



# ASSOCIATION FOR INSTITUTIONAL RESEARCH 2016-2017 MEMBERSHIP SURVEY

## *EXECUTIVE SUMMARY*

2017

## ACKNOWLEDGMENTS

The AIR Executive Office staff would like to recognize and thank all AIR members who participated in the 2016-2017 Membership Survey. Your feedback is valuable to our continued evaluation and improvement of member benefits and resources. In the coming months, we will communicate improvements to the AIR membership experience, many of which will likely be sparked by ideas shared by members who responded to this survey.

Please direct any questions about the survey design and content to Darlena Jones, Director of Assessment and Research at [djones@airweb.org](mailto:djones@airweb.org) and questions about this executive summary and next steps for data use to Gina Johnson, Strategy Director for IR Capacity Initiatives at [gjohnson@airweb.org](mailto:gjohnson@airweb.org).



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The **Association for Institutional Research (AIR)** is the world's largest professional association for institutional researchers. The organization provides educational resources, best practices and professional development opportunities for more than 4,000 members. Its primary purpose is to support members in the process of collecting, analyzing, and converting data into information that supports decision-making in higher education.

# AIR 2016-2017 MEMBERSHIP SURVEY

## EXECUTIVE SUMMARY OF RESULTS

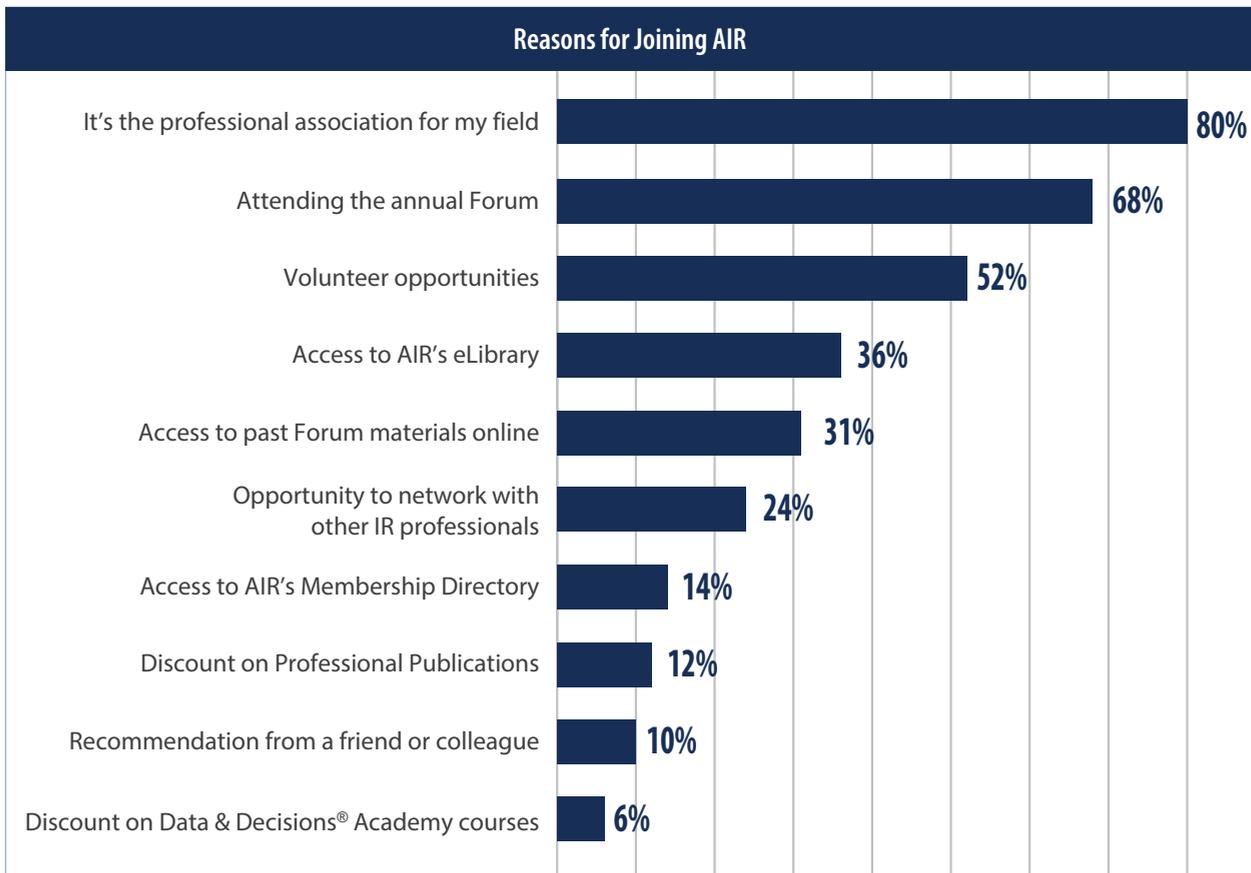
