



new | SOLUTIONS FOR  
NONPROFITS

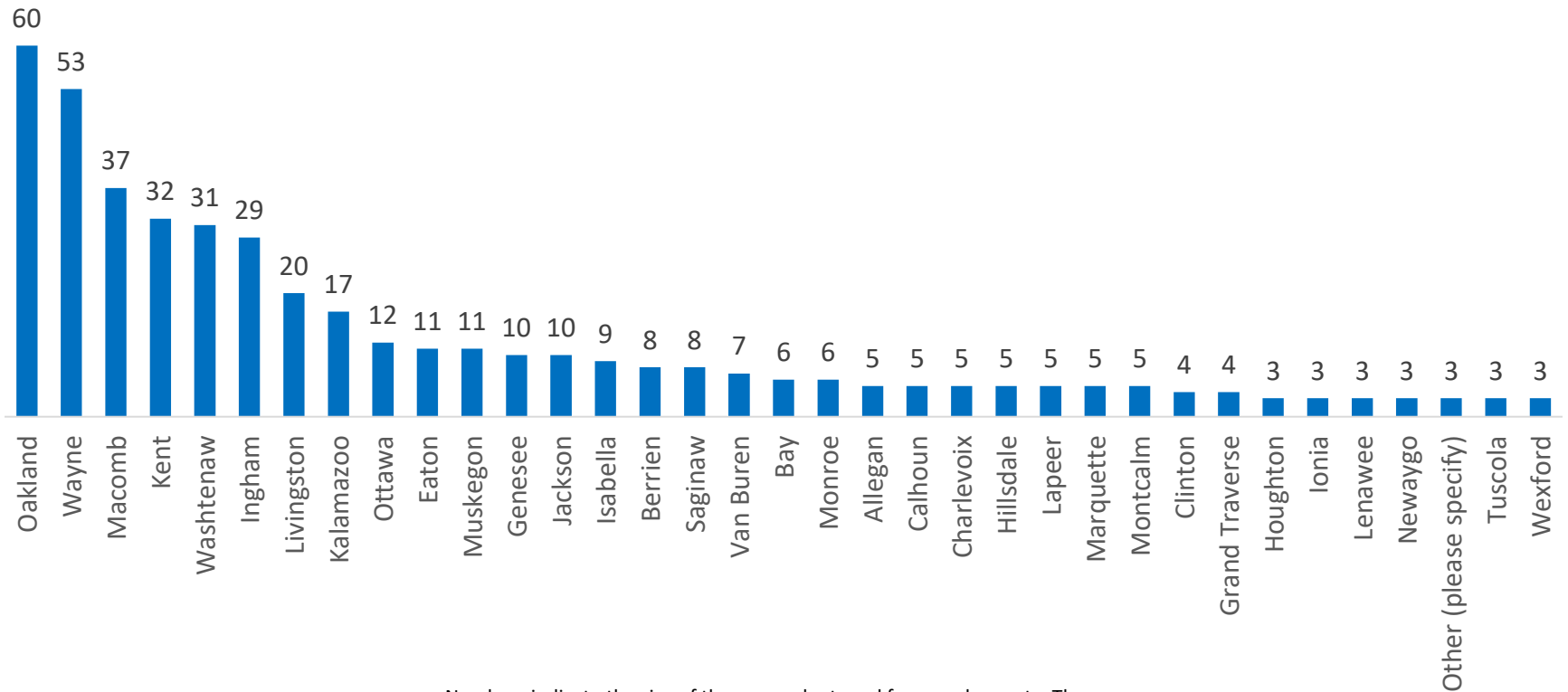
# MICHIGAN LIBRARY ASSOCIATION SURVEY RESULTS 2019



