

THE QUILT



2019 OUTREACH SURVEY

THE SURVEY PROVIDES **INSIGHT** ABOUT THE EFFECTIVENESS OF QUILT  
MEMBER ORGANIZATION RESOURCES USED IN THEIR COMMUNICATIONS  
AND OUTREACH **EFFORTS**. THE AIM WAS TO UNDERSTAND WHAT  
METHODS, TOOLS AND OTHER RESOURCES HAVE YIELDED THE  
**GREATEST RETURN ON INVESTMENT** AND TO  
UNCOVER NEW IDEAS AND/OR DIRECTIONS FOR IMPROVEMENT IN THIS  
AREA GOING FORWARD.

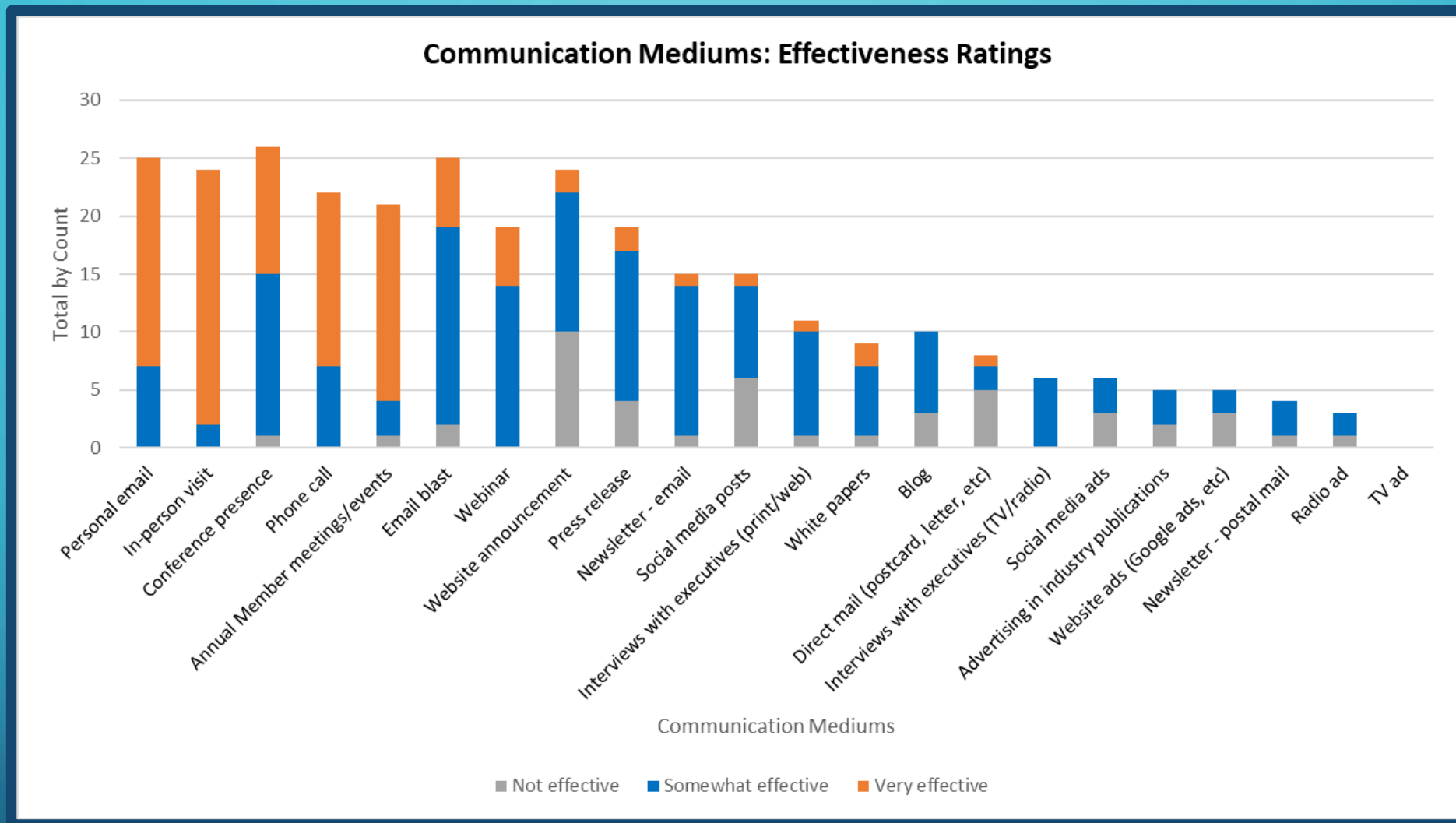


