



OGCA Communications Audit Report

In May of 2011, the OGCA determined that in order to develop an effective communications strategy, they first had to audit existing communications vehicles for overall effectiveness and establish a better understanding of what tools and technologies their members were currently using.

Methodology

A broad cast email was sent out to the entire membership advising them of the communications audit with a link to the SurveyMonkey online tool for their participation. In addition, a strategic pool of representative members (list of 50 members from various sub set groups) were contacted to conduct a telephone survey to establish a dialogue with members and secure the maximum feedback/comment on the OGCA's communication effectiveness and how they could OGCA continue to improve on meeting the needs of their members.

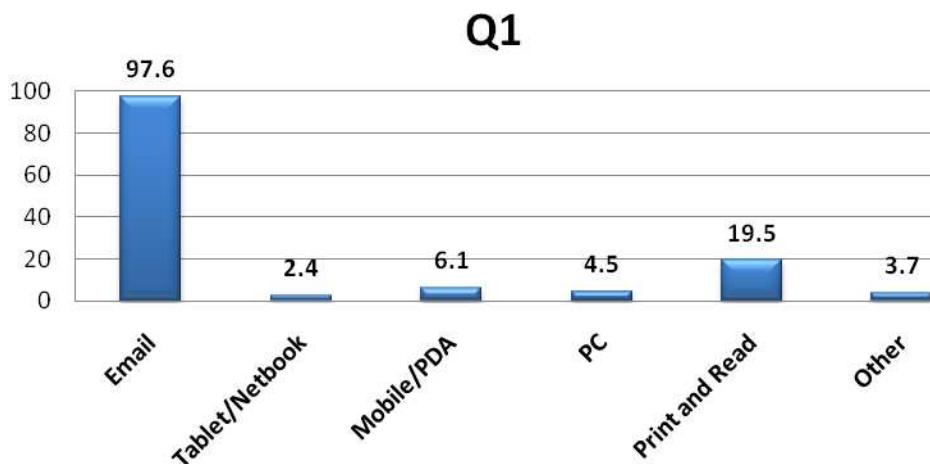
Response Rate

There were a combined 83 responses to the survey; based on a membership base of 208 that is a 40% response rate which is sufficient for the data to be statistically viable and a significant indicator of the OGCA's membership's vested interest in driving the OGCA's initiatives.

Response Data

Section 1: Understanding Use of Technology

Q1. How do you access information about OGCA initiatives?



Other:

- Laptop via the website
- Receive faxes
- OGCA Website

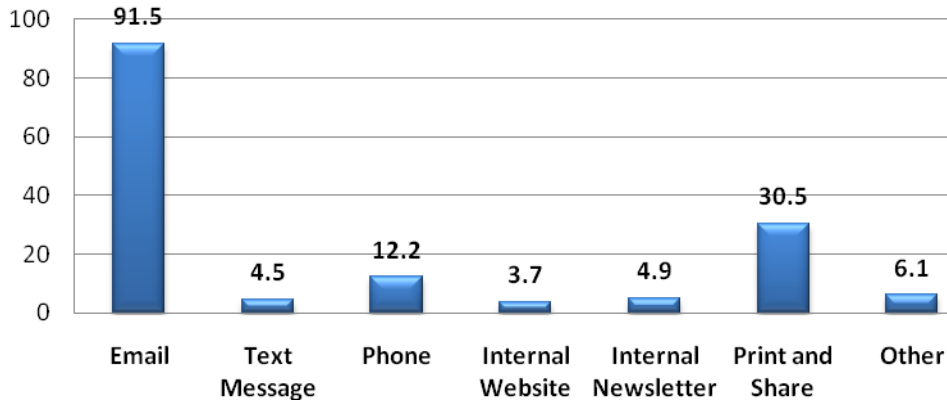


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Q2: How do you share information about OGCA initiatives to others?

