

ON-LINE SURVEY SPRING 2009

The purpose of the Engagement Database Web site on-line survey was two-fold. First of all, it was to create greater awareness of the project and the Web site as a tool for helping employees connect people (public questions) with UW public resources. The second purpose was to gather input to improve the project and enhance the functionality of the Web site. This report describes the results of the survey. See Appendix A for a presentation of the history of the project, including detailed information about the 2008-9 academic year promotion plan.

With the promise of a chance at a substantial reward, i.e., a drawing for two iPods valued at \$250 each, and the steady stream of news releases and customized e-mails, the survey process was able to generate 342 responses.

Given the dual purpose of the survey, it is important to understand the experience of the respondents. The first question on the survey asked people to describe how frequently they receive contact from the general public. Figure 1 shows that the largest group had infrequent contact with the public.

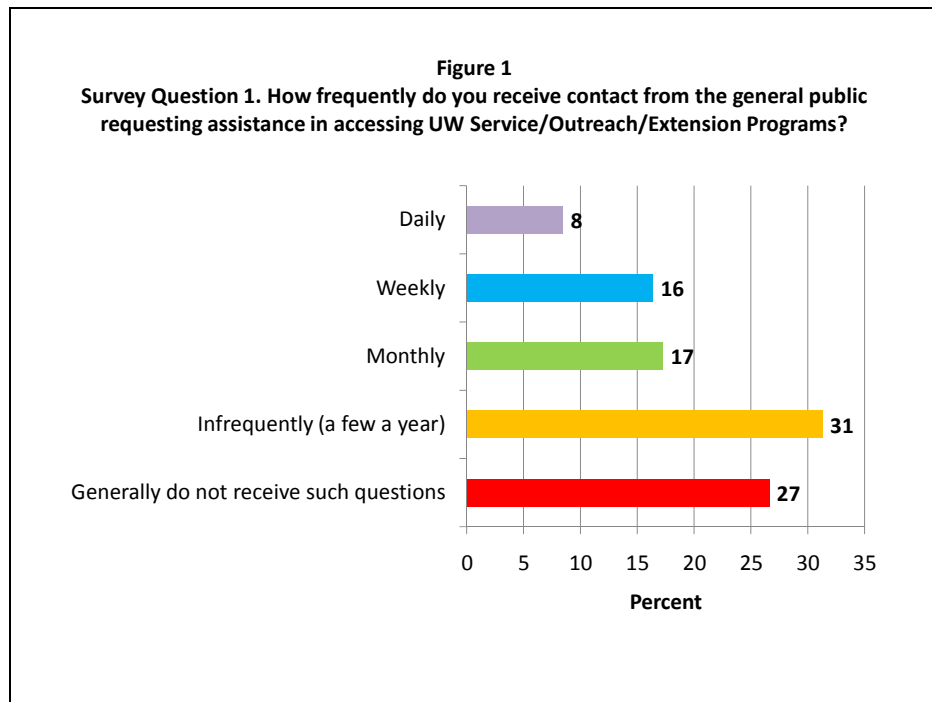
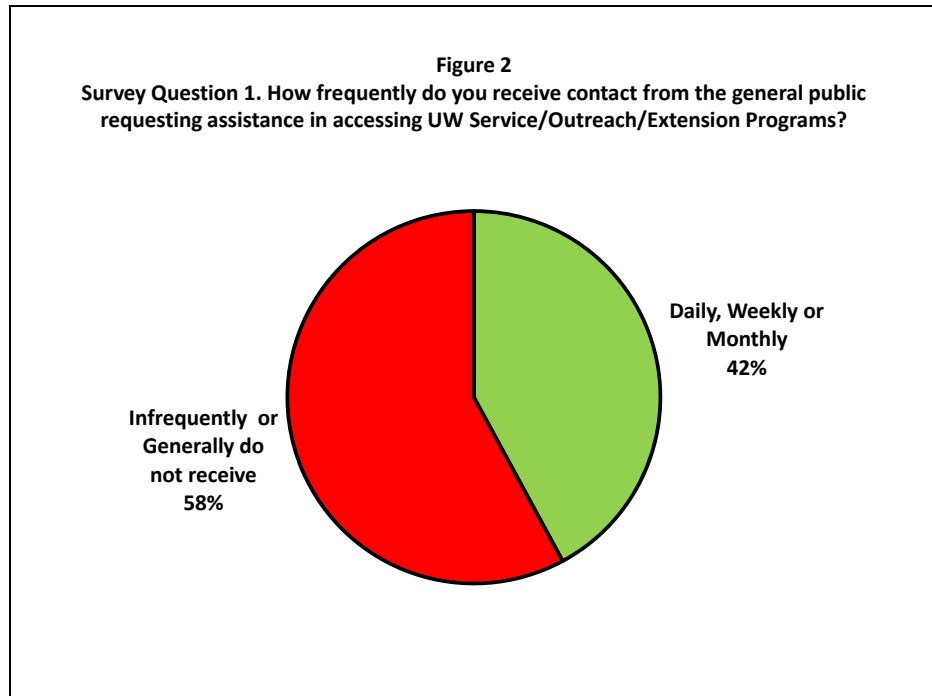


