CDNet Email Subscriber Survey 2014

Short report on the survey of the

Community Development Network of the ACT & Region's

email list subscribers

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Executive Summary
CDNet Email Subscriber Survey 2014

This report summarises the feedback from subscribers to the Community Development Network of the ACT & Region's email list. An online survey using *SurveyMonkey* was sent to the 2300+ email subscribers in October 2014, with 154 (7%) completing the survey by November 2014.

A fuller report is available from the CDNet website (www.cdnet.org.au) and survey results can also be viewed at https://www.surveymonkey.net/results/SM-6C22H3WL.

Key survey findings

- Over 50% of respondents have used CDNet for more than 3 years
- 40-50% of the messages on CDNet were relevant to just under a quarter of email list subscribers
- All focus areas of interest provided were ticked by at least 25% of respondents, with over 60% interested in community development and mental health, and 50% interested in training opportunities and events
- About half the respondents post emails and half do not
- About 70% of respondents said CDNet saved them time on advertising and publicity
- 60% thought CDNet saved them money on advertising and publicty,with estimations of $50-$600 saved per month
- Respondents were equally divided on whether their organisation would be prepared to pay a subscription to CDNet, with limited or no funds mentioned by some
- Estimations of what might be a reasonable subscription rate ranged from less than $25 to $50 a year, with some suggestions for a sliding scale
- What people liked about CDNet was primarily the information; being up-to-date with what is going on in the community sector and the simplicity of the email system were also valued
- One third said finding out about training, jobs and information for clients helped them achieve their goals and quarter said the email list helped them disseminate information. 50% of posts are about events, a quarter about training and 22% about job opportunities
- A large majority aim to reach the broad community sector organisations and workers and a quarter aim at the general public

Regarding suggestions for improvement to the email list, a substantial number (54) had no suggestions for improvement or thought it worked well. The most frequent comments (21) were about the number of unsubscribe messages that go the wider email list, despite the regular messages informing subscribers how to unsubscribe. Chief suggestions were to improve formatting and layout, access to messages and attachments through hyperlinks and filters, and the manage subscriptions system. Suggestions for user education included using the daily digest, not posting unsubscribe messages on the list, not 'replying all', clearer emails and subject headings, less repetition and shorter messages.

About half the respondents had accessed the website and half had not. There were 22 suggestions for improvement.

How long have people been using the CDNet email list?

Over 50% of respondents have used CDNet for more than 3 years. The remainder are evenly spread between 2 years, 1 year and less than 6 months.

What percentage of messages do subscribers find relevant?

- For a small number (9, or 6%), more than 60% of the messages were relevant
- 40-50% of the messages on CDNet were relevant to 24% of email list subscribers
- 20-30% of messages were relevant to 27%
- 10-20% of messages were relevant to 28%
- For 15%, less than 10% of messages were relevant to them.

What are subscribers' main focus areas of interest?

All focus area options provided were ticked by at least 25% of respondents. The following list shows the percentages of focus areas ticked:

- ✓ 65%—Community development
- ✓ 60%—Mental health
- ✓ 50%—Training opportunities and events promotion
- ✓ 46%—Disability
- ✓ 43%—Health
- ✓ 42%—Employment opportunities
- ✓ 38%—Multicultural
- ✓ 32%—Older people
- ✓ 32%—Youth
- ✓ 28%—Aboriginal and Torres Strait Islander
- ✓ 26%—Gender

Other categories were added by 18 people and included: Alcohol Tobacco and Other Drugs (ATOD) (3 comments); Environment (2) and Families (2). Other focus areas mentioned once each were: asylum seekers, community arts, education, homelessness, housing, LGBTI, low income households and volunteering.

How often do people post messages?

About 50% are mainly 'listeners'—or receivers of information and 50% who post emails:

- Of the 'listeners', 27% never post, a further 17% almost never post, and 7% post once a year.
- 8% post once a fortnight and 3% once a week – the 'heavy users', and 10% post once of month or once every 6 months respectively. Almost one fifth (19%) post every three months.

Does the CDNet email list save time on advertising/publicity?

About 70% of respondents said CDNet saved them time:

- 'a great deal of time (25%), 'quite a lot of time' (24%), and 'some time' (29%)
- 15% were 'not sure', and
- 7% (9 people) did not feel CDNet saved them time.

Does CDNet save money on advertising/publicity?

60% thought CDNet saved them money:

- 'A great deal of money' (16%), 'quite a lot of money' (19%), and 'some money' (26%).
- A quarter (26%) were 'not sure'.
- 13% did not think it saved them much or any money.

24 (16%) responded to the question, '*If you answered yes, can you roughly estimate how much money CDNet saves you on publicity on average per month?*' Estimations of savings per month varied from $50-$600 a month.

Would organisations be willing to pay a subscription to CDNet?

Only 6% (8 people) gave an unequivocal 'yes' to this question, and 10% (12 people) said 'definitely not', and

An equal proportion of those who answered this question said their organisation would 'probably' and 'probably not' be willing to pay a subscription to CDNet: 52 (41%) said probably and 54 (43%) said 'probably not'.

Of the 35 peopled who added comments, 15 effectively elaborated on 'no', and limited or no funds were mentioned by 10 people. Five commented further on 'yes' – 2 of these for personal use, while 5 were not sure.

What would be a reasonable subscription rate per organisation per year?
About a third (34%) of respondents thought 'less than $25 a year' was a reasonable subscription rate, and another third (33%) thought '$25 a year' reasonable. 24% thought '$50 a year' (24%).

Of the 36 who commented, 15 people effectively said 'none'—largely due to lack of funds or willingness to pay, A further 5 said it would 'depend'—on the size of the organisation, their funding or the subscriber's capacity. For example, 2 people thought $100 would be reasonable for a large organisation. In similar vein, 5 mentioned options such as a sliding scale, having both organisational and individual fees, or no fees for individuals and small not-for-profit groups.

What do you like about the CDNet email list?

146 people (94% of respondents) made comments.

66 people (45% of comments) mentioned *information* (53) or *being informed* (13). Of these, 14 noted the broad range of information – opportunities, as one said, not seen elsewhere. Information about jobs was important to 19, and training to 15.

15 used words like *keeping up-to-date* and *in touch* and 13 valued the *quick, simple and easy to use* nature of the email list and the *access* it provides to the community sector.

What goals does CDNet help people to achieve?

132 comments covered the following themes:

- 45% of those who commented (59 people) mentioned variations on **being informed and up to date:**
    - *Keeping abreast and in touch (24), keeping up to date (8); know what's going on in the sector (9); being informed (10), awareness (8)*
- 35% (46) spoke of '**finding out about'**: training (16), Jobs (14), information for clients (12), personal development (4)
- 28% (37) achieved their goals through **advertising/promoting/disseminating information** about activities, events, jobs, training, programs, workshops, etc.
- 20% (26) used words like **networking** or **connecting**
- 17% (22) were helped towards their goal by **information in general** (8)—about programs, projects, workshops, seminars or conferences (10) and events (4)
- Similarly, 12% (16) used the words **access** (10) or **opportunities** (6) regarding activities, events, jobs, training, information, support services for clients and workshops

What do subscribers most post messages about?

The following themes represent what 63% of all 154 respondents post messages about:

- 50% of those who commented said they most frequently post messages about **events**
- 24% posted about **training**
- 22% posted about **job opportunities**
- 17% posted about **programs**, and
- 18% posted about a variety of the above.

What is the audience that subscribers mainly want to reach when they email CDNet?

The survey results indicate that most people who post messages are aiming for the broader community sector rather than specific sub-sectors:

- A large majority (61%) of those who commented were aiming to reach the broad community sector organisations and service providers, particularly its community workers directly (28%).
- A third of the comments mentioned particular sectors, though the percentages were relatively small, for example: disability (7%), health (6%), mental health (6%), youth (6%) and AOD (3%).
- 22% of the comments said they were aiming at the broad community or public.
- 9% were trying to reach clients, families and carers through the sector workforce.

What improvements would subscribers like to see in the CDNet email list?

This question was inadvertently repeated in the survey: 94 answered the first question, and 75 the repeat question. All substantive comments have been included in this analysis. However, as some people will have commented in both questions, it is not possible to estimate percentages of respondents. Thus relative frequencies of comments only are given.

54 of the comments either had *no suggestions for improvement* (21) or conversely, asserted that they thought the email list *worked well as it was* (33).

Suggestions for improvement fell into two broad themes:

> ➢ **Improving the system from CDNet's side** (improving access to messages and attachments, improved formatting and layout, categories or filters, improving the manage subscriptions system)
> ➢ **User issues and education** (using the daily digest, not posting unsubscribe messages on the list, not 'replying all', clearer emails and subject headings, less repetition and shorter messages)

Better access to messages, attachments and the archives was a major theme in suggestions for improvements by CDNet along the following subthemes:

a) A relatively high number of people (20) thought CDNet could improve its formatting and layout.
b) Attachments could be easier to attach and access directly from the email rather than having to go through to the website (12 comments)
c) Hyperlinks from the list at the top of the daily digest to the messages would be easier than having to scroll down (12 comments)
d) Helping people to manage the volume of emails in various ways, such as using the daily digest or allowing people to filter by subject categories

The most frequent comments (21) were about **the number of unsubscribe messages** that go the wider email list. Some people acknowledged that there is a **user/education issue** in that CDNet regularly informs subscribers how to unsubscribe. However, some people felt the unsubscribe process could be improved, for example, by having an unsubscribe link at the foot of every email. A few suggested **screening** unsubscribe messages might address the problem.

Several respondents, aware that problems lie with the users rather than CDNet, suggested ways to keep addressing the need to educate users. Specific suggestions to improve users' email protocols included instructions about: repetition of messages, Reply All messages, clearer email content and subject headings, and shorter emails.

The CDNet website

Have people ever accessed (or tried to access) CDNet's website?

About half had accessed the website and half had not. There were 30 comments:

- 9 people saying they did not know that the website existed
- 4 found it 'good'
- 2 said it was not 'user-friendly' and 3 people had problems with their password – finding or remembering it, or seeing needing a password as a barrier
- 1 person found finding attachments on the website frustrating
- 1 said their browser said it was a risky site
- 1 person thought a well-designed CDNet website would be a boon for networking.

Do subscribers have any suggestions for improvement to the CDNet website?

Of the 48 replies to this question, 16 were 'no' suggestions for improvements, and 5 were comments about the email list rather than the website. A further 5 had not yet used the website. The following themes are from the remaining 22 suggestions.

- Five respondents thought the website was basically OK—or *'functional'* as one put it—as it is:
- Three people thought the website definitely needed redesigning, two suggesting a complete 'design overhaul' or 'revamp':
- More specific suggestions for improvements included:
  - Improving the visual 'look', through more colour and photos, and looking at examples of other websites
  - Updating the content, much of which is out of date.
  - Having more links
  - Having a guidelines section
  - Improving the unsubscribe instructions and access to attachments (two people mentioned having problems on the website with changing their email subscription options)
- The option of other organisations uploading information on the website.