Q2



Other:

- Inter office mail system (print off and write a note and pass it on)
- Don't share info regularly
- Print and Post on notice board
- Put sticker on hard copy and circulate within office and everyone initials having read it, then it gets filed.
- Tool talk if it applies

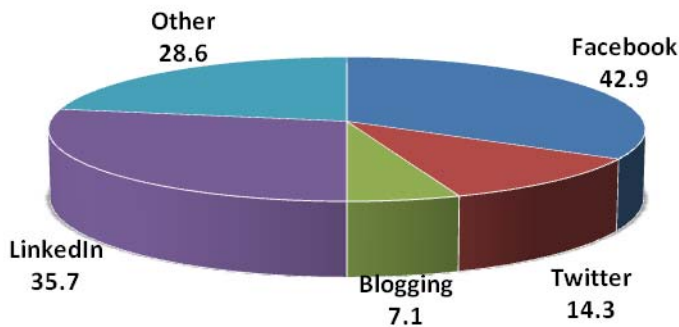
Section 2: Focusing on Social Media

Q3: Do you use social media in your business?

- 82.7% said No
- 17.3% said Yes

Q4: If yes, which platforms are you currently using?

Q4





Other:

- Blackberry messenger
- Salesforce
- Linked In
- Website

Q5: Would you be interested in subscribing to a Facebook network specific to OGCA initiatives and government relations?

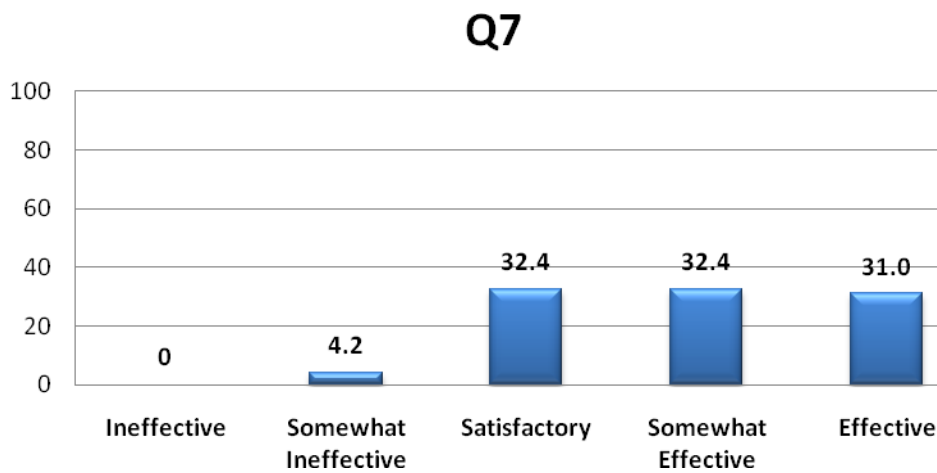
- 84.0% said Yes
- 16.0% said No

Section 3: Effectiveness of Current Tools

Q6: Do you read the OGCA newsletter?

- 94.1% said Yes
- 8.6% said No

Q7: If yes, on a scale from 1 to 5 (1 being the lowest and 5 being the highest) how would you rate the new format of the newsletter?



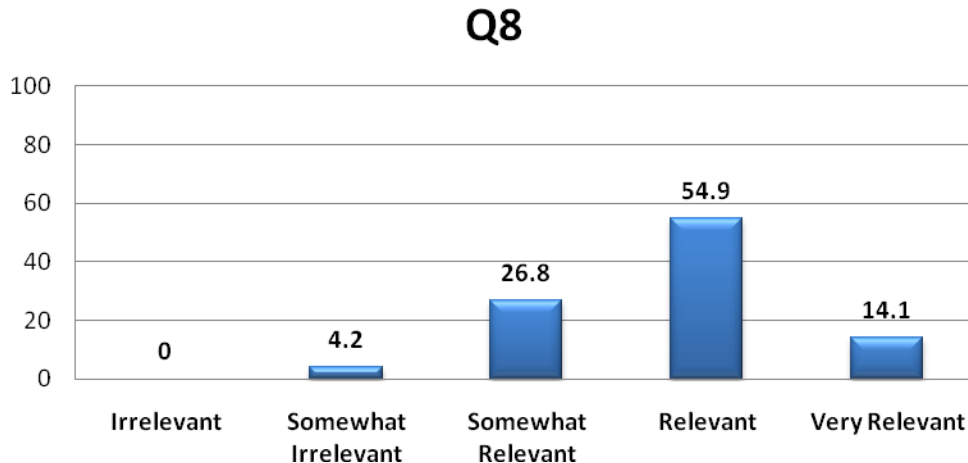
There was an overall average rating of 3.90 out of 5 on new format effectiveness.



