Communications & Marketing Committee Presents

2016 Communication Survey Results
Participation

- Constituent Survey:
  - 311 staff members
  - 10.8 average years at UNM ($s = 7.97$)
  - Selection bias

- Councilor Survey:
  - 19 staff councilors
  - 2.33 average years in SC ($s = 2.23$)
eNews
How often do councilors read eNews? (%)

- Always: 57.89%
- Usually: 26.32%
- Sometimes: 15.79%
- Rarely: 0%
- Never: 0%
How often do councilors guess constituents read eNews? (%)
How often do constituents actually read Enews? (%)

- Always: 25.67%
- Usually: 40%
- Sometimes: 18.67%
- Rarely: 9.33%
- Never: 6.33%
Is eNews effective? (% Yes)

- Constituents: 85.57%
- Councilors: 94.44%
- Frequent Readers (197): 98.95%
Does eNews need aesthetic improvement? (% Yes)

- Constituents: 35.69%
- Councilors: 41.18%
- Frequent Readers (197): 34.03%
Ideal eNews Frequency (%)
eNews Comments

• 27.8% positive feedback

eNews Ideas

• Headlines at top / link to articles
• Feature committee and other SC activity
• Interactive polls
• More big issue updates / president emails
• Tips/tricks for employees
• Concerns about duplicate info
List-servs
How often do councilors send emails? (%)

- Never: 0%
- Quarterly or less: 26.32%
- Monthly: 26.31%
- Biweekly: 10.53%
- Weekly or more: 10.53%
- As needed (for important info): 26.32%
How often do constituents receive emails? (%)

- Never: 1.74%
- Quarterly or less: 10.45%
- Monthly: 26.48%
- Biweekly: 18.82%
- Weekly or more: 23%
- Other (not sure/as needed/infrequent): 19.51%
Are list-servs effective? (% Yes)

- Constituents: 85.37%
- Councilors: 100%
Should SC continue using list-servs? (% Yes)

Constituents: 89.93%
Councilors: 100%
Information received via email is appreciated. (%)

Constituents
Councilors
Constituents are tired of so many emails. (%)

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

 Constituents
 Councilors
List-servs are the best way to communicate councilor to constituent. (%)
List-servs are not the best way to communicate councilor-constituent. (%)
Email is still most effective over social media/online. (%)
Email is outdated. Social media/online is better. (%)

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

[Bar chart showing distribution of opinions among Constituents and Councilors]
Councilors comfortable with how to utilize list-servs? (%)

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

[Bar chart showing the percentage of councilors comfortable with list-servs]
Overall List-serv Comment Themes

• Prefer email over other methods

• Lots of concern about redundancy
  • From councilor should be novel info or personal take on issue or items applicable to their area, not duplicate info

• (Councilors): More guidelines or sample emails could be helpful
Facebook
How often do councilors see Facebook? (%)

- Never: 31.58%
- Quarterly or less: 21.05%
- Monthly: 5.26%
- Biweekly: 10.53%
- Weekly or more: 21.05%
How often do councilors guess constituents see Facebook? (%)

- Never: 15.79%
- Quarterly or less: 42.11%
- Monthly: 5.26%
- Biweekly: 5.26%
- Weekly or more: 10.53%
How often do constituents actually see Facebook? (%)

- Never: 72.13%
- Quarterly or less: 6.97%
- Monthly: 5.23%
- Biweekly: 2.79%
- Weekly or more: 7.67%
Is Facebook effective? (% Yes)

- Constituents: 34.22%
- Councilors: 50%
- Users (219): 39.58%
- Frequent Checkers (42): 83.33%
Should SC continue using Facebook? (% Yes)

- Constituents: 47.47%
- Councilors: 83.33%
- Users (219): 55.03%
- Frequent Checkers (42): 95.24%
Overall Facebook Comment Themes

• Supplementary method
• Algorithm issue
• Need to advertise
• List meetings
Facebook Comment Breakdown (%, 114 total)

- Negative
- Positive
- Don't use
- Others might like
- Work/Life separate
Twitter
How often do councilors see Twitter? (%)

- Never: 73.68%
- Quarterly or less: 0%
- Monthly: 5.26%
- Biweekly: 5.26%
- Weekly or more: 15.79%
How often do councilors guess constituents see Twitter? (%)

- Never: 17.65%
- Quarterly or less: 23.53%
- Monthly: 5.88%
- Biweekly: 5.88%
- Weekly or more: 11.76%
How often do constituents actually see Twitter? (%)