The email list is a great service - just needs a better user interface.

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1. Introduction

The Community Development Network of the ACT and Region has been supporting the community development sector since 2004[1] through the following roles and functions:

- To provide a support network for community development practitioners and those interested in community development principles and practices;
- To share and disseminate information, and facilitate discussion and debate on current trends, good practice, activities and other information relevant to community development;
- To provide information to government and non-government organisations and community groups on the role of community development in providing a sound foundation for healthy and sustainable communities; and
- To provide opportunities for learning through seminars, workshops and conferences.

The ACT Government's Health Directorate [2] has provided a small annual grant every year to CDNet to cover the following activities:

1. a Working Group to oversee and coordinate the activities of the CDNet;
2. the employment of a secretariat position to support the CDNet Working Group;
3. two to four forums/workshops per year; and
4. distribution of emails to the CDNet and maintenance of the CDNet website.

This report pertains to point 4 – and particularly to evaluating CDNet's email list, which aims to provide an accessible communication medium for the community sector to support their work – paid or voluntary.

1.1   A survey of CDNet's email list subscribers

In October 2014, as part of its 2013-16 strategic plan, CDNet sought feedback from its email list subscribers in order to:

a) find out more about its subscribers' needs and how well the email list meets those needs
b) develop the email list and website to meet those needs, and
c) provide evidence to government and other potential sponsors on the merits of continued funding for the CDNet email list.

To these ends, an online survey using *SurveyMonkey* was sent to the 2300 email subscribers in October 2014, with 154 (7%) completing the survey by November 2014.

See **Attachment 1** for a copy of the survey questions.

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[1] *Community Development Network – a potted history* covers the period 2003-14 and is available at
http://cdnet.org.au/images/stories/Community_Development_Network_a_potted_history.pdf.
[2] In 2014-15, the grant was shared between the ACT Health and Community Services Directorates.

1.2   Report structure

Recognising that readers have limited time, this short report summarises the key findings of the survey together with some selected quotes to give some of the richness and tone of people's comments.

The report is divided into two broad sections.

Section 2 summarises the quantitative questions, accompanied by charts and tables.

Section 3 analyses the themes arising from the qualitative questions in the survey, together with a selection of quotes.

Section 4 addresses questions about the CDNet website.

For those who are interested, a longer report contains the full data from the survey.

The survey results may also be viewed directly from the SurveyMonkey website at
https://www.surveymonkey.net/results/SM-6C22H3WL/

Both reports are available from the CDNet Website: www.cdnet.org.au

For further information, please contact secretariat@cdnet.org.au

- *Wish I had known about it sooner. It is a great info source.*
- *The CDnet has transcended all expectations of a subscriber email connection for the ACT community sector.*

2   Quantitative questions

2.1   How long have you been using the CDNet email list?

Over 50% have used CDNet for more than 3 years. The remainder are equally spread between 2 years, 1 year and less than 6 months. There were 14 comments, five of praise, five describing how they have continued using the email list from job to job, or since being a student. Three said they go on and off the list depending on their job or role.
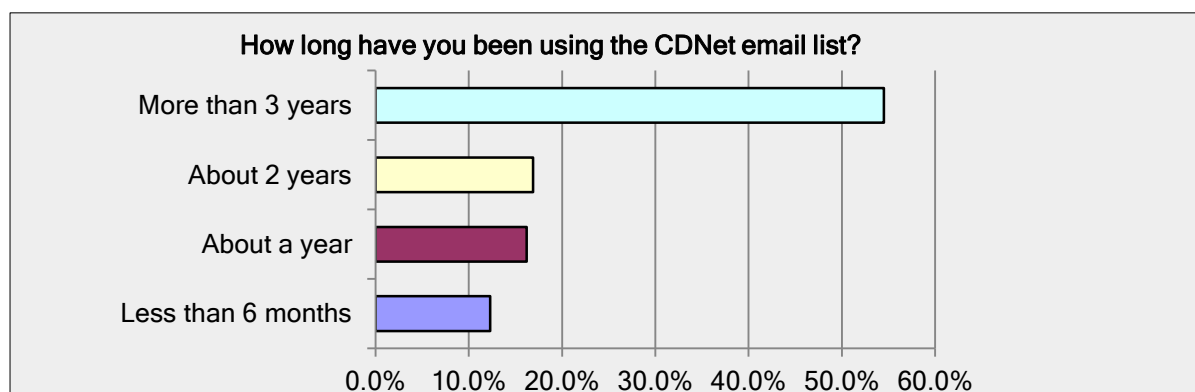
Figure 1: How long have you been using the CDNet email list?

2.2   What percentage of messages on CDNet are relevant to you?

Over a quarter (28%) of the respondents found 10-20% of the messages relevant to them, and another quarter (27%) said 20-30% were relevant. Just under a quarter found 40-50% relevant.

For a small number (9, or 6%), more than 60% of the messages were relevant. For some (15%), less than 10% of messages were relevant to them.

Table 1: Percentages of relevant CDNet messages

% of messages relevant	% of respondents
10-20%	27.6%
20-30%	27.0%
40-50%	23.7%
less than 10%	15.1%
Over 60%	5.9%
0%	0.7%
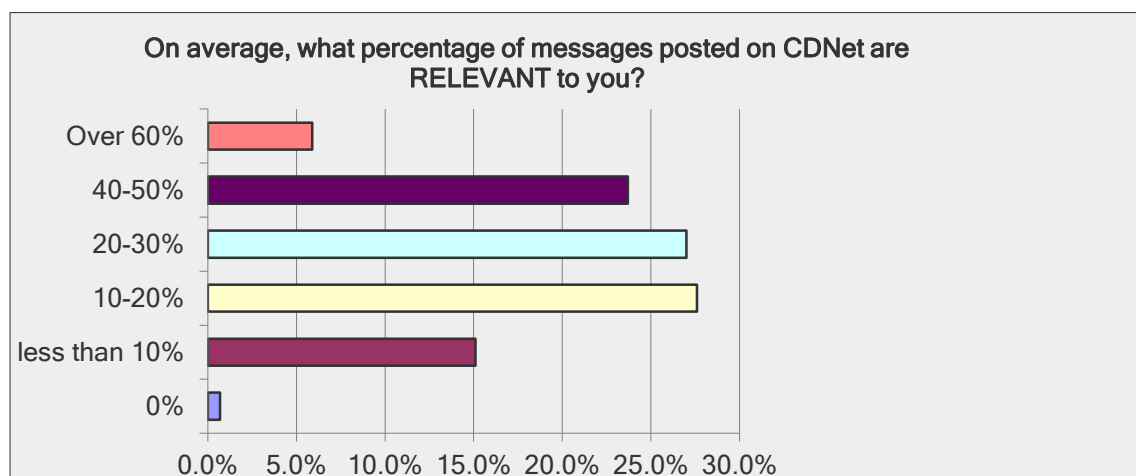
Figure 2: Percentage of relevant messages on CDNet

There were 33 comments under the following themes, all but one positive about the value of messages that were not directly relevant to them. Two mentioned that they would rather have too much than not enough.

Table 2: Themes about relevance of CDNet messages

Theme	No. of comments under theme
Still good to know what's going on/interesting	11
Don't mind if not relevant	5
All	3
Forward to others	3
Scan, browse, sift	3
Digest	2
Jobs	2
Depends	1
Unsubscribe messages annoying	1

- *These are really important and useful though. Don't be put off by the size.*
- *This in no way diminishes the importance of receiving the communiques in this 20-30 per cent group. Other messages may have peripheral interest which is useful to have on the radar.*
- *I like to see what's going on even if it's not relevant to me*
- *No problem to delete ones that aren't relevant. Rather have more info than not enough*

One person clearly does not realise there is the digest option: *My inbox is flooded each day, I'm wondering if there's a more systematic approach where the amount of emails can be reduced?*

2.3   Focus areas of interest for you or your organisation

All focus area options were ticked by at least 25% of respondents. 65% noted community development – which is encouraging. A high 60% ticked 'mental health'. Training opportunities and events promotion were a focus for over 50%. Disability and health were important to 46% and 43% respectively. 42% noted employment opportunities. About a third were interested in multicultural, older people and youth, respectively, and close to a quarter each in Aboriginal and Torres Strait Islander and gender.

Other categories added by 18 people were: Alcohol Tobacco and Other Drugs (ATOD) (3 comments); Environment (2) and Families (2). Other focus areas mentioned once each were: asylum seekers, community arts, education, homelessness, housing, LGBTI, low income households and volunteering.

Table 3: Focus areas of interest ticked by respondents

Focus area of interest	% of respondents
Aboriginal and Torres Strait Islander	28%
Community Development	65%
Disability	46%
Employment opportunities	42%
Events promotion	53%
Gender	26%
Health	43%
Information	53%
Mental health	56%
Multicultural	38%
Older people	32%
Training opportunities	54%
Youth	32%
Other	18%
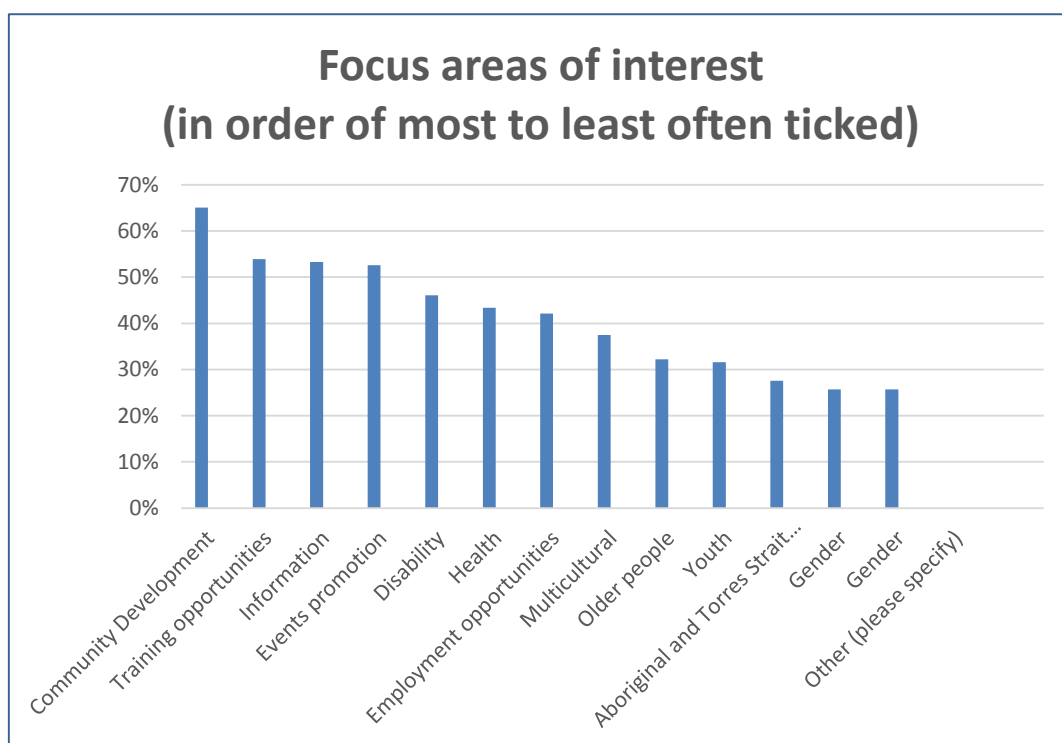
Figure 3: Focus areas of interest of subscribers

2.4   How often do you post messages on CDNet?

A quarter (27%) of subscribers never post, and a further 17% 'almost never'. We might add the 7% who post once a year to this group, that is, about 50% are mainly 'listeners', or receivers of information.