# HIGHLIGHTS

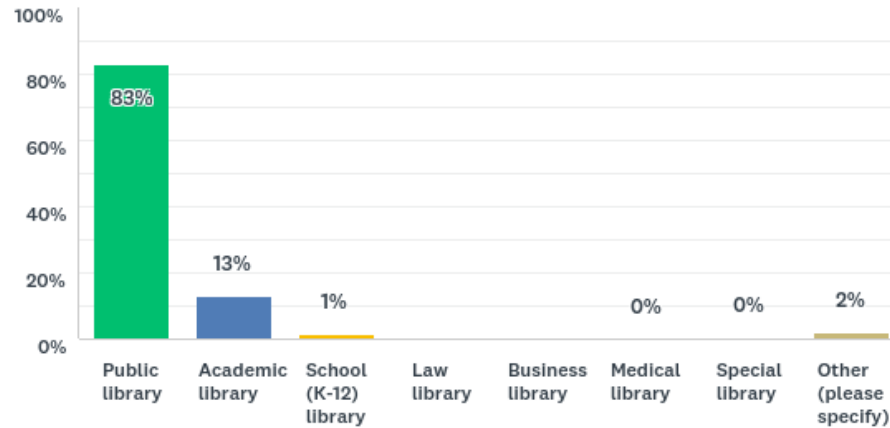
- The survey was distributed to a total of 2609 individuals (both members and non-members) in late August - early September 2019. They had a period of 1 1/2 weeks to complete the survey and non-respondents were given reminders to do so. 480 people took the survey, meaning there was a 18% participation rate.
- The majority of the respondents are from the most heavily populated parts of the state - Southeast Michigan and Kent County.
- The vast majority who completed the survey (83%) are from public libraries.
- Most of the survey respondents (79%) are current members; of these, 94% indicate that they are very likely or likely to renew their membership.
- Most people indicated that they chose to become a member because of 1) opportunities to network and build relationship; 2) educational opportunities (including the conference); and 3) advocacy efforts on behalf of the organization.
- For those who are not members that took the survey (79 respondents), they explained the reasons for not joining. Many did not perceive benefit to the membership or did not see the value in the programming. Others also mentioned their membership in other library associations. A little over a quarter indicated the costs are too high. In the comments section, a number of them mentioned that they feel the organization is more focused on public libraries than academic libraries.
- When examining the breakdown of the non-members that took the survey, 40 of them are from public libraries; 35 are from academic libraries; and 4 are from school libraries.
- Based on previous answers, it is not surprising that when asked about the common purpose of MLA, *Advocates for all libraries* and *Networking and Connections* were at the top of the list. This is important to consider when revisiting the mission statement.
- A little over half of the respondents gave affirmative answers as to the fit of the MLA mission. Other comments and suggestions are listed in the slide deck.
- When asked about the priorities of the organization, nearly 2/3 of the respondents put *advocacy/legislative agenda* at the top of the list. *Increasing awareness to the value of libraries* came in second on the list, with just over 1/2 of respondents indicating this is a priority.
- When asked about the key issues facing Michigan and the library sector that may impact MLA in the next 5 years, 1/4 of respondents listed *protection of federal and state funding* at the top of the list.

## In which county is your library located?



Numbers indicate the size of the respondent pool from each county. The counties with 2 or less respondents are not included on this chart.

