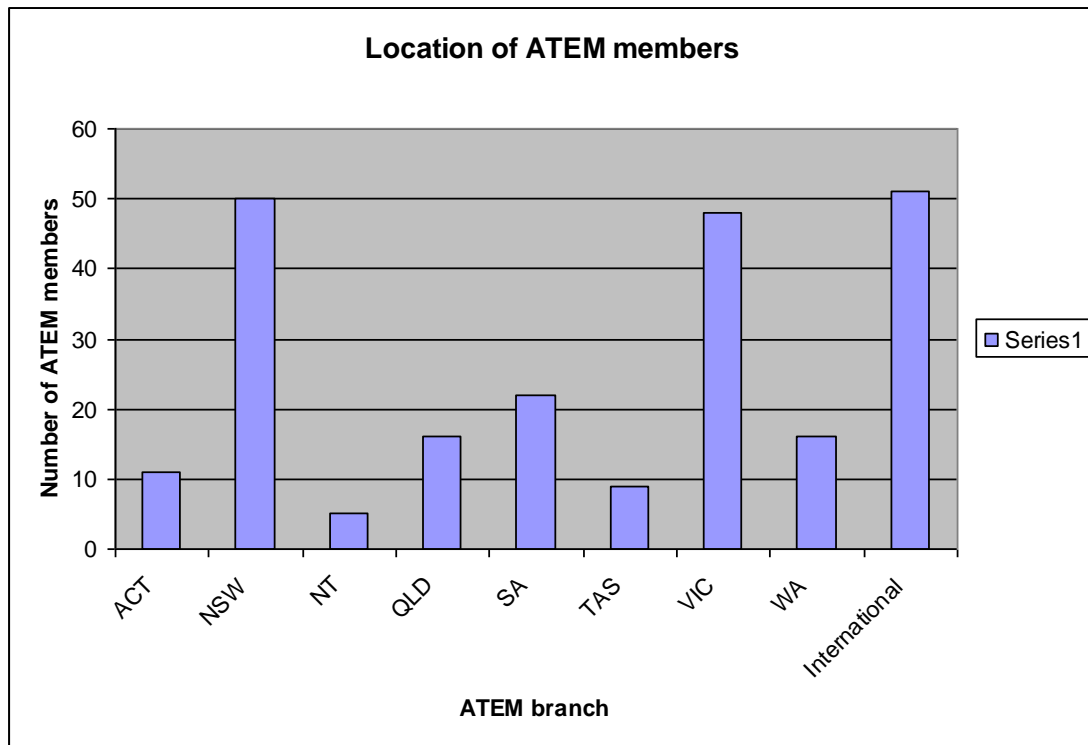


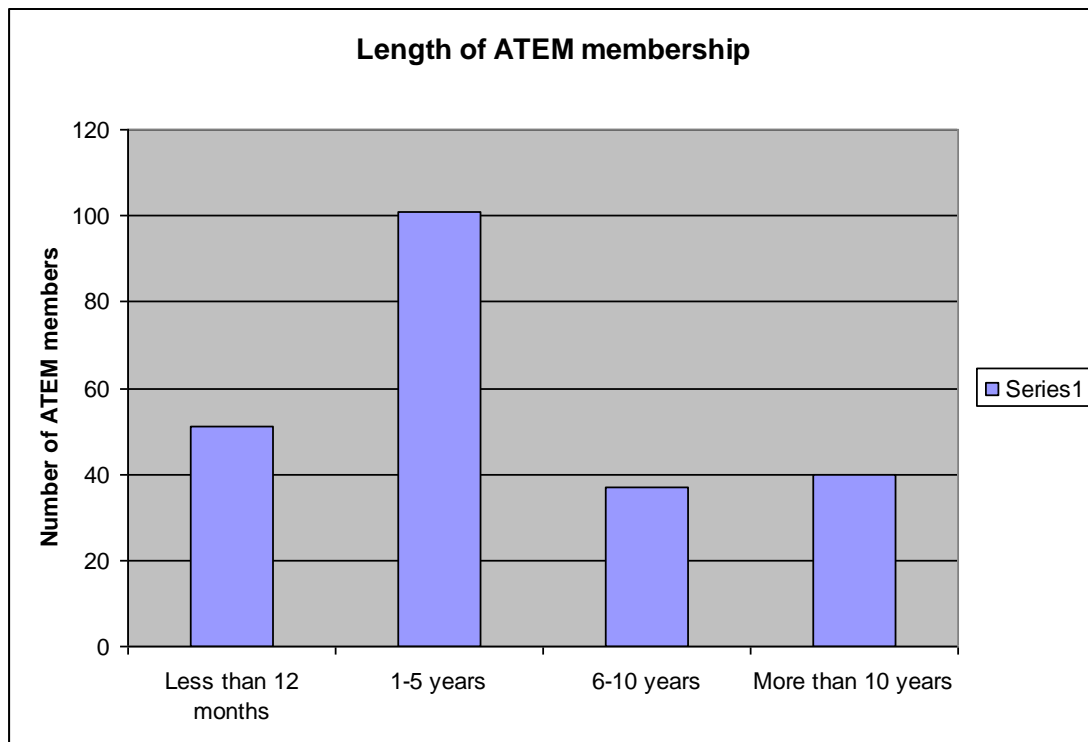
2005 ATEM Members Communication Survey

