



## National Office Update

# Survey Results: RID Publications Needs Assessment

Tina Schultz, Director of Communications

*Thank you to everyone who took the time to respond to the recent publications needs assessment. The responses will help the national office shape future communications efforts to more accurately reflect the needs of our membership.*

### The Numbers

The recent publications needs assessment drew responses from almost 800 members, with 40 percent of those responses coming from individuals who have been members between five and 15 years. Certified members provided the majority of responses with 67 percent; while 42 percent of respondents reported having more than 15 years of experience in the interpreting profession.

More than 70 percent found the information provided in *VIEWS* either useful or extremely useful. However, the membership was more torn when asked if the information in *VIEWS* is outdated with 43 percent responding 'yes' and 57 percent responding 'no.'

Approximately 83 percent read the hard copy issue of *VIEWS* as opposed to the online version with 69 percent responding that it is read on a regular basis, every month; whereas only five percent read the online version every month.

Regarding the RID e-News, 57 percent read them regularly and 21 percent read them somewhat regularly. However, it was noted in the comments section that many people are not receiving them, so the national office needs to work to ensure a higher level of accuracy when pulling e-mail addresses from our database for these communications.

When it comes to accessing the RID Web site for information, a majority of respondents either access it once a month or seldom (both responses were tied at 36 percent each).

As far as frequency of communication from RID, 60 percent of respondents indicated that once a month would be sufficient; although 68 percent agreed that they would like to receive more information through e-mail as well as still receiving a hard copy newsletter.

### The two most important items to members when receiving communications from RID are:

- 1) organized and consistent communications, meaning that RID news is highlighted so that you don't miss important announcements (29 percent) and
- 2) timely and up-to-date communications (38 percent). The least important item was "more frequent communications" at three percent.

**An overwhelming 72 percent responded that they would support a new look to the newsletter/magazine as long as the content was elevated as well.**

### When ranking the most valuable content items for the newsletter, the following is how the numbers fell:

- 1) Research based articles (17 percent)
- 2) Policy updates (16 percent)
- 3) More useful resources (16 percent)
- 4) Inter*VIEWS* (Q & A stories) (15 percent)
- 5) Shorter, peer written articles (11 percent)
- 6) International and national news and profiles (10 percent)
- 7) Lengthier feature articles (nine percent)
- 8) Tech support (six percent)

**Regarding a format change to include a quarterly magazine, monthly e-alerts and bi-weekly news e-alerts, 69 percent supported the quarterly magazine, 77 percent supported the monthly e-alerts and 68 percent supported the bi-weekly news e-alerts.**

### When asked about the best medium to receive various types of content, following are the responses:

- 1) Best way to access in-depth feature articles (76 percent hard copy newsletter)
- 2) Best way to access region reports (44 percent hard copy; 43 percent e-mail)
- 3) Best way to access columns (67 percent hard copy)
- 4) Best way to access newly certified listing (45 percent hard copy; 28 percent e-mail; 26 percent Web site)
- 5) Best way to access the new members list (40 percent hard copy; 23 percent e-mail; 36 percent Web site)
- 6) Best way to access RID related announcements (35 percent hard copy; 60 percent e-mail)

### The Analysis

The results of this survey indicate that there is a willingness and need of the membership for an enhanced communications effort from the national office. *VIEWS* has been in production since 1965. The responses from the membership support a growth of the communications of *VIEWS* and other sources to more accurately reflect this growing profession as well as the varied needs of the membership.

Therefore, as a result of the support of the membership toward a growing, more enhanced effort, the following publications strategy will be implemented beginning July 1, 2008:

- Quarterly four-color magazine (mailed out July, October, January and April) with content that will address the need for both more research based articles as well as peer written articles; include columns and more information relevant to the daily lives of interpreters.

- Monthly e-News with focused RID announcements, news and updates. For those without e-mail addresses on file with RID, we will be sending a hard copy of this announcement.

- Bi-weekly e-News Update with news stories from around the world related to the interpreting profession and the Deaf community.

It was very insightful to gauge the opinions of the membership and read the comments related to the topics of this survey. The membership is varied in its opinions regarding content which can only be expected due to the vast array of professional experience our membership includes. We have newly certified members, we have students just preparing their adventure into the profession and we have members who have years of experience and expertise. As such, it is the challenge of the national office to find a medium to encapsulate the needs of every group and provide a communications strategy that will provide “something for everyone.”

The time and thought that was taken to complete the assessment by the 800 members is extremely appreciated, especially in the comments section. There are so many great suggestions that we will work to incorporate into all aspects of communications. These ideas will not only make the information more useful and relevant to you as the reader, but it will be done in a more professional and timely manner, elevating

our communications as the profession itself is becoming more elevated.

The comments received focused more on content rather than medium. Most individuals that did provide commentary supported going “green” to reduce paper waste and cost but also wanted to ensure content becomes more elevated. Even those who commented they like to have the hard copy to read on-the-go seemed willing to sacrifice a hard copy for enhanced content relevant to their daily lives.

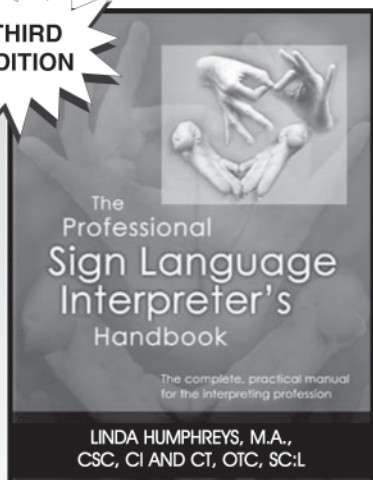
Additionally, for those who commented that they wish they had the courage to submit an article for consideration, I urge you to overcome those fears and share your perspective with your peers. The newly formatted magazine is the magazine of the membership. We want it to not only reflect the membership, but we also want it to provide a wealth of knowledge and information that is thought provoking, current, educational and enlightening.

Again, thank you for your participation. We look forward to growing the communications to meet the growing needs of the membership and the profession. If there are any questions about this report, please do not hesitate to contact me at [publications@rid.org](mailto:publications@rid.org) ■

*The needs assessment was open for participation from December 7, 2007, through February 1, 2008. An e-mail notification was sent to all eligible participants in December and again in January. For those who do not have an e-mail account on record with RID, a hard copy of the survey was mailed to the address we have on file. In addition, a reminder was included in the January edition of VIEWS.*

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