

# 2017 ACA Membership Survey

Association of Canadian Archivists

*Excellent*

*Good*

*Average*



# Table of Contents

Introduction	3
Description of the Sample	6
Satisfaction Levels	8
Members Attitudes Towards ACA	21
Important Issues	27
Becoming a Member Driven Organization – What ACA Members Want	31
Conclusions	33
Appendices	37

3

# Introduction

This section presents:

Study Background

Methodology



# Study Background

- Given that the ultimate reason for any association's existence is to satisfy the needs of its members, the Association of Canadian Archivists (ACA) concluded that an understanding of member satisfaction, perceptions and needs was necessary. To gain this understanding, ACA undertook a survey of its members. This report summarizes the results of the survey.
- The purpose of the Membership Study was to gain insight into how members feel about their association, what it has accomplished and what its priorities and direction should be in the future.
- The specific research objectives are as follows:
  - To determine how satisfied members are with ACA;
  - To assess performance compared to the benchmarks from other Canadian professional associations;
  - To determine if members are aware of and are using ACA's services and activities;
  - To assess the importance of key issues facing the profession; and,
  - To determine where members would like ACA to focus efforts.

# Methodology

- The Membership Survey was sent to 507 ACA individual members and 116 institutional members in December 2017. A total of 194 responses (162 individuals and 24 institutions) had been received by the cut-off date for an overall response rate of 32% for individuals and 21% for institutions.
- Results from the sample of 194 are considered to be accurate to within  $\pm 5.9\%$  nineteen times out of twenty (95% confidence interval). More details on the margin of error can be found in *Appendix I*.

# Description of the Sample

- Member Characteristics



# Member Characteristics

	INDIVIDUALS	INSTITUTIONS
<b>GENDER</b>	<b>N=139</b>	<b>N/A</b>
Male	30%	
Female	70%	
<b>AGE (N=381)</b>	<b>N=145</b>	<b>N/A</b>
Under 25	3%	
25 to 34	31%	
35 to 44	27%	
45 to 54	17%	
55 to 64	15%	
65 to 74	8%	
<b>EXPERIENCE AS AN ARCHIVIST</b>	<b>N=161</b>	<b>N/A</b>
Less than one year	5%	
1 to 2 Years	8%	
3 to 5 Years	17%	
6 to 10 Years	20%	
11 to 20 Years	21%	
More than 20 Years	26%	
None - I haven't worked as an archivist	4%	
<b>LENGTH OF MEMBERSHIP</b>	<b>N=159</b>	<b>N=23</b>
Less than one year	6%	0%
1 to 2 Years	13%	4%
3 to 5 Years	21%	4%
6 to 10 Years	20%	22%
11 to 20 Years	19%	44%
More than 20 Years	21%	26%

- The tables on this page present a summary of the demographic characteristics of the respondents to help provide context to the results in the report.

	INDIVIDUALS	INSTITUTIONS
<b>WORK SETTING</b>	<b>N=141</b>	<b>N=23</b>
Government Archives	24%	44%
Corporate Archives	6%	17%
Community Archives	9%	4%
Religious Archives	2%	4%
Academic Institution	38%	26%
Student	7%	N/A
Retired	6%	N/A
Unemployed	3%	N/A
Other	5%	4%
<b>PROVINCE</b>	<b>N=157</b>	<b>N=24</b>
Alberta	7%	21%
British Columbia	24%	21%
Manitoba	10%	4%
New Brunswick	1%	8%
Northwest Territories	0%	4%
Nova Scotia	1%	0%
Ontario	43%	42%
Quebec	10%	0%
Saskatchewan	3%	0%
Outside Canada	3%	0%

# Satisfaction Levels

- Overview of Satisfaction Research
- Overall Satisfaction with ACA
- Use of ACA Services by Members
- Satisfaction with ACA Services
- Satisfaction with Representation of Member Interests
- Ease of Having Voice Heard
- Members' Influence Over the Priorities of the Association
- ACA's Effectiveness at Communicating to its Members
- Benchmark Satisfaction Ratings
- Benchmark Comparisons to Other Associations

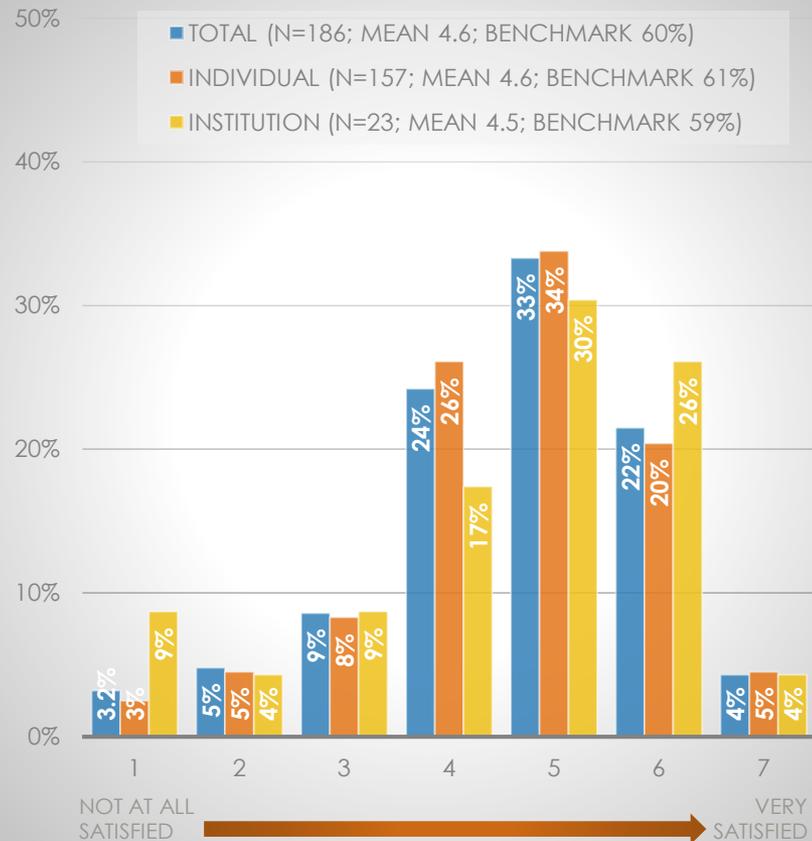
# Overview of Satisfaction Research

- What satisfaction score needs to be achieved before an association can say it's members are satisfied? The answer is, it depends on the association. For some associations, it is simply not possible to achieve over 70% no matter how well they perform, while for others, 70% may be considered low. For this reason, it is important to consider the nature and dynamics of the association when interpreting satisfaction scores.
- Another important point about member satisfaction is that it is nearly impossible to ever achieve a 100% satisfaction rating. The reason for this is two-fold: First, the association cannot be all things to all people which means that no matter what it does, there will always be some members who are dissatisfied; Second, from a psychological standpoint, members may not want to award a score of 100% as it means that there is no room to improve. In other words, while your association may be doing an excellent job, members want their association to continue progressing.
- To properly assess satisfaction requires tracking it over time to see how it changes while keeping in mind what the association has done to try to improve its performance.
- The Portage Group team has conducted over 70 studies similar to this one for more than 50 different associations. Based on that experience, we have developed a good sense of what different ratings mean in different organizations.
- The following table summarizes the terminology we use to describe different ratings in this report. The choice of terminology is based on our extensive experience in conducting satisfaction work in the not-for-profit sector.

SATISFACTION TERMINOLOGY USED	PERCENT RATING	SCORE ON 7 POINT SCALE
FAIL	0% TO 47%	1 TO 3.8
BORDERLINE	48% TO 55%	3.9 TO 4.3
MARGINAL SATISFACTION	56% TO 65%	4.4 TO 4.9
REASONABLY SATISFIED	66% TO 70%	5.0 TO 5.2
VERY SATISFIED	71% TO 75%	5.3 TO 5.5
EXTREMELY SATISFIED OR EXCELLENCE	76% TO 100%	5.6 TO 7

# Overall Satisfaction with ACA

## OVERALL SATISFACTION

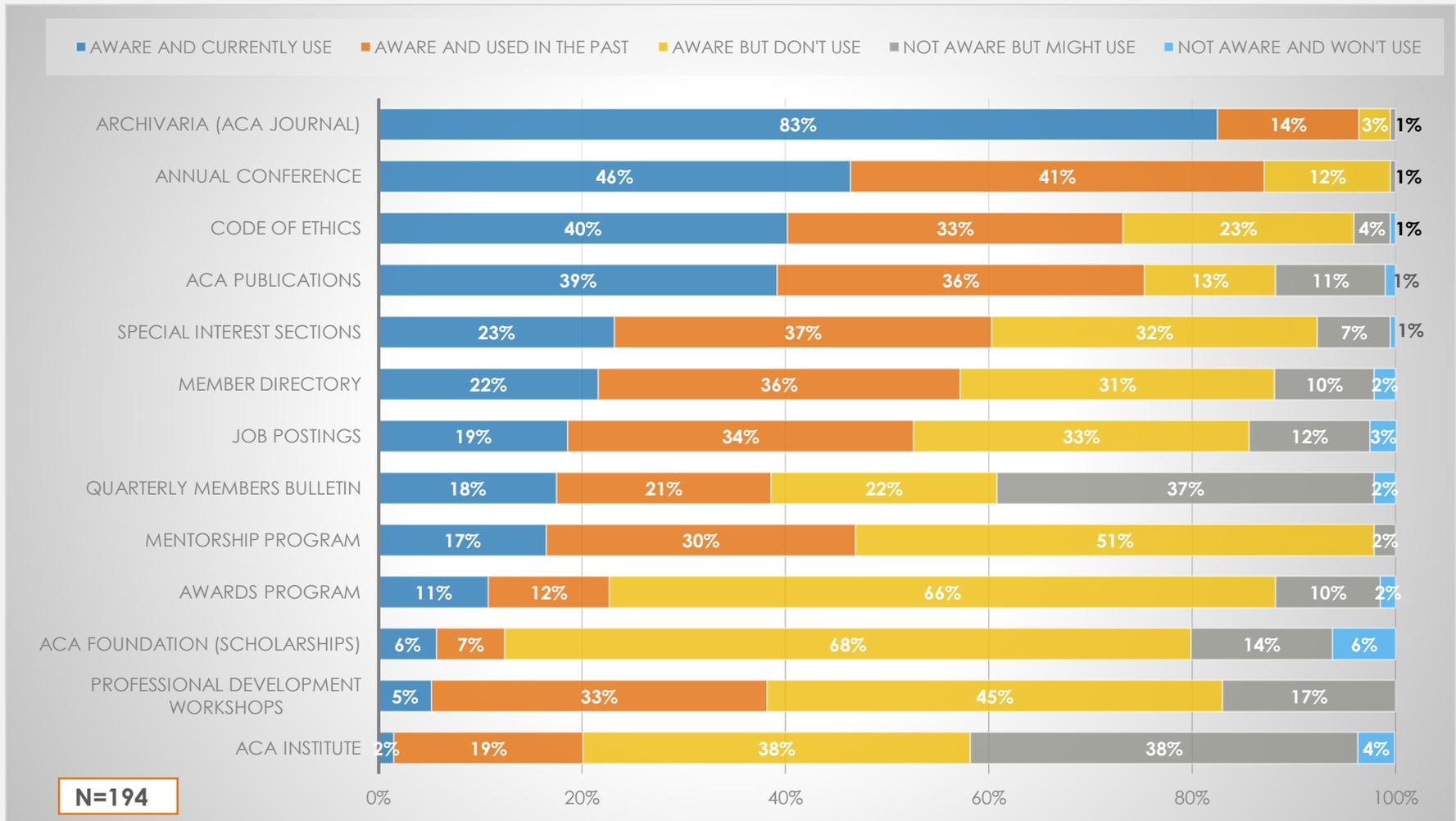


- When asked how satisfied they are with ACA, just over half (55%) of ACA members rated the association at 5 or 6 on a 1 to 7 scale. A very small number (4%) awarded top marks at 7 on 7.
- The mean rating of 4.6 out of 7 translates into a benchmark satisfaction score of 60% (refer to Appendix II for detailed calculation). Based on our experience with other not-for-profit associations, this rating suggests that members are 'marginally' satisfied with ACA overall. While members feel ACA is doing a respectable job in some areas, they also believe there is considerable room for improvement,
- There is little difference in the ratings between individual (61%) and institutional members (59%).
- Overall satisfaction with ACA is slightly below the average for professional associations for whom TPG has done similar studies. The average rating in 42 studies with professional associations is 64%.

