ASSOCIATION
FOR LEARNING
TECHNOLOGY ◆ ALT

ALT Survey 2008/9 Summary Report

The ALT survey 2008/9 was conducted online from 8 Dec 08 - 16 Jan 09 and received a total of 312 responses, well exceeding the initial target of 200. We would like to thank everyone who took the time to respond to the survey and provided us with very valuable feedback. This report provides a summary of the results from the survey analysis and the conclusions drawn from it.

General Overview

The survey was comprised of 43 questions with particular sections on ALT activities and publications, the ALT website, different types of membership and new and future development of the ALT membership structure.

Figure 1: Types of complete response to the survey

- ■ Individual Members
- ■ Individuals belonging to Member Organisations
- ☐ Representatives from Member Organisations
- ■ Non-members

For the analysis of the survey, only data from complete responses was used. Figure 1 shows the types of responses from which the data was collected. To find out more about ALT members go to: http://www.alt.ac.uk/membership_join.html .

About ALT and its activities

The first part of the survey was focused on the Association and its activities. Figure 2 provides an overview of how different activities, events and publications were rated in the survey. The first figure indicates what percentage of respondents are <u>aware</u> of the relevant item, while the second figure indicates what percentage <u>rate it excellent or good</u>.
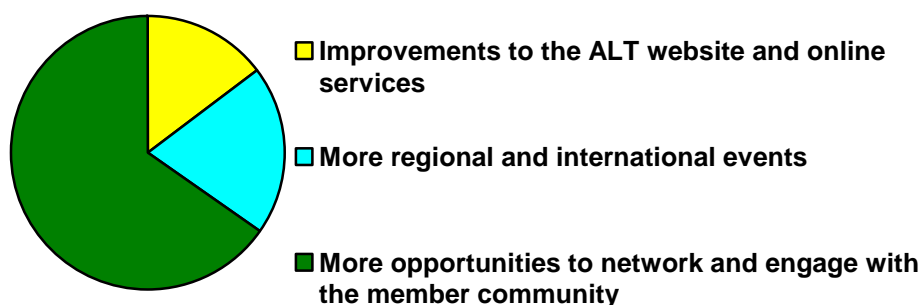
	Activity, publication or event	% who are aware of it	% who rate it excellent/good
1	ALT-C Conference	93%	60%
2	ALT-J Journal	86%	64%
3	Awards such as the Learning Technologist of the Year Award	81%	41%
4	Fortnightly News Digest	75%	57%
5	Responses to policy consultations	55%	34%

Other activities which received very positive feedback are the ALT Certified Membership scheme CMALT, workshops and occasional publications.

Members' feedback

Members in general provided a lot of constructive feedback as to how ALT could improve its membership services. Figure 3 shows the most commonly mentioned ideas and issues:
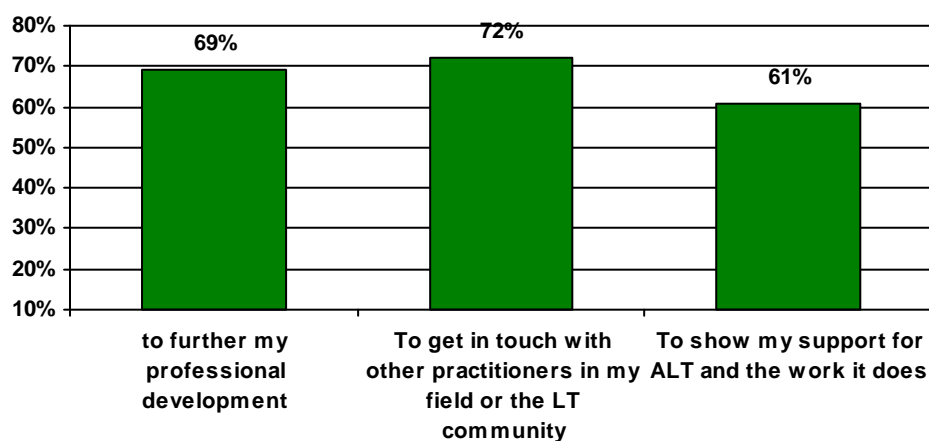
Figure 3: Members' feedback

☐ **Improvements to the ALT website and online services**

☐ **More regional and international events**

■ **More opportunities to network and engage with the member community**

Why join ALT? What our members say

Figure 4 provides an overview of what individual members say as to why they joined ALT:

Figure 4: Why individual members join ALT

Organisational and Sponsoring Members provided a lot of insight into how they value membership of ALT and what type of benefits they would like ALT to introduce including more professional development opportunities, the option to host ALT events within their institution or to network more. Throughout the analysis one aspect came out more than any other. Everyone values the ALT community and the support, networking and development opportunities that it provides.

How ALT will respond to your feedback

We are always working to improve our membership services and we will take your feedback into account, providing the ALT operational committees and staff with the necessary input in order to develop our services and activities.

The launch of the ALT Open Access Repository

In the survey, the most strongly supported new development was an open access repository containing post-prints of ALT-J and other learning technology materials, which over 80% of members wanted to see established. ALT has been working towards this as part of the JISC-funded wALTer project and the ALT Open Access Repository can now be accessed at http://repository.alt.ac.uk . The formal launch of the repository will take place at ALT-C 2009, 8-10 September in Manchester.

Any enquiries regarding the repository should be send to repository@alt.ac.uk

Providing more opportunities for member feedback

Following the positive response to the 2008/9 survey ALT will provide more opportunities for those who join or retire from membership to provide feedback as well as delegates at webinars, adding to our already existing structure of collecting membership feedback at events.
We will announce the new developments and changes which will be introduced as a response to the survey via the ALT digest which can also be accessed on our website http://www.alt.ac.uk/news.php .
The next ALT survey will be carried out in 2010.

Would you like to influence the work of ALT and its membership services?

Become involved in the ALT community either by standing for election as a trustee or by expressing an interest in joining one of our committees. You can also become more involved by becoming a Certified Member of ALT (CMALT). If you would like to find out more, visit the ALT website http://www.alt.ac.uk or contact ALT's Membership Services Manager Maren Deepwell by e-mailing maren.deepwell@alt.ac.uk .

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