

**Women Executives**  
**2005 Communications Survey Comments**  
*(unedited)*

**COMMENTS GUIDE**

Q5: Directory Usage Comments	Page 1
Q8: Suggestions for the Directory	Page 4
Q9: Directory General Comments	Page 6
Q12: Printed Newsletter Comments	Page 7
Q15: E-Newsletter Comments	Page 9
Q17: Suggestions for the Newsletter	Page 11
Q19: Miscellaneous Comments	Page 12

**Q5: WE Directory Usage Comments**

- 1 I have always used the printed one and would like to see us keep it because of its portability. We do not always have computers at our fingertips and it is also harder to "brouse" the electronic version.
- 2 I always liked being able to carry the directory with me from place to place and refer to various info; sometimes it is harder to go online for the same info
- 3 The printed directory is much more accessible and mobile for us more technologically challenged individuals.
- 4 You can keep the directory handy and not have to search for the website address, etc. I do not like the on-line directory and will look for another way to get the address of a member----or look in an old directory---before I will go on line.
- 5 I think you should print but in a much abbreviated form i.e. name, home address and telephone number, business address and telephone numbers, current title with each persons picture.
- 6 I prefer having more info on paper, but understand the costs and the ease in online updates.
- 7 I loved the old directory and used it frequently. I would be willing to pay for one like it each year, if necessary. I did not like the larger size and shortened format of the one last year.
- 8 I use the printed directory out of old habit, one that should be broken. I sometimes find the printed information outdated whereas the on-line directory will more likely be current. Printing is an expense we should no longer incur.
- 9 There are many times that I don't have access to the web, so it is important and helpful to have the printed directory. Also, it is a much easier and quicker reference than going on-line. Plus, if I am telling a friend about a WE colleague, I can reference her photo in the printed version.
- 10 The online version is helpful for finding someone you already know, just to look up phone number. Printed version is much better when you are trying to find a member who can help with a specific situation, when you want to review the entire membership to find someone who might have the expertise you need.
- 11 I appreciate the trade off with cost and timeliness, but if some additional information could be added to the printed booklet at no or not much additional cost, that would be good

- 12 I miss the details on the background of the individuals in the printed version. I wish we could do this twice a year, maybe even send the electronic version to us so we print our own and have a notebook so we could three hole punch an updated version. I print out so much stuff that a booklet version wouldn't bother me. I have used the on-line, but more often just grab the book. It has proven to be outdated at least twice this year when I used it, which is my fault for not going on-line. Maybe we just have to get use to going to the directory on-line and forget about the old fashioned hard copy. Thanks for your efforts in putting this all together.
- 13 I haven't used the online directory mostly because I'm in the habit of using the printed directory.
- 14 I like the shorter version of member profile - name, contact information, name of business. I like the smaller directory better but do not have a strong preference. It is helpful to have additional information provided previously listing membership by work type category.
- 15 I say we should have a printed directory, but it should also come down to cost and effort. I would think it cheaper and easier to do online, and we should all just get used to it.
- 16 The Directory is our "lifeline" - and it needs to be VERY handy. I take mine with me often. I definitely preferred the previous directory.
- 17 I like the current size because it is not so thick. I sit at my desk a big part of the day so I use the online directory mostly.
- 18 I really loved the smaller directory, which I could put in my purse if needed. I don't have a big problem with the larger one. What's more important is that we have printed directory. It's much easier to pick that up off my desk than to access it online.
- 19 I miss the detailed information in the printed version.
- 20 For those of us on the run, the electronic version doesn't provide maximum utility. We have to know what we need ahead of time to look it up and print it out. Then, if needs change while we're out of the office/out of town, we're SOL. There are reasons to have a printed document, even in the electronic age.
- 21 The smaller size made the directory "stand out" among all of my other papers. That is a good thing. I like to carry directory around and to meetings, so print version is more useful to me.
- 22 I love the internet and use it a lot. But I keep the hard directory right next to my desk. When I need to find member info, it's simply easier to pick it up and page through it than to go to the web site, log on, link to the directory, then scroll through the listings...
- 23 The new size is nice b/c one can view 6 people at once, however, it is more cumbersome to handle and I like having all the bio info in print form instead of this abridged version.
- 24 Recently I received the newsletter by E-mail and when I printed it, only portions of it could be read, although all of it was readily discernible on the computer screen - just not when it was printed; actually, the portions which were not discernible appeared to be in a foreign language of symbols!
- 25 I strongly support a printed directory!!!! On-line is not always available. Printed is easier to use when sending an email.
- 26 I like being able to easily "peruse" the printed directory - often when I am looking up a certain person, notice others that I don't know as well and take note. I am not on-line all day, so using that is a hassle to me. Would like fuller info back into the printed directory. I know that updates have to be done by me as I get them - but if they were printed either in hard copy or in email in a standard format, would be easy to clip and put in.
- 27 I would like to see the birthdates (month & date only) back in the directory as we did with the old directories. Also, noting a members significant other if they choose to include it. Both of these are helpful in remembering "personal" and sending good wishes to members.

