

**ALA Executive Board
2013 Fall Meeting**

TOPIC: ALA Annual Conference – Background for Discussion

ACTION REQUESTED: Discussion

REQUESTED BY: Keith Michael Fiels, Executive Director
Mary W. Ghikas, Senior Associate Executive Director

DATE: October 10, 2013

BACKGROUND:

Survey data

Beginning with the 2011 Annual Conference, ALA has conducted a post-conference attendee survey using SurveyMonkey. (Note: This supplements but does not replace a more formal, exhibits-focused survey that has historically been done.)

Summary survey results are attached, along with an analysis of AC2013 results compared with AC2012 and AC2011. In addition, the survey included multiple text response questions, each receiving 1,000+ text responses.

Text questions were pulled into lists, separating the text responses from personally identifiable information. The resulting (long) lists of text responses were distributed internally to ALA unit managers, to Conference Services staff, and the staff of the (internal) Conference Communications Committee. Externally, they were posted in the ALA Connect space of the ALA Conference Committee (standing) for the committee's ongoing review. They were also emailed to the 2013 ALA Conference Program Coordinating Team, as feedback. Text responses, in each case over 1,000, to the following questions were distributed:

1. What would you tell a business colleague or friend when recommending ALA Annual?
2. What were the three best aspects of the 2013 Annual Conference?
3. What was the best session you attended at Annual and why?
4. Do you have suggestions for improving the ALA Annual Conference?

These reports are lengthy and have not been attached to this Board document. They are available to any member of the Executive Board who would like who review them.

Additionally, text responses to questions #2 and #3 received additional analysis, using several statistical tools, by Kathy Rosa (Director, ALA Office for Research). Question 3 results were generally not useful –

and this question will likely be dropped or reworded. The most significant insight – from both 2012 and 2013 – was the amazing number of sessions indicated at least once, including programs, discussion groups and even meetings. The “best” session is clearly highly individual and related to each attendee’s purposes. ALA ORS analysis (ORS Director Kathy Rosa) of question 2 proved very useful; that report is attached. The word cloud created from the responses to question #2 was then used (by Jenny Levine, ALA Information Technology and Telecommunications Services) to create an AC2013 infographic (also attached) – both as a “snapshot” of attendee response to AC2013 and as a tool to market AC2014.

Other Conference data

Final attendance AC 2013 compared to AC2012:

2013 Chicago: 20,237 attendees ; 6,126 exhibitor personnel = 26,362

2012 Anaheim: 14,746 attendees: 5,388 exhibitor personnel = 20,134

Number of exhibitors:

2013 – 793

2012 -- 757

Financials (as of the October 8, 2013 3rd close):

Total Revenues: \$6,290,048

Total Expenses (before Overhead/Taxes/Allocations): \$3,496,263

Overhead Contribution: \$1,603,673

Net Revenue: \$1,094,977

Number of separate-scheduled events/sessions in Chicago, AC2013: 2,792

Number of meeting rooms used in Chicago, AC2013:

All spaces, including off-site, exhibit floor, stages and booths: 403

Rooms only (without off-site spaces): 372

Rooms only (without off-site or exhibit floor spaces): 292

Number of individuals who used Conference Scheduler (ALA Connect), compared to AC2012:

Number of people who saved an Annual 2013 schedule: 6578

Number of people who saved an Annual 2012 schedule: 4079

This is a 62% increase.

Number of individual ALA units/external groups creating “sessions” for 2013 ALA Annual:

ALA groups: 141

UNO (Unaffiliated Organizations): 115

Number of individuals entering session data /space requests into the conference planning system:

497 Users

Current Strategies, Issues and Questions

Over the past decade, conference-related work has focused increasingly on the attendee experience – with particular attention on the first-time attendee experience. Analysis of 10 years of registration data indicated that 27,000 individuals had registered for one conference – but not a second conference within the 10-year cycle. Collaborative work by the ALA Conference Committee, ALA Conference Services and the (internal) Conference Communications Committee have led to a number of innovations aimed at improving that experience, such as:

- Implementation of the “Uncommons” -- a flexible space used by attendees for instant meetings, device recharging, informal demonstrations;
- Implementation of a Friday “Unconference” in conjunction with both the Midwinter Meeting and Annual Conference;
- Implementation of “Library Camp” – a period of sharing and reflection at the end of the Midwinter Meeting and Annual Conference;
- Development and expansion of the “Ambassadors” program, which recruits frequent conference attendees to mentor first-time attendees and provide on-site information service;
- Continuing development of the Member Pavilion, initially at Annual Conference with subsequent expansion to the Midwinter Meeting;
- Implementation (with ALA Executive Board authorization) of a limited number of major programs at the Midwinter Meeting.
- Implementation and continuing improvement of the ALA Conference Scheduler, integrated with ALA Connect and with conference process management.
- Implementation and continuing improvement of the “Conference Base Camp” – a joint effort of American Libraries, ALA Conference Services and the Conference Communications Committee to utilize social media to track conference feedback and increase engagement, on-site and with non-attendees. Social media currently includes Twitter, Facebook, Tumblr, Pinterest, Flickr.
- Implementation of the “News You Can Use” series of updates – building on long-standing sessions such as the Washington Office Update – at the Midwinter Meeting. The series includes updates on legislation, research, grant projects, technology and other topics, both from ALA units and external groups.
- Implementation of ALA Masters (MW only), Ignite, Conversation Starters – all opportunities for learning from peers’ successes, innovations, passions.
- Specific conversation opportunities, including the “kitchen table” conversations and larger facilitated conversation-focused events.
- Reintroduction of “Think Fit @ ALA,” after an 8-year gap, in response to attendee concern about both personal and environmental health.
- Significant addition of content for learning on the Exhibit Floor, including the Zine Pavilion, Mobile App Pavilion, PopTop State, Graphic Novel/Gaming Stage, and Artist Alley.
- A broad range of new programmatic content, including Book Buzz, Now Showing @ ALA Film Program, Maker Monday and an expanded Auditorium Series of speakers.

Focus on Conference Structure

Analysis of survey data, along with reports from competitive conferences, led to a focus on the basic structure of ALA conferences – an unusually distributed development process which gathers “sessions” (programs, meetings) from over 250 entities, with almost 500 individuals seeking to enter session data into internal conference management systems, resulting in conferences with 2500, or more, separately-scheduled events in as many as 350 (concurrent) meeting rooms. Recurring attendee complaints related to this structure include geographic distribution of the conference (and the resulting time and energy lost to travel between sessions), excessive conflicts (“Everything I wanted was at the same time.”) and difficulty in finding a clear focus.

In preparation for Annual Conference 2012, a “Conference Change Roadmap” was shared with staff and member leaders. The objective was to make a substantive improvement in the general attendee experience by placing all “programs” in the “core campus” – the convention center or convention center plus connected or adjacent hotel(s). This required placing some limitation on the number of “programs” – a limitation which will vary from site to site with the number of available rooms in the “core.” It also enabled the initial experiment in the digital capture of conference programming, initially as a benefit to conference registrants. AC2013 conference surveys suggest that this campus consolidation was popular. Survey comments also suggest lack of clarity in what constitutes a “program,” e.g., discussion groups were not necessarily scheduled in the “core campus,” where priority was given to programs.

Looking at the array of issues related to process and organizational complexity, in 2012-2013 ALA Conference Services, working with ALA Divisions and ITTS, set out to bring the full process – from program proposal, through the individual unit (e.g. Division, Round Table) program selection process, to entry into the conference management system and Scheduler – onto a single, shared software platform. A platform – already used for Division conferences – was selected. Following six months of work, the vendor and ALA ITTS agreed that it was not workable given (a) ALA’s unusual process/organizational complexity and (b) the vendor’s desire to stay within the process “mainstream.”

During 2013-2014, focus will, therefore, be on process simplification. This will potentially affect program proposal and selection processes in individual units – as well as conference management processes. This discussion will necessarily involve the ALA Conference Committee, as well as a wide range of ALA units and ALA Conference Services. The aims are to reduce process complexity (and time) and create a more “describable” conference within which content is more easily findable – while preserving the “profession-wide” breadth which is ALA’s unique position. The new target date for platform implementation – based on process simplification – is late summer 2015 (the beginning of the “creation cycle” for MW2016). To meet that deadline, agreements around process simplification will need to be reached by late 2014.

It should be noted that several steps taken during the past several years have created a fertile ground for the necessary discussion of process simplification:

- The (internal) Conference Communication Committee has brought together staff from across the Association (including the Washington Office and ALA Divisions) and led to more internal collaboration around Annual Conference.
- The annual Conference Program Coordinating Team was reinstated, following a hiatus, for the 2013 Annual Conference. That reinstatement, with a revised charge (from the ALA Conference Committee) and slightly expanded membership proved very effective in 2013. Members both identified critical program gaps and moved rapidly to fill them.
- Addition of a (shared) marketing director and increase reliance on (internal) Production Services has produced a more effective and collaborative marketing process. As that marketing process has yielded results, voluntary collaboration has increased.

Finally, survey feedback continues to push conference format (and process) changes, in a competitive conference environment that has seen growth in focused, often highly-interactive conferences. Among the changes implemented or sought are the following:

- Overall shorter session times. The current pattern – a mix of 1.5 and 1 hour sessions – is a compromise between those attendees (often younger attendees) seeking short – 30 minutes – 1 hour – sessions and those accustomed to longer-format panel sessions – 1.5 to 2 hour sessions. Conference Services based sessions – the Ignite! sessions and Conversation Starter sessions (carried forward from 2008-2009 President Jim Rettig’s “Grassroots Programs” initiative) are both shorter. Ignite! sessions are 5-minute sessions offered in 30 minute clusters. Conversation Starter presenters are asked for 45 minute presentations with a high level of interactivity.
- More participative sessions. The Midwinter Meeting conversations have highlighted the desire for interactivity between participants. There is increasing interest in sessions set in rounds and in formats which encourage a high level of interactivity among participants. Shifting away from large-room theatre seating – neither possible nor desirable in some cases (such as the Auditorium Speakers) – carries a price in terms of capacity and will continue to increase the percentage of available “core” space devoted to conference content (programs, discussions) vs. business meetings.
- More consistent session quality. Survey comments note wide variation in presentation quality and many have urged greater support for presenters and potential presenters. The Conference Communications Committee, through CCC member Beatrice Calvin (HRDR), is exploring presenter training options with LEARNRT. A “speaker service center” is a likely feature of new conference management systems.
- Overall conference “simplification” – or greater clarity. Reading the survey comments, it seems clear that many attendees do not like (a) what they perceive to be too many choices and (b) what they consider excessive effort required to construct a personalized, relevant stream of content. Some steps have been taken to address these concerns. Continued implementation of the (opt-in) profile feature in ALA Connect, in conjunction with the current link to iMIS member records which reveal division and other ALA affiliations to the ALA Scheduler, will increase the capacity of the Conference Scheduler to “recommend” individually-relevant conference content to attendees. The current work on process simplification will address inconsistencies in session entry (e.g., bad

tagging). More fundamentally, ongoing work will explore new, collaborative processes for creating more coherent content streams.

- Timely content. The perception of a long timeline – no longer consistently true – persists. Recent changes, based on the 2012 “Roadmap,” have shortened the proposal to presentation cycle in some areas. The call for Ignite! and Conversation Starter sessions is released in January (for June sessions), with a combined “crowdsource” (online voting) and member/staff selection process that takes place in February.
- An integrated conference experience. Implementation of Library Camp has provided an opportunity for attendees to meet together and reflect on their conference learning experience. Reactions to that and persistent comments in post-conference surveys are leading to exploration of alternative organizational structures for conference, to support a more integrated, reflective learning and networking experience. In addition to format changes noted above, these might include experience sharing support (Scheduler), some “flipped” sessions with discussion based on pre-conference work, expansion of the Library Camp concept, etc.
- Continuation of the “big tent”/cross-specialization “brand.” The unique position that ALA Conferences hold is as the place where individuals in a broad range of specializations can interact. Current structures put the burden of such interactions primarily on the attendee. If this is ALA’s unique position, then member leaders and staff, working together, will need to address ways to both honor the specializations and more effectively reveal what is to be uniquely learned from each.

These changes take place in the context of an “industry” in change and in a highly competitive environment. The combination of business data and survey data paint a picture of a changing business:

- There are fewer large-space, long-time exhibitors – and a concomitant need to continually recruit new (typically smaller) exhibitors.
- There are continuing price pressures related to labor cost, hotel rates and transportation costs.
- Pressure to maximize support for the association mission has kept investment in the business itself minimal.
- Conference “simplification” and centralization pressures, combined with expanded reliance on social media for marketing, have broadened the skill set requirements and forced a more collaborative conference implementation approach between Conference Services, ITTS, marketing, ALA Divisions and other parts of the ALA.

Ongoing discussions, both internal and with member leaders, are addressing this broad range of issues and opportunities. A summary “issue/opportunity list” would include at least the following:

Complexity

- (1) Process complexity
- (2) Attention conflicts
- (3) Sense-making
- (4) Communication

Member Experience

- (1) 1st Time Attendees
- (2) Exhibit Floor – Differing Perspectives
- (3) Programs – content, format and length
- (4) Other cultural shifts and conference behavior
- (5) Campus Issues

Business Model Issues

- (1) Industry change
- (2) Cost Framework
- (3) Investment
- (4) Re-skilling

Attachments:

Attachment 1 – ALA2013 Final Evaluation Survey Summary







Attachment 2 – 2013 Annual Conference Survey Results: Comparison with 2012-2011 Annual Conference Surveys

Attachment 3 -- Q: What were the three best aspects of the 2013 Annual Conference? – ALA ORS Analysis

Attachment 4 – ALA2013 Infographic

Registration desk/staff	53.0% (803)	27.9% (422)	11.4% (172)	1.2% (18)	0.1% (2)	6.4% (97)	4.42	1,5
answered question								1,5
skipped question								



12. How did you schedule your time at the Annual Conference? (Check all that apply.)

		Response Percent	Response Count
Conference Scheduler		77.5%	1,176
Emails from groups and mailing lists		42.2%	641
Google or other calendar		18.4%	280
Good old paper & pencil		30.2%	459
Mobile Scheduler app/site		31.8%	482
Notes in the Final Program book		22.5%	342
	Other (please specify)		133
answered question			1,518
skipped question			64





15. How many times did you refer to the Final Print Program while attending the Annual Conference? (Please type in a whole number.)

	Response Count
	1,501
answered question	1,501
skipped question	81

16. Did you receive the Pre-show/Preview electronic issues of Cognotes?

		Response Percent	Response Count
Yes		57.3%	877
No		42.7%	653
	answered question		1,530
	skipped question		52

17. If you answered "yes" to the question above, please indicate how much you read of the pre-show electronic issue of Cognotes.

		Response Percent	Response Count
I read all of the pre-show electronic issues of Cognotes		15.1%	140
I read most of the pre-show electronic issues of Cognotes		24.0%	222
I read some of the pre-show electronic issues of Cognotes		38.5%	356
I read none of the pre-show electronic issues of Cognotes		22.4%	207
		Comments	69
		answered question	925
		skipped question	657

21. How would you rate your overall experience using the Conference Scheduler?

		Response Percent	Response Count
Excellent		31.4%	476
Good		41.6%	630
Neutral		10.8%	163
Poor		4.9%	74
Didn't use it		10.7%	162
Didn't know about it		0.7%	11
	Comments		255
answered question			1,516
skipped question			66

Venue information	24.2% (344)	22.5% (319)	13.4% (190)	3.8% (54)	1.7% (24)	34.4% (488)	3.97	1,419
							Comments	156
							answered question	1,449
							skipped question	133



24. How would you rate your overall experience using the mobile Scheduler app/site?

		Response Percent	Response Count	
Excellent		20.0%	298	
Good		24.8%	369	
Neutral		6.9%	103	
Poor		4.8%	71	
Didn't use it		37.5%	559	
Didn't know about it		6.0%	90	
			Comments	
				160
			answered question	1,490
			skipped question	92


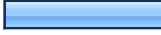
25. If you used the mobile app/site, which features did you find the most useful?


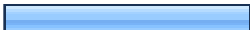

	Response Count
	463
answered question	463
skipped question	1,119

29. Did you visit the Exhibit Hall?

		Response Percent	Response Count
Yes		98.6%	1,489
No		1.4%	21
Comments			151
answered question			1,510
skipped question			72

30. Did you explore new products and/or services which you can immediately apply in your professional setting?

		Response Percent	Response Count
Yes		76.7%	1,144
No		23.3%	348
Comments			92
answered question			1,492
skipped question			90

Subscription Services		23.6%	330
Training		36.7%	513
Zines		15.5%	216

Other (please specify) 89

answered question 1,398

skipped question 184

32. Please list other products/services you would like to see in the Exhibit Hall.

Response
Count

152

answered question 152

skipped question 1,430

33. What is your intent when viewing products in the Exhibit Hall? (Check all that apply.)

Response
Percent Response
Count

To keep up-to-date on the latest products and services  87.3% 1,289

To negotiate prices  4.7% 70

To purchase later  28.8% 425

To make purchase recommendations  38.5% 568

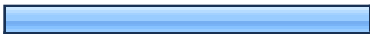

To purchase at the show  7.0% 103

N/A  7.4% 110


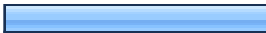

answered question 1,477

skipped question 105




34. As a result of your time on the exhibit floor, did you find new companies to do business with?

		Response Percent	Response Count
Yes		54.8%	788
No		45.2%	651
	Comments		126
answered question			1,439
skipped question			143

35. Did you attend any presentations on any of the stages in the exhibit hall?

		Response Percent	Response Count
Yes		30.1%	446
No		39.4%	583
No, but I was interested in at least one of the presentations		30.5%	452
	Other (please specify)		62
answered question			1,481
skipped question			101

36. If you answered "yes" to the question above, which days did you attend presentations on any of the stages? (Check all that apply.)

		Response Percent	Response Count
Saturday		62.8%	278
Sunday		61.6%	273
Monday		30.2%	134
	Comments		48
	answered question		443
	skipped question		1,139

37. Do you have any additional comments regarding the Annual Exhibit Hall?

	Response Count
	319
answered question	319
skipped question	1,263

38. Which of the following options best matches your job title?





		Response Percent	Response Count
Acquisitions Librarian		2.0%	25
Adult Librarian		4.5%	57
Assistant/Associate/Deputy Director		4.3%	55
Bibliographer		0.5%	6
Branch Manager/Other Manager		6.7%	85
Cataloging Librarian		5.7%	72
Children's Librarian		8.0%	102
Collection Department		1.6%	20
College / University Librarian		6.6%	84
Circulation Librarian		2.0%	25
Dean/Assistant Dean/Associate Dean		1.7%	22
Department Chair/Head		6.1%	78
Director		12.4%	158
General Librarian		1.6%	20
Government Librarian		0.5%	7
Head/Supervisory Librarian		2.2%	28
Media Specialist		0.9%	11
Reference Librarian		11.9%	151
School Librarian		7.3%	93
Serials Librarian		0.6%	8
Student		6.1%	78
Systems Librarian		1.6%	21

Technical Librarian		2.1%	27
Young Adult Librarian		3.1%	40

Other (please specify) 294

answered question	1,273
skipped question	309

39. In your professional capacity, which of the following best describes your purchasing influence? (Check all that apply.)

		Response Percent	Response Count
Recommend		55.0%	820
Specify		22.3%	333
Final decision		39.3%	586
No influence		14.5%	216
		answered question	1,492
		skipped question	90

40. In what type of library are you employed?

		Response Percent	Response Count
College/University		36.5%	534
Elementary/Secondary School		7.1%	104
Library Network/Consortium		1.3%	19
Public		41.3%	605
Special/Corporate/Medical/Law		2.2%	32
State/Government Agencies		2.3%	34
Vendor		0.4%	6
Not employed in a library right now		8.9%	131
Other (please specify)			58








answered question 1,465

skipped question 117



41. How many libraries/branches do you represent? (Please type in a whole number.)

	Response Count
	1,372
answered question	1,372
skipped question	210

















42. What was your registration status for ALA Annual?















		Response Percent	Response Count
ALA Member – Weekly		65.2%	974
ALA Member – Daily		9.4%	141
Non-Member – Weekly		8.8%	132
Non-Member – Daily		2.5%	38
Student		8.8%	131
Exhibit Hall Only		4.4%	66
Other (Guest, Press, etc.)		0.7%	11
answered question			1,493
skipped question			89

43. Are you an ALA member?









		Response Percent	Response Count
Yes		85.4%	1,268
No		14.6%	217
answered question			1,485
skipped question			97

44. Please indicate if you're a member of any of the following ALA units.

		Response Percent	Response Count
AASL (The American Association of School Librarians)		11.0%	115
ACRL (Association of College and Research Libraries)		31.8%	334
ALCTS (Association for Library Collections and Technical Services)		11.6%	122
ALSC (Association for Library Service to Children)		15.0%	157
ASCLA (Association of Specialized and Cooperative Library Agencies)		3.6%	38
EMIERT (Ethnic and Multicultural Information Exchange Round Table)		2.5%	26
ERT (Exhibits Round Table)		0.2%	2
FAFLRT (Federal and Armed Forces Libraries Round Table)		0.6%	6
GameRT (Games and Gaming Round Table)		1.5%	16
GLBTRT (Gay, Lesbian, Bisexual & Transgender Round Table)		6.2%	65
GODORT (Government Documents Round Table)		2.3%	24
IFRT (Intellectual Freedom Round Table)		4.7%	49
IRRT (International Relations Round Table)		4.4%	46
LearnRT (Learning Round Table)		1.8%	19
LHRT (Library History Round Table)		1.0%	11
LIRT (Library Instruction Round Table)		4.1%	43

LITA (Library & Information Technology Association)		9.2%	97
LLAMA (Library Leadership & Management Association)		13.5%	142
LRRT (Library Research Round Table)		2.4%	25
LSSIRT (Library Support Staff Interests Round Table)		0.8%	8
MAGIRT (Map & Geospatial Information Round Table)		1.4%	15
NMRT (New Members Round Table)		8.8%	92
PLA (Public Library Association)		26.0%	273
RMRT (Retired Members Round Table)		0.9%	9
RUSA (Reference and User Services Association)		14.3%	150
SORT (Staff Organizations Round Table)		0.2%	2
SRRT (Social Responsibilities Round Table)		3.7%	39
United for Libraries		2.4%	25
VRT (Video Round Table)		1.0%	11
YALSA (Young Adult Library Services Association)		17.5%	184
answered question			1,050
skipped question			532




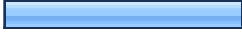

45. Please indicate your age range (optional):

		Response Percent	Response Count
Under 20		0.3%	4
20-29		13.8%	201
30-39		23.0%	335
40-49		21.1%	308
50-59		23.9%	348
60-69		16.7%	244
70-79		1.1%	16
80+		0.1%	2
		answered question	1,458
		skipped question	124





46. What other conferences do you attend? (Check all that apply.)

		Response Percent	Response Count
AASL	<input type="checkbox"/>	4.7%	56
ACRL	<input type="checkbox"/>	15.5%	185
ALA Midwinter Meeting	<input type="checkbox"/>	30.2%	360
BookExpo America	<input type="checkbox"/>	5.9%	70
Computers in Libraries or Internet Librarian	<input type="checkbox"/>	5.3%	63
LITA Forum	<input type="checkbox"/>	1.8%	22
PLA	<input type="checkbox"/>	21.2%	252
State Library Associations	<input type="checkbox"/>	59.3%	706
Attend no other trade show	<input type="checkbox"/>	13.4%	159
	Other (please specify)		365
answered question			1,191
skipped question			391









47. Please indicate which of the following devices you used the most to access information while onsite at Annual:

		Response Percent	Response Count
Mobile/Smart phone		59.7%	852
Laptop computer		18.8%	268
Printed program		26.8%	382
Tablet		35.4%	505
Other wifi device (eg, iPod Touch)		4.3%	62
	Other (please specify)		60
		answered question	1,427
		skipped question	155



48. What type of cell/smart phone do you use?

		Response Percent	Response Count
Android		33.6%	452
Blackberry		2.3%	31
iPhone		47.7%	643
None		17.2%	232
	Other (please specify)		139
		answered question	1,347
		skipped question	235







49. Please indicate which, if any, social networking sites you use to stay in touch with colleagues.

		Response Percent	Response Count
Facebook		70.5%	1,022
Google +		16.4%	237
LinkedIn		49.6%	718
Ning		0.8%	12
Pinterest		16.1%	233
Tumblr		6.5%	94
Twitter		35.6%	516
None		15.5%	225
	Other (please specify)		47
		answered question	1,449
		skipped question	133





50. Have you ever self-published a book?

		Response Percent	Response Count
Yes		2.5%	38
No		97.5%	1,460
		answered question	1,498
		skipped question	84

51. Other than attending official conference programs and events, what else did you do while in Chicago?

		Response Percent	Response Count
Blackhawks parade		11.0%	117
Ethnic neighborhood visit		19.8%	210
Fine dining restaurants		72.0%	764
Museums		52.1%	553
Self-guided library visit		17.7%	188
Theater		8.5%	90
	Other (please specify)		536
		answered question	1,061
		skipped question	521



52. Did you know that your Annual Conference registration includes access to the archive of recordings? (We'll email you in a few weeks when it's ready.)

		Response Percent	Response Count
Yes, I knew this before I purchased my registration.		22.0%	322
Yes, I found out about this after I registered but before the conference.		11.9%	174
Yes, I realized this at the conference.		14.2%	208
No, I didn't realize this until I just read this question		51.9%	759
		Comments	72
		answered question	1,463
		skipped question	119



53. If you would like to provide a positive quote about your ALA Annual Conference experience that may appear in promotional materials for the next conference, please use the space below.

	Response Count
	202
answered question	202
skipped question	1,380

54. Please provide your name and institution as you would like them to appear in print (or feel free to omit your name if you prefer your statement to remain anonymous).

		Response Percent	Response Count
Name		95.3%	285
Institution		87.0%	260
answered question			299
skipped question			1,283

55. Please enter your name and email address if you wish to enter the drawing for one of three \$100 gift certificates. Your answers will still remain anonymous and your email address won't be added to any lists.

		Response Percent	Response Count
Name		100.0%	1,308
Email address		99.9%	1,307
answered question			1,308
skipped question			274

2013 Annual Conference Survey Results: Comparison with 2012-2011 Annual Conference Surveys

- 38.9% of respondents rated their overall experience at AC2013 “very positive,” compared to 40.9% for AC2012 (Anaheim) and 34.2% for AC2011 (New Orleans). “Positive” ratings were 53.7% for AC2013, compared to 53.8% for AC2012 and 58.8% for AC2011. “Neutral” ratings went up slightly to 6% from 4.8% in AC2012 and 5.6% in AC2011. “Negative” ratings were at 1.3% for AC2013, compared to 0.5% for AC2012 and 1.4% for AC2011. 1,561 responded to this survey questions, compared to 1,845 in 2012.
- The number of respondents who would “definitely” recommend the conference to a friend or colleague dropped slightly to 56.2%, compared to 57.5% in 2012 and 58.9% in 2011. On the other hand, the number who would “mostly” recommend continued to increase, with 34.5% in 2013, compared to 33.2% in 2012 and 31.9% in 2011.
- “Keeping up with the profession” remains the #1 factor in the decision to attend. “Committee participation” dropped from #4 to #6. In between were “Continuing professional education” (#2), “Learn about new products/visit the exhibits” (#3), “Networking” (#4) and “Program content” (#5).
- When asked to rate the “value” of various aspects of the conference, however, the results vary slightly from the factors in the decision to attend. “Informal connections with colleagues” had the highest value (with an overall rating of 4.59), followed by “Exhibit Hall” (4.54), “Programs/sessions” (4.53), “Auditorium speakers” (4.26), “Discussion/interest groups” (4.23), and “Meeting authors” (4.19). The 1-3 rankings have been consistent since 2011.
- Asked to rate the effectiveness of various information resources in providing conference information, those surveyed rated the Registration desk/staff, the ALA Annual website, Conference Scheduler, Advance emails from ALA, Information desks and the Mobile Scheduler app the highest – in that order. The Conference Scheduler continues to gain, with 55.8% marking it “very effective,” compared to 51.1% in 2012 and 39.9% in 2011, with overall ratings moving from 4.09 (2011) to 4.30 (2012) to 4.36 (2013).
 - 77.5% of those responding used the Conference Scheduler to schedule their time at the 2013 Annual Conference. 42.2% relied on emails from groups and mailing lists. 31.8% used the Mobile scheduler app/site. 30.2% used “Good old paper & pencil.” 22.5% used notes in the Final Program book. 18.4% used Google or another calendar.
 - Asked to rate their overall experience using the Conference Scheduler, 41.6% rated it good (up from 37.6% in 2012), with another 31.4% rating it excellent (up from 26.9% in 2012). Only 10.7% of respondents said they didn’t use it, down from 19.3% in 2012.

- 43.3% of those responding said 75-99% of their schedule was set before they traveled to Chicago. Another 25.3% said they had set 51-75%, with another 13.5% responding 26-50% and 10.5% responding 0-25%. Only 7.5% responded that they had set 100% of their schedule.
- The 2013 survey included a question about the Final Program. 91.5% said they received it, with 49.2% indicating they kept it, 44.9% indicating that seeing an ad in the Final Program made them more likely to visit that booth in the Exhibits, 38.9% indicating they did/will refer to the Final Program after the conference, and 20.4% indicating they did/will use it to contact exhibitors after the conference.
- The 2013 survey also included questions about the pre-show electronic issues of *Cognotes*. 57.3% said they received them, with 38.5% indicating they read some of the pre-show issues, 24% indicating they read most of them, 22.4% indicating they read none of them and 15.1% indicating they read all of them.
- Asked about the print (on-site) issues of *Cognotes*, 72.9% indicated they received one or more issues. 29% said they keep their copies.
- 98.6% of respondents said they visited the Exhibits, with 76.7% indicating they explored new products/services which they could “immediately apply” in their professional setting.
 - Respondents were asked to check a list of products and/or services they were interested in seeing in the Exhibits. While responses were spread widely, the products/services categories receiving the most number of responses were books, digital content, database services, online services, computer software, furniture/shelving and mobile apps.
 - The most common reason indicated by respondents for attending the Exhibits was “to keep up-to-date on the latest products and services” (87.3%), with 38.5% indicating “to make purchase recommendations” and 28/8% indicating “to purchase later.”
 - 54.8% said that as a result of visiting the Exhibits they identified “new companies to do business with.”
 - 30.1% attended presentations on one or more of the Exhibit Hall stages, with another 30.5% indicating they did not – but were interested in one or more.
- 41.3% of respondents indicated they were employed with public libraries, with another 36.5% in college/university libraries. 8.9% indicated they were not currently employed in a library.

- 85.4% of those responding to the survey indicated they were ALA members, compared to 90.5% in 2012 and 88.2% in 2011. 83.4% registered in a member category (member-weekly, member-daily, student), with 11.3 registering in a non-member category and 4.4% registering for exhibits-only.
- Respondents were asked to indicate ALA Divisions and Round Tables to which they belonged, with the following results from the 1,050 who responded to this question:
 - ACRL – 334 (31.8%)
 - PLA – 273 (26.0%)
 - YALSA – 184 (17.5%)
 - ALSC – 157 (15.0%)
 - RUSA – 150 (14.3%)
 - LLAMA – 142 (13.5%)
 - ALCTS – 122 (11.6%)
 - AASL – 115 (11.0%)
 - LITA – 97 (9.2%)
 - NMRT – 92 (8.8%)
 - GLBTRT – 65 (6.2%)
 - IFRT – 49 (4.7%)
 - IRRT – 46 (4.4%)
 - LIRT – 43 (4.1%)
 - SRRT – 39 (3.7%)
 - ASCLA – 38 (3.6%)
 - EMIERT – 26 (2.5%)
 - UNITED FOR LIBRARIES – 25 (2.4%)
 - LRRT – 25 (2.4%)
 - GODORT – 24 (2.3%)
 - LEARNRT – 19 (1.8%)
 - GAMERT – 16 (1.5%)
 - MAGIRT – 15 (1.4%)
 - LHRT – 11 (1.0%)
 - VRT – 11 (1.0%)
 - RMRT – 9 (0.9%)
 - LSSIRT – 8 (0.8%)
 - FAFLRT – 6 (0.6%)
 - ERT – 2 (0.2%)
 - SORT – 2 (0.2%)

The same question in 2012 shows approximately the same distribution, with ACRL, PLA, YALSA, RUSA, ALSC, LLAMA, AASL, ALCTS, LITA, NMRT – in that order – showing the highest

percentages of responding members. In 2011, the order was ACRL, PLA, YALSA, ALCTS, RUSA, LLAMA, ALSC, LITA, AASL and NMRT.

- Individuals responding to the survey were asked to indicate their age range, with the following AC2013 distribution: (1,458 responses)
 - 50-59 – 348 (23.9%)
 - 30-39 – 335 (23.0%)
 - 40-49 – 308 (21.1%)
 - 60-69 – 244 (16.7%)
 - 20-29 – 201 (13.8%)
 - 70-79 – 16 (1.1%)
 - Under 20 – 4 (0.3%)
 - 80+ -- 2 (0.1%)

The AC2012 distribution showed a slightly different distribution: (1,710 responses)

- 30-39 – 421 (24.6%)
- 50-59 – 410 (24.0%)
- 40-49 – 367 (21.5%)
- 60-69 – 260 (15.2%)
- 20-29 – 223 (13.0%)
- 70-79 – 23 (1.3%)
- Under 20 – 3 (0.2%)
- 80+ -- 3 (0.2%)

And, the AC2011 distribution: (2,874 responses)

- 50-59 – 812 (28.3%)
 - 40-49 – 647 (22.5%)
 - 30-39 – 624 (21.7%)
 - 60-69 – 430 (15.0%)
 - 20-29 – 329 (11.4%)
 - 70-79 – 29 (1.0%)
 - 80+ -- 2 (0.1%)
 - Under 20 – 1 (0.0%)
- 34.3% of respondents to the AC2013 follow-up survey self-identified by first-time Annual Conference attendees.
 - 59.7% of those responding indicated they primarily used a mobile/smart phone to access information while on site at Annual, with 35.4% indicating they used a tablet, 26.8% the printed program and 18.8% a laptop computer.

