

Mangala Shri Bhuti

Members' Site Survey Results

I. Introduction

During the summer of 2025 a number of MSB Sangha members reported that they had difficulties with the MSB Members Site. Specifically, two issues were reported. The First is that they had difficulty finding the information they were trying to locate. The Second was that they rarely used the website because it was confusing.

Prior to proposing specific actions to change the Members Site, it was recommended that a survey of the sangha be undertaken to determine what issues the members were encountering.

II. Methodology

To perform the survey a Google Form (<https://docs.google.com/forms/d/1erG-tgElFo-r0nCwSgsqhwXavfomlCEsx1IL9bMA5EI>) was developed and reviewed and a MailChimp email was developed. A number of questions which allowed open-ended responses were posed to the members along with asking for satisfaction ratings.

The initial email was sent on September 18th to 517 sangha members, and 27 responses were obtained. A follow-up email, which included a raffle for a set of Lojong cards, was sent on October 9th to 522 sangha members and additional 26 responses were received bring the total number of responses to 53 (10.1% of the sangha).

In Section IV, the responses for open-ended questions were summarized to the most common type of response. For example, complaints about not have a Table of Contents, Navigation and Finding things is difficult were all counted as Navigation or organization issues

III. Responses

For the initial September 18th email the following results were obtained:

Opens: 339 (65.7%)

Clicks: 47 (9.1%)

Responses: 27 (5.2%)

For the October 9th email the following results were obtained:

Opens: 305 (58.4%)

Clicks: 36 (6.9%)

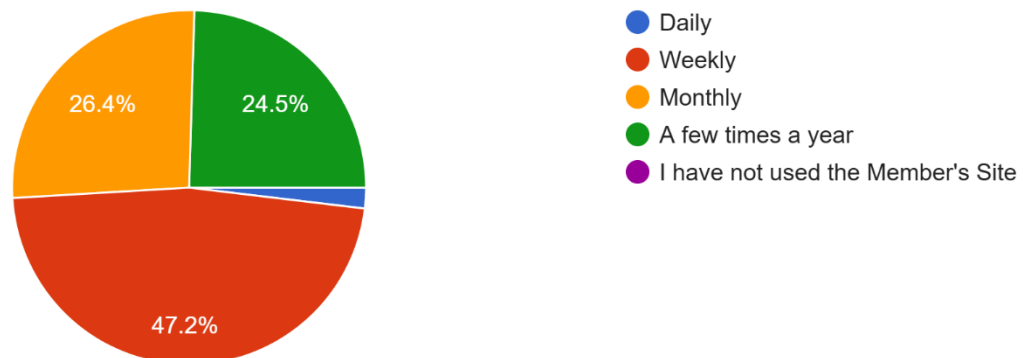
Responses: 26 (4.9%)

IV. Summarized Results

Question Number 1:

How often do you visit the Members' Site?

