

Communications Survey Analysis



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Director of Assessment

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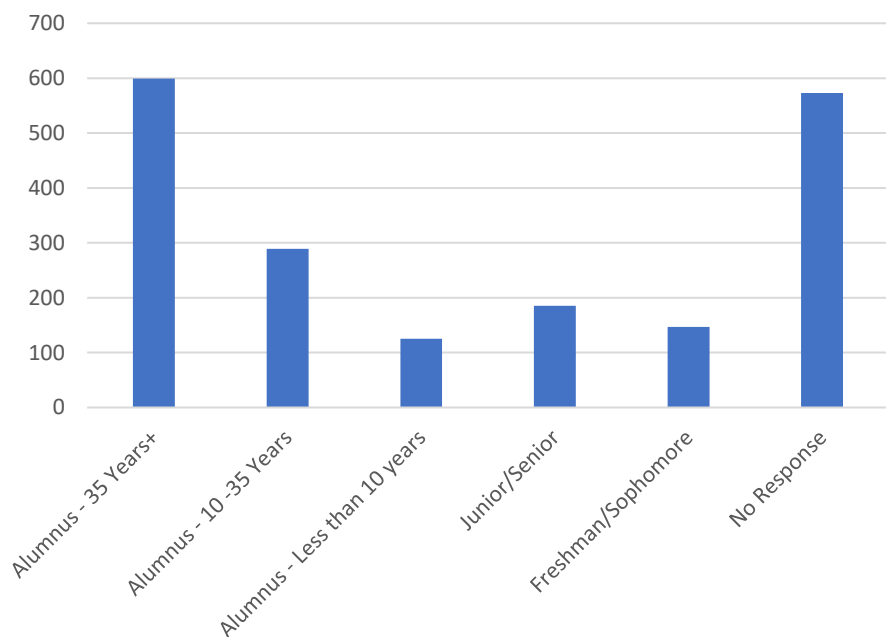
Background and Purpose:

The communications survey was again sent in the summer of 2020 to alumni and students. The goals of the survey were to evaluate current communications publications, to draw out audience opinions of Delt's digital marketing efforts, and to identify opportunities to adjust communications strategies with the hope of increasing engagement and improving overall connection with the organization.

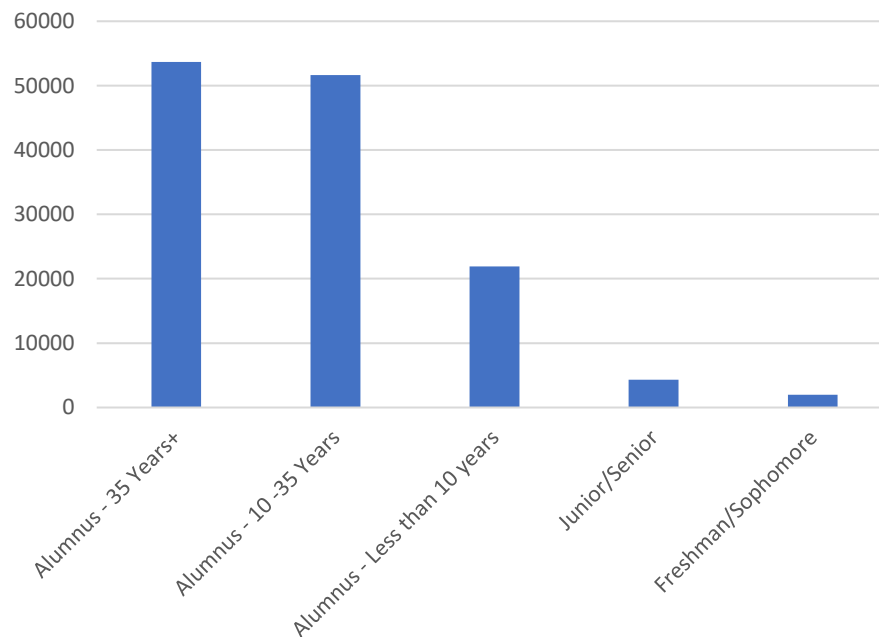
Disclaimer:

For the 2020 survey, there were 1,918 total responses. One of the pieces of demographic information gathered was the time since graduation or current academic standing. 573 responses did not indicate their student or alumnus status, but it should be assumed many of these responses are students. Most of these responses were submitted after a targeted student exclusive outreach occurred. This survey item was located at the end of the survey, meaning many of these individuals represent partial survey completion. It is important to recognize the sample who responded to this survey is not representative of the distribution of the total member population when considering the same information. Specifically, the survey responses skewed heavily toward members who graduated more than 35 years ago, which is not fully representative of the current population.

