



american
institute for
conservation

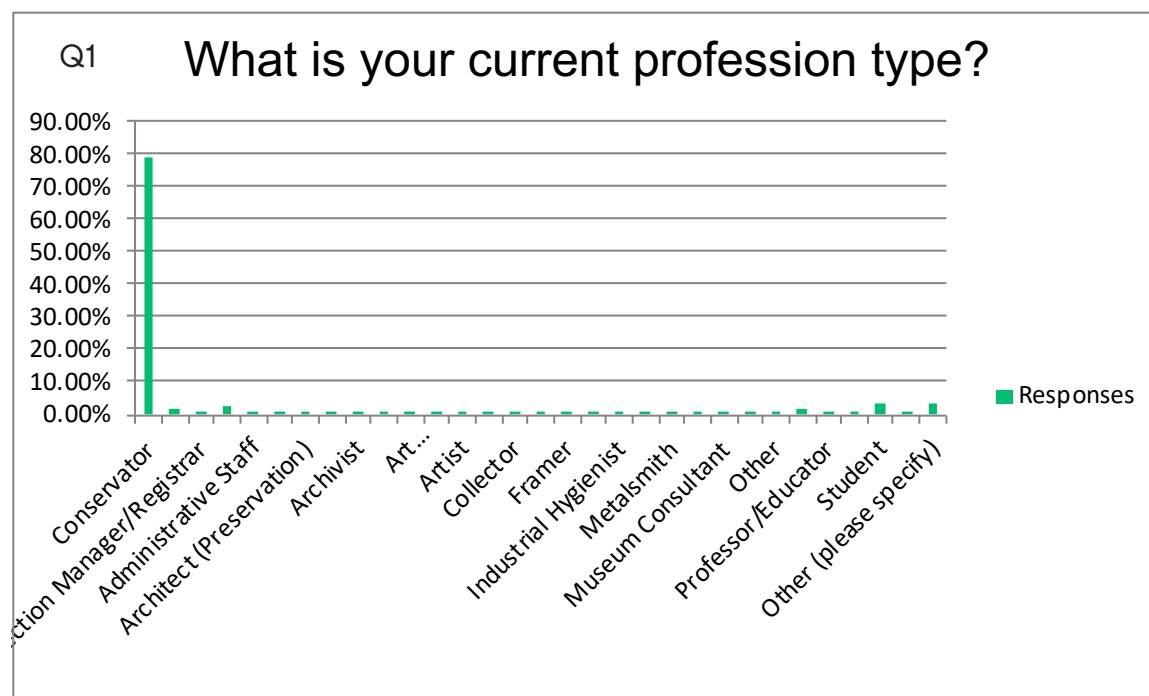
**Preserving Cultural
Heritage**

2019
**Membership
Satisfaction**
Survey Results

Notes:

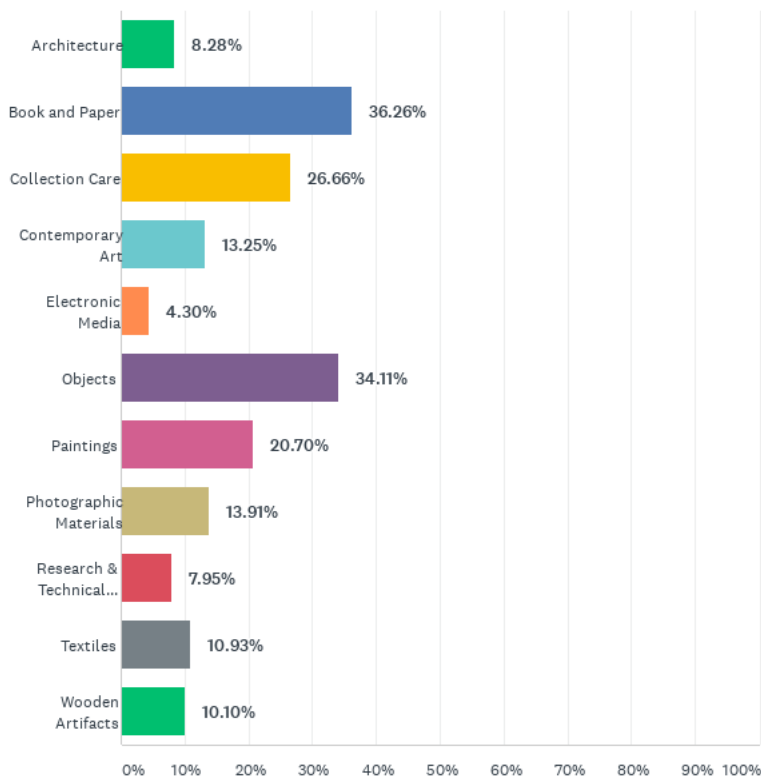
This survey opened on September 1, 2019, with final responses coming in on October 20, 2019.

- This membership survey covered opinions on the value of membership, benefits, and outreach, and covered a variety of demographic topics, such as employment and identity.
- A total of 612 members responded to the survey, which is about 19% of our total 2019 membership of 3,285 people.
- A majority of respondents are conservators (80%), conservation scientists (3%), and students (3%), with a small representative of a variety of other related fields.



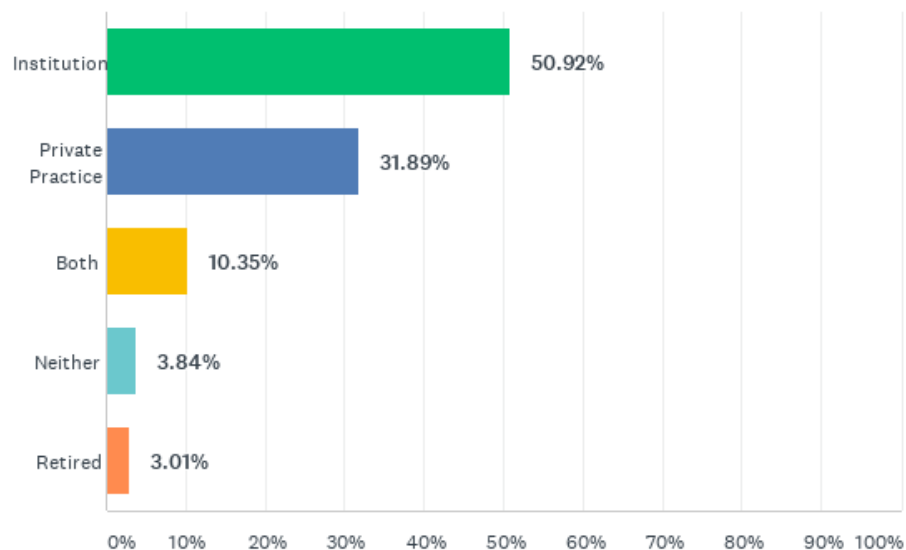
Nearly 80% of 611 total respondents identified as conservator. Most "Other" responses were retirees or could be slotted into the other categories. The two second-highest respondents were conservation scientists (2.5%) and student (2.9%).

