



Dataw Island Communications Survey

Conducted May-June, 2024

Data Analysis: Laura Quail, Dataw
Marketing & Communications

Who answered this survey?

- 694 owners (out of 1635)

This sample size gives us a 95% confidence level with just a 3% margin of error (see below for details)

Margin of error: A percentage that tells you how much you can expect your survey results to reflect the views of the overall population. The smaller the margin of error, the closer you are to having the exact answer at a given confidence level

Sampling confidence level: A percentage that reveals how confident you can be that the population would select an answer within a certain range. For example, a 95% confidence level with 3% margin of error means you can be 95% certain the results lie within 3% of the reported number

- 82% full time; 15% part time; 2% own a home or lot but do not live here
- 55% female; 44% male (1% prefer not to say)

NOTES on Reporting Methodology:

- A few questions were skipped by a large number of members; for these, the number who answered is noted on the specific slide
- In accordance with standard practice, comments were summarized
- Not all comments are accurate. Please note that comments were not edited for accuracy; in fact, we found MANY comments illustrated an opportunity to educate members on resources available or how things work

Why do we survey?

- A Strategic Plan is the process of determining where an organization is going, how it will get there, and how it will know if it has succeeded
- A survey is essential to the strategic planning process.
- The larger member survey was used to develop Strategic Goals, Tactical Plans, and SMART Goals:
 - Specific*
 - Measurable*
 - Achievable*
 - Relevant*
 - Timebound*
- Every question on the Communications Survey was there for a reason, many to directly support a SMART Goal. SMART Goals directly supported include:
 - ✓ Communications and transparency are core values that members appreciate. Evaluate our communications via committee discussions and a communications survey to analyze **frequency of emails** and the **effectiveness of our quarterly E-magazines**
 - ✓ After survey is completed, find ways to **promote the Dataw App** as a communications tool. The goal is improved member communications and innovation. Raise the usage level from 53.3% to 65%
 - ✓ **Research and evaluate dividing DatawNet into 2 lists**, one for standard communications and one for sale items or giveaways. Consider the likely alternative should current vendor discontinue their business and eliminate their/our email exchange server
 - ✓ Revisit **Master Calendar concept** with the goal of capturing as many Club, Association, and Clubs-within-a-Club events for proper planning

Why did we ask and analyze the way we did?

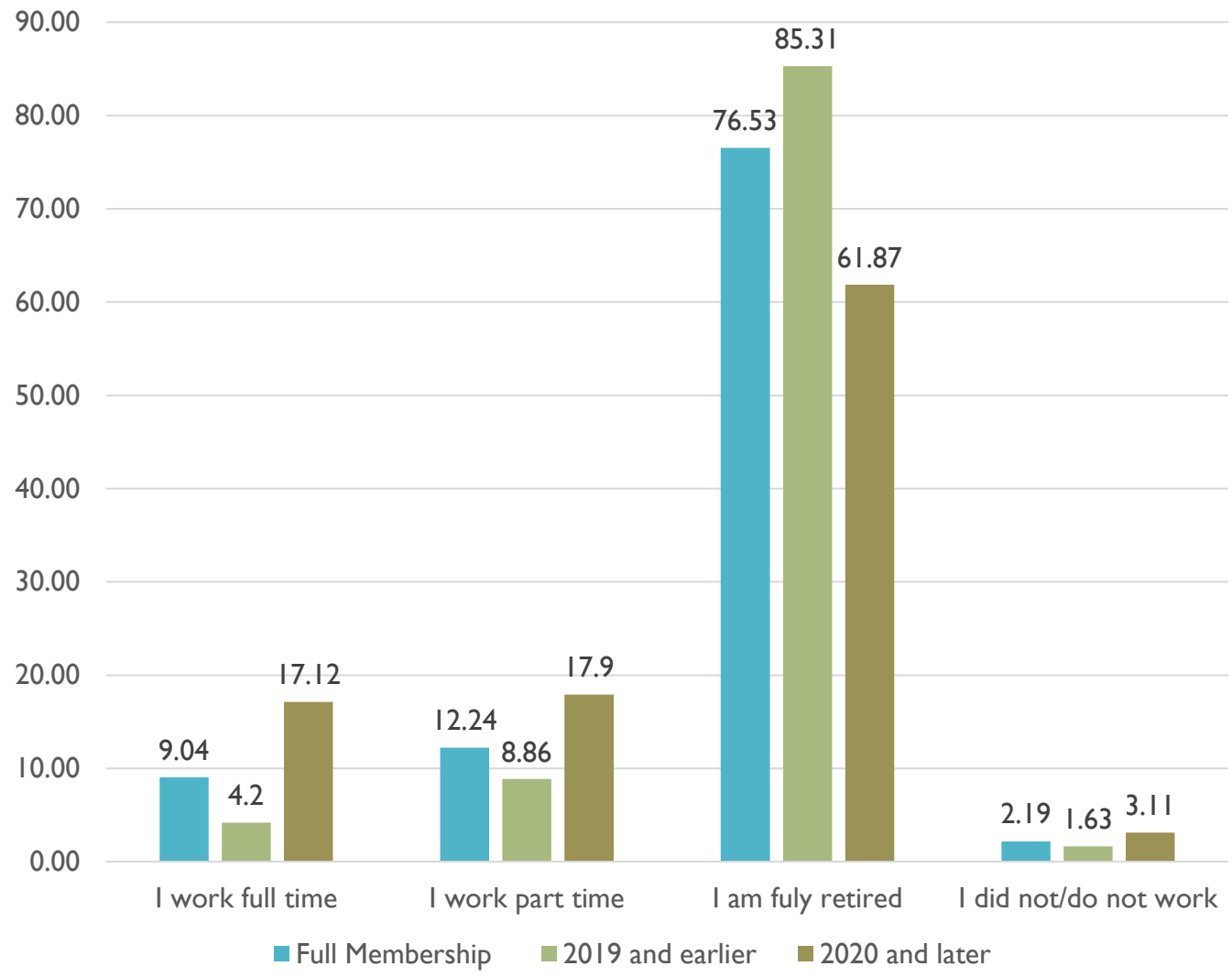
- Some questions also directly or indirectly affect other departments, and this data is being shared. For example, the number of members working full time may affect programming; numerous members gave input on emails from various departments; some members even touched on processes of other departments, such as dining. Your voices have been heard, and your voices are being shared with these departments.
- Some data we considered two ways: the full survey-taking membership, and newer vs longer-established members. We did this for two reasons:
 - *Recognize trends and the possibility of our evolving membership having evolving needs.*
 - *Ensure we continue to serve the needs of our long-time established members.*

These slides indicate columns for the “Full Membership,” meaning ALL those who took the survey (indicated in blue); “2019 and Earlier,” indicating members who moved here prior to or during 2019 (indicated in light green); and “2020 and later” for those who moved here in or after 2020 (indicated in khaki).

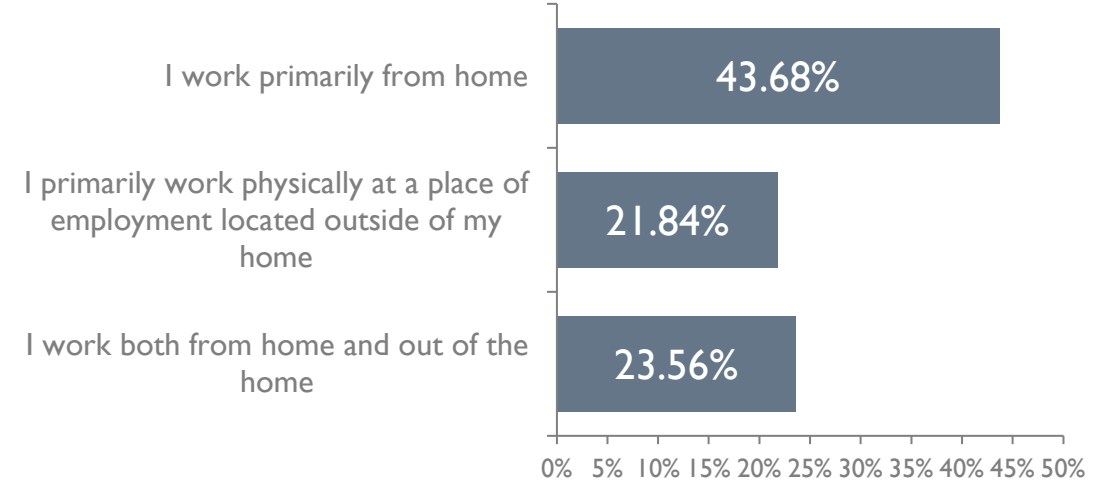
Demographics & Devices

TREND: Employment

Please indicate which best describes your current work status:



If you work, please indicate from where (on average):
 Answered: 174 Skipped: 520

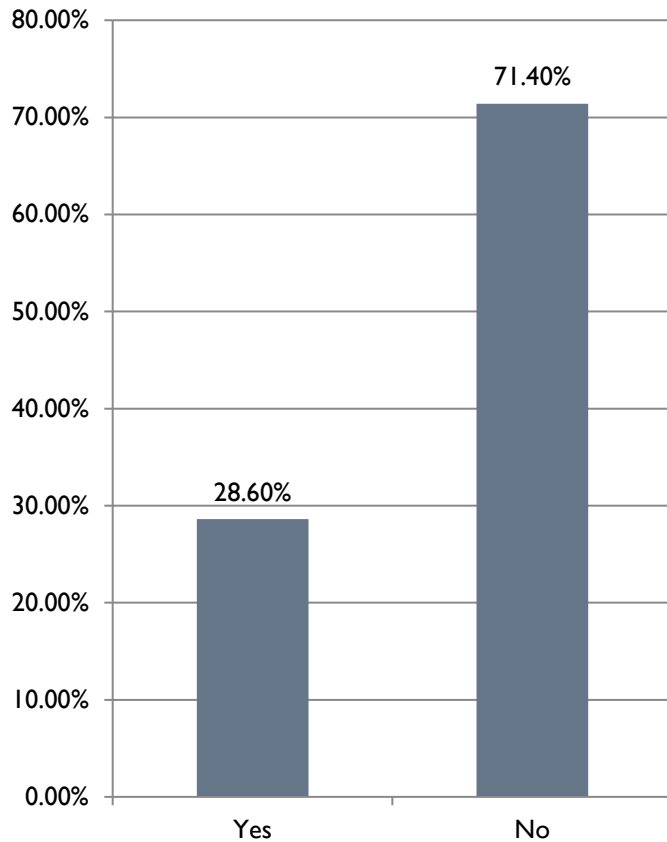


ANALYSIS: Of the respondents,

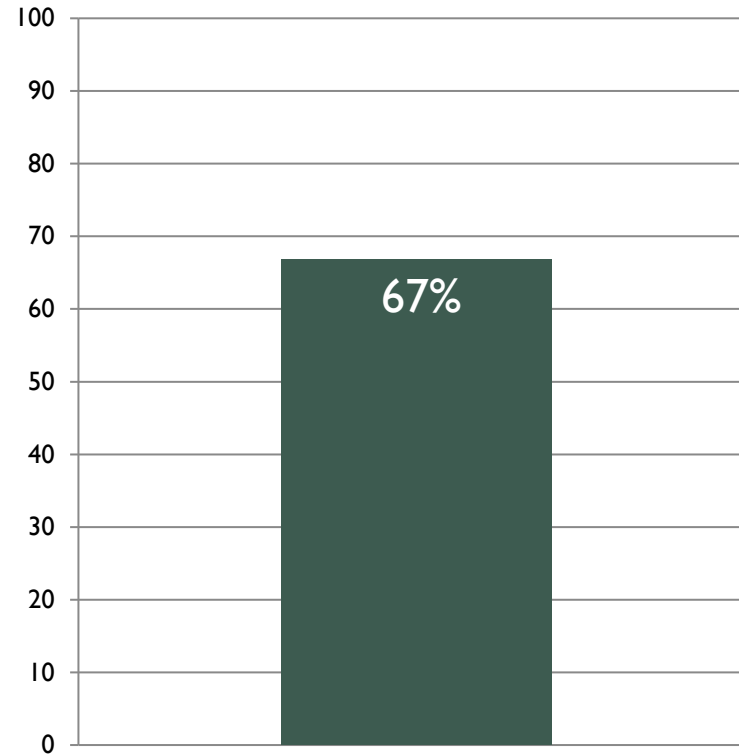
- 21% of the membership works (13% of longer-tenured members and 35% of newer members work)
- 9% work full time (representing 62 survey respondents); 12% part time (84 respondents)
- More work from home (44%); while around equal amount work partially from home (24%) or away from the home (22%).

TREND: Email

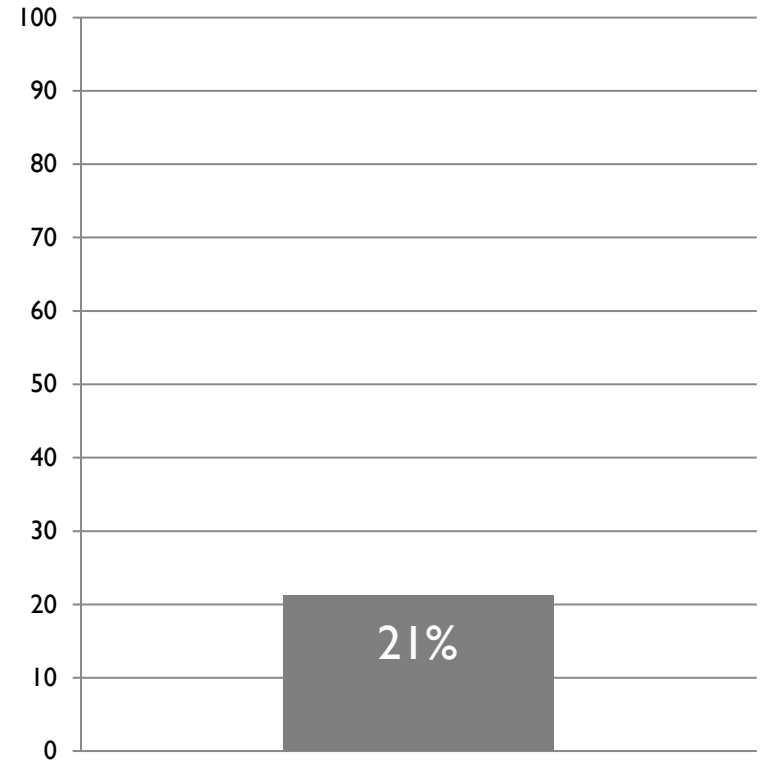
Do you keep separate email accounts for business and pleasure?



What percent of your email messages received would you estimate are **personal in nature?** (This includes emails from friends, groups you are involved with, medical communications, etc..)

