

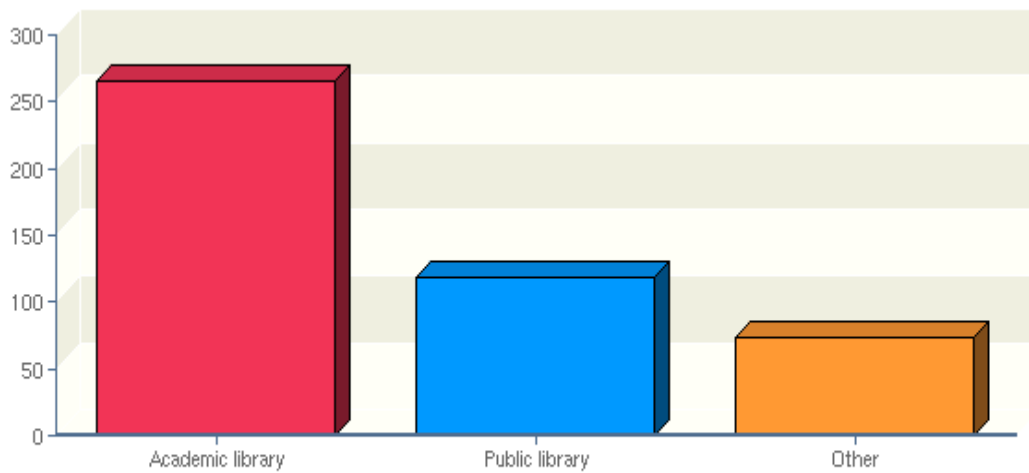
**Results of RUSA Member
Satisfaction Survey
April-May 2011
Questions 1-10**

Compiled June 21, 2011

Q1_ What type of library or information center do you work in?

Survey: RUSA Member Satisfaction Survey 2011

Compiled: 06/20/2011



SUMMARY			
VALUE	COUNT	PERCENT %	
Academic library	266	58.08%	
Public library	118	25.76%	
Other:			
Archives	7	1.53%	
Government library	7	1.53%	
Medical or Health Science library	5	1.09%	

SUMMARY		
VALUE	COUNT	PERCENT %
Corporate library	4	0.87%
library school	3	0.66%
Retired	3	0.66%
Law library	2	0.44%
Museum library	2	0.44%
both medical and academic libraries for the university.	1	0.22%
community college library	1	0.22%
Consortium	1	0.22%
genealogical	1	0.22%
health sciences librarian in an academic library	1	0.22%
historical society	1	0.22%
Join-use library (public/academic)	1	0.22%
library education	1	0.22%
LIS faculty	1	0.22%
MLIS student	1	0.22%
Not a library	1	0.22%

SUMMARY		
VALUE	COUNT	PERCENT %
not currently working in the field	1	0.22%
Private research	1	0.22%
publishing house	1	0.22%
QuestionPoint 24/7 online reference	1	0.22%
Regional Library System	1	0.22%
Research in info and lib sci at a univ.	1	0.22%
Retired from state library	1	0.22%
retired public library reference librarian	1	0.22%
Retired Young Adult Librarian	1	0.22%
Retired; formerly academic librarian	1	0.22%
school of library & information science	1	0.22%
Self-employed consultant	1	0.22%
Special	1	0.22%
special collection	1	0.22%
Special Collections wthin Academic Library	1	0.22%
Special Librayr	1	0.22%

SUMMARY		
VALUE	COUNT	PERCENT %
State Library	1	0.22%
statewide virtual reference service.	1	0.22%
unemployed	1	0.22%