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Q8: On a scale from 1 to 5 (1 being the lowest and 5 being the highest) how relevant do you feel the information in the newsletter is to you?



There was an overall average rating of 3.79 out of 5 on newsletter relevancy.

Q9: Do you have any feedback you would like to share about the newsletter?

- Better in print form – difficult to read in current format
- Get many emails a day from the OGCA and as a small business it is too much so most of them get deleted because there isn't enough time to sit and read them all.
- Many of the issues OGCA is working on are not necessarily relevant to our market sector (renewable energy/wind power). We do have an initiative to branch out our services and that is why we are members.
- Really like new format. Much easier to read only what is relevant.
- Good as is.
- Miss the hard copy. Prefer to get the DCN 2 or 3 days late just to have the hard copy.
- Try to keep it to the point.
- Good format, good information
- Keep it clear and concise and to the point.

Q10: Do you read the OGCA bulletins?

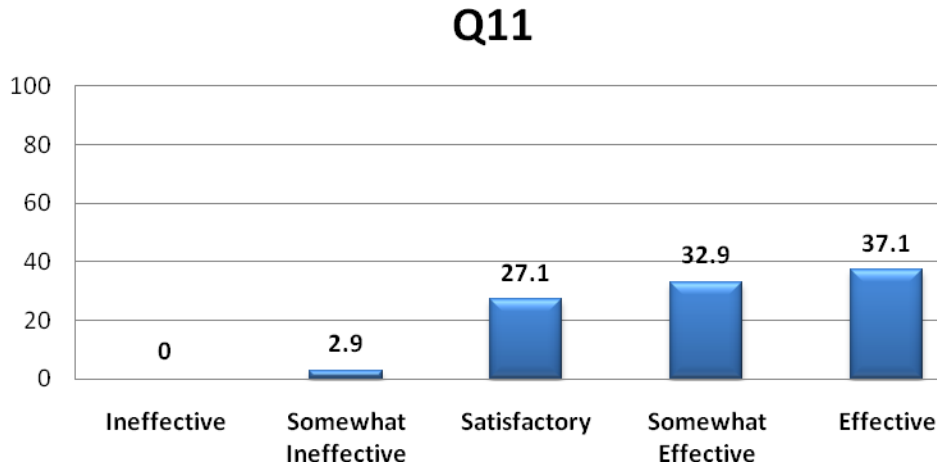
- 89.7% said Yes
- 10.3% said No



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Q11: If yes, on a scale from 1 to 5 (1 being the lowest and 5 being the highest) how would you rate the bulletin's overall effectiveness?



There was an overall average rating of 4.04 out of 5 on bulletin effectiveness.

Q12: Do you have any feedback you would like to share about the bulletins?

- Bulletins are better than the newsletter as you don't have to hunt for the information you need.
- Only reads if relevant
- I read everything from Mary
- Only skim them if they are of interest
- Keep them to the point
- Too many of them

Q13: Would you like OGCA news and information about services (including Gold Seal programs) to be delivered directly to select employees?

- 64.1% said No
- 35.9% said Yes

Q14: If yes, please provide email addresses.

- Email addresses submitted were provided to OGCA for inclusion in distribution lists.

