Results of the 2014 Survey of IAAO Communication Practices

IAAO Communications Committee

The statements made or opinions expressed by authors in Fair & Equitable *do not necessarily represent a policy position of the International Association of Assessing Officers.*

The first comprehensive Survey of IAAO Communication Practices was conducted in 2010. (Complete results of that survey are presented in *F&E*, February 2011, vol. 9, no. 2, pp. 3–11.) The goal was to audit the state of communication practices at that time, identify the tools most commonly being used, and discern preferences in both workplace and personal communications, primarily among IAAO members. In addition to members, the survey included IAAO staff members and a few nonmembers in the assessment profession.

The desired outcomes of the survey were to

- Better understand the communication preferences of appraisal and assessment professionals.
- Increase the relevance of IAAO communications.
- Recommend new methods of communication.
- Prioritize resources dedicated to IAAO communications
- Provide insight into future communication needs.

Survey respondents expressed a positive level of interest (4 or 5 on a scale of 1 to 5) in the following areas:

- Blog(s) on the IAAO website
- News feeds of important notices, deadlines, and product releases
- The ability to post comments on IAAO web pages
- The option to receive an online (green) version of F&E.

Thus, IAAO continued to develop its ability to provide online e-products to the extent allowed by technology and staffing considerations. The biggest changes were the introduction of a digital edition of *Fair & Equitable* (*F&E*) in January 2011, the introduction of a digital edition of the *Journal of Property Tax Assessment & Administration* (*JPTAA*) in the fourth quarter of 2012, and the transition from IAAO E-News to the current *Assessing Info* e-news format in November 2013.

Some areas of interest were dealt with in ways not initially anticipated. Social media outlets such as LinkedIn provide an alternative for website-based blogs and are accessible to a wider audience than IAAO members. News feeds of important notices, deadlines, and product releases are being fulfilled by *Assessing Info* e-news. Although feedback mechanisms were added to the website, they are infrequently used.

The initial survey in 2010 provided a valuable baseline for future comparison. The intent of the 2014 survey was to identify trends and developments since then.

2014 Survey Demographics

The 2014 survey was conducted from August 21 through November 12, 2014. The survey was made available through a website launch page, which provided instructions, a printable PDF of the survey, and 2010 survey results.

A total of 266 members completed the 2014 survey, which is approximately 4 percent of the membership. Respondents

were not required to complete every question, although most did. Many respondents were IAAO committee volunteers, board members, and others who form the core leadership of the association. To keep the focus on member preferences, IAAO staff members and nonmembers were not included in the 2014 survey. Feedback from these important groups is being collected through alternative channels.

Of the 266 respondents, 6 were affiliate members of IAAO and presumably reflect the interests of a broader community, and 12 were associate members.

Workplace Environment

Although the survey focused mainly on individual communication preferences, viewpoints, and knowledge, communication tools in the workplace were also evaluated. Understanding what tools are commonly available in the workplace, and how they are managed, provides continuing insight into issues of accessibility.

Table 1 shows which devices survey participants indicated they have access to through the workplace (rounded to the nearest tenth of a percent). In addition, some respondents indicated that they use personal devices for work purposes. The basic mix of available devices did not change substantially from that in the previous survey.

Table 1. Devices available in the workplace in 2014 and 2010

	2014	2010
iPad tablet	19.2%	20.8%
Android tablet	4.5%	4.9%
Mobile phone with Internet and texting capabilities	35.3%	38.8%
Windows desktop PC	79.3%	86.1%
Apple desktop PC	0.4%	0.4%
Windows laptop	39.8%	43.3%
Apple laptop	1.5%	1.6%
Windows tablet	1.8%	NA

When asked to identify the communication tools currently being used in their workplace, survey respondents indicated that websites, printed brochures, and press releases are the most universally used (see table 2). The ranking of communication tools remained the same as in 2010 for the top six categories. Noticeable changes since the 2010 survey are increases in the use of social media and slight increases in the use of websites and press conferences. Use of all other communications tools declined slightly. Some of the declines are minor and can be attributed to survey variation. Declines in other categories such as press releases, printed newsletters, personal appearances, and formal position statements could be attributed to economic cost pressures (postage, printing, and travel costs) and possibly social media replacing more traditional communication tools.

Table 2. Communication tools available in the workplace in 2014 and 2010

	2014	2010
Website	98.8%	94.0%
Printed brochures and promotional materials	67.4%	71.0%
Press releases	52.9%	63.0%
Public appearances in person, TV, and radio	34.3%	40.0%
Town hall-type meetings	34.3%	40.0%
Online newsletter	22.7%	26.0%
Printed newsletter	13.2%	23.0%
Broadcast e-mail	18.2%	23.0%
Formal position statements	5.8%	15.0%
Press conferences	14.5%	11.0%
Other	NA	11.0%
Social media sites	20.25%	8.0%

When respondents were asked to rank the effectiveness of communication tools (scale of 1 to 5, with 5 being the most effective), the website category retained its ranking as the most effective. Public meetings rose to second place over print communications. E-newsletters and social media sites retained rankings of fourth place and fifth place, respectively. Table 3 shows the average ranking for the effectiveness of communication tools.

Table 3. Effectiveness of communication tools available in the workplace in 2014 and 2010 (higher number is better)

	2014	2010
Website	4.34	4.03
Public meetings	2.96	3.21
Print communications	2.83	3.42
E-newsletter or e-mail	2.78	2.96
Social media sites	2.08	1.94

Workplace and Social Media

When respondents were asked how their workplace uses online social media as part of a public information program, 72.7 percent indicated "not applicable" (or "Other" in 2010). Table 4 shows the results, with a surprising increase in the "not applicable" category. Representativeness may be influenced by the smaller number of participants in the 2014 survey.