STATISTICS	
Choices Selected:	458
Total Responses:	458

RUSA SECTION SATISFACTION

June 20, 2011

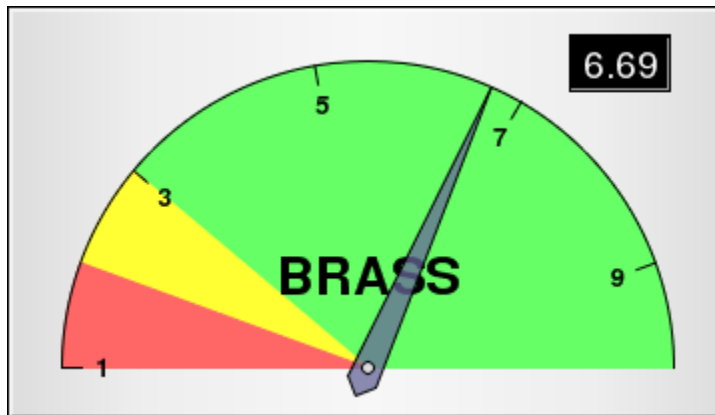
Q2. If you belong to a RUSA section or sections, how satisfied are you overall with the section(s)? Please rate on a SCALE from 1-10 (with 1 being not satisfied at all and 10 being the highest satisfaction possible)

