**OVERVIEW**

The WCC communication survey was administered between 2/23/2009 and 3/4/2009 campus wide to all staff (adjunct, classified, faculty, administrators and other staff) via online (Survey Monkey) and paper-based surveys. Respondents were asked to rate their satisfaction and usage of several different communication modalities, as well to provide feedback via open-ended questions. A total of 124 surveys were collected (80 online, 44 paper-based), and data collected included:

- Demographics of respondents
- Overall satisfaction with campus communication
- Supplying/Receiving information
- Effectiveness of communication methods
- Satisfaction with communication from other campus constituencies
- Top attributes desired when receiving information
- How respondents typically find out about campus activities

I. Demographics of Respondents

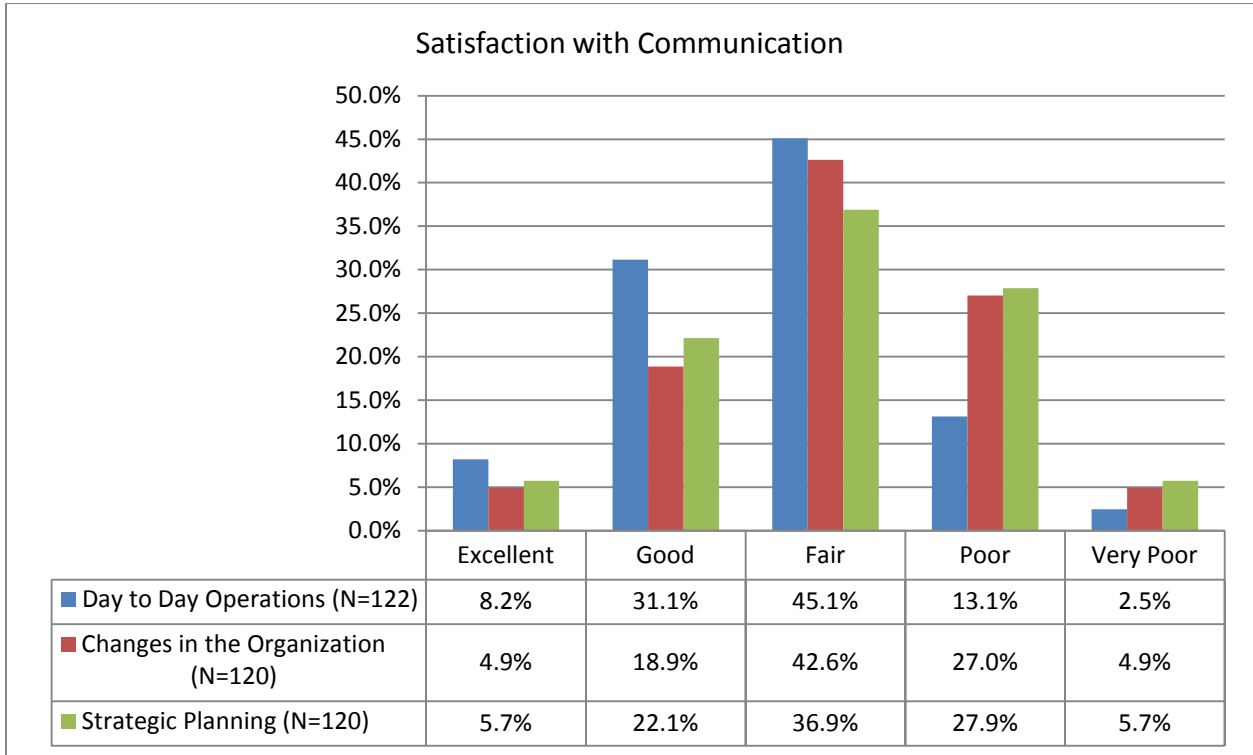The largest percentages of respondents were:

a. Adjunct Faculty (33.9%), followed by Full-Time Faculty (29.0%)