- 28 As a new member I felt some of the information in the directory was outdated- I am thinking specifically about the photos. Some photos are so old they barely resemble the member. Recent photos would help me learn names and faces more easily.
- 29 I would enjoy knowing a little more about each person, such as what her company does and what other organizations she is active in. Many of our members are active on boards of not for profits and that is a great thing to know. Also, interests would be good. In the networking group, we thought of ways where women might have the chance to reach out to others to golf, hiking, bridge, whatever their mutual interests are.
- 30 I like both forms. I have the printed one near my phone at home and use the one on line here at the office. I prefer the smaller size and like having the indexes that show business categories, business names as well as by member names. Having the officer names, numbers, e-mails and address and WE offices in the printed version is good. I have found the on line tool a little slow since to look up several names I had to go back up to the alphabet list each time. This may be due to limited technical know how on my part.
- 31 Much easier to survey the entire membership/photos quickly. The online is very important for up to date info, but this is one directory that is still very handy to have hard copy as well. Good for showing to prospective members to view "people they know", etc.
- 32 Although I use both the print and on-line directory, it is so handy to reach for the print version when I need member information.
- 33 I prefer the format of the old directory that was 5.5" X 8.5".
- 34 I understand about costs since I also publish a directory at work. Please consider my evaluation in light of the fact that while I have preferences, I would be willing to forgo them if costs are too high.
- 35 as cheaply as possible is fine
- 36 The printed directory is just easier than the web. Flip through, discover people you know, people you need to meet, id faces of folk at a meeting. There is something about tangible, tactile use of somethings that don't translate to virtual realm. Would love to find a way to get more business and person bio interests on each members page. Fewer resumes and more current info?
- 37 The printed directory is critical as far as I am concerned. You can carry it with you and it's easily accessible. Real value is the pictures along with the addresses, etc.
- 38 I guess I am just an old timer. Although I spend most of my day on line it is sometimes a pain to shift from program to program, or website to website to gather data.
- 39 I can't imagine there are members who do not have access to e-mail or the Internet. If I only had an on-line version to use, that's what I would use. Having a printed directory handy makes me lazy!
- 40 It is much easier to grab the directory, which I keep in my drawer than having to log on to the website.
- 41 Size of printed directory fits nicely on shelf, shorter booklet gets "lost" among other publications.
- 42 If cost is an issue, those who want a full, printed directory could be asked to order and pay for one. I would be willing to pay.
- 43 I use my printed copy of the directory quite frequently. I don't use the on-line version as often, because I'm not always at the computer when I need a member's name or number.
- 44 The photos in the current book are too small for the format and the print quality is poor. I miss the working history and community involvement information.
- 45 enlarge the information, especially the photos

