

Guild of Book Workers Member Survey

Results and Analysis

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SURVEY OVERVIEW

PURPOSE AND SCOPE OF SURVEY

The survey was conducted at the request of President Mark Andersson. President Andersson wanted to survey the membership-at-large in order to identify areas of the organization in need of improvement, support, or commendation. A committee was formed to identify the key areas of interest, and to then create and implement the survey. The committee members are as follows: Bexx Caswell (Chair), Henry Hebert, Christina Thomas, Katie Smith, Monica Holtsclaw, Ginny Kilander, Charlene Matthews, and Peter Verheyen.

Members were asked to provide information about their background and training and for general feedback about their satisfaction with the organization as a whole. Key areas were targeted with specific questions. These areas included: The Standards of Excellence Seminar, Journal, Newsletter, website and use of social media, Chapter membership and activities, Exhibits

COLLECTION METHOD

A web based survey was created using SurveyMonkey's online survey tool. All members with an email address on file were invited to participate via an email invitation. Each email address received a unique link to the survey. This ensured that each member could only take the survey once. It also allowed the survey committee to track the status of each email invitation so that reminders could be sent only to those who had not yet completed the survey.

SurveyMonkey was configured to store the survey responses and email tracking information in separate databases, ensuring the anonymity of responses. All questions were optional, and could be skipped by simply leaving them blank.

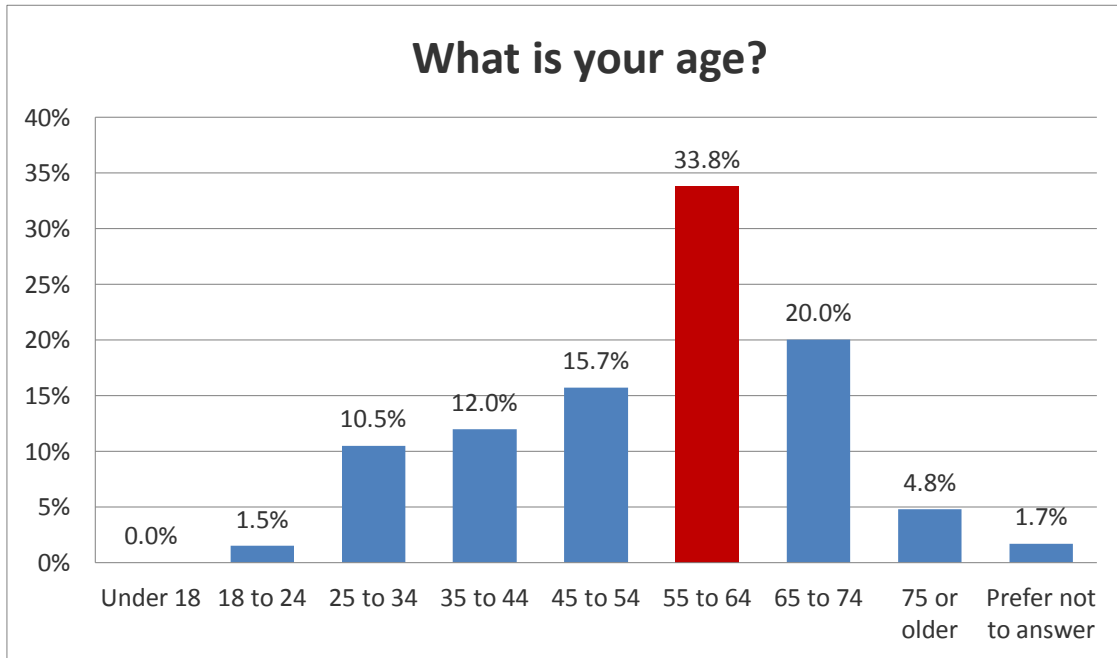
871 email invitations were issued. 464 members responded (425 complete, 39 partial).

RESULTS AND ANALYSIS

Because all questions were optional, the number of responses for each question varies. The survey results are listed below. Percentages shown in the results shown below are calculated based on the number of answers to that questions rather than the total number of respondents.

