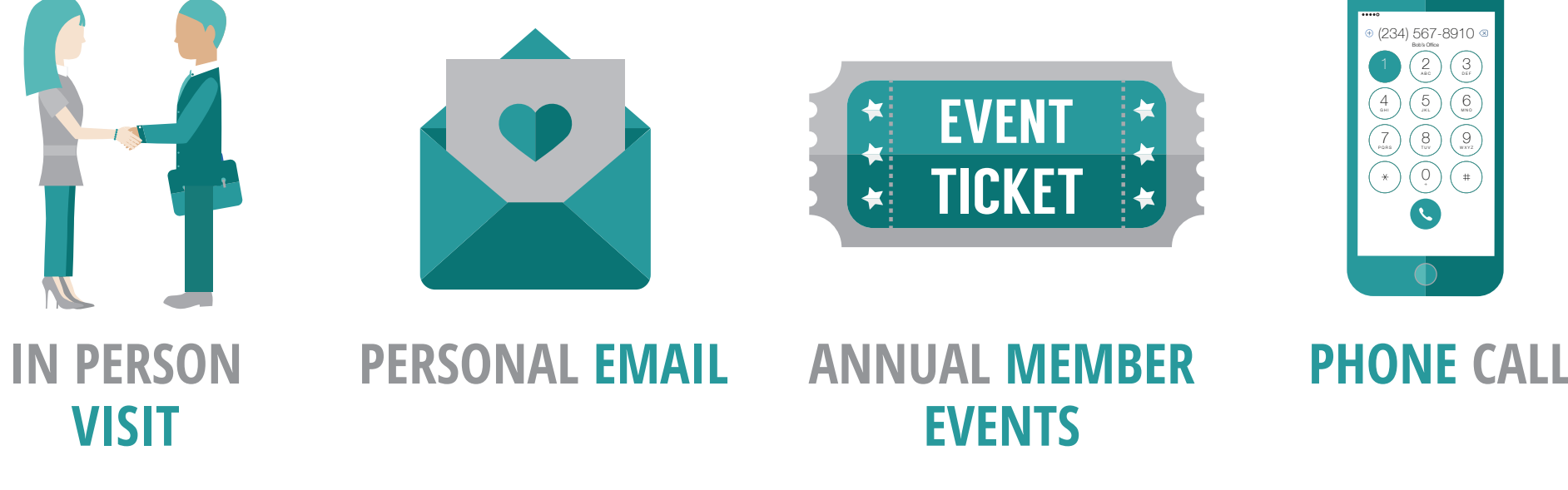


OUTREACH SURVEY RESULTS

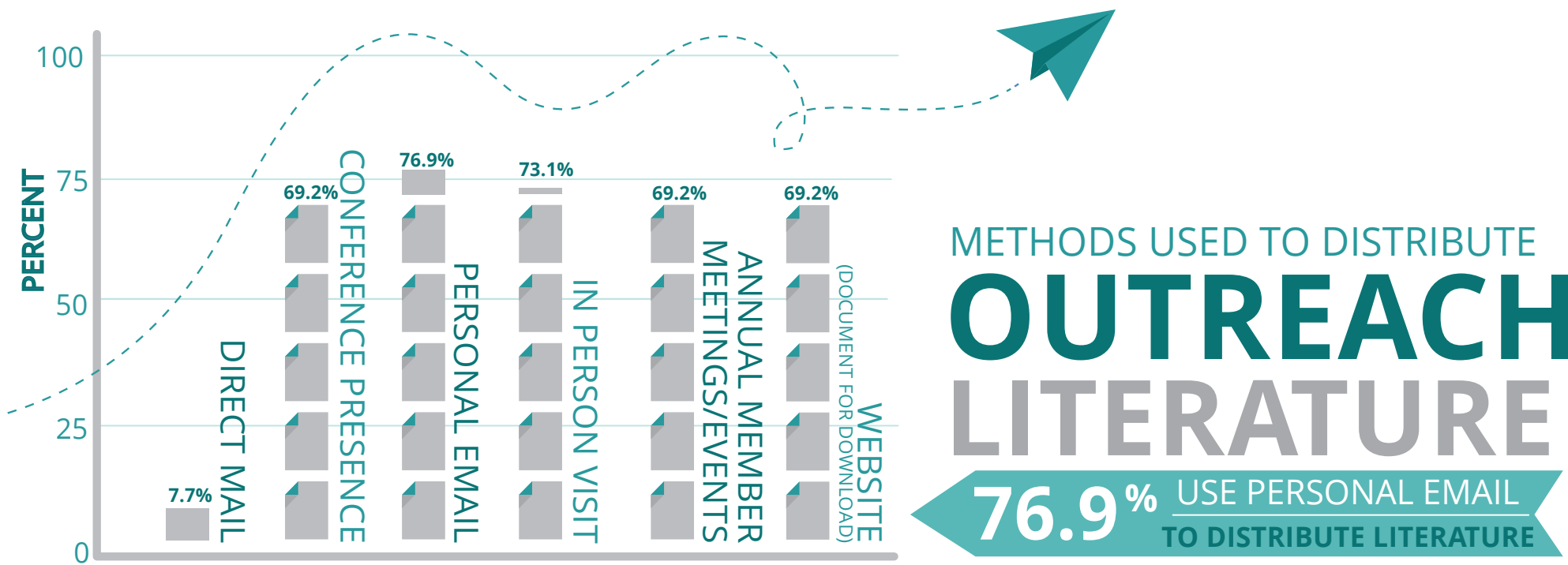
