

Saint Mary's College
Notre Dame, Indiana

Internal Communications Survey

Executive Summary

A survey was conducted in Fall 2004 to gauge the campus community's use of and preferences for existing College news and information sources. A one-page questionnaire was distributed in the November 8, 2004 issue of *News & Events*. A total of 59 responses were received from a circulation of approximately 500 faculty and staff. The low response rate suggests caution in generalizing results to the entire campus community, but does provide some insights into the communication preferences of *News & Events* readers. Following are key findings of the survey:

- 78 percent of respondents indicated that they “always” read *News & Events*. This is not surprising given the delivery medium for the survey. A more significant finding is that an even higher proportion of respondents (84 percent) indicated that they “always” read the Weekly Update e-mail.
- Respondents were also asked to rank their top three sources of College information. While there was no clear *first* choice among respondents, two sources were selected by the majority of survey participants as being *among* the top three: the Weekly Update e-mail (cited by 66 percent of respondents) and broadcast e-mail (58 percent).
- When asked to rate the content value of major College information sources, more than two-thirds of respondents rated *News & Events*, the @Home web site and the Weekly Update e-mail as “Very Good” or “Excellent.”
- Fewer than half of respondents indicated a value rating for the Virtual Village and News and Information web page. This result is consistent with the ranking data in which Virtual Village was cited as a “top three” source by only 2 percent of survey participants and the News and Information web page by only 5 percent. Among those who did rate the content value of each site, the Virtual Village was more likely to be rated “Fair” or “Poor” while the News and Information web page was more likely to be rated as “Very Good.”
- Over half of all respondents rated Weekly Update, *News & Events* and @Home as “Excellent” in terms of ease of use. Survey participants were much less likely to rate the Virtual Village and News and Information web page on this particular characteristic, once again suggesting lack of familiarity or use. Among those who did rate the latter two sources, the Virtual Village was significantly more likely to be rated “Fair” to “Poor.”
- Sixty percent of those surveyed indicated that the *News & Events* publication should be available online.