

## REFORMA Membership Survey Results Summary

Part One: General Feedback

Part Two: Communication and Infrastructure

Part Three: National REFORMA and Leadership

Part Four: REFORMA Newsletter Feedback

June 2011

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With the assistance and contributions of  
Carlos Rodriguez, Lucia Gonzalez, Sandra Rios-Balderrama  
and the REFORMA Strategic Planning Committee

## Introductory Statement

This is a summary of all four parts of a REFORMA Membership Survey conducted over a period of four weeks from May 25th—June 22nd, 2011. As this survey was developed and tested by REFORMA members, it has evolved from the initial stages where it became necessary to add, delete, or change certain portions that were deemed confusing, repetitive, or extraneous to the survey as a whole.

In the instances of written response questions, general keyword summaries were composed based on the answers received. The full text of written responses for all four survey parts is also available in the companion document to this summary document; it is titled "COMPLETE REFORMA SURVEY PARTS 1-4\_All Written Responses." Please be aware that the written responses document is now 100 pages total; it may be best to view it electronically versus printing all pages out.

Please be aware that in some instances of this electronic survey conducted through the AMS system, some users (maximum of 9) either went back into their survey to change their answers, or answered the reminder email in addition to their original mailing of their own survey link, and some questions have been answered twice as a result, as the AMS did not delete the original in favor of the update, but retained both answers in the response database. Notations have been made in these instances. Hopefully, this will serve as a positive learning lesson for any future surveys conducted through the AMS.

Special thanks to Lucia and Sandra for their contributions towards the initial construction of survey questions; to the Strategic Planning Committee for their feedback, suggestions, and fine-tuning of the surveys; selected members of REFORMA that served as our testing panel prior to survey release; and to Carlos for his input, guidance, and follow-through that helped to make this four part survey achievable with the AMS.

## REFORMA Membership Survey: Part One

### General Feedback

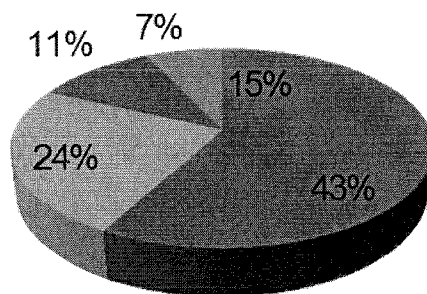
	Total Unique Users	140
1	Why did you join REFORMA?	
	Response Total	Response Percent of 140 Total Unique Users
	Total Responses	136 97%
	Skipped this question	4 3%
	<b>GENERAL SUMMARY OF RESPONSES</b> Networking, Meaning, Learn More, Find Mentors, Latino issues and advocacy, to better serve Latinos, be connected with other Latino librarians, to keep informed, meet like-minded people, support system	
2	What do you expect from REFORMA as a member?	
	Response Total	Response Percent of 140 Total Unique Users
	Total Responses	134 96%
	Skipped this question	6 4%
	<b>GENERAL SUMMARY OF RESPONSES</b> To be a resource, a network, professional development, support, community, continued education about Latino services, mentoring, community, support, representation, advocacy, new ideas, news, updates, training, communication, leadership	
3	What do you expect from REFORMA for Latinos as our service group?	
	Response Total	Response Percent of 140 Total Unique Users
	Total Responses	129 92%
	Skipped this question	11 8%
	<b>GENERAL SUMMARY OF RESPONSES</b> Leadership, advocacy, resources, outreach, network, community, information, recruitment, visibility, ideas, guidance, communication	
4	What do you expect from REFORMA for the profession?	
	Response Total	Response Percent of 140 Total Unique Users
	Total Responses	123 88%
	Skipped this question	17 12%
	<b>GENERAL SUMMARY OF RESPONSES</b> Mentorships, scholarships, networking with other organizations, recruitment, information, leadership development, advocacy, continued education, support, professionalism, professional development, to be more visible, offer training, active visibility and communication with ALA, serve as a resource, provide updates on services	