Demographic Information

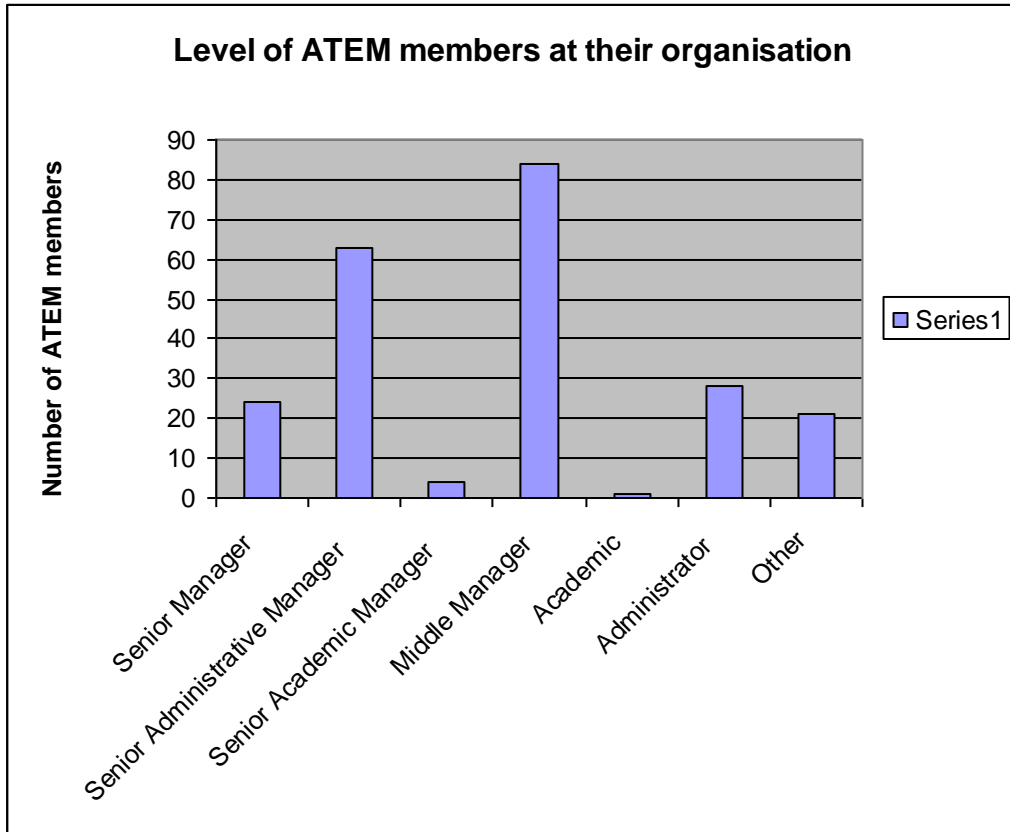
1. Location of ATEM Members ('International' includes New Zealand)



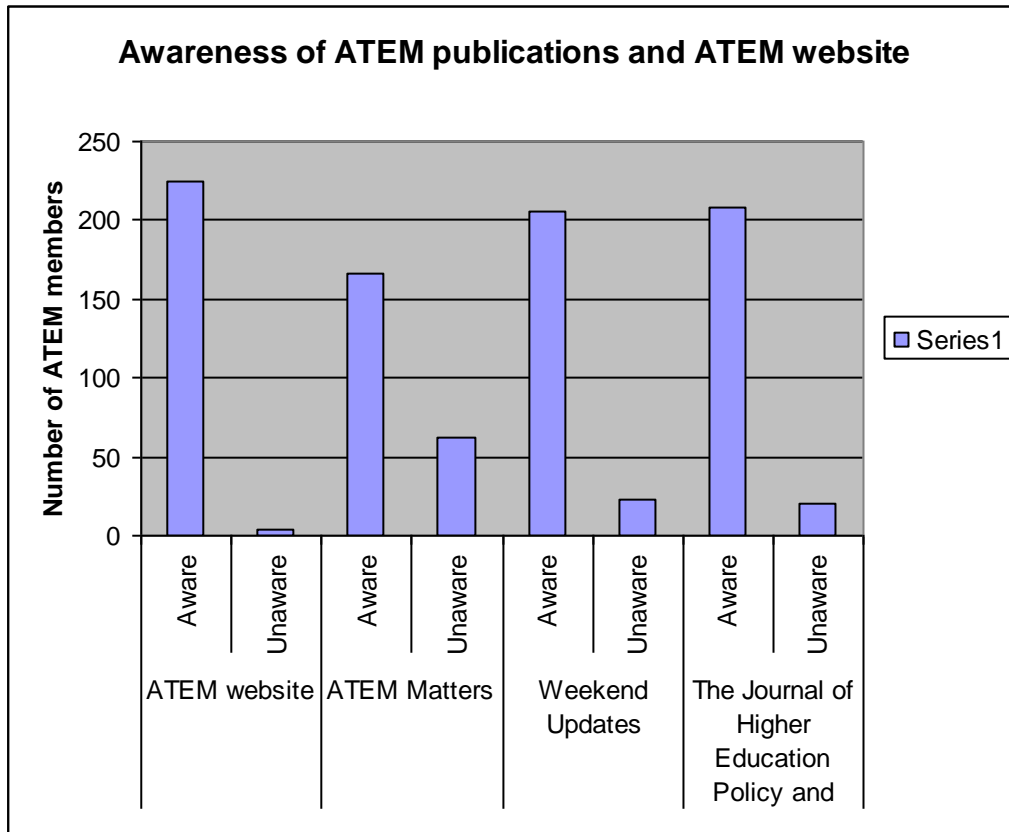
2. Length of ATEM membership



3. Level of ATEM members at their organisation



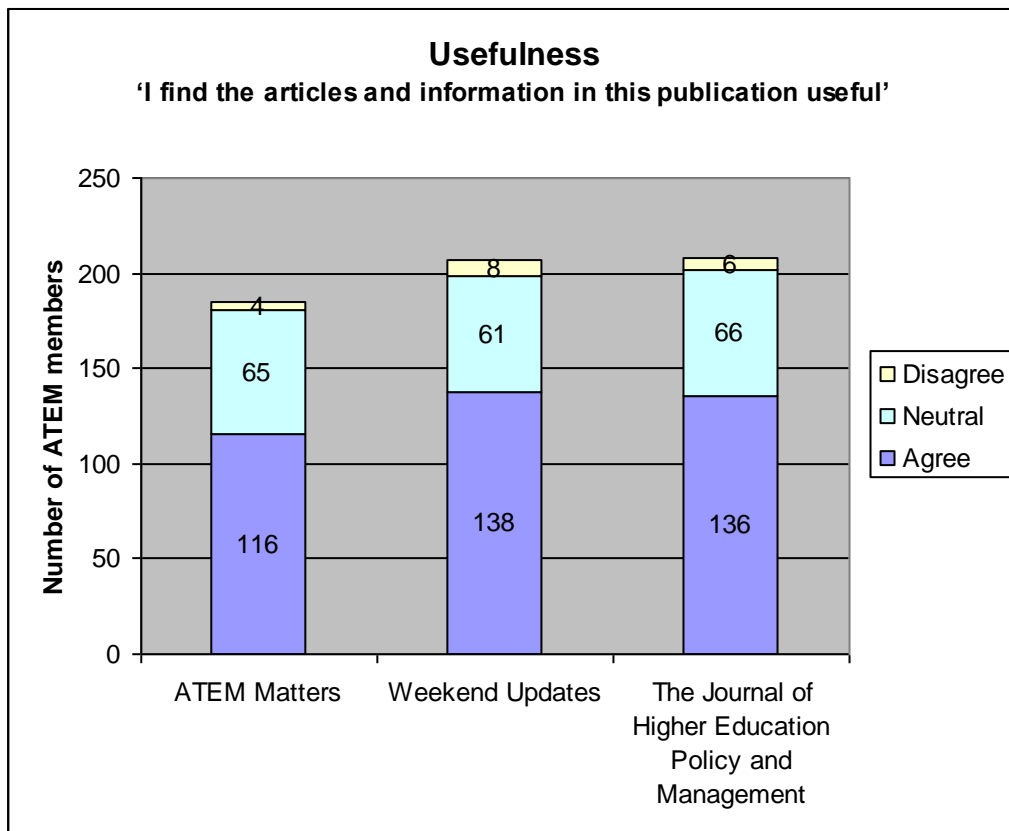
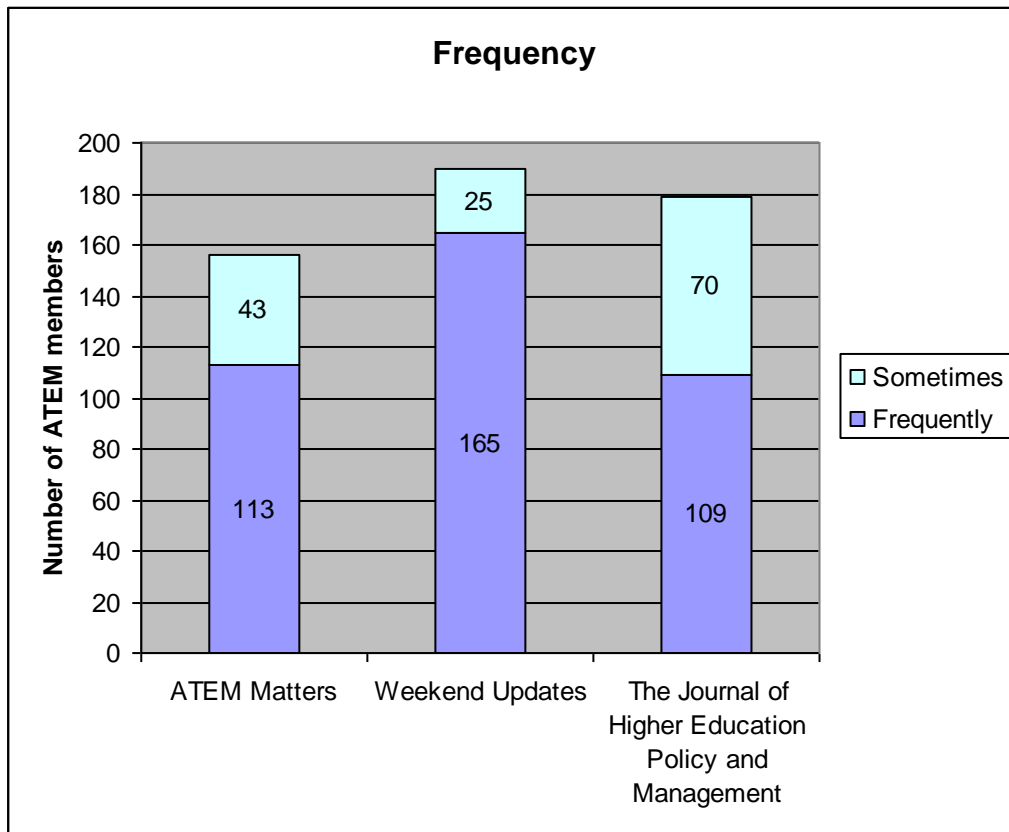
Awareness of ATEM publications and ATEM website



Of the total 229 responses received to the *2005 ATEM Members Communication Survey*:

- 73% of members indicated that they were aware of *ATEM Matters*
- 90% of members indicated that they were aware of *Weekend Updates*
- 91% of members indicated that they were aware of *The Journal of Higher Education Policy and Management*

How frequently ATEM publications are read by members



ATEM Matters

Of the 166 ATEM members aware of *ATEM Matters*:

Frequency

- 113 members indicated that they always or often read *ATEM Matters*
- 43 members indicated that they sometimes read *ATEM Matters*
- 10 members indicated that they hardly ever read *ATEM Matters*

Usefulness: *'I find the articles and information in ATEM Matters useful'*

- 116 members found the articles and information in the journal useful
- 65 members indicated a *neutral* response to the statement
- 4 members indicated that they did not find the articles in *ATEM Matters* useful

Weekend Updates

Of the 205 ATEM members aware of *Weekend Updates*:

Frequency

- 165 members indicated that they always or often read *Weekend Updates*
- 25 members indicated that they sometimes read *Weekend Updates*
- 12 members indicated that they hardly ever read *Weekend Updates*

Usefulness: *'I find the articles and information in Weekend Updates useful'*

- 138 members found the articles and information in the journal useful
- 61 members indicated a *neutral* response to the statement
- 8 members indicated that they did not find the articles in *Weekend Matters* useful

The Journal of Higher Education Policy and Management

Of the 214 ATEM members aware of *The Journal of Higher Education Policy and Management*:

Frequency

- 109 members indicated that they always or often read *The Journal of Higher Education Policy and Management*
- 70 members indicated that they sometimes read *The Journal of Higher Education Policy and Management*
- 24 members indicated that they hardly ever read *The Journal of Higher Education Policy and Management*

Usefulness: *'I find the articles and information in The Journal of Higher Education Policy and Management useful'*

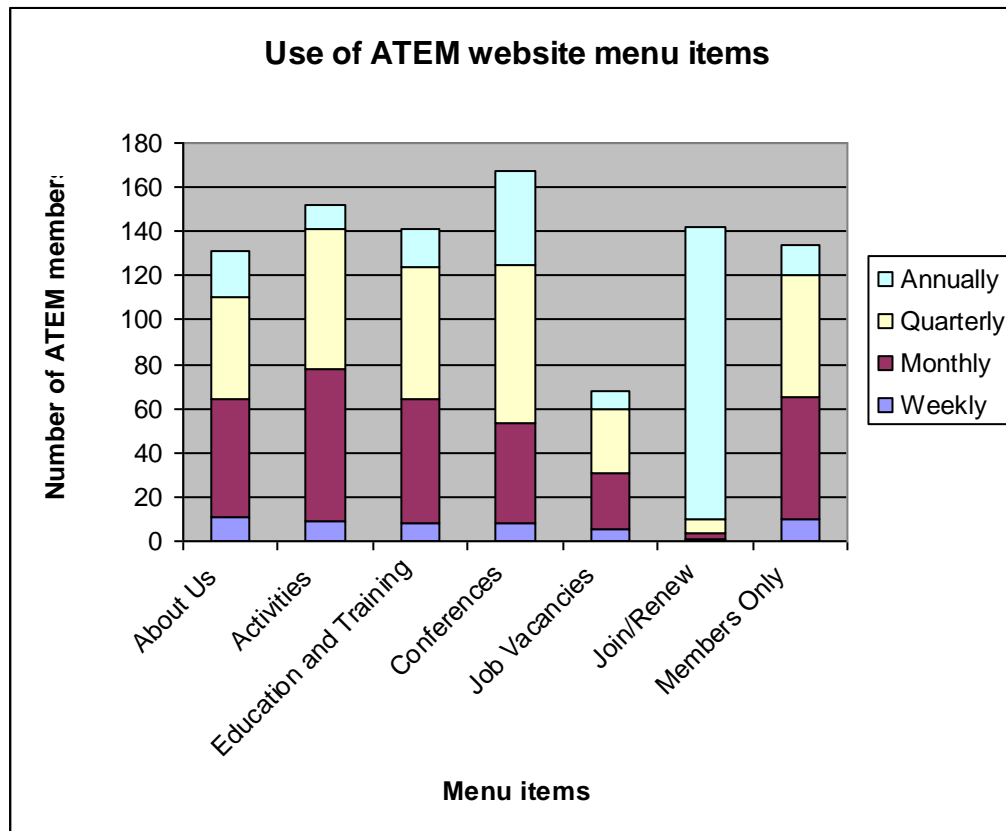
- 136 members found the articles and information in the journal useful
- 66 members indicated a *neutral* response to the statement
- 6 members indicated that they did not find the articles in *The Journal of Higher Education Policy and Management* useful

