

Report to the Kentucky Library Association Board
Member Services Committee
June 13, 2009

Conducted survey of inactive members inquiring why they are no longer active KLA members.

- Names used were those with inactive status for months of October 2008 through February 2009.
- Total of 110 names.
- 32 (29%) had no e-mail or were undeliverable
- 78 (71%) received e-mail soliciting response to survey
- 22 (20%) responses:

I did not renew my KLA membership because:		
Oops! I forgot - I will be renewing.	5	26 %
Too expensive right now.	11	58 %
I no longer work in a library.	4	21 %
I have moved and no longer work in Kentucky.	0	--
I chose to join another professional organization such as SLA.	1	.5 %

Do you pay your KLA dues or does your employer?		
Self	17	77 %
Employer	3	13 %
Other	2	9 %

COMMENTS:

If you joined another organization, which one?

- I am a practicing archivist, but for reasons of tenure thought KLA membership might benefit me. I belong to SAA, MAC and KCA - all archival organizations.
- Kentucky Reading Association

General comments:

- I like KLA and conferences. Looking forward to affording it next year!
- I am on the fence about renewing since I have to pay the cost myself and my duties lie primarily elsewhere. I thought it might be beneficial to be aware of what is happening in the library community in state but am wondering whether the cost outweighs the benefits which seem unclear.
- I really wish I could renew, but it's just a difficult time of year right now. Maybe in a couple of months...
- \$70 payment made mid April???
- I may join later in the fall. I find the renewal comes at a bad time for me this year.
- I would like to see a stronger partnership with the Kentucky Reading Association. They share some very goals--promoting literacy and being a voice for literacy.
- I was short on finances. I paid KLA dues.
- My employer pays. Budget cuts caused my membership to expire.

CONCLUSIONS:

- Missed quite a few possible respondents due to inaccurate or missing e-mail addresses. Committee willing to work with KLA Office to update e-mails at fall conference, if that would be doable/helpful.
- Cost ranked as main deterrent to renewal. Need to improve perception and demonstrate value of membership.
- Alternative survey instrument needed to continue for the long-term, SurveyMonkey trial will only support 100 responses.

Respectfully submitted,

Kandace Rogers
Chair
Member Services Committee