2020 Survey Responses



All Living Members



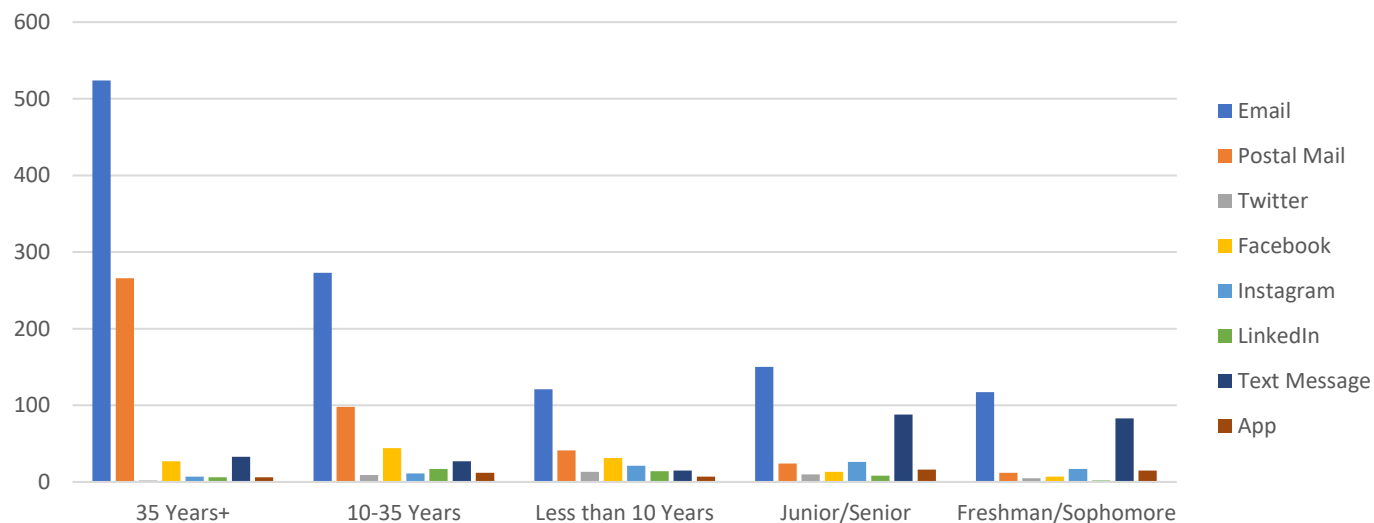
Outreach and Frequency

Email appears to still be the preferred method of outreach from the Fraternity. Although there is some fluctuation among the various demographics, the Fraternity should continue to consider ways to not only utilize email as the primary method of communication but should also focus on ways to streamline communication, namely social media (more on this below).

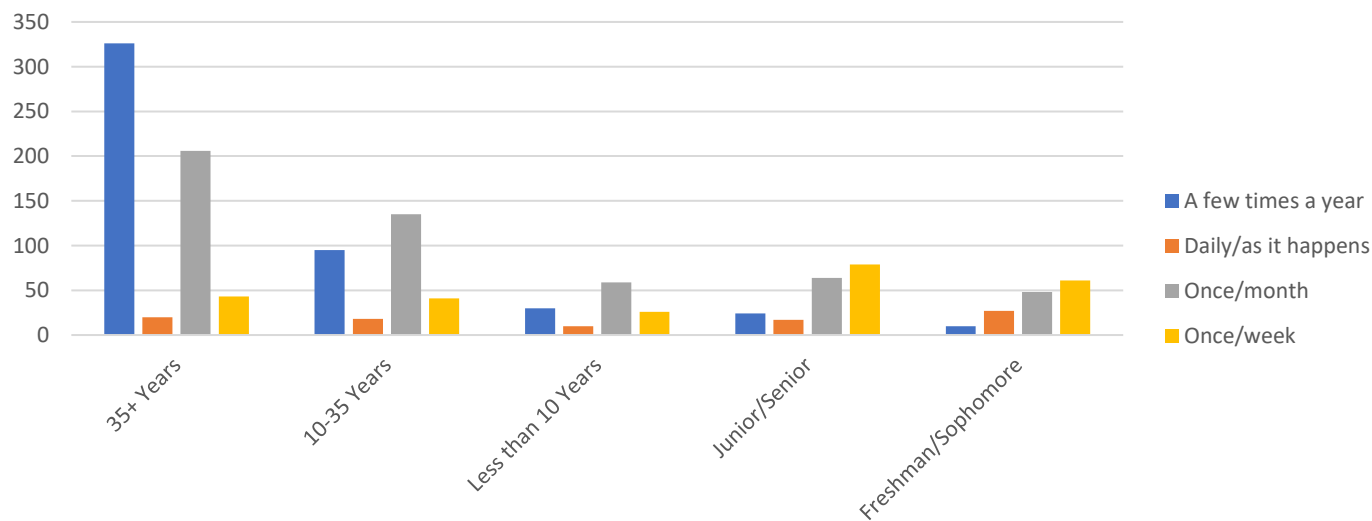
Although email is certainly the easiest pathway to communicate with members, the organization should be aware of the preferred frequency of contact. As members age, it appears they prefer less frequent communication from the Fraternity. It may be worth considering different standards of communications frequency based on time from graduation as it seems current students are open to more frequent communication, perhaps even weekly communication whereas alumni who are more than 10 years removed from graduation may be better served if communication was strictly kept to a monthly email.

This data mirrors the data collected last year. As this now establishes a trend, this should be a strategic initiative explored by the communications department.