# Use of ACA Services by Members

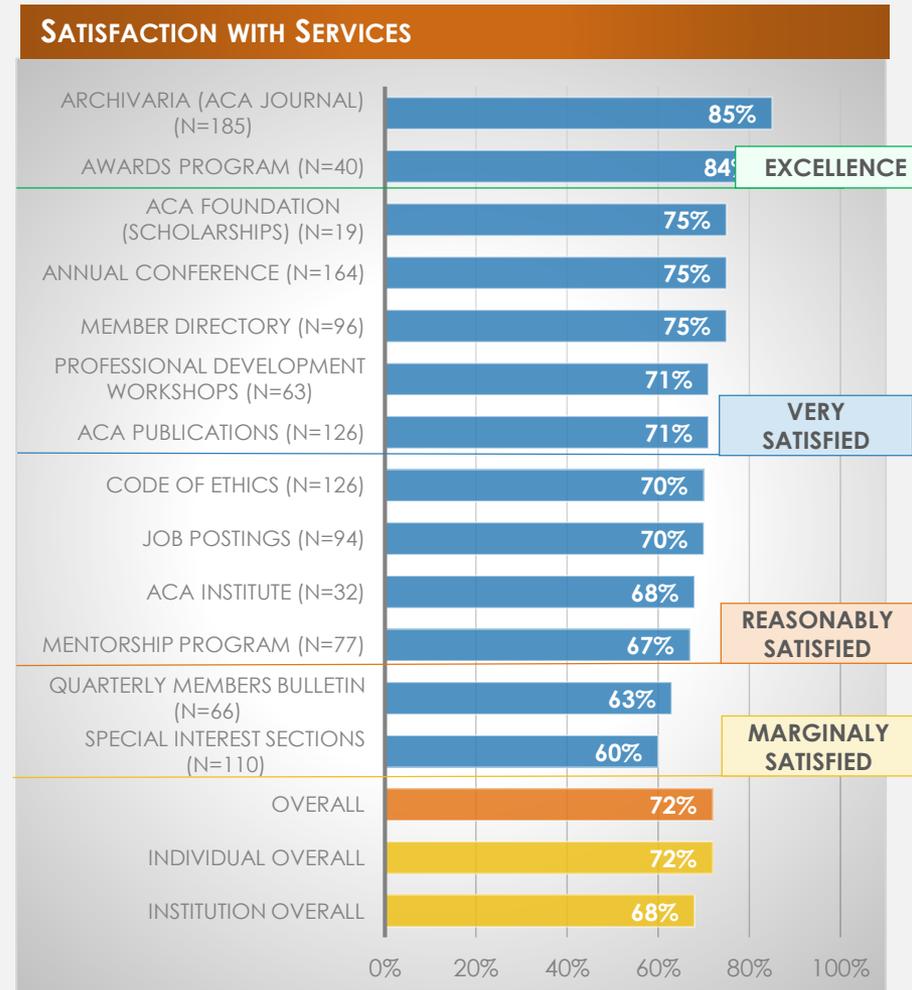
- Members were asked to indicate whether or not they were aware of thirteen services/programs offered by ACA. Based on their level of awareness, members were asked to indicate whether they have used the program/service in the past, currently use the program/service, or if they might use the program/service in the future. The results are illustrated on the next page.
- Looking at the results overall, "current" penetration is a very robust 85% with Archivaria (the ACA Journal). This offering is clearly a strength for ACA that it should continue to leverage going forward.
- All other services are currently used by fewer than 46% of members. Among these, it is worth noting that two services have been used by approximately three-quarters of members or when including past usage. These include: The annual conference (87% used currently or in the past); and, the Code of ethics (73%).
- For the remaining services, ACA may want to look to improve penetration levels, particularly those that have only been used by less than one third of members.
- It is important to note that for lower penetration services, there may be a possible value issue (i.e., members may not see the value in the services), or there may be a justifiable reason for low usage (i.e., members may have no need for the service or the service may only be relevant to a select group of members). Examples of services where high awareness and low usage may be justified include: The ACA Foundation (scholarships); Awards program; and, the Mentorship program.
- Of most concern are those services that members are aware of but don't use, namely:
  - PD Workshops (45% are aware but don't use); and,
  - ACA Institute (38%).
- Services where lack of awareness may benefit from better communication include:
  - ACA Institute (38% not aware of but might use); and,
  - Quarterly Members Bulletin (37%).

# Use of ACA Services by Members (cont'd)



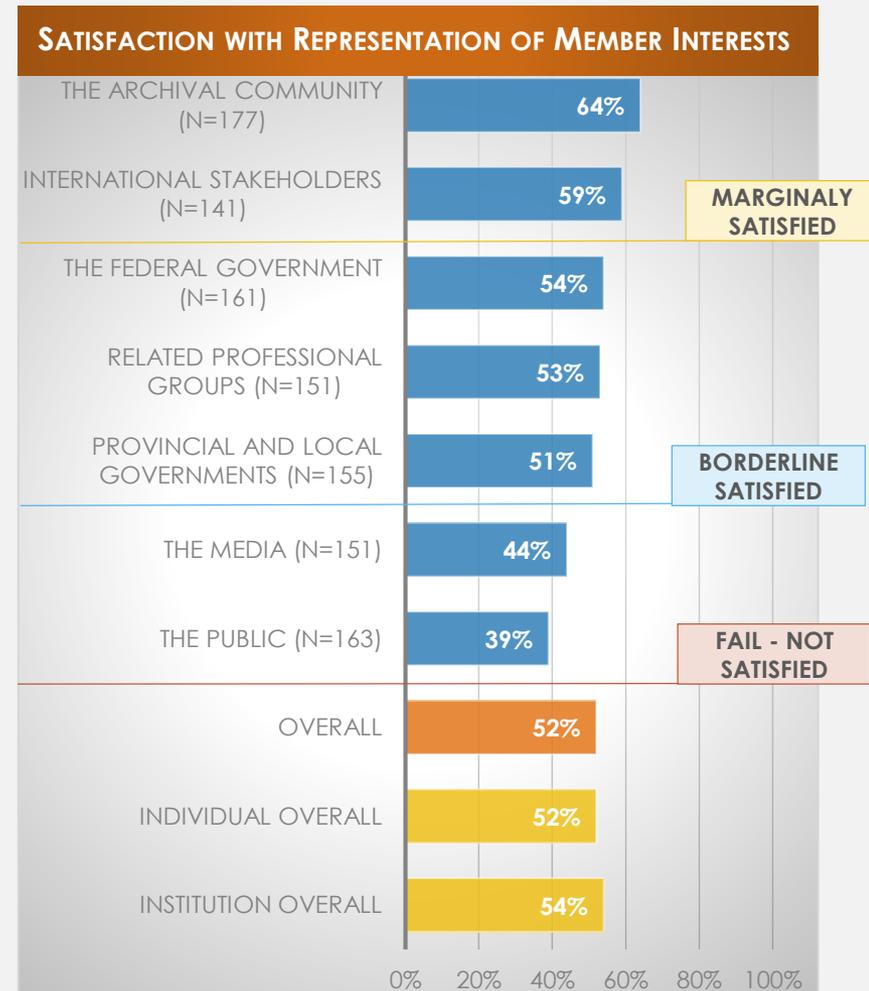
# Satisfaction with ACA Services

- Members were asked to rate their level of satisfaction with thirteen services/programs offered by ACA. Members were only able to provide ratings for services/programs they have used.
- The results show that those who use the services are very satisfied with them, awarding an average benchmark rating of 72% across all services. In fact, seven of the thirteen services were rated in the 'very satisfied' category or better at 71% or higher.
- The top-rated ACA services are Archivaria (ACA Journal) (85%) and the Awards Program (84%). Both services fall in the "excellence" category and are very strong offerings for ACA.
- The lowest rated services, which received marginal ratings were ACA's Special Interest Sections (60%) and the Quarterly Members Bulletin (66%). Members are reasonably satisfied with the Mentorship Program (67%), the ACA Institute (68%), Job Postings (70%) and the Code of Ethics (70%).
- At 68%, satisfaction with services is slightly lower among institution members than with individual members (*Note, interpret with caution due to the small sample size for this member group*).
- ACA is on par with other professional organizations when it comes to satisfaction with services. The average among other professional associations we have worked with is 73%.



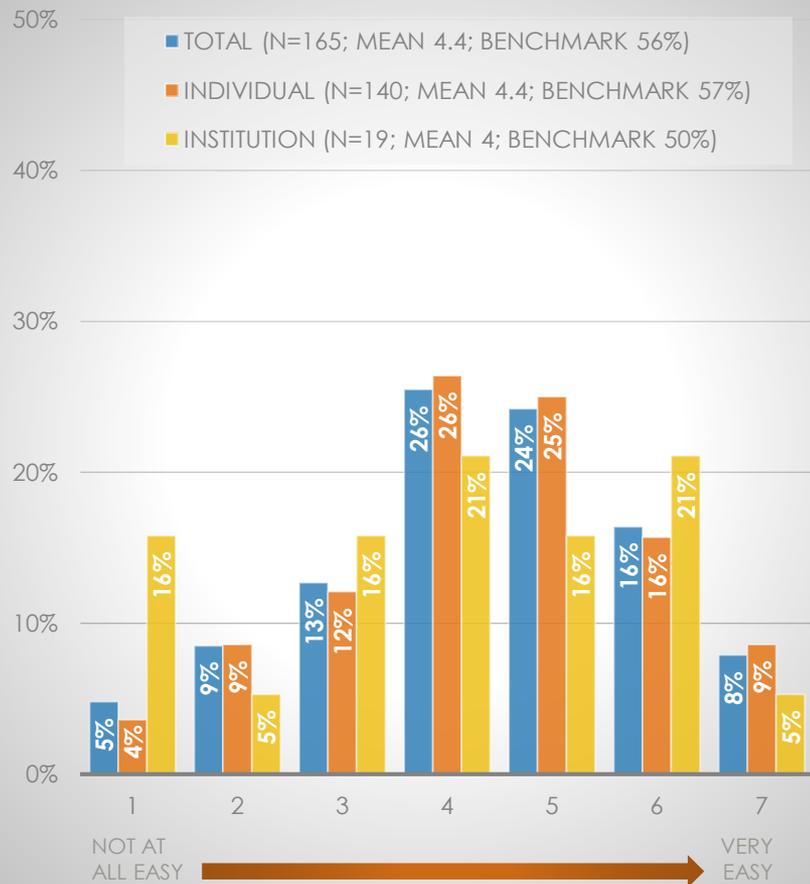
# Satisfaction with Representation of Member Interests

- With an overall benchmark satisfaction rating of 52%, ACA's performance is 'borderline' in the area of representation of member interests to different stakeholder groups. This is an area where there is significant room for improvement.
- ACA appears to do the best job in advocating to international or 'related' stakeholder groups - Although 'marginal,' ACA's highest ratings in this area are with its representation of members to the Archival Community (64%) and International Stakeholders (59%).
- In contrast, satisfaction with the remaining groups is much lower. Members indicate their satisfaction is 'borderline' with ACA's representation of their interests to the Federal Government (54%), Related Professional Groups (53%), and Provincial and Local Governments (51%). ACA received failing grades for its representation to the Media (44%) and The Public (39%).
- Because it is often one of the main reasons why members join associations in the first place (particularly professional associations), ratings for representation of member interests are typically quite a bit lower than ratings on other attributes. ACA's overall rating of 52% is slightly lower than the 55% average for professional associations.
- In our experience, low scores in this area tend to be caused by one of two things: either the association is not achieving results relative to what members expect; or, the association is achieving results but the members are not aware of what is happening. In either case, the low score on this attribute should be a focus for ACA in its future strategy development.



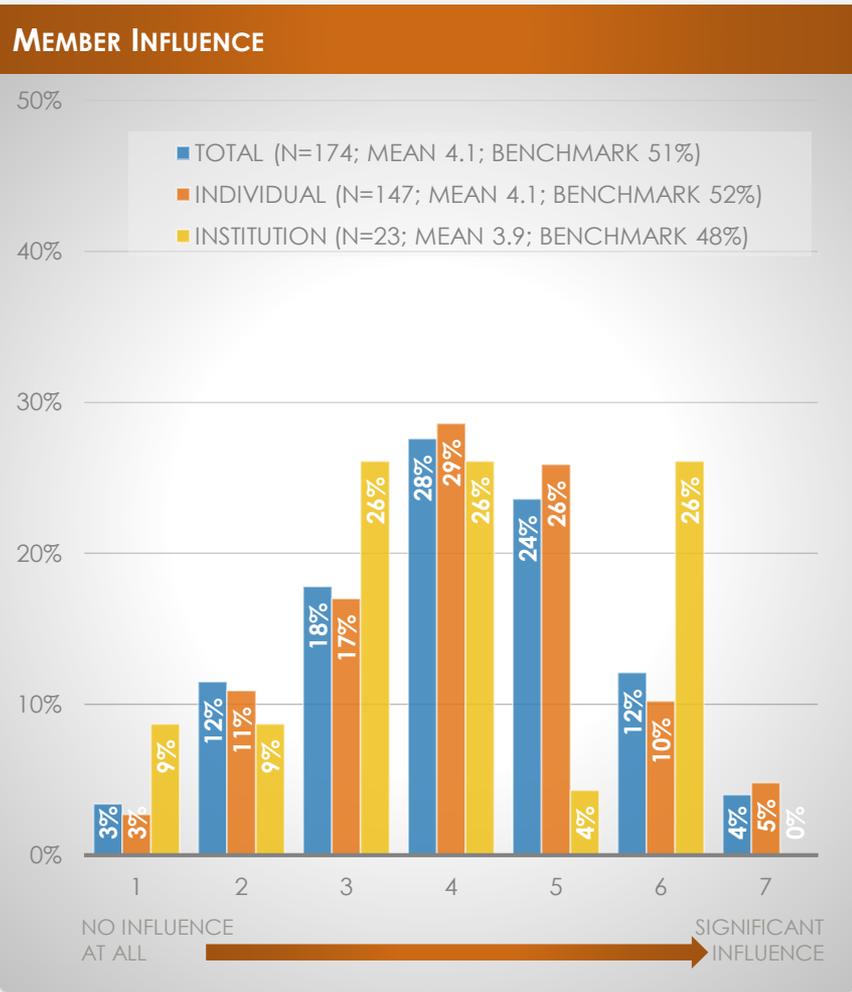
# Ease of Having Voice Heard

## EASE OF HAVING VOICE HEARD



- Members were asked how easy or difficult it is to have one's voice heard by ACA. With a benchmark rating of 56%, members are not convinced that it is very easy to have their voice heard by ACA.
- With six in ten (60%) awarding a rating of 4 or 5 out of 7, members view ACA as mediocre in area and believe ACA could do a better job.
- Although results should be interpreted with caution due to the small sample size, institutional members who participated in the survey are considerably less satisfied than individual members in this area, awarding a benchmark rating of 50%.
- ACA's benchmark in this area is lower than the average of 60% for professional associations overall.

