

# Auburn University

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## 2003 FACULTY & STAFF COMMUNICATION SURVEY

### I. How I receive information:

**For questions 1-3, please rank:** 1= most important or most used, 2=second most, etc.  
Rank only the ones that you are sure of or have an opinion about, and leave the others blank.

1. My primary source of news of special interest to AU faculty and staff is:
  - a. \_\_\_ print media
  - b. \_\_\_ AUDaily e-mail
  - c. \_\_\_ AU Web sites
  - d. \_\_\_ Administrators
  - e. \_\_\_ Campus grapevine (friends, colleagues)
  - f. \_\_\_ other \_\_\_\_\_
2. With print media, my primary source of news of special interest to AU faculty and staff is:
  - a. \_\_\_ AU Report
  - b. \_\_\_ Plainsman
  - c. \_\_\_ Opelika-Auburn News
  - d. \_\_\_ Other \_\_\_\_\_
  - e. \_\_\_ None, do not read print media
3. Please rank the following in terms of importance for reporting campus news:
  - a. \_\_\_ accuracy (Is it correct?)
  - b. \_\_\_ thoroughness (Is it complete?)
  - c. \_\_\_ timeliness (Is it still news?)
  - d. \_\_\_ relevance (Is it news I can use?)
  - e. \_\_\_ presentation (Is it presented attractively?)
  - f. \_\_\_ perspective (Is it balanced?)

**For the next two questions, rank the following in terms of strengths/weaknesses:**  
(1=greatest strength, 2=second, etc., 6=greatest weakness)

4. AU Report:
  - a. \_\_\_ accuracy
  - b. \_\_\_ thoroughness
  - c. \_\_\_ timeliness
  - d. \_\_\_ relevance
  - e. \_\_\_ presentation
  - f. \_\_\_ perspective
5. AUDaily campus e-mail transmissions:
  - a. \_\_\_ accuracy
  - b. \_\_\_ thoroughness
  - c. \_\_\_ timeliness
  - d. \_\_\_ relevance
  - e. \_\_\_ presentation
  - f. \_\_\_ perspective

**For each of the following two questions, mark the SINGLE most appropriate answer:**

6. I read the AU Report:
  - a. \_\_\_ always
  - b. \_\_\_ most issues
  - c. \_\_\_ seldom
  - d. \_\_\_ never
7. I read the AUDaily e-mail transmissions:
  - a. \_\_\_ daily
  - b. \_\_\_ at least once a week
  - c. \_\_\_ seldom
  - d. \_\_\_ never.

**II. Rating The AU Report and other campus communication methods:**

(On the following scales, circle the number that represents your level of agreement or disagreement. Leave blank if the statement does not apply to you.)

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**1= Strongly Disagree 2=Disagree 3=Unsure/Do Not Know 4= Agree 5=Strongly agree**

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8. I try to stay abreast of campus news.	1	2	3	4	5
9. The faculty and staff are well informed about AU issues.	1	2	3	4	5
10. The AU Report is a good way to get campus news.	1	2	3	4	5
11. E-mail is a good way to get campus news.	1	2	3	4	5
12. The Internet is a good way to get campus news.	1	2	3	4	5
13. Auburn doesn't need the AU Report.	1	2	3	4	5
14. Auburn doesn't need AUDaily.	1	2	3	4	5
15. The administration tries to keep faculty and staff informed.	1	2	3	4	5
16. I prefer getting the AU Report weekly instead of every two weeks.	1	2	3	4	5
17. Use of color photos makes the AU Report better.	1	2	3	4	5
18. The AU Report has information I cannot find in daily newspapers.	1	2	3	4	5
19. If I read it in the AU Report, I know I can believe it.	1	2	3	4	5
20. AUDaily e-mail transmissions have information I cannot find elsewhere.	1	2	3	4	5
21. Matters that I care about are featured in the AU Report.	1	2	3	4	5
22. Matters that I care about are featured in AUDaily e-mail transmissions.	1	2	3	4	5
23. The Plainsman has all I need to know about faculty/staff news.	1	2	3	4	5
24. The Web and/or e-mail are killing newsletters like the AU Report.	1	2	3	4	5
25. The AU Report does a good job of balancing the information needs of faculty and staff with those of the administration.	1	2	3	4	5

**III. Issues and news** (Please rate the following in terms of importance to you.)

**1=very unimportant 2=somewhat unimportant 3=not sure or undecided  
4=somewhat important 5=very important**

26. AU finances (budget and funding)	1	2	3	4	5
27. AU academic reputation/ranking	1	2	3	4	5
28. Pay and benefits	1	2	3	4	5
29. Research	1	2	3	4	5
30. Outreach	1	2	3	4	5
31. Working conditions	1	2	3	4	5



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