



Results Summary

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1. URMA Annual Meeting

1. For those members who did not attend this year's annual meeting in Oxford, Mississippi, what led to that decision? Please check all that apply.

		Response Percent	Response Total
Location of meeting		5.4%	2
No travel budget		32.4%	12
Publication/project deadlines		48.6%	18
Workshop agenda did not interest me		2.7%	1
View Other (please specify)		32.4%	12
Total Respondents			37
(skipped this question)			17

2. We are interested in learning more about our members' preferred meeting time for the URMA annual conference. Please indicate your order of preference for the months below. Please assign a placement to each month.

	September	October	November	March	April	May	Response Average
First Choice	8% (4)	23% (12)	6% (3)	15% (8)	23% (12)	26% (14)	4.02
Second Choice	19% (10)	8% (4)	9% (5)	11% (6)	32% (17)	21% (11)	3.92
Third Choice	18% (9)	16% (8)	10% (5)	29% (14)	12% (6)	14% (7)	3.43

Fourth Choice	9% (4)	24% (11)	20% (9)	17% (8)	22% (10)	9% (4)	3.46
Fifth Choice	20% (8)	12% (5)	27% (11)	20% (8)	7% (3)	15% (6)	3.27
Sixth Choice	31% (12)	5% (2)	28% (11)	13% (5)	3% (1)	21% (8)	3.13
Total Respondents							53
(skipped this question)							1

2. URMA Web site

3. On average, how often do you visit the URMA Web site?

		Response Percent	Response Total
One or more times a week		0%	0
One or more times a month		44.4%	24
Hardly Ever		55.6%	30
Never		0%	0
Total Respondents			54
(skipped this question)			0

4. Which of the following resources on the URMA Web site do you use? Please check all that apply.

		Response Percent	Response Total
Member list		76.9%	40
List of member magazines		73.1%	38
Member News		13.5%	7
Online resources (listserv and support)		55.8%	29
URMAdigest		28.8%	15
Total Respondents			52
(skipped this question)			2

5. What features would you like to see added to the URMA Web site?

View Total Respondents	12
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(skipped this question)	42
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3. Benefits of membership

6. Currently, URMA membership includes access to the listserv, inclusion on the Web site and participation in the annual meeting. URMA members also receive formal letters of congratulations -- sent to members and to their superiors -- for honors and awards bestowed to a member directly or to a member's magazine or other communication initiative. What other benefits might URMA consider offering its members? In other words, how could URMA better serve you?

<input type="button" value="View"/>	Total Respondents	26
(skipped this question)		28

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For those members who did not attend this year's annual meeting in Oxford, Mississippi, what led to that decision? Please check all that apply.

<u>1.</u>	My boss doesn't like me, plus I had a personal conflict: a wedding to attend.
<u>2.</u>	I attended.
<u>3.</u>	Sick
<u>4.</u>	A meeting conflict
<u>5.</u>	Competing commitments here conflicted.
<u>6.</u>	Competing meeting too close in time
<u>7.</u>	I wasn't a member at the time.
<u>8.</u>	health reasons
<u>9.</u>	proximity to another meeting in time (CASW) and I only had the budget for one
<u>10.</u>	Bad time of year for travel

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For those members who did not attend this year's annual meeting in Oxford, Mississippi, what led to that decision? Please check all that apply.

11. The fall meeting is about the same time as the meeting of editors of medical school magazines. I can't do both within a short period because of work conflicts, too.

12. I had to attend a scientific meeting. Plus, I had just started a new job.

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What features would you like to see added to the URMA Web site?

- | | |
|-----|---|
| 1. | The answers to all of life's questions |
| 2. | can't think of anything else--pretty good stuff here. |
| 3. | not sure |
| 4. | Resources (lists of freelance writers, designers, image sources, useful references) from conference presentations. |
| 5. | The Digest is not keyword searchable. Major problem for users. |
| 6. | URMA Digest is important because it gives me a chance to reward the people who write for me with more than a warm beer. When they are selected, I write a little announcement for campus media. |
| 7. | Documents, agendas, and handouts from meetings and previous activities... |
| 8. | Transcripts and information from annual conference |
| 9. | Lists of conferences of interest Lists of writing resources |
| 10. | It might be useful to have a section where freelance writers, designers, illustrators etc. who are recommended by URMA members and interested in working with other university research magazines would be invited to list their ebusiness cards, links to portfolios, etc. |

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What features would you like to see added to the URMA Web site?

