

# *The Megaphone*

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**meg·a·phone** [meg-uh-fohn] –noun  
1. a cone-shaped device for magnifying or directing the voice, chiefly used in addressing a large audience out of doors or in calling to someone at a distance.

www.dictionary.com

Hello everyone!

Things have been very busy here at the MAS office as we move ahead from our AGM, and prepare for the Arts, Culture and Heritage Research Symposium being held tomorrow at the University of Regina. We know you are all busy too getting your summer season in gear!

We have one last item to share with you from the AGM - the results of the communications survey so many of you were so wonderful to fill out. Thank you so much for sharing your opinions and ideas! We had really great feedback from everyone who filled out the surveys, and had 40 of them returned (about 10% of MAS' membership). Twenty-nine of those surveys were returned from AGM attendees; the remaining 11 came from our e-mail list. Your feedback will help us ensure our communications will better suit your needs, and also ensure our website is providing you with the information you want and need.

I was very pleased so many of your responses were positive and had some great suggestions for ways to make us more relevant to you. We will be reviewing all of the comments and trying to include your ideas in our future MAS communications planning.

We still have some divergence of opinion in our members, particularly between those who prefer paper communication and those who want only e-mailed communication; we are going to work to find more common ground, and ways to meet the needs of both.

As an example of the differing perspectives, let me begin reporting the results of our survey by telling you about the only question that 100% of our respondents agreed with - that the current schedule for MAS En Masse, a quarterly paper mailout posted to our website, is good as is! So that's a start! We're going to take another step by mailing this *Megaphone* to all our members too.

As you may recall from the survey, some of the questions asked you to rate our communications tools on a scale of 1 to 5, with 1 being the lowest. For reporting purposes, we have accepted ratings between 3 and 5 as approval; however, we're going to be working very hard to raise the number of responses in that 4 and 5 range! For example, 72% of you gave *Megaphone* a rating of 4 or 5 on the enjoyment/interest scale; when we added in the people who chose 3 on the scale, that number jumped to 86%. We'd love to see that 86% in the 4 or 5 range, and those 14% who rated it below a 3 to move up to at least the 3 level!

So, enough explanation and on to the results – thanks for your input, and we'll plan to do this again next year so we can compare! Talk to you next week! - Lisa

## Results – MAS 2009 Communications Survey

### **Question:**

1) Please rate your interest in and/or enjoyment of the following communications tools on a scale of 1 to 5, with 1 being the lowest: (Totals reflect responses rating between 3 and 5)

**Megaphone – 86%; Ephemera – 76%; MAS En Masse – 88%; MAS Website – 82%;  
Annual Report – 87%**

### **Question:**

2) Please rate the usefulness of the following communications tools on a scale of 1 to 5, with 1 being the lowest: (Totals reflect responses rating between 3 and 5)

**Megaphone – 87%; Ephemera – 86%; MAS En Masse – 91%; MAS Website – 92%;  
Annual Report – 84%**

### **Question:**

3. We would like to know how frequently you would like these communications tools to be sent out, and how:

#### **Megaphone**

Current Schedule – Every Week - Link sent by e-mail, posted to the website, mailed regularly  
E-mail and website postings: **84% Good as is**  
Regular mail: **76% Good as is**  
How do you prefer to receive Megaphone? **64% E-mail**; 19% On website; 14% Regular mail;  
3% Fax; 0 Do not wish to receive it

**Ephemera** - Current Schedule – Twice a month – Sent by e-mail - **85% Good as is**  
Should we make Ephemera available on the MAS website? **93% Yes**  
Should we mail out Ephemera? **56% No**

**MAS En Masse** - Current Schedule – Quarterly mailout, posted to the website - **100% Good as is**

### **Questions:**

4. What can we do to make these tools more relevant, useful, or interesting to you?
  5. What types of new communications would you like to see in the coming year?
- As noted, the answers to these questions were very helpful and ideas will be reviewed for inclusion in future MAS communications planning.

### **Question:**

6. As you know, MAS has just launched a new website, and we are evaluating the content currently on the site, and the content that should be developed for the site. Please rate the importance of us including the following options on the website, on a scale of 1 to 5, with 1 being the least important: (Responses rating between 3 and 5, highest to lowest)

- 1) **Member News; Educational Programming**
- 2) **Alternate Funding Sources; Member Events; Contact Information; On-line Resources**
- 3) **Membership Lists/Contacts**
- 4) **Governance Policies/Procedures**
- 5) **Megaphone**
- 6) **MAS En Masse; Member Renewals**
- 7) **Ephemera**
- 8) **Members-Only Section**
- 9) **Board Minutes**
- 10) **Audio or Video Components**