



L'OBSERVATOIRE DE  
L'ADMINISTRATION  
PUBLIQUE

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ENAP

# OBSERVGO E-NEWSLETTER SURVEY RESULTS

January 2009

## SATISFACTION OF OBSERVGO E-NEWSLETTER SUBSCRIBERS ■

After five years of bringing out Observgo in its current form, the team at ENAP's L'Observatoire de l'administration publique thought it wise to produce an assessment of this weekly monitoring e-newsletter ■ At this time, Observgo is sent to close to 15,000 subscribers in French and English. Each issue contains upwards of 30 news clips grouped together under 16 different headings ■ Forty issues are published in any given year, and all clips are archived for ready, online retrieval.

## METHODOLOGY

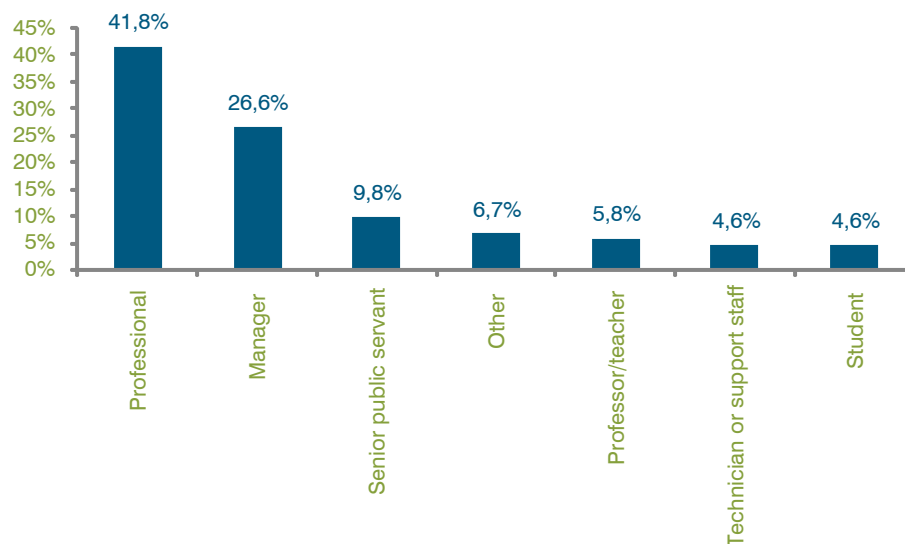
Through a notice published in the November 19, 2008 issue of Observgo and an announcement posted on the L'Observatoire Website, subscribers were invited to take part in a survey. To this end, a questionnaire could be filled out online in either French or English between November 19 and December 23, 2008.

The aim of this survey was to measure the satisfaction of subscribers with our weekly monitoring e-newsletter known as Observgo. We thus designed a short questionnaire consisting of four questions covering general background, nine closed-ended questions, and one open-ended question that asked survey-takers what areas should be given priority, depending on their needs.

Since this e-newsletter is published in both French (two thirds of subscribers) and English (one third of subscribers), the questionnaire was made available in both languages. A total of 350 people accessed the French version of the questionnaire, with 325 of that number filling it out in full. Thirty-six viewers consulted the English version of the questionnaire, with 31 responding to all survey items.

## PROFILE OF RESPONDENTS

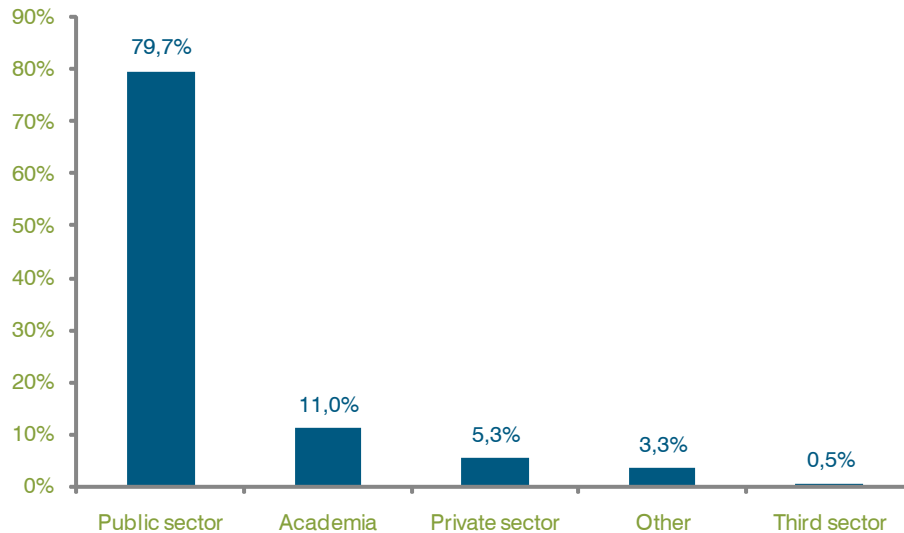
**General background** ■ Among all respondents, 41.8% are professionals and 26.6% are managers, with the others being senior public servants (9.8%), university professors (5.8%), students (4.6%) and technical or support staff (4.6%).



