

# Communications Strategy Assessment

Results from Survey Conducted at 2012 NCMVCA Annual  
Conference

## Question 1:

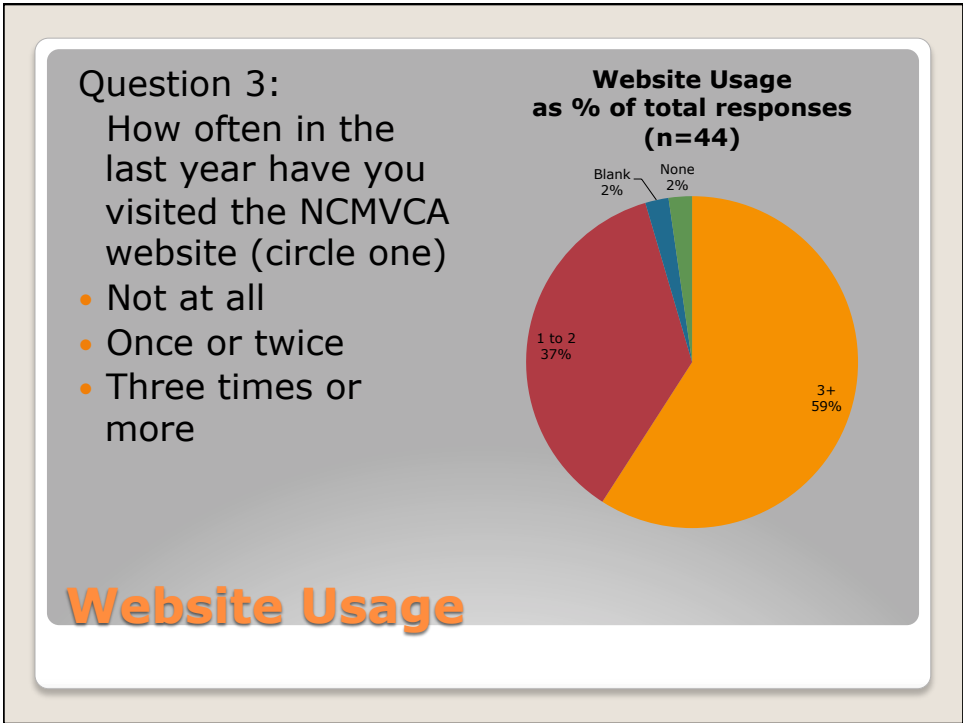
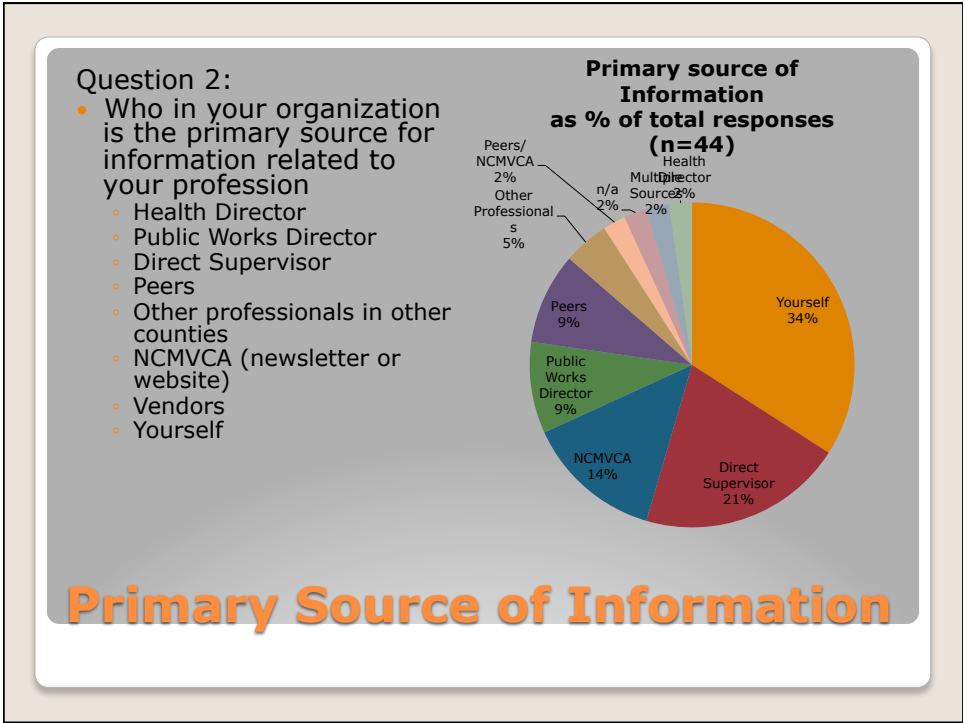
Please number the boxes below ranking your preferred method of information delivery. Rank each method by labeling them from 1 (most preferred) to 8 (least preferred)

