Self Assessment to Better Serve Members of Chinese American Librarians Association

Diana Wu¹
Librarian Liaison for International Students,
San Jose State University Library, California, U.S.A.
Email: Diana.Wu@sjsu.edu

Songqian Lu²
Information Technology Librarian,
New York City College of Technology Library, The City University of New York, U.S.A.
Email: sLu@citytech.cuny.edu

Dora Ho³
Young Adult Librarian/Program Specialist,
Los Angeles Public Library, California, U.S.A.
Email: dora4ala@yahoo.com

Keywords: Chinese American Librarians Association; Self Assessment; Member Survey; Member satisfaction

Abstract
Chinese American Librarians Association (CALA) is an active affiliate of the American Library Association (ALA) and is one of the five ethnic caucuses of the ALA. This assessment used a membership survey as a tool to identify areas that CALA would need improvement in serving the needs of its members in order to carry out its long term objectives and short term strategic goals. The results of the survey have revealed CALA members’ high satisfaction level, especially its active leadership and involvement in library field at the global level. The results have shown the desire for professional development as the top reason for joining CALA and also have found reasons for lack of active participation from CALA members. The survey serves as a powerful roadmap to help CALA enhance services and improve communication to CALA members. It also provides a valuable reference for future strategic planning process to fulfill the objectives.

Introduction
Chinese American Librarians Association (CALA) was founded as a non-profit organization in 1973 and...
its Chinese name called Hua Ren Tu Shu Guan Yuan Xie Hui (華人圖書館員協會). The main objectives of CALA are: (1) to enhance communication, (2) to serve as a forum for discussion of mutual problems and professional concerns, (3) to promote Sino-American librarianship and library services, and (4) to provide a vehicle to cooperate with other associations and organizations having similar or allied interests (http://www.cala-web.org/node/9).

CALA has grown steadily after its initial establishment. By 2007, the organization had expanded to seven chapters with over one thousand registered members in the United States, as well as in Canada, China, Hong Kong, Singapore, Taiwan and other countries and regions.

As one of the largest Chinese American professional associations in the United States (Liu, 2000), CALA has been an active affiliate of the American Library Association (ALA) since 1976, and is a member of the Council of National Library and Information Associations (CNLIA). To nurture global networking, it has established sister relations and exchanges publications with library associations in Asia and Australia. CALA’s efforts on several initiatives and successful programs have gained recognition both nationally and internationally in recent years. The most recent project is “Think Globally, Act Globally” that was awarded half a million dollars by the US Institute of Museum and Library Services in November 2008. This is a collaborative project between University of Illinois Library at Urbana-Champaign and CALA to develop programs and training opportunities for librarians in the United State and China. (http://www.library.uiuc.edu/China/)

There have been dramatic changes in the world over the past 35 years, especially when we enter the new information age of the 21st Century. In the forefront of the information revolution, library profession is facing new challenges. Many changes have transformed CALA to a more dynamic ethnic library professional organization.

First, the cultural background of CALA membership has gradually changes over the years. The original pioneers and veterans of CALA were first generation Chinese librarians who immigrated from Taiwan and Hong Kong; they have begun to reach retirement age. After the 1980s, more Chinese librarians who immigrated from mainland China joined CALA. Moreover, as second generation Chinese Americans who were born in the U.S. entered the field of librarianship, CALA was injected with the fresh blood of young Chinese American librarians. What are the expectations of the organization from these members of such diverse cultural background? How would CALA sustain its strength and focus on its objectives to better serve the needs of all its members?

Second, the advanced information technologies, especially the rapid development of computer and web technologies, impact almost every aspect of human society, including the library profession. As an organization with members distributed geographically around the world, how CALA can take advantage of the technologies to improve communication among its members and enhance membership services and programs is another challenge.