Preferred Method of Communication



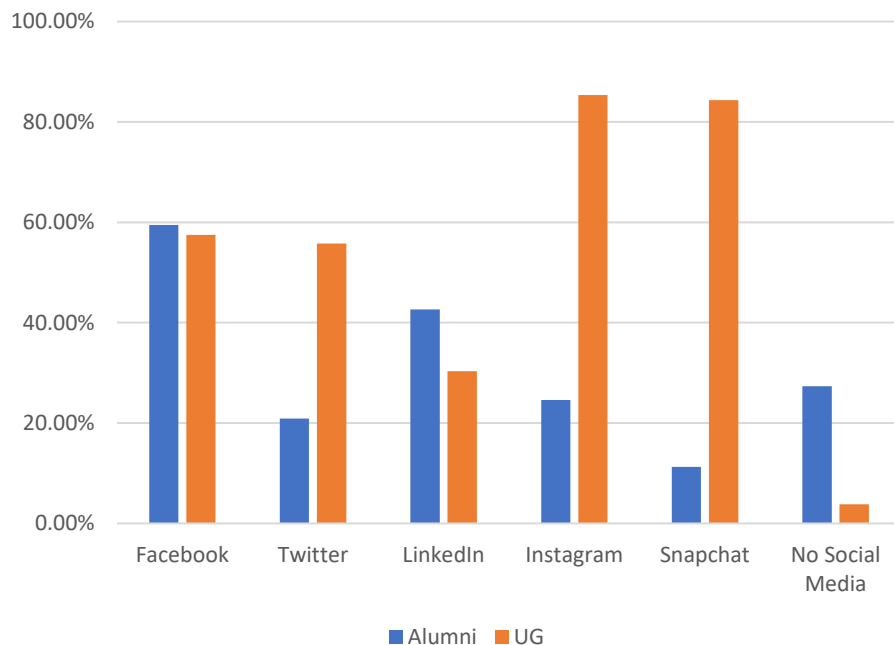
Preferred Frequency of Communication



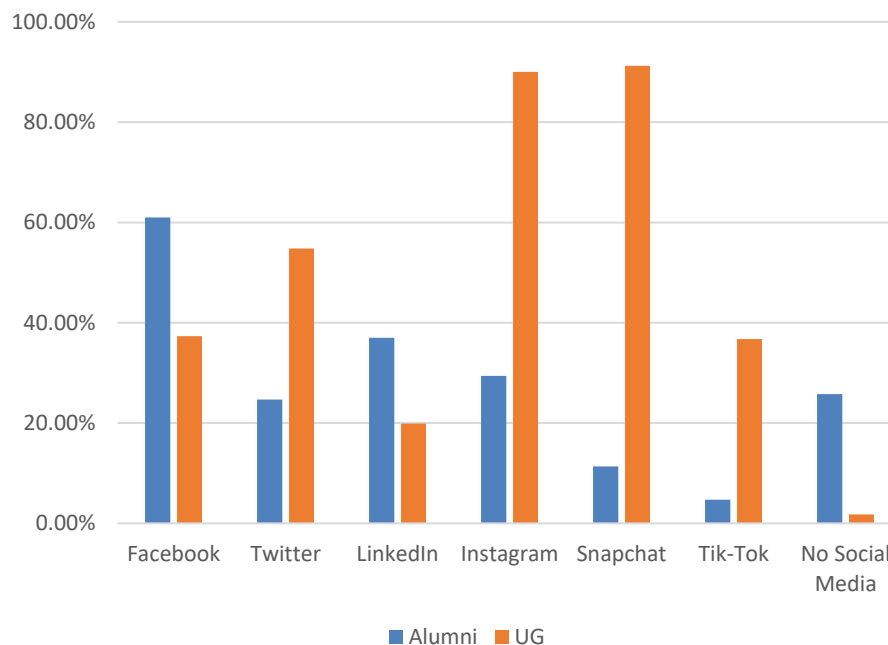
Social Media:

As social media continues to permeate everyday life, it is important to understand how members are engaging with various social media platforms. From 2019 to 2020, there are a few specific trends to be mindful of. The first is the audience representation across various platforms. It is clear in this data, and is confirmed from other national data sources, young people are less likely to be engaged on Facebook or even have a profile. However, students are rapidly moving to Instagram and Snapchat. In the 2020 data, 90% of students identify as operating an Instagram account and 91% identify as operating a Snapchat account.

