



## CONDUIT

The Newsletter for License Coordinators of  
TeachingBooks.net

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*In lieu of a standard Conduit, we sent this survey to TeachingBooks License Coordinators.*

As a young company and growing service, we at TeachingBooks often end up incorporating suggestions from our subscribers into our product. Lately, we've been thinking a lot about how and why we communicate with you, our license coordinators, and our users. We need to ensure a balance between our mission of acting as your partners in supplying curricularly relevant resources and not communicating too much. To that end, we'd appreciate it greatly if you could answer a few questions for us:

1. Which would be the more effective communication strategy for you/your institution, with the goal being that information you find appropriate you forward out to your colleagues/staff:
  - a. more, single-topic emails,
  - b. fewer, multi-topic emails, or
  - c. none -- we don't want emails.

(Explain, if you wish)

2. We periodically send out emails with special resources we've created for you supporting such things as celebratory periods (e.g., Black History Month) and state readings lists (e.g., Florida Sunshine State Young Reader's Award).

Do you value these resource alerts from us?

Do you forward them to your colleagues/staff?

Should these be separate emails or bunched together with other things?

3. Which type of support would you prefer for your institution:
  - a. reactive -- we answer your questions, but otherwise generally don't contact you,
  - b. proactive -- in addition to answering your questions, we also periodically send you curricularly relevant resources.

Thank you very much for your time and thoughts. Please feel free to provide other comments.

If you would like a summary of responses, please let us know.

