






















East Bay STC Member Preferences Survey




The data presented below represents the results of a member satisfaction survey conducted by the East Bay Chapter of the Society for Technical Communication in late 2004.

Email invites:	149
Completed:	40
Percent responded:	27%

1) How often do you attend STC chapter meetings?	%	# Responses
Never 	30%	12
1-2 meetings a year 	15%	6
3-5 meetings a year 	25%	10
6-8 meetings a year 	10%	4
9-11 meetings a year 	20%	8
Total		40

2) If you do not attend chapter meetings, what is the primary reason?	%	# Responses
Location 	3%	1
Time of day 	6%	2
Cost	0%	0
Meetings are too long	0%	0
Food is not to my liking	0%	0
Not interested in programs offered 	21%	7
I don't have time 	24%	8
No reason, I'm just happy being an STC member 	15%	5
Not applicable 	15%	5
Other, please specify 	18%	6
Total		34

3) What factor would cause you to attend more meetings (you may select more than one answer)?	%	# Responses
Different location 	11%	8
Different time 	6%	4
Less cost 	9%	6
Shorter meetings 	6%	4
Better or different food 	6%	4
Different programs 	19%	13
More time in personal life 	24%	17
Not applicable 	11%	8
Other, please specify 	9%	6
Total		70

4) Would you dial in to meetings if that option is made available (for a small price to cover cost of conference bridge)?	%	# Responses
Yes 	18%	7
No 	51%	20
Maybe 	31%	12
Total		39

5) What is your favorite meeting format?	%	# Responses
Demonstration 	21%	8
Lecture 	38%	15

Panel discussion	15%	6
Progression	5%	2
Workshop	18%	7
Other, please specify	3%	1
Total		39

6) How long should chapter meetings be (Current length is 3 hours)?

	%	# Responses
1 hour	3%	1
1.5 hours	8%	3
2 hours	26%	10
2.5 hours	26%	10
3 hours	36%	14
3.5 hours	3%	1
Total		39

7) What time do you prefer that we start chapter meetings?

	%	# Responses
Noon (lunch)	0%	0
5:30 PM	21%	8
6:00 PM	29%	11
6:30 PM	18%	7
7:00 PM	11%	4
Other, please specify	21%	8
Total		38

8) How much are you willing to spend for meetings?

	%	# Responses
\$5-\$9 light snacks at a meeting place	21%	8
\$10-\$15 light appetizers at a restaurant	26%	10
\$16-\$20 better appetizers at a restaurant	8%	3
\$21-\$25 dinner at a restaurant	39%	15
\$26-\$30 dinner at a restaurant	5%	2
Total		38

9) What are the top 3 program topics that you would like to see this year?

	%	# Responses
Project management	7%	9
Information mapping	2%	2
Information architecture	3%	4
Online training	2%	3
Translation issues	2%	2
Portfolio and resume review	3%	4
Human factors	3%	4
Usability	3%	4
Metrics	1%	1
Managing people	4%	5
Editing	5%	6
Marketing or corporate communications	3%	4
Magazine writing	3%	4
Proposal or grant writing	4%	5
Creative writing	2%	3
Writing for the Web	3%	4

Graphic design ■	3%	3
Web design ■	2%	2
Advanced cascading style sheets ■	4%	4
XML ■	3%	3
Single sourcing ■	3%	3
Balancing work and life ■	1%	1
Job hunting techniques ■	1%	1
Trends in technical communication ■	7%	7
Stress management ■	2%	2
Ergonomics ■	1%	1
FrameMaker ■	3%	3
RoboHelp ■	4%	4
RoboDemo	0%	0
Dreamweaver ■	2%	2
Other, please specify ■	3%	3
Total		106

12) Please select the 3 STC benefits that are the most important to you.

	%	# Responses
Chapter meetings ■■■■	18%	21
Chapter website ■	4%	5
Chapter newsletter ■	10%	11
STC publications (Intercom, TechComm) ■■■■	18%	21
STC annual conference ■	5%	6
Regional conference ■	4%	4
STC jobs survey ■	6%	7
STC jobs database ■■	11%	13
Local jobs database (when we had one) ■	12%	14
SIG opportunities ■	6%	7
Other, please specify ■	4%	5
Total		114

13) Please select the top 3 reasons for why you belong to STC.