Q2 What are your specialties? Check all that apply (if any).



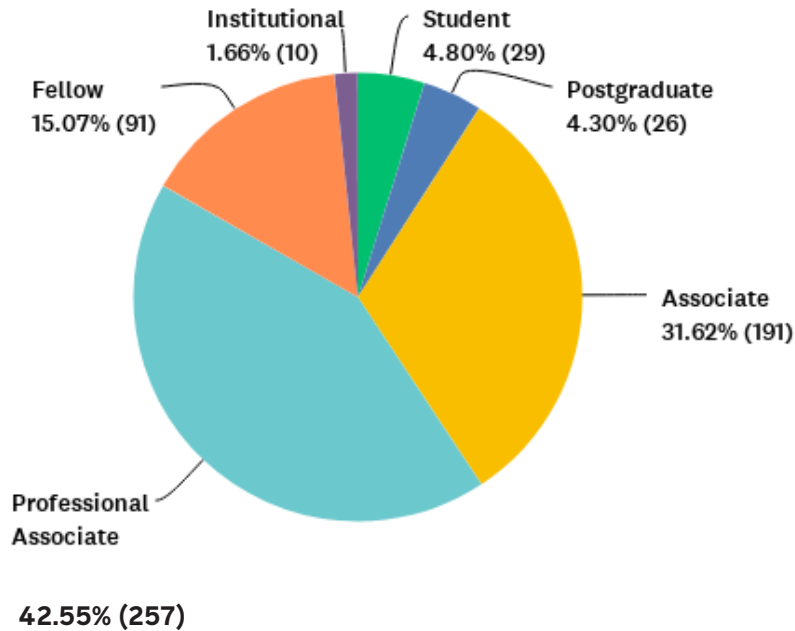
About 35% of respondents identified as book and paper conservators, and another 35% as objects conservators, which tracks with our two largest specialty groups.

Q3 What is your work practice type (if applicable)?



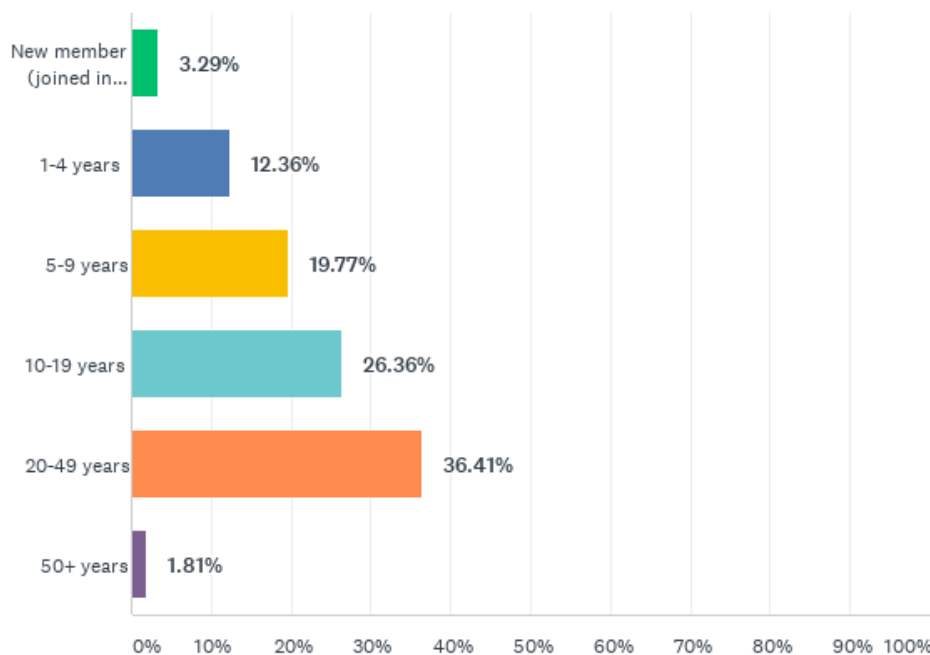
Just over half of respondents identified as employed within an institution, with another 32% in private practice. Just over ten percent supplement institutional work with a private practice, while about seven percent are either retired or may be students or looking for work.

Q4 What is your membership type?



