

CILIP Organisation Membership Survey 2015 Findings

Introduction

As part of the CILIP membership survey (held in 2014), further research was undertaken to examine the needs of organisation members. It was split into two parts: a quantitative survey that was run online (October 2014) and a qualitative survey that was conducted through a focus group and telephone interviews. The research was supported by external consultants, Research by Design, who specialises in working with membership organisations and professional bodies.

The qualitative phase in February and March 2015 contacted representatives from 19 different organisations. One of the key difficulties during this process was to get those representatives to differentiate between their personal membership and the organisation's. This difficulty reinforces the problem that there has been little to distinguish between the two.

This report presents a summary of the findings, particularly from the qualitative phase. The aim of this document is to present these themes with a limited amount of commentary. Over the next 12 months, work will be undertaken to reshape the offer to organisations, so that the benefits and services hold better value for groups of staff and employers.

Further research will take place in the coming months and years, particularly to test out the proposed changes.

Luke Stevens-Burt
Head of Member Services
April 2015

Executive Summary

Whilst the national survey itself did not expose any large differences in perceptions between personal membership and organisation membership, the qualitative phase highlighted key areas for development. Organisation membership is an important part of our offer and needs to be structured to support the needs of groups of staff. We are committed to meeting these needs and establishing long-standing relationships with employers, supporting their staff in developing their skills, knowledge and professionalism. A number of the key themes are described below:

Positivity

There were a lot of positive responses from participants. Organisation membership is valued, but this may be because members are confusing their individual membership with organisation membership (see below). In addition this positivity is sometimes being inherited as part of a legacy, i.e. historical organisation membership.

Uncertainty around the offer

Representatives were not certain exactly what they got as an organisation member. This is perhaps reinforced by the fact that there is very little to differentiate the two other than eligibility for Professional Registration. This confusion then extended into discussions where unrelated issues were being raised in relation to personal membership.

Advocacy and profile

As per the individual membership survey, this was raised by representatives. CILIP has undertaken a lot of work in advocacy, public affairs and campaigning across the UK over recent years. The survey respondents are divided between those that recognise and value this and those that do not. It was also mentioned that raising CILIP's profile with employers will also be of benefit. There is strong support for CILIP to increase its activities in this area.

Accessibility

Another echo from the individual membership survey, there is a lack of access to CPD opportunities for a number of different reasons (cost, location, time). While CILIP, in particular through Member Networks, provides a great deal of training, development and engagement opportunities there is a strong feeling that these are only available to those who live in England. This feeling is echoed by those who live in England and that they lose out to those who live in and around Greater London.

Engagement

Representatives did not feel that they or their colleagues are engaged enough as organisation members. There is a disconnect between the communications that CILIP sends to organisations and how far those communications are disseminated. In addition it was felt that there could be enhanced networking opportunities nurtured through organisation membership.

Overview of findings

Section 1 – Demographic information

Research audience



	Respondent profile
Sector	9 working in public sector 10 working in academic sector
Time in industry	Working in industry between 19 and 35 years
Type of membership	16 both individual and organisation members 2 organisation members only 1 individual member only 3 are Organisational Reps