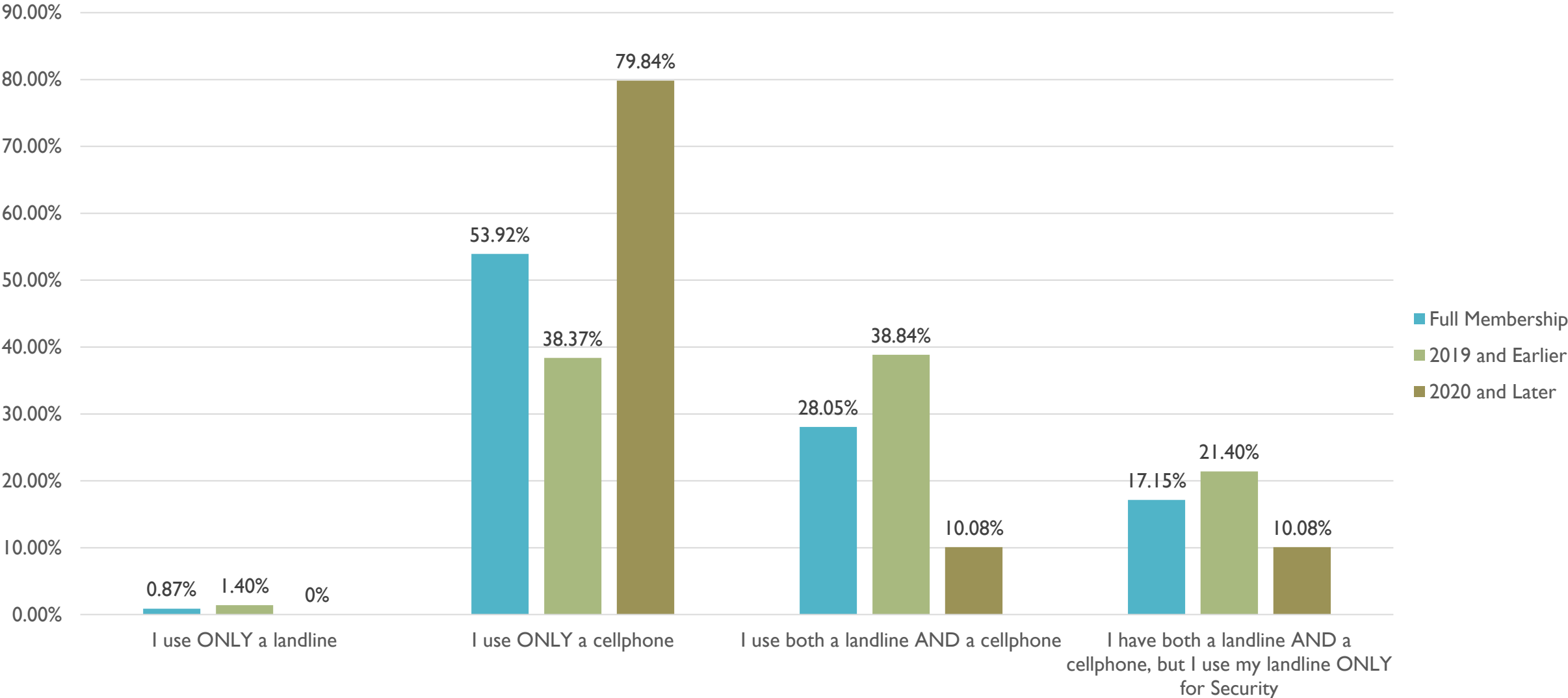


What percent of your email messages received would you estimate are **business related?**



TREND: Phone Preferences

Please indicate which of the following is true for your phone communications:



TRENDS:

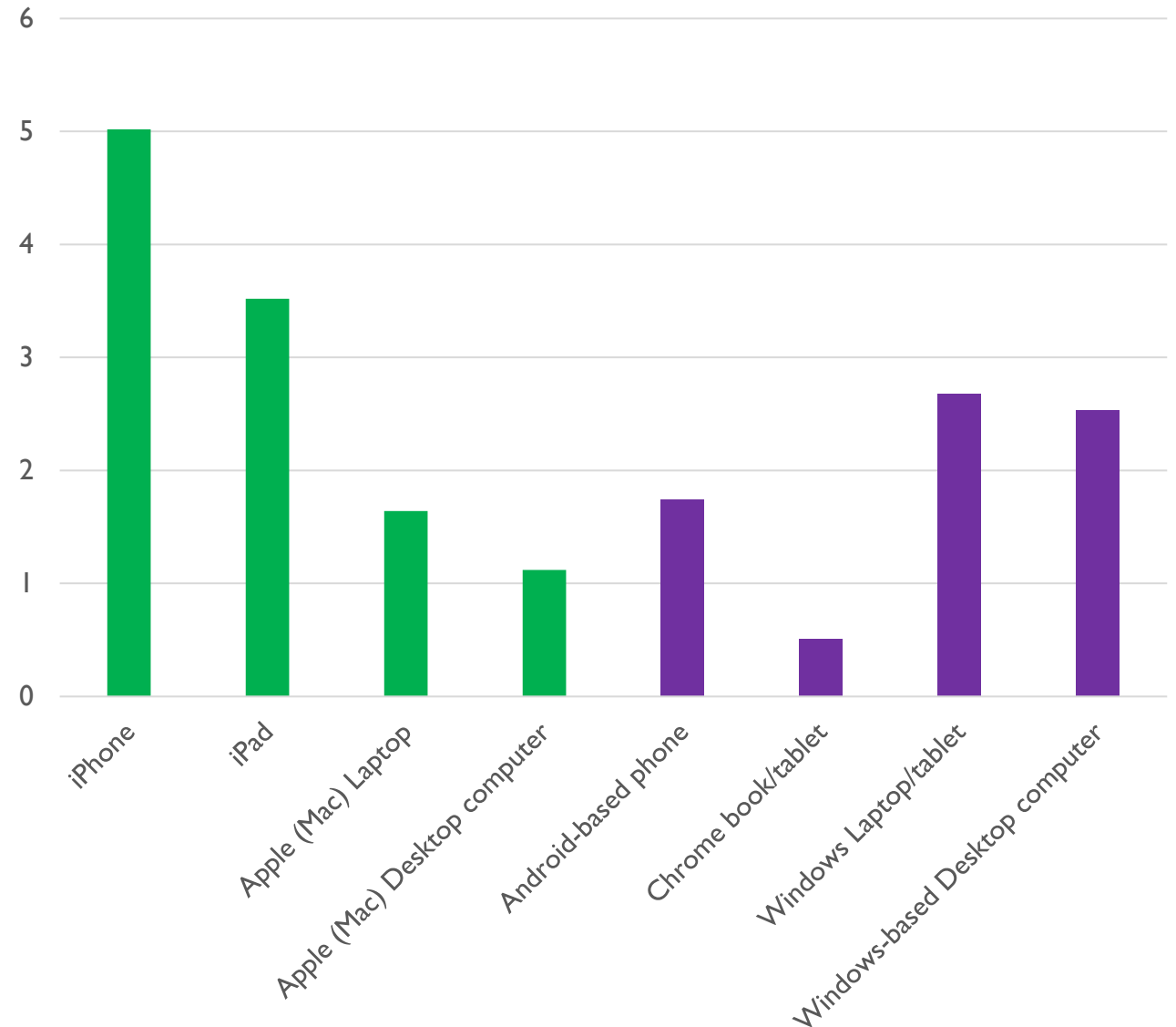
Technology Access

ANALYSIS:

- Most members (71%) do not keep a separate email for business; 29% do.
- Members feel that around 21% of their emails are business related and 67% are personal in nature
- Members are moving away from landlines and towards cell phones; 80% of newer members ONLY use a cell phone, while only 6 total members reported using a land line only
- More members use Apple-based mobile devices significantly more than Windows/Android devices, but significantly more members use PC/Windows-based desktop computers than Macs

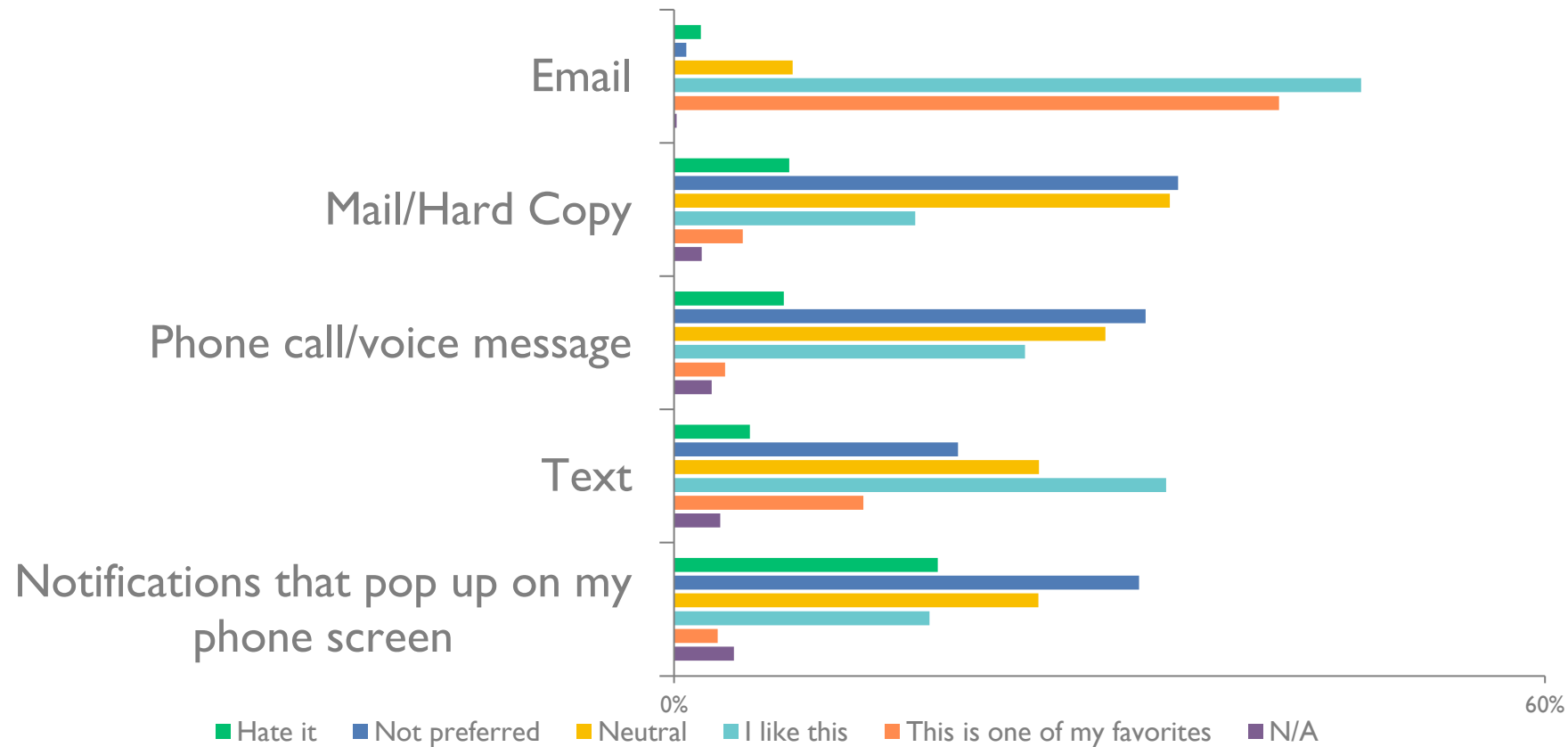
WEIGHTED AVERAGE: Please indicate how frequently you use each device. For devices you do not have or use, please select Never.

GREEN: Mac/Apple PURPLE: PC/Android/Windows



Staff-to-Member Communications

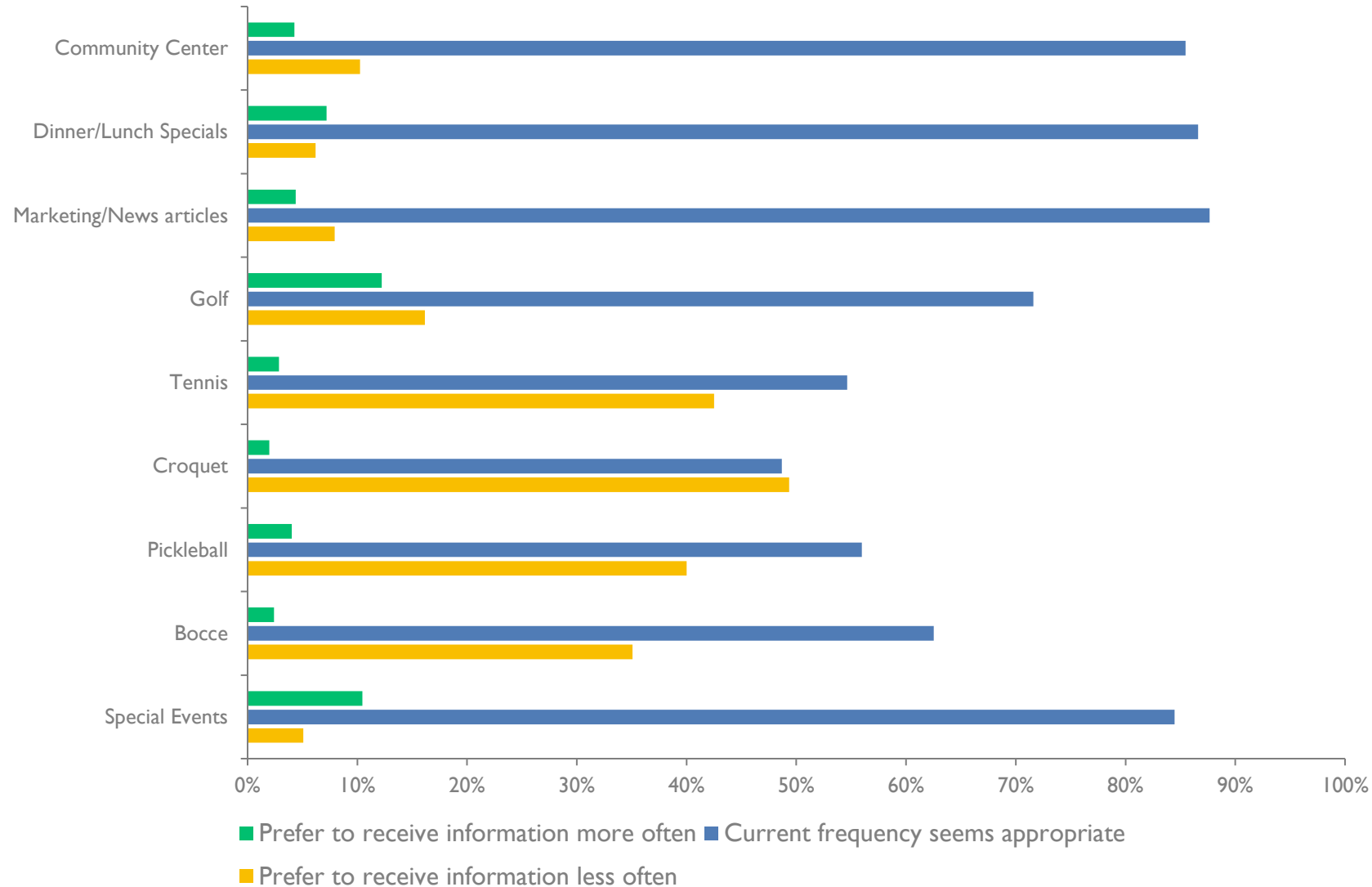
How do you prefer to receive communications from Dataw Staff?