5	What FACILITATED your joining REFORMA and becoming involved?		
		Response Total	Response Percent of 140 Total Unique Users
	Total Responses	129	92%
	Skipped this question	11	8%
GENERAL SUMMARY OF RESPONSES Invitation, found it independently, knew a member, found out from an article, learned about it in MLIS courses, local chapter, learned about it from ALA, ALA spectrum, wanted to network with other Latinos, hearing members speak in library classes, the website, Google, CLA, scholarship application, a workshop, Knowledge River, co-workers			
6	What HINDERED your joining REFORMA and becoming involved?		
		Response Total	Response Percent of 140 Total Unique Users
	Total Responses	123	88%
	Skipped this question	17	12%
GENERAL SUMMARY OF RESPONSES Hadh't heard of it before, money, cliques, no representation at college fairs, website issues, listserv issues, not knowing anyone in the organization, political issues a turn off, no regular communication, not near a chapter, time and travel constraints, membership problems, organization problems, too busy, intimidation, personal attacks by members, not knowing about it, internal politics			
7	What role do members expect REFORMA National to play: INWARDLY (for members)?		
		Response Total	Response Percent of 140 Total Unique Users
	Total Responses	99	71%
	Skipped this question	41	29%
GENERAL SUMMARY OF RESPONSES Leadership, networking, support, equitable treatment among members, mentorship, new information and resources, communication, help members with networking and employment, more conferences, training and learning opportunities, chapter support, mentoring, recruiting			
8	What role do members expect REFORMA National to play: OUTWARDLY (as we relate to others outside membership)?		
		Response Total	Response Percent of 140 Total Unique Users
	Total Responses	99	71%
	Skipped this question	41	29%
GENERAL SUMMARY OF RESPONSES Be more vocal, inform members of what other organizations are doing, represent nationally, support chapters more, advocacy, leadership, recruitment, information resource, promotional, network with other organizations, maintain a high profile, marketing, outreach, communication, collaboration			
REFORMA Membership Survey June 2011 Results Summary			

9	What are we doing successfully as an organization?		
		Response Total	Response Percent of 140 Total Unique Users
	Total Responses	103	74%
	Skipped this question	37	26%
	<b>GENERAL SUMMARY OF RESPONSES</b> Guidance, resources, representation, visibility, listserv, scholarships, serving as a resource, communication, networking, conferences, fundraising, recruitment, communication, leadership, connecting people		
10	What are we NOT doing successfully as an organization?		
		Response Total	Response Percent of 140 Total Unique Users
	Total Responses	103	74%
	Skipped this question	37	26%
	<b>GENERAL SUMMARY OF RESPONSES</b> Mentoring, Leadership development, giving priority to east and west coast chapters, using technology, listserv for personal uses, recruitment, fundraising, visibility to other organizations outside of librarianship, no clear mission or vision, coordination with other library organizations, disorganized, outreach, ending reformanet, no archived history, communication, advertising, website, no internships, more communication with chapters, need more chapters, membership renewals		
11	Do you have suggestions as to how we can draw more people to REFORMA and increase membership?		
		Response Total	Response Percent of 140 Total Unique Users
	Total Responses	104	74%
	Skipped this question	38	26%
	<b>GENERAL SUMMARY OF RESPONSES</b> Publicity, more pachangas with non-reforma members, better organization, more mentoring, do more online, offer professional development, be active in library schools, creating student chapters, "cross-pollination" with other library organizations, reach out to past members, work on increasing number of Latino librarians, publish news articles, letters to current and former members, outreach campaign to new librarians/nmrt, more and newer resources, strengthen local chapters, initiatives, open membership to more non-Latinos, work with Latino organizations, more conferences, chapters need more local events for non-members, go work with school librarians, stay in touch with current membership, advertise on local Spanish radio, get Latino celebrities to work with, volunteer opportunities, job center for bilingual professionals, marketing, leadership positions should have 2 year terms, more meetings at annual and midwinter, create a paraprofessional arm, collaborate with chapters with promotional materials		

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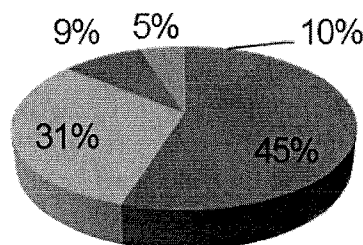
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2	How efficient are we in guaranteeing continuity and fluidity within the organization?		
		Response Total	Response Percent of 166 Total Responses
	Excellent	17	10%
	Good	74	45%
	Neutral	52	31%
	Fair	15	9%
	Poor	8	5%
			Response Percent of 164 Total Unique Users
	Total Responses	166	101%
	Skipped this question	6	4%
	Answered this question more than once	8	5%

