### Society of American Archivists
#### 2012 Member Needs & Satisfaction Survey

**Frequency Distribution Report**

If a colleague who is an archivist, or is studying to be one, asked your advice on joining a professional association as an individual member, how likely would you be to recommend SAA?

<table>
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If a colleague at another archives institution asked your advice on joining a professional association as an institutional member, how likely would you be to recommend SAA?

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How likely are you to renew your individual membership in the coming year?

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## How likely are you to renew your institutional membership in the coming year?

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## Considering the benefits, products, and services you receive from SAA in relation to the price of membership, how would you rate the overall value of your individual membership?

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### Would you say the price of your SAA individual member dues is...?

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### Would you say the price of your SAA institutional member dues is...?

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### What percentage of your SAA individual membership dues is reimbursed or paid by your employer?

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If you personally had to pay 100% of your individual member dues, how likely would you be to renew your individual membership?

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<th>Cumulative Percent</th>
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Individuals belong to associations for a variety of reasons. Please tell us the reasons why you belong to SAA as an individual member.

- Stay current on information about profession: 24.3%
- To network and build relationships: 17.0%
- Subscriptions to the journal and newsletter: 11.0%
- To support the profession: 9.4%
- To show that I am a professional: 9.3%
- To advance my career: 9.0%
- To receive SAA's member benefits: 7.4%
- To support SAA: 4.5%
- My professor/advisor suggested I join: 2.9%
- My dues are reimbursed: 1.5%
- Prestige of being an SAA member: 1.3%
- My supervisor/mentor suggested I join: 1.1%
- SAA membership is a job requirement: 0.6%
- Other: 0.8%

Institutions belong to associations for a variety of reasons. Please tell us the reasons why your institution belongs to SAA.

- Stay current on information about profession: 25.0%
- Subscriptions to the journal and newsletter: 15.7%
- To receive member benefits for employees: 11.0%
- To network and build relationships: 9.0%
- To support the profession: 8.6%
- To show we are a reputable institution: 7.3%
- To advance our institution's mission: 5.5%
- To establish institutional partnerships: 4.7%
- To support SAA: 4.4%
- To receive individual benefits: 3.1%
- My supervisor suggested we join: 1.7%
- To promote our business: 1.4%
- Prestige of being an SAA member: 0.8%
- Other: 1.8%
More specifically, how would you rate the performance of each of the following individual member benefits?

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### More specifically, how would you rate the performance of each of the following institutional member benefits?

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**Full workshop and webinar discounts for "primary contacts"**

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### Electronic group access to American Archivist Online (via IP authentication)

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### How would you rate the overall quality of SAA’s continuing education courses, workshops, webinars, and on-demand offerings?

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How would you rate the quality of SAA’s courses, workshops, live webinars, and on-demand offerings in each of the following areas?
### Quality of workshop/webinar materials

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### Offered in convenient locations (face-to-face courses only)

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For each of the following course/workshop/webinar topics, what is the likelihood of your pursuing this type of education from SAA?

### General archival knowledge

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<td>Fair</td>
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<td>Poor</td>
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<td>Was not aware of</td>
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<tr>
<td>Total</td>
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<td>Total</td>
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| Archival Outlook                                                                                       |
| Valid                                                                                                 |
| Excellent                                                   | 432       | 20.1    | 21.3          | 21.3               |
| Very good                                                   | 860       | 40.0    | 42.3          | 63.6               |
| Good                                                       | 604       | 28.1    | 29.7          | 93.3               |
| Fair                                                       | 121       | 5.6     | 6.0           | 99.3               |
| Poor                                                       | 15        | .7      | .7            | 100.0              |
| Total                                                       | 2032      | 94.5    | 100.0         |                    |
| Missing                                                     |           |         |               |                    |
| Have not read, but am aware of                              | 81        | 3.8     |               |                    |
| Was not aware of                                            | 38        | 1.8     |               |                    |
| Total                                                       | 119       | 5.5     |               |                    |
| Total                                                       | 2151      | 100.0   |               |                    |

<p>| In The Loop                                                                                           |
| Valid                                                                                                 |
| Excellent                                                   | 285       | 13.2    | 16.2          | 16.2               |
| Very good                                                   | 593       | 27.6    | 33.7          | 49.9               |
| Good                                                       | 678       | 31.5    | 38.5          | 88.4               |
| Fair                                                       | 186       | 8.6     | 10.6          | 98.9               |
| Poor                                                       | 19        | .9      | 1.1           | 100.0              |
| Total                                                       | 1761      | 81.9    | 100.0         |                    |
| Missing                                                     |           |         |               |                    |
| Have not read, but am aware of                              | 221       | 10.3    |               |                    |
| Was not aware of                                            | 169       | 7.9     |               |                    |
| Total                                                       | 390       | 18.1    |               |                    |
| Total                                                       | 2151      | 100.0   |               |                    |</p>
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How would you rate the quality of The American Archivist (print and electronic journal) in each of the following areas?