Table 4. Use of social media in the workplace in 2014 and 2010

	2014	2010
Post pre-event notices and calendar items	22.7%	17.0%
Provide a discussion forum	7.27%	10.0%
Post blogs about topics of interest	10.9%	4.0%
Link to jurisdiction or business website	15.0%	21.0%
Provide post-event coverage	8.6%	10.0%
Not applicable ("Other" in 2010)	72.7%	65.0%
Restricts access to social media for personal use	53.7%	68.0%

Table 5 shows the level of awareness regarding whether the workplace has a written social media policy. With the current prevalence of social media, increased awareness of social media policies in the workplace might be expected, but the survey results do not support that conclusion.

Table 5. Written social media policy in 2014 and 2010

	2014	2010
Yes	45.5%	53.0%
No	34.0%	31.0%
Don't know	20.5%	15.0%

Responses to the question of whether the workplace archives its social media site content were fairly evenly split between those who do (12.8 percent) and those who do not (14.0 percent), with the majority responding "don't know" (43.2 percent) or "not applicable" (30.0 percent). The percentage of responses saying that social media content is archived increased from 7.0 percent in 2010 to 12.8 percent in 2014.

Workplace Internet Access

Figure 1 identifies policy controls on Internet use in the workplace. The most noticeable change from 2010 to 2014 is the increase in formal policies for Internet use. Twenty-eight percent of respondents in 2014 indicated that personal use of the Internet is not allowed. Because access to the Internet is so prevalent on personal communication devices such as cell phones and tablets, it will be interesting to explore how such usage affects workplace policies in the future.

When asked whether the workplace restricts access to IAAO e-communications, 99.6 percent of respondents (all but one person) indicated that there were no restrictions.

Personal Communication Preferences

The 2014 survey asked a new question, "Which of the following devices do you personally own?" Figure 2 shows the results. A large majority of respondents (81.2 percent) indicated that they own a mobile phone with Internet and texting capabilities. Windows laptops were next highest, at 64.9 percent, followed by Windows desktop PCs, at 61.6 percent.

The high incidence of mobile device use is in keeping with other industry statistics showing an increase in availability and use of mobile technologies. A 2014 report by the PEW Research Center (http://www.pewinternet.org/fact-sheets/mobile-technology-fact-sheet/) indicates that 90 percent of American adults have a cell phone, 58 percent a smartphone, and 42 percent a tablet computer.

When asked, "How often do you go online to find information?" the results were similar to those in 2010, with a slight decrease in the once per week frequency and an increase in the daily frequency. It was a relief to see that no one indicated they do not use the Internet, especially because this was on online survey.

Survey participants were asked how often they use common online social media services and other online resources and mobile messaging technologies (see table 6). The biggest winners for daily use (highlighted in gold) are "sending text or e-mail messages via a mobile device" (78.7 percent), "browsing the Internet from a mobile device (cell phone)" (59.3

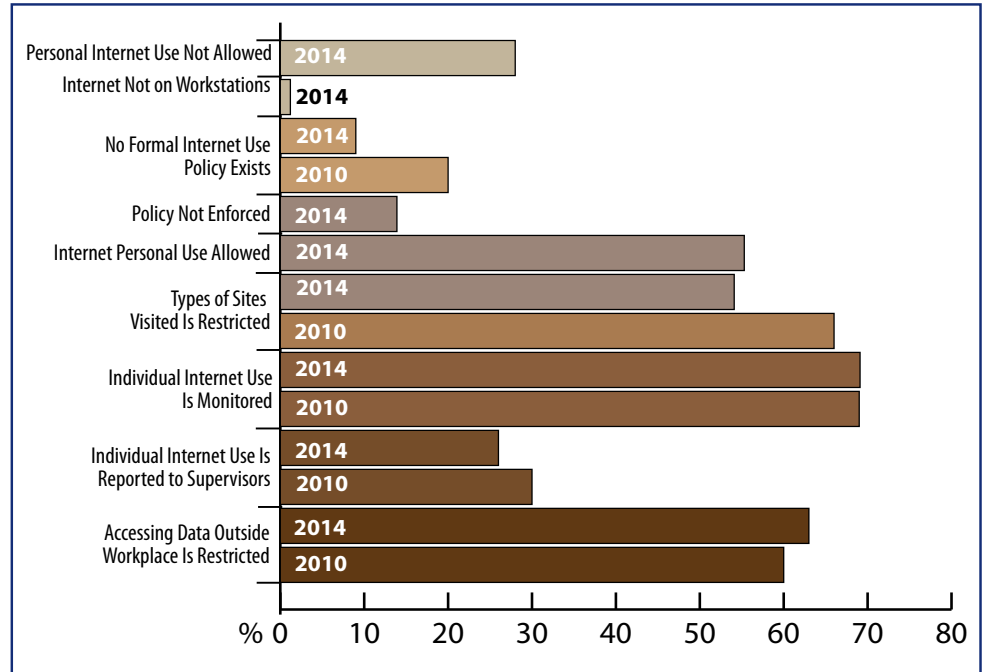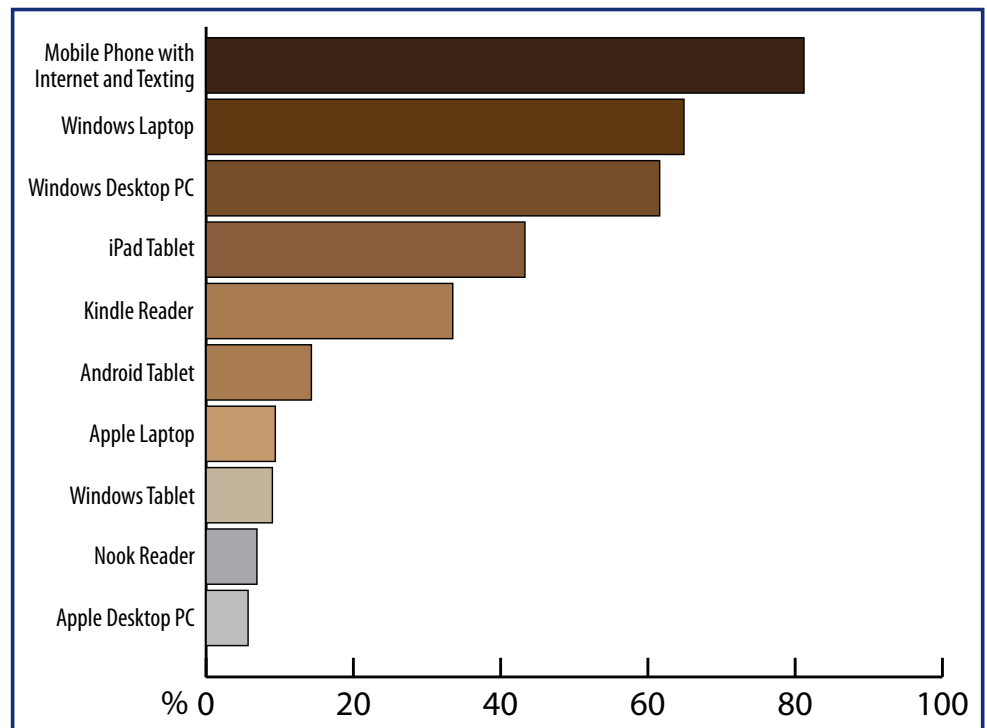**Figure 1.** Internet use policies in the workplace in 2014 and 2010