b. Employed at WCC for more than 6 years (40.3%), followed by those employed at WCC less than two years (29.8%)
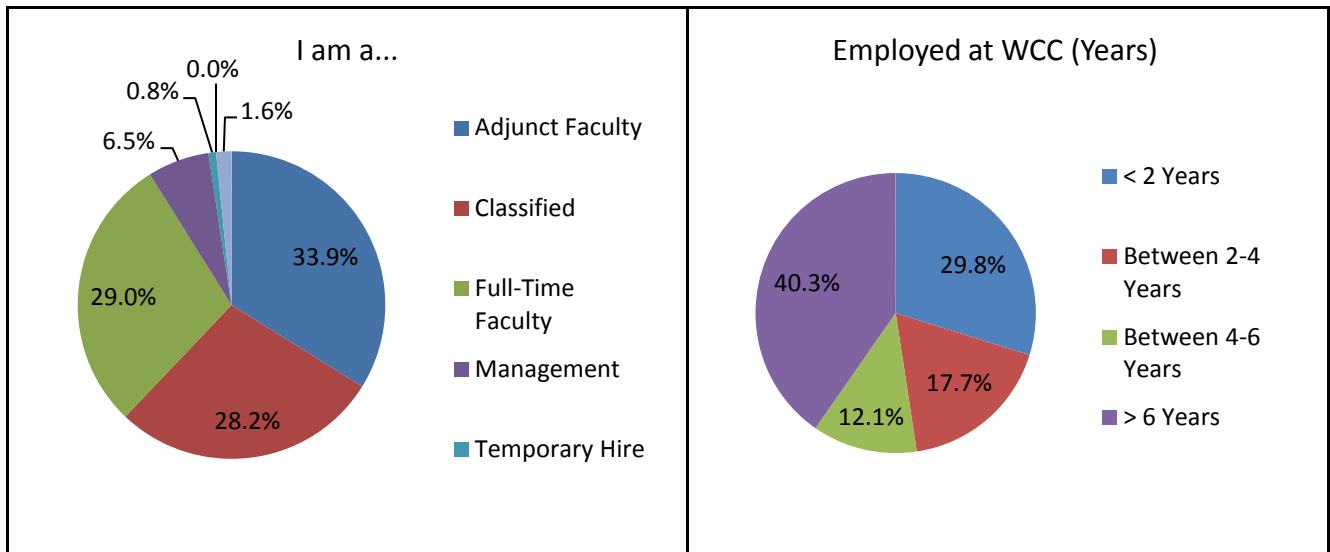
II.   Overall Satisfaction with Campus Communication

a.   The majority of respondents reported that communication regarding day to day operations, changes in the organization and strategic planning were "Fair"

Satisfaction with Communication

	Excellent	Good	Fair	Poor	Very Poor
Day to Day Operations (N=122)	8.2%	31.1%	45.1%	13.1%	2.5%
Changes in the Organization (N=120)	4.9%	18.9%	42.6%	27.0%	4.9%
Strategic Planning (N=120)	5.7%	22.1%	36.9%	27.9%	5.7%

III.   Supplying Information

   a.   57.1% of respondents said they **always** or **often** shared information need to do their job
         with others

   b.   37.0% of respondents said they **always** or **often** shared information about
         organizational changes with others
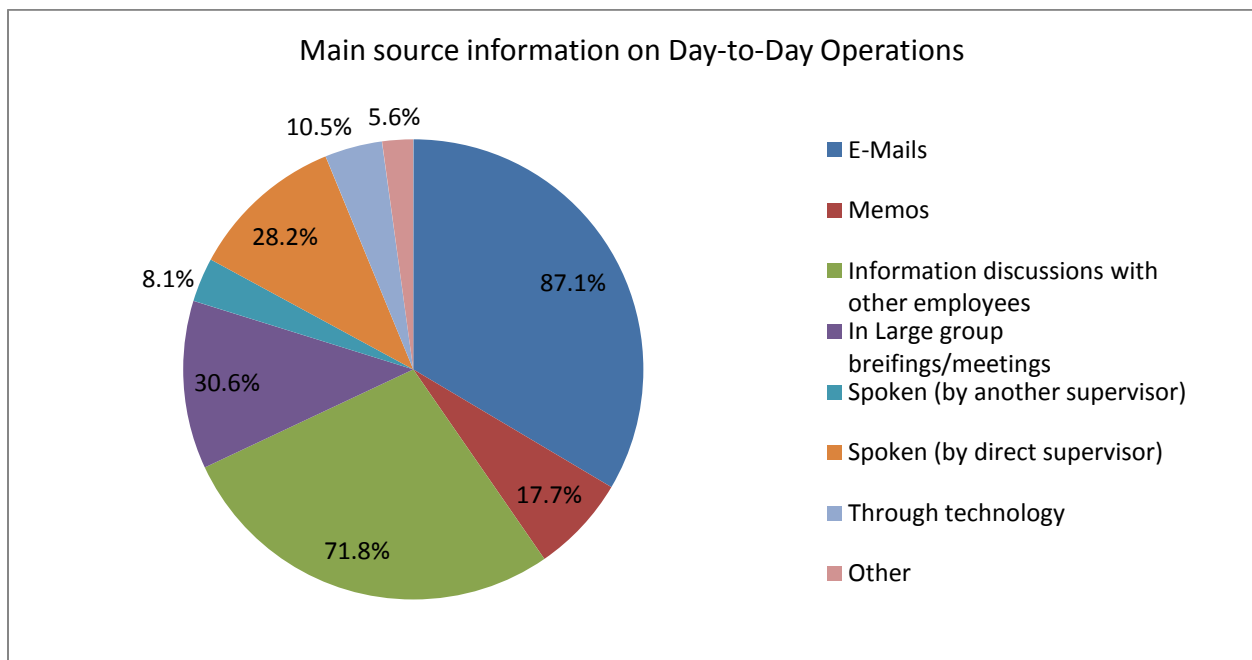
   c.   30.3% of respondents said they **always** or **often** shared information about the
         organization's long term goals with others