- Phone tree
- Postal mailed flyers
- Newsletter
- Email
- List serve
- Website
- Social Media
- Text messaging

- In order of preference (based on ranking of average response)

- Email: 1.8
- Website: 3.00
- List-serve: 3.02
- Newsletter : 3.05
- Mailings: 3.75
- Social Media: 4.25
- Phone: 4.48
- Text: 4.77

## Preferred Method of Information Delivery



**Question 4**

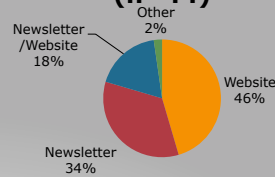
Below are several types of information related to the profession and our current delivery methods. Which resources do you use for each type – circle the type that applies in each case.

- Conference Information
- Training
- Resources on best practices or scientific advances
- Resources to enhance my program such as brochures, handouts, other literature

Possible responses:

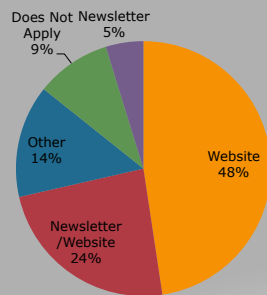
- Newsletter
- Website
- Other
- Does Not Apply

**Source of Conference Information as % of total responses (n=44)**

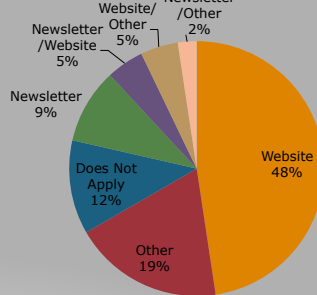


