







1. When do you read IN THE LOOP?

		Response Percent	Response Count
As soon as it pops up in my mailbox		67.3%	99
Flag it for future reading		27.2%	40
Print it and read it later		2.0%	3
Rarely read it		6.8%	10
answered question			147
skipped question			1




2. If you read IN THE LOOP, do you read it from start to finish?

		Response Percent	Response Count
Yes		54.5%	79
No		45.5%	66
answered question			145
skipped question			3

3. Rate the value of the following content in IN THE LOOP. Scale: Very valuable, somewhat valuable, not valuable, no opinion.

	Very valuable	Somewhat valuable	Not valuable	No opinion	Rating Average	Response Count
Deadlines for upcoming activities/events	62.9% (90)	33.6% (48)	2.1% (3)	1.4% (2)	1.42	143
Council news	29.6% (42)	58.5% (83)	6.3% (9)	5.6% (8)	1.88	142
Advocacy news	31.9% (46)	56.9% (82)	6.3% (9)	4.9% (7)	1.84	144
Calls for participation in various activities	39.4% (56)	55.6% (79)	1.4% (2)	3.5% (5)	1.69	142
New books	38.5% (55)	51.0% (73)	7.0% (10)	3.5% (5)	1.76	143
SAA workshop updates	43.1% (62)	46.5% (67)	6.3% (9)	4.2% (6)	1.72	144
Job announcements	38.7% (55)	40.8% (58)	12.7% (18)	7.7% (11)	1.89	142
Other	10.0% (3)	16.7% (5)	3.3% (1)	70.0% (21)	3.33	30
				Other (please specify)		4
				answered question		144
				skipped question		4





4. Do you prefer to read IN THE LOOP via its RSS feed at ?

		Response Percent	Response Count
Yes		14.1%	20
No		76.1%	108
What is RSS?		10.6%	15
		answered question	142
		skipped question	6

5. How can IN THE LOOP be a greater resource to you?

	Response Count
	35
answered question	35
skipped question	113

6. When do you read ARCHIVAL OUTLOOK?

		Response Percent	Response Count
When the online edition has been posted to the SAA website		13.0%	19
As soon as I receive the print edition		56.8%	83
When I get to it		34.2%	50
Rarely or never		1.4%	2
	answered question		146
	skipped question		2

7. Rate the value of the following content in ARCHIVAL OUTLOOK. Scale: Very valuable, somewhat valuable, not valuable, no opinion

	Very valuable	Somewhat valuable	Not valuable	No opinion	Rating Average	Response Count
Feature articles on topics of interest to the profession (e.g., trends in best practice, how-to pieces, overviews of collections, relevancy of archives to the public, etc.)	75.7% (109)	21.5% (31)	2.1% (3)	0.7% (1)	1.28	144
Feature articles on SAA programs (e.g., annual meeting, publishing, education, membership, Council actions, etc.)	41.8% (61)	56.8% (83)	1.4% (2)	0.0% (0)	1.60	146
President's message	25.3% (37)	64.4% (94)	6.2% (9)	4.1% (6)	1.89	146
From the Executive Director	26.9% (39)	57.2% (83)	10.3% (15)	5.5% (8)	1.94	145
From the Archivist of the United States	23.3% (34)	61.6% (90)	8.2% (12)	6.8% (10)	1.99	146
Washington Beat (federal government impact on archives)	31.5% (46)	48.6% (71)	11.6% (17)	8.2% (12)	1.97	146
National News Clips (profession-wide news briefs)	35.2% (51)	53.8% (78)	6.9% (10)	4.1% (6)	1.80	145
World View (international archival news)	25.7% (37)	57.6% (83)	11.1% (16)	5.6% (8)	1.97	144
Around SAA (news briefs about Society activities and business)	34.5% (50)	58.6% (85)	3.4% (5)	3.4% (5)	1.76	145
Currents (member news)	30.6% (44)	50.0% (72)	13.2% (19)	6.3% (9)	1.95	144
In Memoriam (member obituaries)	26.9% (39)	50.3% (73)	14.5% (21)	8.3% (12)	2.04	145
Someone You Should Know (interview of a current member)	26.2% (38)	51.0% (74)	15.2% (22)	7.6% (11)	2.04	145
Bulletin Board (calendar listings and funding opportunities)	42.8% (62)	38.6% (56)	14.5% (21)	4.1% (6)	1.80	145
Advertisements	5.0% (7)	36.2% (51)	46.1% (65)	12.8% (18)	2.67	141

