TO: CEOs/Alliance for Community College Innovation

FROM: Terry O'Banion, President & CEO

RE: Survey Results: *What Do CEOs Want to Know About . . . E-mail Communications Management?"*

DATE: August 5, 1999

Enclosed are the results of our recent survey of Alliance for Community College Innovation members about e-mail communications management. This survey is a follow-up and extension of the February 1997 CEO Survey, *What Do CEOs Want to Know About . . . Presidential Computer Use?"*

Most presidents spend approximately 1-10 hours per week reading and responding to e-mail and use e-mail as the 2nd most frequent mode of business related communication. While 91% of presidents found e-mail to increase efficiency of communication at their institution, over 50% of presidents found workloads to increase as well. Furthermore, 54% of presidents do not use organizing systems for managing their e-mail.

For those presidents whose colleges follow formal e-mail guidelines, we would appreciate a written copy for research purposes. Please send via e-mail, fax, or mail to the League for Innovation at the address provided in the letterhead below.

Thank you for your responses and continuing interest in these brief surveys.

What Do CEOs Want to Know About . . .

E-mail Communications Management?

A quarterly survey of the League for Innovation's Alliance for Community College Innovation institutions

ALLIANCE FOR
COMMUNITY
COLLEGE
INNOVATION

> *These survey results are composed of the responses submitted by your fellow CEOs as part of the Alliance for Community College Innovation's quarterly CEO survey service. The response rate for this survey was 48% (n=332).*

1. Please indicate how frequently you use the following modes of business-related communication by ranking them from 1- 5. (1=most used   5=least used)

___ 1	Face-to-Face	___ 4	Print
___ 2	E-mail	___ 5	Fax
___ 3	Phone		

2. How many hours per week do you spend reading and responding to e-mail?

0	1-5	6-10	11-15	16-20	21 or more
1%	41%	41%	12%	4%	1%

3. Which of the following organizing systems for managing your e-mail do you use?

None	E-mail Filters	Screening by Secretary	E-mail Folders
54%	9%	20%	24%

Other a) Lotus Notes _____
2%   b)_____

4. What percentage of the e-mail that you receive is not essential?

0-15%	16-30%	31-45%	46-60%	Over 60%
31%	32%	21%	11%	5%

5. What effect has e-mail had on the efficiency of communication at your institution?

Decreased		No Effect		Increased
1	2	3	4	5
0%	3%	6%	57%	34%

6. What effect has e-mail had on workloads at your institution?

Decreased		No Effect		Increased
1	2	3	4	5
1%	16%	30%	45%	8%

7. Do your college employees follow e-mail user guidelines, which promote communication efficiency, e-mail etiquette, and appropriate usage?

No Guidelines	Informal Guidelines	Formal Guidelines
18%	57%	23%