Q15: Do you currently use the OGCA website?

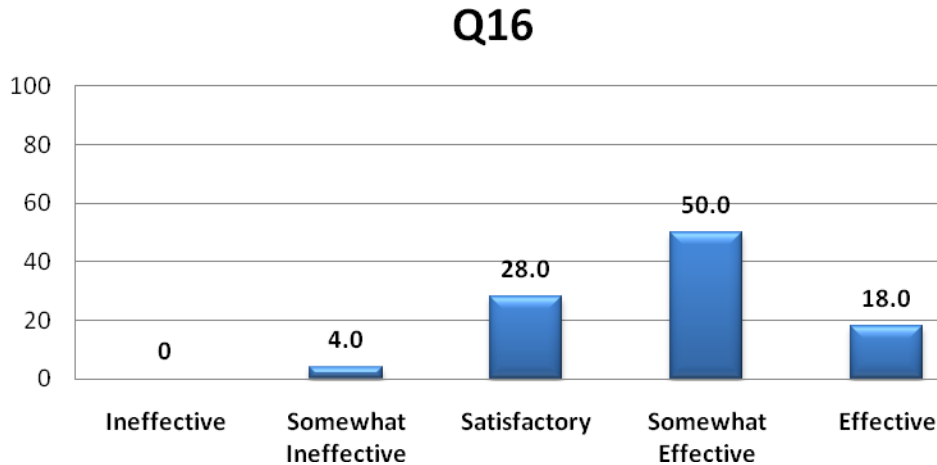
- 67.1% said Yes
- 32.9% said No



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Q16: If yes, on a scale from 1 to 5 (1 being the lowest and 5 being the highest) how would you rate the website's overall effectiveness?



There was an overall average rating of 3.82 out of 5 on the effectiveness of the website.

Q17: Do you have any comments, ideas, feedback about the OGCA website (i.e. functionality/features)?

- It is good as is - don't like resume post feature hidden under educational programs??? Should be moved to the Member's Only Section.
- Looks better and content is better but it is still hard to find stuff on it.
- Good as is.
- Site still needs work but it is getting better and is easier to navigate.
- Occasionally goes on website for course information and access docs.
- Don't use it often.
- Can't remember the last time on the site...
- Would like to see the site attract ongoing profitable advertising revenue from key suppliers. If site is relevant and information is perceived as urgently needed, advertising funding will follow.

Q18: Do you use the member only section of the site?

- 68.0% said Yes
- 32.0% said No

Q19: If yes, do you feel your employees should be given access to this information?

- 50.0% said Yes
- 50.0% said No



Section 4: Awareness of Services

Q20: Do you know what an OGCA webinar is?

- 84.0% said Yes
- 26.0% said No

Q21: If yes, have you participated in one?

- 66.7% said No
- 33.3% said Yes

Q22: If yes, what was your experience like?

- I lose a day's labour per person by having to go into Toronto from Kingston for training. Sessions are good depending on host but would like to see more.
- Good - interesting session
- Good overall (3)
- Great! Business is in Orillia and it saves time and money.
- Not great - not as productive as it could have been but new technology is an adjustment and hope next experience will be more effective.
- Excellent - saves drive time
- Productive and better than a teleconference call.
- Excellent, very effective and time saving (2)
- Very convenient and effective.
- Attended one on MERX - started late - the speaker (a lady) chuckled a lot somewhat hard to understand her at times.
- Good! It beats driving to Toronto, and saves time.
- Positive, allowed our staff to stay in Sudbury.
- Did not go smoothly. I think it was one of the first attempts
- Very effective way to communicate with lots of people.
- My employees participated only not me
- The only one I participated in, I didn't have a microphone so had to communicate by keyboard which was a bit awkward.
- It was fine....no issues
- Very good experience - was able to participate, ask questions and feel like I was part of the webinar. Good experience and allowed me to multi-task.

Q23: Would you like to see more information/webinar sessions from OGCA rather than full day/evening courses?

