



USAIN 2012 Membership Survey

The questions in the 2012 survey were developed by the Membership Committee under the leadership of Julie Kelly, Chair of the Committee. The conference planners and other committee leaders were consulted regarding the content of the survey. Eileen Herring, USAIN President, announced the survey opening using the USAIN-L listserv on 8 November 2012. Originally, responses were requested by 16 November. Herring sent a reminder email to the listserv on 14 November. Because of the low response rate, the deadline was extended to 30 November. The announcement of the extension was made through the listserv on 20 November. A final reminder was sent on 27 November. Forty-four members responded to the survey.

Responses by Question

Do you have a suggestion for a new Interest Group?

86% either responded no or left a blank response. Several topics were suggested, but none had more than one mention. These are the topics that were suggested for new IGs:

- Sustainable agriculture
- Extension
- Scholarly communications
- Instruction/information literacy in the sciences
- Data/data services

What USAIN webinar topics would be of interest to you?

Four specific topics were given and space was provided for additional topic suggestions. Responders could vote for more than one topic. Of the four topics provided, *Data Management* received the most votes with 24, followed by both *Collaboration Tools* and *Open Access* with 21 each. *Project Management* received 16 votes. A number of additional topics were suggested, but none was mentioned more than once. All of these results have been forwarded to the Professional Development Committee for consideration and/or action.

Are there specific topics or professional development opportunities you would like to see as a USAIN 2014 preconference?

This was an open-ended question and many interesting suggestions were made. The three topics that were suggested more than once were data management especially as it relates to NIH and NSF grant requirements, university participation in scholarly communication

and open access, and data literacy. All of the topic suggestions have been forwarded to the Conference Planning Committee.

What changes to the USAIN website would you suggest?

Again, this was an open-ended question, but there was quite a bit of agreement on some suggestions. A number of respondents wanted the website to be more visually appealing and specifically suggested adding images or photos. Other suggestions that appeared several times were using social media and other forums for participation; moving leadership and committee membership information to a more prominent location; providing online membership renewal; keeping the website up-to-date and removing or archiving old information; and, updating information on interest groups and their activities. The USAIN Website Implementation Task Force will be considering all of the recommendations made in this survey.

Does having the membership directory as a PDF behind the Members Only section of the website work for you? If not, what could be improved?

80% of the survey respondents thought that the PDF format was acceptable though several commented that it should be easier to obtain and/or be reminded of the login information.

Are you planning any agricultural related digitization projects for the coming year?

Eight members responded that their institutions would be involved in new agriculture digitization projects. These members are encouraged to use the listserv to let the membership know about their projects and to provide informal periodic updates.

Are you participating in a consortial print retention project? If so, what project?

Fourteen members responded that they currently are or are planning to participate in a print retention projects. Five of these are participating in WEST and five in ASERL.

What do you value in USAIN? What else could be done to add value for members?

The #1 answer to this question was *the people!* Also mentioned frequently were the conferences, networking, finding out what subject area colleagues are doing, collegiality, and the listserv. Even the corn hole contest got a mention! There were not many suggestions for adding value for members, but more webinars and presentations by various scientific researchers on how they use information were mentioned.

How often do you use the following social networks (Facebook, Twitter, LinkedIn) for professional purposes?

Participants were asked to rank their use from *never* to *at least 5 times a week*. The number of respondents who answered *never* for each of the networks was quite high: Facebook, 23%; Twitter 48%; and, LinkedIn, 26%. On the other hand, 35% responded that they use Facebook for professional purposes either *weekly* or *at least 5 times a week*. For the same two frequency categories, *weekly* or *at least 5 times a week*, 24% of respondents used Twitter and 17% used LinkedIn.

How would you prefer to receive communications from USAIN and why?

Email/listserv was preferred by 86% of the survey respondents because they are already used to checking their email frequently and because the information is pushed to them.

How would you improve communications within USAIN?

Only half the survey respondents provided answers to this open-ended question. The majority of the responses requested some form of more frequent email communication from USAIN leadership – either monthly or quarterly. Several requested regular email communications from Committee Chairs and Interest Group Conveners to let the membership know of their activities. Almost an equal number of respondents requested more frequent use of one or another of the social media mentioned in the previous survey question. All of the responses have been shared with the Executive Council and the Communications Committee.

The last two questions asked for respondents if they were interested in serving on a committee or be willing to run for office. There were 20 volunteers for various committees and a few people willing to run for office. Hopefully a Committee Chair has contacted each of these members. If you have not been contacted, please email the President, Eileen Herring, at eherring@hawaii.edu.