



Good job of keeping up *by Holly Danks* **Communications Director**

According to our EWGA Portland Chapter 2015 Survey results, most of the respondents like – and read -- the Newsletter and Blasts. However, fewer than 4 in every 10 of our email addressees open our publications. While that percentage is much better than the national average for newsletter readership, we'd like to see more of you using our publications and website to learn about events, leagues, education opportunities, competition and national EWGA news. And what better way keep up with your EWGA friends and their accomplishments?

Contact me at newsletter@ewgapdx.com if you have comments or suggestions.

Here are the 2015 survey results for Portland EWGA Communications:

What is your opinion about the following Chapter communications?

- Newsletter -- 65% strongly agree it's just fine, 28% somewhat agree it's fine.
- Blasts -- 67% strongly agree it's just fine, 23% somewhat agree it's fine.
- Website -- 46% strongly agree it's just fine, 32% somewhat agree it's fine, 20% neutral.
- Too much! -- 5% somewhat agree, 31% neutral, 39% disagree, 25% strongly disagree.

How do you utilize the Newsletter & Blasts?

- 21% -- I read the entire thing.
- 72% -- I scan what is on the front page and occasionally click on the links.
- 2% -- I read some of what is published and rarely click on the links.

What best describes why you may not click on links in the Newsletter to read the full story?

- 64% -- I'm not interested in the topic.
- 35% -- I don't have the time.
- 1% -- I use the website instead.

How often do you utilize our sponsor's coupons or special offers?

- 51% -- rarely
- 32% -- never
- 16% -- sometimes
- 1% often

Which sections do you utilize on the Chapter website (in order of use)?

1. Events
2. Leagues
3. Home page
4. Directory
5. Chapter Info
6. Education
7. Competition
8. Handicap
9. Benefits
10. Resources

Do you regularly follow our Chapter on these social media?

- Facebook -- 17% yes, 25% no, 58% never.
- Twitter -- 2% yes, 9% no, 89% never.