

The Chronicle Reader Survey Results

December 2015

The basics:

- Respondents: 115
- 76% of respondents read the Chronicle every week.
- (from Constant Contact, our email marketing provider) The Chronicle open rate is usually between 45 and 50%. However, the rate for regular faculty and staff is over 60% (the adjunct open rate is around 30%)

How often do you read regular sections?

- 76% of respondents always read LMC Family, and 72% always read HR Update
- About half of respondents always read LMC in the News, In the Spotlight, Events, and announcements
- About half of respondents only sometimes read IT Tips and Tricks and articles about education/professional topics
- About 60% of respondents read Whirlpool Inside Pass rarely or never

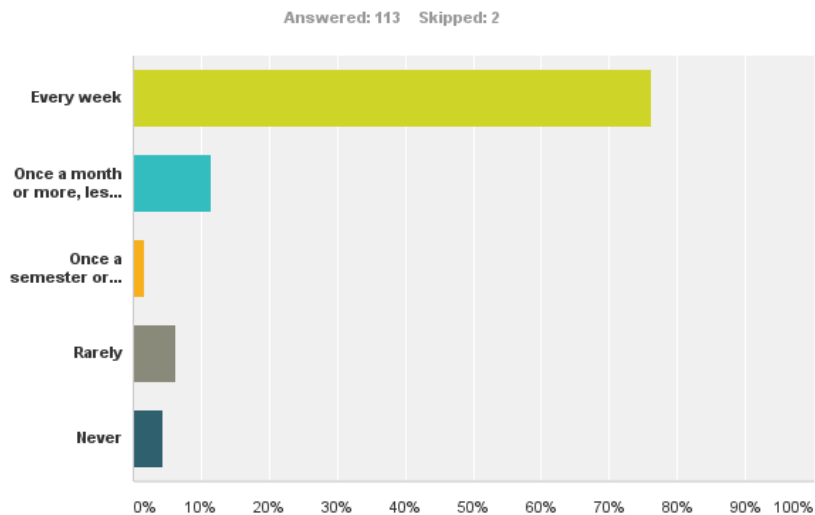
Where would you prefer to receive these types of news?

- Professional Development reminders: 47% of respondents prefer to receive both in the Chronicle and in an all-users email
- Press releases: 41% of respondents prefer to receive in the Chronicle, 27% in an email, and 30% in both
- LMC in the news: 64% prefer to receive in the Chronicle only
- Library announcements: 57% prefer to receive in the Chronicle only
- Volunteer/fundraising opportunities: 47% prefer to receive in both the Chronicle and an email

What do you like most about the Chronicle? (80 respondents)

- Employee news: 30
- Information: 22
- Convenient: 8
- Connectivity: 8
- Events: 8
- LMC in the News: 6
- Birthdays: 5
- Policy updates: 2
- Student stories: 2
- IT tips: 1
- Table of contents 1

Q1 How often do you read the Chronicle?



What do you find least valuable in the Chronicle? (60 respondents)

- Whirlpool offer: 19
- Nothing: 14
- Spotlight: 6
- Problem/technical issue: 4
- LMC in the News: 3
- Events: 3
- Professional articles: 2
- It's boring: 2
- It's outdated 2
- IT tips 2
- Articles are too long: 1
- It's duplicative: 1
- Library info: 1
- Walking challenge updates: 1
- Fundraising: 1

Some popular suggestions from the survey from the open-ended questions:

- The employee Spotlight was one of both the most and least popular features. One thought was offered that Spotlighted employees write more about their jobs – we will pass that suggestion along to the participants.
- A “Spotlight” for departments around campus was suggested by more than one person.
- A blog or regular update from the president or other administrators was a popular suggestion.
- A new look was suggested by a few people – we agree! Look for a new design for the Chronicle early next year.
- Several people asked for academic and program updates to be disseminated in the Chronicle.

Changes made so far:

- Confirmation email will be sent from chronicle@lakemichigancollege.edu by the Monday before the issue comes out.
- The “archive” link at the bottom of the email has been updated to direct you to the Chronicle Archive on Sharepoint.
- A preheader on each email now identifies the Chronicle as “The newsletter for Lake Michigan College faculty and staff”

Answers to some questions/issues:

- Old issues of the Chronicle are available on Sharepoint – click “Chronicle Archive” in the top navigation. These are also searchable.
- Birthdays are provided once a month by the Human Resources department so that they are up to date with the latest roster of employees.
- If you would prefer to get the Chronicle at a different email address, please email chronicle@lakemichigancollege.edu with your request.
- Several people asked for a calendar of events. There is an Events section, near the bottom of each email, of events for the upcoming week and beyond. Please email chronicle@lakemichigancollege.edu if you have an event you would like to have included in the Events section.

- The 'Departures' section of the HR Update is intended to announce employees who leave employment of the College by voluntary resignation or retirement. Involuntary terminations are not announced in the Chronicle in order to preserve the dignity of the individual being terminated.

Thank you again to all the participants! Feel free to send suggestions or comments at any time.