- **Never**: 90.68%
- **Quarterly or less**: 3.58%
- **Monthly**: 1.43%
- **Biweekly**: 0%
- **Weekly or more**: 1.79%
Is Twitter effective? (% Yes)

- Constituents: 24.39%
- Councillors: 73.33%
- Users (61): 43.14%
- Frequent Checkers (6): 100%
Should SC continue using Twitter? (% Yes)

- Constituents: 32.08%
- Councilors: 80%
- Users (61): 52%
- Frequent Checkers (6): 100%
Twitter Comment Breakdown (%, 98 total)
Instagram
How often do councilors see Instagram? (%)

- Never: 84.21%
- Quarterly or less: 0%
- Monthly: 5.26%
- Biweekly: 0%
- Weekly or more: 10.53%
How often do councilors guess constituents see Instagram? (%)
How often do constituents actually see Instagram? (%)

- Never: 92.09%
- Quarterly or less: 2.88%
- Monthly: 1.44%
- Biweekly: 0.72%
- Weekly or more: 1.08%
Is Instagram effective? (% Yes)

- Constituents: 20.25%
- Councilors: 46.67%
- Users (82): 19.4%
- Frequent Checkers (19): 15.79%
Should SC continue using Instagram? (% Yes)

- Constituents: 27.73%
- Councilors: 53.33%
- Users (82): 33.33%
- Frequent Checkers (19): 21.05%
Instagram Comment Breakdown (%, 78 total)

- Negative: 30%
- Positive: 5%
- Don't use: 45%
- Others might like: 20%
Website
How often do councilors see SC website? (%)

- Never: 0%
- Quarterly or less: 15.79%
- Monthly: 57.89%
- Biweekly: 0%
- Weekly or more: 26.32%
How often do councilors guess constituents see SC website? (%)

- Never: 5.26%
- Quarterly or less: 42.11%
- Monthly: 31.58%
- Biweekly: 10.53%
- Weekly or more: 5.26%
How often do constituents actually see SC website? (%)

- Never: 33.1%
- Quarterly or less: 38.08%
- Monthly: 14.23%
- Biweekly: 3.56%
- Weekly or more: 5.69%
Is SC website effective? (% Yes)

- Constituents: 78.68%
- Councilors: 94.44%
- Frequent Checkers (68): 95.45%
Website
Constituent Themes

• Overall positive view
• Some have not seen
• Good for looking up info
• Rely on other sources to direct

Website
Councilor Ideas

• Continue directing people
• Important Issues section
• More issue-based content
Other Ideas
Mostly “good idea but...” uninterested or doubtful

Raising concerns of attendance, councilor time, and that advocating for staff issues may rock the boat
Town Hall
Constituent Themes
- Worries about time/distance
- Should be broadcast or recorded
- Worries about negativity
- Need for focus/agenda
- Could do multiple yearly

Town Hall
Councilor Ideas
- Do 2x/year (after trial)
- Agenda/focus to avoid negativity
- Do with event, maybe food fundraiser for local charity
Online Feedback Form Summary (%)

Mostly ‘maybe’ responses or personally prefer other methods

Can do with reps now
Feedback Form

Constituent Themes

• Worries about anonymity
• Need to monitor/respond
• Good especially for feedback on specific issues
• Some want message board/chat feel

Feedback Form

Councilor Issues

• Need to route (catch-all versus categorical distribution)
• Open or closed?
YouTube Comment Summary (%)

- **Positive**: Mostly did not know about, not sure, or see good and bad sides.
- **Neutral**: Great method but requires massive effort.
- **Negative**:
YouTube
Constituent Themes
• Can bring personal face
• Send out not only on YouTube
• Worries about time investment
• Need to caption videos

YouTube
Councilor & Constituent Ideas
• Use for brief reports on SC actions as needed or quarterly
• Review meetings/town hall
• Highlight events/awardees
• Recruitment tool
Method Effectiveness Re-Rank with Other Ideas

- eNews emails
- List-serv emails
- Website
- Facebook
- Twitter
- Instagram
- Town Hall
- Online Form
- Youtube

Constituents
Councilors
Overall Comment
Themes

• Status quo good
• Numerous methods needed
• Thanks for efforts
• Fight the power
Questions?
Recommendations

• C&M:
  • Contact Your Reps guide
  • website Facebook feed
  • eNews format update
  • Instagram/Twitter polls

• Town Hall