

Appendix A: Survey Questions for APALA members and non-members

Member Survey Questions:

1. Are you a current member of APALA?
 - a. Yes
 - b. No
2. APALA welcomes library professionals who identify as someone of Asian/Pacific ancestry, those who serve Asian/Pacific American communities, and their allies. How do you identify? Select all that apply.
 - a. A library professional of Asian/Pacific ancestry
 - b. Someone who serves Asian/Pacific communities
 - c. An ally
 - d. Someone who is interested in learning more about APALA
3. Where do you typically learn about APALA events, benefits of membership, and other offerings? Select all that apply.
 - a. APALA website
 - b. ALA or affiliate website
 - c. ALA ethnic caucus website or listserv
 - d. Colleague or friend
 - e. Facebook
 - f. Twitter
 - g. I very rarely or never hear about APALA
4. Why are you a member? Select all that apply.
 - a. I wanted to become involved with a committee
 - b. I enjoy networking and social events
 - c. I enjoy the APALA-sponsored conference events
 - d. The membership fee was affordable
 - e. I identify as Asian American or Pacific Islander American
 - f. My institution serves an Asian/Asian American/Pacific Islander population
 - g. Other [please specify]
5. Please rank the following benefits of APALA by dragging items in order, with the most important listed first.
 - a. Networking
 - b. Social events
 - c. APALA-sponsored conference events
 - d. Mentoring
 - e. Funding and scholarships
 - f. Active listserv and other APALA communication, such as social media
6. What else could APALA offer its members?
7. How did you first learn about APALA?
 - a. ALA website

- b. ALA Connect
 - c. ALA Midwinter/Annual conference(s)
 - d. Social media
 - e. A co-worker or colleague
 - f. Listserv from another organization
8. Please indicate which methods you would prefer to use to stay informed about APALA. Select all that apply.
- a. APALA listserv
 - b. APALA newsletter
 - c. APALA website
 - d. Twitter
 - e. Facebook
 - f. Other [please specify]
9. In the last month, how often have you visited the APALA website or APALA social media?
- a. Never
 - b. 1-2 times
 - c. 3-4 times
 - d. 5 or more times
10. On a scale from 1 to 10 where 1 is "Completely Dissatisfied" and 10 is "Very Satisfied," in the last month how satisfied have you been with the frequency of new/updated content on the APALA website?
11. On a scale from 1 to 10 where 1 is "Completely Dissatisfied" and 10 is "Very Satisfied," in the last month how satisfied have you been with the frequency of new/updated content on APALA social media?
12. In the last year, how often have you read the APALA newsletter (published 3 times a year)?
- a. Once
 - b. Twice
 - c. Three times
 - d. I don't read the newsletter/I wasn't aware of the newsletter
13. Have you ever attended a conference program sponsored by APALA?
- a. Yes
 - b. Maybe/I'm not sure
 - c. No
14. How likely would you be to attend APALA-sponsored conference events in the future?
- a. Likely
 - b. Somewhat likely
 - c. Somewhat unlikely
 - d. Unlikely
15. How likely would you be to attend an APALA-sponsored social event in the future?
- a. Likely
 - b. Somewhat likely

- c. Somewhat unlikely
 - d. Unlikely
16. Is there anything else you would like to share with the APALA team?
17. Thank you for taking our survey! If you are interested in entering a drawing to win a FREE one year membership to APALA, please enter your email address below.

Non-member Survey Questions:

1. Are you a current member of APALA?
 - a. Yes
 - b. No
2. APALA welcomes library professionals who identify as someone of Asian/Pacific ancestry, those who serve Asian/Pacific American communities, and their allies. How do you identify? Select all that apply.
 - a. A library professional of Asian/Pacific ancestry
 - b. Someone who serves Asian/Pacific communities
 - c. An ally
 - d. Someone who is interested in learning more about APALA
3. Where do you typically learn about APALA events, benefits of membership, and other offerings? Select all that apply.
 - a. APALA website
 - b. ALA or affiliate website
 - c. ALA ethnic caucus website or listserv
 - d. Colleague or friend
 - e. Facebook
 - f. Twitter
 - g. I very rarely or never hear about APALA
4. I believe that the benefits of APALA membership include [select all that apply]:
 - a. Networking
 - b. Social events
 - c. APALA-sponsored conference events
 - d. Mentoring
 - e. Funding and scholarships
 - f. Active listserv
5. Please indicate which methods you would prefer to use to stay informed about APALA. Select all that apply.
 - a. APALA listserv
 - b. APALA newsletter
 - c. APALA website
 - d. Twitter
 - e. Facebook
 - f. Other [please specify]
6. In the last month, how often have you visited the APALA website or APALA social media?

- a. Never
 - b. 1-2 times
 - c. 3-4 times
 - d. 5 or more times
7. On a scale from 1 to 10 where 1 is "Completely Dissatisfied" and 10 is "Very Satisfied," in the last month how satisfied have you been with the frequency of new/updated content on the APALA website?
8. On a scale from 1 to 10 where 1 is "Completely Dissatisfied" and 10 is "Very Satisfied," in the last month how satisfied have you been with the frequency of new/updated content on APALA social media?
9. In the last year, how often have you read the APALA newsletter (published 3 times a year)?
- a. Once
 - b. Twice
 - c. Three times
 - d. I don't read the newsletter/I wasn't aware of the newsletter
10. Have you ever attended a conference program sponsored by APALA?
- a. Yes
 - b. Maybe/I'm not sure
 - c. No
11. How likely would you be to attend APALA-sponsored conference events in the future?
- a. Likely
 - b. Somewhat likely
 - c. Somewhat unlikely
 - d. Unlikely
12. How likely would you be to attend an APALA-sponsored social event in the future?
- a. Likely
 - b. Somewhat likely
 - c. Somewhat unlikely
 - d. Unlikely
13. Is there anything else you would like to share with the APALA team?
14. Thank you for taking our survey! If you are interested in entering a drawing to win a FREE one year membership to APALA, please enter your email address below

Appendix B: Locations where survey was distributed

Listservs

- APALA (Asian Pacific American Librarians Association)
- ACRL-RIG (Residency Interest Group)
- ACRL-ULS (University Library Section)
- ARSL (Association of Rural and Small Libraries)
- CALIBACA (General listserv for CARL, California Academic & Research Libraries)
- CALIX (California Library Association)
- DIAL (Diversity in Academic Libraries, interest group of CARL)
- LIBIDAHO (Idaho Library Association)
- MLA (Mississippi Library Association)
- NMRT (New Members Round Table)
- PUBYAC (Public Library Young Adult Children's Services)
- Spectrum scholars
- YALSA (Young Adult Library Services Association)

Social Media

- APALA (Facebook and Twitter)
- University of Washington iSchool
 - iEquality student organization (Facebook)
 - 2011 and 2013 student cohorts (Facebook)
- University of Alabama School of Library and Information Studies
 - 2009, 2010, 2011 Distance Education National Cohorts (Facebook)