Furthermore, in 2007, the Board of Directors of CALA approved the 2010 Strategic Plan (www.cala-web.org/node150). Among five strategic goals, the pursuit of organizational excellence is one of CALA’s priorities. How has CALA performed in pursuing its goals? Are the members taking advantage of the opportunities provided and did they benefit from services and programs that CALA offered? After identifying the concerns that need to be addressed and evaluated, a decision was made by the Board through the president to conduct a survey to see how well CALA was serving the needs of its members in order to carry out the organizational mission and strategic goals, and to find out areas that would need improvement.
LITERATURE REVIEW

Every member-based professional association values its membership as the heart and soul of its organization. When time comes for organizational evaluation, membership surveys are often employed as a formal mechanism of self assessment for an association to measure its performance and the effectiveness of services to its members.

Although research on assessment of professional associations in general is rich in the content of literature, studies focusing on the field of library profession occupy only a very small portion. As members of CALA, the authors have an interest in the organizational assessment studies conducted by the peer ethnic-American professional associations. However, current literature shows a gap in this area.

Membership Survey Plays a Vital Role in the Growth of Library Professional Associations

American Library Association (ALA), the Association of College and Research Libraries (ACRL), the American Research Libraries (ARL), the American Society for Information Science and Technology (ASIS&T), and the Special Library Association (SLA) have contributed the most studies to the library association assessment research literature.

As the leading library professional association in the world, ALA values opinions gathered from its members about the association’s goals and actions as “an important part of ALA’s strategic long-range planning process” (Lynch, 1986, p. 364). ALA conducts various surveys to its members irregularly. ASIS&T states that the valuable data collected from its membership survey in 2003 “provides not only ASIS&T but also the information science community in general useful information on current status and future development” (Hahn, 2004, p. 11). In summarizing its membership surveys of 1987 and 1991, SLA concluded that the surveys allow for historical references in showing trends and planning a future direction for the Association (Thompson, 1992, p. 32). After its survey of 1993, Southeastern Library Association (SELA) concluded that information gathered through this survey provides insight into the needs and concerns of librarians throughout the Southeast. It also reflects the image of SELA and the need to revitalize and promote the Association (Brinkman, 2004, p. 44). Various issues, needs, challenges, trends, and demographic information pertaining to the library profession are identified and collected from the membership surveys.

While most associations conduct their membership surveys irregularly, ACRL places its membership survey on the association’s routine operation timetable. Starting from 1989, every three to four years, ACRL surveys a sample of its members to assess the state of the association, to ensure its members are receiving high-quality services and programs, and to track any new trends or needs (Cast, 2001, p. 623) (Jenkins, 1998, p. 446). The ACRL membership survey has been done consistently in 1989, 1993, 1997, 2000, 2003, and 2006. ACRL claims that “the member survey becomes one of our most important tools to gauge the extent to which our members’ needs are being fulfilled” (Cast, 2001, p. 628).

In addition to surveying members on general assessment questions, library associations also conduct surveys to address special issues. In fulfilling special survey needs, sometimes the questionnaires are sent to a specific group of members. A “drop membership survey” is the survey frequently used by organizations to identify the reasons for a member leaving the association, which serves as a complementary assessment tool for library associations. A good example is the Association of Specialized and Cooperative Library Agencies (ASCLA) Drop Membership Survey (http://www.ala.org/ala/ascla/asclaurassoc/asclafoms/ascladropmembership.cfm), which is posted on the ALA web site. In 2005, ARL
conducted a member survey on journal bundling practices. This survey (Hahn, 2006, p. 1) provided updates on perceptions of the landscape of large publishers' journal bundles in the rapidly changing journal publication marketplace.

In 1989, a technological assessment survey was conducted by SLA to its members and associate members to assess the use and impact of technology on its membership. Brimsek (1990) summarizes that the SLA membership shared their thoughts in an effort to help shape future directions of tools and technology applications for the special library/information community. While the assessment has provided some answers, it also lays the groundwork for more research in this area. In addition to the general membership satisfaction survey, ALA irregularly conducts voluntary surveys to collect professional and demographic information about the association’s members, and the most recent demographic survey was conducted in 2003.

