



# Conveying Meaningful Information

*Several weeks ago MAGCS sent out a survey to the membership on communication via email. The information that was gathered is helping direct our resources to the modes that matter most. We had a very good response rate. Just over 250 people filled it out – thank you very much to those that responded – it really helps to do this every now and then.*

Email, by far is the most desirable method of communication, 95% of you prefer this method. The choices were email, Facebook, Twitter, texting, telephone and other – actually I was a little surprised no one wrote in telepathy. Not everyone surveyed had a Facebook, Twitter or LinkedIn account, but everyone had an email account (makes sense, that's how we sent the survey) that they check quite regularly, the minimum was 2 times per day. 110 people surveyed had a smart phone with their email on it.

I was really happy to see that the email format, frequency and content are well received. We will try and add some more pictures to the mix and keep the content fresh to inform all our members. Only half of you knew MAGCS has a Facebook page and a Twitter account. I'll start to include links to these items in all our future communications, so if you chose, you may follow us in this manner.

The jury is still out on posting pictures of members from our events through different social media outlets. After reading some of the responses, I don't think we were clear enough about the photos we would post for the public to see. When the question was written, I only thought images of the membership as professionals attending meetings, education and networking would be used. Each month, we take many pictures at our events and not all of them make it into the magazine, primarily because of space limitations. The idea was to post these "unpublished" pictures to share with membership.

Out of the 242 respondents, 75 of you said you would consider receiving only a digital copy of On Course. 131 responded that you would like the digital version as well as a printed copy and 36 of you intoned you only want a printed copy of the magazine. This is a large change from when we asked the question three years ago, enough for us to look into this endeavor – look for a more detailed survey to help us create this option that is first class and valuable.

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Game on. 115 of you said you would like to participate in a monthly photo contest of pictures from your course. I'll publish/print/post as many as I can and the editorial committee can be the judge of them. Please send your images (highest resolution possible) to [luke@magcs.org](mailto:luke@magcs.org) and look for them to show up. We'll have to come up with a prize, maybe an all expense paid trip to the Turf Clinic and a frame for your photo? No matter what the prize, please send your pics so everyone can enjoy them.

The most exciting response received was to the question: "Do you like the idea of our website highlighting one member each month on our home page? This "Member Profile" page would include information about the course/club, the positive environmental impacts it brings, special challenges faced and portray our members in their key role in maintaining the golf course/club." 191 agreed that this would make sense, and even better 153 said they would participate. I look forward to developing this addition to our website and sharing the positive impact of golf. We will develop this in two ways, one an email survey that you can fill out and submit with your information, or if you prefer a phone call interview – we'll write it up for you.

Thanks again to all those that participated in the communication survey, look for improvements coming to an Association near you. **-OC**