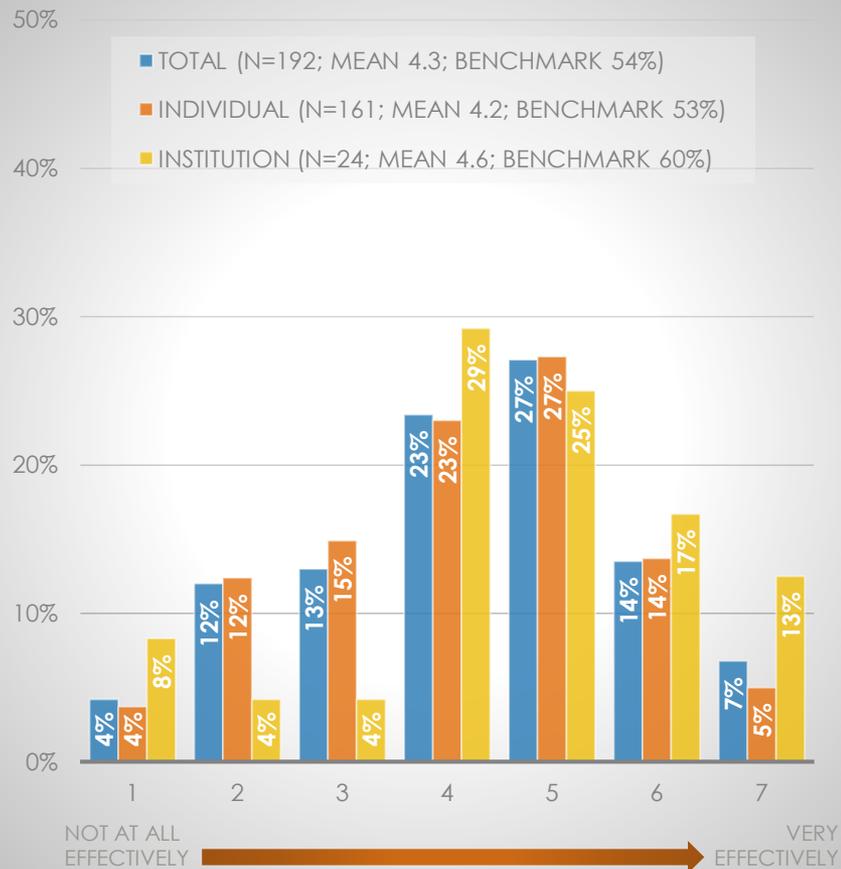
# Members' Influence Over the Priorities of the Association



- In our experience, there are two key contributors to members' perceived level of influence. One of these is obviously the degree to which the association actually allows member input to drive its agenda. The second is the degree to which the association communicates to the members about how the agenda reflects their input.
- On the whole, members do not feel they have much influence over the direction and priorities of the association. The benchmark satisfaction rating is 'borderline' at 51%.
- While under half (40%) awarded ratings of 5 to 7 out of 7, a full third (33%) awarded a failing grade. The remaining 28% are sitting on the fence at 4.
- ACA's rating in this area is well below the 57% average for member influence for professional associations overall.
- In our experience, associations that are truly driven by members tend to receive better ratings in all areas.

# ACA's Effectiveness at Communicating to its Members

## EFFECTIVENESS AT COMMUNICATING



- Communicating to members is a key element of member satisfaction. Moreover, communicating the association's goals, objectives and successes may help raise satisfaction in other areas; failure to do so will almost certainly result in lower ratings across the board.
- The results show that ACA needs to do a better job at communicating effectively to its members. Half (50%) of members awarded a rating of 4 or 5 out of 7. Importantly, over one quarter of respondents (29%) awarded failing marks.
- The benchmark rating of 54% shows that satisfaction is 'borderline' with ACA in this area. Additionally, the rating is well below the 70% average for all professional associations we have worked with.
- Although results should be interpreted with caution due to the small sample, institutional members ranked communication higher (60%) than individuals (53%).
- Areas where ACA should be communicating more effectively are explored subsequently in this report.

# Benchmark Satisfaction Ratings (Summary)

- The overall benchmark satisfaction rating is calculated by taking the average of the benchmark scores on each of the key satisfaction ratings. For the services and representation satisfaction ratings, the benchmark is the weighted average for all items measured.
- When first asked how satisfied they are with ACA, the satisfaction score was 60%, which is in the 'marginally satisfied' category. When the responses to the other member satisfaction questions are factored in, the overall benchmark satisfaction rating is a shade lower at 58%.
- A high point is certainly ACA's services. While there are some potential issues around penetration of services in some areas, members who use them are clearly satisfied with ACA's offerings.
- The remaining areas are clear areas of improvement for ACA. Representation of members to different stakeholder groups, and member influence are both areas of 'borderline' satisfaction. ACA's effectiveness of communication is also in the 'borderline' category. These should all be top areas of focus for ACA going forward.
- Members' sense that it is easy for them to be heard is also an area that merits further investigation for improvement.

BENCHMARK	ALL MEMBERS		INDIVIDUAL		INSTITUTION	
	SCORE	CATEGORY	SCORE	CATEGORY	SCORE	CATEGORY
OVERALL SATISFACTION WITH ACA	60%	***	61%	***	59%	***
OVERALL SERVICES	72%	*****	72%	*****	68%	*****
OVERALL REPRESENTATION	52%	**	52%	**	54%	**
EASE OF HAVING VOICE HEARD	56%	***	57%	***	50%	**
MEMBER INFLUENCE	51%	**	52%	**	48%	**
EFFECTIVENESS OF COMMUNICATING	54%	**	53%	**	60%	***
<b>OVERALL BENCHMARK SATISFACTION RATING</b>	<b>58%</b>	<b>***</b>	<b>58%</b>	<b>***</b>	<b>57%</b>	<b>***</b>

# Benchmark Satisfaction Ratings (Summary)

## cont'd

- Members provided a number of suggestions for improvement. Their verbatim responses can be found in Appendix III. Common themes include
  - Improvements needed in ACA communication. Desire for greater transparency and more communication related to strategic direction, priorities and spending.
  - Desire for ACA to raise profile of the profession through effective advocacy efforts.
  - Quality and frequency of professional development
  - Improve value for membership dollars.
  - More member engagement, networking and events.
  - Need for greater diversity across the association.

# Benchmark Comparisons to Other Associations

	ACA Benchmark	70 Study Average	Professional Associations					Number of Benchmarks
			Average	Maximum	Minimum	ACA RANK		
Overall	60%	66%	64%	86%	44%	32	out of	43
Services	72%	73%	73%	84%	63%	22	out of	42
Representation	52%	57%	55%	70%	42%	25	out of	41
Ease of Having Voice Heard	56%	64%	60%	83%	38%	29	out of	42
Member Influence	51%	60%	57%	76%	41%	31	out of	39
Effectiveness of Communications	54%	71%	69%	87%	54%	41	out of	41
<b>Average Benchmark</b>	<b>58%</b>	<b>65%</b>	<b>63%</b>	<b>79%</b>	<b>47%</b>	<b>36</b>	<b>out of</b>	<b>43</b>

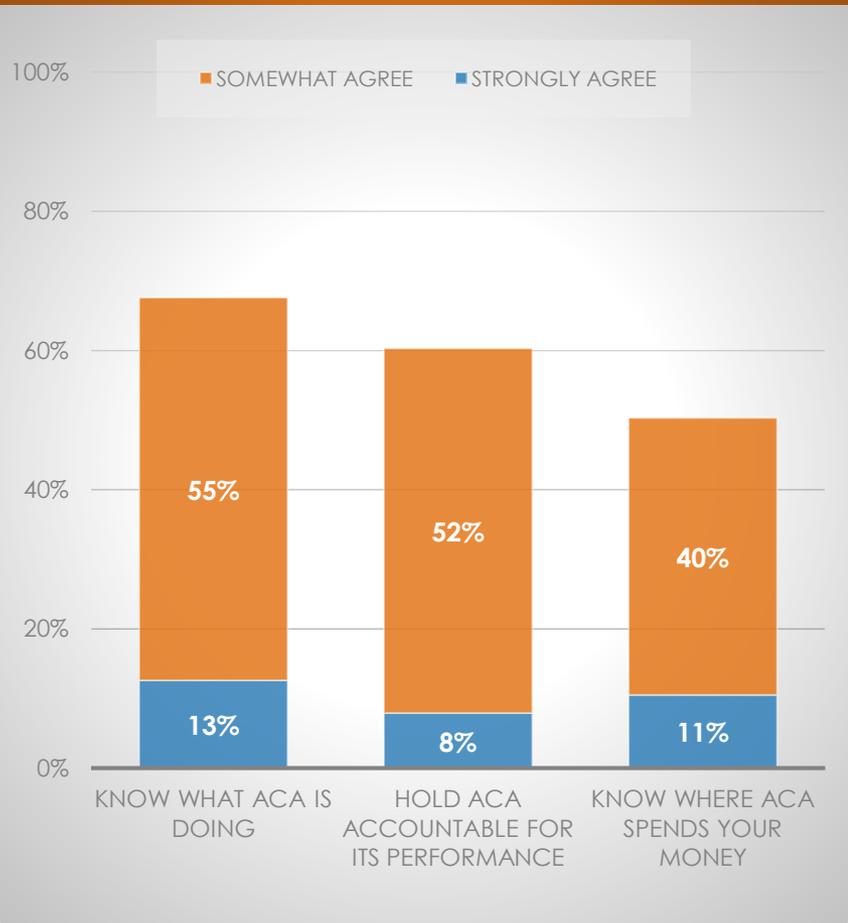
- ACA is below the average across all satisfaction benchmarks compared to other professional associations TPG has worked with. The gap is relatively small in for services at 1%. Effectiveness of communications is an area where ACA ranked 41<sup>st</sup> out of 41 and falls well short (15%) of the professional association average.
- Scores in the remaining four areas sit 3% to 6% behind the professional association average.

# Member Attitudes Towards ACA

- Level of Member Knowledge About ACA
- Interest in Receiving Information About ACA
- Member Views on ACA's Vision and Strategy and Ability to Accomplish Goals

# Level of Member Knowledge About ACA

## HAVE ENOUGH KNOWLEDGE TO... (N=191)

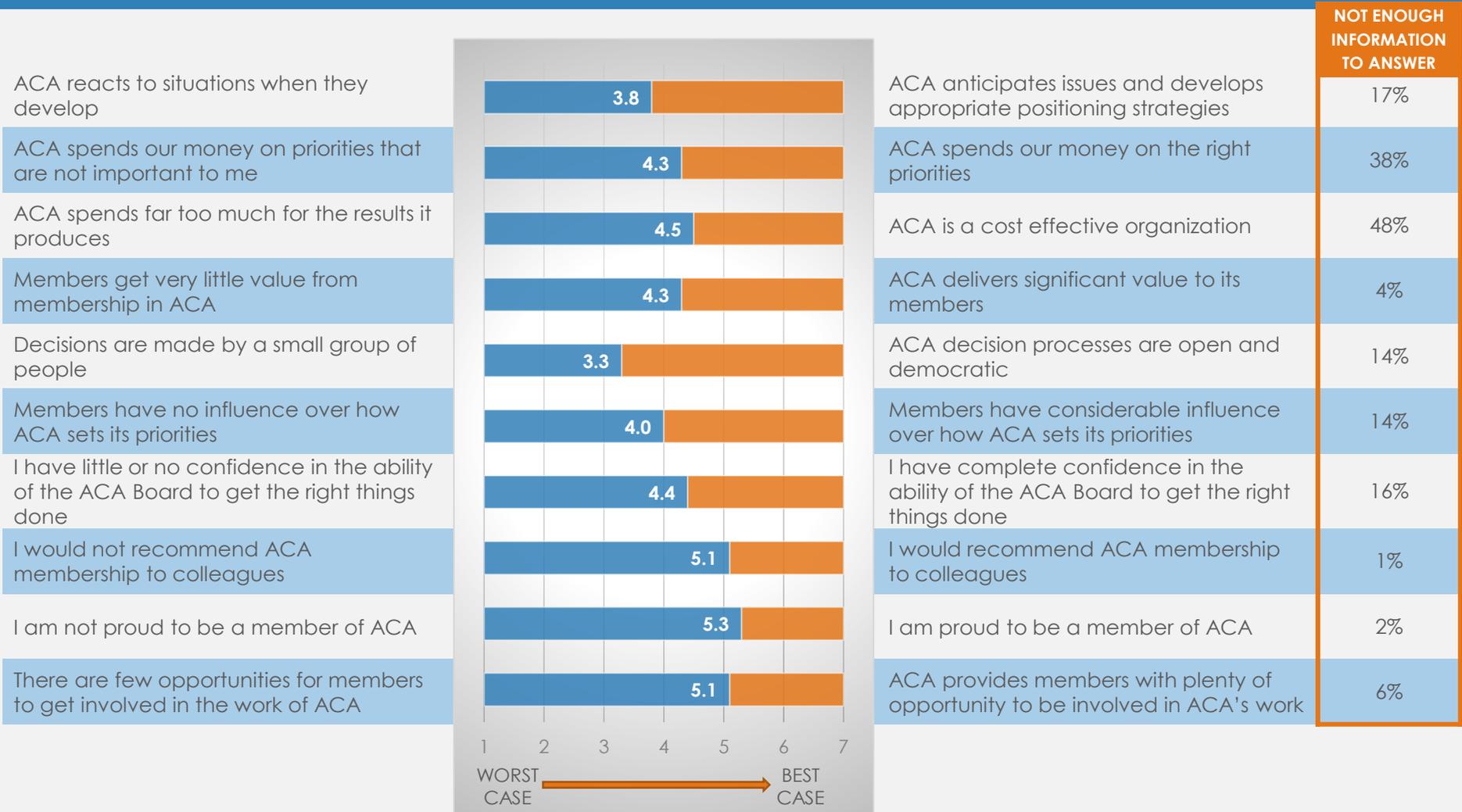


- While a majority of members generally agree that ACA provides them with enough information to know what ACA is doing (68% somewhat or strongly agree) and to hold ACA accountable (60%), there is considerable room to improve given the large portion of members that only 'somewhat' agree with these statements.
- Agreement is considerably lower for having enough knowledge to know where ACA spends members' money (51%).
- As noted earlier, ACA's communications effectiveness is a challenge for the organization. The results about member knowledge point more specifically to a communication and/or member awareness issue related members' understanding about the strategic direction, focus and activities of the organization. Past research has shown strong links between knowledge, satisfaction and perceived value.

