Data collected January 22, 2010 in preparation for the JETAA Technology Regional Conference in Portland January 29-31, 2010

Survey created by Bob Schnyder

Special thanks for help with data extrapolation & analysis by
Ryan Hart & Todd Van Horne

For a copy of this survey, visit http://regionalconference.jetaaportland.com/technology-survey

Goals of Survey

- Identify strengths & weaknesses of chapters
- To assess needs of delegates & all chapters
- Identify key areas to focus on at conference
- Utilize data for reference during sessions
- Create a baseline for future surveys
- Use to benchmark Technological progress of JETAA

Survey Results Methodology

- Nearly identical surveys were sent out to two different groups between Dec'09 & Jan'10:
  - Conference delegates
  - All JETAA Chapters from around the world

    (Note: delegates did not take all chapter survey so there was no overlapping identified)

- Layout of results
  - Original questions provided at the top of each slide
  - Results on left side are delegate responses
  - Results on right side are all chapter responses
  - Analysis & commentary based on data extrapolated

What are the top 3-5 issues/pain points you'd like resolved at this conference?

Conference Issue	Wt.Avg
Membership Database	43
Web Protocols	28
Cross Chapter Communication	24
Social Media Campaign	18
Document Database	16
Conference Documentation	14
Platform Centralization	13
Site Administation and Maintenance	11
Tech Group Communication	10
Membership Communication	10
Privacy and Security	10
Cost Containment	7
Site Usability	5
Mail Campaigns	5
Ease of Use	5
Subchapter Communication	4
Site Hosting	4
Community Outreach	3
Brand Management	3
Reliability of Technology	3
SEO	3
JETAA International Webmaster	1

Note that the survey taken by all chapters did not include this question.

Membership Database (ex. alternative to CMS) is clearly the top pain point hoped to be resolved. Web protocols (ex. create web site standards) and cross chapter communication (ex. collaboration of technology) round out the top 3.

Social media and targeted outreach (ex. effective use & coordination) was another important point that will be address at the conference.

How is your chapter doing? Rate your chapter in the following areas (1-5 scale, 5 is best)
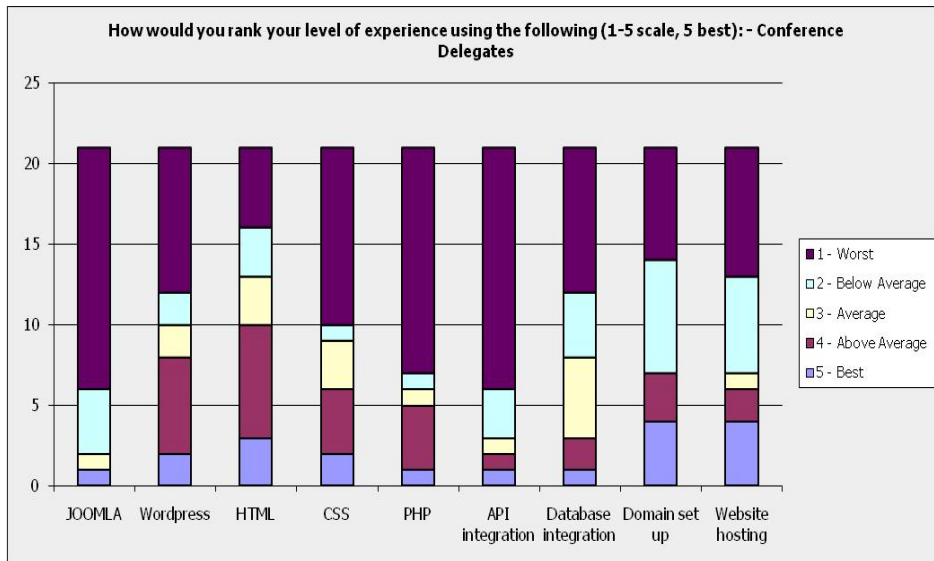
Delegates Response

