

IAAO 2010 Communication Practices Survey (41 questions, ~12-15 minutes to complete.)

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IAAO 2010 Communication Practices Survey(41 questions, ~12-15 minutes to complete.)



Page 1 - Heading

IAAO Communication Practices Survey
Confidentiality: Personal identity information will be used for verification and follow-up only and will not be published or made public. Survey information identifies general trends and preferences in communication practices.

Page 1 - Question 1 - Choice - Multiple Answers (Bullets)

[Mandatory]

I agree that survey results (except for personal identification) will be made publicly available and subject to interpretation to identify trends, preferences, and features of current communication practices among participants. (If "not agree" then skips to Screen Out page)

- I agree.
- I do not agree and do not wish to continue the survey. [Screen Out]

Page 2 - Heading

Section 1: Participant Contact Information and Profile (2 questions)

Page 2 - Question 2 - Open Ended - One or More Lines with Prompt

[Mandatory]

Personal information will be used for verification and follow-up and will not be made public.

- Your Name
- Contact e-mail
- Contact phone number

Page 2 - Question 3 - Choice - One Answer (Bullets)

Please indicate your IAAO membership status. (you do not have to be an IAAO member to participate in the survey)

- Regular member
- Associate Member
- Nonmember working for an assessment jurisdiction
- Nonmember not working for an assessment jurisdiction

Section 2: Workplace Communication Practices (12 questions)

This information will be used to evaluate how communication trends in the workplace affect individual access and use of communication tools.

How many employees are there in your immediate office or department?

Does your workplace have a dedicated Public Information Officer or dedicated public information staff?

- Yes
- No

Are specific individuals authorized to handle media inquiries? (please explain)

Which of the following communication tools are currently being used in your workplace. (check all that apply)

- Web site
- Press conferences
- Press releases
- Printed brochures and promotional materials
- Printed newsletter
- Online newsletter
- Social media sites
- Broadcast E-mail
- Public appearances in person, TV and radio
- Town hall-type meetings
- Formal position statements
- Other, please specify

In your opinion, rank the following communication methods in order of effectiveness. (1 most effective, 5 least effective)

	1	2	3	4	5
Web site	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Public meetings	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Social media sites	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Print communications	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Online newsletter or e-mail	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Briefly describe how in-person inquiries are handled by your office/department. (check all that apply)

- Handled by designated representatives
 - Handled by all department staff
 - Results are communicated with all stakeholders (other departments or agencies)
 - Other, please specify
-

If your workplace uses online social media (Facebook, LinkedIn, YouTube) as part of your public information program, indicate how it is used. (check all that apply)

- Post event notices
 - Provide a discussion forum
 - Post blogs about topics of interest
 - Post links to office Web site
 - Post-event coverage
 - Other, please specify
-

Does your workplace restrict access to social media sites for personal use at work?

- Yes
- No

Does your workplace have a written policy defining use of social media sites and other online communication tools for work purposes?

- Yes
- No
- Don't know

Does your workplace have a formal policy limiting Internet use in any of the following areas?

- No formal policy
 - Time spent on the Internet for personal use
 - Types of sites visited
 - Other, please specify
-

Please check statements that apply to your workplace. (leave unchecked if you don't know)

- Individual Internet use is monitored in workplace
- Individual Internet use is reported to supervisors
- Accessing workplace data outside the workplace is restricted or has security limitations(e.g., working at home or remotely; storing data on personal laptops, thumb drive, etc.)

Other, please specify

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Page 3 - Question 15 - Choice - One Answer (Bullets)

Does your workplace archive social media site content to meet open records/FOIA requirements?

- Yes
- No
- Don't know
- Not applicable

Page 4 - Heading

Section 3: Individual Online Communication Preferences (3 questions)

This section evaluates individual familiarity with online communication tools regardless of whether it is at work or for personal use.

Note: Individual information will not be shared. Only aggregate information will be published.

Page 4 - Question 16 - Choice - Multiple Answers (Bullets)

Do you participate in any of the following online communications? (check all that apply)

- Facebook
 - LinkedIn
 - Plaxo
 - MySpace
 - Twitter (follow posts from others or post tweets for others to follow)
 - YouTube (view or post video)
 - blog or discussion forum (read or post comments)
 - Send and receive text messages or e-mail messages via a mobile device
 - Browse the Internet via a mobile device
 - Read or contribute to a Wiki (for example Wikipedia)
 - Use an instant messaging service (for example Yahoo, AOL Instant Messaging)
 - Watch video podcasts or listen to audio podcasts
 - Upload video or images to Web sites
 - Other, please specify
-

Page 4 - Question 17 - Choice - One Answer (Bullets)

Indicate how often you use online social media sites such as Facebook, LinkedIn, Plaxo, and MySpace?

- Rarely
- At least once a month
- At least once a week
- Daily
- Not familiar with social media technologies

Page 4 - Question 18 - Choice - One Answer (Bullets)

How often do you go online to find information on the Internet?