# Attitudes About Performance and Governance

- Members were asked to rate ACA's performance on ten key performance indicators on a 1 to 7 scale. Reading the chart from left to right, the higher the score the better. A score of four represents the mid-point. A score below this level indicates that ACA is still not far from the starting gate (worst case), while scores above this level suggest that it is performing well (best case).
- In keeping with the previously presented results on member knowledge, a significant portion of members are in the dark when it comes to ACA's cost-effectiveness (48% did not have enough information to answer). There was also a lack of knowledge about whether ACA spends money on the right priorities (38% did not have enough information to answer).
- The good news is that members are generally proud to belong to ACA (average rating of 5.3 out of 7). Members are also likely to recommend membership to others (5.1). These are important results as it points to an interest among members in seeing ACA succeed despite whatever other feelings they may have toward the organization.
- Members believe there are some opportunities to get involved in the work of ACA (5.1).
- However, this is where the good news ends. For the remaining seven items members feel ACA falls quite short of the mark. Specifically, members do not feel ACA is particularly cost effective (4.3) or that it spends money on the right priorities (4.2). In addition, the 4.1 average rating for value for money is 'borderline.' Whether real or perceived, ACA has considerable work to do in this area. In our experience, value for money is among the top drivers of member satisfaction.
- Importantly, members do not feel they influence the direction and priorities of the association (4.0). With a failing grade of 3.3, members also indicate they feel decisions are made by a small group of people behind closed doors (3.3).
- Members also feel ACA is reactive (3.8) instead of proactive to strategic issues in its environment as they arise. Although slightly higher at 4.4, members have limited confidence in the board to get the right things done.

# Attitudes About Performance and Governance (cont'd)



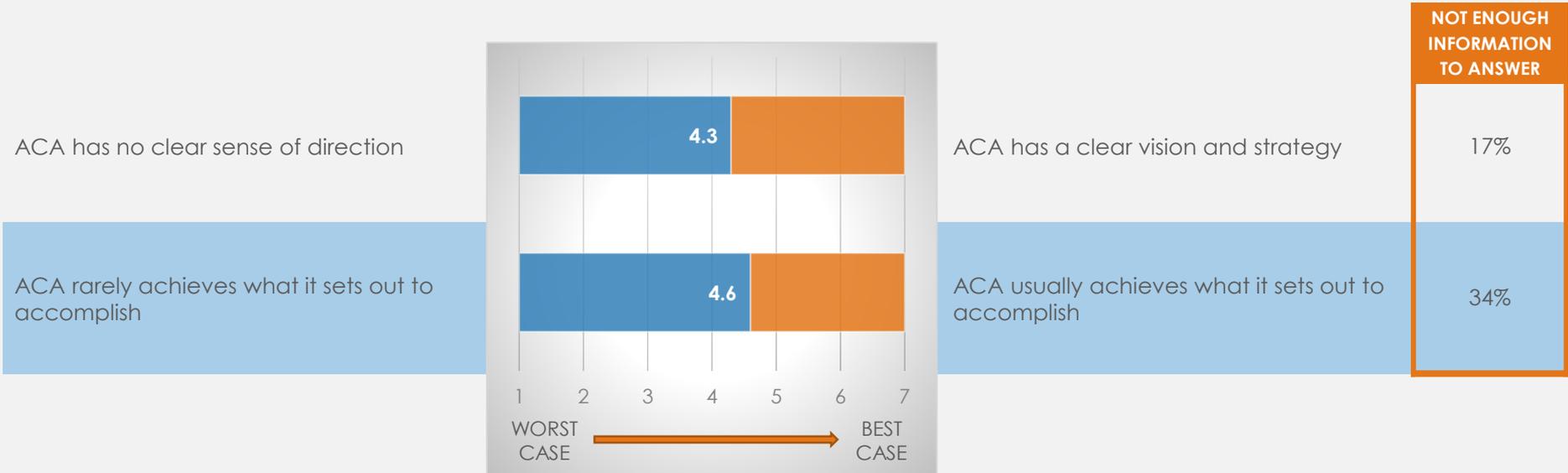
# Performance Comparisons to Other Associations

- The table below summarizes the results for the questions for which we are able to provide benchmarks. Although slightly behind, ACA scores close to the average for professional associations on attributes related to cost effectiveness, spending money on the right priorities, value for money, and member influence.
- Conversely, ACA is quite behind other professional associations in areas related to governance and decision-making. Specifically, there is work to be done to improve member confidence in the board, ACA's proactiveness in decision-making, and in developing decision-making processes that are open and democratic.

	ACA Benchmark	70 Study Average	Professional Associations						Number of Benchmarks
			Average	Maximum	Minimum	ACA RANK			
Proactiveness	3.8	4.6	4.4	5.2	3.1	29	out of	34	
Cost Effective	4.5	4.6	4.4	5.4	2.0	13	out of	27	
Spends Money On Right Priorities	4.3	4.5	4.4	5.3	2.6	15	out of	34	
Value for Money	4.3	4.4	4.2	5.3	2.3	13	out of	33	
Open & Democratic Decisions	3.3	4.2	4.1	4.8	2.4	31	out of	33	
Member Influence	4.0	4.4	4.2	5.0	2.6	25	out of	34	
Confidence In the Board	4.4	4.9	4.8	5.7	3.1	28	out of	34	

# Member Views on ACA's Vision and Strategy and Ability to Accomplish Goals

- Members were also asked to rate ACA's performance on three key strategic indicators on a 1 to 7 scale in an attempt to determine how the membership views ACA's sense of direction and its ability to accomplish goals. The results are presented below.
- With a rating of 4.6 out of 7, members believe that ACA "generally" accomplishes what it sets out to achieve. However, in keeping with results that show members are lacking the knowledge to know what ACA is up to, 34% indicated they didn't have enough information to answer the question.
- When it comes to the clarity of vision and strategy (4.3) ratings indicate 'borderline' satisfaction.

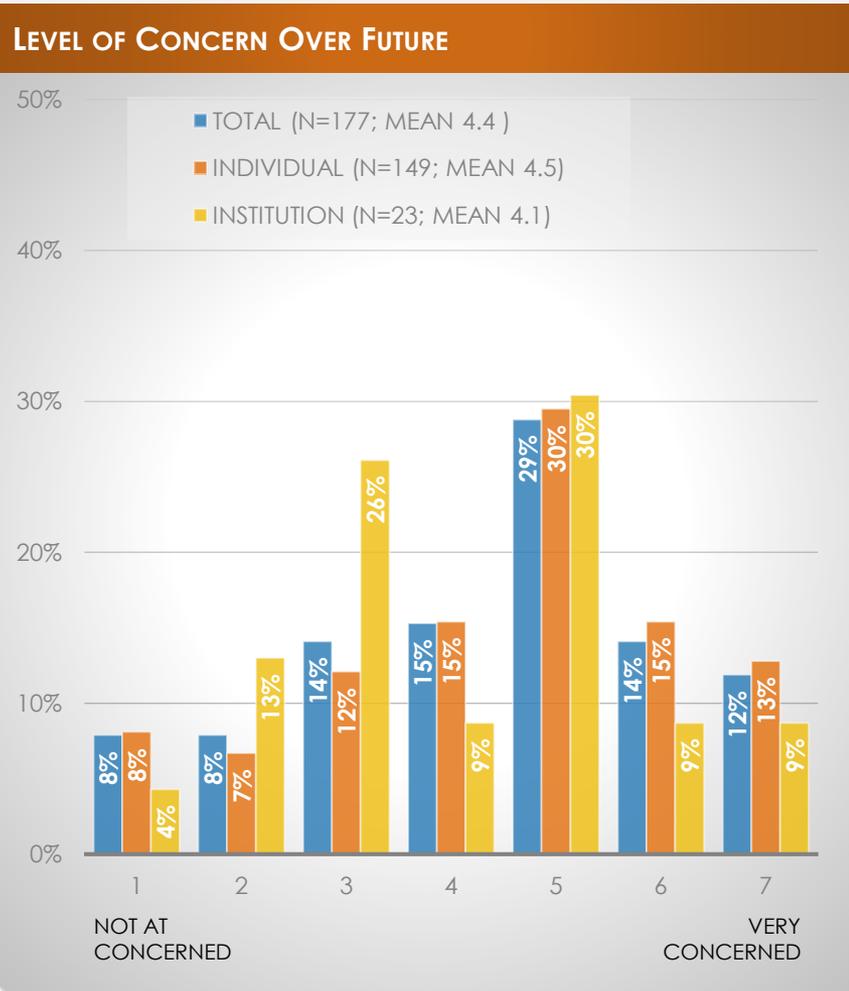


# Important Issues

- Member Concern Over Future Prospects for the Archival Profession in Canada
- Importance of ACA Issues



# Member Concern Over Future Prospects for the Archival Profession in Canada

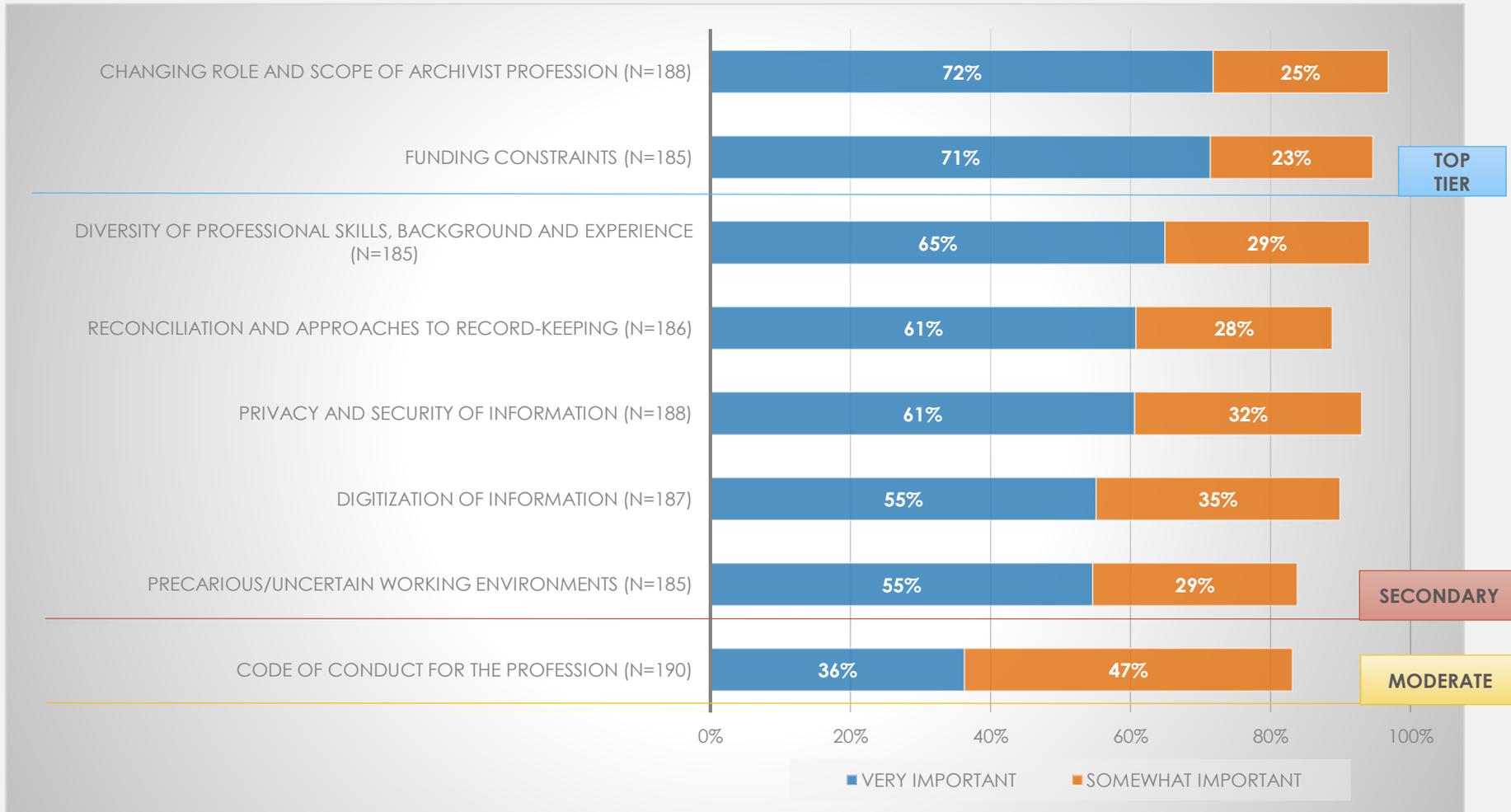


- The exhibit shows how members feel about the future of the archival profession in Canada. The average rating of 4.4 on the 7 point scale shows that the level of concern among members is moderate. Over half (55%) marked their level of concern at a 5 out of 7 or higher, indicating there are certainly changes and pressures in the archival environment that are top-of-mind for ACA's key stakeholders.
- Although not statistically representative due to the small sample, it is worth noting that the level of concern is somewhat lower (4.1) for institutional members.

# Importance of ACA Issues

- Members were asked to rate the importance of eight key issues facing the profession. It is important to note that all of these issues were rated as very or somewhat important by 83% of members or more. In other words, they are all important. However, if we focus only on the portion rating issues as 'very important', the issues can be divided into three priority categories. The results are illustrated graphically on the next page.
- **Top Tier Issues:** The top tier issues are those that are 'critical' to the profession. These are issues that, to the extent possible, ACA should be developing plans to deal with (or help members deal with). Two of the eight issues fall into the top tier with at least 71% of respondents rating them as 'very important'. They include the changing role and scope of the archivist profession (72% rated as very important) and funding constraints (72%).
- **Secondary Issues:** These issues are also very important and need to be addressed, but not before ACA has tackled the top tier. Between 55% and 65% of members rated these issues as 'very important.' Issues in this category include: Diversity of professional skills, background and experience (65%); Reconciliation and approaches to record-keeping (61%); Privacy and security of information (55%); Digitization of information (55%); and, precarious/uncertain working environments (55%).
- **Moderate Issues:** These are issues where less than 50% of members rated these as 'very important'. For ACA, one of the issues tested fall in this category – The code of conduct for the profession (36%).