## THIS YEAR'S 26 RESPONDENTS:

AREON  
CEN  
CYBERA  
FLR  
FRGP  
GPN  
KANREN  
KINBER  
KYRON

LEARN  
LONI  
MARIA  
MCNC  
MDREN  
MERIT  
MREN  
NETWORKMAINE  
NORTHERN LIGHTS

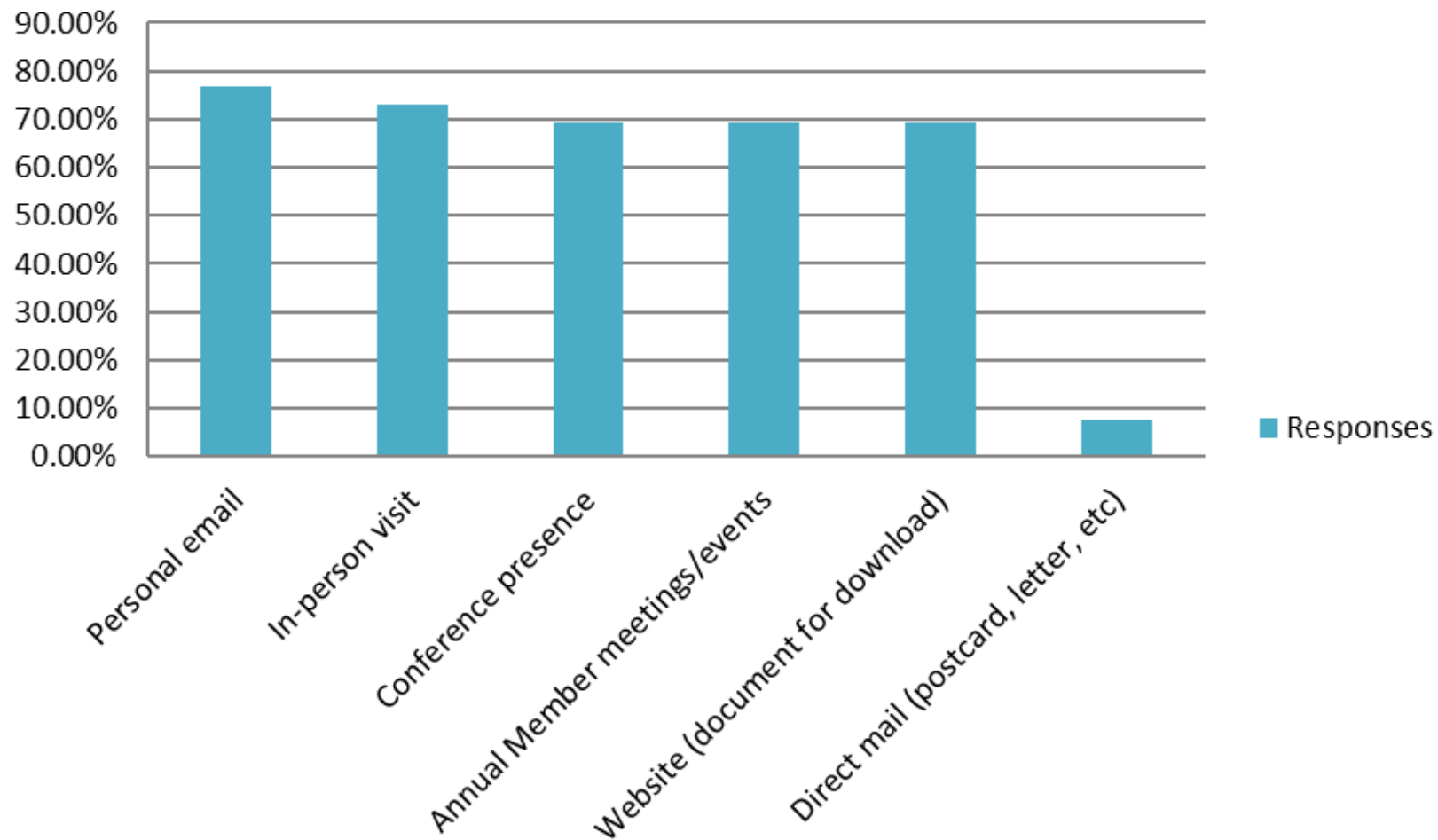
NYSERNET  
OARNET  
ONENET  
OSHEAN  
SOX  
SUN CORRIDOR  
UN / NETWORK NEBRASKA  
WISCNET



#### ADDITIONAL MEDIUMS USED:

- Cybersecurity Forums
- Large Scale Collaborative Projects
- Members/Vendor Partners Word of Mouth