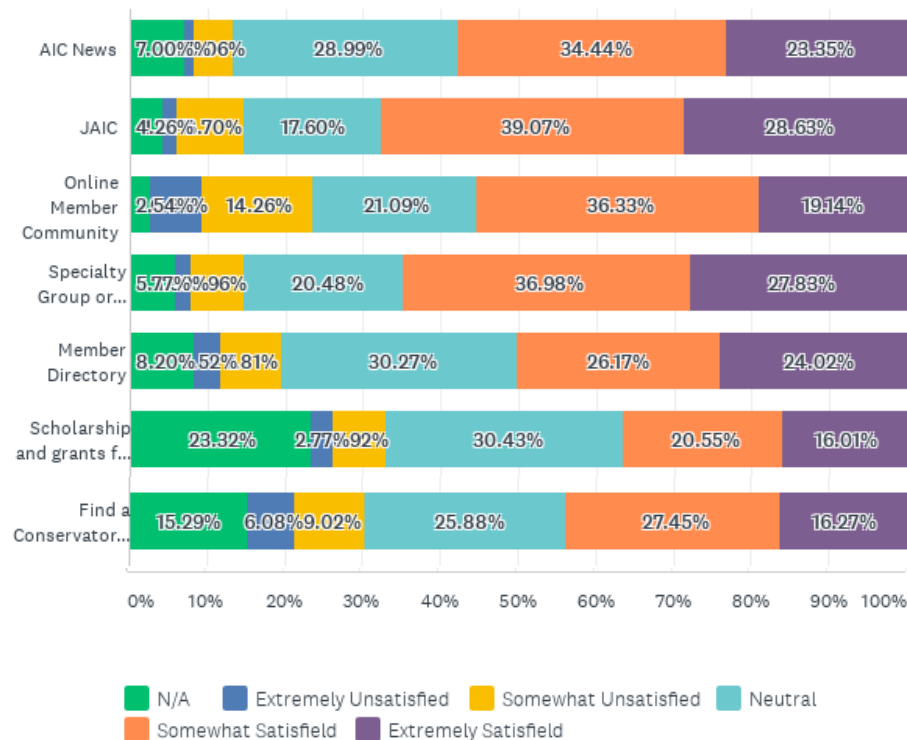
As of November 2019, there were 273 active Fellow members and 1,018 Professional Associate members. PAs are 31% of the total membership, and are slightly overrepresented in this survey, comprising 43% of participants. This may reflect that PAs have taken a step beyond Associates to be involved in the organization and are more willing to take surveys or may feel that they have a greater stake in the organization. Following this, Fellows are 8% of the total membership but comprise 15% of respondents.

Q5 How long have you been a member? (approximate)



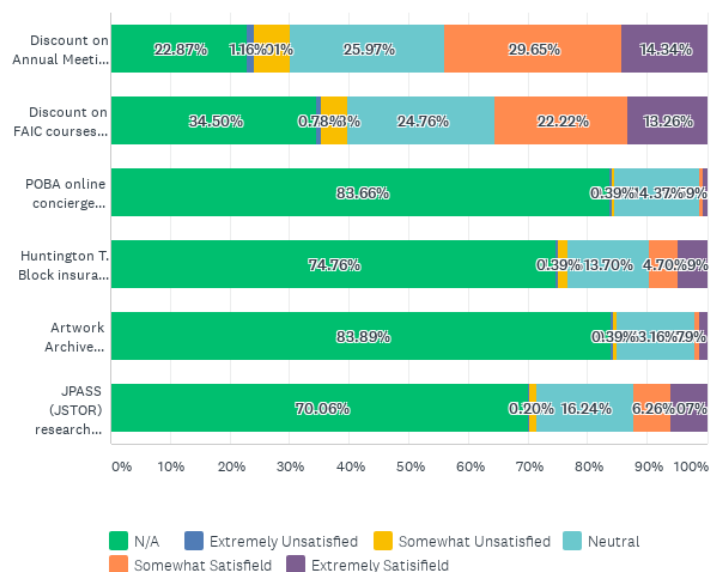
The majority of respondents (62.77%) have been members for between 10 and 49 years. Twenty percent have been members for 5 to 9 years, and 12 percent 1 to 4 years.

Q6 Please rate your satisfaction with your current member benefits (check N/A if you don't use):



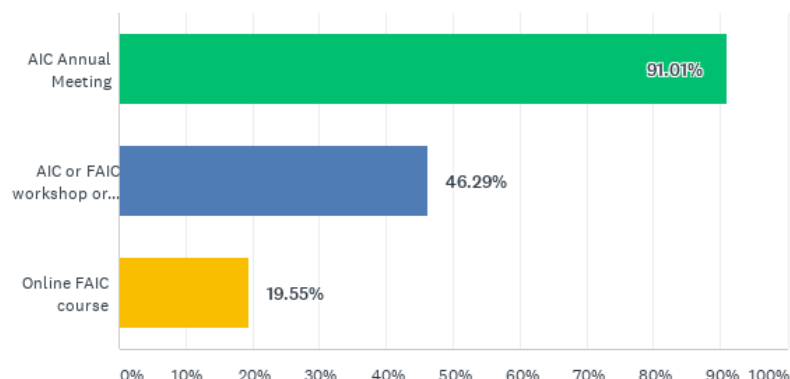
A majority of respondents are somewhat or extremely satisfied with our member benefits, with about 58% satisfied with AIC News, 68% pleased with JAIC, 55% satisfied with the member community, and generally more than half of respondents are happy with the benefits, subtracting those who don't use the benefit. Of the 140 comments, most wanted the member community to focus on professional content, not personal digressions, asked that JAIC not be printed but the newsletter to go back to print, and would like more treatment articles in the journal.

Q7 Please rate your satisfaction with your current member discounts (check N/A if you don't use or aren't aware of):



Most respondents are not aware of most of discounts available with membership, which indicates the need for better communication of member benefits and discounts.

Q8 Which of the following professional development offerings have you attended in the past 5 years?



More than 90% of 445 respondents have been to an annual meeting in the past five years. Nearly half have attended a workshop or symposium, and about 20% have taken an online course.

Q9 What do you like most about AIC?



Two-thirds (504) of respondents answered, with the majority citing the connection with information, people, research, and a wider network. In detail, 209 comments (41%) cited community, including online communities, networking, and collegiality among peers; 29% also enjoyed the exchange of information, techniques, and research across platforms (print and online); 11% valued AIC as serving as the primary organization for conservation – an umbrella for a variety of specialties, along with its advocacy and leadership opportunities and practical things like the member directory; another 2% mentioned ethics and standards. Meetings and in-person networking were valuable to 21%; 8% favored workshops, courses, and other professional development opportunities; 3% mentioned jobs and professional advancement; 2% mentioned the referral tool, and 1% mentioned FAIC's (non-workshop) programs.

