



Strategic Planning Survey Report

Prepared for the Michigan Academic Library Association by
the Midwest Collaborative for Library Services

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One hundred and fifty-eight (158) individuals participated in the Michigan Academic Library Association (MiALA) Strategic Planning Survey online. The results have been compiled and will be shared in this report.

As this survey was primarily to gain information about member satisfaction, the first question asked participants to identify as either currently a MiALA Member or NOT currently a MiALA Member, and the questions were on two tracks from there. MiALA leadership saw value in gaining insights from non-members as well.

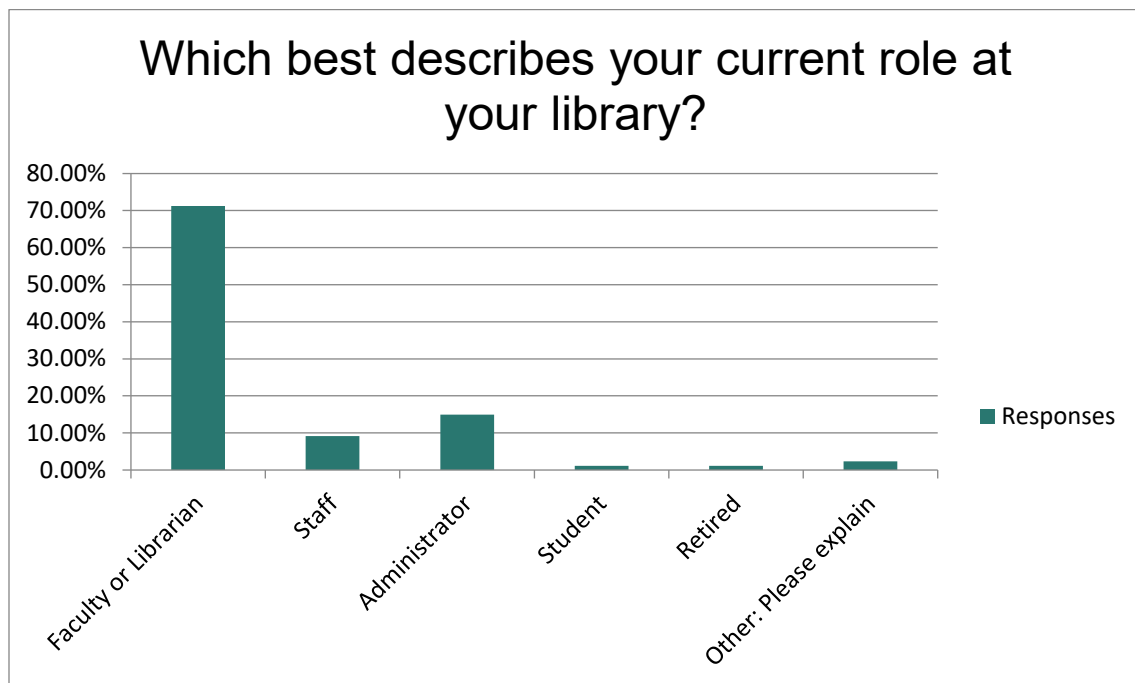
Ninety-one (91) individuals, or 58% of respondents, identified themselves as “currently a MiALA Member.” The other 67, or 42%, self-identified as “NOT currently a MiALA Member.”

Below, the responses are charted and graphed. Open-ended question responses are listed.

MiALA Member Survey

First, we will look at responses from those who identified as, “Currently a MiALA Member”:

Member Respondent Demographic Information:

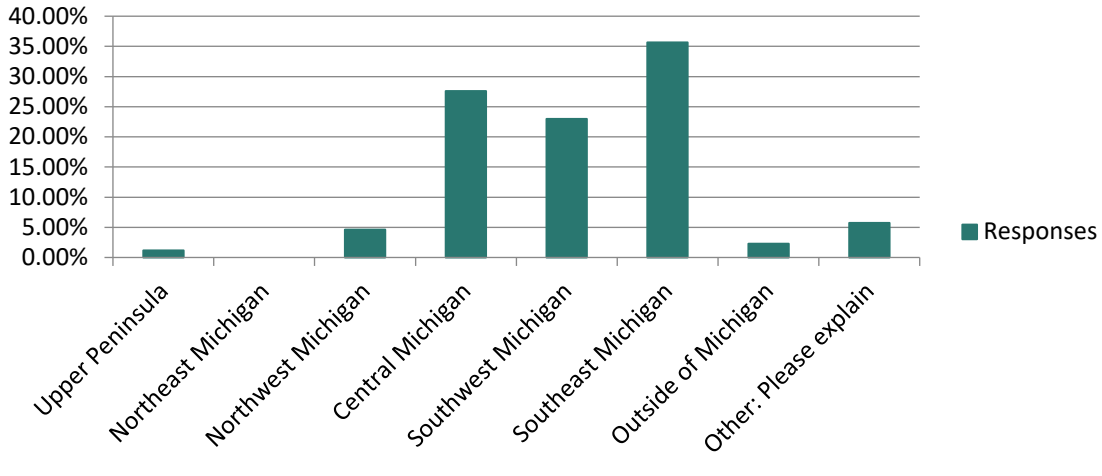


71% of member respondents identified themselves as Faculty or Librarian. The second-largest group was Administrators, at 15%.

Those who answered Other explained as:

- Recent MLIS Graduate

In which geographic region do you work (as library employee) and/or study (as MLIS/MLS student)?

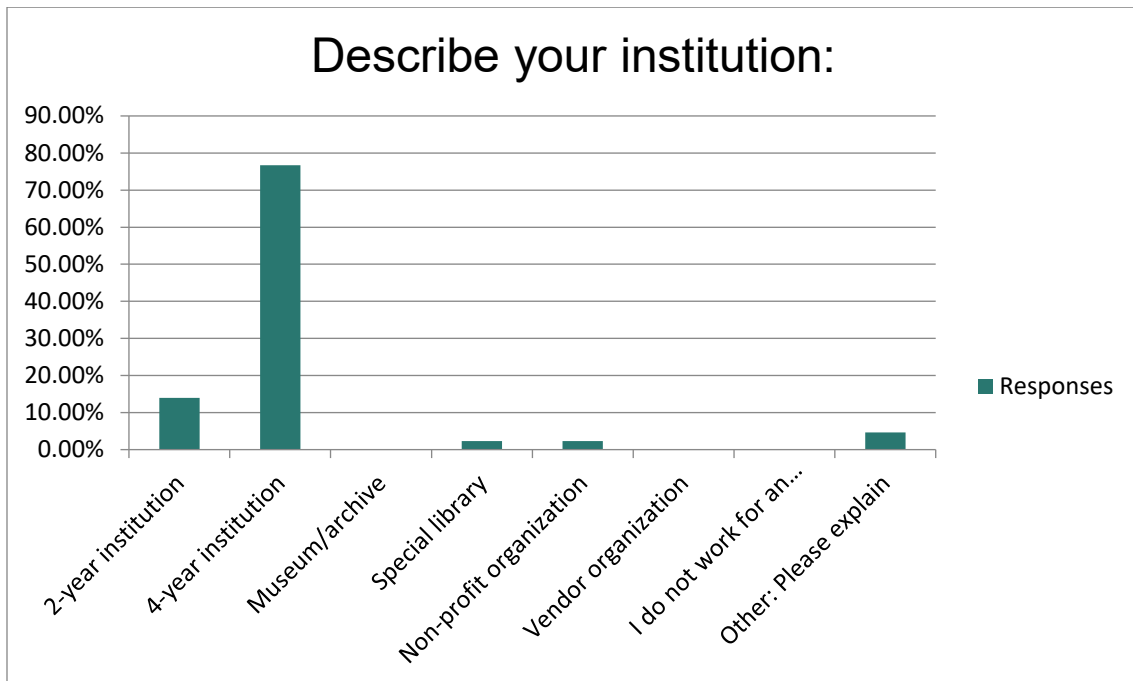


Most member respondents were from Southeast Michigan (36%), Central Michigan (28%), and Southwest Michigan (23%). There were 2 responses from outside of Michigan.

Those who answered Other chose to identify themselves as:

- West Michigan (2)
- Thumb Area
- South Central

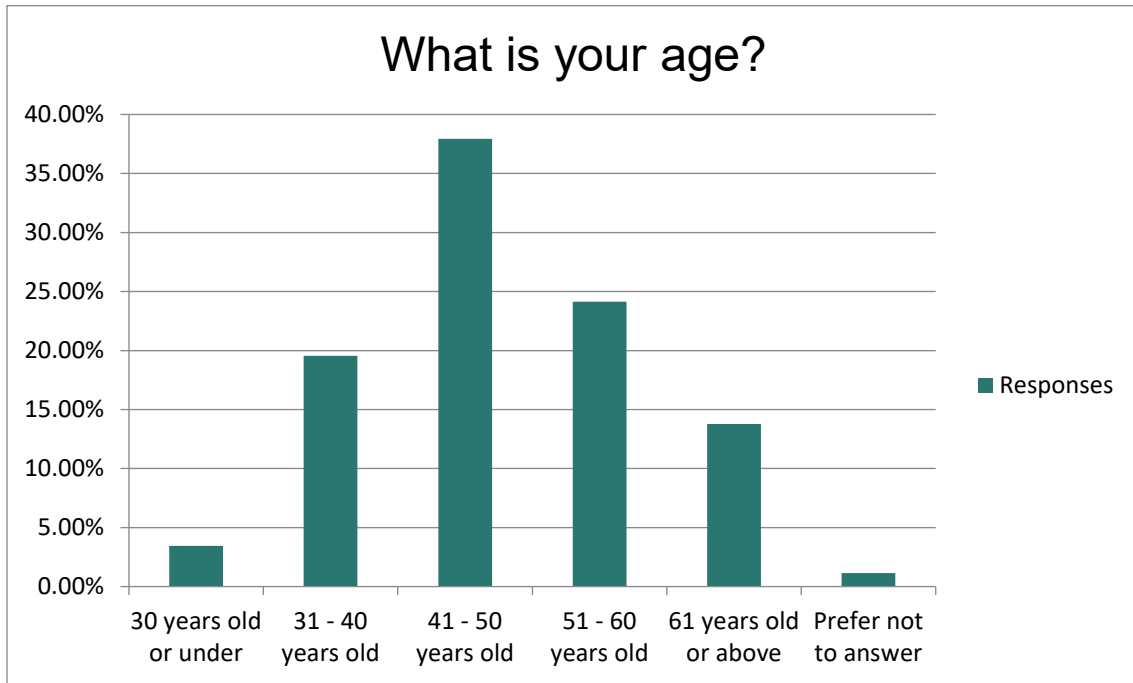
Describe your institution:



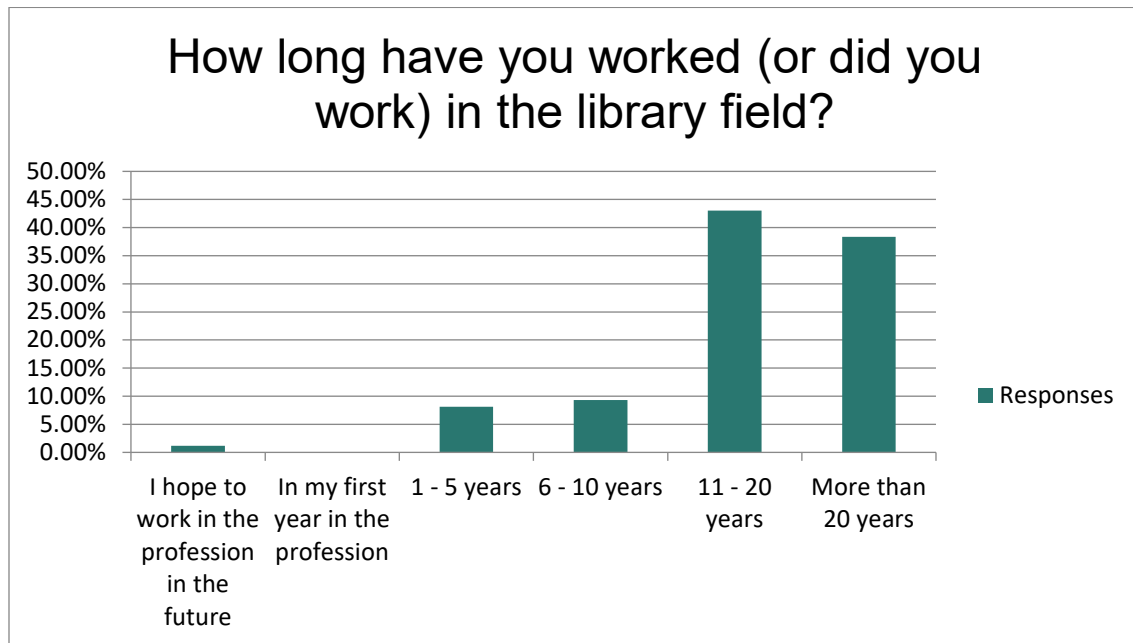
Most member responses came from 4-year institutions (77%), but there were also responses from 2-year institutions (14%), Special Libraries, and Non-profit organizations.

