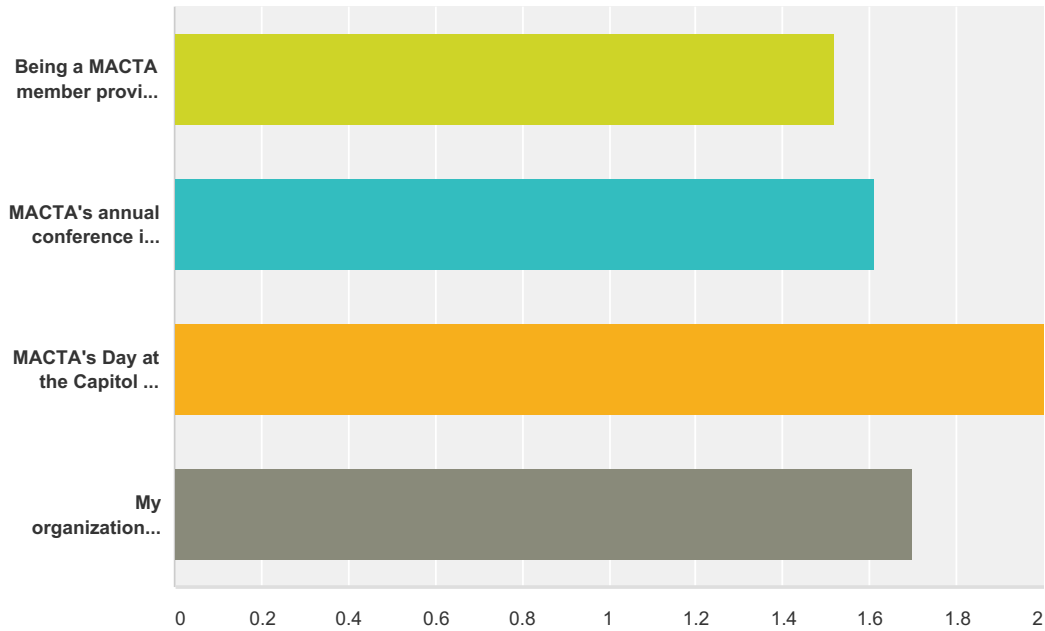


# MACTA Membership Survey

## Q1 Please select your level of agreement with the following statements.

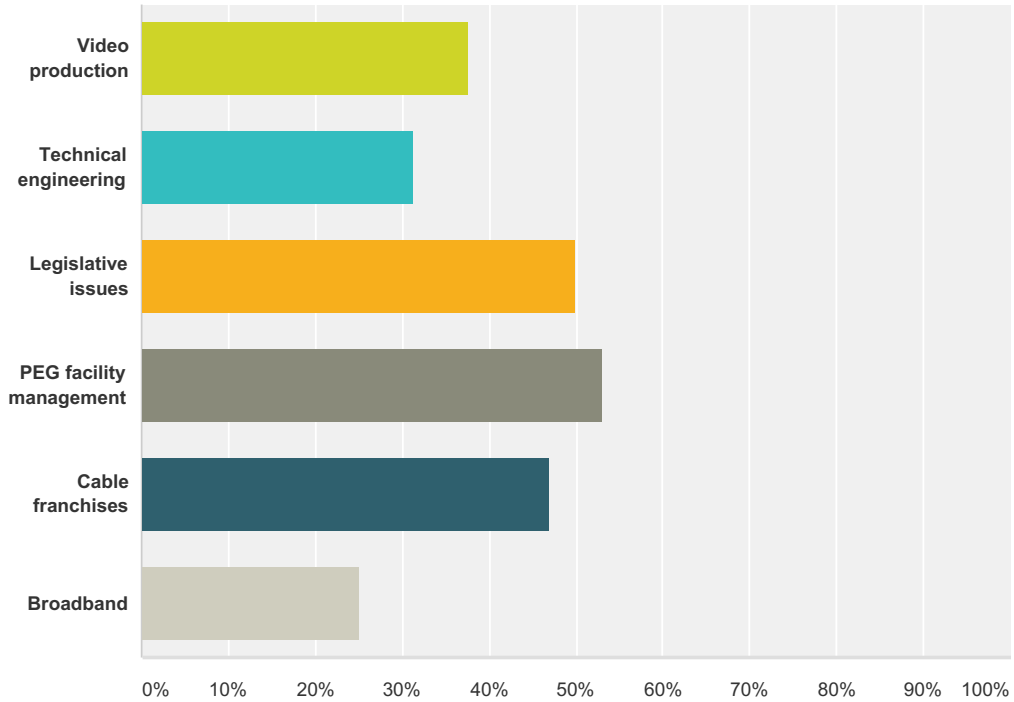
Answered: 32 Skipped: 0



	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Don't know	Total	Weighted Average
Being a MACTA member provides value to me or my organization.	56.25% 18	31.25% 10	9.38% 3	0.00% 0	0.00% 0	3.13% 1	32	1.52
MACTA's annual conference is informative and educational.	46.88% 15	40.63% 13	9.38% 3	0.00% 0	0.00% 0	3.13% 1	32	1.61