**Identify Resources Used According to Type of Information**

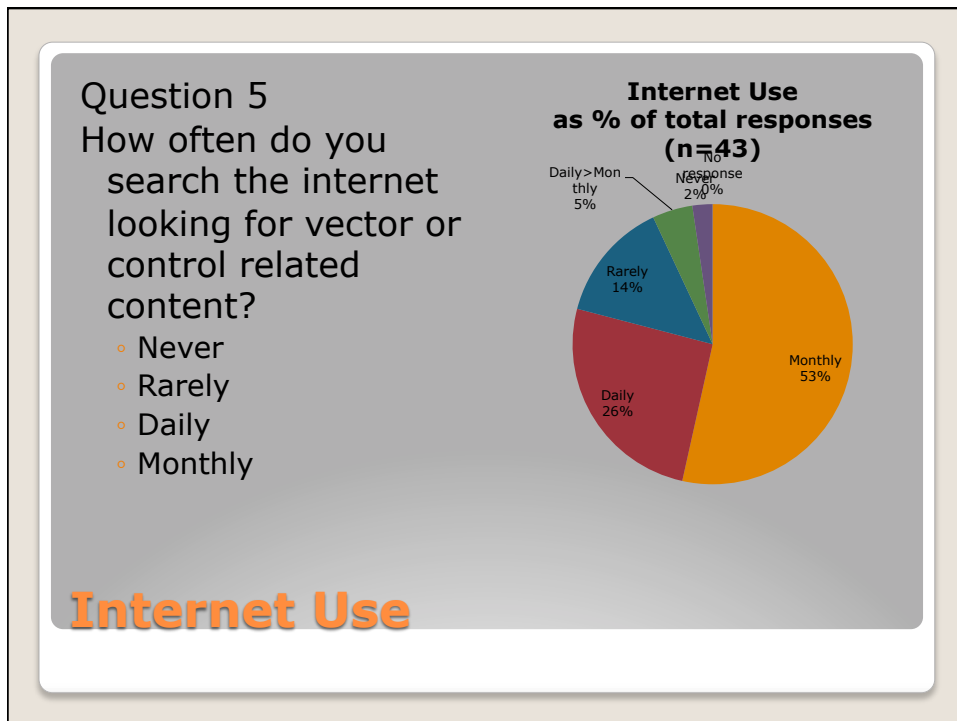
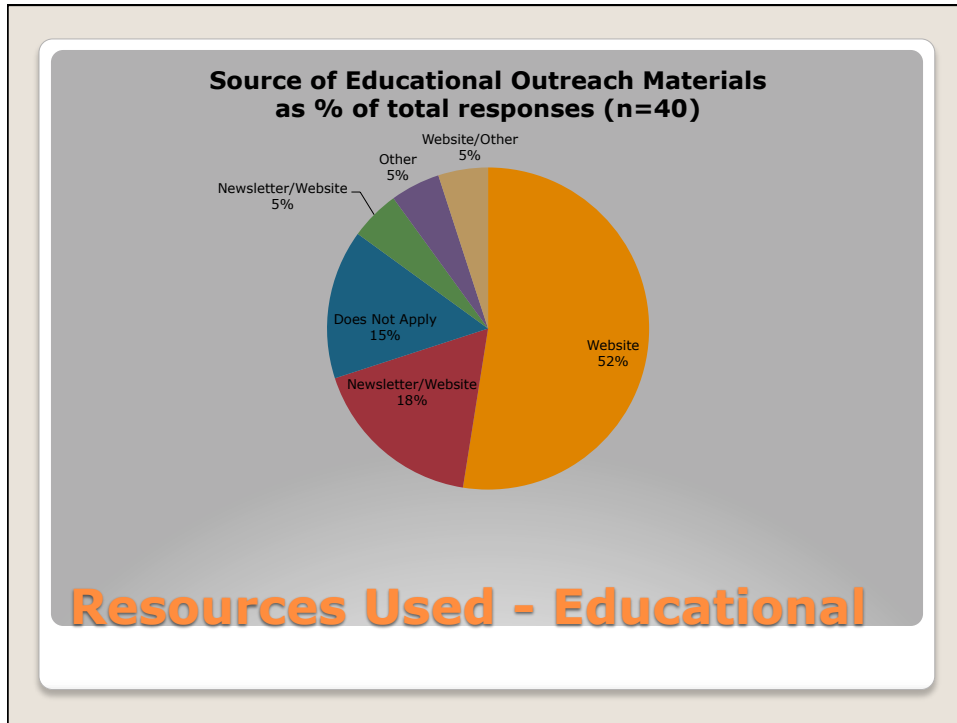
**Source of Information about Training as % of responses (n=42)**



**Source of Information about Best Practices as % of total responses (n=42)**



**Resources Used – Training and Best Practices**

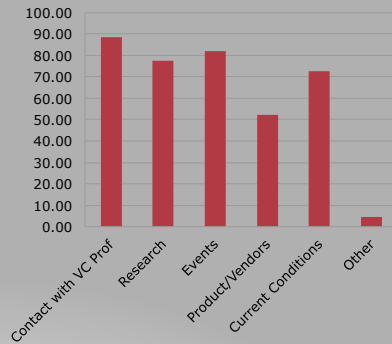


**Question 6:**

what kind of information would you find helpful to your job (check all that apply)

- Contact with other vector control professionals in your state
- Information on current research and studies about vectors
- Upcoming events such as training, calibrations
- Product information from vendors
- Current conditions in other counties

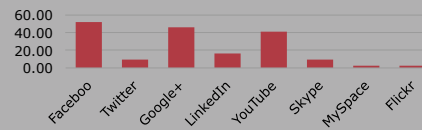
**Kind of Information Helpful to Your Job (% of Total Respondents)**



**Helpful Information**

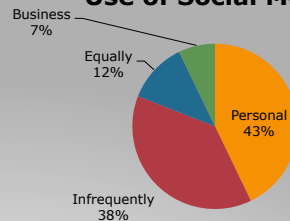
- Question 7
- Which of the following social media tools do you use?
  - Facebook
  - Twitter
  - Google+
  - LinkedIn
  - YouTube
  - Skype
  - MySpace
  - Flickr
  - Other