**Question 8: Is there any additional information that we should add in the directory that would be helpful to you?**

- 46 Husband's name Hobbies, interests
- 47 Calendar of events, meeting and committee information
- 48 It would spark more interaction outside WE events to know interests and hobbies of members which would be included on-line.
- 49 This would be sufficient.
- 50 Significant other or spouse's name
- 51 Given suggestions at July luncheon for creating topical interest groups (e.g. travel, parenting teenagers, etc. ) maybe we could add topics of special interest to the on-line directory to facilitate this.
- 52 Position description would be very helpful if it actually describes what type of executive or professional the member is, not just their employer. Often job titles are not enough. We (Membership and Recruiting committees) need this information to guide efforts to provide a diversity of occupations within the membership.
- 53 The printed directory could serve as a portable directory primarily for contact information. the online directory could contain the by-laws, membership requirements etc. The Printed directory should refer back to the on-line directory for these items.
- 54 Committee chairs, past year and current year
- 55 Special Interests, ie. golf, travel, wine
- 56 Husband's name
- 57 It would be nice to have the person's title but not the position description in the printed directory.
- 58 NO.
- 59 Hobbies/outside interests Names of sponsors
- 60 Members sorted by profession and by company.
- 61 It makes more sense to me to put the member's WORK information first (or only) in the printed directory. It's just logically the first thing you look at, and since most of us prefer to be contacted at work, it'd be good to put that contact info first.
- 62 I like the listing of Members by Employer and the listing of Past Presidents in both. A listing of who is on/ chairing current committees is helpful in the online directory.
- 63 I am not sure that categorizing members by industry is all that helpful. You could skip that page. (Maybe you already have!)
- 64 List of past presidents is helpful in on line format. List of current committee chairs and committee members on line is helpful.
- 65 Yes: would be VERY helpful to have groupings by industry affiliation, e.g., communications, financial services, non-profit, consulting, etc. Good currently having alpha breakout of corporate affiliations. Also, an online directory of boards on which members serve (or already served on?)would be great.

- 66 More index information.
- 67 I would love to know spouses names.
- 68 no
- 69 I'd like to see something different in lieu of education. Like their biggest management or leadership tip. Or how they overcame some challenge at work or personally. I have always believed the greatest resource of WE are the women themselves. How to we learn more about the rich tapestry?
- 70 Yes, and I mentioned this at the recent WECS Board meeting. It will be helpful/beneficial to have pictures of our WINGS Scholars on the web-site, along with school, major, expected graduation, and mentor.
- 71 If you print a directory, it should be as complete as the on-line version. However, I reiterate that it should just be online.
- 66 I use the printed directory to see a picture and know what they currently do. If I need more information I can go online.
- 67 Even tho this is Women Executives, I'd like to see added to the director the spouses' names. We meet them usually only once a year, and it would be nice to be able to remember who they are.
- 68 While it may not be politically correct, I liked having spouse and childrens names available.
- 69 spouse / partner names

## Question 9. Directory General Comments

- 70 I know that printing is a tremendous cost. Is there a way that the members could print the on line directory if wanted? I'm thinking a macro so we wouldn't have to go to each page seperately and print but a one button fits all. Then we could have all sorts of info and no print costs.
- 71 I would be willing to pay an additional 10 or 15 dollars each year, if needed, to go back to the old printed format.
- 72 I do want a full printed directory.
- 73 To keep printing and mailing costs down, maybe print a shorter run and only mail to those people that request it.
- 74 With our large membership I do find the directory very helpful, but very much support a move to an on-line only version. I assume the on-line version is printable or can be for any member who needs it.
- 75 I like our printed directory as is.
- 76 Please don't stop the print directory. I understand it costs money, but it is worth it.
- 77 I like the past president's history currently used. ("If we don't acknowledge our past, do we deserve a future?")
- 78 Requestion 8, couldn't these be issued once, in both formats (separate from printed directory), given to us separately in the printed format, also give out to new members. If changes made, do same thing. Do think vision and mission statements should be in both. Also the current officers and committee and perhaps past presidents - nice to be aware always of our history.
- 79 Please list BUSINESS contact info first! Very easy to use the first address, and, as we are a professional organization, our business info should be listed first (even if home is the preferred contact).
- 80 Thanks for asking the membership to voice their opinion.
- 81 I would pay for a printed directory. I would never use the information if it was only available on line.
- 82 I like having both an online and printed version. When I want more information, I go online. However, I like having a printed copy that I can quickly access.

