

# Key Contact Working Group Survey Findings

Submitted by Claire Jenkins and Michelle Sweetser, Key Contact Co-Chairs

May 16, 2016

## Background

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As part of SAA's efforts to continually improve the services that it provides to its members, the Key Contacts Subcommittee developed a surveys of both Key Contacts (KCs) and District Representatives (DRs) to assist in assessing the program. The subcommittee developing the survey consisted of co-chairs Claire Jenkins and Michelle Sweetser; DR Sara Griffiths; and KCs Stephanie Bayless, Kate Crowe, Scott Schwartz, and Sandra Varry.

Survey invitations were distributed via email on April 1 with a deadline of April 8, 2016. Thirty-five Key Contacts and eight District Representatives responded. The completed surveys and response data are attached as Appendices I and II.

## Key Findings

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There are mixed perceptions about the value of the Key Contact program amongst program volunteers. Forty-seven percent (n=14) of KCs are unsure whether the Key Contacts program is a useful program, more than those who believe it to be useful (43%). District Representatives (DRs) are more positive about the program: 71% (n=5) believe it is useful to SAA's new members, while 29% believe it doesn't matter much (n=2).

While DRs are more likely to be positive about the program overall, the majority (57%, n=4) are unsure about the effectiveness of their role in sending the contact list to KCs. All responding DRs (n=7) viewed their communications with KCs as being efficient or very efficient and 79% of KCs report that the receipt of new member information from DRs is efficient or very efficient. Nearly three-quarters of DRs report that their KCs report back with feedback from their contacts with new members; 63% of KCs report providing this feedback. This feedback generally takes the form of questions regarding membership benefits and responses from KCs that they've been in touch with those on their lists. Five KCs indicated in their open-ended responses that they were unaware that feedback to the DR was required or suggested.

While DRs reported a high level of feedback from their KCs, 24% of KCs report that their communications with DRs in submitting feedback is ineffective or very ineffective and 30% are uncertain about the effectiveness of that communication. Fifty-nine percent of KCs report that submitting feedback to DRs is efficient or very efficient, while just over a third are uncertain about the efficiency of the feedback submission.

On the other hand, 61% of KCs believe their communications with new members are effective. The majority of KC respondents (64%, n=21) use both the standard template for communication with new members as well as a customized message; 97% prefer to reach out via email. Ninety-one percent of KCs contact 1-10 members per quarter; 38% of these KCs receive no response from their initial contacts.

DRs and KCs are *generally satisfied* with the training they have received to complete their work, though in general, roughly 15% in each category are dissatisfied or very dissatisfied with the training they have received.

KCs and DRs alike indicated that they believe the *most useful aspect* of the program is providing a personal contact or welcome within the state or region (29 of 31 KCs; all 6 responding DRs). Thirty-one KCs responded to an open-ended question regarding the *least useful* aspect of the program, revealing a number of frustrations, including:

- A lack of response, a lack of engagement, a lack of follow-through or the one-off nature of the contact to be the least useful aspect of the KC program (9).
- Administrative-type problems that might be cleared up within the program:
  - Delays in the distribution of the lists such that they no longer really qualify as a “welcome” letter (2)
  - Lack of training to complete responsibilities (2)
  - Lack of clarity of districts within the state (1)
  - Decrease in the connection and communication between the KC and membership committee over the years (1)

The six DRs who responded to the question regarding the *least useful* aspect of the program had similar concerns. Two wondered about the value of the program, three reported that they rarely hear any sort of feedback, and one indicated that they are rarely called on to do more than contact new members.

In reporting the *least satisfying aspect* of the KC program, fully 50% of KC respondents indicated that a lack of feedback and a lack of opportunities to meet new members in person are the least satisfying aspect. Other responses were scattered: one individual reported a lack of response from his/her DR; one individual indicated that there was a lack of instruction and guidelines for the role; one individual reported that s/he felt s/he was not making a difference; one indicated that the reports come at different times in the academic calendar. The four DRs who responded about the *least satisfying aspect* of the KC program showed a diverse range of responses: one felt there was not a good connection between the KC and the DR, one wondered if the work had sufficient value, one cited the repetitive nature of the work, and the fourth indicated it would be helpful to get more feedback from new members on services they need.

DRs and KCs reported a range of responses for the *most satisfying aspect* of the KC program. Themes clustered around the areas of connecting with and welcoming new members, being helpful and making a difference, getting positive feedback, and serving SAA and its membership.

## Recommendations

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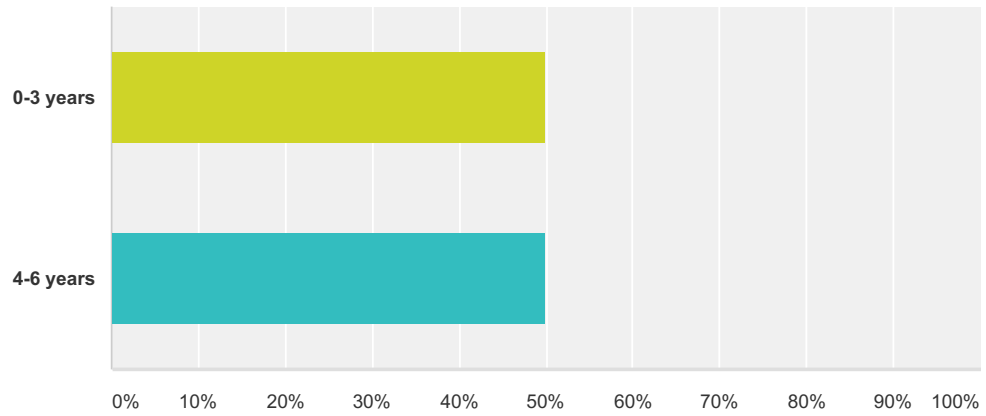
- Responses from KCs and DRs indicate that there is a willingness to be more engaged and to develop more robust activities for the KC program. Volunteers are currently least satisfied with the level of interaction provided. We recommend looking for ways to make the KC program more engaging for volunteers, either through ongoing opportunities to meet with new members regionally or at the annual meeting or through opportunities to meet with and network with other KC volunteers. A number of survey respondents provided suggestions about how SAA might make this happen, including:
  - Have a virtual meeting/conference call for those who can't attend the Annual Meeting.
  - Provide opportunities to interact with new members in person.
  - Restructure the program to create longer-term contact.
  - Provide funds for regional meet and greets for new members.
  - Virtual office hours with seasoned members.
- If the KC program remains largely intact as it is, we recommend providing more focused training to all KCs on an annual basis, given the roughly 15% of DRs and KCs who are dissatisfied to some degree with their training and the 20-36% of KCs who are unsure about their satisfaction with the training they received (depending on the specific training type). Several KCs also reported a desire for more and better training in the open-ended question about what the SAA Office could do to improve their role as a KC.

- A number of survey respondents provided suggestions about what the SAA Office can do to improve their roles in the Key Contact Program. These suggestions, which follow, should be explored and considered for implementation to the extent possible.
  - Improve content/format of the new member lists.
  - Distinguish between districts more clearly, especially in New York.
  - Ask for feedback in a more standardized format so it can be better utilized.
  - Use us a bit more.
  - Provide training on how to make communications/contact with new members more effective.
  - Provide more succinct advice to new members on how to get started: how to meet people, which groups may be best for them.

# District Reps Survey

## Q1 How long have you served as a District Representative (DR)?

Answered: 8 Skipped: 0



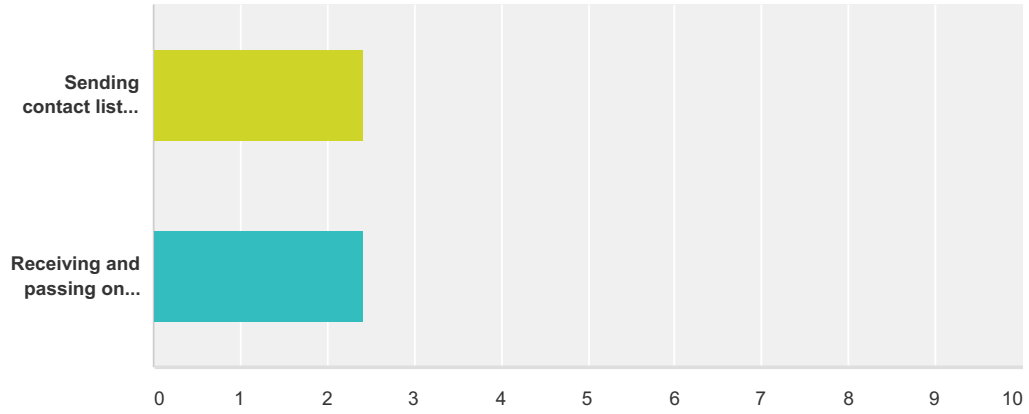
Answer Choices	Responses
0-3 years	50.00% 4
4-6 years	50.00% 4
<b>Total</b>	<b>8</b>

#	Additional Comments	Date
1	I was a key contact before I was a DR.	4/7/2016 2:06 PM
2	Actually it is more like 8-10. Not sure which year I started.	4/7/2016 10:19 AM

# District Reps Survey

## Q2 Please rate your perception of the effectiveness of your duties as a District Representative.

Answered: 7 Skipped: 1



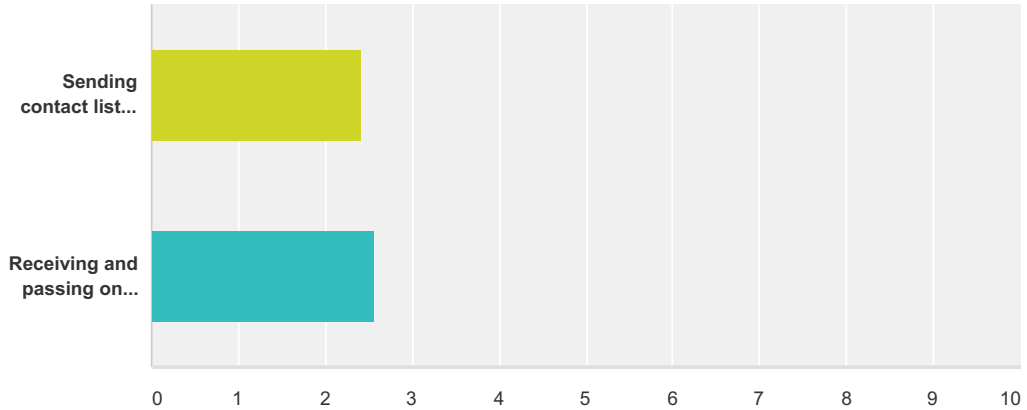
	Extremely effective	Effective	Unsure	Ineffective	Very ineffective	Total	Weighted Average
Sending contact list to KCs	14.29% 1	28.57% 2	57.14% 4	0.00% 0	0.00% 0	7	2.43
Receiving and passing on information from new members to KC co-chairs	0.00% 0	71.43% 5	14.29% 1	14.29% 1	0.00% 0	7	2.43

