Organizational Communication
Division Website Survey Results

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Purpose of the Survey:

• Find out what the members want to see
• Improve the design/functionality of the website
• Drive more traffic to the website

Respondents (n = 138)
How often have you visited the Division website since January 1, 2006?

How often have you visited the ICA website since January 1, 2006?
How do you get to the Division website?

On the current Org. Comm. website, how useful are the following?
Repeated Themes in Open-Ended Feedback and Suggestions:

- Keep website updated and current
- Post information about research papers and projects
- Add more information about what is going on in the world of Organizational Communication outside of the United States

Key Conclusions / Thoughts:

- Cannot cut what isn’t seen as useful because this is the only “archive” for the division’s history and records
- Top 5 “wants” for website would demand substantial effort / time of division secretary
- Solution is unclear
  - New elected position?
  - More permanent website manager?
  - Other?