Satisfaction Meter BRASS

Survey: RUSA Member Satisfaction Survey 2011

Compiled: 06/03/2011

Overall Average



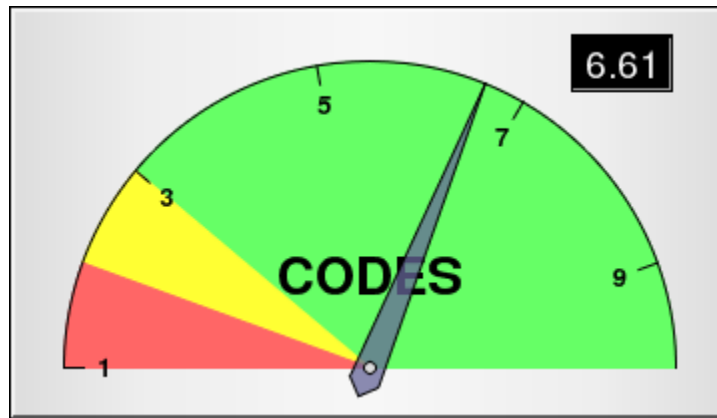
Total Responses: 130

Satisfaction Meter CODES

Survey: RUSA Member Satisfaction Survey 2011

Compiled: 06/06/2011

Overall Average



Total Responses: 129

Satisfaction Meter HISTORY

Survey: RUSA Member Satisfaction Survey 2011

Compiled: 06/19/2011

Overall Average



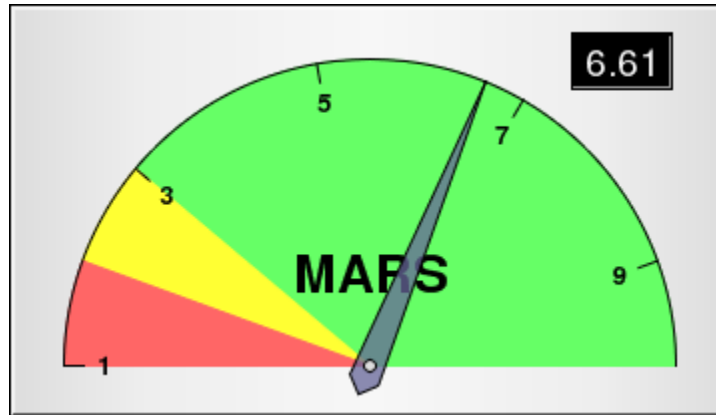
Total Responses: 92

Satisfaction Meter MARS

Survey: RUSA Member Satisfaction Survey 2011

Compiled: 06/19/2011

Overall Average



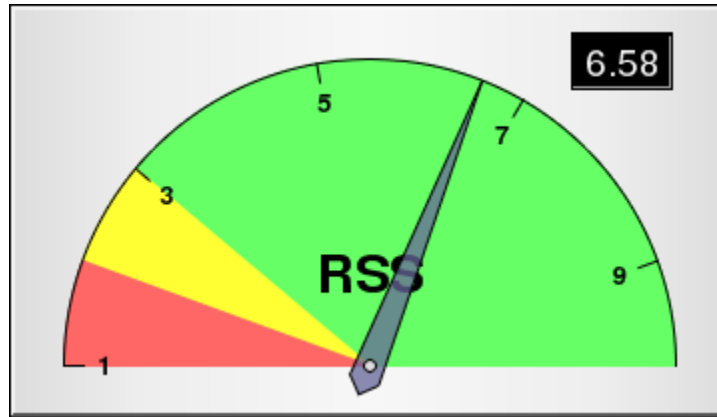
Total Responses: 146

Satisfaction Meter RSS

Survey: RUSA Member Satisfaction Survey 2011

Compiled: 06/19/2011

Overall Average



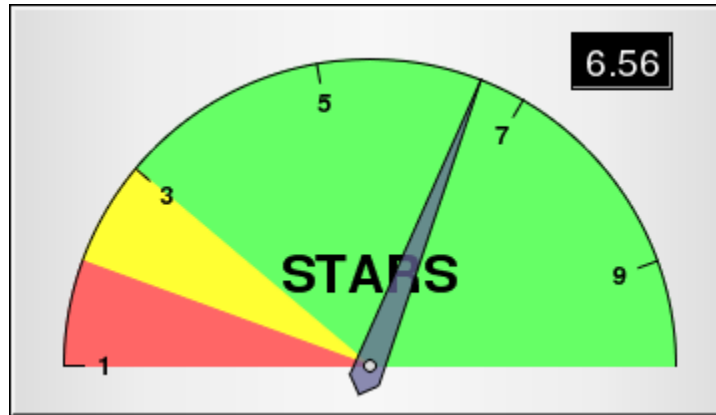
Total Responses: 188

Satisfaction Meter STARS

Survey: RUSA Member Satisfaction Survey 2011

Compiled: 06/19/2011

Overall Average



Total Responses: 95

Q3_In your opinion, please identify the "most valuable" benefit or service from RUSA

Survey: RUSA Member Satisfaction Survey 2011

Compiled: 06/20/2011

SUMMARY		
VALUE	NUMBER OF RESPONDENTS	PERCENT %
RUSA's Journal: RUSQ: Reference and User Services Quarterly	160	35%
Opportunities to network with peers	79	18%
RUSA committee work opportunities	48	11%
RUSA conference programs	37	8%
RUSA Guidelines	29	6%
RUSA online continuing education opportunities (online courses, webinars)	28	6%
RUSA's advocacy for the profession/reference librarians and staff	16	4%
Opportunity to join special interest sections	14	3%
RUSA Web site	13	3%
Discounts on CE courses, preconferences, etc.	9	2%
RUSA's E-Newsletter: RUSA Update	6	1%
Awards and Recognition	5	1%

SUMMARY

VALUE	NUMBER OF RESPONDENTS	PERCENT %
RUSA preconferences	4	1%
RUSA's promotion of the value of intellectual freedom	3	1%

STATISTICS

Choices Selected:	451
Total Responses:	451

NOTES

RUSQ was rated the most highly rated benefit/service of RUSA by 35% of RUSA respondents.

Q4_ In your opinion, please identify the "second most valuable" benefit or service from RUSA:

Survey: RUSA Member Satisfaction Survey 2011

Compiled: 06/03/2011

SUMMARY		
VALUE	NUMBER OF RESPONDENTS	PERCENT %
RUSA conference programs	66	14.97%
RUSA's Journal: RUSQ: Reference and User Services Quarterly	58	13.15%
RUSA Guidelines	55	12.47%
RUSA committee work opportunities	54	12.24%
Opportunities to network with peers	51	11.56%
RUSA online continuing education opportunities (online courses, webinars)	34	7.71%
RUSA's advocacy for the profession/reference librarians and staff	29	6.58%
Opportunity to join special interest sections	21	4.76%
RUSA Web site	21	4.76%
RUSA's E-Newsletter: RUSA Update	14	3.17%
RUSA's promotion of the value of intellectual freedom	11	2.49%
RUSA preconferences	10	2.27%

SUMMARY		
VALUE	NUMBER OF RESPONDENTS	PERCENT %
Discounts on CE courses, preconferences, etc.	9	2.04%
Awards and Recognition	8	1.81%

STATISTICS	
Choices Selected:	441
Total Responses:	441

NOTES

RUSA conference programs were ranked as the second most valuable service/benefit of RUSA, closely followed by RUSQ, RUSA Guidelines, RUSA committee work opportunities, and Opportunities to network with peers.

