IDL SIG Survey Results: Summary

By Andrew Winner
Survey Manager

In an attempt to improve our communications with the membership, the latest IDL SIG Survey focused on SIG Communications. With 52 responses, this survey was reasonably well-received (by comparison, April's Spring Membership Survey received over 100 responses).

The main take-away from this survey is that the membership greatly prefers e-mail communications.

What follows is a question-by-question breakdown of the results:

1. What was the first thing you wanted to know when you first joined the SIG?

Most respondents were interested in learning about their peer group. Some wanted to learn more about the profession of Instructional Design while others were curious about the occupations of their fellow instructional designers.

Several members inquired about the daily workings of the SIG and how to register for the newsgroup, etc. Still other members wanted to know how they could get involved with the SIG.

2. What would you like to know about the SIG, now that you have joined?

Responses for this question really ran the gamut, but a few themes emerged. The membership would like to know about upcoming webinars (an updated calendar of events, perhaps?) and a "mission statement" for the SIG.

3. I like to receive multiple emails when finding out about events (such as webinars)

		Response Percent	Response Count
Strongly Disagree		12.2%	6
Disagree		28.6%	14
Neutral		**34.7%**	**17**
Agree		18.4%	9
Strongly Agree		6.1%	3
	answered question		49
	skipped question		3

4. In general, which communication methods do you use/prefer?

E-mail was the runaway winner, with almost 100% of the responses.

5. In general, which communication methods do you not prefer?

To echo the above responses, really everything that wasn't e-mail got a mention (Facebook, Twitter, Telephones, etc.)

6. Our SIG has several options of communicating news and information to our members. Please gauge the effectiveness of each option.

	Least Effective	Moderately Effective	Very Effective	Most Effective	Rating Average	Response Count
Email	2.1% (1)	10.6% (5)	31.9% (15)	55.3% (26)	3.40	47
Website	10.9% (5)	47.8% (22)	28.3% (13)	13.0% (6)	2.43	46
Twitter	70.7% (29)	24.4% (10)	2.4% (1)	2.4% (1)	1.37	41
MySTC	61.0% (25)	29.3% (12)	4.9% (2)	4.9% (2)	1.54	41
LinkedIn	31.1% (14)	33.3% (15)	28.9% (13)	6.7% (3)	2.11	45
Newsletter	10.6% (5)	38.3% (18)	38.3% (18)	12.8% (6)	2.53	47
					answered question	47
					skipped question	5

7. We like to share news about our members. Would you be willing to be interviewed as a member or new member? We can conduct the interview via email. If yes, leave us your name and e-mail below.

We received several responses; we will reach out to you all soon.

8. Please feel free to give us any additional feedback about our communication methods.

One interesting suggestions was a searchable newsletter archive, while mySTC took a couple more hits.

Stats

Total Started Survey: 52

Total Completed Survey: 47 (90.4%)

STC IDL SIG Comms Survey

1. What was the first thing you wanted to know when you first joined the SIG?

	Response Count
	51
answered question	**51**
skipped question	**1**

2. What would you like to know about the SIG, now that you have joined?

	Response Count
	45
answered question	**45**
skipped question	**7**

3. I like to receive multiple emails when finding out about events (such as webinars).

		Response Percent	Response Count
Strongly Disagree		12.2%	6
Disagree		28.6%	14
Neutral		**34.7%**	**17**
Agree		18.4%	9
Strongly Agree		6.1%	3
	answered question		**49**
	skipped question		**3**

4. In general, which communication methods do you use/prefer?

	Response Count
	49
answered question	49
skipped question	3

5. In general, which communication methods do you not prefer?

	Response Count
	44
answered question	44
skipped question	8

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		Response Percent	Response Count
Name		100.0%	16
E-mail Address		100.0%	16
	answered question		16
	skipped question		36

8. Please feel free to give us any additional feedback about our communication methods.

	Response Count
	17
answered question	17
skipped question	35