

What's On: Trial Feedback Survey

Intro

In Michaelmas Term 2022, we conducted a trial of a new weekly events newsletter, *What's On*. The Newsletter was sent out via email on Monday mornings and had a narrow focus on information about internal college events. The aim of the newsletter was to increase knowledge of goings on in the college and thereby increase attendance, and to reduce the overall number of events emails being sent to the college. At the end of the trial, we conducted a short survey aimed at gathering viewpoints on the trial with a view.

Data set

We asked our respondees 5 questions about the newsletter, covering their level of engagement with What's On and gathering opinions on potential changes. The breakdown was as follows:

$n=125$

JCR: 59 (~ 13.5%)

MCR: 39 (~16.4%)

SCR: 18 (~8%)

Staff: 9 (~10%)

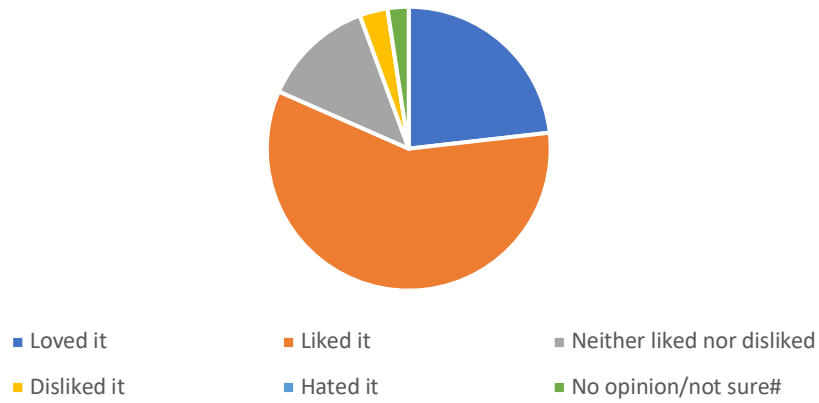
Comment rate: 49/125, 39.2%

These figures all fall within the generally accepted typical survey response rate of 5%-30%. The overall n is the largest of a Communications survey to date, and the proportion of respondees who left comments is also by far the largest to date. The group who responded probably reflects those most engaged with the emails, although the majority of respondents reported that they only skim the bulletin which suggests that it wasn't only the most avid readers who replied.

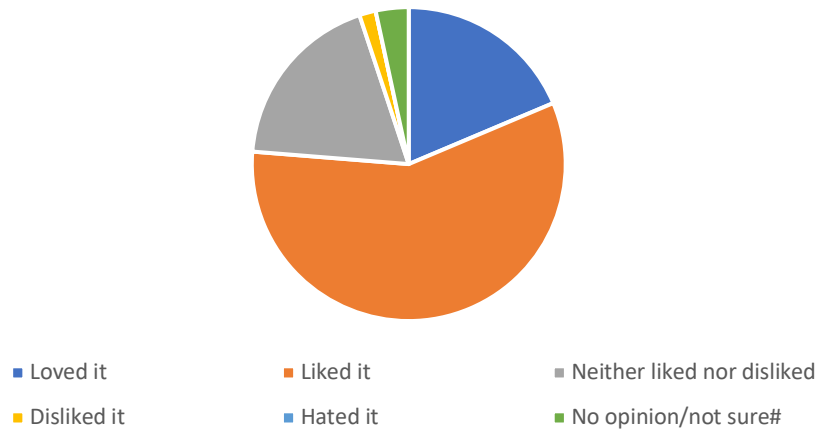
Question 1: Did you Enjoy receiving *What's On* this term?

A very large majority (81.6%) liked or loved receiving the newsletter. Only 5.6% actively disliked receiving it or had no opinion, and no respondents said they hated receiving it. The MCR were especially positive in their response; while also being positive by a large majority, staff and SCR were more likely to say that they hadn't enjoyed receiving it.