Other (please specify) 2

answered question 146

skipped question 2

8. How can ARCHIVAL OUTLOOK be a greater resource to you?

Response
Count

37

answered question 37

skipped question 111

9. For how many years have you been a member of SAA?

Response
Percent Response
Count

1–2 years  16.6% 24

3–5 years  30.3% 44

6–10 years  16.6% 24

11–20 years  18.6% 27

More than 20 years  17.9% 26

answered question 145

skipped question 3

10. Which of the following best describes your current position?

		Response Percent	Response Count
Working as an archivist or manuscript curator		62.1%	90
Managing a program that employs archivists		6.9%	10
Retired from employment as an archivist		0.7%	1
Teaching in a graduate archival education program		4.8%	7
Studying to be an archivist		9.0%	13
Working in another profession or occupation, but with archives-related responsibilities		6.2%	9
Working as a technical or support staff member with archives-related responsibilities		1.4%	2
Administering a program serving archival interests but not working directly with archival records (e.g., granting agency, education provider, professional association)		3.4%	5
Rather not say		1.4%	2
Other (please specify)		9.7%	14
	Other (please specify)		16
		answered question	145
		skipped question	3

Page 2, Q3. Rate the value of the following content in IN THE LOOP. Scale: Very valuable, somewhat valuable, not valuable, no opinion.

1	Valuable depends on my day & current needs, I have found all sections very helpful from time to time	Mar 31, 2010 8:08 AM
2	links to relevant information re: archives	Mar 19, 2010 3:32 PM
3	I just love knowing what's going on!	Mar 17, 2010 10:24 AM
4	Announcements of new standards, best practices, and protocols that can be obtained electronically in particular	Mar 17, 2010 6:40 AM

Page 2, Q5. How can IN THE LOOP be a greater resource to you?

1	I can't quite put my finger on it, but the formatting seems to be a bit "off". I love the content of "In the Loop" but find that its layout is a bit more of a chore to get through than other eNewsletters - perhaps it has something to do with most all of the 'headings' being weighted the same.	Mar 31, 2010 4:24 PM
2	Too difficult to read with too much scrolling. Just include link for better efficiency.	Mar 31, 2010 1:38 PM
3	I don't read it that often so I guess make it a bigger presence on the website?	Mar 31, 2010 1:29 PM
4	It will be more useful if you can use it to announce or response to current topics/hot topics that are being discuss in the mailing list or in the news	Mar 31, 2010 12:56 PM
5	Promote the RSS feed because this is the first I've heard about it!	Mar 31, 2010 12:29 PM
6	Keep it coming to my IN box. Great resource.	Mar 31, 2010 8:49 AM
7	I just scan--could do without if it weren't there	Mar 31, 2010 8:16 AM
8	I'm happy with it the way it is currently.	Mar 31, 2010 7:10 AM
9	Seems fine to me as is.	Mar 30, 2010 3:26 PM
10	More archival resources - fewer library resources	Mar 30, 2010 2:26 PM
11	I don't receive it and have never heard of it. I know nothing about it.	Mar 26, 2010 10:28 AM
12	It's already a wonderful prompt and reminder mechanism.	Mar 25, 2010 9:44 AM
13	It works for me now.	Mar 24, 2010 7:36 PM
14	I don't need to access it from my email. Just an email (and link to it) letting me know that it's on the SAA website would be sufficient.	Mar 24, 2010 8:40 AM
15	Please maintain bold headings to allow for skimming and reading only what is useful/pertinent to me.	Mar 23, 2010 9:05 AM
16	I'm happy with it just the way it is.	Mar 22, 2010 8:02 PM
17	More interactive or like a newsletter instead of just plain text	Mar 18, 2010 8:45 AM
18	Better visual formatting. A consistent order and formatting based on the categories you have listed above. If I don't have time, I can quickly see which items are interesting to me.	Mar 17, 2010 6:24 PM
19	I would love to see inclusion of links to brief essays and/or project reports on a variety of topics, making In the Loop in effect more like AO.	Mar 17, 2010 3:37 PM
20	I appreciate IN THE LOOP just as it is. Only thing I would suggest would be add more information to it.	Mar 17, 2010 12:49 PM
21	Just right the way it is--not too long / not too short.	Mar 17, 2010 11:43 AM
22	I'm not sure...	Mar 17, 2010 10:24 AM

Page 2, Q5. How can IN THE LOOP be a greater resource to you?