MACTA's Day at the Capitol is informative and educational.	31.25% 10	21.88% 7	15.63% 5	3.13% 1	3.13% 1	25.00% 8	32	2.00
My organization benefits from MACTA's legislative lobbying efforts.	43.75% 14	37.50% 12	9.38% 3	3.13% 1	0.00% 0	6.25% 2	32	1.70

**Q2 What kinds of educational programming would you like to see more of in the future?  
Select up to three options.**

Answered: 32 Skipped: 0

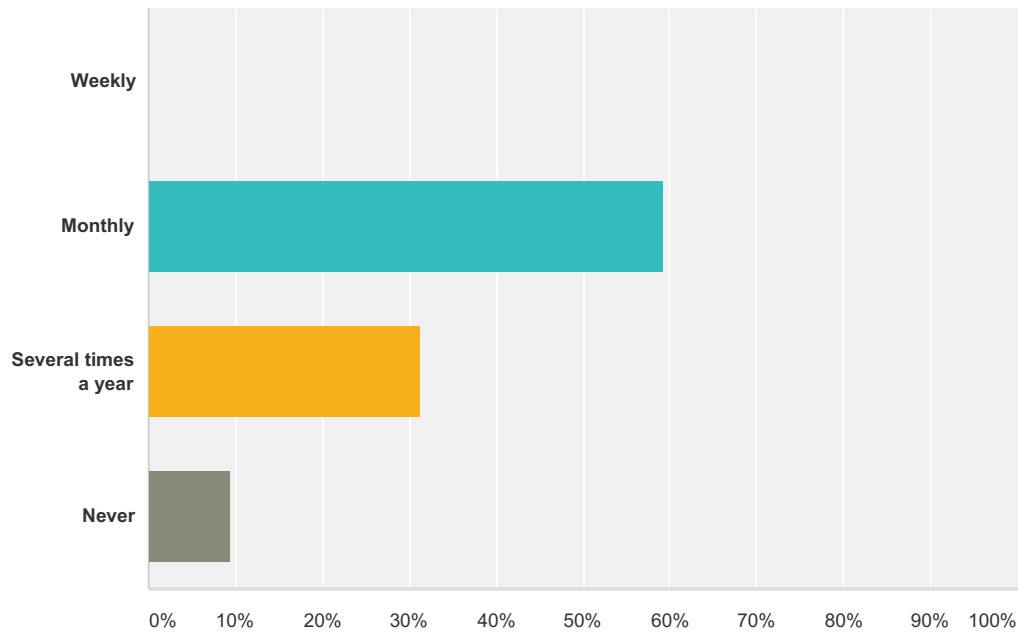


Answer Choices	Responses
Video production	37.50% 12
Technical engineering	31.25% 10
Legislative issues	50.00% 16
PEG facility management	53.13% 17
Cable franchises	46.88% 15
Broadband	25.00% 8
<b>Total Respondents: 32</b>	

