



Technische  
Universität  
Braunschweig



## **Evaluation: The Week at TU Braunschweig (Newsletter)**

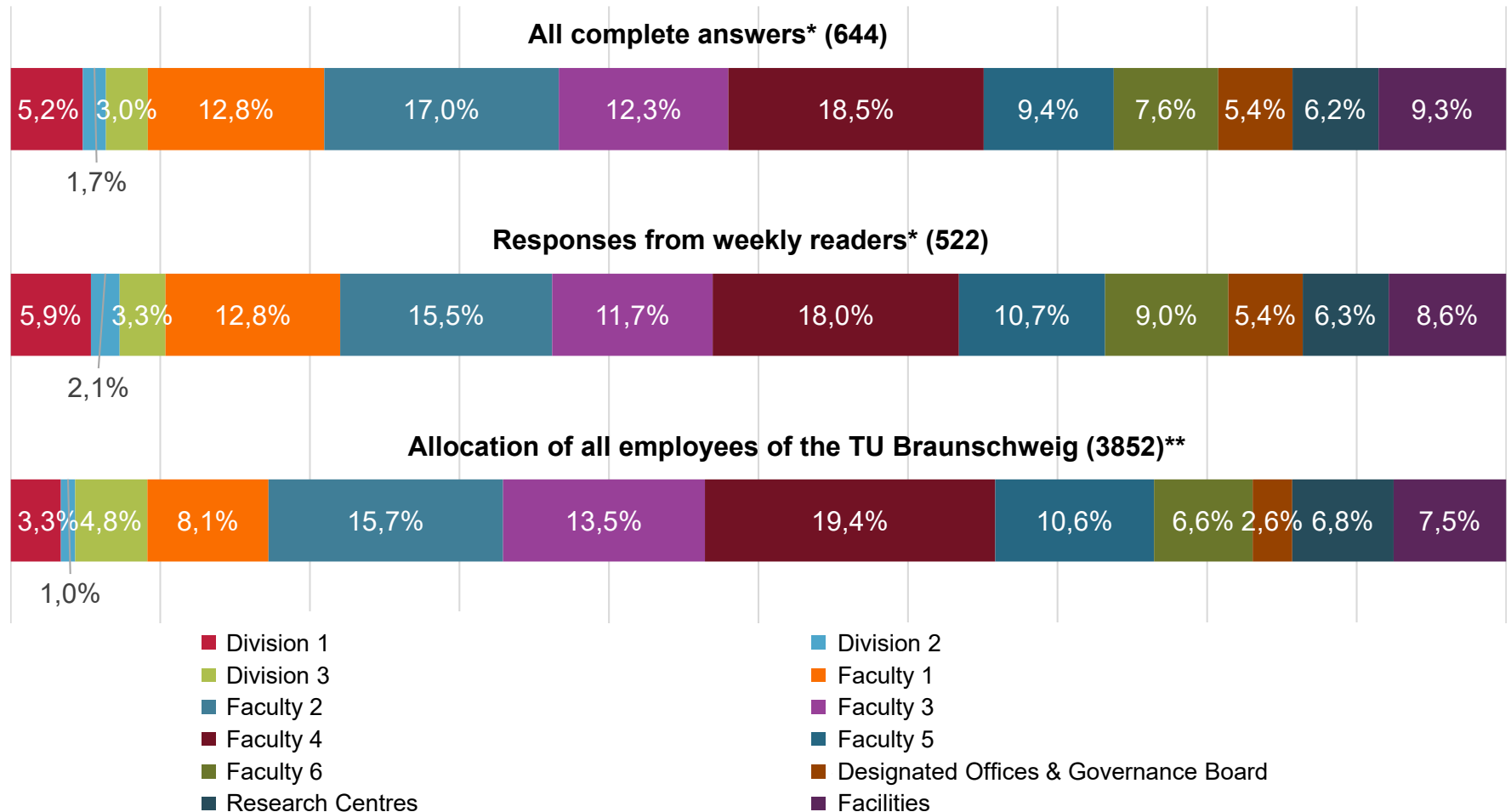
Communications and Press Service, September 2021

In February 2020, the first newsletter "The Week at TU Braunschweig" was sent to all employees of TU Braunschweig. A little more than a year after the premiere of The Week, we asked you in May 2021 for your opinion in order to draw a first, well-founded résumé. **Over 650** of you responded to our call and took the survey. This represents around 17.5 percent of all employees.

We prepared the results of the survey in graphical form and make them available to you for information and transparency purposes. A brief summary of the free-text responses (we read them all, of course) can be found following the graphs. The last page gives the most important learnings from this survey for us and conclusions on potential changes for The Week.

**Thank you to** everyone who participated in our survey for your feedback (both positive and critical) and your constructive and concrete suggestions, which give us valuable impulses and ideas for the further development of the newsletter.

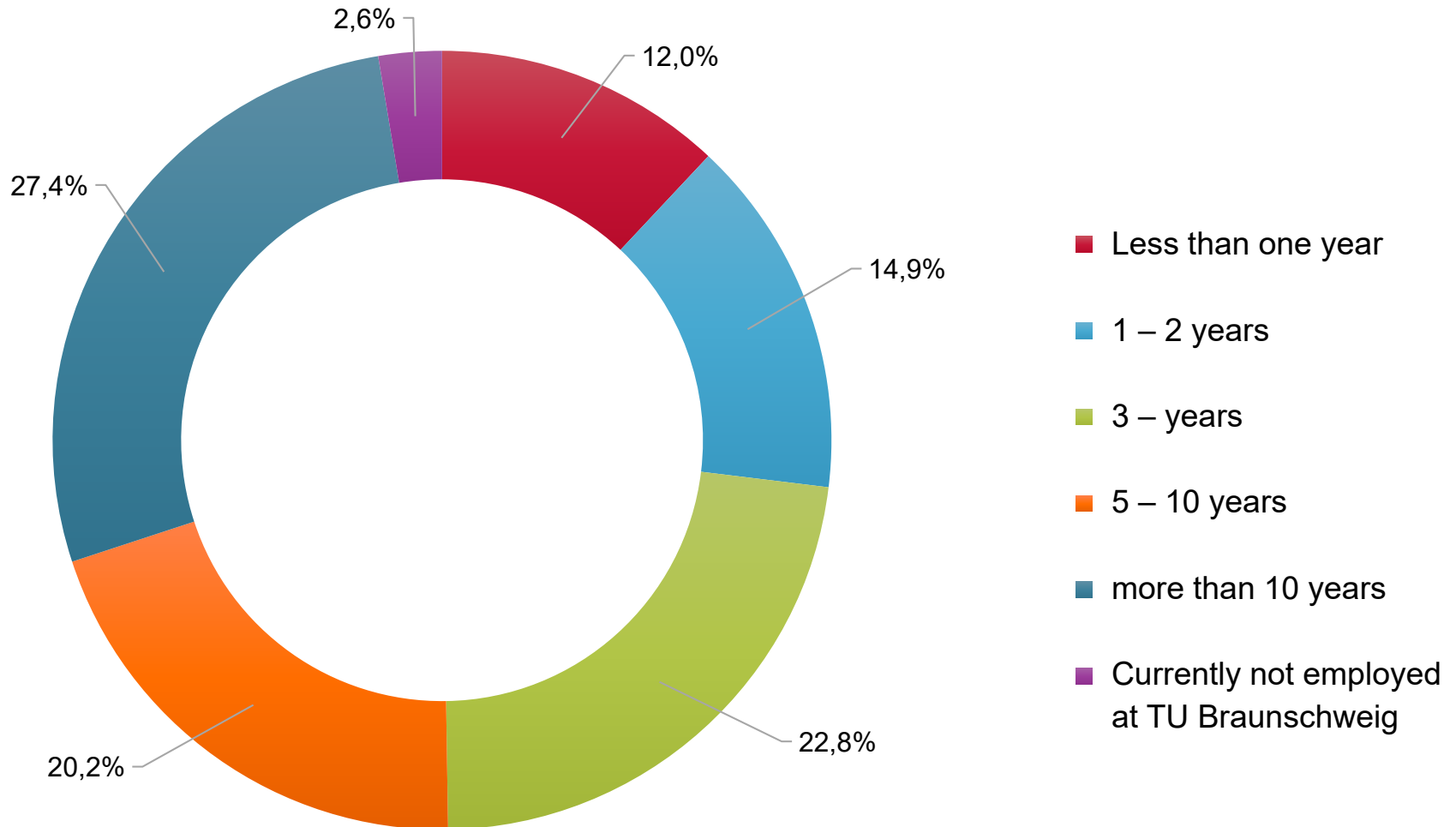
# Which department of the TU Braunschweig are you part of?



