

MLA PUBLISHING SURVEY SUMMARY

Last fall, the Books Panel developed a survey to gain a better understanding of the publication needs of the profession and to improve the marketing of our books and other publications in hopes of increasing the number of proposals submitted. After pretesting, the availability of the online survey was announced in MLA-FOCUS and accessible on MLANET May 13-June 30, 2004. There were 190 surveys completed and returned. The number of responses to each survey choice is listed at left.

1. Were you aware that MLA has a professional publishing program that pays royalties to editors and authors of books, collections of representative, unedited library documents, and annotated bibliographies?

- 145 Yes, I was aware of MLA's publishing program
44 No, I was not aware that MLA had a publishing program

2. What types of communication would increase your awareness of MLA's publishing program? (Please check all that apply):

- 104 Advertising in MLA publications
44 Advertising in other related library association publications
61 Annual meeting session
65 Direct mail
126 E-newsletter (e.g., MLA-FOCUS)
97 MLANET (MLA's Website)
95 Chapter newsletters or email lists
59 Section newsletters or email lists

3. Have you ever looked up an MLA book or other MLA publication on MLANET or in the MLANET Online Store?

- 116 Yes 69 No

4. Are titles and topics of publications issued by MLA useful and relevant in your job?

- 7 Yes, I only get my professional publications from MLA
149 Yes, but I also purchase professional publications from other sources
2 No, not relevant or useful
29 Don't know

5. What is the primary reason you use a professional publication?

- 124 Professional development/continuing education
8 As teaching tool for other library professionals
7 As teaching tool for end users in my institution

- 45 As a library reference tool
6 Other

6. How do you normally obtain access to library profession-specific publications? (Please check ONLY one):

- 24 Purchase with my own personal funds
52 Purchase through my library's collection development budget
58 Purchase publications both personally and through library
55 Don't purchase; usually access through library's collection, ILL, or personal borrowing

7. If you are responsible for collection development in your library, what is the primary reason you might purchase a professional publication for your library?

- 63 Not responsible for library collection development
77 For professional development/continuing education of myself or other staff
3 As a teaching tool
35 As library reference tool
4 Other

8. What publication FORMATS are you likely to purchase *personally*? (Please check all that apply):

- 23 Don't purchase professional publications personally
74 Hardbound books
115 Softcover books
53 Spiral bound or loose-leaf collections
21 Web-based publications (e.g., with password access)
41 Downloadable electronic publications (e.g., PDF, eBooks, PDA-accessible formats)
61 Don't really care: format doesn't matter, it's the content that counts

9. What publication FORMATS are you likely to purchase for your library? (Please check all that apply):

- 54 Not responsible for library purchases
- 98 Hardbound books
- 79 Softcover books
- 28 Spiral bound or loose-leaf collections
- 28 Web-based publications (e.g., with password access)
- 25 Downloadable electronic publications (e.g., PDF, eBooks, PDA-accessible formats)
- 28 Don't really care: format doesn't matter, it's the content that counts

10. If you were to author a book or edit a compilation of interest to information professionals and librarians, would MLA be your first choice as publisher?

64 Yes 27 No 96 Don't know

Why or why not? See attached.

11. Have you ever published a book with another publisher?

27 Yes 161 No

12. What would be your strongest motivation for writing a book? (Please check ONLY one):

- 38 Asked by a colleague that values my expertise
- 20 Prestige
- 30 Publicity and acknowledgement as an expert in field
- 6 Royalty payment
- 60 Personal fulfillment
- 15 Tenure
- 15 Other

13. In what type of library do you work?

- 116 Academic
- 1 Corporate
- 46 Hospital
- 18 Specialty or other library type
- 0 Student in library school
- 0 Retired
- 6 Other (e.g., vendor of library materials, library school faculty, library consultant)