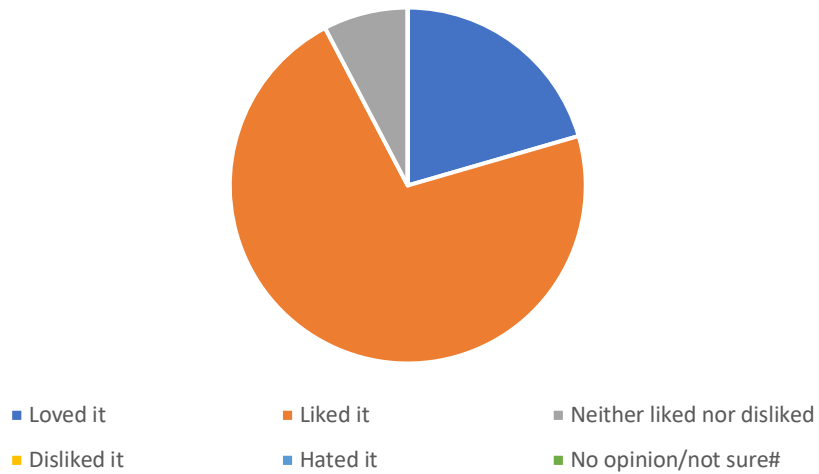
All

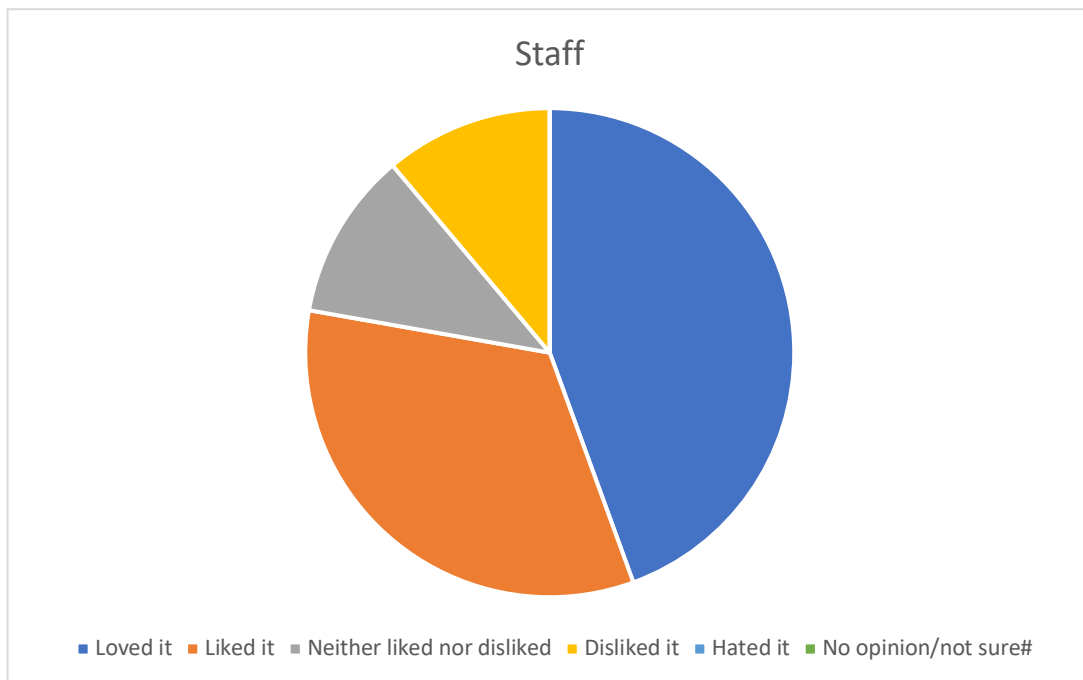
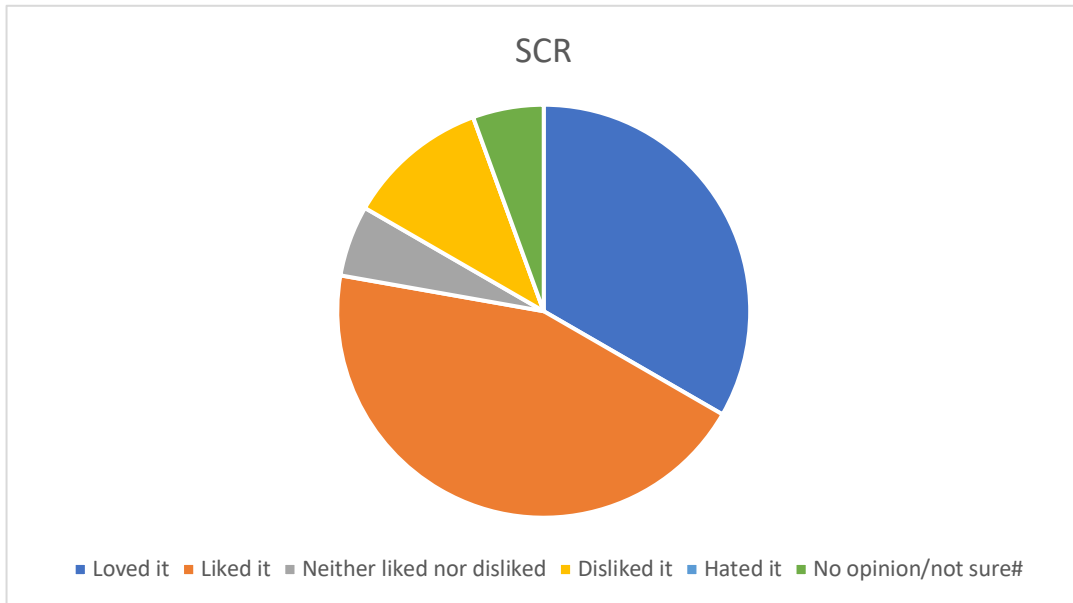