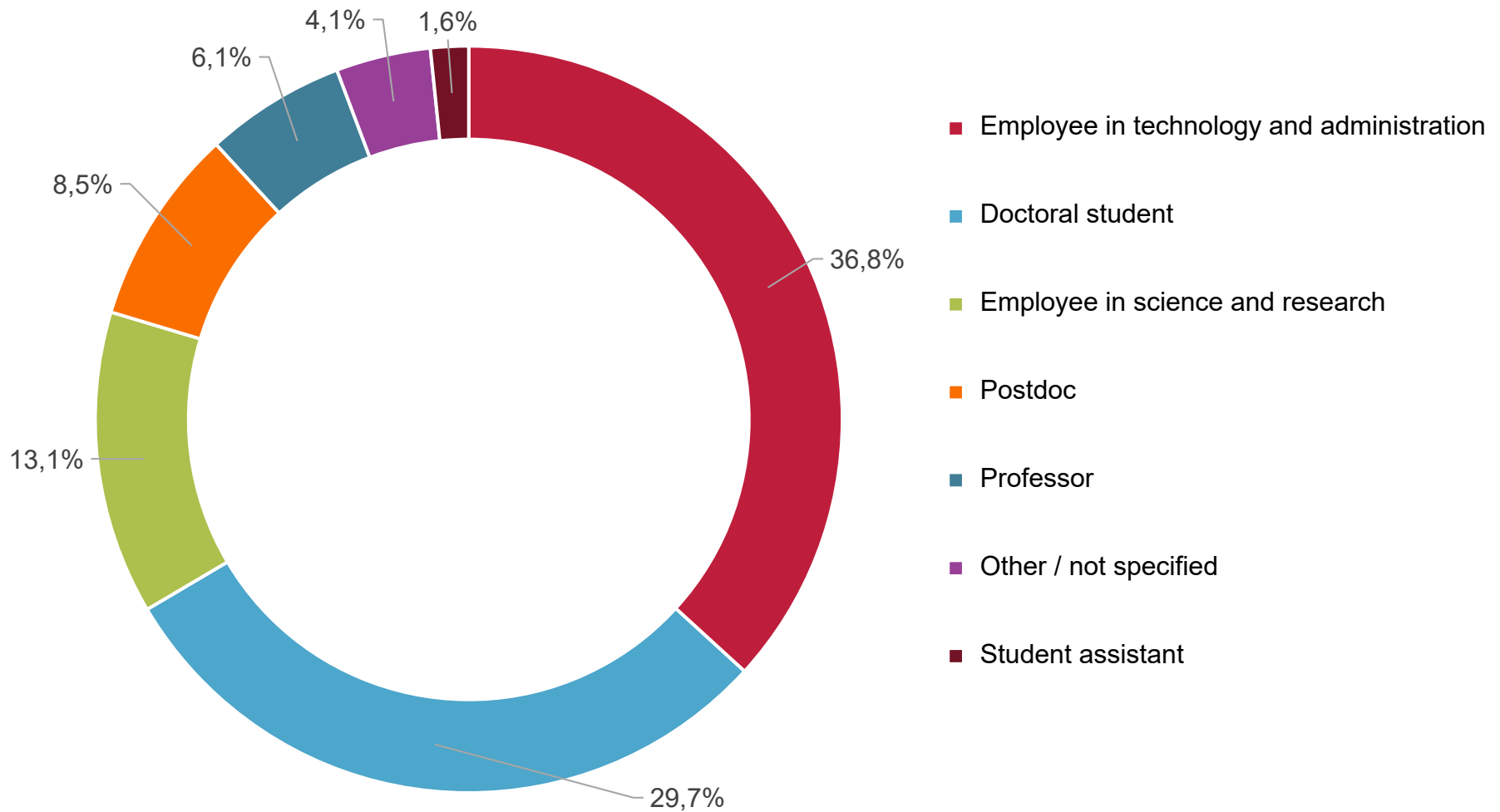
\*excluding externals and "other", which account for 3.6 % of respondents

\*\*according to cost centre allocation of the university controlling for 2021

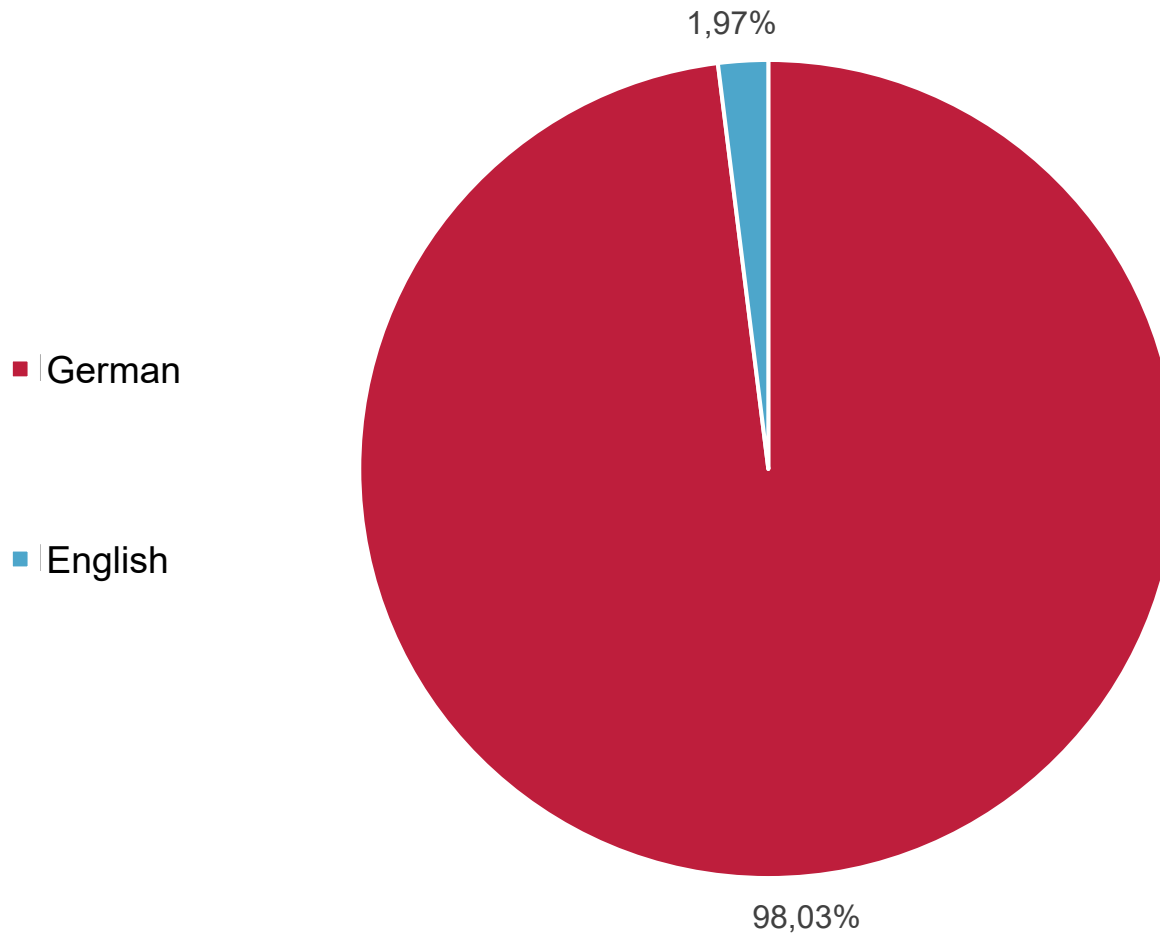
# How long have you been working at the TU Braunschweig?