### SURVEY BACKGROUND

During the 2016-2017 membership year (July 1, 2016 to June 30, 2017), AIR members were randomly sorted into four groups for purposes of surveying their satisfaction with their AIR membership. Each of the four quarters during the membership year, one quarter of the members were sent a link to participate in the survey. At the end of the survey process in spring, 2017, the AIR Executive Office had received 884 responses of the 4069 individuals who were sent a link to the survey; a 22% response rate.

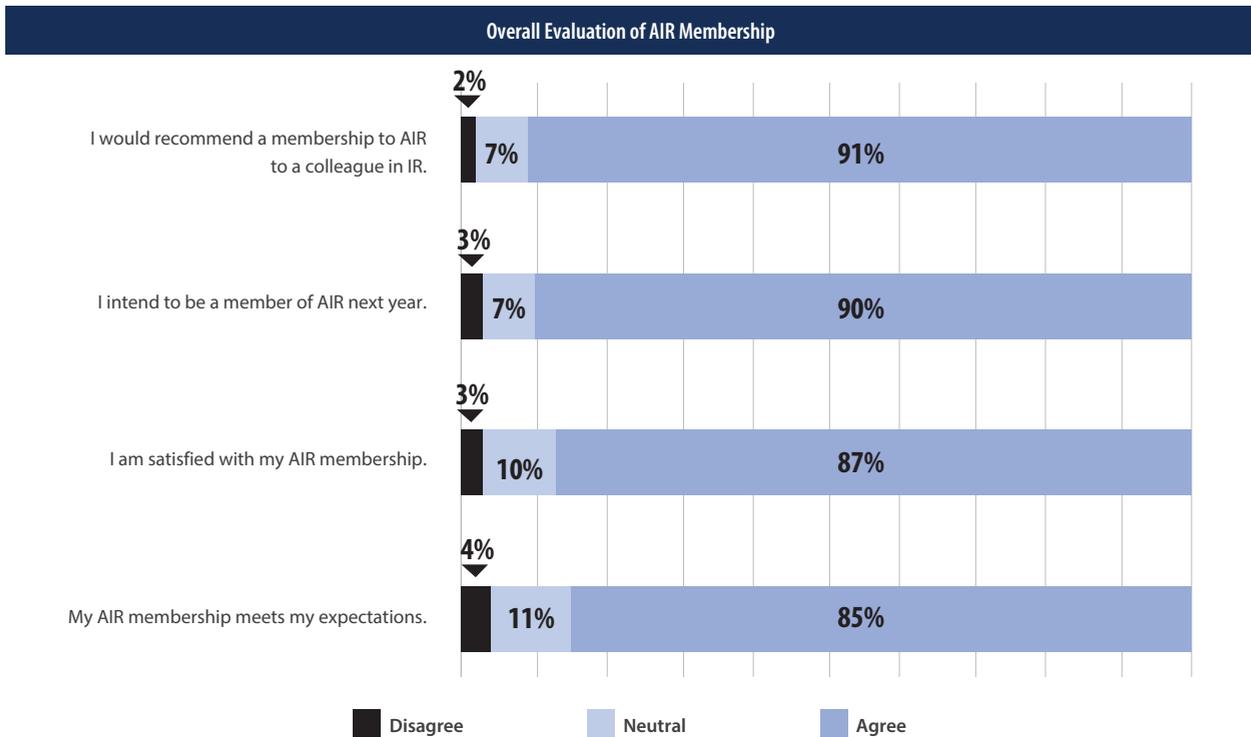
### SURVEY CONTENT

The survey contained both quantitative and text-based measures. The quantitative measures were divided into three main topic areas: reasons for joining AIR, overall evaluation of satisfaction with AIR membership, and measures of the value of various resources and activities provided by AIR. The text-based measures focused on themes of: what aspects of membership are valuable to members, improvements that can be made to membership, and other resources and activities AIR could provide its members.

### QUANTITATIVE RESULTS



The top three reasons members selected for joining the Association for Institutional Research were: “It’s the professional association for my field” (80%), “Attending the annual Forum” (68%), and “Volunteer opportunities” (52%). Respondents were asked to select all options that apply, so the selections do not total to 100%.



