

The Website Advisory Committee launched a website satisfaction survey in May to determine what our members like, dislike and want on the RVW website. The survey was offered as a link from the RVW Website and a link from the e-newsletter. We received 420 responses from our members .

Summary

Overall, our respondents like the website and use it fairly often to check rallies and stay connected to RVing Women. They found it professional, although a bit dated in appearance, informative and relatively easy to use.

Nearly 95% of our members who responded to the questionnaire access the Internet at least weekly. A third use the RVing Women website a few times a month or more often and half of the women use the site occasionally. Our respondents like to check rallies and news most often but are disappointed by the timeliness of posting some information on the site. They like the convenience of checking for activities and the magazine online when they are traveling. When asked about the membership list online, more than half would like to see the membership list in Excel (several mentioned sortable) on the website, 12% did not have strong feelings and about 36% did not want the list online.

The chat function continues to be problematic for those attempting to use this feature. New users seem to be lost in the site, although it is not clear what their specific problems may be. Some mention the navigation, although others tell us the site is easy to use. The most common areas not found when searching are the chat room, merchandise, new(er) information and solo information. Those familiar with the site feel the content is good but would like to see RV s and classified ads for sale on the site. Several women wanted a solos chapter or more solos information on the site.

Recommendations

Overall the site is in good shape, according to our responding members. Based on their input, these are a few recommendations for the Board to consider.

1. Add a classified section (not in the forum) to the website for RVs and RV merchandise for sale by members.
2. Address the chat access problems.
3. Add a Solos section – possibly articles from past magazines or ask the solos about creating a website.
4. Some ‘timeliness’ issues are related to Board information. Evaluate how long after an activity the summary will be published and put this on the website. In addition, remove old information (coming under separate recommendations from our committee).
5. Put an excel and PDF password protected membership file (possibly use zoe) in the members only area. Do not include street addresses, just city/state/phone/email/name. Put dummy names in the file to track security.