Nonresponse Issue and Post Survey Follow-Up

Literature review reveals some studies on the importance of survey methodology. Burkell (2003, p. 239) indicates in his study, “Given the prevalence of surveys as a method of collecting data in library and information science, issues of survey methodology are of paramount importance to library and information science researchers.” Mondy and Hollingsworth (1984, p. 77) suggest that “the questionnaires can yield fresh insight when they are analyzed through the process of ‘crosstabulation’.”

Since low response rates can cause smaller data samples, response rate becomes a major concern to researchers during analysis of the survey results. Smaller data samples decrease statistical power, increase the size of confidence intervals around sample statistics, and may limit the types of statistical techniques that can effectively be applied to the collected data (Rogelberg & Stanton, 2007, p. 195).

However, a very limited literature addresses the issue of survey nonresponse. Burkell (2003) provides strategies for minimizing the problem of nonresponse and the impact of nonresponse on survey conclusions in his study. Rogelberg (2007) proposes a nonresponse bias impact assessment strategy (N-BIAS) as an effective technique to deal with organizational survey nonresponse.

Perhaps the most important step of the survey process is post survey follow-up. The success of a survey is determined by the association’s ability to use the survey results effectively. The results of the 1985 ALA member opinion survey and several other sources of information were used to draft a report on “Strategic Areas and Issues” (Lynch, 1986, p. 367) for ALA. Based on the results of the 2006 Member Communications Study, ALA established “a wiki and blog to share information and encourage participation from across the association” (http://www.ala.org/Template.cfm?Section=archive&template=/contentmanagement/contentdisplay.cfm&ContentID=146422).

METHODOLOGY

After the literature review, a conclusion was reached that a membership survey, like a self-assessment tool used in most member-based organizations, is the most efficient and cost-saving mechanism. Surveying the entire membership population will give an opportunity for every voice to be heard. In general, telephone survey, paper-and-pencil survey, online survey, and personal interview are the most commonly used instruments. Taking the considerations of geographical location of CALA members (99% of CALA members reside in 45 states of U.S. and 1% in 10 different countries and regions worldwide), the limited resources (people, time, and money) of the organization, and the availability of email addresses from most of our members, an online survey was considered our best choice of self-assessment. In their comparison study of web-based and paper-and-pencil
library satisfaction survey results, Perkins and Yuan (2001) pointed out the advantages of an online survey to include convenient time and location of access to the survey, easy data gathering after the survey, and participant anonymity. We can also expect faster results than other survey instruments and a very low survey cost because of the availability of a number of open source online survey systems.

A task force was assembled in July 2007. The task force consisted of CALA members from academic, public, and special libraries. The mixture of this task force reflects the diversity of CALA’s membership. The charge of the task force was defined as follows: to design and conduct a survey of current CALA members to determine whether the association is meeting the needs and providing necessary services to its members. The objectives for the group were to (1) design and develop a comprehensive survey, (2) administer the survey with current CALA members in North America, (3) collect and analyze data, and (4) develop recommendations that are feasible to implement.

The goals of this survey are to find out (1) if current means of communication are sufficient, (2) what are members’ expectations and what do they view as areas for improvement, (3) if there are opportunities for members to serve CALA, and (4) what is their overall satisfaction. Questions were developed based on the above goals. Areas to consider in the survey include: inclusiveness, services to members, professional development and research and publishing opportunities. The task force recommended having a separate category on research and publishing opportunities in addition to professional development because the majority of CALA members work in an academic or research library. It is essential to find out if CALA provides a forum to help address professional concerns for those majority members.

