



# The Voice of ALT Results of the Membership Survey 2008/9

ALT-C 2009

## Overview

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# Background to the survey

- ALT aims to carry out a survey of its members every 2 years
- This survey was not only targeted at members but also the general public in order to reflect ALT's role within the learning technology community
- The survey was carried out online between 8 December 2008 and 16 January 2009

# About the survey

## Overall design

The survey comprised 43 questions in total, divided into 4 sections:

- About ALT and its current work (all)
- About Individual Membership (individual members only)
- About Organisational / Sponsoring Membership (org/ spons. members only)
- About the development of ALT's work and membership (all)

## Response time

The survey was designed to be as time efficient as possible taking into account the number of questions.

The median response time was : 11 mins, 46 seconds.

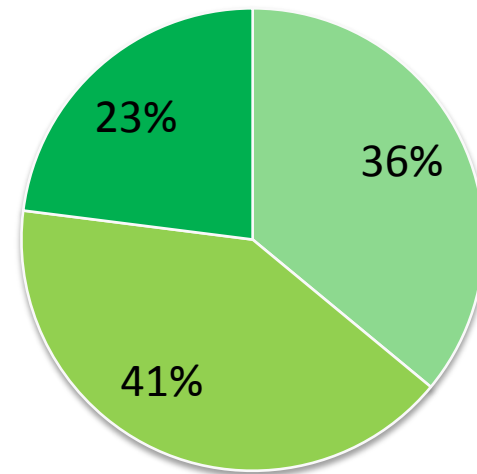
# Summary of response rates

## Number of responses

Target no. of responses:	200
Total no. of responses:	312
Total no. of complete responses:	234

## Types of responses

- Individual Members
- Org/Spons Members
- Non-Members



## Key results section 1: About ALT

The first part of the survey was focused on the Association and its activities. This table provides an overview of how different activities, events and publications were rated in the survey.

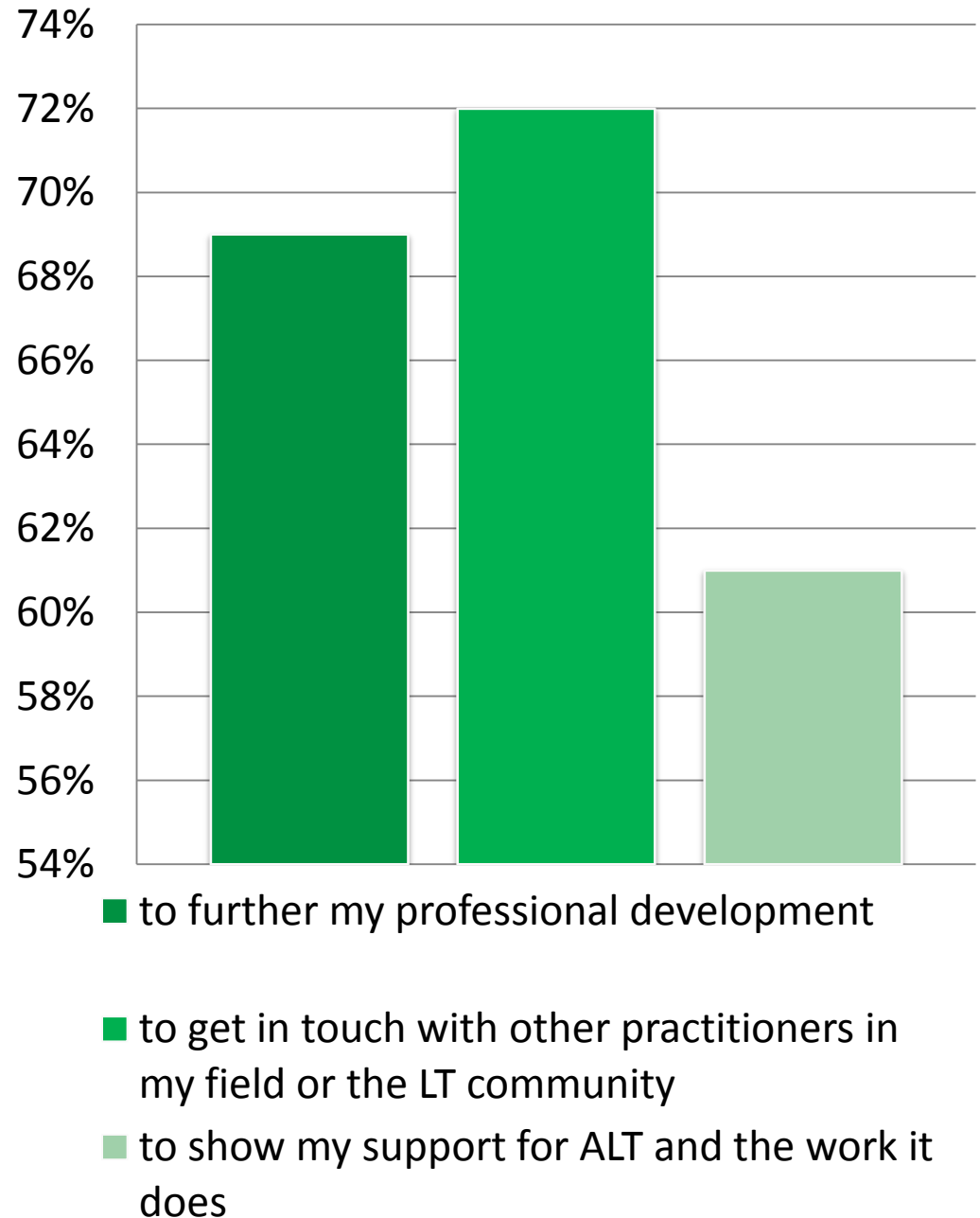
The first figure indicates what percentage of respondents are aware of the relevant item, while the second figure indicates what percentage rate it excellent or good.