### QUESTION #2 RESPONSES

■ EXCELLENT ■ GOOD ■ NEUTRAL ■ FAIR ■ POOR



3	What are the strengths of our infrastructure?		
		Response Total	Response Percent of 164 Total Unique Users
	Total Responses	92	56%
	Skipped this question	72	44%
	Answered this question more than once	0	---
	<b>GENERAL SUMMARY OF RESPONSES</b> Listserv, Sandra, chapters, communication, AMS, the mission, website, exec board, leadership, advocacy, membership, organizational growth, commitment, newsletter, passion, volunteers, web manager, chapter autonomy, grassroots involvement		

4	What are the weaknesses of our infrastructure?		
		Response Total	Response Percent of 164 Total Unique Users
	Total Responses	91	55%
	Skipped this question	73	45%
	Answered this question more than once	0	---

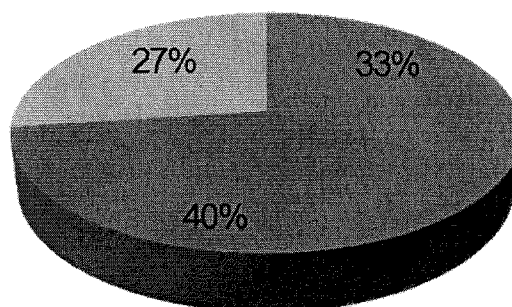
#### GENERAL SUMMARY OF RESPONSES

No way to get involved, no knowledge base, twitter and facebook, chapter/national communication, same people, succession and leadership development, fundraising, communication, no newsletters, too few people doing too many things, not many activities for librarians outside of publics, membership issues, offensive behavior by some members, no financial structure, permanent location, overly bureaucratic, not enough information, too small/tight a group, no online space for discussions, chapters struggling, no clear policies for officers, no mentoring, too many emails on listserv, no more listserv, more scholarships, smaller board, president and vice-president need to serve more together, meetings at ALA conferences not listed anywhere, no executive officer, little communication, late newsletters

5	Is REFORMA prepared to promote library and information services to a growing population of 50.5 million Latinos?		
		Response Total	Response Percent of 164 Total Responses
	Yes	54	33%
	I Don't Know	66	40%
	No	44	27%
			Response Percent of 164 Total Unique Users
	Total Responses	164	100%
	Skipped this question	10	6%
	Answered this question more than once	10	6%

### QUESTION #5 RESPONSES

■ YES ■ I DON'T KNOW ■ NO





6	If you answered "No" to question #5, how can we meet this challenge?		
		Response Total	Response Percent of 164 Total Unique Users
	Total Responses	54	33%
	Skipped this question	110	67%
	Answered this question more than once	0	---
	<p>GENERAL SUMMARY OF RESPONSES</p> <p>(NOTE SOME USERS THAT DID NOT MARK "NO" ANSWERED THIS QUESTION DESPITE THE INSTRUCTION)</p> <p>Recruitment, mentoring, more social media use, use Spanish-speaking media to become more visible to the public, more networking and leadership development opportunities, partnerships with national organizations/corporations, support chapters more, need full time staff, develop a strategic plan, better financial planning, utilize technology more, develop a better structure, focus less on immigration issues, should have a chapter in every state, more legislative action, better communication, marketing plan, grassroots programming and outreach, more scholarships, communicate with those outside of the organization, need more money, more regional meetings, webinars</p>		
7	What are the top three issues (current and future) that you see FACILITATING the recruitment of Latinos to librarianship?		
		Response Total	Response Percent of 164 Unique Users
	Most important:	125	76%
	2nd most important:	104	63%
	3rd most important:	73	45%
	Total Responses	116	71%
	Skipped this question	48	29%
	Answered this question more than once	0	---
	<p>MOST IMPORTANT</p> <p>GENERAL SUMMARY OF RESPONSES</p> <p>Demand/need, mentoring, money, visibility, marketing and awareness, re-imagining the profession, role models, scholarships, the Spanish language, recruitment/outreach, job availability, growing population, mentoring, Knowledge River</p>		
	<p>2<sup>ND</sup> MOST IMPORTANT</p> <p>GENERAL SUMMARY OF RESPONSES</p> <p>Outreach, funding, jobs, awareness, recruitment, mentoring, website, more conferences, retention, support, visibility, biculturalism, promotions, networking, presentations to the community, family literacy, academic prep, educating library admin. &amp; directors on value of bilingual/bicultural librarians</p>		
	<p>3<sup>RD</sup> MOST IMPORTANT</p> <p>GENERAL SUMMARY OF RESPONSES</p> <p>Diversity of working styles, education, mentoring, online MLIS programs, marketing, greater inclusion of Latino topics in MLIS programs, career fairs, creating opportunity, activism, encouragement, funding, support, giving back to the community, biliteracy, DREAM act, recruitment, use of technology, more chapters, starting early with Latino children, lobby with local chapters to make changes at the grassroots level</p>		