MOST EFFECTIVE COMMUNICATION MEDIUMS



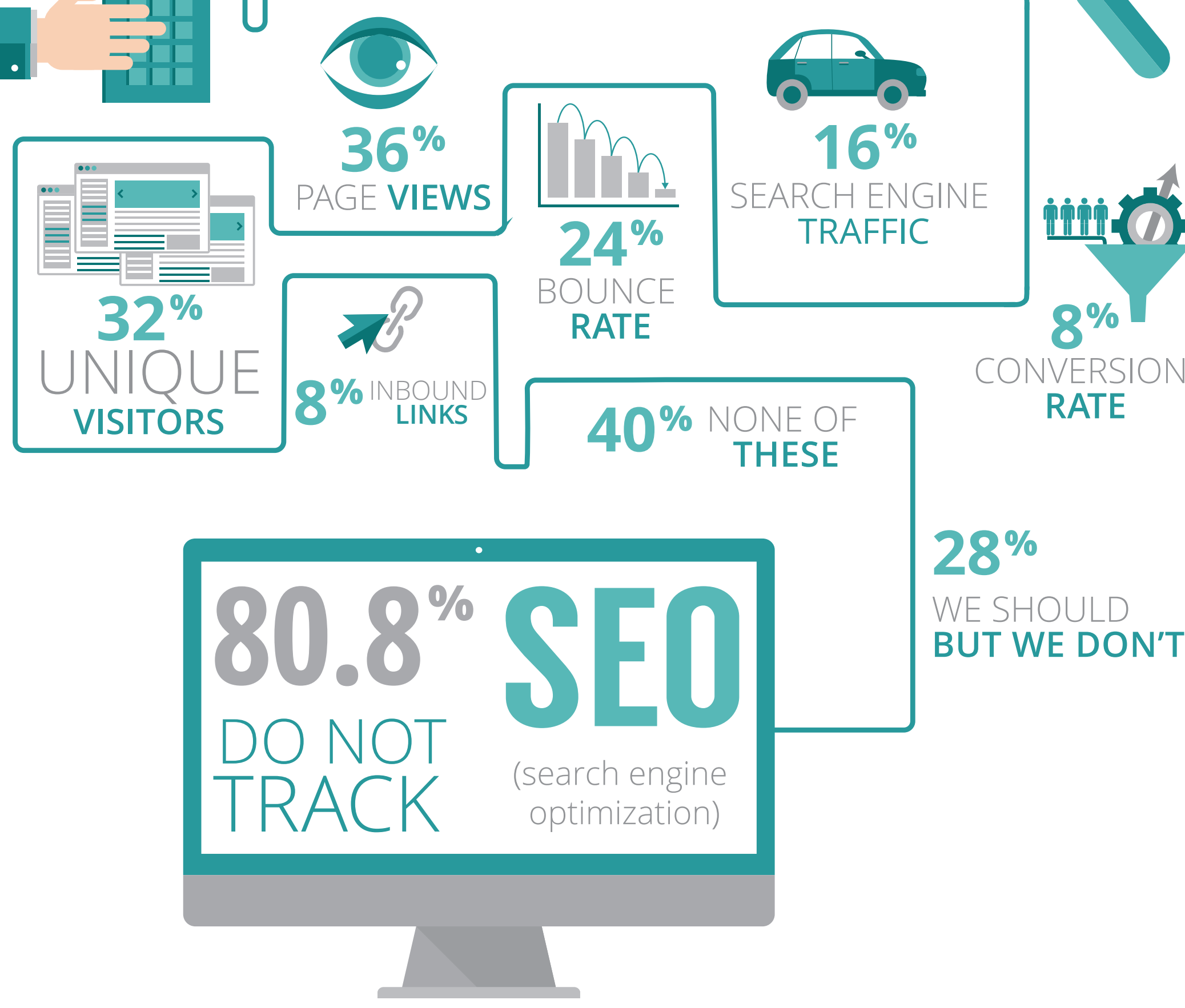
SOMEWHAT EFFECTIVE COMMUNICATION MEDIUMS



