

# 2021 GLOBE Annual Survey Highlights

# COMMUNICATIONS



## COMMUNICATION PATHWAYS

Improve the communication pathways among the GLOBE community



### 3.3 out of 4.0

Rating for **The GLOBE Community Letter from the Director**, one of the highest rating by GLOBE community members since 2018



## INTERNATIONAL COMMUNITY

Improve the communication of GLOBE events, activities and achievement from the international community

### Nearly 5 in 10

GLOBE Community members provided information to GIO on their participation in events and their achievements



## NEW AUDIENCES

Increase the promotion of GLOBE to new audiences

### 66%

of the GLOBE community members shared information about GLOBE with a new audience



**2021 GLOBE Community Survey Response Rates:**

**3% Teachers (n=270); 50% U.S. Partners (n=63); 71% Country Coordinators (n=89); 30% GISN (n=35)**

*Survey response rate is based on 8,760 teachers, which corresponds to the number of successful 'sent' emails to GLOBE teacher email addresses; 127 US Partners, 124 Country Coordinators and 119 GISN, which corresponds to the number of active members in each of these community groups*