- Rarely
- At least once a month

- At least once a week
- Daily
- Do not use the Internet

Page 5 - Question 19 - Choice - One Answer (Bullets)

[Mandatory]

Do you receive communications from IAAO?

- Yes, I receive IAAO communications and would like to participate in the rest of the survey.
- No, I do not receive IAAO communications and want to opt out of the rest of the survey. [Skip to 11]

Page 6 - Heading

Section 4: Overall Impression of IAAO Communications (6 questions)

Page 6 - Question 20 - Rating Scale - Matrix

Please rate your level of agreement with the following statements.

	Strongly agree	Somewhat agree	Somewhat disagree
IAAO keeps me informed about the association and its activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I can easily find answers to questions related to IAAO	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have opportunities to communicate with senior IAAO leadership.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have opportunities to communicate my ideas on IAAO-wide initiatives.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Page 6 - Question 21 - Choice - Multiple Answers (Bullets)

Which communication methods do you currently depend on to stay informed about IAAO? (check all that apply)

- Fair & Equitable and Journal of Property Tax Assessment & Administration
- IAAO E-News broadcast messages
- Direct communication with IAAO leaders
- AssessorNET discussion group
- SPCNET state and provincial discussion group
- IAAO Web site
- Person to person (word of mouth)
- Social media sites (Facebook, LinkedIn)

Page 6 - Question 22 - Open Ended - Comments Box

What single source of information (e.g., person, publication, Web site) do you depend on most to stay informed about IAAO programs and activities? Please be as specific as possible.

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Page 6 - Question 23 - Open Ended - Comments Box

Are there additional IAAO communication methods that you would like to see added? (please specify)

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Where do you usually first hear about IAAO news and information?

- Official IAAO printed publication
- Official IAAO E-newsletter or Web site
- Social media site (Facebook, LinkedIn)
- Chapter or local newsletter
- A non-IAAO source (e.g., news media, friends)
- Other, please specify

Please rate how interested you are in hearing about the following items on a scale of 1 to 5 or indicate Not Applicable

	Very interested	2	Somewhat interested	4	Not interested
IAAO outreach to chapters, affiliates, and allied groups	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Activities of leadership and committees	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Staff activities and achievements	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Education opportunities and improvements	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
IAAO events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Distance learning opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Changes to IAAO administrative policies and governance issues	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Section 5: IAAO Printed Materials (4 questions)

Below is a listing of IAAO publications and promotional materials. Please indicate how often you read the printed version of each one.

	Regularly read	Occasionally read or skim	Ra
Fair & Equitable (monthly publication)	<input type="radio"/>	<input type="radio"/>	
Journal of Property Tax Assessment & Administration (quarterly publication)	<input type="radio"/>	<input type="radio"/>	
IAAO event promotion brochures and postcards	<input type="radio"/>	<input type="radio"/>	
IAAO Technical Standards	<input type="radio"/>	<input type="radio"/>	

Please indicate your level of interest in specific content in Fair & Equitable. (on a scale of 1 to 5 or NA)

	Very interested	2
Cover story and feature articles	<input type="radio"/>	<input type="radio"/>
Member Communique (general news, obituaries, community news, headquarters updates)	<input type="radio"/>	<input type="radio"/>
From the President's Desk (monthly message from the IAAO president)	<input type="radio"/>	<input type="radio"/>
From the Directors Chair (monthly message from IAAO executive director or department directors)	<input type="radio"/>	<input type="radio"/>
Conference and event reporting	<input type="radio"/>	<input type="radio"/>
Chapter and affiliate spotlight features	<input type="radio"/>	<input type="radio"/>
Answers from AssessorNET	<input type="radio"/>	<input type="radio"/>
Education calendar	<input type="radio"/>	<input type="radio"/>
In the News (links to online property tax news)	<input type="radio"/>	<input type="radio"/>
Classified ads (job listings)	<input type="radio"/>	<input type="radio"/>
Executive board member goals	<input type="radio"/>	<input type="radio"/>
Committee reports	<input type="radio"/>	<input type="radio"/>

New members list	<input type="radio"/>	<input type="radio"/>
Member anniversary list	<input type="radio"/>	<input type="radio"/>
Where do you read F&E?	<input type="radio"/>	<input type="radio"/>

Page 7 - Question 28 - Rating Scale - Matrix

Please rate how information is presented in Fair & Equitable. on a scale of 1 to 5 or NA

	Excellent	2	3	4	Poor	Don't know or N/A
Timeliness of content	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Use of photography and images	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Coverage of IAAO events and educational opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Coverage of chapter and affiliate activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Writing quality of cover stories and feature articles	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Interesting and engaging content	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mix of serious and fun content	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Page 7 - Question 29 - Choice - Multiple Answers (Bullets)

How do you use IAAO technical standards? (check all that apply)

- To communicate standards of practice to taxpayers
- To communicate standards of practice to appeals boards
- To communicate standards of practice to department staff
- Don't use/Not applicable
- Other, please specify

Page 8 - Heading

Section 6: New Methods of Communication and New Content (3 questions)

