

**TO:** ALA Executive Board

**RE:** Office for Research and Statistics Report

**ACTION REQUESTED/INFORMATION/REPORT:**  
Information Only

**ACTION REQUESTED BY:**  
Cathleen Bourdon, AED, Communications and Member Relations

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**DRAFT OF MOTION:**  
N.A.

**DATE:** March 30, 2012

**BACKGROUND:**

A brief summary of the recent activities of the Office for Research and Statistics including the member satisfaction study, the announcement of the new ORS Director, the 2011-2012 Public Library Funding and Technology Access Study, and the ALA member demographic study.

Attachments: ORS Report

## Member Satisfaction Survey

3,053 members (15% of 20,325 members surveyed) completed the survey between August 2011 and January 2012. These responses (labeled March 2012) are compared to member responses reported in September 2011. Although there were only minor changes to the ratings, members consistently indicated a high level (7 out of 10 points) of overall satisfaction with ALA and a willingness to renew their membership (8 out of 10 points).

Questions	March 2012	Sept 2011	Percent change
1. How frequently do you access ALA's website? (5 = Very frequently)	2.61	2.65	-1.51%
2. Do you find what you're looking for on the ALA website? (5 = Always))	3.71	3.69	0.54%
3. How important are the following for you as reasons to join or renew your membership with ALA? (10 = Very important)			
• To learn about best practices, standards and guidelines to improve library service	7.74	7.70	0.52%
• To support ALA's advocacy to increase federal, state and local funding for libraries	7.11	7.17	-0.84%
• To network with members of the profession	7.18	7.16	0.25%
• To promote the value of intellectual freedom	7.09	7.10	-0.14%
• To increase public understanding of the value and importance of libraries	6.99	7.06	-0.99%
• To support library legislation	6.91	6.97	-0.86%
• To support my career advancement	7.17	6.92	3.61%
• To join one or more of ALA's divisions	6.71	6.74	-0.45%
• To register for an ALA or division conference at a discount rate	6.71	6.62	1.36%
• To improve my skills through continuing education	6.76	6.52	3.68%
• To join one or more of ALA's roundtables	4.58	4.41	3.85%
4. To what extent do you agree with the following statements, with 10 being "Absolutely agree": ALA...			
• Has personnel available to address requests	6.65	6.64	0.15%
• Responds in a timely manner to requests	6.76	6.69	1.05%
• Utilizes technologies effectively for delivery of communications	7.25	7.18	0.97%
• Responds effectively to requests	6.79	6.72	1.04%
• Provides relevant communications	7.37	7.37	0.00%

5. When thinking about everything you look for from a professional association for support, how would you rate your overall satisfaction with ALA? (10 = Extremely satisfied)	7.31	7.29	0.27%
6. How likely would you be to recommend membership in ALA to a friend or colleague? (10 = Very likely)	7.79	7.79	0.00%
7. How likely would you be to continue your membership with ALA? (10 = Very likely)	8.54	8.60	-0.70%
8. Overall, how important is membership in ALA to you? (10 = Extremely important)	7.67	7.72	-0.65%
9. How would you rate the value you received for the membership dues you paid to ALA? (10 = Outstanding)	6.60	6.67	-1.05%
10. How does ALA compare to other associations you belong to in terms of its value to you? (10 = Much more valuable)	6.56	6.55	0.15%

#### **Dr. Kathy Rosa named new ORS Director**

Dr. Kathy Rosa will be the new director of the Office for Research and Statistics, effective May 21, 2012. Rosa currently serves as an assistant professor of Library, Information and Media Studies in the College of Education at Chicago State University. Prior to her teaching position, Rosa has held positions in public, academic, school, and special libraries. Rosa earned an EdD with an emphasis in instructional technology from the University of Houston. She holds a MSLS from the University of Kentucky and a MSE and BSE from Southern Illinois University at Carbondale. See the full press release at <http://americanlibrariesmagazine.org/news/ala/kathy-rosa-new-office-research-and-statistics-director>.

#### **State level data now available**

Using preliminary data from the 2011-2012 survey, the [Public Library Funding & Technology Access Study](#) team has created an advocacy package for use during the current legislative sessions. The team has created handouts for each of the 48 states that had sufficient survey response rates (not included: Connecticut and Oregon). These [Topic Handouts](#) provide color graphics comparing the state's data to national data on public libraries and employment services and public libraries and e-government services. The study team has also prepared [new press release and op-ed templates](#) that focus on the crucial role public libraries play as strategic technology partners for digital literacy and local economic development. The templates can easily be customized for media targets at the state, regional, and local levels. The topic handouts and state profiles can also be accessed through the Information Policy & Access Center at <http://www.plinternetsurvey.org> (make selection in "Your State" graphic).

#### **Member demographic study**

Beginning in May 2005, ALA invited members to participate in a brief demographic survey. As of March 2012, 40,776, or 68% of our current members, have participated in this voluntary, self-selected survey. Baby boomers – born between 1946 and 1964 – represent 46.9 percent of the ALA membership. Members already at retirement age (over age 65) represent 9.5 percent (3,747) of those who provided a date of birth in their response. If we estimate retirement age beginning at age 62, then about 17.4 percent of members reporting their date of birth fall into that range (6,847 respondents).

Membership remains largely unchanged since ALA began collecting these characteristics. Not dissimilar from the library profession overall, ALA members are:

- Predominantly white (88.7%). 3.7% of the membership listed their ethnicity as Hispanic or Latino. In describing their race/family origin, members selected the following responses:
  - 88.7% White
  - 4.5% Black or African American
  - 3.7% Asian
  - 1.1% American Indian or Alaska Native
  - 0.2% Native Hawaiian or Other Pacific Islander
  - 3.8% Other
- Hold an MLS or other Master's degrees (63.7% and 26.5%, respectively). 4.6% of the membership holds a PhD.
- 2.9% of respondents reported having a disability.
- The membership is predominantly female (80.7% female to 19.3% male).