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TO: Linda Downs, Executive Director
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FR: Shirley Ferguson Jenks, Jenks Group, LLC

RE: Report on CAA Membership Survey

Summary Analysis of Survey

From September 4 through September 13, 2013, CAA conducted an online membership survey using Survey Monkey. Survey questions were developed with CAA senior staff. A primary purpose of the survey was to drill down on the relevance to the broader membership of issues and ideas emerging from updating CAA's current strategic plan. This survey was preceded by a series of stakeholder interviews conducted during summer 2013.

An invitation to participate in the survey was emailed by CAA to 9,700 individual members for whom CAA had email addresses. The response rate was over 14% (1,376 unique respondents), which is considered a good and statistically valid response rate.

This sampling was fairly balanced among membership levels. CAA's total membership base is comparable, although smaller percentages of students and larger percentages of higher income (likely mid- and later career) participated in the survey than are represented in the current membership base.

Membership Category	Survey Response Rate (1,376 of 9,700 mailing)	Total Membership 2013 (11,931)
Full-time students	19.4%	23%
Under \$25K	16.7%	25.3%
\$25-\$50K	17.7%	18.3%
\$50-\$75 K	19.4%	15.5%
\$75K and above	17.6%	10%
Donor Circle (Sustaining, Sponsoring, Patron)	.8%	1.9%
Retired	7.2%	5%
Life	1.2%	1%
Total	100%	100%

Longevity of membership:

- 42% of respondents have been members for more than 10 years;
- 26.9% for between three and 10 years;
- From one to three years was 14.3%; and
- Respondents with less than one year of membership represented 16.8%.

More than a third of the respondents (37.5%) consider themselves at the early stage of their career while 31.9% are middle career and 23.9% are advanced in their careers. 6.7% of the respondents are retired.

Teachers at colleges, universities or school represent 62.7% of respondents.

- Of these, approximately 43% are full-time, and
- 23% are part-time faculty.
- Assuming tenured faculty are primarily full-time positions, 63% of these are tenured.
- The majority, but not all, of the respondents (87.7%) are permanent residents of the US.

Respondents categorized themselves as *primarily*:

- Art historian/faculty (44.6%);
- Artist/faculty (19.3%);
- Art museum professional (7.9%);
- Independent artist (8.2%);
- Independent scholar (5.5%); or
- Designer (0.8%).
- 13.7% listed themselves under “Other”. Many these respondents listed themselves with multiple professions including and beyond art historian, scholar, artist, designer, etc. Others identified themselves as students, independent curators, librarians, art critics, administrators, or arts administrators.

General Findings

Satisfaction with CAA With 82.2% (1,000) of respondents recommending CAA to their colleagues or students, satisfaction levels are high. More than 72% of respondents feel informed about CAA and its programs and activities.

Importance of Issues Ranking of critical issues of importance in their field showed that on a scale of 1 to 5, with 1 being the highest:

- “Availability of full-time positions with benefits”, was most important, ranked 1 by 55.1% or 2 by 19.9% for a total of 75% of 780 respondents.

- “Access to information on professional opportunities and grants” was also important. This was ranked 1 by 30% and 2 by 27.8% for a total of 57.8% of the 789 respondents to this question.
- Of mid-level critical importance was “Careers outside of academic positions”; “Copyright and fair use”; “Cost of image licenses”; and “Networking”. All four of these had lower overall response rates (ranging from 338 to 554 respondents) and were noted as 3 or above by ~54% to ~66% of respondents.
- “Artists’ resale rights” was ranked lowest overall with a total of only 147 respondents and 61.9% ranking this as 4 or 5.

Communications and Social Media

Feeling Informed about CAA Of the 1,199 who answered this question, 72.1% agreed that they are well informed about CAA’s programs and activities. 18.9% disagreed. (The remaining 9% noted Not Applicable.)

Social Networking Site Development of a private social networking site for CAA members would be embraced by the membership. Of the 1,225 respondents to this question, 42.9% said they would participate in the site. Only 13.4% said they would not, while 43.8% were unsure. We can assume that at least some of those who are unsure might participate in the social networking site.

In response to a later question in the survey (#18), a number of members expanded on the idea of social networking through CAA with suggestions to increase linkages of members through Linked-In and other vehicles, as well as to use social media to connect and communicate for professional mentoring.

Professional Development Podcasts CAA podcasts had been viewed by a very small percentage (6.5%) of respondents. The majority of these viewers (up to 82%) found these useful. The low number of podcast viewers coupled with written in comments from some respondents in other areas of the survey suggest that the availability of podcasts are not well known among a portion of the membership.

Preferences for Online Means of Communication While not ranked numerically, the preferred means of communications among stakeholder interviews were consistent with the membership survey. Email and *CAA News* are preferred by the majority. On a scale of 1 to 5, with 1 being the highest ranking, preferences in the survey were:

- Email—78% ranked this as 1 or 2
- *CAA News*—68.9% ranked this as 1 or 2
- CAA—website 49% ranked this as 3
- CAA Facebook—had 87.2% ranking this lower, at 4 or 5

- CAA Twitter—was the least favorite, with 93.3% ranking it as 4 or 5

Publications

Consistent with the stakeholder interviews that preceded this survey, there were mixed feelings expressed about the shift to online publication of the *Art Journal* and the *Art Bulletin*. While 39.7% prefer an online-only availability of these publications (at a reduced cost), 19.5% did not want these to be online publications, and 45.4% prefer to have *both* forms of publication available.

The survey tested the interest of members in receiving in print and/or online short, practical publications on a variety of subjects. Between 56% and 84% of the 1,000+ respondents to this question were in favor of six of the eight suggested publications. In descending order of interest level were:

- 1) Image rights and permissions (84.1%);
- 2) How to secure project funding (83.6%);
- 3) Accessing visual arts data bases (83.1%);
- 4) How to teach a survey course in art history or studio art (64.7%);
- 5) Career financial planning (57.9%);
- 6) Interviewing (56.1%).

