

ACET Newsletter Survey

Summer 2007 Results

Over the last five years, ACET has produced quarterly newsletters mailed to approximately 200 members of the community. Newsletters included updates about ACET, its clients, and an evaluation or research topic. From time to time we received unsolicited feedback from our readers on the utility of an article or congratulations as the staff expanded. We found this feedback very encouraging. Earlier this summer, we decided to formally solicit feedback from our readers.

A brief survey was mailed to all our readers and an online version was posted on our website. A total of 51 surveys were returned. Of this number, 48 completed the survey. Key findings from our survey include:

- ✓ The majority of the respondents (43 of 48: 90%) read the newsletter and found the newsletter topics appropriate (23 of 48: 48%) or somewhat appropriate (17 of 48: 35%) for their field of study or work.
- ✓ Some readers felt the length of the newsletter was good and “hits the main points and is very informational,” but another reader commented that it was “a little on the short side.”
- ✓ Suggestions for future topics were as varied as our readers. Thirty-five readers offered suggestions such as:
 - ✓ More information about ACET projects: “less about research methodology, more about types of projects and organizations you’re working with.”
 - ✓ Obstacles implementing an evaluation: “we want to know everything that doesn’t work everywhere,” and “challenges you encounter and how you overcame them.”
 - ✓ Specific topics in education: “new charter school info,” “early childhood issues and parent involvement,” “ways to address cultural biases in assessments,” “evaluations that are untraditional and progressive.”
 - ✓ Topics on methodology: “qualitative study methods” and the “importance of protecting data”
 - ✓ Capacity building: “role of evaluators in promoting evaluation use.”
 - ✓ Others: “they were critically well written” while another commented that recent articles were “excessively theoretical.”

Overall, we were pleased with the feedback and encouragement offered. Specific quotes included, “this is a great public service and I love the photos,” and “keep doing what you’re doing.” Please stay tuned for future issues that will incorporate suggestions from our readers.