# MACTA Membership Survey

## Q3 How often do you visit the MACTA website?

Answered: 32 Skipped: 0

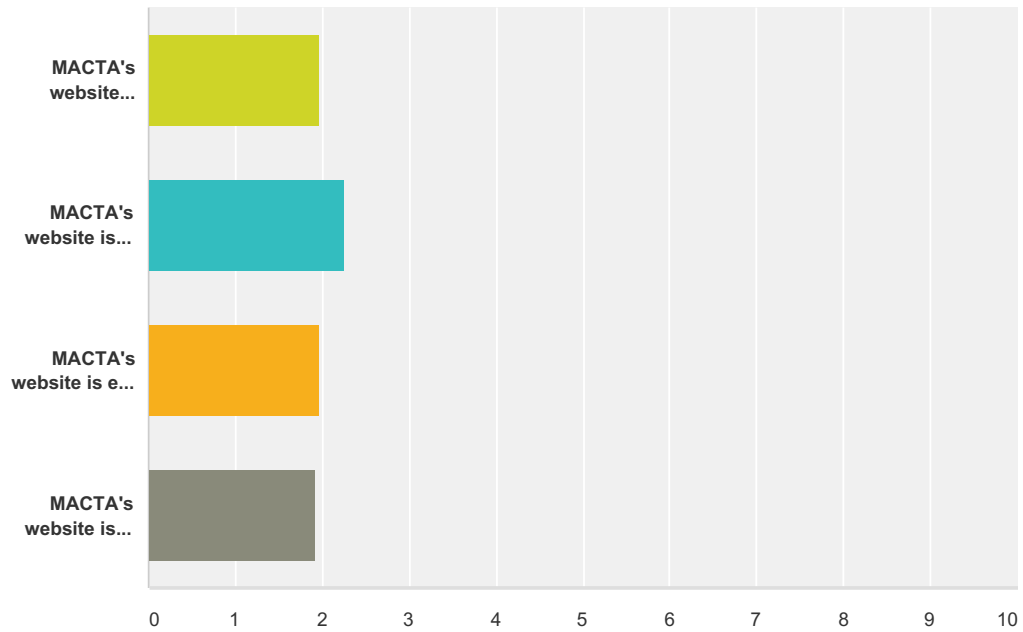


Answer Choices	Responses
Weekly	0.00% 0
Monthly	59.38% 19
Several times a year	31.25% 10
Never	9.38% 3
<b>Total</b>	<b>32</b>

# MACTA Membership Survey

## Q4 Please select your level of agreement with the following statements concerning the MACTA website.

Answered: 32 Skipped: 0



	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Don't know	Total	Weighted Average
MACTA's website contains useful tools, information and resources.	28.13% 9	40.63% 13	18.75% 6	3.13% 1	0.00% 0	9.38% 3	32	1.97
MACTA's website is regularly updated.	12.50% 4	40.63% 13	34.38% 11	0.00% 0	0.00% 0	12.50% 4	32	2.25
MACTA's website is easy to navigate.	19.35% 6	54.84% 17	16.13% 5	0.00% 0	0.00% 0	9.68% 3	31	1.96
MACTA's website is aesthetically pleasing.	25.81% 8	45.16% 14	19.35% 6	0.00% 0	0.00% 0	9.68% 3	31	1.93

