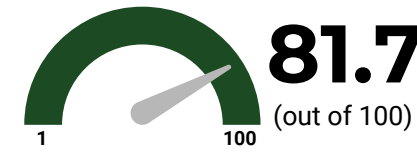# KEY FINDINGS

2024 NNLM ACTIVE MEMBER SURVEY

BENEFITS & VALUE OF THE NNLM MEMBERSHIP

Member organizations are highly satisfied with their membership
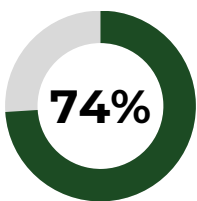
HIGHLY RATED...
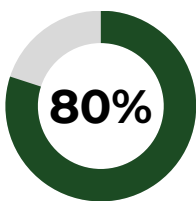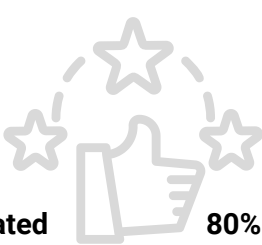
Member organizations gave NNLM a <u>high satisfaction</u> score

81.7
(out of 100)

*a 6-point increase in satisfaction from 2022

MEETS EXPECTATIONS AND IS VALUED...

74%

74% of respondents indicated the NNLM membership <u>highly or very highly</u> meets their expectations

80%

80% of respondents are <u>highly or very highly</u> likely to recommend NNLM membership to other organizations

SINGLE MOST IMPORTANT REASON TO JOIN THE NNLM

Training opportunities	38%
Funding opportunities	21%
Free informational materials	17%

*all other options collected less than 10% and are not shown

COMMUNICATIONS

The NNLM message is best conveyed to its membership directly through NNLM communications

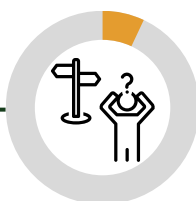### SINGLE MOST IMPORTANT BARRIERS TO ENGAGEMENT WITH NNLM...

59%
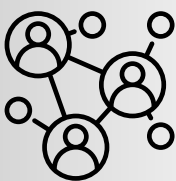LACK OF TIME

25%
LACK OF STAFFING

7%
UNSURE HOW TO BECOME MORE ENGAGED

TRAINING & EDUCATION

Training continues to be the most valued NNLM service, with a special focus on workforce development

EDUCATION/TRAINING & WORKFORCE DEVELOPMENT

71%

71% of survey respondents selected Education/training & workforce development as their main topic of interest for future NNLM trainings
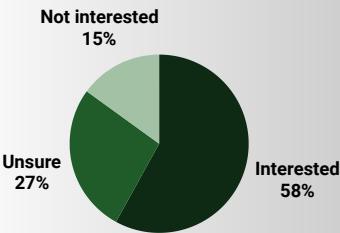
NLM PRODUCT TRAINING

66%

In terms of type of training, 66% of survey respondents would like to see more NLM product trainings

DATA SCIENCE

Not interested
15%

Unsure
27%

Interested
58%

58%

58% of survey respondents are interested in more trainings on data science topics

FUNDING

There is high awareness about NNLM funding opportunities, with a majority preferring smaller-sized awards

86%

86% of survey respondents indicated high awareness of NNLM funding opportunities

33%

33% of survey respondents had applied for NNLM funding in the last three years (2021-2024)

ORGANIZATIONAL PROFILE

Most respondents come from large member organizations where Spanish is the most common language, besides English

TOP 3 TYPES OF MEMBER ORGANIZATIONS
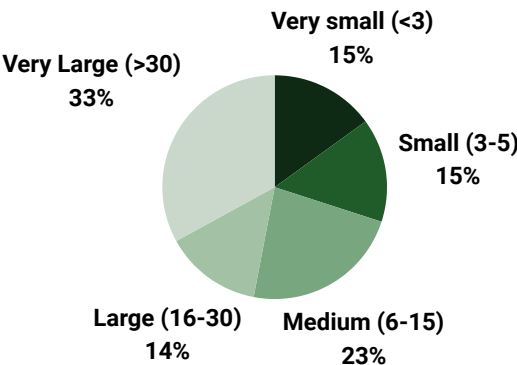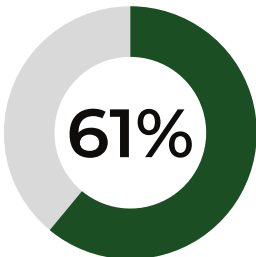
01 **25%** ACADEMIC HEALTH SCIENCES LIBRARY

02 **18%** PUBLIC LIBRARY

03 **17%** HOSPITAL LIBRARY

MEMBER ORGANIZATION SIZE

Very small (<3)
15%

Very Large (>30)
33%

Small (3-5)
15%

Large (16-30)
14%

Medium (6-15)
23%

SPANISH (60%) IS THE MOST COMMON LANGUAGE BESIDES ENGLISH

61%

61% of survey respondents' organizations provide services to students, faculty, and staff at higher education instutions