Q10 What do you like least about AIC?

leadership decisions US support conference museums enough pay meaning big
community serve staff important think logo sometimes attend wish keep much
example annual meetings professional organization also workshops way
private practice people hard good volunteer meeting might many
discussion make becoming online often feel without
conservators used organization certification
conservation online forums members profession
AIC focus membership posts seems public
professional name work changes online community
field now new Board need move time one know
membership categories cost effort Lack still going Lack transparency little take
expensive recent see nothing website place really always emails forum
new logo small lot great things bad even value information far

Three-fifths of respondents (378) entered a comment. Fifteen percent of respondents (46) were upset at the tone and volume of dialogue in the online community, centered around the logo, website, and domain name change, while 7% (28) disapproved of how the changes were handled. Twelve percent mentioned leadership as too opaque or moving too fast or slow on topics. Technical issues accounted for some dissatisfaction by 11% of Q10 respondents. Membership dues were too high for 4%, while meeting costs, location, or scheduling issues were cited by 7% (25). Another 7% of members were divided on certification and member designations, some pushing for change, declaring the issue too confusing, or wishing that the process would stop altogether. Other issues cited 6% or less included: social and political issues should be mentioned more and less; more diversity and inclusion are needed; AIC should do more outreach and advocacy to the public and for higher salaries; more treatments and book and paper research should be published; leadership is too cliquish and CIPP members feel ignored; there are too many emails yet not enough clarity; and there is division between apprentice trained, program trained, and preservation/collection care professionals.

Q11 My membership overall is valuable to me.

On a scale of 1 to 100: 10% selected less valuable (<40); 33% selected somewhat valuable (40-59); 57% selected very valuable (>59). (506 responses)

Q12 My membership is important to my professional development.

On a scale of 1 to 100: 14% selected less important (<40); 31% selected somewhat important (40-59); 55% selected very important (>59). (501 responses)

Q13 My membership is worth the cost of annual dues

On a scale of 1 to 100: 21% selected not worth the cost (<40); 33% selected somewhat worth the cost (40-59); 46% selected very worth the cost (>59). (502 responses)

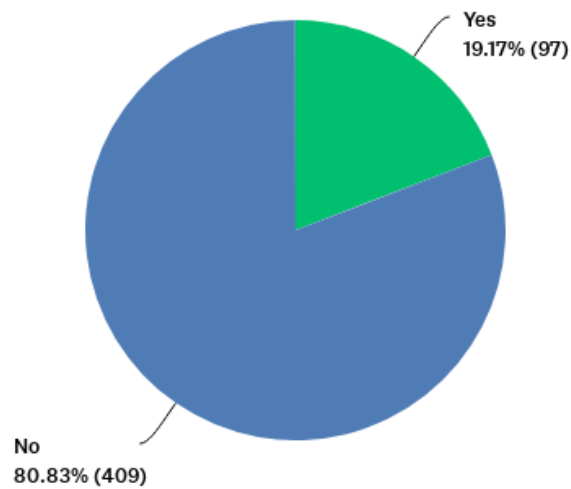
Q14 How likely are you to renew your membership in the upcoming year?

On a scale of 1 to 100: 3% selected not likely (<40); 8% selected somewhat likely (40-59); 90% selected very likely (>59). (505 responses)

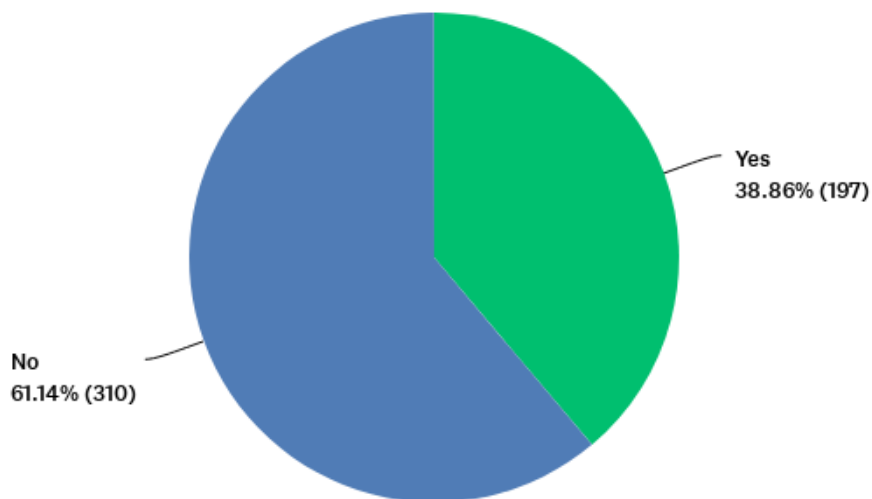
Q15 How likely are you to recommend membership to a colleague in the upcoming year?

On a scale of 1 to 100: 11% selected not likely (<40); 30% selected somewhat likely (40-59); 58% selected very likely (>59). (496 responses)

Q16 Do you currently serve as one of our volunteer leaders? (for example, committee member, specialty group/network officer, etc.)



Q17 Have you served as one of our volunteer leaders in the past?



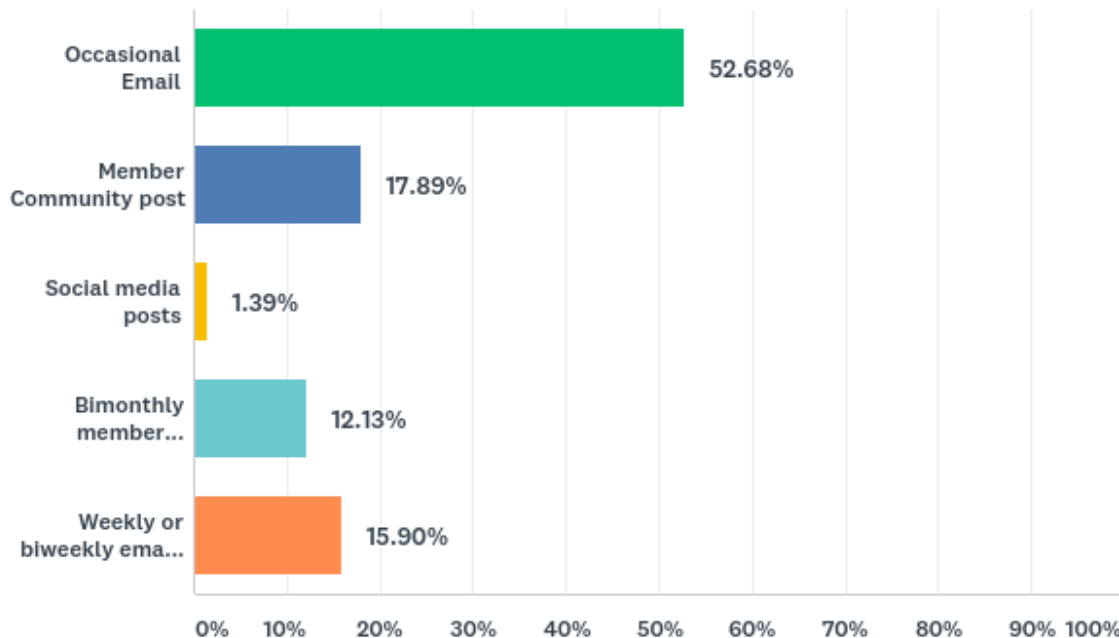
About 19% of 500 respondents currently serve as a volunteer leader, and another 38% have served in the past. About 100 people skipped these two questions.

