



ConnectSouthside.org User Survey Winter 2009

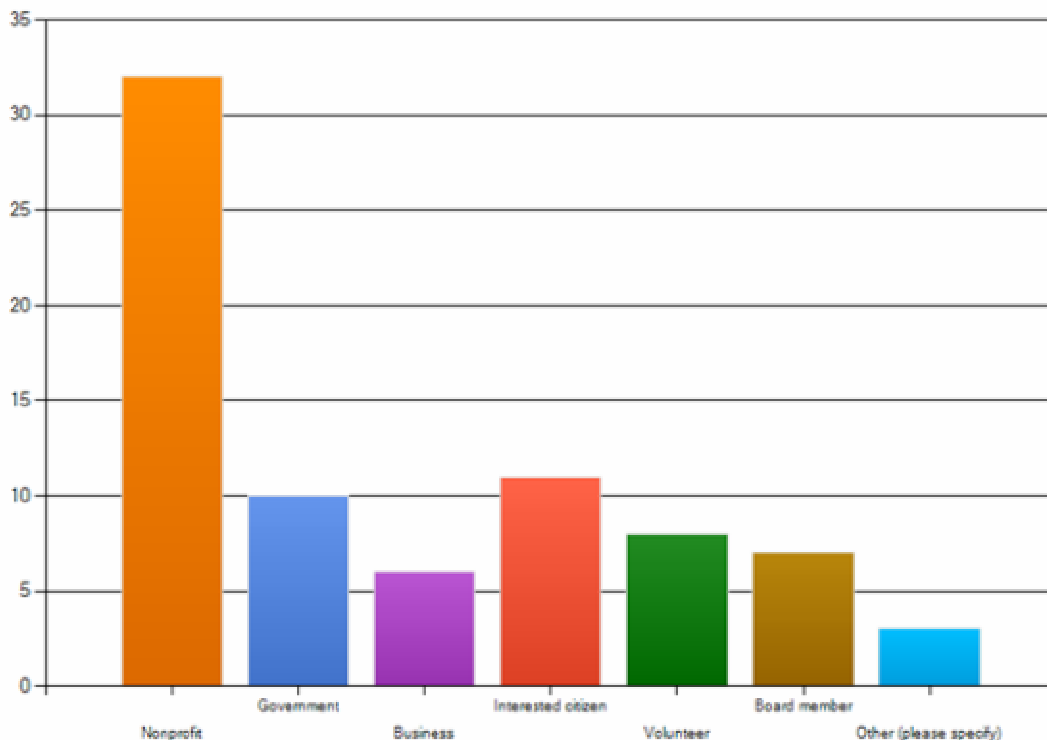
Introduction

Southside Community Partners distributed a ConnectSouthside.org User Survey in December 2009 at the behest of ConnectNetwork which develops and licenses the Connect community building sites in an effort to evaluate each sites' usage in the community. The survey was created, administered, and evaluated using SurveyMonkey. Responses were collected for two weeks with a response rate of 27% (of the 210 who opened our emails, 56 took our survey).

Survey Participants

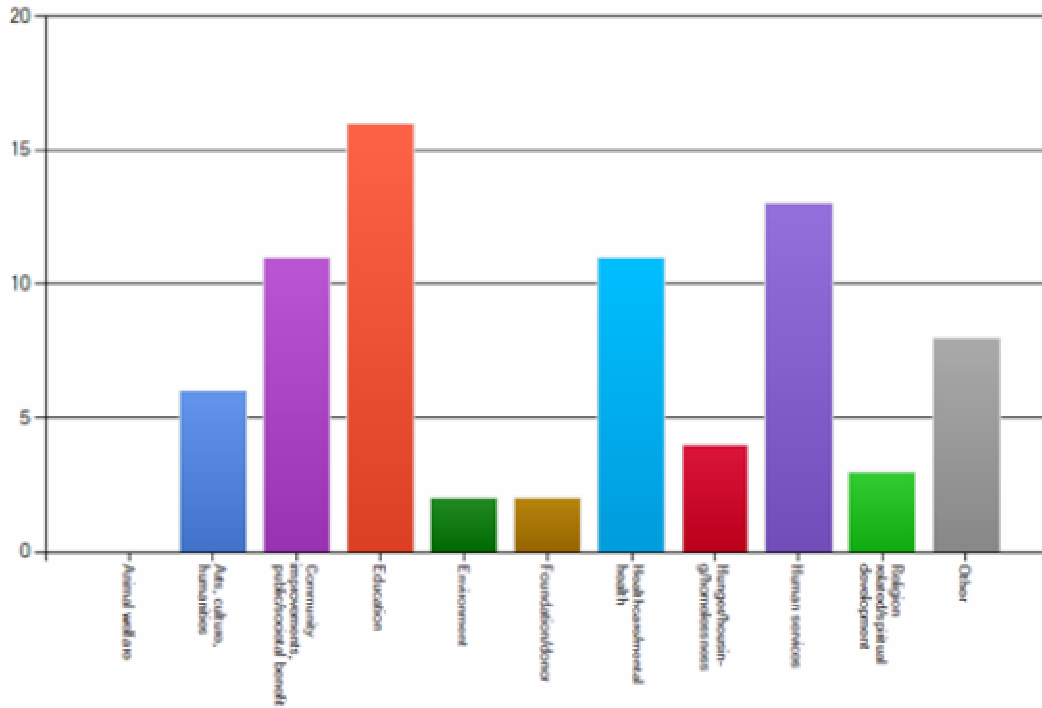
The participants of this user survey tended to be female (84%) and fall between the ages of 50-59 years. Of our respondents, the majority identified themselves as nonprofit at 87% followed by 30% as interested citizens and then 27% as government [see graph below].