How often Respondents Supply Information to Others

	Always	Often	Sometimes	Rarely	Never
▪ Information needed to do their job (N=119)	21.0%	36.1%	16.0%	15.1%	11.8%
▪ Information about changes in the organization (N=114)	16.8%	20.2%	27.7%	11.8%	19.3%
▪ Information about the organization's long term objectives (N=116)	14.3%	16.0%	33.6%	18.5%	15.1%
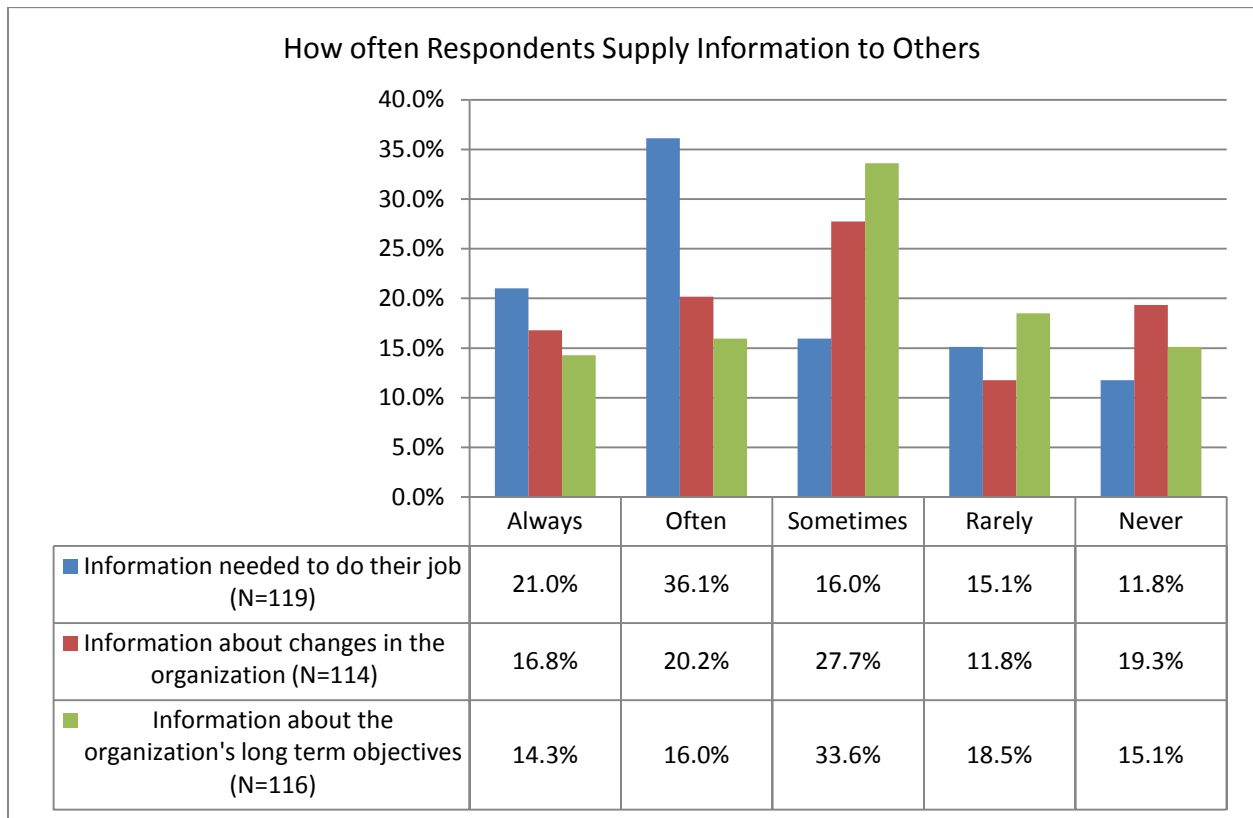
IV.   Receiving Information

    a. The majority of respondents reported receiving **enough** information to do their job (68.1%), and **little** information regarding organization changes (47.1%) and long term objectives (52.1%)