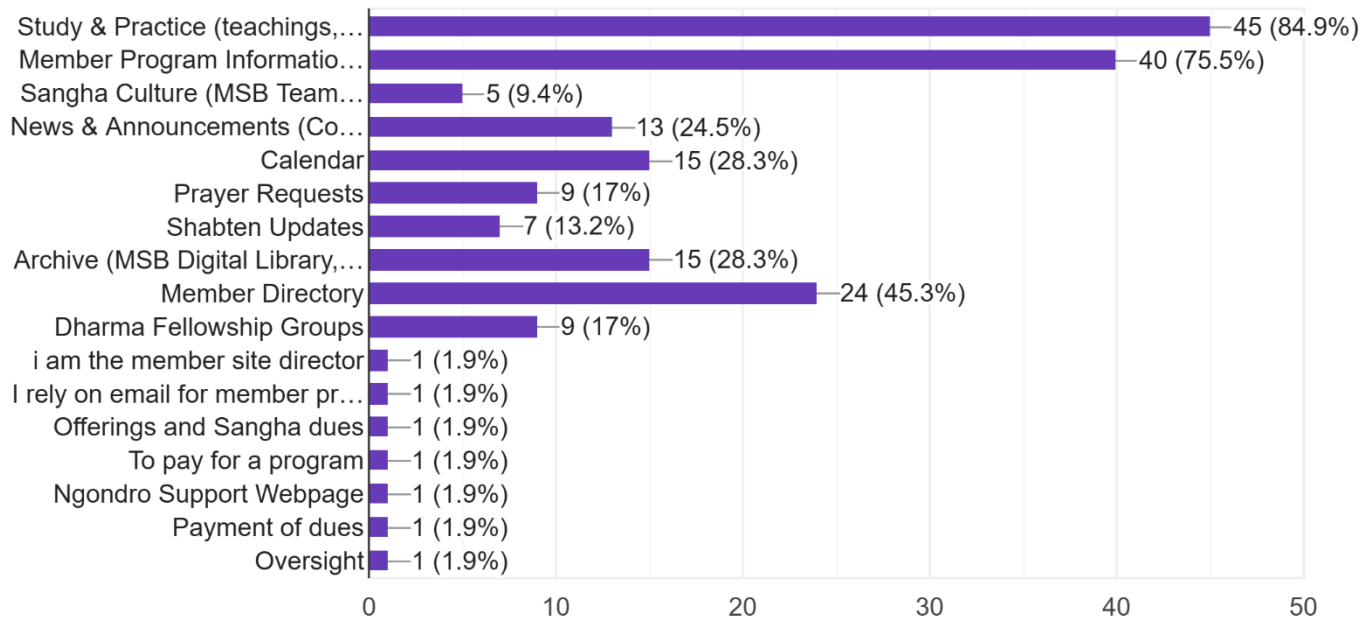
53 responses



Question Number 2:

What are your main reasons for visiting the Members' Site? (check all that apply)

53 responses



Question Number3:

"When you visit, do you usually find what you're looking for? If "No" or "Sometimes," please describe what you were looking for." The Responses can be categorized as follows:

Yes	26
Sometimes / Usually	13
Often	1
Mostly	4
<u>No</u>	<u>3</u>
Total	47

The most common complaint was the Search function. For example:

"I find the table of contents limited and the search option hasn't been too helpful. I often go to basecamp to see if I can find it there."

Question Number 4:

Which of the following best describes your experience finding information?

52 responses



Question Number 5:

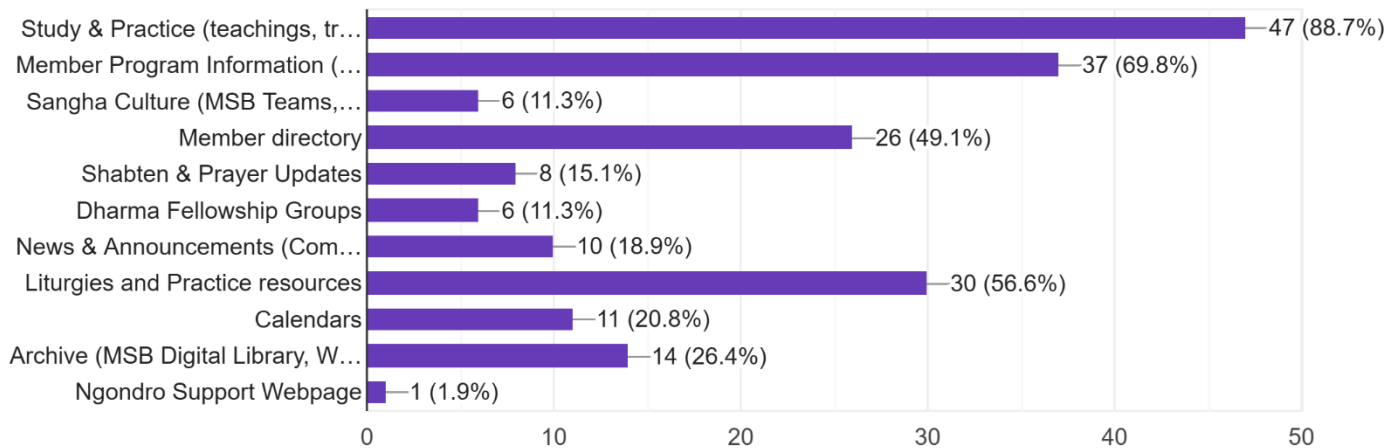
"Are there sections of the site that feel too complex, overwhelming, or outdated?" The Responses tended to the following issues:

- 1) The site map is confusing.
- 2) There is no Table of Contents.
- 3) The design is dated.
- 4) The logo dominates the display in the center.
- 5) Finding materials for courses is difficult.