JCR



MCR

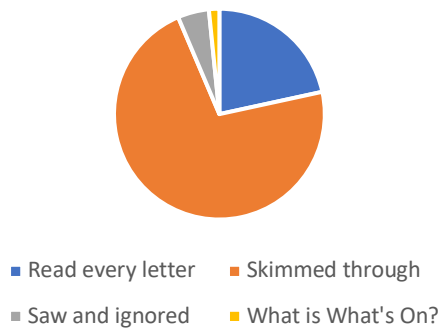




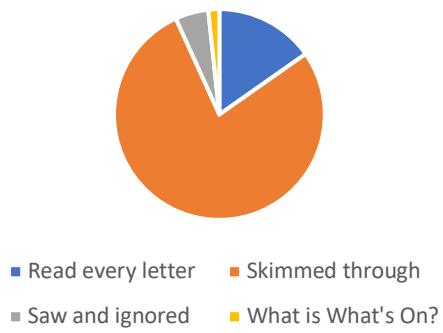
Question 2: How closely did you read What's On this term?

The majority of those responding said they skimmed through the newsletter, with only 21.6% saying they read every letter. Just 6.4% said they didn't read the emails or weren't aware of What's On. The MCR were again the most positive in their response, while staff and SCR were less positive – although still overwhelmingly reported reading the newsletter.

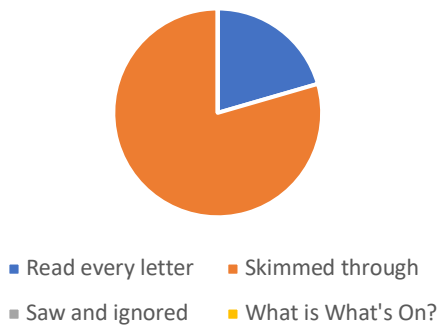
All



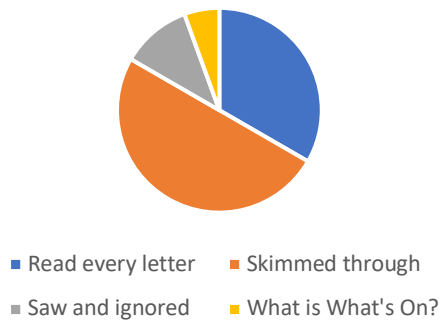
JCR



MCR



SCR



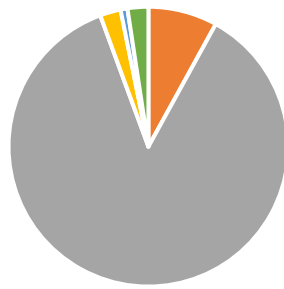


Question 3: How do you feel about the number of What's On related emails you received this term?

As well as receiving the 8 newsletters, the What's On emailing list also received several reminders to submit items and a launch email letting them know about the plan to run the trial. Members of Somerville were and are free to opt out of the mailing list and no longer receive communications related to the mailing list.

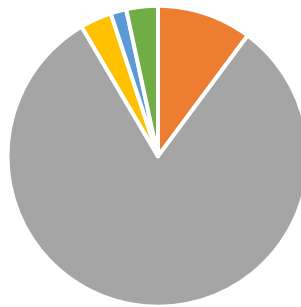
A significant majority felt the number of emails they were receiving about the newsletter was about right. The MCR were least likely to feel they received slightly too many *What's On* emails, and the JCR the most likely.