All Chapters Response
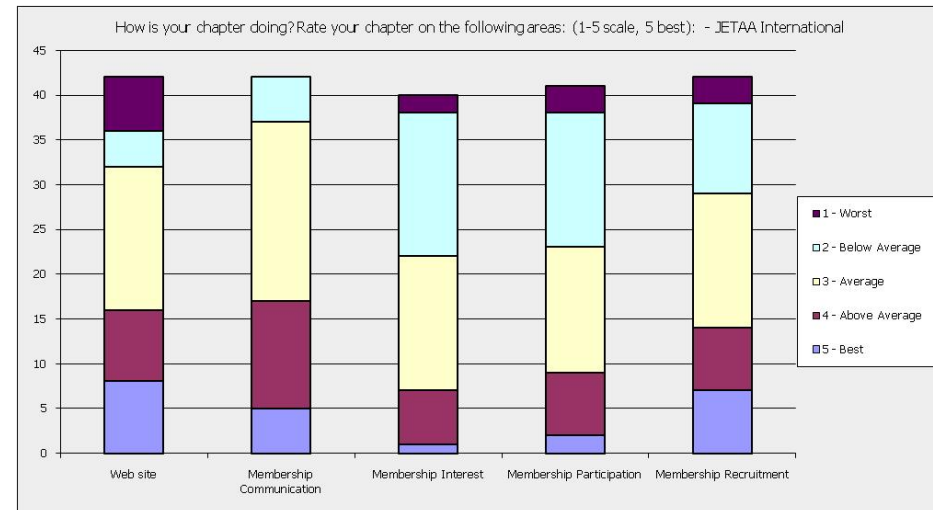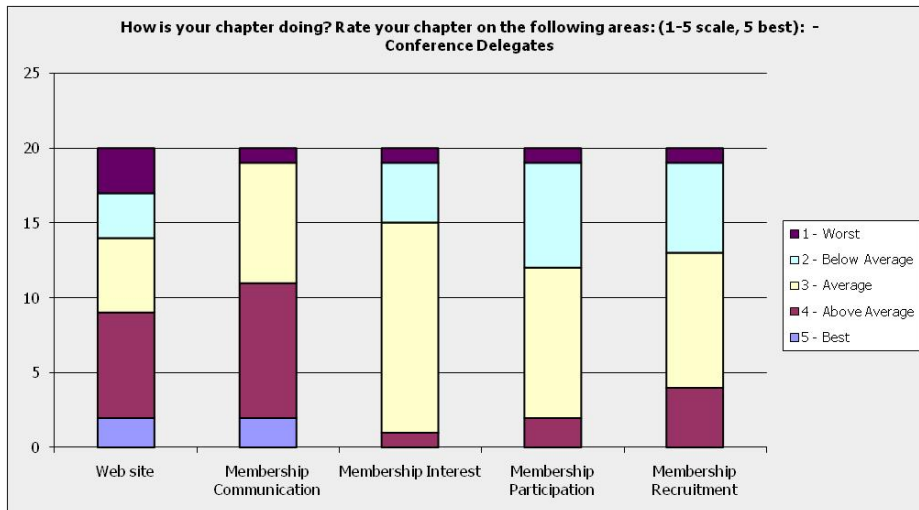
The data shows that delegates are concerned most about "Member Interest" and "Membership Participation." This is not as severe with all chapters but the high worst scoring for website is worth noting. Clearly with websites, there are those who are comfortable with the technology, but equally a number of those who think it is the chapter's weakest link.

# How would you rank your level of experience using the following (1-5 scale, 5 best)
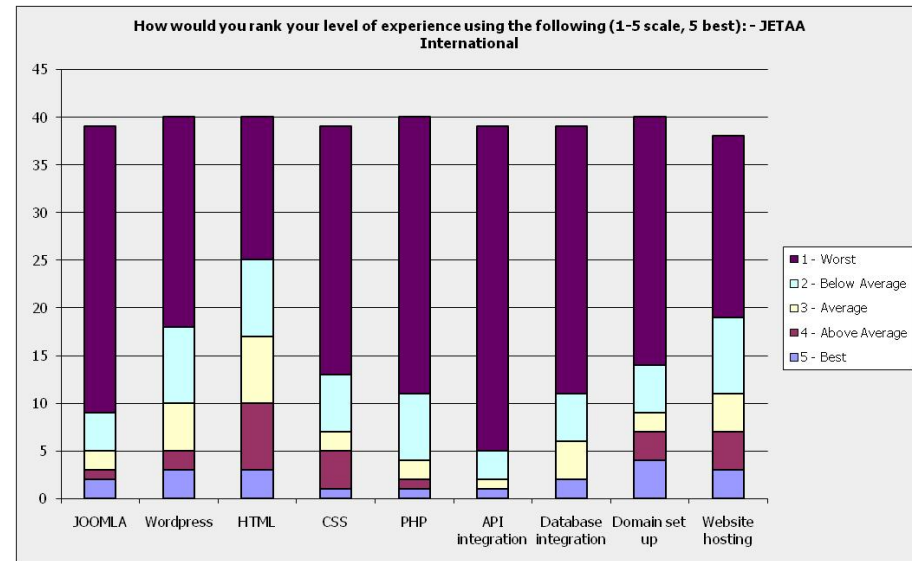
The data shows that there is definitely a separation of technology experience between the few experts and the majority of beginners. The conference is hoping to level the playing field and increase the level of all chapters through the development of protocols and documentation to share across the organization.
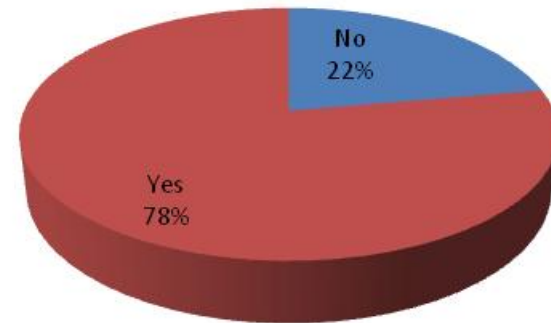
Is your website live and functional?