## Distribution Methods - Outreach Literature



### ADDITIONAL COMMENTS

- Building Lobby
- Mass Email (Constant Contact)
- Quarterly Meetings
- Do not distribute literature

### DO YOU USE GOOGLE ALERTS?

- YES – 12    NO – 14

### IF NO, WHAT SERVICE?

- Direct Email to In-house Mailing Lists
- Direct Communications
- Feedly
- None
- We're likely to start using this or a similar service

### DO YOU TRACK EMAIL SERVICES OPEN RATES AND CLICK-THROUGHS?

- YES – 14    NO – 12

### IF YES, HOW?

- Constant Contact
- MailChimp
- Netsuite
- Oracle
- GroupMail
- MyEmma
- Cvent Reports
- Bronto
- Your Membership (In-house website portal)
- In-house Newsletter (click/open rates)

## DO YOU REQUIRE THAT VISITORS TO YOUR WEBSITE PROVIDE CONTACT INFORMATION IN ORDER TO DOWNLOAD WHITEPAPERS OR OTHER EXCLUSIVE CONTENT?

YES – 4

NO – 22

### WHY YES?

- Some information is only available to members.
- Most exclusive content would likely be in the client portal, which would require login.

### WHY NO?

- The information is already provided on our site.
- Most of the website content is member only.
- People would leave immediately if they had to.
- We do not have whitepapers or exclusive content on our website; we directly email our prospects.
- We don't have whitepapers or exclusive content.
- Believe it stops too many potential views.
- We don't have any downloadable content.
- We don't currently have exclusive content.
- We do not see using the website in this way.



