

Communication Across Chapters and Potential New Chapters

NA-YGN's Focus Group
2006 North American Young Generation in
Nuclear Annual Workshop
May 2006, San Francisco, California

Session Objectives

To understand the communication needs of the NA-YGN members and determine the level of communication between NA-YGN members with a focus group of ~50 people.

- 1) Honest feedback is critical.
- 2) All answers will not be held to an individual. It's anonymous.

Background:

A survey was conducted with the individuals participating in the Communications breakout session. Individuals were asked six questions and the answers were compiled below. This survey was to determine what the participating members already knew about NA-YGN communications and what they perceived to be useful to them.

The second portion of the breakout session was used to brainstorm different ways to improve communications within the organization. A compilation is provided for the seven different areas of focus.

This information will be utilized to improve communication tools and develop new tools for NA-YGN.

Questions

Survey:

- 1. How do you normally receive information about nuclear science and technology events in North America?**
 - a. NA-YGN Email – 23
 - b. Company Communications – 6
 - c. Newsletters (NA-YGN, NEI, INPO, NRC) – 9
 - d. Individual Person – 5
 - e. Websites (NA-YGN, NEI, NRC) – 8
 - f. NA-YGN Local Chapter – 1

- 2. How do you learn about NA-YGN events and activities?**
 - a. NA-YGN Website – 13
 - b. NA-YGN Email - 26
 - c. Company Communications – 1
 - d. Newsletters (NA-YGN) – 6
 - e. NA-YGN Local Chapter – 13

- 3. What do you think about the GoNuke!**
 - a. Good - 20
 - b. Not Interesting - 7
 - c. I don't know what GoNuke! Is? - 14

- 4. What do you think about the NA-YGN Announcement Emails?**
 - a. Good - 23
 - b. Okay - 2
 - c. Bad - 2
 - d. I do not receive or know about the Announcement Emails? - 9
 - e. Emailed information is repeated to much – 4

- 5. What do you think about the NA-YGN Local Chapter Leader Briefing Sheets?**
 - a. Good – 7
 - b. I do not know what the Local Chapter Briefing Sheets are? - 22
 - c. Okay - 2

- 6. Do you wish there were some other type of communication devices available for NA-YGN members? If so, for what purpose?**
 - a. Local Chapter Communication devise – 4
 - b. Regional Meetings – 2
 - c. Searchable membership database – 3
 - d. Local Chapter Blog/Message Board – 3
 - e. Local Chapter websites linked to national website – 1
 - f. List Servers for committees – 1

Brain Storm Suggestions:

- 1. How can the Local Chapters communicate more effectively with each other?**
 - Local Chapters should maintain an updated contact directory.
 - Local Chapter leaders should discuss their successes on a teleconference.
 - Have regional committees to help organize local chapter to local chapter activities.
 - Have a local chapter blog.
 - NA-YGN to provide an updated Local Chapter leader contact list.
 - NA-YGN to provide a protected membership database to facilitate networking.
 - Have local chapters in the same area meet with each other.
 - Develop a local chapter bulletin board / blog.
 - Organize team building events between local chapters.
 - Have one local chapter lead contact.
 - Have a yearly regional meeting / phone call.

- 2. How can the NA-YGN members communicate more effectively with the Core?**
 - Host a feedback teleconference where members could communicate with the Core.
 - Initiate/Expand the use of message boards/blogs.
 - Remind members that they can email the core with questions/concerns.
 - Completion of Local Chapter activity sheets will help with communications.
 - Have the website explain which core members is the correct member to contact with specific questions.
 - Host a monthly conference call with chapter leads and core members.
 - Host conference calls to discuss current events.
 - Create an ambassador program where there is one point of contact at the other sites.
 - Explain how to submit articles for the GoNuke!
 - Have a calendar of events that the local chapters leaders could update so all members can be aware of events.

- 3. How can the Core communicate more effectively with the members?**
 - Have Core members write update articles about what their committees are accomplishing.
 - Send hard copies of the GoNuke! To the local chapters.
 - Create more survey's pertaining to NA-YGN interest.
 - Have a regularly scheduled conference calls to discuss upcoming/key events.
 - Update website frequently with new information.
 - Change website to a RSS feed so people can get updates without receiving emails.
 - Hold more local events where the core members attend.
 - Have the core suggest more events that the local chapters can do on their own.
 - Increase GoNuke! Frequency.
 - Import articles from other sources into the GoNuke!
 - Quality of writing needs to be refined.
 - In email subject line, write the NA-YGN goals, motto, whatever to remind members of the purpose/importance of the organization.
 - Develop a strategic plan where members can determine what the organization is trying to accomplish.
 - Distribute the emails and phone numbers of the core members.

- 4. How can the Core communicate more effectively with the Local Chapters?**
 - Host quarterly conference calls between core members and the Local Chapter Leaders.
 - Email the Local Chapter Leaders organizational information to allow local chapters to participate in upcoming national activities.
 - Have an updated calendar of events.
 - Make sure all current local chapter leaders are on the local chapter distribution list.

