

JUNE GALLEY SURVEY RESULTS

by Kevin Cox

An announcement was sent to subscribers of the WVC-Announce email list in the first week of June, requesting that subscribers complete an anonymous survey in three parts: 1) their professional interests; 2) their personal interests; and 3) their opinions on the Willamette Galley. As promised, here are the results of the survey. Thanks to STC-WVC's Survey Czar Tom White for making suggestions and building the survey.

Part I - Professional & Personal Interests

Question 1: What are your professional interests?

Parsing the responses of those who completed this section was a challenge! I regret that we were not clearer in stating the purpose of this first section. Some respondents took this question to mean, "what would you like to see covered in the Galley?" (the true purpose of this part), while others took it to mean "what do you do in your current job?" Forty-one people responded to this question.

There were those who were very brief in describing their professional interests ("development" – of what? Avionics and aviation – you mean this is the industry you work in, or do you actually "do" them?), while one person described his/her ideal job, right down to the job requirements. Another difficulty was that different respondents used different terms to mean the same thing – "help authoring" vs. "online help" is a simple example of this. Other respondents mentioned less tangible interests, such as "best practices" or "corporate ethics", and to be equitable, these were included in the summary.

The various interests have been categorized into the interests in the table below, which summarizes the responses from the first part of the survey. In some cases, it was best to lump some things under a more general category. For example, "best practices" was put under the category Systems/Processes Improvement, and photography, Flash, and film were grouped together under Multimedia.

We have done our best to represent here what we feel is a reasonable picture of respondents' professional interests, although speaking for myself I've learned more than I expected (group that under System/Process Improvement...).

Table 1: Summary of Respondents' Professional Interests

Interest	Responses	Interest	Responses
Web Development	15	Multimedia	2
Usability	13	Online Documentation	2
Content Mgmt	6	Organizational Development	2
Technical Writing	5	Product Development	2
Documentation Mgmt	4	Tools	2
Editing	4	Corporate Ethics	1
Instructional Design	4	Desktop Publishing	1
Management	4	E-Zines	1
Marketing Writing	4	Grammar	1
Training/Teaching	4	Illustration	1
Knowledge Mgmt	3	Photography	1
Medical Writing	3	Project Mgmt	1
Online Help	3	Reviews	1
Single-Sourcing	3	Scriptwriting	1
System/Process Improvement	3	Tips & Tricks	1
Documentation Architecture	2	Trends	1
E-Learning	2	Version Tracking	1

Question 2: What are your personal interests?

The results for this part of the survey were – interesting! It’s good to know what a wide variety of interests fellow members have. Table 2 summarizes respondents’ personal interests. I’ve also added details of respondents’ volunteer work, in Table 3. Thirty-nine people responded to this question.

Table 2: Summary of Respondents’ Personal Interests

Interest	Responses	Interest	Responses
Gardening	13	Amateur Radio	1
Reading	13	Architecture & Design	1
Travel	11	Attending Live Theater	1
Walking/Hiking/Backpacking	9	Cake Decorating	1
Volunteering	8	Canning	1
Watching Movies	8	Car Racing	1
Cooking	7	Composing Music	1
Photography	6	Computers	1
Playing A Musical Instrument/Singing	6	Downhill Skiing	1
Cycling	4	Organizing	1
Dancing (Any Type)	4	Paddle Sports (Kayaking, Canoeing)	1
Exercising	3	Playing Computer Games	1
Needlework (Knitting, Quilting, Etc.)	4	Puzzles	1
Walking Dog	3	Recycling	1
Beadwork	2	Remodeling	1
Camping	2	Sailing	1
Collecting Things	2	Scuba Diving	1
Family History	2	Sculpture	1
Playing Tennis	2	Sewing	1
Running/Jogging	2	Travel Writing	1
Scrapbooking	2	Weaving	1
Taking Extended Education Classes	2		

Table 3: Summary of Respondents’ Volunteer Work

Volunteer	Responses
Cancer Center	2
Environmental Advocacy	1
Hospice	1
Library Advocacy	1
Political Activism	1
Scouting	1
Sports Coaching	1

Table 4 is a list of responses from people who have especially interesting personal interests. If you are one of those who submitted these responses, please contact me at knccomm@yahoo.com, as I'd like to discuss doing a feature article on you for the Galley!