8	What are the top three issues (current and future) that you see OBSTRUCTING the recruitment of Latinos to librarianship?		
		Response Total	Response Percent of 164 Unique Users
	Most important:	124	76%
	2nd most important:	112	68%
	3rd most important:	86	52%
	Total Responses	115	70%
	Skipped this question	49	30%
	Answered this question more than once	0	---
	<p><b>MOST IMPORTANT</b>  <b>GENERAL SUMMARY OF RESPONSES</b>            Racism, lack of funding, lack of visibility, lack of mentors, politics, image of profession, undocumented youth, money, opportunities, language barrier, librarian stereotypes, economy, lack of job growth in field, lack of excitement, lack of diverse library administrators, lack of educational opportunities, lack of relevance, lack of support, "diversity fatigue," lack of dynamic changes in the field and recruitment, low salaries, status quo behavior/ attitudes</p>		
	<p><b>2<sup>ND</sup> MOST IMPORTANT</b>  <b>GENERAL SUMMARY OF RESPONSES</b>            Budget cuts, lack of involvement, low pay, expensive MLIS programs, retention problems, lack of visibility, lack of education opportunities, image, location, lack of jobs in field, no recruiting, no outreach, little chance for promotions, lack of visible leaders in field, "glass ceiling," money, cultural barriers, the economy, salaries, no information, no support/ welcoming into LIS field, lack of awareness/ knowledge of the profession, lack of respect for the profession</p>		
	<p><b>3<sup>RD</sup> MOST IMPORTANT</b>  <b>GENERAL SUMMARY OF RESPONSES</b>            Low pay, lack of visibility, no jobs, no visible Latino librarians, no financial aid, no jobs fairs at colleges for recruitment, lack of interest in field, education, lack of outreach, stereotypes, recognition of the profession, lack of role models, fragmentation of the library community, no entry level positions, financial support, "diversity fatigue"</p>		

9	What are the top three issues (current and future) that you see FACILITATING the delivery of library services to Latinos?		
		Response Total	Response Percent of 164 Unique Users
	Most important:	106	64%
	2nd most important:	88	54%
	3rd most important:	64	39%
	Total Responses	98	60%
	Skipped this question	66	40%
	Answered this question more than once	0	---
<b>MOST IMPORTANT</b> <b>GENERAL SUMMARY OF RESPONSES</b> Collaboration, funding, bilingual materials, growing population, bilingual/bicultural staff, outreach/marketing, access, technology, pressure from REFORMA, listservs, advocacy, better informed library administrators, direction from national to the chapters for grassroots work			
<b>2<sup>ND</sup> MOST IMPORTANT</b> <b>GENERAL SUMMARY OF RESPONSES</b> Newer Spanish materials, outreach to community, more services to community, bilingual/bicultural staff, stronger marketing & outreach in general, greater sensitivity by library administrators, role models, better information sources/collection development, courses in library for Spanish speakers, new professionals, more professional promotion for bilingual/bicultural staff			
<b>3<sup>RD</sup> MOST IMPORTANT</b> <b>GENERAL SUMMARY OF RESPONSES</b> Advocacy, cultural awareness, improved technology usage, heritage activities, demand, programming, grants, bilingual/bicultural staff, community feedback			

