

## Smart Mail Survey Results, November 15, 2015

| <b>Faculty Survey</b> | <b>Staff Survey</b>  |
|-----------------------|----------------------|
| <b>355 responses</b>  | <b>537 responses</b> |
| 41% senior            | 22% senior staff     |
| 26% mid-career        | 50% mid-career       |
| 34% junior            | 28% junior           |
| 11% Dentistry         | 7% Dentistry         |
| 84% Medicine          | 75% Medicine         |
| 1% Nursing            | 8% Pharmacy          |
| 7% Pharmacy           | 1% Nursing           |
| 2% Other              | 11% Other            |

**My biggest problem with broadcast email generated from within UCSF is that:**

1: Disagree / 5: Agree

*Faculty are more inclined to agree that these are problems.*

3.2 vs. 2.9: UCSF communicators and event planners rely too heavily on email vs. other channels (web and social media)

3.9 vs. 3.5: UCSF broadcast messages are not directly relevant to my work

3.2 vs. 2.9: UCSF broadcast messages do not contain basic information nor demonstrate best practices

**How many hours per week do you estimate you spend sorting through and processing non-essential UCSF email?***Faculty spend more time processing non-essential UCSF email than staff.*

Faculty vs. staff

33% vs. 44% less than an hour

41% vs. 45% 1-2 hours

*24% of faculty spend more than 2 hrs on email vs. 11% of staff.***Is the volume of non-essential email a problem at UCSF? 0 = not a problem / 10= major problem***Faculty see non-essential email as a problem, unlike staff.*

Faculty - Above 5: 67% vs. Staff - Above 5: 40%

**Do you worry that important information is lost in your inbox? 1: Yes / 5: No***Over half of faculty are concerned about this issue.*

Faculty - 1 &amp; 2: 58%

Staff - 1 &amp; 2: 29%

**Alternatives**

Popular for Faculty

- UCSF profiles keywords, weekly digest by email, online training sessions, UCSF

Popular for Staff

- Calendar, weekly digest by email, internal home page, external

|  |   |
|--|---|
| internal home page<br>Not Popular for Faculty <ul style="list-style-type: none"> <li>• Twitter, Facebook, Chatter</li> </ul> | home page<br>Not Popular for Staff <ul style="list-style-type: none"> <li>• Facebook, Chatter, Twitter</li> </ul> |
|--|---|

## Suggestions

### Improve email messages

- Aesthetics; same branding; consistently formatted
- Content: not technical; simpler, better edited; bullets
- Importance: action needed, transparent, upfront
- Name audiences at top of email
- Divide into subjects; color code; tech friendly

### Improve delivery strategy

- Fewer emails; no reminders; same time/day of week
- Consolidate messages; bundle staff/retirements/promotions
- Adding people to listservs

### Specific problems

- Not sending announcements that aren't relevant to all on individual events (grants, conferences, CME, grand rounds) – fewer ALLAcad emails
- IT; Med center vs. campus; UCSF Fresno, etc.

### Improve etiquette

- Encourage people to use the phone; meet with colleagues
- Train on no reply all
- Educate on making inbox rules

### Improve email tech

- Better spam filtering; better webmail; make emails opt in/out; increase mail inbox limit

### Provide many channels

- Not all do social media; people like email
- People like being informed; create community
- One updated website front page

### Improve awareness of communications channels and contacts

- Who to contact for event promotion
- More use of UCSF calendar; more advance notice of events
- Newsletter contacts: knowledge, visibility, purposes, audiences – a-z listing
- Help new employees; promote important email addresses