> Slow  Cute but not useful No speed control-slow  Never look at it Useless Like to choose what I read  Too long to read  Never check earlham.edu for news Doesn't catch your eye Changes rarely-too little info	<b>Word</b> (2) Not used much-out of date  EC has bad communication Poorly written	<b>Daily Newsletter</b> 7 people don't know what it is  Annoying Don't want it cluttering my email  People don't read it Students delete it Least comments  Don't like in email form
	Like to choose what I read  Too long to read	<b>Faculty Listserv</b> I'm a student  (2) Don't get it	<b>Other</b> None of these are helpful
	<b>Student Electronic Distribution</b> Comments go out after meetings	<b>Staff Listserv</b> Don't receive	
	What is it? Don't like email	<b>Earlham Topics Listserv</b> (4) Didn't know it existed  Don't want to read extra emails from faculty Too repetitive	