#	Additional Comments	Date
1	I send the list along and dont' hear much back until I prompt for the numbers and responses. I don't feel very connected to the KCs.	4/7/2016 2:08 PM

District Reps Survey

**Q3 How satisfied are you with the training that you received regarding the sending of quarterly new members contact lists to your district's KCs and reporting new member comments back to the KC co-chairs?**

Answered: 7 Skipped: 1



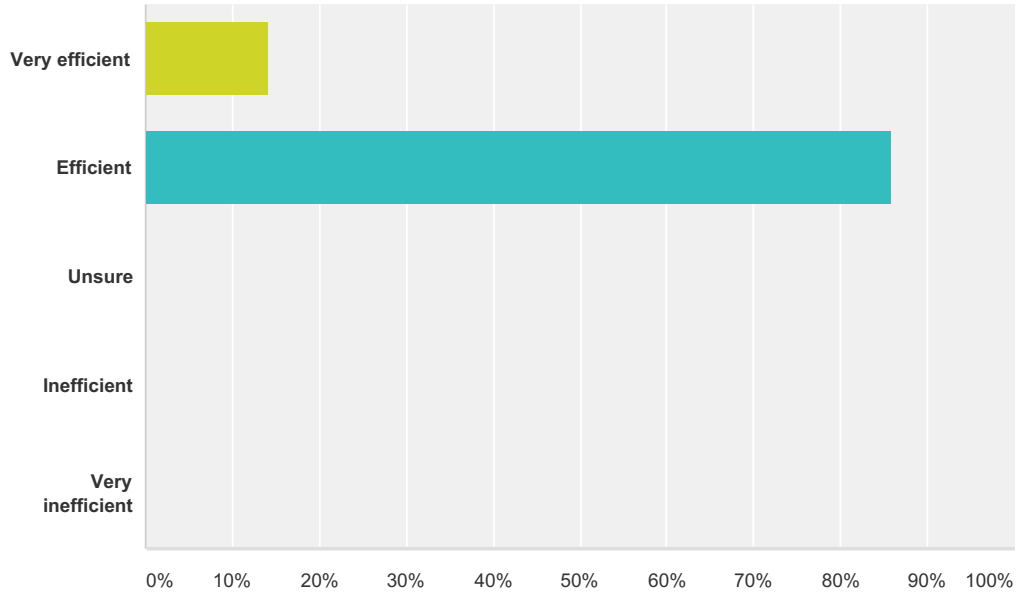
	Extremely satisfied	Satisfied	Unsure	Dissatisfied	Very dissatisfied	Total	Weighted Average
Sending contact list to KCs	14.29% 1	57.14% 4	14.29% 1	0.00% 0	14.29% 1	7	2.43
Receiving and passing on feedback from KCs to KC co-chairs	0.00% 0	71.43% 5	14.29% 1	0.00% 0	14.29% 1	7	2.57

#	Additional Comments	Date
1	I received no training. I had been a KC and knew what they got, so I just did that for the DR role too.	4/7/2016 2:08 PM
2	I was a KC for three years, so I knew the drill.	4/7/2016 11:12 AM
3	I didn't really receive any training, but it's pretty straightforward, so I'm not sure how necessary training would be.	4/1/2016 2:52 PM

District Reps Survey

**Q4 Please indicate how efficient you believe your communications are with your district's KCs?**

Answered: 7 Skipped: 1



Answer Choices	Responses	
Very efficient	14.29%	1
Efficient	85.71%	6
Unsure	0.00%	0
Inefficient	0.00%	0
Very inefficient	0.00%	0
<b>Total</b>		<b>7</b>

#	Please provide an explanation of your rating.	Date
1	I send the list and ask for #s and responses. The end.	4/7/2016 2:08 PM
2	They also respond fairly promptly when I send out new member lists. We haven't really had any new members ask questions, so everything has been very straightforward	4/1/2016 2:52 PM

**Q5 Do you have any suggestions that could help you improve efficiency of your communications with your KCs?**

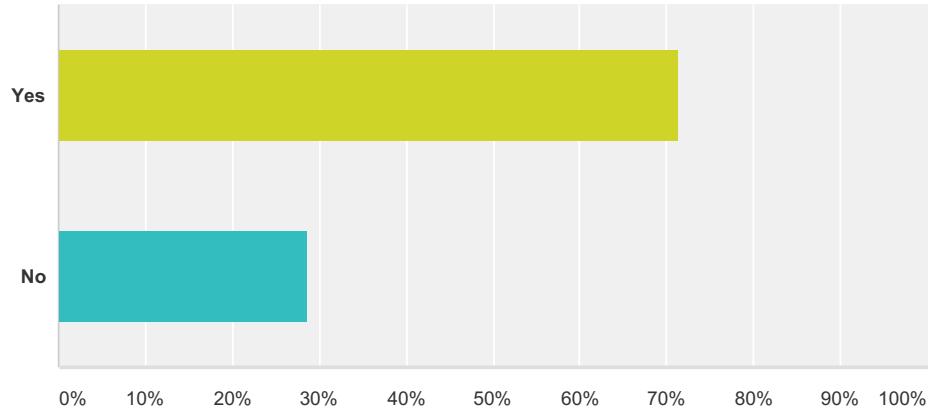
Answered: 0 Skipped: 8

#	Responses	Date
	There are no responses.	



### Q6 Do your Key Contacts report back to you with feedback from their contacts with new members?

Answered: 7 Skipped: 1



Answer Choices	Responses	
Yes	71.43%	5
No	28.57%	2
<b>Total</b>		<b>7</b>

## District Reps Survey

### Q7 Please describe the types of feedback you receive from your Key Contacts.

Answered: 5 Skipped: 3

#	Responses	Date
1	If there is any (which most of the time there is not), the KC has just received a message thanking them for the welcome as a new member.	4/7/2016 2:08 PM
2	Questions about benefits, voting capabilities, etc. for new members.	4/7/2016 11:12 AM
3	Mostly questions from new members.Sometimes questions from Key Contacts.	4/7/2016 10:20 AM
4	Members needing assistance in verifying membership status.	4/6/2016 1:42 PM
5	Questions/comments from new members; notification that they have contacted members from a new list.	4/1/2016 2:26 PM

## District Reps Survey

### Q8 What do you think is the most useful aspect of the Key Contacts Program?

Answered: 6 Skipped: 2

#	Responses	Date
1	The individual connection to a new member. The KC may not feel it since they are messaging many people, but the new member will hopefully feel welcome.	4/7/2016 2:09 PM
2	Gives new members an option to reach out.	4/7/2016 11:13 AM
3	Having a "local" SAA contact for new members.	4/7/2016 10:21 AM
4	To provide a personal contact for new members.	4/6/2016 1:44 PM
5	It makes new members feel welcomed and it let's them know that have a point person to contact if they have any questions.	4/1/2016 2:53 PM
6	Reaching out to new members.	4/1/2016 2:27 PM

## District Reps Survey

### Q9 What do you think is the least useful aspect of the Key Contacts Program?

Answered: 6 Skipped: 2

#	Responses	Date
1	Most of the time people don't respond at all to the KCs. Not sure if it's a useful way to spend time since it seems to go into the black hole of emails.	4/7/2016 2:09 PM
2	Well we see relatively little feedback, so we might consider reaching out more than just once.	4/7/2016 11:13 AM
3	Not sure	4/7/2016 10:21 AM
4	New member lists could be provided on a more regular schedule, and better organized for identifying type of membership and contact information	4/6/2016 1:44 PM
5	I am unsure of the value of the program; I have been doing this for many year and rarely hear back from any new members. When I do, it is typically because I already know them.	4/5/2016 10:10 AM
6	We rarely are called upon to do anything more than contact new members.	4/1/2016 2:27 PM

## District Reps Survey

### Q10 What do you think is the most satisfying aspect of Key Contacts?

Answered: 5 Skipped: 3

#	Responses	Date
1	Having one person who is in charge of an area instead of the district reps being in charge of a large area.	4/7/2016 2:10 PM
2	connecting with new members and helping them with any questions	4/7/2016 1:03 PM
3	Feeling like you're serving SAA and its membership.	4/7/2016 11:14 AM
4	Getting positive feedback from the welcome messages sent to new members.	4/7/2016 10:23 AM
5	Assisting in building and sustaining SAA membership	4/6/2016 1:46 PM

District Reps Survey

**Q11 What do you think is the least satisfying aspect of Key Contacts?**

Answered: 4 Skipped: 4

#	Responses	Date
1	Not a good connection between KC and DR.	4/7/2016 2:10 PM
2	Wondering if the work has sufficient value.	4/7/2016 11:14 AM
3	Repetitive nature of their work.	4/7/2016 10:23 AM
4	It would be helpful to get more feedback from new members on what services they need	4/6/2016 1:46 PM