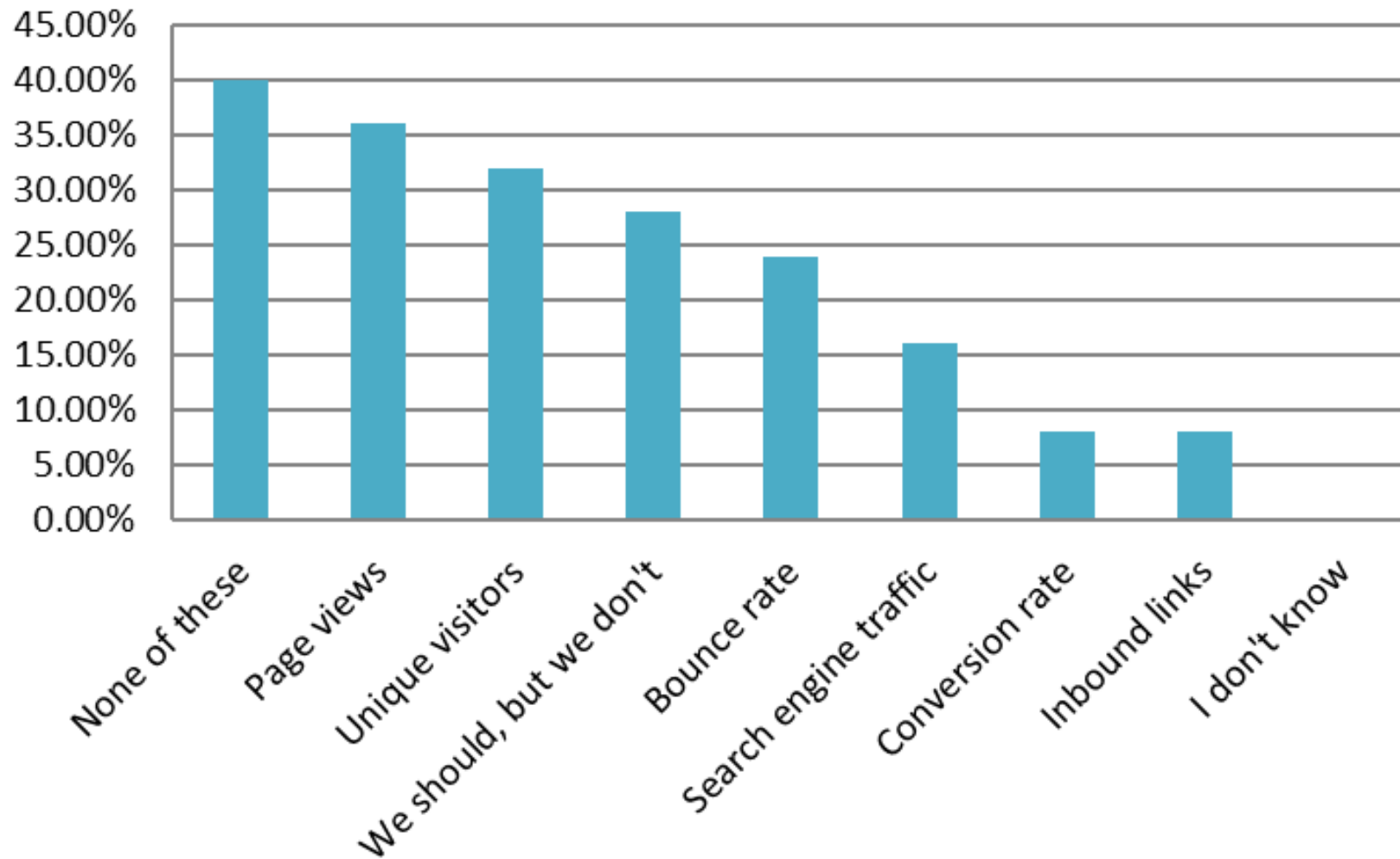
YES

NO

• Search Engine Optimization (SEO)?	5	21
• Clipping Service?	0	26
• Mobile-friendly Website?	21	5
• Measure Net Promoter Score (NPS)?	1	25



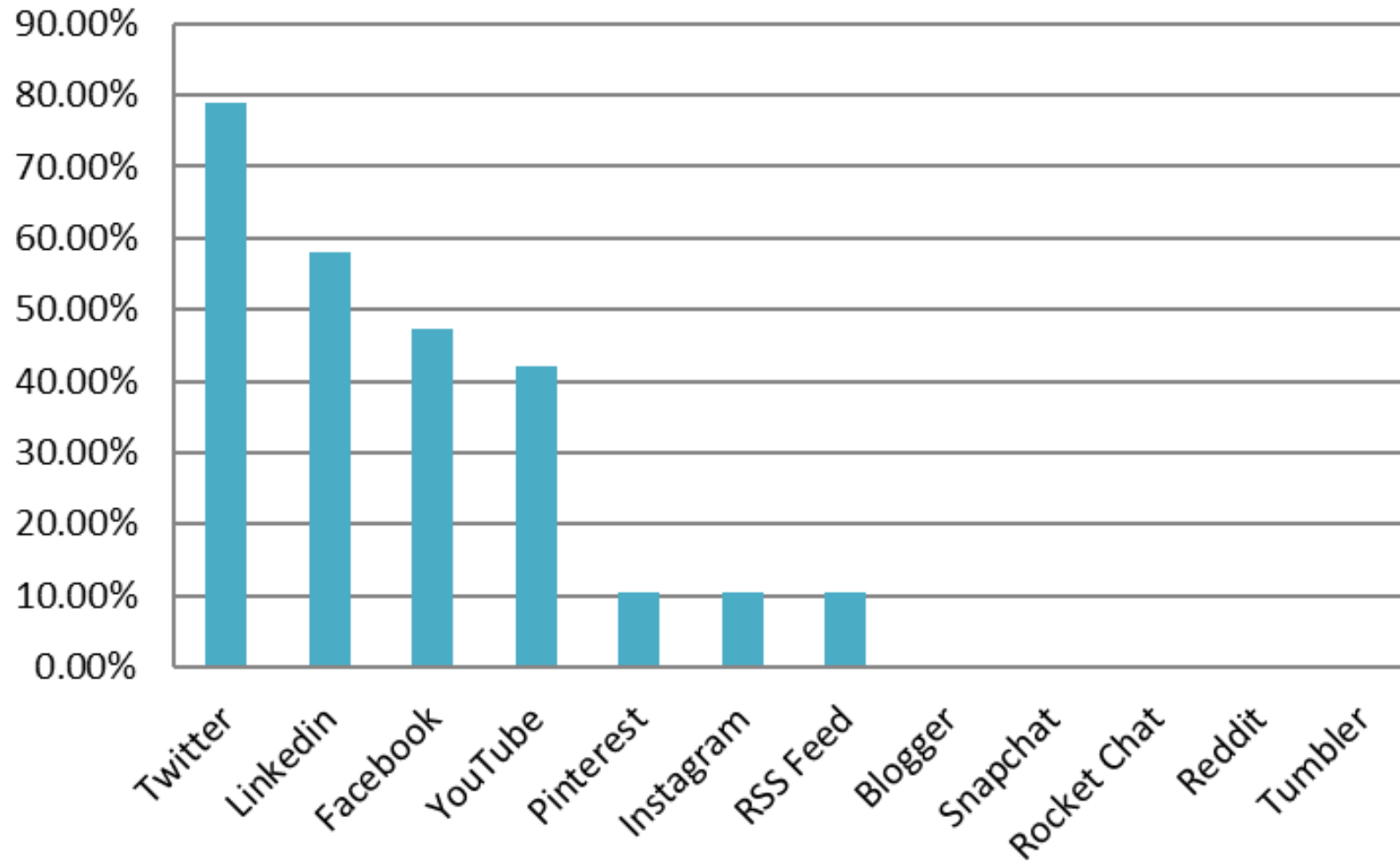
## Website Metrics Tracked



### ADDITIONAL COMMENTS

- Our website holds little/no value in terms of outreach.
- Likely to become a standard practice.
- Additional metrics we track include:  
Pages/sessions, Pages per session, Avg. time on page, Sessions by Metro, Outbound links, sessions by traffic type, Visits by device.

