

Results of Communications Survey

Objectives

- Canvass the parish to assess effectiveness of Communications Commission
- Identify what works and areas that need improvement.

Key Learnings

Trumpet Survey:

- More than 75% of those surveyed receive The Trumpet over the internet.
- Trumpet content and length are acceptable.
- Favorite items are stories of members (23%), pictures (17%), and outreach articles (13%.)
- More than half the readers have followed embedded links and almost 75% have linked to the Trinity calendar.
- 73% of the readers are over 60 years old.

Website Survey:

- 64% visit the website at least occasionally.
- Most of the visits are for upcoming events (28%), calendar (22%), Trumpet (21%), and church news (14%.)
- Parishioners' main internet activities are email (37%), information searches (31%), and reading news (22%.)

Weekly Email Survey:

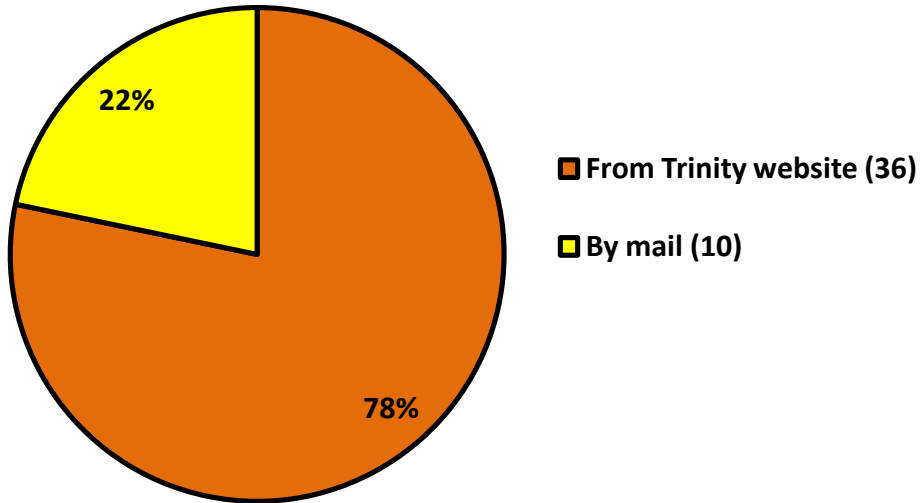
- 82% are receiving the weekly email.
- Upcoming events (45%), and Special Announcements (40%) are the favorite items in the weekly email.

Comments:

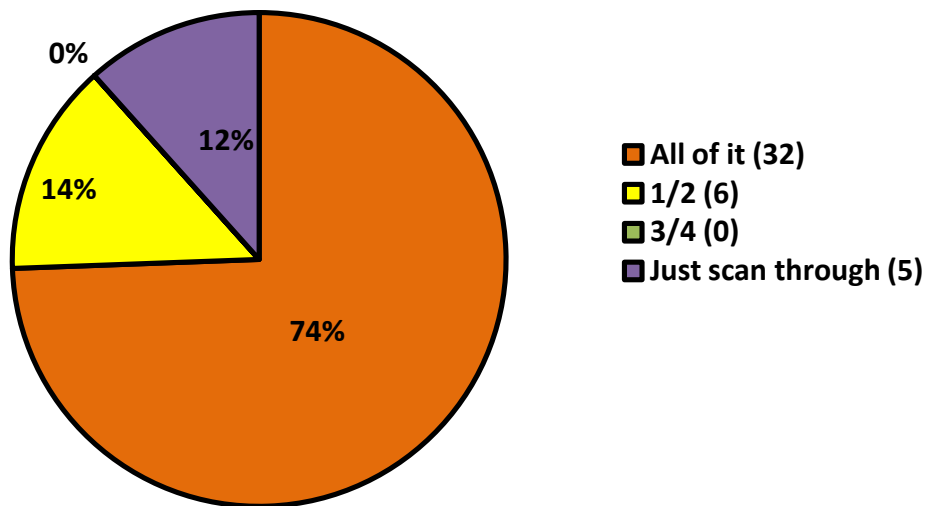
- Must not forget that several members do not communicate via computer. These people do not get the weekly email.
- Need more articles about the good works of parishioners in and out of church.
- Weekly email could include information on who is ill or in need of assistance.
- Weekly email could include list of lay ministers for the upcoming Sunday services.

Results of Trumpet Survey

How Do You Receive The Trumpet?