10	What are the top three issues (current and future) that you see OBSTRUCTING the delivery of library services to Latinos?		
		Response Total	Response Percent of 164 Unique Users
	Most important:	112	68%
	2nd most important:	97	59%
	3rd most important:	66	40%
	Total Responses	104	63%
	Skipped this question	60	37%
	Answered this question more than once	0	---
	<p><b>MOST IMPORTANT</b>  <b>GENERAL SUMMARY OF RESPONSES</b>            Budget funding, not competent library staff, lack of targeted recruitment of bilingual/bicultural library staff, political backlash, anti-immigrant culture, lack of patron awareness, language, the economy, unsupportive library administration, bias, lack of understanding, lack of outreach, lack of priority, closing of libraries in heavily populated Latino areas, attitudes, racism, lack of representation, not seen as a priority among admin., technology access</p>		
	<p><b>2<sup>ND</sup> MOST IMPORTANT</b>  <b>GENERAL SUMMARY OF RESPONSES</b>            Lack of welcoming community, no bilingual/bicultural staff, no support, lack of budget, prejudices, need for more community connections, no advocacy, poor collections, anti-immigrant sentiments, no role models, unqualified personnel, money, ignorance of staff, no marketing, library admin. not making sufficient changes</p>		
	<p><b>3<sup>RD</sup> MOST IMPORTANT</b>  <b>GENERAL SUMMARY OF RESPONSES</b>            Community doesn't see people who look like they do, racism, lack of outreach, language barrier, money, lack of awareness, untrained staff, lack of knowledge, lack of professional support, lack of understanding, lack of funds, no leadership, not enough Latino library administrators</p>		
11	Where would you like to see REFORMA in 15 years?		
		Response Total	Response Percent of 164 Unique Users
	Total Responses	100	61%
	Skipped this question	64	39%
	<p><b>GENERAL SUMMARY OF RESPONSES</b>            Consulting, partnering with other organization, being a leader, a strong voice, a role model, an advocate, vibrant, with chapters in all states, with personal and professional development opportunities, strong, making social and political changes, educating library workers, outreaching, double in membership, on the same level as ALA, proactive, technologically savvy, unified, less politics among members, more conferences/mini-conferences, diversified membership, providing key next best practices and business models, stronger political presence in Washington, D.C., a more integrated membership, stronger financial/organizational structure, more scholarships, more resources, known as the authority on Latino services and Spanish speaking materials, fully staffed, focusing on education rather than politics, a distinguished presence world-wide, more newsletters and current news notifications</p>		

## REFORMA Membership Survey: Part Three National REFORMA and Leadership

Total Unique Users	135
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1 What do you see as the primary role of National REFORMA?

	Response Total	Response Percent of 135 Unique Users
Total Responses	112	83%
Skipped this question	23	17%
Answered this question more than once	0	---

### GENERAL SUMMARY OF RESPONSES:

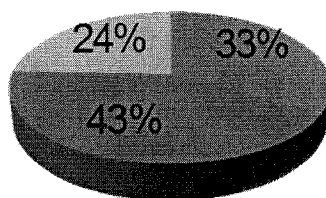
Keeping chapters involved and updated, promoting library services for all people of color, to educate librarians about the need for services for Latinos, provide leadership, represent Latino library professionals and lobby nationally, provide mentorship, provide professional development, advocacy, be a source of support, coordinate conferences, build a knowledgebase, provide resources, networking, recruitment, promote librarianship & literacy, set goals and strategic planning, serve as a bridge to the Latino community/ serve as a resource on the Latino community to the library communities, education

2 Do you have a good understanding of how REFORMA is currently structured and organized?

	Response Total	Response Percent of 139 Total Responses
Yes	46	33%
Somewhat	59	42.5%
No	34	24%
		Response Percent of 135 Unique Users
Total Responses	139	103%
Skipped this question	5	4%
Answered this question more than once	9	7%

### QUESTION #2 RESPONSES

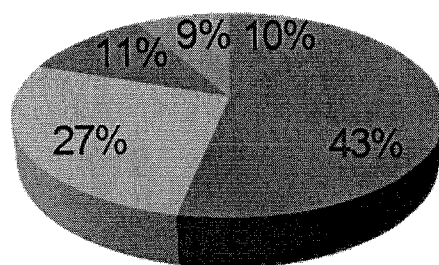
■ YES ■ SOMEWHAT ■ NO



3	How would you rate National REFORMA's Leadership's communication with the members?		
		Response Total	Response Percent of 138 Total Responses
	Excellent	14	10%
	Good	59	43%
	Neutral	37	27%
	Fair	16	11%
	Poor	12	9%
			Response Percent of 135 Unique Users
	Total Responses	138	102%
	Skipped this question	6	4%
	Answered this question more than once	9	7%

## QUESTION #3 RESPONSES

■ EXCELLENT   ■ GOOD   ■ NEUTRAL   ■ FAIR   ■ POOR



4	What do you see as the primary role of the Chapters?		
		Response Total	Response Percent of 135 Unique Users
	Total Responses	119	88%
	Skipped this question	25	12%
	Answered this question more than once	9	7%

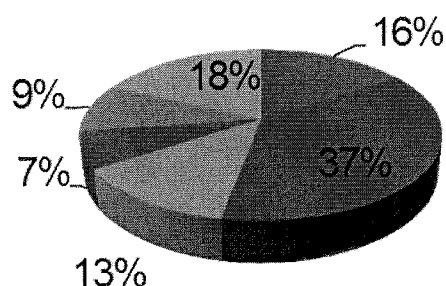
**GENERAL SUMMARY OF RESPONSES:**

Provide leadership at the local level, support national, keep local members informed, serve as an advocate at the local level, fundraising and local outreach, promote literacy locally, provide national visibility at the local level, recruitment, support at the local level, networking & professional development at the local level, not sure, information sharing, to create local agendas, to work closely with national and local areas