Table 4: Most Interesting Personal Interests

I'm a former tennis professional. I still train and play about five days a week. I also am a fused glass artist, producing my own designs of plates, clocks, bowls and creative pieces. <i>[We think both the fused glass art and former tennis pro avocations would be interesting to readers – Ed.]</i>
Planning trips, traveling, travel writing, cooking and cake decorating. <i>[We think your travel writing would be interesting to readers – Ed.]</i>
Developing new food dishes and writing cookbooks filled with new and exciting recipes. <i>[We think your cookbook writing would be interesting to readers – Ed.]</i>
Garden, read, downhill racing, SCCA racing, amateur radio. <i>[We think your radio and racing hobbies would be interesting to readers – Ed.]</i>

Part 2 — Feedback On The Willamette Galley Newsletter

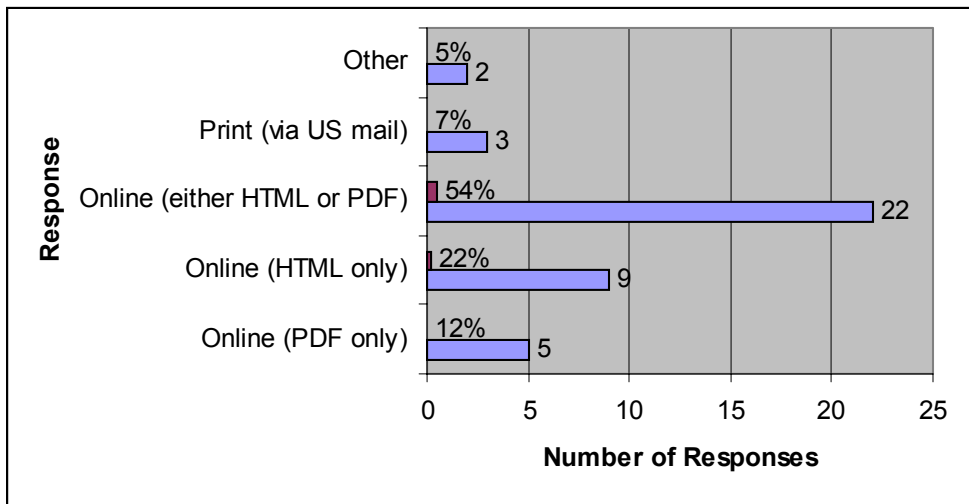
Part 3 was the “meat” of the survey. Questions 7-10 were open-ended questions (the number for Question 10 was missing on the actual survey). Varying numbers of responses were received for each question.

Most of the responses and ratios speak for themselves here, but I must point out a couple things: A lesson learned here, too - in Question 3 we should have left out the option for “Online, either PDF or HTML”, so we could get a better picture of how readers would like to receive the newsletter. On this question, the overwhelming response was “Online, either PDF or HTML”, and the most popular choice after that was HTML, by a very slim margin. However, the most common answer regarding methods in Question 9, “In general, what can the chapter do to make the newsletter more useful or interesting?” was to deliver the newsletter in a printable format (e.g. PDF). The 2003-2004 Admin Council almost unanimously voted to deliver the Galley in PDF however, and the decision was made to do so.

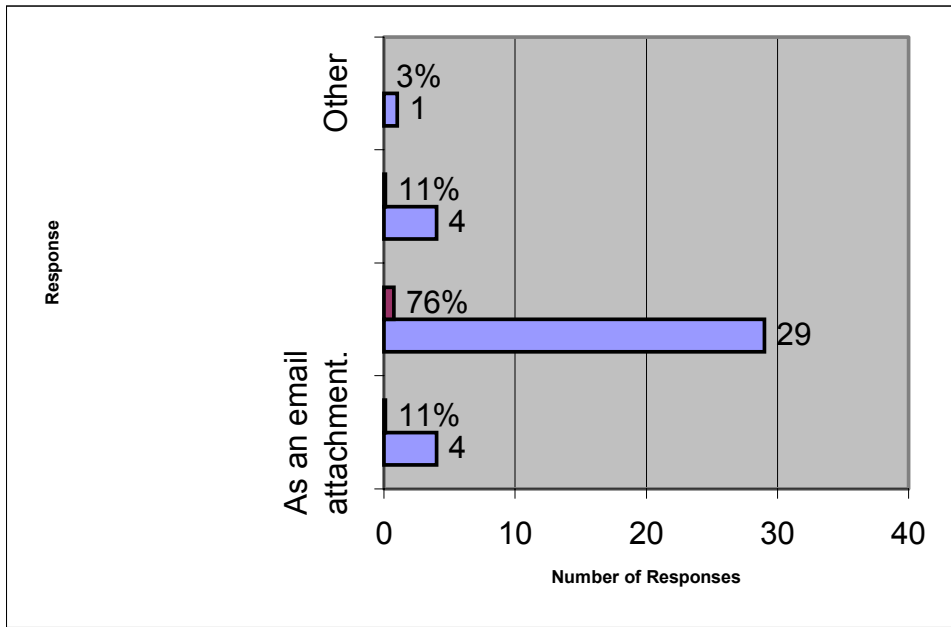
Summary of Responses to Part 2 of the Survey