2019 Social Media Use



2020 Social Media Use

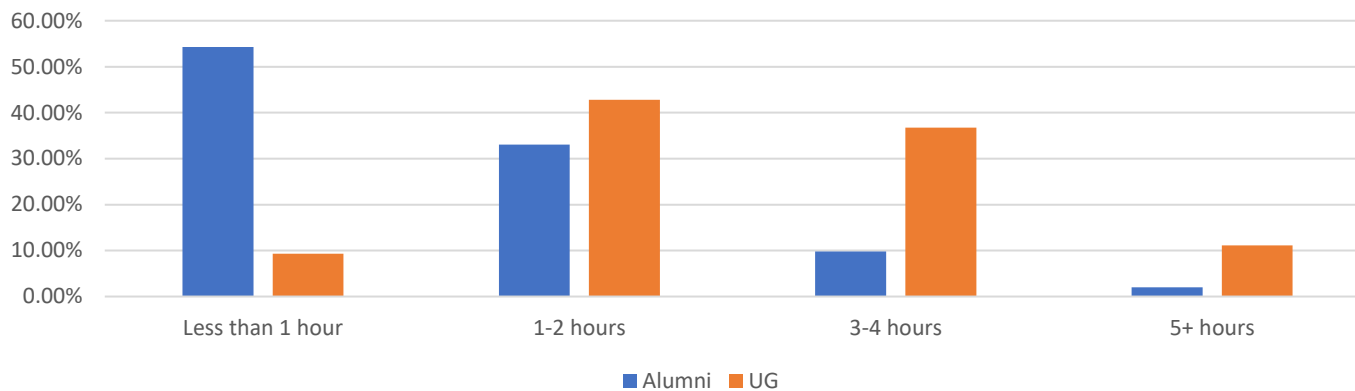


The Fraternity used the 2019 survey data and began intentionally pushing more information through Instagram with varied success. The overwhelming sentiment has been that Instagram has been a very effective tool for quick one-way communication for students, but there seems to be little response when there is an explicit call to action. Despite the issues at times, the data would support the Fraternity utilizing Instagram as a tool to communicate, or better, market, to students.

Another trend to call out is the use of LinkedIn as a communication tool. The Delta Tau Delta Educational Foundation began posting pieces on LinkedIn and the data would support this behavior continuing, with the understanding these communication pieces should primarily be directed to alumni. Of the 2020 student responses, only 28% of juniors/seniors and 10% of freshmen/sophomores identified as using a LinkedIn account.

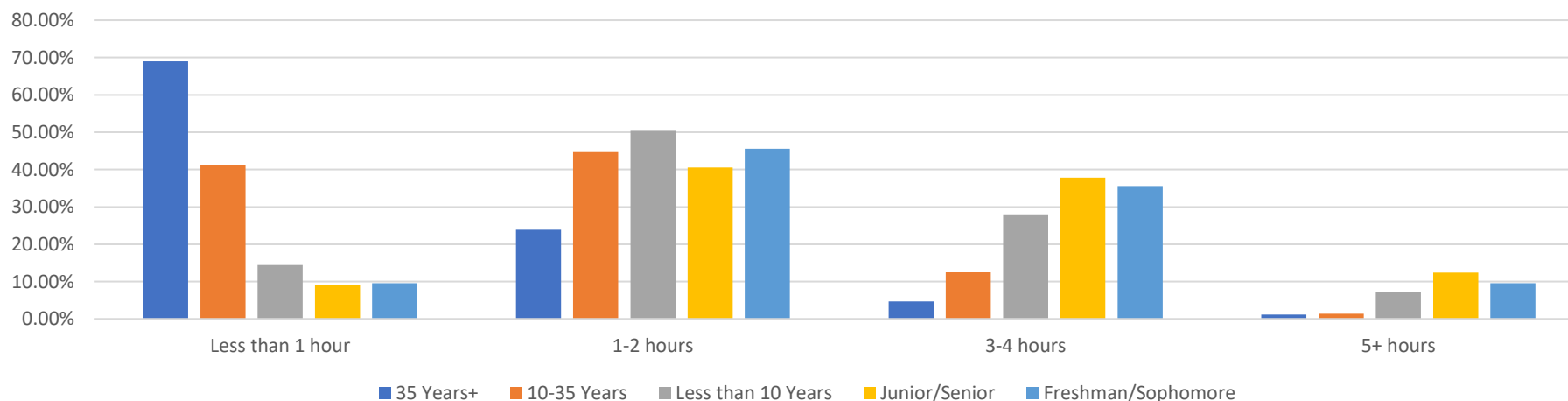
Also included in the survey was an opportunity for respondents to identify the amount of time they spend in a typical day on social media. The results of this are important when trying to understand the day-to-day living experiences of our members, particularly undergraduate members.

Amount of Time spent on Social Media



Through this lens, there starts to be clear distinctions between how segments of the membership interact with social media. 91% of undergraduate respondents identify spending at least one hour on social media each day compared to 44% of alumni who identify as spending at least one hour on social media. When taking a more granular look at the composition of the respondent base, the difference became starker:

Amount of Time Spent on Social Media

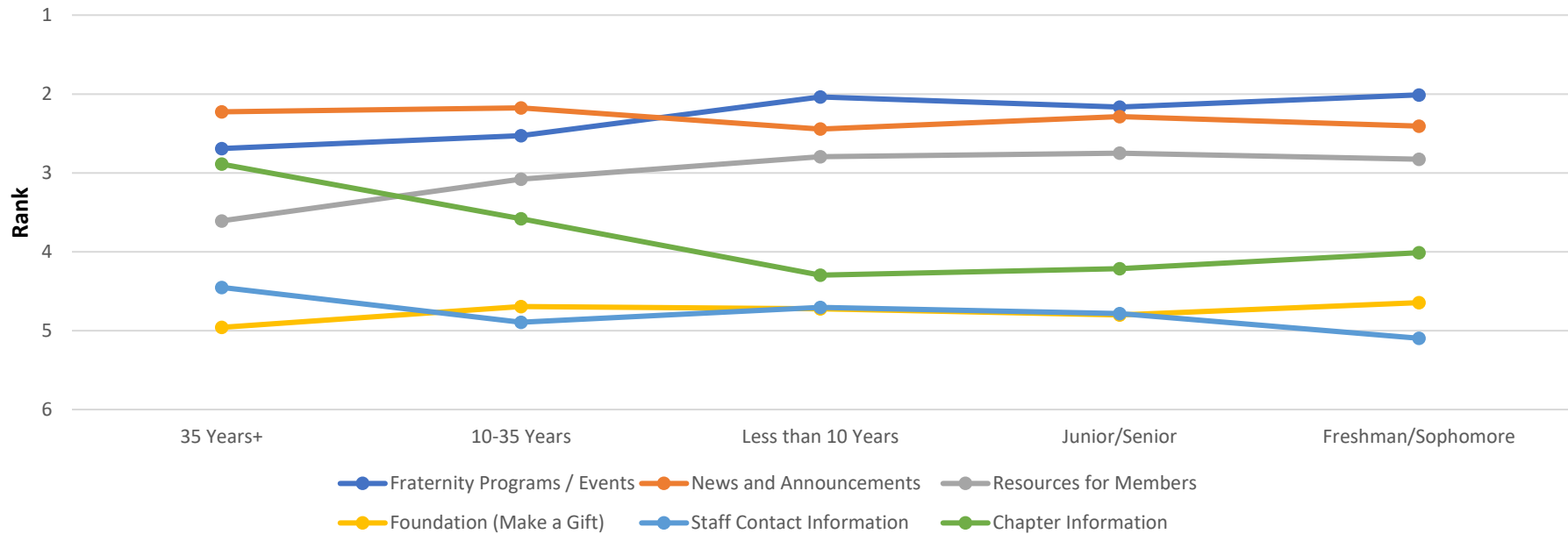


Because of the disproportionate proportion of alumni who graduated 35 years ago or more in the total alumni respondent base, it may be better to view social media data as disaggregated populations. This data shows how social media has influenced the membership of the organization as time has passed. Facebook was first available to the general public in 2006. As such, most members who were enrolled in college from 2006 onward have had access to at least one form of social media as an undergraduate member. Students entering college in 2024 will likely have been born in a world where social media has always existed. As such, the Fraternity currently finds itself in a shifting landscape of communication access and social media usage. This information is important to consider through two lenses. The first is understanding that members are more and more ingrained in a world where social media is the primary communications vehicle due to the limited restrictions around producing a message (costs to publish/print, e.g.). This means the Fraternity should recognize its responsibility to inform its members of ongoing Fraternity business via social media. The second lens is there is a significant portion of the membership that never adopted social media and must be considered to be inclusive of the full membership. Although it may be wise in due time to shift the majority of the Fraternity’s messaging and engagement strategies to social media-based platforms, 40% of alumni more than 35 years removed from graduation indicate not operating on any social media. These men must continue to be engaged in ways that resonate with them, namely the print editions of the Rainbow and no more than monthly email communication.

Delt Website

The 2020 communications survey included items concerning the Fraternity’s website. Overall, the respondents felt positive about the content, ease of use, and overall website. The survey also asked respondents to rank sections of the website based on importance. The results are as follows:

Website Sections Ranking



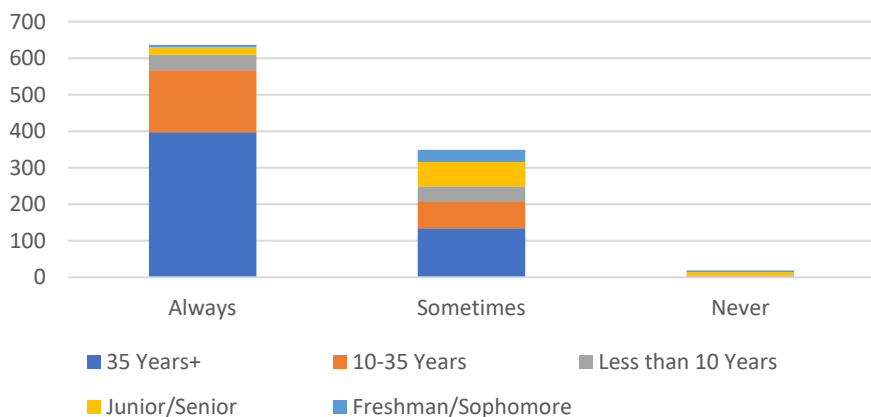
There was mostly consensus among the responses. The only area of note was the shift in importance regarding chapter information. Whereas this was ranked in the top 3 by alumni more than 35 years removed from graduation, nearly every other demographic identified this as the a distant fourth in terms of ranking. Again, this is likely explained by the lack of connection between alumni of that age and the undergraduate chapter. The website is a gateway of information of the chapter to the member that he may otherwise not see. Therefore, the website serves an important place for those men in updating them of the chapter’s status and accolades, more so than the local chapter likely would.