ANALYSIS:

- Members strongly prefer email
- Members increasingly enjoy text messages
- Members dislike pop-up notifications

As it pertains to email from Club staff, how do you feel about the frequency of emails in each area?



ANALYSIS:

- Most members (80%+) feel the frequency of our emails is correct for (in descending order) Marketing/News Articles, Special Events, Lunch/Dinner Specials, and Community Center
- Many members would prefer to receive fewer emails about sports, especially those that they do not participate in
- It should be noted that some members want MORE frequent emails, especially Golf and Special Events, although many want fewer emails

Comments on “categories” of emails from staff:

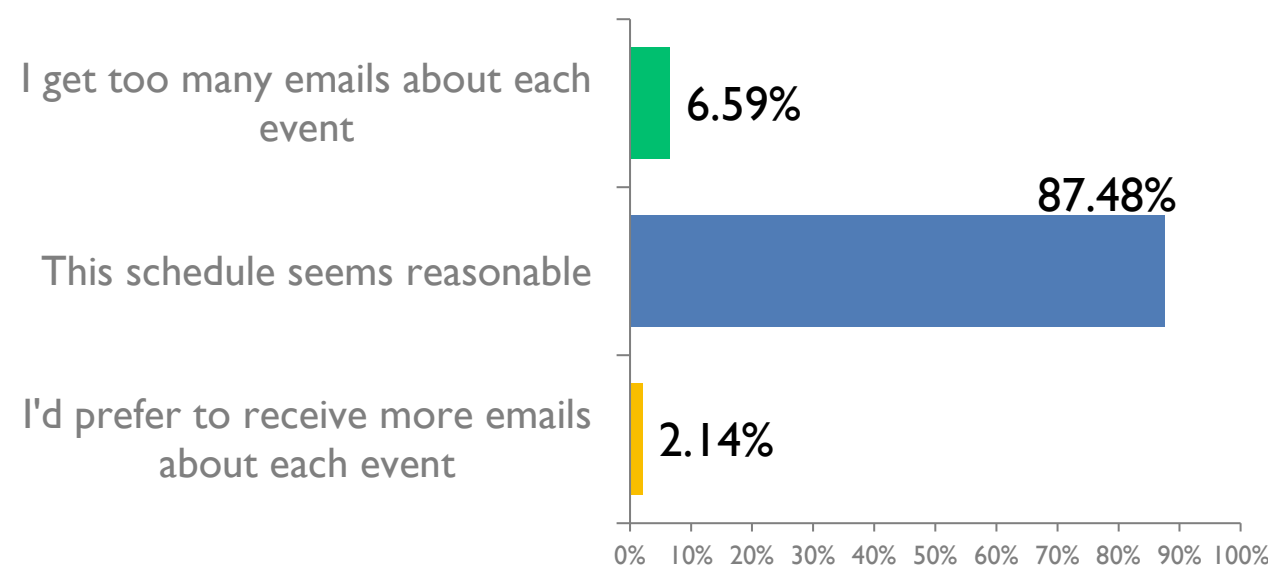
- A couple members suggested that Group Fitness should be its own category
- Some members said they don't receive emails anymore of which golf course is closed on Mondays or special maintenance, and they would like to
- Others feel that the current options are fine

PLEASE NOTE: Comments were not edited for accuracy and may contain misinformation and lack of knowledge of available resources.

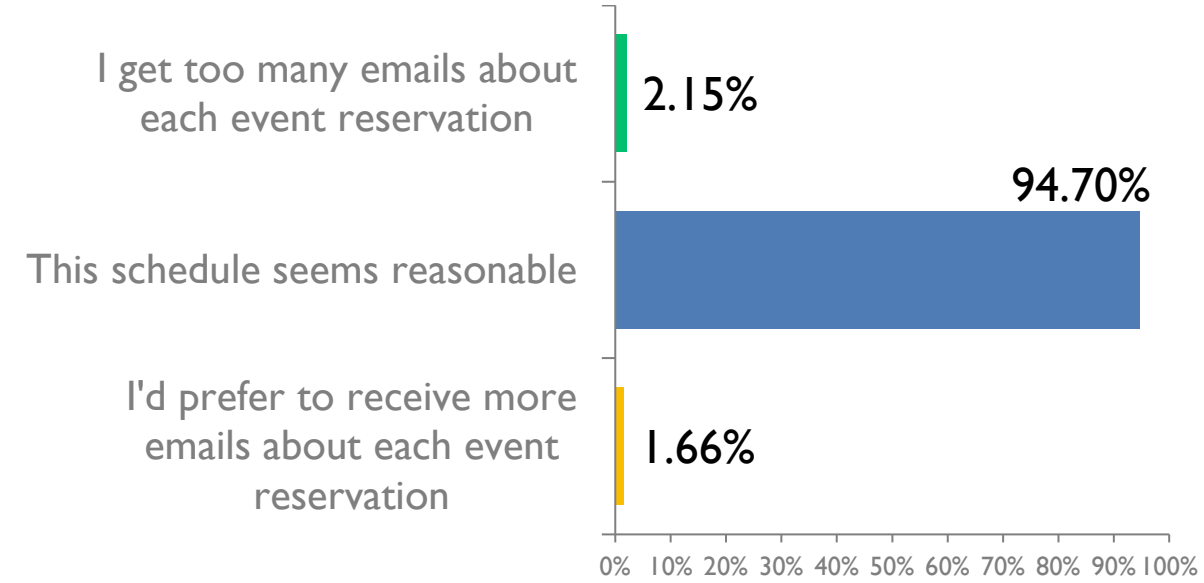
Additional comments on emails from staff:

- Members say both: We receive too many emails/we need more frequent emails
- Call/text me if important
- A couple members commented that all communications from all departments should come “from” the department (not an individual) and should be proofread and professional; also, use a different email header for each department
- A couple asked that emails regarding Pickleball and Tennis be done earlier, include full details like price, and they would like a yearly calendar of events
- A couple members said they'd like to see the lunch/dinner specials sent out earlier in the day and/or a menu for the entire week and/or posted online; some want summarized/consolidated emails
- One suggested we publish the monthly calendar earlier
- One asked for staff to communicate during power outages
- Comment that the email system “drops” members too frequently
- Several said that the staff-to-member communications efforts are good overall

The Communications staff creates and sends emails (for several other departments) on a regimented schedule: A "save the date" goes out around 60 days before an event; at 32-35 days prior an email goes out reminding members when reservations will open; 30 days out an email announces that reservations are open. If the event is not sold out, weekly reminders are sent up until the event. How do you feel about this frequency/schedule?



When you sign up for an event, a confirmation email is automatically sent. An event reminder is sent automatically a few days before the event. How do you feel about this frequency/schedule for event reservation reminders?

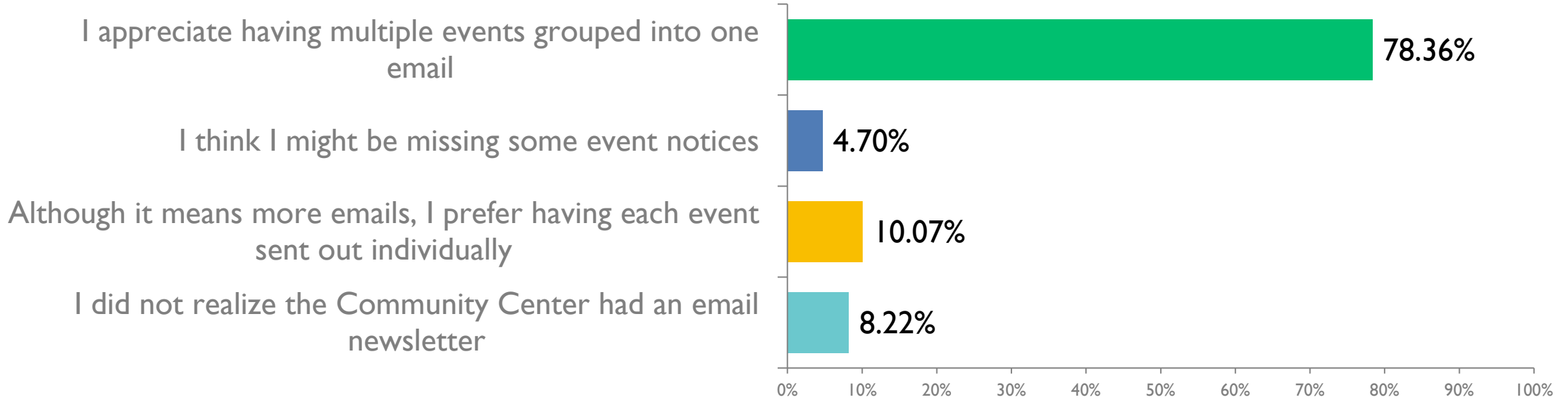


COMMENT SUMMARY:

- Some members want more reminders for reservations made by phone
- Some want more reminders / some want fewer

- Desire complete event information sooner (menus, prices)
- Some want the "save the date" even earlier / some say they come out too early

Several months ago, the Community Center started a weekly email newsletter round-up to cut down on the number of individual emails being sent. How do you feel about this weekly newsletter format? *Check all that apply.*



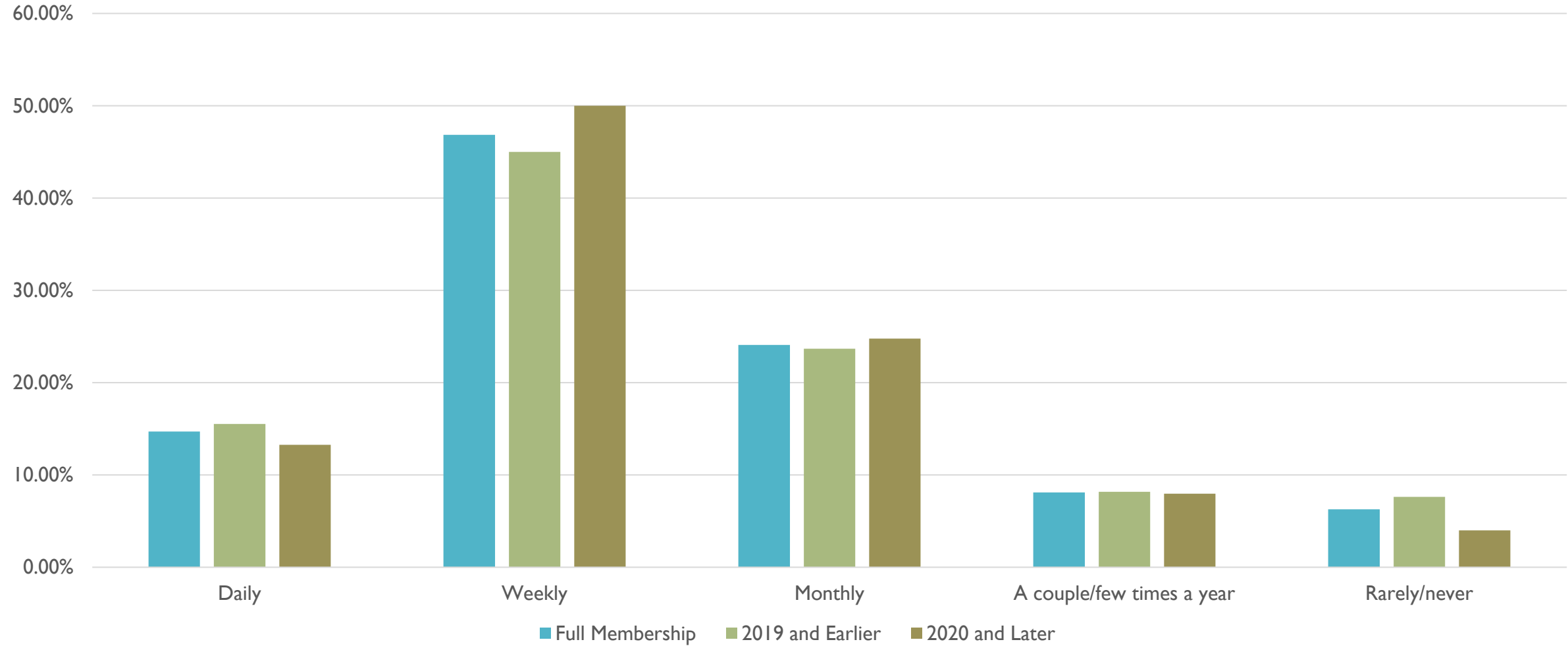
COMMENT SUMMARY:

- Some members appreciate this consolidated approach
- Some say it is difficult to read
- Some would like a monthly email
- Some would like class announcements (such as a class cancellation) to be posted online

ANALYSIS: Many members like this “consolidated” approach, but by grouping events together some emails/announcements may be missed, and the font size can be difficult to read; however, some members prefer individual emails. A combined approach is probably best. This concept may be appropriate to apply to other areas as well.

TREND: Website Usage

Approximately how often do you access the member login website (members.dataw.com)?