Figure 2. Personal communication devices used by 2014 survey participants

percent), Facebook (45.8 percent), and Google+ (45.38 percent). Clearly the use of mobile technologies is on the rise, and Facebook and Google+ are driving factors. It is interesting how many respondents indicated that they never use certain online services, particularly Instagram, Twitter, and Pinterest (highlighted in blue). Apparently, traditional methods of communication such as printed materials still have a place as a primary means of communication.

IAAO Communications

Survey participants were asked to indicate how effectively IAAO communicates with its members. Table 7 shows that a majority of respondents think IAAO is doing a good job in this regard, but there is still room for improvement. A new question in 2014 asked whether IAAO keeps members informed about industry activities outside of IAAO. Again, the overall response was that IAAO is doing a good job in this regard. The addition of general industry news in *Assessing Info*, the columns In the News and Legal Trends and international articles in *F &E* provide regular reports on news outside of IAAO.

Staying Informed

When asked, "Which communication tools do you currently depend on to stay informed about IAAO?" respondents indicated that the print edition of *F&E* and the IAAO website are the primary channels for receiving information about IAAO (see figure 3).

Other channels such as the journal, person-to-person communication, *As-*

Table 6. Frequency of use of online communication tools in 2014

	Daily	Weekly	Monthly	Rarely	Never
Facebook	45.80%	16.81%	2.52%	7.56%	27.31%
LinkedIn	5.93%	22.88%	8.47%	24.15%	38.56%
Google+	45.38%	15.55%	4.20%	11.76%	23.11%
Pinterest	3.91%	7.39%	6.52%	14.78%	67.39%
Twitter	5.22%	3.91%	3.48%	14.35%	73.04%
Instagram	3.51%	5.70%	2.19%	8.77%	79.82%
YouTube	5.11%	28.09%	19.57%	33.62%	13.62%
AssessorNET	4.70%	14.53%	22.65%	31.20%	26.92%
Send text or e-mail messages via a mobile device	78.69%	9.43%	3.28%	5.33%	3.28%
Browse the Internet from a mobile device (cell phone)	59.34%	19.92%	2.49%	7.47%	10.79%
Watch video podcasts or listen to audio podcasts	9.62%	17.57%	18.83%	38.91%	15.06%
Participate in webinars	1.65%	4.96%	27.69%	58.68%	7.02%