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| Excellent         | 356     | 16.6    | 19.4          | 19.4              |
| Very good         | 768     | 35.7    | 41.9          | 61.4              |
| Good              | 617     | 28.7    | 33.7          | 95.0              |
| Fair              | 88      | 4.1     | 4.8           | 99.8              |
| Poor              | 3       | .1      | .2            | 100.0             |
| Total             | 1832    | 85.2    | 100.0         |                   |
| Missing           |         |         |               |                   |
| Don't read        | 33      | 1.5     |               |                   |
| Don't know        | 86      | 4.0     |               |                   |
| System            | 200     | 9.3     |               |                   |
| Total             | 319     | 14.8    |               |                   |
| Total             | 2151    | 100.0   |               |                   |

<p>| Advocating for Archives (department) |
|-------------------------------------|---------|---------|---------------|-------------------|
| Valid                              |         |         |               |                   |
| Excellent                         | 222     | 10.3    | 13.6          | 13.6              |
| Very good                         | 589     | 27.4    | 36.0          | 49.5              |
| Good                              | 701     | 32.6    | 42.8          | 92.3              |
| Fair                              | 120     | 5.6     | 7.3           | 99.6              |
| Poor                              | 6       | .3      | .4            | 100.0             |
| Total                             | 1638    | 76.2    | 100.0         |                   |
| Missing                           |         |         |               |                   |
| Don't read                        | 130     | 6.0     |               |                   |
| Don't know                        | 174     | 8.1     |               |                   |
| System                            | 209     | 9.7     |               |                   |
| Total                             | 513     | 23.8    |               |                   |
| Total                             | 2151    | 100.0   |               |                   |</p>
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If SAA members could opt out from receiving print copies of *The American Archivist* and access the journal exclusively online, assuming no financial incentive (e.g., lower dues), how likely would you be to exercise this option?

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If you have attended an SAA Annual Meeting in the past 5 years, how would you rate the conference overall?

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SAA is considering a variety of changes and/or enhancements to the programs and services included as part of the Annual Meeting registration. Please allocate a total of 100 points among the following options, assigning more points to those items to which you would most like SAA to devote resources and effort.

- Wi-Fi access throughout conference hotel
- Audiovisual support for all roundtables
- Social responsibility clause in hotel contract (e.g., to allow late cancellation)
- Continue to include All-Attendee Reception in conference registration
- Locate conference in greater variety of locations
- Maintain affordable conference registration
- Maintain affordable rate for conference hotel rooms
- Maintain affordable travel costs

The Society is considering various ways of delivering Annual Meeting content. For each of the following items, please indicate the maximum dollar amount that you would be willing to pay.

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### Overall, how would you rate the performance of the SAA Council (board of directors)?

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More specifically, how would you rate the SAA Council (board of directors) in each of the following areas?

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### How would you rate the overall quality of SAA’s website?

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More specifically, how would you rate SAA’s website in each of the following areas?

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Overall, how would you rate the effectiveness of SAA’s strategic initiatives (e.g., technology, diversity, public awareness and advocacy) on behalf of the archives profession?

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More specifically, how would you rate the effectiveness of SAA’s strategic initiatives in each of the following areas?

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Please indicate the group(s) that best describe your race/ethnicity.

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Which of the following best describes your employment status?

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<tr>
<td>Employed, part time</td>
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<td>Unemployed, seeking full-time work</td>
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<tr>
<td>Unemployed, seeking part-time work</td>
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<table>
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Please indicate your total annual salary for 2011.

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<th>Cumulative Percent</th>
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Missing | Rather not say | Frequency | Percent | Valid Percent | Cumulative Percent |
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Please indicate ALL of the degrees you hold

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</tr>
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<td>Other</td>
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### Which of the following best describes your institution? (Institutional member respondents only)

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### Which of the following best describes your academic institution? (Institutional member respondents only)

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### Which of the following best describes your government agency? (Institutional member respondents only)

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(Institutional member respondents only)

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<td>Foundation or grant-funding organization</td>
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(Institutional member respondents only)

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<td>Manufacturer / vendor / supplier of archival supplies or equipment</td>
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### How many total employees work at your institution?  
(Institutional member respondents only)

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### How many archivists work at your institution?

**(Institutional member respondents only)**

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- **Missing**
  - **System**
    - 1988: 92.4%
  - **Total**: 2151 (100.0%)

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### Year respondent joined SAA

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| Missing | System | 3 | .1 | |
| Total | 2151 | 100.0 | | |

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**State**

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### Country

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### Respondent is a Primary Contact of Member Institution

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### Member Type of Respondents' Institution

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### Member Subtype of Respondents' Institution

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