

## 2022 NNLM MEMBER SURVEY

The 2022 Member Survey was the first establishment survey conducted on behalf of the NNLM.<sup>1</sup> Its purpose was to obtain baseline data to better understand how the current NNLM membership perceives the benefits and value of their membership; their awareness and usage of NNLM services; their communication preferences; awareness of funding opportunities and preferences for future programming, etc. Below a summary of its main findings by section.

### A. BENEFITS & VALUE OF NNLM MEMBERSHIP

- Top 3 reasons for NNLM membership were: Training opportunities (66%), Free informational materials (60%) and No cost membership (46%)
- Top 3 NNLM services that members are aware of: Training opportunities (80%), Free informational materials (79%) and Funding opportunities (60%)
- Top 3 NNLM services used in the last 12 months: Free informational materials (62%), Training opportunities (57%) and MLA specializations (i.e. consumer health, disaster information or data services, 19%).
- In terms of satisfaction with the NNLM Membership, a satisfaction index score (NEC-SIS) of 75.8 (out of 100) was obtained.<sup>2</sup> This means that there is, overall, an above-average level of satisfaction.
- Current NNLM membership is highly likely to recommend this membership to others (md: 8 out of 10)

### B. COMMUNICATIONS

- 99% of survey takers prefer “Email” for NNLM communications, followed by Website (31%) and Newsletters and Blogs (29%)
- Almost all respondents have regular, uninterrupted internet access/broadband (91%); have technical skills for online classes/services (87%) and have access to technology (85%)
- Top 3 barriers to engagement with the NNLM are: lack of time (77%), lack of staffing (66%) and being unsure as to how to engage with the NNLM (44%)

### C. TRAINING AND EDUCATION

- Top 3 topics/speakers for future classes are: Health and Health information (Health literacy, HIV/AIDS services, Mental health, Substance Abuse, etc., 66%), Health Disparity/Health Equity (Environmental determinants of health, access to healthcare, Racial/ethnic/gender minority health or physical disabilities, DEIA, 65%) and Outreach and Engagement (ie. Public Health, All of US, 52%)

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<sup>1</sup> The survey used a simple random sample of the NNLM membership data available. It was an online, single-round, self-administered, cross-sectional survey composed of twenty (20) questions. Survey response rate was 20% with 117 submitted questionnaires collected over three weeks (Nov-Dec 2022).

<sup>2</sup> The NEC-Satisfaction Index Score is the composite of 3 survey-items, namely: expectations met, comparison to ideal and overall satisfaction.

## D. FUNDING

- 61% of survey takers are aware of NNLM's funding opportunities
- Most of them become aware of funding opportunities via email (82%), website (52%) or newsletters and blogs (23%)
- The minimum level for funding to be appealing for application is \$1,000 (31%), \$5,000 (24%) and less than \$500 (9%)
- 20% of survey respondents expressed lack of interest in applying for funding. Of them, 50% stated insufficient staff or time to apply; 40% stated insufficient people or space for new projects.

## E. ORGANIZATIONAL PROFILE

- Top 3 member organization types amongst survey respondents: Public Library (33%), Hospital Library (10%) and Academic Health Sciences Library (9%)
- Top 3 non-English service languages: Spanish (89%), Chinese (26%) and "Other" (21%). Of the latter, top-three "Other" languages were Somali, Navajo, Nepali and Hmong.
- Top 3 most common communities served by these member organizations were: Youth/Teen (13%), Veterans/Senior Citizens/Retirees/Older adults (13%), Families/Parents (11%), Students (including non-traditional, high-school and undergraduates, 10%) and General Public/Community/All (10%)
- Most survey takers were from Very Large Organizations (more than 30 staff members, 29%), followed by Medium-sized (6 to 15 staff members, 25%) or Small (less than 5 staff members, 17%)

## NEC'S RECOMMENDATIONS

- Make the NNLM Member Survey an iterative process. Start with a yearly survey and eventually move to bi-annually.
- Engage in coordinated, centralized, systematic cleaning strategy to improve the quality, completeness, and accuracy of the NNLM member data. Conduct data validity checks at least 2 months prior to new member survey deployment.
- Conduct a coordinated communications strategy before the next Member Survey deployment.