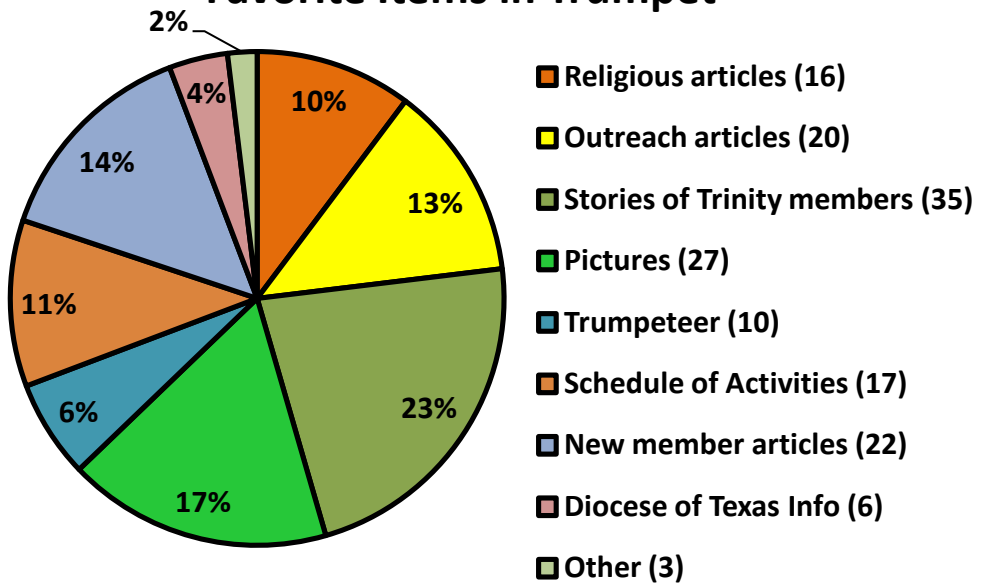


How Much Do You Read?

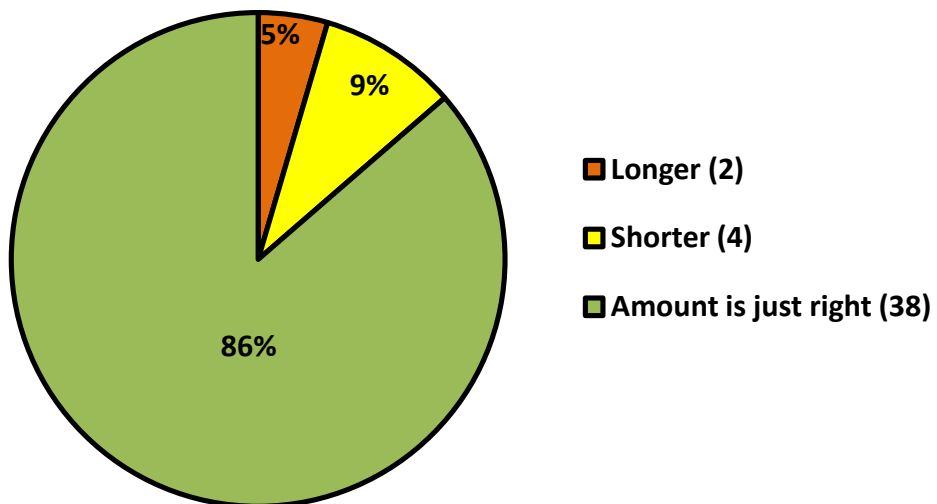


Results of Trumpet Survey (continued)