SECTION I – DEMOGRAPHICS

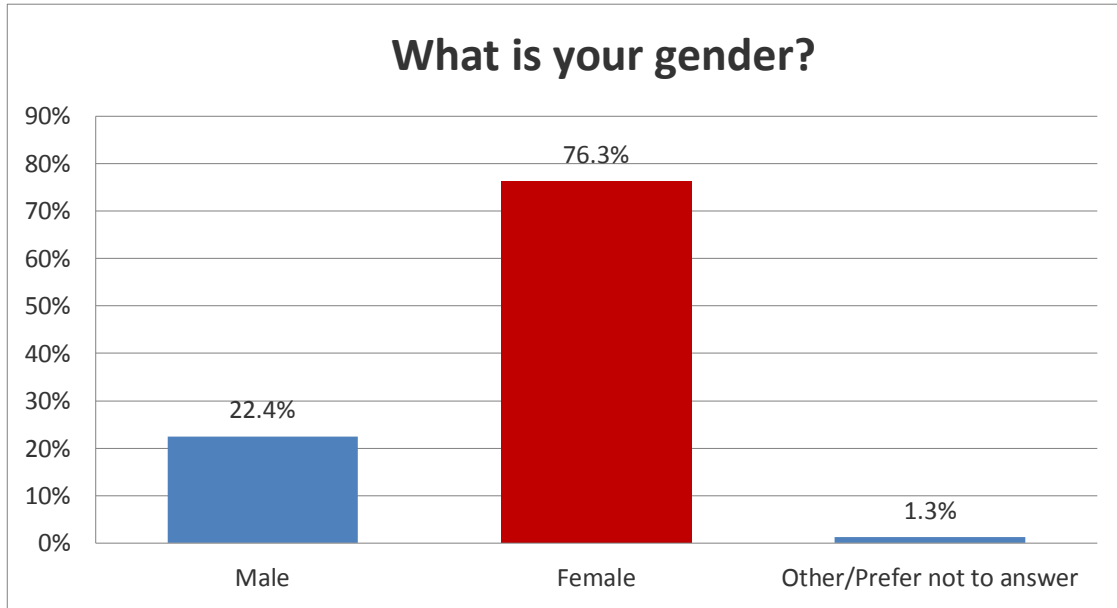
1. What is your age?



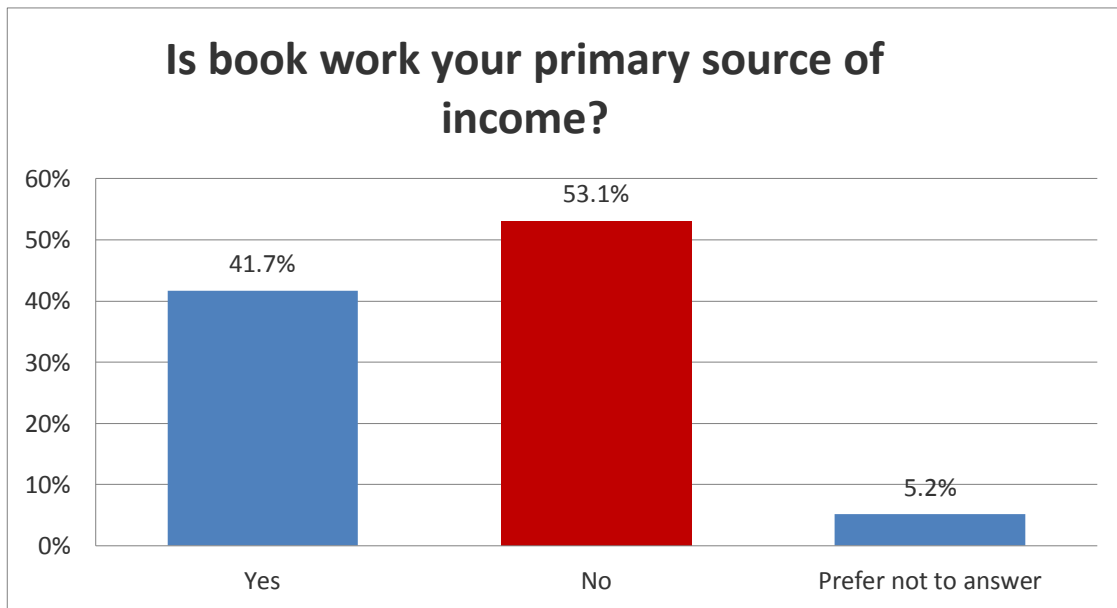
Of those who responded to the survey, 58.6% are aged 55 or older. Those aged 55-64 make up the largest age group within the organization, comprising 33.8% of the membership. The next largest group is those aged 65-74, comprising 20% of the membership.

