Kara Keating

Communication Audit Questionnaire

Gonzaga University

11/30/2015

As part of a communication audit process, this questionnaire is being administered in order to better understand the effectiveness of various communication practices used by the Interfaith Council of Southern Nevada. Also know that these responses are voluntary and confidential, and that your name will not be associated with the findings. You do not have to fill out any questions you do not wish to and are free to stop taking the survey at any time. Please read each question and rate your level of agreement with the statement. Using the scale provided, simply circle the number/value that most closely represents your opinion. You are encouraged to use the “Comments” line to expand on or clarify your responses.

**Please indicate your primary focus group**:

**External Communication Methods:**

External communication methods are the means that IFCSN uses to communicates with our members OUTSIDE of IFCSN

**1. What types of external communication does IFCSN use regularly (check all that apply)**

* Business cards
* Mass mailings
* Brochures
* Flyers
* Newsletter
* Advertising
* Social media
* Banners
* PowerPoint
* Website
* Email
* Other (explain)

**2. Of the above listed types, what type of external communication has been most effective for IFCSN and why?**

**3. Of the above listed types, what has been the least effective external communication method for IFCSN and why?**

**4. Of the above listed types, what is the one that most needs attention and improving at this time? How can it be improved?**

**5. The IFCSN web page does an effective job of explaining the events IFCSN offers to our community**

Strongly Disagree Neutral Strongly Agree

1 2 3 4 5

Comments: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**6. Social media is an effective way to communicate what IFCSN can do to support the community**

Strongly Disagree Neutral Strongly Agree

1 2 3 4 5

Comments: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**7. Flyers and brochures do an effective job of communicating the mission and vision of the IFCSN**

Strongly Disagree Neutral Strongly Agree

1 2 3 4 5

Comments: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Internal Communication Methods:**

**Internal communication methods are those methods that IFCSN uses to communicate with employees INSIDE IFCSN.**

**1. E-mail is an effective way for management to communicate with me.**

Strongly Disagree Neutral Strongly Agree

1 2 3 4 5

Comments: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**2. Face-to-face meetings are a good use of my time.**

Strongly Disagree Neutral Strongly Agree

1 2 3 4 5

Comments: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**3. IFCSN staff meetings are an effective way to communicate current issues, changes, and project updates.**

Strongly Disagree Neutral Strongly Agree

1 2 3 4 5

Comments: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**4. Meetings provide me with an opportunity to express my opinions and ask questions.**

Strongly Disagree Neutral Strongly Agree

1 2 3 4 5

Comments: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**5. I often hear about things in informal conversations before they are officially announced.**

Strongly Disagree Neutral Strongly Agree

1 2 3 4 5

Comments: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**6. The “grapevine” a good source of information for things going on in IFCSN.**

Strongly Disagree Neutral Strongly Agree

1 2 3 4 5

Comments: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**What suggestions do have for improving the communication methods used in IFCSN?**

Thank you for taking time to complete this questionnaire. Please return to me via e-mail.