District Reps Survey

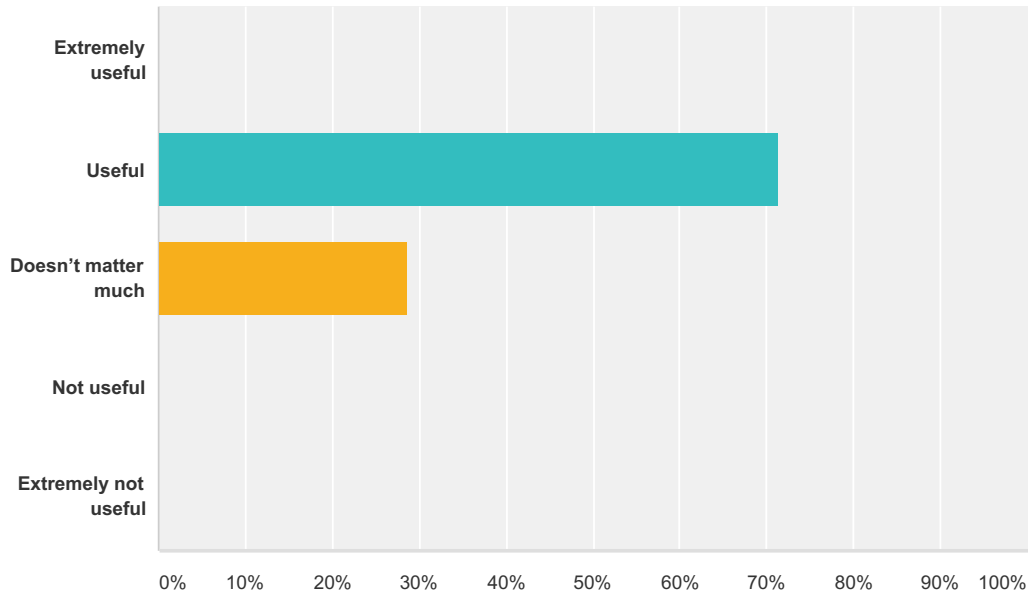
**Q12 How has your work as a KC impacted (either positively or negatively) your work on the Membership Committee and/or other SAA committees?**

Answered: 4 Skipped: 4

#	Responses	Date
1	I feel like I am a member of a committee, which is good.	4/7/2016 2:10 PM
2	N/A	4/7/2016 11:14 AM
3	Not sure. I feel detached from the Membership Committee since the KC program was separated out from the MC meetings and emails.	4/7/2016 10:23 AM
4	Positive: I have made contacts with other key contacts and Membership Committee members	4/6/2016 1:46 PM

### Q13 Do you believe the Key Contacts program is useful to SAA's new members?

Answered: 7 Skipped: 1



Answer Choices	Responses
Extremely useful	0.00% 0
Useful	71.43% 5
Doesn't matter much	28.57% 2
Not useful	0.00% 0
Extremely not useful	0.00% 0
<b>Total</b>	<b>7</b>

#	Additional Comments	Date
1	In theory I think it is a great thing. However new members just don't seem to care, and then the KCs probably expect no response (I know that was how I felt when I was KC) so they aren't invested.	4/7/2016 2:11 PM



District Reps Survey

**Q14 What can the SAA Office do to improve your role as a Key Contact?**

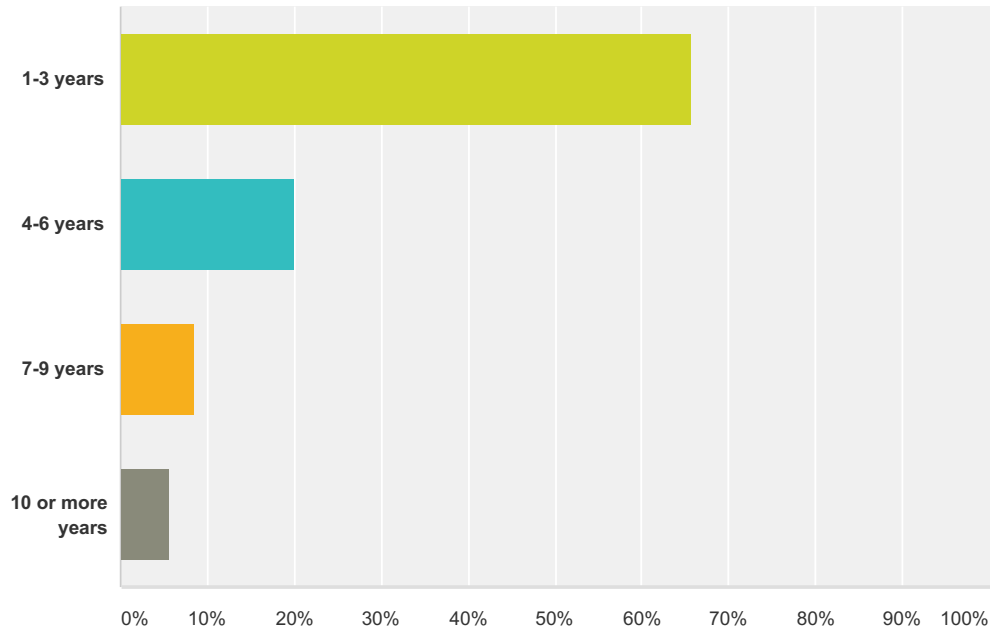
Answered: 7 Skipped: 1

#	Responses	Date
1	Help the KCs connect with one another better.	4/7/2016 2:12 PM
2	I think it's pretty efficient!	4/7/2016 1:04 PM
3	Not a KC.	4/7/2016 11:14 AM
4	Nothing	4/7/2016 10:24 AM
5	Improving content/format of new members lists, as noted above	4/6/2016 1:47 PM
6	.	4/5/2016 10:10 AM
7	No ideas at this time.	4/1/2016 2:28 PM

# Key Contacts Survey

## Q1 How long have you served as a Key Contact (KC)?

Answered: 35 Skipped: 0



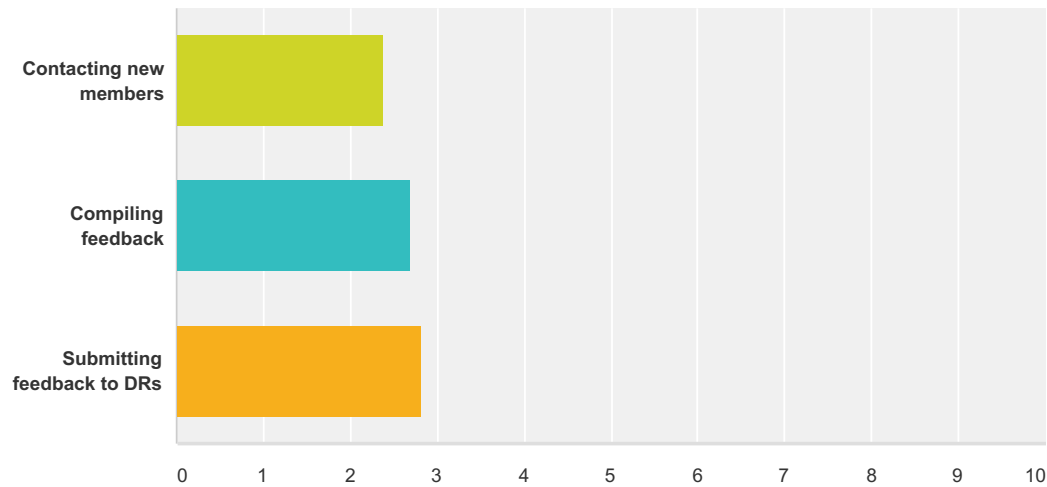
Answer Choices	Responses
1-3 years	65.71% 23
4-6 years	20.00% 7
7-9 years	8.57% 3
10 or more years	5.71% 2
<b>Total</b>	<b>35</b>

#	Additional Comments	Date
1	I served as the KC rep for Virginia the first year this program started, and the following year became the DR for district 3. I remained in this role for another year before becoming chair of the membership committee. I also continued as the KC rep for Virginia for several more years before passing along to someone else. After stepping down as chair of the MC I continued to provide strong support for the KC program, and about 5 years ago was asked to several as one of the international KC reps, a role that I continue to play now.	4/7/2016 8:50 AM
2	in two different states	4/4/2016 12:13 PM

## Key Contacts Survey

### Q2 Please rate your perceptions of the effectiveness of your communications with new members that you contact each quarter and your District Representative (DR) regarding comments/questions that you receive from these new member contacts?

Answered: 33 Skipped: 2



	Extremely effective	Effective	Unsure	Ineffective	Very ineffective	Total	Weighted Average
Contacting new members	9.09% 3	51.52% 17	33.33% 11	3.03% 1	3.03% 1	33	2.39
Compiling feedback	3.13% 1	40.63% 13	43.75% 14	9.38% 3	3.13% 1	32	2.69
Submitting feedback to DRs	3.03% 1	42.42% 14	30.30% 10	18.18% 6	6.06% 2	33	2.82

#	Additional Comments	Date
1	I haven't received much in the way of direct feedback, mostly folks enjoy the contact. In a few cases it started a small convo about jobs in the region.	4/7/2016 10:52 AM
2	It seems to be effective in communicating basic information, but there isn't a lot of back and forth between me and new members.	4/7/2016 9:45 AM
3	Very rarely receive feedback	4/7/2016 9:34 AM
4	Since I was one of the original KCs and DRs for this program, I've watched as new ideas for communication were developed, tested, and either continued or tossed. From my point of view the level of feed back from my international contacts is about the same as I had when I was the KC rep for Virginia. The only thing that really has changed is the mode of communication, which is now exclusively through email.	4/7/2016 8:56 AM
5	To date, I've never been contacted by one of the new members that I contacted (aside for 1 person that I already knew - and they just wanted to saw hello).	4/4/2016 12:42 PM
6	Haven't had reason to submit feedback yet; rarely anyone acknowledges my message	4/4/2016 12:15 PM
7	I rarely get questions or feedback but when I do it is a very positive experience.	4/4/2016 10:00 AM
8	Rarely receive responses or feedback from members	4/4/2016 8:39 AM
9	I get very little feedback from new members, difficult to assess	4/3/2016 2:49 PM