Despite a reduced rate for students and previous efforts to connect to a younger audience (such as the use of social media), those between the ages of 18 and 24 make up only 12% of the organization. As the existing membership continues to age, the Guild may find itself facing a crisis in terms of both enrollment and engagement. The organization must find ways to connect with a younger audience, and for ways to engage that younger audience within the organization in order to combat this problem.

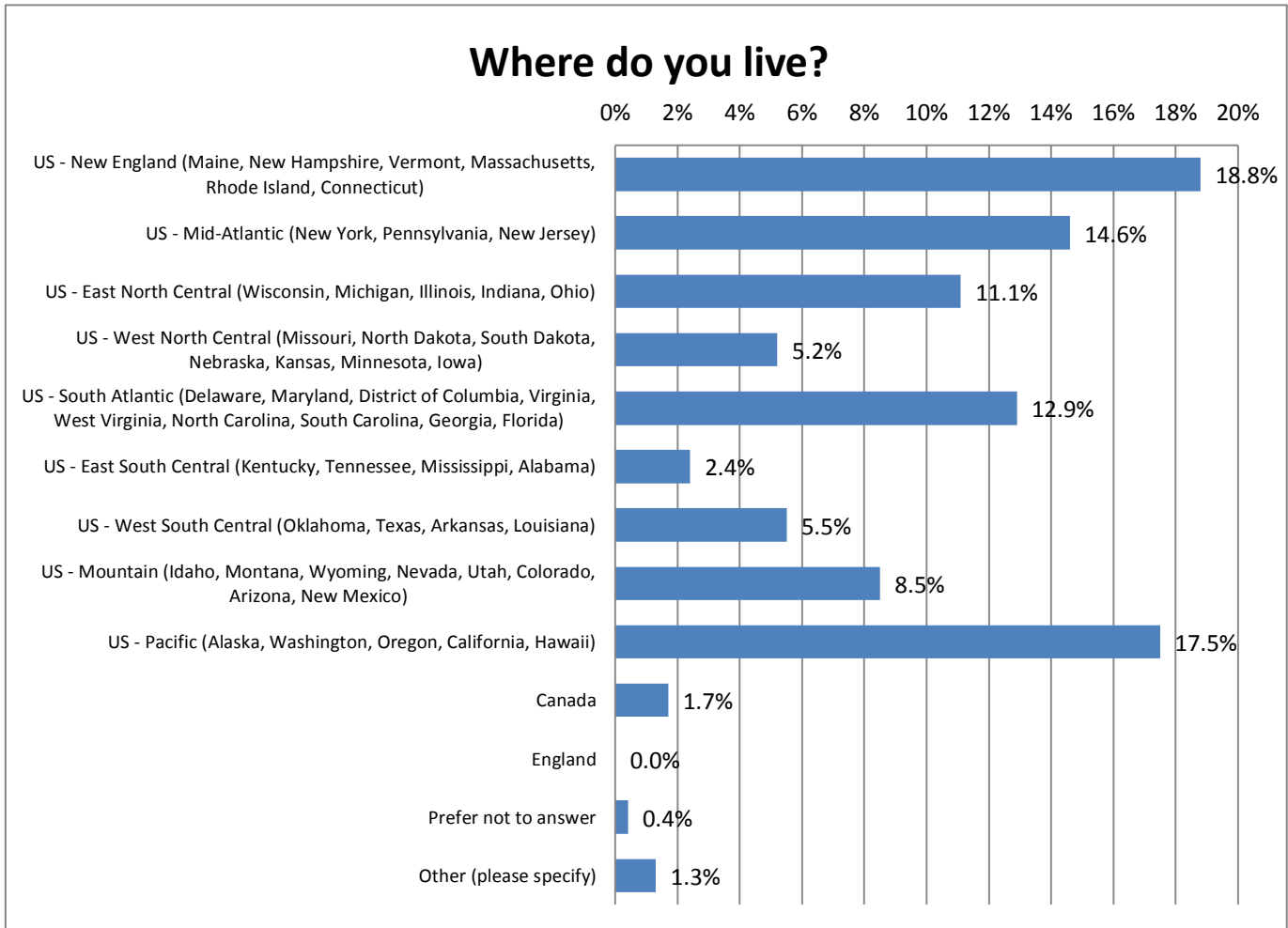
2. What is your gender?