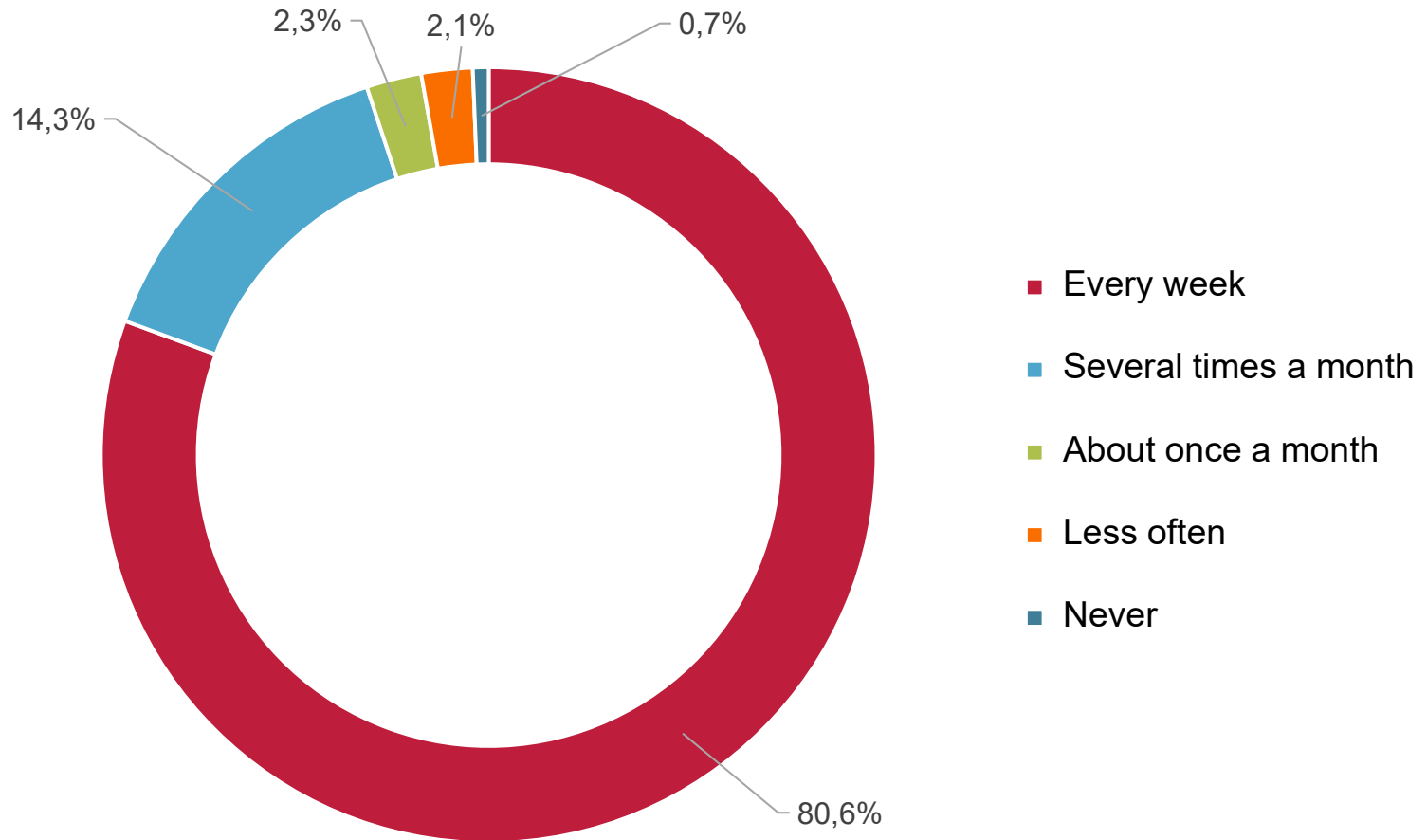
# Which group are you a member of?



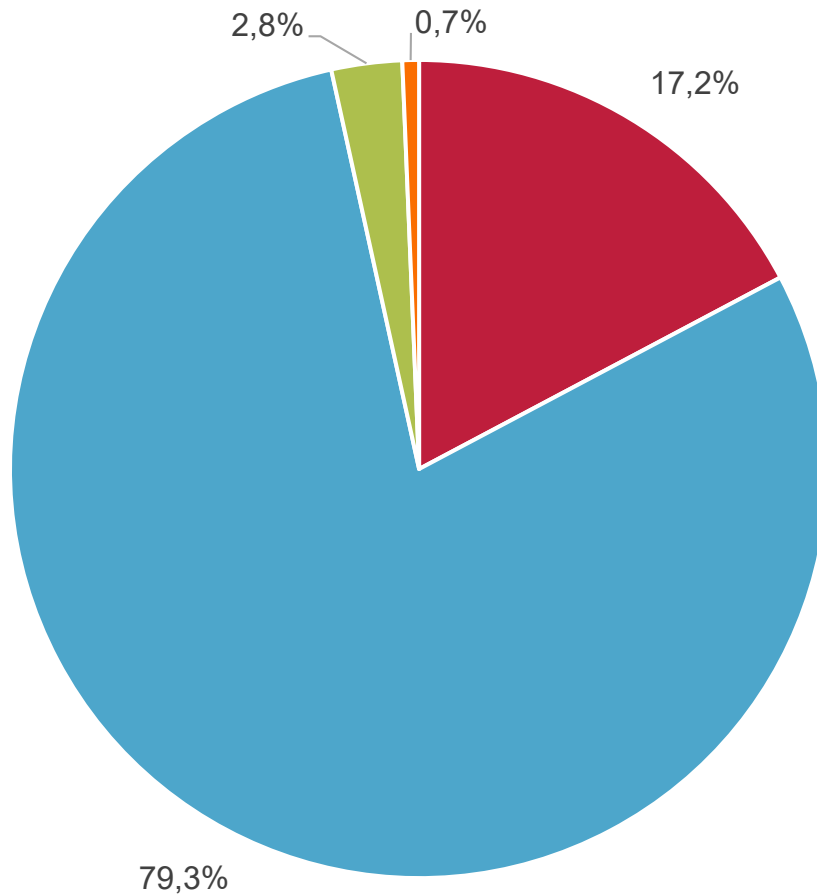
# In which language do you read The Week?