The graphs in this section show the available responses, number of responses (in blue), and the percentage of each response (in burgundy, above the blue bar).

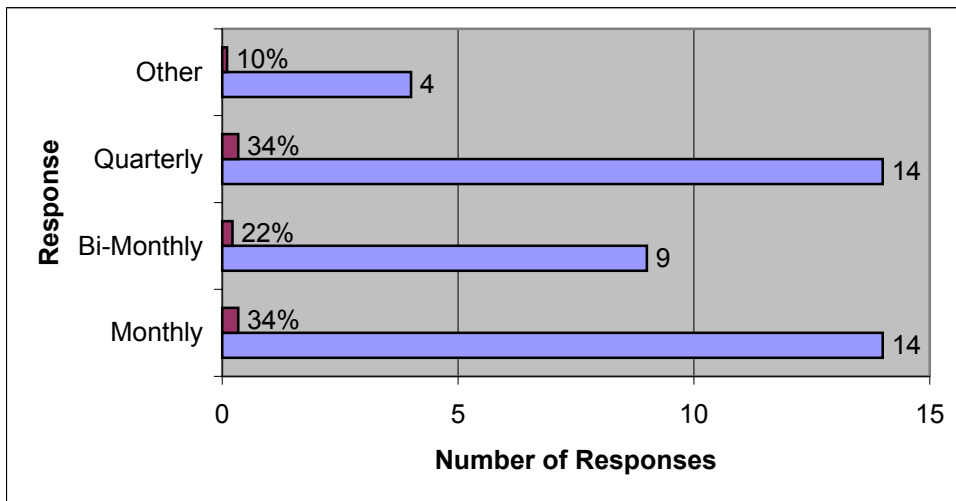
Question 1: What is your preferred medium for receiving the Willamette Galley?



Question 2: If you checked one of the online options for Question 1, how would you like to access the online information?

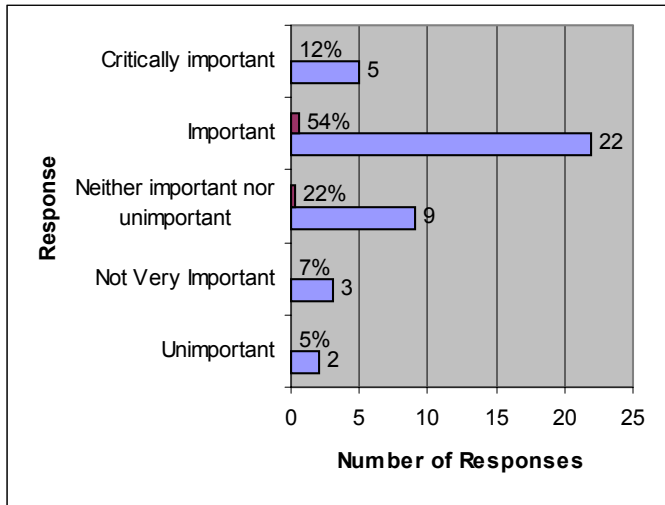


Question 3: What would be the ideal frequency for the WVC chapter to publish the newsletter?