Summary

Of the 229 responses received to the 2005 ATEM Members Communication Survey

	Awareness	Read frequently	Useful articles/info
ATEM Matters	166 (73% of respondents)	113 (68% of those aware of the publication)	116 (70% of those aware of the publication)
Weekend Updates	205 (90%% of respondents)	165 (81% of those aware of the publication)	138 (67% of those aware of the publication)
The Journal of HE	214 (91%% of respondents)	109 (51% of those aware of the publication)	136 (64% of those aware of the publication)

Member use of ATEM website menu items



- All menu items except *Job vacancies* are regularly accessed (at least annually) by the majority of members
- Of these menu items most are accessed at a similar rate (either quarterly or monthly) except *Join/Renew* which is accessed annually
- The menu item *Conferences* is the most accessed menu item on the ATEM website. It is mainly accessed quarterly by ATEM members
- The menu item *Job vacancies* is the least accessed menu item on the ATEM website

Ease of locating information on ATEM website

'It is easy to find the information I require on the ATEM website'

- 76% of members aware of the ATEM website agree that it is easy to locate information on the website
- 20% of members aware of the ATEM website reported a neutral response to the statement
- 4% of members aware of the ATEM website disagreed with the statement

Member awareness of search engine on ATEM website

- 55% of members aware of the ATEM website indicated that they were aware of the search engine located on the website. This indicates that the search engine may need to be promoted more to ATEM members accessing the website

Member satisfaction of communication from ATEM

'I am satisfied with the communication from my ATEM branch and the ATEM Secretariat'

- 82% of members who answered this question indicated that they were satisfied with the communication from their ATEM branch and the ATEM Secretariat
- 12% of members reported a neutral response to the statement
- 6% of members indicated that they were not satisfied with the level of communication

Member quotes from survey

- I really appreciate the weekly updates from the Secretariat - short and sharp and very useful. Many thanks.
- I think you have a good balance between providing relevant information to the broad membership without overwhelming them and having a website where members can find other material if they wish to
- I found the information on the membership coordinator (when I finally found it) very helpful. I think the website could be revamped - more vibrant colours and a more modern look (even our blue and gold like the ATEM Badge. The suggestion box is a good idea - my idea for exit survey was taken on board however I think it should be a virtual survey like this as we can't expect an exiting member to bother to fill out a form - they would be more likely to fill out small survey like this. Emails could be fortnightly rather than weekly. Maybe a newsletter in hardcopy every now and then.
- I think communication is constant, clear and relevant. It would be good for the 'employment' section to be utilised more by members (or non-members) within the sector. It could be a plus for those you are members to have up to date information about employment opportunities
- Speed is the essence of communication. I rely on ATEM for timely information of current events. I would be prepared to pay a higher membership fee for improved communication if necessary. Perhaps a daily e-mail (even a "nil return" where there is nothing to report) would be valuable
- The current level of communication is effective, pitched at the right level, and provides information I need. An opt-in/opt-out system in line with mainstream business practice is the only improvement I can suggest (ie folks can elect to receive certain pieces of information and not others). Currently people can choose whether to receive emails - it may need to be more selective - eg I want weekend updates but not ATEM Matters
- In our busy jobs, it is difficult to find the time to trawl through Web sites etc for information. We are all so time-poor. There is no lack of interest in not accessing the Web site. I sometimes ask my Secretary to grab something from it if I know that it is there. It really is that we just get overloaded with information from all quarters