- 87.1% said Yes
- 12.9% said No

Q24: Are you interested in online training?

- 79.7% said Yes
- 20.3% said No



Findings and Recommendations

OGCA members are vested in not only what the OGCA is doing but how. Maintaining an open dialogue is the key to ensuring ongoing member satisfaction.

An overwhelming majority of respondents (97.7%) almost exclusively use email to access information about OGCA initiatives. Leveraging this platform remains an effective communications vehicle for the OGCA. There is however, a perception that the volume of emails generated is too high. The OGCA needs to revisit the frequency and volume of correspondence distributed to members.

The newsletters new format is well received (overall average rating of 3.90 out of 5.0 or 78.0%) however; there remain a significant number of members that prefer to print off a hard copy. The OGCA should continue to send out smaller bites of information with the ability of members to link to the OGCA website if additional details are sought. The OGCA should also ensure that there is a print ready version available to members on the OGCA website. Perhaps the frequency of release of the newsletter could change from bi-weekly to monthly or from monthly to quarterly. Relevancy of newsletter content scored an overall average rating of 3.79 out of 5 or 75.8%. Although a good overall score, there is room for improvement.

The Bulletins were read by 89.7% of respondents with an overall average score of 4.04 out of 5 or 80.8% on the bulletins effectiveness. Single topic broadcasts remain an effective way for the OGCA to convey information to members.

The OGCA's website was accessed by 67.1% of respondents; however it is underutilized. Keeping content current and cultivating a sense of urgency will increase member use of the website. Also, by creating posts that are topic specific, members can subscribe to information on a certain issue (RSS Feed) and be notified when new posts are made.

In addition, 68.0% of members used the member only section of the website. Some frustration existed in having to remember another password so the OGCA may want to consider using member email addresses as user login ID and allow them to modify their own password to something familiar to enable them to gain access. Interestingly, there was an even split (50/50) among respondents when asked whether or not the information in the member only section should be made available to employees. Until you reduce the perception that the volume of emails generated by the OGCA is too high, you will also struggle to get past the member company 'Gate Keepers'.

An overwhelming majority of members 82.7% said 'No' when asked if they used Social Media in their business. There is a concern that if social media was used at the work place, it would reduce productivity in staff.

Interestingly, of the group that said 'Yes' to using social media in their business, 84.0% expressed an interest in subscribing to a Facebook network specific to OGCA initiatives and government relations. The OGCA may consider development of a government relations Facebook page that is integrated into the existing website. There would be difficulty getting members to a unique Facebook page due to misconceptions about social media in general. Perhaps this could run in the form of a pilot with clearly defined measurable objectives. The page should be subject specific (identify a platform) and member driven. For an initiative of this nature to succeed, commitment has to be made to posting regularly/daily and accountability on responding to member posts in a timely manner.



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The OGCA has been very successful in generating awareness about the Webinar technology available to members. 84.0% of respondents knew about Webinars and 33.3% of those had participated in one. Feedback from the experience was generally positive. The OGCA can use member feedback from the survey as testimonials for future marketing materials. Members clearly understand the business model of utilizing the Webinars for training. 87.1% of respondents would like to see more webinar session from the OGCA rather than full day/evening courses. Consistent feedback was that Webinars saved time and money. The OGCA may consider a webinar session on social media to educate member organizations about its effective use in a business context. Delivery could coincide with the launch of an integrated government relations Facebook page.

Online training is another potential revenue stream for the OGCA. 79.7% of respondents expressed an interest in online training provided the subject was relevant. The OGCA should canvass members on their educational needs to determine how to best leverage existing webinar technology, receptiveness to online training and high member buy-in to the cost and time savings of using webinars.

Although not covered within the scope of the survey, there was feedback about the Generals Magazine being irrelevant. The OGCA might wish to canvass members more about their overall satisfaction with the magazine. Perhaps the OGCA could consider production of an annual report in lieu of the magazine. Advertising from the magazine could be transferred to the OGCA website; any revenue dollars generated from advertisement would need to be maintained to offset the cost of production. The annual report could also be used as an effective tool for government relations, fostering strategic alliances and member recruitment.

