







Campus Checklist survey results






Spring 2018



Which of the following best describes the employee group to which you belong?






Response	Chart	Percentage	Count
Faculty Association		11.4%	105
PEA		27.5%	254
CUPE		36.3%	335
Management Excluded		8.0%	74
Exempt Support		2.8%	26
Not sure		14.0%	129
Total Responses			923

How often do you read the Campus Checklist?

Response	Chart	Percentage
Always		33.2%
Often		20.9%
Sometimes		19.4%
Rarely		12.0%
Never		14.5%

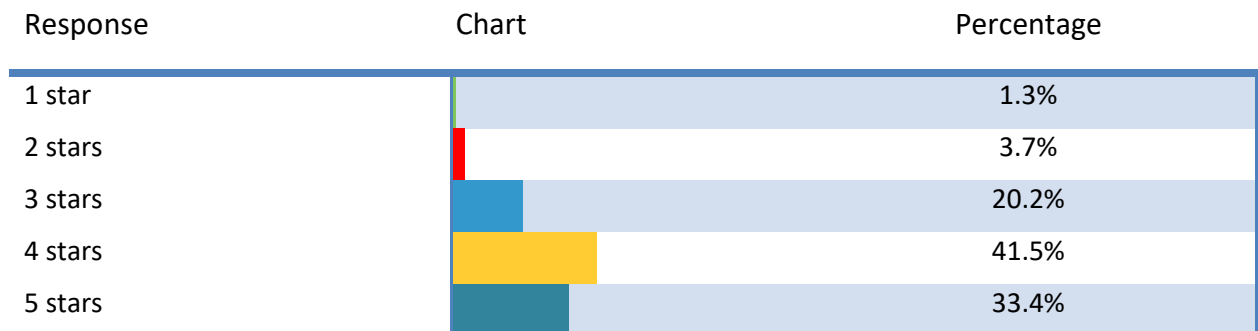
Layout

Is the newsletter visually attractive?

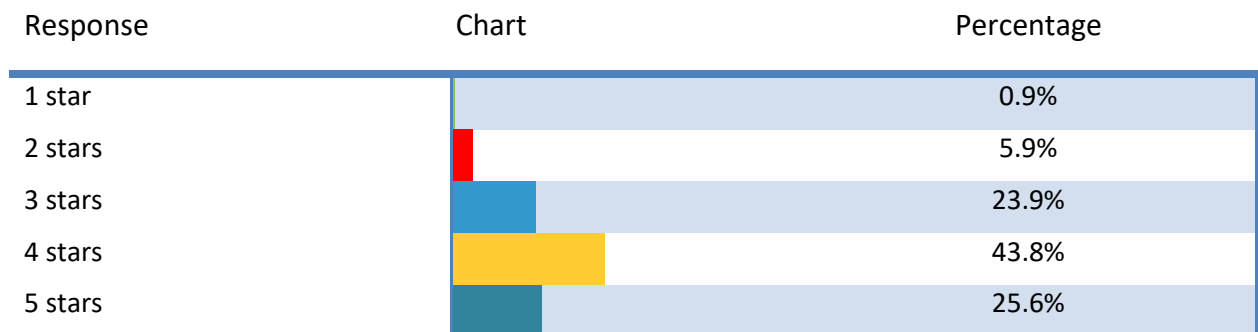
Response	Chart	Percentage
1 star		3.9%
2 stars		11.9%
3 stars		29.2%
4 stars		40.3%
5 stars		14.7%

Accessibility

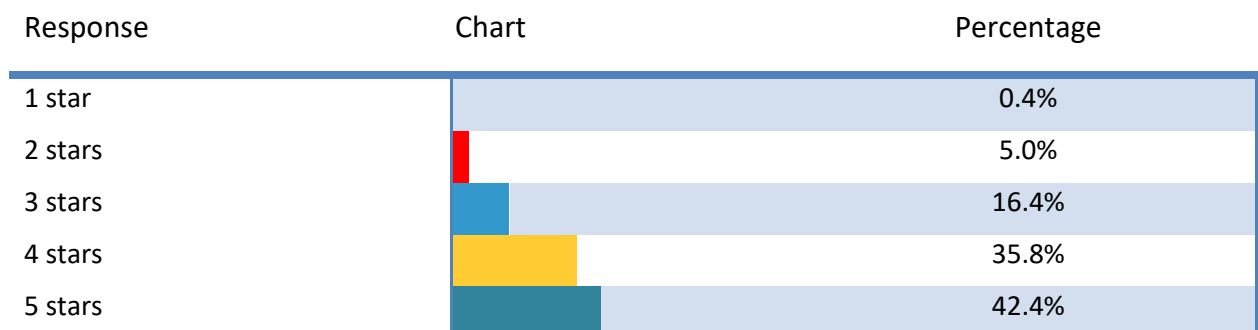
Do you find the newsletter easy to read and scan?