## Question 12: Printed Newsletter Comments

- 83 Since this is a volunteer effort of the highest order, I would never criticize. I really enjoy the member news and would like to see more of it, but know that it a function of the members informing the editors of info. Perhaps an issue on trips, where we have gone would be helpful for planning our own travels. I see locations only so if another member is interested they can contact for details.
- 84 more content articles would be nice.
- 85 The newsletter is a hard job but it has been successfully done for over 20 years.
- 86 I like getting the printed version! I am much more likely to set it aside and read it at my convenience - I am NOT as likely to do that w/ an electronic version
- 87 I prefer the on-line version or e-mail blasts.
- 88 Go to online newsletter.
- 89 It seems from time to time that the newsletter contains "filler". I like to see member news and information on upcoming meetings. I'm not sure that the president's letter is always that informative, especially when it's a recap of the previous month's meeting.
- 90 I enjoy the newsletter and have never tried to be critical.
- 91 I like the on-line version and new content very much... Printed is nice to have but not needed in my opinion.
- 92 Newsletter could be limited to WE and WECS news (including news re WE members), schedules, and similar. Articles pertinent to speakers and upcoming meetings would be good (also follow-up articles re speakers and their topics). Don't necessarily need to have filler articles without any direct relationship to members or meetings.
- 93 I would be happy to move to online only for the newsletter.
- 94 I really liked the information concerning each member's "responsibilities" in their current job.
- 95 I think they are getting better.
- 96 I don't particularly like the filler information that is sometimes used.
- 97 Use printed version as long as it is available to grab it and take it with me to look at later
- 98 The format and delivery of newsletter seems to be in flux.
- 99 Please see my previous comments concerning the newsletter.
- 100 I was very concerned about the cartoon on the back of the last newsletter. I think it is not appropriate for an organization of our stature to joke about sexuality or lack of it!!! I would have been embarrassed to show that newsletter to a prospective WE member.
- 101 I like the newsletter and enjoy receiving and reading it. I appreciate so much those that put it together. I suggest that the content lean more heavily on what is happening with individual members and committee reports and plans. I do not need inspirational advice from this particular source. I don't object to it, but I would be in favor of less of it in favor of more member news. I say this b/c it is our connection to eachother that makes WE special.
- 102 Some months you might want a shorter newsletter and you could omit the whimsical wisdom.
- 103 Lately, no "filler" frill in them - thanks!! I want the info/news about members/changes to

directory/next meeting info/upcoming events calendar. Don't need committee news unless there is something real to report; same from President or anyone else..

- 104 i like the event and schedule listings
- 105 I liked what Barabara Busey did better.
- 106 Good general letter
- 107 I prefer to receive the printed/paper version of the newsletter.
- 108 With monthly announcements handled so well via e-mail, maybe we should just produce 6 great issues instead of 12 mediocre issues. The committee and editors do a tremendous job, but they have to rely on participation, a deadline and no editorial direction. I would rather see interviews of WE members, new & old, than a cheery note from the president. Hate the book reviews...just give us a list. Give me news, news, news - one liners about who is doing what, call people who haven't been at meetings and report on what is keeping them so busy that we don't get to see them enough. Gossip works! The secret to any successful membership publication is photos and names, names, names. Give me something unique that I can't get anywhere else. The stories, comings and goings of WE women in one central location.
- 109 Seems a little skimpy - you could switch to an every-other month newsletter and use e-mail notifications for meetings
- 110 I would not miss the newsletter if it were eliminated

## Question 15: E-Newsletter General Comments

- 111 I would be happy to forgo the printed version and just get the online.
- 112 Answers above don't reflect my concern. . .which is access. In other words, I can't answer the questions if I can't read the newsletter. Frequently can't open it as I access it from computers other than my own. I was able to open the June newsletter, but only the first page of the August newsletter. ?????
- 113 I find myself looking at it in "bits and pieces" but that is just because I am on the run
- 114 I don't go on-line to read the newsletter. I read the print version only.
- 115 Because I read the paper newsletter, I don't read the on-line version. Therefore, I have no opinion of its layout, etc.
- 116 Sorry, but I honestly didn't know they are different. I feel a bit foolish. When we are rushed I feel it is difficult to remember to go look at that source.
- 117 I prefer the hard copy
- 118 The on-line version seems to provide more flexibility both in content and timing of distribution.
- 119 I have not used the on-line site. I would be better able tyo answer your questions. I will visit the site in the near future.
- 120 I find the printed version easier to read and I keep it at hand for a while before I discard it.
- 121 I still prefer the hard copy newsletter, but like many organizations costs need to be cut. I too would get used to the on-line version and would have no problems with it whatsoever. Do what you need to do. People will adjust.
- 122 Great job updating this....
- 123 It would be nice to have old newsletters (printed and on-line newsletters) available on line (for at least a time)
- 124 The on-line version definitely needs all of the information on "new members" (members whose data is not in the printed version)
- 125 I like it
- 126 Time on line is limited, so we need to use "push" technology - send it to our email addresses rather than our having to go to the website to find it.
- 127 You may need to promote/discuss the on-line directory more visibly to increase usage.
- 128 I have not regularly received the online newsletter. I prefer this format. For some reason, my email address seems to drop from the list periodically and then, when I contact someone to add back on, I receive the online version. This does leave me feeling a bit in the dark at times since I am more likely to read the online update than the paper copy of the newsletter.
- 129 I only remember receiving one edition of online newsletter and it took several clicks to get to articles. I don't read the newsletter at work, so the online version (which I receive during work hours) generally will go unread.
- 130 Just have not gotten into the habit of using the on-line version. Will probably start to use more on the future, as I utilize the on-line luncheon registration.
- 131 Seems disjointed.