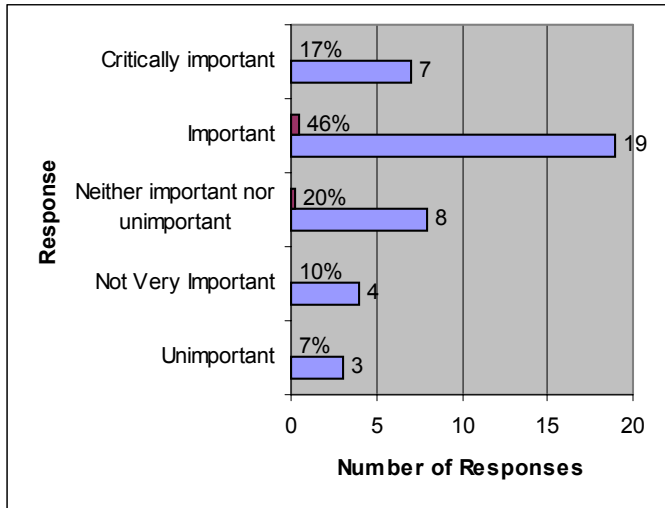


Question 4: From your perspective, how important would each of the following types of content be for The Willamette Galley:

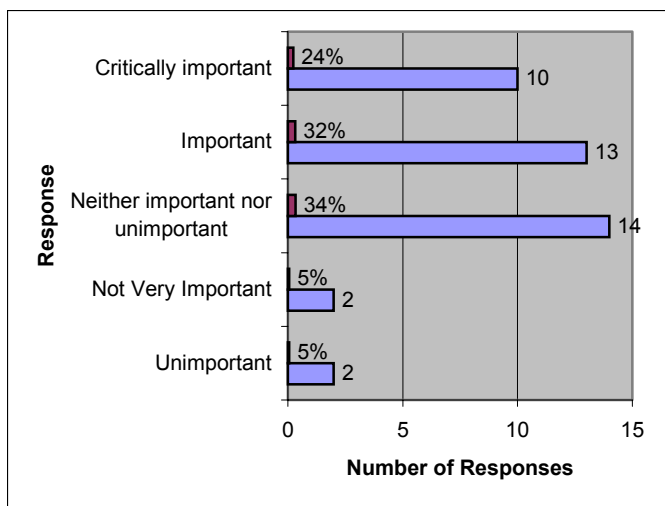
1. Feature Articles



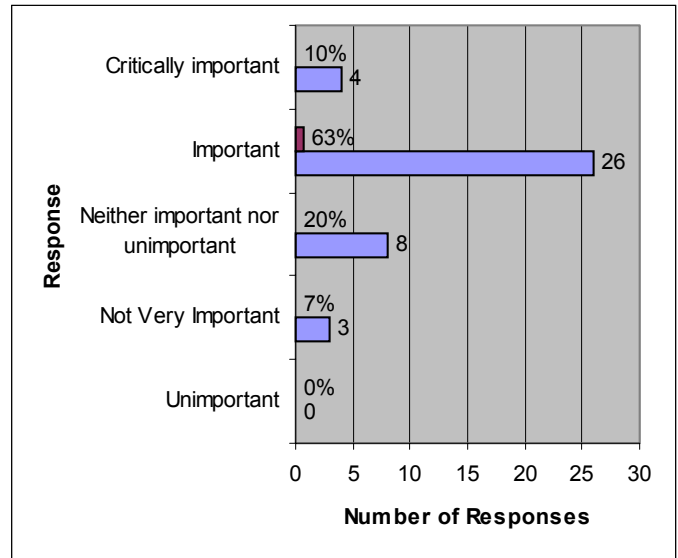
2. Reviews—of software, classes, books, events.