Q18 If you have not served, what might persuade you to volunteer?

committee community able offer understanding change plan end m days time commitment
 consider interested allow entails persuade volunteer busy difficult tried never group career
 Nothing past asked find time involved several sure part years
 people serve colleagues need much time service
 volunteer NA work Better feel Things AIC now job
 conservation role us think run N opportunity will membership know Retirement
 position specialty group consider volunteering smaller live knowledge many institution
 currently happy make time commitment involved retired also conservators contribute Maybe

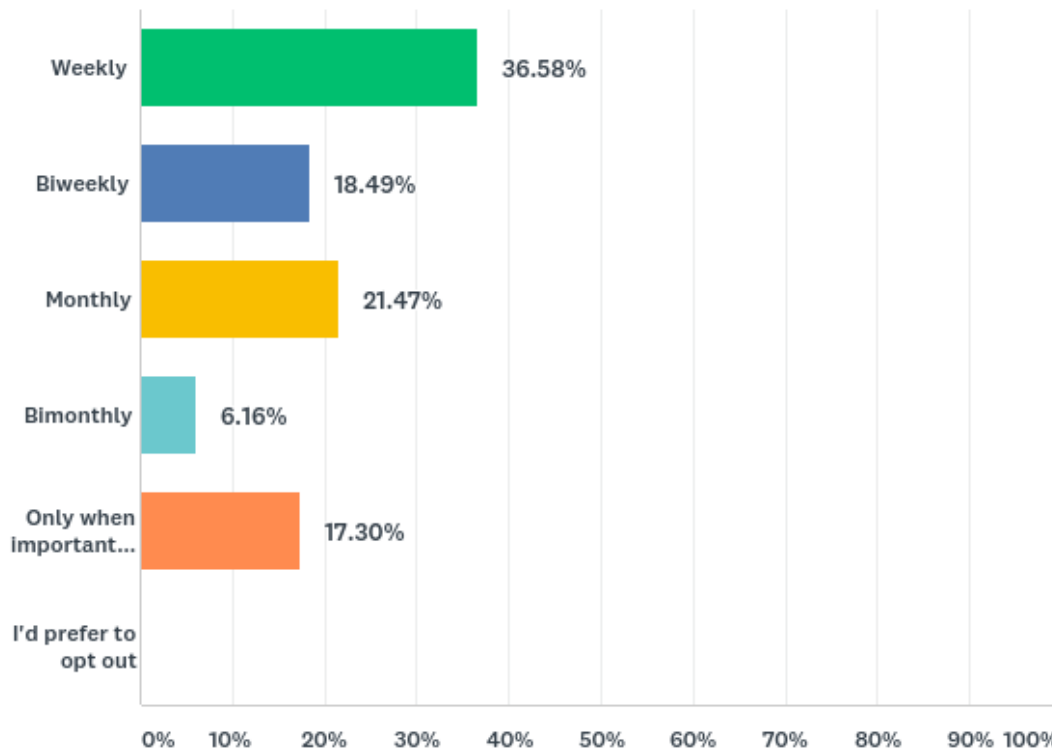
Most respondents noted that time - both their lack of time and uncertainty about the time commitment needed to serve - was their main reason for not volunteering, while others noted they had not been asked. Many others noted they would be willing to serve.

Q19 How do you prefer to receive news/announcements from us?



Most respondents (53%) prefer to receive organizational information via occasional email. About a fifth prefer via community post, and nearly a third would prefer email on a regular basis on a longer interval.

Q20 How often do you prefer to have communications from us?



Following up on the previous question, many members prefer weekly communications, while a significant group would prefer biweekly, monthly, or only when important news is available.

Q21 What conservation-related topics are of most interest to you right now?

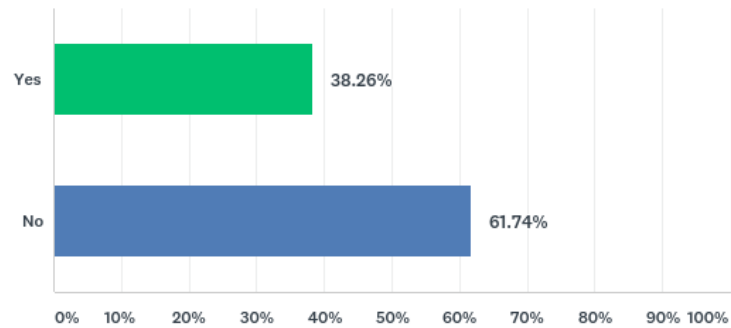
▼ conservation	<div><div></div></div>	21.01%	83
▼ treatment	<div><div></div></div>	16.46%	65
▼ materials	<div><div></div></div>	7.59%	30
▼ new	<div><div></div></div>	7.59%	30
▼ paintings	<div><div></div></div>	6.08%	24
▼ conservators	<div><div></div></div>	5.32%	21
▼ sustainability	<div><div></div></div>	5.06%	20
▼ research	<div><div></div></div>	5.06%	20
▼ techniques	<div><div></div></div>	4.81%	19
▼ collections care	<div><div></div></div>	4.56%	18

Top ten topics of interest are conservation, treatment and techniques, materials, sustainability, and collections care, but many more have been mentioned, as shown on the next page.

Q21 What conservation-related topics are of most interest to you right now?