Q5_ In your opinion, please identify the "third most valuable" benefit or service from RUSA.

Survey: RUSA Member Satisfaction Survey 2011

Compiled: 06/20/2011

SUMMARY		
VALUE	COUNT	PERCENT %
Opportunities to network with peers	67	15.69%
RUSA's Journal: RUSQ: Reference and User Services Quarterly	49	11.48%
RUSA conference programs	48	11.24%
RUSA Guidelines	39	9.13%
RUSA online continuing education opportunities (online courses, webinars)	36	8.43%
RUSA Web site	36	8.43%
RUSA's advocacy for the profession/reference librarians and staff	31	7.26%
RUSA committee work opportunities	29	6.79%
Opportunity to join special interest sections	27	6.32%
RUSA's promotion of the value of intellectual freedom	19	4.45%
RUSA's E-Newsletter: RUSA Update	17	3.98%
RUSA preconferences	11	2.58%

SUMMARY		
VALUE	COUNT	PERCENT %
Awards and Recognition	10	2.34%
Discounts on CE courses, preconferences, etc.	8	1.87%

STATISTICS	
Choices Selected:	427
Total Responses:	427

NOTES

The third most valuable service identified by RUSA members is Opportunities to network with peers, closely followed by RUSQ and RUSA conference programs.

Q6_ On a scale of 1 through 10 (with 10 being “Extremely Important” and 1 being “Not Important At All”), how important are the following for you as reasons to join or renew your membership?

Compiled June 20, 2011

The following report looks at the rating averages calculated for each item:

Top Three:

The highest rated reason to join was: To learn about best practices, standards and guidelines to improve library service.

The second highest average was: To network with members of the profession.

The third highest average was: To improve my skills through continuing education

Bottom Three:

The lowest average was: To register for division conference at a discount rate

The second lowest average was: To make a difference by serving on committees

The third lowest average was: To promote the value of intellectual freedom

Item	1	2	3	4	5	6	7	8	9	10	Average	Total
To improve my skills through continuing education	3.1% 14	2.4% 11	2.9% 13	3.3% 15	7.1% 32	6.7% 30	11.3% 51	22.2% 100	19.7% 89	21.3% 96	7.5	451
To increase public understanding of the value and importance of libraries	5.1% 23	5.1% 23	3.3% 15	5.3% 24	10.9% 49	9.8% 44	11.1% 50	15.8% 71	14.3% 64	19.2% 86	6.8	449
To learn about best practices, standards and guidelines to improve library service	1.3% 6	1.1% 5	2.7% 12	1.3% 6	4.4% 20	4.0% 18	8.6% 39	20.4% 92	23.7% 107	32.4% 146	8.2	451
To network with members of the profession	3.1% 14	2.7% 12	2.0% 9	1.8% 8	7.2% 32	4.9% 22	12.1% 54	18.3% 82	22.8% 102	25.1% 112	7.7	447

To promote the value of intellectual freedom	5.1% 23	5.3% 24	5.1% 23	4.7% 21	15.1% 68	9.4% 42	12.5% 56	11.6% 52	14.7% 66	16.5% 74	6.6	449
To register for division conference at a discount rate	13.4% 60	9.4% 42	8.9% 40	6.9% 31	14.3% 64	10.7% 48	11.2% 50	10.9% 49	7.8% 35	6.5% 29	5.2	448
To support my career advancement	7.2% 32	2.7% 12	2.9% 13	2.2% 10	11.0% 49	7.6% 34	11.9% 53	17.7% 79	15.2% 68	21.5% 96	7.1	446
To make a difference by serving on committees	10.8% 48	5.9% 26	5.6% 25	6.5% 29	9.7% 43	7.4% 33	11.7% 52	18.0% 80	11.9% 53	12.4% 55	6.2	444

Q7_When thinking about everything you look for from a professional association for support, how would you rate your overall satisfaction with RUSA on a scale from 1-10, with 1 being not satisfied at all and 10 being extremely satisfied?