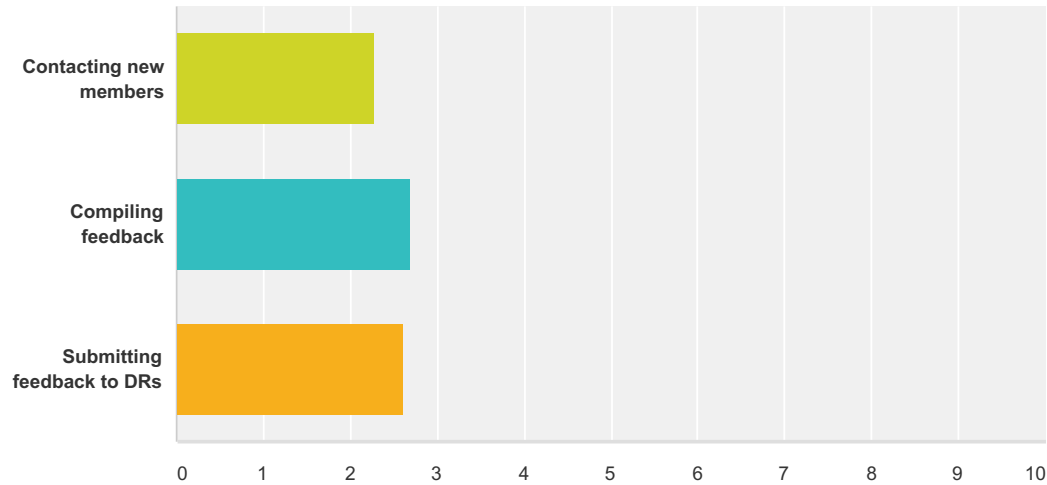
## Key Contacts Survey

10	Communication mostly goes out but little is received back.	4/2/2016 7:00 PM
11	The only effectiveness I know about is my own contacting the new members; I have no idea how effective they may think my contacting is. My only sending feedback to the DR has been to confirm that I have contacted the new members.	4/1/2016 10:04 PM
12	I have been a key contact for less than a year and my geographical area hasn't gotten any new members in that time	4/1/2016 3:44 PM
13	I rarely hear back	4/1/2016 2:42 PM

## Key Contacts Survey

### Q3 How satisfied are you with the training that you received regarding how to contact new members and compile new member comments/questions/concerns that you receive and forward to your DR?

Answered: 33 Skipped: 2



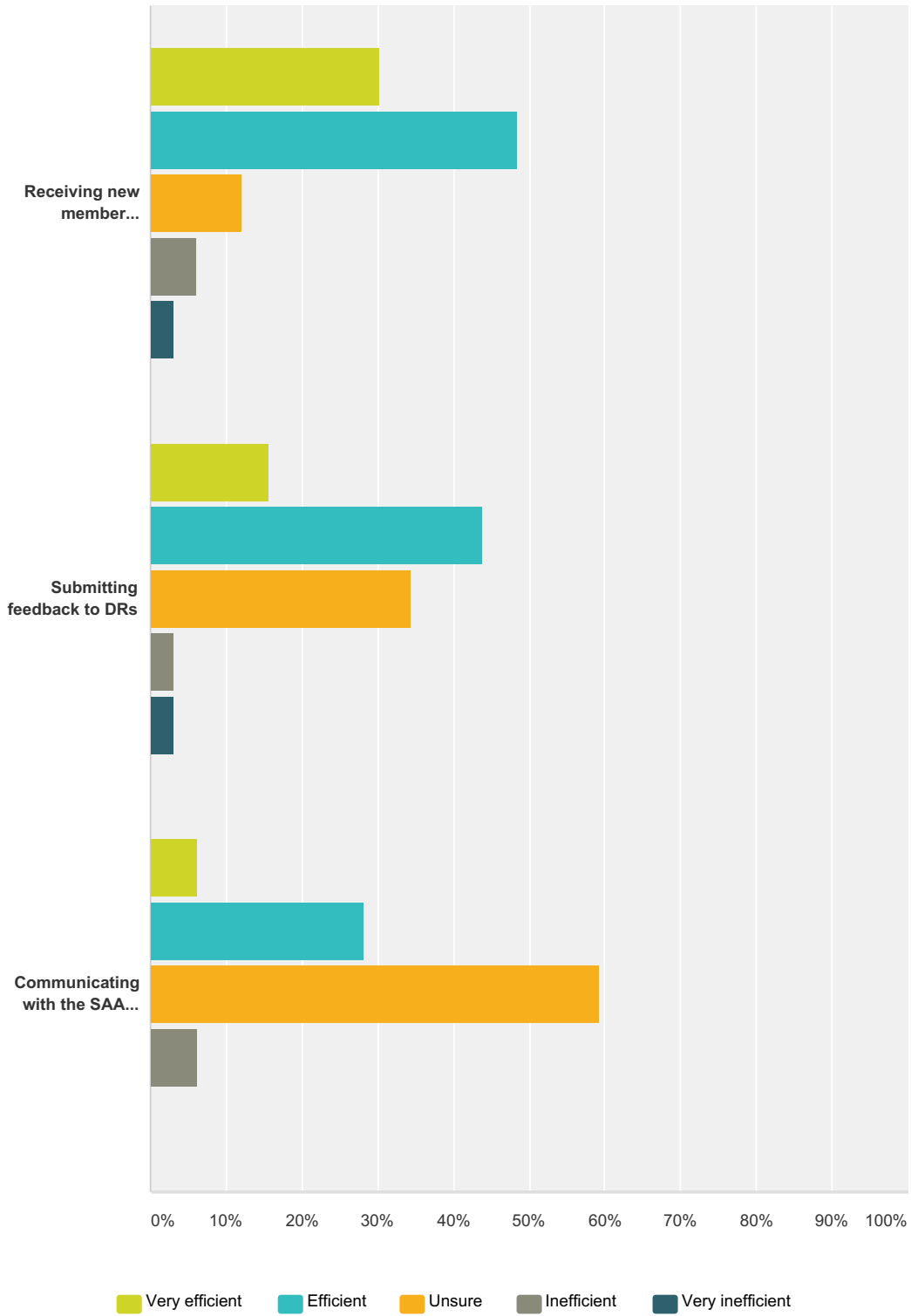
	Extremely satisfied	Satisfied	Unsure	Dissatisfied	Very dissatisfied	Total	Weighted Average
Contacting new members	12.12% 4	57.58% 19	21.21% 7	9.09% 3	0.00% 0	33	2.27
Compiling feedback	3.03% 1	45.45% 15	36.36% 12	9.09% 3	6.06% 2	33	2.70
Submitting feedback to DRs	3.03% 1	54.55% 18	27.27% 9	9.09% 3	6.06% 2	33	2.61

#	Additional Comments	Date
1	Wasn't trained when I took over; DR at the time sent email with brief instructions and I went from there. Has been fine thus far.	4/7/2016 4:44 PM
2	I can't speak directly about this since I've never had a need for this training since I was one of the creators of this program. To my knowledge I've never been approached to take any new training in my current role as an international KC. I do miss the KC morning breakfasts at the annual meeting, because it was the only time when I could talk with other KCs about their work and ideas. However, I don't miss those very early morning sessions when most of these sessions were done.	4/7/2016 8:56 AM
3	Especially for new key contacts, information on new and useful information on the key contacts microsite would be very helpful. I didn't realize this was there until I tried looking for it. I had been using what the key contact in my previous position had been using, and it would have been useful to know that a template from SAA was also available.	4/4/2016 3:28 PM
4	received informal training via email from DR, nothing from SAA itself	4/4/2016 12:15 PM
5	I didn't receive any detailed training, only contact the new members and confirm that with the DR. On my own, I have written about roundtables and sections and encouraged the new members to join these units according to their interests.	4/1/2016 10:04 PM
6	I have been a key contact for less than a year and my geographical area hasn't gotten any new members in that time	4/1/2016 3:44 PM
7	no training provided on feedback--don't what to report. Did locate a form letter online that I adapted.	4/1/2016 3:26 PM

**Q4 Please evaluate the efficiency of the current methods of receiving new member contact lists, submitting new member comments back to your DRs, and communicating with SAA administrative staff about membership questions?**

Answered: 33 Skipped: 2

## Key Contacts Survey



	Very efficient	Efficient	Unsure	Inefficient	Very inefficient	Total
Receiving new member information from DRs	30.30% 10	48.48% 16	12.12% 4	6.06% 2	3.03% 1	33
Submitting feedback to DRs	15.63% 5	43.75% 14	34.38% 11	3.13% 1	3.13% 1	32
Communicating with the SAA office	6.25% 2	28.13% 9	59.38% 19	6.25% 2	0.00% 0	32

## Key Contacts Survey

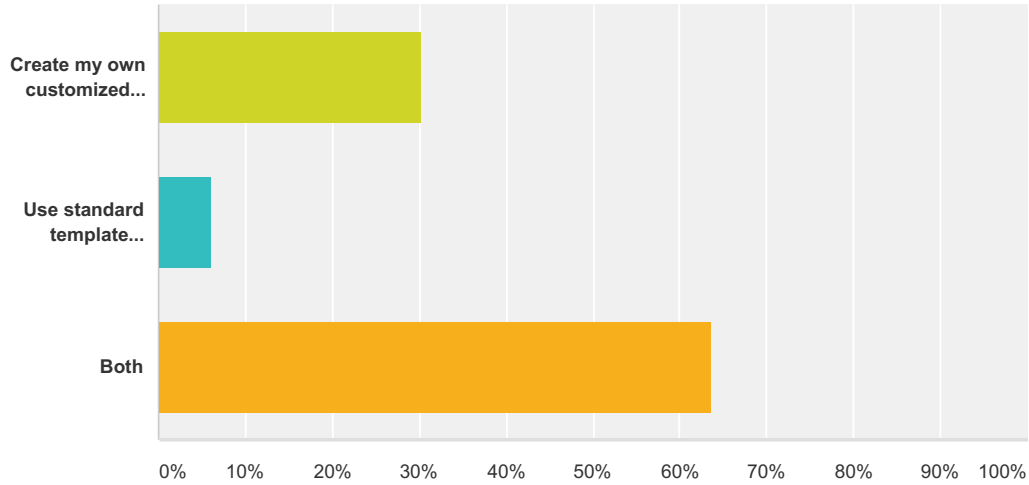
#	Do you have any suggestions on how to improve efficiency in these areas? If so, please share:	Date
1	I honestly haven't tried to communicate directly with the SAA office in my role as Key Contact. Never thought to try.	4/7/2016 9:47 AM
2	I use email almost exclusively when communicating with my international contacts. I have had the opportunity to meet several when they attend the annual meeting, and these face to face sessions were always very much appreciated by these new members. Regarding communications with the SAA office, I have always found the staff to be very open to any questions that I have had to run by them in years past. Most of these contacts with them are via telephone. As for ways to improve communication efficiency, I've been down this road many times in the past at the head of the MC and the answer remains the same -- use the technologies that you and your contacts are most comfortable using on a daily basis. Having said this, I think email may be becoming an old-school communication methodology which is quickly being replaced by texting via the "common" cell phone.	4/7/2016 9:04 AM
3	I've never had to contact SAA office	4/3/2016 2:53 PM
4	It seems like the list come out very infrequently. Sometimes I'm greeting new members who joined more than 6 months before I get the list.	4/3/2016 1:26 PM
5	Emails information is sent out, but some of the people I've tried to contact have apparently changed their email addresses, so contacting them was very difficult. We should probably receive both email and mailing addresses so there isn't a lack in contact timing.	4/2/2016 7:03 PM
6	Might be simpler to have a direct form to submit feedback to SAA rather than funneling through DRs.	4/2/2016 2:58 PM



## Key Contacts Survey

### Q5 Do you create your own customized message when writing to new members or do you use the standard template available on the SAA Key Contact's microsite?