This survey includes the following categories: (1) demographic information, (2) service opportunity, (3) member services and (4) suggestions and comments. In the first category, questions were designed to find out a member’s longevity with CALA, type of library, and which chapter they belong to. In the second category, questions were aimed to find out what service opportunities that CALA offers to its members, to what extent members are involved and if they are given opportunity to get involved at the local, national, and international levels. In the third category, the survey listed a number of services that are currently available to CALA members, such as publications, mentorship, professional development, conferences, workshop/training, etc., and asked members whether they were satisfied with these services. Questions were also asked about member's motivation for joining CALA. Finally, the survey gave members an opportunity to express their ideas and comments with open questions on how to promote CALA, how to better communicate among members, and how to provide more opportunities for their career advancement.

With the help and technical support from the CALA Web team, an online survey using open software LimeService was set up. Three hundred forty-five online invitations were sent out to current members who are either life members or whose membership was valid at the time when the survey was conducted, and who had a valid email address. In the online survey there were 168 responses. We also sent out 37 paper questionnaires but only received 3 completed returns because most members who didn’t have a valid email address were either retired or can no longer be reached through the previously available address. The total responses count is 171, which makes the return rate of 50%. Data was analyzed with Microsoft Excel.

**Data Analysis**

**Key Demographic Findings**

Table 1 and Table 2 are key demographic information revealed from the survey:
Table 1  Year as CALA Member

<table>
<thead>
<tr>
<th>Year as CALA Member</th>
<th>Total returned (n = 171)</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than one year</td>
<td>18</td>
<td>10.53%</td>
</tr>
<tr>
<td>1-3 years</td>
<td>41</td>
<td>23.98%</td>
</tr>
<tr>
<td>4-5 years</td>
<td>18</td>
<td>10.53%</td>
</tr>
<tr>
<td>6 years or more</td>
<td>94</td>
<td>54.97%</td>
</tr>
</tbody>
</table>

Table 2  Type of Library

<table>
<thead>
<tr>
<th>Type of Library</th>
<th>Total returned (n = 171)</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Academic</td>
<td>101</td>
<td>59.06%</td>
</tr>
<tr>
<td>Public</td>
<td>24</td>
<td>14.04%</td>
</tr>
<tr>
<td>Special</td>
<td>8</td>
<td>4.68%</td>
</tr>
<tr>
<td>School</td>
<td>2</td>
<td>1.17%</td>
</tr>
<tr>
<td>Other (including retired or not specified)</td>
<td>36</td>
<td>21.05%</td>
</tr>
</tbody>
</table>

Since the inception of its establishment, CALA has attracted many talented and dedicated Chinese librarians to the organization, and they are the most valuable asset of CALA. Approximately 55% of respondents have been with CALA more than 6 years, according to the ratio in Table 1. These seasoned members should play an important role on mentoring the junior members who are eager to learn more about the organization and seeking guidance on professional development. Although the more senior members provide stability of the organization, an outreach plan needs to be established to recruit newer and junior librarians.

It is interesting to learn that the composition ratio of CALA members who work in academic and public library have been changed markedly since 2003.

Based on data from Table 2, the percentages of CALA members who worked at the academic and public library are 59.06% and 14.04%, respectively. However, according to Lisa Zhao, the Chair of CALA Membership Committee (2002-2003), these numbers were 50% and 23% respectively in 2003 (Shen, Zhou & Wei, 2004, p. 414). The fact of more CALA members come from academic libraries and less numbers come from public libraries may indicate that more and more Chinese American librarians entered the academic sector of library profession in recent years than in the past. It also suggests that CALA should provide more programs and opportunities to attract librarians from public and other libraries.

The percentages of the CALA members who work in special and other libraries remain about the same, with 4.68% for public library and 21.05% for other libraries in 2007 (see Table 2), and 3% and 24% in 2003, respectively.

Service Opportunities and Participation

As a dynamic member-based organization, CALA is actively involved in many issues and offers rich service opportunities to its members. The organization depends heavily on member participation and support in order to function effectively. CALA’s local chapters, over thirty committees and the task forces, and several international wide initiatives and programs are all open to its members. The survey results show that the members are satisfied with the opportunities for their involvement in serving. When were asked if they felt comfortable to volunteer or self-nominate to serve on committees or run for offices 78 (about
45.6% respondents) replied “Yes”, 32 (18.7%) replied “No”, and there were 61 (35.7%) blanks.