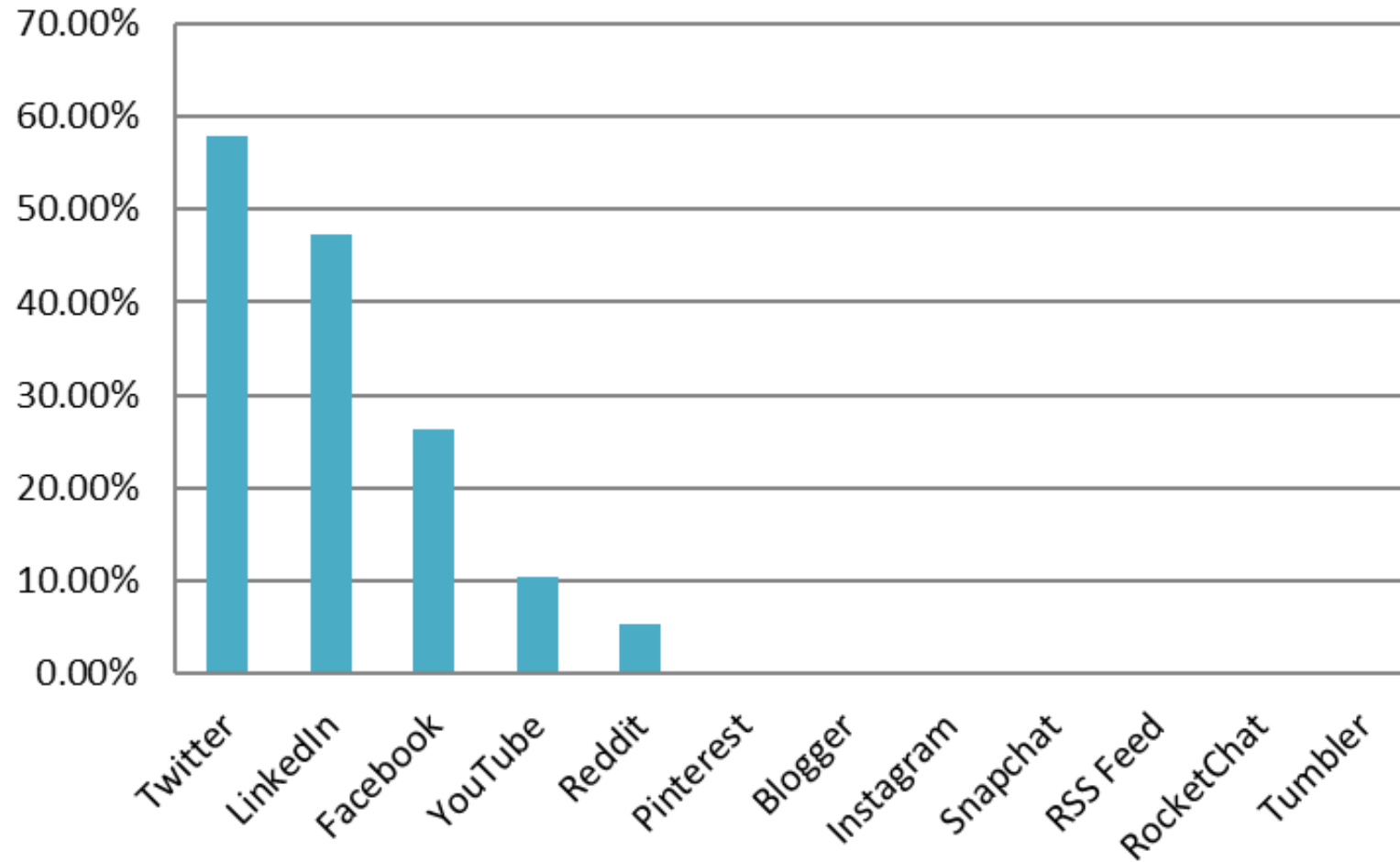
## Social Media Buttons on Website



### ADDITIONAL COMMENTS

- Vimeo
- MailChimp Email List Signup
- None
- No Web Presence

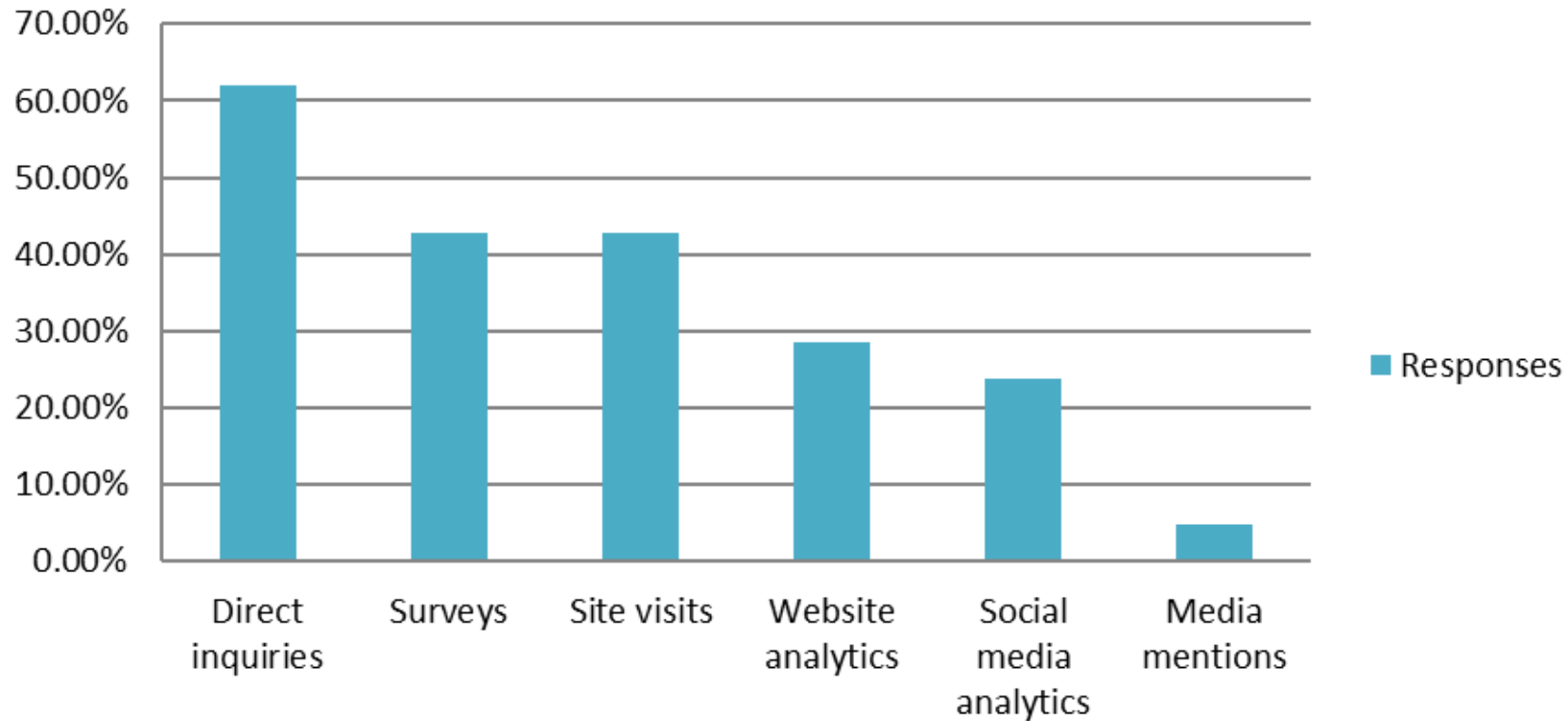
## TOP TRAFFIC DRIVERS



### ADDITIONAL COMMENTS

- None.
- We do not "drive Internet traffic" to the site, there's no need to "advertise" services.
- We only use Twitter!
- We do not track this.
- Not sure but would guess LinkedIn, YouTube, Twitter.
- Unknown.

