

WORK PROGRAMME REPORTING, REVIEW AND COORDINATION

Brief analysis and recommendations
arising from the CAeM Newsletter Satisfaction Survey 2018

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Summary and Purpose of Document

This information paper provides a brief analysis of the results obtained during the CAeM Newsletter Satisfaction Survey which was conducted in February-March 2018 and a number of relevant recommendations to enable improvements of future Newsletter issues in due course.

ACTION PROPOSED

The Management Group (MG) is invited to note the information contained in this paper.

1. 2018 CAeM NEWSLETTER SATISFACTION SURVEY

Brief analysis of the Survey results

1.1 The survey was conducted in February-March 2018 with the results processed by 1 April 2018. The findings, having far-reaching consequences, are used to determine the current satisfaction level and identify areas for improvement.

1.2 The survey questionnaire contained 10 short questions and a final comments box:

Q1 How closely do you read the CAeM Newsletter articles?

As a whole, CAeM Newsletters are well recognized and the readers are selective with the articles they contain (40%). Moreover, 56% of the respondents read their issues rather thoroughly.

Q2 How much do you feel you have learnt on aeronautical meteorology-related activities/developments through reading the CAeM Newsletters?

The readers are keen on the information provided by the Newsletters (77%). Plans should be produced, anyway, to keep the interest high and stable.

Q3 How satisfied are you with the format/layout of the CAeM Newsletter?

The format and layout of the Newsletters have won nearly total acceptance (96%).

Q4 If your answer to the preceding question was 'somewhat satisfied' or 'not very satisfied', how do you think the format/layout of the CAeM Newsletter could be improved?

The improvement in the format/layout of the Newsletters afforded by this survey will be linked to the size (39%) and authenticity (45%) of the information (e.g. case studies). Other changes should ensure the accessibility of the Newsletters via the WMO Library, different ways of representation (e.g. pdf format), creation of hyperlink references, direct delivery at an email address, translation into other WMO languages.

Q5 How satisfied are you with the frequency of issuance of the CAeM Newsletter?

The frequency of the issuance of the Newsletters (twice a year) is acceptable for 92% of the respondents.

Q6 If your answer to the preceding question was 'somewhat satisfied' or 'not very satisfied', how could the frequency of issuance of the CAeM Newsletter be improved?

Those respondents, who do not feel fine with the frequency (8%), would like to receive the Newsletters on a quarterly basis (68%). Other suggestions were to reduce the frequency to annual or biennial issuance (15%).

Q7 How satisfied are you with the content of the CAeM Newsletter?

97% of the respondents consider the content of the Newsletters as appropriate.

Q8 If your answer to the preceding question was 'somewhat satisfied' or 'not very satisfied', how could the content of the CAeM Newsletter be improved?

Taking into account the feedback from approximately 3% of respondents who are not very satisfied with the content, the Newsletters should be continually improved via placing the focus on national and regional aspects to enable national and regional dialogue, discussion and solutions, inviting more authors for a wider range of problem-solving articles, 'hot potato' issues and summarizing comments. Newsletters could also benefit from highlighting the developments in AeM-related science and technology area and generating interest in the areas of concern, e.g. space weather issues, aviation safety, etc.

Q9 Do you forward the CAeM Newsletters to colleagues or other points of contact within and/or outside your organization who you think or know might be interested?

84% of respondents provide the subsequent communication of Newsletters to more or other target readers.

Q10 On a scale of 1-5, where 1 is poor and 5 is excellent, how would you rate the CAeM Newsletter overall?

The Newsletters achieved good ratings of 84%, i.e. between neutral to excellent scale points.

2. RECOMMENDATIONS FOR RAISING THE VISIBILITY OF CAeM NEWSLETTERS

2.1 In the light of the Newsletter Satisfaction Survey, CAeM proves to succeed well in issuing the Newsletters, showing a high satisfaction level.

2.2 To keep the Newsletters clearly fit for purpose, a number of recommendations might be useful:

In terms of the format/layout of the CAeM Newsletter

- (a) MG should think on how to enable the ease of access to the Newsletters either via the WMO Library, different ways of representation (e.g. pdf format), creation of hyperlink references, direct delivery at an email address (to assist less developed Regions/sub-regions with emphasis on LDCs), translation into other WMO languages.
- (b) Since the readers seek more authentic information, the articles could contain more graphics, illustrative material, national or regional case studies, progress on pilot/demonstration projects, twinning mechanisms, examples of successful user experience and derived benefits.
- (c) Special issue is the length of articles. More readers stand for shorter articles (21%), fewer readers prefer longer articles (17%). MG should take an optimal decision.

In terms of the frequency of issuance of the CAeM Newsletter

- (d) Since the frequency of the issuance of the Newsletters (twice a year) is acceptable for most of the respondents (92%), MG should not review the current frequency.

In terms of the content of the CAeM Newsletter

- (e) MG should focus on national and regional aspects to enable national and regional dialogue, discussion and solutions, inviting more authors for a wider range of problem-solving articles, 'hot potato' issues and summarizing comments. Newsletters could also highlight the developments in AeM-related science and technology area and generate interest in the areas of concern, e.g. space weather issues, aviation safety (including incident/accident reports), advanced operating practices, QMS, competence/qualification standards, etc. In general, the articles should provide summarizing comments, stimulate ideas or creative thinking.

In terms of a wider reading audience for the CAeM Newsletter

- (f) Although a high percentage of recipients (84%) distribute further the Newsletters, MG should think of those respondents who have missed the previous issues of Newsletters and arrange a direct delivery of a set of previous Newsletter issues. Also, MG should encourage all the AeM experts to share each Newsletter issue with more target readers.
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