Is Your Website Live & Functional? - Delegates

No
18%

Yes
82%
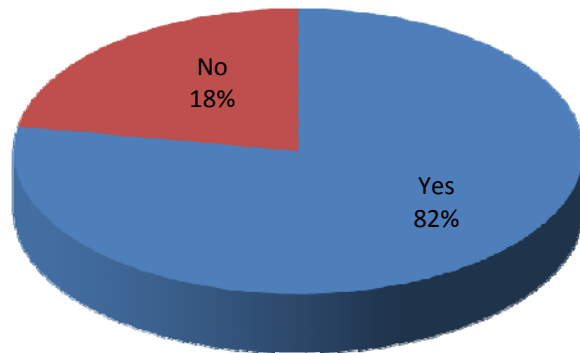
Is Your Website Live & Functional? - International

No
22%

Yes
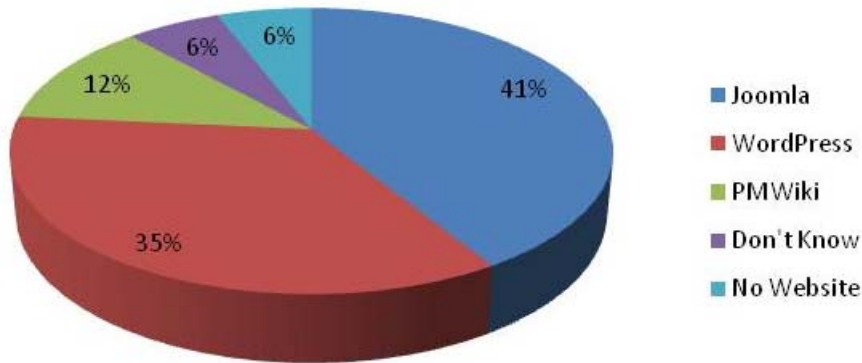78%

- 82%, Yes (17), No (4)
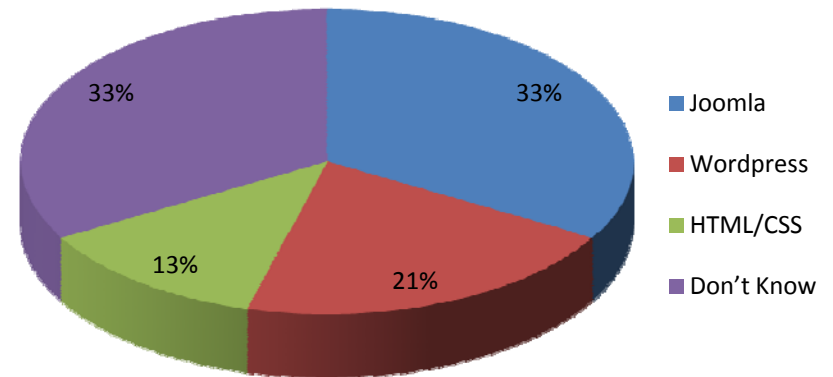
- 78%, Yes (28), No (8)

Both charts show similar percentages that reveal about 20% of JETAA web sites are not live and functional. This number should be 100% live and functional.

What is the website platform? Who updates your web site (besides webmaster)?

Delegates Response

- Joomla
- WordPress
- PMWiki
- Don't Know
- No Website

41% Joomla, 35% WordPress, 12% PMWiki, 6% Don't Know, 6% No Website

All Chapters Response

- Joomla
- Wordpress
- HTML/CSS
- Don't Know

33% Joomla, 21% Wordpress, 13% HTML/CSS, 33% Don't Know

- Who updates the sites:
  - Only Webmaster (0)
  - Executive Members (8)
  - Newsletter(1)
  - BOD (2)
  - Other (6)

- Who updates the sites:
  - Only Webmaster (18)
  - Officers (8)
  - Committee Heads (3)
  - JET Coordinator (1)
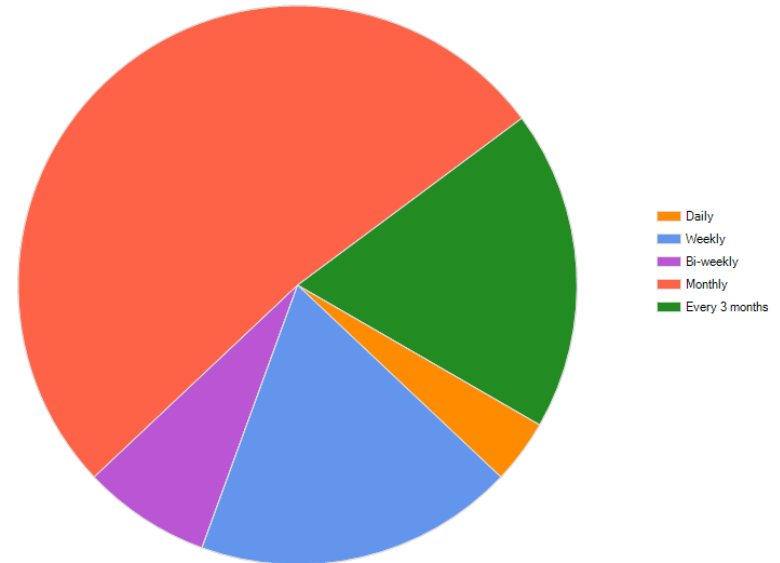 - Unsure (1)

How often is your website updated?

Delegates Response

How often is your chapter Web site updated?

