



MEASURING EDITOR SUCCESS

The role of the editor is valuable and directly affects how well the club thrives. The bulletin should be the primary means of communication with the club's members. Therefore, editor success can be best measured by considering if the bulletins are meeting the needs of the club's members.

The following paragraphs provide some suggestions for understanding how you are doing as the club's editor:

- An editor should survey club members every 2 years or so for feedback on the usefulness of the bulletin and suggestions for improvement. Sample survey questions are below:
 - Which part of the bulletin do you find most interesting or useful?
 - What types of articles do you find unnecessary or just don't like?
 - If you could change one thing about the bulletin, what would that be?
- Some attributes of a successful editor are included below:
 - Your newsletter is read, and members comment on or refer to articles you have included in the newsletter.
 - Members tell you they are proud of the newsletter, let you know how important the bulletin is to them, and how much they appreciate your efforts.
 - You get participation from club members in the form of articles, trip reports, photos, and drawn cartoons and requests to send e-mail copies to their friends.
 - The Board supports your budget requests and prizes for contests you create within the newsletter.
 - Your newsletter is acknowledged in Regional & National Federations' Bulletin Contests.
 - The bulletins are posted to the club's website and attracts new club members.
 - You receive requests from other editors to exchange bulletins with you.
 - Other editors ask you when they need assistance (always tell them about S.C.R.I.B.E.).
 - The local Library reports that your donated copies fly off the counter each month (community interest).
 - Your delivery schedule is dependable, and members advise you promptly if their copy doesn't arrive (they actually look forward to reading it each month).

S.C.R.I.B.E. prepared this guidance document as an aid for editors to assess how well they are doing and how to use their time more effectively. It should be used along with the Editor Tips document also posted to the S.C.R.I.B.E. website (<http://scribe.rbnet.net/>).