

# BCCHS Class of 1965

## Website/communication survey summary

### Classmates respond favorably to BCCHS65.org website and email communications!

The second survey for the Battle Creek High School Class of 1965 is now complete. The survey was active on the website from February 1 through March 16. It included 14 questions about how classmates use the website and their interface with email communication. Forty-two classmates responded with a total of 588 replies/answers to the questions.

The BCCHS65.org website was created in August 2014. Since then 288 classmates have joined the free website. We still have 215 classmates who have not joined. We continue to make an effort to entice them to enjoy the benefits of sharing stories, pictures, and gatherings of the best class to ever attend BCCHS.

The Reunion Committee thanks you sincerely for the survey responses. These responses will be used to make adjustments and improvements so the website becomes a better experience for all. As one classmate put it, "Keep evolving!"

We'd like to share some significant information from the recent website/communication survey – and thank all of our classmates for continuing to visit and participate on the BCCHS65.org website!




To see all the detailed replies to all the questions, click here:

<https://dl.dropboxusercontent.com/u/8324990/BCCHSSurvey2.pdf>

### 1) What types of devices do you use to access the website? Check all that apply.

As you can see in the chart, a PC or Mac is the predominant device. And smartphones and tablets are used quite a bit. We will upgrade our website in coming months to vastly improve the viewing experience when using a smartphone and/or tablet with their smaller screen sizes. You'll be very happy with the results.

#### 1) What types of device do you use to access the website? Check all that apply.

PC/Mac		55.6% (35)
Smartphone		25.4% (16)
Tablet		19.0% (12)

**Total Responses: 63**

### 2) How easy or difficult is it to navigate the website and complete what you want to do?

Three quarters of you thought the website is "easy"; about 21% said it is "mostly easy, sometimes hard." One person said it is "mostly hard, sometimes easy." The suggestion he has: "Busy choices - needs cleaner, better organized categories." And he's absolutely correct. We will reorganize the choices with the website upgrade mentioned in question 1.

**2) How easy or difficult is it to navigate the website and complete what you want to do?**

Easy	76.2% (32)
Mostly easy, sometimes hard	21.4% (9)
Mostly hard, sometimes easy	2.4% (1)
Difficult	0.0%

**Total Responses: 42**

**4) Your settings on the "Notify Me" page determine the volume of email the website will send to you. It can be set to "Immediately," "Once daily," or "Never." Concerning the frequency of email we send to you, check the proper button.**

Not knowing what to expect from this answer, it was good to hear classmates are happy (see chart). If the results were different, probably some tutorial presentation would be necessary to help classmates adjust their settings.

Too often	0.0%
About right	97.6% (40)
Not often enough	2.4% (1)

**Total Responses: 41**

**5) What would you like to see more of on the website?**

There were two primary answers to this question from 25 classmates. Nine classmates would like more pictures posted and be sure that posters should add names of the people in the photo. Five classmates would like to see more classmate information posted on the website.

One interesting reply is "maybe a little icon taking me directly to BC Enquirer. Just cuz I am lazy about finding another site." We will implement a link in a future website update.

To see all the replies to this question, click on the link given on page 1.

**6) What would you like to see less of on the website? Please be specific.**

Amazingly, 18 classmates replied and there were NO classmates who said that something needed to be removed!

To see all the replies to this question, click on the link given on page 1.

**7) What would you like to see on the website that isn't there now?**

We received 21 responses. Many were something like: "Nothing," "Can't think of a thing, or " What's left?"

Some ideas we need to consider are:

"What happened to the staff from Central that was there when we had when we graduated."

"More human or special interest stories about our classmates."

"Videos of reunion events."

"The 9th grade yearbook for each junior high school."

"Really like the idea of a tutorial, personally."

**8) Would you like to see various topics and website features highlighted each month about how to do things on the website? If YES, what topics are you interested in?**

We received 18 responses with three primary themes. Ten classmates were in favor of some sort of tutorial. Four classmates want a tutorial on how to post pictures from an iPhone (iPad). Two classmates want to know how to post announcements. We will work on these tutorials in the near future. Look for them.

Here are some other ideas we'll consider. Let us know if you support any of them.

"Travel and restaurant or activity references would be more helpful."

"It may be helpful to have a grandchild or friendly geek handy to post your iPhone pictures."

To see all the replies to this question, click on the link given on page 1.

**9) Would you be interested in a monthly or bimonthly newsletter about what's happening with classmates or Battle Creek or BCCHS? It would be emailed to all registered classmates. We would expect input, articles and information from classmates.**

Of the 39 responses, 32 (or 82%) would be in favor of such a newsletter. Carole Terry (Morgan) has agreed to coordinate this task. Look in your inbox in the future. However, it won't be successful without input from many of our classmates.

**10) What is the particular thing that brings you back to the website most often?**

We had 37 responses. Of those with multiple occurrences, here's the tally:

Classmate profile updates – 17,

An email – 7,

Curiosity – 6,

To contact a classmate – 4,

Received a notice – 3 (probably from an email),

New pictures – 2.