## Q2 Which of the following best describes the sector your library belongs to?

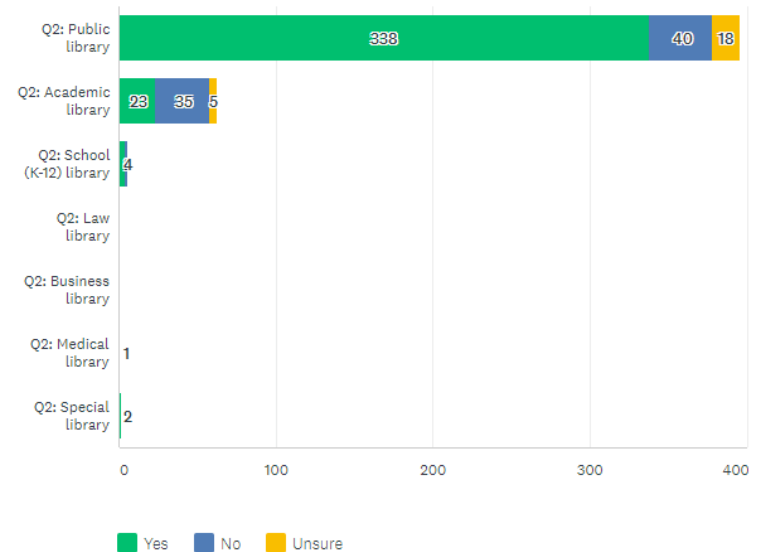


### OTHER

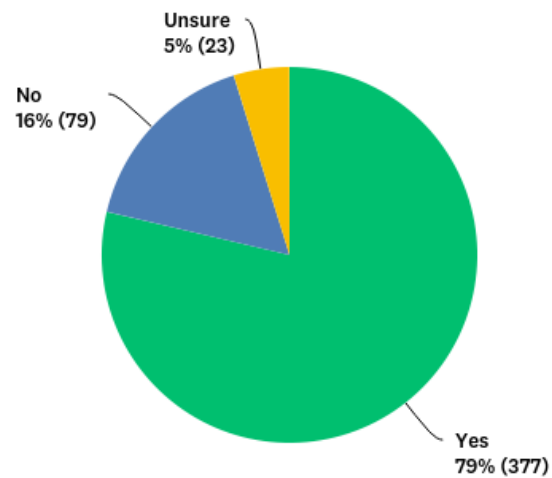
- Association
- Consortium (2)
- County
- Library Cooperative (2)
- MLA Insurance Partner
- Public School Library
- State Library/Government
- Tribal