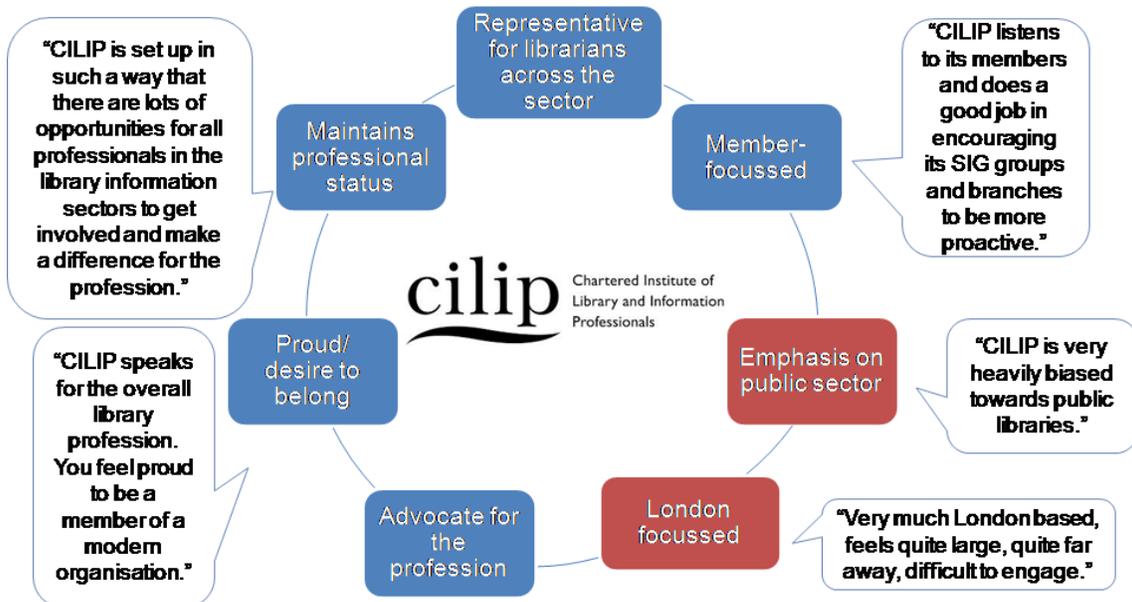
It was unfortunate not to get any representation from a law/commercial organisation, but it is anticipated that the findings will not be too dissimilar, hence the revised model will meet their needs too.

Section 2 – Perceptions

Most believe CILIP is 'professional' and describe it in a positive way, although there are some negative connotations.



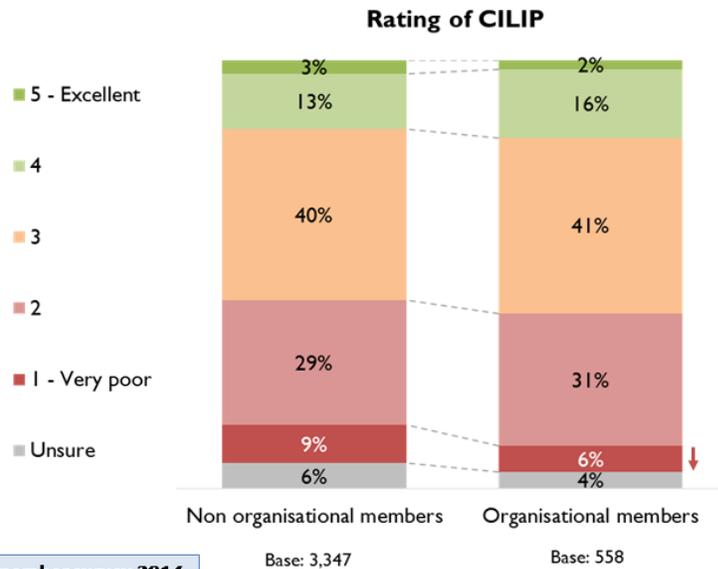
Pride and professionalism are commonly associated with CILIP, although some areas feel underrepresented.



On the whole, organisation members are positive about CILIP and membership of CILIP, however there are still some long-existing negative themes that need to be addressed, i.e. cost of training, something that CILIP has not provided in years.

Section 3 – Individual vs organisation membership

Those who suggest their employer has organisational membership respond in a similar way to those who do not have organisational membership.



Results of CILIP member survey 2014

Expectations of organisation membership often relates to knowledge and keeping up-to-date, similar to reasons individual members join.



Keeping up-to-date with the profession



Access to publications and journals both online and offline



Information/ reduced fees on training and events

Most are unable to differentiate between organisational and individual membership of CILIP.

Individual Membership



"I use the majority of these benefits as an individual member."

"Not sure what the difference is between the organisational benefits and individual, I would have access to most of these as an individual member."

"We do not need to be an organisation member to have access to these benefits, we receive these as individual members."