Almost one fifth (19%) post every three months, and 10% post once of month or once every 6 months respectively.

8% post once a fortnight and 3% once a week – the 'heavy users'.

Table 4: Frequency of posting emails on CDNet

Frequency of posting messages on CDNet	% of respondents
Once a week	2.6%
Once a fortnight	7.8%
Once a month	9.8%
Every three months	19.0%
Once every 6 months	9.8%
Once a year	7.2%
Almost never	17.0%
Never	26.8%
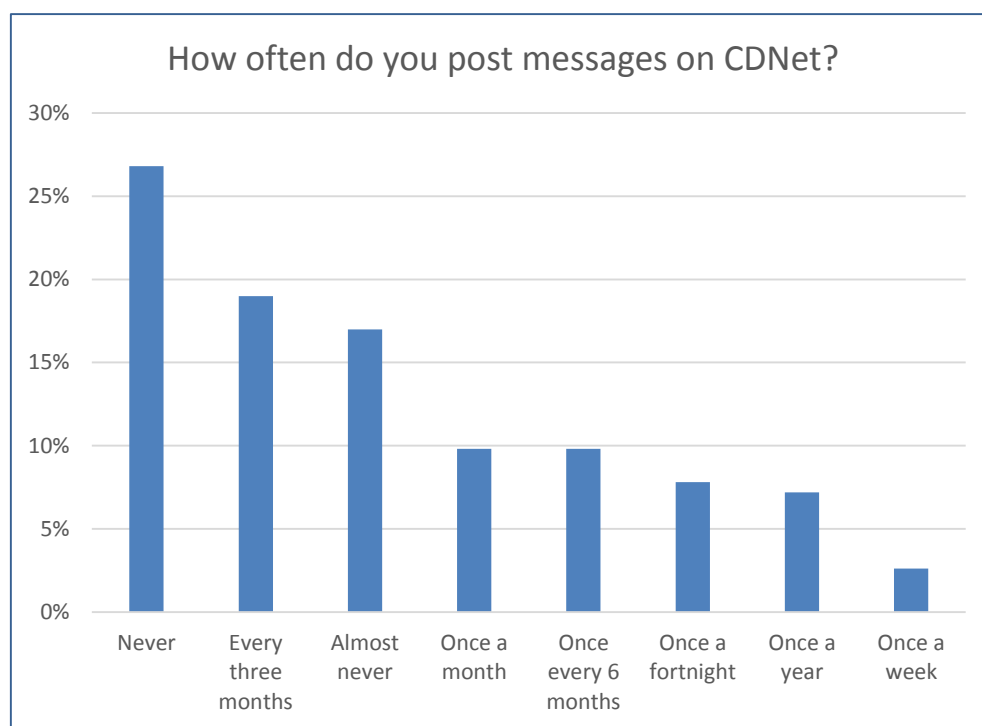
Figure 4: Frequency of posting messages on CDNet

2.5   Do you think the CDNet email list saves you TIME on advertising/publicity?

About 70% of respondents say CDNet saves them time - 'a great deal of time (25%), 'quite a lot of time' (24%), and 'some time' (29%). 15% are 'not sure'. 7% (9 people) did not feel CDNet saved them time.

- *A few seconds, and I reach all the networks I need to in one action. It's so hassle-free. Compare this to organising ads in the Canberra Times or Chronicle.*
- *I don't know how else we could reach the target audience.*
- *We surveyed where most of our workshop registrations have been from and our mailing list gave us the highest number of registrations followed by promotional material at expos/forums with CD Net coming in third.*
- *Yes, but depending on how many things are posted the same day, the message can get lost in the flood of other information.*
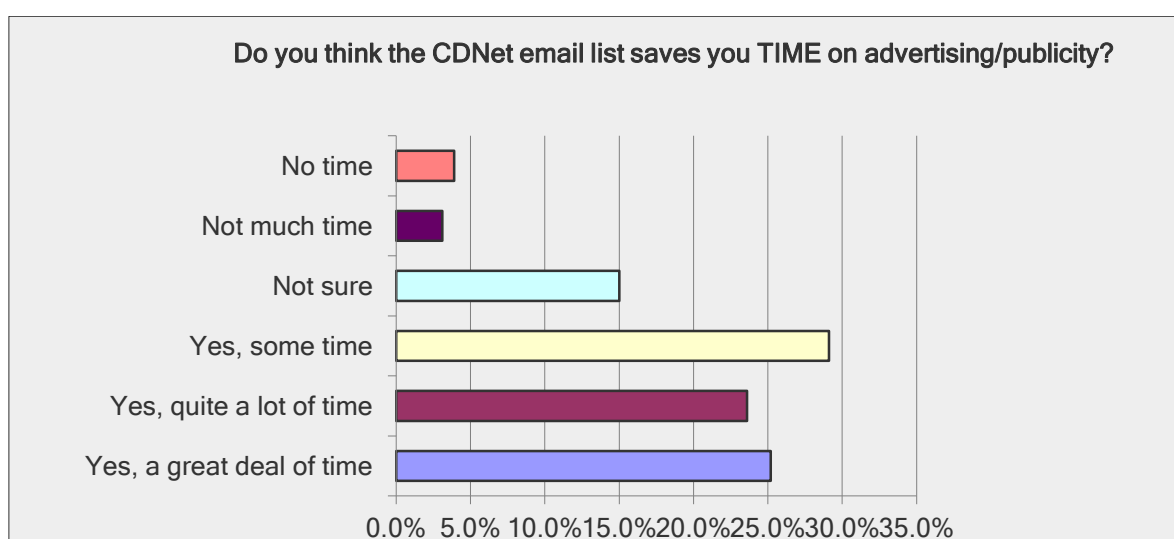
Figure 5: Does CDNet save time on publicity?

2.6　Do you think the CDNet email list saves you/your organisation MONEY on advertising/publicity?

60% thought CDNet saved them money: 'a great deal of money (16%), 'quite a lot of money' (19%), and 'some money' (26%). A quarter (26%) were not sure. 13% did not think it saved them much or any money (17 people).

24 people commented on the sub-question: If you answered yes, can you roughly estimate how much money CDNet saves you on publicity on average per month? Estimations varied from $50-$600 a month.
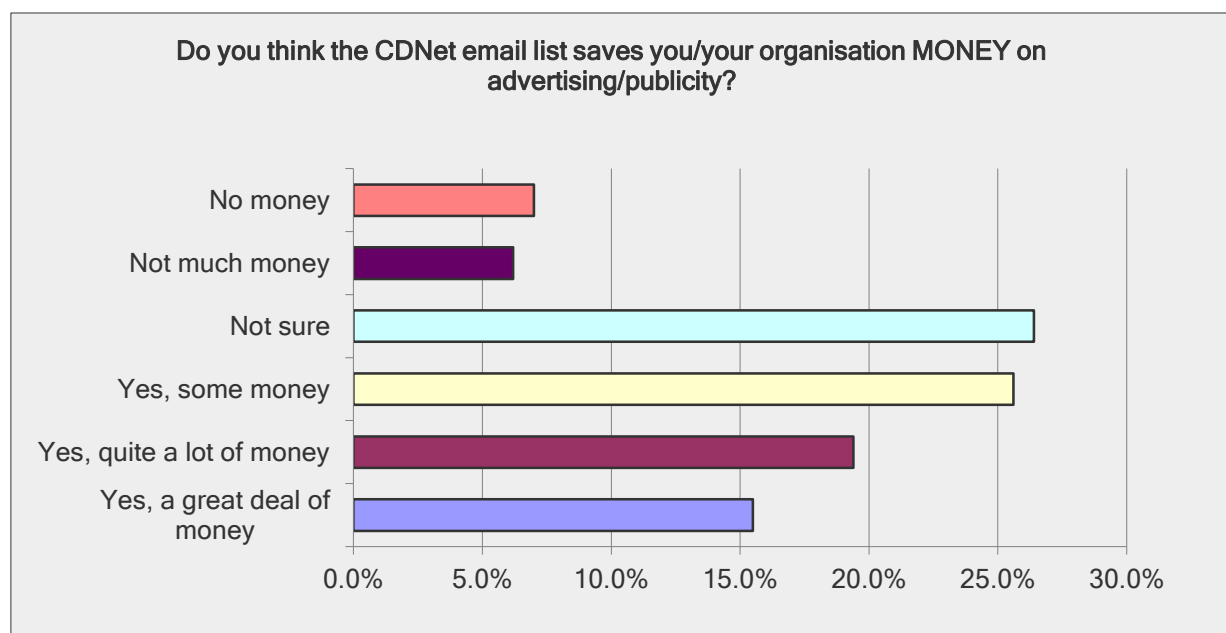
Figure 6: Does CDNet save money on publicity?

- *(very roughly) $100-$150*
- *$100 (averaged from occasional usage that would have incurred costs of say $1200 in a year)*
- *$600*
- *Unsure, but paid print ads can cost us $300 - $1500!*
- *Don't advertise that frequently, yearly would be hundreds*
- *The Canberra Times is VERY expensive and not very effective. Ditto the Chronicle.*
- *It's about getting the word out, not about saving money. Without CDNet more wouldn't be spent, publicity would just be less effective.*
- *Need to pay for the other services anyway, this helps to reach more people though*
- *Again, not so much time or money, but invaluable to be able to connect with the community sector in Canberra (we usually also pay for advertising when recruiting).*
- *Well it's the only advertising we use that targets whole community rather than our list of specific agencies and organisation*
- *Don't know figure. If wasn't for CDNET message wouldn't get out as no money for promotion*
- *For example we only advertise in cdnet and our own bulletin when advertising project work because people with experience will see it*
- *When we use it I hope it will give us a wider view and save us some advertising dollars*

2.7   Do you think your organisation would be willing to pay a subscription to CDNet?

Only 6% (8 people) gave an unequivocal 'yes' to this question. Roughly equal numbers said 'probably' (52) and 'probably not' (54). 10% (12 people) said 'definitely not'.

