

2006 CFEA Annual Survey – Technology/Website

Thanks to the 27 respondents who completed the 2006 Technology Survey!

| 1. My organization is a member of | # of Responses | Response % |
|--|-----------------------|-------------------|
| NPC | 11 | 41% |
| NIC | 11 | 41% |
| NPHC | 0 | 0% |
| PFA | 2 | 7% |
| None of the above | 1 | 4% |
| <i>[No Answer Entered]</i> | 2 | 7% |

| 2. The person who maintains your organization's web site is a | # of Responses | Response % |
|--|-----------------------|-------------------|
| Full-time employee | 21 | 78% |
| Part-time employee | 1 | 4% |
| Volunteer | 4 | 15% |
| Other | 0 | 0% |
| <i>[No Answer Entered]</i> | 1 | 4% |

| 3. How long has the person been in his/her position? | # of Responses | Response % |
|---|-----------------------|-------------------|
| Less than 1 year | 4 | 15% |
| 1 year | 3 | 11% |
| 2 years | 6 | 22% |
| 3 years | 2 | 7% |
| 4 years | 0 | 0% |
| More than 4 years | 11 | 41% |
| <i>[No Answer Entered]</i> | 1 | 4% |

| 4. If the person who maintains your web site is an employee, how many additional paid employees work on the site | # of Responses | Response % |
|---|-----------------------|-------------------|
| None | 10 | 33% |
| 1 part time | 2 | 7% |
| 2 part time | 6 | 20% |
| 1 full time | 6 | 20% |
| 2 full time | 2 | 7% |
| <i>[No Answer Entered]</i> | 4 | 13% |

| 5. How many domain names does your organization own? | # of Responses | Response % |
|---|-----------------------|-------------------|
| 1 | 10 | 37% |
| 2-4 | 11 | 41% |
| 5-7 | 3 | 11% |
| 8-10 | 0 | 0% |
| 11-13 | 1 | 4% |
| Morethan 13 | 1 | 4% |
| <i>[No Answer Entered]</i> | 1 | 4% |

| 6. How many web sites does your organization maintain? | # of Responses | Response % |
|---|-----------------------|-------------------|
| None | 0 | 0% |
| 1 | 16 | 59% |
| 2 | 4 | 15% |
| 3 | 2 | 7% |
| 4 | 3 | 11% |
| More than 4 | 1 | 4% |
| <i>[No Answer Entered]</i> | 1 | 4% |

7. The salary of the employee who is primarily responsible for the site is

| | # of Responses | Response % |
|----------------------|-----------------------|-------------------|
| Less than \$20,000 | 2 | 7% |
| \$20,000 to 29,999 | 4 | 15% |
| \$30,000 to 39,999 | 8 | 30% |
| \$40,000 to 49,999 | 4 | 15% |
| \$50,000 to \$60,000 | 1 | 4% |
| More than \$60,000 | 1 | 4% |
| Prefer not to answer | 3 | 11% |
| [No Answer Entered] | 4 | 15% |

8. Which figure represents last year's web budget?

| | # of Responses | Response % |
|----------------------|-----------------------|-------------------|
| Less than \$5,000 | 6 | 22% |
| \$5,000 to \$9,999 | 3 | 11% |
| \$10,000 to \$14,999 | 1 | 4% |
| \$15,000 to \$19,999 | 1 | 4% |
| \$20,000 to \$24,999 | 5 | 19% |
| More than \$35,000 | 4 | 15% |
| [No Answer Entered] | 7 | 26% |

9. How many unique visitors (not hits) does your organization's site average each day?

| | # of Responses | Response % |
|---------------------|-----------------------|-------------------|
| Less than 100 | 6 | 22% |
| 100 to 149 | 4 | 15% |
| 150 to 199 | 1 | 4% |
| 200 to 249 | 1 | 4% |
| 250 to 300 | 1 | 4% |
| More than 300 | 6 | 22% |
| [No Answer Entered] | 8 | 30% |

10. Who designed (meaning the code to make it function) your organization's site?

| | # of Responses | Response % |
|---------------------|-----------------------|-------------------|
| A volunteer | 3 | 10% |
| Paid staff | 7 | 24% |
| Vendor | 18 | 62% |
| [No Answer Entered] | 1 | 3% |

11. Who is responsible for maintaining the content on your site?

| | # of Responses | Response % |
|---------------------|-----------------------|-------------------|
| A volunteer | 4 | 15% |
| Paid staff | 22 | 81% |
| [No Answer Entered] | 1 | 4% |

12. Who is responsible for making the technical changes to the site?

| | # of Responses | Response % |
|---------------------|-----------------------|-------------------|
| A volunteer | 4 | 11% |
| Paid staff | 17 | 46% |
| Vendor | 15 | 41% |
| [No Answer Entered] | 1 | 3% |

