

## Constant Contact Survey Results

**Survey Name:** 2009 Newsletter Survey

**Response Status:** Partial & Completed

### 1. How often do you read WBYC Electronic Newsletters & Invitations?

	Number of Response	Response Ratio
Always	82	78.8%
Frequently	18	17.3%
Sometimes	1	<1%
Rarely	0	0.0%
No Responses	3	2.8%
<b>Total</b>	<b>104</b>	<b>100%</b>

### 2. How much of each newsletter do you read?

	Number of Response	Response Ratio
A quarter or less	1	<1%
From a quarter to half	11	10.5%
Half to three-quarters	23	22.1%
More than three-quarters	67	64.4%
No Responses	2	1.9%
<b>Total</b>	<b>104</b>	<b>100%</b>

### 3. What is your overall satisfaction with the newsletter?

	Number of Response	Response Ratio
Very satisfied	78	75.0%
Somewhat satisfied	19	18.2%
Neutral	3	2.8%
Somewhat dissatisfied	0	0.0%
Very dissatisfied	1	<1%
No Responses	3	2.8%
<b>Total</b>	<b>104</b>	<b>100%</b>

### 4. How relevant do you find the information in the newsletter?

	Number of Response	Response Ratio
Very relevant	64	61.5%
Somewhat relevant	34	32.6%
Neutral	3	2.8%
Somewhat irrelevant	1	<1%
Very irrelevant	0	0.0%
No Responses	2	1.9%
<b>Total</b>	<b>104</b>	<b>100%</b>

**5. Please rank each part of the newsletter in order of importance to you.**

respondents selecting the option. Bottom % is percent of the total	Least Important						
	1	2	3	4	5	6	7
Quick Links	18 21%	25 29%	11 13%	9 10%	8 9%	12 14%	4 5%
Officers' Column	5 6%	9 10%	21 24%	16 18%	22 25%	10 11%	4 5%
Event Notices	8 9%	11 13%	5 6%	6 7%	10 11%	30 34%	17 20%
Regatta Results / Pictures	13 15%	19 22%	13 15%	13 15%	13 15%	6 7%	10 11%
Featured Article	0 0%	4 5%	20 23%	30 34%	20 23%	8 9%	5 6%
Calendar of Events	13 15%	6 7%	7 8%	6 7%	6 7%	14 16%	35 40%
Other Notices	30 34%	13 15%	10 11%	7 8%	8 9%	7 8%	12 14%

**15 Comment(s)**

all of equal importance

I suggest you try to put in the Point race result each week. This allows each fleet to keep track of the results for each member of that fleet. As it is now Bill Diefendorf keeps track and then sends an E-Mail with the results periodically.

I do not consider any part more or less important than any other.

The newsletter is very well done and I enjoy receiving it via e-mail

I don't sail so the results to me aren't important, but I want to keep informed of everything else for myself and family.

All of the info is valuable, and I read it all. You've done a wonderful job. Please keep up the good work.

That was tough. I like the newsletter as is. You guys are doing a great job.

Please post gathering and start times to the sailing races for next year! Trying to remember what has been done in the past is ridiculous and we have new members as well as crew who need to know the time schedule for races! It's just a few key strokes, no big deal! We have had way too many phone calls asking us what time the race starts because it's not posted!

It was difficult to prioritize these. They were all important!!!

It's all there to be read - all equal.

Ranking is not fair as several items would have equally as high importance. In this format a lower ranking does not equate to low importance

I like the idea of an email newsletter. I don't like the format and I can't put my finger on what I don't like right at the moment.

thank you for all your work on getting this going. Love it.

am most interested in children's events...like the 5-7 year old sailing program!! tks

I think is a great way to keep connected to the W.B.Y.C, Thank you!!

**6. Which section of the newsletter do you think needs most improvement?**

	<b>Number of Response (s)</b>	<b>Response Ratio</b>
Quick Links	6	5.7%
Officers' Column	3	2.8%
Event Notices	4	3.8%
Regatta Results / Pictures	5	4.8%
Featured Article	7	6.7%
Calendar of Events	4	3.8%
Other Notices	9	8.6%
No Responses	66	63.4%
<b>Total</b>	<b>104</b>	<b>100%</b>

**22 Comment(s)**

none

I think they are all very good

Since the annual wall calendar is sketchy though comprehensive, more detail in the newsletter is important.

all are terrific

I would like to be able to pause the pictures or slow down the roll. Also, it would be nice if we could copy any we like.

The newsletter in its current form is fine. Rather than spending time/money/effort here, let's get the electronic weather station back up - that would be much more valuable!!

Not sure what Quick Links is.

I don't recall this section. Is that for sale and other things ?

Ditto

Gathering and start times to races posted on the calendar and on links!

None

All are interesting. Events is critical. Don't always read the articles.

don't just list events. Describe them and who they're for and how you can get involved. Otherwise it's hard to do so

not sure

Great Job...Keep it up

more feature of the Junior sailing

Specific times for regattas/races should be included on the calendar. This would 1. eliminate many people calling to ask when each race starts (or gathers) 2. have a time for new members to refer to other than "same as last year" 3. possibly encourage those who sail (but not race) to show up to try their luck and not feel like they are out of the loop 4. be easily transferred from year-to-year on the next calendar

None - looks great as is!

You're doing a good job!

it's all ok

More news, maintenance, improvements, staff names, Fleet captains news, etc.

