

New America Alliance Member Communications Survey

Communications Survey

The purpose of this survey is to gain a better perspective on how you access information, what topics you'd like to be informed about, and how you would use the members-only section of the website. The NAA will utilize this survey to connect with members more efficiently and effectively.

MEMBER NAME:

DATE:

We thank you in advance for your participation - please return/fax your response by Monday, July 6, 2009.

1. How do you prefer to receive communication regarding NAA organizational information? Please rank in order of preference (1 is your preferred method and 5 is the least).

- E-mail
- Hard copy item (ex. letter, postcard, etc)
- Website (Members-Only Section)
- Phone
- Social Media (Linked In, Facebook, YouTube, Twitter, etc.)

2. When do you access this information once it has become available?

- a. Immediately
- b. Later in the day
- c. Next day
- d. That same week

3. Do you use your mobile device to communicate via text message?

- a. Yes, please list what type of device you use (ex., iPhone, Blackberry, Trio, etc.)
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b. No

4. Do you prefer to receive communication directly or through your assistant?

- a. Directly
- b. Assistant

5. Are you aware of our recent communication efforts such as the monthly member conference call, press releases, and letters from the Chair or CEO?

- a. Yes
 - b. No, please explain why.
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6. How frequently do you access the NAA website?

- a. At least weekly
- b. Monthly
- c. Several times per year
- d. Never use

7. What information or features would you like to access in the members-only section of the NAA website? Please circle all that apply.

- a. Committee information
 - b. Newsletter
 - c. Professional opportunities
 - d. Calendar
 - e. Other – Please provide further information
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8. If there was an active members-only section of the NAA website, how often would you log-in?

- a. At least weekly
- b. Monthly
- c. Several times per year
- d. Never use

9. In general, how satisfied are you with NAA's current efforts to keep you informed about the organization?

- a. Very satisfied
- b. Somewhat satisfied
- c. Neutral
- d. Somewhat dissatisfied
- e. Dissatisfied

10. As a member, what information do you want regarding the NAA?