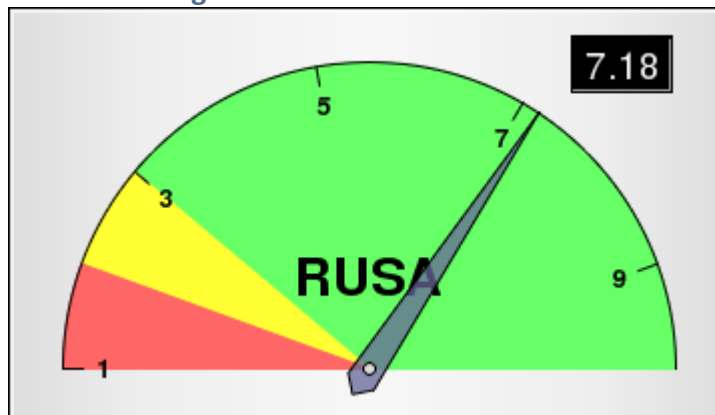
RUSA Satisfaction Meter

Survey: RUSA Member Satisfaction Survey 2011

Total Participants: 461

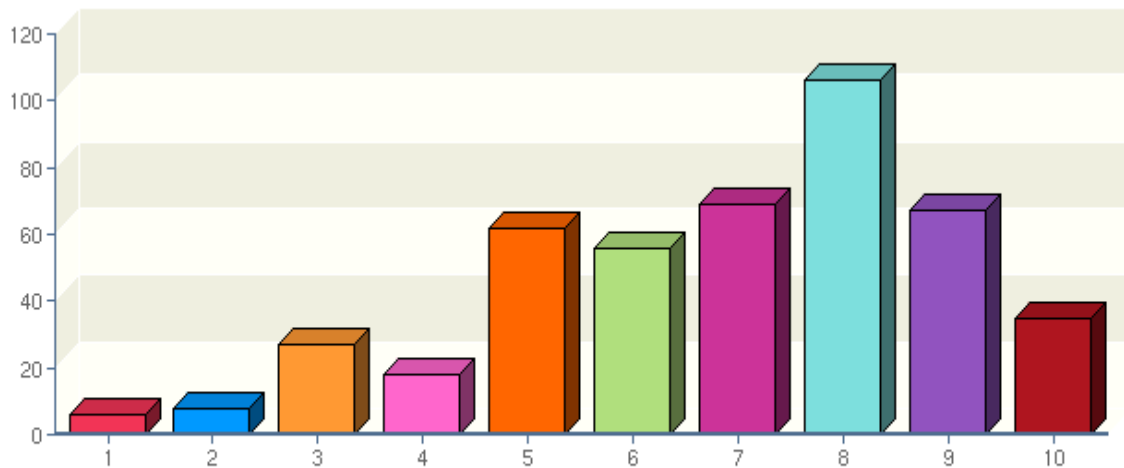
Compiled: 06/03/2011

Overall Average



Q8_ How would you rate the value you received for the membership dues you paid to RUSA on a scale of 1-10, with 1 being not valuable and 10 being extremely valuable?