Question Number 6:

What content do you find to be the most valuable?

53 responses



Question Number 7:

"Is there anything you wanted to find but could not?"

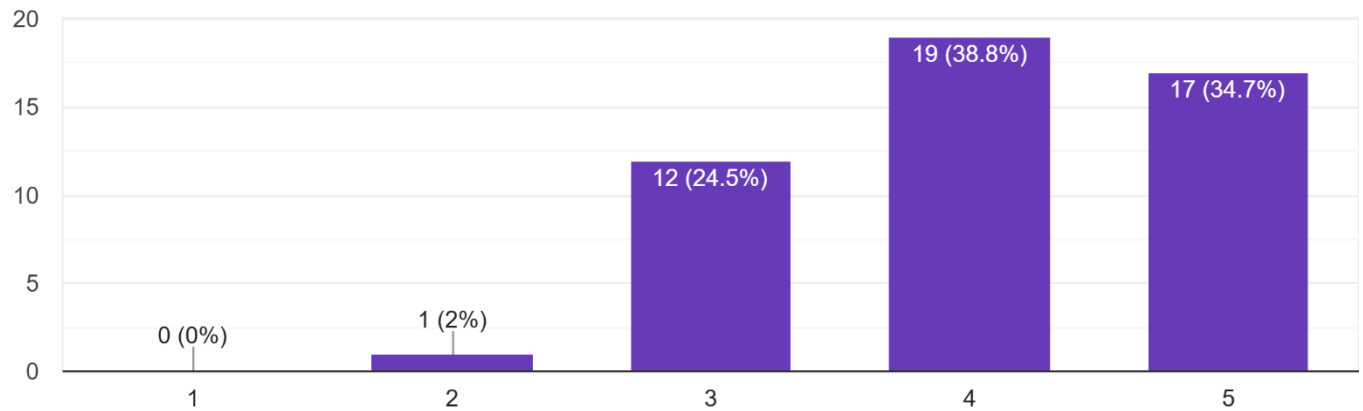
There were only 32 responses for this question and 12 people indicated that they had no issues, but some interesting answers were:

- 1) "In the giving section, the lineage support isn't there — I have to look for it, and sometimes it takes a while. It didn't used to be like that."
- 2) "{I} always found what I needed with effort!!!!"
- 3) "It took me a while to find how to pay my dues!!"
- 4) "I wish this can be integrated with wisdom production programs that I purchased. All materials in one place."

Question Number 8:

How satisfied are you with how up-to-date the content is?

49 responses



Question Number 9:

What do you like most about the Members' Site?

40 people responded and their responses can be categorized as follows:

That it is there for members	5
Program / Teaching Info	7
Member Directory	4
News	1
Practice Info	2
Resources	5

Question Number 10:

What do you find most frustrating or challenging?

38 people responded and their responses are as follows:

Broken Links:	1
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Finding what I want:	8
Member Course issues	2
Navigation / Organization Issues	4
Serach Function	5
Site Speed	3
Store Issue	2

Question Number 11:

What changes or improvements would make the site more useful for you?

There were 37 responses to this question and can be summarized as follows:

- 1) Improve the Search Functionality
- 2) Improve Navigation / Add a Table of Contents
- 3) Improve Member Directory (E.g. add search by location)
- 4) Add listing of all events (I.e. Riwo, Sunday Sitting) to calendar
- 5) More access to free teachings
- 6) More current news

Question Number 12:

If you could add one new feature or resource to the Members' Site, what would it be?