Those who answered Other explained as:

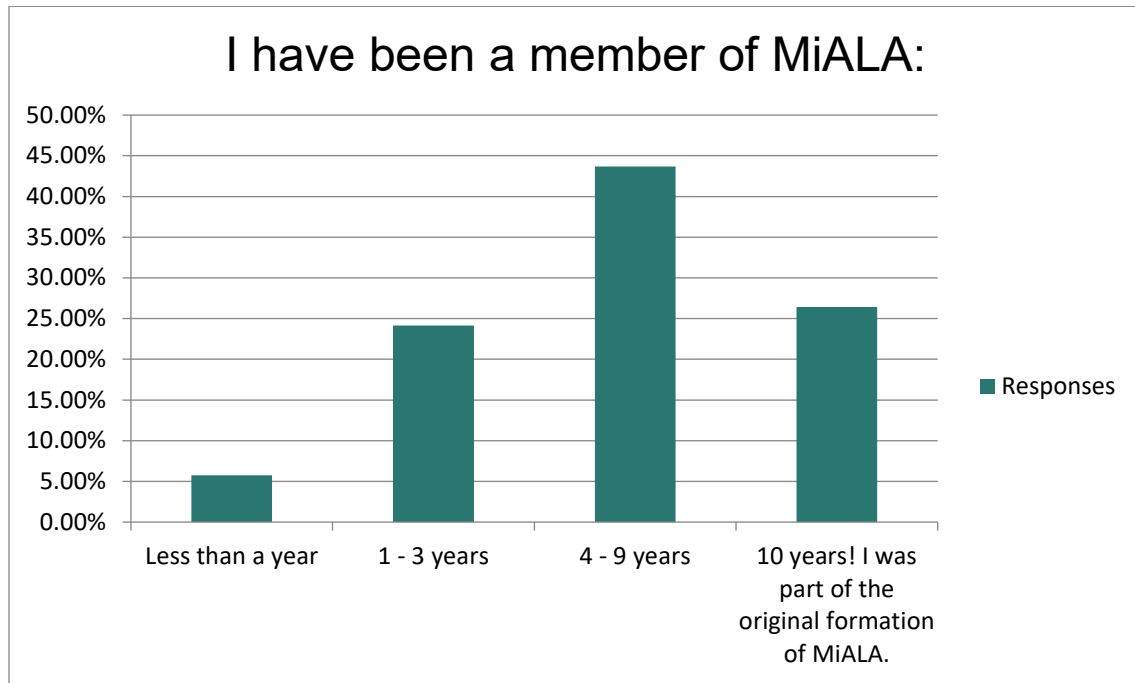
- Prison libraries
- Public library
- A 4-year institution which also grants Master’s degrees
- enormous state university that grants masters and phd degrees in most all subjects



The highest percentage of respondents were in the 41 – 50 years old grouping (38%), followed by 51-60 years old (24%), then 31 – 40 years old (20%), then 61 years or above (14%). A few selected 30 years old or under and one person selected, “Prefer not to answer.”



Most respondents have worked in the library field 11 – 20 years (43%) or More than 20 years (38%). 17% have worked in the library field between 1 – 10 years, and one person is a recent MLIS graduate and is aspiring to work in the field.



Of the MiALA members who completed the survey, 44% have been a member between 4 – 9 years. There was also a large representation by those who have been part of MiALA since its inception (26%) and those who have been a member just 1 -3 years (24%).

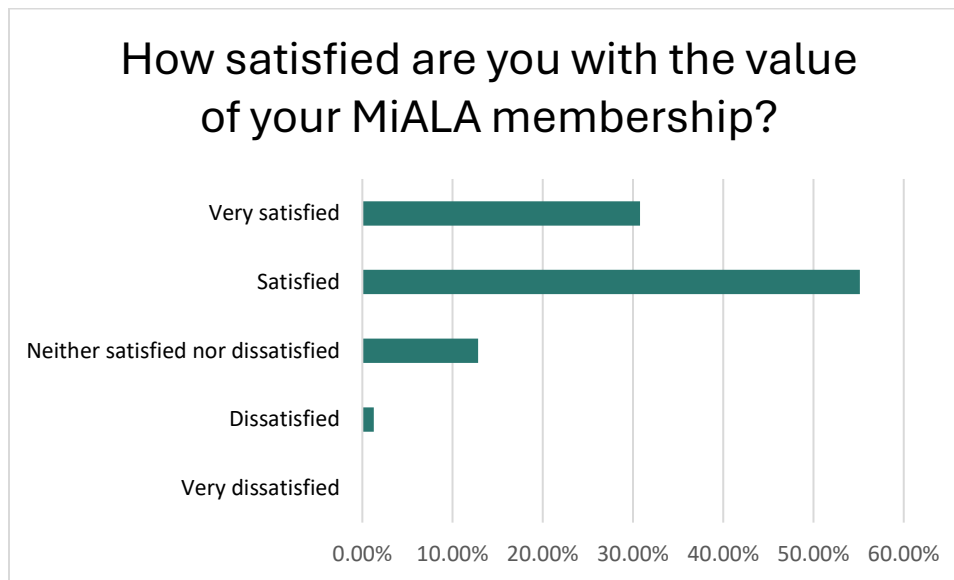
Survey participants were asked, “In what other professional library or academic organizations do you participate as a member?” and the following responses were listed (numbers indicate how many individuals listed that organization):

- 35 - ACRL (Association of College and Research Libraries), a division of ALA
- 32 – ALA (American Library Association)
- 12 – MHSLA (Michigan Health Sciences Association)
- 6 – MLA (Michigan Library Association)
- 7 – MLA (this could be Michigan Library Association OR Medical Library Association, not defined)
- 6 – ALA Core
- 5 – Metropolitan Detroit Medical Library Group
- 5 – none or n/a
- 4 – LOEX (previously Library Orientation Exchange)
- 3 – Michigan OER (Open Educational Resources) Network
- 3 – SAA (Society of American Archivists)
- 2 – ALAO (Academic Library Association of Ohio)
- 2 – ARLISNA (Art Libraries Society of North America)
- 2 – ALA RUSA (Reference and User Services Association)

- 2 – CHLA
- 2 – MAA (Michigan Archival Association)
- 2 - MLA (Medical Library Association)
- 1 – ALA CJCLS (Community and Junior College Libraries Section)
- 1 – ALA LearnRT (Learning Round Table)
- 1 - AAHSL (Association of Academic Health Sciences Libraries)
- 1 - AAUP (American Association of University Professors)
- 1 – AES
- 1 - ASIS&T (Association for Information Science and Technology)
- 1 - ATLA (American Theological Library Association)
- 1 – ACL (Association of Christian Librarians)
- 1 – CLA (Catholic Library Association)
- 1 – CRLA (College Reading and Learning Association)
- 1 - FOLIO Special Interest Groups
- 1 – Historians of British Art
- 1 – IASA (International Association of Sound and Audiovisual Archives)
- 1 – ILF (Indiana Library Federation)
- 1 - LAMPHHS (Librarians, Archivists, and Museum Professionals in the History of the Health Sciences)
- 1 – Library Freedom Project
- 1 - MASL (Michigan Association of School Librarians)
- 1 – MCLS (Midwest Collaborative for Library Services)
- 1 – Medieval Association of the Midwest
- 1 – Nasig (formerly North American Serials Interest Group, Inc.)
- 1 – OLC (Online Learning Consortium)
- 1 - PLA (Public Library Association)
- 1 – RDAP (Research Data Access and Preservation Association)
- 1 – SHARP
- 1 – SLA (Special Libraries Association)
- 1 – UPRLC (Upper Peninsula Region of Library Cooperation)

One respondent noted, “My institution doesn't pay for memberships so MiALA's low cost is very attractive to me!”

Member Respondent Satisfaction Information:



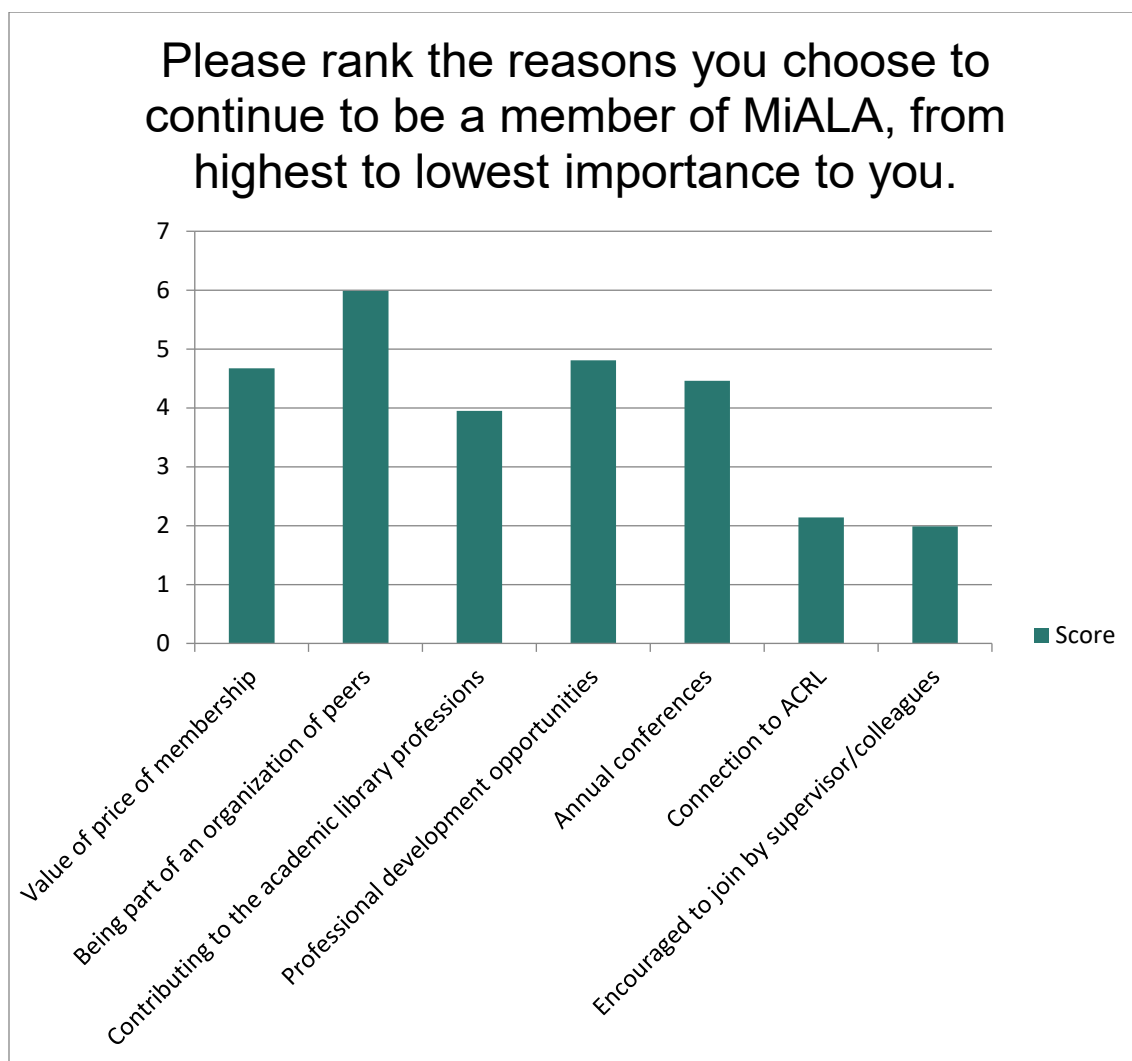
55% of respondents said they are “Satisfied” with the value of their MiALA membership, and 31% said they are, “Very Satisfied.” 13% said “Neither satisfied nor dissatisfied,” and only 1 person said, “Dissatisfied.” No one said, “Very dissatisfied.”

Survey participants were asked, “What, if anything, might increase your satisfaction with your membership in MiALA?” The following answers were given and are loosely grouped by topic:

- Additional opportunities for professional development:
 - Greater opportunities to present and publish - perhaps a research/RTP interest group to connect people with like-minded members to share research ideas.
 - I wish there was more programming and more time to network with colleagues.
 - I would love to have some webinar type of learning experiences with ideas shared from other members.
 - It might be interesting to have more casual webinars where members share best practices for projects they have done so we can learn from each other.
 - More activities related to other parts of the library world. We hear a lot about instruction, not much else
 - More all-group sessions. I feel like I only really speak to my interest group.
 - More and more visible opportunities for giving presentations; stronger sense that MiALA is a place to build community with other librarians in my areas (Technical Services & Special Collections)
 - More CE opportunities without a fee
 - More events throughout the year, in addition to the annual conference (2)
 - More in-person events such as "pop-up" conferences or mini-conferences. Much of this is currently dependent on the IGs, so I understand that this can be difficult.
 - More online programming.
 - More professional development opportunities throughout the year in my core responsibilities, which are less information literacy these days than open access, scholarly communications, and copyright.
 - The conference is not useful.
 - Would like to attend an annual conference, if were in SE Michigan