5	How would you rate your Chapter's overall Leadership, Outreach, and Communications?		
		Response Total	Response Percent of 136 Total Responses
	Excellent	22	16%
	Good	50	37%
	Neutral	17	13%
	Fair	10	7%
	Poor	12	9%
	I am not affiliated with a Chapter	24	18%
			Response Percent of 135 Unique Users
	Total Responses	136	101%
	Skipped this question	8	6%
	Answered this question more than once	9	7%

**QUESTION #5 RESPONSES**

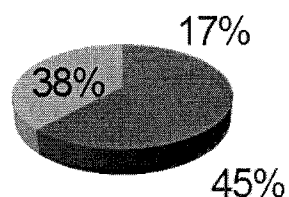
■ EXCELLENT    ■ GOOD    ■ NEUTRAL  
 ■ FAIR    ■ POOR    ■ NOT AFFILIATED



6	Do you have a good understanding of how National REFORMA does business?		
		Response Total	Response Percent of 134 Total Responses
	Yes	23	17%
	Somewhat	60	45%
	No	51	38%
			Response Percent of 135 Unique Users
	Total Responses	134	99%
	Skipped this question	10	8%
	Answered this question more than once	9	7%

## QUESTION #6 RESPONSES

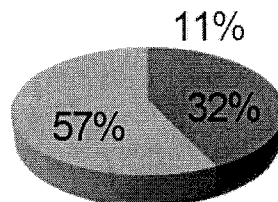
■ YES ■ SOMEWHAT ■ NO



7	Do you have a good understanding of our financial structure?		
		Response Total	Response Percent of 135 Total Responses
	Yes	15	11%
	Somewhat	43	32%
	No	77	57%
			Response Percent of 135 Unique Users
	Total Responses	135	100%
	Skipped this question	9	7%
	Answered this question more than once	9	7%

## QUESTION #7 RESPONSES

■ YES ■ SOMEWHAT ■ NO

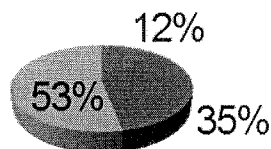




8	Do you know how your membership fees are allocated and spent?		
		Response Total	Response Percent of 135 Total Responses
	Yes	16	12%
	Somewhat	48	35%
	No	71	53%
			Response Percent of 135 Unique Users
	Total Responses	135	100%
	Skipped this question	9	7%
	Answered this question more than once	9	7%

## QUESTION #8 RESPONSES

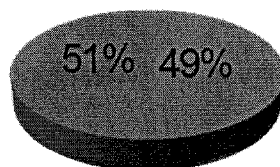
■ YES ■ SOMEWHAT ■ NO



9	Would you support an increase to the membership dues to support the work of REFORMA?		
		Response Total	Response Percent of 128 Total Responses
	Yes	63	49%
	No	65	51%
			Response Percent of 135 Unique Users
	Total Responses	128	95%
	Skipped this question	16	12%
	Answered this question more than once	9	7%

## QUESTION #9 RESPONSES

■ YES ■ NO

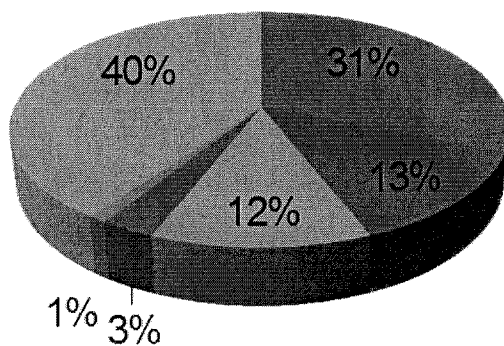


10	We are in the process of establishing a foundation as a fundraising arm of our organization. How do you envision this foundation enhancing our mission or improving our financial structure?		
		Response Total	Response Percent of 135 Unique Users
	Total Responses	84	62%
	Skipped this question	60	44%
	Answered this question more than once	9	7%
<p><b>GENERAL SUMMARY OF RESPONSES:</b></p> <p>Providing funding, support for REFORMA's efforts, to provide a means for donations, it will help tremendously, hopefully will create partnerships with other organizations, money is tight right now—it might not be a good time for it, don't know what a foundation is/ what the purpose of a foundation is, will be good for creating more scholarships, don't ask membership for more money, what will be the relationship w/ the board, can provide workshops &amp; training, it is a good idea—other associations have one, should be clearly defined and transparent, corporate matching grants, can attract more publicity to the organization, a “colossal waste of time,” monies should be spent on professional development &amp; recruitment, will provide more financial stability, the foundation would free up leadership to stop focusing on financial issues, national can rely on foundation for \$\$ instead of local chapters</p>			