# How often do you read The Week?



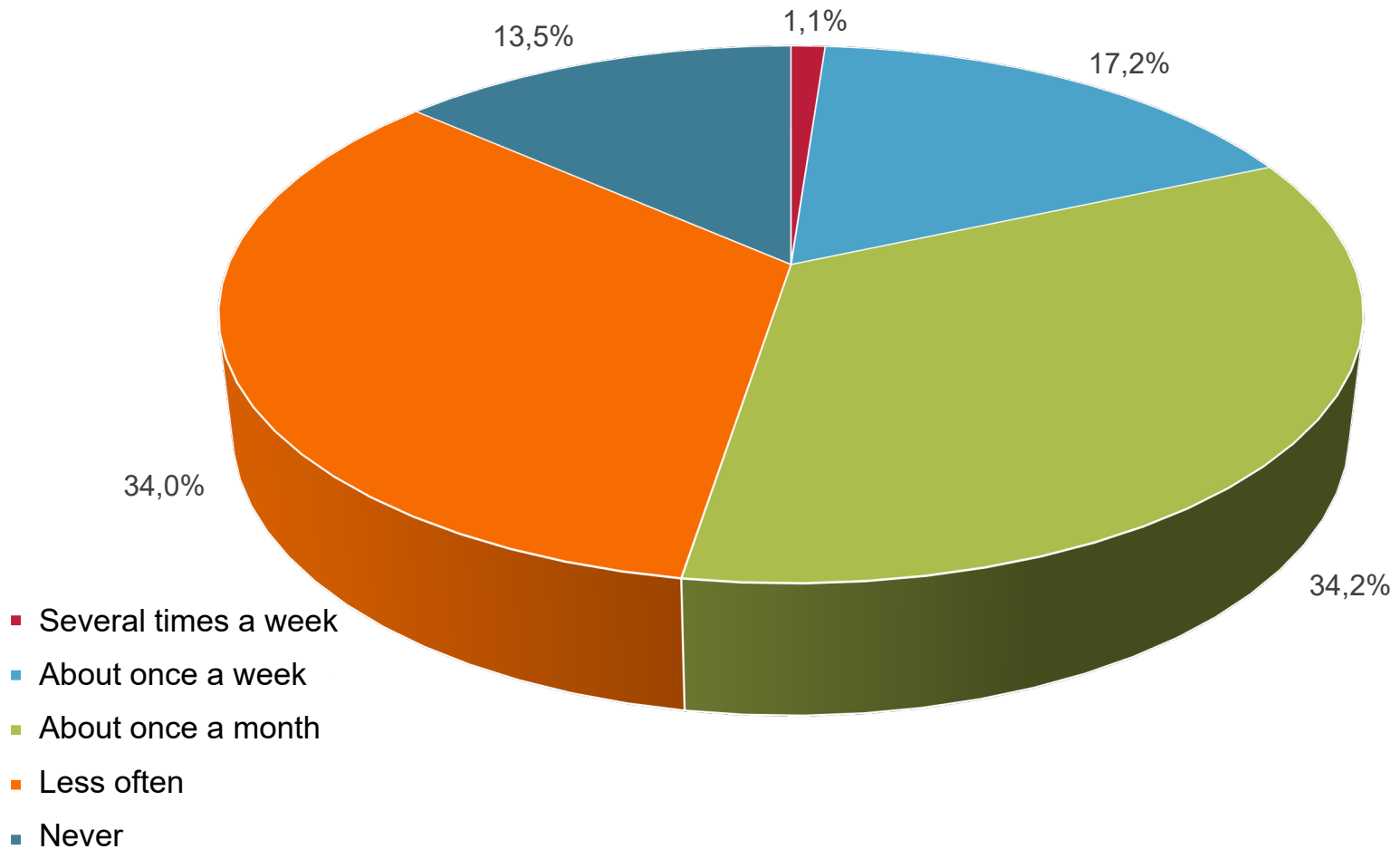
# How do you read The Week?



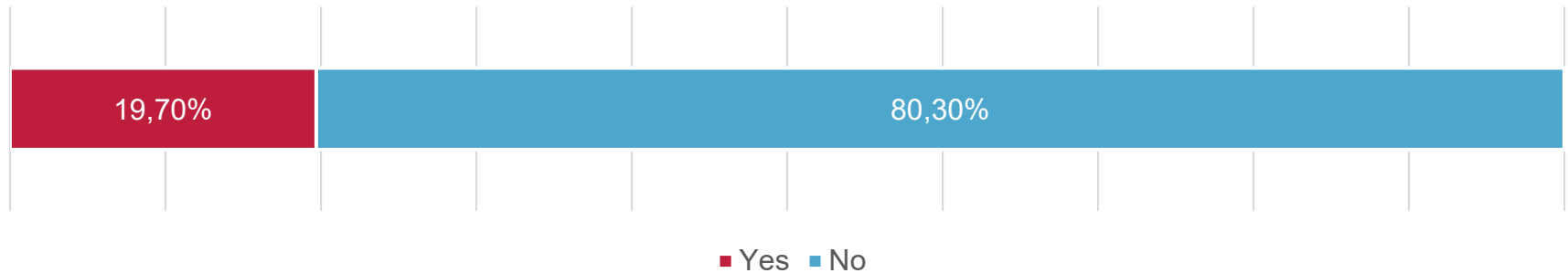
- I read (almost) all the articles from top to bottom.
- I skim the headlines and read individual articles.
- I almost exclusively read articles on specific topics.
- I only really look at the Darling of the Week.



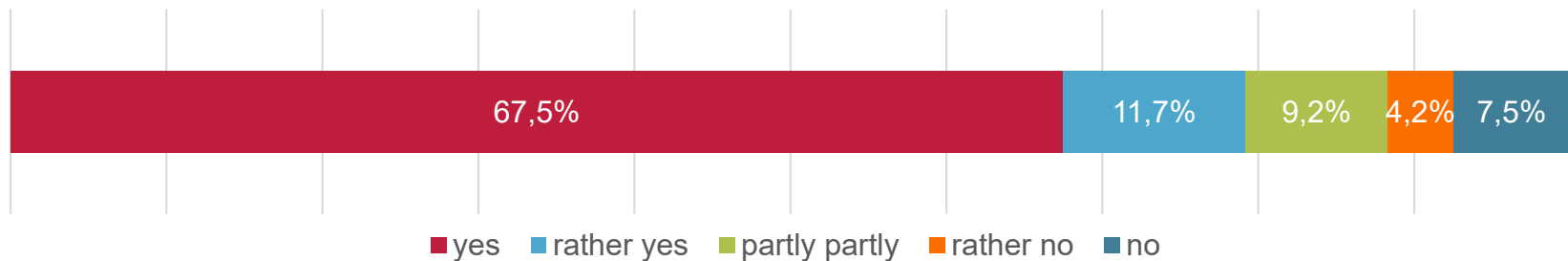
# How often do you talk to colleagues about the contents of The Week?