Figure 2 shows that less than half of the respondents (42%) had frequent contact with the public. This suggests that the marketing of the survey was successful in reaching many employees, even those who may have little need for a database of UW public service resources.



The second survey question was designed to learn about the respondent's knowledge and use of the Engagement Database Web site. Figure 3 shows that the largest single group was those who were aware of the site, but had never used it.

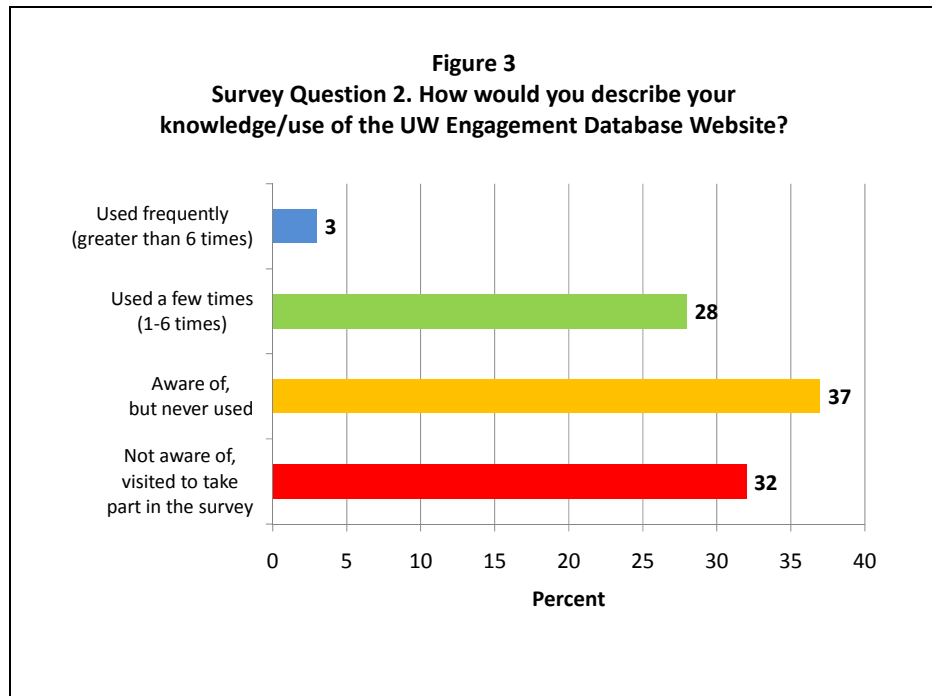
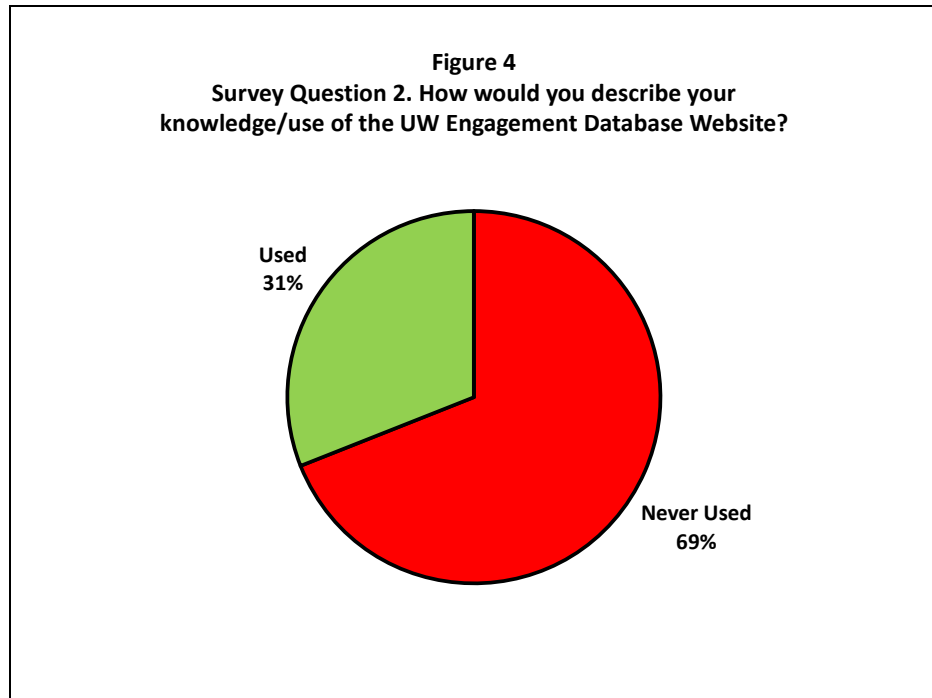
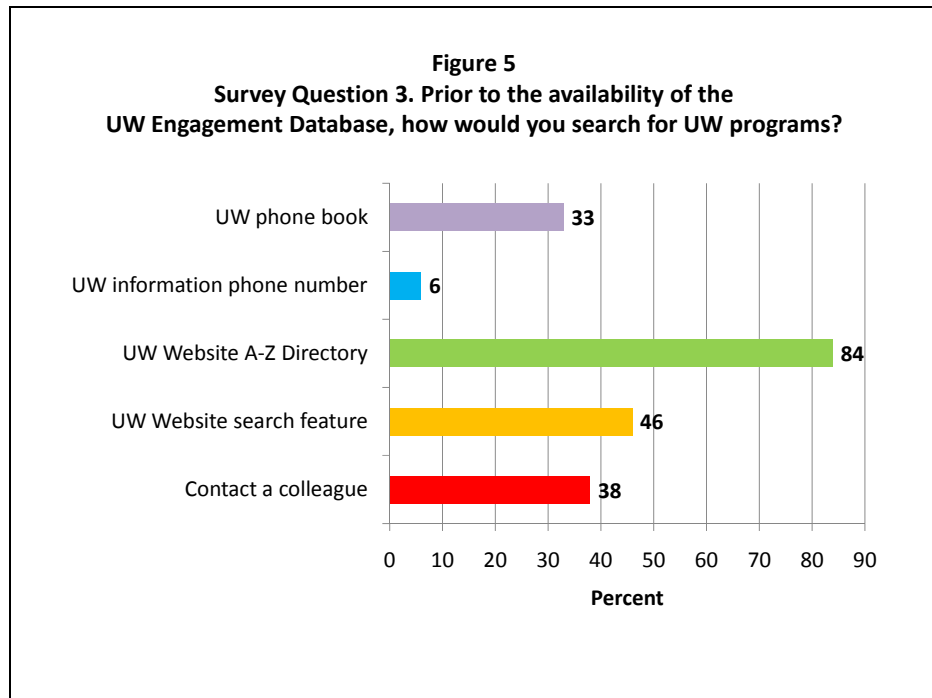


Figure 4 illustrates that less than one-third of the respondents (31%) had actually used the Web site. The high proportion of respondents who had never used the site is probably another indication of the successful marketing of the survey. Many people who typically do not receive questions from the public and who had never used the Web site were drawn to participate for the chance at the prize.