Website comments:

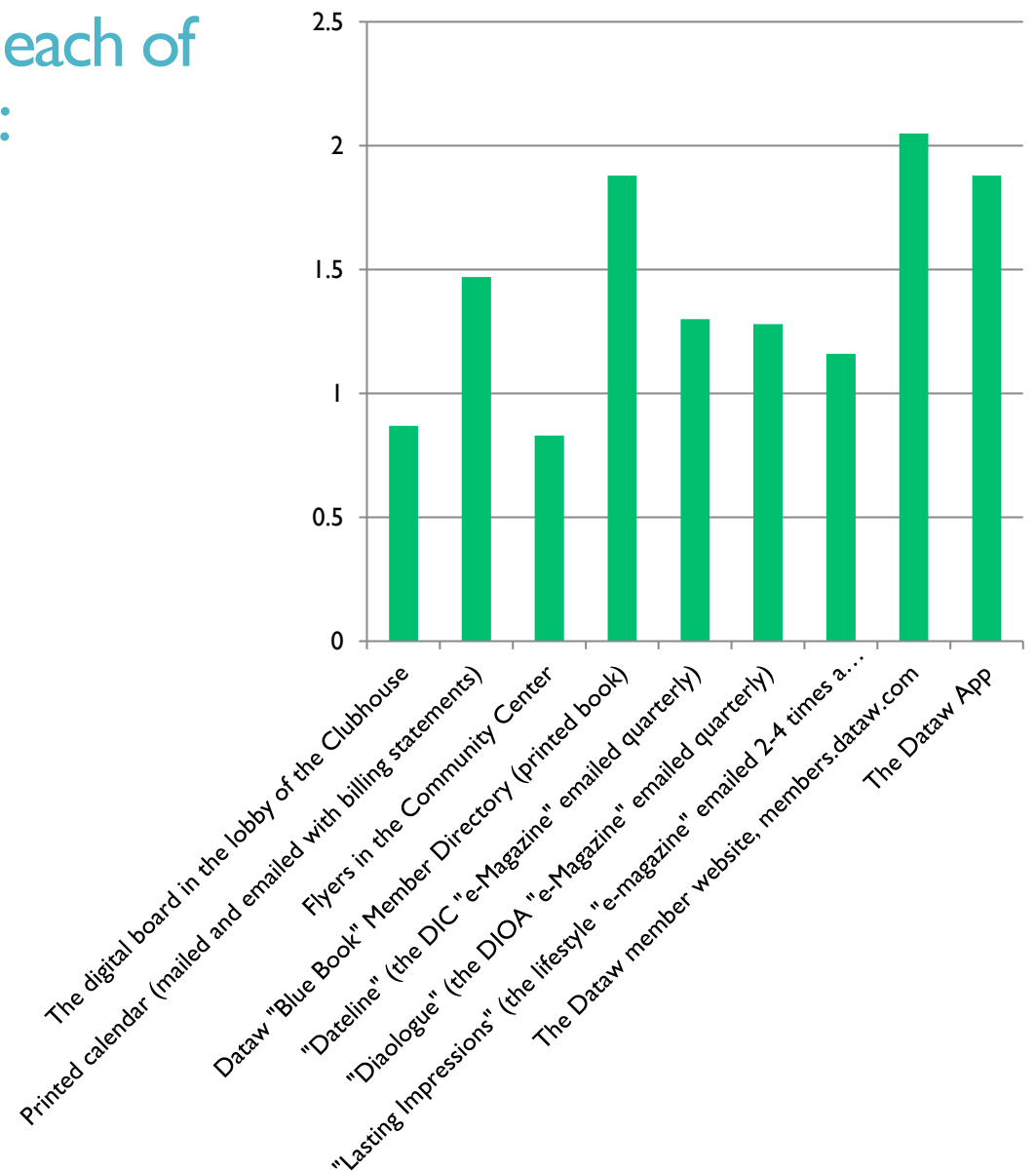
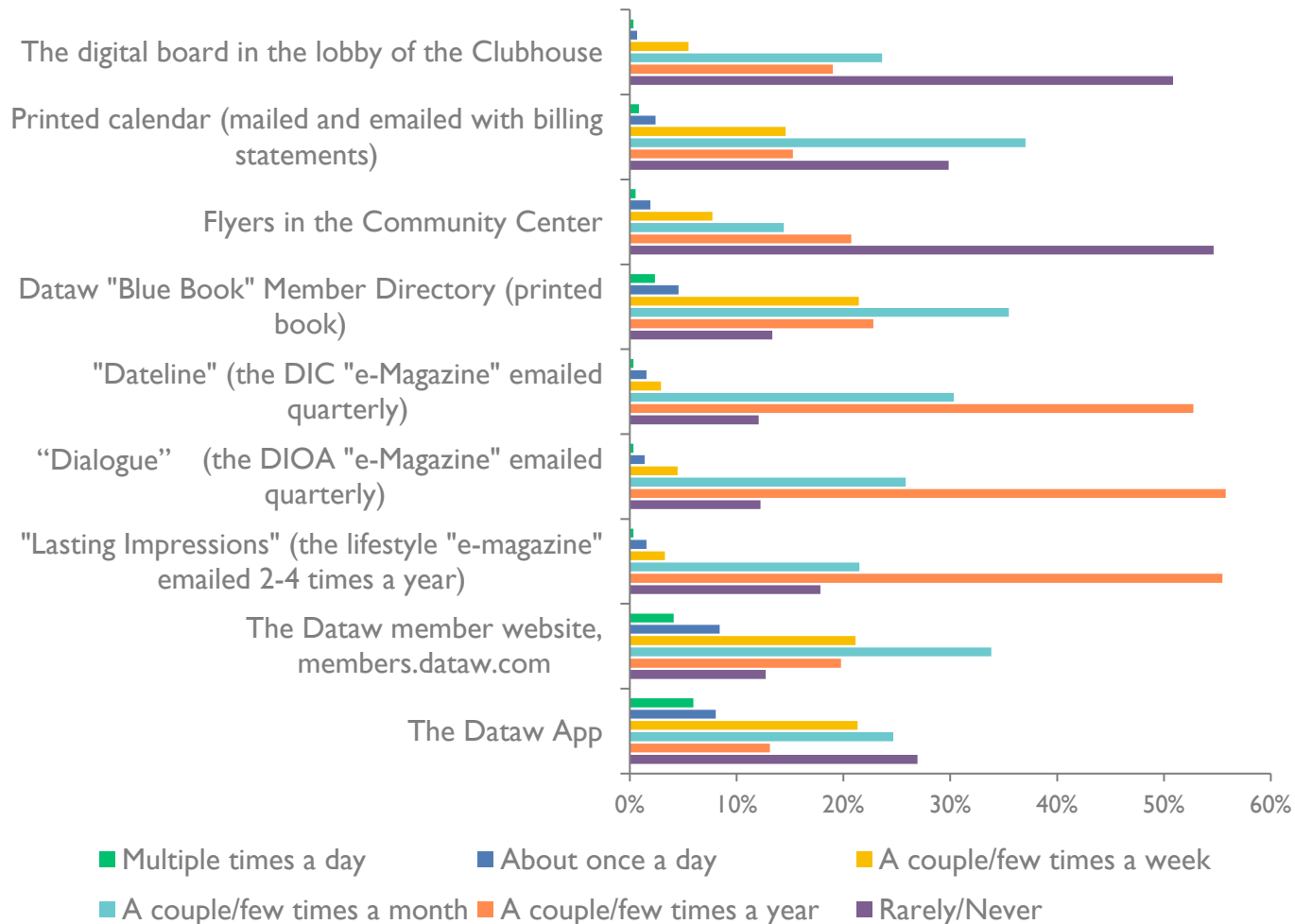
- Some members are unaware we have a member website; some rely only on email and/or the App
- Some members said they don't know under which tab specific details will be located
- Some feel we have too many systems that should be consolidated
- Members asked for more information to be included in the online member directory (some of this is a lack of education on where to find the additional information)
- Members would like a club calendar that is all-encompassing, including all island events.
- Members are glad we have a “storm site”
- A couple members are not sure where to find reservations
- Some do not know how to use the “Search” feature

ANALYSIS: Members prefer using the website and App for different things, and some do not realize there is more information on the Website than is found on the App – or that you can access the full website on your phone. There were a couple comments about making the calendars and event reservations more encompassing and consistent. There were also a couple comments that things were difficult to find. A few members expressed they have a lack of knowledge of how to do things/where to find things; some complaints on things like the Member Directory illustrate that some members are unaware of how to use features that are available.

OPPORTUNITY: Education, explore calendars, consider navigation.

PLEASE NOTE: Comments were not edited for accuracy and may contain misinformation and lack of knowledge of available resources.

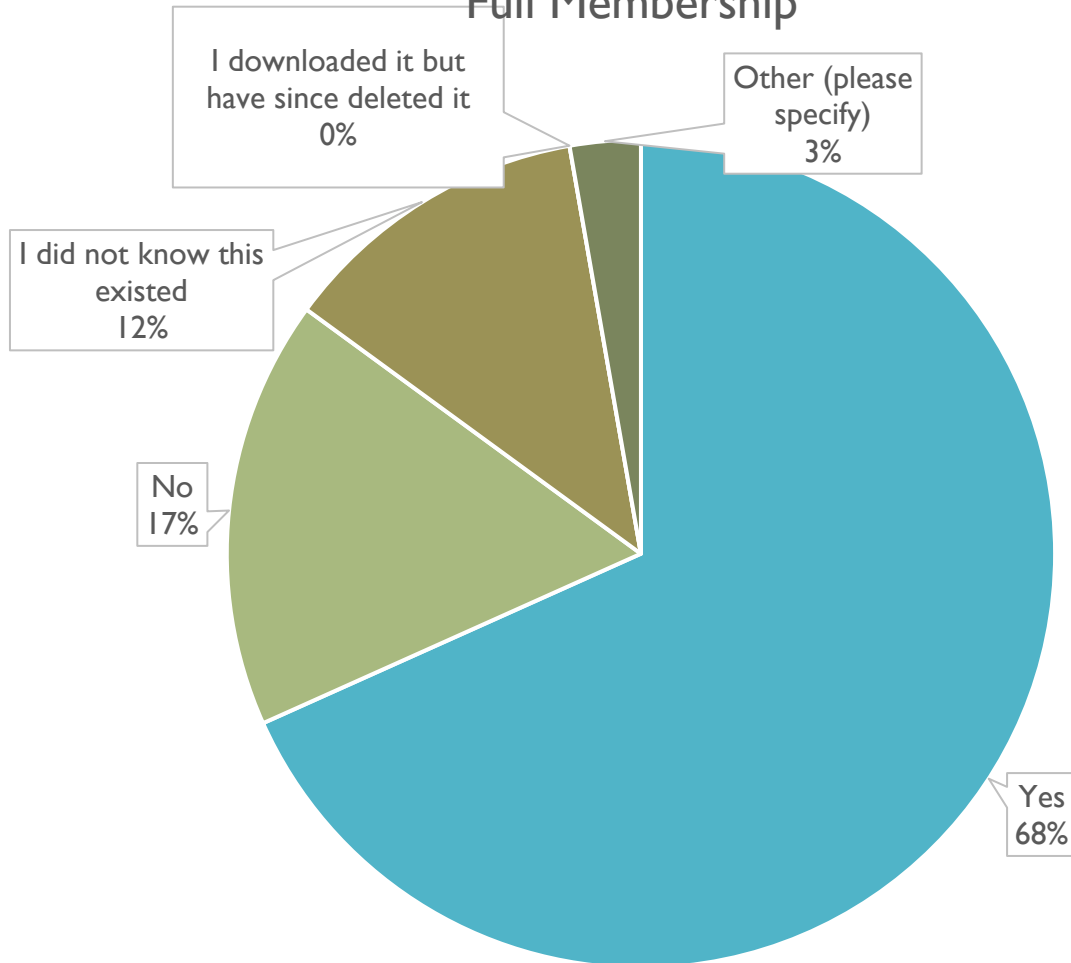
Please indicate how frequently you read/reference each of the following official Dataw Island communications:



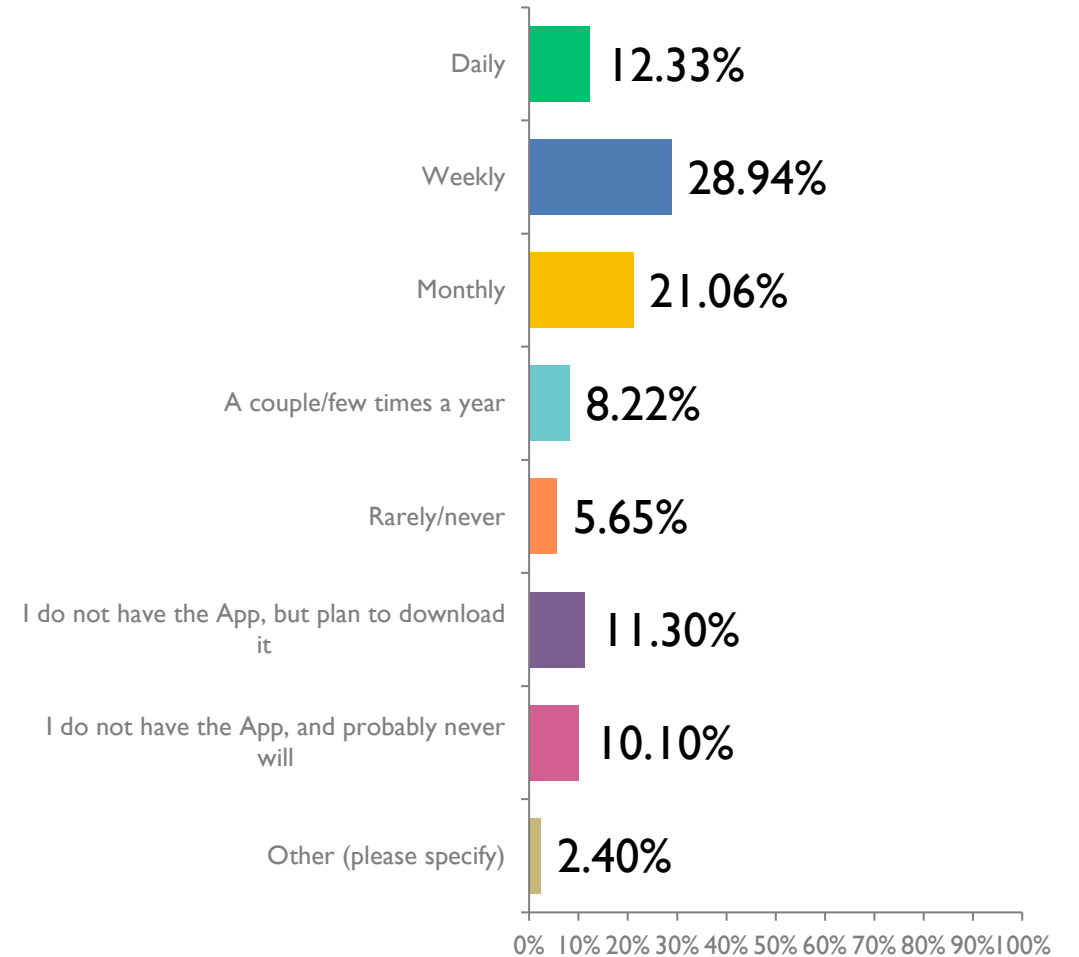
ANALYSIS: The website is the most frequently-used tool, followed by the App and the Printed Directory. The e-magazines are each published quarterly; as such, these have a very high read rate per edition (a couple want to see the e-magazines combined). Members indicated that media available on their devices is much more valuable than passive media (bulletin boards, printed flyers).

