

Using Effective Community Involvement Commutation Strategies

Needs Assessment
Proposal

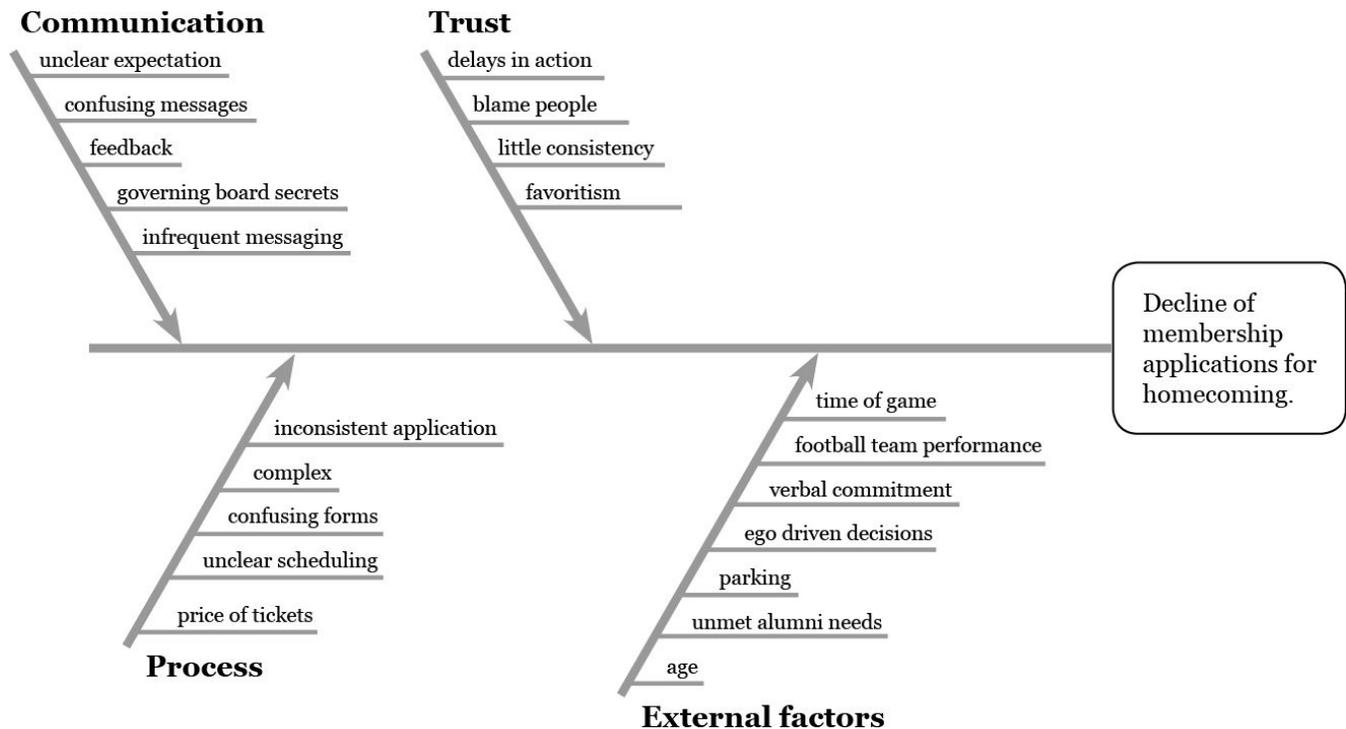
Prepared by: David Champlin

Executive Summary

Currently, there is a perception that the members of Marching Mizzou Alumni Band (M2AB) are not being properly motivated to join mizzou homecoming. Indication is that newly graduated students are not familiar with the organization or use of technologies when applying for marching in the football stadium. There is also a perception amongst the current members of M2AB that there is no incentive to sign up for homecoming. Also older alumni of the organization have a hard time using the online registration form to sign up for homecoming. Basically it has come to a point that the organization is a cheaper way to buy football tickets for M2AB members.

A need assessment based on the Ishikawa diagram developed by Kaoru Ishikawa will be used to determine the severity of the problem to see if formal communications planning is needed. Scope will be limited to one location to have easy access to data. However, results of the assessments may be able to be used at other locations depending on findings.

Ishikawa (Fishbone) diagram



Problem/Opportunity Statement

Performance Problem:

The organization leadership is not effectively using strategic communication practices to reach and interact with the membership.

Actual:

A steady decline of 30% from the previous year of members that sign up for homecoming events. Less than 50% of the organization does not know how to effectively use online registration for homecoming.

Optimal:

The goal is to increase the use of “technology” among the organization so that they can be more effective in communicating to the alumni to participate more.

If performance gap is not closed, this could lead to less and less attendance of Mizzou Homecoming and an eventual dissolving of the organization.

Organizational Description

An affinity group of the Mizzou Alumni Association, Marching Mizzou Alumni Band (M2AB) is comprised of individuals that have been Marching Mizzou for a minimum of three years while attending the University of Missouri. The organization is headquartered out of Columbia, Missouri. They currently have 1200 alumni members in the organization. M2AB a nonprofit group that supports the current students of marching mizzou with scholarships. They have no budgetary problems currently but the ever-growing pricing of mizzou football tickets have become concerned in the previous fiscal years. Once a year, to relive the glory days of marching, each alumnus are given opportunity to play at Faurot Field for the Mizzou homecoming football game. The MU Department of Music and Athletics require a list of alumni willing to participate. Most of the people that attend homecoming live or work somewhere in the state of Missouri.

