



# WHAT'S ON YOUR MIND?

Every few years we conduct a survey to take the pulse of the membership and make sure services, resources, projects and representations on your behalf remain focused where you want them to be.

Late in 2013 we instigated our latest survey and the results are now in. We were pleased to find 673 personal members and 98 institutional members took time out to let us know how we were doing, what we should celebrate and what you'd like to see us do better in the future. The respondents were a good representative sample of personal members and institutional members, with participants from every state and territory, and a broad range of library and information services.

## WHAT YOU SAID WAS IMPORTANT TO YOU

We asked you what you thought were the most important activities we perform. Both personal and institutional members agreed that professional recognition of qualifications, professional development opportunities, advocacy and lobbying were the most important activities ALIA performed.

You strongly supported ALIA course accreditation, with 90% identifying at least one benefit, the most important being that it improves the overall standing of the library and information management sector.

Issues of affordability and time constraints were major concerns in completing professional development training. Many of you voiced your desire for low cost professional development opportunities.

## WHAT YOU SAID WE SHOULD CELEBRATE

In our year of renewal, we have made many changes to how we operate and communicate with you. While many of our projects are still a work in progress, we were happy to hear many of the positive things you had to say.

One of our biggest projects in 2013 was launching the new ALIA website. While we are continuing to work to improve our website, we were happy to hear that over three quarters of you were able to find the information you needed and found the website useful.

We were pleased to see that INCITE, ALIA Weekly, PD Postings and our social media channels had so many devoted followers and readers. It is wonderful to know that 94% felt ALIA's overall performance in communication to members was good or very good.

In 2013, ALIA undertook a significant number of advocacy activities. Among other campaigns, we worked with the community to save Goonellabah Library from closure, contemplated the Future of the Profession, celebrated Library Lovers' Day and helped 'scrap the cap' on tax relief for professional development. Over 90% of you were happy with the Association's performance in advocacy and lobbying for the sector.

It was also great to hear how satisfied you were with the service you received from ALIA staff. Over 90% of you were satisfied or very satisfied with the level of service. This response was 21% higher than in the 2008 survey.

## YOUR CRITICAL CONCERNS

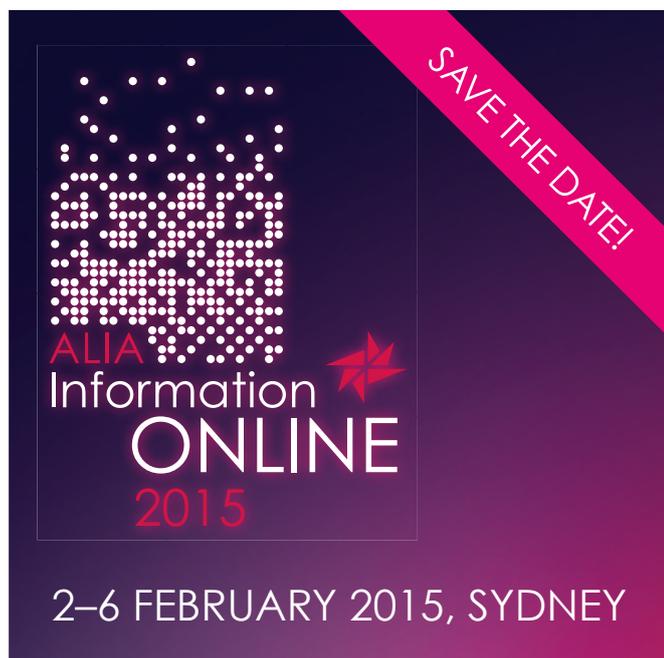
**AFFORDABILITY:** Many of you are concerned at what you feel to be the prohibitive cost of professional development opportunities.

**TIME:** You said you would like to be more engaged, but could not fit in active ALIA involvement, for example with ongoing learning, alongside work, study and family commitments.

**RELEVANCE:** ALIA's broad church means not all events can be relevant to every member and it is a difficult balancing act to ensure that members, including professional, general students and retirees, from all sectors (public, tertiary, special) have activities that will be of special interest to them.

**AWARENESS:** Although communication was generally felt to be good, many of you still feel that a great deal slips under your radar.

**EASE OF USE:** You are pleased with ALIA's increased customer focus but feel there are still areas we could improve, including the website, membership renewals and the PD Scheme.





## WHAT WE ARE GOING TO DO IN 2014 AND BEYOND

### PROVIDING AFFORDABLE PROFESSIONAL DEVELOPMENT

- In 2014 our State and Territory Managers are planning free professional development events for members and supporting the low cost activities that our ALIA Groups already run.
- We have revitalised the way we plan our conferences in order to provide you with an early bird price that is under \$1000.
- We are exploring ways to rebroadcast these events to members who aren't able to attend because of location and time factors.

### RELEVANCE

- In addition to keeping you up to date with the latest trends industry-wide, ALIA's 2014 National Conference will feature streamed sessions that focus on specific sectors to make sure that the conference is relevant to all of our members.
- In 2014 our Directors have asked us to initiate new sector-based advisory committees to ensure members across all sectors have a line of communication directly to the ALIA Board.

### AWARENESS

- We will continue to work on our communication channels to make sure you are able to access the information you need.

### EASE OF USE

- In 2014 we will be introducing a new member database which will allow us to improve online processes, including membership renewals and payments.
- Our newly-appointed Director of Learning, Judy Brooker, working with the Education Manager and Learning Services Coordinator will further refine, clarify and promote the ALIA PD Scheme.
- We are constantly working on improving our website in terms of content and navigation.

## THANK YOU

We would like to thank everyone who took time out to complete the survey. Your feedback is invaluable in helping to shape the future of your Association.

As you know, as a thank you for completing the member survey we offered a \$150 discount on their 2014 membership fee for a personal member and \$500 for an Institutional member. Our two winners are Maureen Loudon (personal member) and Lithgow Library Learning Centre (institutional member). Congratulations!