Figure 3. Ranking of communication tools to stay informed about IAAO in 2014 and 2010
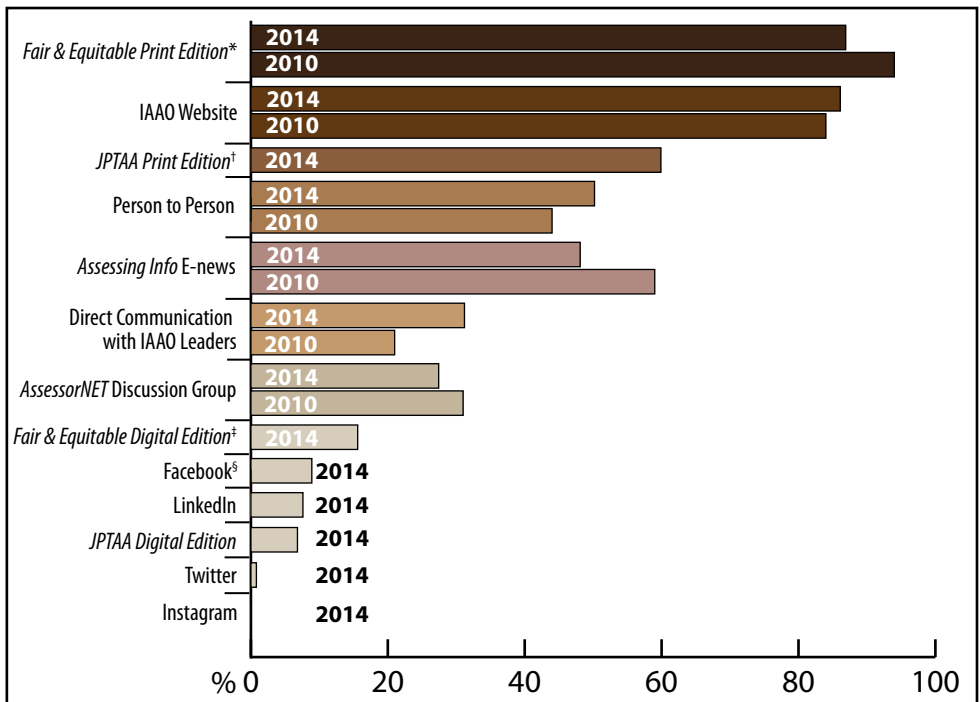
* In 2010, F&E and JPTAA were combined and ranked 94 percent.
† In 2010, JPTAA was combined with F&E and not ranked separately.
‡ In 2010 neither F&E Digital Edition nor JPTAA Digital Edition were being published yet.
§ In 2010, all social media was combined and received 4 percent in the ranking.

Table 7. IAAO communication with members in 2014 and 2010

	Strongly Agree		Somewhat Agree		Somewhat Disagree		Strongly Disagree	
	2014	2010	2014	2010	2014	2010	2014	2010
IAAO keeps me informed about the association and its activities.	66.3%	65.0%	32.5%	30.0%	1.3%	3.0%	0.0%	2.0%
I can easily find answers to my questions about IAAO.	49.6%	38.0%	42.9%	53.0%	6.7%	7.0%	0.8%	3.0%
I have opportunities to communicate with senior IAAO leadership.	44.9%	39.0%	43.2%	41.0%	10.6%	16.0%	1.3%	4.0%
I have opportunities to communicate my ideas on IAAO initiatives.	41.0%	34.0%	47.4%	44.0%	9.1%	16.0%	2.6%	5.0%
IAAO keeps me informed about industry activities outside of IAAO.	40.1%	—	49.0%	—	10.1%	—	0.8%	—

sessing Info e-news, direct communication with IAAO leaders, and the use of AssessorNET also ranked high as effective communication tools. The digital editions of *F&E,* which came into existence in 2011, and *JPTAA,* which came into existence at the end of 2012, are slowly gaining ground based on monthly website statistics. The relative ranking remains similar to the results in 2010.

When the survey asked, "What single source of information do you depend on to stay informed about IAAO programs and activities?" respondents indicated that the website and *F&E* were the top sources. Table 8 shows the relative ranking of responses to this question.

Table 8. 2014 Primary source of information in 2014

|	
IAAO website	38.6%
Fair & Equitable Print Edition	32.2%
Assessing Info e-news	8.5%
Person to person	7.6%
Direct communication with IAAO leaders	4.7%
IAAO staff	3.4%
Fair & Equitable Digital Edition	2.1%
AssessorNET discussion forum	2.1%
Facebook	0.4%
LinkedIn	0.4%
Twitter	0.0%
Instagram	0.0%

When the survey asked, "Where do you usually first hear about IAAO news and information?" respondents indicated that *F &E* and *Assessing Info* were the two primary sources, with the website close behind. The digital edition of *F&E* also seems to be increasing its share (4.2 percent) as a primary source for news and information.

Respondents indicated a high level of interest in most topics being covered by IAAO communication channels. Table 9 and figure 4 show a strong level of interest in educational opportunities, IAAO meetings and events, and feature-length articles. All topics that IAAO covers appear to have significant interest to members. IAAO has made an effort to increase its offerings of

Table 9. 2014 level of interest in topics in 2014

	Very Interested	Somewhat Interested	Not Interested	Don't Know Not Applicable
Educational opportunities	75.6%	22.7%	1.3%	0.4%
IAAO meetings and events	60.8%	35.3%	3.0%	0.9%
Tax policy developments	45.5%	46.0%	7.2%	1.3%
Distance learning opportunities	45.1%	45.1%	8.1%	1.7%
General industry news	38.3%	57.0%	4.7%	0.0%
Changes to IAAO administrative policies and governance issues	36.3%	45.7%	15.8%	2.1%
Board and committee activities	35.6%	49.4%	12.9%	2.2%
Feature-length articles	37.8%	61.2%	6.0%	0.0%
Chapters, affiliate, and allied group news	31.4%	54.2	11.9	2.5%
Staff activities and achievements	24.9%	52.4%	18.5%	4.3%
Career Center job listings	18.9%	46.4%	30.0%	4.7%
International news	13.7%	57.7%	25.6%	3.0%