Table 5: Willingness to pay a subscription to CDNet

If you belong to an organisation that benefits from CDNet's email list, do you think your organisation would be willing to pay a subscription to CDNet?		
Answer Options	Response Percent	Response Count
Yes	6.3%	8
Probably	41.3%	52
Probably not	42.9%	54
Definitely not	9.5%	12
You may like to add a comment on this question.		35
answered question		**126**
skipped question		**28**

35 peopled made comments.

Table 6: Comments on subscriptions to CDNet

Themes	No. of comments per theme
No − organisations (limited or no funds 7)	15
Not sure (5)	5
Yes – org (3) personal (2)	5
Minimal (3) − limited funds (2) − sliding scale (1)	3
How would it apply to or effect Individuals	2
Depends	2
Might lose users	1
Worth funding if needed	1

15 effectively elaborated on 'no' in their comments, and 5 on 'yes' – 2 of these for personal use. 5 were not sure. Limited or no funds were mentioned by 10 people.

- *I am with ACT Health, and I know other staff who use it find it beneficial also. I am sure the ACT Gov't would be willing to pay for it.*
- *As a NGO our funds are very limited and I don't see them agreeing to pay for this.*
- *It is successful because it is a free service. Requiring Payment would ruin it.*
- *If it became subscription based would probably lose a lot of users, and would become less useful for us*
- *It's not only organisations that subscribe, individuals and volunteer unfunded support groups also subscribe. There are many groups that simply cannot afford to pay. cdnets value is because its free and accessible to everyone*
- *I find this hard to answer for the organisation - but the benefits mean that wouldn't want it to cease because of lack of funds.*
- *Definitely worth further conversation*

2.8   What do you think would be a reasonable subscription rate per organisation per year?

91% thought a subscription of less than $50 a year would be reasonable: 'less than $25 a year' (34%), '$25 a year' (33%) and '$50 a year (24%).

There were 36 comments: 15 people effectively said 'no' – largely due to lack of funds or willingness to pay. 5 said it would depend on the size of the organisation, their funding or the subscriber's capacity. For example, 2 thought $100 would be reasonable for a large organisation. In similar vein, 5 mentioned a sliding scale, or both organisational and individual fees, or no fees for individuals and small not-for-profit groups.

Table 7: Comments on reasonable subscription rates

Themes	No. of comments per theme
No - no spare funds	15
Depends	5
Sliding scale - Eg. Pro rata for size of org, individuals free, or both org & indiv fees	5
$50 (1) $100 (2) - Eg $100 for govt/large orgs	3
Free best for small NFP groups CD low pay – free is good	2
Minimal	2
Yes- for org including all staff	2
Don't know	1

- *Applying a subscription may fundamentally change the nature of the service - I'd say if possible avoid any subscription process*
- *I don't believe we would remain with CDNET if there is a subscription fee involved.*
- *Truthfully, if it's about cost then we can't do it*
- *I do not want to pay as there is no control over who we are targeting. It is a blanket email bounce system. No guarantee results or reach*
- *The quality of the service would need to improve if there was a subscription rate. I can foresee that people would stop subscribing.*
- *This site is about community development, an area of low pay and hard work.... grin... would be good to see this service continue to be provided for free so that all of the community can benefit not just those who can pay.*
- *Maybe have both organisational and individual subscription available*

Two comments were a bit puzzling:

- *Never having paid to advertise I don't think CD offers more than the pretty extensive and free network (s) we have already.*
- *It could go much higher than $100 a year, if you break it down to cost per email.*

3 Qualitative questions

The full range of comments are recorded in the longer version of this report. Here a summary of the main themes and a few selected quotes are given.

3.1 What do you like about the CDNet email list?

146 people (94% of respondents) made comments: 53 mentioned '*information*' and 13 being '*informed*'; of these, 14 noted the broad range of information – opportunities, as one said, not seen elsewhere. Information about jobs was important to 19, and training to 15.

15 used words like keeping up to date and in touch and 13 valued the *quick, simple and easy to use* nature of the email list, the *access* it provides to the community sector. Its wide reach was noted by 6, and a further 6 highlighted the current, daily or immediate nature of the information. The digest option was mentioned by 6, and 5 talked of the wide reach of the email list. 4 people noted the value of one place for sending and receiving messages.

Table 8: What people like about CDNet

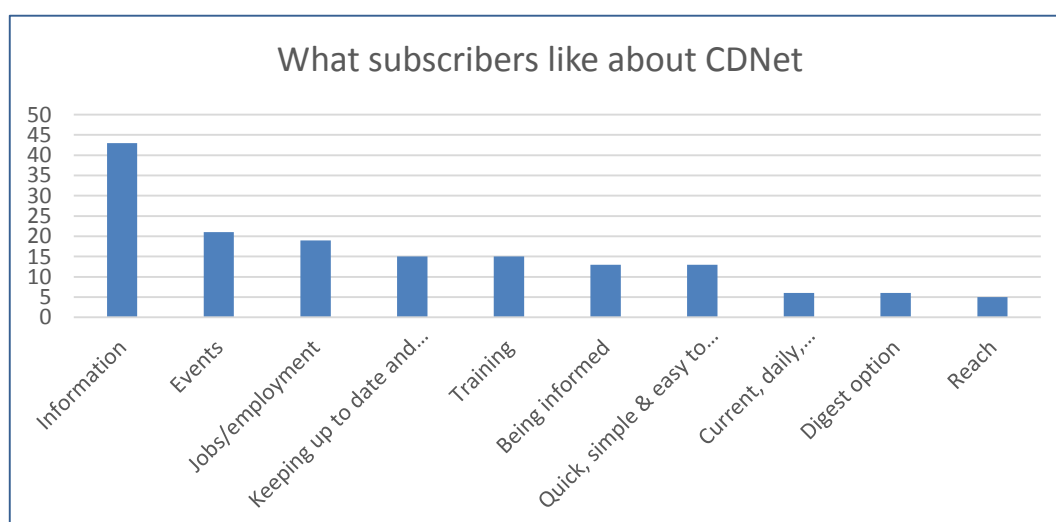| Themes	No. of times mentioned	% of 146 comments
Information	53	29%
Events	21	14%
Jobs/employment	19	13%
Keeping up to date and in touch	15	10%
Training	15	10%
Being informed	13	9%
Quick, simple & easy to use access	13	9%
Current, daily, immediate	6	4%
Digest option	6	4%
Reach	5	3%

Table 9: What subscribers like about CDNet

- *The possibility of connecting with almost everyone in the community sector in one email. Shared information, value communication and free promotion for an under-resourced sector.*
- *It puts all messages into one place*
- *Information about community events etc. in one place*
- *I like the fact I can see a variety of community based projects/ information in one place and because it is emailed to me, I remember to look at it.*

- *Shared information, value communication and free promotion for an under-resourced sector.*
- *It's a quick, comprehensive reference for a broad range of relevant community sector topics.*
- *Quick way to get 'what's on' in the sector every day.*
- *Broad reach. I come across info on CDNet that I haven't seen in other lists and newsletters*
- *Great place to advertise community events/activities*
- *Great way for sharing and receiving information*
- *It is a good info source of a wide range of services, activities and events in the community. It saves me time by not having to search for things.*
- *I find out about things I wouldn't know about otherwise, both related to work and things that interest me personally.*
- *Keeps me in the loop – services for clients, professional development for self*
- *It's Free - and it reached the people I want to communicate with, keeps you in touch with what's happening across broad community sector*
- *There are so many different things coming through and it is a good way to keep in touch with what is going on*
- *Capacity to quickly browse topics and access only what I want without have to scroll through everything. It reaches the audience that I want to talk to*
- *The variety of information and the feeling of community. The inspiration that comes from lots of people doing good things!*
- *I read and utilise content from the list most days. It keeps me informed and the work of other organisations and their activities*
- *For our service it has been an incredibly effective communication/marketing tool for a small local audience, at no cost to us (Thank you!)*
- *Helps NGOs find new staff. Only real free source of info about training & other info*
- *Opportunity to promote upcoming training/workshops and career opportunities. Also keeps me aware of community programs*
- *Keeps my organisation informed about relevant community activities and opportunities including training and participation and employment opportunities that might otherwise be missed*
- *It allows me to reach a greater number of people than I would normally have access to*
- *Can reach a large range of people and also hear about what is happening in other organisations*
- *The fact that it reaches the Canberra community*
- *Being able to find opportunity that aren't advertised anywhere else*
- *It's huge and it's seriously community based.*

3.2   What goals does CDNet help you achieve?

132 comments covered the following themes:

- 45% of those who commented (59 people) mentioned variations on **being informed and up to date,** such as keeping abreast and in touch (24), keeping up to date (8); know what's going on in the sector (9); Being informed (10), awareness (8)
- 35% (46) spoke of '**finding out about'**: training (16), Jobs (14), Information for clients (12), PD (4)
- 28% (37) achieved their goals through **advertising/promoting/disseminating information** (37) – activities, events, jobs, training, programs, workshops, etc.
- 20% (26 used words like networking (13) or connecting (11)
- 17% (22) were helped towards their goal by **information in general** (8): about programs, projects, workshops, seminars, conferences (10) and events (4)
- Similarly, 12% (16) used the words **access** (10) or **opportunities** (6) regarding activities, events, jobs, training, information, support services for clients and workshops.

Table 10: What goals CDNet helps people to achieve

Theme	No. of comments	% of 132 comments
Keep abreast/in touch	24	18%
Training/workshops	16	12%
Find out about	13	10%
Networking	13	10%
Information for clients	12	9%
Connected	11	8%
Informed	10	8%
Access	10	8%
Information about programs, projects, workshops & seminars, conferences	10	8%
Know what is going on in sector	9	7%
Up to date	8	6%
Awareness	8	6%
Information	8	6%
Jobs	8	6%
Disseminate information	7	5%
Find job	6	5%
Opportunities	6	5%
Events	4	3%
Personal development for self or staff	4	3%
Learn	3	2%
Nil	1	1%

3.3   What do you most post messages about?

111 commented on and 43 skipped this question. 14 of those who commented comprised either N/A (9), had only posted once (3) or hadn't posted yet (2).

Therefore, the following themes represent what 63% of all 154 respondents post messages about.

- 50% of those who commented said they most frequently post messages about 'events'
- 24% posted about training
- 22% posted about job opportunities
- 17% posted about programs, and
- 18% posted about a variety of the above.

