



**ASSOCIATION FOR INSTITUTIONAL RESEARCH
2017-2018 MEMBERSHIP SURVEY
*EXECUTIVE SUMMARY***

2018

ACKNOWLEDGMENTS

AIR would like to thank members who participated in the 2017-2018 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 those who responded to this survey.

Please direct any questions about survey design and content to Darlena Jones, Director of Assessment and Research at djones@airweb.org and questions about this executive summary and next steps for data use to Laurie Register, Director of Member Engagement at lregister@airweb.org.



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The **Association for Institutional Research (AIR)** supports higher education professionals in the collection, analysis, interpretation, and communication of data, and the strategic use of information for effective decision making and planning. AIR provides resources, innovative practices, and professional development opportunities for AIR members and the higher education community, including professionals from institutional research, effectiveness, assessment, planning, and related fields.

AIR 2017-2018 MEMBERSHIP SURVEY

EXECUTIVE SUMMARY OF RESULTS

SURVEY BACKGROUND

The 2017-2018 membership survey launched on July 27, 2018, to 2,516 current members. One reminder email was sent to non-respondents on August 3, 2018, and the survey closed on August 10, 2018. By closing date, AIR had received 800 submissions for a response rate of 32 percent.

SURVEY CONTENT

The survey contained both quantitative and text-based measures. Quantitative measures were divided into three main topic areas: reasons for joining AIR, overall satisfaction with AIR membership, and perceived value of AIR resources and activities.

Text-based measures focused on what aspects of AIR resources/activities were most valuable, ways that AIR can improve those resources/activities, ideas for new resources/activities, the aspect of AIR membership that was most valuable, how the respondent stays current in the IR field outside of AIR, and how AIR can better serve its members.

QUANTITATIVE RESULTS

Reasons for Joining AIR

For AIR members, networking and education are key to keeping current in their careers, especially when those opportunities are offered through a professional association. Nearly 90 percent of survey respondents cited AIR as “the professional association for my field” as their primary reason for joining. The “opportunity to network” (57%) and “access to the AIR eLibrary” (43%) round out the top three reasons for becoming a member.

» Notable member responses

- “It is the ONLY national association specifically tied to IR.”
- “My field is institutional effectiveness, which includes planning, assessment, and Institutional research. AIR provides coverage of all of these areas.”
- “AIR allows institutional researchers to gather together to generate energy and encourage the flow of ideas in order to maintain a healthy profession.”
- “AIR is considered the voice of our entire profession on a national level. I want to be a part of that and know the conversations coming out of it.”
- “AIR is the association for IR professionals who want to look beyond their own backyard for innovative ideas in our field.”

Why did you join AIR? Please choose all that apply.	% Resp
It's the professional association for my field	88%
Opportunity to network with other professionals in the field	57%
Access to AIR's eLibrary (includes online books and <i>Professional Files</i>)	43%
Discount on the annual Forum	41%
Access to past Forum materials online	37%
Recommendation from a friend or colleague	22%
Discount on webinars	22%
Discount on courses	17%
Access to AIR's Member Directory	15%
Discount on Professional Publications (e.g. journals and textbooks)	15%
Volunteer opportunities	12%
Other	6%

Value of AIR Resources and Activities

The annual Forum, resources, studies, publications, and strategic partnerships developed by AIR were the top five items of greatest perceived value among members, according to the survey. When asked to rate those resources and others on a “not valuable” to “extremely valuable” scale, 78 percent of respondents selected the AIR Forum as “very to extremely valuable.” Percentages for the rest of the top five items were AIR resources for the field (73%), studies of the field (71%), AIR publications (66%), and strategic partnerships developed by AIR (64%).

» Notable member responses

- “If you are tasked with an unfamiliar project, it is likely that AIR will either have direct resources to help, or you can reach out to your colleagues and gain direction.”
- “The webinars and online courses are valuable to me particularly because I work at a small rural institution, far from any good training sources.”
- “I find the monthly newsletter to be extremely valuable. It is good to have a regular reminder of the innovations, information, and professional development tools/opportunities available to me.”
- “Having national studies that allow me to place our institution’s IR function in context is very helpful.”
- “The content is 100% relevant to my work.”

To what degree are the following AIR resources, innovative practices, and professional development opportunities valuable to you and/or your employer?	Very / Extremely valuable
AIR Forum	78%
Resources for the field	73%
Studies of the field	71%
AIR publications	66%
Strategic partnerships developed by AIR	64%
Content in AIR's eLibrary	63%
AIR's webinars	61%
The eAIR monthly newsletter	60%
AIR's job board	59%
AIR's courses	58%
IPEDS tutorials on AIR website	52%
Forum Digital Pass content	51%
AIR's announcement emails	51%
Face-to-face IPEDS workshops	49%
AIR's member directory	41%

Overall Evaluation of AIR Membership

Overall, respondents report a high level of satisfaction when it comes to AIR membership, with 89 percent agreeing that they are moderately to strongly satisfied. The same number (89%) said they would recommend an AIR membership to a colleague, and 88 percent agree that the Association's offerings meet their expectations.

Please indicate your level of agreement with the following statements.	Strongly / moderately agree
I am satisfied with my AIR membership.	89%
I would recommend an AIR membership to a colleague.	89%
My AIR membership meets my expectations.	88%

EVALUATION OF TEXT-BASED RESPONSES

At the conclusion of the survey, members were asked to answer three questions. Results were reviewed and divided into themes for each of the three. For purposes of continued evaluation and improvement, AIR is 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

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Data and Decisions for Higher Education