Content quality

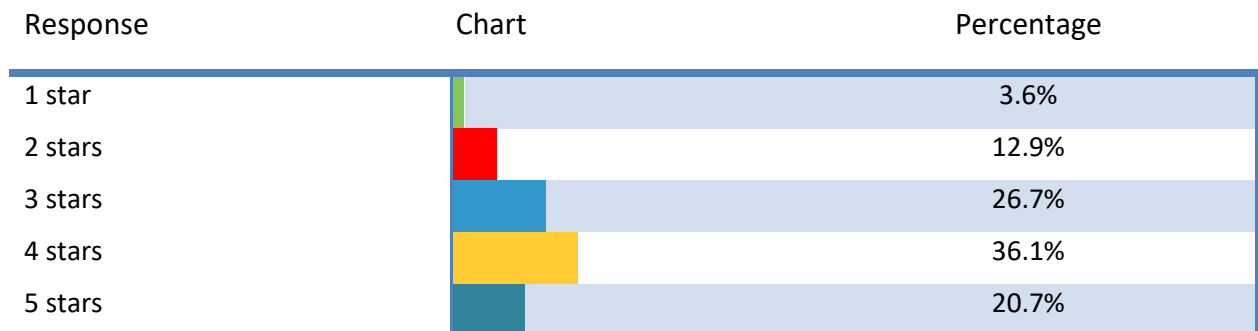


Frequency



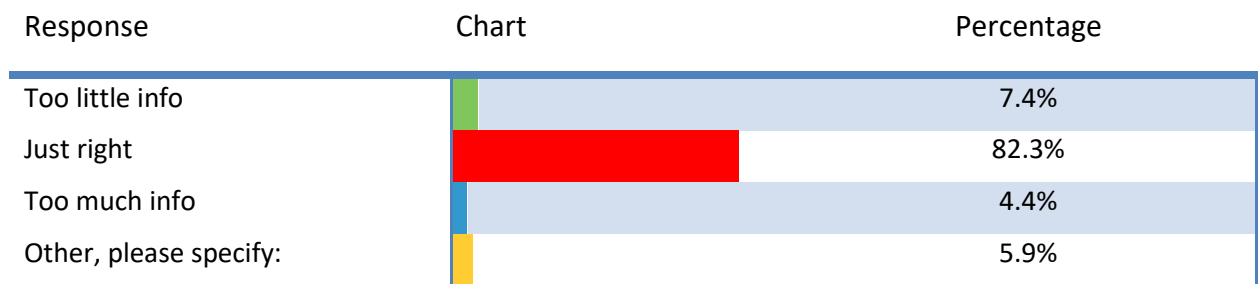
Breadth

Is there information from a variety of units and departments?

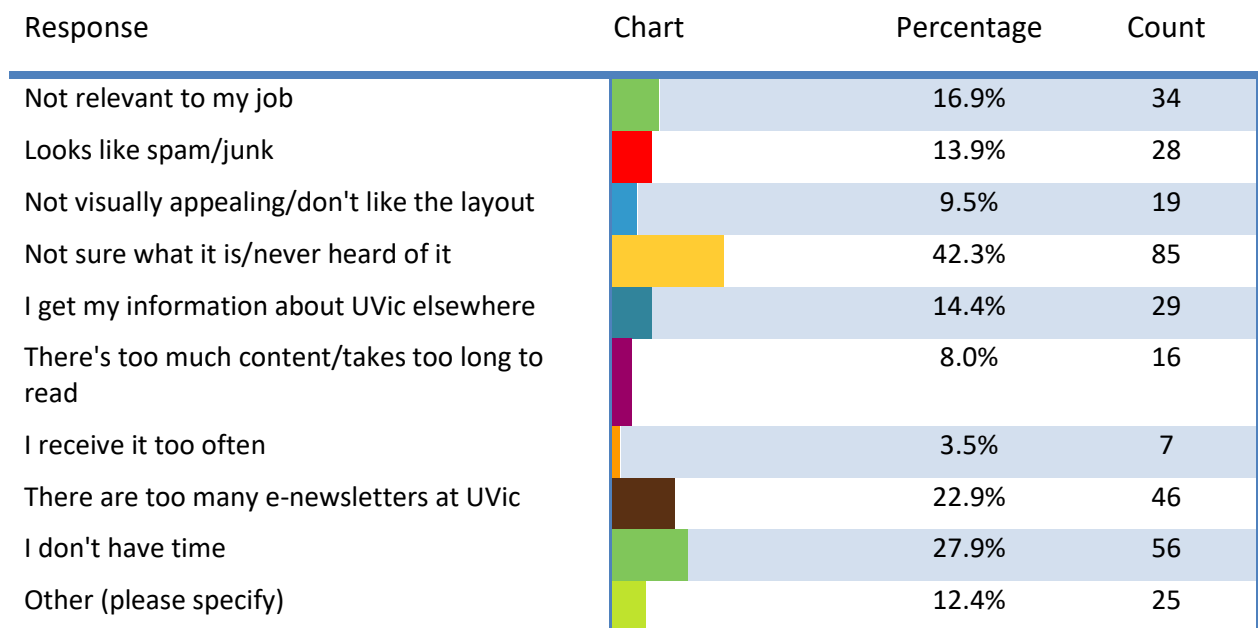


Length

Are we including the right amount of stories and items?