This data is helpful in understanding which areas of the website the Fraternity must continuously drive content or make engaging. Additional data shows the majority of members have either never utilized the archived Rainbow editions or are unaware of their existence. Therefore, the Fraternity should not put much energy or time in making that section more engaging. Because the pages with information regarding events, news, or resources are viewed as the most important, the Fraternity should be constantly reviewing these sections and thinking of opportunities to update information to keep these pages current and engaging for members and non-members.

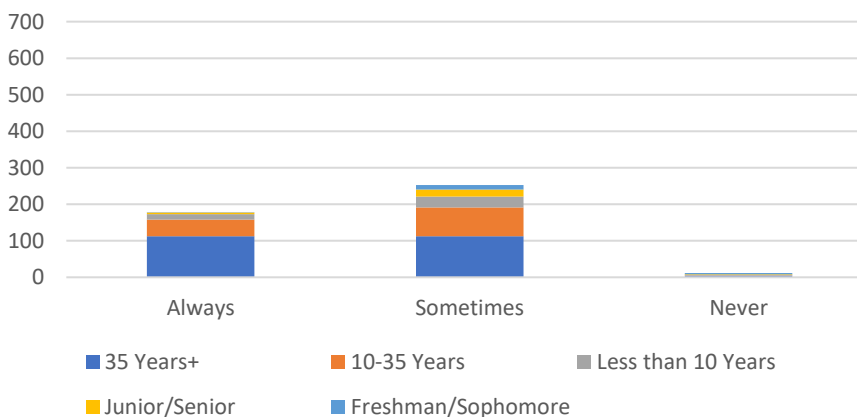
The Rainbow:

The data has been consistent over the last three iterations of the communication survey. There seems to be more interest in reading the print version of the Rainbow than the digital version. Of particular note in this data, 60% of the alumni in this survey identified as “always” reading the print version of the Rainbow, compared to 16% of students.

2020 Print Rainbow Readership



2020 Digital Rainbow Readership

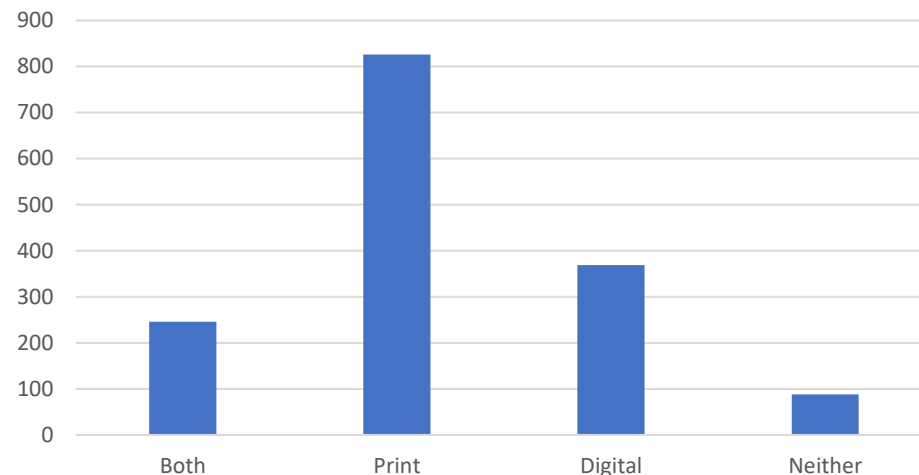


This implies members are more likely to read the print versions of the Rainbow. This is confirmed as the survey explicitly asked members to identify how they preferred to consume the Rainbow. The data shows a fairly clear desire to consume print editions of the Rainbow.

This preference held across all demographics, except for freshmen/sophomore, who identified preferring the digital version. Among demographics, 69% of alumni 35 years or more removed indicated they preferred the print version, the strongest preference in the data.