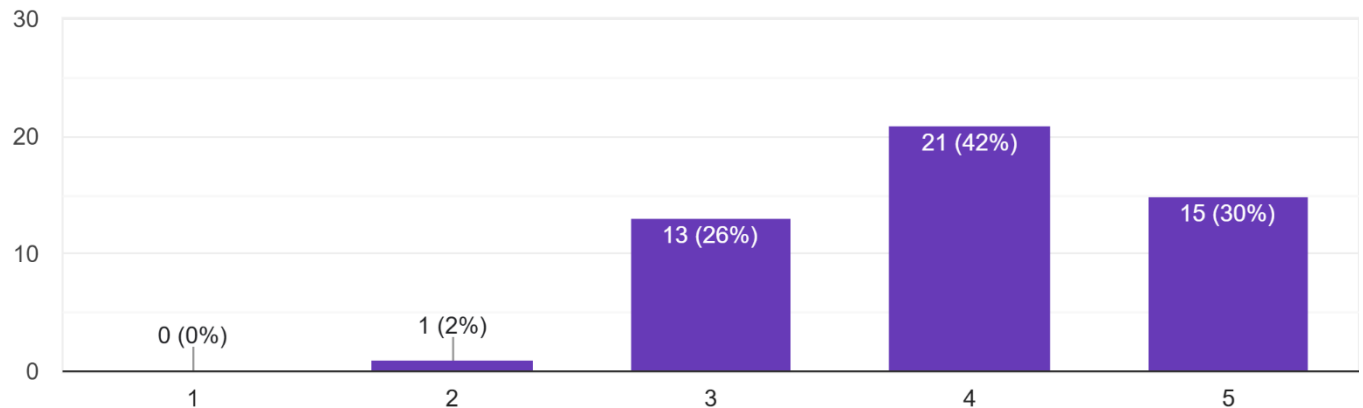
There were 31 responses to this question. The most common request were for:

- 1) Accumulation features for Ngondro, Three Roots ect.
- 2) Community: Sangha. Needs. Network(ing).
- 3) For example, I find the Siddhartha's Intent page more user-friendly. The format
- 4) It would be kind of nice to be able to search the directory by location, so I could see who lives close to me.
- 5) Principal dates; where he will be and how to take part in it, I think should be useful
- 6) More full-length archival videos from the "early days."
- 7) Searchable archives of teachings and Link talks
- 8) Table of Contents

Question Number 13:

Overall, how satisfied are you with your experience on the Members' Site?

50 responses



Question Number 14:

Do you have any additional comments or suggestions?

While there were 27 responses, only two responses proposed changes:

- 1) I would like each document, including liturgies, to have a copyright date so that it would be a simple matter of determining the current one. I print most out :)
- 2) It's confusing that msb and wisdom productions are different sites. Can these be consolidated?

V. Conclusions

Since the population of respondents was statistically low, (< 6% of the sangha), making definitive conclusions on how the members interact and perceive the usefulness of the

Members Site is difficult to ascertain, but some general conclusions and opportunities for improvement can be made.

General Conclusions

- 1) The respondents are engaged with the Members' Site.
- 2) The respondents are generally happy with the Member's Site. 72% of the respondents gave it 4- or 5-star ratings.
- 3) The most common reasons for visiting the Members' Site is for Study and Practice materials (84.9%), followed by Member Program information (75.5%)
- 4) Most respondents said finding what they needed was Manageable (63.5%) but only 21% said it was easy.

Opportunities for Improvement

- 1) *Improved Navigation / Lack of a Table of Contents / Finding Information.* This was the second most complained about issue in the survey and the one most provided personally which caused people to not use, or limit their access to, the Members' Site.
- 2) *Finding the pages on the preliminary classes is difficult.* Finding the course material for the initial courses (E.g. Awakening the Mind, Softening the Heart) is difficult. Members who are lobpons or SPRs need to access this information in the course of their seva activities. Since all members of the sangha have completed these courses having links from the Members Site front page to them should be made available.
- 3) *The Search function is frustrating.* This was the most common complaint amongst the sangha, that the search function was too broad and returned too many responses.
- 4) *Having a different site for the Store and Wisdom Productions is Frustrating.* Having to log into two sites and then lose their place in the Members Site (since it overwrote the initial Members Site page) was a problem.