- 132 I really have never read the online newsletter. I get so many other newsletters emailed to me that I read but I don't go to the site unless I need member info that isn't in the printed directory.
- 133 As I commented earlier in this survey, I recently tried to print a copy of the newsletter, only to find that just portions of it would reproduce, at least in English, other portions in a language of symbols- therefore, on-line newsletter for me just does not provide the product I want.
- 134 I am confused about the on-line newsletter. I do not know if it is sent to me when ready. It seems the only times I have seen it is when I have been on-line in our web site to check for meeting information that I remember to check for the newsletter. Also, please note that I believe we should receive a separate notice to remind us of meetings and registration.....
- 135 I just print the newsletter, read it, and keep it.
- 136 Think I saw one?? thought it was same as a mailed one so didn't bother to read... If there is one, and you broadcast to all, again keep it to the NEWS - don't need to repeat headers, board and committee lists, etc. if we have them in the directory! I spend too much time already trying to keep up with emails on top of mail and phone and fax and everything else... but I do want NEWS about my fellow members!! so I can send cards, call, comment or congratulate or sympathize or whatever - focus on our vision and mission, that's the type of info I want.
- 137 Overall, the newsletter is good. However, the page layout often has too many different sized fonts in use at one time and titles/text are centered making it more difficult to read. Page layout should consist of a header font and a text font and not use too many bolds, italics, underlines, etc.
- 138 I really haven't used the on-line newsletter yet....
- 139 I have not really used the on line news letter.
- 140 Duplicating or transferring the printed format to web does not work. In web marketing, if you have to go more than one click off the front, you've lost the reader. My opinion of the entire web based newsletter would change if it was properly designed for the web. A great COLORFUL front page with article summaries and links to more details. Think portal. Think MSNBC.
- 141 Hard to open and follow. Sometimes get kicked out.
- 142 Unfortunately, I cannot answer these questions because I've never looked at the on-line version of the Newsletter. Because the instrument required me to answer, I answered "Neutral".
- 143 A lot of times when this comes in and I am doing something else I may open it and never get it read and forget to ever go back to it whereas with printed I can gather it with other printed items and pick them up while watching TV or going through mail...and choose time when I can complete it
- 144 so many links get confusing or overwhelming
- 145 I'm old school - I always reach for paper first! I like getting information in PDF attachments to e-mails. I can print it out if I like to read later.
- 146 I need to go out on the website and see the online version... didn't know it existed. Still get and read the paper version. Fine with it just being online, but I probably need some sort of reminder when it comes out so I'll read it. Would a brief mass email just announcing each edition would be all that's needed.
- 147 I just don't have as much time to read the on-line version. I find it easier, late in the evening, to pick up the printed version and read through it.
- 148 I didn't even know we HAD an online newsletter. I have never looked at it.
- 149 it's way too busy looking to read. I don't like the various fonts and it's hard to follow. I like the concept but not the product.