Answered: 33 Skipped: 2



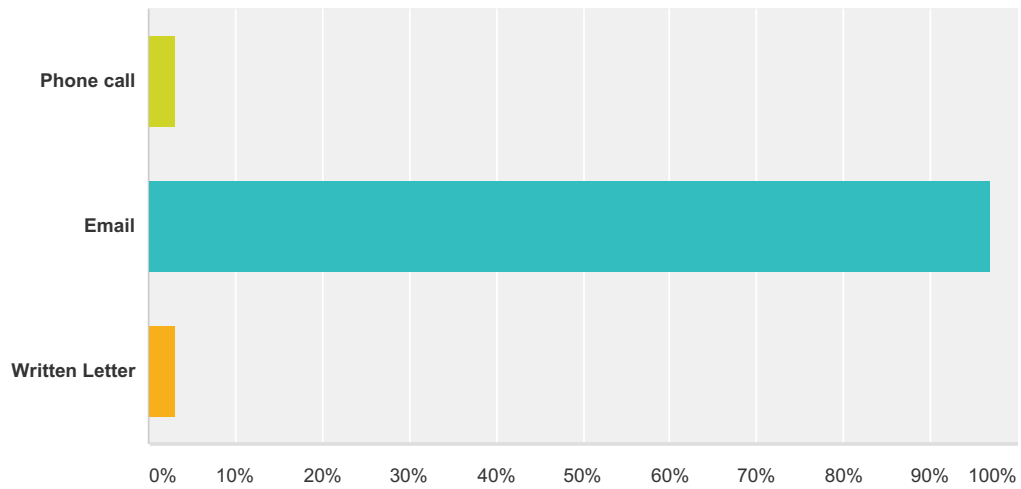
Answer Choices	Responses
Create my own customized message	30.30% 10
Use standard template available on the SAA Key Contact's microsite	6.06% 2
Both	63.64% 21
<b>Total Respondents: 33</b>	

#	Additional Comments	Date
1	I usually do something different for students versus non-students, including a note about local student groups, etc.	4/7/2016 10:53 AM
2	I make alterations when the new members are geographically close or I know them to be returning members. It feels awkward to say "welcome to SAA!" To someone who first got involved before I was born.	4/7/2016 9:47 AM
3	I have always created my own welcome letter. The general template that SAA uses is very similar to the letter format that I and several others on the MC developed years ago.	4/7/2016 9:04 AM
4	I have my own "standard template" that I tweak occasionally. Usually if it's someone I already know.	4/5/2016 11:48 AM
5	I mix it up between students and professionals, and I always need to change the location and dates of the annual meeting.	4/4/2016 10:01 AM
6	I take the standard template and tweak it just a little, especially if there is something of note happening (annual meeting, new DAS course in the area).	4/4/2016 8:40 AM
7	I've never looked at the template on the SAA key contact microsite. I use a template provided by my first DR	4/3/2016 2:53 PM
8	I have not received a template for contacts. I've written individual messages to each new member.	4/1/2016 10:05 PM
9	I have been a key contact for less than a year and my geographical area hasn't gotten any new members in that time	4/1/2016 3:45 PM

## Key Contacts Survey

### Q6 What is your preferred method of reaching out and contacting new members?

Answered: 32 Skipped: 3



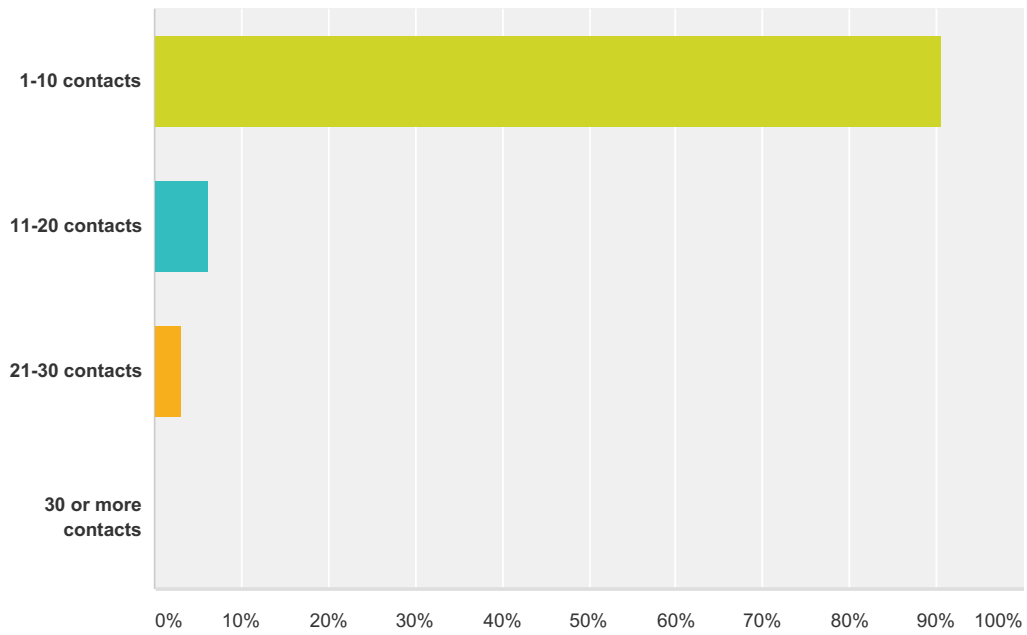
Answer Choices	Responses
Phone call	3.13% 1
Email	96.88% 31
Written Letter	3.13% 1
<b>Total Respondents: 32</b>	

#	Additional Comments	Date
1	I only have international members to contact so the only way to connect with them is via email. However, if I can arrange to meet with them during the SAA annual meeting, I always try to set up a face to face meeting to help provide a more welcoming face to the organization.	4/7/2016 9:06 AM

# Key Contacts Survey

## Q7 Approximately how many contacts do you make during each quarter?

Answered: 32 Skipped: 3

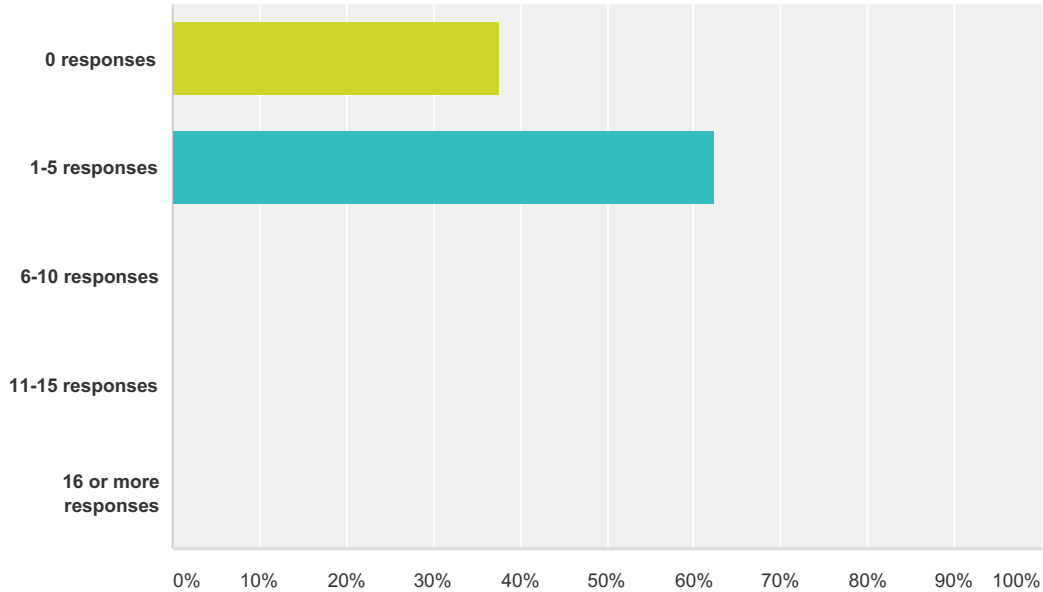


Answer Choices	Responses	
1-10 contacts	90.63%	29
11-20 contacts	6.25%	2
21-30 contacts	3.13%	1
30 or more contacts	0.00%	0
<b>Total</b>		<b>32</b>

## Key Contacts Survey

### Q8 Approximately how many responses from new members do you receive each quarter from your initial contacts?

Answered: 32 Skipped: 3



Answer Choices	Responses	
0 responses	37.50%	12
1-5 responses	62.50%	20
6-10 responses	0.00%	0
11-15 responses	0.00%	0
16 or more responses	0.00%	0
<b>Total</b>		<b>32</b>

#	Additional Comments	Date
1	It may be helpful to encourage new members to submit questions or responses in more concrete language, or create a second layer of contact after 6-9 months to check in.	4/7/2016 9:49 AM
2	I represent a very small state with few employers of Archivists. I do have some student members, new members due a MLS program in a neighboring state.	4/7/2016 9:36 AM
3	It varies from quarter to quarter.	4/7/2016 9:06 AM
4	I contact with a brief intro to confirm address if they want a post mailed letter but also offer an e-version. response rate is usually about 50-70%.	4/5/2016 11:51 AM
5	I receive about 1-2 responses each year, but my state does not have many new members each year.	4/4/2016 3:30 PM
6	most of the time no response, although depends	4/4/2016 12:16 PM
7	Usually around one or two.	4/4/2016 10:01 AM
8	I'd say about 1 per quarter	4/2/2016 2:59 PM
9	only 1 response received	4/1/2016 3:27 PM