Less popular were “Online portfolio development” (43% in favor) and “Recommendations for safety in the studio” (28%).

An opportunity to specify “Other” suggestions elicited responses from 120 individuals (more than 10% of the question respondents). There were varied and very specific suggestions (including offers to help with preparing the publications in their areas of professional expertise). The enthusiasm and variety of suggestions are an excellent resource of ideas for developing special interest publications in the future.

Suggestions fell into several categories. In descending order from most frequently suggested were:

- 1) Career aids for artists/designers (e.g. how to find gallery representation; graphic design resume guidelines);
- 2) Grants and fellowships;
- 3) Career aids for scholars (e.g. how to manage a career as an independent scholar; transitioning from an MA to PhD, and early career management);
- 4) Publishing how to's;

- 5) Templates and business forms;
- 6) Digital technology (e.g. digital photography for art historians and online website development);
- 7) Community engagement/ community building;
- 8) Career alternatives;
- 9) Making presentations;
- 10) Copyright; and
- 11) Tenure

Other individual suggestions included a variety of “big issues” or subjects such as integrating art and design into everyday life; activism (e.g. pro-humanities and pro arts support) in academic environments; the current state of art historical publishing; visual literacy teaching; increasing diversity in arts institutions. A CAA blog might be considered (and is suggested in the strategic plan Goal I, Publications objective to broaden CAA’s definition of publication). This would serve to address many of these over time in a less formal publications mode.

CAA Committees

The penultimate question on the survey offered the opportunity to volunteer to serve on a CAA committee, jury or editorial board. An impressive 670 individuals volunteered, with the Committee on Women in the Arts as the most popular choice, followed by the International Committee, Student and Emerging Professionals Committee, and *The Art Bulletin* Editorial Board. This information should support efforts to achieve the strategic plan Goal IV for governance.

Improvements to CAA

Survey respondents were asked what one change at CAA they believed would help their growth and development as a student or professional. This was an open-ended question which was answered by more than half (over 700) of the survey participants. Some answered that they are satisfied with CAA as it is, while a number of newer members said they did not know enough to comment. Largely the answers were helpful suggestions and worth review by staff for constructive ideas. A few respondents vented complaints which are also worthwhile to review.

Annual Conference The largest concentration of responses related to the conference. It was the sense of this consultant that CAA as an organization is largely identified by many of these respondents as the annual conference. At least 133 respondents suggested some improvements or changes. Among these suggestions, frequent comments were made regarding the meeting locations and how these should be varied beyond Los Angeles and New York. Criticism of the long lead time for paper submissions and the desire for variety in presentation formats (panel discussions;

having access to papers beforehand, rather than having these read; more interactivity) were themes.

Two other themes regarded the desirability of more cross-disciplinary panels and more architecture/architectural history in conference subject matter. International and US citizen members also requested developing more international programs.

Fee Reductions Eighty-eight respondents requested lower (or free) membership and/or conference fees, particularly for students and early career professionals. In addition, 22 respondents expressed interest in more grant monies, some specifying for conference attendance or travel to conferences.

Visual Artists At least 38 artists wished to have greater emphasis on the fine arts in CAA overall and/or the conference. Some of these respondents voiced the opinion that CAA should have two separate components (artists and art historians) of its membership to better serve its constituencies. More exhibition opportunities and/or gallery connections were desirable to at least 13 other artists.

Art Historians At least 14 art historians would like a greater emphasis on pre-modern and/or non-Western subjects. A number expressed concern as to the relevance of CAA to their work and their colleagues and are dropping membership in CAA due to the emphasis on modern subjects. *Note: This was also an issue discussed with at least one of the stakeholder interviewees.*

Contingent/Non-Tenured Faculty (17) CAA addressing this issue crossed answers to several different questions. It is clear that members who are in this situation are looking for vocal leadership and guidance from CAA.

Other areas for potential CAA program development/improvements For all of these suggestions, the requests were for “more” of what CAA may already be doing.

- *Online improvements and linkages* (33) Develop a Linked-in group for networking, mentoring. Improve the website’s ease of use.
- *Regional activities/connections* (25)
- *Employment and early career counseling* (25) Especially how to find a job in a difficult market (from both job seekers and professors advising students).
- *International programs/members* (22) Suggestions ran the gamut from creating CAA programs outside the US, to making the conference more convenient or affordable for international members, to membership being more international.
- *CAA role in advocacy* (20) Consistent with stakeholder interviews, CAA is on the right track. Contingent faculty issues and assertive efforts to advocate for fair use, image use, and costs associated with these were most frequently mentioned.

- *Mentoring* (14) Create programs/opportunities for long-term connections, perhaps using social media or Skype to link mentors and mentees.
- *Networking opportunities* (14) At the conference, regionally, and using online connections.
- *Job listing improvements* (14) More job listings; require salary listings for faculty positions; create email alerts for new postings.
- *Attention to/programs for museum professionals* (9) Within the conference and beyond.

Conclusion

This member survey has served to provide insight into what members think of CAA and how CAA could better serve them. Given the age range, variety of professional experience, and diversity of professions that the CAA membership represents, there are many facets to the survey results. Overall, there were no inconsistencies with the stakeholder interviews, although the survey questions were intentionally different and more specific about the benefits, experiences, and needs of members.

The CAA leadership should be pleased with the high satisfaction rating, with 82% recommending CAA to their colleagues and/or students. But the strategic thinking and implementation of plans will be important to continuing to serve the membership well while advancing CAA's leadership role in the arts.