Survey: RUSA Member Satisfaction Survey 2011
 Compiled: 06/19/2011



SUMMARY		
VALUE	NUMBER OF RESPONDENTS	PERCENT %
8	106	23.35%
7	69	15.20%
9	67	14.76%
5	62	13.66%
6	56	12.33%
10	35	7.71%

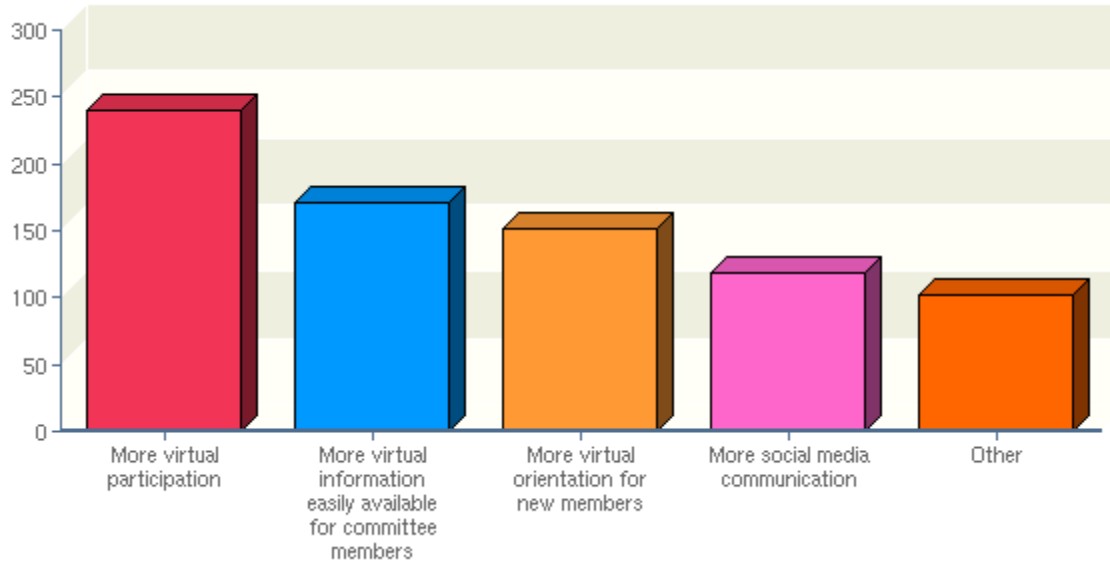
SUMMARY		
VALUE	NUMBER OF RESPONDENTS	PERCENT %
3	27	5.95%
4	18	3.96%
2	8	1.76%
1	6	1.32%

STATISTICS	
Choices Selected:	454
Total Responses:	454

NOTES
<p>87% of member respondents rated the value of RUSA dues between 5 and 10.</p> <p>46% of member respondents rated the value of RUSA dues as 8 or higher.</p> <p>9% of member respondents rated the value of RUSA dues as 3 or lower.</p>

Q9_. What improvements could be made to make RUSA an ideal organization?

Survey: RUSA Member Satisfaction Survey 2011
Compiled: 06/20/2011



SUMMARY		
VALUE	COUNT	PERCENT %
More virtual participation	240	62.18%
More virtual information easily available for committee members	171	44.30%
More virtual orientation for new members	152	39.38%
More social media communication	119	30.83%
Selected "Other" Category Write-In Comments		
a larger variety of online CE/class options		
About trends in the field		
ALA/RUSA staff have their own agenda and do not support the sections in accomplishing their gjoools.		

SUMMARY		
VALUE	COUNT	PERCENT %
Better follow through and communication with committee chairs/members		
better support from ALA office with committee work		
Confusion about the difference between book award committee terms and other committee terms needs addressed.		
Don't even know what the committees do!		
drop the fees, too expensive		
Educational Webinars with little or no cost would be wonderful		
Eliminate Midwinter!		
Expand the Journal(more articles) and publish monthly		
Fewer committees and fewer meetings. I am sick of committees.		
free virtual programming/continuing education for members		
Have more offerings for public libraries. RUSA doesn't have to be all about academics getting tenure!!! :-)		
I miss BRASS participation at Midwinter. Virtual is ok, but in person for me is much the best.		
I would like a better understanding of how I can get involved		
I would like to see is more information on our webspace sooner., i.e. reports etc.		
I wouldn't mind being able to download a podcast summary of key issues covered by RUSA.		
Improved Web site		
Less expensive Continuing Education Opportunities		
looking at the Divisions strategically as there is too much duplication among sections and some sections (e.g., CODES, HIST) seem out of place.		
Make the journal open access.		