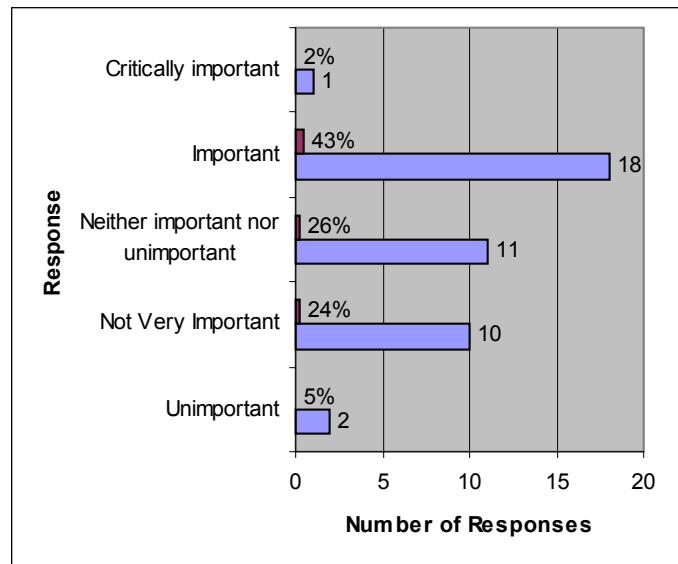
3. How-to articles.



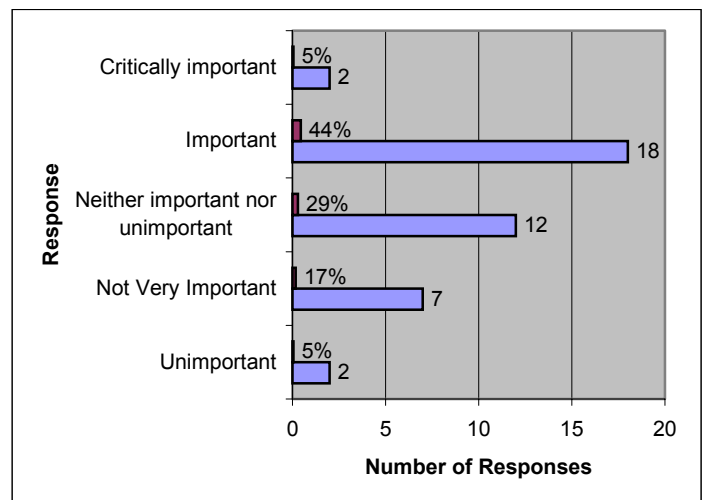
4. Chapter news—such as schedule of upcoming events, policy issues, membership and planning reports, administrative council business.



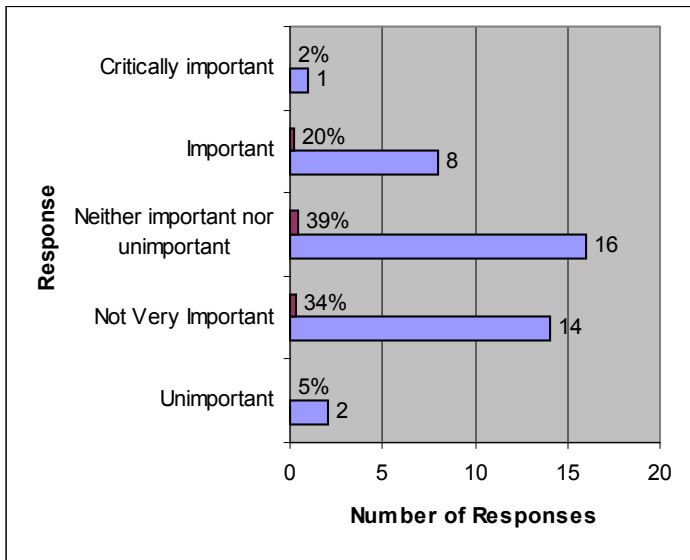
5. News about chapter members.



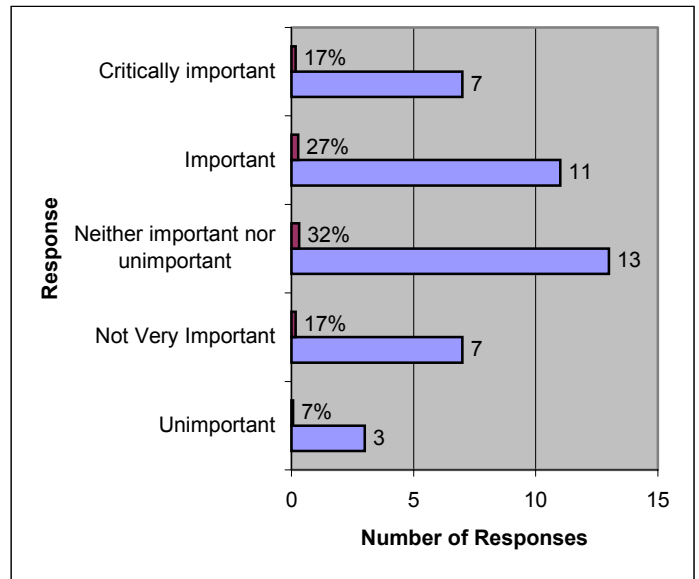
6. Reports on chapter events.