All



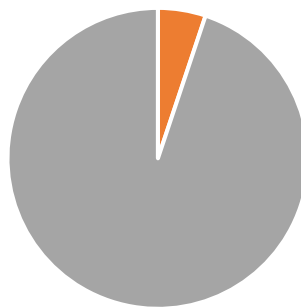
- Far too Many
- Slightly too many
- Neither too many nor too few
- Slightly too few
- Far too few
- No opinion/not sure

JCR

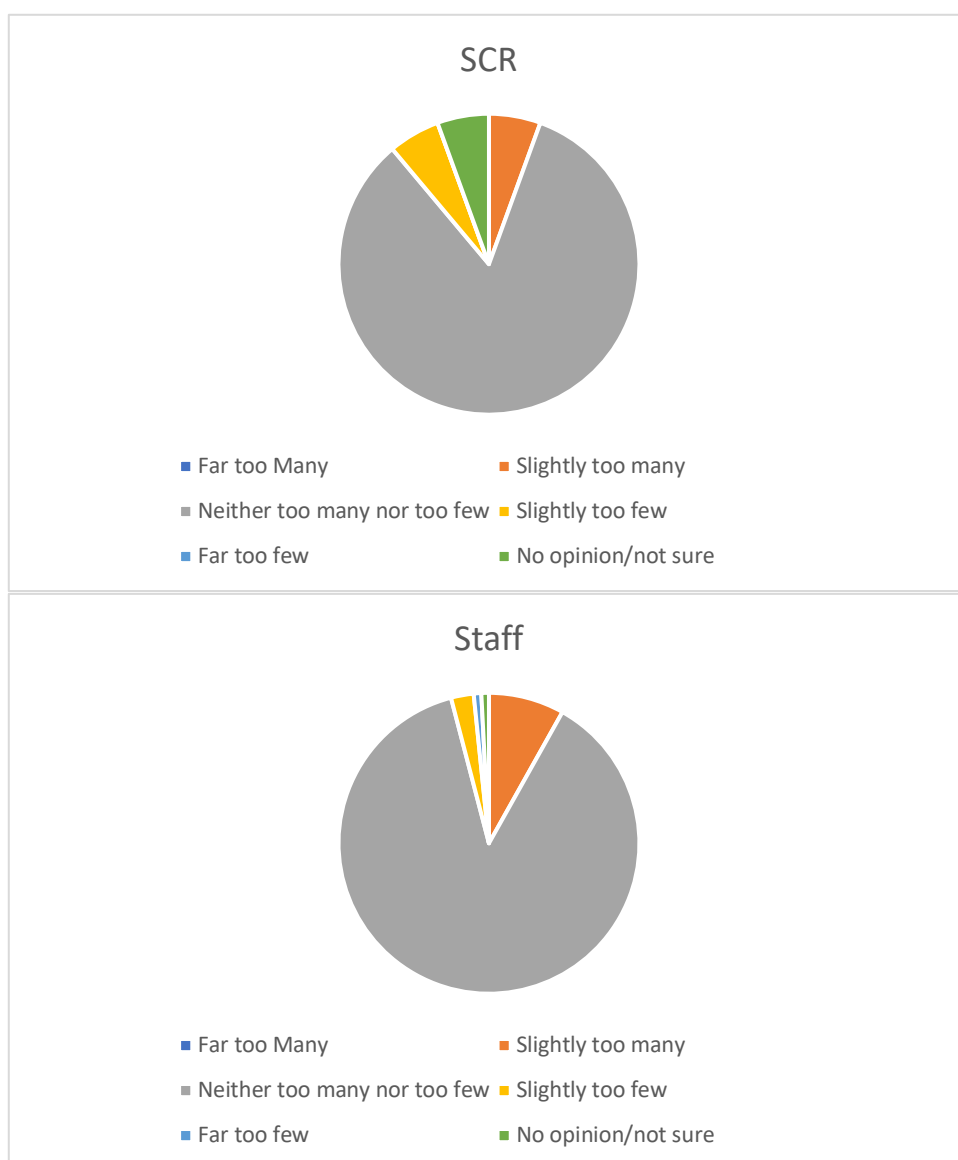


- Far too Many
- Slightly too many
- Neither too many nor too few
- Slightly too few
- Far too few
- No opinion/not sure

MCR



- Far too Many
- Slightly too many
- Neither too many nor too few
- Slightly too few
- Far too few
- No opinion/not sure

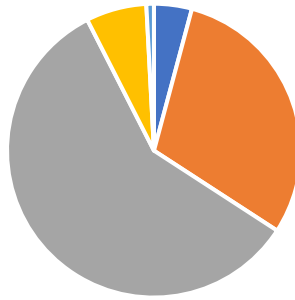


Question 4: How do you feel about the number of **all events related emails you received this term?**

A key part of the *What's On* experiment was to see what the impact would be on events attendance and on general engagement with emails as a college communication channel if the number of events emails were reduced. There was a small but not a substantial reduction in these during the trial period, so we asked how Somervillians were finding the change.