Table 11: What people mainly post messages about

Themes	No. of comments	% of 154 respondents	% of those who commented
Events & activities	55	36%	50%
Training, Workshops & Education	27	18%	24%
Employment opportunities	24	16%	22%
Various	20	13%	18%
Programs & projects	19	12%	17%
Donating items	5	3%	5%
Volunteers	3	2%	3%
Grants	2	1%	2%
Specialist areas (art, drama, radio)	1 each		
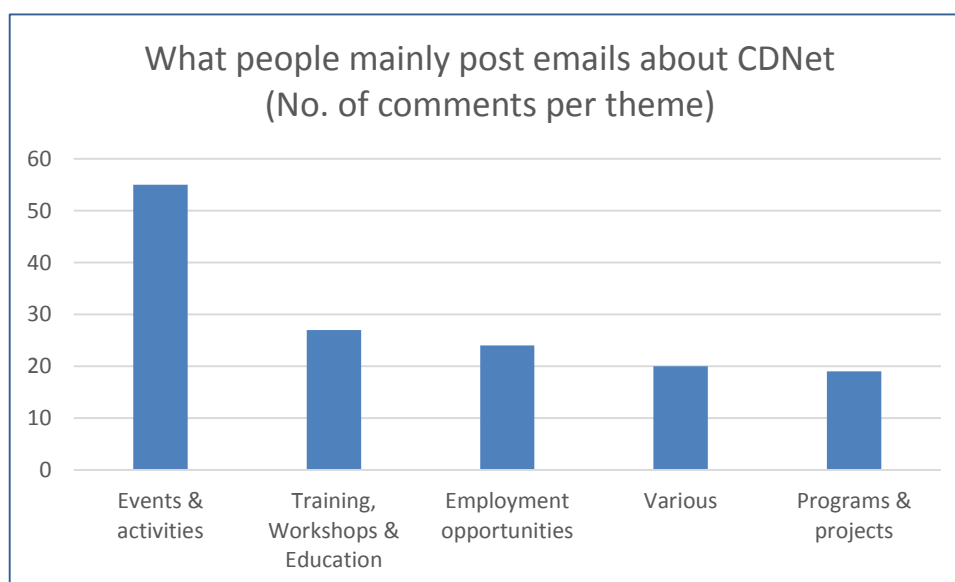
Figure 7: What people mostly post messages about

3.4 What is the audience that you mainly want to reach when you email CDNet?

109 commented and 45 skipped the question. The comments indicate that most people who post messages are aiming for the broader community sector rather than specific sub-sectors.

- A large majority (61%) of those who commented were aiming to reach the broad community sector organisations and service providers, particularly its community workers directly (28%).
- A third of the comments mentioned particular sectors, though the percentages were relatively small, for example: disability (7%), health (6%), mental health (6%), youth (6%) and AOD (3%).
- 22% of the comments said they were aiming at the broad community or public.
- 9% were trying to reach clients, families and carers through the sector workforce. However, one made a salient point: *"We WANT to reach interested and engaged clients, but only seem to reach the sector. Same names and faces."*

Table 12: Community sectors aimed for

Sectors mentioned	No. of comments	% of comments
Disability sector	8	7%
Health sector	7	6%
Mental health sector	6	6%
Youth sector	6	6%
Alcohol & Other Drugs	3	3%
Aged care sector	1	1%
CALD	1	1%
Children	1	1%
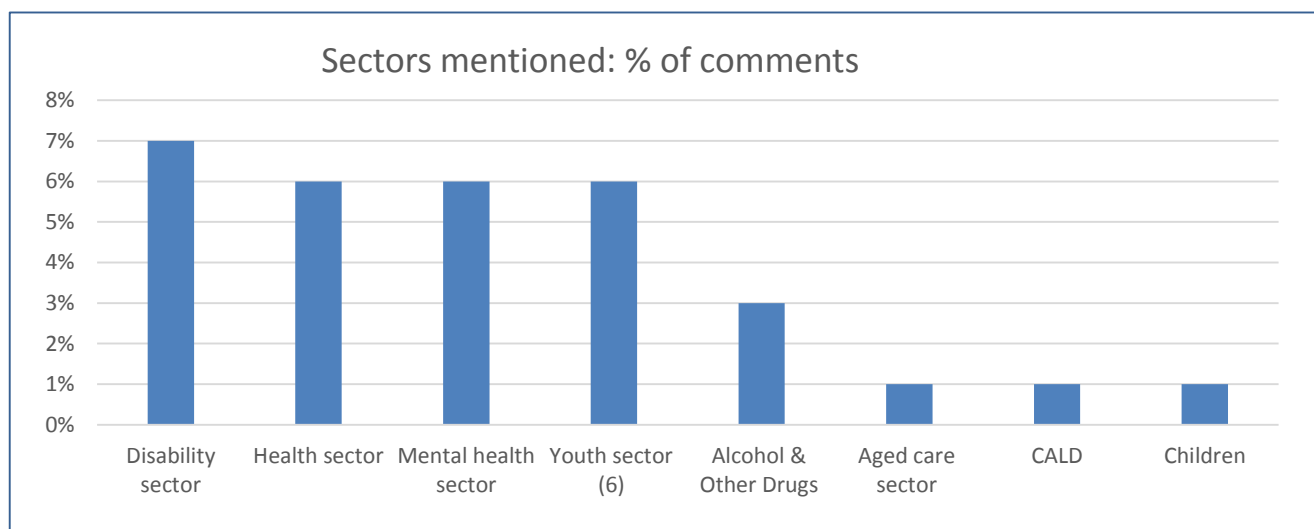
Figure 8: % of Sectors mentioned

Table 13: Intended audiences of CDNet messages

Themes	Subthemes	No. of comments
Community sector, workers, organisations and service providers	Community sector (19) – broad community sector (5) Community sector workers (30) Community organisations (10) - Managers (2) - Facilitators, training managers (1) - Volunteers (2) Service providers (6) - Government workers in service delivery and their consumers CD (3) - - CD workers (2)	67
Specific sectors named	**Sectors** Disability sector (8) - workers (2) - participants (1) - carers & clients (1), people & orgs (1) Health (7) - Professionals (2), workers (2) - Chronic disease workers (1) - Cancer (1) Mental health (6) - workers & consumers (2) Youth (6) – youth with disability (1), Adolescents & families (1) AOD (3) Vulnerable groups (1) Aged care sector (1) CALD (1) Children (1) Drama – anyone (1) Hoarding (1)	**36**
Broad community/public	Broad community/public (17) Anyone (3) Everyone (3) All (1)	24
Clients, families & carers	Clients (5) Families (5) – youth, disability, music (1) - Parents (2) - Carers (2) – disability (1)	10
N/A	N/A (5)	5

Figure 9: Frequency of intended audiences

3.5 What improvements would you like to see in the CDNet email list?

This question was inadvertently repeated in the survey: 94 answered the first question, and 75 the repeat question. All substantive comments have been included in this analysis. However, as some people will have commented in both questions, it is not possible to estimate percentages of respondents. Thus relative frequencies of comments are given. The following table lists the themes from most to least frequently mentioned.

Table 14: Suggestions for Improvement List of Themes by frequency of comments

Theme	No. of comments
Unsubscribe issues	21
Formatting	20
User education	19
Attachments	12
Hyperlink	12
Categories	9
Filter	7
Too many emails	6
Ease of access	6
Daily digest	5
Screen unsubscribe messages	5
Discrimination	1
Increase send limits	1
Update subscribe & manage pages	1
Discrimination	1
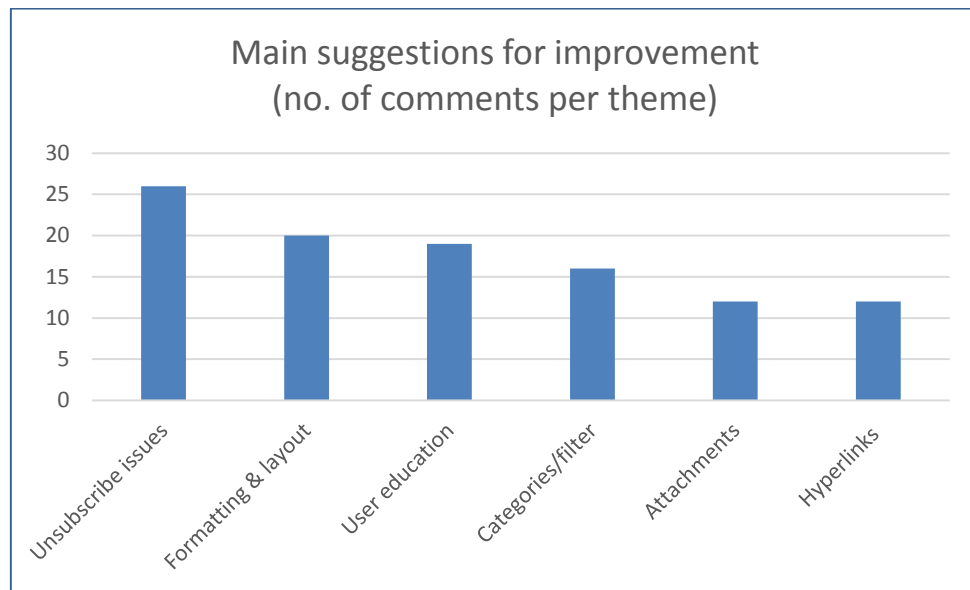
Figure 10: Main suggestions for improvement for email list

Because suggestions for improvement provide the most valuable information for CDNet to work on, all comments are included in **Attachment 2** for ease of referral. A selection of quotes are included below to give some flavour of the feedback comments.

54 of the comments either had *no suggestions for improvement* or conversely, asserted that they thought the email list *worked well as it was*. 21 people wrote variations of N/A, nil or none.

- *None - it provides the essential information without excessive logos, downloads, links etc. Simple and to the point.*
- *None it works brilliantly as it is*
- *None...think it is well organised*
- *Nothing - I think it is great as is*

A further 33 people made further comments of 'satisfaction' with the CDNet email list as it is.

- *Happy as it is*
- *Works well.*
- *Keep its folksy low tech look.*
- *It's pretty good as it is. I get emails in a digest form, which is great. Maybe make it a bit easier to read?*
- *I really like how it works and the only thing that might help others is to be able to choose which focus areas they want to receive.*
- *No complaints about the system, it's great.*

Suggestions for improvement fell into two broad themes:

➢ **Improving the system from CDNet's side** (improving access to messages and attachments, improved formatting and layout, categories or filters, improving the manage subscriptions system)

➢ **User issues and education** (using the daily digest, not posting unsubscribe messages on the list, not 'replying all', clearer emails and subject headings, less repetition, using the daily digest)

Suggestions for improvement in more detail

i)   Ease of access

Better access to messages, attachments and the archives was a major theme in suggestions for improvements along the following subthemes:

a)   Attachments be easier to attach and access
b)   Hyperlinks from the list at the top of the daily digest to the messages, rather than having to scroll down
c)   Helping people to manage the volume of emails in various ways
d)   Improved formatting and layout.

- *I don't usually follow links that require me to remember my CDNet password (and shouldn't have to for basic event information)*
- *Options to subscribe to categories rather than a list-wide subscription*
- *Easier access to archives*

a) Attachments (12 comments)

People generally wanted to be able to open attachments directly from the email rather than having to go through to the website.

- *It would be useful if attachments could be displayed or converted to text as they are often removed from the email.*
- *It's a bit irritating that attachments are not usually included with posts - eg flyers for events*
- *Easier access to attachments. Would be much better if they could be accessed directly from the email itself without having to sign in.*
- *Cumbersome to view attachments via the website*
- *Easier to add/view attachments.*
- *Opportunity to add attachments or graphics*

b) Hyperlinks (12 comments)

The main suggestion here was for list of emails at the head of the daily digest to hyperlink directly to the desired email rather than having to scroll through the emails.