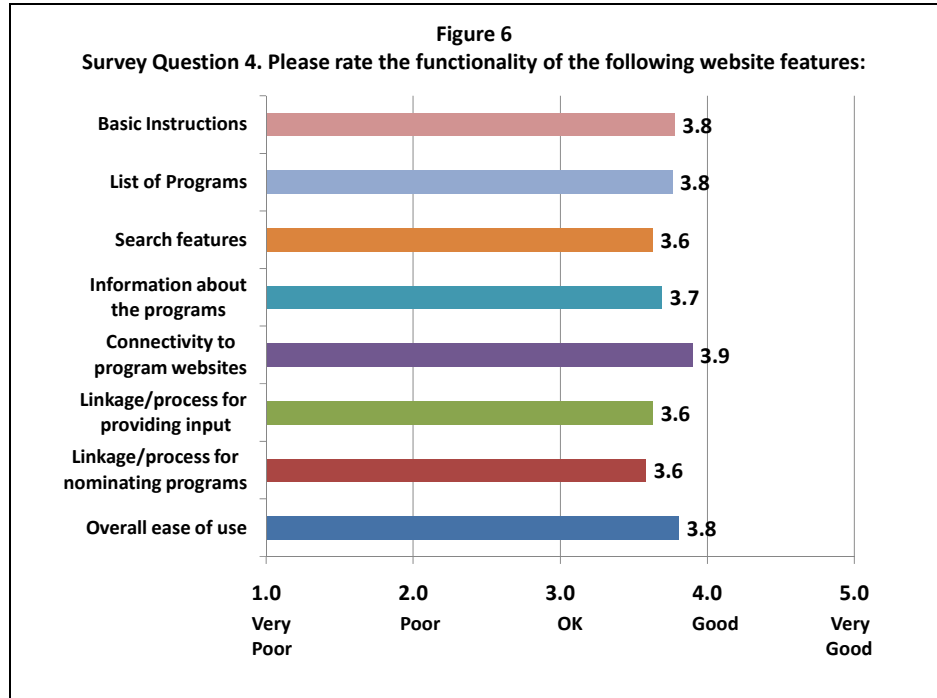


The next survey question (#3) asked about other resources respondents have used to locate information about UW programs. Figure 5 shows that by far the most frequent resource was the UW Web site A-Z Directory (84%). The next highest resource was also Web-based, as people reporting utilizing the UW Web site search feature.