**Types of Social Media Used (as % of total respondents)**



- Question 8**
- Do you use social media tools for business or pleasure
  - Business
  - Personal
  - Equally
  - Infrequently or not at all

**Use of Social Media**

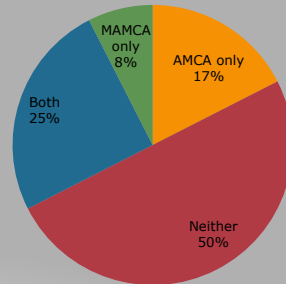


**Social Media**

Question 9  
Are you a member of the American Mosquito Control Association (AMCA)?

Question 10  
Are you a member of the Mid-Atlantic Mosquito Control Association (MAMCA)?

**Membership in Other Organizations  
n=40**

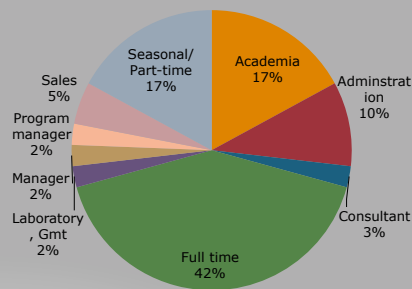


**Membership in Other Organizations  
(as % of total respondents)**

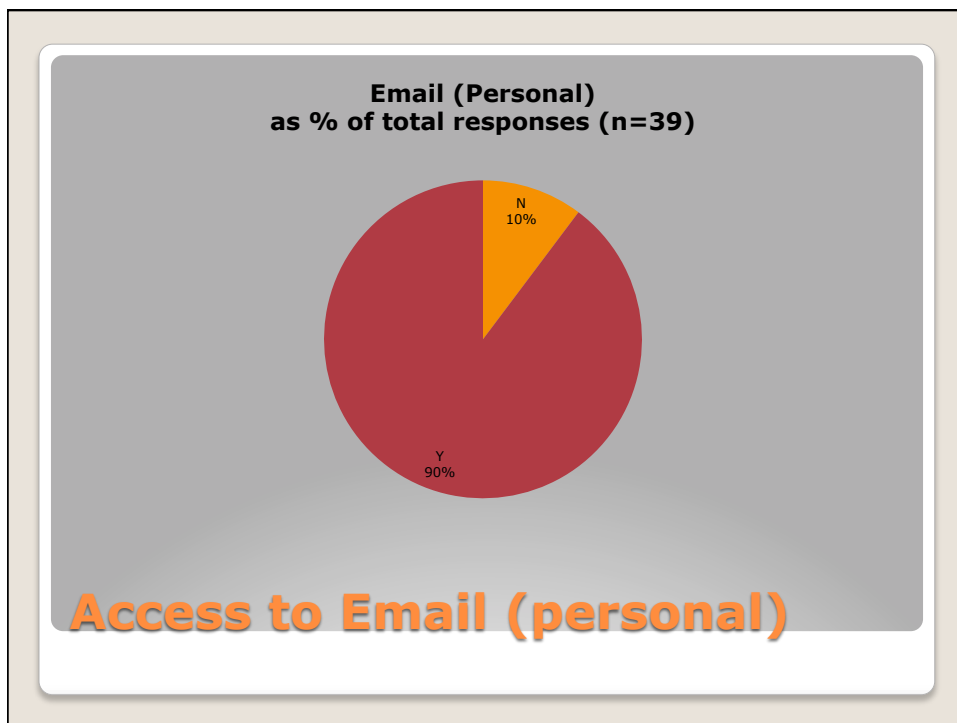
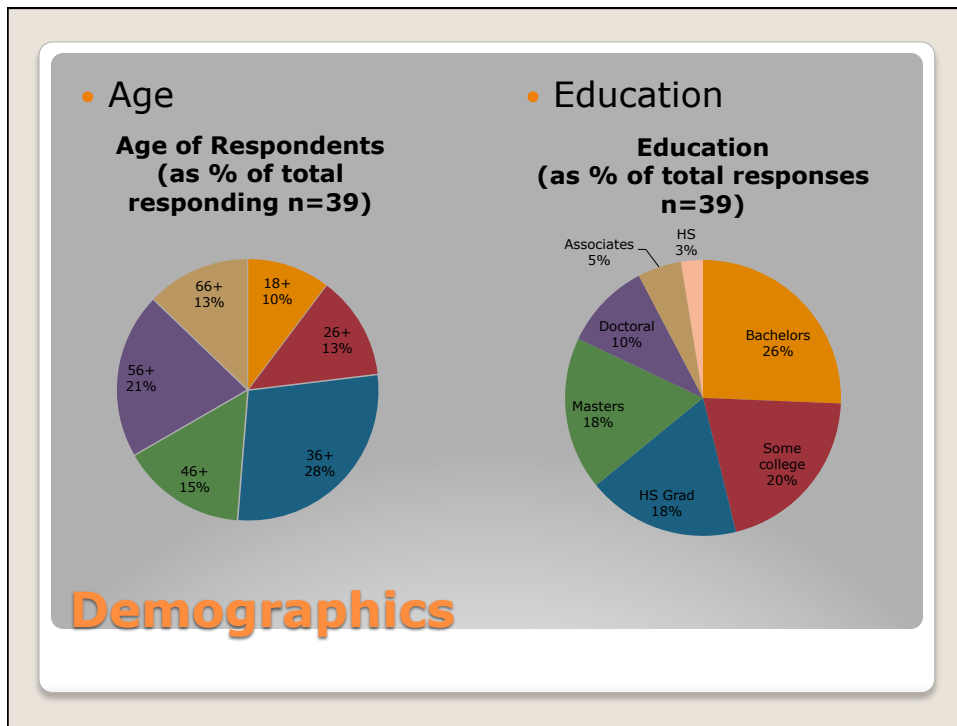
Question 11  
Please circle the category below that best describes your role in the mosquito control profession:

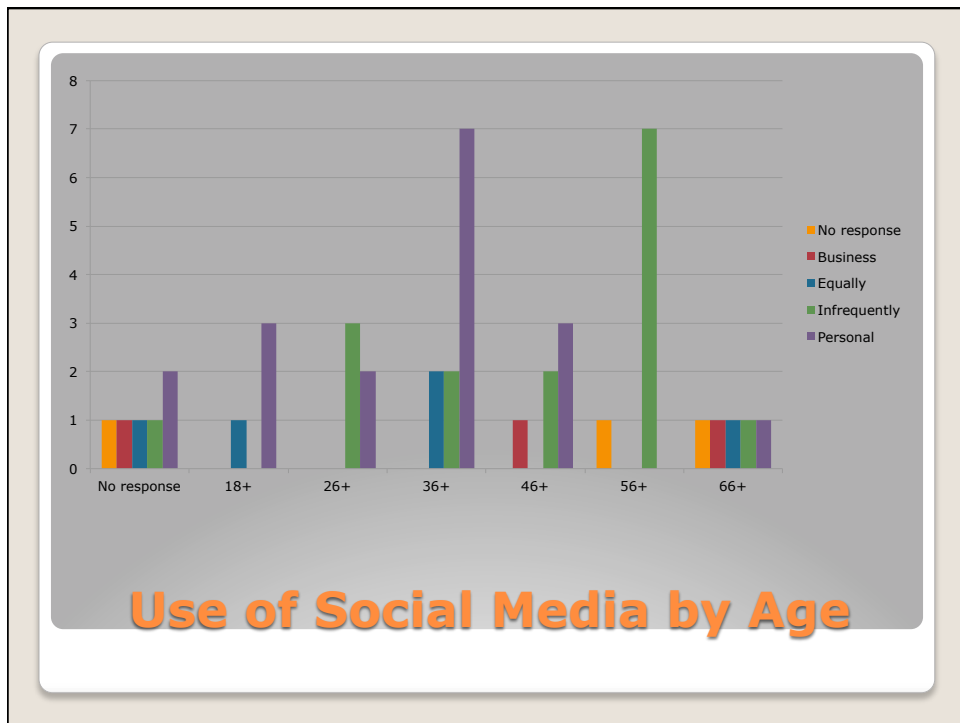
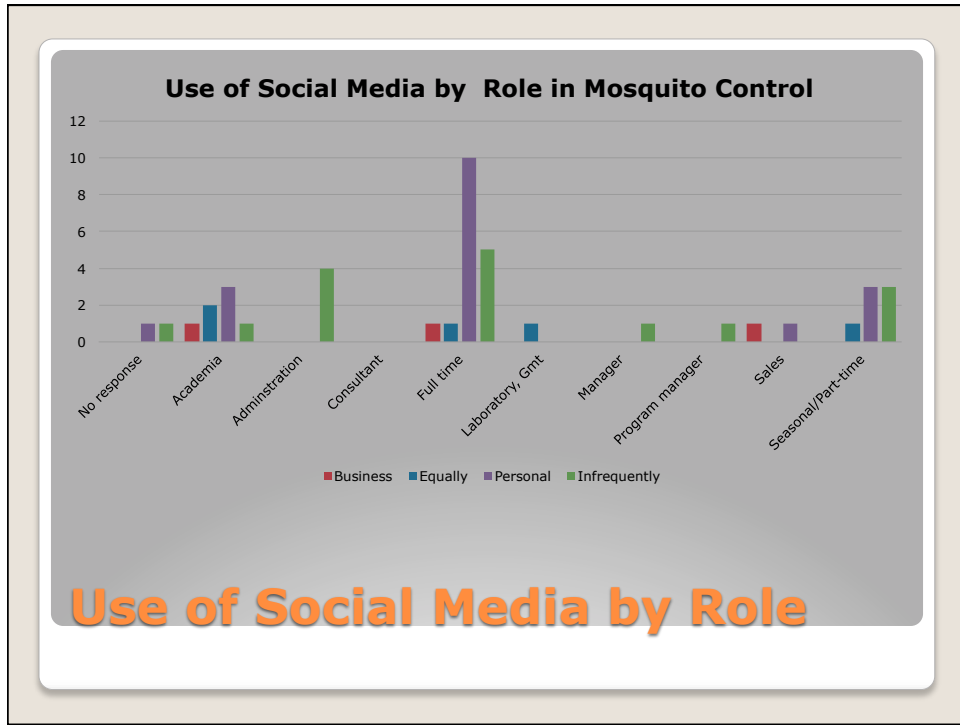
- Full time mosquito control
- Seasonal/Part-time mosquito control
- Administration
- Laboratory (Diagnostics, etc)
- Aviation
- Academia
- Sales/Industry
- Other