- Double up on communication, have a phone call and email information to make sure all local chapter leaders are aware of information.
- Have a primavera scheduled on website with dates/deadlines/ and responsibilities listed.
- Start a local chapter leader email with core members included.
- Email what's new on the NA-YGN website on a weekly basis.
- Add specific action items instead of information only emails.

5. What would be helpful for newly forming NA-YGN chapters?

- New Chapters should identify a high visibility corporate leader to sponsor the group.
- NA-YGN should provide a new chapter packet that includes all the website information about starting a new chapter in it.
- A way to learn about upcoming regional events.
- Facilitate a way where local chapter leaders in the area could visit newly forming chapters to help kick them off.
- Have NA-YGN outreach to areas that do not already have a NA-YGN chapter.
- Have a list of suggested meeting topics so that new chapter leaders can have a place to start from when organizing new activities.
- Have a core member involved in the local chapter start-up.
- Develop a presentation that expresses the benefits of NA-YGN and the associated cost so that local chapters could use it to convince their management of sponsoring a local chapter.
- Have a core members attend the kick-off meetings.
- Provide sample organizational structures for both single sites and organizations with multiple local chapter potential.
- Develop a checklist of all necessary actions to kick-off a local chapter.
- Develop a turn-key set of start-up instructions. Templates for bi-laws, budgets, election criteria.
- Suggest fundraising ideas.
- Develop a list of initial local chapter leaders who kicked off their local chapter who were a success and would be willing to coach other new local chapter leaders on how to kick-off a group.

6. What do you like/dislike about NA-YGN Communications?

- Need a larger selection of GoNuke! T-shirt color choices.
- Keep the emails coming on a standard frequency where we don't receive to many to clog up our email inboxes.
- Decrease frequency to of emails to monthly updates.
- We need to have an interactive calendar tool.
- Local chapters aren't updating each other frequently enough about their activities.
- Make the subject lines for NA-YGN emails short and sweet.
- The GoNuke! Is well written and has a great format.
- The Local Chapter briefing sheets are a great addition to the communication arsenal.
- The emails don't express what the local chapters or the Core is doing specifically.
- Emails tend to repeat information a lot.
- The website should be updated with information on successful activities.
- Provide information on where message boards etc are? The website can be confusing.
- Loose the introduction on the website. It takes to long to watch and keeps me from using the website frequently.

Summary/Conclusions

This breakout session has provided crucial information to the future development of the North American – Young Generation in Nuclear. The Core is very thankful for the honest feedback that will help guide NA-YGN towards bettering itself. All of the suggestions have been evaluated and many will be incorporated into changes of NA-YGN communication devices. Here are the top seven concepts we've learned and are going to incorporate into this year's communication development.

1. Many NA-YGN members are not aware of the GoNuke! Quarterly newsletter or bi-weekly announcement emails. Here is where you find this information on the website. This information will be emailed to you if your NA-YGN membership has your current email listed.

GoNuke! Quarterly Newsletter: <http://www.na-ygn.org/gonuke/>

Announcement Email Archives: <http://www.na-ygn.org/news/announcements/VolumeThree/>

2. Many local chapters don't realize the tools that are already available to them on the website. Local Chapter Briefing Sheets are archived and there is an updated list of Local Chapter Leader contacts for all NA-YGN local chapters.

Local Chapter Briefing Sheet Archives: <http://www.na-ygn.org/localchapter/>

Local Chapter Contact Info: <http://www.na-ygn.org/localchapter/activechapters.shtml>

3. Many members do not know how to contact the Core members. Our email addresses are available on the NA-YGN website. <http://www.na-ygn.org/aboutus/thecore/>
4. The Announcement Emails and the Website are the two most common sources of information about NA-YGN activities and events, but improvements could be made. NA-YGN will continue to utilize and improve these tools.
 - a. NA-YGN Announcements will be redesigned to consolidate information and cut down on repetitive announcements. For the activities listed in the emails, an explanation of what goal they are trying to accomplish will be included to inform the membership.
 - b. A redesign of the website will be done in 2006-2007 to make the website more interactive and easier to update. Local Chapters will be given a small amount of space for text-only information and a more interactive calendar will be included. A message board idea will be evaluated to determine if the NA-YGN website can support this function as part of the update. This was incorporated into the 2006-2007 Strategic Plan.
5. A New Local Chapter Get Started Kit will be developed to update and consolidate all of the useful information into one location. This will incorporate suggested charters, bi-laws, organizational structure, local chapter meeting topics, financial information and talking to management bullet points. This was incorporated into the 2006-2007 Strategic Plan.
6. An NA-YGN announcement will explain how a member can be included on the already existing NA-YGN Committee list servers. A 2006-2007 Strategic Plan action was already developed to consolidate and communicate the existing list servers to the NA-YGN population.
7. The National Affairs Chairs are arranging for standard teleconferences between Local Chapter Leaders to further Core to LCL, LCL to Core, and LC to LC communications.