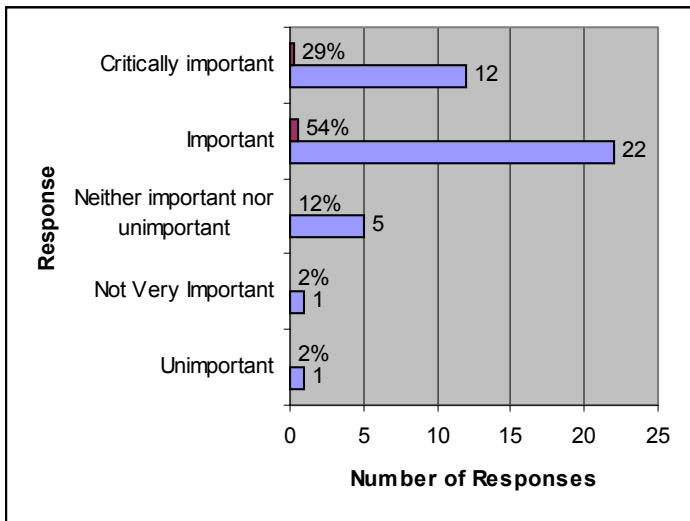
7. News of the International STC.



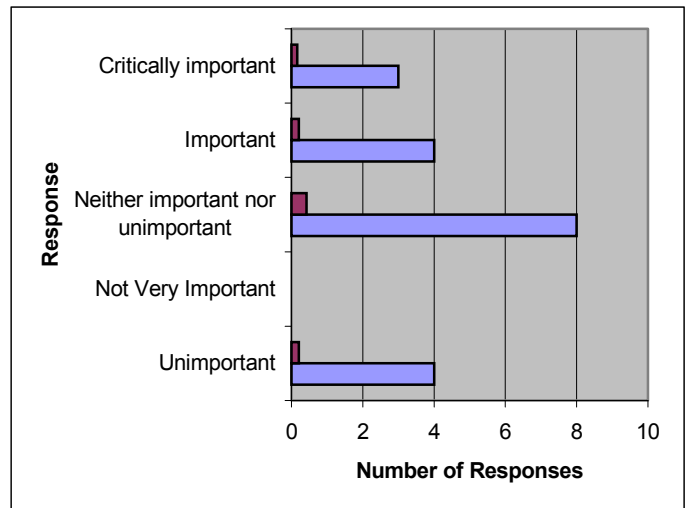
10. Announcements of events or meetings sponsored by other professional organizations.



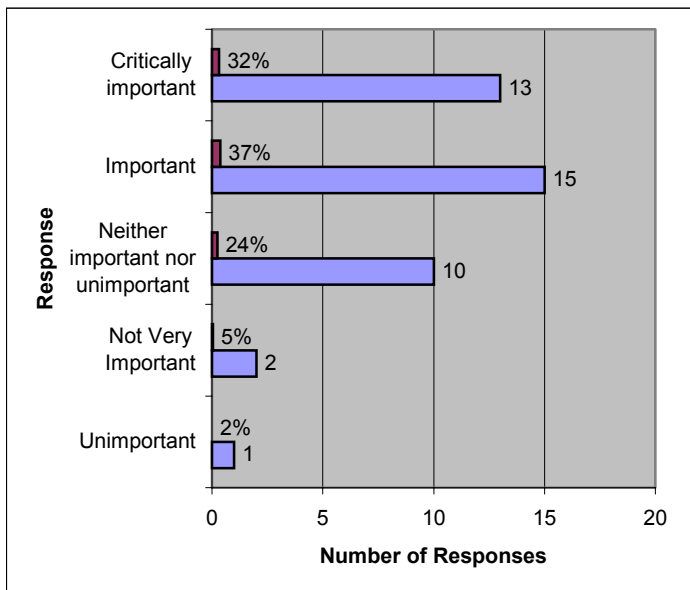
8. Information about employment trends and career or contracting opportunities.