# Importance of ACA Issues (cont'd)



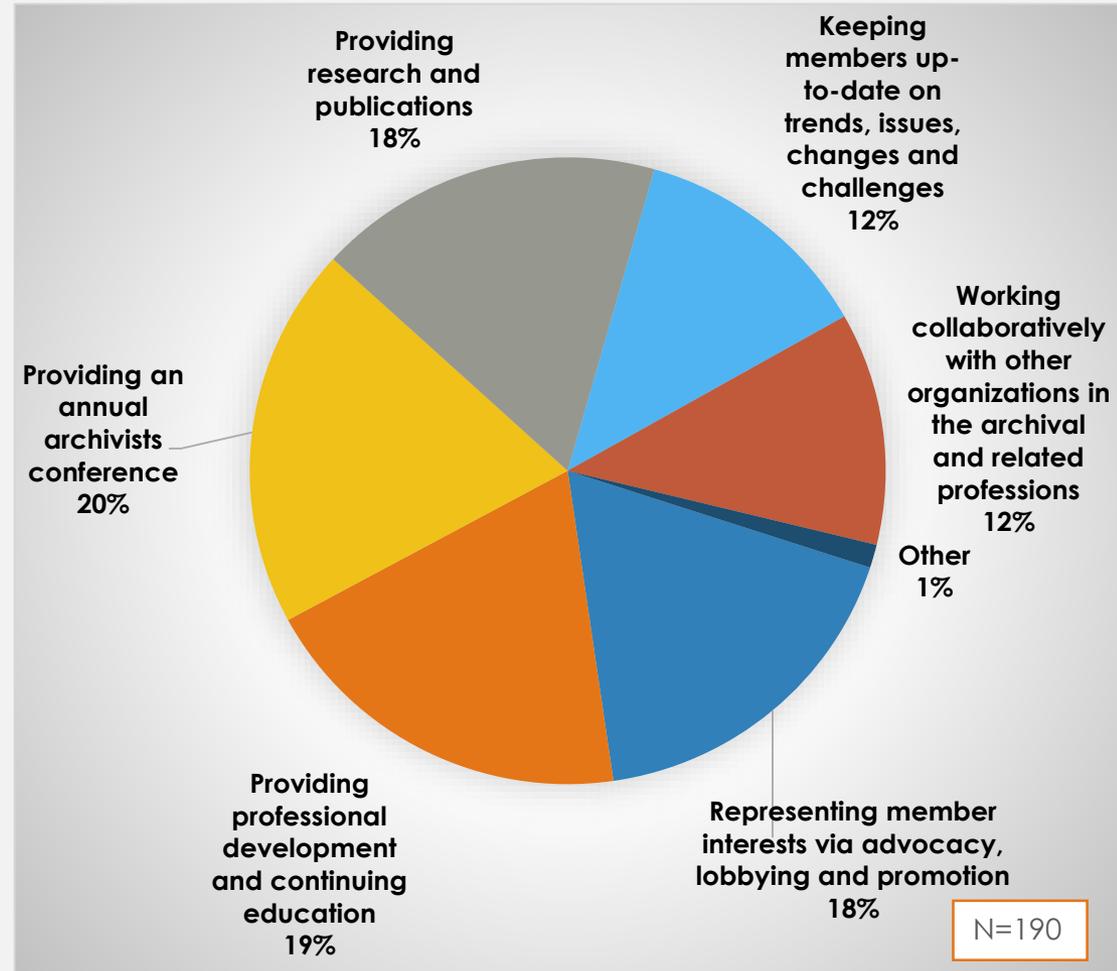
# Becoming a Member Driven Organization – What ACA Members Want

- Reasons For Belonging to ACA
- Where ACA Should Focus its Time, Effort and Financial Resources



# Where ACA Should Focus its Time, Effort and Financial Resources

- In the eyes of members, there are four primary areas where ACA should be spending its time, effort and resources. These include: Providing an annual archivists conference (20% of time, effort, resources); Providing professional development and continuing education (19%); Providing research and publications (18%); and, Representing member interests via advocacy, lobbying and promotion (18%). It is important to note that although satisfaction scores were acceptable for ACA services, attributes related to advocacy and 'representation' is an area where ACA members indicated a clear need for improvement.
- The remaining two areas of focus rank at 12% each of time, effort and resources.
- It should be noted that the results should not be viewed as the definitive way in which members would like resources divided. Rather, they should be viewed as a weighted ranking. In other words, providing the research and publications is one and a half times more important than working collaboratively with other organizations in the archival and related professions (12%).



# Conclusions



# Conclusions

## General Observations

- ACA's overall benchmark satisfaction rating of 58% is marginal and ranks below the 63% average for other professional associations that our team has worked with. Although there was positive feedback in some areas, this research should act as a wake-up call for ACA: Members have clearly articulated a need for improvement across several areas of the organization.
- ACA is performing well across its core services. Further to the above, members are proud to belong to the association and want to see it succeed.
- Value for money and alignment of ACA priorities with member needs are not strongly rated and indicates a significant performance gap in the eyes of members. Importantly, members do not feel ACA is particularly cost effective or that it spends money on the right priorities. Value for money is among the top drivers of member satisfaction. This research offers several insights in terms of focus and priorities that can be used to help ACA improve in this key area.
- Members do not feel like they have a voice or that they influence the direction and priorities of ACA. They feel in the dark when it comes to understanding what is happening at the organization and indicated that the association leadership needs to work at being more transparent and open in its governance and decision-making activities.
- Communication is also a red flag for ACA. Members are hungry for more and better communication from ACA, particularly as it pertains the information they need to understand what ACA is doing and how their money is being spent.

## Roles and Priorities

- In the eyes of members, there are four primary areas where ACA should be spending its time, effort and resources. These include: Providing an annual archivists conference; Providing professional development and continuing education; Providing research and publications; and, Representing member interests via advocacy, lobbying and promotion.
- Working collaboratively with others in the archival and related professionals and keeping members up to date on trends, issues and challenges are also important, albeit secondary to those mentioned above.

# Conclusions cont'd

## Services

- A high point is ACA's services – Those who use them are very satisfied with them. In particular, Archivaria (the ACA Journal) and the Awards Program both fall into the 'excellence' category as very strong offerings for ACA that should continue to be leveraged going forward.
- Penetration and low levels of satisfaction are a concern for some services. Some of these services struggle due to lack of awareness and may improve with better communications. Others may not have broad appeal but are important to a niche group of members. Still others may not be relevant to members. Importantly, the qualitative feedback indicates some challenges related to some services (such as PD workshops and the ACA Institute) may be due to a decreased focus by ACA recently in delivering high quality and regular education. Services that should be reviewed include the following:
  - Services with low satisfaction include: ACA's Special Interest Sections and the Quarterly Members Bulletin.
  - Services that struggle with low awareness and penetration include: The Quarterly Members Bulletin and the ACA Institute.
  - Services that have high member awareness and low penetration include: PD Workshops; and, the ACA Institute (38%).

## Professional Trends and Issues

- In developing its professional development and education offerings, top-of-mind professional trends and issues to consider as topics include: The changing role and scope of the archivist profession; and, funding constraints. Secondary issues include: Diversity of professional skills, background and experience; Reconciliation and approaches to record-keeping; Privacy and security of information; Digitization of information; and, Precarious/uncertain working environments.

# Conclusions cont'd

## Representing Member Interests

- Representation of member interests is a challenge area for ACA. Performance in this area is rated well below peer associations and there is considerable room to improve. Representation of members is one of the top areas where members want ACA to focus efforts. In particular, members want ACA to up its game with external stakeholders such as the government, related professional groups, and especially the media and the public.

## Becoming a Member-Driven Association

- Members' view on the ease of being heard by the association, as well as their sense that members drive the agenda and influence decision-making received borderline scores, indicating that ACA is not member-driven. Conducting regular outreach (such as through this survey), acting on member feedback and, crucially, communicating back to members that you've heard them and are acting on their feedback is an ongoing practice ACA may wish to consider.
- Equally important in being member-driven is that members feel they have enough information about the governance and activities of their association to know what it is doing and to hold it accountable. Although members "generally" agree they have enough information in these areas, the results point to a significant knowledge gap. Information showing not only what the association is doing and achieving, but also showing how members are influencing the agenda may help to improve scores in several areas.

## Conclusion

- Members have used this survey to articulate quite clearly that while ACA is doing well in some areas, it has some hard work ahead if it is to get into sync with their needs and priorities. The information in this report can serve as a springboard to help ACA do just that. The members have spoken; it is now up to ACA to show that it has listened to what they said and to develop the appropriate strategies for moving forward.

# Appendices

- Appendix I – Sample Error of Tolerance
- Appendix II – Calculation of Benchmark Ratings
- Appendix III – Verbatim Responses to Open Ended Questions



# Appendix I – Sample Error of Tolerance

WHERE PERCENTAGE SHOWN IS:						
N=	1% or 99%	10% or 90%	20% or 80%	30% or 70%	40% or 60%	50% or 50%
50	2.7	8.3	11.0	12.6	13.5	13.8
100	1.9	5.7	7.6	8.7	9.3	9.5
150	1.5	4.6	6.1	7.0	7.5	7.6
200	1.3	3.9	5.2	5.9	6.3	6.5
250	1.1	3.4	4.5	5.2	5.5	5.7
300	1.0	3.0	4.0	4.6	5.0	5.1
350	0.9	2.8	3.7	4.2	4.5	4.6
400	0.8	2.5	3.4	3.8	4.1	4.2
<b>440</b>	<b>0.8</b>	<b>2.4</b>	<b>3.1</b>	<b>3.6</b>	<b>3.8</b>	<b>3.9</b>

If x% (across the top) of survey respondents provided the same response to a question, it would be considered accurate, 19 times out of twenty (95% confidence level) to within  $\pm y\%$  depending upon the sample size (down the side).

**Example:**

If the sample size is 440 and 20% of respondents indicate an issue is “very important”, then it is estimated that between 16.9% and 23.1% (3.1% margin of error) of the actual population would rate the issue as “very important.”

# Appendix II – Calculation of Benchmark Ratings

## Explanation of Conversion of Means:

The questions in which means are used to calculate the benchmark satisfaction ratings are on a scale of one to seven. In order to calculate a percentage rating, it is necessary to have a zero starting point. This can be accomplished by shifting the scale to a 0 to 6 scale (i.e., subtract 1 from both the scale and the mean). The percentage can now be calculated as follows:

### Example:

In question 1 of the survey (overall satisfaction), the mean is 4.6 (on a scale of 1 to 7). Subtracting 1 gives a new mean of 3.6 (on a scale of 0 to 6). To calculate the satisfaction rating, divide 3.6 by 6. This gives a satisfaction rating of 60.0% (using unrounded numbers for the calculation).

Q1 MEAN	SUBTRACT 1	DIVIDE BY 6
4.6 (OUT OF 7)	3.6 (OUT OF 6)	60% (OUT OF 100%)

# Appendix III – Verbatim Responses to Open Ended Questions

## What is the MOST IMPORTANT thing ACA could do to improve your level of satisfaction with the organization?

- We would like to see more communication, more accessible conferences, more regional involvement.
- Communicate initiatives, projects, issues. I keep up more with the listserv than social media; however ACA needs to be doing both.
- Provide more practical, applicable and work-related assistance to small to mid archives, particularly for volunteer and non-university trained archivists. The focus on academia and largely theory-based work is strangling the association. Mid-career archivists don't bother to join if they work for smaller archives as they don't have the money to spare for expensive membership, their institutions don't have the money to support it, and the association does not look to support their needs.
- Being inclusive to all archives and archivists regardless of what university they attended. The organization is very cliquey. Most information, events, programs and courses are incredibly dull. Worst of all are the conferences. The last one I attended was simply awful - badly organized, terrible sessions and very cliquey. I have been an archivist for 35 years and I felt like an outsider. By comparison, I went to a Museums Association conference recently where I was warmly welcomed and included. Inclusivity is the MOST IMPORTANT thing that the ACA could do to improve
- Be inclusive of all types of institutions that have archives (ie. corporate archives) and offer start offering professional development on subject matter relevant to the wider archival community.
- Provide more concrete member benefits (e.g. discounted archival supplies for members)
- Reduce the institutional price. We currently pay \$1700 and get NOTHING except e-Archivaria. We don't even get hard copies of Archivaria for \$1700. Institutional memberships should be cut roughly in half. ACA is an association for and run by individual archivists that is heavily subsidised by institutions.
- Leadership that truly values its members and the community.
- Increase online training/resources. If we don't attend the conference it becomes difficult to justify the cost of ACA membership.
- Develop professional development courses/workshops relevant to the work of its members.
- make professional development opportunities more economically feasible to its members
- More training and development opportunities.
- Clearer articulation of role for institutions as distinct from individual professionals
- Pick a focus and stick with it.

# Appendix III – Verbatim Responses to Open Ended Questions

## What is the MOST IMPORTANT thing ACA could do to improve your level of satisfaction with the organization?

- Improve the database of fonds-level descriptions for institutional members to the professional equivalent of Archeion (AAO service for researchers on behalf of Ontario institutional members).
- promote the special interests sections so that people would actually use them
- To improve my level of satisfaction with the ACA, I believe it is essential for the ACA to understand what the membership thinks about diversity because it means a lot of things and can influence different goals of the association. Diversity certainly relates to individual's ethnic, class, gender, and cultural beliefs, among other identity factors. I strongly believe that having more information about the ACA's membership could allow the organization to establish better goals about diversification and track how growth occurs within the membership and the executive of the ACA. Diversity also relates to professional identities and how archivists' work is changing. Investing in meaningful partnerships with other professional organizations--and making sure those partnerships are used by the association and are accessible to the membership--could support advocacy work and how the archival profession is understood by our employers, the public, and ourselves. These are two examples of how a better understanding of diversity could impact the make-up of the organization, how we organize and structure events, and how individuals see their identities represented within the membership.
- I believe the ACA is too exclusive and academic and pushes away the majority of people working and volunteering in the profession today. The focus is too academic, theoretical and rarified and alienates our base, including indigenous, small community archives, volunteers and beginners in heritage management. It is astonishing that the president is looking to broaden membership by going to allied professions rather than focusing on gaining within. I do not support this current push, I think it destroys what little relevance we have in Canada. I want efforts made to journeymen archivists and small archives. The ACA is not relevant to them and it's increasingly not relevant to me. Membership fees are also limiting for MOST people considering membership.
- Get rid of the cliques. You ask questions and no one responds. Its the same old faces every time. No one cares when you have an issue. Information is not passed on to members. If you have something that contradicts the position of the few people who control the organization you are totally ignored or worse. The organization itself is control by far to few people with far too limited interests. They don't reflect archives, they don't care about the special interest groups and they are far too academically focused. Make the organization relevant and revitalize it but making its decision making matter and be dependent upon broad understanding and participation by the organization.