- Cellphone use by respondents was distributed as follows:
 - iPhone (47.7%), Android (33.6%), none (17.2%), Blackberry (2.3%)
- 59.3% of those responding indicated they also attend state library association conferences. 30.2% indicated they also attend the ALA Midwinter Meeting. 21.2% indicated they also attend the PLA Conference. 15.5% also attend the ACRL Conference.
- Respondents were asked which, if any, social networking sites they used to stay in touch with colleagues: (1,449 responded).
 - Facebook – 1,022 (70.5%)
 - LinkedIn – 718 (49.6%)
 - Twitter – 35.6% (35.6%)
 - Google+ -- 237 (16.4%)
 - Pinterest – 233 (16.1%)
 - None – 225 (15.5%)
 - Tumblr – 94 (6.5%)
 - Ning – 12 – (0.8%)
- Asked to indicate likelihood of attending the AC2014, 27.1% said “definitely yes,” with 37.2% indicating “I want to attend but it will depend on funding.” 6/7% indicated they only attend when the conference is local. 6.6% indicated they attend “only because I’m on a committee.” 12.2% indicated “not sure/maybe” and 10.2% said “I don’t plan to attend.”

This post-conference survey (in SurveyMonkey) has grown substantially in length and level of detail since AC2011 – and the number of responses has dropped. It is possible there is a link between those two facts. The survey instrument itself needs to be evaluated – and potentially trimmed. There are extensive text responses, which have not yet been analyzed. All will be read – as were all the text responses in 2012 and 2011. A summary report on the text responses will be provided – but this is a significant undertaking and will take some time.

mg – 16 August 2013

people, librarians, and friends. The term 'Exhibits' accounts for 20% of the word analysis and includes words such as exhibit, vendor, products and hall. The term 'Location' also accounts for 20% of the results and includes Chicago, city, shuttle, transportation, and weather. See Figure 2 below.

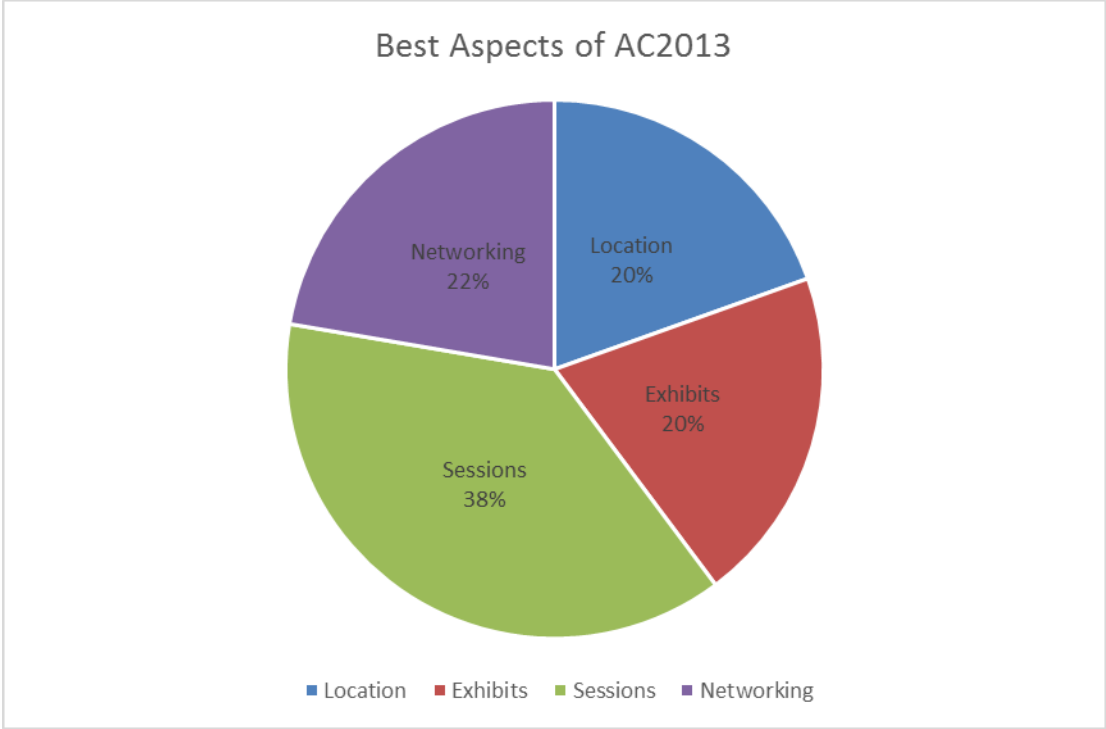


Figure 2 Best Aspect Themes by Percentage