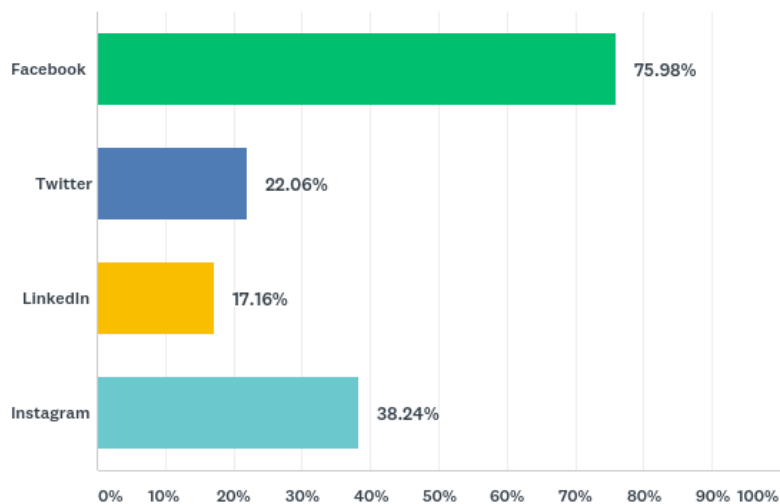
public case studies topics documentation book New methods materials anything IPM
conservation education continuing education new materials standards salaries challenges
developments Architectural practical Museum management climate change
cleaning New techniques advances time education analysis profession
announcements textiles care technologies iron gall ink diversity libraries
preventive conservation modern materials field products
collections care outreach Ethics tips sustainability
interested conservators Health Safety materials
programs treatment technical art history
conservation information new Contemporary art
paintings diversity inclusion research building
techniques professional development collections
conservation science practices materials techniques preservation
art conservation paper etc work book paper conservation objects Advocacy
Equity inclusion approaches related professional development opportunities
certification contemporary art conservation issues history materials research tools
workshops new methods Gels artists preventative conservation outdoor sculpture uses
advancements community public outreach Archaeological conservation Diversity field
private practice current modern innovations plastics cultural heritage

Q22 Do you currently follow us on social media?

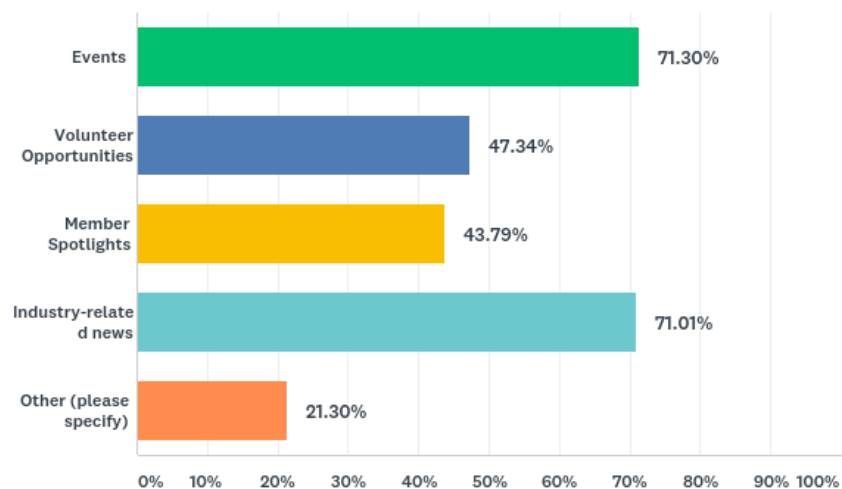


Of 507 respondents, two-fifths follow one of our social media accounts. Of those, 75% use Facebook.

Q23 If yes, please specify the platform(s):

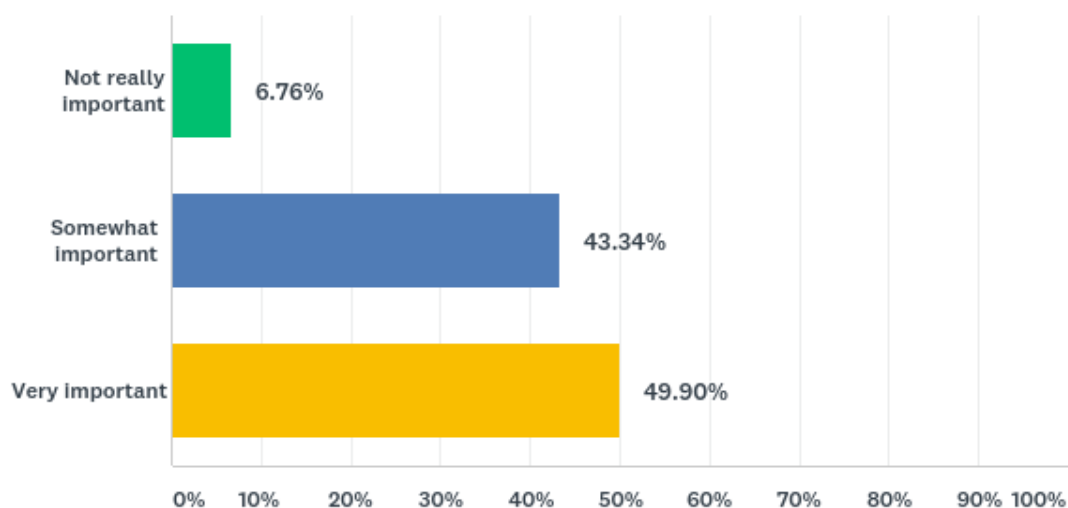


Q24 What would you like to see us post about on social media?