# Appendix III – Verbatim Responses to Open Ended Questions

## What is the MOST IMPORTANT thing ACA could do to improve your level of satisfaction with the organization?

- Provide substantial and concrete benefits for members. - Clear and consistent communication with members, and be strategic in using social media. Not all members are (or want to be) on social media. If a piece of news is out on one social media platform
- I would like clearer financial statements, particularly in relation to Archivaria's contribution to the ACA. What with the demise of the hardcopy of the Bulletin, it seems to be the only tangible benefit I have to show for my membership, other than attending a respected annual conference. Secondly, I would like to see more effective advocacy work done by ACA.
- I would appreciate access to more professional development opportunities, be it through the ACA directly or through the ACA sponsoring some other service provider (e.g. bring the SAA offerings to Canada).
- Accreditation of education programs--urgent Resume its program of publications beyond Archivaria and the Bulletin Improve its communication and its transparency
- Communication with members about decisions and decision making process.
- Strengthen the connections between the journal, conference and professional education in terms of developing and maintaining a high level of sophisticated engagement by practitioners with archival literature and thinking. Based on this sophisticated engagement, advocate on key issues for the records professions, including decolonization (including responding to the TRC's Calls to Action) and the social, cultural, organizational and technological issues around digital recordkeeping.
- I completed an Archives program last year. Apart from the conference, I have no indication of what the ACA does, there is minimal visibility. I am interested in connecting with working archivists and possibly working with a mentor, but no response.
- Network to provide distance education opportunities in archival science across Canada.
- Better communicate its value to students.
- lower the membership fee for students. offer more webinars like ARMA or SAA. more support and interaction for/with student chapters.
- Simple question; challenging to respond. My sense is that the ACA is an organization that means a lot and does a lot for a relatively small group of archivists (often mid career or higher) and has less visible impact on the work of the majority (often new members of the profession). Outside of Archivaria and the annual conference, as well as the too often negative toned debates on the listserv, it does not have much of a presence in the minds of many archivists. More regular opportunities for direct benefit would help (challenging as this is seen by many as the purview of provincial/territorial associations).

# Appendix III – Verbatim Responses to Open Ended Questions

## What is the MOST IMPORTANT thing ACA could do to improve your level of satisfaction with the organization?

- Become more transparent in its processes and decision-making and do a better job of communicating the Board's work and priorities for the year.
- I think re-evaluating its services to members is a start. I assume this survey is part of this effort. The cost versus the value is currently hard to justify since its core services (conference & Archivaria) both cost me additional money at present. It's not clear why these things are so expensive to support, but then again I don't search for budget documents either. I'm not clear on what it does on the advocacy front though this is also very a valuable service - it's just not apparent where the conversations and consultation are happening, which makes it look like nothing is happening. The next question is then what kinds of additional services are needed by members. I think addressing the community's capacity gap in digital archives and preservation is a particularly pressing one - particularly on the education and training front.
- In the past I have been very satisfied with the leadership of the ACA. Recently, I have found it much more closed, unapproachable, and on a number of occasions dismissive and demeaning towards its members. We are not a large community and while we elect the ACA leadership to speak for us, that does also mean listening to us. Making it clear that leadership is hearing and responding to membership instead of dictating to it is the most important thing that could be done. I expect this will change naturally as leadership changes, but it must be said.
- Improve communication. There is little transparency about what the ACA is doing and why and - particularly in the past year or so - the way decisions have been communicated has been frequently terrible. Things seem to be not communicated, miscommunicated, or poorly communicated. Some of the emails from the president in the not so distant past have frankly been extremely alienating. The ACA needs to clear and considerate in its messages to the membership.
- Achieve a reasonable number of goals in the next few years, including how it can work with other organizations as appropriate to improve the Canadian archival community and the profile of archivists, other records professionals, and the institutions we work for.
- Give evidence of professional, informed leadership; make all decisions and financial information open and transparent to all members; make minutes of Board and Committee meetings open (except any in camera sessions); be a visible, proactive, advocate in the media and public for archives (current records and heritage).
- Demonstrate transparency and accountability in both the selection of board members, and in decision making. Stay out of the bailiwick of the CCA and stay focused on serving archivists and other information professionals.

# Appendix III – Verbatim Responses to Open Ended Questions

## What is the MOST IMPORTANT thing ACA could do to improve your level of satisfaction with the organization?

- Improve communications with members and the Canadian archival community at large particularly on the listserv (arcan-l). Improvement is needed in two ways: 1., communicate more often about what is happening behind the scenes. 2., don't engage in and take a stand against the vitriolic posts we have seen in the past few years on issues that should be handled professionally and sensitively.
- Because I just started working in this profession I feel like I don't have much insight. I would say, however, that focusing on digital preservation should be one of our top priorities. It would be helpful to look at and work with other professions in similar situations or who may have answers we need (like museums/libraries/record managers and IT for example). We can't think of the profession as an island. We must also cooperate with each other so that the records are with the appropriate institution even if that means letting go of valuable material. Lastly, more support for small, non-profit archival institutions with little to no resources. In essence: we need cooperation within our field and outside of it.
- Work to coordinate a grassroots national digital preservation strategy
- Make the annual conference less expensive to attend and more open to non-members and people in related professions, not only to archivists per se.
- Better communication at provincial and regional levels and with members, especially those outside of Southern BC and Toronto. Set professional accreditation standards and guidelines so we can leverage it to defend professional education.
- Communication with members about issues - activities and workshops
- I would like the ACA to help me put the recommendations of the Truth and Reconciliation Commission at the centre of my work. I work for a provincial government, involved in both records management and archival work, and I feel that the findings of this commission have not permeated into my daily work - yet they should. There are many factors involved, including work culture shift and change management, but mainly it's probably a matter of my colleagues and myself raising our mutual awareness. I feel that ACA's conference this past year was very helpful but I need ongoing encouragement, and would love it if my professional association can help take me to the next level!
- Keep working on improving the annual conference, particularly the workshops that provide relevant professional training
- Be more transparent; develop more opportunities for involvement; and better advertise those opportunities (professional development, etc.) that it currently offers.

# Appendix III – Verbatim Responses to Open Ended Questions

## What is the MOST IMPORTANT thing ACA could do to improve your level of satisfaction with the organization?

- The annual conference is good, but perhaps have smaller and less formal learning opportunities as well. These do not have to be highly scripted/prepared and could be more workshop based or question and answer format, or "TED Talk" format. As members are spread across Canada, perhaps webinars could be used to host these less formal learning sessions.
- Do more advocacy and outreach work so the public/governments/organizations understand what is involved with archiving digital records.
- I am interested in the ACA becoming more organized to set fair wages and regulate records management and archives in Canada. I say this despite archives being an extremely under served industry (and therefore there are a lot of available jobs). Having a stronger voice supporting archivists financially would complement the solid academic and practical writing of Archiveria. As the roles of archivists expand to include more responsibilities (such as privacy officers or those outlined in the Calls to Action from the Truth and Reconciliation Commission) the professional competencies and work also increases. I have made recommendations to employers that they need to allocate a minimum of \$50,000 per year to hire a full-time, fresh out of university archivist or records manager. Issues such as a lack of full-time labour has led to some colleagues cobbling together part-time jobs. Although, this does not appear as grave for archivists as it is for librarians. Although it serves a different professional environment, CARFAC provides a framework for visual artists to assess appropriate fees. Something comparable seems desirable for archives.
- Actively reach out and engage with groups, corporations, professions and associations which share our interest in and commitment to the integrity and authenticity of the record...with CCA and AAQ. Time to demonstrate that we are a confident profession with much to offer Canadian society in the knowledge economy.
- training, leading initiatives in archives awareness (both with govt and the public)
- Constructive, productive positioning and roles in relationship to CCA, AAQ, ICA and clear supportive identity in the context of the Canadian Archival System ; I have scored some section lower not necessarily because of the results or efforts (which are much appreciated) but due to the appearance of ambiguity in roles and supportive positioning with respect to the other bodies ; Museums appear to have a much clearer/cleaner advocacy identity ; but overall, I am very appreciative of the volunteer efforts of the ACA Board and recognize the difficulties in finding engaged volunteers with the level of policy and accountability experience needed for a national and international presence
- Improved communication on emerging issues. More public outreach and advocacy.

# Appendix III – Verbatim Responses to Open Ended Questions

## What is the MOST IMPORTANT thing ACA could do to improve your level of satisfaction with the organization?

- Archivaria is published only a couple of times a year. Members cannot always attend annual conferences because of travel/budget restrictions from their workplaces but may want opportunities to stay engaged with the wider archival community. It would be good to find ways to increase the value for money for fees paid for memberships given that members cannot always take advantage of all that a membership offers - perhaps by organizing mini conferences to allow for participation at the local level among other options.
- More regular offerings of professional development workshops/webinars beyond the ACA conference; i.e. starting to build a more robust professional development portfolio with certificates (like SAA DAS specialist program)
- Provide members with more training/networking opportunities all year round besides the ACA conference.
- More engagement and consultation with members. Being more open in the decision making process.
- I'm not sure. It just feels dated. I wish there were more ways to connect with ACA; not just volunteering on committees but being part of a group in my area. Something more than the annual conference (which is always great).
- I would like to see more explicit student engagement beyond the student chapters and mentorship program. Other than those initiatives, I am unaware of any other ways that I can get involved as a student. I am not sure if my knowledge gap is a result of lack of programming, flaws in ACA communication, or both. However, if given more opportunities to get involved, I would certainly want to engage more with the ACA. Additionally, it would be great if the ACA offered a varied set of scholarships for current graduate students in Canada.
- Provide another membership level between student and full membership for recent graduates. I was only able to rationalize an "adult" membership for the conference discount.
- Become more involved with archival students and public outreach.
- Better and more frequent communication with members. Some are issues that are pertinent to the community and will influence the direction the ACA Board will take on those issues. Some issues are very simple: the ACA Office moved and I found out by accident as I was heading to the former Albert St office. No communication with members that I saw. What is happening with the strategic plan that was announced in October? What are the terms of reference? What is the desired outcome?
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- More communication... I really don't know what if anything is happening within the ACA at any time unless it's a top-level change (e.g. code of ethics, leadership change, etc.). It really doesn't feel like an active community compared to my other groups (ARMA and AIIM).
- Become less of a clique for a select group of archivists within Canada and more democratic overall.

# Appendix III – Verbatim Responses to Open Ended Questions

## What is the MOST IMPORTANT thing ACA could do to improve your level of satisfaction with the organization?

- I feel the ACA, as it is managed now, and through its activities, would have been a great organization in the 1970s and 1980s. It is not adapted to the current trends of archival academic and professional contexts and practices. It assumes that all of its members work in established archival institutions which offers financial resources to participate in conferences and workshops. It is then unable to renew its base of membership. Students and archivists who have less than 10 years of experience have little to gain for becoming a member. Most of the archivists with 10 years of experience pay their membership with their own money and are not financed by their institutions. I think it is fair to say that most openings in the past 10 years are short-term contracts. A professional association should allow them to navigate through the professional environment and work conditions. I feel that they are doing the opposite and that it is based on old-school management.
- Offer new professionals a way to contribute. Sometimes it feels like the more senior members of the association have such a monopoly on the decision making process, the activities, the events, and the goals of the ACA to name a few. As a student or a new professional, it can be quite intimidating to voice out opinions or to participate and make suggestions. Perhaps create a committee or special group for students and new professionals?
- Representing the profession (archivists) more strongly to archival institutions (employers), i.e. insisting on professional standards, fair pay, issues of volunteers.
- More professional development opportunities. More online resources and publications.
- Become better at communicating news and issues related to the archival community
- Better communication is critical.
- Better communication to members and external stakeholders. This could be accomplished with a more carefully considered communication strategy, using a combination of website, email communication and publications. These would need to be visually appealing, well written and strategically produced (e.g., regular communication in a familiar format). A visualization of the archival system in Canada would also be a helpful tool for communicating the value of the association (in comparison with other associations and councils).
- Communicate more effectively with membership.
- Continue to improve communication to support member engagement.

# Appendix III – Verbatim Responses to Open Ended Questions

## What is the MOST IMPORTANT thing ACA could do to improve your level of satisfaction with the organization?

- Continue to improve the way it conveys information to members. I appreciate that in the last year, there has been more opportunities to be involved in committees with public calls for expressions of interest to serve on these. Changes in the secretariat were also necessary and needed. I look forward to more positive changes with the ACA going forward.
- Do better at communicating with the membership
- Good and open communication.
- Have a professional communications staff member.
- Have clearer communications with members on what they are doing and why.
- I would like to see more information sent to me on a regular basis. I have not yet received a copy of the Archivaria journal or any newsletter since I joined this year.
- Improved communication with members.
- More/additional modes of communication with members.
- Be more inclusive of other disciplines/approaches and avoid siloing.
- Create space for more diverse voices, more inclusive dialogue
- More outreach to small and community based archival institutions. Better support for archivists without an academic degree.
- Reaching out to smaller archives (not government and LAC) and focusing on bringing in marginalized voices.
- working to support and invest in diversity across the profession in Canada and that it is reflected at not just the lowest levels
- Actually acknowledge that Audio-visual archives exist and are an important priority.
- Provide more practical advice on managing and maintaining electronic records.
- Concerted effort towards responding to the TRC Calls to Action in a holistic way - shift to general travel scholarships to participate in ACA events (based on financial need) - shift to making Archivaria an open access publication.
- Other than Archivaria, the conference is the only reason I am a member (and even then just because it makes financial sense to be a member). Doing things that would give me additional reasons to be a member would increase my satisfaction.
- A complete re-focusing of the ACA conference. It is far too theoretical, and there is too much focus on archival education. Participants receive very few practical "take-aways" that they can use. I have stopped going to the ACA conference as it did not further my professional development. Think "practical" and keep the archival educators out of the conference planning.
- The Conference is the biggest event the association has, and it's not at all affordable and there is next to no incentive to volunteer.