Conclusion

The OGCA is on the right path and should be proud of how vested their members are. By fine-tuning existing communications vehicles, strategic development of new tools, and maintaining an ongoing dialogue with members about their overall effectiveness, the OGCA will be successful in their communications initiatives.

OGCA Communications Survey

Understanding Use of Technology

1. How do you access information about OGCA initiatives? (Please check all that apply)

- | | |
|---|---|
| <input type="checkbox"/> Email | <input type="checkbox"/> PC |
| <input type="checkbox"/> Tablet/Netbook | <input type="checkbox"/> Print and Read |
| <input type="checkbox"/> Mobile/PDA | |
| <input type="checkbox"/> Other (please specify) | |

2. How do you share information about OGCA initiatives to others?

- | | |
|---|--|
| <input type="checkbox"/> Email | <input type="checkbox"/> Internal Website |
| <input type="checkbox"/> Text Message | <input type="checkbox"/> Internal Newsletter |
| <input type="checkbox"/> Phone | <input type="checkbox"/> Print and Share |
| <input type="checkbox"/> Other (please specify) | |

Focusing on Social Media

3. Do you use social media in your business?

- Yes No

Focusing on Social Media

4. If yes, which platforms are you currently using?

- | | |
|---|-----------------------------------|
| <input type="checkbox"/> Facebook | <input type="checkbox"/> Blogging |
| <input type="checkbox"/> Twitter | <input type="checkbox"/> LinkedIn |
| <input type="checkbox"/> Other (please specify) | |

5. Would you be interested in subscribing to a Facebook network specific to OGCA initiatives and government relations?

- Yes No

Effectiveness of Current Tools

OGCA Communications Survey

6. Do you read the OGCA newsletter?

Yes

No

Effectiveness of Current Tools

7. If yes, on a scale from 1 to 5 how would you rate the new format of the newsletter?

Ineffective Somewhat Ineffective Satisfactory Somewhat Effective Effective

Overall Opinion

8. On a scale from 1 to 5 how relevant do you feel the information in the newsletter is to you?

Irrelevant Somewhat Irrelevant Somewhat Relevant Relevant Very Relevant

Overall Relevance

Effectiveness of Current Tools

9. Do you have any feedback you would like to share about the newsletter?

10. Do you read the OGCA Bulletins?

Yes

No

Effectiveness of Current Tools

11. If yes, on a scale from 1 to 5 how would you rate the bulletin's overall effectiveness?

Ineffective Somewhat Ineffective Satisfactory Somewhat Effective Effective

Overall Effectiveness

12. Do you have any feedback you would like to share about the bulletins?

13. Would you like OGCA news and information about services (including Gold Seal programs) to be delivered directly to select employees?

Yes

No

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14. If yes, please provide their email addresses below.

15. Do you currently use the OGCA website?

Yes

No

Effectiveness of Current Tools

16. If yes, on a scale from 1 to 5 how would you rate the website's overall effectiveness?

	Ineffective	Somewhat Ineffective	Somewhat Effective	Effective	Very Effective
Overall Effectiveness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

17. Do you have any comments, ideas, feedback about the OGCA website (i.e. Functionality/Features)?

18. Do you use the member's only section of the site?

Yes

No

Effectiveness of Current Tools

19. If yes, do you feel your employees should be given access to this information?

Yes

No

Awareness of Services

20. Do you know what an OGCA webinar is?

Yes

No

Awareness of Services

21. If yes, have you participated in one?

Yes

No

Awareness of Services

OGCA Communications Survey

22. If yes, what was your experience like?

23. Would you like to see more information/webinar sessions from OGCA rather than full day/evening courses?

Yes

No

24. Are you interested in on-line training?

Yes

No