Figure 4. 2014 composite ranking for positive level of interest in topics in 2014
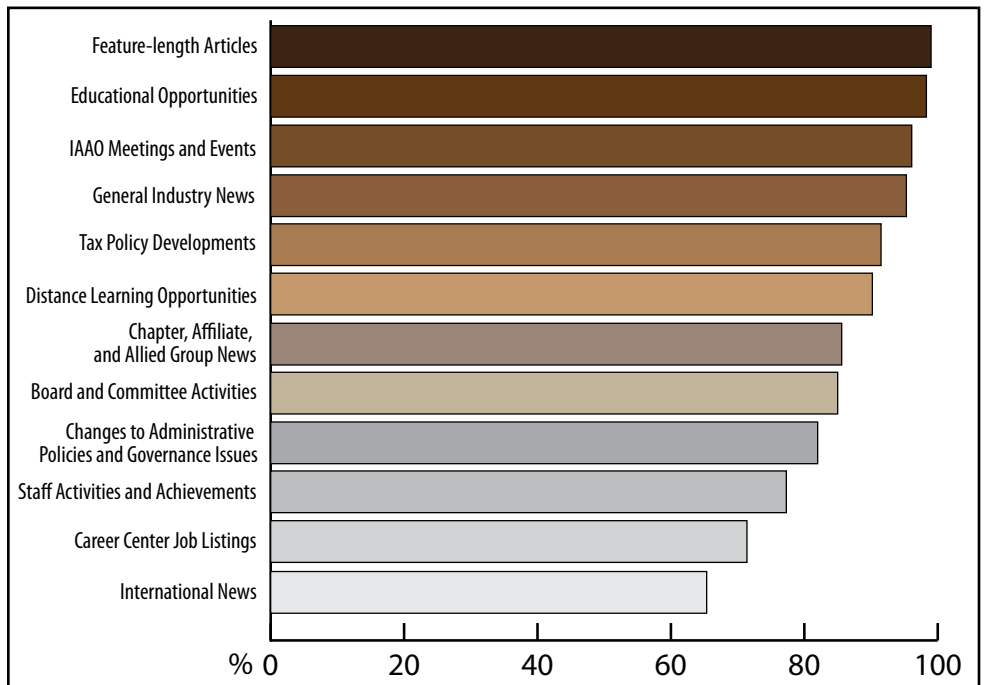
general industry news and reporting on tax policy developments since the previous survey. Resources are also being dedicated to expanding distance learning opportunities.

The overall interest in education and meetings topics is supported by website statistics that indicate the heaviest traffic is on education pages and seasonally heavy traffic on meetings pages. This interest has remained constant for the past 10 years or more and is consistent with the IAAO mission and vision statements.

IAAO Printed Materials

When survey participants were asked how often they read printed publications and promotional materials, the results were similar to those from 2010 (see table 10). As expected, the journal and technical standards fall primarily in the "occasionally read" category, because they tend to be reference materials that are called upon only for a specific need. *F&E* is read by 93.2 percent of respondents.

When respondents were asked about their level of interest in specific *F&E* content, the composite positive-interest rankings in figure 5 show feature-length articles as having the most interest. The majority of content was rated at the "somewhat interested" level. Legal Trends, Education Calendar, In the News, Tax Policy News, and Calendar of Events were rated in the "very interested" category. Clearly there is interest in education, current events, content on tax policy, and legislative changes affecting tax policy.

eBooks

A new question in the 2014 survey concerned the level of interest in eBooks. The responses yielded mixed results, as shown in table 11. Clearly, providing e-products will serve a significant segment of members, but maintaining traditional print products is also important.

When e-membership pricing begins in 2016, it will be a test of acceptance with many early adopters already embracing the choice. Meanwhile, those in the "somewhat interested" category will have plenty of time to experiment with their level of comfort with e-products and printed products will still be available. The message is loud and clear. Any transition to e-products will need to be gradual and not exclude existing communication choices.

Additional questions were asked about the level of interest in course materials in eBook format. There was strong interest in this area; however, it was still a mixed response, indicating that traditional print materials should continue to be available.

Networking

A new networking question asked whether survey respondents would be willing to provide expanded member profile information to other members. There were enough "yes" responses to indicate that enabling these additional networking opportunities would be worthwhile (see figure 6). IAAO already spotlights committee and leadership involvement and local leadership activities and participation in *F&E*, but the door is open to pursue more of these networking activities.

Table 10. Printed publications and promotional materials in 2014 and 2010

	2014		2010	
	Regularly Read	Occasionally Read	Regularly Read	Occasionally Read
Fair & Equitable	71.5%	21.7%	75.0%	20.0%
JPTAA	24.4%	50.4%	39.0%	42.0%
IAAO brochures and postcards	45.3%	32.5%	43.0%	38.0%
Technical standards	18.0%	45.5%	23.0%	41.0%

