Appendix A: Survey Questions for APALA members and non-members

Member Survey Questions:

1. Are you a current member of APALA?
   a. Yes
   b. No

2. APALA welcomes library professionals who identify as someone of Asian/Pacific ancestry, those
   who serve Asian/Pacific American communities, and their allies. How do you identify? Select all
   that apply.
   a. A library professional of Asian/Pacific ancestry
   b. Someone who serves Asian/Pacific communities
   c. An ally
   d. Someone who is interested in learning more about APALA

3. Where do you typically learn about APALA events, benefits of membership, and other offerings?
   Select all that apply.
   a. APALA website
   b. ALA or affiliate website
   c. ALA ethnic caucus website or listserv
   d. Colleague or friend
   e. Facebook
   f. Twitter
   g. I very rarely or never hear about APALA

4. Why are you a member? Select all that apply.
   a. I wanted to become involved with a committee
   b. I enjoy networking and social events
   c. I enjoy the APALA-sponsored conference events
   d. The membership fee was affordable
   e. I identify as Asian American or Pacific Islander American
   f. My institution serves an Asian/Asian American/Pacific Islander population
   g. Other [please specify]

5. Please rank the following benefits of APALA by dragging items in order, with the most important
   listed first.
   a. Networking
   b. Social events
   c. APALA-sponsored conference events
   d. Mentoring
   e. Funding and scholarships
   f. Active listserv and other APALA communication, such as social media

6. What else could APALA offer its members?

7. How did you first learn about APALA?
   a. ALA website
b. ALA Connect
c. ALA Midwinter/Annual conference(s)
d. Social media
e. A co-worker or colleague
f. Listserv from another organization

8. Please indicate which methods you would prefer to use to stay informed about APALA. Select all that apply.
   a. APALA listserv
   b. APALA newsletter
c. APALA website
d. Twitter
e. Facebook
f. Other [please specify]

9. In the last month, how often have you visited the APALA website or APALA social media?
   a. Never
   b. 1-2 times
c. 3-4 times
d. 5 or more times

10. On a scale from 1 to 10 where 1 is “Completely Dissatisfied” and 10 is “Very Satisfied,” in the last month how satisfied have you been with the frequency of new/updated content on the APALA website?

11. On a scale from 1 to 10 where 1 is “Completely Dissatisfied” and 10 is “Very Satisfied,” in the last month how satisfied have you been with the frequency of new/updated content on APALA social media?

12. In the last year, how often have you read the APALA newsletter (published 3 times a year)?
   a. Once
   b. Twice
c. Three times
d. I don’t read the newsletter/I wasn’t aware of the newsletter

13. Have you ever attended a conference program sponsored by APALA?
   a. Yes
   b. Maybe/I’m not sure
c. No

14. How likely would you be to attend APALA-sponsored conference events in the future?
   a. Likely
   b. Somewhat likely
c. Somewhat unlikely
d. Unlikely

15. How likely would you be to attend an APALA-sponsored social event in the future?
   a. Likely
   b. Somewhat likely
c. Somewhat unlikely
d. Unlikely

16. Is there anything else you would like to share with the APALA team?
17. Thank you for taking our survey! If you are interested in entering a drawing to win a FREE one year membership to APALA, please enter your email address below.

Non-member Survey Questions:

1. Are you a current member of APALA?
   a. Yes
   b. No

2. APALA welcomes library professionals who identify as someone of Asian/Pacific ancestry, those who serve Asian/Pacific American communities, and their allies. How do you identify? Select all that apply.
   a. A library professional of Asian/Pacific ancestry
   b. Someone who serves Asian/Pacific communities
   c. An ally
   d. Someone who is interested in learning more about APALA

3. Where do you typically learn about APALA events, benefits of membership, and other offerings? Select all that apply.
   a. APALA website
   b. ALA or affiliate website
   c. ALA ethnic caucus website or listserv
   d. Colleague or friend
   e. Facebook
   f. Twitter
   g. I very rarely or never hear about APALA

4. I believe that the benefits of APALA membership include [select all that apply]:
   a. Networking
   b. Social events
   c. APALA-sponsored conference events
   d. Mentoring
   e. Funding and scholarships
   f. Active listserv

5. Please indicate which methods you would prefer to use to stay informed about APALA. Select all that apply.
   a. APALA listserv
   b. APALA newsletter
   c. APALA website
   d. Twitter
   e. Facebook
   f. Other [please specify]

6. In the last month, how often have you visited the APALA website or APALA social media?
a. Never  
b. 1-2 times  
c. 3-4 times  
d. 5 or more times

7. On a scale from 1 to 10 where 1 is “Completely Dissatisfied” and 10 is “Very Satisfied, “in the last month how satisfied have you been with the frequency of new/updated content on the APALA website?

8. On a scale from 1 to 10 where 1 is “Completely Dissatisfied” and 10 is “Very Satisfied, “in the last month how satisfied have you been with the frequency of new/updated content on APALA social media?

9. In the last year, how often have you read the APALA newsletter (published 3 times a year)?
   a. Once  
b. Twice  
c. Three times  
d. I don’t read the newsletter/I wasn’t aware of the newsletter

10. Have you ever attended a conference program sponsored by APALA?
    a. Yes  
b. Maybe/I’m not sure  
c. No

11. How likely would you be to attend APALA-sponsored conference events in the future?
    a. Likely  
b. Somewhat likely  
c. Somewhat unlikely  
d. Unlikely

12. How likely would you be to attend an APALA-sponsored social event in the future?
    a. Likely  
b. Somewhat likely  
c. Somewhat unlikely  
d. Unlikely

13. Is there anything else you would like to share with the APALA team?

14. Thank you for taking our survey! If you are interested in entering a drawing to win a FREE one year membership to APALA, please enter your email address below
Appendix B: Locations where survey was distributed

Listservs
- APALA (Asian Pacific American Librarians Association)
- ACRL-RIG (Residency Interest Group)
- ACRL-ULS (University Library Section)
- ARSL (Association of Rural and Small Libraries)
- CALIBACA (General listserv for CARL, California Academic & Research Libraries)
- CALIX (California Library Association)
- DIAL (Diversity in Academic Libraries, interest group of CARL)
- LIBIDAHO (Idaho Library Association)
- MLA (Mississippi Library Association)
- NMRT (New Members Round Table)
- PUBYAC (Public Library Young Adult Children’s Services)
- Spectrum scholars
- YALSA (Young Adult Library Services Association)

Social Media
- APALA (Facebook and Twitter)
- University of Washington iSchool
  - iEquality student organization (Facebook)
  - 2011 and 2013 student cohorts (Facebook)
- University of Alabama School of Library and Information Studies
  - 2009, 2010, 2011 Distance Education National Cohorts (Facebook)