Dataw App

Do you have the Dataw App? Full Membership

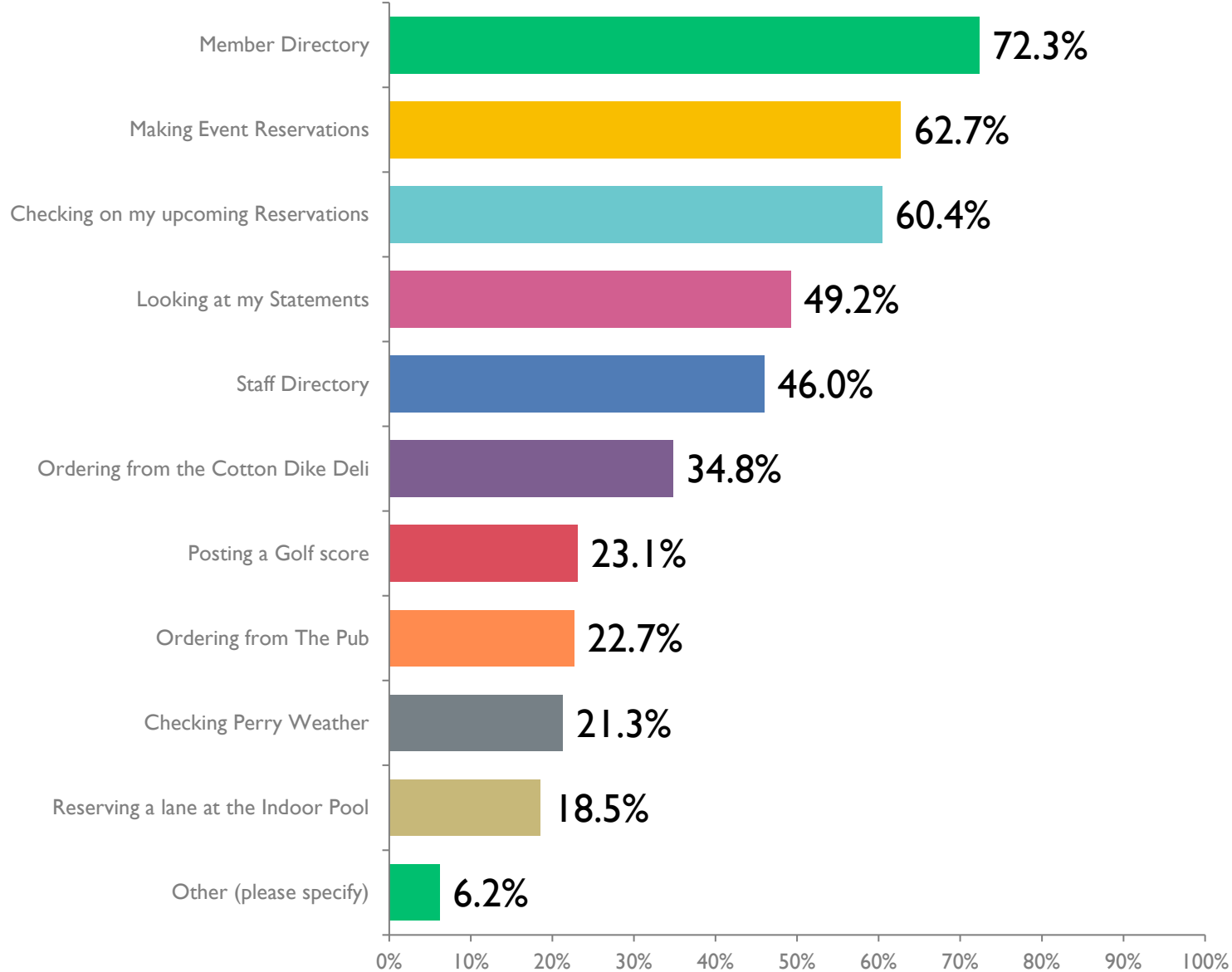


How often do you access the Dataw App?



If you DO USE the Dataw App, please indicate which features you find useful:

Answered: 437 Skipped: 257



If you DO NOT USE the Dataw App, why not? (Check all that apply):

Answered: 263 Skipped: 431

I was unaware we have an App	24.33%	64
I prefer using the full website	20.53%	54
I prefer making reservations by phone rather than online	11.03%	29
I don't find it useful	7.98%	21
I prefer accessing printed resources (such as the Member Directory)	5.70%	15
I don't use Apps	5.32%	14
I don't know how to get it	4.18%	11
I don't know how to use Apps	2.66%	7

What do you like MOST about the App? (There were VERY clear overriding themes; they are summarized below):

- Ease of use: 80+ comments
- Convenience: 30 comments
- Member Directory
- Ordering food
- Event registration

What do you like LEAST about the App? (Many of these were one comment only)

- Want more features and more information on the App
- Simpler interface with larger font
- Confusion between app and website
- Events are cluttered with “repeats” (tennis levels and golf division, for example)
- Too many different apps (hard to know what to find information)
- Members are not fully educated on how to use the online member directory
- Confusion about where to find DIC balance and paying bill
- Members would like photos to be required for all members to make identification easier
- A couple members asked for more training on the App and Website

ANALYSIS: Newer members are more likely to use the App. Overall, members find it easy to use and convenient. Members would like additional functionality and more training.

OPPORTUNITY: Explore additional functionality for App. Offer more education on App usage. Also, educate members on the difference between the App and full website and teach them how to access the full website from a mobile device. (Numerous commenters want the App to act like the full website; while this is not possible, it IS possible to view the full website on mobile – it seems many members do not know how to do this.)

PLEASE NOTE: Comments were not edited for accuracy and may contain misinformation and lack of knowledge of available resources.

Communications comments (general):

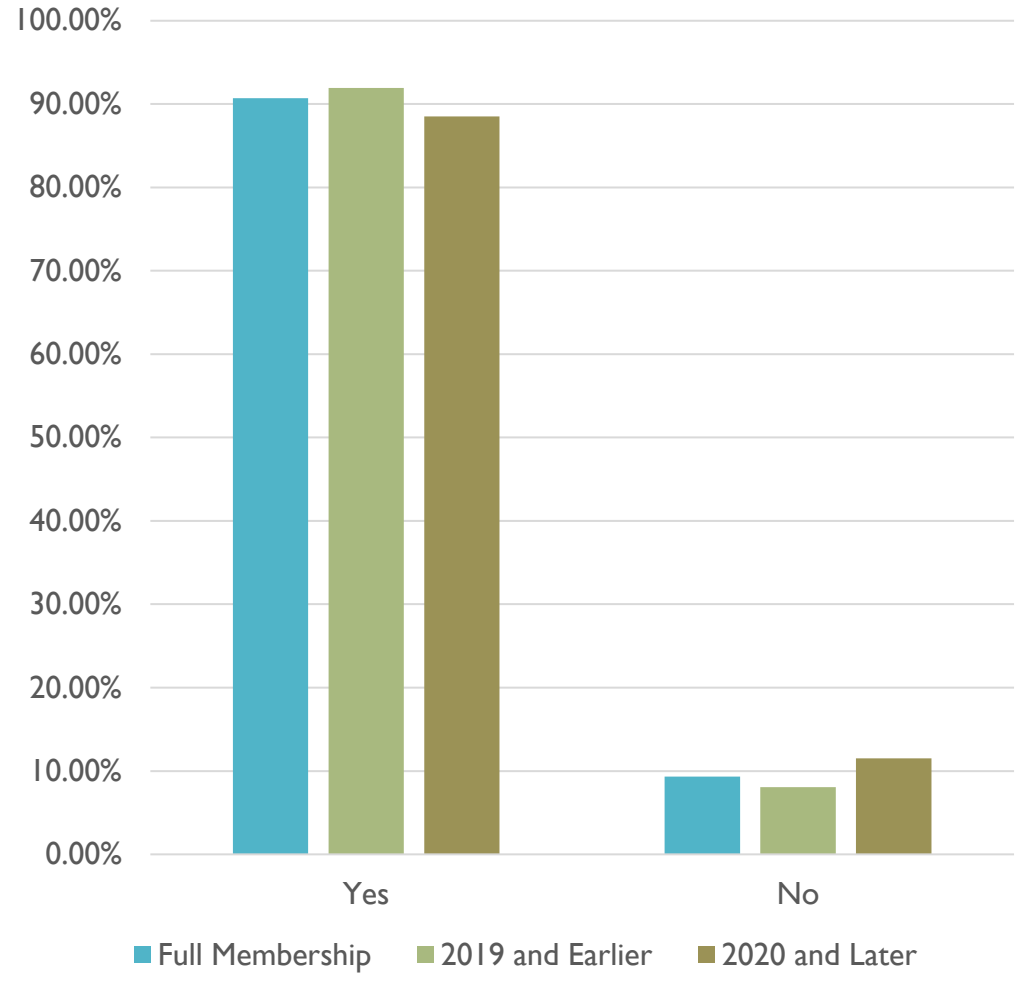
- Staff responses are quick, helpful, and professional
- Appreciate updates from Staff
- Employee of the month articles are enjoyable
- Make urgent information easily accessible

DatawNet

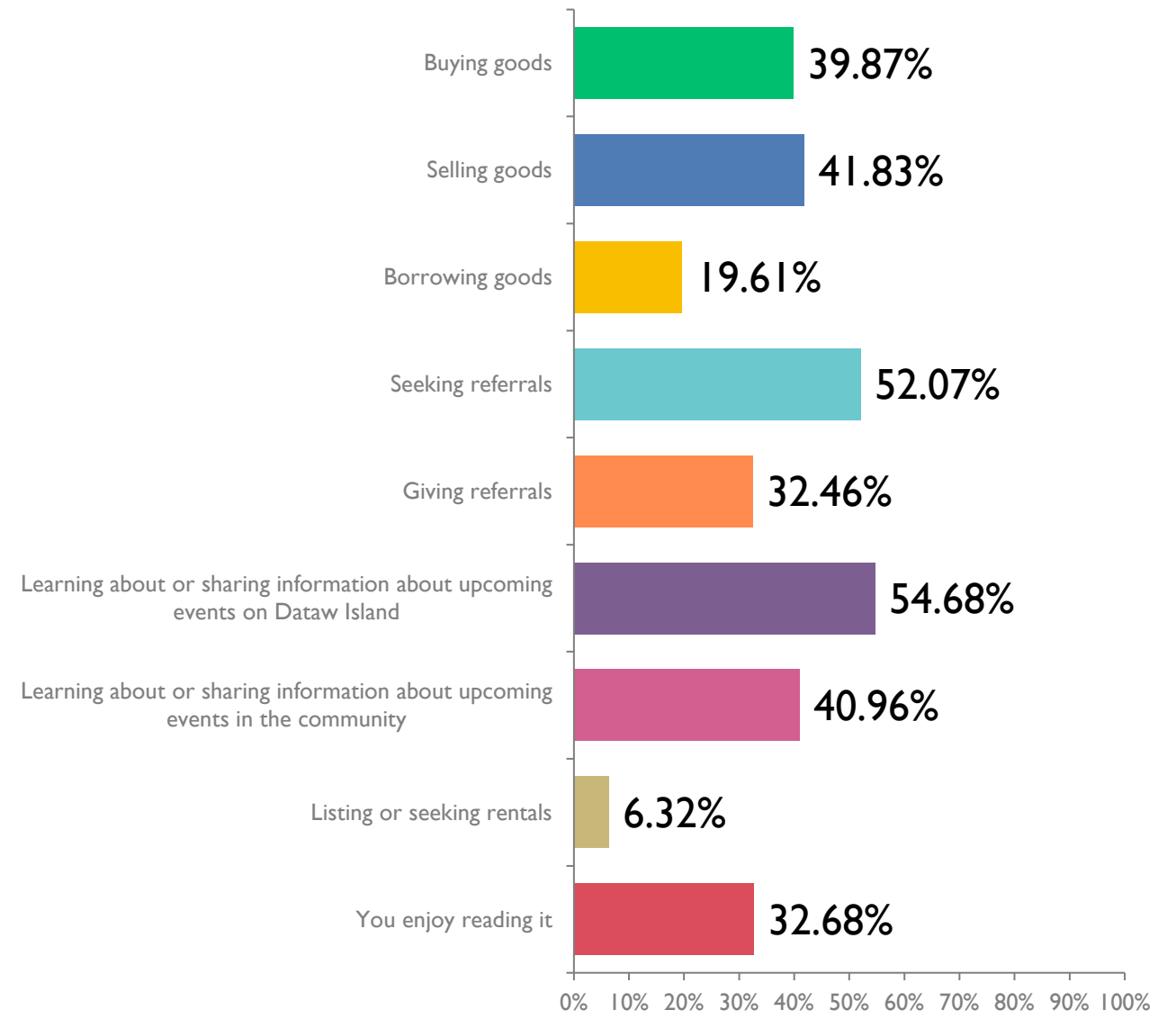
Member-to-member email list serv

TREND: DatawNet Usage

Are you personally subscribed to the DatawNet? (i.e., you receive group emails from other members with [DatawNet] in the subject line)

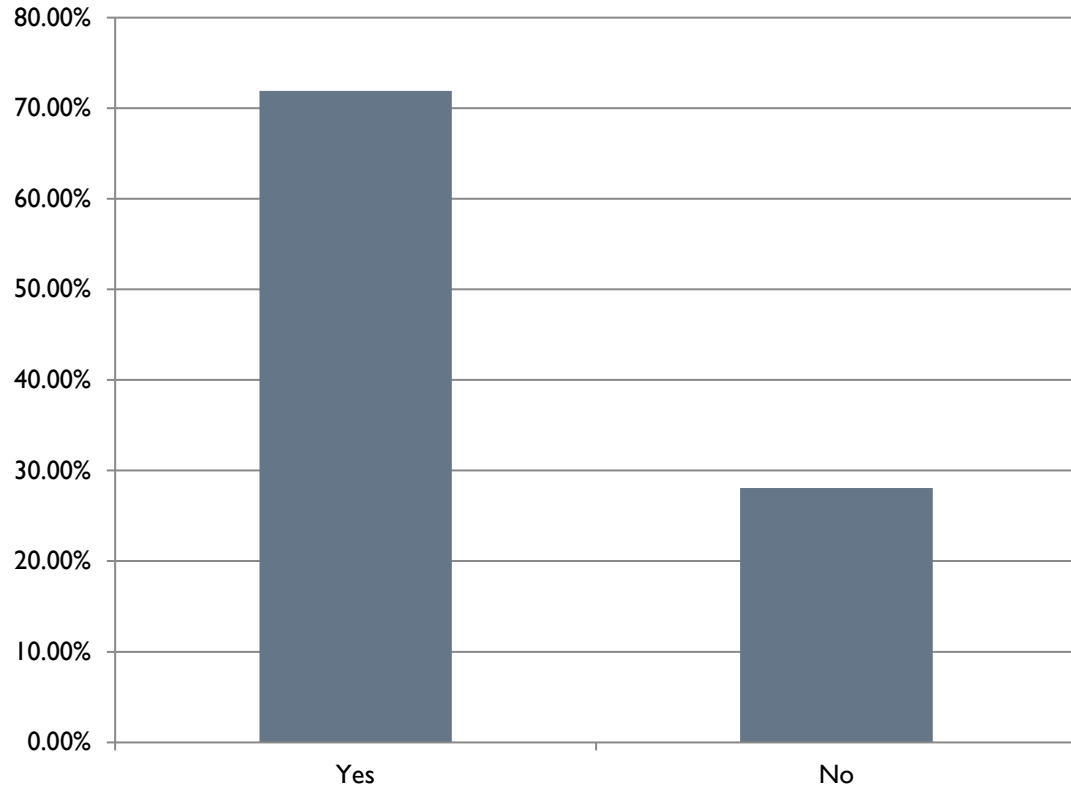


Please "check" which of the following you personally use the DatawNet for:

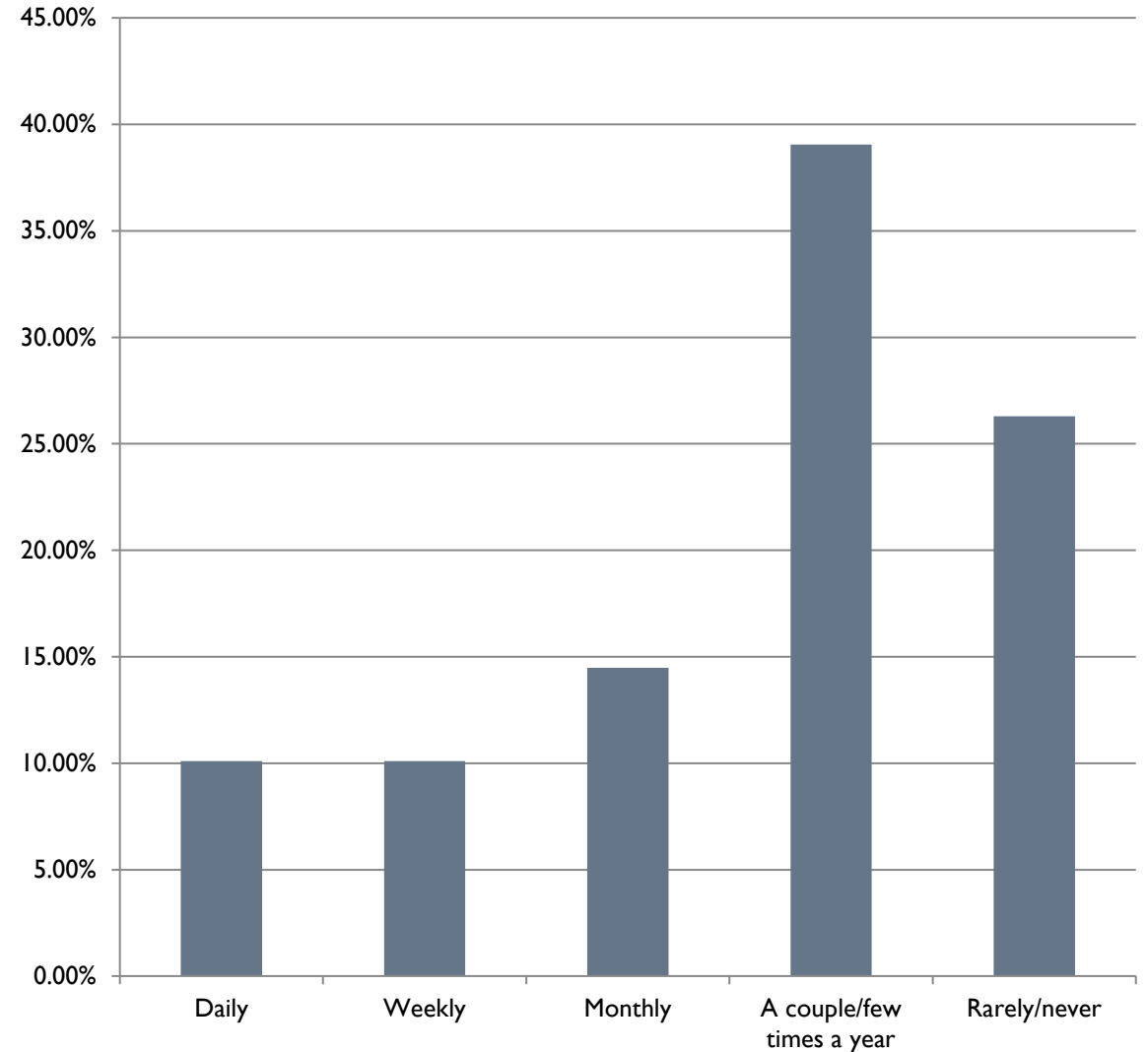


DatawNet Usage

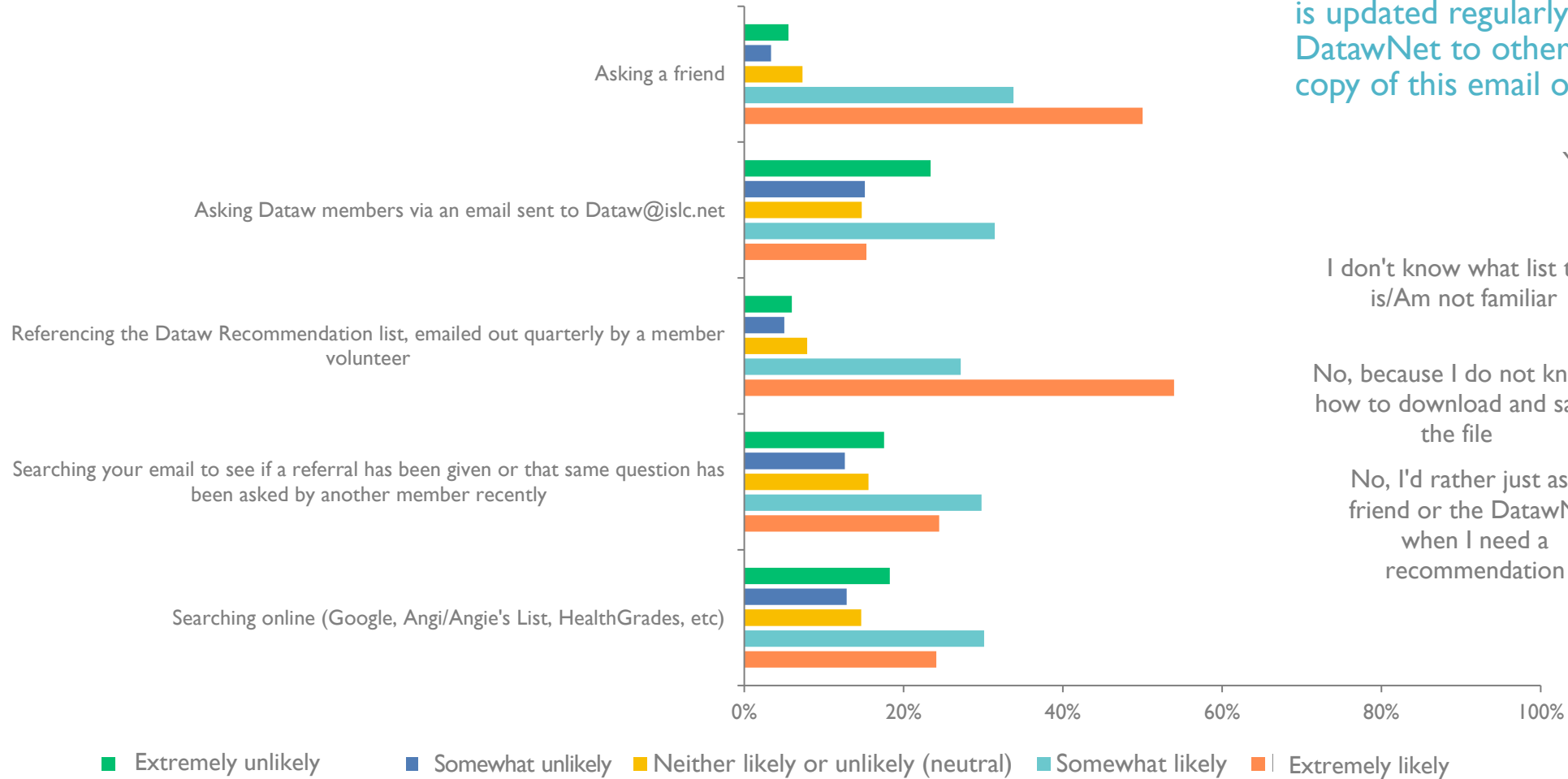
Do you use the DatawNet to communicate with other members? (i.e., you send emails to Dataw@islc.net to reach other members who are subscribed)



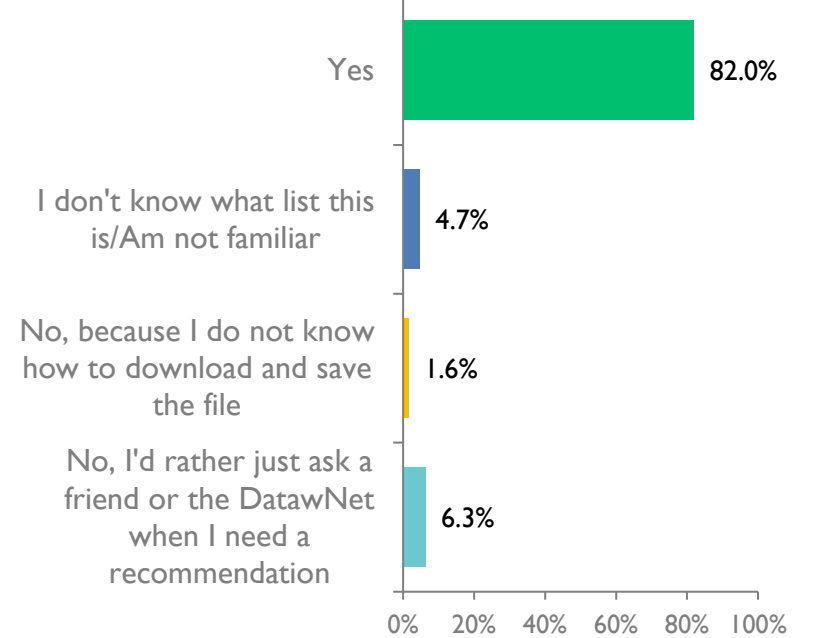
Approximately how often do you send an email to members via the Dataw Network (DatawNet, emails sent to Dataw@islc.net)?



When seeking referrals (example, you need a plumber or a knee replacement), how likely are you to use the following resources?



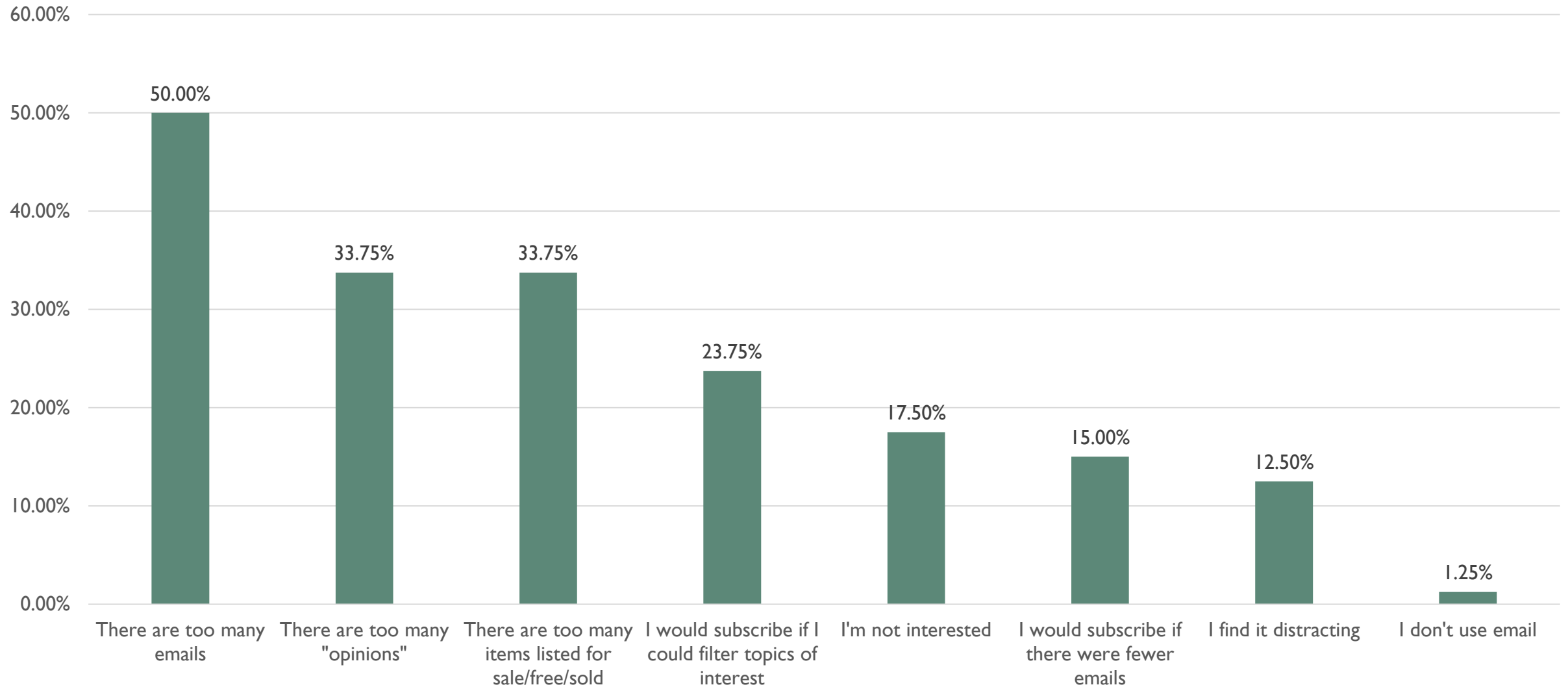
A member volunteer maintains a Recommendation List, curated from positive reviews/referrals from other members. This list is updated regularly and emailed via the DatawNet to other members. Do you save a copy of this email or list for future reference?