## Are you a current member of MLA?

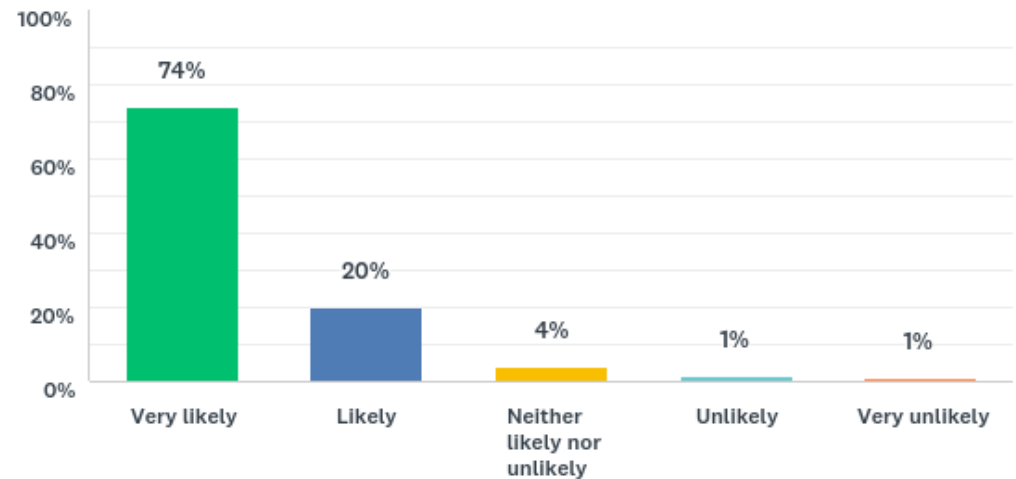
Answered: 468 Skipped: 0



### Q3 Are you a current member of MLA?

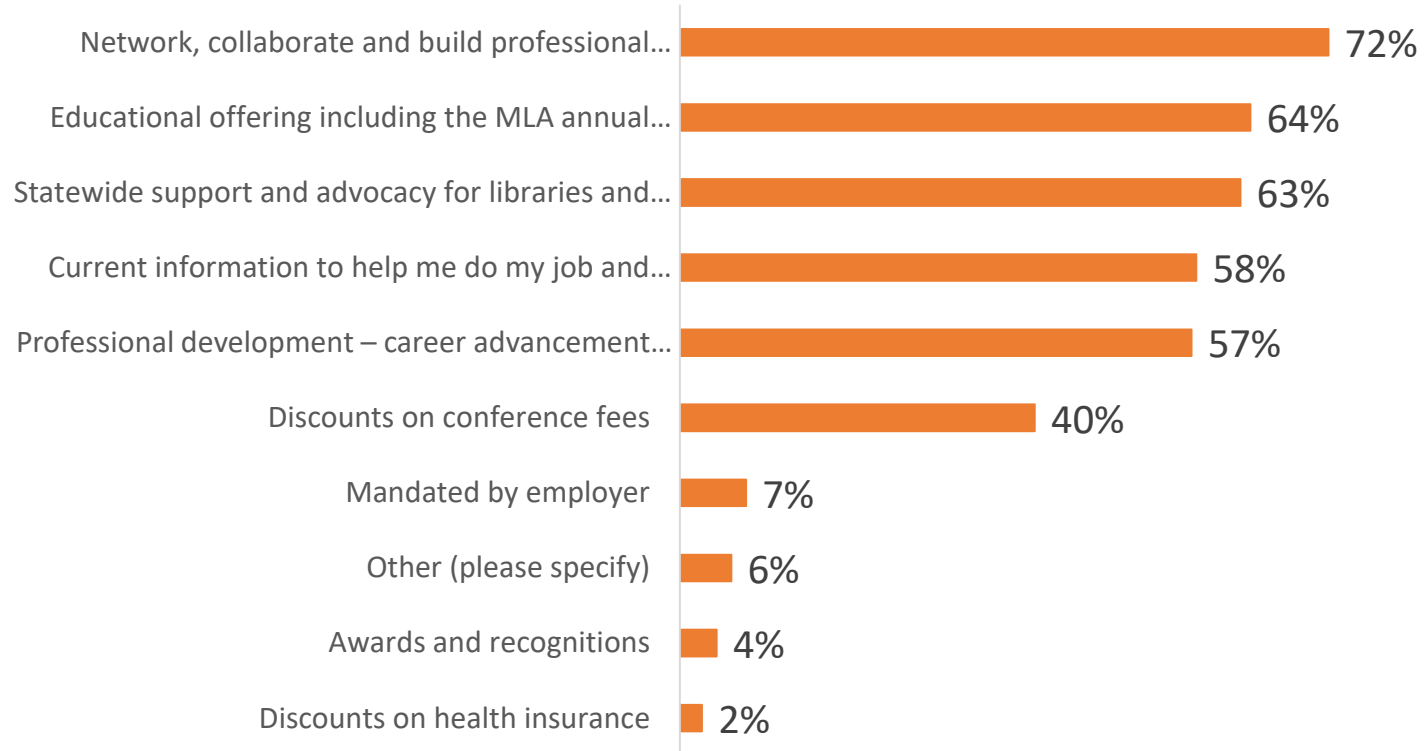


### Q5 How likely are you to renew your MLA membership?



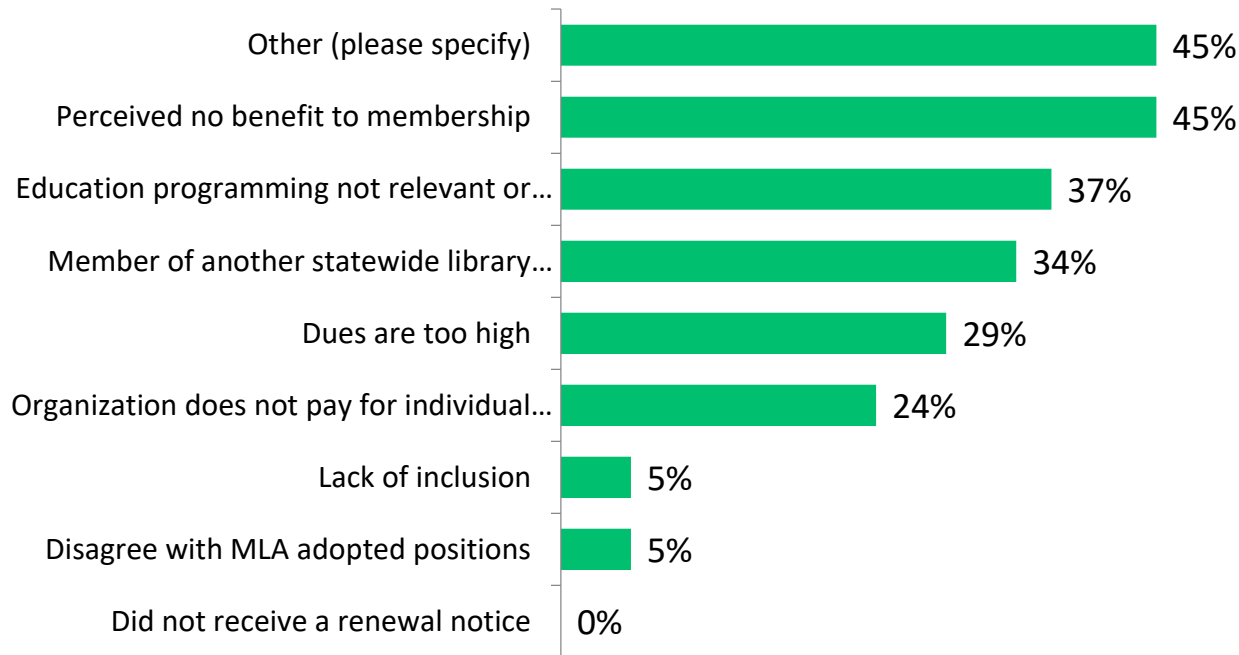
# Why did you decide to become an MLA member?