## MACTA Membership Survey

### Q5 What features on the MACTA website do you use most often? What would you like to see added or changed?

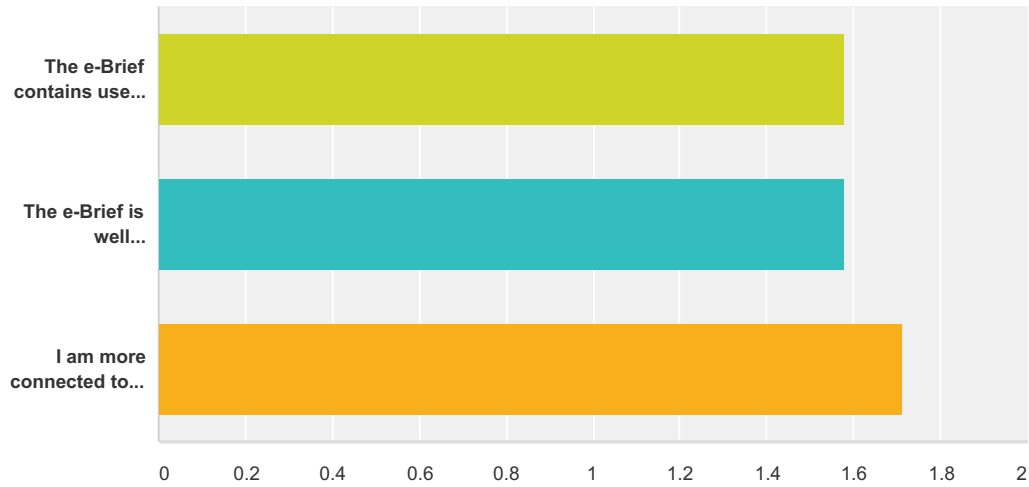
Answered: 12 Skipped: 20

#	Responses	Date
1	checking for info on conferences, awards	10/21/2015 4:29 PM
2	newsletter info, watch videos from other PEG stations	10/20/2015 2:20 PM
3	Member and latest news, calendar	10/19/2015 12:05 PM
4	Member's Only info.	10/19/2015 11:13 AM
5	N/A	10/12/2015 12:51 PM
6	Programing	10/12/2015 11:31 AM
7	membership directory, conference information, look for contacts, look for legislative documents, updates	10/12/2015 11:30 AM
8	None	10/6/2015 10:14 AM
9	newsletter links	10/5/2015 4:12 PM
10	I would like to be able to read what's new without having to log in first. Too many passwords these days!!	10/5/2015 12:43 PM
11	Featured video; updates on annual conference; legislative updates	10/5/2015 11:23 AM
12	I like the job board and legislative updates. Also the video of the month!	10/5/2015 11:12 AM

# MACTA Membership Survey

## Q6 Please select your level of agreement with the following statements concerning the e-Brief, MACTA's monthly electronic newsletter.

Answered: 32 Skipped: 0



	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Don't know	Total	Weighted Average
The e-Brief contains useful and relevant content.	46.88% 15	43.75% 14	6.25% 2	0.00% 0	0.00% 0	3.13% 1	32	1.58
The e-Brief is well designed/easy to read.	43.75% 14	50.00% 16	3.13% 1	0.00% 0	0.00% 0	3.13% 1	32	1.58
I am more connected to MACTA since receiving the e-Brief.	40.63% 13	43.75% 14	12.50% 4	0.00% 0	0.00% 0	3.13% 1	32	1.71

## MACTA Membership Survey

### Q7 How can we improve the e-Brief to make it more useful? What topics do you find most useful/would like to see added?