Audience Analysis

The audience for the needs assessment is about 300 alumni members ranging in age from 25 to over 55 many with families that live in Columbia, Missouri or surrounding area. They are alumni that have a strong interest in the future of Marching Mizzou. Among the group is a board of governance for the organization. The board consists of 12 to 14 individuals that help organize events for M2AB. Most alumni will tell you that they are part of the organization to keep in touch with friends and to play on the field for the homecoming game.

Primary and Secondary Data Sources

The Ishikawa diagram model (otherwise called Fishbone diagram) developed for conducting needs assessment was used to create the survey and interview protocols that reflect the performance problem elements (i.e., Visions, Expectations, Tools, Environments, Processes, Rewards, Incentives, etc.)

Data source:

The following primary data sources will be used to collect and analyze data for the Need

Assessment:

1. Interview – several members of the board and several members of the organization was interviewed to get their feelings, causes, etc.
2. Survey – based on a similar set of questions from the interview protocol, several alumni members were also surveyed to get their feelings, causes, etc.

Secondary data was also reviewed. A database of alumni members was discovered to exist but was not readily available due to security protocols of the Mizzou Alumni Association.

Data Gathering Techniques and Instruments

Interview and Survey questions are compiled to gather information for need assessment.

The objective of the survey was used to determine the current level of community involvement offered to current members regarding homecoming sign up. Components of the Ishikawa diagram methodology were used to determine potential factors causing a decline in membership attendance (i.e., tools, processes, reward, recognition, etc.). Survey participants were emailed and informed in advance that the survey was pertaining to the effective use the online application form and communication efforts of the board. It was explained that responses would be anonymous. They were told that the survey would evaluate how they feel about the level of communication provided and what they thought was lacking.

Person-to-person interviews were conducted with the board members of the organization and a few current member from two different counties in Missouri. The objective was to determine the current level of communication that was offered to members of M2AB.

An interview protocol was used that addressed the current level of communication among the organization and what tools could be used to make improvements. Similar to the survey, interviewees were asked how they feel about the level of involvement the organization is providing and what they thought was lacking. Results of interview was compiled and summarized to clarified or justified the need for additional communication efforts and a streamlined way to sign up for homecoming.

Both surveys and interviews were used so that the results can be triangulated for better assessment than using a single data gathering process.

Survey and Interview protocols are included in Appendix A and B.

Data Gathering Process

Interview and survey data were used to analyze data in light of the Ishikawa diagram methodology to determine actual vs optimal performance problem.

An interview protocol (See Appendix B) was used to restate the workplace and performance problem description.

Also, a survey protocol was used in conjunction with Google Docs (<http://www.docs.google.com>) to conduct and automate the survey responses.

Google Docs was used to streamline the process, the survey had 14 questions. As a result, all elements pertaining to the fishbone diagram model was utilized to understand the causes for the problems of M2AB. Which meant there was a good indication of

determining the feelings and behaviors of the organization members. (i.e., Reward, Recognition, and Incentives).

One participant skipped some questions for unknown reasons—may have overlooked some questions in a rush to complete survey.

Data Analysis Process

An online survey site (Google Docs) was used to automatically analyze the numerical data thus saving time compiling it. Because there were only a few participants, it was hard to analyze a definite trend in some of the data points. Bottom line: In real life, more data would need to be taken to ascertain better results. (See Appendix A)

The non-numeral data from the interviews were manually documented, summarized and entered in a report. (See Appendix B)

Data Table

Technique	Instrument	Sources	Summary
interview	interview protocol	M2AB members and leadership	interview suggests that more communication efforts are needed
survey	survey protocol	M2AB members and leadership	survey suggests that a streamlined experience for signing up to homecoming is needed and more communication efforts are needed

General Data Summary and Interpretation

In summary, most of the survey responses fell in the area of “very interested”. in context of the marching mizzou alumni band generally the membership is very interested with being involved. (See Survey Results Appendix A) The survey results from causes of the Ishikawa Fishbone diagram gave context of the membership feelings towards the organization.

The alumni members are very much interested on a very narrow topic range. They were interested in ticket prices for football games. The data reveals that most alumni that got an e-mail announcing registration had personal reservations to sign up for homecoming. since they were so interested in ticket prices the data points out that priority comes from obtaining event tickets for the football game.

Survey data gave strong indications about social networks play a big role in indications with the membership. since most of the membership have a strong affinity for the organization they particularly enjoy interacting with each other on the Facebook M2AB group. It was also suggested that some other social networks be utilized to interact with the alumni membership.

Members that were interviewed collaborated on the need for additional organizational involvement. While communication efforts was made to invite board alumni to activities, there was no incentive for regular alumni members to attend these meetings on their own time since they have families and other obligations.

Knowledge/Skills Needs-Details

Knowledge and skills needed to perform this assessment was the knowledge to effectively create survey and interview protocols (questions) based on the causes determined by the Ishikawa diagram methodology (See Appendix A and B). Interview and survey questions were compiled by using sample protocols and modifying them to match the needs of this assessment. Knowledge on how to use the online survey (Google Docs) was needed as well. A simple tutorial on the Google Docs help web site was used to gain knowledge of what types of surveys it could create and how to collect the data from the participants (alumni and board members) via emails and then reviewing and printing that data for the final report.

Recommendation

Problem: There was no strategic process in place to determine the amount or level of communication the organizational members receive for homecoming participation.

Recommendation: Inform members of the marching mizzou alumni band there are more online resources to participate in homecoming. have in place a comprehensive webpage that discuss many of the social network outlets available to marching mizzou alumni.