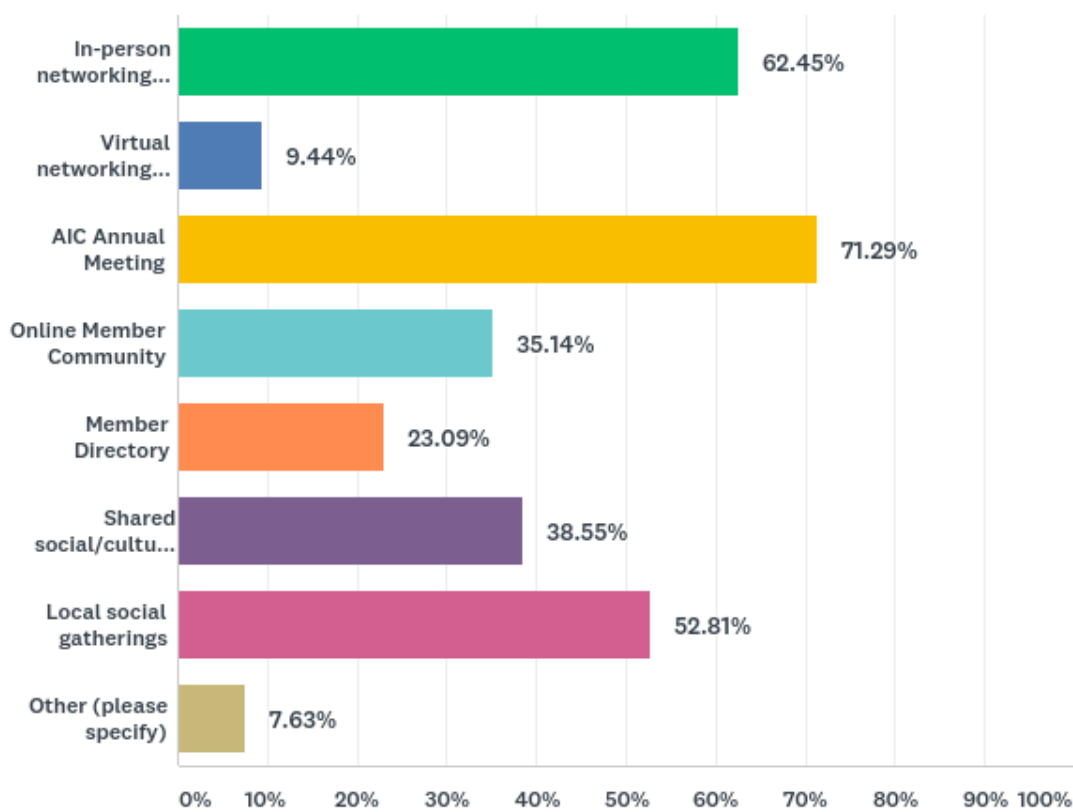
Of 338 respondents, most would like to see social media posts about events and industry news.

Q25 How important is it for you to network with other members?



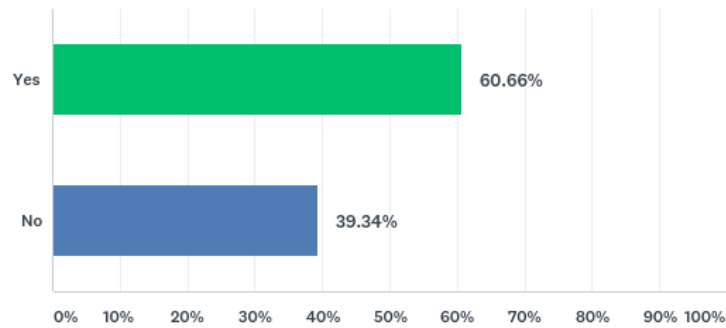
Of 503 respondents, 94% consider networking with other members to have importance.

Q26 Which of the following methods do you prefer when getting to know other members?



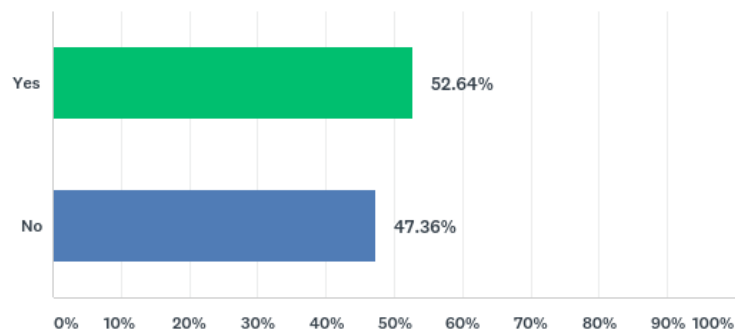
Members prefer in-person networking, including the annual meeting and local social gatherings, to be their favorite methods of networking.

Q27 Would you like us to explore assisting members in creating local events or meet-ups?



A majority of respondents are interested in organizationally facilitated local events or meet-ups.

Q28 Would it be helpful to have a small community of people that you identify with on our Online Community?

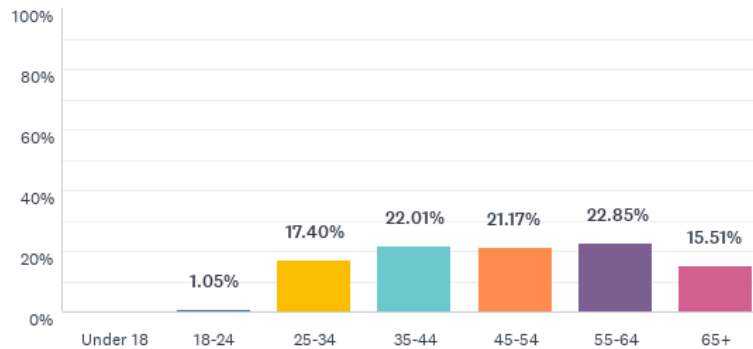


More than 50% of respondents are interested in creating small communities to further engage with those they identify with.

Demographics

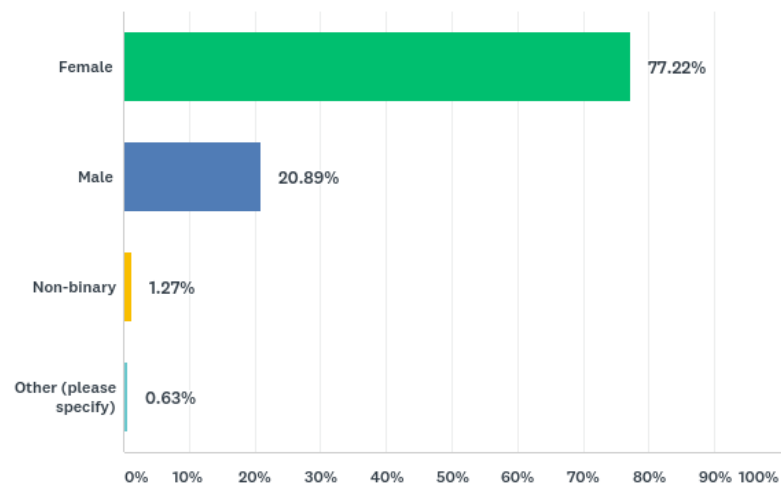
Members were asked to provide more in-depth demographics than in previous surveys so we can begin to address inequities presented by various factors. They could opt-out as desired.