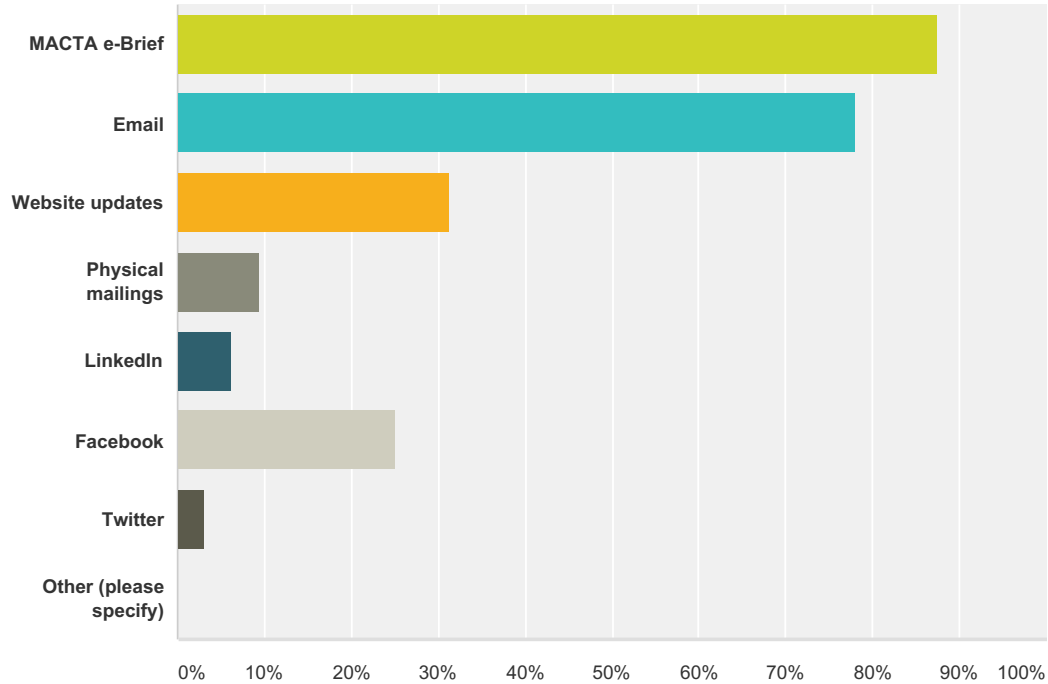
Answered: 9 Skipped: 23

#	Responses	Date
1	Legislative updates and general info about MACTA and members is very useful. Maybe have articles from attorney's, other experts. Production tips.	10/19/2015 11:13 AM
2	N/A	10/12/2015 12:51 PM
3	I like the legislative updates. Maybe expanding for the production and technology employees of our groups with helpful notes similar to the conference tracks.	10/12/2015 12:24 PM
4	Not sure, pretty useful now...	10/12/2015 11:31 AM
5	This is one of the best benefits of membership. THANK YOU to those who volunteer to make it happen.	10/12/2015 11:30 AM
6	Nothing	10/6/2015 10:14 AM
7	It is doing fine, it is impossible to have something for everyone all the time	10/6/2015 4:10 AM
8	Perhaps a link to something happening at a member city, along the lines of featured video. IE, quote the headline for the lead story in the LMC newsletter, then link to that newsletter.	10/5/2015 11:23 AM
9	Keep up the good work!	10/5/2015 11:12 AM

# MACTA Membership Survey

## Q8 How would you prefer MACTA communicate with you? Select up to three options.

Answered: 32 Skipped: 0



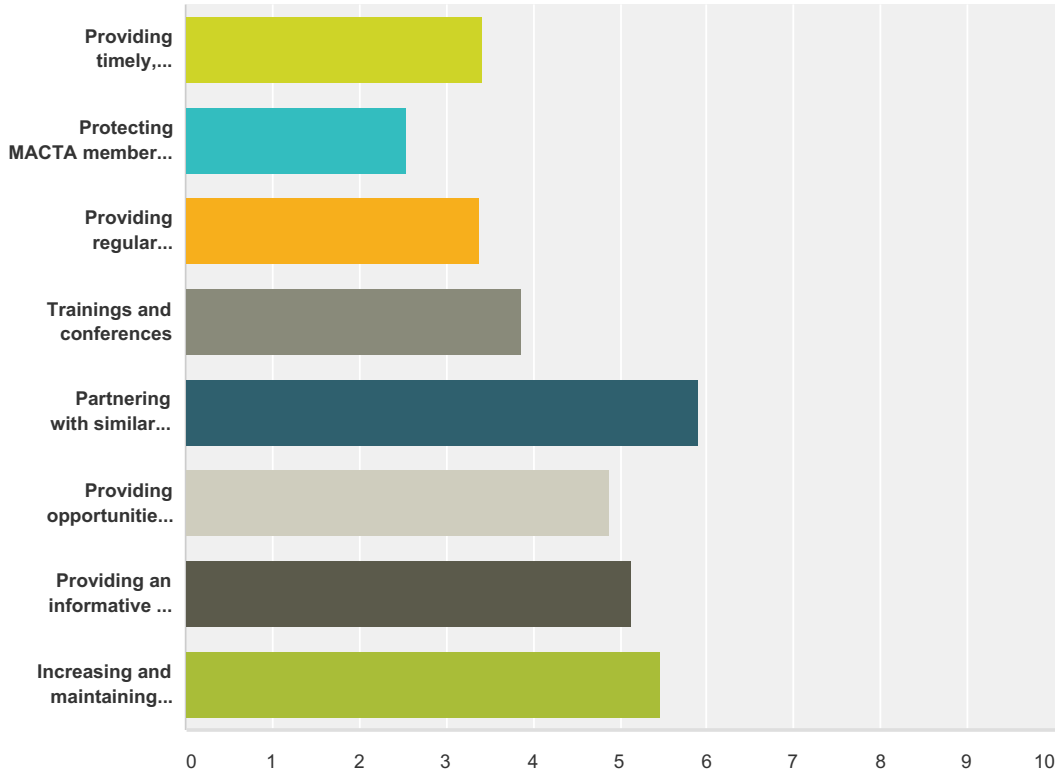
Answer Choices	Responses	Count
MACTA e-Brief	87.50%	28
Email	78.13%	25
Website updates	31.25%	10
Physical mailings	9.38%	3
LinkedIn	6.25%	2
Facebook	25.00%	8
Twitter	3.13%	1
Other (please specify)	0.00%	0
<b>Total Respondents: 32</b>		



# MACTA Membership Survey

## Q9 Please rank the importance of areas MACTA should focus on, with 1 being the most important and 8 being the least important.