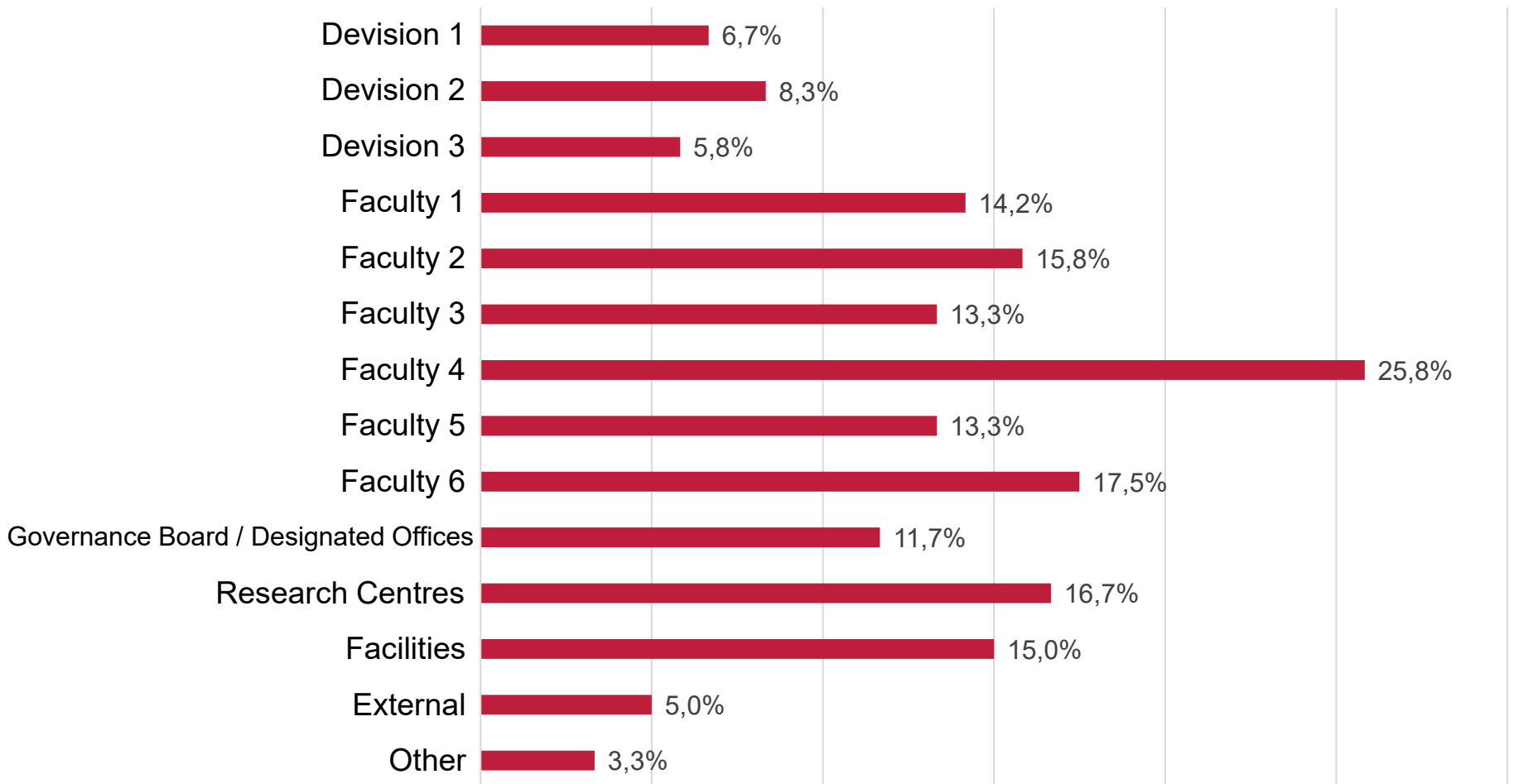
# After reading The Week, have you ever contacted colleagues who were reported on?



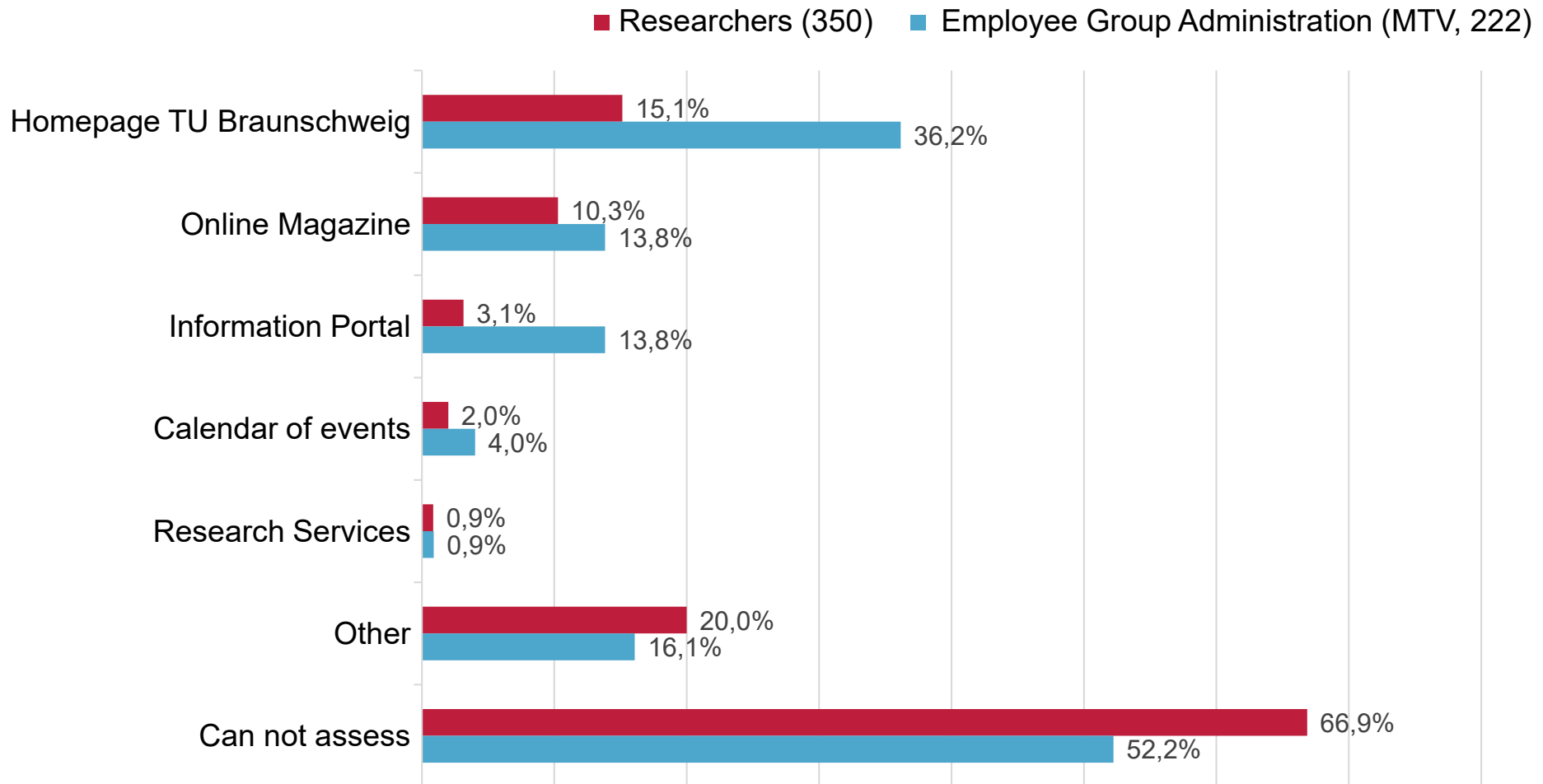
# Did you already know these colleagues beforehand?



