

2014 Carleton Satisfaction Survey for Employees

University Communications

University Communications	
% Using Service	Number of Users
32.5%	238

Mean of Responses

	University Communications		
	N	Avg.	Std. Dev.
My overall experience with the Department of University Communications	427	7.7	1.9
My understanding of the breadth and depth of the services provided by DUC	470	7.0	2.2
The quality and content of the Carleton Now employee online publication	519	7.5	2.1
The quality and content of Today @ Carleton	580	7.8	1.9
Carletons web presence relating to the provision of useful information about the university, programs, and services	564	7.5	2.1
Strategic, timely, and effective media relations support	193	7.6	2.2
Strategic, timely, and effective issue management counsel and support	150	7.7	2.2
Support and counsel provided when planning and executing an event	155	7.7	2.4
Delivery of counsel and support in a professional, courteous, and timely manner	199	8.0	2.1
Quality and usefulness of media training sessions	106	8.2	2.1

Percentage of Responses

	University Communications		
	Low	Med.	High
My overall experience with the Department of University Communications	6.1%	31.6%	62.3%
My understanding of the breadth and depth of the services provided by DUC	12.8%	40.6%	46.6%
The quality and content of the Carleton Now employee online publication	9.1%	32.6%	58.4%
The quality and content of Today @ Carleton	7.1%	25.5%	67.4%
Carletons web presence relating to the provision of useful information about the university, programs, and services	9.2%	30.9%	59.9%
Strategic, timely, and effective media relations support	10.4%	29.5%	60.1%
Strategic, timely, and effective issue management counsel and support	11.3%	20.7%	68.0%
Support and counsel provided when planning and executing an event	12.3%	23.2%	64.5%
Delivery of counsel and support in a professional, courteous, and timely manner	6.5%	21.6%	71.9%
Quality and usefulness of media training sessions	7.5%	17.0%	75.5%

Source: Carleton Satisfaction Survey for Employees, 2014

Notes: 1. % -> percentage of respondents where: Low - 1,2,3,4; Med. - 5,6,7; High - 8,9,10.

Mean of Responses

	University Communications					
	Yes			No		
	N	Avg.	Std. Dev.	N	Avg.	Std. Dev.
My overall experience with the Department of University Communications	230	7.8	2.0	197	7.5	1.8
My understanding of the breadth and depth of the services provided by DUC	220	7.6	2.0	250	6.4	2.3
The quality and content of the Carleton Now employee online publication	205	7.6	2.1	314	7.3	2.1
The quality and content of Today @ Carleton	220	8.0	2.0	360	7.8	1.9
Carletons web presence relating to the provision of useful information about the university, programs, and services	226	7.7	2.1	338	7.4	2.1
Strategic, timely, and effective media relations support	193	7.6	2.2			
Strategic, timely, and effective issue management counsel and support	150	7.7	2.2			
Support and counsel provided when planning and executing an event	155	7.7	2.4			
Delivery of counsel and support in a professional, courteous, and timely manner	199	8.0	2.1			
Quality and usefulness of media training sessions	106	8.2	2.1			

Percentage of Responses

	University Communications					
	Yes			No		
	Low	Med.	High	Low	Med.	High
My overall experience with the Department of University Communications	6.5%	29.1%	64.3%	5.6%	34.5%	59.9%
My understanding of the breadth and depth of the services provided by DUC	8.2%	32.7%	59.1%	16.8%	47.6%	35.6%
The quality and content of the Carleton Now employee online publication	8.3%	28.3%	63.4%	9.6%	35.4%	55.1%
The quality and content of Today @ Carleton	7.3%	21.4%	71.4%	6.9%	28.1%	65.0%
Carletons web presence relating to the provision of useful information about the university, programs, and services	8.4%	29.6%	61.9%	9.8%	31.7%	58.6%
Strategic, timely, and effective media relations support	10.4%	29.5%	60.1%			
Strategic, timely, and effective issue management counsel and support	11.3%	20.7%	68.0%			
Support and counsel provided when planning and executing an event	12.3%	23.2%	64.5%			
Delivery of counsel and support in a professional, courteous, and timely manner	6.5%	21.6%	71.9%			
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