- *hyperlink the list at top so you can jump direct to messages of interest*
- *Clickable links to items in the digests- this would save a lot of time scrolling through*
- *Maybe a series of links to the topics rather than all the emails so you only click on what is relevant rather than scrolling through everything but then the topic name would have to be good*

The reasons for too many emails vary from some people not being aware of the daily digest option and a large number of unnecessary emails to the list from people about unsubscribing – because they have not read or understood how to do this themselves or to contact the CDNet email administrator, combined perhaps with also not being aware of the digest option. Another group would like to be able to filter emails for those relevant to them.

Six people mentioned **too many emails** that are not directly relevant to them.

- *reducing the number of emails*
- *Less emails; sometimes there is too many emails*
- *There is an overwhelming number of emails to read through. Not sure how to make that more relevant for users*
- *My only concern is the amount of emails I get - most of which are not relevant to me.*
- *limiting the emails to only the topics relevant to us, as there are too many emails*

It was clear from a few comments that some people do not realise there is a *daily digest option*.

One person said this*: 'I wonder if people unsubscribe because they don't realise they can get a daily digest?'* Another suggested having '*No individual posts as this confuses people and then they remove their name from the list - daily journal posting only'.*

Some were happy to have a wide range of postings, for example:

- *Maybe for some it would be good to have various sections selectable to reduce incoming emails to those who don't need all areas. I personally like to get the lot because working with the community I come across most areas listed.*

Others, however, wanted some way to search for or *filter categories* in their focus areas.

- *a bit more organisation (grouping) of information*
- *group subjects together so can look at information relevant to you.*
- *capacity to choose from some focus areas*
- *maybe divide up the group email lists into areas of interest to minimize of emails not relevant?*
- *way to combine like subjects - often hard when some users send multiple emails with similar themes.*
- *Sorting by category, if possible*
- *The only thing that might help others is to be able to choose which focus areas they want to receive. This would mean we would have to choose focus areas before posting. Hope that makes sense!*
- *Filtered? Searchable?*
- *Separate Queanbeyan and region option.*

The most frequent comments (21) were about **the number of unsubscribe messages** that go the wider email list.

- *Stop people posting unsubscribe to the list*
- *Have the users stop posting when they want to be deleted!*

- *It would be great if things like unsubscribe requests etc could be halted*
- *People should be aware of how to 'unsubscribe'. It should be done by visiting website, not by spamming everyone with an email saying 'please unsubscribe me'*
- *Just aforementioned making it fool-proof for the people that want to unsubscribe, so they're not clogging up the inboxes of the rest of us with their reply-alls!*
- *Somehow find another way for people to come off the mailing list so those messages don't come up.*

Some people acknowledged that there is a **user/education issue** in that CDNet regularly informs subscribers how to unsubscribe.

- *Most of the issues I have with CDNet are user errors, like people double posting or asking to be removed from the mailing list.*
- *People learn how to use it properly!*
- *It gets tiresome when people keep posting for CDNet to unsubscribe them, instead of following the instructions and doing it themselves. I would like that to stop, but you already tell us regularly how to unsubscribe, so I don't know what else you can do.*
- *People understanding how to unsubscribe - it isn't that difficult.*
- *I don't know what more you can do about people unsubscribing by emailing the list!*
- *Reduction of unsubscribe request emails. Not administrators fault.*
- *There's nothing more you can do, but the volume of people who send unsubscribe requests to the list is very annoying.*

However, some people felt the unsubscribe process could be improved (see also under User Education theme):

- *From memory it is difficult to unsubscribe to. Have tried doing this to change the email address and also because I went on an extended holiday.*
- *The Subscribe and Manage page could do with updating*
- *Better unsubscription method - too many unnecessary emails*
- *Clearer instructions for unsubscribe so less people post to the list asking to be removed*
- *A better facility for people to unsubscribe. The constant messages of people being asked to be removed is annoying.*
- *no postings of being removed from the email list or people replying to messages.*

Others suggested making the unsubscribe process more 'fool-proof' by having an unsubscribe link at the foot of every email:

-
- *No complaints about the system, it's great. The only thing that is mildly annoying is that so many people "reply all" asking to be unsubscribed. Is there a way to automatically generate a CDNet "unsubscribe" link at the bottom of every email that gets sent out, so people could just click that if they wanted to stop receiving any of the emails?*
- *Have an easy 'unsubscribe' message at the top of every email that goes out to stop all those embarrassing personal messages from people who don't know how to unsubscribe.*
- *Apparently an even more obvious unsubscribe link to avoid the emails asking for admins to unsubscribe users*

- *…. If editable, the footer of emails could include how to unsubscribe and a reminder that your log in details are sent once a month*

Last, a few suggested **screening** unsubscribe messages might address the problem:

- *Screening of the emails that shouldn't be in there e.g. 'please remove me from the distribution list'*
- *A way to stop the bounce messages going to everyone*
- *… a way of screening out the non-messages eg the pls unsubscribe me or please subscribe me!!*

d) Formatting and layout (20 comments)

A relatively high number of people (20) thought CDNet could improve its formatting and layout in the following ways:

- *It's pretty good as it is. I get emails in a digest form, which is great. Maybe make it a bit easier to read?*
- *Improve the formatting and layout to make it easier to read. Get rid of unnecessary information so that it's easy to tell who each message is from and what it's about.*
- *Just clean it up a bit so that words using an apostrophe look like this "it's" instead of "it?s". A minor but irritating aspect of the list.*
- *I'd like the text in the daily digest to be more faithful to the text that I send. eg italics or dot points not to turn into question marks.*
- *Better layout and some formatting - it is almost impossible to read through the messages at the moment!*
- *Easier to read emails/formatting.*
- *Formatting/visual, attachments*
- *If possible, better formatting*
- *It could be formatted a bit nicer*
- *Some colour to break each message up so it is easier to read*
- *Not using plain text.*
- *If possible …Clearer (bold?) subject line. At present the list of items - usually about 10 - 15 items comes through with 'subject line' in same type as main body of text - how about 'bolding' the subject line?*
- *It would be nice if those posting messages could remove the disclaimer at the bottom of their emails as these are often longer than the information in the actual email*
- *Perhaps a greater capacity to utilise better graphics within the system*

ii) User Education (19 comments)

Several respondents, aware that problems lie with the users rather than CDNet, suggested ways to keep addressing the need to educate users. Specific suggestions to improve users' email protocols included instructions about: repetition of messages, Reply All messages, clearer email content and subject headings, and shorter emails.

- *Perhaps the monthly email from CDNet admin could include standard text (a) reminding folks about what happens when they use the 'reply all' option, (b) some brief instructions on how to UNSUBSCRIBE - done in a similar way to how Dalane Drexler did recently....This might go some way towards reducing the number of*

- *requests (and some obvious frustration experienced by those wishing to unsubscribe and believing they have done so by using the 'reply all' option - and finally (b) perhaps a reminder about 'over postings' to address instances where emails are often sent every day with the exact same content. None of these suggestions are critical but could potentially help folks manage the high volume of CDNet emails better, and in certain cases reduce the frustration expressed by some users.*
- *People still don't understand how the listserv works. If editable, the footer of emails could include how to unsubscribe and a reminder that your log in details are sent once a month. Also educating people to forward and not reply, although that seems better lately*
- *A set of 'rules' or 'guidelines' or 'things to check for' either in each digest or in the monthly reminder e.g. not clicking Reply All, not emailing the list to unsubscribe, not 'piggybacking' on specific posts (just email the person directly, not the whole list) (this often happens for unsubscribe requests)*
- *Simple instructions/details for contacting cdnet administrators noted and easily visible on each e-news or cdnet website with relevant and accessible info*

A specific area of education – and a way of reducing unnecessary emails – is to reduce the number of repetitious postings and those that unwittingly 'reply all':

- *Maybe some protocols on how often to post messages for events - I can see that advance notice and a reminder might be useful, but some events are posted seem to be posted many times.*
- *Perhaps less repetition of emails*
- *Some people post the same content week after week. I understand that this could be difficult to moderate though. It's not a huge problem.*
- *Limitations on how many times the same message can be posted (the Alzheimers people seem to overload the system at times)*
  Easier way to unsubscribe
  Disable reply to all option
- *the volume is pretty huge and people seem to repost the same course every 2 days*
- *Ease of use to either post a message or remove yourself from the list.*
- *fewer duplications!*
- *No repetitive posting - same thing every week or month*
- *Some postings are very repetitive.*
- *Sometimes the same thing is posted several times at once in two or three similar or identical messages. This wastes our time.*
- *Less forwarding text.*

Clearer email content and subject headings was mentioned by 5 people:

- *Also protocols about including key content in the email - I don't usually follow links that require me to remember my CDNet password (and shouldn't have to for basic event information).*
- *Some emails don't seem to be tailored to the broad readership (eg assume in-house knowledge, use of unexplained acronyms).*
- *People sending out messages with more advance warning- not just last minute*

- *Subject headings to give a clue about email content - (I know you can't control this - many people are not very good at drafting messages or using group email but perhaps include links or messages with the monthly reminder about these thing*
- *Clear headlines so the relevancy of the post is immediately obvious*

Two respondents advocated for shorter emails.

- *Shorter entries*
- *Sometimes it is too long but it is up to people to post short relevant messages - people can explore links or websites for more detail*

4 The CDNet Website

I think there could be huge benefit from a really well-designed, easy-to-use CDNet website for networking opportunities, where orgs could have profiles and they're grouped together according to type of service provided.

4.1 Have you ever accessed (or tried to access) CDNet's website

About half had accessed the website and half had not. There were 30 comments.

Table 15: Comments on CDNet's website

Themes	No. of comments per theme
Didn't know the website existed (9)	9
Good - easy to navigate - list or orgs - OK – but others have problems	4
Password is a barrier Couldn't remember or find password (2)	3
Don't remember	2
Not user-friendly	2
Yes (2) - Will now	2
Frustrating – trying to access attachments	1
No	1
Not sure	1
Not useful	1
Only to join	
The site is 'risky'	
To change preferences	

9 people said they did not know that the website existed and 4 found it 'good':

- *All good.*
- *It works fine and is easy to navigate*
- *I find it straight forward but appreciate that others have problems with it.*

Two said it was not 'user-friendly' and 3 people had problems with their password – finding or remembering it, or seeing needing a password as a barrier:

- *I never seen to have my password that was generated for me handy so I usually give up*

One person found finding attachments on the website frustrating:

- *Tried to access it when I have wanted the attachment to a message. Found it very frustrating and have given up - I don't bother to try to get to attachments anymore!*

Another's browser said it was a risky site.

4.2   Do you have any suggestions for improvement to the CDNet website?

48 people replied to this question and 106 skipped it.