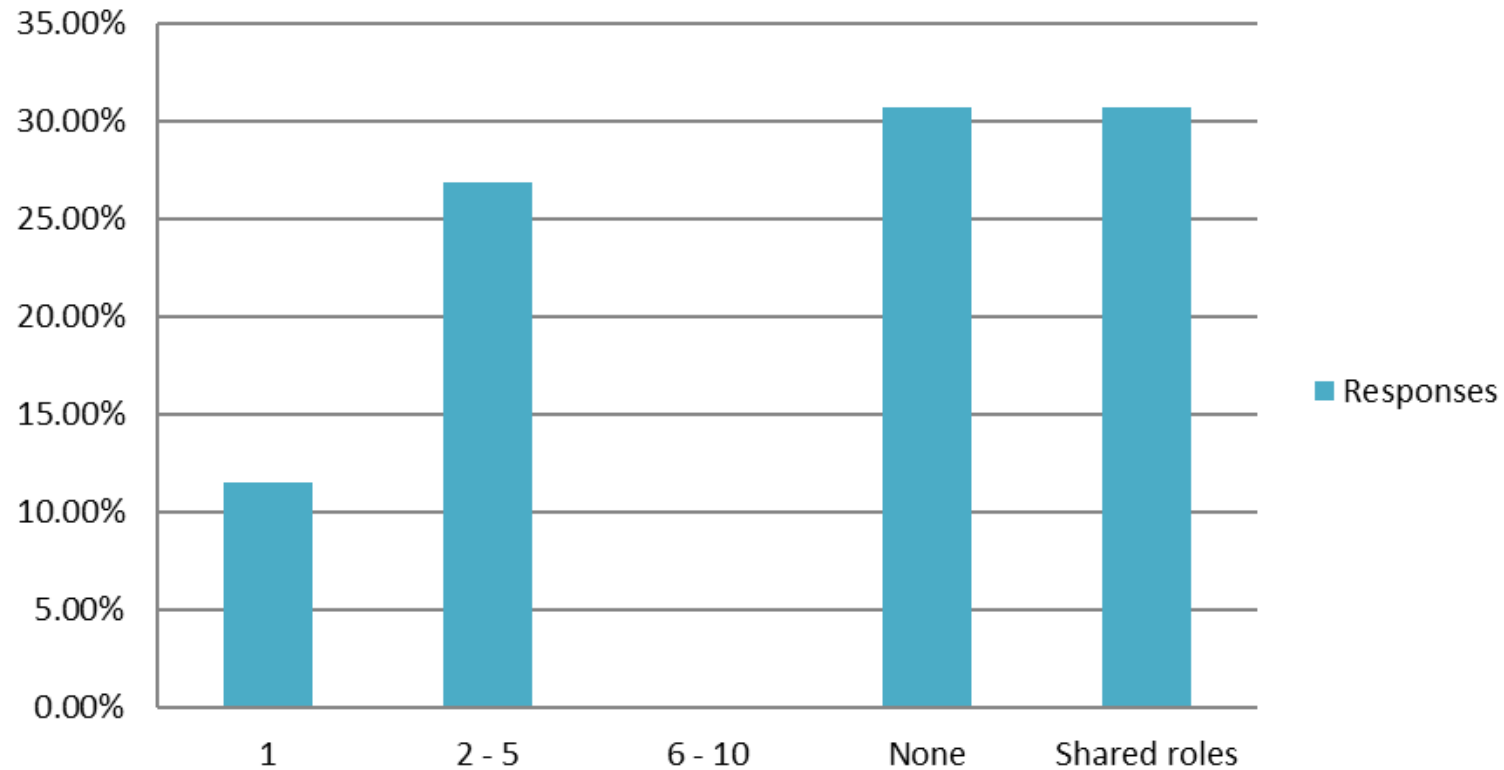
## Community Awareness - Organization's Footprint



### ADDITIONAL COMMENTS

- We do not.
- Our community doesn't want us to have a "footprint".
- None.
- We don't measure this.