- | | |
|------------|--|
| <u>11.</u> | I notice that the meeting minutes to past conferences were removed ... any chance they could come back? I have sometimes looked up notes from old presentations on there. |
| <u>12.</u> | a search function some information that came from previous annual meetings does not seem to be on the current site; some of that stuff was good reference material. also it would be nice to have archives of past meetings. |

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Currently, URMA membership includes access to the listserv, inclusion on the Web site and participation in the annual meeting. URMA members also receive formal letters of congratulations -- sent to members and to their superiors -- for honors and awards bestowed to a member directly or to a member's magazine or other communication initiative. What other benefits might URMA consider offering its members? In other words, how could URMA better serve you?

1. It serves nicely simply by existing and putting us in touch with each other.
2. It couldn't be any better, really.
3. experiment: virtual meeting?
4. I think the organization is doing a great job.
5. URMA could have a "Starting a Magazine" workshop for those universities/writers who are looking to start one, but don't know where to start, what resources are needed, etc.
6. Actually, this is a comment on how it IS serving me through the listserv, from questions about printers, computers, etc. to the more global discussion on the current attitudes about communications and communicators, marketing, etc. from our institutions and elsewhere -- not a pretty sight these days. Puts our own CEO's attitudes in perspective -- not much comfort, but at least I know we're not alone!
7. I think URMA does an excellent job. Keep up the good work!
8. What's already offered is sufficient, and quite a bargain.
9. um, not sure. Perhaps help getting to the annual meeting?
10. I'm a brand-new member, so I don't feel qualified to answer, since I'm not familiar with all that is offered.

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Currently, URMA membership includes access to the listserv, inclusion on the Web site and participation in the annual meeting. URMA members also receive formal letters of congratulations -- sent to members and to their superiors -- for honors and awards bestowed to a member directly or to a member's magazine or other communication initiative. What other benefits might URMA consider offering its members? In other words, how could URMA better serve you?

- | | |
|------------|---|
| <u>11.</u> | Hard to say. URMA fosters discussion, promotes critical thinking and opens new windows in our profession. A sense of intimacy and creativity for magazine professionals separates URMA from other organizations, particularly CASE and NASW. URMA needs to maintain an academic focus while helping members be aware of relevant trends in education, commercial businesses, non-profit organizations and government. |
| <u>12.</u> | FAQ list of commonly asked questions from the listserv |
| <u>13.</u> | I think URMA does fine as it is and don't want to over extend the personal resources of the people who hold it together. I enjoy the exchanges. |
| <u>14.</u> | Most effective as it is ... sorry I don't have a suggestion. |
| <u>15.</u> | It might be a good idea to try to organize an informal intern program that would send interns to various URMA magazines for a month or a few weeks. |
| <u>16.</u> | So far so good for me....I think URMA does very well on a limited budget, thanks to committed volunteer efforts. |
| <u>17.</u> | Too new to have much comment here... |
| <u>18.</u> | I can't think of anything else I would want at this time. |
| <u>19.</u> | URMA is serving me very well. I was unable to attend this year's conference due to project scheduling problems, but I like the fact that URMA strives to keep costs reasonable for its meetings. |

20. * professional development information (conferences; electronic resources)--there's already some of this * writing critique, maybe as an online workshop

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21. maybe a listing of recommended freelancers

22. ?? No bright ideas

23. URMA is pretty darn good as is, so I wouldn't change much! Here is one suggestion, though: Would it be possible for URMA to create some sort of position statement on the purpose/effectiveness of research magazines that includes statistics about university research mags? While some universities are rushing to create these publications, some institutions -- including with long-time research pubs -- start to eye our magazines when budget times get tough. How can we do a better job of justifying our existence to the administration? What information already exists on who is publishing research magazines, how they fit into overall university communication plans, awards/recognitions they've received nationally, etc., that might be useful when the knives come out? Perhaps the document could include tips from veteran URMAnS who have withstood administration changes and budget challenges with their pubs intact. This is probably the main thing I can think of that would be useful beyond the current services.

24. Posting information from the annual meetings would be great for those of us who could not attend

25. I haven't visited the archived list-serv interactions, but maybe there'd be some way to categorize the relevant material (promoting spin-offs, dealing with administrative change, etc.) that'd be like a cheat sheet and reference point. Or have someone take the golden nuggets and post them on a main URMA page as a tip of the week or something. Might generate more visits to the site.

26. I can't think of anything else.