# To which areas do the colleagues belong that you contacted after reading The Week?

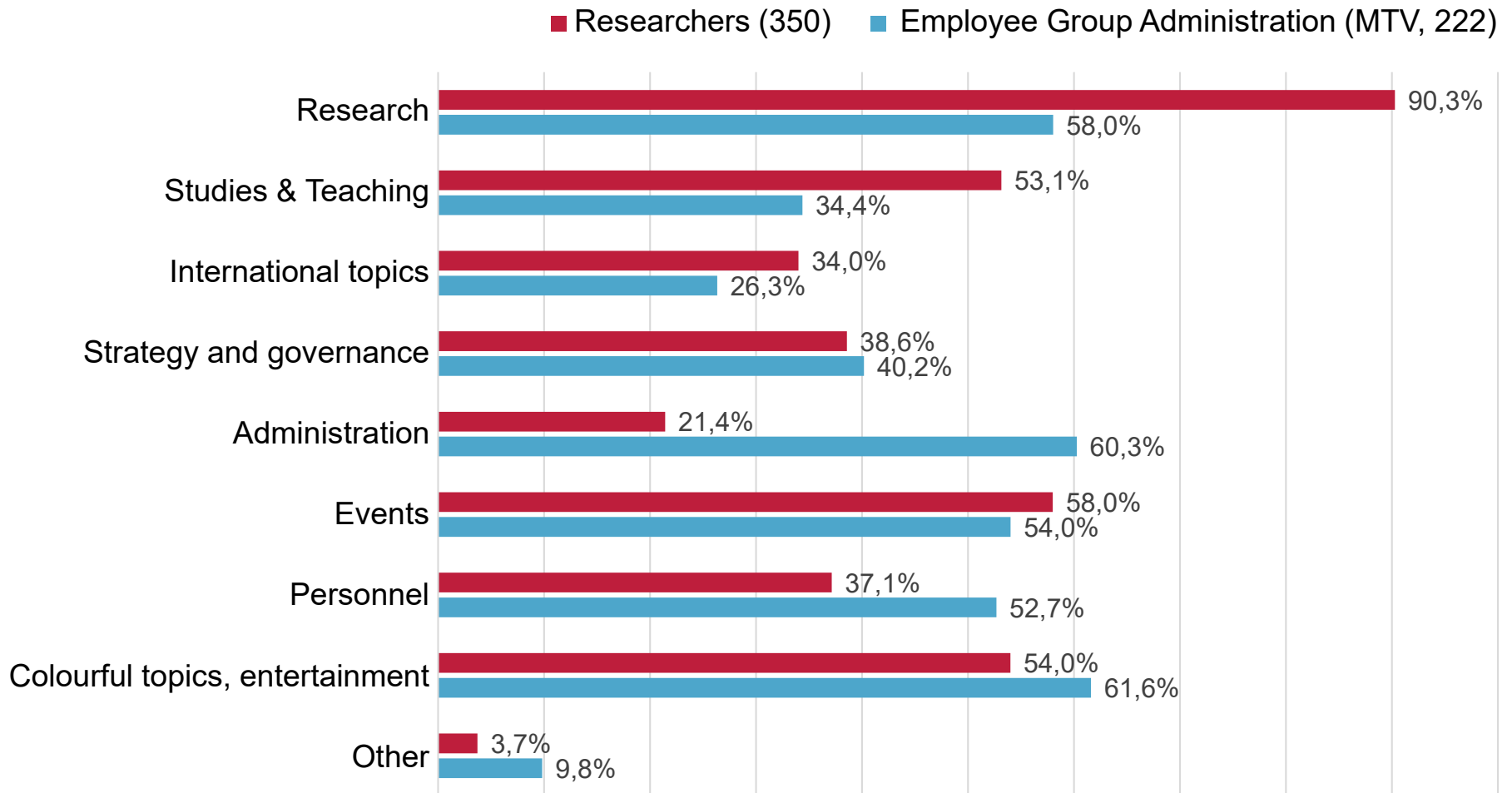


# Many topics of The Week are already known from

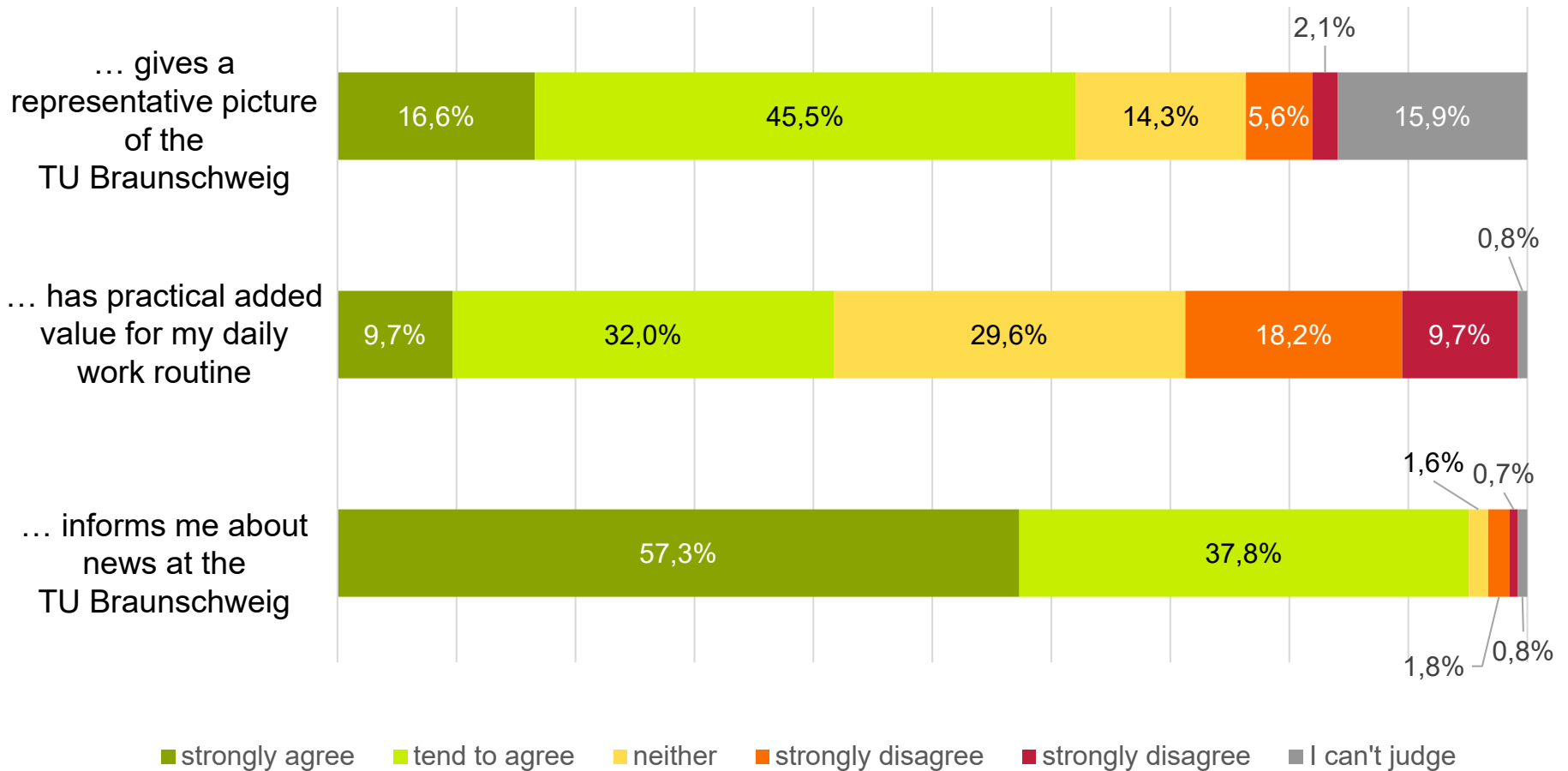


\*Editor's note: In one free text response, it was noticed that