Problem: alumni members not on the governing board are not required to participate in meeting events for marching mizzou alumni band they are just members and there were no incentives given to them to attend. the regular members that come to M2AB meetings and social events are self-motivated and use their own time. Furthermore, the little information that they receive does not help them to make informed voting decisions for the organization. For example, regular members are not being informed about the organization's budget regularly, then an email or a 2-3 page document is sent out to address the need to raise activity fees to attend homecoming.

Recommendation: Enact transparent communication processes to inform the membership about the operations of the organization.

Problem: the online application form for homecoming was found to be lacking in the following areas:

- ease-of-use

- A breakdown of ticket pricing information
- Using an outdated HTML form
- Logging in M2AB

Recommendation: For performance to be effective, the website should be given a UX overhaul or use a different CMS system that has better HTML forms and database integration. should utilize mizzou alumni associations resources to create an online registration process.

Appendix A

Survey created using Google Drive

M2AB Homecoming Registration Survey

Welcome M2AB Community Member!

Thank you for agreeing to participate in this important survey for Marching Mizzou Alumni Band. This survey is sponsored by M2AB and the Alumni Association, and it should take approximately 15 minutes to complete.

The survey is completely voluntary. All responses are confidential, so please be candid. Survey results will only be viewed in aggregate, and individual responses will remain anonymous.

Your participation is greatly appreciated.

For more information about this survey, please contact champlind@umsystem.edu.

Overall Impressions

Please select a button on the line below the appropriate answer.

1. In general, how satisfied are you with M2AB's efforts to keep you informed about the Mizzou Homecoming registration?

Very dissatisfied Somewhat dissatisfied Neither satisfied nor dissatisfied Somewhat satisfied Very satisfied

2. In general, how satisfied are you with your ability to easily find answers to questions you have related to Mizzou Homecoming?

Very dissatisfied Somewhat dissatisfied Neither satisfied nor dissatisfied Somewhat satisfied Very satisfied

3. Please rate your agreement with the following statements.

	<i>Strongly disagree</i>	<i>Somewhat disagree</i>	<i>Somewhat agree</i>	<i>Strongly agree</i>
<i>I am satisfied with my opportunities to learn about what is happening with M2AB.</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>I feel I have the opportunity to communicate my ideas on organization-wide initiatives.</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>I feel that registering for homecoming is not difficult.</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

4. What single source of information (e.g., a person, social media, website) do you depend on most to stay informed about Alumni Band?

Please be as specific as possible.

M2AB Online Resources

5. In the last three months, how often have you visited M2AB.org?

<i>Never</i>	<i>Rarely</i>	<i>At least once a month</i>	<i>At Least one a week</i>	<i>Daily</i>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6. Please rate how valuable you find each of the following M2AB online resources.

	<i>Not valuable at all</i>	<i>Not very valuable</i>	<i>Somewhat valuable</i>	<i>Very valuable</i>	<i>Never visited/Cannot rate/ Do not know</i>
<i>Marching Mizzou Alumni Band Website http://www.m2ab.org</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>Marching Mizzou Alumni facebook group https://www.facebook.com/groups/5998102195/</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>Mizzou Alumni Association https://www.mizzou.com</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>MU School of Music http://music.missouri.edu/</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Homecoming Registration

7. In general, when you receive an email announcing that registration is open, do you usually:

Sign up right away *Just sign up for discounted tickets* *Decide whether it is worth sign up for* *Ignore the message* *Do not receive*

8. In your opinion, using the registration form:

Too short or not detailed enough *About right* *Too long or detailed* *Do not know*

9. In the future, how would you prefer notifications about homecoming registration?

please place a checkmark on the line next to the appropriate answer

- Email*
- On-campus postings and bulletin boards*
- Postings on an M2AB website*
- Postings on the Alumni Band Facebook group*
- Postcard mailer*
- M2AB Newsletter*
- Other:*

10. What improvements or additions could be made to the registration form that might make you sign up every year?

11. Below is a range of M2AB news topics and other issues. Please rate how interested you are in each item on a scale of 1 to 5, where 1 means "not interested at all" and where 5 means "very interested."

	Not interested at all 1	2	3	4	Very interested 5	Not applicable
M2AB meeting minutes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
M2AB community news	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
School of Music news	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mizzou Alumni Association news	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Discount football tickets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Discount basketball tickets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
M2AB playing gigs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
M2AB substitution for mini mizzou band	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

12. In the future, which of the following electronic technologies would you like to see the organization utilize more frequently for communicating with the M2AB community? Please mark all that apply.

please place a checkmark on the line next to the appropriate answer.

- Blogs
- Audio via podcast or online streaming
- Video via podcast or online streaming
- Online discussion groups
- Text messages to mobile devices
- Instant messaging
- RSS feeds
- Other:

13. Have you ever visited a website that provided you the opportunity to customize a web page for your personal use (e.g, personalized content displayed to you, links, web page layout), and, if so, did you customize the page?

*Yes, visited, but
did not customize
a page*

*Yes, visited, and
did customize a
page*

*No, have not
visited*

*Not aware of this
technology*



14. How would you describe your level of pride in your association with M2AB on a scale from 0, meaning "not proud at all," to 10, meaning "very proud?"

1 2 3 4 5 6 7 8 9 10

Not Proud at all Very proud

15. Do you have any specific suggestions for how M2AB could better facilitate communications within the Mizzou Alumni community?

Never submit passwords through Google Forms.