Please select the role(s) that describe how you use ConnectSouthside):



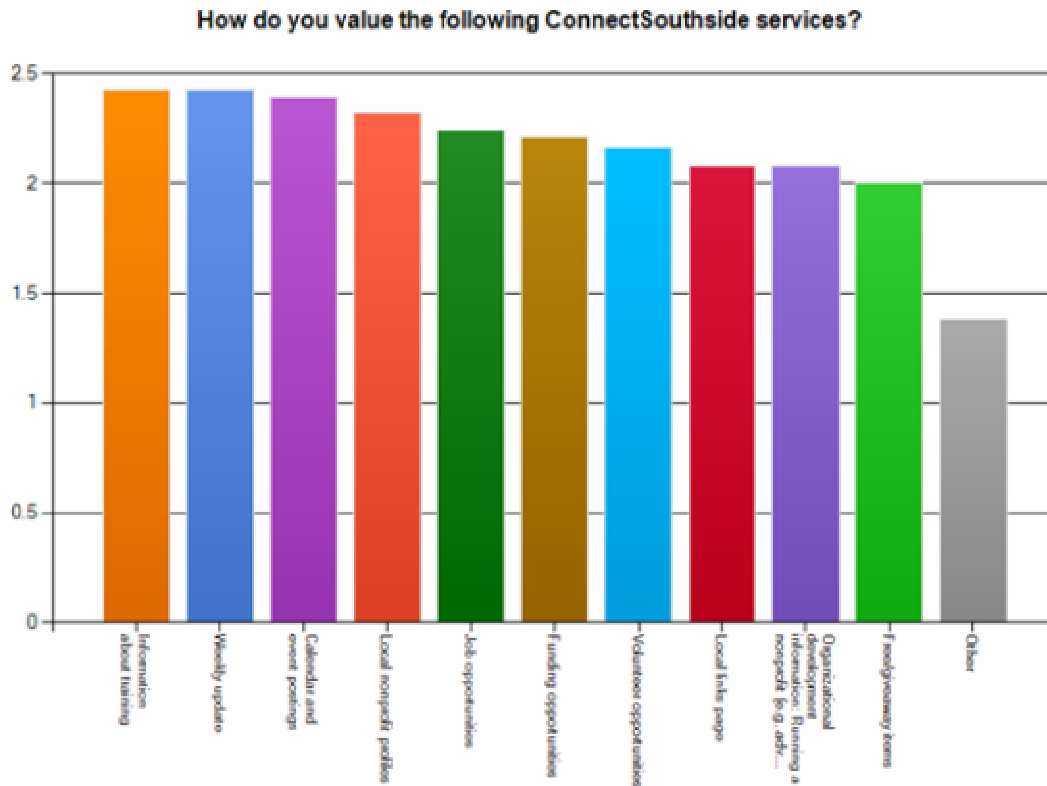
Respondents that identified as being part of an organization most commonly reported being apart of an organization that focused on education at 43%, followed by human services at 35% [see graphs below].

If you are part of an organization, what categories listed below best describe the type of services you provide? Please select all that apply.



Results

This user survey revealed that the majority of our users believe ConnectSouthside.org to be beneficial and find it a useful tool in the community. ConnectSouthside.org was, specifically, reported to have greatly helped in the notification of others about events, enhanced user accessibility to information, and increased user capacity through training opportunities learned via the site. Indeed, 80% reported they have recommended ConnectSouthside.org to others and 76% reported visiting the site daily to weekly. ConnectSouthside.org services and resources marked highly in value to our users [see graph below].