13. Is your site updated manually into HTML files or is a content management system used?

| | # of Responses | Response % |
|---------------------------|-----------------------|-------------------|
| HTML files | 13 | 39% |
| Content management system | 14 | 42% |
| Not sure | 4 | 12% |
| [No Answer Entered] | 1 | 3% |
| Other, please specify | 1 | 3% |
| Both systems are used. | | |

| 14. How frequently is the content of your site updated? | # of Responses | Response % |
|--|-----------------------|-------------------|
| Daily | 6 | 22% |
| Weekly | 8 | 30% |
| Monthly | 3 | 11% |
| Quarterly | 0 | 0% |
| Whenever it needs it, updates are not scheduled | 9 | 33% |
| [No Answer Entered] | 1 | 4% |

| 15. Who maintains the server that houses your site? | # of Responses | Response % |
|--|-----------------------|-------------------|
| The site is housed on a server at the national office | 6 | 22% |
| The site is housed by a volunteer | 1 | 4% |
| The site is housed by a vendor | 18 | 67% |
| [No Answer Entered] | 2 | 7% |

| 16. Identify the following features currently used | # of Responses | Response % |
|---|-----------------------|-------------------|
| Search engine | 15 | 9% |
| Personalization (login/cookie set) | 16 | 9% |
| Event registration | 16 | 9% |
| Security features | 18 | 11% |
| Survey/voting tools | 10 | 6% |
| E-mail newsletter sign-up or distribution | 12 | 7% |
| E-commerce | 13 | 8% |
| Foundation giving | 22 | 13% |
| Reports, manuals and educational resources | 26 | 15% |
| Secure area for all members | 21 | 12% |
| [No Answer Entered] | 1 | 1% |

| 17. Who is responsible for continued search engine and keyword updates and submissions? | # of Responses | Response % |
|--|-----------------------|-------------------|
| A volunteer | 3 | 11% |
| Paid staff | 9 | 33% |
| Vendor | 5 | 19% |
| Not sure | 3 | 11% |
| [No Answer Entered] | 6 | 22% |
| Other, please specify | 1 | 4% |
| Not Done | | |

| 18. How often are web site keywords and META tags be revised? | # of Responses | Response % |
|--|-----------------------|-------------------|
| Once a year | 8 | 30% |
| Twice a year | 0 | 0% |
| Quarterly or more | 2 | 7% |
| Not sure | 11 | 41% |
| [No Answer Entered] | 4 | 15% |
| Other, please specify | 2 | 7% |
| Not Done | | |
| Every two years | | |

| 19. Have you conducted usability tests or gathered user feedback for your current site? | # of Responses | Response % |
|--|-----------------------|-------------------|
| Yes | 11 | 41% |
| No | 13 | 48% |
| Not sure | 2 | 7% |
| [No Answer Entered] | 1 | 4% |

| | | |
|--|-----------------------|-------------------|
| 20. Do you solicit advertising for your site? | # of Responses | Response % |
| Yes | 2 | 7% |
| No | 24 | 89% |
| [No Answer Entered] | 1 | 4% |

| | | |
|---|-----------------------|-------------------|
| 21. How much of your organization's magazine can be read online? | # of Responses | Response % |
| None | 4 | 14% |
| Part | 5 | 18% |
| All | 17 | 61% |
| [No Answer Entered] | 1 | 4% |
| Comments | 1 | 4% |
| Our magazine is distributed only online, with no printed version | | |

| | | |
|---|-----------------------|-------------------|
| 22. If you publish e-newsletters or e-zines, which company do you use? | # of Responses | Response % |
| We do it all ourselves | 6 | 21% |
| MediaSauce | 1 | 4% |
| Exact Target | 5 | 18% |
| Magnet Mail | 1 | 4% |
| Constant Contact | 4 | 14% |
| [No Answer Entered] | 7 | 25% |
| Other, please specify | 4 | 14% |
| Cold Feet Creative (Emma) | | |
| EMMA | | |
| Vendor-created program | | |
| in-house and outside vendors | | |

| | | |
|--|-----------------------|-------------------|
| 23. How many different e-newsletters or e-zines do you regularly publish? | # of Responses | Response % |
| None | 3 | 11% |
| 1-2 | 8 | 30% |
| 3-4 | 3 | 11% |
| 5-6 | 2 | 7% |
| More than 6 | 5 | 19% |
| [No Answer Entered] | 6 | 22% |

| | | |
|---|-----------------------|-------------------|
| 24. Who in your organization manages the e-newsletters or e-zines? | # of Responses | Response % |
| Director of Public Relations or Communication | 15 | 41% |
| Director of Information Technology or Webmaster | 4 | 11% |
| Director of Member or Collegiate Services | 2 | 5% |
| Executive Director | 3 | 8% |
| Editor | 3 | 8% |
| [No Answer Entered] | 7 | 19% |
| Other, please specify | 3 | 8% |
| each department | | |
| volunteer | | |
| Director of Alumni Services | | |

25. Which of the following software does your organization use to maintain your member database?

| | # of Responses | Response % |
|---|-----------------------|-------------------|
| Razor's Edge | 1 | 4% |
| Patriot | 13 | 46% |
| IMUS | 5 | 18% |
| FileMaker Pro | 1 | 4% |
| <i>[No Answer Entered]</i> | 2 | 7% |
| Other, please specify | 6 | 21% |
| Microsoft Access (2) | | |
| personalized database | | |
| I don't know--this is maintained by the IT Department | | |
| "IMUS" should be listed as "iMIS" | | |
| Customized relational database | | |

26. What additional services would you like CFEA to offer?

- Not familiar enough with your resources to comment.
- Not sure.
- More information technology training and resources
- Provide more resources on web site information. Basic to advanced, all levels.

27. What resources would make your job easier?

- iMIS users group
- A fulltime IT staff member who could maintain and improve our website and e-newsletters, as well as educate other staff members who need minimal knowledge.
- Shared knowledge on e-communication. How do organizations deal with e-newsletters? How do they manage email distribution lists? Who used email stationery? etc...
- More information/contacts on vendors with new technology, e.g., website development/hosting, e-zines and e-newsletters, surveys, web conferencing, online training, etc.

28. Please share your comments regarding CFEA, its services or this survey.

- I like it... keep pluggin away.