Powered by
 Google Drive

This content is neither created nor endorsed by Google.
[Report Abuse](#) - [Terms of Service](#) - [Additional Terms](#)

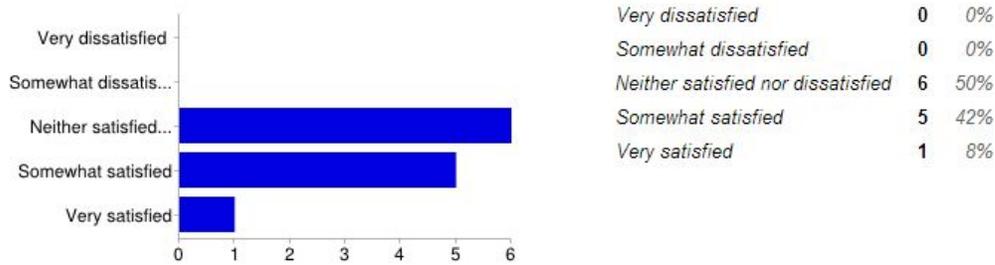
12 responses

[View all responses](#) [Publish analytics](#)

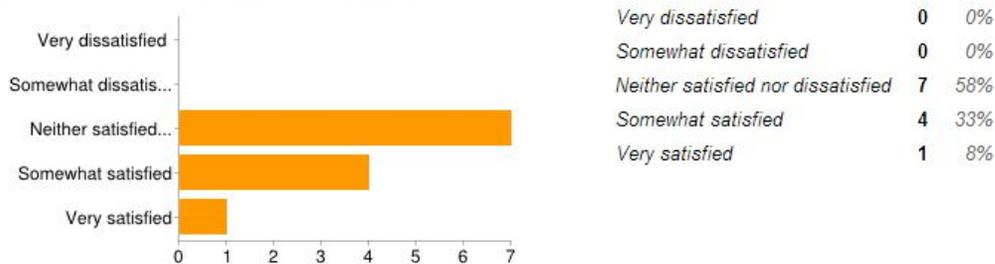
Summary

Overall Impressions

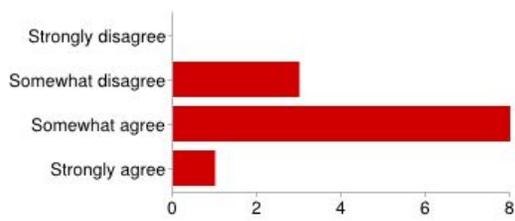
Unnamed Row 1 [1. In general, how satisfied are you with M2AB's efforts to keep you informed about the Mizzou Homecoming registration?]



Unnamed Row 1 [2. In general, how satisfied are you with your ability to easily find answers to questions you have related to Mizzou Homecoming?]

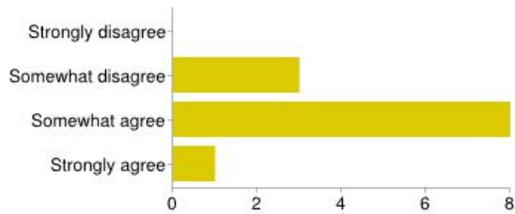


I am satisfied with my opportunities to learn about what is happening with M2AB. [3. Please rate your agreement with the following statements.]



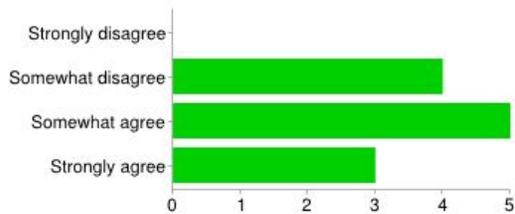
<i>Strongly disagree</i>	0	0%
<i>Somewhat disagree</i>	3	25%
<i>Somewhat agree</i>	8	67%
<i>Strongly agree</i>	1	8%

I feel I have the opportunity to communicate my ideas on organization-wide initiatives. [3. Please rate your agreement with the following statements.]



<i>Strongly disagree</i>	0	0%
<i>Somewhat disagree</i>	3	25%
<i>Somewhat agree</i>	8	67%
<i>Strongly agree</i>	1	8%

I feel that registering for homecoming is not difficult. [3. Please rate your agreement with the following statements.]



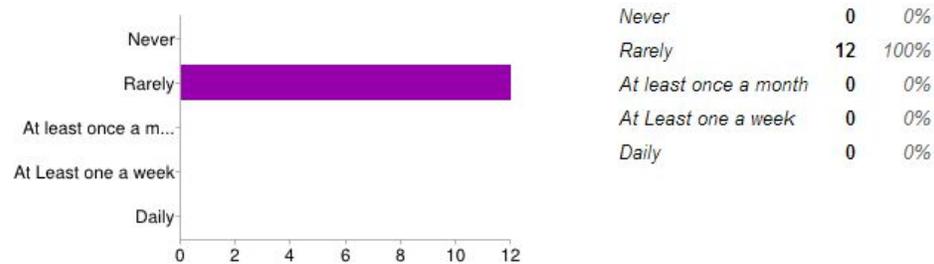
<i>Strongly disagree</i>	0	0%
<i>Somewhat disagree</i>	4	33%
<i>Somewhat agree</i>	5	42%
<i>Strongly agree</i>	3	25%

4. What single source of information (e.g., a person, social media, website) do you depend on most to stay informed about Alumni Band?

