

TOWNtalk Readership Survey

Your feedback about TOWNtalk, the employee newsletter, will help us make improvements to keep you engaged! Please complete this survey, available online at <https://www.surveymonkey.com/r/towntalksurvey> or via paper copy, by April 30. Paper copies of the survey should be returned via interoffice mail to Communications and Public Affairs Department.

Would you like to contribute to the newsletter? We welcome your involvement. Reach us at publicaffairs@townofchapelhill.org or 919-969-5055.

1. Do you receive the newsletter regularly (on a monthly basis with the exception of July and August)?

- Always Regularly Occasionally Rarely

2. How often do you read TOWNtalk:

- Always Regularly Occasionally Rarely

3. How often do you see photos of someone you know in the newsletter?

- Always Regularly Occasionally Rarely

4. Has your name been mentioned in the newsletter?

- Regularly Occasionally Rarely

5. In general, how would you rate the quality of the newsletter:

- Excellent Good Needs Improvement Poor

6. Which are you more likely to read:

- An online newsletter that is sent via email
 A printed newsletter that is delivered to your department

7. Your comments. How can we change the newsletter to better serve its readers?

8. Which of the following newsletter columns do you read?

On the Front Burner, the Town Manager's Column

- Always Regularly Occasionally Rarely

Employee Spotlight

- Always Regularly Occasionally Rarely

Ask the Ombuds

- Always Regularly Occasionally Rarely

New Employees

- Always Regularly Occasionally Rarely

Announcements about benefits and employee programs

- Always Regularly Occasionally Rarely

Service Award and Longevity Award Listings

- Always Regularly Occasionally Rarely

Compliments

- Always Regularly Occasionally Rarely

Wellness @ Work

- Always Regularly Occasionally Rarely

9. What information is most valuable to you as a Town of Chapel Hill employee?

- Messages from the Town Manager
- Report-outs from the Senior Leadership Team
- News from departments across the organization
- News from my own department
- Benefits information
- Internal job opportunities
- Training opportunities
- Information about work policies
- Announcements about special events
- Features and photos about employees
- Compliments to employees

10. How do you like to receive this information? (check all that apply)

- Employee newsletter
- Email blasts
- Bulletin boards
- Digital displays
- Intranet
- Social Media

Thank you for your feedback!