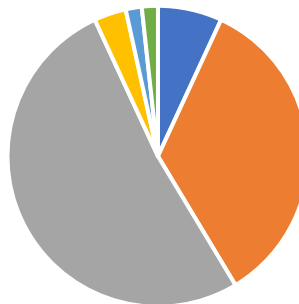
Overall, the majority of people felt that they were receiving neither too many nor too few emails, but a significant minority (30%) felt they were receiving slightly too many and 6.9% far too many, compared with only 8% who felt they received too many *What's On* emails and no one reporting they received far too many. The JCR were the most likely to say they received slightly or far too many, at 41.4% in total. The SCR significantly bucked the overall trend however – 27.8% of them felt they received slightly too few general events emails.

All



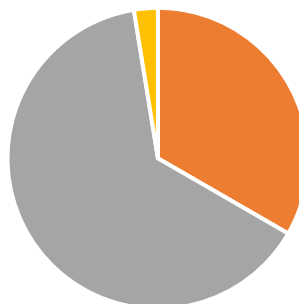
- Far too Many
- Slightly too many
- Neither too many nor too few
- Slightly too few
- Far too few
- No opinion/not sure#

JCR

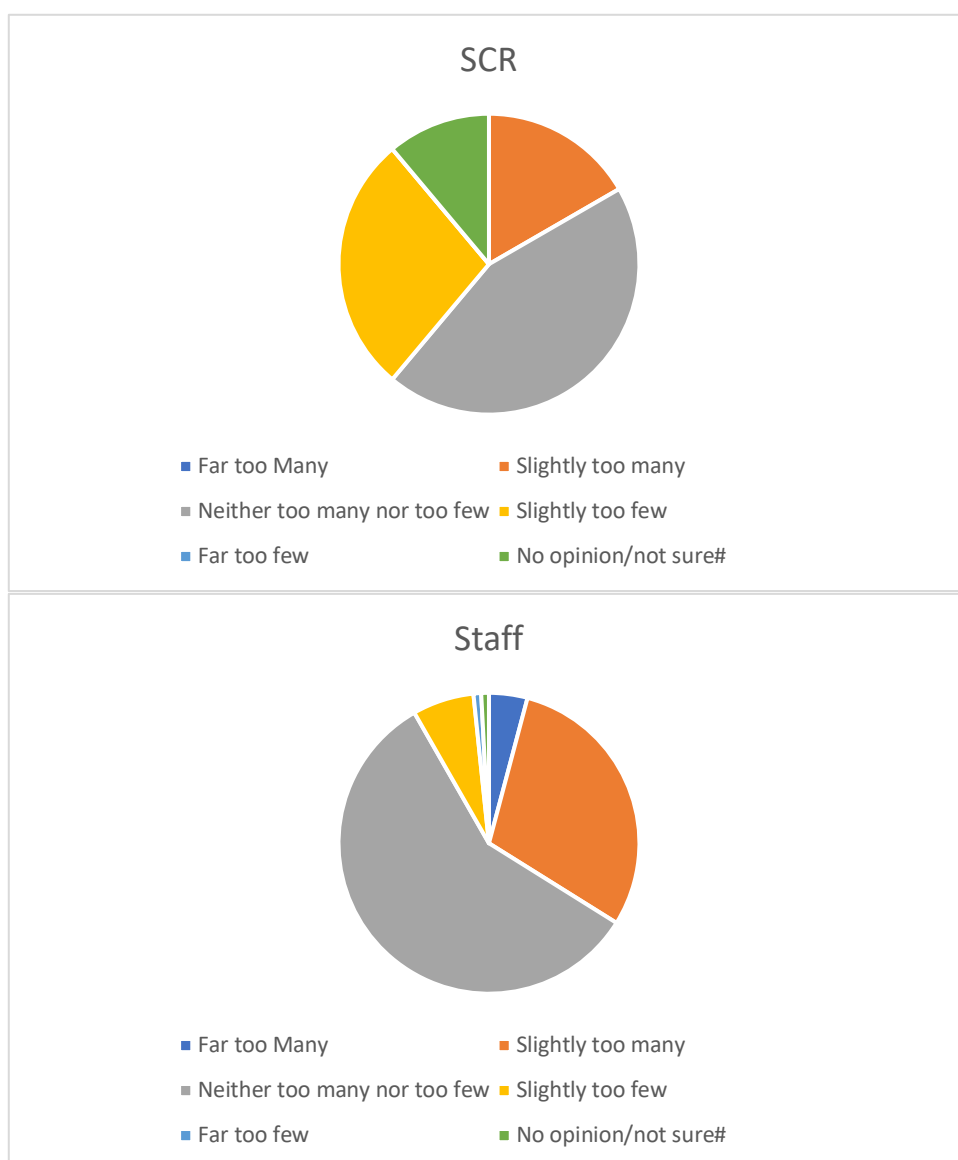


- Far too Many
- Slightly too many
- Neither too many nor too few
- Slightly too few
- Far too few
- No opinion/not sure#

MCR



- Far too Many
- Slightly too many
- Neither too many nor too few
- Slightly too few
- Far too few
- No opinion/not sure#

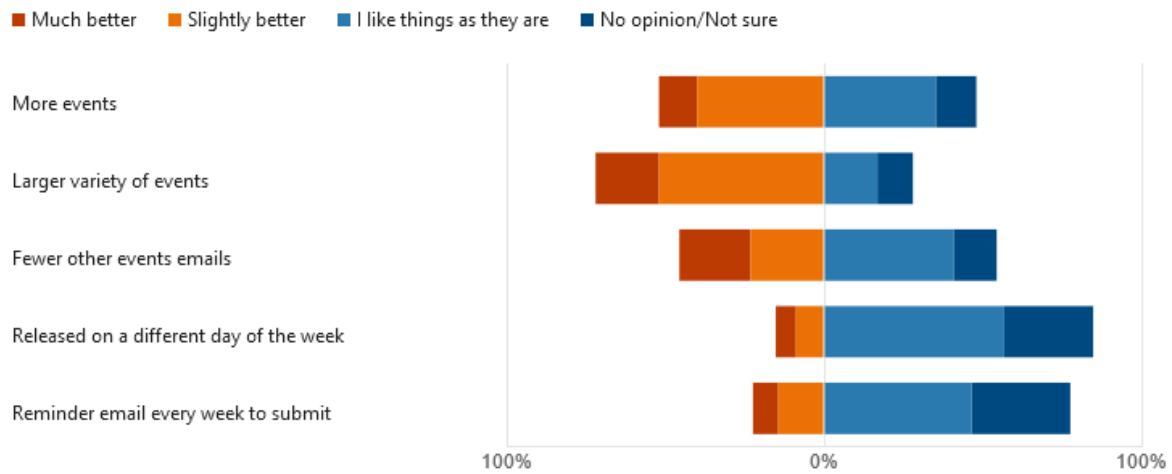


Question 5: How do you feel about these proposed changes to the newsletter?

In this question, we offered five potential changes to the *What's On* world to try and get a quantitative sense of what to prioritise to complement the qualitative feedback of the comments section. Of the five suggestions, the strongest demand was for a larger variety of events, with split opinion on more events. Opinion was also divided on fewer other events emails, although some strong feelings were in evidence given that this garnered the largest number of 'much better' responses. The demand was weakest for releasing the newsletter on a different day of the week or for giving a submission reminder every week.

What do you think of each of these proposed changes to the newsletter?

[More Details](#)



Comments

There were a brilliant number of helpful, considered and detailed comments, reflecting a general desire for what's on to continue and be better and better.

You can see a full report on the comments in the appendix. Our main takeaways are:

- Look again at the format taking into account suggestions to see if we can refine it further
- Consider carefully the issue of timing
- Think about the use of reminder emails and how this can be balanced against *What's On*.
- *What's On* has been a great success, is really appreciated, and appreciative readers are brimming with suggestions on how to make it even better going forward.

Conclusions

From the data and comments gathered, we can draw the following conclusions:

- There is a strong appetite from the respondees for the trial to continue.
- The main change desired by our audience is for a greater variety of events.
- We should continue to consider the issue of whether the college receive the right number of emails