Reasons for not being able to actively participate in CALA are summarized in Table 4. Almost all respondents feel they are either already committed on committees for other organizations, such as ALA. Interestingly there are 167 respondents answered “Don’t feel like serving” and yet this answer doesn’t provide any information on why members don’t feel like serving. This needs to be further defined in the future survey. They also feel a 3-year term of service (some CALA officers, like CALA Board of Directors, require a 3-year term of service once elected) is too long. Financial burden and a lack of institution support is another major concern preventing members from participating actively.

Because financial support for travel is one of the main concerns, numbers of members who are active at the local chapter level are 133, followed by 108 at national level, and 72 at global level (see Table 3). To reduce the financial burden for members are active at the national level, national CALA meetings are held together with the ALA annual conference.

To make sure members can fulfill their needs, CALA should put more emphasis on local chapter programs or consider the possible option of virtual conference in the future.

**Member Services**

Among seven major services CALA provides to its members, the Membership Directory is the most popular service favored by the members. It received 159 (93%) of responses of “Satisfied” and “Somewhat satisfied,” and followed by the Newsletter of 131 (77%), scholarship and grants opportunities of 123 (72%), Interview & resume, job search, and job announcement online of 107 (63%), discount for banquet and programs of 100 (58%), social gathering at chapter or local level of 100 (58%), and mentoring services 69 (40%). As the only printing publication distributed to the members, the Membership Directory connects the members to the organization closely. The Newsletter (online) provides organizational news, reports, prompt program updates, and conveys the organization’s principles to CALA members.

<table>
<thead>
<tr>
<th>Table 3 Service Opportunity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Service Opportunity</td>
</tr>
<tr>
<td>At local chapter level</td>
</tr>
<tr>
<td>At national level</td>
</tr>
<tr>
<td>At global level</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Table 4 Reasons for Not Being Able to Actively Participate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reason</td>
</tr>
<tr>
<td>Already on committees of other organizations</td>
</tr>
<tr>
<td>Don't feel like serving</td>
</tr>
<tr>
<td>3-year term is a long commitment</td>
</tr>
<tr>
<td>Unable to attend conference due to financial constraints or lack of institution support</td>
</tr>
<tr>
<td>Already served CALA, need to promote/mentor junior members to serve</td>
</tr>
<tr>
<td>Too busy</td>
</tr>
</tbody>
</table>
In order to provide professional development opportunities to its members, CALA has created several publications and encourages its members to share and discuss issues of concern by Chinese American library professions. These publications are: *Occasional Papers* and the *Journal of Library and Information Science* (JLIS). The efforts of providing such publication services and opportunities to its members are recognized and supported by CALA members. Non-CALA members are encouraged to submit their research findings for publications. This open policy has attracted authors, scholars, and researchers from around the world. It truly provides opportunities for collaboration with the main-stream professionals.

**Overall Satisfaction and Improvement Suggestions**

Overall satisfaction level with CALA is very high as indicated in Table 5. Leading by 129 (75.4%) participants “Satisfied” or “Very satisfied” with CALA’s overall performance at global level, the numbers of members who “Satisfied” or “Very satisfied” with the overall performance at the national level are 101 (59%) and 96 (56.1%) at the local level (see Table 5). These results strongly prove that CALA’s efforts of “become a leader in global reach initiatives” as stated in its 2010 Strategic Plan (http://www.cala-web.org/node/150) have received extensive endorsement from its members.

At the end of the survey, open questions were provided for members to submit their suggestions and any comment they would like to share with the task force. Those answers can be summarized into the following categories: (1) promote membership, (2) improve communication, (3) provide opportunities for professional development, especially on research and (4) encourage participation.