- Resources & Networking:
 - I think it would be helpful if there were more resources related to job hunting, CV writing, cover letter writing, as well as sharing job postings. I find that most people I meet via MiALA are pretty established in their jobs/haven't job hunted in a long time, but it's top of my mind because I am not established in a long-term position, and I wonder if there are others in my same boat.
 - It'd be nice to have an online portal of resources (or even if we don't have our own, links to resources/resource lists that already exist).
 - More resources for archivists
 - More opportunities to connect in-person with other professionals and more opportunities to network with organizations that hire librarians/archivists.
 - More support for community college libraries.
- Advocacy:
 - this topic is important to me and one of the main reasons that I support state organizations
 - encourage libraries to support staff time to participate in MiALA - which many don't even if they want to support staff
- Greater inclusion of staff beyond librarians:
 - As is always the case, the public facing staff seem to be the "brides" and the back end staff are the "bridesmaids." I'm not sure how to correct this -- it's a continuing problem and is why I value my IG, and my conferences (ER&L, NASIG annual).
 - Finding more ways to make MiALA more relevant to non-MLIS staff.
 - Greater inclusion, purposeful language directed toward non-librarian staff.
- Better relationships with "partner" organizations:
 - I was disappointed at the hoops my colleagues from my other prof org had to jump through to work with the MiALA board for the (not allowed to be called "combined") conference in May 2024. It was not MHSLA's fault the MiALA board did not have a plan for succession and institutional knowledge. Consequently several of my colleagues were required to re-do the entire 5 years worth of work - in less than 5 months. The majority of MHSLA members are also MiALA members - this was a terrible way to treat the membership and a poor reflection on the MiALA organization for potential new members that might have joined from MHSLA.
 - I would like to see more collaboration between the health science groups. At one point, the goal was to co-plan conferences but for various reasons this did not go as anyone envisioned.
 - I would love to see more collaboration between MiALA, MLA, and MASL. This might be an ALA ecosystem-related effort, or making space for ex officio members on our boards. It's not all on us - I'd like to see this sentiment shared by all the orgs. I'm satisfied with MiALA, so this is not a huge issue for me, but I do think about it.
- Expand membership/focus:
 - MiALA seems to focus on instruction/academic librarianship, which isn't applicable to my work (other than providing insight). I am looking for an association that I can learn new and innovative ways to approach UX, assessment, and manage library virtual services. The Web/UX IG has very low participation, so it is not as beneficial as I was hoping for. I would love to be able to connect with other innovative UX/assessment Michigan library professionals to collaborate and learn from - both in public and academic libraries. I know it might be contradictory to MiALA's purpose, but I really want to learn from public libraries and other nonprofits. Is it possible to expand MiALA's recruitment beyond academic libraries?
- Publicity/Marketing/Swag:
 - I would love to see more branded items that could be purchased from an online shop. I'm very proud of MiALA and it would be great to have sweatshirts, t-shirts, mugs, etc. available.
- Engagement/Involvement:

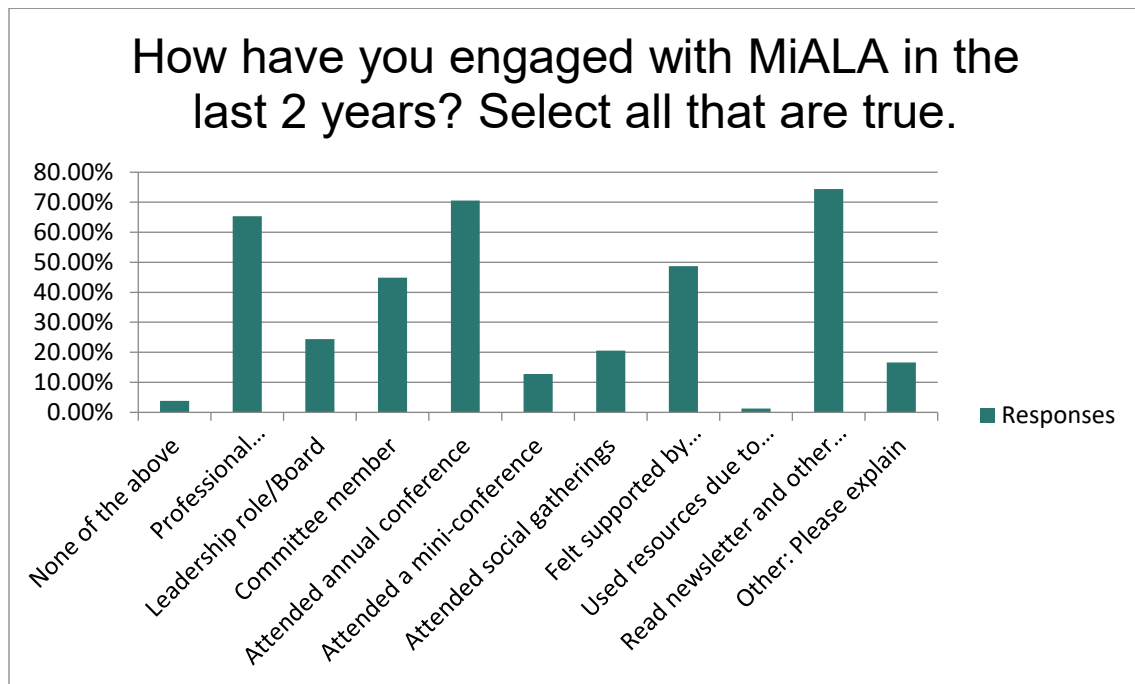
- More interest group engagement (I know this is hard!!)
- More members being leaders/active. I see a lot of the same people organizing and leading, possibly because others aren't stepping up
- More participation in the interest group I am currently a member of.
- more pop-up activities that could bring folks together, more symposiums or speaker events. It's hard because it's all run on volunteers and IG leaders only have so much time, but I think more engagement would be awesome.
- To see increased staff participation and support
- More innovative, future-oriented thinking and action:
- To continue to see the work being done in IDEA initiatives and to see those implemented across the org.
- I feel that MiALA is doing a great job given that it is a volunteer organization with little staffing support.
- I'm not entirely sure; I feel like I get more out of my MiALA membership than I have memberships of similar types of organizations.
- Nothing/None/Can't think of anything (10)



The following is the ranking of reasons respondents choose to continue to be a member of MiALA, in order from highest to lowest importance:

- Being part of an organization of peers
- Professional development opportunities

- Value of price of membership
- Annual conferences
- Contributing to the academic library profession
- Connection to ACRL
- Encouraged to join by supervisor/colleagues



Almost ¾ of survey respondents (74%) indicated that they read the newsletter and other communications regularly. Seventy percent (70%) responded that they have attended Annual Conference in the last two years. Sixty-five percent (65%) said that they have engaged with some kind of professional development or training through MiALA in the last two years.

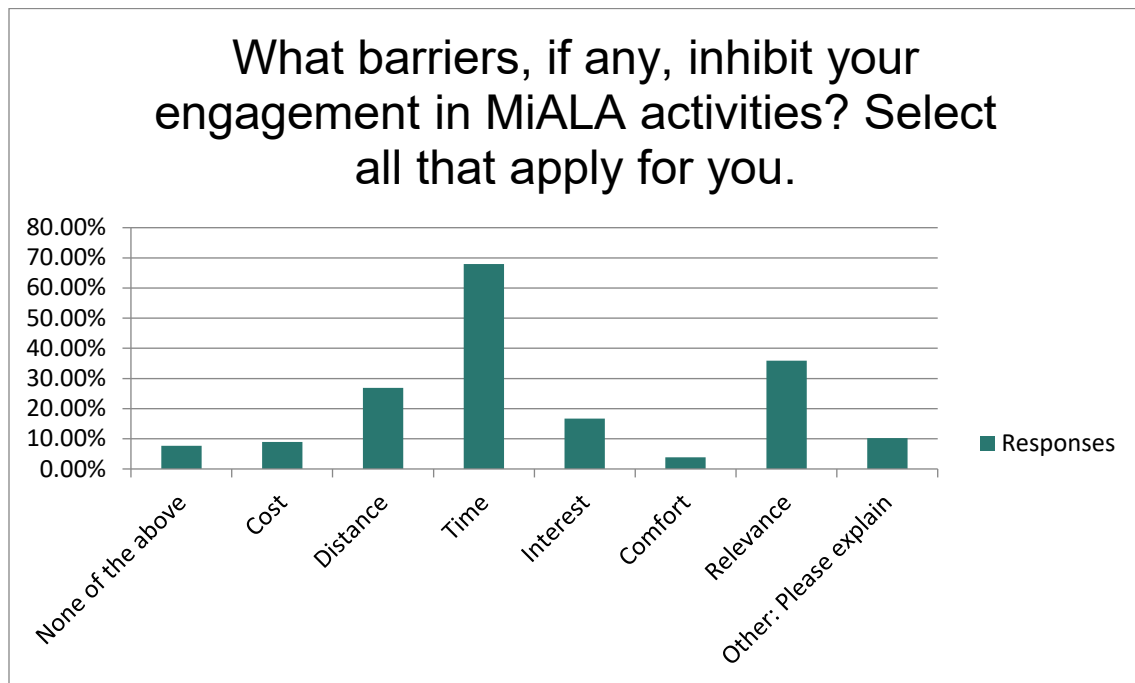
Almost half of respondents (49%) said that they have felt supported by colleagues they have met through MiALA, and 45% said they have been a Committee member recently. Twenty-four percent (24%) said they have had a leadership or Board role in MiALA in the last two years, which may lead to higher participation in other ways, but that is not proven or disproven by this data.

Twenty-one percent (21%) of respondents indicated that they have attended a social gathering, while only 13% said they’ve been to a mini-conference.

Interestingly, only one person indicated that they have used resources due to MiALA being an ACRL chapter.

Other forms of engagement in the last two years listed were:

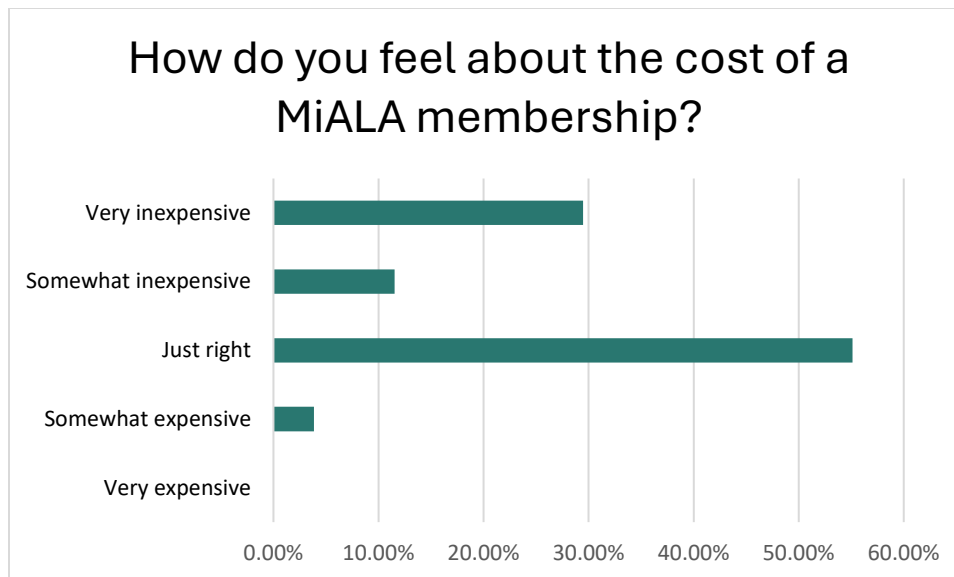
- Interest Groups leadership and/or participation (9)
- Conference planning committee
- Submitted a conference presentation proposal
- I am brand-new to MiALA
- Since I retired, I haven’t gone to anything, unfortunately



More than 2/3 of respondents felt that time was the biggest barrier to their engagement with MiALA. Closer to 1/3 listed distance and relevance. Very few (less than 10 respondents) felt that cost or comfort level were barriers.

Other barriers indicated were:

- Staffing issues at my institution (2)
- My position does not require professional activity and it is not encouraged.
- Changed from working in-person at an in-state institution to working remotely for an out-of-state institution. My routine participation has fallen off with this shift and other life events.
- Library leadership does not seem to value or understand benefit of engagement
- Visibility: I've heard / read little about MiALA opportunities
- Not as much leadership content as I would like
- My professional development budget gets eaten up by another Conference I attend and don't have funds left over usually to attend MiALA's conference

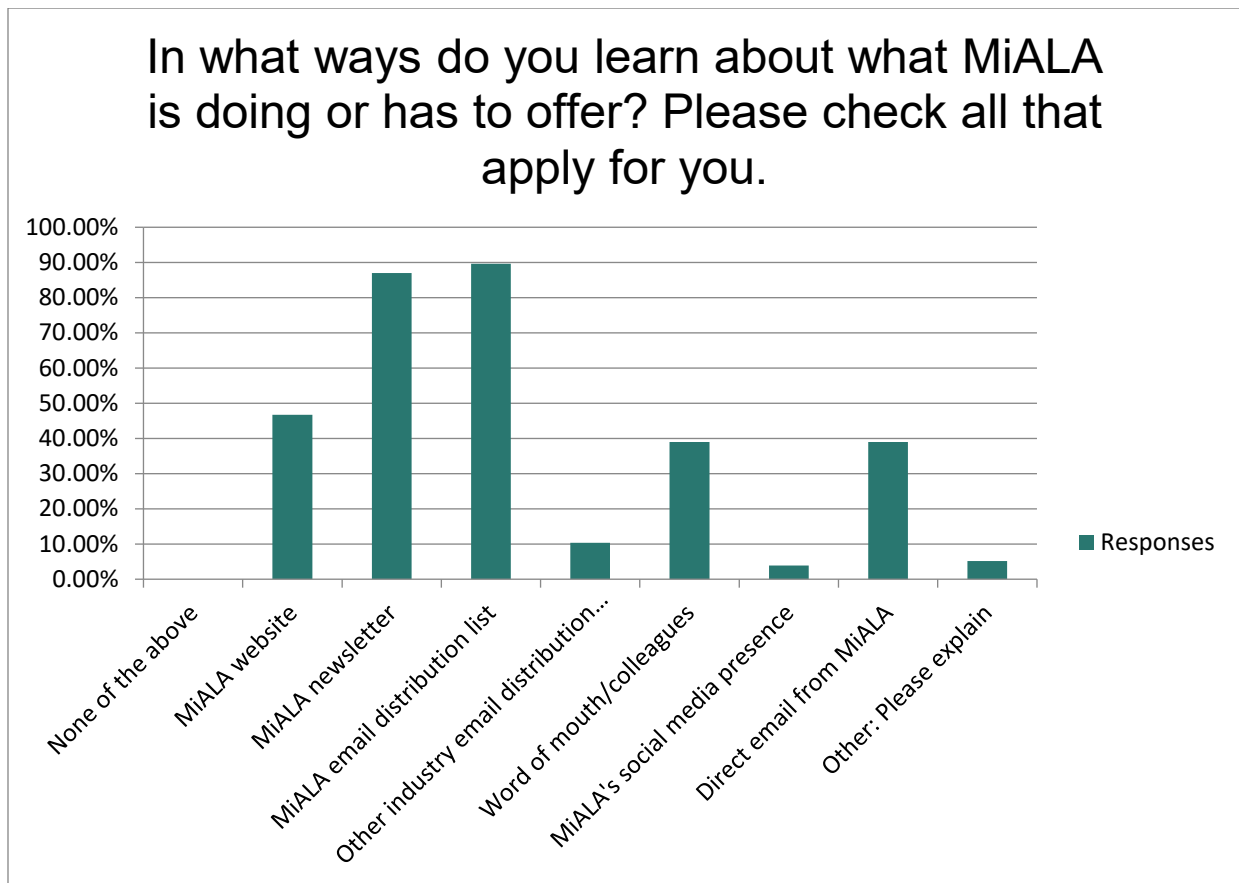


More than half of respondents felt that the cost of MiALA membership is right in the appropriate range. Most of the rest felt that the cost is either somewhat or very inexpensive. Not one respondent indicated that the cost is “very expensive.”