**7. Please select all that apply:**

	<b>Number of Response (s)</b>	<b>Response Ratio</b>
I like the E-Newsletter format and think	74	71.1%
I like the E-Newsletters but still want to	21	20.1%
You are sending out too many E-	0	0.0%
I would like to get an E-	6	5.7%
I would like to see you use email only	9	8.6%
Other	5	4.8%
<b>Total</b>	<b>104</b>	<b>100%</b>

**20 Comment(s)**

For Example : lost and found items could be posted- I found a sun fish halyard clamp - brand new and I am sure the person who lost it would like to find it -- I left it on the concrete wall by the swimming area - thinking the person might come back to where he lost the item and by chance find.Or --- reminders for club rules: boat blocking path etc.

saves printing cost and postage, but some members might not have a computer.

Some members do not have a computer. You still have to publish a newsletter for them.

I've never received a paper newsletter.

I know there may be some members...a few that may not use e mail etc. maybe there could be a limited amount sent via mail for those that need the print ? those members could let wbyc know they need print.

I'm just one who's online several times a day, get good service through Microsoft's OUTLOOK, and even keep my own calendar in it. E-newsletters make most sense to me. Paper gets lost, takes up space, requires recycling.

This works fine for me but there are going to be hold outs for a long time so you will still have to provide paper newsletters.

In todays high tech paper should not be used at all. Save the forest!!!!

Email is the way to go, but a few of our members don't have email, not many, but a few.

There are probably some members that don't have email so you probably will have to keep the paper copy for a while but ultimately it should go.

Save the paper. Go to e-mail.

You could decrease the frequency of the paper newsletter but it is helpful to have it to post

Just the right amount of e notices / news letters. more wold be too many

You should give members options to receive paper newsletters or not and save on mailing costs.

I like the E-Newsletters but wish to get SPECIAL EVENTS sent via paper mail. I do not need the whole newsletter sent by regular mail

You can reduce the clog in people's email boxes by providing a link to the WBYC website where the newsletters can be posted.

EXCEPT FOR THOSE WHO HAVE NO EMAIL...

paper newsletters at the beginning and end of the season--enews in between

I'm happy to just get e-newsletters.

send mail to those members without e-mail

## 8. What can we do to improve our electronic communications?

### 13 Response(s)

I would suggest you send an electronic newsletter every two weeks during the time the club is open.

Get the weather station back in operations - with correct displays for all itmes.

Nothing, it's been great and a good way to stay up to date with what's happening.

Don't change a thing. The newsletter has all the information needed and is easy to read.

Seems to be ok.

Ask for email addresses of people involved in various events (WOW, etc) and make sure they all recieve notices

Keep it coming it is the way to communicate

keep up the good work with e communicatons

Hook up the anemometer to the website so it tells wind today, not a day in January 2 years ago.

e-Statement of account?

I didn't get any electronic notices on the Fish Fry this year and wasn't sure it was happening. The only place I saw the times posted was at Willowbank.

You keep improving with each communication. This survey was a great idea.

More pictures

## 9. Would you be interested in providing content for our newsletter?

	Number of Response (s)	Response Ratio
Yes	10	9.6%
No	49	47.1%
Maybe	31	29.8%
No Responses	14	13.4%
<b>Total</b>	<b>104</b>	<b>100%</b>

## 10. Is there an optimal day you would like to receive WBYC E-newsletters?

	Number of Response (s)	Response Ratio
Monday	16	15.3%
Tuesday	6	5.7%
Wednesday	11	10.5%
Thursday	4	3.8%
Friday	4	3.8%
Saturday	3	2.8%
Sunday	0	0.0%
No Responses	60	57.6%
<b>Total</b>	<b>104</b>	<b>100%</b>

## 11. Is there anything specific you would like to see in future newsletters?

### 19 Response(s)

Over all the format is fine and working well - provided you use email. Most of us do these days, but there may be a few retired that do not.

more on the environmental side of things, national and local trends. where our lake has been and where it's heading. local codes, sanitary testing procedures for lake residents. local responsibilities.....

Pictures to go with staff members names.

Ability to have an article that a member writes published.

Thanks to all

I am always interested in what the Board is deciding as far as new rules, building, grounds and water front. If you can't publish the Board minutes on a monthly basis, is there a synopsis of discussion topics that could be put in a newsletter so members could have an idea about what is going on.

On line WBYC member directory would be nice. Contact information. Perhaps include member photos if members are willing.

Have we seen the budget, expense breakdown, etc?

feature our new members like the Caz Club does with photos and bio info

officers and board members listing, link to annual mtg minutes

Include activities from the WOW's. List the times of their sailing, times of their social gathering, etc. At least mention the beginning of the year meeting in the newsletter to encourage new members to join...

Ship Store item of the day (on sale)?

Maybe an article extolling the benefits of owning one-design sailboats in popular racing classes, instead of the boats which will never be produced in large numbers. Eg. racing, resale potential, available expertise.

Maybe a few articles on the staff as a way of introduction to yard crew and kitchen crew. I think there have been a few pictures but maybe a little write up as a way of introductions would be nice

Stories from sailors. Biographies of members (like "meet the members") Vingettes from club history

work party schedules

maybe more club members networking...sharing interests, ideas, things for sale, etc.

More news about what is going on at the club including maintenance, improvements. Use a column for items for sale, needed or lost.

For Sale section, Looking for a crew member section, history mile stone section....just a few I think it's really great!!

no