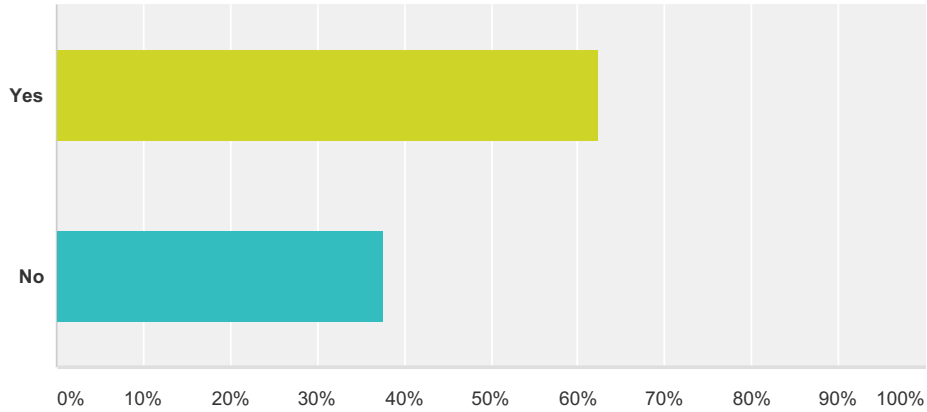
## Key Contacts Survey

10	I do receive comments occasionally and a rare question or two	4/1/2016 2:43 PM
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## Key Contacts Survey

### Q9 Do you forward to your District Rep the types of questions or comments from new members that you receive from your contacts each quarter?

Answered: 32 Skipped: 3



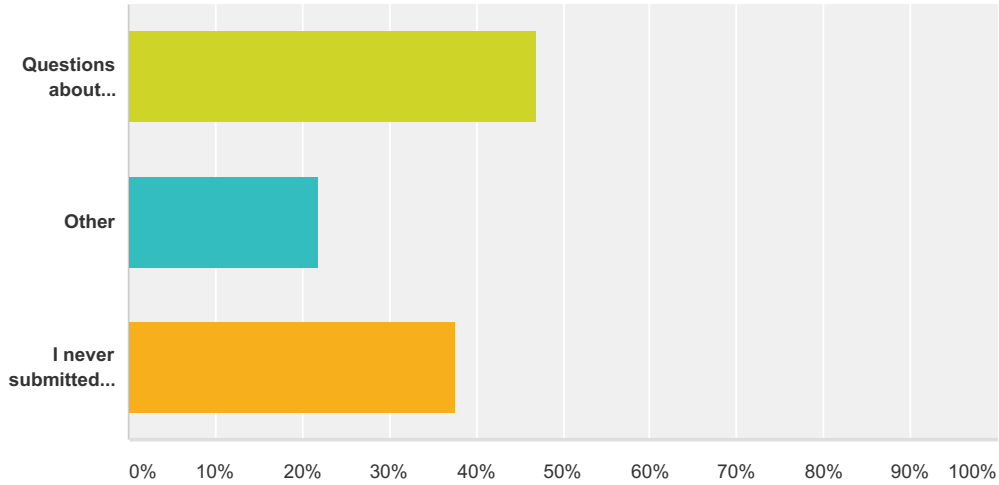
Answer Choices	Responses
Yes	62.50% 20
No	37.50% 12
<b>Total</b>	<b>32</b>

#	If "no", why do you not report back to your DR?	Date
1	I am unsure if I have the form for that.	4/8/2016 2:34 PM
2	I have, but not always. I don't think I knew that was wanted? But, I certainly can do that!	4/7/2016 10:38 AM
3	They are usually not action items. In general, the responses I get are "thanks, looking forward to being part of SAA."	4/7/2016 9:50 AM
4	I would, but to date I have not received questions or comments from those I contacted.	4/4/2016 12:45 PM
5	Did not know that was required/suggested	4/4/2016 12:25 PM
6	Haven't had any questions raised by new members to me	4/4/2016 12:18 PM
7	Most comments are just thank you's.	4/4/2016 11:07 AM
8	It never occurred to me to do so.	4/4/2016 10:03 AM
9	I have not received any questions/comments back.	4/4/2016 9:51 AM
10	Anything other than a hello and thanks for the welcome gets forwarded to the DR	4/3/2016 2:56 PM
11	No responses received.	4/2/2016 7:04 PM
12	I have received no feedback from new members. This question should perhaps have a third option, Not Applicable.	4/1/2016 10:08 PM
13	Have only received one response	4/1/2016 3:40 PM
14	did not know of requirement. Follow-up question was about online digital content viewing options used by my institution.	4/1/2016 3:29 PM

## Key Contacts Survey

### Q10 What types of feedback reports have you submitted to District Reps either now or in the past? Examples might include things such as questions about membership in SAA, etc.

Answered: 32 Skipped: 3

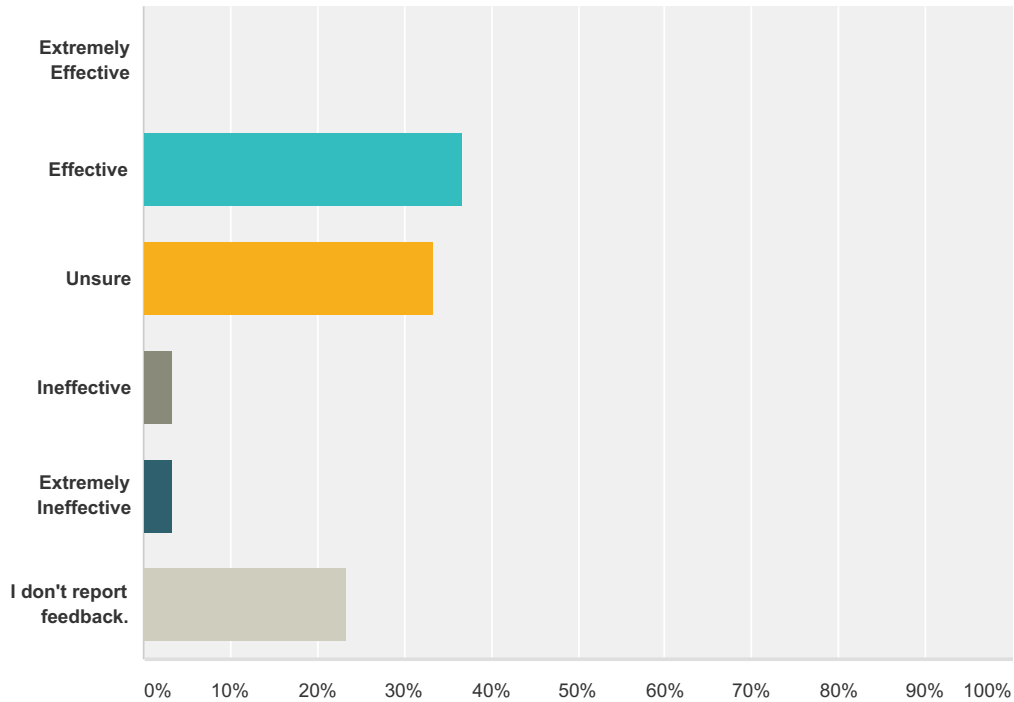


Answer Choices	Responses
Questions about membership in SAA	46.88% 15
Other	21.88% 7
I never submitted feedback reports to my DR	37.50% 12
<b>Total Respondents: 32</b>	

#	Additional Comments	Date
1	Basic reporting if needed.	4/7/2016 10:54 AM
2	Most of the questions I receive from international members are related to the annual meeting. However, I have had questions about people in SAA a particular contact wants to connect with to ask questions about a particular archival project or educational problem they are facing.	4/7/2016 9:11 AM
3	Haven't had any questions raised by new members to me	4/4/2016 12:18 PM
4	I just tell them when I've initially reached out. My DR has never asked for any reports.	4/4/2016 10:03 AM
5	It's usually just a thank you for the email. Only once did I have a substantive question which eventually needed to be sent to the staff for changing contact information.	4/4/2016 8:42 AM
6	Questions are very rare. I generally just forward questions	4/3/2016 2:56 PM
7	I had a question about membership cards. Never received a response from my DR. In fact, I never receive a response from my DR no matter what the question I have asked her.	4/3/2016 1:29 PM

**Q11 If you do receive and report responses from your new member contacts back to DRs and/or SAA, , please rate your perception of the effectiveness of reporting these responses to your DR and the SAA office.**

Answered: 30 Skipped: 5



Answer Choices	Responses
Extremely Effective	0.00% 0
Effective	36.67% 11
Unsure	33.33% 10
Ineffective	3.33% 1
Extremely Ineffective	3.33% 1
I don't report feedback.	23.33% 7
<b>Total</b>	<b>30</b>

#	Additional Comments	Date
1	I've reported the ones where there were questions, and I wasn't sure how to answer. It was effective because I received an answer from the DR and then was able to get back to the new member.	4/7/2016 10:38 AM
2	I report my observations each quarter to my DR and she always thanks me for these short reports. However, I am never made aware of what other KC reps report back for their districts. We used to have a shared communication mechanism which I ran at the chair of the MC, and this helped provide access to all observations made by all KCs and DRs. This hasn't been done in a very long time, and I was never clear why this practice was discontinued.	4/7/2016 9:11 AM



## Key Contacts Survey

3	My feedback is usually just number contacted and number that responded.	4/5/2016 11:52 AM
4	Responses have been so few and far between that I can't remember if I have ever needed a response from SAA. The responses are usually letters of thanks, etc.	4/4/2016 3:32 PM
5	As I mentioned, to date I have not received questions or comments from those I contacted so I can't really rate the effectiveness.	4/4/2016 12:45 PM
6	Haven't had any questions raised by new members to me	4/4/2016 12:18 PM
7	I've never been asked to do so.	4/4/2016 10:03 AM
8	Again, very rare but has been sufficient	4/3/2016 2:56 PM
9	I don't receive comments from DR or SAA.	4/1/2016 10:08 PM