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- I don't have a great deal to say about the ACA; however, the one thing I will mention here is that I was fairly put off by the immaturity that I witnessed at one point during the AGM in Ottawa. My level of satisfaction would increase if I knew that people could figure out issues without dragging them on for no reason or deflecting.
- ACA and CCA should explore a closer working relationship, or outright merger, with the CCA. It is inefficient for the English Canadian archival community to be represented by two organizations when other sectors manage with one. This has already been accomplished at the provincial level.
- I don't have any suggestions for improvement because I have a high level of satisfaction with the ACA and want to applaud you for updating the ACA website which is infinitely easier to use! It looks to be current and I particularly like the "Latest News" postings of submissions on various subjects. If there is any room for improvement I would suggest trying to forge a closer relationship with the Canadian Historical Association. Otherwise I think you are doing a great job!
- Be in tune with the membership Offer online education opportunities
- Further professional development online
- Make the online learning it has been promising for years going.
- Provide affordable professional development opportunities
- Provide more professional education for archivists who have been in practice for some years. The Institutes were very good.
- Provide periodic, affordable, training through various platforms
- Provide relevant professional development opportunities for me. I am an archivist who does not work in Archives. I feel like I don't really have a place in the ACA.
- Revising dormant programs - ACA publications, ACA institute, other professional development opportunities aside from ACA conference.
- Workshops relative to interest of membership
- Be far more transparent about the budgeting - in short, why does a non-profit professional organization have such huge reserve funds, yet ask members to pay high fees and continue to ask for cost cutting measures, such as for Archivaria? I understand why there has to be reserve funds to cover commitments such as staff salaries and signed contracts with suppliers, but still that's a great deal of money. The single page spreadsheet sent out for the AGM, discussed for a few minutes, is not adequate!
- More transparency around leadership positions (including conference program committee).

# Appendix III – Verbatim Responses to Open Ended Questions

## What is the MOST IMPORTANT thing ACA could do to improve your level of satisfaction with the organization?

- Actively promote the importance of records and archives management to the public and stakeholders to raise awareness of the importance of managing them effectively.
- Advocate and comment publicly on issues of importance to archivists
- Become a more dynamic public awareness organization.
- Become a proactive advocate for archives and archivists.
- Find out what is relevant to the membership and start talking about that in Archivaria and at the conferences. I see our sibling professions (libraries, museums) moving forward, but the archives seem to be stagnant. We are being left behind and ignored by governments who no longer see the profession as relevant.
- Increase the profile of the association and archivists with the public, government, researchers etc.
- Keeping our issues front and centre of the general public and governments.
- Make a difference in the development and implementation of government policy particularly in the area of fo
- More attention to archival issues and perceptions in the public arena (media, importance of archives, value of archivists).
- More support for provincial archival entities. For instance, Sask Archives just halted their long published Historical Journal, presumably because Govt refused funding, this should have been raised time and again in provincial media with ACA support
- Provide truly national coordination on various issues, from descriptive standards, acquisition and appraisal policies, educational standards, etc. in both official languages. A national association that operates solely in one language cannot be considered a true national organization. Without becoming fully bilingual, clarifying the role the AAQ plays with regards to national French-language representation of national issues (while being a provincial association) would be required.
- The ACA could try to seek more media coverage to build public awareness for issues of importance to the archival profession.
- Organize more regional events/ meetups - as a recent graduate working contracts I have not been able to attend the annual conference due to expense and distance, so it would be nice to have some other ways to feel connected with the ACA and its members.
- Perhaps instead of having a single yearly conference, hold several smaller regional conferences so that the cost of attending is not prohibitive. Presumably live broadcasting of the conference proceedings is not possible. Or can members access a link to a live broadcast after paying a registration fee?
- Support young professionals

# Appendix III – Verbatim Responses to Open Ended Questions

## What is the MOST IMPORTANT thing ACA could do to improve your level of satisfaction with the organization?

- Clear directives explained to members. More projects and workshops dealing with contemporary issues.
- I would like the organization to define its purpose a bit more clearly. My current sense is that the ACA tries to represent all things archival, and is whether or not this can be done successfully is unclear. Reconciliation, archival theory and archives in an international context are all important subjects, but whether or not they can be addressed while simultaneously providing content that is of practical use to somebody working for a municipal organization is unclear.
- Limit its priorities to a handful of things and focus on doing those things well before trying to broaden their scope and please everyone.
- Review its Mandate, Mission, Strategic Plan (if it has one) to make a less elitist organization and one that plans and implements practical things working archivists really need. Honestly archivists get much more from their provincial associations than our national one. I have stayed a member hoping things improve but losing hope.
- Continue to keep us connected as a profession - conference, workshops, Bulletin, mentorship, etc. We are too small for in-fighting.
- Establish professional standards/criteria that I could use when justifying to HR and others that a Master's degree in archives/information management really is a necessary requirement for my job and that the remuneration should reflect that level of education and expertise. It seems to me that until archivists in Canada are required to have certain qualifications for employment the profession will continue to be downplayed in importance.
- Not be so cliquish and elitist. That is not fair, I know. I realize that it is up to me to break down that feeling by participating. The only problem with that is that I have no time to do so as I am under considerable stress at work with organizational changes and scope creep (into non-archival role areas).
- The ACA could stop catering to the old guard. That demographic has, in many ways, killed this association.
- more support with the job market for early career archivists and more support for less privileged members if possible the scholarships are great!
- I would like some way of making the excellent content produced by Archivaria made somehow more accessible to non-academic practitioners.
- Improve its website.
- Invest more in Archivaria.
- Perhaps increase the number of issues of Archivaria produced per year. I use these constantly as a learning tool in my position as archivist and I appreciate the theoretical nature of the articles. Archivaria is my bible!

# Appendix III – Verbatim Responses to Open Ended Questions

## What is the MOST IMPORTANT thing ACA could do to improve your level of satisfaction with the organization?

- Provide better technological tools to special interest groups so they can host teleconferences or video conferences during the Annual Conference and at other times of the year.
- Somehow manage the list serve better. The dialogue at times reflects poorly on the profession.
- They should try to empower members and consider opinions from members.
- To have more publications, guidelines, recommendations published on site
- I am a new member so I cannot provide feedback in this regard.
- I am generally satisfied with the ACA.
- I cannot say. I am grateful for the information I receive, but since I am relatively new to this work, I am looking forward to making better use of the resources as time permits.
- I do not currently have any suggestions. This survey is better designed than many I have seen lately - especially those created on Survey Monkey.
- It may also assist the foreign members. We pay the membership fee but there is no attention to us. I understand that ACA must assist the canadian scenario but we also want actively participate.
- it's a volunteer organization, so I wouldn't expect much more out of it. Archivaria and the conference are two excellent offerings. I rely on both to get caught up on what's happening.

# Appendix III – Verbatim Responses to Open Ended Questions, cont'd

## General Survey Comments

- The annual conference is far too theoretical and academic. Please modify the format to make it more practical for members.
- While it is likely a bigger issue than simply the management of the ACA, I question the value of having two representative archival organizations in Canada. Given how small the archival profession is in Canada, and the limited amount of funding available, splitting funding between the ACA and the CCA seems like a poor use of money. Having one representative organization would make more efficient use of funds and would allow the organization to do more. I am glad the ACA is reaching out for feedback. I feel the ACA is (pardon the term) an old-boys network. It is not inclusive of all types of archives and archivists, and is not open to accepting participation from those archivists who don't have a perceived level of reputation. Instead, it relies heavily on the same type of archivists, with the same views, year after year. The ACA needs to be welcoming of different points-of-view and different experience. It needs to focus less on supporting theory (for its own sake) and focus on supporting the practical development needs of its members.
- It is hard to justify Institutional membership. If I was asked by my boss to justify the \$1750 we pay annually, I would have a hard time articulating any benefit except access to e-Archivaria. ACA needs to develop more programming specifically for institutions and reduce institutional fees. It might be useful for the ACA Board to create a committee specifically for institutional members.
- Communication could be much better with the current leadership. We heard that a new Executive Director was in place and then the next thing we knew was he was replaced by someone else. I am also very weary of the focus on truth and reconciliation. This has been a topic at the conference for years -- I recall it when we were prepping for the 2009 conference in Calgary. Enough already.
- ACA seems to be dominated by a few individuals. Great that these people are vocal and involved but there are other voices and views in archival communities across the country which also need to be included. Museums associations do a better job at connecting and supporting museum professionals and might serve as an example for ACA in terms of professional development, communication, etc.
- Encourage more diversity in the profession in every respect. Focus on archival education among archivists and the broader public, and work on ways to increase and deepen broader professional and public implication in preservation of and access to archives.
- ACA isn't representative of the vast majority of people in archives and is in danger of total irrelevance due to its academic focus.
- I am hopeful that the new board will be able to focus and be more inclusive than the past few executives.
- Recognize the diversity of membership in terms of experience, education and expectations.

# Appendix III – Verbatim Responses to Open Ended Questions, cont'd

## General Survey Comments

- The archival field has changed dramatically over the past few decades, with more opportunities in non-traditional jobs and fewer positions in traditional repositories. The ACA could be more proactive in promoting the skills that archivists bring to any workforce. This could be done with a communications campaign similar to that done by the CPA association to promote the expertise of their members. We need to think less about protecting the identity of archivists and rather expand and adapt this identity to take into account this expanding field and the greater numbers of young professionals choosing to become archivists. I would also like to give credit to Archivaria for continuing to publish important, critical and cutting edge research that is read across the country and around the world. More support (or continuing support) for the Archivaria board is crucial for the success of the ACA. I would also love to see Archivaria move to an open source platform and make all issues available immediately at no cost. This will improve access and increase readership. Archivaria is our gem -- we should find a way to support it but also share it with the world. I would also like to see more funds available for helping archivists from minority or underrepresented groups attend the annual conference and/or participate in ACA governance activities. Currently, the ACA only supports board and volunteers to travel to meetings, but not for attendance to the conference. This is an impactful oversight that prevents many new professionals from accessing the conference.
- We are a hardworking bunch of people but don't always know when to move on from certain things. For example, every year the question comes up about finding cheaper ways to fund the conference, such as holding it on university premises. Perhaps the office needs to prep a fact sheet of what the alternatives cost, just to educate people. The days are long passed when universities were a better value for holding a conference than putting it in a hotel where everything is altogether. One possible suggestion re the annual conference: perhaps it should only be held every other year, with alternate years encouraging/assisting archivists to participate in the annual conference of a sister group? It could mean that the annual conference would become more meaningful... or, in alternate years, perhaps ACA could hold an institute? But we do need a way to look outward as well as inward. On a different note, since the demise of the hardcopy Bulletin, I feel increasingly removed from ACA. At the very least, an occasional reminder that there is new content and how to find it would be nice, for example through Arcan-I. I only go to the website when desperate because it is too annoying to use, the last time I tried it, at least.
- ACA should think about holding more of its conferences in collaboration with other professions to broaden its perspective (e.g., privacy professionals, records managers, historians, family historians).
- Congrats on a well structured survey! I have the feeling the association takes decisions without proper consultation. More transparency on ACA's plans would be nice.

# Appendix III – Verbatim Responses to Open Ended Questions, cont'd

## General Survey Comments

- ACA has become increasingly non-responsive to member interests and concerns over the past decade, particularly over the past two administrations. Advocacy is limited to "well, we wrote a letter, so sorry it didn't help but what else could we do?" Telling the members at this past conference that it's our duty to fix the problem, while allowing virtually no meaningful input, is ridiculously short-sighted and self-serving. I for one have a lot more loyalty to (and interest in) my provincial archival council than to ACA, and I'm seeing many people in my province make that choice. It's a shame that ACA (and LAC, for that matter, but that's a separate issue) has shown so little interest in working effectively with the P/T councils - in fact, some of ACA's volunteer work tends to undercut paid (increasingly precariously paid, I might add) work that the P/T councils are doing, and complaints to this effect have so far been shrugged off. Get down from your ivory tower and start caring about your membership. You are fast becoming irrelevant if you aren't already there. The conference is so theory-based - and frankly so out of touch with actual practice - that it's becoming difficult to convince my organization to spend the money to send anyone there, given that I can't bring anything useful back to my team from it, and with shrinking budgets and the increasing cost of travel, it's becoming equally difficult to justify paying for it myself and taking the vacation days. ACA has lost interest in its members and we in turn are losing interest and faith in ACA. There's so much potential to do something great and ACA is just floundering.
- Be open and honest and work archives into the operations of industry and governance. Far too few people control the organization and it is of zero relevance to anyone, and yet you have thousands of archivists and people who have archival documents in their custody that need this organization desperately. Recognize most archival documents are not in archives but they require the work professional archivists that this organization is supposed to represent. We need to combine with other professions and see how we can do our jobs. There is a mountain to do and we are too focused on building the institutions and the careers of academic archivists. We need to train archivists to work with other professions and other professions to recognize the importance of the archival profession. Archivists are becoming people who train people to work with archival documents and people that alert the community to the importance of archives both generally and specifically. We need archivists to get out of their institutions and work where archival documents are located. People have been frustrated trying to make this organization relevant. We are wasting our time preserving an outdated paradigm of how our profession operates.
- More public awareness, advocacy and member communication including subscribing every member to ARCAN-L
- Distribute some of the ACA activities away from the conference. I have attended for a number of years and am on ARCAN-L so I catch most (ish) stuff, but I don't think I would have a clue what was going on if I wasn't involved in those two things. I know I miss a lot of background stuff by not being on any committees (even if I am on multiple SISs). I have ambiguous feelings about the drama in the ACA over the past 18 months. I know far more about what is going on as a result and actually have a reason to discuss it (gossip is a reason), but am also shocked that this drama has at times come from the very top, rather than the exec helping to fix things. In fighting looks bad. My (non archivist) boss actually came to my office last spring to ask me wtf was going on over ARCAN with the president's personal comments and what was happening in the world of archiving that would lead to that result. Its embarrassing.