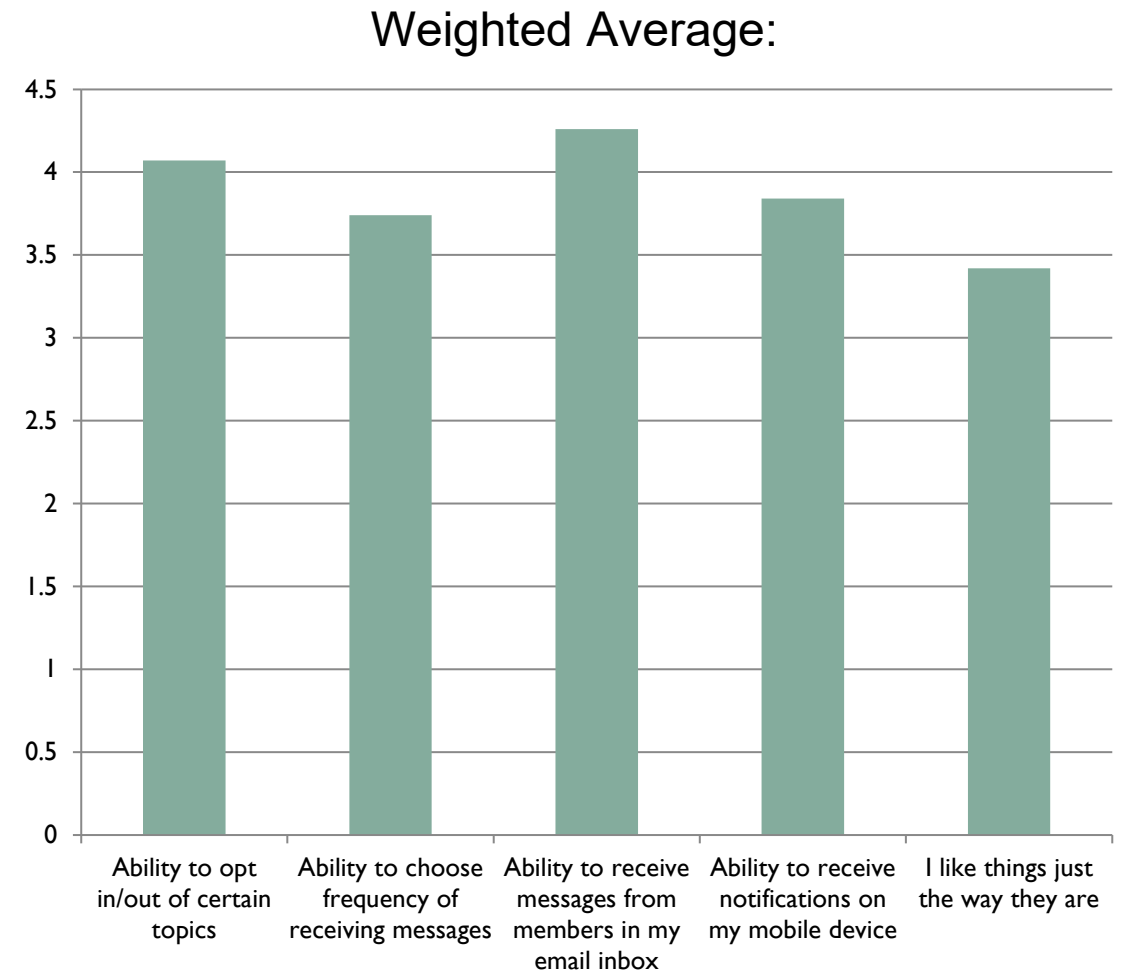
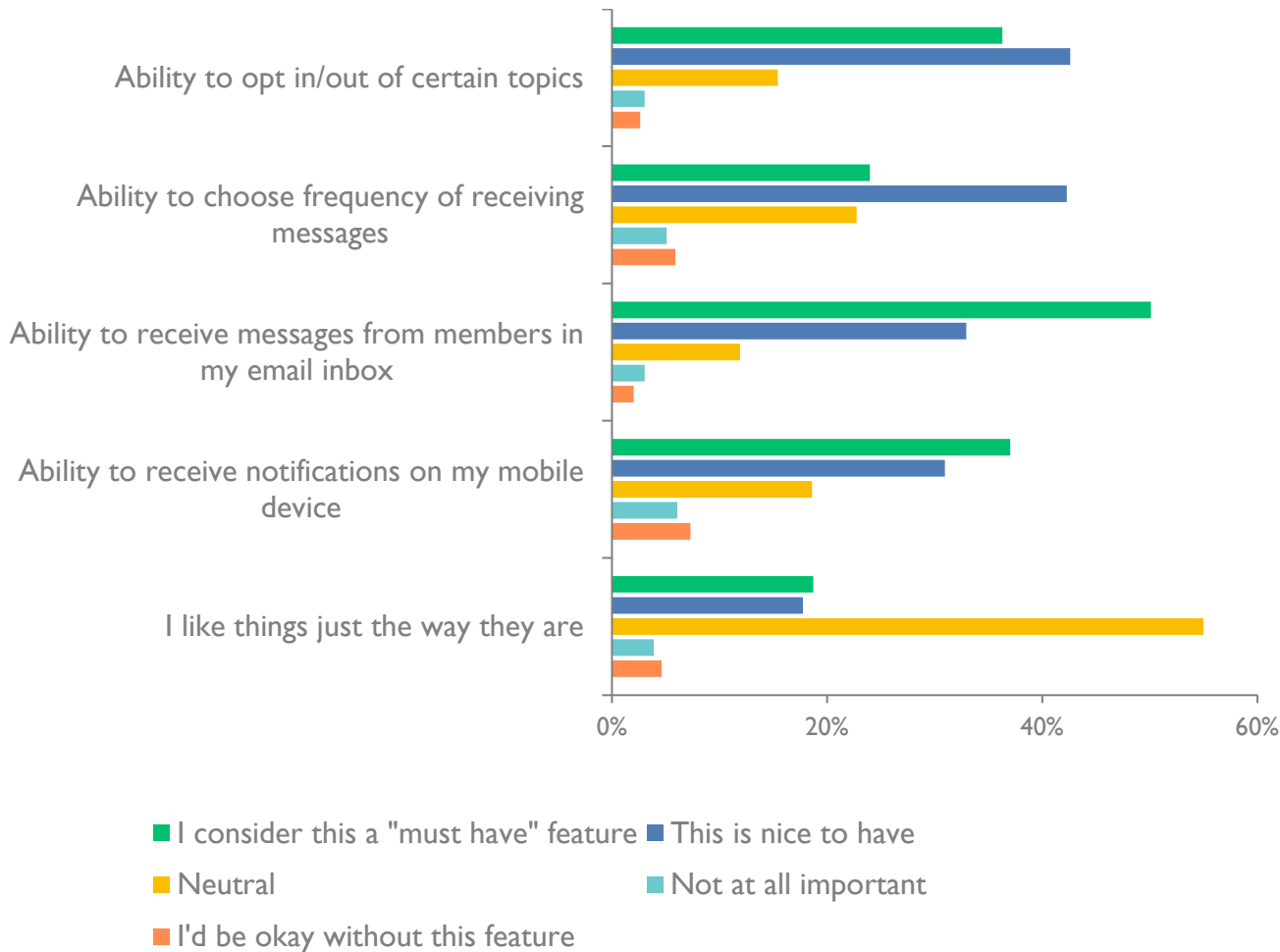
- Newer members are slightly more likely to ask for a recommendation via the DatawNet (53% vs 43%)
- Newer members are also more likely to search recent emails to see if that question was asked recently (62% vs 50%)
- Newer members are somewhat more likely to use online resources such as Google reviews, Angi/Angie's List, Health Grades, etc.) (58% vs 52%)

If you are NOT subscribed to receive member-to-member emails via the DatawNet, please indicate which of the following you find to be TRUE. Please check all that apply:

Answered: 80 Skipped: 614

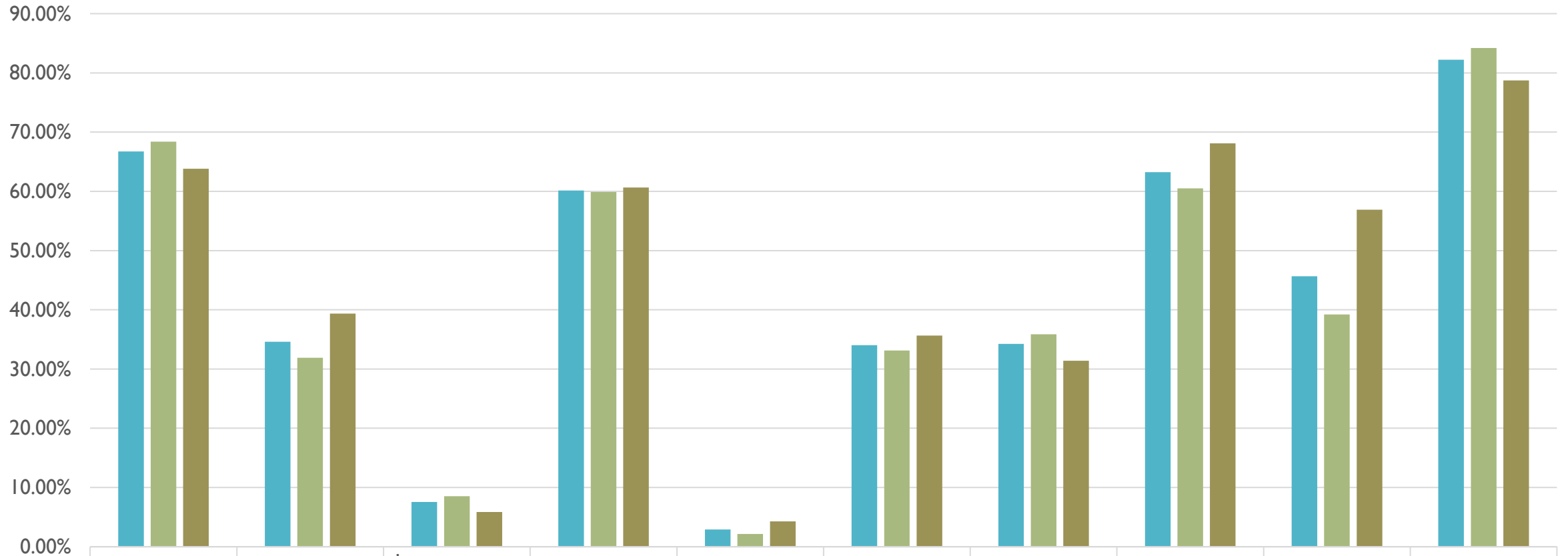


Please indicate HOW IMPORTANT you feel that the following features are for our member-to-member communications



ANALYSIS: Members consider it **MOST** important to receive messages/posts via email. The second most important feature is the ability to select which topics they receive notification of. There is also strong interest in the ability to receive notifications and the ability to choose the frequency of messages received.

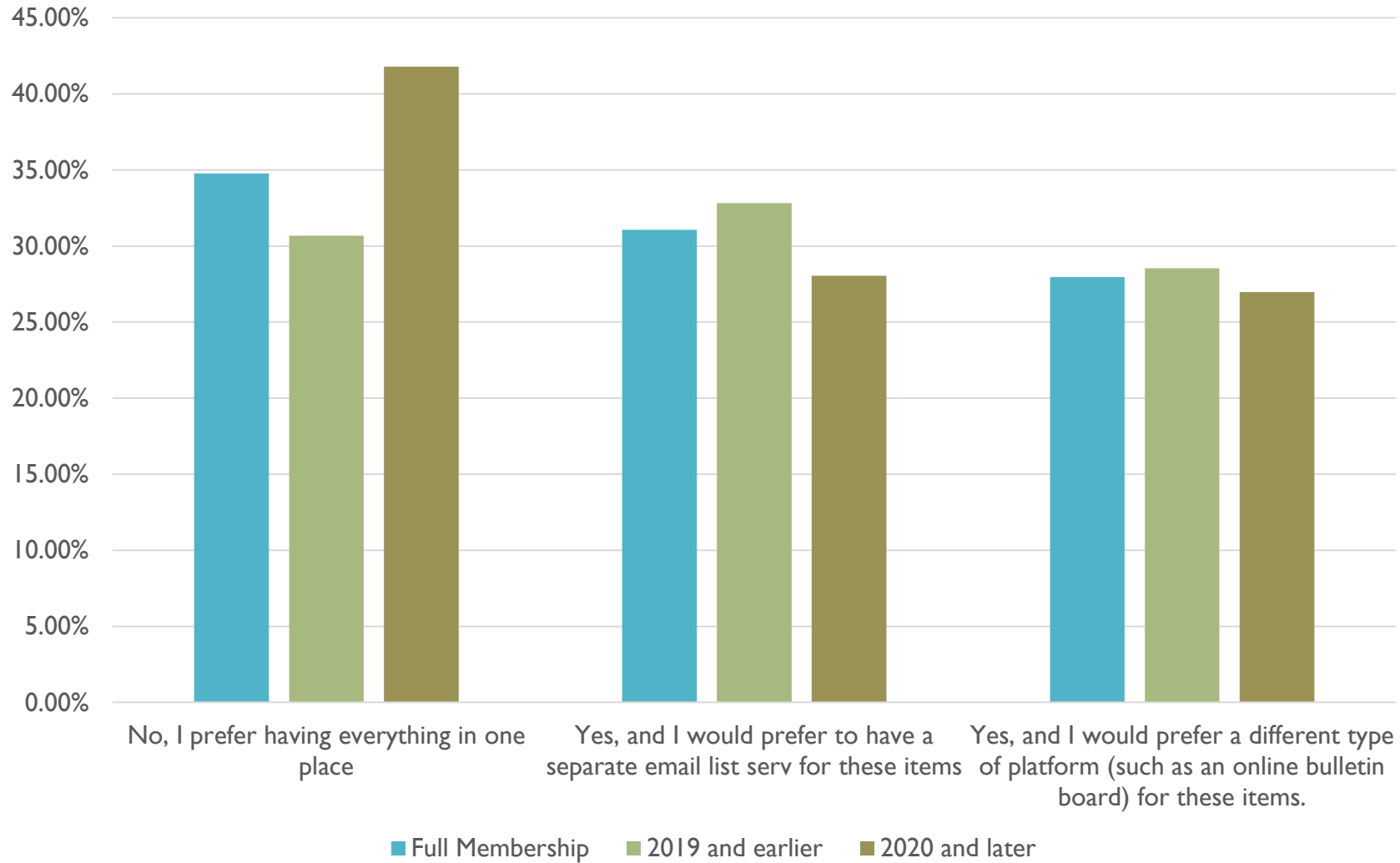
Please "check" all of the following statements that you agree with:



	The DatawNet is a valuable resource for Members	I would support Dataw Communication s exploring alternatives to the DatawNet	I was unaware that the "DatawNet" and the Dataw website are two different platforms	The DatawNet is easy to use	The DatawNet is difficult or confusing to use	The frequency of emails I receive from the DatawNet is appropriate	I receive too many messages from the DatawNet	I am comfortable using apps on my phone	I am comfortable using social media	I am comfortable using email
■ Full Membership	66.73%	34.62%	7.54%	60.15%	2.90%	34.04%	34.24%	63.25%	45.65%	82.21%
■ 2019 and Earlier	68.39%	31.91%	8.51%	59.88%	2.13%	33.13%	35.87%	60.49%	39.21%	84.19%
■ 2020 and Later	63.83%	39.36%	5.85%	60.64%	4.26%	35.64%	31.38%	68.09%	56.91%	78.72%

PREFERENCE: DatawNet Format

Many DatawNet messages concern items being offered for sale, for free, or that a member is seeking. Would you support having a separate communication that addresses BUY/SELL/FREE items?



ANALYSIS: 2/3 of members would prefer to see “Sale” items separated from the main list, but it is a fairly equal split between if a second List Serv or a different platform is preferred. Newer members have a stronger preferences for ONE place for everything.

Please indicate HOW IMPORTANT you feel that the following features are for our member-to-member communications (DatawNet):

	Weighted Average
Ability to opt in/out of certain topics	4.07
Ability to choose frequency of receiving messages	3.74
Ability to receive messages from members in my email inbox	4.26
Ability to receive notifications on my mobile device	3.84
I like things just the way they are	3.42

Often, emails about LOST/FOUND items are sent via the DatawNet. If we were to separate out the BUY/SELL/FREE items, how would you prefer we handle LOST/FOUND items?