the answer "Most topics are new to me" was missing and "I can not assess" was clicked instead. Thank you for this valuable feedback!

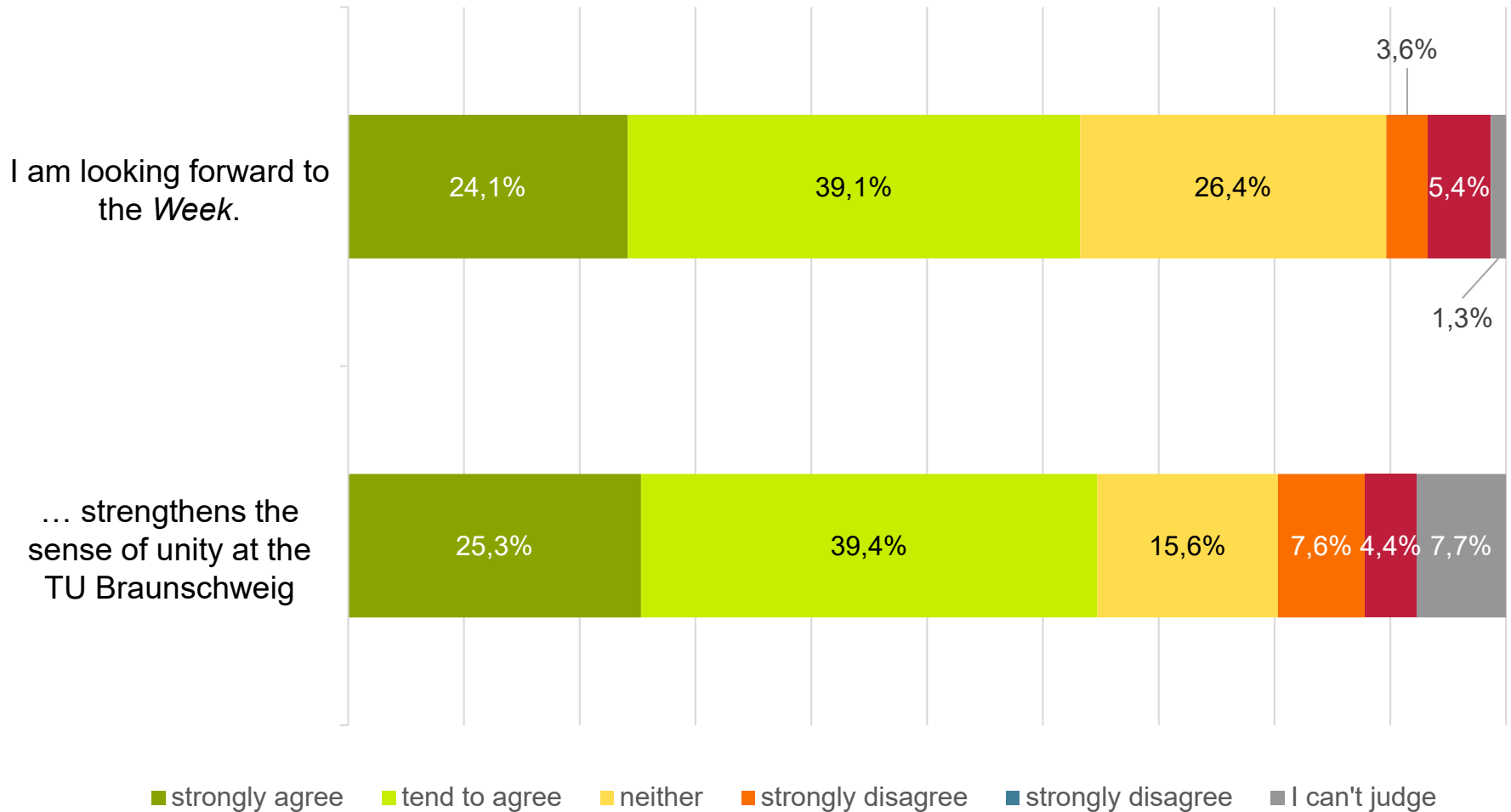
# Which topics interest you most in The Week?



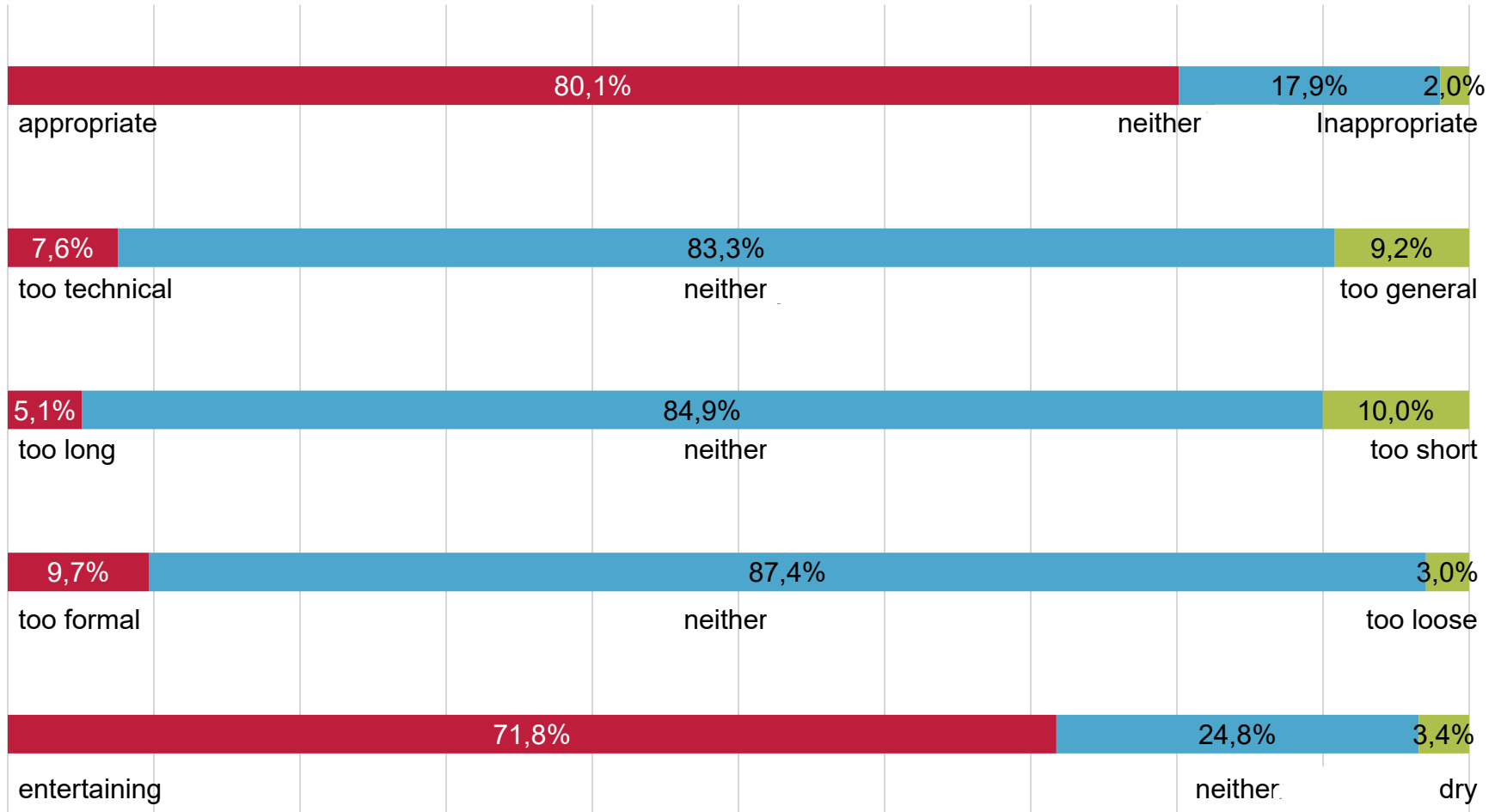
# The Week...



