Communication Questionnaire

1. Describe your type of company (e.g., manufacturing, high tech)

2. Number of employees (Please check one.)

   ________ 0–4                ________ 26–50                ________ 101–150              ________ 301–450
   ________ 5–25              ________ 51–100              ________ 151–300              ________ 451+

3. What types of written communication occur in your company? (Label by frequency: daily, weekly, monthly, never.)

   ______ memos    ______ letters    ______ advertising
   ______ manuals    ______ reports    ______ newsletters
   ______ procedures    ______ proposals    ______ other (Specify.)
   ______ email    ______ catalogs

4. Who does most of the writing? (Pls. give titles.)

5. Please characterize your employees’ writing effectiveness.

   ______ good    ______ fair    ______ poor

6. Does your company have formal guidelines for writing?

   ______ no    ______ yes (Pls. describe briefly.)

7. Do you offer in-house communication training?

   ______ no    ______ yes (Pls. describe briefly.)

8. Please rank the usefulness of the following areas in communication training (from 1–10, 1 being most important).

   ______ organizing information    ______ summarizing information
   ______ editing for style    ______ document design
   ______ email etiquette    ______ other (Pls. specify.)
   ______ audience awareness    ______ persuasive writing
   ______ grammar    ______ researching
   ______ Web page design

9. Please rank these skills in order of importance (from 1–6, 1 being most important).

   ______ reading    ______ listening    ______ speaking to groups
   ______ writing    ______ collaborating    ______ speaking face-to-face

10. Do you provide tuition reimbursement for employees?

    ______ no    ______ yes

11. Would you consider having UMD communication interns work for you part-time?

    ______ no    ______ yes

12. Should UMD offer Saturday seminars in communication?

    ______ no    ______ yes

Additional comments/suggestions: _________________________________

Figure 7.9 A Questionnaire