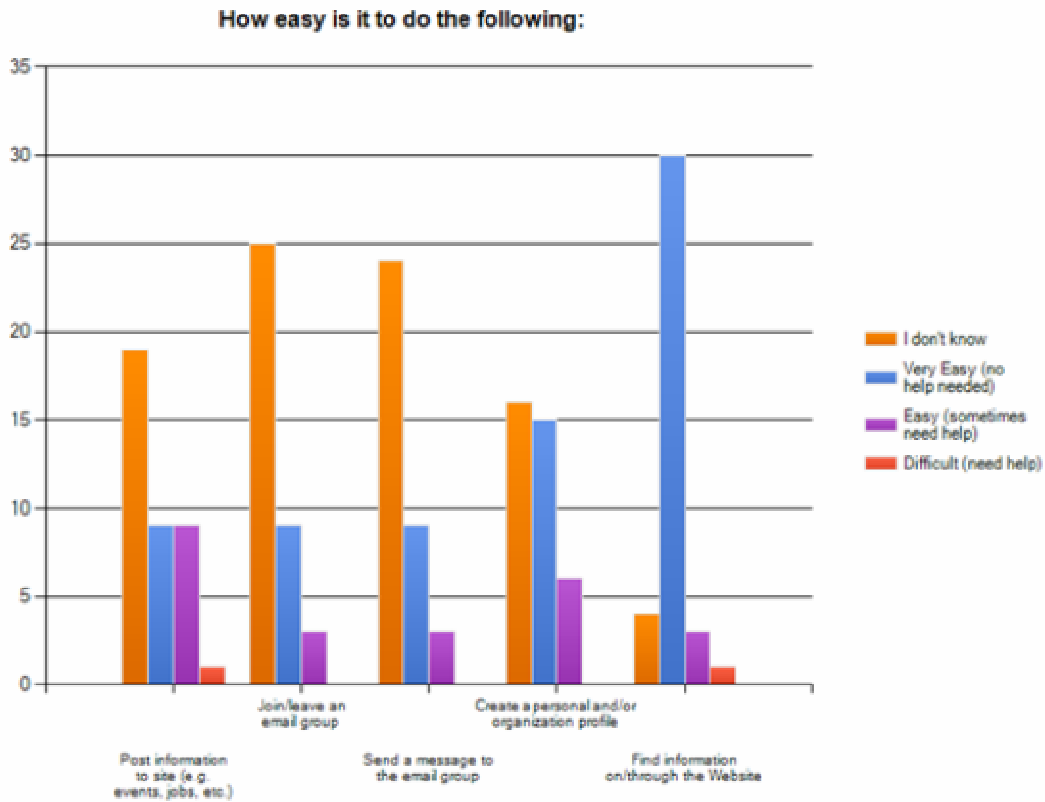


Despite the surge of interest we have formally or informally received from our users around social media, the majority of our users are unaware of Southside Community Partners' Facebook and Twitter accounts and are thus unable to accurately gauge the quality of our content on those sites. Overall, it appears that our average user is not extremely comfortable utilizing newer technology as a communication tool. This is emphasized by participant responses including "There are individuals that depend on social networking tools we used to use, like the phone," "[social media is great]...but I likely wouldn't use...", and "I like the old school version of face-to-face."

Discussion

This user survey reveals that while ConnectSouthside.org does have high user value and frequent user visits, our users are not employing the site as an interactive tool. While the site is maintained and updated by administration, it is still designed to be a joint

partnership for users to both learn and share. At this point in time, our average user is only utilizing ConnectSouthside.org in a one-way relationship and that is locating information [see graph below].



Conclusion & Recommendations

Southside Community Partners must invest in the promotion and marketing of all services and resources available on the site. Our goal is not only to inform but to connect community members, thus facilitating sharing and collaborative initiatives that strengthening the Southside region. A general introduction to website usage for new users (or those in need of a refresher) would greatly enhance user comprehension and appreciation. Developing the Speaker’s Bureau and implementing any outreach opportunities would also enhance the public’s knowledge of ConnectSouthside.org.

Appendix: Verbatim responses to open-ended question

In your own words, how would you describe ConnectSouthside.org's meaning and impact?

- 1) Informational tool
- 2) Connects people who otherwise may not be connected
- 3) General info of local area and method of getting opportunities to potential new volunteers
- 4) The partnership between CS and the Hopewell Library Nonprofit Resource Center is invaluable to me
- 5) ConnectSouthside brings the community together and allows it to work together more effectively and efficiently
- 6) I think it is a great forum for networking and information
- 7) Lots of valuable information for nonprofits – planning, learning, etc
- 8) Central focal point for local nonprofit information
- 9) Great networking resource, even more critical in these difficult times
- 10) ConnectSouthside is a great resource. Having so much knowledge and so many resources in one place and so readily available makes a huge difference to nonprofit agencies
- 11) Great for collaboration and networking purposes