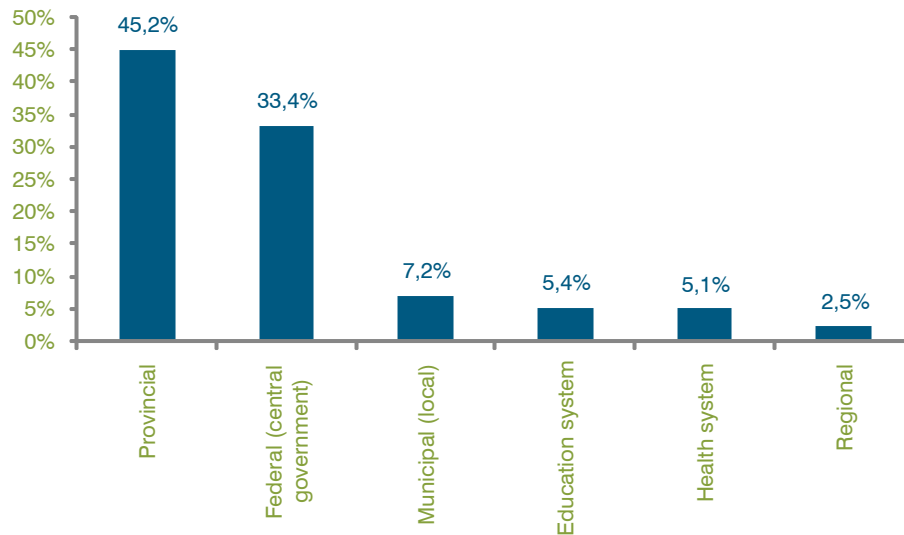
**Sector of activity** ■ They work primarily in the sectors of human resource management (29.8%) and policy-making/program design (26.5%). Likewise, 11.4% work in public service delivery. However, a third of respondents checked off “Other” or “Not applicable” in relation to their sector of activity.

## PROFILE OF RESPONDENTS

**Sector of employment** ■ The majority of respondents hail from the public sector (79.7%). Academia (11%) and the private sector (5.3%) account for the other two sectors of importance in terms of respondent numbers. The third sector accounted for less than 1% of respondents.



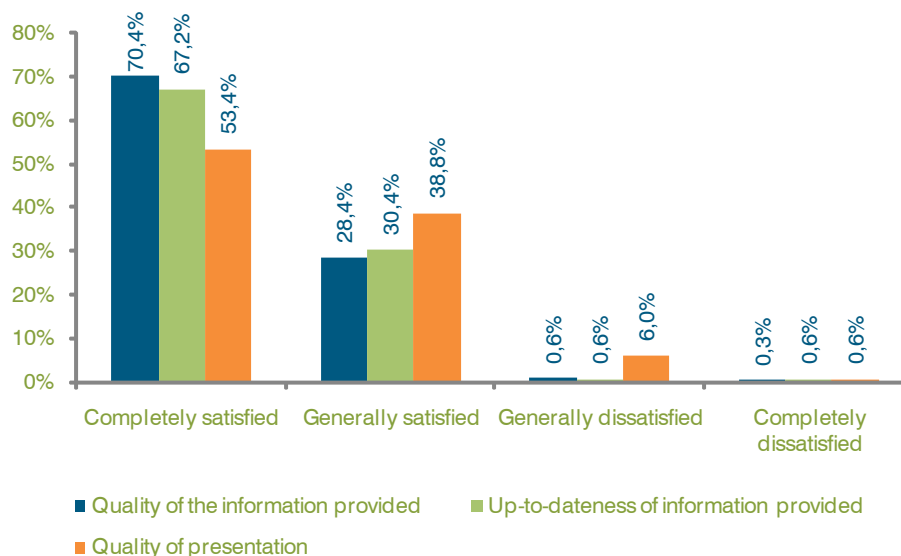
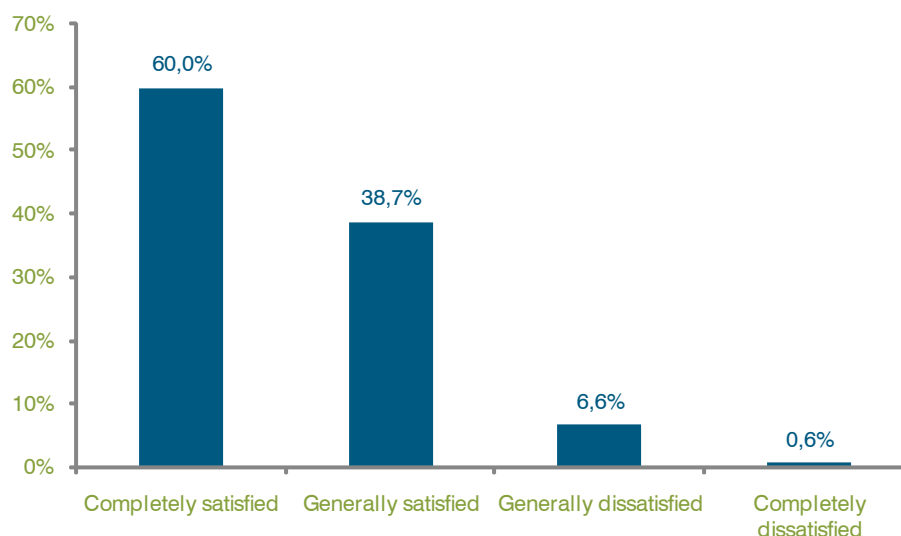
**Sector of employment (public sector)** ■ Respondents from the public sector work primarily at the federal and provincial levels, in a proportion of 33.4% and 45.2%, respectively. The regional and municipal sectors, along with employees in the health and education systems, account for 20.2% of respondents.