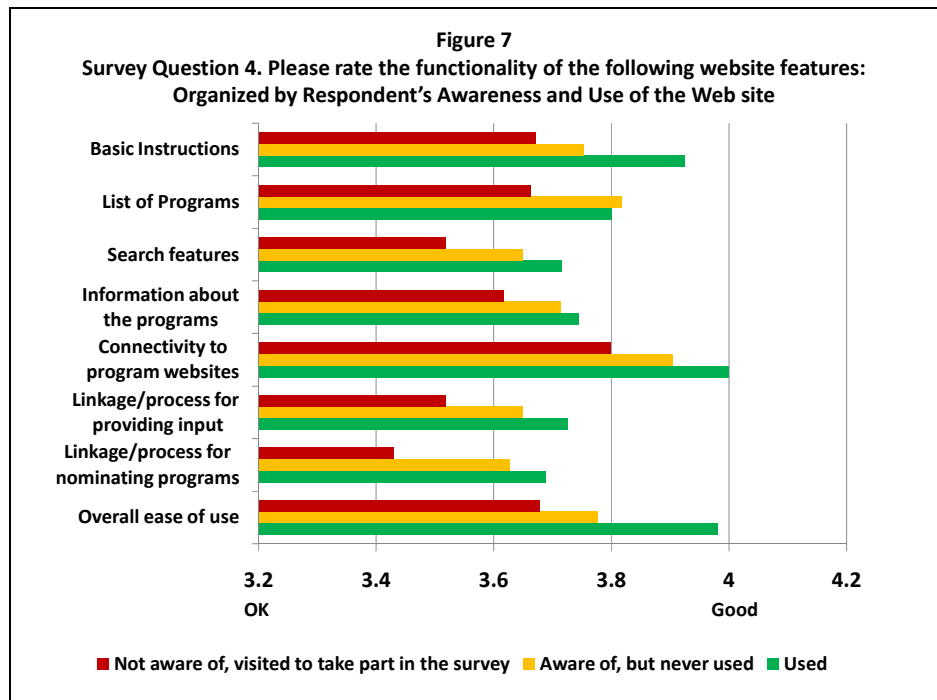
These results may also illustrate an aspect of technological adaptation to the Internet, as only about one-third of the respondents used the UW phone book and just six percent had used the information phone number.

The Web site's features all received positive ratings. On a scale with 1 at the bottom and 5 at the top, a value approaching 4 is a strong rating. The highest rating (3.9) went to the database feature of connecting users with individual Web sites for the participating programs, a core objective of the project. The next three highest features (3.8), the basic instruction, list of programs and ease of use, are also critical aspects for the project's success.



Aspects which were rated less favorably included the search feature, and the methods for nominating programs and providing input. Improving the search feature would seem to be a very important area of enhancement to the project.

Figure 7 shows the rating of Web site features organized by the respondent's awareness and use of the Web site. It is noteworthy to see that people who reported having used the Web site rated seven of the eight features the highest. In particular, users of the Web site rated the site's basic instruction, connectivity to program websites and overall ease of use noticeably higher.



Perhaps the lower rating of the list of programs reflects knowledge by this group of other programs that they feel would be appropriate to participate in the Engagement Database.

The next survey question (#5) asked for suggestions about how to improve the Web features rated in Question #4. Table A shows the most frequent improvements suggested. The top items were basically the same regardless of the frequency of the respondent's contact with the public or their knowledge/use of the Engagement Database Web site. As a database, it needs to be comprehensive, have adequate individual program information and have an effective search feature.

Table A
 Survey Question 5. For the item(s) you rated poorest in question #4, please provide us your ideas for how we can improve.

Most Frequent Suggestions:

1. Make the database more comprehensive	6. Keep it up-to-date
2. Offer more complete information about individual programs	7. Make links clearer
3. Improve the search feature	8. Jazz up the site-add color, pictures and graphics
4. Improve the instructions	9. Improve the nomination process
5. Eliminate "broken links"	10. All directories and databases should be accessible from one central place which integrates all the information

Survey question #6 asked for ideas about how to promote the site to UW employees; see Table B. Again, the top items were similar for all categories of respondents. Respondents noted a need for ongoing reminders. These reminders need to utilize a variety of approaches and should communicate the site's relevance and benefits to the employee. Training, more Web links and promotion through University Public Relations were the other frequent suggestions given.

Table B
 Survey Question 6. What suggestions would you have about how we can better promote this site to UW employees?