	%	# Responses
Networking opportunities for jobs ■■	14%	17
Job search help ■	7%	8
Educational opportunities ■■	10%	12
Chance to relax and have fun ■	3%	3
To receive the publications ■■	9%	11
Adds prestige to my resume ■	8%	9
Chance to volunteer ■	3%	4
To meet others in the field ■■	14%	16
To stay current in the field ■■■■	26%	31
Network of experienced people to troubleshoot issues ■	5%	6
Other, please specify ■	1%	1
Total		118

14) If you do NOT currently hold a volunteer position with the East Bay chapter, what is the PRIMARY reason?

% # Responses

I haven't heard about openings	5%	2
Not enough time	38%	14
No interest in giving free time	14%	5
No one asked me	0%	0
Positions don't fit my interests	0%	0
I don't see the benefit to me	0%	0
Not applicable	32%	12
Other, please specify	11%	4
Total		37

15) If you do NOT currently hold a volunteer position with the East Bay chapter, what PRIMARY factor would cause you to volunteer?













	%	# Responses
Smaller time commitment	8%	3
Mentoring from an experienced person	17%	6
Volunteer recognition	0%	0
Learning specific skills	17%	6
I'm not interested in volunteering	22%	8
Not applicable	31%	11
Other, please specify	6%	2
Total		36









16) How would you like to be recognized as a volunteer (Note: you may select more than one answer)?





	%	# Responses
Recognition at chapter meetings	15%	8
Gift certificate	17%	9
Special gift chosen for me	0%	0
Certificate of recognition from chapter	17%	9
Personal thank you from the council	6%	3
Volunteer of the Year/Month award	11%	6
Not applicable	28%	15
Other, please specify	6%	3
Total		53





17) In what general area do you live?





	%	# Responses
Concord/Pittsburg	13%	5
Danville/Dublin/San Ramon	18%	7
San Francisco	0%	0
San Jose	3%	1
Silicon Valley	0%	0
Livermore	13%	5
Oakland	13%	5
Pleasanton	10%	4
Stockton/Modesto	0%	0
Vallejo/Fairfield	3%	1
Walnut Creek	13%	5
Other, please specify	18%	7
Total		40

18) In what general area do you work?	%	# Responses
Concord/Pittsburg 	13%	5
Danville/Dublin/San Ramon 	18%	7
San Francisco 	8%	3
San Jose 	3%	1
Silicon Valley 	5%	2
Livermore 	10%	4
Oakland 	5%	2
Pleasanton 	5%	2
Stockton/Modesto	0%	0
Vallejo/Fairfield 	3%	1
Walnut Creek 	10%	4
Unemployed 	5%	2
Other, please specify 	18%	7
Total		40

19) Where do you prefer that we hold chapter meetings?	%	# Responses
Concord/Pittsburg 	8%	3
Danville/Dublin/San Ramon 	54%	21
San Francisco 	3%	1
San Jose	0%	0
Silicon Valley	0%	0
Livermore	0%	0
Oakland 	5%	2
Pleasanton 	8%	3
Stockton/Modesto	0%	0
Vallejo/Fairfield 	3%	1
Walnut Creek 	15%	6
Other, please specify 	5%	2
Total		39





20) What is your employment status?	%	# Responses
Full-time 	70%	28
Part-time 	5%	2
Contract 	18%	7
Unemployed 	8%	3
Total		40

21) If you are unemployed, how long have you been unemployed?	%	# Responses
0-3 months	0%	0
4-6 months 	7%	2
7-11 months	0%	0
1-2 years 	7%	2
More than 2 years 	3%	1
Not applicable 	83%	24
Total		29

22) What is your educational level?	%	# Responses
High school	0%	0
Bachelor's degree 	40%	16
Master's degree 	28%	11
PhD 	3%	1
		

Some college	18%	7
Some post-graduate work 	13%	5
Total		40





23) How long have you worked in the field of technical communication?

	%	# Responses
0-2 years 	10%	4
2-5 years 	13%	5
6-10 years 	23%	9
11 or more years 	55%	22
Total		40












24) What is your gender?

	%	# Responses
Female 	71%	27
Male 	29%	11
Total		38

25) What is your age group?

	%	# Responses
20-29 years 	5%	2
30-39 years 	15%	6
40-49 years 	28%	11
50 years and over 	53%	21
Total		40

26) Which of the following best describes your current or most recent job function (Note: you may select more than one answer)?

	%	# Responses
Writer 	25%	20
Editor 	23%	18
Illustrator/graphic designer 	3%	2
Planner 	3%	2
Human factors specialist 	1%	1
Manager 	14%	11
Instructor 	3%	2
Researcher 	3%	2
Web designer/writer 	9%	7
Business analyst 	10%	8
Student	0%	0
Other, please specify 	8%	6
Total		79