Q29 What is your age?



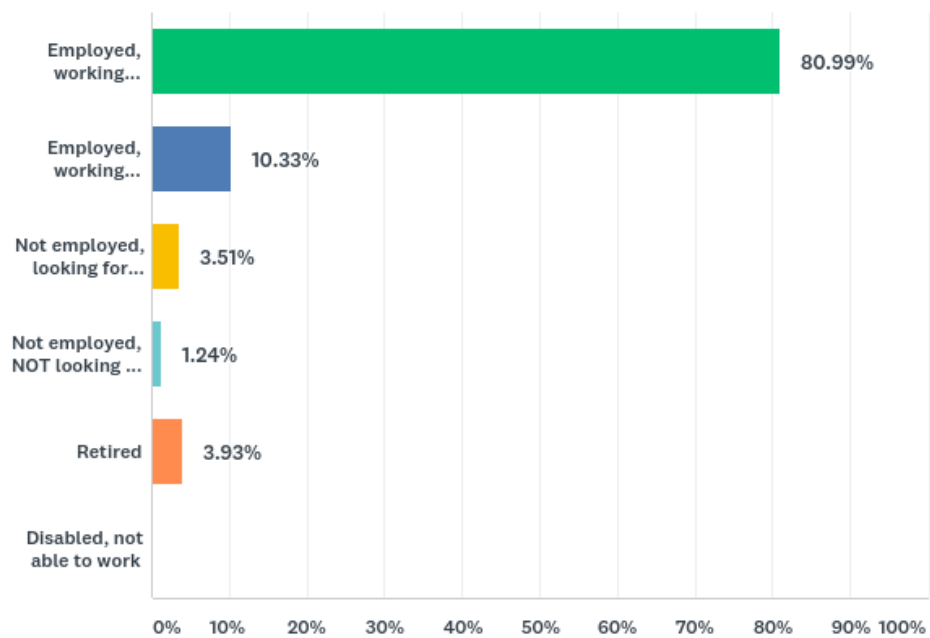
Of 477 respondents, all ages above 24 are represented fairly equally.

Q30 What gender identity do you most identify with?



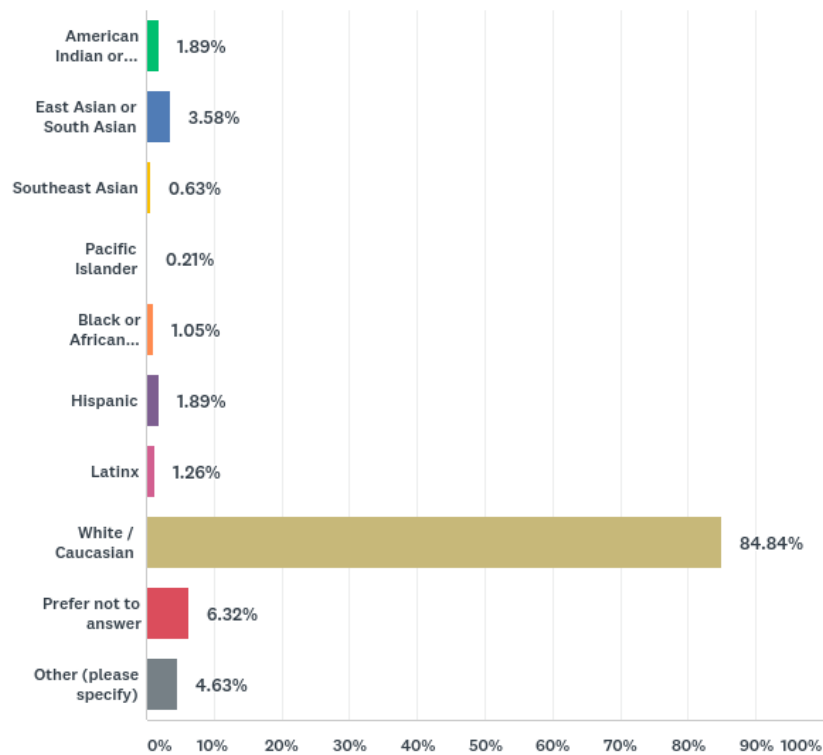
Of 474 respondents, 77% identify as female.

Q31 Which of the following categories best describes your employment status?



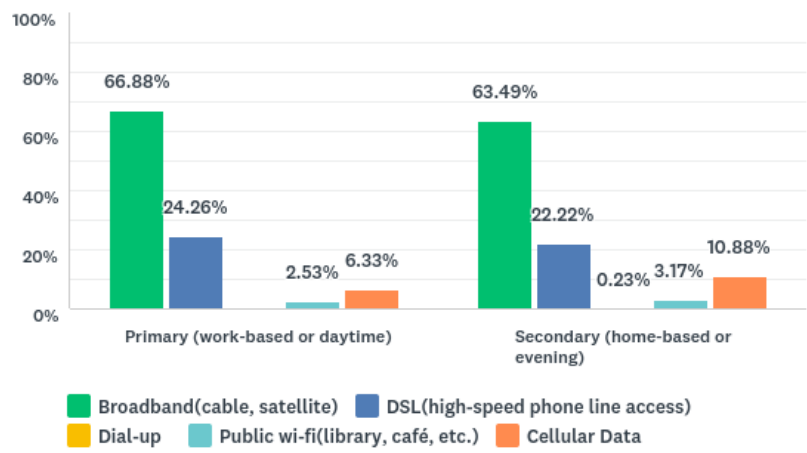
Of 484 respondents, 81% were employed full time, 10% part-time, 3.5% looking and about 5% either retired or not looking for work.

Q32 How would you describe yourself? You may check more than one box, or comment in the field below.



Of 475 respondents, 85% identified as White/Caucasian. Several comments in the Other field indicated biracial, European, and Latin American, but also shades of white. The lack of diversity is important to note.

Q33 Many of our resources are online. Describe your access to the Internet, so we may determine whether additional access considerations are needed.



Most respondents have access to high-speed internet, but there is a small but important percentage of members that have inadequate internet access to be able to take advantage of many professional resources.

Thank you for your time responding to the survey and reading this report.