Of the 48 comments, 16 were 'no' suggestions for improvements, and 5 were comments about the email list rather than the website. A further 5 had not yet used the website.

The following themes are from the remaining 22 suggestions.

Table 16: List of themes in order of frequency

Theme	
'No' (suggestions for improvement)	16
Specific improvements	9
− Colour	
− guidelines section	
− accessibility esp. to attachments	
− Unsubscribe instructions	
− Improve categories	
− Update content (2)	
− Links (2)	
− Photos	
− Update monthly	
Don't use	5
− Haven't used yet, but will (3)	
Comments about email list not website	5
OK as is	5
Redesign	3
Examples of websites	2
Problems with subscription options	2

Five respondents thought the website was basically OK—or '*functional*' as one put it—as it is:

- *I think the cd net website is satisfactory*
- *I'm sure there are many things that could be done to update and streamline it all and make it all cute and pretty. But in the end it does what I need it to do*
- *Keep up the good work. It is a wonderful data base but could be improved with categories possibly*
- *It's functional, that's about it. But I don't think it needs to be any more than that. Would be nice to see who is contributing (whether individuals or organisations), and to see it updated more (old content removed)*
- *As CDNet is free it is a handy tool but if I was to have to pay I would look elsewhere.*

Three people thought the website definitely needed redesigning, two suggesting a complete 'design overhaul' or 'revamp':

- *Complete design overhaul. Worth spending money to engage a good web developer. Seriously needs a revamp. Not very friendly.*
- *Develop further, based on emails/contributions from members*

More specific suggestions for improvements included:

- Improving the visual 'look', through more colour and photos, for example,
  - *Could be more visually appealing*
  - *It is very plain, a bit more colour would be good to highlight specific areas*
- Having more links, such as to the Contact online multiportal (www.contactcanberra.org.au),
- Having a guidelines section
- Improving the unsubscribe instructions and access to attachments
- Looking at examples such as the Youth Coalition e-bulletin[3] (www.youthcoalition.net/sector-development/ebulletin.html) and the layout of www.artshealthinstitute.org.au
- Updating the content, much of which is out of date.

- *Have the important information upfront on the front page e.g. how to join the working group and upcoming events.*
- *Perhaps publish the 'How to Unsubscribe' instructions in a 'clearer' way - there's evidence to support there being a number of folks who don't seem to be able to follow/understand/know where to find these instructions.*
- *I think you'd be better off with a focus group accessing the website with you there to catch people's user experience at the time. I suspect the fact that much of your content is out of date reflects the fact that many organisations are more internet-savvy and doing things themselves.*
- *Monthly update would be useful instead of weekly because most people are busy at work but fortnightly would be sufficient.*

Two people mentioned having problems on the website with changing their email subscription options.

- *Couldn't change my email subscription option*
- *The website is hard to use. I wanted to change my options to I could get the daily digest instead of individual emails and it wouldn't let me.*

Lastly, the option of other organisations uploading information on the website was mentioned:

- *Only the Admin can maintain and upload the material.*

All comments are included in **Attachment 2.**

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[3] The Youth Coalition probably gets much of their information from CDNet.

Attachment 1   CDNet 2014 email users' survey questions

Introduction to this survey of CDNet email subscribers

The Community Development Network of the ACT & Region (CDNet) email list aims to provide an accessible communication medium for the community sector to support their work – paid or voluntary.

We are seeking feedback from CDNet's email subscribers to review the capacity and capability of the CDNet email list and website in order to:

a) find out more about our subscribers' needs and how well the email list meets those needs

b) develop the email list and website to meet those needs, and

c) provide evidence to government and other potential sponsors on the merits of continued funding for the CDNet email list.

Please respond by October 31st 2014 - the more responses we get the better.

We'll get back to you with the results later in the year.

For further information, contact: secretariat@cdnet.org.au

Thank you!

1. How long have you been using the CDNet email list?

○ Less than 6 months

○ About a year

○ About 2 years

○ More than 3 years

Comment if you would like to.

2. What do you like about the CDNet email list?

3. On average, what percentage of messages posted on CDNet are RELEVANT to you?

○ 0%

○ less than 10%

○ 10-20%

○ 20-30%

○ 40-50%

○ 40-50%

○ Over 60%

Add a comment if you would like to. [   ]

4. What GOALS does CDNet helps you achieve?

[   ]

5. How would you describe your focus areas of interest for you or your organisation? (You can tick as many as you like.)

☐ Aboriginal and Torres Strait Islander

☐ Community Development

☐ Disability

☐ Employment opportunities

☐ Events promotion

☐ Gender

☐ Health

☐ Information

☐ Mental health

☐ Multicultural

☐ Older people

☐ Training opportunities

☐ Youth

Other (please specify) [   ]

6. On average, how often do you post messages on CDNet?

○ Once a week

○ Once a fortnight

○ Once a month

○ Every three months

○ Once every 6 months

○ Once a year

○ Almost never

○ Never

Comment if you would like to. [   ]

7. What do you MOST post messages about?

[text box]
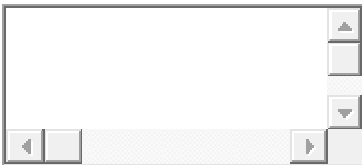
8. What is the audience that you mainly want to reach when you email CDNet?

[text box]

9. What improvements would you like to see in the CDNet email list?

[text box]

10. Do you think the CDNet email list saves you TIME on advertising/publicity?

○ Yes, a great deal of time

○ Yes, quite a lot of time

○ Yes, some time

○ Not sure

○ Not much time

○ No time

Comment further if you wish. [   ]

11. Do you think the CDNet email list saves you/your organisation MONEY on advertising/publicity?

○ Yes, a great deal of money

○ Yes, quite a lot of money

○ Yes, some money

○ Not sure

○ Not much money

○ No money

If you answered yes, can you roughly estimate how much money CDNet saves you on publicity on average per month? [   ]

12. If you belong to an organisation that benefits from CDNet's email list, do you think your organisation would be willing to pay a subscription to CDNet?

○ Yes

○ Probably

○ Probably not

○ Definitely not

You may like to add a comment on this question. [   ]

13. What do you think would be a reasonable subscription rate per organisation per year?

○ Less than $25 a year

○ $25 a year

○ $50 a year

○ $75 a year

○ $100 a year

○ More than $100 a year

Other (please specify) [   ]

14. What improvements would you like to see in the CDNet email list?
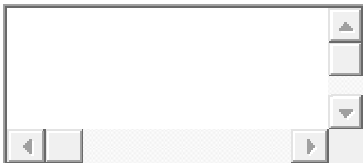
[ ]

15. Have you ever accessed (or tried to access) CDNet's website (www.cdnet.org.au)?

○ Yes

○ No

Add a comment if you would like to. [ ]

16. Do you have any suggestions for improvement to the CDNet website?

[ ]

Attachment 2: Suggestions for improvement—all comments under themes

The themes are listed in alphabetical order rather than frequency of comments.

The email list

No suggestions for improvements to the email list (54)

Theme	Comments
Nil, n/a or none (21)	– *none - good as is* – *None - it provides the essential information without excessive logos, downloads, links etc. Simple and to the point.* – *None it works brilliantly as it is* – *None...think it is well organised* – *Nothing - I think it is great as is* – *nothing to suggest* – *Nothing to suggest.*
Satisfied with email list as it is (33)	– *All great* – *Happy as it is* – *Happy with cd net mail list* – *Happy with the way it is now.* – *I am happy with the services CD net offers* – *I am happy with the way cd net email list operates* – *I am happy with the way the list operates* – *I can't think of any.* – *I don't mind it how it is* – *I like it the way it is* – *Its grand* – *Its ok how it is* – *It's very good as is.* – *Works well.* – *Keep its folksy low tech look.* – *I find it all good. Maybe for some it would be good to have various sections selectable to reduce incoming emails to those who don't need all areas. I personally like to get the lot because working with the community i come across most areas listed.* – *It's pretty good as it is. I get emails in a digest form, which is great. Maybe make it a bit easier to read?* – *I really like how it works and the only thing that might help others is to be able to choose which focus areas they want to receive.* – *No complaints about the system, it's great.*

Suggested improvements to the email list

Theme	Comment
Attachments	It would be useful if attachments could be displayed or converted to text as they are often removed from the email.
	Attachments - eg event flyers
	back to html with attachments thanks, losing them has been a big bummer.
	being able to add attachments
	Content more visible, e,g a list of the attachments in the body of the email text, right at the top so it's easy to glance through.

Theme	Comment
	It's a bit irritating that attachments are not usually included with posts - eg flyers for events
	Being able to add attachments
	Cumbersome to view attachments via the website
	Easier access to attachments. Would be much better if they could be accessed directly from the email itself without having to sign in.
	Not using plain text.
	Easier to add/view attachments.
	Opportunity to add attachments or graphics
Categories	a bit more organisation (grouping) of information
	As above, way to group subjects together so can look at information relevant to you.
	capacity to choose from some focus areas
	Categories ... maybe
	maybe divide up the group email lists into areas of interest to minimize of emails not relevant?
	Options to subscribe to categories rather than a list-wide subscription
	way to combine like subjects - often hard when some users send multiple emails with similar themes.
	tailor posts based on target group preferences
	Sorting by category, if possible
Daily digest	Can the emails be clustered and sent once daily please?
	Can you cluster the emails and send one a day please?
	Less emails in my inbox, perhaps a website where the information is posted to, and one email that comes out with all the updates for that day. Youth coalition has a good approach for their email system - it's much less spammy.
	not sure, I like the daily digest with combined emails...single emails would be too spammy. I wonder if people unsubscribe because they don't realise they can get a daily digest?
	No individual post as this confuses people and then they remove their name from the list - daily journal posting only
Discrimination	Don't discriminate against events related to Christians and/or churches
Ease of access	Also protocols about including key content in the email - I don't usually follow links that require me to remember my CDNet password (and shouldn't have to for basic event information).
	Prominent Linkage to key information sharing websites in the community sector
	Perhaps a simpler layout so when the list is long you don't have to scroll all the way down and something that is easy to follow instead of trying to match the Topic number with the Message number.
	Easier access to archives
	And poss access on the web and be able to read archives.
	Easier to find each message
	The need to scroll through the small attachment window to see what's there seems counterintuitive, given that most content is irrelevant to me - particularly given that I'm management for my organisation. Why would I want to take time to search? Maybe your audience is very mixed, but I would have thought that most workplaces limit the number of people receiving these emails, to have some control over information flow.
Filters	Separate Queanbeyan and region option.
	Maybe for some it would be good to have various sections selectable to reduce incoming emails to those who don't need all areas. I personally like to get the lot because working with the community I come across most areas listed.
	the only thing that might help others is to be able to choose which focus areas they want to receive. This would mean we would have to choose focus areas before posting. Hope that makes sense!
	Filtered? Searchable?
	Filtered??
Formatting	It's pretty good as it is. I get emails in a digest form, which is great. Maybe make it a bit easier to read?
	Easier to read emails/formatting.

