NYLA 2018 MEMBERSHIP SURVEY
NYLA conducted a general membership survey during the month of November 2018. 429 responses were collected.

Responses verify members value NYLA’s role as a leader in library advocacy, and the weekly News You Can Use is an important communications vehicle.

Members are seeking more means of engagement on a local or regional level, and for expanded options for affordable professional development.
NYLA by Library Type

Public, 63%
NYLA IS GOOD AT...

- Advocacy
- Keeping Members Informed
- Providing CE Opportunities, Including the Annual Conference

NYLA CAN WORK ON...

- Outreach
- Professional Networking
- Engaging School, Academic, & Special Librarians
- Diversity and Inclusion
REJOINING NYLA?

YES, BECAUSE…

• It's the right thing to do / it's a professional obligation
• I see the value
• My employer pays so might as well

NO, BECAUSE…

• I don’t see any ROI
• I pay out of pocket
SATISFACTION WITH NYLA SERVICES
SATISFACTION WITH NYLA SERVICES

All Librarians

- Professional Development – 82%
- Annual Conference – 69%
- Advocacy – 91%
- Addressing Individual Needs – 72%
- Networking – 79%

Public Librarians

- Professional Development – 84%
- Annual Conference – 73%
- Advocacy – 92%
- Addressing Individual Needs – 75%
- Networking – 82%

429 people participated in the 2018 NYLA membership survey. 324 answered this specific question. See Appendix A.

The following reported “No Opinion”

- Professional Development – 10%
- Annual Conference – 21%
- Advocacy – 5%
- Addressing Your Specific Needs – 18%
- Networking Opportunities – 15%

206 public librarians participated in the 2018 NYLA membership survey. See Appendix B.
SATISFACTION WITH NYLA SERVICES

School Librarians

- Professional Development – 86%
- Annual Conference – 63%
- Advocacy – 89%
- Addressing Individual Needs – 66%
- Networking – 77%

35 school librarians participated in the 2018 NYLA membership survey. See Appendix C.

Academic Librarians

- Professional Development – 87%
- Annual Conference – 52%
- Advocacy – 94%
- Addressing Individual Needs – 84%
- Networking – 77%

31 academic librarians participated in the 2018 NYLA membership survey. See Appendix D.
SATISFACTION WITH NYLA SERVICES

Library System Staff

- Professional Development – 79%
- Annual Conference – 79%
- Advocacy – 96%
- Addressing Individual Needs – 61%
- Networking – 79%

28 library system staff participated in the 2018 NYLA membership survey. See Appendix E.

Special Librarians

- Professional Development – 50%
- Annual Conference – 60%
- Advocacy – 70%
- Addressing Individual Needs – 40%
- Networking – 50%

10 academic librarians participated in the 2018 NYLA membership survey. See Appendix F.
ADVOCACY
PARTICIPATION IN ADVOCACY EFFORTS

Did you attend Advocacy Day 2018?
- Yes, 22%
- No

Did you use the online advocacy center?
- Yes, 77%
- No
### REASONS FOR NOT PARTICIPATING IN NYLA ADVOCACY EFFORTS

<table>
<thead>
<tr>
<th>ADVOCACY DAY</th>
<th>ONLINE ADVOCACY CENTER</th>
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<tbody>
<tr>
<td>• Time / work conflict</td>
<td>• Didn’t know about it</td>
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<tr>
<td>• Advocacy isn’t “my thing”</td>
<td>• Prefer to talk to elected officials in person</td>
</tr>
<tr>
<td>• Didn’t hear about it</td>
<td>• Not comfortable doing so</td>
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<tr>
<td>• Too far</td>
<td></td>
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2018 CONFERENCE
The NYLA 2018 Conference Satisfaction Survey was conducted independently of the 2018 NYLA Membership Survey.

### 2018 Conference Attendance

- **Public Library**
- **Library System**
- **College Library**
- **School Library**
- **Special Library**
- **State Government**
- **Student**
- **Other**

- **Public, 74%**

### Overall Conference Satisfaction

- **All respondents** – 95% (68%)
- **Public** – 96% (68%)
- **Library System** – 93% (63%)
- **College** – 90% (65%)
- **School** – 93% (73%)
- **Special** – 80% (60%)

(very satisfied)
Percentage of respondents who found the following communications at least somewhat valuable

News You Can Use – 98%
eBulletin – 93%
Email Blasts – 94%
NYLA Website – 95%
NYLA Social Media – 82%

See Appendix G for more information
READERSHIP

- News You Can Use:
  - Always: 60%
  - Sometimes: 40%
  - Never: 0%

- eBulletin:
  - Always: 0%
  - Sometimes: 50%
  - Never: 50%
VOTING & GOVERNANCE
DID YOU VOTE IN THE 2018 NYLA COUNCIL ELECTION?

Yes, 61%

Reasons for not voting:

• Didn’t know anything about the candidates
• Forgot / didn’t know it was happening
UNDERSTANDING VOTING & GOVERNANCE

- I understand how the NYLA governance works: 66%
- I understand how to bring my concerns to council: 52%
- I feel my voice is represented on NYLA Council: 74%

See Appendix H for more information
NETWORKING & GETTING INVOLVED
I KNOW HOW TO GET INVOLVED WITH…

NYLA 80%
Sections 71%
Round Tables 70%
Committees 60%
<table>
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<tr>
<th></th>
<th>SUGGESTIONS ON PROMOTING NETWORKING &amp; INVOLVEMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Hold events throughout the state</td>
</tr>
<tr>
<td>2.</td>
<td>Put out open calls for leadership position opportunities</td>
</tr>
<tr>
<td>3.</td>
<td>Offer more free networking opportunities / grants to attend ones that have a fee</td>
</tr>
</tbody>
</table>
APPENDICES
APPENDIX A
LIBRARIANS & NYLA SERVICES
APPENDIX B
PUBLIC LIBRARIANS & NYLA SERVICES
APPENDIX E
LIBRARY SYSTEM STAFF & NYLA SERVICES
APPENDIX F
SPECIAL LIBRARIANS & NYLA SERVICES
APPENDIX G
VALUE OF NYLA COMMUNICATIONS
APPENDIX H
UNDERSTANDING VOTING & GOVERNANCE

- "I understand how the NYLA Governance works."
- "I understand how to bring my concerns to the NYLA council."
- "I feel my voice is represented on the NYLA council."

- Strongly Agree
- Agree
- Disagree
- Strongly Disagree