Most Frequent Suggestions:

1. Keep reminding people it exists <ul style="list-style-type: none"> • E-mails, listservs • Advertising (Branding Iron) • Updates to Faculty and Staff Senates • Annual Conferences • Personal Contact • Contests to test people's knowledge about the programs • Campus mailing • Regular Press Releases • Surveys 	3. Provide training <ul style="list-style-type: none"> • New employee orientation • Staff meetings • Annual Conferences • E-mail tutorial • College Department Heads meetings
2. Communicate about relevance and benefits to the employees	4. Web links <ul style="list-style-type: none"> • Sponsors sites • UW Home Page • WyoWeb • UW Search-pop up as an option
	5. Promote through University Public Relations

Figure 8 shows that a significant majority of all respondents (69%) think that the Engagement Database Web site should be marketed to the general public. Of the remaining respondents, 19 percent voted No and 12 percent selected the "Other" option. Most of the "Other" respondents either needed more information before feeling confident in answering this question or they had specific suggestions for improvements prior to making the site a public resource.

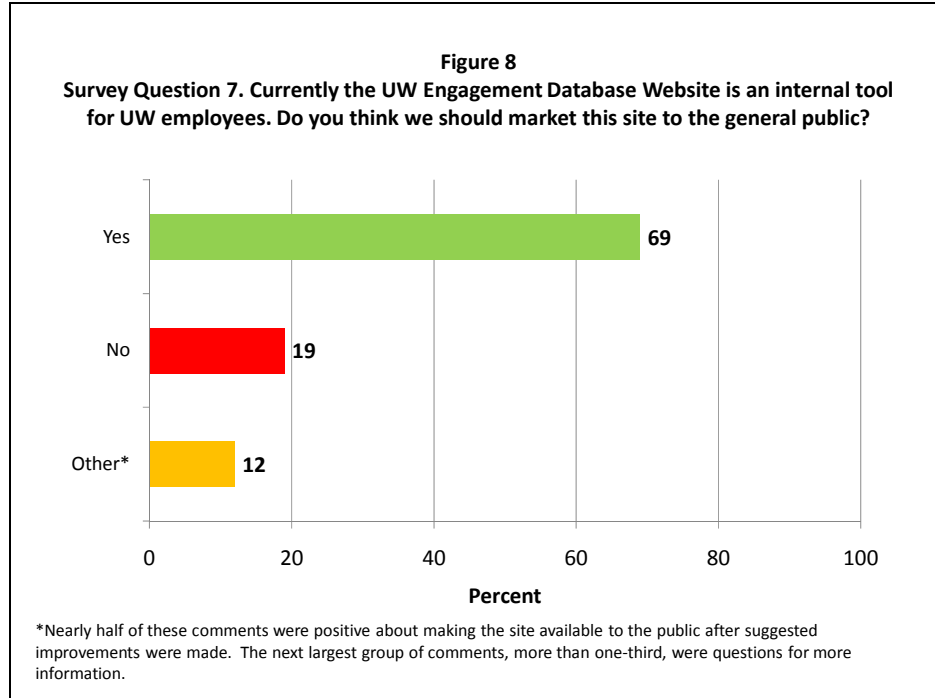


Figure 9 shows the vote on making the site a public resource organized by the respondent's awareness and use of the Web site. People who had actually used the Web site were even more supportive, nearly 80 percent, of marketing the database to the public. Only nine percent of this group voted "No" on this question.

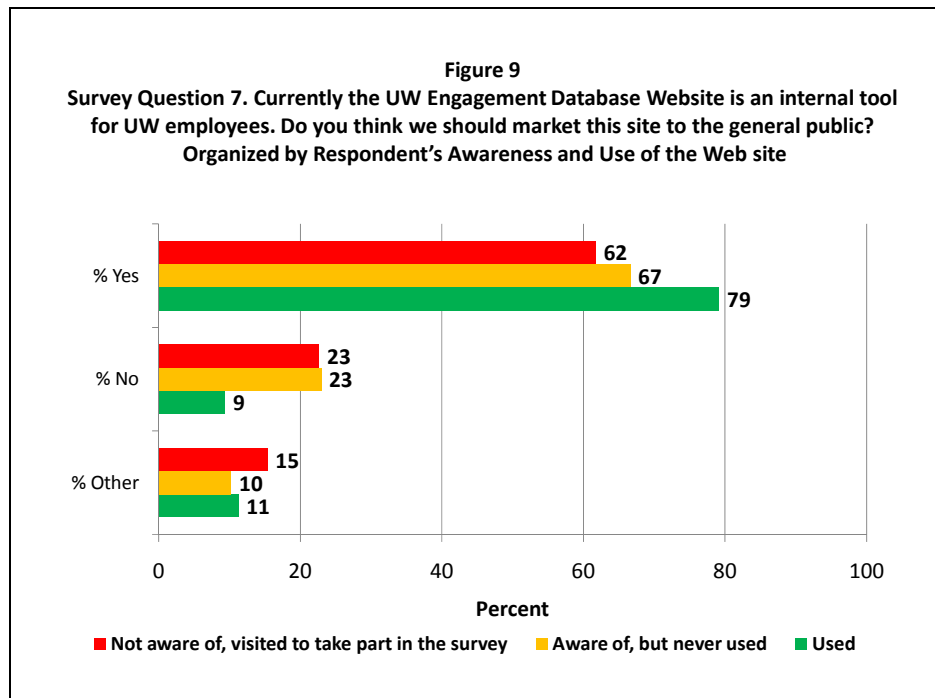


Table C shows the results for the last question in the survey. Question 8 asked for other suggestions for improving the Engagement Project. Top suggestions start with improving the name, as the term “Engagement” did not effectively communicate the nature of the project. The next top three suggestions are the same as previously mentioned, i.e., make the database more comprehensive, include more information

Table C	
Survey Question 8. Besides the items discussed previously, do you have any other suggestions about how we could improve the Engagement Project?	
Most Frequent Suggestions:	
<ol style="list-style-type: none"> 1. Improve the name 2. Make the database more comprehensive 3. Offer more complete information about individual programs 4. Improve search feature <ul style="list-style-type: none"> • Suggest general search terms • Provide options when no information is found <ul style="list-style-type: none"> --Chat feature --Phone contact 5. Web links <ul style="list-style-type: none"> • UW Home Page • Departments 	<ol style="list-style-type: none"> 6. Keep reminding people it exists <ul style="list-style-type: none"> • Relevance—difference to A-Z Directory • Marketing 7. Strive for greater awareness of the project—publicity 8. Make it available to the public—help people think of UW as a public resource 9. Improve the instructions 10. Focus on practical information

about the individual programs and improve the search feature. A greater Web presence on UW sites (Web links), an ongoing internal promotion effort and public marketing of the resource and project were the next most frequent suggestions. Improving the Web site instructions and keeping a focus on practical information were other top suggestions given.

Conclusions

1. Most UW employees do not receive contact from the general public requesting assistance in accessing UW Service/Outreach/Extension Programs.
2. Survey incentives (prizes) and frequent reminders can generate greater participation. However, such measures may stimulate participation from people with little need or interest in the survey topic. Higher response levels may not improve the quality of the information gained.
3. UW employees are comfortable with using the Internet for seeking information. The UW A-Z Directory and the UW Web site search feature are key resources for employees looking for information. However, it was noted that program names often do not describe the nature of the services and resources available.
4. Users of the Engagement Database Web site rated its features well.
5. Databases must constantly strive to be comprehensive, provide complete information and have effective search capabilities. Keeping information current is a critical factor for providing complete information. For a key word search feature to work, programs must provide a robust list of terms that match the client's language, i.e., terms that the general public would likely use to describe their need for assistance.
6. People must be continually reminded about "new" programs and resources such as the Engagement Database Web site. A variety of techniques, electronic, traditional mailings, personal contact, etc. will be needed to reach a broad group of people. The tremendous volume of "mass marketing" of information (e-mails, post cards, etc.) has diminished the effectiveness of these methods for catching people's attention.
7. Promotion of the program to employees should focus on relevance and benefits.
8. The term "Engagement" is not commonly associated with UW public service, outreach and extension programs.
9. A comprehensive and searchable Web database of UW public programs would be an appropriate public resource.
10. Focus group interviews of UW employees dealing with public questions and with people involved with programs seeking to provide public service would be another approach for gathering data for improving the Engagement Database Project.