Theme	Comment
	Easier to read font/formatting.
	Easier to read format. Less forwarding text.
	Formatting/visual, attachments
	improve the formatting and layout to make it easier to read. Get rid of unnecessary information so that it's easy to tell who each message is from and what it's about.
	If possible, better formatting
	Just clean it up a bit so that words using an apostrophe look like this "it's" instead of "it?s". A minor but irritating aspect of the list.
	Some colour to break each message up so it is easier to read
	Not using plain text.
	back to html thanks
	improve the formatting and layout to make it easier to read. Get rid of unnecessary information so that it's easy to tell who each message is from and what it's about.
	It could be formatted a bit nicer
	If possible ... Clearer (bold?) subject line. At present the list of items - usually about 10 - 15 items comes through with 'subject line' in same type as main body of text - how about 'bolding' the subject line?
	It would be nice if those posting messages could remove the disclaimer at the bottom of their emails as these are often longer than the information in the actual email
	I'd like the text in the daily digest to be more faithful to the text that I send. eg italics or dot points not to turn into question marks.
	As above - formatting/layout
	Better layout and some formatting - it is almost impossible to read through the messages at the moment!
	Perhaps a greater capacity to utilise better graphics within the system
Hyperlinks	Numbers on list of items hyperlinked to numbers with further details for easier and quicker navigating
	linking from index to mail item
	Maybe a series of links to the topics rather than all the emails so you only click on what is relevant rather than scrolling through everything but then the topic name would have to be good
	hyperlink the list at top so you can jump direct to messages of interest
	Keep the list at the top - maybe add a click to locate the one that the reader wants rather than scroll down - takes too long
	Clickable links to items in the digests- this would save a lot of time scrolling through. There are a few questionable items that have been posted, including ridiculous anti-windfarm propaganda, some of the spiritual stuff, some commercial things. Some things just repeated too often. Some simple and cheap way to report inappropriate postings and someone to moderate them in some way.
	It would be cool to be able to click on the message you want to read and it takes you to that spot in the email instead of having to scroll through.
	perhaps if the index at the front of all the notices etc were hyperlinks you could get to the ones you wanted quicker
	when there are a large number of topics in one email it can be hard to find the one you want to read, if the summary list at the top of the page could be made into links that took you to that message it would really help....I don't know if that is possible in an email format though?
	would be good if each heading was a clickable link instead of having to scroll down
	more hyperlinks to follow matters of interest.
	links to immediately access post from headline (if possible)
Increase send limits	Larger email send limits - however do realise this may not be manageable for many small associations
Screen unsubscribe & bounce messages	Broader range of information sharing and no postings of being removed from the email list or people replying to messages.
	somehow find another way for people to come off the mailing list so those messages don't come up.
	Screening of the emails that shouldn't be in there e.g. 'please remove me from the distribution list'

Theme	Comment
	A way to stop the bounce messages going to everyone
	a way of screening out the non-messages eg the pls unsubscribe me or please subscribe me!!
Too many emails	the volume is pretty huge and people seem to repost the same course every 2 days
	limiting the emails to only the topics relevant to us, as there are too many emails
	My only concern is the amount of emails I get - most of which are not relevant to me.
	reducing the number of emails
	There is an overwhelming number of emails to read through. Not sure how to make that more relevant for users
	Less emails; sometimes there is too many emails
	I would be willing to pay a subscription fee if there was a more systematic approach in place to the information people wish to share. I get a lot of emails from CDNet, sometime 30+ per day. At present I would only be will to pay less than $25 per year.
Unsubscribe issues	people understanding how to unsubscribe - it isn't that difficult. A set of 'rules' or 'guidelines' or 'things to check for' either in each digest or in the monthly reminder e.g. not clicking Reply All, not emailing the list to unsubscribe, not 'piggybacking' on specific posts (just email the person directly, not the whole list) (this often happens for unsubscribe requests)
	Stop people posting unsubscribe to the list - Open attachments directly from email
	Reduction of unsubscribe request emails. Not administrators fault.
	Most of the issues I have with CDNet are user errors, like people double posting or asking to be removed from the mailing list.
	Just aforementioned making it fool-proof for the people that want to unsubscribe, so they're not clogging up the inboxes of the rest of us with their reply-alls!
	It gets tiresome when people keep posting for CDNet to unsubscribe them, instead of following the instructions and doing it themselves. I would like that to stop, but you already tell us regularly how to unsubscribe, so I don't know what else you can do.
	I don't know what more you can do about people unsubscribing by emailing the list!
	Administrative emails are not sent to the whole list, i.e. unsubscribe - maybe a footer can be added to all CD Net posts that includes a link to how to unsubscribe
	Apparently an even more obvious unsubscribe link to avoid the emails asking for admins to unsubscribe users
	A better facility for people to unsubscribe. The constant messages of people being asked to be removed is annoying.
	Better unsubscription method - too many unnecessary emails
	clearer instructions for unsubscribe so less people post to the list asking to be removed
	From memory it is difficult to unsubscribe to. Have tried doing this to change the email address and also because I went on an extended holiday.
	have an easy 'unsubscribe' message at the top of every email that goes out to stop all those embarrassing personal messages from people who don't know how to unsubscribe.
	Have the users stop posting when they want to be deleted!
	It would be great if things like unsubscribe requests etc could be halted
	No complaints about the system, it's great. The only thing that is mildly annoying is that so many people "reply all" asking to be unsubscribed. Is there a way to automatically generate a CDNet "unsubscribe" link at the bottom of every email that gets sent out, so people could just click that if they wanted to stop receiving any of the emails?
	People should be aware of how to 'unsubscribe'. It should be done by visiting website, not by spamming everyone with an email saying 'please unsubscribe me'
	There's nothing more you can do, but the volume of people who send unsubscribe requests to the list is very annoying.
Update subscribe & manage pages	The Subscribe and Manage page could do with updating
User education needed	− *Most of the issues I have with CDNet are user errors, like people double posting or asking to be removed from the mailing list.*

Theme	Comment
	Perhaps the monthly email from CDNet admin could include standard text (a) reminding folks about what happens when they use the 'reply all' option, (b) some brief instructions on how to UNSUBSCRIBE - done in a similar way to how Dalane Drexler did recently....This might go some way towards reducing the number of requests (and some obvious frustration experienced by those wishing to unsubscribe and believing they have done so by using the 'reply all' option - and finally (b) perhaps a reminder about 'over postings' to address instances where emails are often sent every day with the exact same content. eg the same email arrived every day during w/b 20 Sept from Alison Hodgeman from Anglicare re 'Club 12/25 School Holiday Program'. None of these suggestions are critical but could potentially help folks manage the high volume of CDNet emails better … and in certain cases reduce the frustration expressed by some users.
	People still don't understand how the listserv works. If editable, the footer of emails could include how to unsubscribe and a reminder that your log in details are sent once a month. Also educating people to forward and not reply, although that seems better lately
	Simple instructions/details for contacting cdnet administrators noted and easily visible on each e-news or cdnet website with relevant and accessible info
	Some emails don't seem to be tailored to the broad readership (eg assume in-house knowledge, use of unexplained acronyms).
	People sending out messages with more advance warning- not just last minute
	Maybe some protocols on how often to post messages for events - I can see that advance notice and a reminder might be useful, but some events are posted seem to be posted many times.
	Perhaps less repetition of emails
	Some people post the same content week after week. I understand that this could be difficult to moderate though. It's not a huge problem.
	Limitations on how many times the same message can be posted (the Alzheimers people seem to overload the system at times) Easier way to unsubscribe Disable reply to all option Subject headings to give a clue about email content (I know you can't control this - many people are not very good at drafting messages or using group email but perhaps include links or messages with the monthly reminder about these things)
	Shorter entries
	Sometimes it is too long but it is up to people to post short relevant messages - people can explore links or websites for more detail
	− *Also protocols about including key content in the email - I don't usually follow links that require me to remember my CDNet password (and shouldn't have to for basic event information).* − the volume is pretty huge and people seem to repost the same course every 2 days
	Clear headlines so the relevancy of the post is immediately obvious
	Ease of use to either post a message or remove yourself from the list.
	fewer duplications!
	No repetitive posting - same thing every week or month
	. Some postings are very repetitive.
	Sometimes the same thing is posted several times at once in two or three similar or identical messages. This wastes our time.
	People learn how to use it properly!

The website

Theme	Comment
Don't use	Do go to it often enough to comment.
Don't use	don't use it
Don't use - will	Haven't looked yet
Don't use - will	I will have a look at it!
Don't use – will	I don't think I have seen it. But I will now that it has been mentioned.
Email	I think it's a shame that some other community Orgs take parts out of the daily CDNet items and send them around again, there is no need for it as we have all had the info from CDNet the first time.
Email	see 9. it is a good method of getting the word out
Email	The email list is a great service - just needs a better user interface.
Email	nothing you can fix but it would be nice if users read the information you send regarding unsubscribing or replying directly to the message post outside of the list.
Email	Prevent subscribers from 'replying' to the CDNet messages to unsubscribe.
Example	I'd recommend having a look at how the youth coalition approaches their e-bulletin. This is a current layout favourite: http://www.artshealthinstitute.org.au/
Improve	It is very plain, a bit more colour would be good to highlight specific areas.
Improve	Maybe a guidelines section.
Improve	Increase accessibilty - not eay to access attachments etc
Improve	Perhaps publish the 'How to Unsubscribe' instructions in a 'clearer' way - there's evidence to support there being a number of folks who don't seem to be able to follow/understand/know where to find these instructions.
More links	please link to www.contactcanberra.org.au CONTACT Online super-portal coming soon -opportunity for CDnet to be strong presence within this key community resouce of the future. More links?
None	No (16) no - keep up the good work No. I think you'd be better off with a focus group accessing the website with you there to catch people's user experience at the time. I suspect the fact that much of your content is out of date reflects the fact that many organisations are more internet-savvy and doing things themselves.
OK	i think the cd net website is satisfactory.
OK	Im sure there are many things that could be done to update and streamline it all and make it all cute and pretty. But in the end it does what I need it to do
OK	Keep up the good work. It is a wonderful data base but could be improved with categories possibly
OK	It's functional, that's about it. But I don't think it needs to be any more than that. Would be nice to see who is contributing (whether individuals or organisations), and to see it updated more (old content removed)
OK as free	As CDNet is free it is a handy tool but if I was to have to pay I would look elsewhere.
Photos	photos
Problem with subscription	Couldn't change my email subscription option
Redesign	Have the important information upfront on the front page e.g. how to join the working group and upcoming events.
Re-design	Develop further, based on emails/contributions from members
Re-design	Could be more visually appealing
Re-design	Complete design overhaul. Worth spending money to engage a good web developer. This is a current layout favourite: http://www.artshealthinstitute.org.au/
Revamp	Seriously needs a revamp. Not very friendly.
Update monthly	