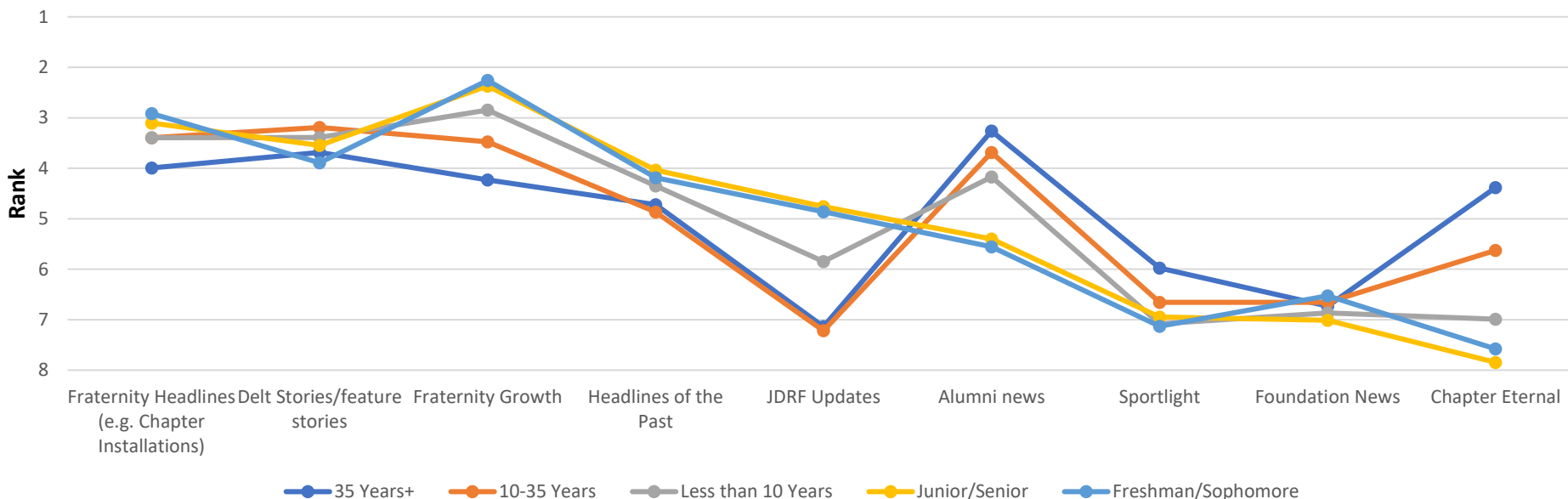
This data is important as it shows there is some connection between the print publication of the Fraternity and its members, more so than a digital version. It is difficult to say how the connection between the Fraternity and members would be affected by disrupting the delivery of a print version, but based on the data, the Fraternity should feel confident that the print version of the Rainbow is building affinity among its members.

Rainbow Preference



Lastly, members were allowed to identify what they believe is the best section of the Rainbow. Participants were allowed to only select one section. There were areas of the Rainbow-more interesting to alumni members and undergraduate members. Some sections are clear favorites among members.

Print Rainbow - Ranking by Importance

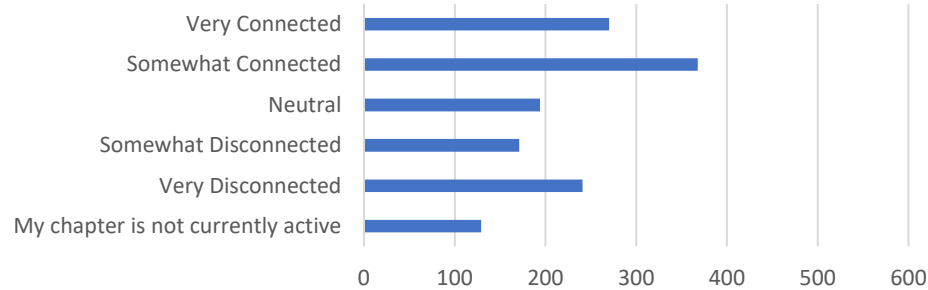


The data continues along similar trends first established in the 2019 communications survey. Students seem to be more interested in recruitment and growth information and JDRF information compared to alumni. Chapter Eternal and alumni news seems to be viewed more important by alumni than students. It is not clear why this is the case, but it is important to recognize that there are clearly some pieces of information that resonate more among alumni and students. This could affect the way the Fraternity chooses to disseminate this information.

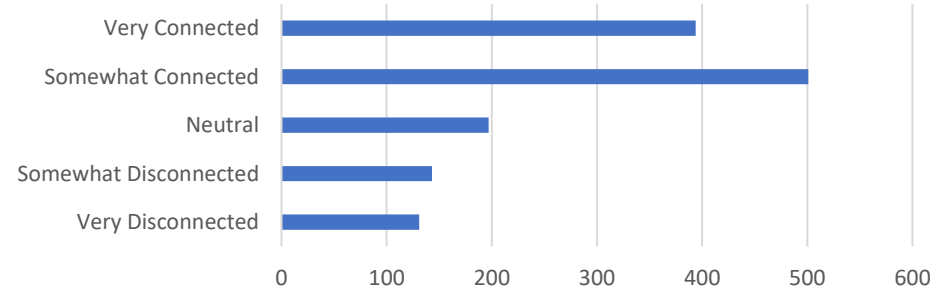
Connection:

The Fraternity asked members to speak to their level of connection with the Fraternity, the undergraduate chapter, the college/university, and the Central Office Staff.