- Daily
- Weekly
- Bi-weekly
- Monthly
- Every 3 months
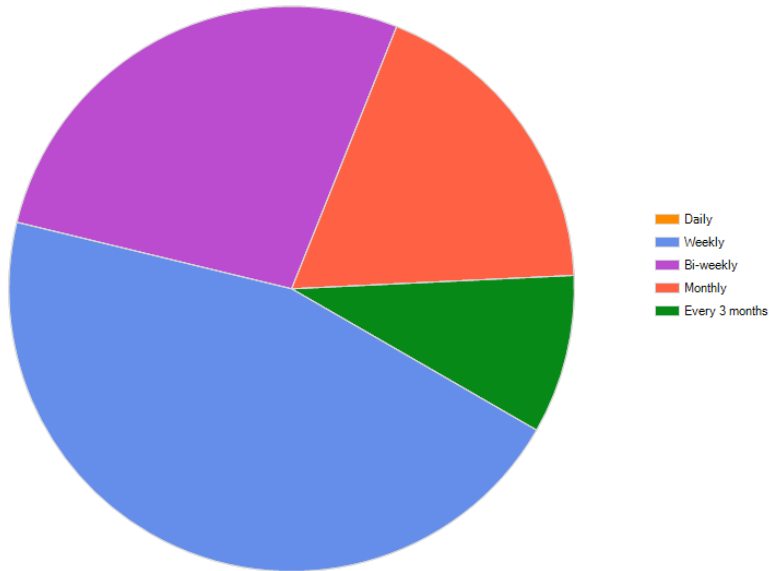
All Chapters Response

How often is your chapter Web site updated?

- Daily
- Weekly
- Bi-weekly
- Monthly
- Every 3 months

Most chapters update weekly or bi-weekly. It's interesting to see that 75% of delegates answered they update weekly/bi-weekly, while all chapters 75% update monthly/every 3-months

Web site analytics overview:

- Analytics installed:
  - 46%, Yes (6), No (5), Not sure (2)
- Analytics used:
  - Google (2), SiteStats (2), Not Sure (3), N/A (2)

- Top 3 Visited Pages:
  - Homepage, events, job postings, JET app. info, photo gallery, officer's page
- Best overall features:
  - Good design and layout, logical navigation, latest Information

- Analytics installed:
  - 48%, Yes (10), No (6), Not sure (5)
- Analytics used:
  - Google (2), ISP Provided, (1), WordPress (1), AWStats (1), Not Sure (5), N/A (4)
- Top 3 Visited Pages:
  - Homepage, events, chapter forums, newsletter, about us, job postings
- Best overall features:
  - Latest information, most hits, most feedback, centralized information, bold headings, icons

Web site top issues for the conference

Website Top Pains	Wt. Avg
Participation and Interest	36
Ease of Use	20
Site Content	17
Site Administration and Maintenance	14
Membership Database	11
Privacy and Security	11
Site Usability	10
Event Administration	6
Document Database	5
Site Hosting	5
Social Media Campaign	4
Platform Centralization	4
Site Design	4
Web Protocols	3
Cross Chapter Communication	3

Website Top Pains	Wt. Avg.
Membership Database	17
Ease of Use	16
Site Hosting	14
JETAA International Webmaster	9
SEO	7
Platform Centralization	6
Content Management	5
Participation and Interest	5
No website	5
Document Database	5
Newsletter Database	5
Site Administration and Maintenance	4
Database Migration	4
Tech Documentation	4
Brand Management	3
Advertising Revenue	3
Web Protocols	2
CLAIR Communication	2
Job Posting Database	1

Delegates are clearly looking to increase participation and interest of their sites. Ease of use is #2 on both lists, but site hosting is worth noting and will be addressed at the conference.
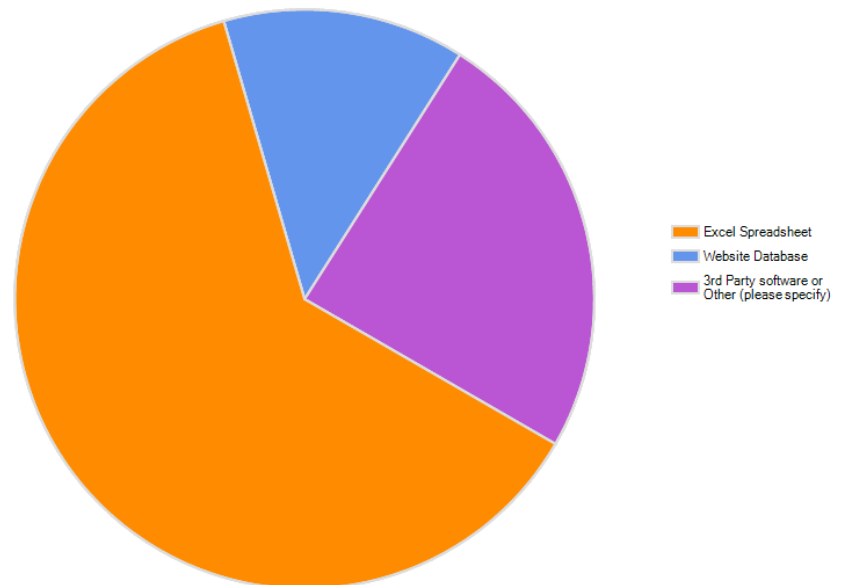
Where do you store membership information?