Survey participants were asked, “What else would make your membership more valuable to you?” Results were:

- Learning opportunities that relate to the work that I do, especially during the conference.
- Could we do more zoom meetings or interest-based seminars and activities?
- Either more opportunities for professional development from MiALA members or discounted professional development opportunities from ACRL. Cost/time is a factor in attending professional development.
- More opportunities to share/hear practical ideas.
- More PD outside of the annual conference? Hosting zoom presentations a few times a year with national presenters. The IGs do a good job with meet-ups and information sharing but an occasional presentation would be great (like Carterette series out of Georgia). This is probably cost-prohibitive.
- More online PD offerings or MiALA-wide (not just organized by IGs) talks/workshops throughout the year
- More events or conference topics related to my areas of work, including cataloging, metadata, and digital collections. This is, of course, dependent on things like the IGs, people submitting conference proposals, etc. I'd like to see more training opportunities in these areas, as well.
- Again, more professional development opportunities and trainings in my area of scholarly communications. This would include perhaps an Interest group in scholarly communications and copyright.
- I am strongly considering leaving the field/workforce because I have not been able to land a position that I am happy with long-term. I wish there were more resources for helping people find jobs in the field. I think the new mentorship program is a step in the right direction, but it's much less organized than the one by CJCLS/ACRL, which I've had good experience with.
- More in-person opportunities to learn and meet new people
- Relevant professional development to my work (assessment, UX, universal design, accessibility, leadership for area leads - not just those in formal leadership positions). This past annual conference was good - loved the key note speaker. Bring in more movers and shakers!
- If it provided a discount for ACRL membership

- More news on higher education in Michigan, such as legislative initiatives.
- I think it would be useful to have a mixer and/or meet-and-greet opportunity to provide an idea of what each interest group offers to MiALA members.
- Assistance finding a job in the state.
- Opportunities to serve on committees or IG groups
- More connections with LIS schools and opportunities to teach/contribute to LIS education
- Advocacy and lobbying in Lansing
- Dues are a bargain at \$40. I actually think it could be increased a bit to provide funding for more back of the house support. (2)
- Honestly, nothing. The price is one of the best aspects of MiALA. The *value* you get for the price is hard to beat across any profession. It's just really great.
- I think membership is already a great value (2)

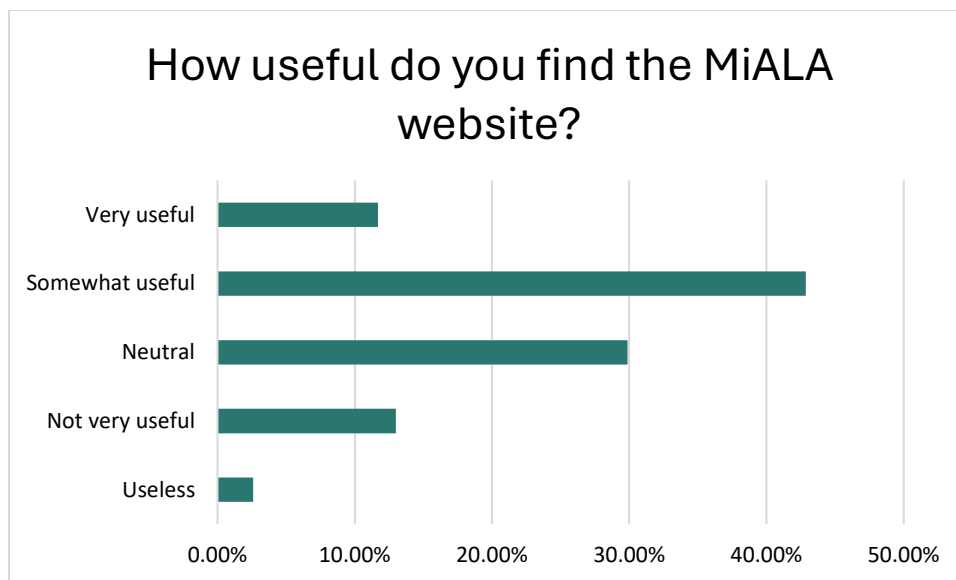


The two best ways respondents learn about what MiALA is doing or has to offer are the MiALA email distribution list (90%) and the MiALA newsletter (87%), followed by close to 50% for the MiALA website. Both word of mouth/colleagues and direct email from MiALA received 39%. Only a handful of individuals indicated that they learn about MiALA through wider industry lists or MiALA’s social media presence. MiALA will need to consider whether those are so low because they are not the appropriate means of reaching their intended audience, or because not enough resources have been put into them.

The only other means of communication indicated through open ended answers were from those who are on the Board or involved in the planning of events and activities.

Participants were asked, “Are there other methods of communication that would effectively reach you or that you would be likely to engage with?” Open-ended answers were:

- Peer mentorship, engage directly with UMich and Wayne State Library programs.
- I had a period of time when my membership lapsed and between that and switching institutions, I don't receive as many emails or reminders as I used to. I guess a more uniform way of updating emails and other demographics would be helpful. Kalyn was helpful in helping me get things switched but something in the system doesn't seem to have made a universal update. Maybe I just need to re-enroll in some groups now that I've renewed my membership?
- Because I have been job hunting, I have wished that MiALA did more with LinkedIn, but I also understand that a lot of librarians are not at all active on LinkedIn, so it might not be logical.
- Email is best. I kind of ignore everything else (trying to keep my work life separate from my personal life.)
- I like the newsletters, but I wish they were formatted to be more accessible (very hard to read - can easily be simplified!)
- I would sign up for SMS messages to be notified when a newsletter is available to read, a group or topic I'm interested in has new information, or I've signed up for an event or training.



The largest number of respondents (about 43%) said “Somewhat useful”, followed by “Neutral” at 30%. Two said, “Useless” but most of the rest were split between “Very useful” and “Not very useful,” which shows that opinions about the website are quite split. The website was discussed quite a bit in the Stakeholder Engagement, so it may still be worth considering in decision-making.

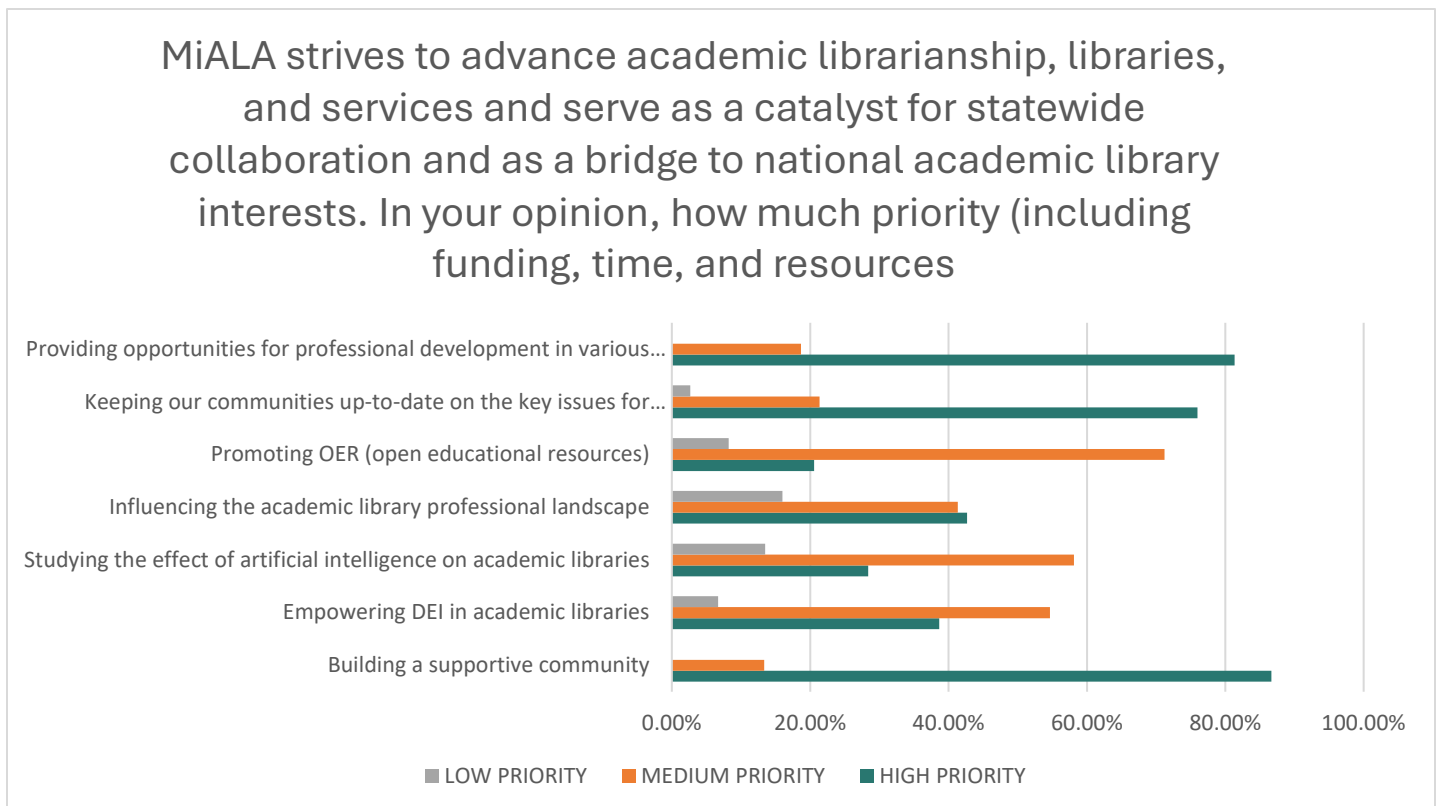
Participants were asked, “What improvements to our website would you like to see?” The following were the open-ended responses, loosely grouped by topic:

- I don't pay much attention to it other than up renew my membership and register for conferences.
- Information isn't always easy to find or as up-to-date as I would like. I tend not to use the website for more than finding the basics.