The constructive suggestions on promoting CALA membership include developing the promotional materials such as a brochure (CALA brochure has been created after the survey), promoting CALA to library school students, and developing mentoring program and professional development opportunities to new members.

While members appreciate the creation and development of CALA’s web site and the listserv, additional technologies are suggested to improve the communications between the members and with other organizations. Blogs, Wiki, and web forum are the most mentioned technologies. Yearly gathering and special seminars are suggested to enhance the membership activities at the local level.

Suggested possible professional development opportunities include forming focus groups, coordinating on sponsoring of book publishing, and leading the efforts of editing or co-editing with publishers. Conducting small group research projects instead of individual project is another interesting idea of providing more research opportunities.

**Table 5  Overall Satisfaction Level**

<table>
<thead>
<tr>
<th></th>
<th>Unsatisfied</th>
<th>Somewhat satisfied</th>
<th>Satisfied</th>
<th>Very satisfied</th>
<th>Blank</th>
</tr>
</thead>
<tbody>
<tr>
<td>At local chapter level</td>
<td>13</td>
<td>37</td>
<td>59</td>
<td>37</td>
<td>25</td>
</tr>
<tr>
<td>At national level</td>
<td>4</td>
<td>36</td>
<td>75</td>
<td>26</td>
<td>29</td>
</tr>
<tr>
<td>At global level</td>
<td>1</td>
<td>11</td>
<td>117</td>
<td>12</td>
<td>28</td>
</tr>
</tbody>
</table>
Taking the consideration of only about one third of registered CALA members are active currently, encouraging membership participation is critical to carry on CALA’s objectives. The survey participants offered practical recommendations of improvement, which comprise inviting mainstream speakers at the annual program, awarding, recognizing, and sharing best experiences, and developing peer to peer opportunities.

**DISCUSSION**

Since only 38% of all registered members are current, recruitment is essential to reach those who are inactive. One strategy would be to continue the slogan “One by One” that was proposed by former president Angela Yang. Each officer is responsible to help recruit or refer at least one new member. It should be implemented systematically starting at the local chapter level. This action goes in a circular diagram, as illustrated in Chart 1, to make people feel inclusive and that their efforts are valued and appreciated. Notice the arrow goes both ways to encourage two-way communications. Eventually the circles will overlap with each other when all parties are brought together either virtually vialistserv or email, or in person at CALA events/programs at local or regional or national level.

Results from this survey reflect a high percentage of members desire to remain close to the association and yet are seeking improvement for better communication and professional development. Appropriately responding to these results will help us in membership recruiting and retention. It is time to publicize and reinforce the existing mentorship program and proactively pair a new or junior member with a more seasoned/experienced member. This will include research/publication opportunities for academic/research librarians, role model/career advancement for public/school/special librarians.

For better communication, utilize web 2.0 tools to enhance communication channels and to encourage participation, especially for those who have financial restraints prohibiting them from being physically present at meetings or CALA functions.

CALA has grown to be an internationally recognized professional organization. Promoting CALA to various professional organizations, such as ALA, would require a collective effort by all current members. Many CALA members or Chinese American librarians, who are not yet CALA members, serve on ALA committees or other professional organizations. It’s a matter of “habit” to make promoting CALA a priority.

The diverse mixture of CALA members plays a unique role in this global environment. Many CALA members have strong networks with library associations in mainland China, Hong Kong and Taiwan. They are active members at the International Federation of Library Associations (IFLA) and other professional associations. This survey helps CALA develop short-term and long-term strategies and on governing. It helps CALA utilize its strengths and advantages, and position itself more visible at professional organizations at local, national, and international levels.