All Chapters Response

Where do you store you membership information? (Check all that apply)

Where do you store you membership information? (Check all that apply)

Legend:
- Excel Spreadsheet
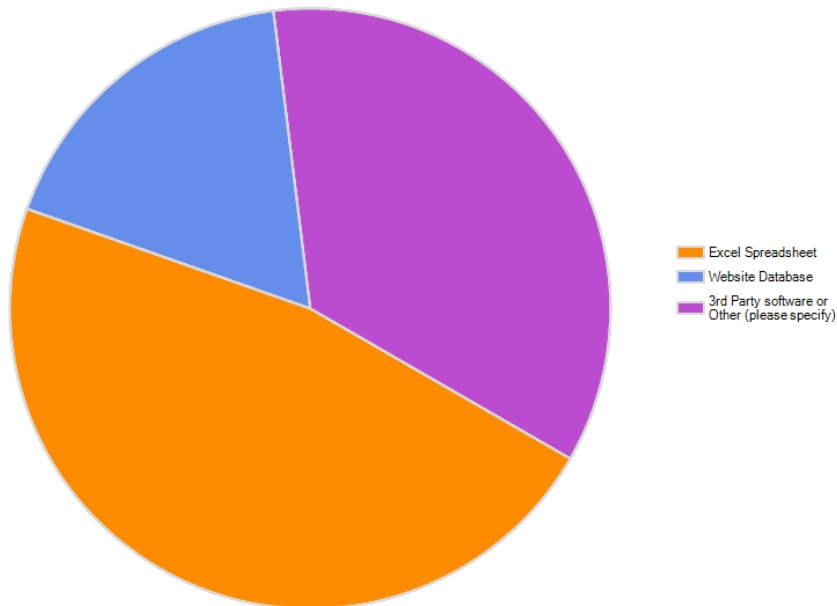- Website Database
- 3rd Party software or Other (please specify)

Excel Spreadsheets are clearly the preferred method of storage. Is this a result of adoption, necessity, or lack of experience with a more sophisticated tool? If we improve and centralize this process across the organization, will chapters adopt?
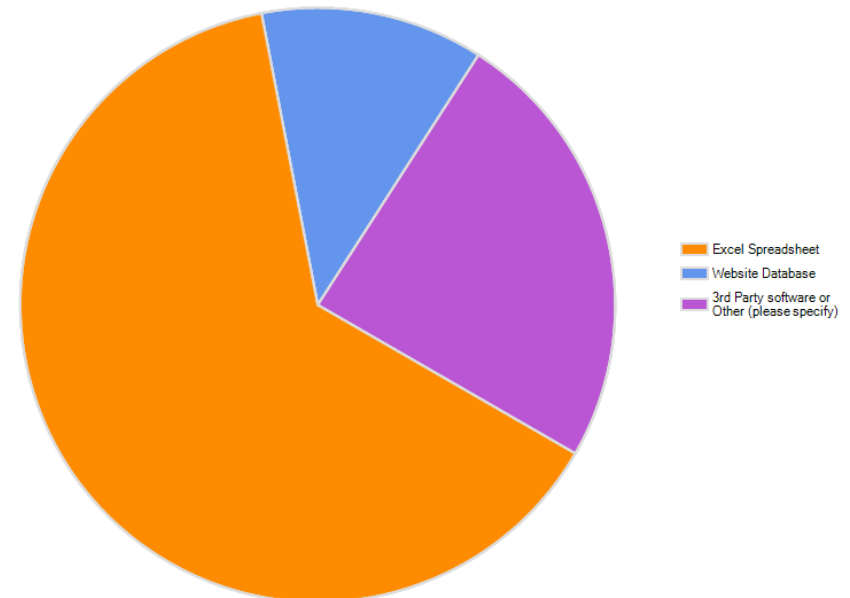
How do you update your membership database?

Delegates Response

How do you update your member DB? (Check all that apply)

- Excel Spreadsheet
- Website Database
- 3rd Party software or Other (please specify)

All Chapters Response

How do you update your member DB? (Check all that apply)

- Excel Spreadsheet
- Website Database
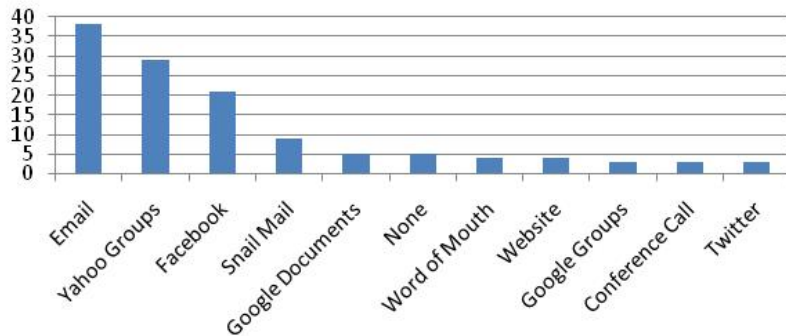- 3rd Party software or Other (please specify)

60% still use Excel, 47% 3rd Party, 20% web site database. Again Excel spreadsheets are majority but not by much with delegates. 3rd party software appears to be the next step for the evolution of storing data for chapters.

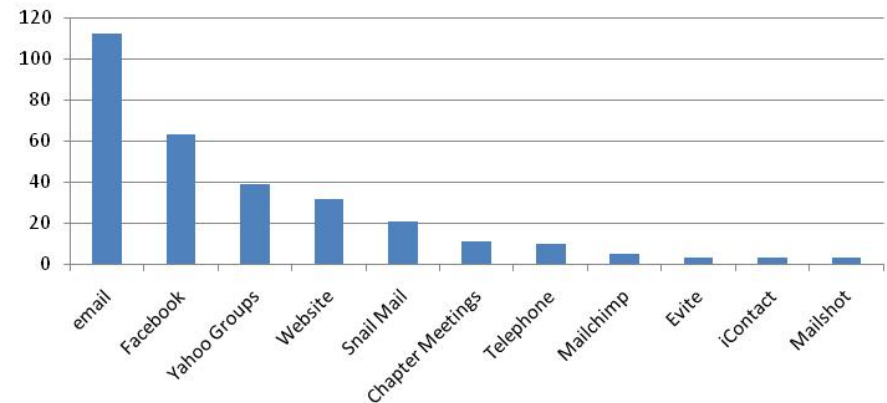# What are your most effective methods of communication?