## Key Contacts Survey

### Q12 What do you think is the most useful aspect of Key Contacts?

Answered: 31 Skipped: 4

#	Responses	Date
1	the personalized touch	4/8/2016 2:34 PM
2	To make new connections with other regional professionals.	4/7/2016 4:47 PM
3	Touching base with new members and giving them an opportunity to ask questions and meet new people.	4/7/2016 10:56 AM
4	It's interesting for me to see who joins. I think the new members appreciate hearing from someone and feeling cared about.	4/7/2016 10:40 AM
5	Providing new members with a non-leadership point of contact for information.	4/7/2016 9:51 AM
6	Point of contact, a sense that someone is aware of your SAA membership. It has been a while, but during a past economic downturn, I did have responses and bak and forth with members who could not, or their institutions could no longer pay for membership.	4/7/2016 9:40 AM
7	The personal connection for new members.	4/7/2016 9:23 AM
8	The KC program was developed to put a human face to SAA for new members. It was a means of connecting people with people. This principle is still true today even if the face to face connects are more virtual today. It is this very principle that must remain the primary focus of the KC program and SAA.	4/7/2016 9:18 AM
9	Lets me know who is working in our state and where, in an archives related capacity. Lets them know they can draw on the experience and advice of the 3 archivists here in my office.	4/5/2016 11:58 AM
10	I like that new members get a personal contact from someone in their area. I think it makes communication a bit easier if they do have questions.	4/5/2016 10:31 AM
11	Networking within the state	4/4/2016 5:21 PM
12	Providing a personal welcome from an archivist in the new members' region.	4/4/2016 3:34 PM
13	The concept of giving new members an individual to reach out to with questions.	4/4/2016 12:52 PM
14	Making new members aware of other members in-state	4/4/2016 12:26 PM
15	It's nice to have someone reach out from a larger organization	4/4/2016 12:19 PM
16	I think personalizing membership at a local level is important. And I highlight local meetings as a way to meet in person.	4/4/2016 11:09 AM
17	Helping people navigate the various opportunities with SAA and help them make contacts with folks in the best position to mentor them.	4/4/2016 10:05 AM
18	It gives new members in-roads to contacting an individual with any questions or feedback.	4/4/2016 9:53 AM
19	Serve as a liaison between staff and members.	4/4/2016 8:43 AM
20	Having a person new members can go to with questions.	4/4/2016 8:00 AM
21	We make the vitally important initial contact with new members.	4/4/2016 7:47 AM
22	Personal, local contact for members.	4/3/2016 4:16 PM
23	People seem to like that there's someone on the other end	4/3/2016 2:57 PM
24	I think it is nice to greet new members and give them the opportunity to ask questions.	4/3/2016 1:30 PM
25	Having members know someone is concerned/interested in their membership.	4/2/2016 7:06 PM
26	It gives new members someone to ask about specific membership questions or problems.	4/2/2016 3:02 PM
27	If I am providing the major source of information about groups within SAA, then I am valuable in this work. If they are finding out this information from SAA, I'm only duplicating and perhaps my efforts are useless.	4/1/2016 10:10 PM
28	Receiving a message from an actual person (as opposed to an automated email) makes people feel more welcome.	4/1/2016 4:02 PM

## Key Contacts Survey

29	I think that the templates are helpful.	4/1/2016 3:45 PM
30	having a contact person, if needed, makes sense for new members (even if mine have not taken advantage of it)	4/1/2016 3:31 PM
31	I have so few responses, it's hard to say But I think it is helpful to the new member to learn about the services offered.	4/1/2016 2:48 PM

## Key Contacts Survey

### Q13 What do you think is the least useful aspect of Key Contacts?

Answered: 31 Skipped: 4

#	Responses	Date
1	not having districts within a state more clearly articulated.	4/8/2016 2:34 PM
2	Contact doesn't require any communication back. So, it's a welcome message - which is nice - but what does it provide beyond a friendly welcome? Perhaps something a bit more engaging.	4/7/2016 4:47 PM
3	People are busy--I think sometimes a welcome message from a professional org is seen as "just" another email. I currently have a batch of new contacts and am thinking of trying to be more engaging in the contact email.	4/7/2016 10:56 AM
4	If the new members think they are just receiving a form letter? If no one answers them if they have a question?	4/7/2016 10:40 AM
5	The often one-off nature of contact isn't as effective as it could be.	4/7/2016 9:51 AM
6	Hard to say. I do host MLS/Archives intern every year, and the personal interactions with prospective archivists is far more rewarding...A much better recruitment/rentention tool for the profession.	4/7/2016 9:40 AM
7	? Not sure	4/7/2016 9:23 AM
8	In the past the direct connection between the KC reps and the Membership Committee was critical element of the KC program, and this helped keep fresh ideas from the archival trenches bubbling up to the MC as well as the SAA office and council. For whatever reason this connection has been lost over the years, and I find the level of open communication between the KCs and the MC over various membership issues has been very minimal. Yes, such activities require time and effort, but I firmly believe growing/building SAA programmatic efforts must always be based on membership needs.	4/7/2016 9:18 AM
9	When the new member list is late, it's hard to call it a welcome letter.	4/5/2016 11:58 AM
10	No follow up. There just isn't anything else going on except for that initial email.	4/5/2016 10:31 AM
11	If folks don't really use us, which is often the case, we can't do much. Perhaps SAA could use us for a once a year outreach letter to remind folks we are here?	4/4/2016 5:21 PM
12	The very formal template I have been using, which I keep intending to revise into a more personal welcome.	4/4/2016 3:34 PM
13	At least in my experience the new members don't seem to engage with the contact they receive.	4/4/2016 12:52 PM
14	Acting as the point person for a large territory, when information professionals can usually find the person or information they need on their own	4/4/2016 12:26 PM
15	Not sure how effective it is. However I have lived in states with very little new members typically so my opinion may be skewed.	4/4/2016 12:19 PM
16	No additional follow through. It might be helpful to put a local SAA member who is attending the annual meeting in touch with a new member. Although there is no additional follow through, the new members do have the email and telephone of the key contacts so presumably they would contact them if they had additional questions.	4/4/2016 11:09 AM
17	I don't think there is anything wrong with the program. The challenge is helping people get something positive out of their SAA experience when you are working against the sheer size of the organization. It's hard to zero in on a person or group that is best suited to help in your career or when you are a student when there are literally thousands of people who belong and dozens of groups and organizations.	4/4/2016 10:05 AM
18	Unsure about least useful, but I did not receive very thorough training when I first started. For example, I did not know that there was a greeting template available nor did I know that I needed to forward questions/feedback--I thought that I could respond to any questions/feedback myself whenever it came up.	4/4/2016 9:53 AM
19	Almost everything they need can be found online, so we're a little superfluous.	4/4/2016 8:43 AM
20	Too many new members; can't really do much for them besides a welcome email.	4/4/2016 8:00 AM
21	Our initial contact may have little effect on new members.	4/4/2016 7:47 AM
22	NA	4/3/2016 4:16 PM
23	Since questions are so rare I wondering if people are actually using the contact as a resource	4/3/2016 2:57 PM

## Key Contacts Survey

24	Never receiving a response from my DR and getting the lists more than 6 months after people have joined.	4/3/2016 1:30 PM
25	No being able to meet the new member face-to-face so that it doesn't seem so nebulous to them.	4/2/2016 7:06 PM
26	It's still sort of a "cold call" and thus a bit impersonal. Doesn't create the sort of "networking" contacts that would be more useful to the member.	4/2/2016 3:02 PM
27	If my comments are not needed, then the work I do here is the least valuable.	4/1/2016 10:10 PM
28	Most of the new members I've contacted are students, they are probably more involved in their student chapters and go to them with their questions, than with SAA itself.	4/1/2016 4:02 PM
29	It's too general and impersonal. Not sure what remedy I would suggest, perhaps something more visual, like a Google hangout.	4/1/2016 3:45 PM
30	lack of training, lack of connectedness with program & other key contacts (and yes, I attend the meetings as part of the annual meeting)	4/1/2016 3:31 PM
31	I don't think there is anything in the contact that is not useful.	4/1/2016 2:48 PM

## Key Contacts Survey

### Q14 What do you think is the most satisfying aspect of Key Contacts?

Answered: 30 Skipped: 5

#	Responses	Date
1	participating. :)	4/8/2016 2:35 PM
2	Reaching new people.	4/7/2016 4:48 PM
3	Growing the membership and meeting new people in the region.	4/7/2016 10:58 AM
4	I like to hear back even if it's not a question and only hello back.	4/7/2016 10:42 AM
5	Unknown	4/7/2016 9:51 AM
6	Hoping that even one, initial contact may make a difference.	4/7/2016 9:41 AM
7	Helping new members utilize their membership.	4/7/2016 9:24 AM
8	Working and meeting diverse and energized people.	4/7/2016 9:19 AM
9	Same as last page.	4/5/2016 11:59 AM
10	Making new connections.	4/5/2016 10:32 AM
11	Opportunity to find out who is doing this work in the state.	4/4/2016 5:22 PM
12	Knowing that I am providing a personal welcome to our society. Responses from new members, and the rare occasion when questions are asked.	4/4/2016 3:36 PM
13	The potential to make new members feel more welcome.	4/4/2016 12:53 PM
14	Finding out who the new members are in my state	4/4/2016 12:26 PM
15	Making people feel welcome	4/4/2016 12:20 PM
16	Learning who the new members are.	4/4/2016 11:11 AM
17	Asked and answered.	4/4/2016 10:05 AM
18	I'm able to participate professionally in SAA in a way that fits into my busy schedule.	4/4/2016 9:54 AM
19	When someone has a real question that you can help with.	4/4/2016 8:44 AM
20	Being able to welcome and assist new members	4/4/2016 8:02 AM
21	Feedback from a new member who loved being welcomed into the organization.	4/4/2016 7:48 AM
22	When someone responds.	4/3/2016 4:17 PM
23	I feel like I am being helpful to members new to the profession.	4/3/2016 1:31 PM
24	Being welcoming to new members.	4/2/2016 7:08 PM
25	I like being involved and contributing to SAA.	4/2/2016 3:03 PM
26	I've received comments from two new members. Their response of "thank you" is the most satisfying	4/1/2016 10:12 PM
27	It's a nice way of being involved with SAA that is not too time consuming.	4/1/2016 4:03 PM
28	I have found the experience to be frustrating	4/1/2016 3:46 PM
29	[unsure, since my services really haven't been needed in the states I represent. Hoped to be making contacts, helping support new members...	4/1/2016 3:36 PM
30	Having a positive response	4/1/2016 2:50 PM