# Appendix III – Verbatim Responses to Open Ended Questions, cont'd

## General Survey Comments

- more diversity. more teaching in preservation. spend money in making archives knowledgeable to the public -- that is, be less solipsistic and pedantic. archives are alive and well so make them real-world and less so on highfalutin- less presumptuous. And get your own ideas instead of trying to take it from other fields to make it your own. reach out to those who need to understand the importance and be open to understanding different approaches.
- After answering these questions, some points have come to mind that shape why I (and possibly other newer professionals) are not more involved in the ACA: - my paid work as an archivist leaves me with little energy to participate as an ACA volunteer (something that I feel would be accentuated if I was balancing multiple part-time contracts) - information about ACA sub-committees is not always available/up to date, particularly their goals and results - ACA sub-organizations (committees and SIS sections) promote clique-like atmosphere, and, when one is meeting with ACA colleagues only once a year, it can take a lot of energy to break that atmosphere - membership is expensive, especially if you do not anticipate attending the conference - the value for joining ACA is not always tangible - more professional development programs--and if the ACA cannot offer them, it would be valuable if more could be offered through collaborations with other associations, universities, other organizations. From these points, I believe the ACA needs to understand the needs and priorities of their clients more--and perhaps refocus how the association supports information sharing and collaboration. \*\*\*\*\* I'd like to acknowledge the ACA, particularly the program committee for the last few conferences, for including sessions focused on the TRC, colonialism, and archives as emotional work. The 2017 keynote delivered by Eugene Arcand was powerful and transformative, and will continue with me. The 2016 session on emotion in the archives was unexpectedly moving and elucidating of the impact of archival work, and was a reminder that archivists need tools for self-care. Additionally, this acknowledgement must also be extended to the Archivaria editorial team, as the journal is a continuing and reliable resource for questions and examinations that make me a better and more engaged archivist. I hope these past and future programming decisions--which reflect current questions, issues and challenges--provide a source of inspiration--and possibly a source of questions and evaluation tools--for assessing the association's role, relevancy, and ability to innovate in the future. \*\*\*\*\* Thank you and all the best! This is incredibly important work for the association.
- A response to the current employment climate for individuals in our field should be a priority- the job board is often empty, resources for employment are not very useful if they are there. Promoting opportunities and having the ability to create opportunities is something the ACA should think about working on. It is definitely an issue that has not yet been addressed by the ACA community, to the best of my knowledge.

# Appendix III – Verbatim Responses to Open Ended Questions, cont'd

## General Survey Comments

- I am a recent graduate from an information studies program, and over the past two and a half years I have largely been watching the ACA from the sidelines. I have participated in one of the annual conferences and the mentorship program. I found the conference overpriced for what it is and the mentorship program largely useless. I rarely heard from my mentor, which is neither their fault nor mine, just a matter of geography. That being said, I have witnessed what I would call unnecessary drama and issues that were not dealt with very well. By this I mean the issues with bullying and harassment from the 2016 conference in Montreal. While I understand that sensitive issues require thought and consideration when attempting to find a resolution, I still cannot help but feel that the association did not know how to adequately deal with serious issues occurring at the biggest event it puts on. The response from the Director of the association was less than adequate. My own experience at the conference last year was very underwhelming. It is not affordable (even at the student rate) and there is little incentive to volunteer. I would gladly give my time in exchange to sit in on one or two talks, but for reasons I cannot understand, the ACA is one of the only professional associations I know that does not give back to any of its volunteers. Finally, I do not think the association does enough to support or communicate with the student chapters. Student chapters are largely left alone to organize their own events, and quite frankly, I enjoyed my student chapter events much more than the conference. I felt my student chapter was much more engaged with issues around technology and the changing nature of the profession. They were more engaged with other student associations and were able to put on joint events. I also found they were doing more work in collaboration with First Nations and issues around reconciliation than the parent chapter. It's one thing to say you want to help, but actions always speak louder than words. I believe that for me the association has fallen short of what it could be. It often feels like the pace of change is frustratingly slow, not just with what the association is doing, but also in the structure of the organization itself. Membership is not cheap, there is very little return for what you are paying for, and internal struggles seem to get in the way of true progress. The final straw for me came when members of the archives community took issue with a job posting put up by an archivist at the University of Waterloo. While this occurred outside the ACA listserv, many of the members are the same. For someone who just finished school, having an opportunity to work a steady job at a good institution is welcome news. For reasons that seemed quite petty and irrelevant to me, some archivists were not okay with the wording of the job posting. Why is this what people are focusing on? I honestly believe there are larger issues the archival community could be dealing with rather than getting caught up in the bureaucracy of an institution they do not work at. Quite frankly, I do not think I will be renewing my membership until I see real and sustainable change with the ACA.
- To be truthful, I hadn't paid much attention to certain details before starting this survey, but just checked the website and couldn't readily find (i.e. via one of the main tabs) the ACA's budget/recent financial report, or a clear statement of its vision and strategic plan.
- Despite of some issue ACA must improve, it is a huge reference on Archival Studies all over the world. You are very well known as one of the best and most organized association. I hope that in my country we could achieve ACA scores someday.

# Appendix III – Verbatim Responses to Open Ended Questions, cont'd

## General Survey Comments

- -Fundraising and sponsorship should be diversified beyond the usual 3 (Minisis, Ancestry, Carr McLean) -Fundraising and in-kind support for travel/accommodation/registration for students/underemployed/contract archivists should be prioritized -Advocacy work
- Good intentions, no delivery. The ACA Board and Committees are at the mercy of a very, very divided membership who really don't know what they want. There's a lot of good work being done by the ACA and a long tradition of accomplishments. For that I'm proud of my association.
- Happy to see the new direction in leadership. Looking forward to a more robust and sophisticated organization in line with other national/international organizations.
- I appreciate the efforts of ACA volunteers. With new executive leadership I am hopeful that the ACA will be more open to change and suggestions of membership. This survey is a good start to identify the actual wants and needs of membership and I look forward to seeing the results.
- I appreciate the time and effort volunteers devote to the ACA and lament the lack of recognition they receive from colleagues who can be overly quick to criticize.
- I believe that the ACA offers its members great opportunities - but I also believe that many ACA members don't recognize this.
- I do recognize that although there are numerous tools that can be used by ACA to link with its members, it still remains difficult to keep everyone happy (informed to their satisfaction) but I do wish to thank the Board, the committees and the office staff for their efforts. I do find that the new website is more user-friendly. I do encourage ACA to work with our sister organizations in Canada (AAQ, CCA) and the related organizations (for instance CFLA, CMA) for the benefit of our profession and the heritage sector in general. Let's work together as opposed to compete (because bickering and acting like a spoiled child has never served ACA well in the past).
- I have always thought the annual conference was one of the best things that ACA could do. I hope that more international participation will be encouraged.
- I have been pleased by the recent trend towards greater transparency in the workings of the ACA.

# Appendix III – Verbatim Responses to Open Ended Questions, cont'd

## General Survey Comments

- The website has been revamped to some extent but is incomplete, for example several of the committees do not indicate who is on them and the Finance Review Committee is missing. A number of links to documents do not work. It would be great to have it fully operational.
- ACA is run by volunteers, and I would like to acknowledge the tremendous work that many people have put into the association over the years to make it the success that it is. The Canadian archival community is known internationally for its sophisticated engagement with theory, and for its excellent journal. I hope that the association can continue to support this intellectual approach to archiving, including by continuing to produce a journal and to hold an annual conference that engages with both the theory and the practice of archiving.
- I truly have met lots of great folks in the leadership and can see how much work they do - many thanks and keep up the good work!
- There are a lot of associations in Canada for the profession. In addition to the ACA, we have the AAQ, the CCA, the CPTA, LAC and all the provincial associations. Simply looking at the role of the ACA may be short sighted. How could some of the core functions and missions of CCA and CPTA be merged with that of ACA and how could provincial associations take the lead on continuing education? Is there a discussion about that? We have more associations than librarians!
- The journal and conference are very well done. I would very much appreciate additional advocacy and outreach, as well as advanced professional development/training/symposia on specific issues.
- The journal is quite good, and conferences have been excellent, although sometimes follow through in supporting commitments has been slow
- I am happy with the support, services, and resources ACA offers. I am proud to be a member of this organization! Thank you for everything you do!
- Keep up the good work!
- Thank you for the opportunity to let members voice their opinions through the survey.
- Thanks for all your hard work.
- Thanks for this opportunity --- first time in six years that my opinion has been sought.
- Thanks to the Board and Committee volunteers for all of the work that they do.

# Appendix III – Verbatim Responses to Open Ended Questions, cont'd

## General Survey Comments

- I have been working on and off with ACA for years. Each time a new group comes in (BOD or new chairs of committees) the same work seems to be repeated and the efforts of past groups not built upon but rather redone. There is a lack of sustainability once projects start going. It hinders the ACA from being able to move forward and provide new services (education) or better represent the profession. Lack of communication between the BOD and committees to the rest of the members compounds all of these issues making it very frustrating. I have taken myself off various committees because I can not convince people to move forward with projects (or get support to move items forward) and to stop having the same arguments over and over. People don't like change, but ACA needs to change to stay relevant.
- I have seen ACA go through various highs and lows over my years in the profession, with some of the most extreme of both in the past few years. I think we do best when we protect our democratic process and keep the professional archivists talking to one another - on a professional level. We need to put a couple of rules in place: (1) no Executive Director should stay in place longer than 5-7 years, and (2) any code of conduct we have should relate not just to interactions at our conferences, but also our online and other interactions - especially including Arcan-L, which is a great resource but has become abusive at times. I suggest that the appropriate committee should assign a Monitor/Mediator role to somebody who can step in when things get ugly. Finally I'd like to say to the current executive - keep up the great work, thank you for toiling hard on our behalf!
- I haven't attended an ACA conference in several years, and this is largely due to some of the factional antics I have witnessed. I'll preface by saying that yes, I do recognize the ACA is not Arcan-L. However, the antics of Arcan-L posters do not reflect positively on the ACA. Perhaps the most visible conflict has been that between the social justice faction (whose outraged manifestos leave little room for questions) and the academic elder states-people (who are indignant that the upstarts in the previous group would question the way things are done). There doesn't seem to be a moderating voice/adult in the room, and perhaps it isn't the ACA's job to play this role. However, I am under the impression that the behaviour of people at conferences has become akin to that of middle-schoolers fighting over prom. Another comment, or perhaps question, is whether or the ACA is actually intended to provide value to me, as a records manager working with a municipality. Provincial archival associations, especially the AABC, provide content that is more relevant to my organization than the ACA. Perhaps the goal of the ACA should be to provide content more relevant to people at a national level. Unfortunately, I do not believe that I will be renewing my ACA membership this year, as I no longer see the value in membership. I would rather put my money into my provincial association where I know it will be used to support local archives.
- I highly value Archivaria, which is arguably one of the only tangible benefits to membership in the ACA. The conference is also highly valuable, but I fear that it is becoming increasingly hard for people to attend due to rising costs; we need to explore options for different times, venues, etc. to bring down the costs and broaden out who can attend.

# Appendix III – Verbatim Responses to Open Ended Questions, cont'd

## General Survey Comments

- I would also like to see more leadership in terms of a digital archives infrastructure, education and resource strategy nationally - I feel like the ACA's engagement in these issues is always a little partial or hesitant. In particular this is becoming a stumbling block to development because of the black hole of leadership currently occupied by LAC in this space. And finally - a merger with the CCA should be at least considered. The services they provide could be great but they are really poorly resourced and a little embarrassing compared with other national initiatives elsewhere.
- Love the idea of a mentorship program, but it is difficult to do distance mentoring. This program has never really worked well for me.
- Please start a Special Interest Group or Support group for LGBTQ archivists/people in archives. The SAA has an LGBTQ roundtable. Please use gender neutral language.
- The ACA has plenty of opportunities for volunteering and engagement but has a bad reputation for being a place to put your volunteering energy and time- I know colleagues who wouldn't touch it with a 10 foot pole. If you can address some of these cultural issues maybe you'll tackle a recruitment problem as well.
- -The ACA has to engage meaningfully in Reconciliation and not try to shirk their responsibilities or pass this off to the CCA due to the wording of the Calls to Action. (the discussion at the last AGM regarding this was shocking).
- The ACA is a good organization. I am so appreciative of the fine job it does with the conference and Archivaria.
- The ACA is evidently a world leader in archives. To maintain this position the ACA should continue the ongoing project of professional recognition of the important work that archivists do while retaining a practical and theoretical foundation in archival science.
- The ACA is in danger of becoming a marginalised organisation, with little or no public profile, especially around key issues in records and archives management in an electronic age. The ACA should be working more closely with allied organisations and should be a leader in communicating to Canadians about the importance of managing documents, records and archives effectively. The ACA should also not be a 'steamroller' dictating to its members how they will behave or what they will think.
- The ACA should strengthen the work of its committees and proactively recruit committee members who are active and visionary. It should also develop clear procedures for serving members in a structured and efficient way. The ACA biggest problem is communication. Solving it is an absolute priority.
- The move to open calls for committee members is good. That needs to be a permanent change. There is plenty of opportunity for members to participate in ACA and shape its directions when this happens.

# Appendix III – Verbatim Responses to Open Ended Questions, cont'd

## General Survey Comments

- I know how hard every individual board member works and I appreciate their commitment to the profession.
- I really enjoyed the ACA conference last year, very informative. However, the educational sessions were too expensive for me. I'm still hoping to be matched with a mentor through the ACA.
- I think that our profession has been doing an okay job of having conversations about issues of diversity and ethics in archives, particularly as it pertains to reconciliation in Canada. It would be great to see the ACA taking a more active role in supporting new voices in the profession and encouraging a change in the current professional status quo by being more welcoming to diverse people and viewpoints.
- I think the ACA does a good job with the resources available. The ACA could provide more educational opportunities for archivists to develop as professionals.
- I think the ACA is handling the changing face of our profession and the changing societal pressures we face in a realistic and practical fashion; the generational shift of power appears to be relative seamless and it a strong indicator of our maturity as an organization and a profession
- I value and respect the dedication of the staff and volunteers of the ACA (including the Board). It can often seem like a thankless task, so thank you!
- I would like to see much less emphasis placed on the annual conference and more resources put towards public advocacy, research support, and publications.
- I would like to see the ACA do some work in the future to address, challenge, and begin to dismantle the ongoing whiteness of the profession. This could at minimum take the form of offering advice/training to organizations on affirmative action hiring policies and supporting research into the development of new systems of archival organization (beyond provenance) and indexing terms for finding aids.
- I would suggest that the ACA look into offering more incentives to students so that we can recruit members who are still in pursuit of their masters degrees. Other associations are able to steadily recruit students because they offer incentives to attend conferences for free and much lower or free membership.
- I'm a relatively new member of ACA but look forward to getting more involved if the rights opportunities are available to someone like me who is so new to the profession. (I'm still a student.)