23	Worhsop updates, new books, anything current for that time period.	Mar 17, 2010 8:35 AM
24	Better formatting of text	Mar 17, 2010 6:40 AM
25	Tell us things that can't be found at the SAA homepage	Mar 17, 2010 5:01 AM
26	I think it is fine. It gives a very brief mention of events and issues and links to further information. More would be too much and less would leave things out. It could be "prettier" however, divided into sections, with color and sent as a pdf.	Mar 17, 2010 1:23 AM
27	I'm not sure...	Mar 16, 2010 8:01 PM
28	I honestly don't have any suggestions. I find it useful, informative, and timely.	Mar 16, 2010 3:09 PM
29	There is too much in each issue. I don't need to know about stuff I am either going to get in the mail or find out about in other ways.	Mar 16, 2010 2:44 PM
30	For some news items, send them out separately so that they are sure to be seen rather than buried among all the other announcements.	Mar 16, 2010 1:48 PM
31	Maybe have a local option for local professionals to keep updated and "in the loop"?	Mar 16, 2010 1:43 PM
32	Can't think of anything right now	Mar 16, 2010 1:29 PM
33	I find the repetition of information about workshops, etc tedious. I do a lot of skimming. Just give me the news and allow people to subscribe separately to different kinds of information.	Mar 16, 2010 11:25 AM
34	More job announcements	Mar 16, 2010 11:25 AM
35	More information on workshops and seminars	Mar 15, 2010 2:21 PM

Page 2, Q7. Rate the value of the following content in ARCHIVAL OUTLOOK. Scale: Very valuable, somewhat valuable, not valuable, no opinion

1	I like it all	Mar 26, 2010 10:28 AM
2	Updates on Standards, Best Practices, Protocols	Mar 17, 2010 6:40 AM

Page 2, Q8. How can ARCHIVAL OUTLOOK be a greater resource to you?

1	I am also a member of SLA and really like Information Outlook, their member magazine, for its more in depth articles and columns. It is a cross between AO and Amer. Archivist. I don't want to get rid of Amer. Archivist but I think there is room for an expansion of AO. While I read a lot online, I still like the portability of the magazine to read while I wait for meetings to start. And the very practical bent to Information Outlook on a variety of day-to-day topics, including management, makes it a solid magazine to continue to hold on to years after reading the first time.	Mar 31, 2010 9:26 PM
2	Making the past issue available has already made AO a greater resource.	Mar 31, 2010 4:24 PM
3	More jobs listings and better articles addressing issues of concern to digital archivists and younger archivists.	Mar 31, 2010 1:38 PM
4	I like the content as it is right now.	Mar 31, 2010 12:56 PM
5	Not sure. It is a pretty good resource right now.	Mar 31, 2010 8:49 AM
6	Just keep doing what you're doing. I find a print version much easier to read/absorb--"eye" friendly	Mar 31, 2010 8:16 AM
7	I'm not sure	Mar 31, 2010 7:10 AM
8	Seems fine as is.	Mar 30, 2010 3:26 PM
9	More archival resources - fewer library resources	Mar 30, 2010 2:26 PM
10	Please make an electronic only option available! Sending this out in the mail is such a waste of money and resources.	Mar 30, 2010 2:19 PM
11	Keep it in print. I rarely read online. I love having the print version handy for times when I am waiting for appts and such.	Mar 26, 2010 11:20 AM
12	Be sure to keep it in print. I don't read epub's because I never have time and must work on other tasks when I am at a computer.	Mar 26, 2010 10:28 AM
13	The layout and graphics are dated and font is too small to read	Mar 25, 2010 7:53 AM
14	As it is now, I don't see it as very important. It seems to be more promotional than informational. The print edition looks kind of shoddy (though the writing and ideas are not!). If done well, and perhaps expanded, it could be a really helpful online only resource. Whatever you do, please never use stock photos as other archival and library organizations have done in their publications. Very tacky, indeed!	Mar 24, 2010 8:40 AM
15	I'd like more short, pithy articles on topics of interest to practicing professionals.	Mar 22, 2010 8:02 PM
16	I would be happy to receive this simply as a pdf in my email. I love the paper copy, but could do without it.	Mar 19, 2010 3:32 PM
17	This could easily be an online-only publication. Color and links would help spice it up.	Mar 18, 2010 12:23 PM
18	I like it as it is now	Mar 18, 2010 8:45 AM

Page 2, Q8. How can ARCHIVAL OUTLOOK be a greater resource to you?