Why don't you read the Campus Checklist regularly?



What kind of stories do you like/want to see in the Campus Checklist?

Variable	No interest	Little interest	Somewhat interested	Very interested	Most interested
Campus service changes & disruptions	26 3.7%	59 8.4%	185 26.5%	312 44.6%	117 16.7%
HR courses & training	37 5.3%	99 14.1%	227 32.3%	259 36.9%	80 11.4%
Award recipients (faculty & staff)	54 7.7%	145 20.7%	296 42.3%	172 24.6%	33 4.7%
Updates on policies & reports	31 4.4%	92 13.1%	240 34.2%	256 36.5%	83 11.8%
Research news	32 4.6%	94 13.4%	245 35.0%	246 35.1%	84 12.0%
Art, culture or sporting events	31 4.4%	55 7.8%	231 32.9%	272 38.7%	114 16.2%
Nominations & appointments	73 10.5%	164 23.6%	268 38.5%	161 23.1%	30 4.3%
Student success stories	54 7.7%	95 13.5%	256 36.5%	221 31.5%	76 10.8%
Videos	124 17.9%	175 25.3%	243 35.1%	126 18.2%	25 3.6%
Fun facts, surveys & contests	66 9.4%	120 17.1%	214 30.4%	219 31.2%	84 11.9%

What do you like about the Campus Checklist?

**We received 347 responses to this question. We've transcribed a select few.*

- I think it is extremely valuable to keep members of the University updated and connected!"
- "Connects us from around campus and I know what's going on and when."
- "It's where I find out about campus-related things that are relevant to me."
- "Content is timely and as a relatively new staff member I find it is a great way to learn about what's happening around campus."
- "Since the newsletter started coming out, I have felt more up to date about things happening around campus that I would not have learned about by any other opportunity."
- "It gives departments that don't necessarily interact or have much to do with each other the chance to see what else is happening on campus – which is important for consistency, customer service and team mentality."
- "Great way to hear about what is going on across campus. Important internal communication tool"
- "It helps me to keep up-to-date on what is happening on campus, and thus helps to build a feeling of community."
- "that I get it automatically, that I can find out what's happening in other Depts, it helps me feel connected to the Univ"
- "It outlines different things happening on campus that build a sense of community and awareness. It also shares just the right amount of information so it is easy to scan and can click on links if you wish to know more."
- "It is a vehicle for informing we too-busy professors about details that we find useful, and have no other means of learning. In other words, a communication tool."
- "It's an easy way for me to learn about campus initiatives, events, etc., and reminds me that I am connected to more than just my silo in my unit! Breaking out of my silo, even if only for a few minutes while reading Campus Checklist, is like a breath of fresh air."
- "Campus Checklist is a quick read, perfect for a coffee break. A good sampling of what is happening – makes one feel part of the larger UVic community!"
- "As a member of the campus grounds staff I enjoy seeing what other departments are up to as well as the campus in general."
- "Important information in one place, feel part of the overall campus community"

- “As long as the material is kept as relevant as it has been, the Campus Checklist will continue to be essential reading for me!”
- “The Checklist helps me feel more in touch with what is going on outside my unit and across the broader campus. Also, the Checklist has showed me all sorts of benefits I could access (Staff programs at the gym, through HR etc.). It is a great tool. Please continue!!”
- “I like that I am informed about what is going on campus; and that I have the opportunity to attend events and participate in the UVic community. It makes me feel empowered and valued as an employee that the administration is interested in our point of view. Keep up the great work!”

Do you have any suggestions to improve the Campus Checklist?

**We received 98 responses suggesting improvements. We've transcribed a select few.*

- “Is there any way to have the email itself be less content-heavy?”
- “Increased engagement from more departments.”
- “Often there are item I am not interested in so I have to filter through the headlines to see if there is something I should see. Perhaps an index at the top of the checklist to allow me to quick jump to the items that may apply to me or be of specific interest.”
- “Don’t often have time to click on all the links, but that doesn’t mean I don’t want to! Make sure the couple of sentence summaries actually do summarize so that I can quickly learn about it all, and if I have time I can click on the links to gather details on some of the topics.”
- “Would like content paragraphs to be shorter and/or more bullet points.”
- “I wouldn’t make it any more flashy than it is; in my opinion it’s easy to read as it is, and changing the formatting would be effort and not helpful, in all likelihood. So, any improvements should only be content, if that.”
- Keep it short – just the soundbites and then links for further information.”
- “I almost always feel I do not have time to read it. So many other pressing demands, and my department does not care whether I’m up on UVic news or not. If you could trim it down further to an easy-to-scan minimum, I would probably look at it more often.”
- “It looks like phishing. It should come from a UVic account, and not use a third-party provider.”
- “My issue is that we have so many newsletters/check lists”
- “Have more engagement with the readers. Ask about their stories.”

If you have questions about this report, please email the Campus Checklist team at checklist@uvic.ca.