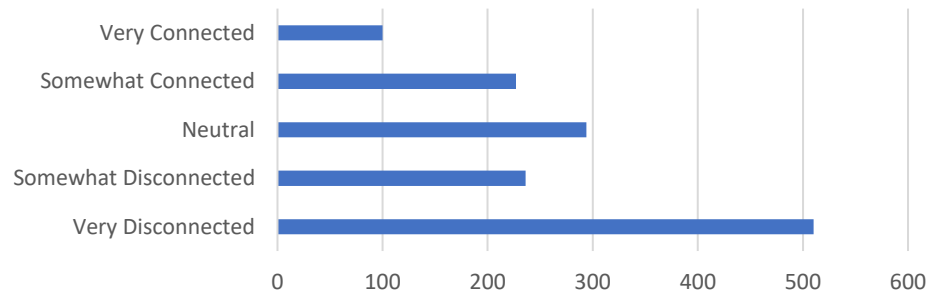
Connection to Chapter



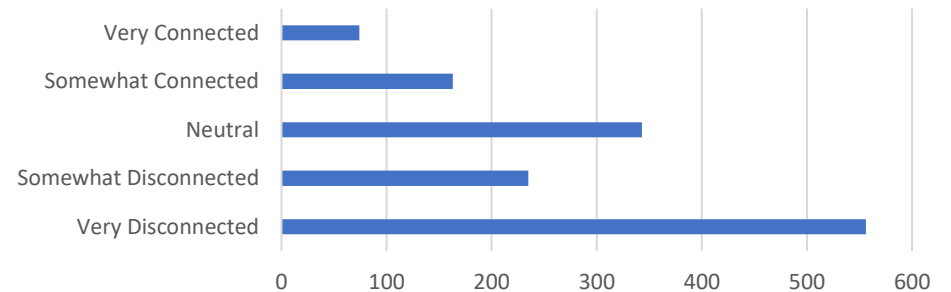
Connection to Institution



Connection to Alumni Association

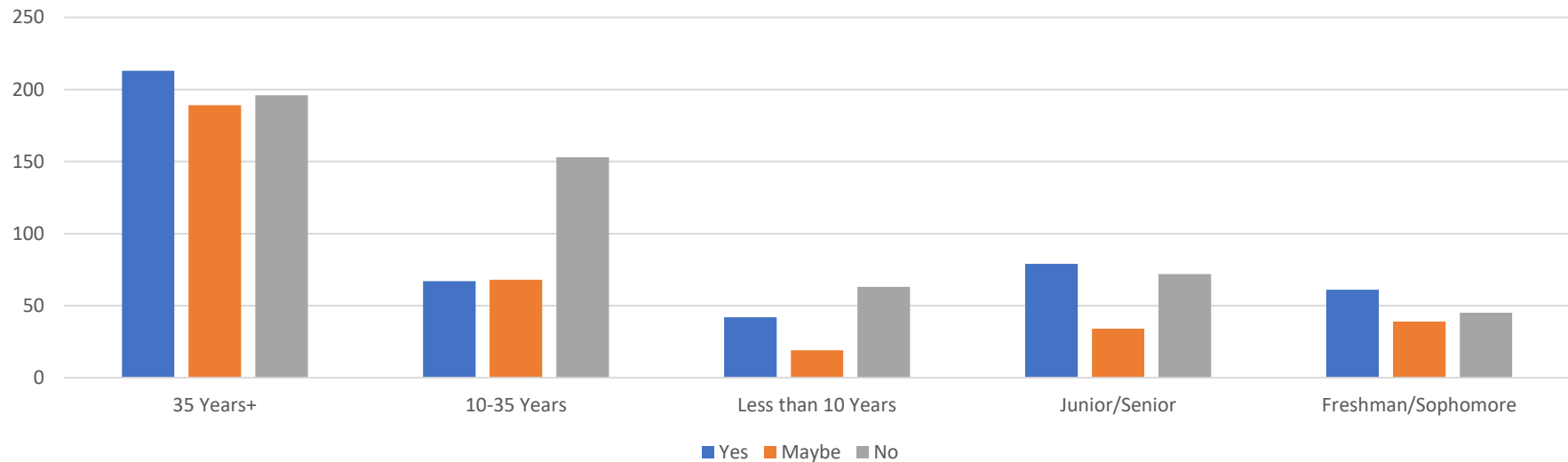


Connection to CO Staff



The Fraternity also asked if members felt as connected to the Fraternity as they would like. There is a spike in the alumni 10-35 years from graduation, which may be exaggerated because 28% of the alumni who responded to this survey are from currently closed chapters, many of which have been closed in the last 5 years (Beta Alpha, Epsilon Epsilon, Zeta Rho, Zeta Tau, e.g.)

As Connected to DTD As Would Like to Be



When reviewing this information, the Fraternity may want to think critically about what the organization is doing to build affinity among alumni. It may not be of importance to the organization for alumni to feel a connection to the Central Office Staff, but it should be recognized alumni indicate not feeling as connected to the national organization or the local chapter than compared to the host institution. The Fraternity recognizes alumni are likely to feel more connected to the local chapter, but the question should be asked, what initiatives are the Fraternity actively engaging in to support chapters so affinity is *actively* being built. This is not an easy task and the Fraternity may want to consider a long-term strategy around this point.

Points of Consideration:

After analysis of the survey data, of which key points have been highlighted previously in this report, the following points should be considered for future communications work:

- Consider developing a formal strategy to utilize social media in a broader communications strategy.
- Consider developing communications standards specifically for students and alumni. Items to be included should be methods of communication and frequency. These standards should be distributed to staff and enforced by the Communications Department and supported by the Chief Executive Officer.
- Consider developing a long-term strategy for the digital editions of the Rainbow.
- Consider enlisting the Volunteer and Alumni Taskforce and the Director of Volunteers to develop a strategy and tactics to over time actively increase connection to the local chapter among alumni.