## Questions 17: Are there any sections you would like to add to the newsletter?

- 150 See earlier comment on travels.
- 151 More about the coordination of prospective members and membership; how are our recruitment efforts going? what are the upcoming networking and other activities planned for the longer range--
- 152 Get to a personal level a bit more. Not necessarily family stuff (unless a member gets married or something that significant), but tell us what members are doing outside of work so we get to know them as a person. For instance, if someone is organizing a charitable effort, going on a particularly interesting trip, beginning a transition from full time work, winning a significant award, changing jobs, etc. There is also good info to be shared if one finds particularly good resources...like a great company to work with to rent a house in Italy, etc. Info from and about people that is useful to help us get to know them would be great.
- 153 Committee news, not specifically limited to a single committee chair's letter.
- 154 I think it would be interesting and perhaps engage the membership if some of the policies and decisions made by the Board could be shared when issues of confidentiality are not involved.
- 155 "guest" articles by members i.e description of latest vacation, career, family, other experience
- 156 I like the member contributions idea...."tell us what you are doing in the community, what is new and exciting that we could get involved in." Also, neat things that we can be proud of our members participating in. Also, we talked about sharing a community calendar. Many of us would like to participate in events that are available and of interest but just don't find out about them e.g. I am a member of the NC World Trade Association. There are interesting speakers and events that happen year-round. I would think that some of that information would be of interest to the members. Maybe if there was an electronic calendar, that members could contribute to by a deadline monthly (as lots of things happen on a shorter term basis than quarterly).
- 157 as appropriate, items about past and upcoming speakers and programs (e.g., related articles and background)
- 158 Special Interest opportunities
- 159 Need an annual calendar so that we get meetings/times on our individual calendars at the earliest possible opportunity
- 160 Again, I would like to see more member updates, articles on how individual members got into the careers they're in, articles about transitions in members' lives, how they approached health issues or retirement or career decisions. Many of our members are approaching retirement. It might be good to profile their decision making, plans, etc.
- 161 Overall calendar of events.
- 162 no
- 163 no
- 164 As a single person I would like to have travel buddies. I want to go to Buenos Aires and most of my other friends either are married or not adventurous travelers. I keep thinking WE members might be potential travel partners
- 165 Add in some way a capability for special news. For example, if a member wants to announce a coming event or a request for support of a public issue, it would be nice to have a special area for that.
- 166 Events and activities sponsored by our members

Question 19: Please feel free to add any general comments

- 167 Way to go. . .Bev, etc.
- 168 Kudos for looking for member input on this issue. WE communication is so important. Thanks for your work & commitment to WE.
- 169 Keep up the good work and thanks for all of your efforts. I know the job is time consuming.
- 170 I feel the directory is so important it should be available to access by whatever means the member chooses--whether by Eaccess or printed version. The newsletter is more convennient (take home, on aircarriers) in printed form only.
- 171 I appreciate your work!
- 172 none
- 173 Thanks for conducting the survey.
- 174 thanks for your work on this
- 175 Thank you for doing this survey.
- 176 Like the online newsletter a lot as long as it is pushed to members
- 177 I just appreciate the members who give thier time to work on the newsletter as well as the effort to obtain input from the members as the organization plans for future communications needs.
- 178 This is not about the newsletter, but would like to see more organized table talk at WE luncheons. The members always seem to enjoy that and it helps us get to know new members.
- 179 THanks for taking a good look at this -- even if my thoughts or desires are not the majority, appreciate having the chance to respond - and certainly won't quit if it doesn't go "my way"!!
- 180 I love getting the printed newsletter, but never have read the online one.
- 181 I would love to have a blog added to our web site, where members could ask for help. For example, has anyone been to Sydney and recommend a hotel. Or, I'd love to find someone to form a bridge club. Nothing self promoting.
- 182 Maintaining both directories is a significant expense. If maintaining one directory became the most prudent course, the on-line directory would be the logical choice regardless of my tactile attachment to the print version.
- 183 n/a
- 184 Newsletter and Directory are unappreciated and thankless tasks. I applaud this group for taking on the challenge of finding a way to improve these communciations tools. They have not really changed in 10 years. If the web newsletter were outstanding, I would give up my preference for printed newsletter, but I don't think I will ever want less of a directory. The previous version is a resource guide.
- 185 While WINGS is a great thing, we have toom much communications on that versus not enough on business issues of interest to members. WINGS was never meant to be our single focus.
- 186 I recognize that the younger members prefer the electronic versions of everything. I also recognize that expenses reduced dramatically by going to the e-version. I used to read my Rotary Reporter when it was mailed. Since they moved to an email format, I can honestly say I have not read one. It is to easy to hit the delete button when too busy (which is most of the time). Tough decision. I understand if you go the electronic route. It is the wave of the future.
- 187 I receive so many documents on line that take up too much memory