Friends that are board members of the alumni band. it's okay. I really like getting touch with people using the Facebook group. I like using the Facebook to keep up with the friends. I feel I don't have a good voice to discuss my opinions with the organization. I talk to friends mostly off-line that are in alumni band. I is the Facebook group to keep up with the alumni band

M2AB Online Resources

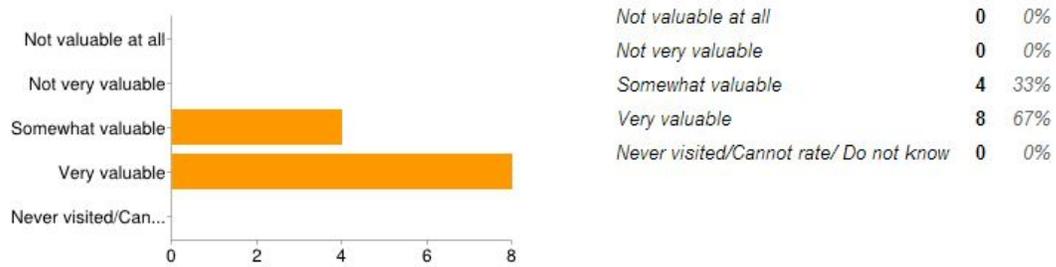
Unnamed Row 1 [5. In the last three months, how often have you visited M2AB.org?]



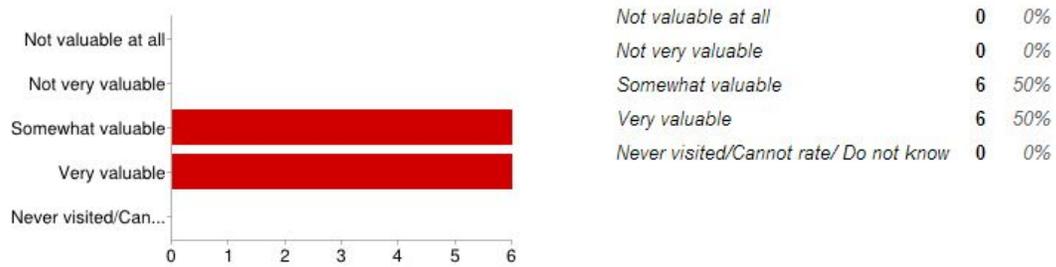
Marching Mizzou Alumni Band Website <http://www.m2ab.org> [6. Please rate how valuable you find each of the following M2AB online resources.]



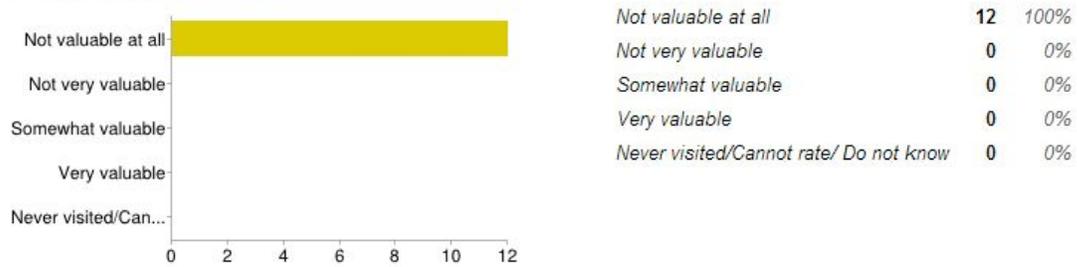
Marching Mizzou Alumni facebook group <https://www.facebook.com/groups/5998102195/> [6. Please rate how valuable you find each of the following M2AB online resources.]



Mizzou Alumni Association <https://www.mizzou.com> [6. Please rate how valuable you find each of the following M2AB online resources.]



MU School of Music <http://music.missouri.edu/> [6. Please rate how valuable you find each of the following M2AB online resources.]

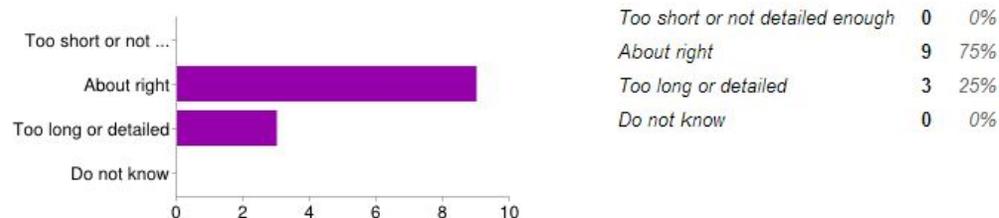


Homecoming Registration

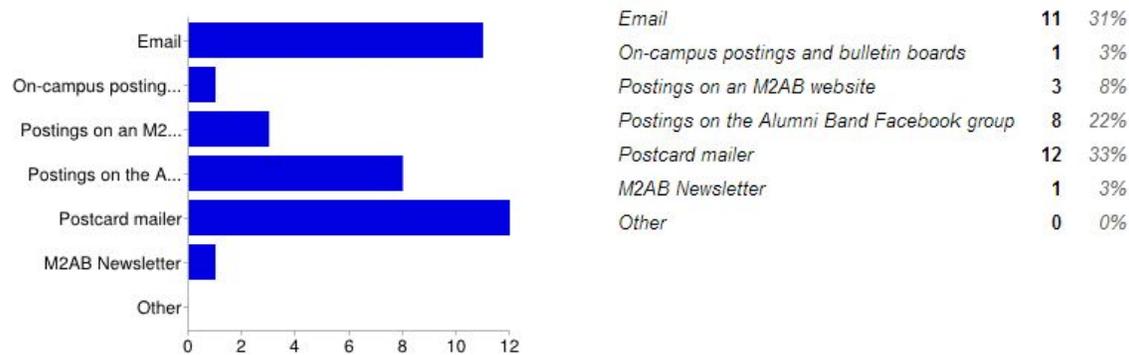
Unnamed Row 1 [7. In general, when you receive an email announcing that registration is open, do you usually:]