Favorite Items in Trumpet

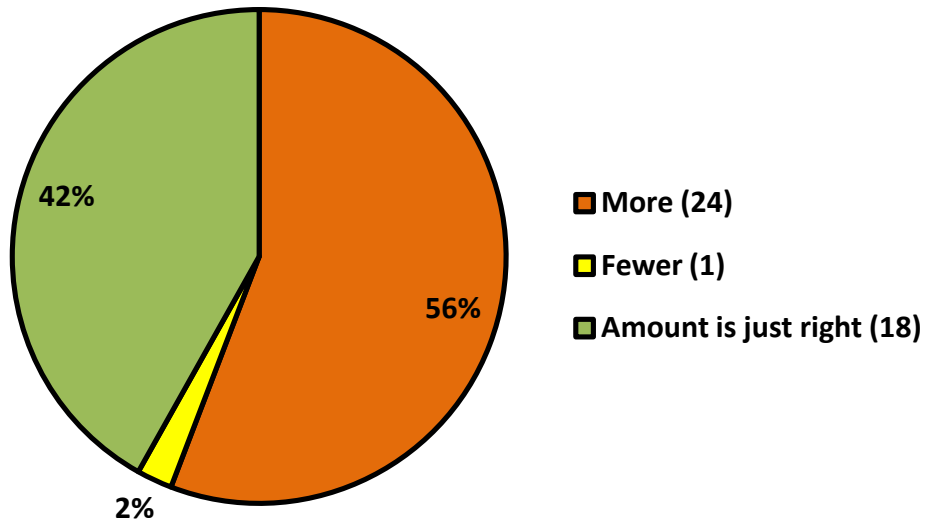


Length of The Trumpet Should Be

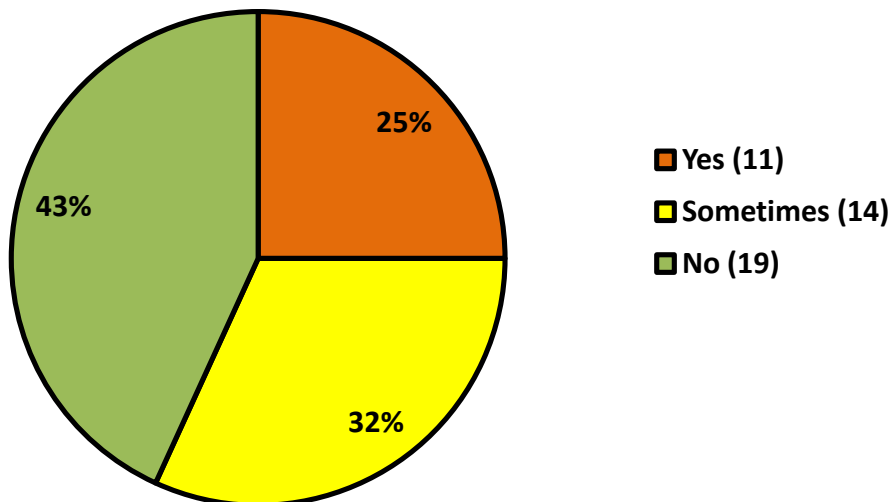


Results of Trumpet Survey (continued)

Number of Pictures Should Be

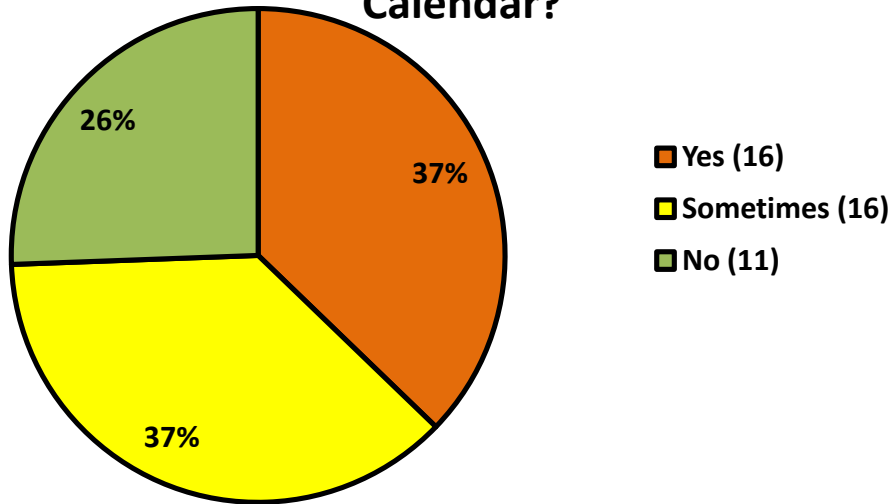


Do You Click on Embedded Links?

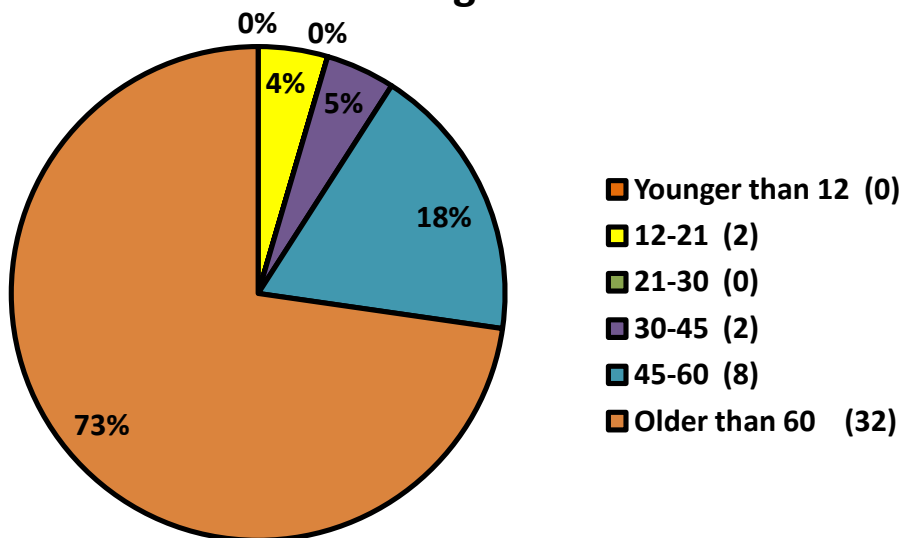


Results of Trumpet Survey (continued)

Do You Click on The Link to the Trinity Calendar?