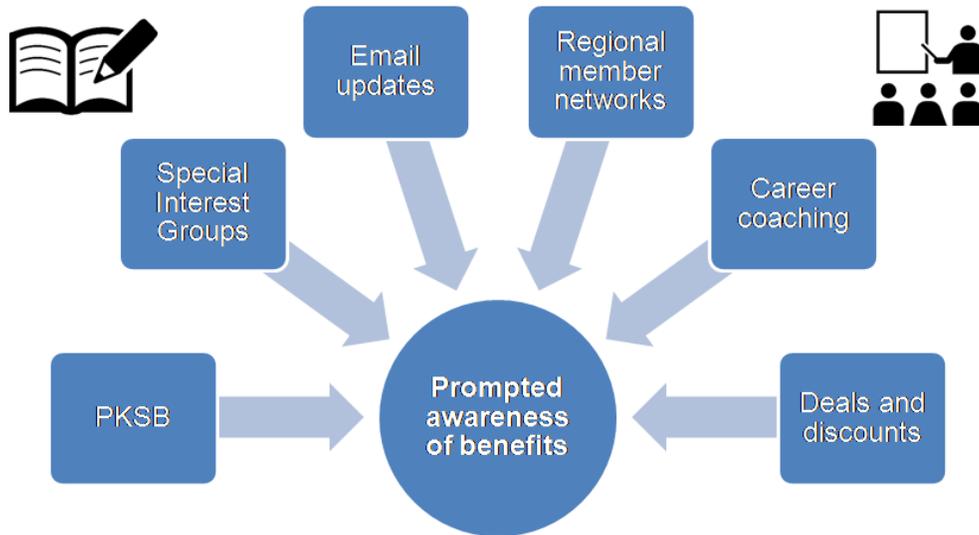
Organisation Membership



"I cannot distinguish the difference between the two, there is not enough information on what the organisation membership offers."

Section 4 – Benefits and services

When prompted, organisations demonstrate awareness of a number of additional benefits, although link these to individual membership.



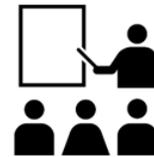
Organisation members are aware of the various training courses offered by CILIP but usage is low.

Awareness of CILIP training courses is generally high across organisations

However, not all training courses are relevant to needs of the organisation

Training courses are not considered competitive and organisations use other providers due to cost

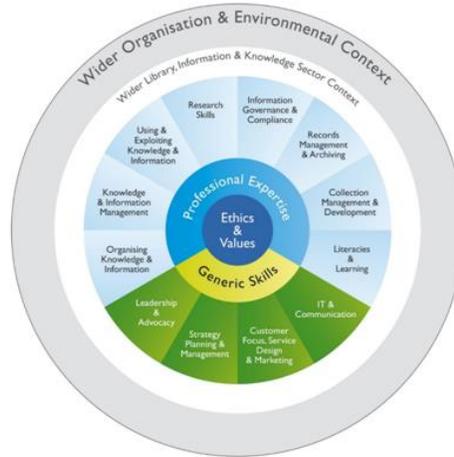
Looking for CILIP to signpost to training, not necessarily provide it.



The majority of organisations have not used CILIP's PKSB, but consider it a useful tool.

Those who have used PKSB suggest it is useful to identify staff training needs.

"University has developed this in recent years. It is a really useful tool for identifying training needs within the organisation."



"It is considered a good template as it covers all library contexts."

"We would use the PKSB to identify skills gaps and the training needs across the organisation."

What are organisation members looking for?

Increased marketing of organisation benefits

Campaigning & advocacy

Promotion of professionalism and benefits of Chartership

Management data for benchmarking

Directory of organisation members to share information and knowledge

Networking opportunities

More local training/ regional events

Discounts (CPD, advertising)

Up-to-date information on governance

More information on the role of the CILIP Organisational Representative

A key contact at CILIP

Section 5 – Engagement/communication

Those who have a relationship with CILIP are positive and generally satisfied with the level of contact. However, for the majority there is lack of engagement with CILIP.

Existing relationship



CILIP relationship mainly with senior staff member or organisational rep.

CILIP staff and considered helpful with questions/queries.



Update magazine or information on training courses/events is circulated.

Email is the preferred method for receiving information so that it can be shared internally.

No relationship



Currently no evident relationship and a lack of interaction between the organisation and CILIP.

Staff unaware of information received, other than what they receive as Individual members (duplication of information).



Majority suggest that communications are infrequent and they would like to receive more.