Figure 5. 2014 level of interest in *F&E* content in 2014
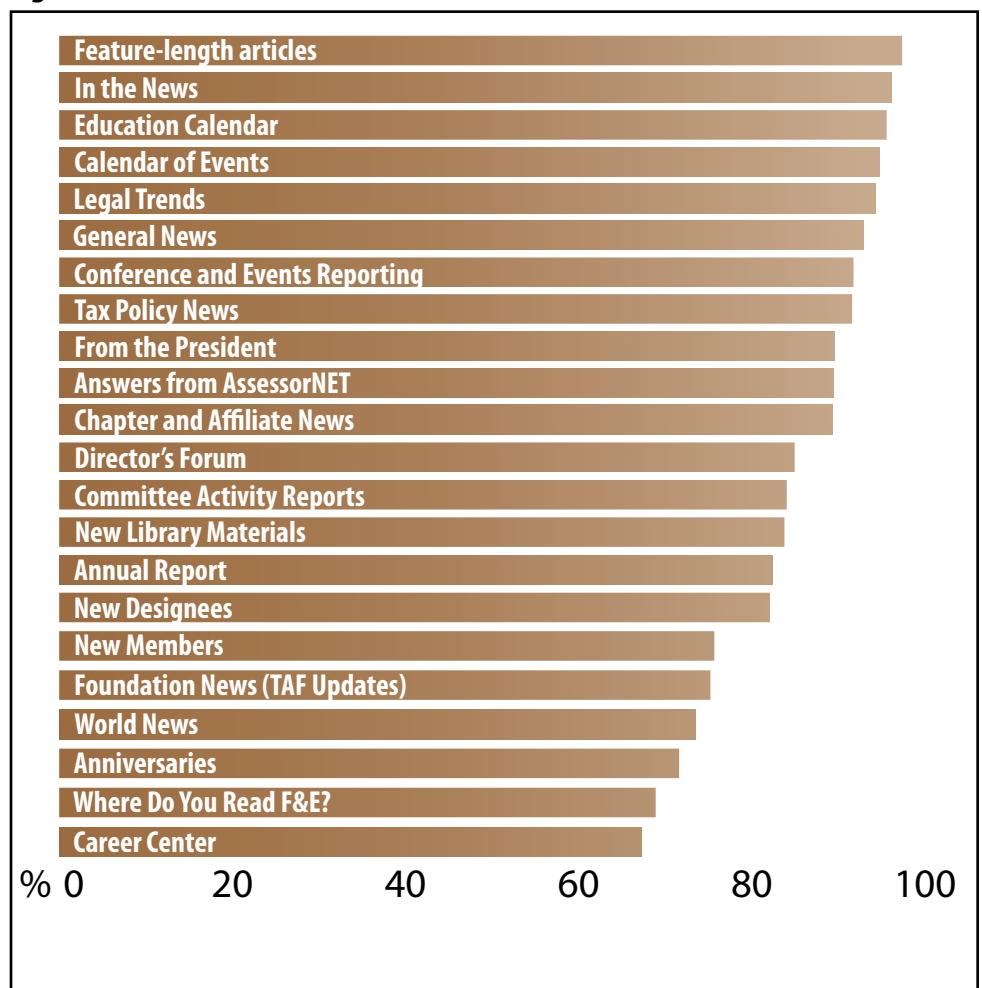
Table 11. Level of interest in e-products in 2014

	Very Interested	Somewhat Interested	Not Interested
eBooks on Macs and Windows PCs	40.9%	36.9%	23.0%
eBooks on tablet devices	38.9%	30.3%	31.0%
eBooks on laptops	39.3%	37.5%	23.2%
eBooks on dedicated readers (Kindle, Nook)	21.4%	27.0%	51.6%
Course materials on tablet devices	45.2%	28.5%	19.3%
Course materials on laptops	44.2%	32.9%	13.2%

Figure 6. 2014 willingness to share networking information in 2014
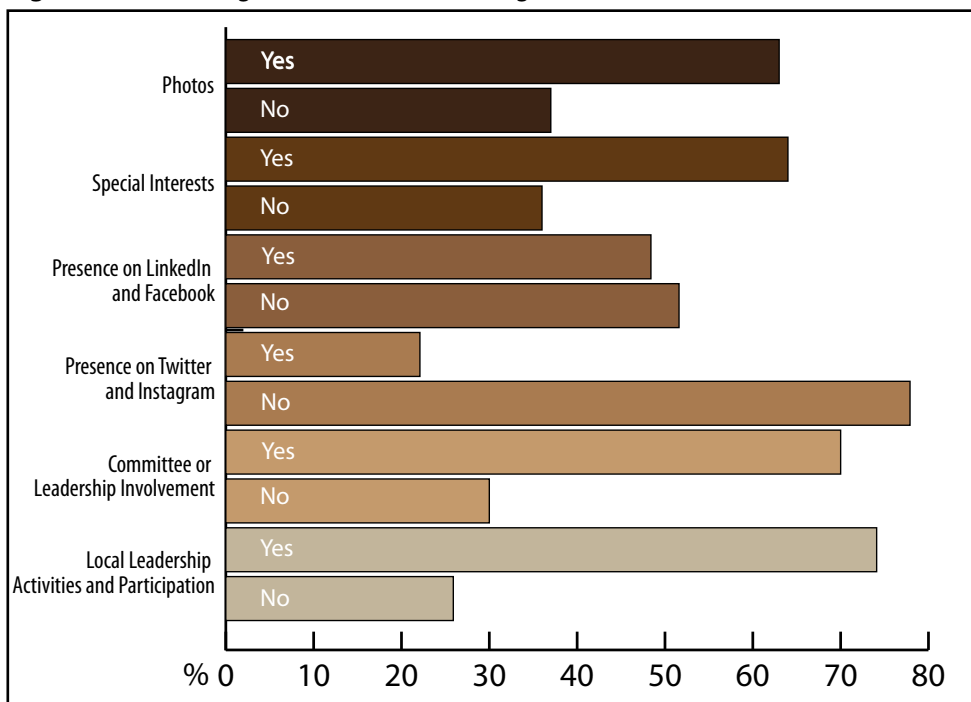
The AssessorNET discussion group, LinkedIn, and Facebook allow people to post photos of themselves. Many survey participants apparently are willing to post their photos and special interest information to aid in networking. The big "no" was sharing a presence on Twitter and Instagram, which is in keeping with the previous survey question that indicated very few survey participants use those social media outlets.

Assessing Info

Assessing Info is the IAAO e-news publication sent to members via e-mail approximately every two weeks. When asked about levels of readership, 62.7 percent of respondents indicated that they skim the publication for important content. A number of respondents (15.6 percent) indicated that they read it in full, and 6.9 percent indicated that they open it based on the subject line. Thirteen percent of respondents indicated that they do not receive the publication.