- Updating the site needs to be a strategic objective that is managed by a professional and maybe a committee.
- More intuitive and accessible (the word “clunky” was used by many separate people):
 - The website is a little clunky. When I login, it doesn't show that I'm logged in. Sometimes I have to login twice in order to navigate the website.
 - Easier log-in
 - The website feels really difficult to use to me and I have a problem finding what I need often
 - The behind-the-scenes membership area has always been kind of clunky and I'm not sure what entity would offer a better solution that would still be affordable.
 - I have to click around the menus sometimes, as I'm not sure where something is - so findability may be a slight issue for me. On the whole, it works as I need it to, so beyond regular usability testing to be sure it really is working for everyone, this is a lot of words to say I have no input. :D
 - Some information is buried on the site...have to dig to find information about upcoming conferences or information about membership.
 - The proprietary section of the site is clunky to navigate. There isn't a good way to move between pages without getting booted out and having to sign in again.
 - The site is very difficult to navigate and it feels clunky. Even when I know a resource is there, I struggle to find it. I feel like we need a complete redesign.
 - It's difficult to find information on the site if you don't know where to look. It's hard to remember what is publicly available and what I need to login to view. Most of the groups I've been a part of don't use any of the built in file sharing or other features.
 - The user section (member login) is a bit challenging/clunky to use, so perhaps there is another vendor/service out there that has a product that is easier to use and has a better UI.
 - A different organization. I still have to hunt for things that I know are there. I'm not a web designer or expert, but as I peruse our website, even though I see a lot of valuable links, the main menus still just feel like lists of links. I think there must be a better way, in particular, to organize stuff related to IGs, committees, and the board.
 - The website is a bit clunky. It took me a long time to figure out how to add and drop IG membership, and it's hard to find what you are looking for.
 - The one thing that I would really like to see is an update on the member login (for some reason it kicks me out and I have to login again if I move away from the member page to just a regular page on the site).
 - Also, increase the accessibility of the admin pages.
 - Better/clearer navigation. It's hard to find the resources that are available. I also frequently have a hard time logging into the website.
 - Logging in is a bit wonky. It's to navigate once you are logged in.
 - The website can be difficult to navigate, especially the member side (documents, IGs, etc.)
 - Get rid of the dynamic header, it is distracting and not considered ADA friendly.
 - Better layout. Finding things, particularly in the members area, is a challenge
- More up-to-date:
 - The website also seems to have outdated information on it, when I do go and look for something.
 - Dated content remains on the site way longer than necessary. Not a good look for the org. The admin is good about updating info when she receives it, but there needs to be more clarity as to who has editing rights, and who is responsible for specific areas of the site.
 - Updates need to be more timely.
 - The conference web sites can be confusing or not entirely complete.
 - Updates done more frequently
- More modern/style:

- The colors are pretty bland.
- Better layout
- Modernization and rethinking how the resources and important association information is organized.
- I think the website may be in need of a rebrand/refresh. I'm not a web designer, however, so I am probably not the best person to ask for specific suggestions on changes.
- A general update and cleaning is always a good idea for a website. Letting it sit for too long just because it works can have pretty rough consequences down the road. And it's looking a little dated.
- I would like to see a complete redesign - it feels very dated, difficult to navigate (the IA is confusing/clunky - main nav is rough). Websites are a reflection of an organization: if the website appears it hasn't been updated since the early 2000's, it sends a strong message to potential members that websites are severely undervalued. Meaning... it is likely that the website may be playing a significant role in recruitment and retainment of newer members, particularly early career folks in library web/UX/IT/marketing.
- New content/tools:
 - Ways to engage in discussions/new ideas with other members between annual meetings.
 - Archive of events
 - More interactive
 - The committee members aren't listed like the board or the IGs are
 - List of committees and IGs from the homepage
 - Weekly updates for committee members, updated documents and info, etc.

Member Respondent Future Vision Information:



Over 80% of respondents indicated that they feel “Providing opportunities for professional development” and “Building a supportive community” should be high priority for MiALA. 76% feel that “Keeping our communities up-to-date on the key issues for academic libraries” should also be high priority.

Participants feel that “Promoting OER”, “Studying the effect of artificial intelligence on academic libraries,” and “Empowering DEI in academic libraries” should be medium priorities.

Less than a quarter of respondents felt any categories should be marked as low priority, but the reality is that resources are not limitless. The topic that scored lowest overall was, “Influencing the academic library professional landscape.”

Participants were asked, “Are there areas of focus or topics that MiALA does not currently put resources into that you would like to see us engage in?” The following open-ended responses were listed for consideration:

- More support for LIS students wanting to join academic libraries
- Carceral Libraries (advocacy), advocacy for those entering the profession.
- Cost of Living profiles around the tri-state area for Libraries -- this really helps in decision making for professionals who wish to relocate since salaries are no longer a good indicator for Librarians (woefully underpaid).
- Continue keeping up with the issues we are facing and sharing ideas from the rich depth of our membership.
- More for archivists--workshops on DAM, Records management, accessioning, etc.
- Outreach and professional development to paraprofessional and support workers.
- More engagement and involvement with MSLIS students and early career librarians, including those who may not currently be employed in an academic setting but aspire to be!
- Building connections with other Michigan library organizations so that we can interchange with school and public librarians when it makes sense to do so.
- Community participation/engagement in academic libraries
- Engaging all levels of library staff. I feel a lot of non-librarian staff (from administrators to clerks) do not see themselves as belonging with MiALA.
- More critical analysis of surveillance through ed tech and library vendors
- Leadership certification
- Above AI is mentioned. I think putting resources into some of the "hot topics" would be good. Not that we should just dive into anything that is cutting edge, but some professional development opportunities that give the community some introduction would be great. Those of use not at large research institutions/universities often don't have the funds, staffing, etc. to be at the cutting edge of projects, but being aware of new tools & ideas and how they could be applied would be great. It would be cool, too, if MiALA was able to have someone support smaller institutions working together on some of these "cutting edge" tools even if it's just at the experimental level.
- I think scholarly communications changes - open access, open science, even GenAI. We're doing pretty well with OER but that's just one area. There is so much else that is happening in the world of scholarly communications and copyright (esp. again with AI) that we need to be paying attention to. Also I'm very interested, given what GenAI is capable of right now, in how GenAI tools like Google NotebookLM will change how students and faculty read, take notes, collect information, and make sense of their sources. Let alone how these new tools will change how writing and thinking are done.
- Vendor/publisher relations

- I haven't seen much or anything related to job hunting.
- Ageism in academic libraries and supporting end-of-career librarians.
- Supporting library staff.
- Book banning/censorship in academic libraries (public libraries get the brunt but we are seeing it in academia too). John Chraska is a good speaker for this (Every Library).
- The shifting job expectations, titles, etc. due to AI, dwindling budgets, reclassifications for MLS holders to "specialist" or "assistant" (non-MLS holders).
- Topics outside of instruction-based librarianship such as: UX and assessment, web accessibility, web design, library content management, library marketing and communications, academic library workplace culture change, and spotlight creative/innovative work by area experts within academic libraries.
- Connection or joint presentations with public library staff
- Changing traditional publishing models (such as ebook packages: Health Library, Access products, Clinical Keys) that bundle their ebooks and prohibit all but the most wealthy of institutions to subscribe to them all.
- I wish there was more for collection dev/mgmt for librarians in various subject areas, but I suspect those librarians who want that are finding it in parts of ALA. That is where I found it.
- Advocacy. Create a document to help librarians negotiate equitable pay and include a summary of comparable worth. What can we do legislatively to support academic librarians? Put together documents to help librarians show their worth to institutions. How do we advocate within our institutions to demonstrate our own worth and advocate for funding?
- The whole academic library ecosystem and making connections between what we do and the K-12 & public library environments
- Maybe reassess the IG groups. Is there something missing?
- Sustainability
- I'm curious about how we can support Michigan libraries legislatively, but I feel like that's a really broad topic and not sure how much time and effort people have available.

Participants were asked, "What opportunities do you see for MiALA in the future?" The following open-ended responses were listed for consideration:

- Help with navigating the new reality of collections: Less money. More controlling for-profit publishers. "Inclusive Access" textbook programs. Transformative agreements. Needs to be education, information sharing.
- More connections, more advocacy with academic and public institutions -- Have those that fund us understand that you can make \$20/h working at McDonalds or you can make 12-15h working in a public library with no benefits. This shrinks and discourages talent and dissolves DEI initiatives.
- What does being an ACRL affiliate do for us? Are there more opportunities here? It can be very difficult to get a foothold in ACRL leadership - if MiALA can help in being a pathway, I think this would be useful.
- Working with library staff (not solely "librarian" positions) and library students.
- Understanding that the conference does not always meet the needs of community college libraries, and paying attention to issues of equity in serving both community college librarians (and the students they serve).
- Many of us who are not at R1 institutions have been priced out of national conferences such as LOEX and ACRL. I see a prime opportunity for MiALA to plan and pool with our nearby neighbor state orgs and create an accessible regional event. This likely would not be feasible to do every year; the state orgs could do their own local conferences in the "off" years and the host state for the regional conference would rotate. At our

last annual conference we had attendees from OH and IN and I suspect there would be interest in a more formal cross-state collaboration. I also think that smaller statewide groups want a Big Conference Experience and being able to present to and mingle with practitioners from other states, but without the big registration or travel costs. (To give credit where due, this idea was partially inspired by a conversation with the MCLS Director).

- Being a collaborative, innovative community of educators and lifelong learners
- I think MiALA has an opportunity to be more robust but it will take investment in a staff position.
- Leveraging the collective experience and education of the membership to truly re-imagine how academic libraries operate.
- The continued building of a generally health and supportive professional organization in the state. Helping its members to learn about AI, linked data, and other significant developments in technologies that will impact libraries.
- Advocating for libraries and the important ethical stances they have regarding access to information, etc. in a time when there are many efforts to ban books, etc.
- I suppose the big thing is exploring GenAI further. I'm not sure how information literacy will change.
- Maybe adding vendors to the annual conference, though that is a very minor concern.
- I would mainly like to see us grow as an organization and continue to build our connections throughout the state.
- I imagine it growing in size/opportunities. I do wish there were more opportunities to network in person, outside of conferences. I feel somewhat stuck in the bubble of my own institution, but I don't plan to work here long term, so I would like to meet more people at other libraries.
- I feel like more and more librarians are going to turn to MiALA as ALA and ACRL continue to move out of reach for many. Supporting regional PD opportunities is going to be crucial during this, so continuing that work (which has been excellent to date) will be crucial.
- I think there would be a lot of interest in support for early-career librarians.
- Advocacy for academic libraries -- maybe lobbying as MLA does on behalf of "all" libraries, but their focus seems to be largely on public libraries (which makes sense).
- Make use of vendor support at the annual conference to lower the cost.
- Expand recruitment and reimagine MiALA's offerings/presence/branding to attract early career library professionals outside of instruction-focused librarianship
- A strong community, with a good dialogue among the members, will allow us to thrive as academic library professionals.
- More opportunities for state-wide advocacy around library issues
- Having a mid-year meeting
- Continue to be a gathering place for us to share and learn from each other
- Work on ways to foster collaboration on really interesting projects!
- Making recommendations (best practices?) for AI support in academic libraries
- More and more engagement and programming opportunities
- Offer grants to librarians to offset costs of engaging in their research projects, travel, publishing costs, etc.
- Provide support to job seekers, focus on AI, advocate for higher pay and more funding by creating a toolkit.
- Opportunity to connect with other state-wide organizations and help build a mid-west community of practice
- Conferences, programs throughout the year, advocacy, review the mission, vision, and values
- As a whole, MiALA has done well at bringing folks together and providing engaging and useful conferences. This is something I want to see continue.
- Continued excellence in community/networking and annual conference.

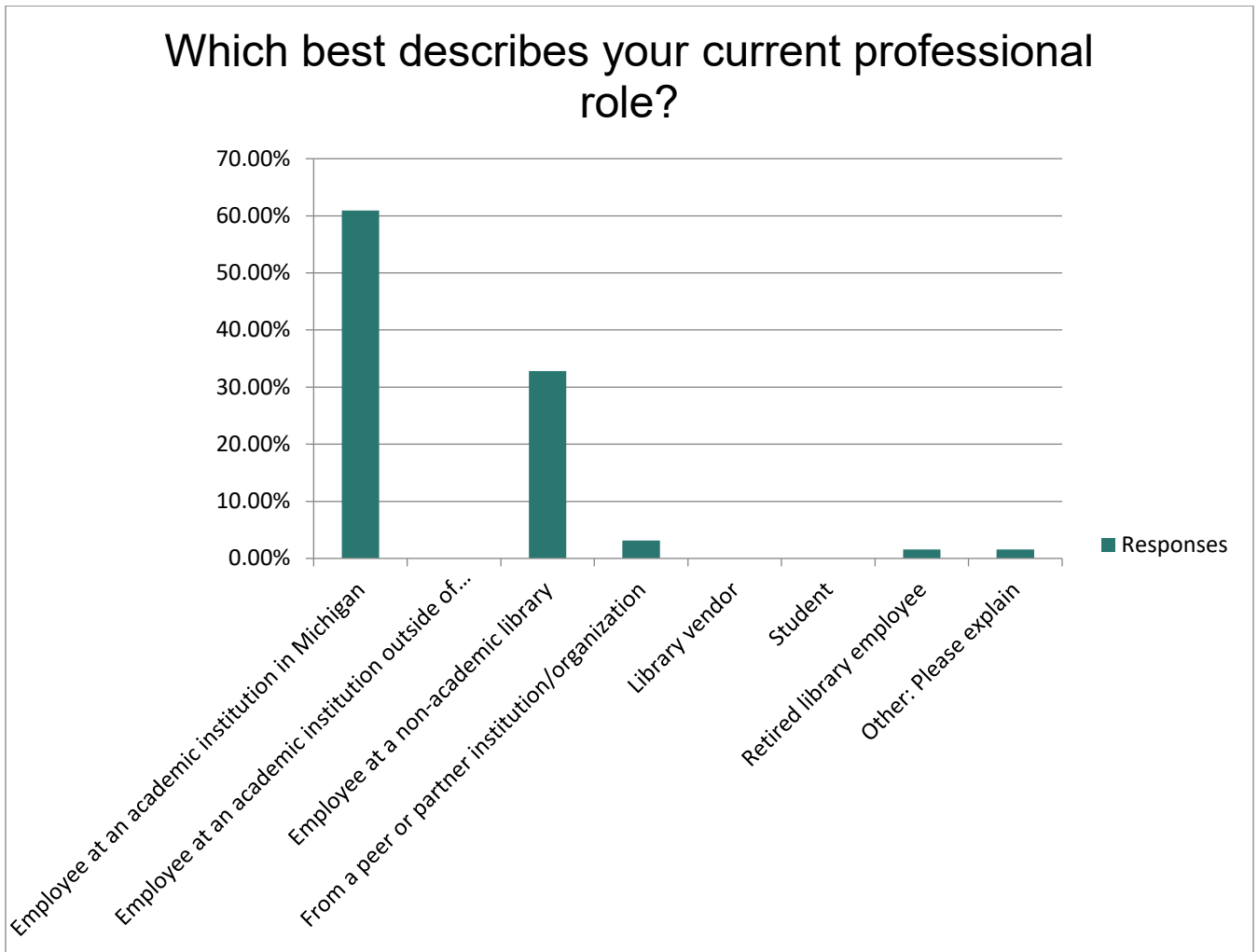
Member participants' final question was, "Is there anything else you'd like to tell us?" Open-ended responses are listed here:

- It starts small. If professional organizations like MIALA support grassroots changes, it doesn't have to change the world. Just make Michigan a more attractive state for Librarians and Library/Archives staff. Jobs go unfilled or unfulfilled and vacated early for these reasons. This isn't greed, this is realism and I am talking about a very real brain drain if we can't nurture and compensate talent at multiple levels, especially as our experienced professionals retire and move on.
- MiALA has helped me break out of my bubble and meet librarians at other institutions who are doing similar things as I do. I have learned a lot from other MiALA librarians and applied that directly to my job.
- I enjoy meeting colleagues from other libraries to learn about their programs and initiatives which might be applied to my environment.
- It would be great if the annual conference could rotate around the state (geographically speaking) so that attendance costs might be more equitable.
- The competition with MLA is unfortunate. Consider holding a joint conference or other event to bring everyone together.
- Thank you to all those who serve in leadership positions in MiALA and all those that participate in the organization. I have had the good fortune to serve in various capacities in MiALA and these have all been wonderful experiences. I truly admire all those contributing to this great organization. Wishing you all the best as you work on this strategic plan!
- This is a nice organization overall. I just haven't been to many annual conferences because I need relevant break out sessions and those don't seem to be there. I do know the solution is to propose a presentation.
- I enjoyed my librarian career immensely. By the time MiALA was born I was heavily involved in ALA and in some scholarly organizations related to my collection development work and personal scholarly interests. But I did a lot in MLA when they had the Academic Division and this was very important in my early academic librarian work years.
- If funds are a barrier to improving MiALA, consider increasing membership rates to \$50/year(?). I would gladly pay more if it provided more value to me.
- With the demographics of enrollment, it will become more and more essential that libraries collaborate and share collections and expertise to serve our clientele.
- Thank you for doing this work, and the opportunity!
- Thank you for initiating this strategic planning process. I really appreciated the opportunity to participate in one of the online listening sessions. The questions elicited a lot of good feedback and ideas, and I look forward to seeing how this process unfolds. Your time and energy are appreciated!
- I love MiALA! Keep up the great work!
- I am happy that MiALA is finally going through a formal strategic planning process and for what the future will bring!
- You do a pretty good job.
- Thanks for all the work you do!
- Thank you, MiALA, for being awesome. It's hard for me to express how much I appreciate what an excellent organization you are.
- Just thank you very much for all that you are doing.
- Good work with the strategic plan initiative.
- Thanks for asking!

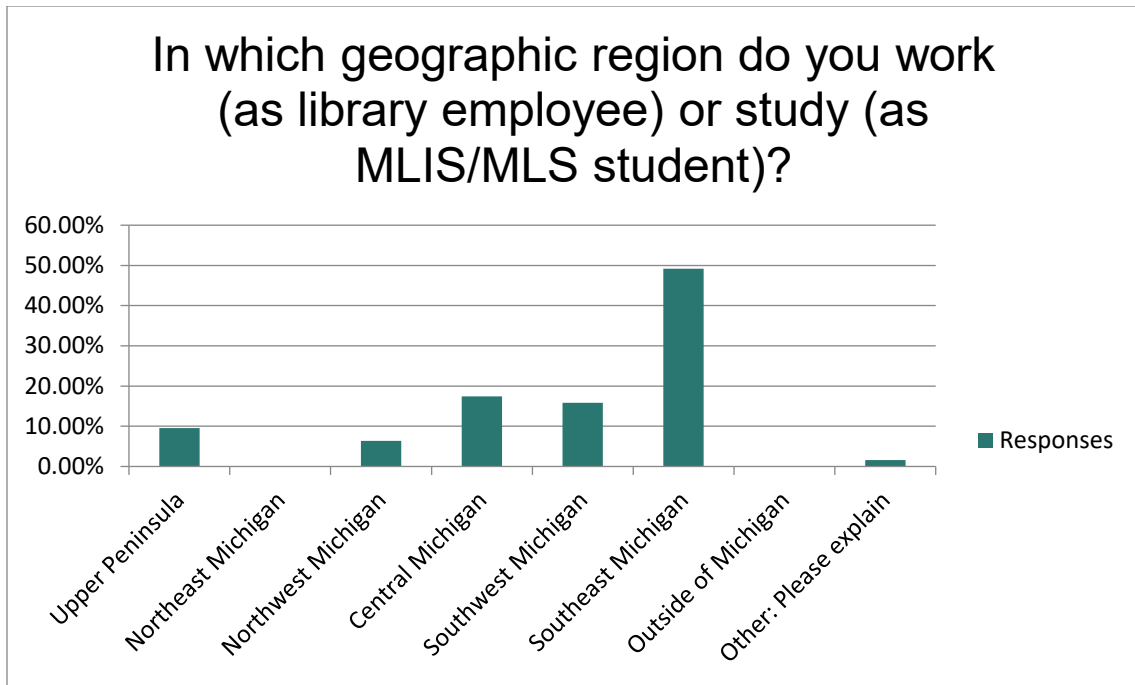
Non-Member Survey

The following are the responses from those who identified as, “Not currently a MiALA Member”:

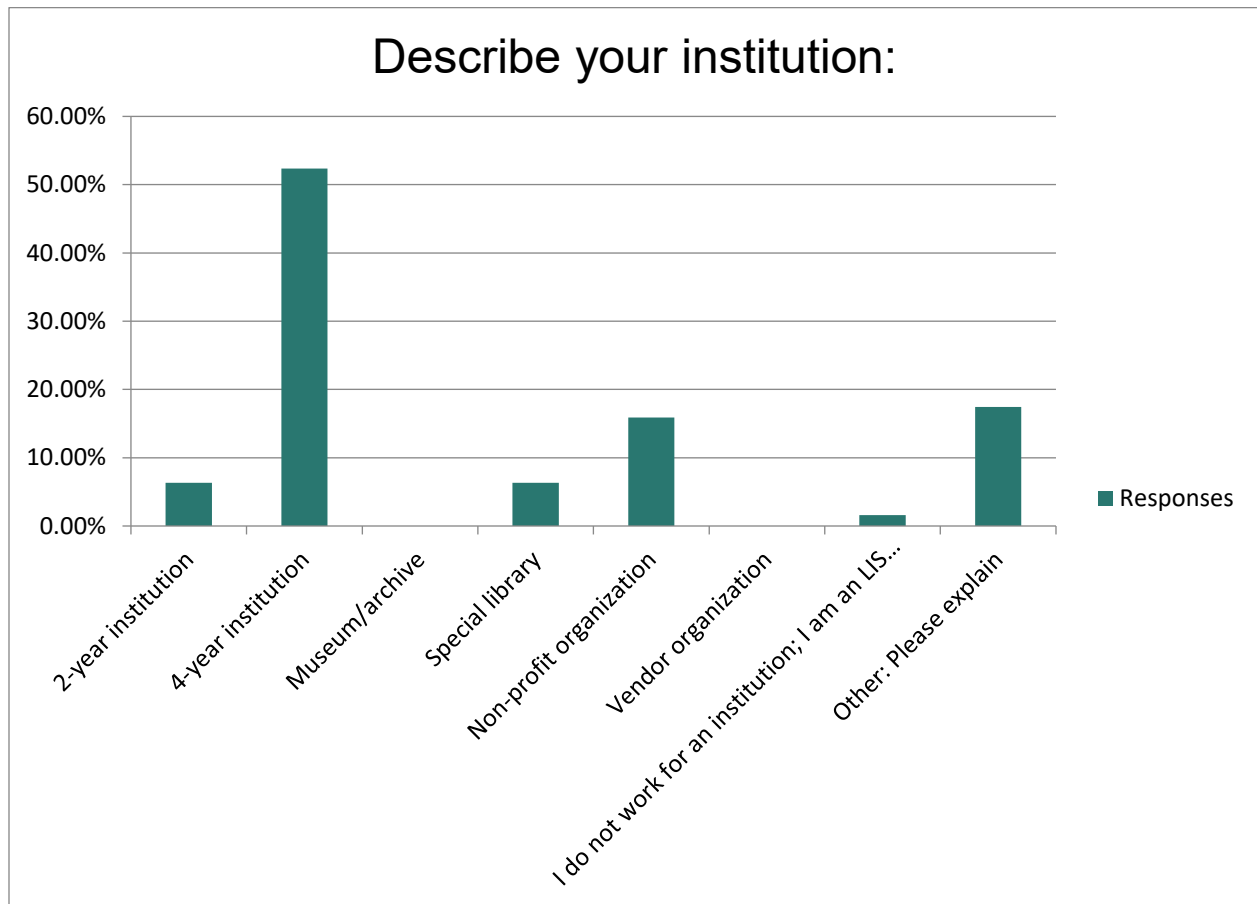
Non-member Respondent Demographic Information:



61% of Non-member respondents identified themselves as employees at academic institutions in Michigan. The second-largest group was employees at non-academic libraries, at 33%. The other 6% were made up of employees of peer/partner institutions, one retired library employee, and one library Board trustee.



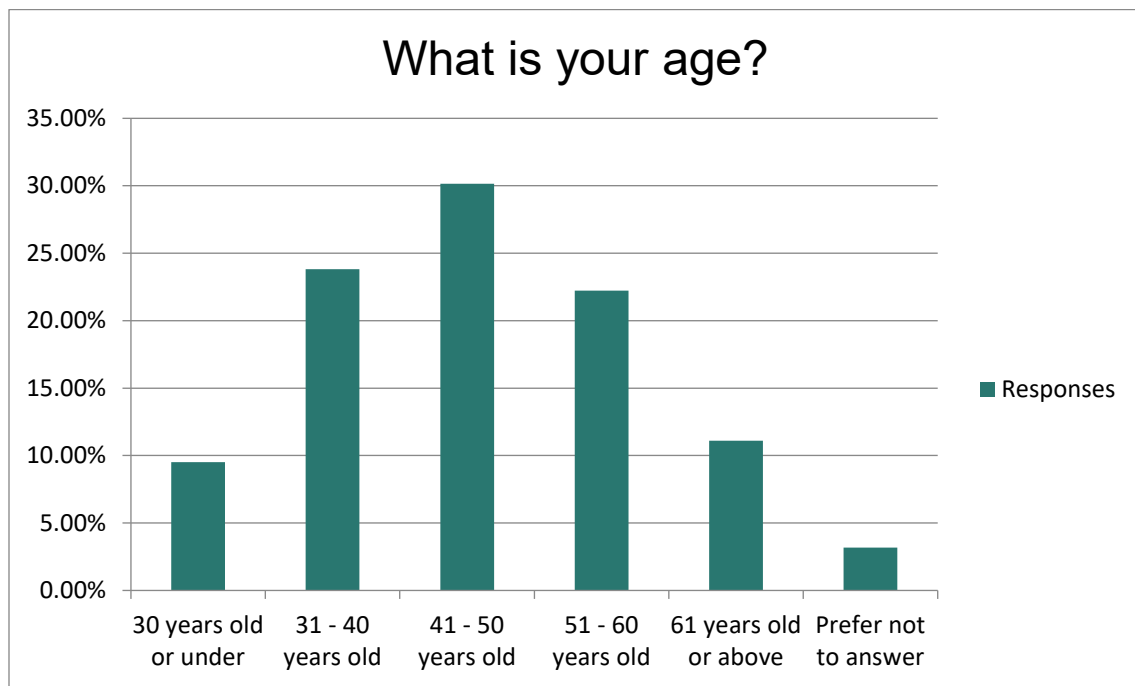
About half of the non-member respondents (49%) were from Southeast Michigan. Southwest and Central Michigan had 16% and 17%, respectively, and the Upper Peninsula had 10%. There were a handful of participants from Northwest Michigan. No one responded as a non-member from Northeast Michigan or from outside of Michigan. One person chose Other and identified as, “Midwest Michigan.”



More than half of the non-member respondents (52%) were from 4-year institutions. Just 16% were from non-profit organizations, and only a handful of people participated from 2-year institutions and Special libraries. One LIS student participated.

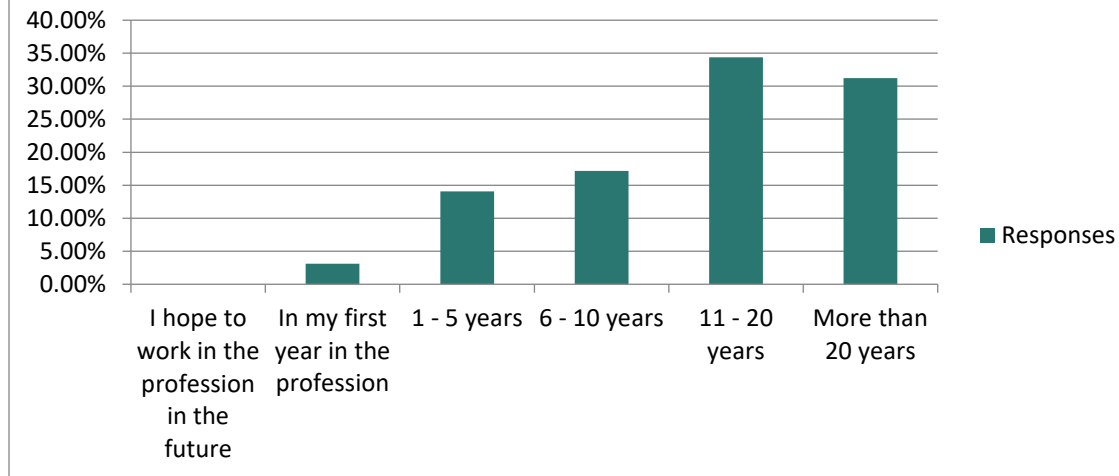
17% of non-member respondents chose, “Other”, with their open ended identifications listed here:

- Public libraries (7)
- Retired from a district library
- Private high school
- Hospital library
- I hold two jobs – a 2-year and a 4-year institution, simultaneously



Again, participants mostly fell into the middle aged categories of 31 – 60 years old (76% total). There were participants in each age category.