In general, AIR members agree that they are satisfied with their AIR membership, with 91% agreeing that they would recommend an AIR membership to a colleague in IR; 90% agreeing that they intend to be a member of AIR in 2017-2018; 87% agreeing that they are satisfied with their AIR membership; and 85% agreeing that AIR membership meets their expectations. Text-based responses were sought as follow-up to those who indicated they did not plan to continue their membership in AIR for 2017-2018, with the most common answers being: 1) the respondent does not plan to attend the 2017 Forum and only renews on years s/he attends Forum and 2) the respondent’s organization will not pay for the membership fee.

<b>Value of AIR Resources and Activities (50% or greater response rate)</b>	<b>Value</b>	<b>Response</b>
Attending Forum sessions	96%	82%
Accessing publications	94%	84%
Networking with AIR members at Forum	93%	81%
Presenting a Forum session or workshop	93%	54%
Accessing special studies of the IR Field	92%	69%
Accessing content in AIR’s eLibrary	91%	75%
Receiving AIR Announcement emails	87%	95%
Reading the eAIR monthly newsletter	87%	94%
Accessing Digital Pass content (Forum recordings)	86%	60%

CONTINUED NEXT PAGE

<b>CONTINUED Value of AIR Resources and Activities (50% or greater response rate)</b>	<b>Value</b>	<b>Response</b>
Accessing the job board	85%	74%
Attending Pre-Forum workshops	85%	63%
Reviewing Forum session or workshop proposals	83%	56%
Reviewing publications	83%	51%
Accessing IPEDS tutorials on AIR website	82%	68%
Opportunity to participate in face-to-face IPEDS workshops	81%	62%
Accessing the member directory	77%	67%
Commenting or reading comments on eAIR articles	75%	61%
Completing AIR research surveys	70%	82%

For this set of quantitative items, respondents were asked: “To what degree are the following AIR resources/activities valuable to you?” For each item, respondents could select from the options: Not at all/slightly, Moderately, or Very/Extremely. Respondents could leave any item blank if they did not feel they could assign a descriptor to its value. To summarize these data, this first table depicts those items for which 50% or more of respondents selected a value option. The value percentage is the total of Moderately plus Very/Extremely valuable. Items are sorted from highest to lowest value.

<b>Value of AIR Resources and Activities (Less than 50% response rate)</b>	<b>Value</b>	<b>Response</b>
Opportunity to participate in Data & Decisions® Academy	80%	43%
Participating in online discussions (website/LinkedIn page)	72%	46%
Submitting a publication	72%	36%
Submitting an article for Professional Files	71%	34%
Scholarships	68%	46%
Contributing to eAIR’s Tech Tips column	67%	35%
Facilitating a Forum session	65%	47%
Contributing to eAIR’s Visual Display of Data column	65%	34%
Running for an AIR leadership position	62%	35%
Nominating a member for an award	59%	44%
Serving on the Forum Advisory Group	59%	33%

Based on the data in these two tables, it is clear that AIR members value attending and participating in the annual Forum, accessing publications, and opportunities to network with institutional research colleagues. They also value communications from AIR, including emails and AIR’s electronic newsletter, eAIR, accessing AIR’s job board, and participating in various volunteer activities.

## RESULTS OF TEXT QUESTIONS

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Responses to open-ended text questions were solicited:

- “What did you like best about these resources/activities?”
- “How can AIR improve these resources/activities?”
- “What other resources/activities should AIR consider providing?”

Results were reviewed and divided into themes for each of the three questions. For purposes of continued evaluation and improvement, AIR Executive Office staff are reviewing each of the following areas for 1) what members like best, 2) areas of improvement, and 3) potential resources and activities AIR may provide. Topical areas include:

- Forum
- Professional Network
- Defining the Field of IR
- Job Board
- Communications and eAIR
- Online Courses
- Professional Development and Resources
- AIR Website
- Publications
- Contributions to Community
- Membership Categories and Needs

### **CONTACT AIR**

Please direct any questions about the survey design and content to Darlena Jones, Director of Assessment and Research at [djones@airweb.org](mailto:djones@airweb.org) and questions about this executive summary and next steps for data use to Gina Johnson, Strategy Director for IR Capacity Initiatives at [gjohnson@airweb.org](mailto:gjohnson@airweb.org).

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Data and Decisions for Higher Education