I would prefer having LOST/FOUND on a separate list serv that you can opt in or out of, independent of the main DatawNet and independent of a BUY/SELL list	21.85%
I would prefer that LOST/FOUND items be grouped into the "main" DatawNet list	27.95%
I would prefer that LOST/FOUND items be grouped into the BUY/SELL/FREE list	8.27%
I prefer having ALL in one place (the "main" DatawNet, BUY/SELL/FREE, and LOST/FOUND)	23.23%
I would prefer a different type of platform (such as an online bulletin board) for these items.	15.35%

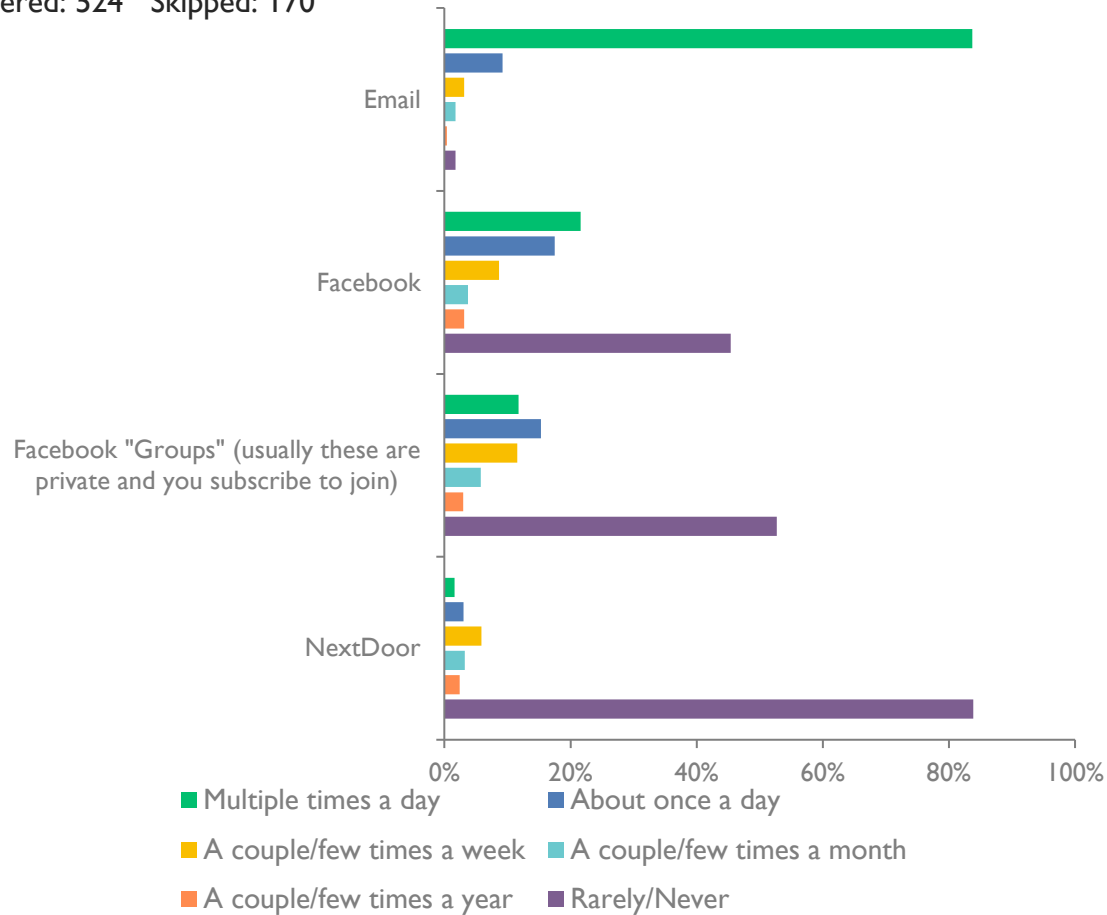
DatawNet Comments

- Too many emails
- Too much repetitiveness
- Members want more accountability for incorrect information, inappropriate behavior, and failure to follow the DatawNet rules; false information sent out by members should be publicly corrected
- Members would like to see responses to questions
- Many would like a “forum” or “message board” format that allows comments & conversation (“threads”); some prefer social media; others like the current system just how it is
- Members wish there was a searchable archive, especially for recommendations and frequently asked questions
- Members would like to opt in and out of categories, especially For Sale items and niche-interest areas (cats, clubs etc)
- Many of the member-to-member emails feel like spam or junk
- Some members prefer to see DatawNet messages only by email and do not want to have to go to an App
- Members are open to something new/improved
- Reduce number of emails by prohibiting frivolous items, personal issues, non-essential fundraising emails

Social Media

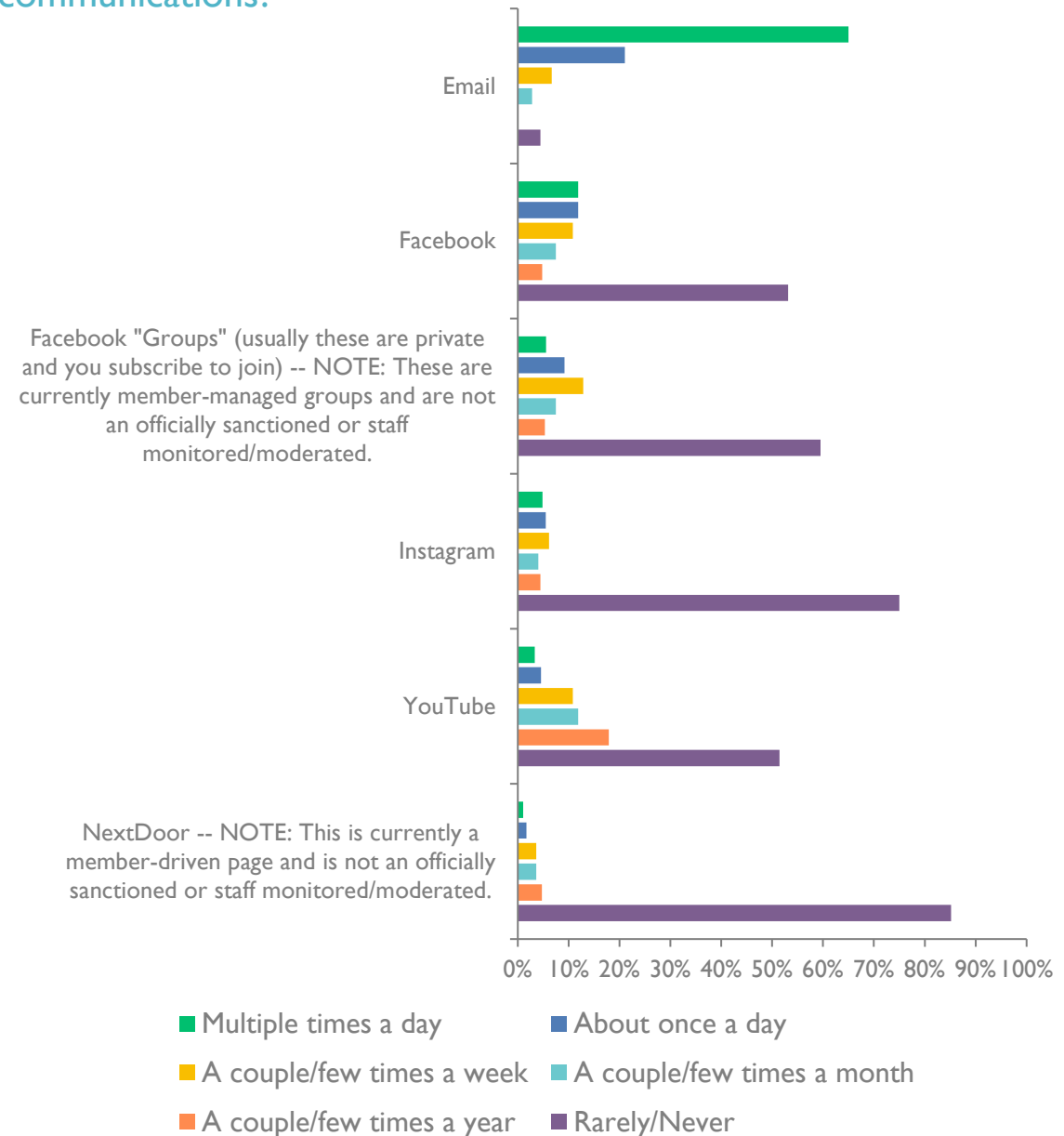
Please indicate how frequently you read/reference each of the following Social Media/Digital platforms?

Answered: 524 Skipped: 170

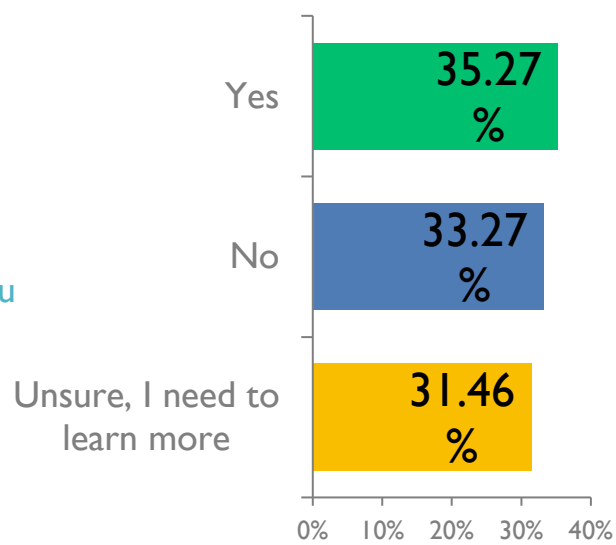


ANALYSIS: Members use email with greater frequency than social media. Although about half of members use Facebook regularly, about an equal number do not use it at all. About a third of members would support using Facebook, a third would not, and another third need more information to decide. Members do not like the NextDoor platform.

Please indicate how frequently you read/reference each of the following DATAW ISLAND-SPECIFIC communications?



Facebook is a robust platform that allows Private Groups (meaning we can ensure that only Dataw members are allowed in) and it does NOT force one to share private information. Additionally, Facebook Groups do allow you to opt into receiving emails about posts. If Dataw were to shift to a Private Group administered by Dataw, and trainings were offered, would you be open to using it?



If you are averse to social media, please indicate WHY and if it applies to ALL social media platforms or SPECIFIC social media platforms.

- Security/privacy concerns; prefer to keep information private
- Too much misinformation
- Too much gossip, opinions, politics
- I prefer to keep personal information private and avoid sharing it publicly.
- Too much advertising
- Too complicated; too time-consuming
- Prefer a Dataw-only closed network

ANALYSIS:

- Newer members are more likely to access Facebook regularly (44% access it daily vs 36% of established members);
- 94% of newer members access their email at least daily, while 93% of established members do so
- 26% of established members visit Facebook “Groups” at least daily and 36% weekly; 29% of newer members access these daily and 43% at least weekly
- 49% of established members never or rarely use Facebook; 39% of newer members rarely or never use it
- **CONCLUSION:** Facebook does not have a high enough adoption rate to be our solution



Action Items

Key Survey Takeaways

Accomplishments/ Actions Already Taken



Additional links have been added to the App to take members directly to the full website and to sports reservations (ForeTees and Court Reserve). Tech-wise, you cannot link an app to an app, so these links go to the websites.



A reminder “Standard Operating Procedure” was formally presented to all senior staff (each department head to address the rest of their staff) of how to make emails show in the **“From” line as from their department** and not just from themselves personally.



Educational seminars are being planned in conjunction with the “Tech Tuesday” series to focus on some of the many areas of mis-information/lack of information (example: comments stated members desire the full member directory to be available on the App, not realizing that is IS ALREADY available; this is an opportunity area for training).



We have continued to help members install and use the Dataw Island **App**, and adoption has already met the stated **SMART Goal**.



Communications has created a **“Monday Golf Email”** list so that non-golfers can more easily receive these notices without having to opt into ALL golf emails.

Additional Action Items



Comments are being parsed out and presented to each department



An educational “FAQ” is being created for members to develop a better understanding of our resources (primarily website and app); this will be based mainly on misinformed comments, as these helped us see what members either don’t know or misunderstand



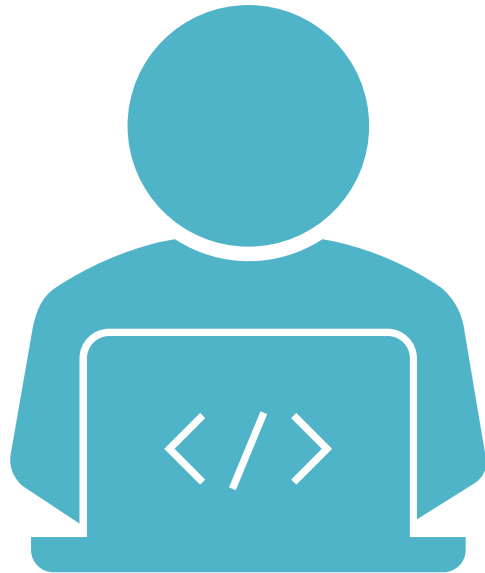
Committee has identified and is testing a very promising solution to the DatawNet emails



Communications is reviewing a number of additional items:

- Review of “newsletter” style that groups topics
- Website navigation
- Potential of adding additional opt-in groups

Key Survey Takeaways



Several suggestions are already being implemented and others are being considered further.

For many email-from-staff categories, comments and data show conflicting preferences (example, some want the “save the date” emails to come out sooner and some want them to come out later). We also saw a discrepancy in preferences for frequency and format. Overall, however, the vast majority are satisfied with only some outliers on each end, so no major overhaul of schedules is recommended.

Regarding the DatawNet, members still desire email as a format, although many would like the ability to pare down the number of emails and select which categories they would like to receive.

While many members are avid social media users, there are enough who are averse to social media that it is not an option for our member-to-member platform.

SMART Goals

Marketing & Communications subcommittees are meeting to use this data in shaping actions for these SMART goals:

Communications and transparency are core values that members appreciate. Evaluate our communications via committee discussions and a communications survey to analyze **frequency of emails** and the **effectiveness of our quarterly E-magazines**.

Target Completion Date:
7/31/24

After survey is completed, find ways to **promote the Dataw App** as a communications tool. The goal is improved member communications and innovation. Raise the usage level from 53.3% to 65%.

Target Completion Date:
12/31/24

Research and evaluate dividing DatawNet into 2 lists, one for standard communications and one for sale items or giveaways. Consider the likely alternative should current vendor discontinue their business and eliminate their/our email exchange server.

Target Completion Date:
9/30/24

Revisit **Master Calendar concept** with the goal of capturing as many Club, Association, and Club-within-a-Club events for proper planning.

Target Completion Date:
10/31/24