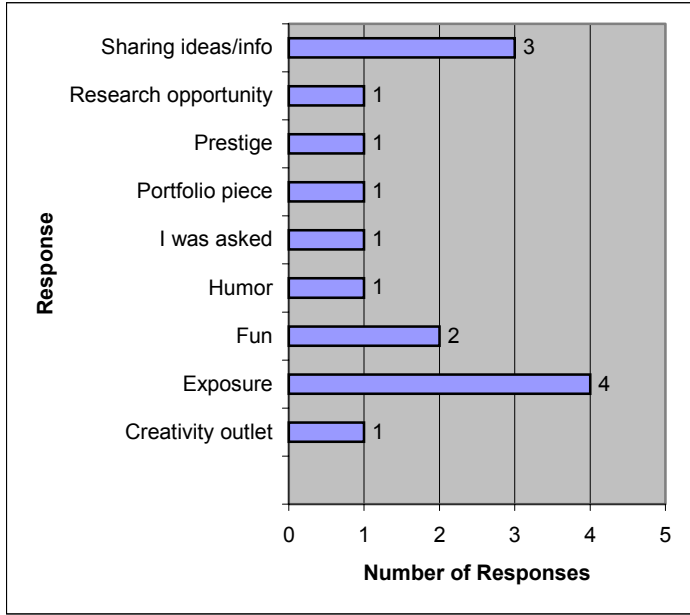
11. Other kinds of information.



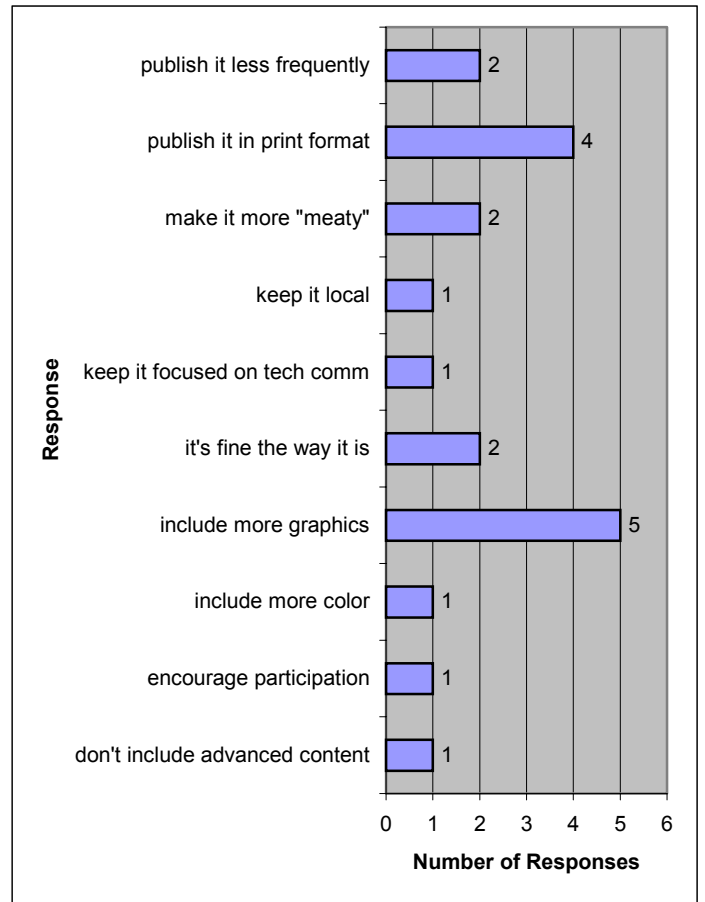
9. Training/educational opportunities.