SUMMARY		
VALUE	COUNT	PERCENT %
more articles of practical utility in the journal		
more effective and active committees - my committee hardly ever meets, communicates or does any work		
More effort from RUSA to connect people for networking...		
More focus on public libraries. I find that RUSA is dominated by academic libraries to the point that I am considering not remaining in RUSA and instead joining another part of ALA.		
More forward looking and inclusive orientation to include emerging new roles for librarians. RUSA is very old school and somewhat narrow.		
More information directed to MLS Students and their futures in Technical Services		
More information for committee chairs that is easy to locate		
more information on standards for genealogy libraries		
more media exposure		
More newsletters and updates		
More on different types of organizations. I used to be in a general reference department and was quite involved in RUSA. Now I'm in Archives, and I have little association with RUSA.		
more online courses offered		
more opportunities for discussion in small groups face to face		
More opportunities to publish in a peer-reviewed journal or present at conferences.		
More opportunities to share practical ideas about reference issues.		
More outreach to potential members.		
more participation from public libraries, currently, it is like a private club for academic librarians		
More programs and events at ALA.		

SUMMARY		
VALUE	COUNT	PERCENT %
more real face to face interactions		
more targeted communication: I tend to miss things I care about because they appear in the main firehose or go through a different channel		
More transparency and regular communication from the RUSA Board, streamlining of web site, clarify expectations and guidelines regarding use of Connect		
More virtual orientation for new members. I had none. I joined and was looking for committee work but was never really contacted.		
More Webinars and other special programs at reasonable prices (or free) - more activities on a scale closer to ACRL.		
more, and more timely, and more detailed, speaking as a person who participates in committee work		
My experience with other ALA divisions leads me to believe that RUSA could be better organized; MARS seems to do a good job, but sometimes RUSA seems a bit scattered.		
Not sure what the best way to communicate the Association's value is, but I just clicked a lot of 1s on the previous page of this survey because I don't associate any of those items with RUSA. If I could have participated in my committee without joining RUSA, I would have.		
Not treating public librarians like second class citizens.		
Offer workshops, webinars that include CEUs for participants.		
Office does a remarkable job they still need more		
open & compulsory career-level stratification of committees (new, mid, senior)		
Openness where new voices are welcomed and made to feel needed		
Regional virtual meetings		
Regular communication regarding committee (division-level and section-level) deadlines		
Reorganization of RUSA sections to eliminate overlap		

SUMMARY

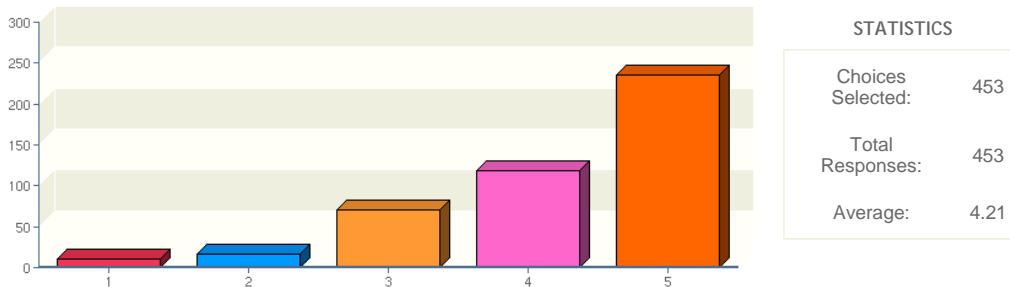
VALUE	COUNT	PERCENT %
RUSA does not do enough to promote itself to new librarians - part of that is due to the terrible ALA and the changes in ALAConnect.		
RUSA's focus on generating revenue is upsetting. I would like the organization to value professional development over the opportunity to make money off preconferences and other programs.		
should focus on reference and user services not disciplines		
Slim down the infrastructure. Too many committees and liaisoning to sections and committees.		
something more user friendly & quick to read than the quarterly		
STOP meaningless social network nonsens! Twitter and Facebook are overrated!		
technology - training and best practices - incorporating into reference services		
Weekly notes from the President about what's going on		

Report: Q10 Likely to continue membership with RUSA

Survey: RUSA Member Satisfaction Survey 2011

Compiled: 06/19/2011

1. How likely are you to continue your membership with RUSA?



STATISTICS

Choices Selected:	453
Total Responses:	453
Average:	4.21

SUMMARY

VALUE	COUNT	PERCENT %
5	235	51.88%
4	119	26.27%
3	71	15.67%
2	17	3.75%
1	11	2.43%

Report from www.SurveyGizmo.com

Notes: 94% of respondents were likely to continue their membership (ranked 3-5 on a scale of 5)