CHOOSE ALL THAT APPLY



# Why are you not an MLA member?

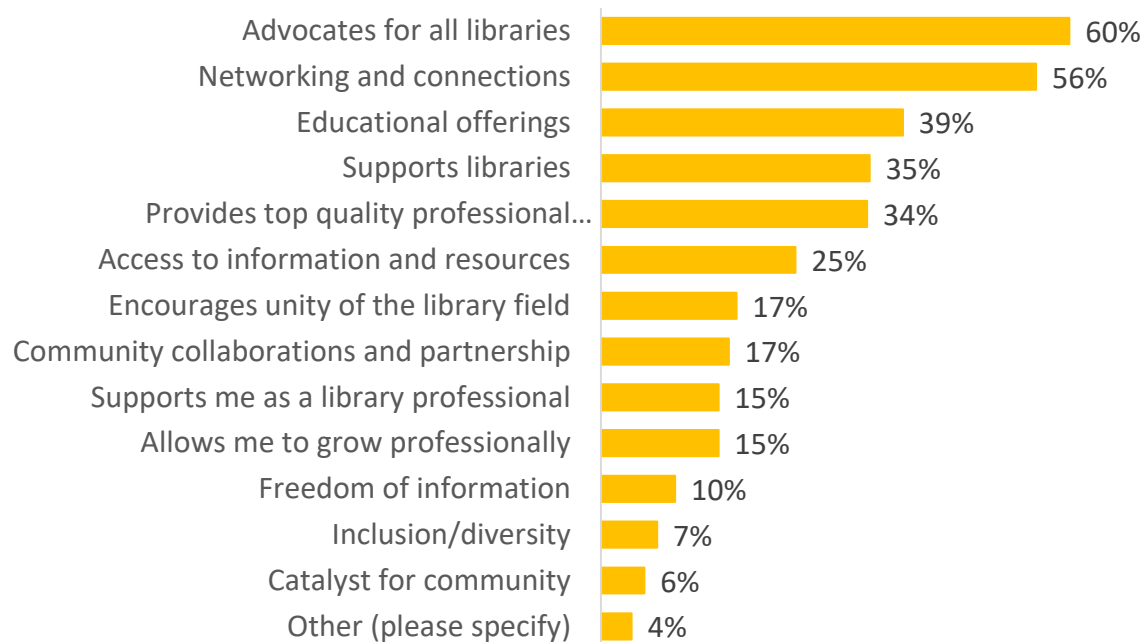
CHOOSE ALL THAT APPLY



## OTHER

- not in the library profession
- my lib. will pay for my membership if I attend the conf. Hoping to be allowed.
- I felt that MLAs major focus was public libraries, and this is not relevant to me as an academic librarian. Don't get me wrong - I do care about public libraries BUT a professional organization has to be relevant to my job.
- Not enough focus on academic libraries
- distance is too far for any of the membership benefits
- is more suited for public libraries than academic
- retired school librarian
- Never got around to it
- Has a Public Library focus not beneficial to academic libraries
- Library administration dropped their institutional membership, so the individual rate is too high for me to pay on my own.
- medical issues
- Lack of committees, sections, leadership roles
- Your refusal to work for statewide library funding and mandating school libraries. Other states where I have lived and belonged to the state library assoc. fight like hell for those but the libraries in Michigan are so poor because of lack of publicizing what other children have in other states and we don't
- belong to other Michigan library association
- just need to get it together
- Was before, just let my membership lapse this year. Did receive a renewal notice, but was on maternity leave and kind of forgot about it.
- Member of ACRL which I prefer

Which of the following words or phrases  
best capture the common purpose of  
MLA? Please select the top 3.



