

## NCI Digital Communications (DCU) Survey Screenshots

Note: These screenshots are of ALL the questions in the skip pattern option.

### DCU Year in Review Survey

The NCI's Digital Communications University (DCU) provides a series of training sessions and workshops designed to give NCI DOCs a foundation in general digital communications strategies.

Please take a few minutes to answer a few questions to help us better understand your digital communication training needs so we can make improvements to the DCU program. Thank you in advance for your input!

OMB No.: 0925-0642

Expiration Date: 05/31/2020

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## Digital Communications University (DCU)

\* 1. Have you attended a NCI Digital Communications University (DCU) training? 


- Yes
- No
- Not sure

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\* 2. Do you know about the NCI DCU training program? 


- Yes
- No
- Not sure

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\* 2. Which of the following DCU trainings did you participate in? Check all that apply: 

- 6/29/17: Search Engine Optimization (SEO) Training: Being Found Online
  - 7/10/17: Online Writing 1a: Keyword Research & Selection
  - 7/24/17: Online Writing 1b: Applying Keywords & Writing for Online
  - 8/9/17: Technical SEO for Building Websites
  - 10/12/17: Writing for Digital Audiences
  - 11/30/17: Digital Storytelling
  - 1/16/18: Keyword Analysis: Translating Theory into Practice
  - 1/30/18: Content Strategy Planning
  - 2/16/18: Smartphone Photography
  - 3/23/18: Smartphone Videography
  - 4/9/18: Social media at Conferences: How to Observe, Participate, and Interact
  - 5/14/18: The Role of Email in Multi-Channel Communications Strategy
  - 6/4/18: Writing for Social Media
  - 6/6/18: Social Media Account Strategy
  - Not sure
  - I have not attended any
-




Digital Communications University (DCU)

3. What topics would you like DCU trainings to cover in the future? 

\* 4. What best describes your role at NCI? 


- Communications Specialist
- Fellow
- Social Media Coordinator
- Content Specialist
- Developer
- Other (please specify)

\* 3. Which of these trainings would you like to see repeated in the future? Check all that apply: 

- Search Engine Optimization (SEO) Training: Being Found Online
- Online Writing 1a: Keyword Research & Selection
- Online Writing 1b: Applying Keywords & Writing for Online
- Technical SEO for Building Websites
- Writing for Digital Audiences
- Digital Storytelling
- Keyword Analysis: Translating Theory into Practice
- Content Strategy Planning
- Smartphone Photography
- Smartphone Videography
- Social media at Conferences: How to Observe, Participate, and Interact
- The Role of Email in Multi-Channel Communications Strategy
- Writing for Social Media
- Social media Account Strategy
- Not sure



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\* 4. Overall, how well did the content of DCU trainings meet your expectations? 


- Not at all
- A little
- Somewhat
- A lot
- Extremely


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\* 5. Generally, why didn't the training(s) meet expectations? 


\* 6. Generally, how can the training(s) be improved? 

\* 7. Overall, how applicable were the practical tips and techniques offered in DCU trainings? 

- Not at all
- A little
- Somewhat
- A lot
- Extremely



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\* 8. Generally, how can the DCU trainings be more applicable to your work? 

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\* 9. Overall, how satisfied are you with the DCU trainings? 

- Not at all
- Slightly
- Moderately
- Very
- Extremely

\* 10. How valuable is DCU to NCI? 

- Not at all
- Slightly
- Moderately
- Very
- Extremely

11. What topics would you like DCU trainings to cover in the future? 

\* 12. What best describes your role at NCI? 

- Communications Specialist
- Fellow
- Social Media Coordinator
- Content Specialist
- Developer
- Other (please specify)




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13. Anything else you would like to share about your experience or what you would like to see in future DCU trainings?



Thank you for your input! 

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