How Much Information Respondents Receive

	Too Much	Much	Enough	Little	None
Information needed to do your job (N=120)	0.8%	9.2%	68.1%	21.0%	1.7%
Information about changes in the organization (N=122)	0.0%	10.9%	40.3%	47.1%	4.2%
Information about the organization's long term objectives (N=121)	0.0%	8.4%	37.0%	52.1%	4.2%

Main source information on Day-to-Day Operations

- E-Mails — 87.1%
- Memos — 17.7%
- Information discussions with other employees — 71.8%
- In Large group breifings/meetings — 30.6%
- Spoken (by another supervisor) — 8.1%
- Spoken (by direct supervisor) — 28.2%
- Through technology — 10.5%
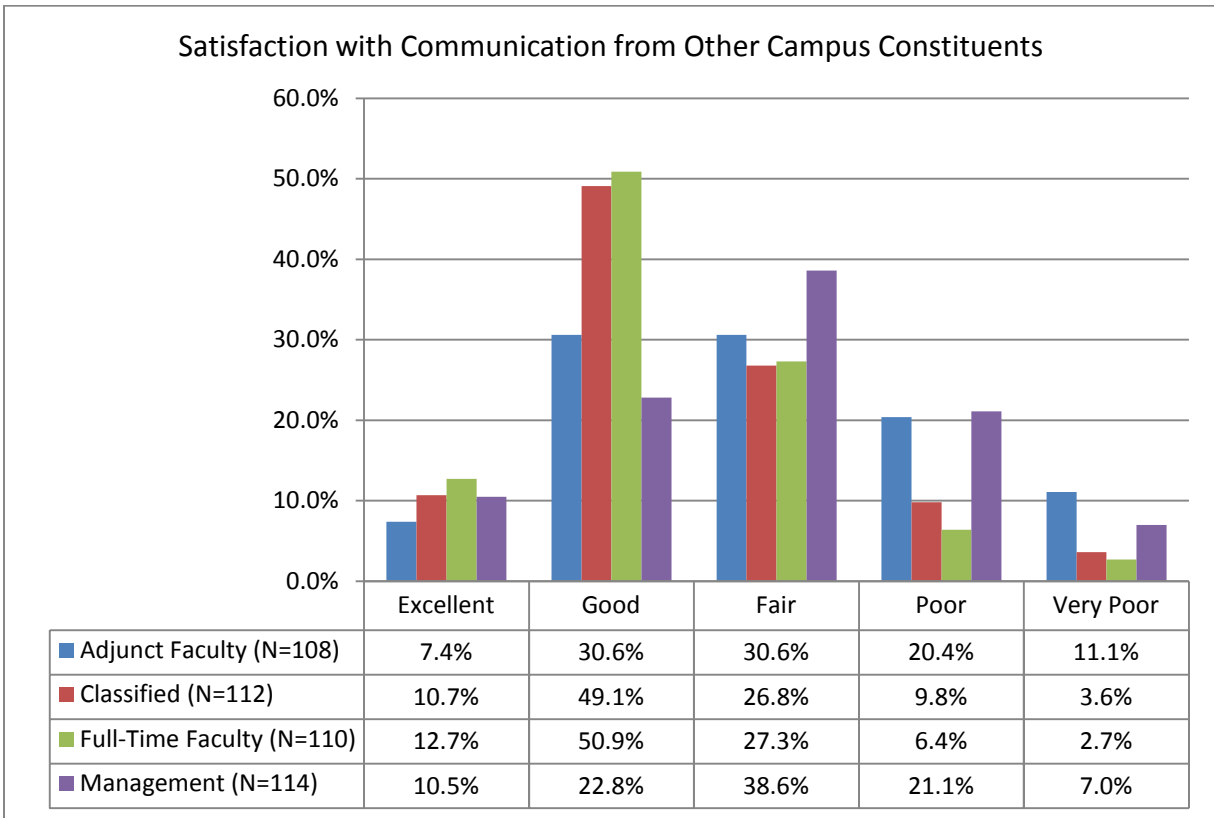- Other — 5.6%

V.   Effectiveness of Communication Methods

a.   Respondents reported higher satisfaction (scores of **Excellent** or **Good**) with personal contact (70.6%) followed by e-mail (61.8%)

b.   Respondents reported lower satisfaction (scores of **Poor** or **Very Poor**) with campus web site (32.5%) followed by campus web calendar (25.8%)