Unnamed Row 1 [8. In your opinion, using the registration form:]



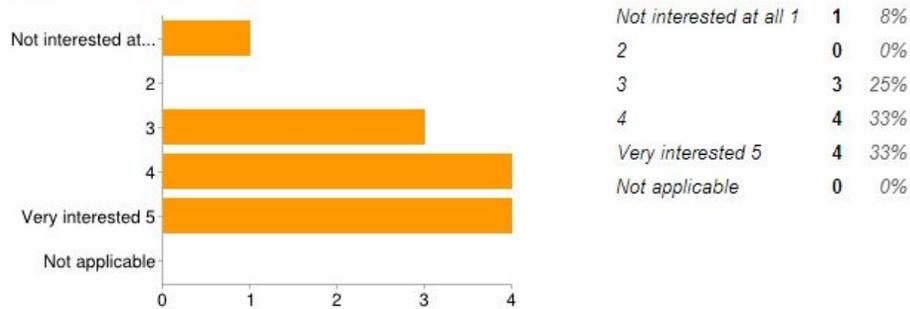
9. In the future, how would you prefer notifications about homecoming registration?



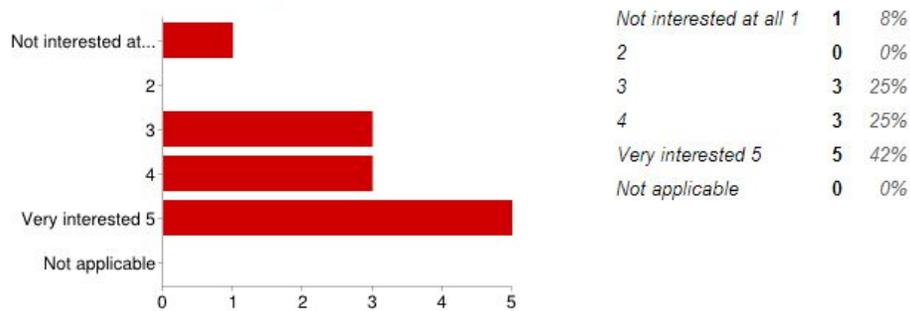
10. What improvements or additions could be made to the registration form that might make you sign up every year?

I would like to see a get-together event for getting ready for homecoming *Its kind of confusing to find out about ticket prices.*
have a sign up on Facebook. *I would like to see a postcard a month before Homecoming.* *use more social networking*
websites to promote marching mizzou *I'm not too good with computers running like see a printed newsletter*

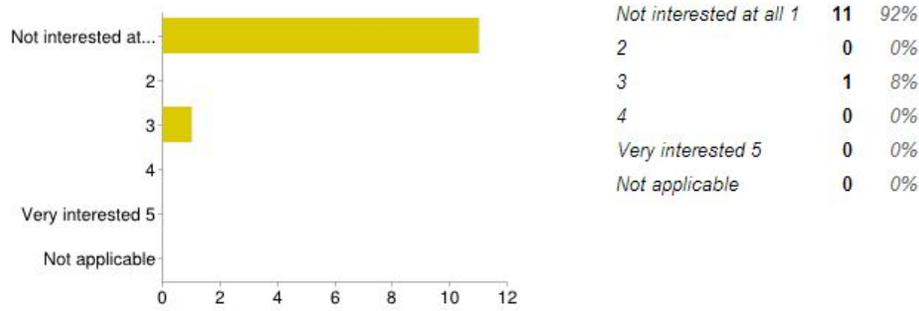
M2AB meeting minutes [11. Below is a range of M2AB news topics and other issues. Please rate how interested you are in each item on a scale of 1 to 5, where 1 means "not interested at all" and where 5 means "very interested."]



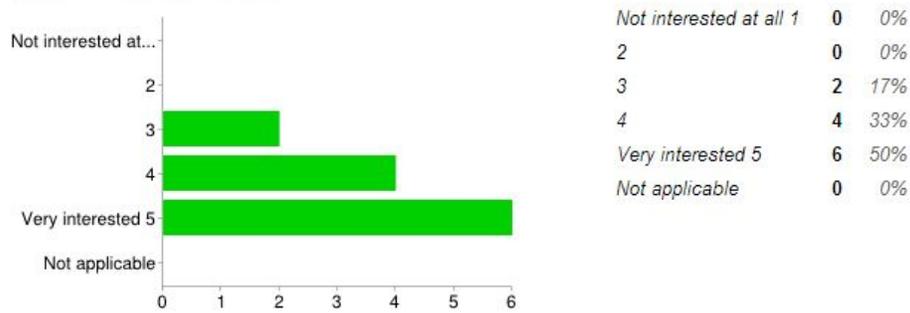
M2AB community news [11. Below is a range of M2AB news topics and other issues. Please rate how interested you are in each item on a scale of 1 to 5, where 1 means "not interested at all" and where 5 means "very interested."]