Effective Communication Tools - Delegates

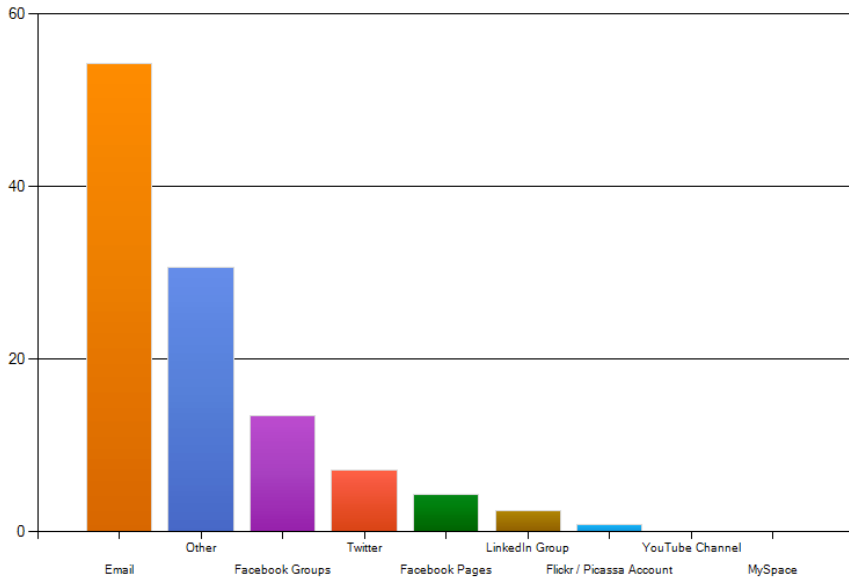**Effective Communication Tools - JETAA International**

Overall, Email, Yahoo Groups and Facebook are universally the most popular. Facebook is the most popular 2nd most effective entry, but all of those chapters use email for 50% or more of their communication, with Facebook ranging from 20-50%. Twitter and Google Documents are still relatively new underutilized tools. Snail mail and telephone conference feature large in JETAA International.

What is the percentage of communication with your chapter using the following? (sum to 100)
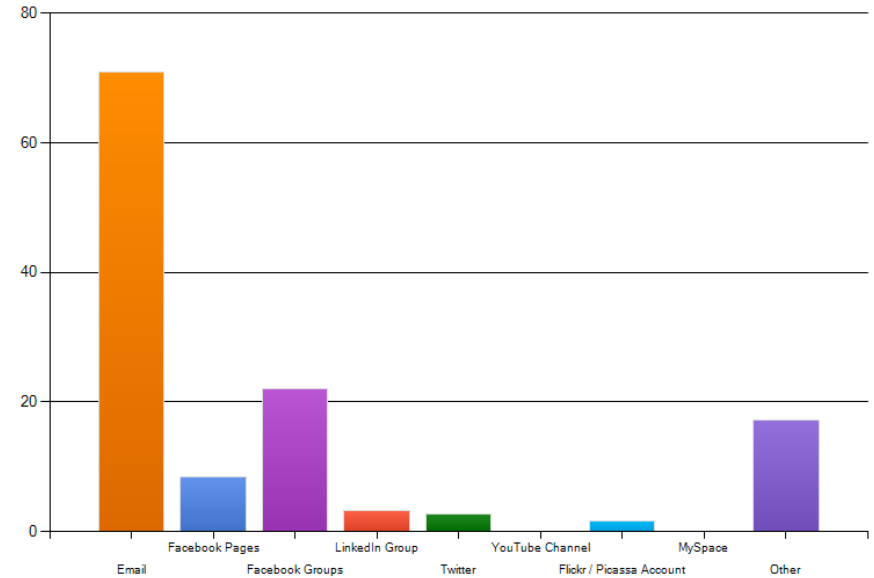

Delegates Response

All Chapters Response

Email continues to be the dominant method of communication, but the other forms (rated high on the all chapter response) is something to address at the conference.

Focusing on your chapter communication, what are the top issues/pain points you'd like resolved at the technology conference

Conference Issue	Wt. Avg.
Platform Centralization	37
Participation and Interest	22
Product Comparison and Adoption	15
Communication Quality	14
Communication Simplicity	12
Membership Database	7
Communication Strategy	5
Conference Documentation	5
None	5
Surveys	3
Cross Chapter Communication	2
JETAA Helpdesk	1

Conference Issues	Wt. Avg.
Membership Database	32
Platform Centralization	20
Additional methods	14
Database Management	9
Collaboration Tools	8
JETAA Helpdesk	6
Site Traffic	5
Site Administration and Maintenance	5
Chapter Documentation	5
Ease of Use	5
Tech Documentation	3
Privacy and Security	1

Note that Delegate response to overall issues clearly noted Membership Database and regarding communication has separated out the top issue as platform centralization (ex. consolidate mailing lists and member data). All chapters appear to agree though on a slightly different scale.

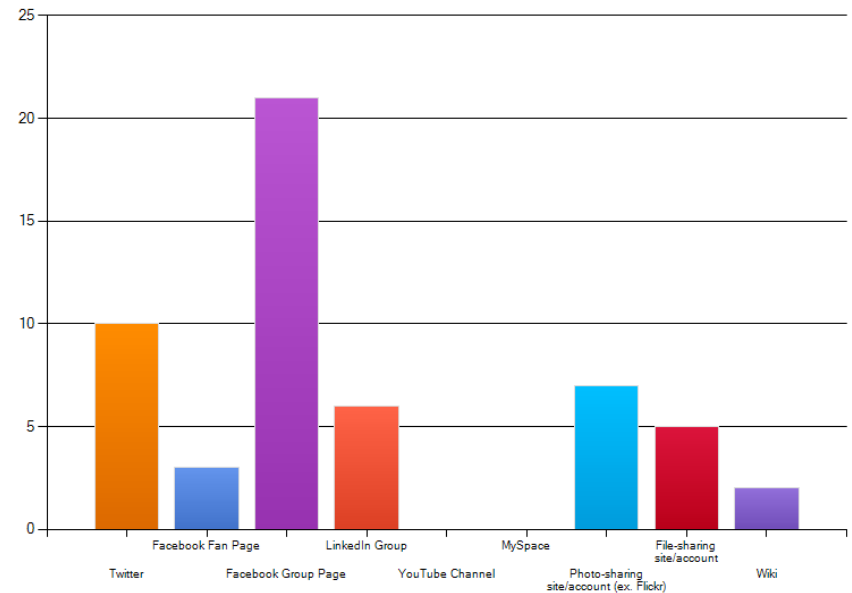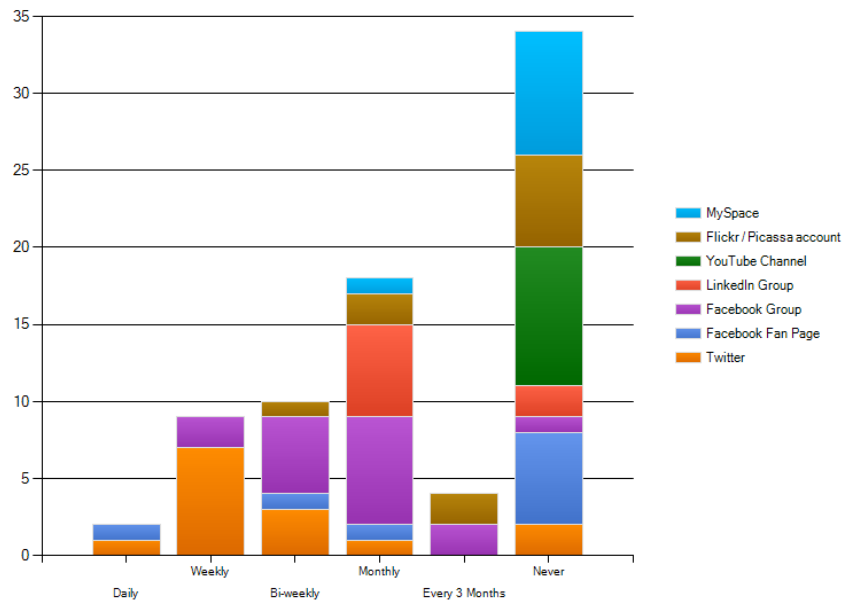# Please check all of the following that your chapter uses?

It's fairly balanced with delegates but with all chapters, it's clearly Facebook Group pages that most chapters have adopted. Also, YouTube and MySpace are clearly not options among chapters.
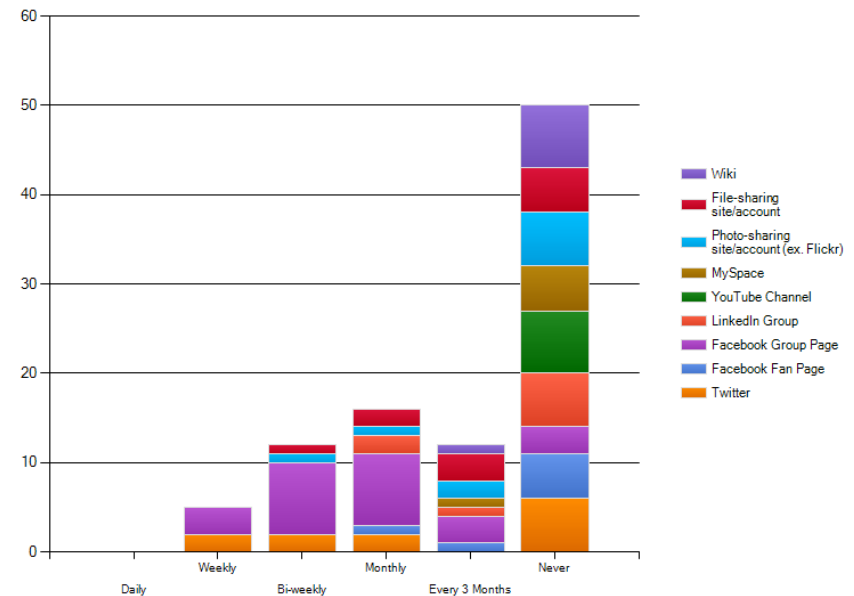
How often does your chapter update the following:

An interesting difference in daily/weekly updates. Delegates utilize Twitter more frequently, but Facebook Groups are clearly updated more with all chapters.

What is your personal level of experience using the following (on a 1-5 scale, 5 being best):

Delegates Response

All Chapters Response

Good mix of technology levels will make for good conference. *Facebook (Group & Fan Pages) is where most of the experience lies, followed by Twitter and Photo-sharing.*

Focusing on social media, what are the top issues/pain points you'd like resolved at the technology conference?

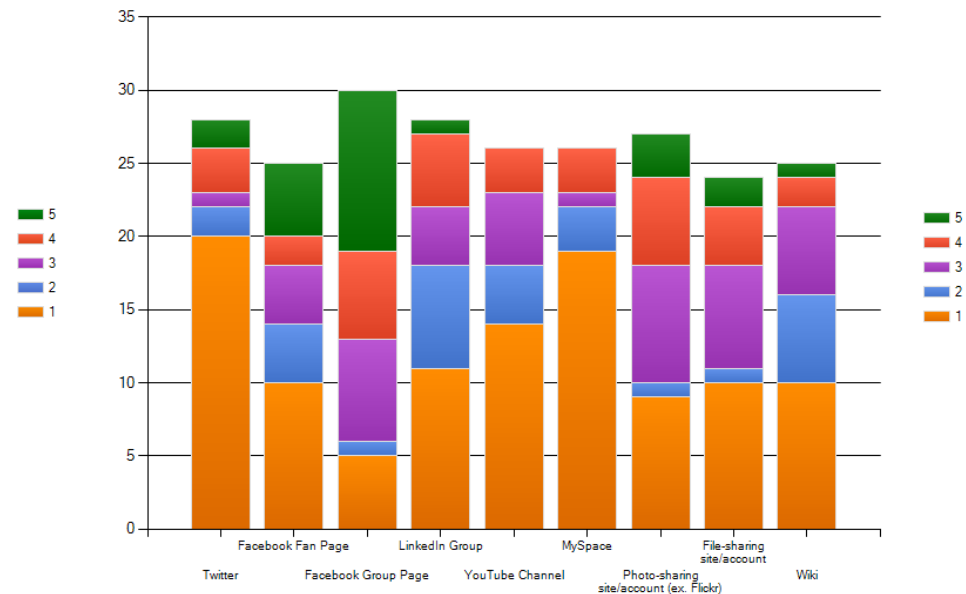| Conference Issues	Wt. Avg.
Product Comparison and Adoption	24
Platform Centralization	21
Participation and Interest	14
Social Media Campaign	9
Early Product Adoption	6
Membership Survey	5
Usage Statistics	5
None	5
Privacy and Security	5
Cross Chapter Communication	3

Conference Issues	Wt. Avg.
Membership Database	13
Platform Centralization	13
Participation and Interest	9
Advertising Revenue	7
Site Administration and Maintenance	5
Privacy and Security	5
Collaboration Tools	5
Product Comparison and Adoption	4
Performance Metrics	3
Soc Media Protocols	2
Brand Management	2

The data suggests that Delegates are eager to learn about new tools for use. However, Platform Centralization ranks #2 on both sides which shows this is a common need to that should be addressed at the conference. Overall, both surveys show an interest of what products are out there, and how effective the investment of time will be.

Summary of Key Findings

- **Alarming Result: 1 in 5 of all chapters' web sites is not live or functional**. There is a definite need to provide a set of basic building blocks to guide chapters from the ground up.

- **Member data management is a key issue** (most chapters still keep everything in Excel spreadsheets) on everyone's mind, including the delegates at the conference. The main pain point is the maintenance and privacy/security of the data. Chapter leadership wants members to be able to update their own data online providing more efficiency, less paper and less headaches.

- There are a few technically-capable members helping chapters with tech needs, but the **majority of chapter respondents consider themselves to be fairly low level in most technical competencies** – creating the need for a solid foundation to "raise the bar" for chapters with respect to technology

- Improving communication with new and existing members is top priority for chapters, along with methods that are streamlined, in order to minimize time to implement

- **Email is still the primary method of communication** among chapters, but **Facebook is a 2nd** (and even 1st among some chapters). This demonstrates the need for chapters to reach out into social networks to find and communicate with new and existing members.

- **Centralization is a key theme for the conference**. Centralizing the different platforms chapters are using to consolidate information and documentations is a necessity and current methods (Yahoo Groups, Wiki) don't seem to be enough or are underutilized.

Areas of Conference Focus
(based on survey results)

- **Develop a website foundation or blueprint** to provide all chapters with the opportunity to improve their website sites at all levels, starting from the ground up to advanced technology

- Discuss solutions to help **improve data management** by providing examples and resources that encourage and enable chapters to streamline data management process and eliminate the security issues of Excel spreadsheets.

- Discuss the idea of a strengthened support role for chapters on technology to help with issues and ideas, plus need for a **centralized location for resources**.

- **Share of technology and tools** that do not require much expertise or time to manage yet are highly effective in communicating to new and existing members.

- **If we build it, will they participate?** Technology must be easy to find, easy for users to interact with, and inspiring to new members so we continue to grow our member bases. Chapters need to find a way for members to have a vested interest in participation and see the value to contribute.

JETAA Technology Survey 2010

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