**Role in Mosq. Control  
(as % of total responding)**



**Role in Mosquito Control**







- Categorized:
  - Communication
  - Conference
  - Training
- My Personal Favorite
  - ***No comment, doing a great job***

## Comments

- Communication
- Create a list-serve for those that want on it.
- Post minutes of the meetings on the website or send emails of same to keep members aware of current events or actions
- Send paper copies of newsletter rather than just pdf's
- Update the website
- Gaining support through interactive communication between departmental heads and labor to field and execute new data and techniques of curbing the nuisance of vector in any given area
- I think an NCMVCA Facebook page would be an excellent idea

## Communication

- Continue bringing in student papers & not just ECU, NCU if others available. Consider a 1 hour Industry Get-together on 2nd day morning, 1st thing, in exhibit room
- Move the meeting around the state
  - Always have water, pens & paper
  - Hire possible entertainment for the banquet
  - Go back to the 3 fold brochure of the 1980's
- On the back of the meeting program provide a list of speakers contact information, especially email addresses
- Up-to-date membership directory revised annually, Bi or Tri-fold program with all past meeting locations and presidents, Ham Stevens award winners, silver dipper award winners, special award winners, Annual meeting program
- Establish annual meeting dates and locations as early as possible, coordinate with VA & SC mosquito control associations so dates do not overlap
- Come up with different teaching tools

## Conference

- Coordinated Calibrations
- List of existing programs, contact info of management
- More hands on activities
- Provide additional training hours for aquatics right of way herbicide, lawn & turf herbiciding and any other herbicide pesticide hours.

## Training