#### OTHER

- Helps any type of library develop and market its relevancy and purpose
- Self promotion
- Advocacy
- is important for downstate and larger library organizations
- #1 Provides professional lobbyists to advocate in Lansing on our behalf.
- Educates legislators and other leaders on the value of libraries
- I had to click this to get the "ok" button to appear. :-/
- I'm not a member, so I'm not sure.
- Introduction of new services and vision of library trends
- I don't know
- legal advocacy
- Lobbying

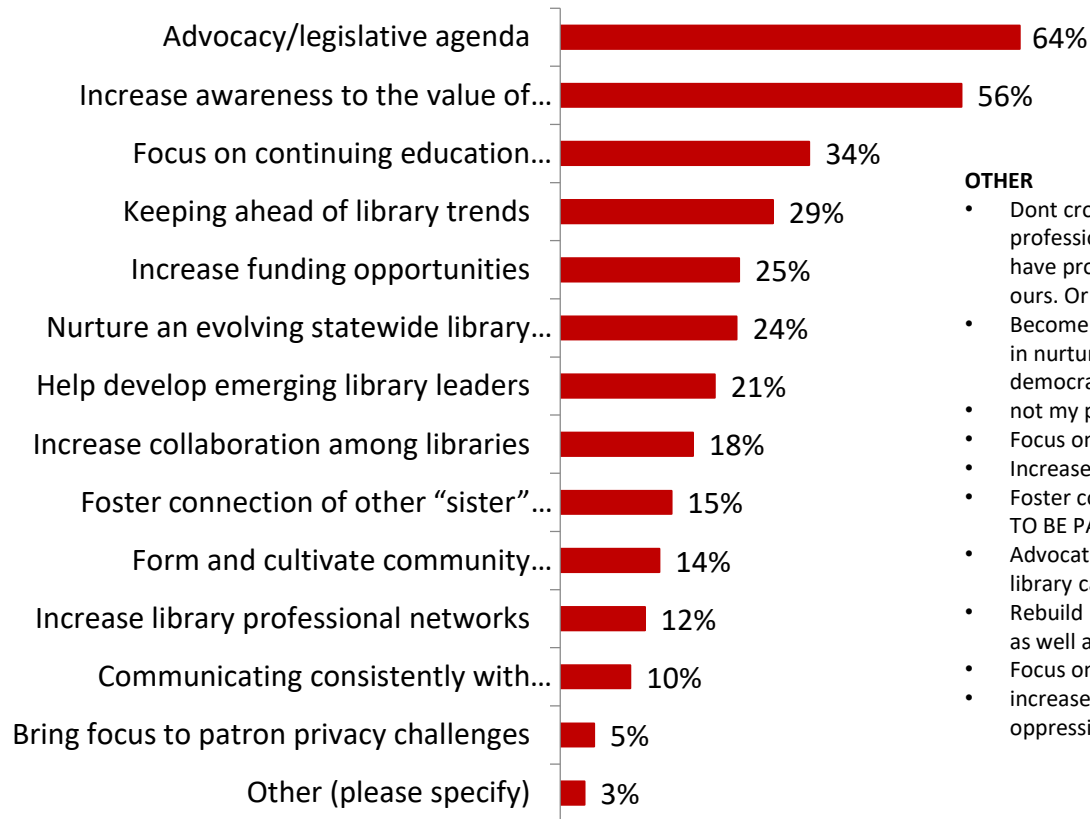


MLA's current mission is: *Helping libraries and library professionals succeed.*

Is the mission statement still a good fit for how MLA may evolve in the new few years? If not, what needs to change?

262 of the survey participants responded to this question. 146 (55% of the respondents) gave an affirmative response to this question ( i.e. *Good Fit, Good, Yes, I think so, I like it, etc*). The rest of the responses are listed on the following slides. Many are affirmative but have additional context for MLA to consider or review.