One that stood out and sums it up, "I don't want to miss anything."

To see all the replies to this question, click on the link given on page 1.

**11) Is there any way we can improve the email messages that you receive?**

Of the 36 responses, all except one said "no." The one exception said, "If I make a comment on someone's page, I don't particularly like the 'comment after yours' email message." We'll see if this is something under our control. It might be something we have to live with. Does anyone else have a problem with this?

To see all the replies to this question, click on the link given on page 1.

**12) What features do you generally use? Check all that apply.**

Of the 194 items checked, the three top features are:

“What’s New” at 17%; “In Memory” at 16.5%; and “Classmate Profiles” at 15.5%.

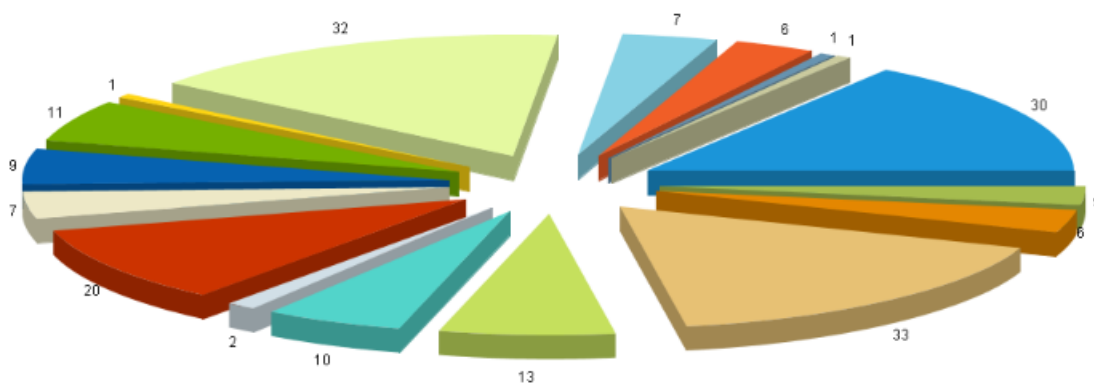
The following charts show that many of the features are getting lots of use – same data, just different formats.

**12) What features do you generally use? Check all that apply.**

What's New	17.0% (33)
Paean 1965 & 1964	3.6% (7)
First Time Visitors	3.6% (7)
Classmate Profiles	15.5% (30)
In Memory	16.5% (32)
Contact Us	0.5% (1)
Photo gallery	10.3% (20)
Message Forum	4.6% (9)
User Forums	0.0%
1965 History/Videos	3.1% (6)
Live Chat	0.5% (1)
Reunion Committee	5.2% (10)
Class Connection	2.6% (5)
Message Center	5.7% (11)
Edit Contact Info	0.5% (1)
Edit Profile	3.1% (6)
Post Announcement	1.0% (2)
Change Password	0.0%
Send "a private message" from profile page	6.7% (13)

**Total Responses: 194**

**What features do you generally use? Check all that apply.**



**13) Is there anything else you would like to add concerning any aspect of the website, communication, etc.?**

Of the 27 responses, most said “nothing else” or just “no.” Some of the interesting replies are:

“Keep evolving.”

“To update the missing classmates.”

“Details on how “class connection” works.”

“Wish more would check in, post pictures and info about what is happening in their life.”

There are 41 classmates subscribed to the “class connection” application. It is the interface that allows you to use your existing Facebook account to access the BCCHS65.org website. If you’re interested in more information, you can view a video here: <https://apps.facebook.com/classconnection/> (The website coordinator has NO experience with this interface, but is willing to help if you need it.)

To see all the replies to this question, click on the link given on page 1.

**14) As mentioned in the intro, the next survey will deal with future reunions or meetings. What topic(s) do you think we need to poll classmates about?**

We had 25 responses to this question. There were seven categories of answers:

Date(s) – 13 responses: some expressed wanting choices, and not a holiday weekend,

Events or activities – 5 responses,

Where – 3 responses,

Mini reunions – 2 responses,

And with 1 response each was – Accommodations, an event calendar, a photo book.

To see all the replies to this question, click on the link given on page 1.

Website Statistics – Here are counts of classmates who have been on BCCHS65.org during the periods shown. For example, on 03/19/2016, 47 classmates had logged on the website during the previous 24 hours; 110, during the previous 7 days; and 150, during the previous 30 days.

Date	7/11/15	8/8/15	8/22/15	9/2/15	9/27/15	10/1/15	11/13/15	01/12/16	2/27/16	3/19/16
24 hours	42	73	76	90	82	22	43	31	54	47
7 days	137	143	154	165	151	147	110	66	104	110
30 days	177	204	204	215	219	213	156	116	141	150

And we can’t end without a couple comments that really sums up how so many are enjoying the website and emails: “Love the set-up...would just like to see more classmate participation!” and “I don’t want to miss anything!”