## SATISFACTION WITH OBSERVGO

Practically unanimously, those subscribers who filled out the questionnaire claimed that they were satisfied with Observgo, with 98.7% saying they were “completely satisfied” (60%) or “generally satisfied” (38.7%). This high level of satisfaction is further confirmed in the assessment that respondents offered of various characteristics of this e-newsletter:

- 98.8% were satisfied with the quality of the information provided, including 70.4% who stated that they were “completely satisfied.”
- 97.6% were satisfied with the up-to-dateness of the information provided, including 67.2% who said that they were “completely satisfied.”
- 92.2% were satisfied with the quality of the e-newsletter’s presentation, including 53.4% who said that they were “completely satisfied.”



## USE OF INFORMATION

More than two thirds of respondents said that they reviewed the contents of Observgo each week, and 98.8% of respondents said that they always or often found a piece of information that is new to them.

The main headings under the general category of “Public Management” that are consulted by subscribers are (by rank):

- Public organization management;
- Governance and administrative reforms;
- Human resources management.

Under the general heading of “Public Policies,” the headings most often consulted are (by rank):

- Analysis, development and evaluation of public policies;
- Regional and local governance;
- Social policies.

It should be noted that 29.3% of respondents indicated that they reviewed the content posted under all headings.

Concerning the type of information noted by Observgo, research team reports and government documents are considered to be the most useful, ahead of think tank reports, international organization reports, scientific articles, and books.

While the forwarding of information reported in Observgo to colleagues constitutes the most frequent type of use to which this e-newsletter is put (54.2%), many respondents said they used contents as a basis for reviewing their organization’s management approach (47.6%) and for producing reports, opinions or briefs (41.1%).

Concerning Observgo archives, 55.4% of respondents said they were unaware of their existence, while 27.2% stated the opposite while also admitting that they did not use them, and 17.4% indeed use them.

Finally, 98.5% of respondents would recommend subscribing to Observgo to one of their colleagues.

## OPEN-ENDED QUESTION

The last question put respondents asked them to specify the fields that they felt should be accorded particular importance. One hundred and eighty-nine people provided a comment in response to this question (53.1%). In consideration of how these comments could refer to various different dimensions of the e-newsletter, the responses were broken down into a total of 280 individual statements. Varying in nature, these statements were grouped together into various categories and either related to one of the e-newsletter's 16 headings or had a broader scope. In the latter case, these comments were grouped together into four categories: general comments; comments dealing with content; comments dealing with presentation and access to information; and comments expressing the particular needs of a given subscriber. All the comments thus received were conserved for analysis purposes.

**General comments**, which were often positive ■ In this category we included comments that emphasized the quality of the e-newsletter and respondents' appreciation. Twenty-one such statements fell into this category.

- It's fine the way it is right now;
- Thanks for your great work;
- My needs are fully met by this excellent publication (congrats !!!);
- Nothing in particular to report for the time being;
- I very much appreciate the broad scope of the materials you bring to my attention because this broadens my knowledge and cross-fertilizes my knowledge;
- This is a wonderful resource on a complex topic.

**Comments dealing with content** ■ These comments contrasted strongly with one another, making it difficult to discern a common thread. More than 20 comments fell into this category.

- Place greater emphasis on scientific publications. I feel that too much importance is accorded to government publications, whose rigor is occasionally dubious;
- More public administration, less public policy/policy analysis;
- Government policies (world trends, etc.);
- New trends in public administration;
- More space should be devoted to developing countries and Asia;
- *Comparative studies between the public management practices in OECD and developing countries.*

**Comments dealing with presentation and access to information** ■ A certain number of respondents requested that scientific articles be made available online. We are, however, unable to comply with this request owing to the legal restrictions surrounding access to online information. One reader suggested changing the colour of the background used with Observgo's content summary. Eight statements were classified under this category.

- Change the colour – green makes it hard to read the summary;
- Provide access to all the information contained in Observgo;
- As much as possible, try to put the cutting-edge scientific articles online; especially considering that we are too far from ENAP's library to be able to consult them on location;
- All the references should be made available for access by clicking on the title of the article. No doubt this would mean having to scan articles, but otherwise, those articles that are only available at the library are at risk of being consulted little if at all. Thank you;
- I don't have the time or resources to find the information if it is not immediately available for viewing.

**Comments expressing the particular needs of a given subscriber** ■ Some subscribers took advantage of this opportunity to inform us about a specific need of theirs. Only a small minority of respondents made such comments (six altogether), and are not very relevant in terms of this survey process.

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