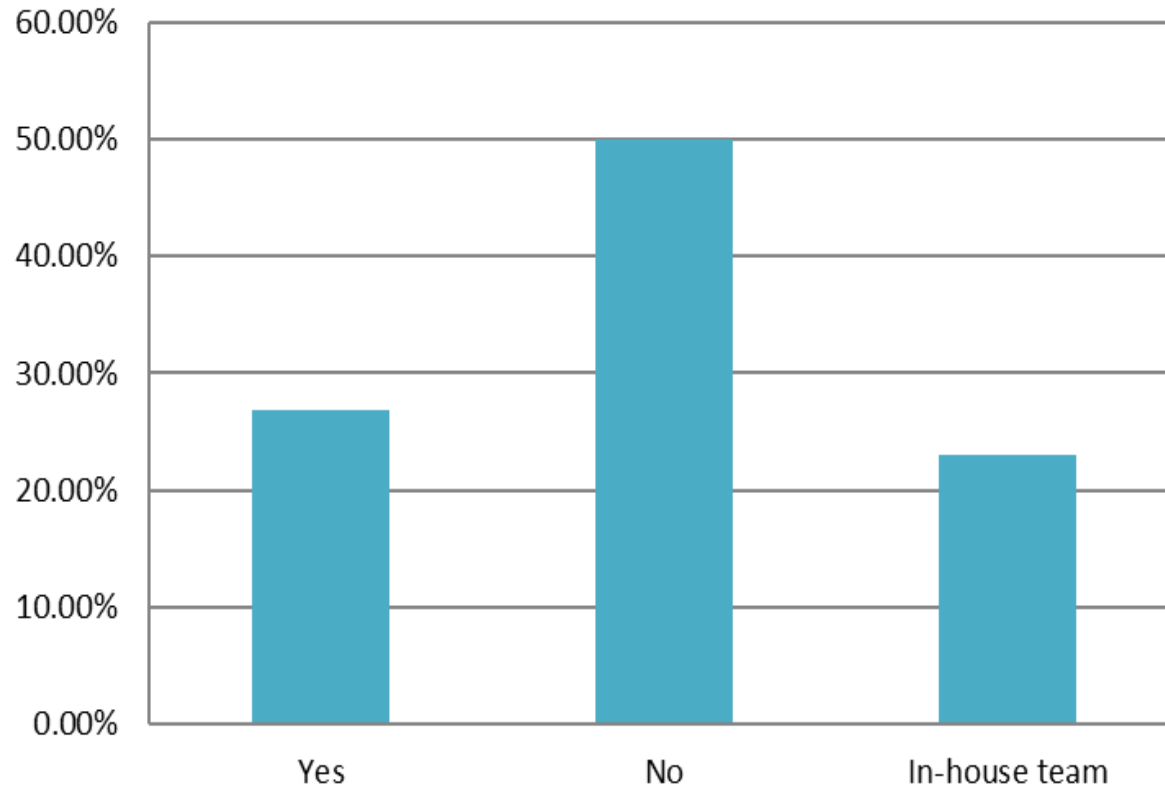
## Dedicated Staff FTE



### ADDITIONAL COMMENTS

- Less than 1.0; lean on communications teams at NAU, ASU, and UA for occasional assistance.
- Shared role for Network Nebraska from University/State of NE personnel
- Me with shared roles by our membership directors
- The comm team represents three organizations, OARnet among them

## External Resources Used



## ADDITIONAL COMMENTS

- Event support, brand consulting, member surveying / focus groups.
- SVM PR and Marketing Firm.
- We use a consultant to design our Annual Report and a few other publications.
- Public relations firm for video production, contract graphic designer.
- Primarily for Public Relations, Web Design, and Graphic Design at this time consultants.

# WHAT YOU WANT TO LEARN FROM OTHER MEMBERS

- Their strategies for social / google ads.
- What is the best communication method used to get information filtered out to members.
- Value proposition ongoing issue for RENOs - what is effective.
- How effective the use of various tools, such as those listed in this survey, are successful.
- How to develop success stories with their members.
- What works.
- What systems/applications they use, what metrics they track, and how effective each method is.
- Strategies that are working for others. Value proposition models.
- New ideas that have been effective.



# WHAT YOU WANT TO LEARN FROM OTHER MEMBERS

- What works best (ROI).
- Effective outreach for a large customer base.
- Most interested in marketing strategies and best practices for R&E. Topics/campaigns of most interest to CAs by sector. Best practices for communicating the R&E value proposition. Opportunities for leveraging shared Marketing/Communications resources. Tools and techniques recommended and preferred for R&E landscape.
- What's being done and how in each of these areas, particularly marketing.
- In general terms, strategies that have been most effective/ineffective so that we can know which approaches we should take when the opportunities arise.
- How other R&E Networks present their benefits to the member base.

# ONLINE EVENTS PLATFORM/MANAGEMENT TOOL

- Sched
  - For the schedule
  - Simple to use
- In-house
- Survey Gizmo
- NetSuite/Oracle
  - Ties registration to each individual's record
- Consultants
  - The event management consultants are detailed, organized, and incredibly friendly!
- ServiceNow
  - Not recommended though if communications is the only thing you use it for.
  - It can be very complex, cumbersome.
- Attendify
  - Somewhat recommended
  - Difficult to use/need an Apple developer

# ONLINE EVENTS PLATFORM/MANAGEMENT TOOL

- Eventzilla
  - Sort of recommended (yes and no)
  - We use the free version but should have something more robust (such as Cvent or at least paid Eventzilla)
- Eventbrite for event registration
  - No registration fees
  - Being free, it meets our needs up to this point
- Cvent
  - Somewhat recommended
  - The platform is very complex. It has the capability to function the way we need it to and their support team is very supportive, however it is fairly expensive and the process is complex.
  - It is easy to use, but expensive.
- Other Comments:
  - We are too small to warrant this.

# QUESTIONS?



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