Answered: 32 Skipped: 0



	(Most important)1	2	3	4	5	6	7	(Least important)8	Total	Weighted Average
Providing timely, relevant articles and content	21.43% 6	28.57% 8	7.14% 2	14.29% 4	3.57% 1	10.71% 3	10.71% 3	3.57% 1	28	3.43
Protecting MACTA members' policy interests	48.28% 14	13.79% 4	13.79% 4	3.45% 1	6.90% 2	6.90% 2	6.90% 2	0.00% 0	29	2.55
Providing regular legislative updates	15.63% 5	18.75% 6	31.25% 10	12.50% 4	6.25% 2	6.25% 2	3.13% 1	6.25% 2	32	3.38
Trainings and conferences	7.14% 2	17.86% 5	17.86% 5	21.43% 6	21.43% 6	7.14% 2	3.57% 1	3.57% 1	28	3.86
Partnering with similar organizations	0.00% 0	3.45% 1	0.00% 0	13.79% 4	24.14% 7	27.59% 8	6.90% 2	24.14% 7	29	5.90
Providing opportunities for member interaction (forums, listservs, etc.)	3.57% 1	3.57% 1	17.86% 5	17.86% 5	17.86% 5	21.43% 6	7.14% 2	10.71% 3	28	4.89
Providing an informative and aesthetically pleasing website and e-Brief	6.25% 2	9.38% 3	12.50% 4	9.38% 3	15.63% 5	15.63% 5	9.38% 3	21.88% 7	32	5.13
Increasing and maintaining membership	6.25% 2	9.38% 3	3.13% 1	15.63% 5	6.25% 2	6.25% 2	43.75% 14	9.38% 3	32	5.47

## MACTA Membership Survey

### Q10 What can MACTA do to improve member services?

Answered: 10 Skipped: 22

#	Responses	Date
1	Provide better knowledge on activities of small providers for outstate members. MACTA follows Comcast great, for example, but nothing is ever heard about the providers that cover some of the larger areas, yet less population dense areas like Paul Bunyan Communications.	10/19/2015 11:20 AM
2	List serve, webinars.	10/19/2015 11:13 AM
3	Have mini sessions around the state again	10/12/2015 12:51 PM
4	Grow membership. Engage members through forums like the technology group giving more member benefits.	10/12/2015 12:24 PM
5	Take your story to nontraditional venues?	10/12/2015 11:31 AM
6	MAYBE try to do more to keep our non-metro members engaged?	10/12/2015 11:30 AM
7	Nothing	10/6/2015 10:14 AM
8	Provide location of information for us to check that fits our general business but not directly, needed but makes informative back ground.	10/6/2015 4:10 AM
9	I would come to more conferences if they weren't so expensive. I also go by the topics that will be discussed and I know you try to do a good job of it but sometimes I'm not really very interested in the content. (sorry!)	10/5/2015 12:43 PM
10	Keep it lively!	10/5/2015 11:12 AM

## MACTA Membership Survey

### Q11 What additional comments or suggestions do you have for MACTA?

Answered: 11 Skipped: 21

#	Responses	Date
1	"I got a fever and the only prescription is more cowbell."	10/19/2015 12:05 PM
2	Beef up the video production tracks of conferences. Show and tell just doesn't cut it.	10/19/2015 11:20 AM
3	Keep up the good work	10/12/2015 12:51 PM
4	To expand MACTA membership email important notices/headlines to non-members (or non payers) but they must be members to log in for the important information or service. (be a member) Basically tease them with what MACTA does.	10/12/2015 12:24 PM
5	Lower the cost of the annual conference. Focus on local, no one cares about national issues.	10/12/2015 11:41 AM
6	Thank you for all the hard work and excellent results! The board has done a great job!!	10/12/2015 11:30 AM
7	None	10/6/2015 10:14 AM
8	I believe that it has been covered quite well. I do not believe we are lacking in anything of importance.	10/6/2015 4:10 AM
9	nothing	10/5/2015 12:43 PM
10	MACTA is doing a great job. Keep it rolling!	10/5/2015 11:23 AM
11	Nice work by the leadership group.	10/5/2015 11:12 AM