# The Week...

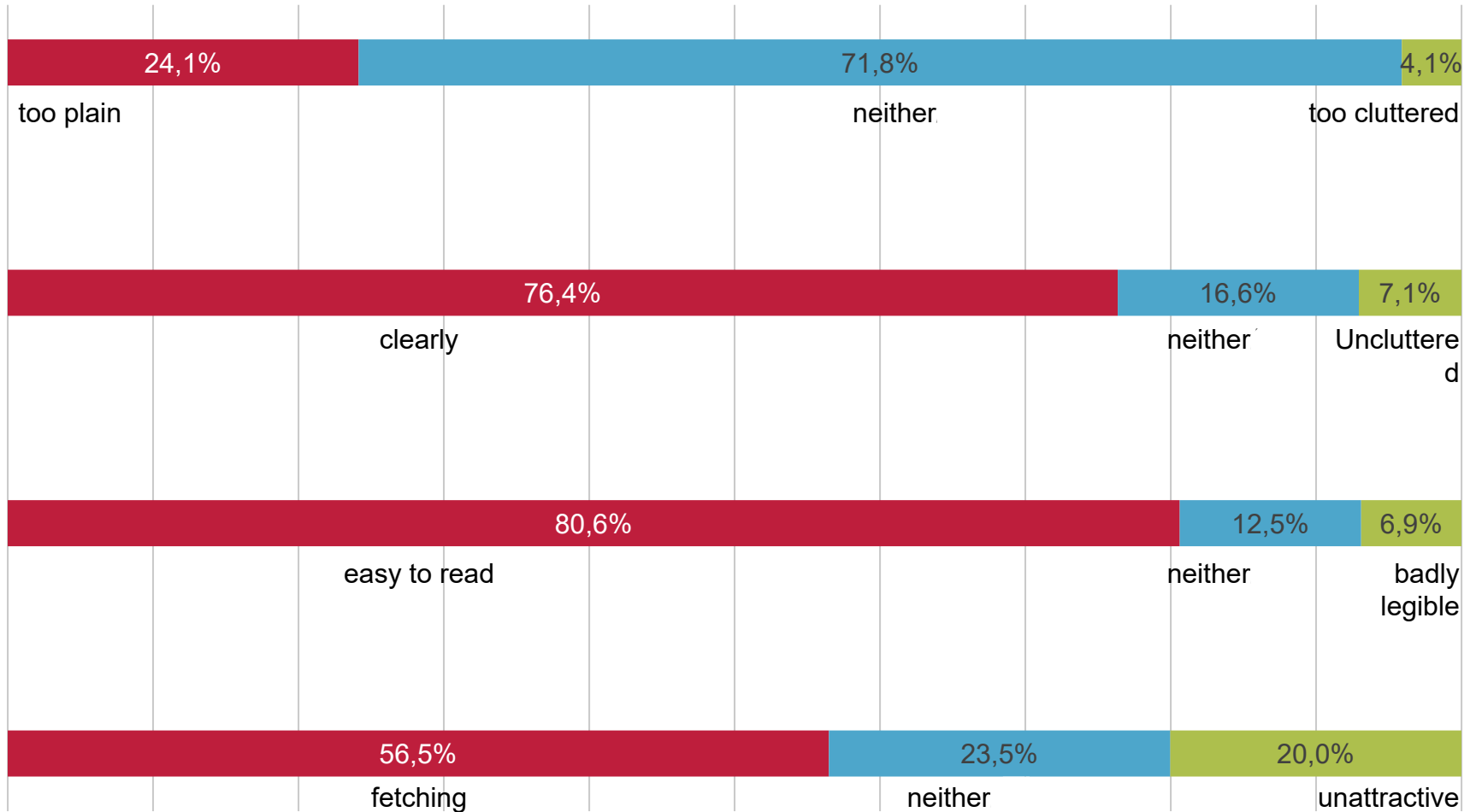


# The writing style of The Week is





# The layout of The Week is



# Summary of the free text answers

145 of the 655 participants of the survey used the option to give us feedback in the free text field. All answers were of course read and assigned to categories<sup>1</sup>, which we use for further analysis.

- In **over 80** responses you gave us explicitly positive feedback on the week (category „I like it (very) much / keep up the good work“).
- In **more than 30** responses, you gave us suggestions for further topics and sections.
- **Over 20** responses explicitly thanked the team behind The Week.  
*We, the survey team, have passed on these thanks directly and very gladly to the editorial team.*
- In **over 10** responses, you gave us specific suggestions around the layout of The Week.

<sup>1</sup> Categories included [generally positive], [generally negative], [topic suggestions], [Corona], or [Darling of the week].

# Our general key findings and conclusions

The participants of this survey (and thus most likely also the readers of The Week) are representative for the employees of the TU with regard to their affiliation to the areas of the university.

**The Week reaches employees from all areas of the TU equally.**

The Week is read regularly and promptly and is considered informative and entertaining.

The focus of the topic interests varies according to the status group. Nevertheless, the selection of topics in The Week appears to be suitably balanced overall.

The feedback was predominantly positive and in the spirit of "keep up the good work". We gratefully received your critical and constructive feedback and discussed it in the Communications and Press Service team.

**The Week pleases well to very well as it is.**

**There is "room for improvement" in the layout and the transparency of the editorial processes.**

- ▶ For the revision of the layout we are still consulting at the moment. The details are tricky...
- ▶ More background on The Week is now available on the website of the Communications and Press Service.

Got further questions and comments? Then feel free to (continuously) give us feedback. Because: We write The Week weekly and only for you!