



World Organization of the Scout Movement
Organisation Mondiale du Mouvement Scout

World Scout **Bureau** Mondial du Scoutisme

Rue du Pré-Jérôme 5
P.O. Box 91
CH-1211 Geneva 4 Plainpalais
Switzerland

Tel: (+41 22) 705 10 10
Fax: (+41 22) 705 10 20

worldbureau@world.scout.org

CIRCULAR N° 36 / 2005

To: International Commissioners

December 2005

A new scout.org / Consultation with the National Scout Organizations

Dear colleagues,

Further to the adoption by the World Scout Conference of the Communication Strategy which aims to create a better image of the Scout Movement the World Bureau is putting in place a number of actions to achieve the expected changes.

We are currently working on the renewal of our worldwide presence on the web through www.scout.org and the regional sites. Your input and feedback is most welcome. This will help us to meet your demands and create a new scout.org that will be more effective. Please take a few moments to review the actual website and to complete this questionnaire. Thank you for helping us to provide a better service to the Scout Movement.

In order to take into account the digital divide, this questionnaire is provided in a printed format. You can get it in a soft copy upon request.

Please return the questionnaire duly filled in no later than 31 January 2006 to the
World Scout Bureau, Communications & Media
P.O. Box 91, CH-1211 Geneva 4 Plainpalais
Fax: +41 22 705 10 10

For specific comments, you may also send an e-mail to
Richard Amalvy
Director, Communications & Media
ramalvy@world.scout.org

Sincerely yours,

Eduardo Missoni
Secretary General



A new scout.org

Questionnaire for National Scout Associations for the renewal of the global Scout Internet site

Your country: _____

Your region: _____

INTRODUCTION

We want to improve communication within the Scout Movement as well as with the public. This is why we are currently working on the renewal of our worldwide website www.scout.org. Your input and feedback is most welcome. It will help us to meet your demands and to create a new www.scout.org that will be a useful tool for your daily tasks. Please take a few moments to review the actual website and to complete this questionnaire. Thank you for helping us to better serve the Scout Movement.

Please return the completed questionnaire until October 15, 2005 to the

World Scout Bureau, Communications & Media

P.O. Box 91, CH-1211 Geneva 4 Plainpalais

Fax : + 41 22 705 10 10

For specific comments, you may also send an e-mail to ramalvy@world.scout.org

To take into account the digital divide this questionnaire is spread in a printed format. You can get it in a soft copy upon request.

SOME GENERAL QUESTIONS ABOUT YOU, AND HOW YOU USE THE INTERNET

Your age: o under 15 o 15-19 o 20-29 o 30-39 o over 40

Your gender: o male o female

Your position: o local level o national level o regional/global level

Your first language: _____

Mother tongue : o English o French o Arabic o Russian o Spanish

Other working languages : o English o French o Arabic o Russian o Spanish

o other: _____

How fast is your connection to the Internet?

- broadband/DSL
- ISDN/56kpbs
- analog modem/28kps
- don't know

How often do you use the Internet per month?

- under 5 hours (less than 10 minutes per day)
- 5 – 30 hours (10-60 minutes per day)
- over 30 hours (more than 1 hour per day)

How often did you visit scout.org during the last year?

- never
- a few times
- monthly
- weekly
- daily

WHAT DO YOU THINK OF THE CURRENT WEBSITE WWW.Scout.org?

Does our website satisfy your needs? Are the following features important to you? Please rate our current website on the following features:

| Satisfaction | | | | | Importance | | | | | |
|----------------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| | ++ | + | 0 | - | -- | ++ | + | 0 | - | -- |
| Easy to navigate | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Easy to find information | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Language easy to understand | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Offered languages | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Good visual appearance | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Attractive features (flash etc.) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Page load-time | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Quantity of contents | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Quality of contents | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Quality of pictures | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Possibility of downloads | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Optimized for printing | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

COMPARED TO OTHER WEBSITES, HOW DO YOU RATE OUR WEBSITE?

- great
- above average
- average
- below average
- bad

HOW DO YOU USE OUR CURRENT WEBSITE?

If you visited scout.org during the last year, what kind of information were you looking for?

1. _____
2. _____
3. _____

What do you like best about our website?

What do you like least about our website?

What do you miss on our website?

PLEASE GIVE US YOUR IDEAS ABOUT A NEW WWW.Scout.org:

From your perspective, which contents would you like to find on the new website?

| | Importance | | | | |
|---|------------|---|---|---|----|
| | ++ | + | 0 | - | -- |
| News from the World Movement | 0 | 0 | 0 | 0 | 0 |
| General information about Scouting | 0 | 0 | 0 | 0 | 0 |
| General information about the World Organization | 0 | 0 | 0 | 0 | 0 |
| Information about ongoing activities worldwide | 0 | 0 | 0 | 0 | 0 |
| Information about the history of Scouting | 0 | 0 | 0 | 0 | 0 |
| International events (information, archive, etc.) | 0 | 0 | 0 | 0 | 0 |
| Regional information and news | 0 | 0 | 0 | 0 | 0 |
| Links to National Scout Organizations | 0 | 0 | 0 | 0 | 0 |
| Information for media relations | 0 | 0 | 0 | 0 | 0 |
| Press cuts (media coverage about World Scouting) | 0 | 0 | 0 | 0 | 0 |
| Resources for leaders (library, toolbox, etc.) | 0 | 0 | 0 | 0 | 0 |
| Strategy resources | 0 | 0 | 0 | 0 | 0 |
| Graphic design elements (logos, manuals, etc.) | 0 | 0 | 0 | 0 | 0 |
| Picture database | 0 | 0 | 0 | 0 | 0 |
| Information for investors | 0 | 0 | 0 | 0 | 0 |
| Information for parents | 0 | 0 | 0 | 0 | 0 |
| Links to partner organizations | 0 | 0 | 0 | 0 | 0 |
| Forums, news groups, guest book | 0 | 0 | 0 | 0 | 0 |
| Promotion articles (flyers, templates etc.) | 0 | 0 | 0 | 0 | 0 |
| Online-Shop for merchandising articles | 0 | 0 | 0 | 0 | 0 |
| Search engine | 0 | 0 | 0 | 0 | 0 |
| Scouting glossary | 0 | 0 | 0 | 0 | 0 |
| Contact information (get in touch, e-mail, maps) | 0 | 0 | 0 | 0 | 0 |
| Who is who in Scouting | 0 | 0 | 0 | 0 | 0 |
| FAQ (Frequently asked questions) | 0 | 0 | 0 | 0 | 0 |
| Members section | 0 | 0 | 0 | 0 | 0 |
| Online-poll (e-voting, question of the day etc.) | 0 | 0 | 0 | 0 | 0 |
| Games | 0 | 0 | 0 | 0 | 0 |
| <hr/> | 0 | 0 | 0 | 0 | 0 |
| <hr/> | 0 | 0 | 0 | 0 | 0 |

Do you have any other suggestions for improving our website?

If you could change one thing about our website, what would it be?

Thank you for your cooperation
Communications & Media Team
World Scout Bureau