11	If you have been with REFORMA since 2003, how would you rate the value of having a paid Office Manager working 10 hours a week to support REFORMA's operations?		
		Response Total	Response Percent of 127 Total Responses
	Has greatly made a difference in REFORMA activities and communication	40	31%
	Has somewhat made a difference in REFORMA activities and communication	16	13%
	Neutral	15	12%
	Has not made much of a difference in REFORMA activities and communication	4	3%
	Has not made a difference at all in REFORMA activities and communication	1	1%
	N/A	51	40%
			Response Percent of 135 Unique Users
	Total Responses	127	94%
	Skipped this question	17	13%
	Answered this question more than once	9	7%

### QUESTION #11 RESPONSES

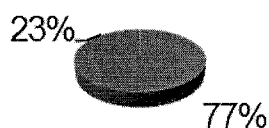
■ HAS GREATLY ■ HAS SOMEWHAT ■ NEUTRAL ■ HAS NOT ■ HAS NOT AT ALL ■ N/A



12	As a national organization REFORMA's work has become more involved. Do you support having a full-time paid Executive Director?		
		Response Total	Response Percent of 124 Total Responses
	Yes	96	77%
	No	28	23%
			Response Percent of 135 Unique Users
	Total Responses	124	92%
	Skipped this question	20	15%
	Answered this question more than once	9	7%

## QUESTION #12 RESPONSES

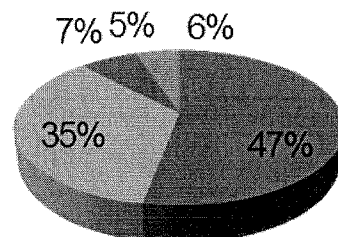
■ YES ■ NO



13	How would you rate REFORMA's election process?		
		Response Total	Response Percent of 131 Total Responses
	Excellent	8	6%
	Good	61	47%
	Neutral	46	35%
	Fair	9	7%
	Poor	7	5%
			Response Percent of 135 Unique Users
	Total Responses	131	97%
	Skipped this question	13	9%
	Answered this question more than once	9	7%

## QUESTION #13 RESPONSES

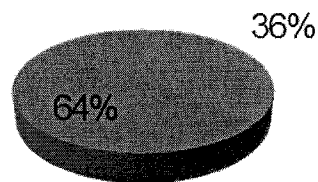
■ EXCELLENT ■ GOOD ■ NEUTRAL ■ FAIR ■ POOR



14	Have you ever considered running for REFORMA elected office?		
		Response Total	Response Percent of 131 Responses
	Yes	48	36%
	No	83	64%
			Response Percent of 135 Unique Users
	Total Responses	131	97%
	Skipped this question	13	9%
	Answered this question more than once	9	7%

## QUESTION #14 RESPONSES

■ YES ■ NO



15	If you answered "No", what do you feel have been the barriers preventing you from considering running for elected office?		
		Response Total	Response Percent of 83 "No" Answers
	Total Responses	78	94%
	Skipped this question	66	----

## GENERAL SUMMARY OF RESPONSES

Not enough time, retired, non-Latino, not enough experience with/knowledge of REFORMA, not clear on responsibilities or election process, haven't had the desire, new to the profession, concerned about perceived biases, don't speak Spanish, don't belong to a chapter, health/too old, lack of information, don't want the extra workload, don't like the politics involved, like a "country club," poor communication from national not encouraging

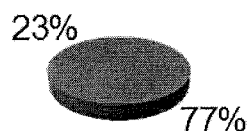
## REFORMA Membership Survey: Part Four

### REFORMA Newsletter Feedback

	Total Unique Users	142
1	Is our Newsletter up to standards?	
	Response Total	Response Percent of 132 Total Responses
	Yes	101 77%
	No	31 23%
		Response Percent of 142 Unique Users
	Total Responses	132 93%
	Skipped this question	17 12%
	Answered this question more than once	7 5%