Table 12 shows the level of interest in specific topics in *Assessing Info*. More than 85 percent of respondents indicated interest in industry news, current IAAO events, and future IAAO events. There was enough interest in the other topic areas to continue developing content.

There was a clear consensus—90 percent of those who receive *Assessing Info*—that sending it every other week is an appropriate frequency. IAAO recognizes that inbox overload is a serious problem and tries to be sensitive about

sending e-mails at a frequency that is acceptable to most members.

On a related topic, survey participants were asked whether they have a preference on how candidate campaign messages are made available during annual board elections. A majority of respondents (66.5 percent) indicated that they would prefer to receive a general notice in *Assessing Info* with links to campaign messages on the website. A significant minority (33.5 percent) indicated that they would like to continue receiving campaign messages directly from the candidates.

IAAO Website

The survey asked four questions about the IAAO website. When asked, "How often have you visited the IAAO website in the past three months?" only 1.3 percent answered "daily." The majority (43.1 percent) indicated "at least once a month." Table 13 shows the responses.

Table 13. 2014 website visits over three months in 2014 and 2010

	2014	2010
Daily	1.3%	2.0%
2 to 3 times a week	5.6%	NA
At least once a week	27.6%	25.0%
At least once a month	43.1%	49.0%
Rarely	18.6%	19.0%
Never	4.3%	5.0%

Comparison of the 2010 and 2014 results indicates that website traffic frequency has remained flat. One goal resulting from the earlier survey was to increase the relevance of the website for members, which would presumably increase traffic frequency. The recent website redesign does not seem to have accomplished this goal yet. The Executive Board has directed the Communications Committee to audit the website with the continued goal of making it more useful and relevant to members. Once the audit is complete, the board will review the committee's recommendations and determine a course of action. A website committee, specifically comprising staff members, has been

Table 12. 2014 level of interest in specific *Assessing Info* content in 2014

	Very Interested	Somewhat Interested	Not Interested	Not Applicable
Ripped from the Headlines (current industry news)	48.4%	40.4%	2.2%	9.0%
Latest & Greatest (current IAAO events)	45.1%	41.1%	4.9%	8.9%
Around the Corner (future IAAO events)	43.7%	43.7%	3.6%	9.0%
Around the World (international news)	22.0%	48.4%	20.6%	8.9%
Newbies & Notables	22.5%	51.8%	15.8%	9.9%
Fun with Friends (affiliate events)	23.0%	46.0%	21.6%	9.5%
Valued Vendors (vendor news & announcements)	18.4%	51.4%	21.1%	9.1%

created to coordinate ongoing technical updates and content creation efforts within the broader goals of the board.

Library Resources on the Website

Table 14 shows mixed results when respondents were asked to evaluate library resources on the website. More than a third of those surveyed said they do not use or are not aware of these resources.

In the 2010 survey, a few questions were directed toward library resources, and a post-survey goal was to increase awareness of what is available. Since then, the online availability of library resources has increased substantially. The continuing goal of the library staff is to increase awareness of these resources so members know to look for them when they have a specific need. A variety of online tutorials have been developed to instruct members on how to effectively use this vast resource.

Other Website Resources

Similarly, a significant group of respondents stated that they are not aware of or do not use the other resources available on the IAAO website (table 15). Again, a continuing goal is to increase awareness and relevance of these website resources.

A composite view of value (column 2 in tables 14 and 15) indicates that there is interest in these resources for those people who use them.

When survey participants were polled about whether they have used selected online resources in the past three months, 75.6 percent said they have used the Course Calendar; 47.2 percent, the Member Lookup Directory and Technical Standards; and approximately 30.0 percent, Topics of Interest, Our Staff, and the *Glossary* (see figure 7).

The Future

When asked about preferred methods of communication in the future, a majority of respondents indicated that they still favor the top three methods of communication currently being used—periodicals, *Assessing Info*, and the website (table 16).

Table 16. Future communication preferences in 2014

IAAO periodicals	78.2%
Assessing Info	78.2%
Website postings	66.4%
Brochures, flyers, and promotional mailings	38.9%
Posting on social media sites	19.2%

When asked to rate level of interest in a less expensive member pricing category, which offers materials in electronic format only, 47.6 percent of respondents were very interested and 40.2 percent were somewhat interested. The Executive Board approved a new e-membership pricing category for 2016; at that

Table 14. 2014 value of IAAO Research Library resources in 2014

	Composite Ranking (Very Valuable + Somewhat Valuable)	Very Valuable	Somewhat Valuable	Not Valuable At All	Don't Know/ Don't Use
LibraryLink Catalog (members only)	66.9%	40.6%	26.3%	0.5%	35.6%
IAAO Survey Results	65.5%	23.2%	42.3%	5.0%	29.6%
Subject Guides	63.5%	27.0%	36.5%	2.3%	34.2%
InfoTrac database of journal articles (members only)	61.7%	28.8%	32.9%	2.7%	35.6%
Assessment Directories	59.9%	19.8%	40.1%	3.6%	36.5%
Ask a Librarian	59.7%	27.4%	32.3%	2.2%	38.1%
Library eBooks (members only)	58.2%	27.3%	30.9%	4.1%	37.7%
Video Tutorials	55.9%	19.1%	36.8%	5.9%	38.2%
External Links	55.9%	15.4%	40.5%	5.1%	39.1%
County and Municipal Directory database of contacts (members only)	53.6%	22.7%	37.7%	6.4%	33.2%