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

	Item	% who are aware	% 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%

**Key results section 2:  
Why join ALT?  
What our members say**

This table provides an overview of what individual members say as to why they joined ALT.



### Key results section 3: Organisational and Sponsoring Members

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.**

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:

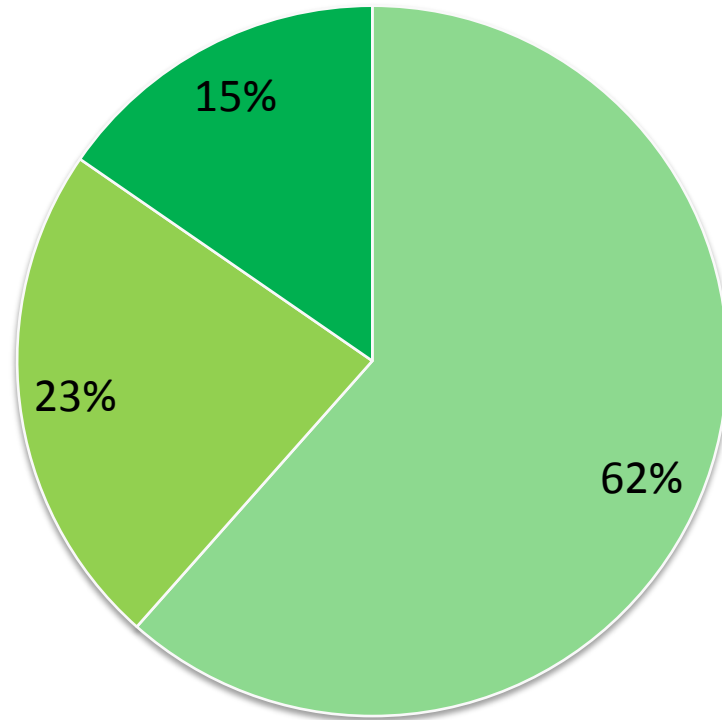
- more professional development opportunities
- the option to host ALT events within their institution
- opportunities to network more.



## Key results section 4: Members' feedback

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

- Improvements to the ALT website and online services
- More regional and international events
- More opportunities to network and to engage with the ALT community



# Detailed responses: Best and worst aspects of ALT

## What members like least:

- Website
- Perceived focus on HE
- The way in which ALT delivers news and information
- Lack of online access to events

## What members like best:

- Networking opportunities
- ALT-C conference
- News
- Information
- Being part of a professional organisation
- ALT-J Journal

# General summary of responses

In general the feedback ALT received from the survey was very positive. The work ALT does, its events , publications and services were rated very highly and ALT community is a highly valued and useful social and professional network for our members.

The level of responses, particularly from new and recently Certified Members demonstrates that the ALT community is growing and that our Members want to have more opportunities to get involved both online and at the regional level.

**We would like to thank you for your responses!**

# Acting upon findings

## Reports to ALT Committees

- The Final Report of the survey results was presented to ALT Committees in spring 2009.
- The Committees take these findings and the feedback into account when making decisions about the way ALT operates and the work it does.

## Keeping Members informed

- ALT keeps its members informed about future developments, in particular changes relating to Members' rights and benefits, membership fees and services ALT offers. Any changes will be announced on the ALT website and via the News Digest.

# New and future developments

## **ALT News Online & ALT Update**

In the survey, many members said that they now access ALT News online and would prefer not to receive a printed copy. We have taken this on board and ALT News is now an online publication. The new ALT Update will still keep you up to date with news regarding ALT and its activities.

## **ALT website development**

One issue which was frequently mentioned in the survey responses, was the need to develop ALT's online resources and website. This feedback has reinforced our Plans to make the development of our website a priority and we will keep our members informed as to our progress.

# 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> .

**Official launch at  
ALT-C 2009**

**Tuesday,**

**08 September**

**at 12.40 pm**



**ALT Open  
Access  
Repository**

# Outlook: membership survey 2010/11

## Future surveys & feedback

ALT aims to carry out its next survey in the membership year 2010/11.

If you would like to provide us with more feedback please e-mail Maren Deepwell, ALT's Membership Services Manager [maren.deepwell@alt.ac.uk](mailto:maren.deepwell@alt.ac.uk) .

## Get involved!

You can also become more engaged in ALT's work by joining one of its operational committees, standing for election as a trustee and using your right to vote as a member at the AGM. This year's AGM will take place on Wednesday, 9 September at ALT-C.



# More information

## About the survey 2008/9

If you would like more information about the ALT Membership Survey 2008/9 You can download a summary report:

<http://repository.alt.ac.uk/647> .

This presentation is available via the ALT Open Access Repository:

<http://repository.alt.ac.uk/648> .

## About ALT and ALT Membership

Online <http://www.alt.ac.uk>

E-mail [admin@alt.ac.uk](mailto:admin@alt.ac.uk)

Membership

[http://alt.ac.uk/membership\\_join.html](http://alt.ac.uk/membership_join.html)

Repository

[repository@alt.ac.uk](mailto:repository@alt.ac.uk)

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