

MDOR and SAA surveys

MDOR Survey Results

Jody DeRidder, 30 November 2012 & 10 January 2013

Charts and screenshots from our survey (and the survey itself) can be found here:
<http://jodyderidder.com/service/MDOR/survey2012/>

My synopsis is as follows:

Out of 100 respondents, 3 were not SAA members.

Those 3 were evenly divided as to whether they would join SAA, not join SAA, or were undecided, if MDOR becomes a section.

Of the 100 respondents, 55% (55) said MDOR should become a member; 13% (13) said no, and 32% (32) said they didn't know.

55 respondents added clarification as to why they voted the way they did:

- Those who say no list reasons such as restrictions on membership and overlap with Electronic Records Section.
- Those who don't know list various reasons ranging from a concern with overlap with other sections, uncertainty that the benefits outweigh the costs, competition with other sections, and thoughts about merging with other sections.
- Those who say yes also speak of merging; of having more influence and visibility; of filling a growing need; and having additional support (including A/V at meetings).

27.4% (26) of the respondents are in Electronic records;

25.3% (24) in College & University Archives;

23.2% (22) are in Description.

18.9% (18) can't remember what sections they're in.

Of the 95 who answered whether they'd leave another section to continue with us:

46.3% (44) said yes;

13.7% (13) said no;

40% (38) said they'd have to think about it.

When asked which section they would most likely leave in order to stay with us,

29.6% (24) didn't know;

9.9% (8) would leave Electronic Records;

9.9% (8) would leave College & University Archives;

7.4% (6) would leave Description, Preservation, Visual Materials, and Reference, Access & Outreach.

26 respondents are interested in assisting with liaison efforts.

5 with Electronic Records

4 with Visual Materials

3 with Manuscript Repositories

2 with Description, Oral History, RAO, Museum Archives, Acquisitions & Appraisal and College & Univ. Archives.

The aspects of digital content management most important for us to address (extremely important):

80.9% (72) Management & preservation of born-digital content
79.1% (68) Management & preservation of digitized files
78.7% (70) Management & preservation of digital archives
70.8% (63) Digitization and metadata standards
61.6% (53) Access and delivery

When asked if they'd like to volunteer, 38 said yes (34 gave us contact information.)
25 want to help with collecting information (standards, examples of metadata, workflows, etc.)
15 with newsletter development;
14 with needs assessment;
12 with promotion and outreach;
6 are uncertain how;
3 will help with calendar updates of upcoming events.

Areas of interest and expertise are impressive.

SAA Survey Results

We have 294 responses.

Of those 294, 77 (26.2%) would leave another section to join us; 87 (29.6%) might do so; 130 (44.2%) would not.

Only 176 of the respondents answered the next question about overlap with other sections.

50.4% (63) said there is a heavy overlap with Electronic Records. The next highest is 54.5% (66) said we may or may not overlap with Manuscripts Repositories. There's uncertainty about overlap with several other sections as well.

186 of the respondents answered the question about whether MDOR should become a section.

61.8% (115) said yes.

17.7% (33) said no.

20.4% (38) said maybe.

49 people clarified their responses. I will cut and paste them below for browsing... several ask for SAA to increase the number of sections one can join to three. Several are concerned about overlap.

Should we become a section, 26.2% (77) of non-MDOR respondents said they would leave another section to join us, and 29.6% (87) said they might

(<http://jodyderidder.com/service/MDOR/SAAsurvey2012/Q1all.jpg>). Of the MDOR respondents, 46.3% (44) said they would leave another section to stay with us, and 40% (38) said they might

(http://jodyderidder.com/service/MDOR/survey2012/Q4_5responses.jpg). Only 13.7% (13) said they would leave us.

Thus, indications are that we may well gain *more* members by becoming a section.

The second major issue is that of overlap

(<http://jodyderidder.com/service/MDOR/SAAsurvey2012/Q2all.jpg>), and the level of emotional reaction in the respondents from the Electronic Records section, as evidenced by the comments I've shared (and all of which are available from

http://jodyderidder.com/service/MDOR/SAAsurvey2012/Sheet_1.xls).

We have clearly hit a nerve, in two ways: almost every section is dealing with digital content now in some form. In a sense, if we become *the* section trying to address management of digital content, we embody a primary concern of almost ALL SAA members. How useful/functional would it be for a single section to try to address all such concerns, for such a huge body of people?

Secondly, our projected focus heavily overlaps with the stated focus/direction of the Electronic Records section (ERS). These are the folks who are already attempting to do what we want to do, so they are understandably upset that we seem to be horning in on what they see as their territory. They are in fact, the folks we need to work with most closely, in order to coordinate our efforts and collaborate where it makes sense to do so.

Polina and I have scheduled a conference call with the ERS section for next Tuesday the 15th. It seems to me that the two solutions likely to be floated are a) we combine sections and b) we split up the focal areas and collaborate closely.

Again, survey results and charts can be found here:

<http://jodyderidder.com/service/MDOR/SAAsurvey2012/> (non-MDOR)

<http://jodyderidder.com/service/MDOR/survey2012/> (MDOR only)