How long have you worked (or did you work) in the library or library-adjacent field?



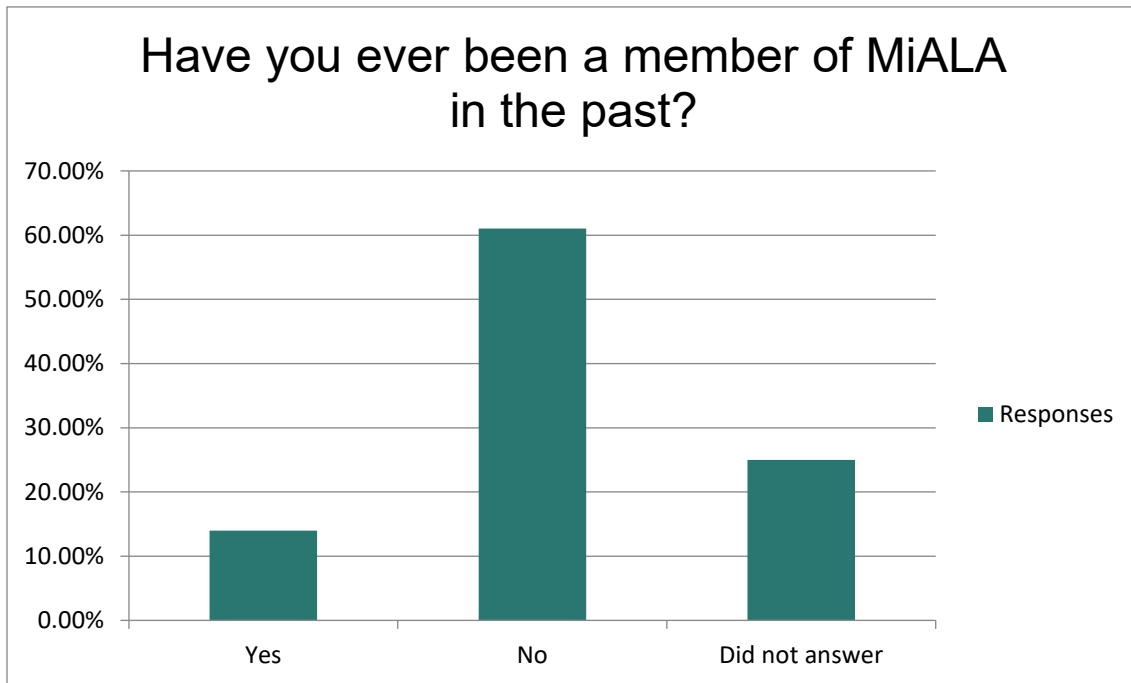
Of non-member respondents, the highest percentage (34%) have worked in libraries for 11-20 years, with the next group (another 31%) having worked in libraries for more than 20 years. Another 31% have worked in libraries between 1 – 10 years. Two respondents are new to libraries.

Non-member survey participants were also asked, “In what other professional library or academic organizations do you participate as a member?” and the following responses were listed (numbers indicate how many individuals listed that organization):

- 17 – ALA (American Library Association)
- 15 – MLA (Michigan Library Association)
- 9 – none or n/a
- 6 - ACRL (Association of College and Research Libraries), a division of ALA
- 4 – MHSLA (Michigan Health Sciences Association)
- 2 - PLA (Public Library Association)
- 2 – SLA (Special Libraries Association)
- 2 – My library cooperative
- 2 - MLA (Medical Library Association)
- 1 – ALA Core
- 1 – ALA Rare Books and Manuscripts Section
- 1 - MCLS
- 1 – Metropolitan Detroit Medical Library Group
- 1 - MeL (Michigan eLibrary)
- 1 – SSA
- 1 – UPRLC (Upper Peninsula Region of Library Cooperation)
- 1 – Nasig (formerly North American Serials Interest Group, Inc.)
- 1 – American Alliance of Museums
- 1 – APPA
- 1 – ASEE-eld (American Society of Engineering Education – Engineering Libraries Division)

- 1 – data related organizations
- 1 – Friends of our District Library
- 1 – OCLC
- 1 - SAA (Society of American Archivists)
- 1 – Michigan Archival Association
- 1 – Association of Records Managers and Administrators International & Michigan Chapter
- 1 - Academy of Certified Archivists

Non-member Membership Perception Information :



Most (61%) of those who responded to this survey and are NOT currently MiALA members have not ever been members in the past. A few (14%) have been members in the past but have let their membership lag; reasons were not indicated. One quarter of non-member participants chose not to answer this question.

Participants were asked, “What is your perception of MiALA as a non-member?” Forty-four of 64 respondents gave open-ended answers, which are listed here and loosely grouped into perceived positive or negative impressions.

Generally positive ():

- Seems like a solid organization. Would be valuable to join as an academic librarian.
- A much needed organization for Mi libraries
- It is a great association
- My perception is good! I am a recent-ish transplant to MI and would like to join in the near future.
- I feel that you do really good work. I've also always been interested in working in an academic library.
- It is great for those in academic libraries. They fill in any holes that MLA has with reaching out to those in that part of the library field.

- Positive
- From what little I have seen, it looks interesting.
- They do great work
- Good
- I respect the mission of MiALA & wish I would participate more
- A great organization for those in the academic realm
- Very good complement to Library of Michigan
- Academic support and professional development for librarians.
- I hear good things. Have friends/colleagues that are involved.
- Professionally active, diverse membership
- It seems like a worthwhile organization where I can learn from other members
- I am looking to join as I enjoyed the conference last year
- Positive, provides opportunities for collaboration and research

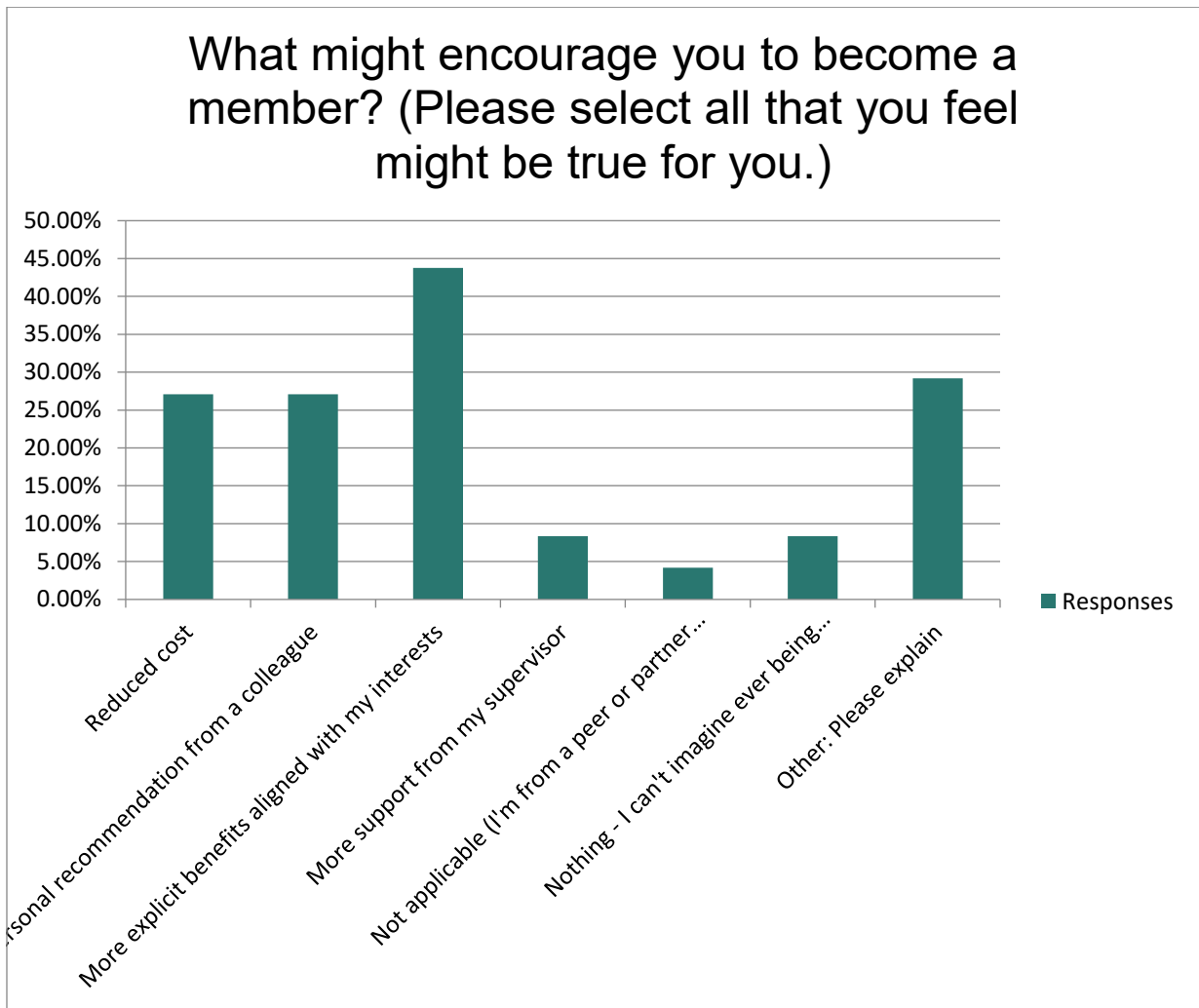
Neutral or no perception ():

- I don't actually know what it is.
- Didn't know it existed.
- I really don't know anything about it. I'm not sure if anyone here is a member since I don't hear the name mentioned.
- I'm not sure what it is.
- I'm not sure what the point of it is for a staff member/paraprofessional. I feel it is for folks with MLS degrees
- no idea it existed
- just think it is another library group like ALA but on the state level
- Only vaguely aware of its existence.
- couldn't care less about it
- Breakoff group for disaffected academicians who were tire of the Michigan Library Association's shenanigans
- I have never heard of it until now... sorry!
- I have little/no experience with MiALA. I think it does not enter my field of vision because of my other responsibilities.
- Good content, but not as comprehensive as a larger organization or conference. I'm also in a specialized field and I've found discipline specific organizations more helpful.
- As someone who has not worked professionally in an academic library, I do not know much about the work of MiALA and do not have an impression.
- Oriented to academic libraries mainly 4 year universities
- Academic librarians
- I don't really have much information about MiALA. I hadn't even heard of it until Fall of 2023.

Generally negative perception ():

- I didn't see it's usefulness or relevancy to my work so I stopped being a member. I failed to see the impact of MiALA on the profession.
- I have attended a few MiALA events, but have not seen the benefits of joining the state organization.
- Involves more Librarians that public facing staff

- That MiALA is so small, it isn't likely to have enough people with specialized interests. I'm sure my perception is influenced by involvement in MLA before MiALA was founded. That experience was like a donation of time from big institutions for the benefit of small institutions.
- Generally MiALA focuses on topics that are not relevant to my work as a specialist
- fine
- There is a lot of support for libraries but not much support for archives. I'm not sure of all that they offer to be honest.
- Kind of weird you aren't part of MLA.



The biggest answer, at 44%, was “More explicit benefits aligned with my interests.” Based on the previous question, this is not entirely surprising from a group who seemed to think the benefits are not for them, or who don’t know about the benefits of MiALA membership.

The open-ended answers people shared when answering “Other” are listed here:

- Finding out more about it and then deciding if it's of interest
- More advertising about it
- Just need to organize and ask for prof. development funding
- Change in roles
- More info on what MiALA does. It really never occurred to me to join.

- More time. I only really (barely) have time to be active in RBMS. It doesn't make sense to join another org I won't be able to participate/contribute to.
- Reminder to renew :)
- Honestly, better marketing. Are you targeting all academics? I only hear about MiALA from my colleague, the immediate past president.
- Better understanding of what MiALA is and can do for staff working in academic libraries (not as librarians).
- I don't like how harsh it sounds to select "can't imagine ever being interested" but since I'm also 2 years from retirement, it's accurate.
- If I entered a higher education job, but I do not see that since I have a very good job.
- Transitioning to work in an academic library.
- I would have to see if I can get something from MiALA that I don't already get from the many other organizations I belong to.

Participants were asked, “What would you like to see MiALA offer its members?” Their open-ended answers are listed here, loosely grouped into themes:

Professional development:

- More STEM support
- Grant writing assistance
- resource sharing education
- Webinars
- offering more online training
- More health sciences programming and members
- Discounts and reduced fees.
- Continuing Education credits at conference for those who need them (HSIG) MLA
- Labor relations and education around improvement of labor conditions in libraries are more general topics that could be enhanced in the program offerings.
- Affordable training and certificate opportunities

Advocacy & support:

- Advocacy for higher pay for library workers in the state of Michigan. Wages for library workers in Michigan in most institutions - public or academic - are an insult.
- More opportunities for mentorship
- scholarships
- Opportunities to meet as a cohort, and maybe specific SIGs for different areas of library work.
- Guidance, advice
- Resources for collections, resources for supervisors
- networking groups

Partnerships & connections:

- Academic library tours
- have webinars or other continuing education opportunities to connect academic libraries with public libraries and state how they can form partnerships
- Help with cross promotion of events happening at academic libraries that may be relevant to membership.