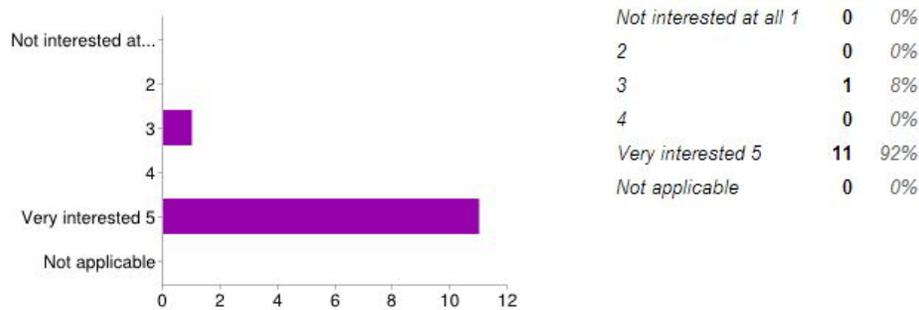
School of Music news [11. Below is a range of M2AB news topics and other issues. Please rate how interested you are in each item on a scale of 1 to 5, where 1 means "not interested at all" and where 5 means "very interested."]



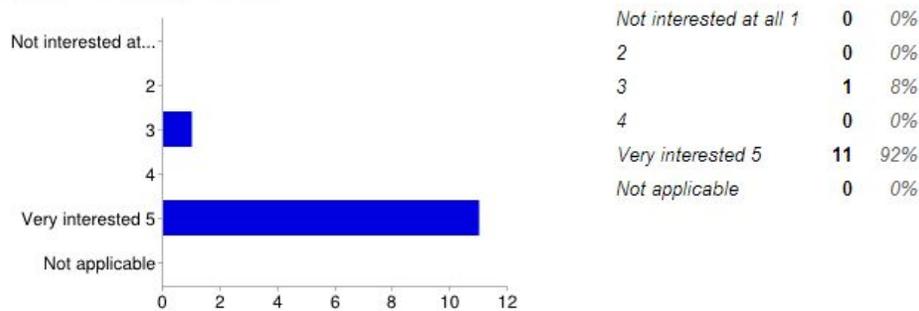
Mizzou Alumni Association news [11. Below is a range of M2AB news topics and other issues. Please rate how interested you are in each item on a scale of 1 to 5, where 1 means "not interested at all" and where 5 means "very interested."]



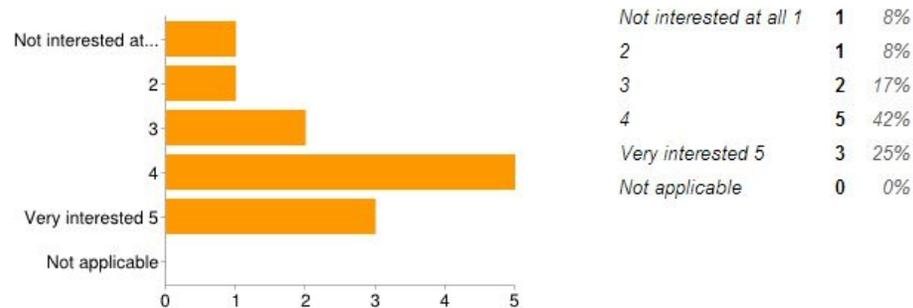
Discount football tickets [11. Below is a range of M2AB news topics and other issues. Please rate how interested you are in each item on a scale of 1 to 5, where 1 means "not interested at all" and where 5 means "very interested."]



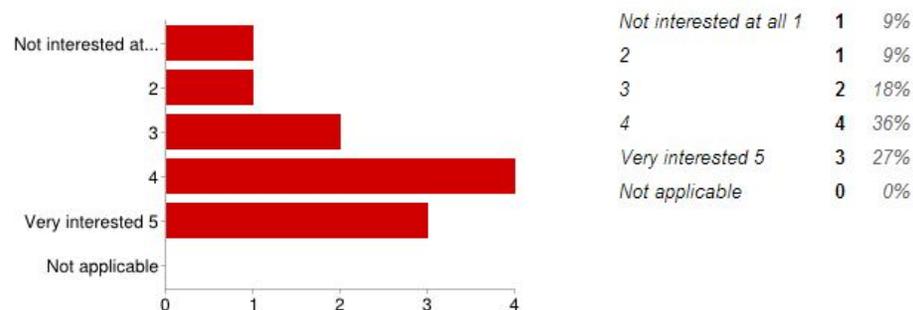
Discount basketball tickets [11. Below is a range of M2AB news topics and other issues. Please rate how interested you are in each item on a scale of 1 to 5, where 1 means "not interested at all" and where 5 means "very interested."]



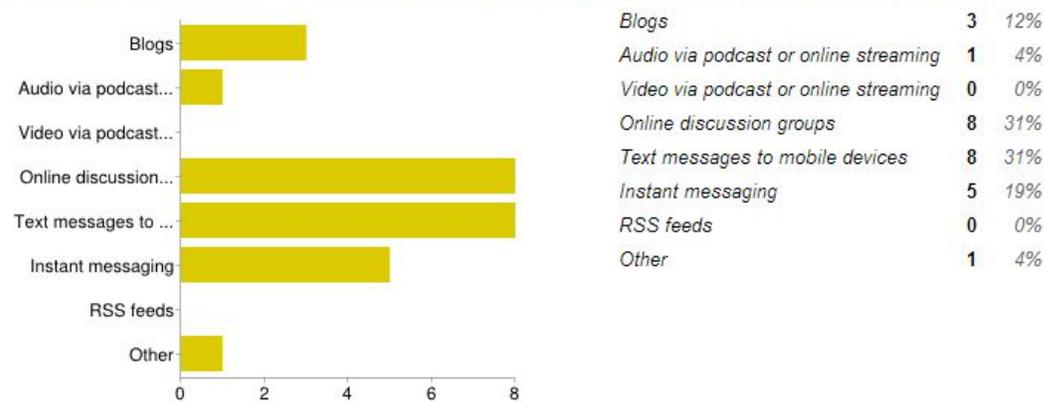
M2AB playing gigs [11. Below is a range of M2AB news topics and other issues. Please rate how interested you are in each item on a scale of 1 to 5, where 1 means "not interested at all" and where 5 means "very interested."]