The ethnic elements of CALA membership were valued and esteemed by CALA members. When asked what are “the advantages for being a CALA member,” among the advantages listed by the respondents were the ability to “get support and share experience as a minority group” and “keep track of issues of importance to Chinese American librarians.” It was suggested “[to] enhance collaboration with other ethnic LIS [Library Science] associations, strengthen focus on Chinese American issues, increase visibility in Asian or Chinese American Studies conferences or organizations” and “plan a strategy to recruit members from the 2nd generations of Chinese.” These suggestions were addressed by the task force in their report to the CALA Board.
The Membership Committee of 2008-2009 has planned several initiatives to recruit and retain CALA membership. These initiatives will emphasize enhancing the communication and outreach to the members, especially those members who are inactive.

CONCLUSIONS

Judging by the high return rate, this survey has accomplished the original objectives. It provides invaluable data for the board to study. It gives CALA members, especially board members, opportunities to assess areas for improvement. Suggestions proposed by the Task Force can serve as a roadmap that should be periodically evaluated. A well-structured professional organization needs constant assessment to ensure the quality of services to its members. The authors believe this survey can be served as a powerful starting point to help steer CALA in the right directions with very limited resources and manpower.

NOTES

1. Diana Wu is a past president of CALA and Chair of this Membership Assessment Survey

2. Songqian Lu is a past president of CALA/ Northeast Chapter.

3. Dora Ho is a past president of CALA.

ACKNOWLEDGEMENTS

The authors wish to gratefully express their appreciation to the CALA Board for the leadership and support on conducting the CALA membership survey. Our thanks go to Yin-fen Pao, Cherly Lee, and Celia Huang, the rest of the members of the CALA Membership Survey Task Force, for their valuable contributions to the survey project. The authors’ special thanks go to Bin Zhang, CALA listserv administrator, and Vincci Kwong, CALA Web Administrator, for their expertise on setting up and supporting the online survey. Finally, the authors would like to thank JLIS English editor Min Chou and the reviewers for their invaluable input and comments.

REFERENCES

http://www.ala.org/Template.cfm?Section=archive&template=/contentmanagement/contentdisplay.cfm&contentID=146422

http://www.ala.org/ala/ascla/asclaourassoc/ascladropmembership.cfm


CHART1. Membership Relay
APPENDIX: CALA Membership Survey Questions

CALA Membership Survey

This survey contains questions related to membership issue of CALA. We hope the results from this survey will help us better communicate among CALA members and to develop programs that can better serve our members. The survey will take about 5-10 minutes. Your participation is important. Please take a few minutes and tell us how we should do differently. Thank you. 2007-08 CALA Member Self Assessment Taskforce: Diana Wu (Chair), Celia Huang, Cheryl Lee, Songqian Lu, Yin-fen Pao, Don Ho (ex-officio)

<table>
<thead>
<tr>
<th>Demographics Information</th>
</tr>
</thead>
</table>
| 1: How long have you been a CALA member?  
Please choose *only one* of the following: |
| ☐ less than one year  
☐ 1-3 years  
☐ 4-5 years  
☐ 6 years or more |

| 2: Which CALA chapter do you currently belong to?  
Please choose *only one* of the following: |
| ☐ Greater Mid-Atlantic  
☐ Midwest  
☐ Northeast  
☐ Northern CA  
☐ Southern CA  
☐ Southeast  
☐ None of the above |

| 3: What type of library are you working for?  
Please choose *only one* of the following: |
| ☐ Public  
☐ Academic  
☐ School  
☐ Special  
☐ Other |

<table>
<thead>
<tr>
<th>Service Opportunity</th>
</tr>
</thead>
</table>
| 4: Are you given the opportunities to participate programs and activities?  
Please choose the appropriate response for each item: |
| ☐ Yes  ☐ Uncertain  
☐ No  |
| At local chapter level:  
At national level:  
At global level:  |

| 5: Is there any call for nomination in chapter level election?  
Please choose *only one* of the following: |
| ☐ Yes  ☐ No |

| 6: Are you aware of call for nomination at national level? |

http://calo-web.org/survey/admin/admin.pl?action=closeprintablesurvey&aid=64991 (1 4550/12 07 5:47 PM)
Please choose *only one* of the following:

- Yes
- No

[Only answer this question if you answered ‘Yes’ to question 5]

6a: Part I. Did you get an acknowledgement from the Nomination Committee?