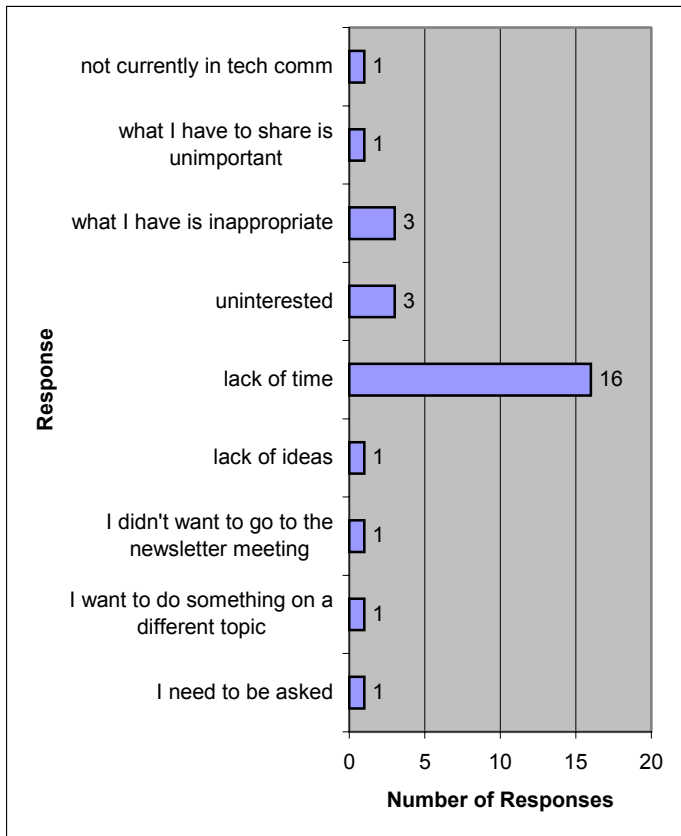
Question 7: In the past, if you HAVE CONTRIBUTED to any articles or contents of The Willamette Galley, what has been your motivation or rationale for doing so?



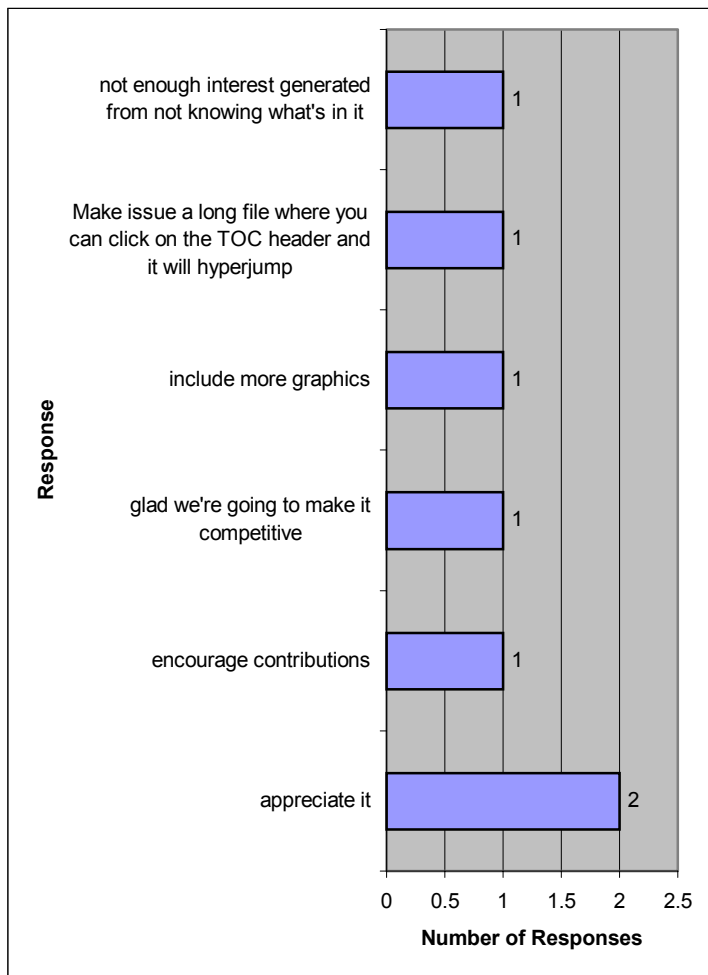
Question 9: In general, what can the chapter do to make the newsletter more useful or interesting?



Question 8: If you have NOT SUBMITTED any articles to The Willamette Galley, what are the reasons or circumstances that have dissuaded or inhibited you from contributing?



Question 10: Do you have any additional comments you'd like to add about the newsletter?



I hope you have found the results of the 2004 Galley Survey as enlightening as we have. Expect to see some changes to the Galley based on your responses in the 2004-2005 year!