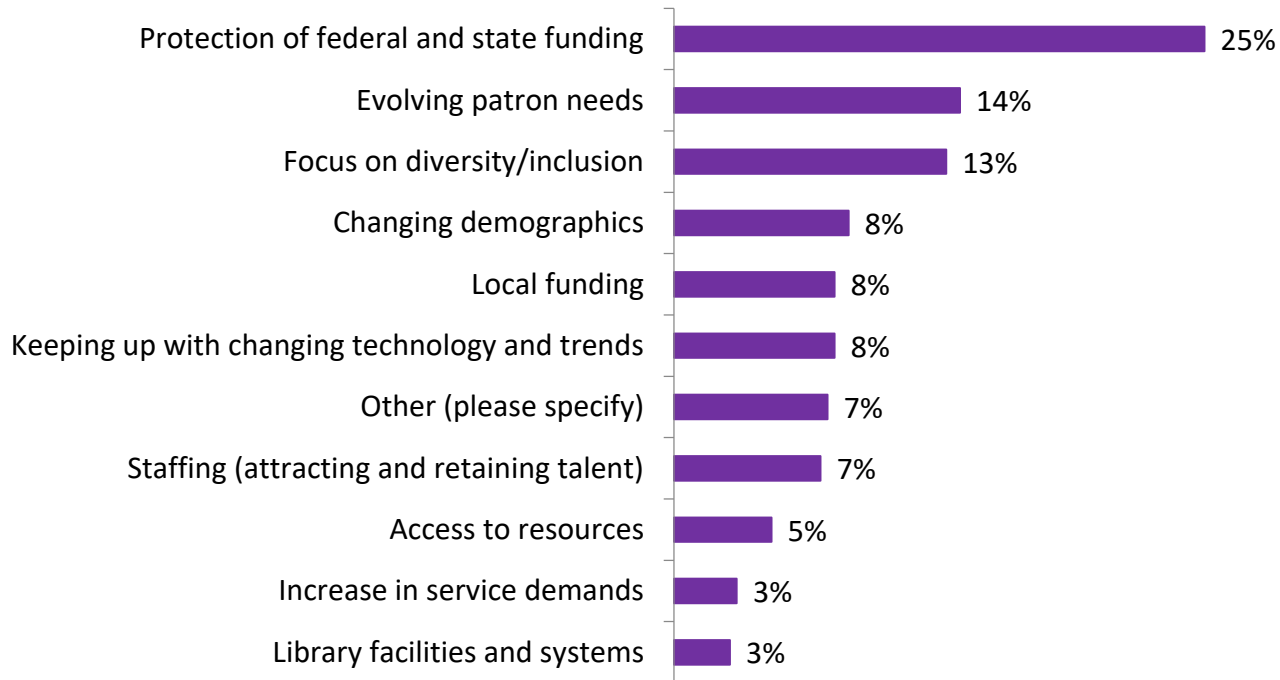
## What do you think the priorities of the organization should be in the next 5 years? Please select the top 3.



### OTHER

- Don't cross over into Libr Mich and MCLS. Be our professional association. Period. Other professions have professional associations. We want you to be ours. Or we don't need you..
- Become a leading organization that supports libraries in nurturing a smart citizenship in a practicing democracy.
- not my profession
- Focus on diversity and inclusion
- Increase awareness to the value of librarians
- Foster committee work where librarians LEARN HOW TO BE PART OF A DIVERSE TEAM
- Advocating for non degreeed people to further their library careers
- Rebuild relationships with academic/special libraries as well as Trustee Alliance.
- Focus on equity, diversity, and inclusion
- increase awareness/advocacy of anti-racist/anti-oppression

## What are the key issues facing Michigan and the library sector that may impact MLA in the next 5 years?



### OTHER

- Lobby our state representatives, please
- Educating, empowering, and retaining quality staff
- unknown to me
- All financial issues: local, state, salaries, costs of tech
- hmmm...just one? local funding, staffing, diversity/inclusion
- All of the above as it has always been and will always be
- Lack of librarians in schools
- Net Neutrality is huge
- Protection of state, local and federal funding
- all of the above!
- Privacy issues
- I would choose protection of funding, keeping up with technology and trends, and staffing.
- Not just protection of state funding - how about restoration back to levels when society VALUED an educated populace?
- k-12 and higher ed funding and achievement
- local funding is huge along with attracting and retaining talent. We also have evolving patron needs. Those are my top 3.
- Ever impending doom and poverty. Also diversity...but why would diverse applicants be attracted to a job that doesn't pay?
- diversity and inclusion, retaining talent and hiring that reflects service area, increase in service demands
- I would select more than one changing demographics, protection of funding and increase in service demands
- facilities, funding, trends