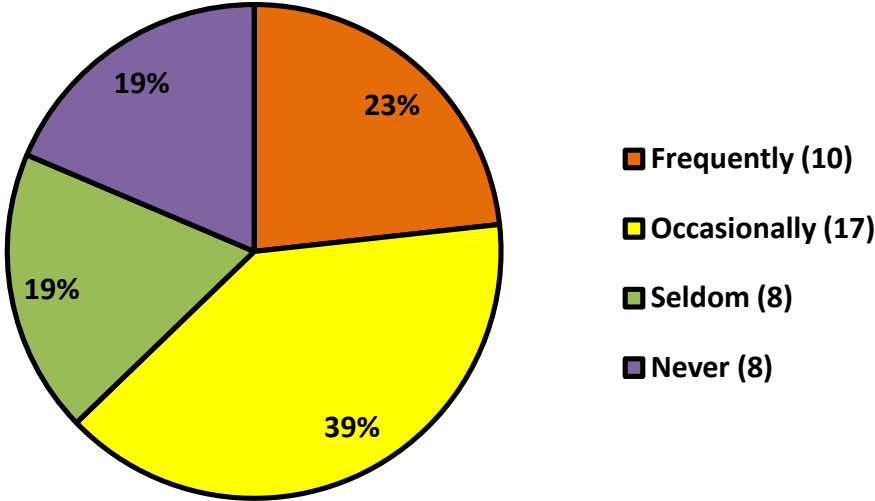


Age

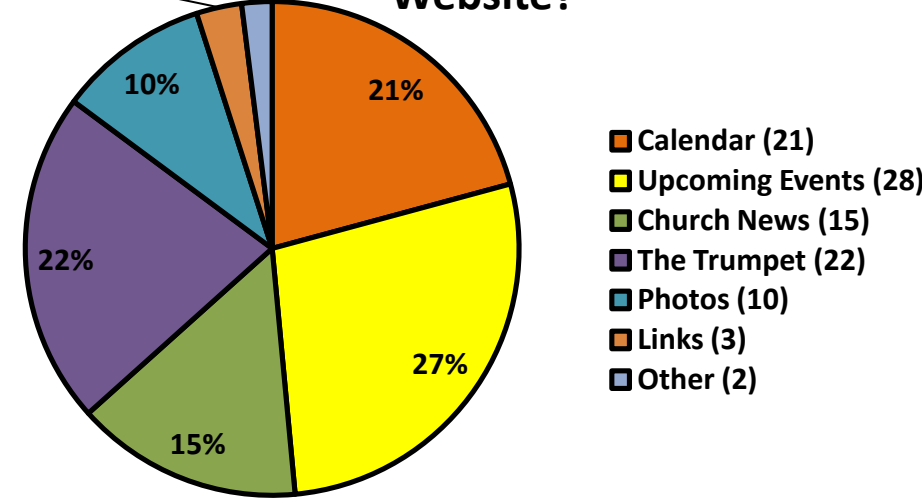


Trinity Website Survey

Do You Visit The Trinity Website?

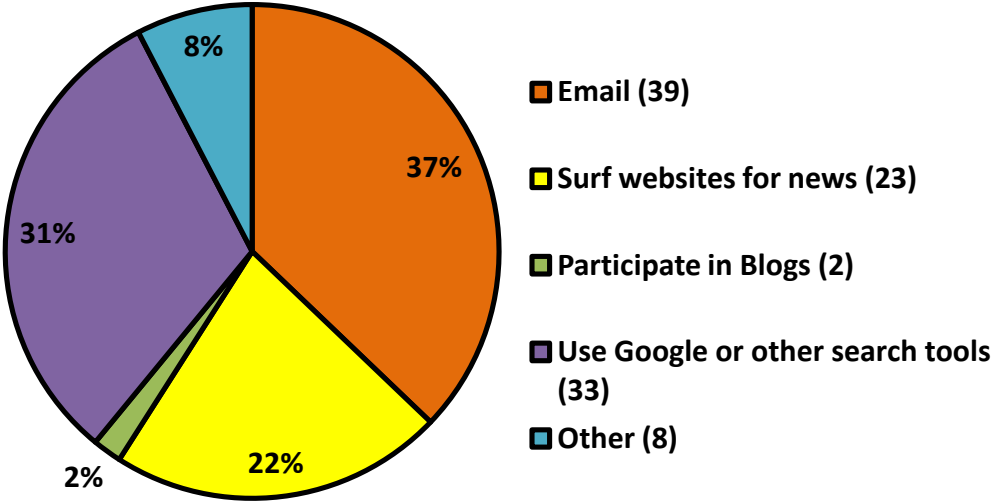


What Do You Look for on The Trinity Website?



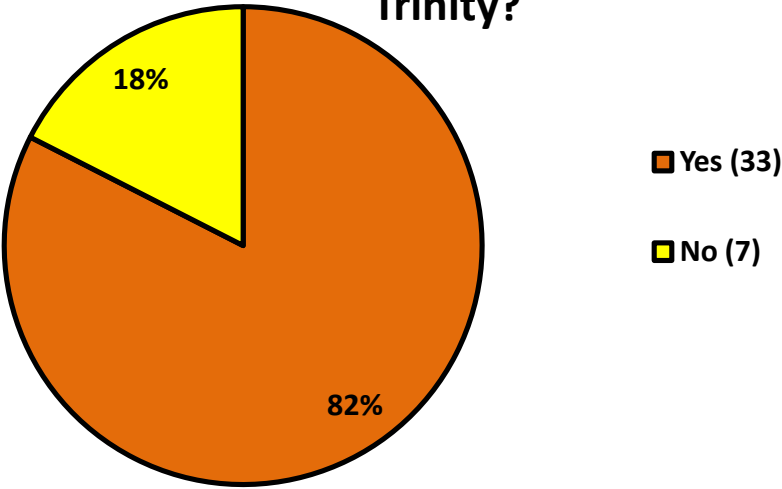
Trinity Website Survey (continued)

What Do You Do on the Internet?

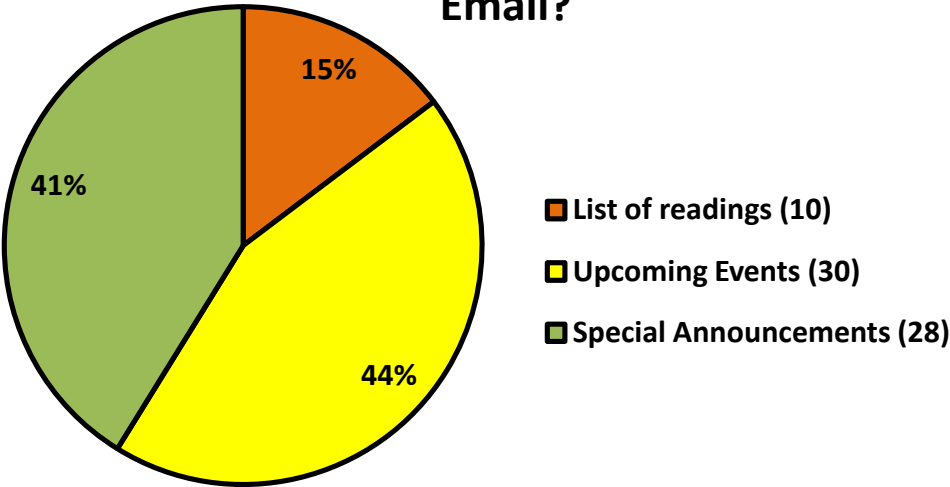


Trinity Weekly Email Survey

Do You Receive The Weekly Email from Trinity?



What Do You Look For in the Weekly Email?



Comments

Trumpet Survey

3. What other items do you enjoy ?

Birthdays

8. Age

Old enough to know better (6)

9. Other comments or suggestions?

Great bulletin - colorful and interesting

more about good works of parishioners in and out of church

Keep The Trumpet coming by mail!

No Computer

I think it is great and a good communications tool.

5 pages enough. October issue - lots of helpful information

10. Would you be interested in helping with news articles or photographs?

Currently on commission [5]

D. Sorensen

Dorothy Book

Jim Warden

Herb Lewis

Trinity Website

3. What things (if any) would you like to see added to the website?

News of the national church, especially controversial subjects

Update on calendar [?]

More pictures

Schedule of layministers

4. How do you generally use the Internet? (Check All That Apply)

Facebook [2]

finance

shop, research

Work [2]

No computer

Trinity Website – “This Week at Trinity”

7. Are there any other things you would like to see in the weekly email?

Info on who is ill or needs assistance

Attachment [?]

Layministers for Sunday.

"This week" is so useful to keep up with changes that occur and all the activities