Page 8 - Question 30 - Rating Scale - Matrix

Please rate your level of interest in each of the following methods of communication on a scale of 1 to 5 or NA

	Very interested	2	Somev
Information posted on social media sites	<input type="radio"/>	<input type="radio"/>	
Twitter postings of important notices, deadlines, and product releases	<input type="radio"/>	<input type="radio"/>	
News feeds of important notices, deadlines, and product releases	<input type="radio"/>	<input type="radio"/>	
Video event coverage posted on YouTube	<input type="radio"/>	<input type="radio"/>	
Blog(s) on the IAAO Web site	<input type="radio"/>	<input type="radio"/>	
The ability to post comments on IAAO Web pages	<input type="radio"/>	<input type="radio"/>	
The option to receive an online (green) version of Fair & Equitable instead of a print version	<input type="radio"/>	<input type="radio"/>	

Page 8 - Question 31 - Choice - Multiple Answers (Bullets)

In the future, which of the following would you like to see utilized in IAAO communications. (Check all that apply)

- Blogs on selected topics
- Audio or video presentations via podcast or online streaming
- Additional online discussion groups
- Text messages sent to mobile devices
- Twitter posts
- News feeds
- Live Webcasts

Other, please specify

Page 8 - Question 32 - Open Ended - One or More Lines with Prompt

What new content, if any, would you like to see provided by IAAO?

Suggestion 1

Suggestion 2

Suggestion 3

Page 9 - Heading

Section 7: Broadcast E-mail Communications (3 questions)

Page 9 - Question 33 - Choice - One Answer (Bullets)

In general, when you receive an IAAO E-News broadcast do you:

- Read it in full
- Skim to find out if it has important content
- Decide whether it is worth opening based on the subject line
- Look at "What's New" to see if there is anything of interest
- Delete it without opening
- Do not receive

Page 9 - Question 34 - Choice - One Answer (Bullets)

In your opinion, do you receive IAAO E-News:

- Not frequently enough
- An appropriate amount
- Too frequently
- Do not know/Do not receive

Page 9 - Question 35 - Choice - Multiple Answers (Bullets)

In the future, how would you prefer to receive communications from IAAO (check all that apply)

- IAAO E-News
- Web site postings
- IAAO periodicals (Fair & Equitable, Journal of Property Tax Assessment & Administration)
- Brochures, flyers, and promotional mailings
- Posting on social media sites and Twitter
- Other, please specify

Page 10 - Heading

Section 8: IAAO Web Site (3 questions)

Page 10 - Question 36 - Choice - One Answer (Bullets)

In the past three months, how often have you visited the IAAO Web site?

- Daily
- At least once a week

- At least once a month
- Rarely
- Never

Page 10 - Question 37 - Rating Scale - Matrix

Please rate how valuable you find each of the following IAAO online resources.
(links are provided to view each resource)

	Very valuable	Somewhat valuable	Not valuable at all	Don't know/don't use
Reference Desk: link	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
AssessorNET (members only): link	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Glossary (members only): link	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Technical Standards: link	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Course Calendar: link	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Public Service Resources: link	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Topics of Interest: link	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
LibraryLink Catalog (members only): link	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In the News/Press Releases: link	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Media Resources: link	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
External Resource Directory: link	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Member Directory (members only): link	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Our Staff page: link	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Page 10 - Question 38 - Open Ended - Comments Box

Do you have any additional suggestions for:

- information you would like to see on the Web site
- improvements to the Web site
- areas of the Web site that need additional explanation or instructions for use
- links that you find especially useful

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Page 11 - Heading

Section 9: Wrap Up (3 questions)

Page 11 - Question 39 - Open Ended - Comments Box

Do you have any specific suggestions that could better facilitate IAAO communications or any other suggestions that you would like to share?

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Page 11 - Question 40 - Yes or No

Do you wish to be directly notified when the results of this survey are available? Results will be published in Fair & Equitable and be available to survey participants and members on the Web site.

- Yes

No

Page 11 - Question 41 - Yes or No

Would you like to be entered in a random drawing for a chance to win a prize as a thank you for participating in this survey?

Winners will be selected in a random drawing and results announced in Fair & Equitable.

First prize is a free conference registration, a \$500-\$650 value.

Second prize is a \$200 credit towards an IAAO event or educational offering.

Four runner-up prizes: new Property Assessment Valuation book, a value of \$65 each.

Yes

No

Thank You Page

Thank you for participating in the 2010 IAAO Communication Practices Survey. <<http://www.iaao.org/>>



Screen Out Page

We are sorry that you chose not to participate in the 2010 IAAO Communications Practices Survey. To learn more about IAAO go to www.iaao.org. <<http://www.iaao.org/>>



Over Quota Page

(Standard - Zoomerang branding)

Survey Closed Page

Thank you for your interest in the 2010 IAAO Communication Practices Survey. The survey is now closed. Look for survey results soon. <<http://www.iaao.org/>>



<<http://www.iaao.org/>>