19	Publishing some of the short pieces that go into American Archivist. These are often more timely and helpful and by putting them in Outlook, they would "hit the street" sooner.	Mar 17, 2010 6:24 PM
20	I would certainly like the president (and perhaps even the Exec Dir) to tackle more substantive issues in their columns on a more regular basis. In addition, I don't much benefit, usually, from overviews of collections (information on newly acquired collections would be of more interest).	Mar 17, 2010 3:37 PM
21	See response to question 5 above. It used to be so much more information, now it's gone much less. Why?	Mar 17, 2010 12:49 PM
22	Feature state news of professional importance	Mar 17, 2010 11:43 AM
23	A more interesting format with more photos might help.	Mar 17, 2010 10:24 AM
24	I actually like the format and content. The October Archvies month is one of the best!	Mar 17, 2010 8:35 AM
25	it won't come up online on my system...would be nice if it did!	Mar 17, 2010 7:04 AM
26	Better layout and formating, Annual indices online.	Mar 17, 2010 6:40 AM
27	Include more practical, how-to articles.	Mar 17, 2010 6:07 AM
28	fewer tomes from the prez; give those who didn't get picked for the annual meeting an opportunity to give their papers in AO - a paper classroom/session if you will (assuming the AO venue would work) - give more opportunity to member voices	Mar 17, 2010 5:01 AM
29	It would be interesting to have more issues where differences of opinion are strong and present both sides of the argument or policy.	Mar 17, 2010 1:23 AM
30	I'm not sure...	Mar 16, 2010 8:01 PM
31	A job resources section would be nice - not job listings but advice and tips for job hunting.	Mar 16, 2010 7:09 PM
32	I find it invaluable already. Hearing all the different perspectives, from high places and everyday archivists, is an excellent connection to the real world of archivists, socially and politically. I read it cover to cover on the subway going to work. I am impressed with the information, attention to detail, and full presentations of so many events, activities and opinions. All I can say is keep up the good work! I appreciate it very much.	Mar 16, 2010 3:09 PM
33	The news is too dated to be of much use to me. I like the reflective pieces and the information of use in day-to-day professional practice.	Mar 16, 2010 2:44 PM
34	Make it a quarterly, and include more feature articles about things being done in the field. Some of the news items from around the nation and the world can be better shared online.	Mar 16, 2010 1:48 PM
35	I think it is already a great resource.	Mar 16, 2010 1:43 PM

Page 2, Q8. How can ARCHIVAL OUTLOOK be a greater resource to you?

- | | | |
|----|--|-----------------------|
| 36 | I rarely read the paper version of Archival Outlook at this point. A web-friendlier online version (rather than a large PDF of the paper) would be more appealing to me. I would like the option of selecting electronic-only delivery for this. (And it could also be a money saver for the Society.) | Mar 16, 2010 1:17 PM |
| 37 | If you are going to continue this publication, do a complete redesign so that it's appearances is not so dated. I question whether we really need something like this anymore. Just publish the individual items on the Web via a blog or something and save some money. | Mar 16, 2010 11:25 AM |

Page 2, Q10. Which of the following best describes your current position?

1	Combined Library, Archives, and Record Program	Mar 31, 2010 9:26 PM
2	Digital Archivist	Mar 31, 2010 1:38 PM
3	Currently, I'm not able to work full-time in an archive and so also work outside the field.	Mar 30, 2010 2:06 PM
4	laid off and taking archival classes	Mar 24, 2010 8:40 AM
5	Records Manager	Mar 22, 2010 12:37 PM
6	public librarian (former archivist)	Mar 19, 2010 3:32 PM
7	Records Management Specialist	Mar 17, 2010 12:49 PM
8	overseeing archive interns - now and then we discuss reading from SAA publications (often visiting the website)	Mar 17, 2010 8:35 AM
9	student in public history program (no archival track)	Mar 16, 2010 7:09 PM
10	not employed as an archivist	Mar 16, 2010 3:16 PM
11	Retired/Active consultant	Mar 16, 2010 2:31 PM
12	Research organization focused on libraries, archives, museums	Mar 16, 2010 1:47 PM
13	Records manager	Mar 16, 2010 1:45 PM
14	director, special collections	Mar 16, 2010 1:35 PM
15	Consultant	Mar 16, 2010 12:02 PM
16	Unemployed	Mar 16, 2010 11:25 AM