Table 15. 2014 value of other IAAO website resources in 2014

	Composite Ranking (Very Valuable + Somewhat Valuable)	Very Valuable	Somewhat Valuable	Not Valuable At All	Don't Know/ Don't Use
Course Calendar	86.0%	49.8%	36.2%	0.9%	13.1%
AssessorNET (members only)	80.2%	43.1%	37.1%	2.3%	17.4%
Technical Standards	76.5%	37.3%	39.2%	2.8%	20.7%
Topics of Interest Pages	75.7%	28.4%	46.3%	3.2%	22.0%
IAAO Glossary	75.4%	27.4%	48.0%	1.4%	23.3%
Member Lookup Directory (members only)	75.1%	38.0%	37.1%	3.6%	21.3%
Staff Page	73.7%	34.3%	39.4%	3.2%	23.2%
Public Service Resource Page	70.6%	16.5%	54.1%	4.1%	25.2%
Media Resource Page	65.5%	15.7%	49.8%	6.0%	28.6%

Figure 7. 2014 resources used over a three month period in 2014
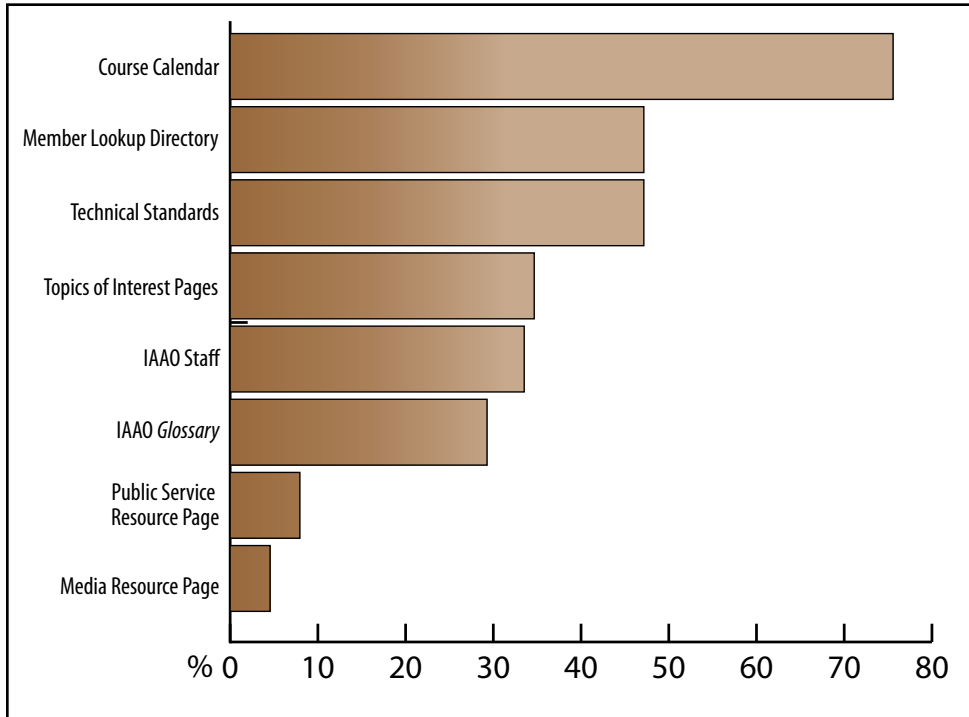
time there will be a much more accurate picture of interest in e-products.

Open-Ended Comments

A small number of open-ended comments were received; the following is a sampling of topics mentioned. Many of the comments deal with issues that are already being worked on by IAAO. All comments are being considered for future communications.

- A request for year-to-year listing of nondisclosure states on the website.
- Concerns about being able to download eBooks and receive IAAO communications at work because of firewall issues.
- Requests for more links to free data on the Internet and the development of resources to share data with across jurisdictions.
- A question about redundancy across communications channels and a request for guidance on where to go for specific types of information.

- Several requests for more communication about the resources that IAAO offers and the need for a stronger message about the value of membership.
- A suggestion that IAAO further raise its public profile—this has been a goal of IAAO for several years now.
- A suggestion to request commentary about the value of commercial property data sources such as Zillow.
- A request to return staff photos to the website.
- A calendar of events on the website—this suggestion is already being explored for the next website update.
- An easier way to collect and track information about courses taken and courses still required for designation purposes—this suggestion is already being worked on.
- Shorter more concise articles.
- Increased interaction among designation candidates, such as sharing of experiences and resources to help with written demos.

- The addition of links to web pages in *Assessing Info* to make it easier to find out what resources are available.
- Request for shorter and more concise e-mail messages.
- A request for more updates on networking and volunteer efforts in the assessment community.
- Consideration of a trial membership period for nonmembers and students to explore IAAO online resources—this suggestion has already been implemented once and may be considered again.
- Request for easier access to library resources.

Summary

The 2010 Survey of IAAO Communications Practices provided fundamental feedback about how members want to communicate. The follow-up survey in 2014 affirmed many of the initial responses and enabled IAAO leadership and staff to identify trends in communication practices that can be acted upon to ensure the association continues to meet its members' needs.

The purpose of the Communications Committee is to:

(1) provide oversight and direction for IAAO periodicals, electronic publications, and the IAAO website;

(2) work in conjunction with other appropriate committees in the development, maintenance, and continuity of education materials; and

(3) provide recommendations for better communication between the staff, board, committees, and members.

Communications Committee members in 2014, at the time of the survey, were Manual Gallegos, Chair, Rebecca Malmquist, CAE, Tiffany Opheikens, RES, Sheila Crapo, Bill Wetzel, Wendy Lawrence, Chris Bennett, Staff Liaison