Leadership opportunities:

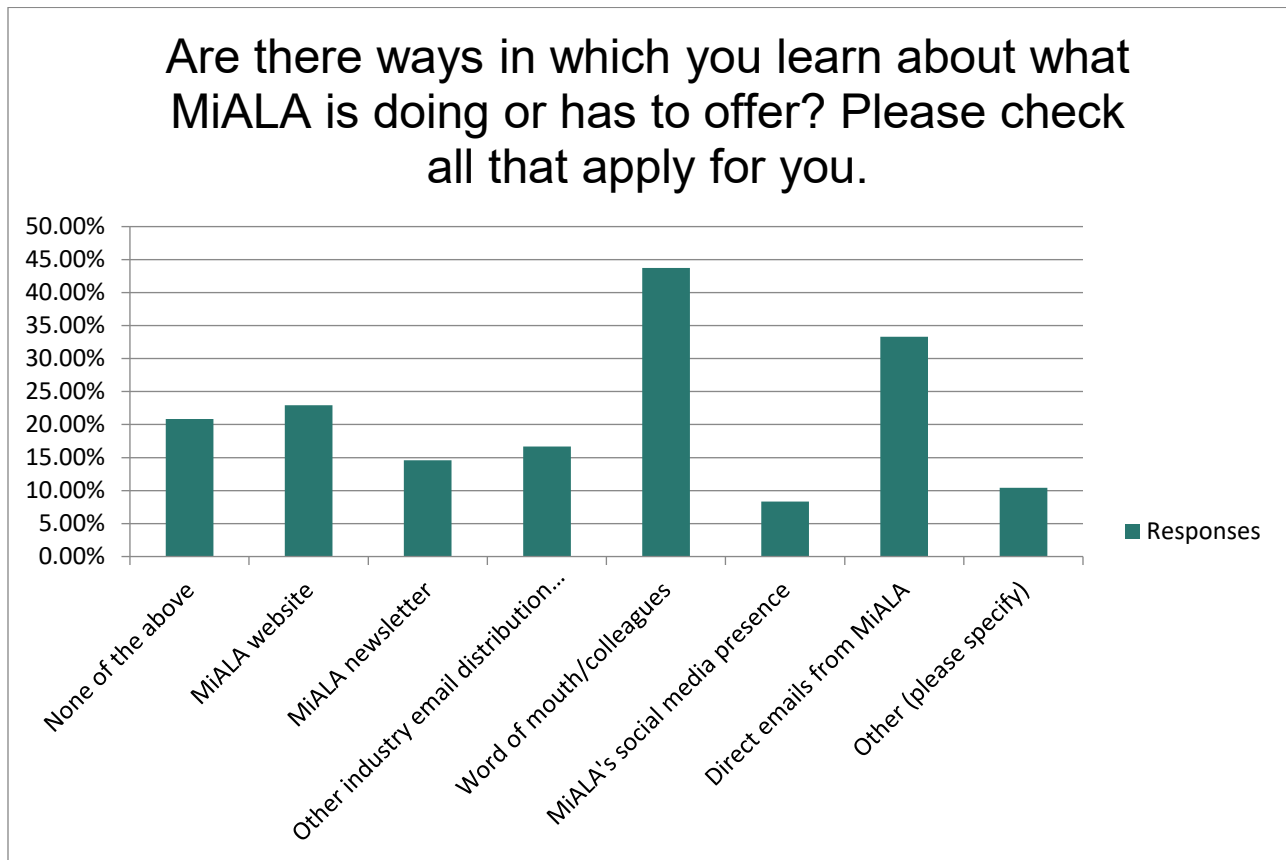
- Actually I can imagine that after I'm retired, I would be interested in participating in special projects or ad hoc committees with a defined deliverable and short timeline, like 2-6 months. So I guess offering forms of involvement that aren't a two-year committee appointment would be welcome.

Funding support:

- funding

Not sure:

- I don't know what you offer now so I can't answer this question.
- I really don't know much about MiALA to know what is currently offered.
- no idea, don't care about org at all really
- I'm not sure. I haven't really participated much since becoming a professional (rather than a student) member
- Unsure but curious.
- I have no idea what you offer other than the yearly meeting, so everything you do would be new to me.
- I don't know what it currently offers its members. Shared resources? Data and research repositories? Discounted rates for events?
- I'm unsure; I don't have experience with MiALA's current offerings.



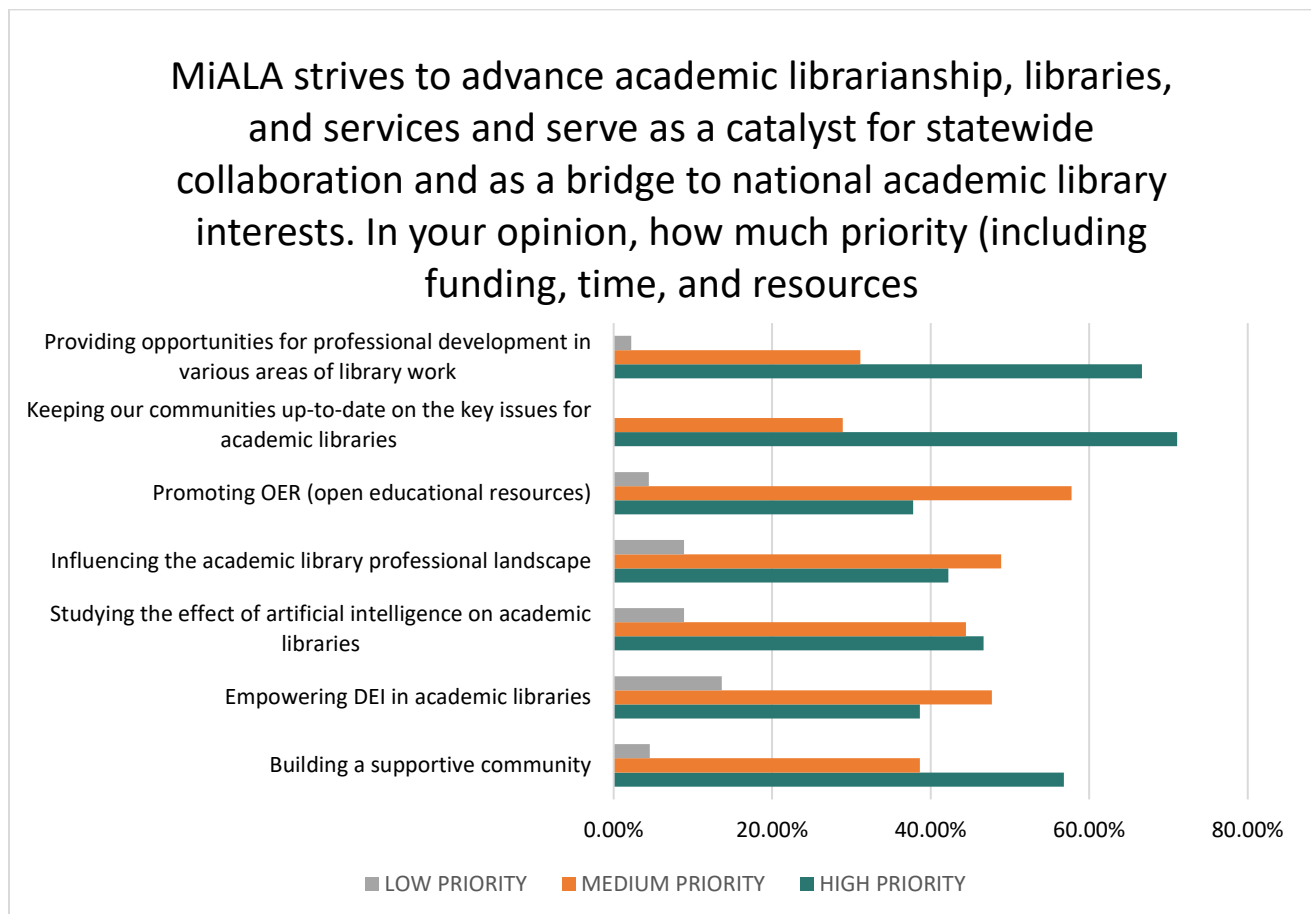
Within this group of non-members, almost half (44%) said that word of mouth/colleagues is a way that they learn what MiALA is doing or has to offer. Only a handful in this group get information from the MiALA newsletter or about MiALA through other industry lists, and almost no one selected MiALA's social media presence. Since this group are not members, this could be affected because they may not be connected

to the newsletter, website, social media, etc.; simply increasing those means of communication may still not reach non-members. It is interesting, though, that one third said that they do receive and learn from direct emails from MiALA.

Respondents were asked if there are other methods of communication that would effectively reach them or that they would be likely to engage with. Their open-ended responses are listed here:

- More of a public persona, that is outside of academic and public libraries. Perhaps to readers and utilizers of the libraries.
- Social media promo
- A shout out in the MLA newsletter would be good.
- As a library support staff member it just never crossed my mind to join. Maybe if more was mentioned by our librarians on staff it would make an impact.
- Invitation to introduce / subscribe to newsletter and how it can inform me as staff?
- A larger social media presence would help me stay current on MiALA's activities and events.
- It's unclear. I would imagine MiALA is supposed to focus on issues in higher education librarianship, but I wonder if there could be stronger connections with librarians across the field.
- Facebook and direct email (will help) once I become a member

Future Vision from Non-members Information:



Just like the member group, “Keeping our communities up-to-date on the key issues for academic libraries,” “Providing opportunities for professional development,” and “Building a supportive community” were indicated as the highest priorities for MiALA (although in a slightly different order than members.)

Non-member participants also selected “Studying the effect of artificial intelligence on academic libraries,” as medium priority, but differently than members, their next medium priority was “Influencing the academic library professional landscape.” They also gave “Promoting OER” a medium ranking.

Once again, people were hesitant to call any of these topics low priority, but the topic most scored as Low Priority was, “Empowering DEI in academic libraries.”

One person added a choice under, “Other” and specified, “Development of shared library values.”

Participants were asked, “What opportunities do you see for MiALA in the future?” The following open-ended responses were listed for consideration:

- The AI is huge of course to be able to discern between that and the real person plus education and awareness of the impact libraries have
- I can see MiALA being a strong resource for learning about AI, and really all emerging technology. Members can help students and other institutional staff become more comfortable with this.
- Joining MLA in Advocacy Day and bring to light any issues specific to academic libraries to both the library field as a whole and to legislatures.
- Sad to say, but I just heard a story about security (mainly digital) at libraries. How some, e.g. the British Library, had been hacked and part of their digital collection was held for ransom. So keeping library collections safe.
- In person conferences?
- I think MiALA should take some notes from Illinois Library Association. Their emails are also so helpful with finding jobs and good sessions to attend. I still subscribe to their newsletter because of all the great stuff they send out.
- electronic books
- Sharing best practices and offering framework to library professionals to help them meet the current challenges in academic libraries, especially in defining and promoting responsible AI usage (and influencing institutional policy) and creating diverse & equitable library spaces
- Growth as the profession grows
- working more crossover to other library organizations. ie Joint quarterly email newsletters
- With marketing, all things are possible.
- Reducing redundancies of services, technology, resources, etc within libraries.
- Partnering with MHSLA, combining resources & members
- I think it will be important for librarians to continue demonstrating the value of the profession. I worry libraries and librarians are competing with a lot of other resources and a lot of unproductive noise. I think librarians have to help people understand the value added by consulting with library staff, in a market where AI and technology are leading people away from the library.
- Library professional associations are all struggling with their value propositions right now and I don't know that any of them has figured it out. Seems costs should be low and barriers to engagement minimized but then how does an organization financially survive?

- Collaboration with other organizations to build a stronger librarian community throughout Michigan. More outreach to non-academic (traditional) libraries, but still have educational components or aspects to the library work.
- DEI and working defense against government mandates against DEI and libraries - based on what I've seen in other states this could be coming.
- More outreach to MLIS students? Support for new grads navigating the job market and their early careers. I'm relatively new in my career and didn't hear much if anything about MiALA in my program.
- Demonstrating the need for professional librarians in research.

Finally, the non-members were also asked, “Is there anything else you’d like to tell us?”

- Grant Writing is very important to us. It is how we are able to make important changes to our library.
- Keep doing what you’re doing and the continued striving for improvement will be rewarded.
- While I don't work in an academic library, I appreciate the work that goes into an academic library. I would love to see what innovations are being made in the field.
- Keep up the work. We are starting our plan soon.
- Send me a membership form to fill out so I don't have to do any extra work, pretty please.
- There is a lot of burnout and exhaustion just keeping up. Dreaming of what could be is difficult when you can't see past the work of today.
- I'm very curious now and I wonder how I've never heard of MiALA. I'll be educating myself.
- I attended the past 2 conferences and was very impressed with your organization.
- It is hard to be a small organization that is also a general organization. Trying to pinpoint what is unique about academic libraries in MI and work with that in mind is difficult, but might help here. This might include political activism for issues that impact libraries and higher ed.
- What can MiALA provide that isn't already being provided? What is the purpose of being separate from MLA?
- I can't think of anything. Thank you for all you do!