#### QUESTION #1 RESPONSES

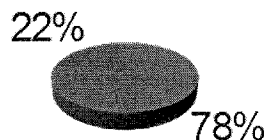
■ YES ■ NO



2	Is our Newsletter a significant reward/benefit of membership?	
	Response Total	Response Percent of 135 Total Responses
	Yes	105 78%
	No	30 22%
		Response Percent of 142 Unique Users
	Total Responses	135 95%
	Skipped this question	14 10%
	Answered this question more than once	7 5%

#### QUESTION #2 RESPONSES

■ YES ■ NO



3	Is our Newsletter effective in communicating the organization's work, accomplishments, trends in services to Latinos, current book reviews?		
		Response Total	Response Percent of 135 Total Responses
	Yes	104	77%
	No	31	23%
			Response Percent of 142 Unique Users
	Total Responses	135	95%
	Skipped this question	7	5%
	Answered this question more than once	0	---

## QUESTION #3 RESPONSES

■ YES ■ NO



4	Do you use the book reviews in the newsletter?		
		Response Total	Response Percent of 138 Total Responses
	Yes	99	72%
	No	39	28%
			Response Percent of 142 Unique Users
	Total Responses	138	97%
	Skipped this question	11	8%
	Answered this question more than once	7	5%

## QUESTION #4 RESPONSES

■ YES ■ NO

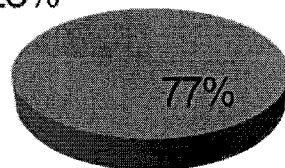


5	Does our Newsletter provide information and stories that you need and want?		
		Response Total	Response Percent of 136 Total Responses
	Yes	105	77%
	No	31	23%
			Response Percent of 142 Unique Users
	Total Responses	136	96%
	Skipped this question	13	9%
	Answered this question more than once	7	5%

## QUESTION #5 RESPONSES

■ YES ■ NO

23%



6	What areas would you like to see the newsletter address?		
		Response Total	Response Percent of 142 Unique Users
	Total Responses	81	57%
	Skipped this question	61	43%
	Answered this question more than once	0	---

## GENERAL SUMMARY OF RESPONSES

More members news coverage (e.g., who is moving, who is doing what), job openings, Latino advocacy news/ issues, new programs for Latinos, best practices, more articles from academic libraries, news from chapters, going electronic, articles in Spanish, publishing more regularly, grant opportunities, local news and issues, highlight one chapter for each issue, legislation news, recruitment and retention issues, programming tip of the month, more glbtq reviews, trends, more articles on services vs. book reviews, ideas and photos of successful programs, highlight member achievements, article featuring a member each issue, more on programming, getting more political, personal interviews/ suggestions with other REFORMA members, historical archives, limiting number of book reviews per reviewer, articles on bilingual education, articles on non-Hispanic members and why they are a member, Knowledge River articles, adding new reviewers, stories about the older members from the 70s/80s and what they're up to, innovation in admin., booktalks, new resources, Latino library events, chapter reps need to be involved to contribute to the newsletter their chapter news, community issues and outreach, more book reviews, articles on new librarians, list new members, acquisition of Spanish language materials, technology



7	What improvements or suggestions would you like to make regarding the newsletter to make it more useful for you as a reader and REFORMA member?		
		Response Total	Response Percent of 142 Unique Users
	Total Responses	81	57%
	Skipped this question	61	43%
	Answered this question more than once	0	---

#### GENERAL SUMMARY OF RESPONSES

Have it online, use a QR code, share w/ social media, consistent publication with consistent columnists, more Spanish language materials, change color/format, have a chapter highlights section, job opportunities, make it interactive, less academic in tone, articles in Spanish, more in-depth articles on current issues/trends, review historical moments in REFORMA's past, more job searching/resume help articles, showcasing Hispanic/Latino librarians, make it available to the public via advertising, needs to be quarterly/indexed/digitally available online, book reviews are redundant/repetitive, Latino parenting issues, have a call out on listserv for contributors before publishing, have a felicitades page, digitize past issues, job leads, at least 3 times a year published, publicize upcoming events, more local stories, "a day in the life" articles, post where members can comment on articles, etc.

8	Would you read the newsletter if it was completely online?		
		Response Total	Response Percent of 140 Total Responses
	Yes	116	83%
	No	24	17%
			Response Percent of 142 Unique Users
	Total Responses	140	99%
	Skipped this question	6	4%
	Answered this question more than once	4	3%

#### QUESTION #8 RESPONSES