## Key Contacts Survey

### Q15 What do you think is the least satisfying aspect of Key Contacts?

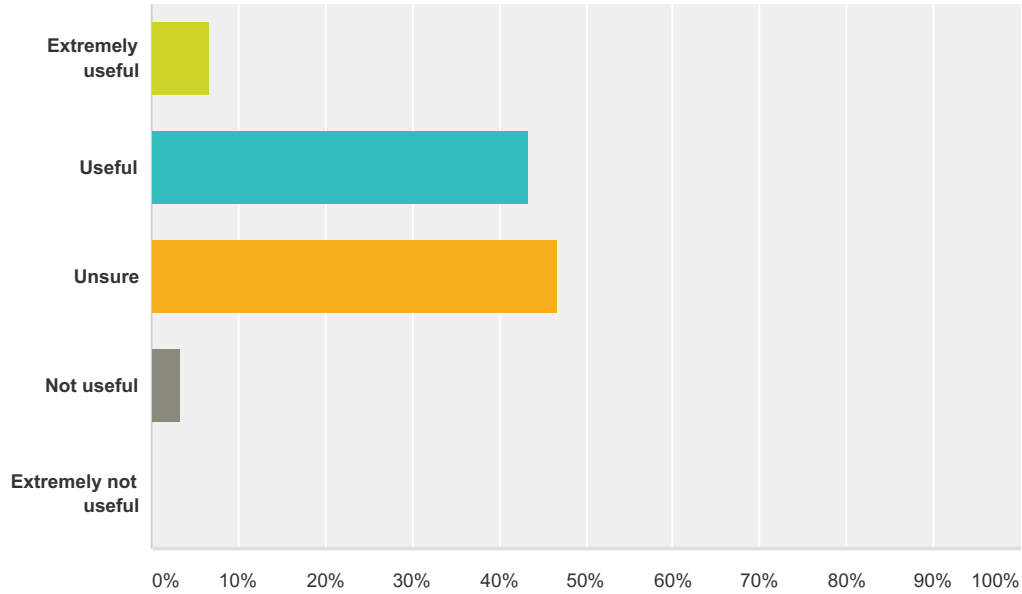
Answered: 30 Skipped: 5

#	Responses	Date
1	worrying if I missed the deadline!	4/8/2016 2:35 PM
2	Though it is only 15-20 minutes in a given day, the reports come at very busy (academically speaking) times and I have trouble getting to the work in a timely manner.	4/7/2016 4:48 PM
3	Not sure.	4/7/2016 10:58 AM
4	Never actually meeting the new members.	4/7/2016 10:42 AM
5	Unknown	4/7/2016 9:51 AM
6	Lack of response from members. More agency for mentorship could help?	4/7/2016 9:41 AM
7	Not getting responses!	4/7/2016 9:24 AM
8	Meetings without a defined purpose.	4/7/2016 9:19 AM
9	Same as last page.	4/5/2016 11:59 AM
10	Silence from the new member.	4/5/2016 10:32 AM
11	n/a	4/4/2016 5:22 PM
12	Sending out emails for which I do not receive a response.	4/4/2016 3:36 PM
13	Lack of engagement with new members at least in my experience.	4/4/2016 12:53 PM
14	Lack of feedback from new members	4/4/2016 12:26 PM
15	never hearing back from anyone	4/4/2016 12:20 PM
16	Not putting a face with a name.	4/4/2016 11:11 AM
17	Asked and answered.	4/4/2016 10:05 AM
18	It's hard to know if it's worth the effort if nobody ever responds with any feedback or questions.	4/4/2016 9:54 AM
19	Sending out endless emails with no response.	4/4/2016 8:44 AM
20	Just sending a form email welcoming them	4/4/2016 8:02 AM
21	Feeling like I make no difference.	4/4/2016 7:48 AM
22	That the program isn't designed to be more substantial, or have any other elements that might contribute to better connections with new members.	4/3/2016 4:17 PM
23	Not being able to answer questions because I receive no response from my DR.	4/3/2016 1:31 PM
24	No responses! And very little else to do in this role other than send out an email and think you may get something back but it doesn't happen. Everyone is busy.	4/2/2016 7:08 PM
25	Often don't hear back from the new members.	4/2/2016 3:03 PM
26	Unless I hear from the new members--and I have once or twice--the whole process is unsatisfying.	4/1/2016 10:12 PM
27	n/a	4/1/2016 4:03 PM
28	See above	4/1/2016 3:46 PM
29	lack of new members; lack of instruction/guidelines	4/1/2016 3:36 PM
30	No response at all	4/1/2016 2:50 PM

## Key Contacts Survey

### Q16 Do you believe the Key Contacts program is a useful program? Please use the comment box to provide more specific information about your answer.

Answered: 30 Skipped: 5



Answer Choices	Responses	Count
Extremely useful	6.67%	2
Useful	43.33%	13
Unsure	46.67%	14
Not useful	3.33%	1
Extremely not useful	0.00%	0
<b>Total</b>		<b>30</b>

#	Additional Comments	Date
1	Yes and no. For the people that join SAA to get engaged and do more with their careers, it is a great program. For folks adding a line item to a resume, I am not sure if any form of contact would be construed as "useful," at least to them.	4/7/2016 10:58 AM
2	I think it is useful to a point. If I joined (again), I would still be happy to receive something that felt like a personal welcome.	4/7/2016 10:42 AM
3	Room for improvement, of course.	4/7/2016 9:51 AM
4	It doesn't take much time to send the welcome email, once it's written.	4/7/2016 9:24 AM
5	I think there is opportunity here, but it needs to grow into a new form. Maybe working with roundtables, creating state/region specific emails to go out like a mini newsletter, coordinating local archivists, etc.	4/5/2016 10:32 AM
6	It is the same in other large orgs I am a part of -- someone welcomes me but then I never hear from them again.	4/4/2016 12:20 PM
7	I have had more interaction recently with members I have contacted but often there is no response. I'm not sure the key contact communication adds more than the official SAA response does even though I try to personalize.	4/4/2016 11:11 AM



## Key Contacts Survey

8	New members may have questions and without a point person to assist, they may not know where to ask it, if at all	4/4/2016 8:02 AM
9	I rarely receive feedback or questions from new members and when I do I receive no response from my DR. That is a shame.	4/3/2016 1:31 PM
10	In its present form I believe it is not useful.	4/1/2016 3:46 PM
11	I have so little interaction beyond forwarding a letter its hard to judge the usefulness to the recipient	4/1/2016 2:50 PM

## Key Contacts Survey

### Q17 What can the SAA Office do to improve your role as a Key Contact?

Answered: 30 Skipped: 5

#	Responses	Date
1	send out a more structured reporting method, distinguish between districts more clearly (especially in NYS)	4/8/2016 2:36 PM
2	Standardize the way we all connect with new members.	4/7/2016 4:48 PM
3	Unsure	4/7/2016 10:58 AM
4	I really can't think of anything! Sorry. :)	4/7/2016 10:44 AM
5	Unsure! Restructuring the program to create longer-term contact may be helpful.	4/7/2016 9:52 AM
6	Not sure.	4/7/2016 9:41 AM
7	Ask for feedback in a standardized format so it can be better utilized by the sub-committee?	4/7/2016 9:25 AM
8	I have nothing more to add at this time. scott	4/7/2016 9:19 AM
9	Just keep me informed of any perks that might be relayed to new members.	4/5/2016 12:00 PM
10	I'm not sure.	4/5/2016 10:32 AM
11	Use us a bit more.	4/4/2016 5:22 PM
12	Provide suggestions on how craft the welcome message so that it might encourage more responses from the new members. However, the few responses may be because we're all busy, and new members may be busy learning a new job, etc.	4/4/2016 3:37 PM
13	Possible offer training on how to make my contact with new members more effective, or provide opportunities to interact with them in person.	4/4/2016 12:54 PM
14	Nothing that I can think of right now	4/4/2016 12:27 PM
15	Maybe have a virtual meeting/conference call once a year for those of us who can't get to the annual meeting?	4/4/2016 12:21 PM
16	Keep hosting, possibly update, the communication samples key contacts can use. And maybe provide a link to SAA current issues.	4/4/2016 11:12 AM
17	Maybe more succinct advise to new members on getting started. How to meet people, how to know which groups are best for them.	4/4/2016 10:06 AM
18	More thorough up-front training when making someone a key contact.	4/4/2016 9:54 AM
19	Maybe provide a state/district-wide list of know PDev opportunities for the quarter?	4/4/2016 8:45 AM
20	Provide funds for regional meet and greets for new members.	4/4/2016 8:04 AM
21	I can think of nothing right now.	4/4/2016 7:49 AM
22	Allow more development of the program, add more elements for engagement	4/3/2016 4:17 PM
23	Get lists of new members out in a more timely manner and get DRs who are responsive to the questions they receive.	4/3/2016 1:32 PM
24	Evaluate the other responses from regional reps and see if they have the same results of very little return for the time involved.	4/2/2016 7:10 PM
25	It would be great to give new members more personal contacts within the profession. Perhaps virtual office hours with seasoned members or something like that?	4/2/2016 3:04 PM
26	I don't know.	4/1/2016 10:13 PM
27	n/a	4/1/2016 4:03 PM
28	I believe a different approach is needed to make useful relationships develop.	4/1/2016 3:46 PM
29	better instructions. Did not know I was to report more specifically to district--was never asked about feedback. [but district knew I was contacting those I was asked to contact, any only one had follow-up with me]	4/1/2016 3:37 PM

## Key Contacts Survey

30	There is nothing SAA can do to insure a response from individuals. Hopefully they see the information contained within the welcome letter as useful and take advantage of what is offered.	4/1/2016 2:52 PM
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