	N		Not Used		Excellent		Good		Fair		Poor		Very Poor
Agendas	116	32	27.6%	6	5.2%	41	35.3%	27	23.3%	6	5.2%	4	3.4%
Brochures	113	30	26.5%	8	7.1%	32	28.3%	17	15.0%	21	18.6%	5	4.4%
Bulletin Boards	116	31	26.7%	6	5.2%	16	13.8%	34	29.3%	14	12.1%	15	12.9%
Campus Web Site	114	13	11.4%	7	6.1%	30	26.3%	27	23.7%	30	26.3%	7	6.1%
Campus Web Calendar	120	54	45.0%	1	0.8%	18	15.0%	16	13.3%	18	15.0%	13	10.8%
Division Web Site	116	76	65.5%	3	2.6%	6	5.2%	6	5.2%	13	11.2%	12	10.3%
E-Mail	110	12	10.9%	26	23.6%	42	38.2%	29	26.4%	1	0.9%	0	0.0%
Flyers	107	19	17.8%	1	0.9%	39	36.4%	34	31.8%	10	9.3%	4	3.7%
Grape-vine	107	7	6.5%	18	16.8%	37	34.6%	35	32.7%	5	4.7%	5	4.7%
Handouts	111	21	18.9%	5	4.5%	39	35.1%	33	29.7%	11	9.9%	2	1.8%
Listserv	108	39	36.1%	10	9.3%	29	26.9%	27	25.0%	3	2.8%	0	0.0%
Minutes	115	37	32.2%	5	4.3%	36	31.3%	30	26.1%	5	4.3%	2	1.7%
Newsletter	113	28	24.8%	8	7.1%	32	28.3%	37	32.7%	4	3.5%	4	3.5%
Paper Memo	112	29	25.9%	9	8.0%	29	25.9%	26	23.2%	15	13.4%	4	3.6%
Personal Contact	112	5	4.5%	18	16.1%	61	54.5%	18	16.1%	8	7.1%	2	1.8%
Staff Meeting	113	27	23.9%	4	3.5%	41	36.3%	21	18.6%	15	13.3%	5	4.4%
Other	20	10	50.0%	2	10.0%	3	15.0%	5	25.0%	0	0.0%	0	0.0%

VI. <u>Satisfaction with Communication from Other Campus Constituents</u>

    a. 38.0% of respondents reported that communication from **adjunct faculty** is **excellent/good**

    b. 59.8% of respondents reported that communication from **classified staff** is **excellent/good**

    c. 63.6% of respondents reported that communication from **full-time faculty** is **excellent/good**

    d. 33.3% of respondents reported that communication from **management** is **excellent/good**

Satisfaction with Communication from Other Campus Constituents

	Excellent	Good	Fair	Poor	Very Poor
Adjunct Faculty (N=108)	7.4%	30.6%	30.6%	20.4%	11.1%
Classified (N=112)	10.7%	49.1%	26.8%	9.8%	3.6%
Full-Time Faculty (N=110)	12.7%	50.9%	27.3%	6.4%	2.7%
Management (N=114)	10.5%	22.8%	38.6%	21.1%	7.0%

VII.   Top Attributes when Receiving Information

a. Of the 21 attributes listed, the highest three selected:

i.   Timely (68.5%)
ii. Relevant (55.6%)
iii. Dependable (54.8%)

Attributes	N	%
Broad-minded	18	14.5%
Competent	59	47.6%
Complete	60	48.4%
Concise	61	49.2%
Cooperative	24	19.4%
Dependable	68	54.8%
Determined	6	4.8%
Fair-minded	40	32.3%
Forward-Looking	14	11.3%
Honest	60	48.4%
Imaginative	3	2.4%
Independent	6	4.8%
Inspiring	7	5.6%
Intelligent	33	26.6%
Loyal	2	1.6%
Professional	77	62.1%
Relevant	69	55.6%
Self-Controlled	10	8.1%
Straightforward	51	41.1%
Supportive	25	20.2%
Timely	85	68.5%

VIII.   How Respondents Typically Find Out About Campus Activities

	E-mail	WOM/GV*	Flyers	Handouts/ Mailbox	Listserv	Meetings	Bulletin Board	Other	Don't Find Out
N	70	29	14	10	1	6	3	9	2
%	56.5%	23.4%	11.3%	8.1%	0.8%	4.8%	2.4%	7.3%	1.6%

(*WOM/GV = Word of Mouth/Grape Vine)