M2AB substitution for mini mizzou band [11. Below is a range of M2AB news topics and other issues. Please rate how interested you are in each item on a scale of 1 to 5, where 1 means "not interested at all" and where 5 means "very interested."]



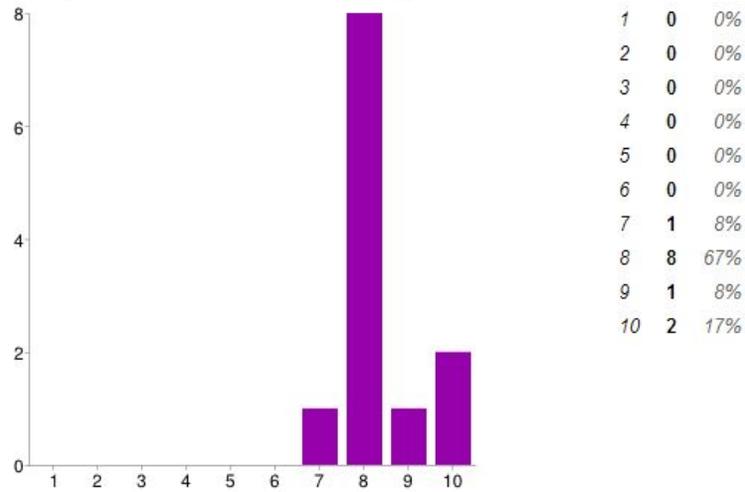
12. In the future, which of the following electronic technologies would you like to see the organization utilize more frequently for communicating with the M2AB community? Please mark all that apply.



Unnamed Row 1 [13. Have you ever visited a website that provided you the opportunity to customize a web page for your personal use (e.g, personalized content displayed to you, links, web page layout), and, if so, did you customize the page?]



14. How would you describe your level of pride in your association with M2AB on a scale from 0, meaning "not proud at all," to 10, meaning "very proud?"



15. Do you have any specific suggestions for how M2AB could better facilitate communications within the Mizzou Alumni community?

have more get-together events *get better prices for tickets.* *I very much enjoy being an alumni band. I hope it keeps going for a long time.*

Appendix B

Interview protocol

<p>Vision</p>	<p>What do you think Marching Marching Alumni Band is trying to accomplish – what is it’s overall vision for playing the pregame show at homecoming?</p> <p>What is something that you wish Marching Marching Alumni Band would add to their homecoming day goals? (What do you wish it would accomplish?)</p> <p>Where does your involvement with the organization fits into these accomplishments?</p>
<p>Expectations</p>	<p>What do you believe you’re expected to do by the Marching Marching Alumni Band?</p> <p>How does this correspond with white you would actually like to be doing?</p>
<p>Feedback</p>	<p>How do you know when you decided to sign up for homecoming?</p> <p>What is a good way for you to find out if going to homecoming will be worth your while?</p>
<p>Tools</p>	<p>What resources (computer, tablets, smart phone) do you</p>

	<p>presently have to help you sign up on the online registration form for homecoming?</p> <p>Of these, which do you feel are the most valuable?</p> <p>What other resources do you need to sign up for homecoming?</p>
<p>Environment</p>	<p>Is the online registration form set up to help you successfully register for homecoming? How so?</p> <p>What barriers to this success do you confront in registering for homecoming?</p> <p>How could these barriers be overcome?</p>
<p>Processes</p>	<p>In terms of the homecoming registration are processes (or systems) in place to help you to successfully register for homecoming?</p> <p>Could you describe how you are notified when registration is currently open for alumni?</p> <p>At what point of the year does this happen?</p> <p>What kinds of communication for registration would you most like to receive? How would you like to receive notifications about registration?</p>

	<p>What specific items on the online registration form do you want more information about?</p> <p>How often during the year do you contact other alumni members if they are going to sign up for homecoming? Approximate time spent?</p>
Rewards	<p>In what ways will you personally benefit if Marching Marching Alumni Band is successful?</p> <p>How do you feel homecoming registration contributes to the organization's success?</p>
Recognition	<p>How do others in Marching Marching alumni band view your position in the organization? (Positive and negative)</p> <p>What kind of recognition is therefore success? What should they be?</p>
Incentives	<p>In what way are you encouraged to register early for homecoming?</p> <p>Where does this encouragement come from?</p>

	What other incentives would lead you to do more with M2AB?
Motivation	<p>What led you to join Marching Mizzou Alumni Band?</p> <p>Why do you keep in touch with members from Marching Marching Alumni Band?</p> <p>Why do you enjoy coming to homecoming every year?</p> <p>Do you want to continue being in Marching Marching Alumni Band?</p>
Self-concept	If Marching Mizzou Alumni Band was extremely effective as an overall organization, how would you see yourself in that picture? (Describe what you see.)
Capacity	<p>What things about homecoming are just tough for you to deal with? (E.g., practice; playing the music; getting tickets)</p> <p>How about specifically in relation to the registration process for homecoming?</p>
Knowledge/skill	What specific kinds of knowledge you need to successfully register for homecoming online?

What skills do you need?

What skills are needed by the following people to help you be successful in registering for homecoming?

- M2AB board members

- Band director for Homecoming

- Homecoming Registration director