Appendix A

The University of Wyoming Engagement Database Project is a partnership of the College of Agriculture's Cooperative Extension Service, the Outreach School and University Public Relations. Its purpose is to provide a tool to UW employees for connecting people with University of Wyoming public resources. The Web was launched late in the 2008 Spring Semester (April 1st). Notification and promotion of the project to employees included:

1. A story posted on the UW News site.
2. Distribution to subscribers of the University's daily newsletter.
3. An announcement via WyoWeb.
4. An advertisement on the UW home page.
5. A link on the UW A-Z Directory.
6. A link on the UW College of Agriculture and Cooperative Extension Web sites.

Additionally, customized e-mails were sent to the List Serves of All Cooperative Extension Service, Faculty and Staff.

For the 2008-9 academic year, the following promotional plan was developed and implemented:

- Fall Semester 2008
 - October 15, 2008. Letter to all University of Wyoming employees (October 15, 2008). This mailing included a cover letter which explained the project, a full-color program brochure and a desk sized first aid kit with the project logo, web address and the catch phrase, *Your "first aid" in connecting people with University of Wyoming Resources*. The cover letter also alerted people to an upcoming e-mail that would describe the new participant reward system.
 - October 27 and November 3, 2008. Rather than an e-mail to several list serves, a message about the participant reward system was delivered via electronic news releases. The *University of Wyoming News* ran a story about the nomination reward process on October 27th. This *Week at UW* also ran the story on November 3rd.
 - December 10, 2008. Results so far of the Nomination Reward Program were sent via e-mail to the List Serves of All Cooperative Extension Service, Faculty and Staff. This promotional effort resulted in \$400 in participant rewards paid out to those with successful submissions and added more than 20 new organizations to the database. This represented nearly a 40-percent expansion in the number of programs in the database. The e-mail also alerted people about the upcoming survey effort and that it would include another participant reward incentive.
- Spring Semester 2009
 - March 3, 2009. Sent a full color post card to all UW employees. The card contained the project logo, catch phrase "Connecting People with University of Wyoming Resources," Web address and a brief introduction of the two participant award programs. This introduction basically alerted people to future electronic communications about the details of the On-Line Survey and its reward, as well as, the continuation of the nomination reward program.
 - March 9, 2009. University of Wyoming News article sent to all UW Employees announcing the reward drawing for participants who complete an on-line survey about the Engagement Database Webs site. The survey was announced to run from March 9th through April 13th. Two Apple iPod touch 8Gbs are going to be awarded, each valued at \$250.

University of Wyoming Engagement Database Project--Spring 2009 Survey Summary
by Duane D. Williams, Associate Director, UW Cooperative Extension Service

- March 10, 2009. An e-mail was sent to Extension employees via the All-CES list serve, announcing the survey project, as well as the continuation of the Nomination Reward Program. The e-mail also included an iPod graphic with the UW mission statement about outreach and service displayed on the screen. This information was also posted as a news release on the College of Agriculture's Communication and Technology Web site.
- March 30, 2009. An e-mail reminder of the survey was sent to UW employees via the Faculty, Staff and CES listserves. This e-mail also included the iPod graphic with the UW mission statement about outreach and service.
- April 3, 2009. The *UW CES News Briefs* April Newsletter contained a reminder of the on-line survey and its reward drawing for two iPods.
- April 13, 2009. An e-mail reminder of the last opportunity (day) to take the survey was sent to UW employees via the Faculty, Staff and CES listserves.
- April 27, 2009. University of Wyoming *This Week at UW* contained an article announcing the two winners of the survey drawing. The story included information about the survey response rate (342) and the value of the input provided.
- May 1, 2009. The *UW CES News Briefs* May Newsletter included an announcement of the winners of the survey drawing.