Please choose *only one* of the following:

- Yes
- No

[Only answer this question if you answered ‘No’ to question 6a]

6a1: Did you get an acknowledgement from the Nomination Committee?

Please choose *only one* of the following:

- Yes
- No

[Only answer this question if you answered ‘Yes’ to question 6]

6b: Part II. Do you feel comfortable volunteer or self-nominate?

Please choose *only one* of the following:

- Yes
- No

[Only answer this question if you answered ‘No’ to question 6b]

6b1: Why not?

Please choose all that apply and provide a comment:

- too busy
- 3-year term is a long commitment. How many years would you consider?
- not enough experience
- unable to attend conference due to financial constrains or lack of institution support
- already committed in other committees, such as ALA
- don't feel like serving
- already served CALA, need to promote more junior members to serve
- others, please specify:

7: Are you given opportunities to serve on committees?

Please choose the appropriate response for each item:

At local chapter level:

- Yes
- No
- Uncertain

At national level:

- Yes
- No
- Uncertain

At global level:

- Yes
- No
- Uncertain

8: Are you notified whenever CALA has a program?

Please choose the appropriate response for each item:

At local chapter level:  
- ☐ Yes
- ☐ No
- ☐ Uncertain

At national level:  
- ☐ Yes
- ☐ No
- ☐ Uncertain

At global level:  
- ☐ Yes
- ☐ No
- ☐ Uncertain

### Member Services

9: Please rate your satisfaction for the following member services CALA provided:
Please choose the appropriate response for each item:

<table>
<thead>
<tr>
<th>Service</th>
<th>Unsatisfied</th>
<th>Somewhat satisfied</th>
<th>Satisfied</th>
<th>I am not aware of this service</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newsletter</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Membership Directory</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Discount for banquet, programs, etc</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Scholarship and grants opportunities</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Social gathering at chapter or local level</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Mentoring Services</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Interviews &amp; Resume, job search, job announcement online, etc.</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
</tbody>
</table>

10: Which of the following professional events/activities have you attended/involved in the past 5 years?
Please choose the appropriate response for each item:

<table>
<thead>
<tr>
<th>Event</th>
<th>Yes</th>
<th>No</th>
<th>Uncertain</th>
</tr>
</thead>
<tbody>
<tr>
<td>Training opportunities</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Conference Attendance</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Research Opportunities</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Running for ALA or State level election</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
</tbody>
</table>

11: Please rate your satisfaction for the following research and publishing opportunities CALA provided:
Please choose the appropriate response for each item:

<table>
<thead>
<tr>
<th>Opportunity</th>
<th>Unsatisfied</th>
<th>Somewhat satisfied</th>
<th>Satisfied</th>
<th>No opinion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Occasional papers</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Newsletters</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Programs/workshops</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
</tbody>
</table>

12: What are the advantages for being a CALA member?
Please choose "all" that apply:
- ☐ Professional development opportunities
- ☐ Network with members
- ☐ Being part of a "professional" association
- ☐ Other: 

13: Please rate your overall satisfaction level with CALA:
Please choose the appropriate response for each item.

<table>
<thead>
<tr>
<th></th>
<th>Unsatified</th>
<th>Somewhat satisfied</th>
<th>Satisfied</th>
<th>Very satisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>At local chapter level</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>At national level</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>At global level</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
</tbody>
</table>

**Suggestions and Comments**

14: Please provide additional suggestions and comments for promoting CALA membership:

Please write your answer here:

15: Please provide additional suggestions and comments for improving communication:

Please write your answer here:

16: Please provide additional suggestions and comments for providing more research opportunities:

Please write your answer here:

17: Please provide additional suggestions and comments for encouraging participation:

Please write your answer here:

18: Other suggestions and comments:

Please write your answer here: