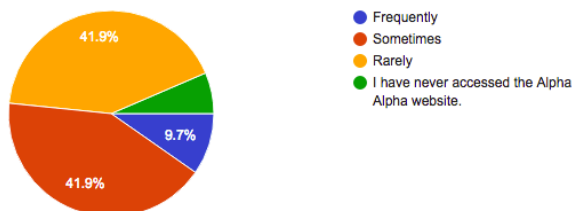


Alpha Alpha Communications Survey: Summary of Responses.

Of 72 members, 31 (or 43%) responded to our recent survey about preferred forms of communication. A summary of responses is below.

1. Are you receiving email updates sent through MailChimp?
Yes 83.9%; No 16.1%.

2. How often do you access our Alpha Alpha website (<http://dkgalphaalpha.org>)?



3. What areas of the Alpha Alpha website do you regularly use?

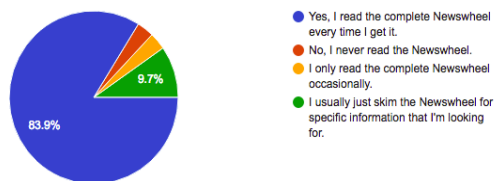
Of the 31 who responded –
18 (58.1%) identified the Newsletter page.
12 (38.7%) identified the Calendar page.
11 (35.5%) identified the Home page.
5 (16.1%) identified the Awards page.
2 (6.5%) identified the About Us page.
2 (6.5%) identified the Member Benefits page.

No one reported using the How Shall I Serve or the Contact Us pages.
10 (32.3%) stated that they don't use the website at all.

4. Is there any information not currently on our website that you would like to see included?

Of the 6 who responded, 4 had no suggestions.
One suggested award history specifically regarding recognition of various kinds of member awards and/or scholarships.
One sought a link to the Pi State website.

5. Do you regularly read the complete Newswheel newsletter when it comes out?
(31 responses)



6. What information in the Newswheel do you find most useful?

Of the 23 who responded to this question almost all commented positively about the coverage of events (pictures and text), schedules, and members' activities outside the chapter. A few correspondents appreciated the coverage of Pi State and Area activities. And a few commented positively about the value of the president's message.

7. Is there any information not currently shared in the Newswheel that you would like to see included?

Of the 12 who responded to this question, 7 said 'no'; 4 individuals suggested book reviews, some education news, more on member activities, information on issues current to DKG, and a history of the Student Awards (origin, how implemented, by whom). One correspondent suggested that more members might contribute if there was a regular "Shout Out" section for professional and personal achievements.

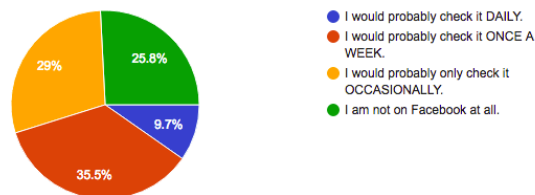
8. Are you currently a user of Facebook?

64.5% said YES, 35.5% said NO.

9. IF Alpha Alpha created a Facebook page, would you 'like' and follow it?

45.2% said YES, 19.4% said MAYBE, 35.5% said NO.

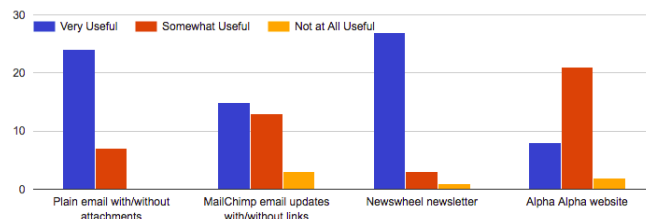
10. How often do you think you would check the page? (31 responses)



11. What kinds of information would you expect to find on an Alpha Alpha Facebook page?

20 (64.5%) –upcoming chapter meetings and events
15 (48.4%) –chapter business other than meetings and events
14 (54.2%) – general education related information and/or events
12 (38.7%) –Pi State & International meetings and events
8 (25.8%) – personal information posted by members about themselves and/or their families.
9 (29.0%) – respondents reporting that they're not on Facebook

12. Which form of communication that we are currently using do you find the most useful to you?



13. Are there any other types of communication you would like to see us using that we are not currently doing?

Of the 13 who responded to this question, almost all reported being satisfied with communications as they are. One person suggested that to appeal to younger members or potential members, a twitter feed and an Instagram account might be useful.

14. Do you have any questions or other input regarding Alpha Alpha communications that you would like to share with us?

Of the 12 respondents, 6 had no questions or comments.

Comments included:

The use of advanced technology would benefit by orientation to it.

The members who work on communications do a great job.

'Reply All' on some emails is not useful—just clutters email.

Because we each need to print A-A communications, perhaps all pictures should be at the end instead of scattered throughout.

Very occasionally we need a phone tree.

We could use the website for more member access to resources such as Historical Records.

A valuable service is the quick link to International and Pi State websites.

Possibly a Facebook page could encourage more members to upload photos from school/educational events pertinent to our chapter's interest. It could also be a link to West Central events, registration, and community services.

Confusing emails regarding planning of upcoming events.