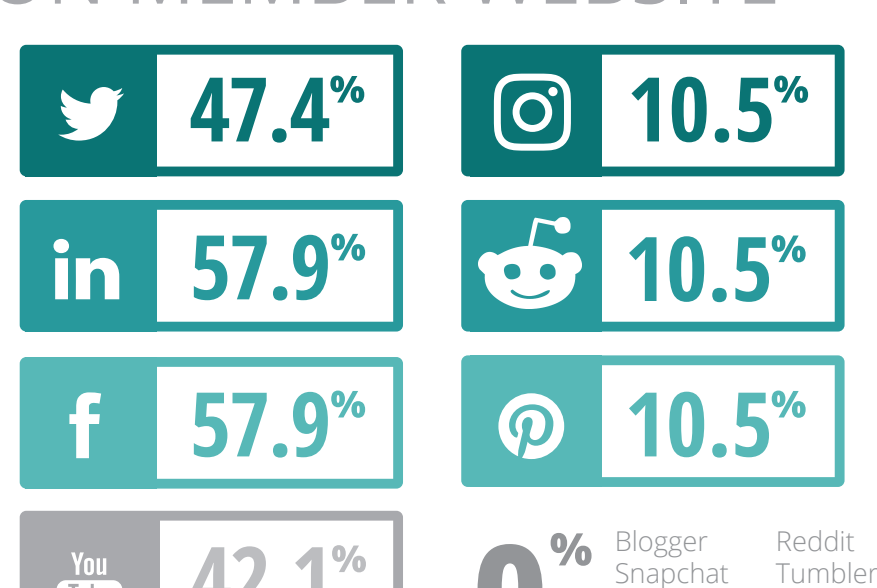
LEAST EFFECTIVE COMMUNICATION MEDIUMS



METHODS USED TO TRACK WEBSITE METRICS



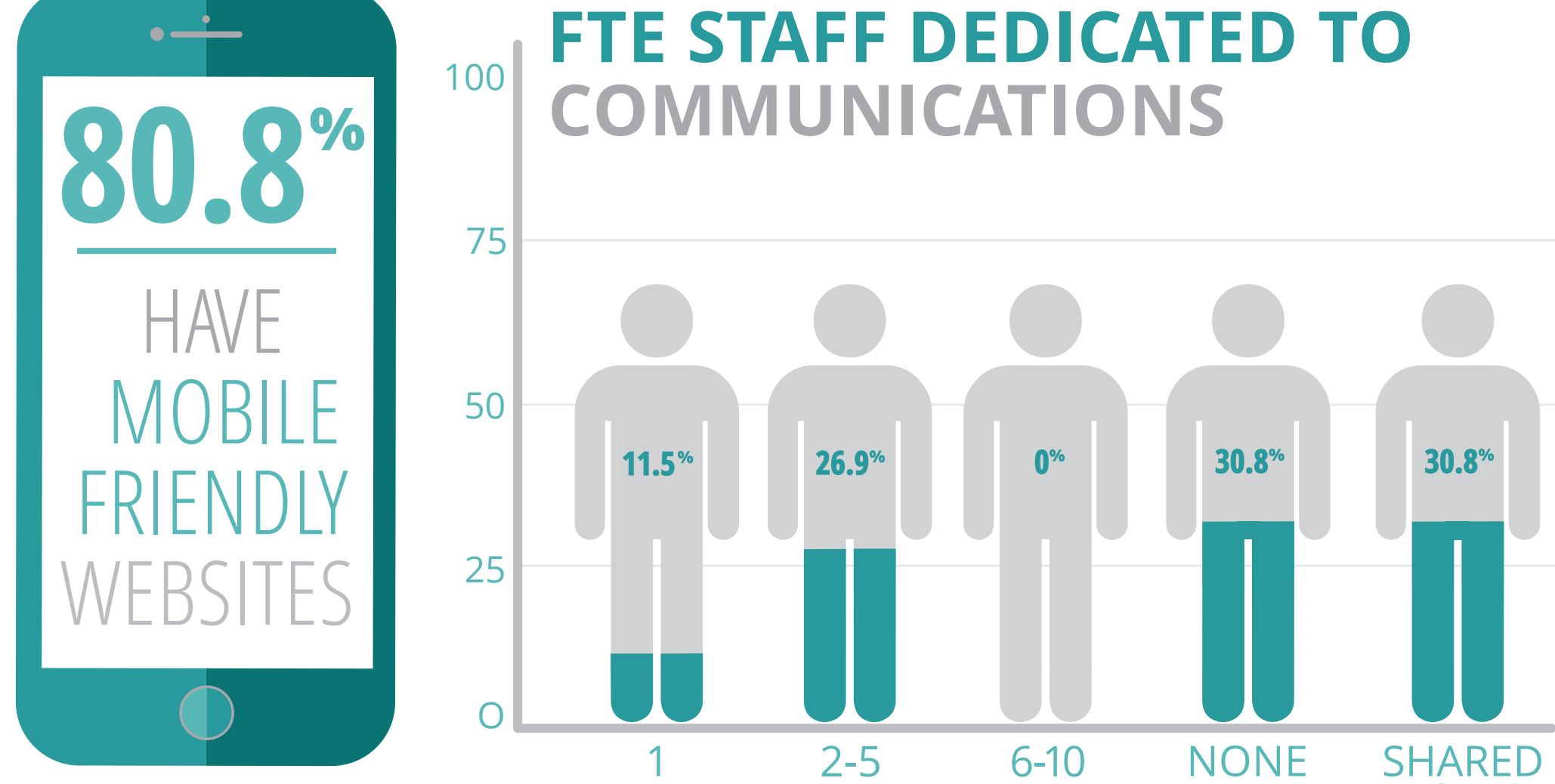
SOCIAL MEDIA BUTTONS ON MEMBER WEBSITE



TOP TRAFFIC DRIVERS



FTE STAFF DEDICATED TO COMMUNICATIONS



WHAT YOU WANT TO LEARN FROM OTHER MEMBERS



MARKETING STRATEGIES AND BEST PRACTICES FOR R&E

THE QUILT

The data is based on the participation of 26 Quilt member organizations. 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.

PARTICIPANTS:

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