7. Is book work your primary source of income?



3. Where do you live?



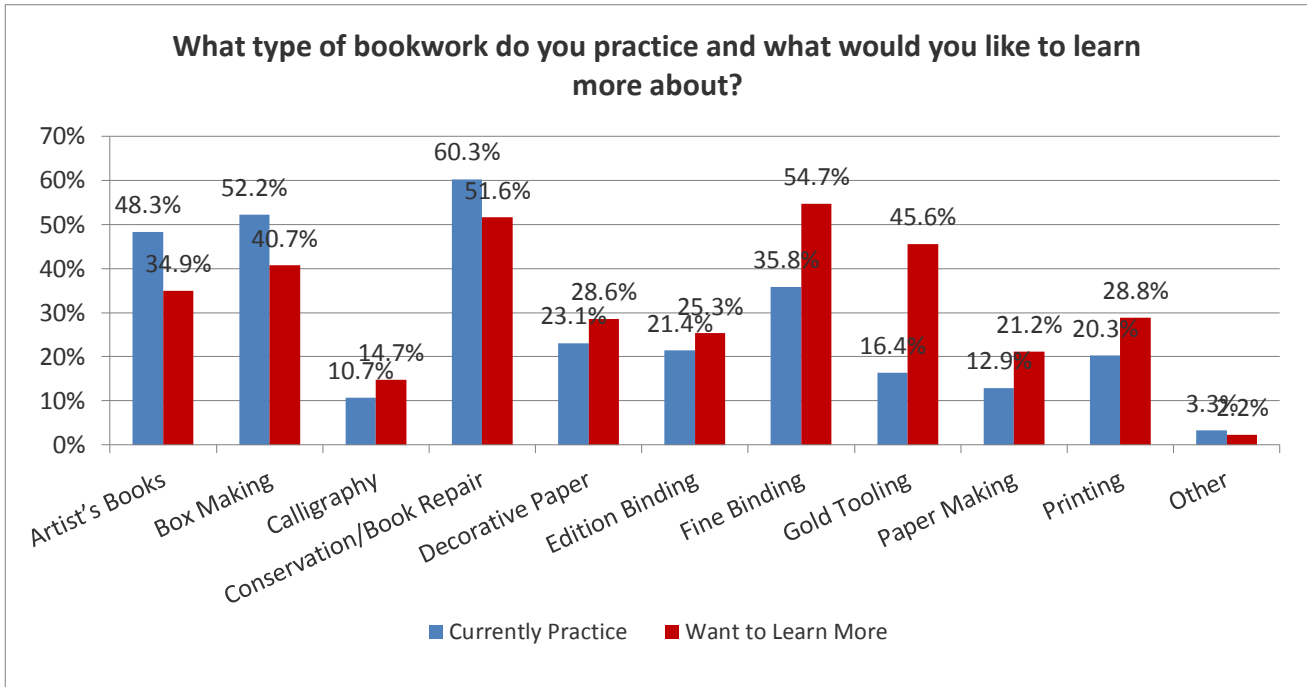
Responses given as “Other” included:

- Puerto Rico.....2
- Brazil.....1
- Chile.....1
- Italy.....1
- Multiple US States.....1

The regions with the highest concentration of members are the New England (18.8%), Pacific (17.5%) and Mid-Atlantic (14.6%) regions. This corresponds to the chapters with the highest enrollment.

4. What kind of book work do you practice?

5. What are you interested in learning more about?



Responses given as “Other” for “What type of book work do you practice?” included:

- Hand bookbinding (not fine or edition).....9
- Librarian/Curator.....6
- Book dealer/Bookseller.....5
- Hobbyist.....5
- Historic Binding.....4
- Preservation/Conservation Admin.....3
- Collector.....2
- Printmaking.....2
- Retired.....2

Responses given as “Other” for “What are you interested in learning more about” included

- Historic Binding.....5
- Pop-Ups and Moveable Books.....2
- Printmaking.....2

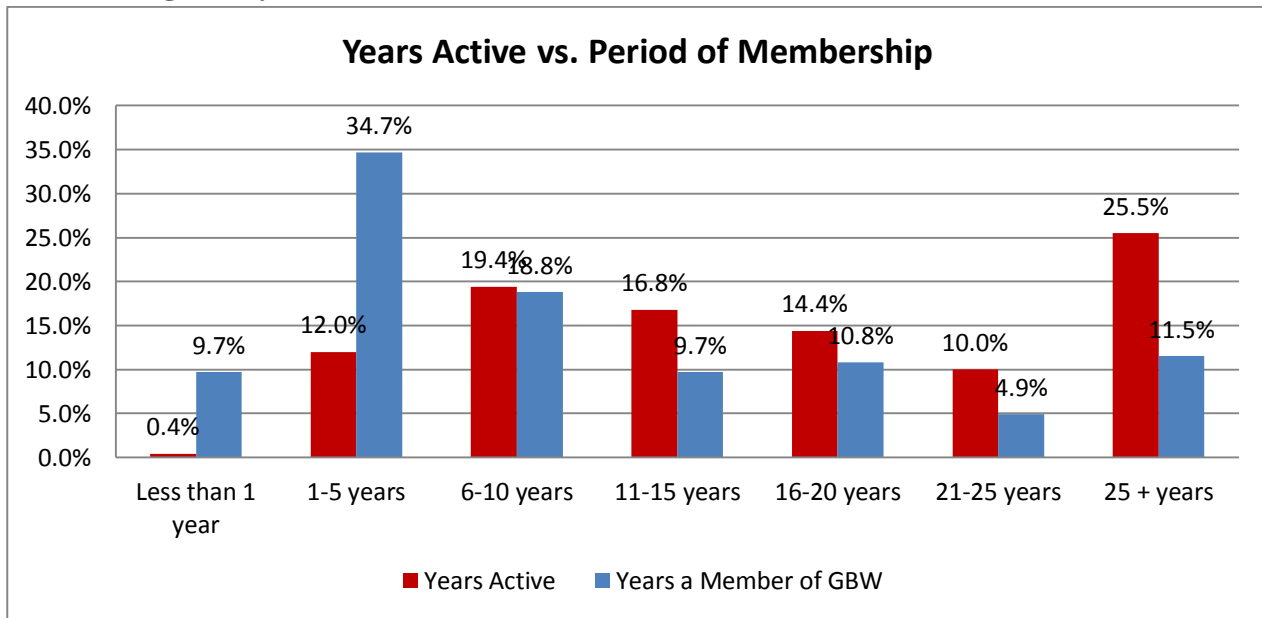
The most popular areas of interest for further study include fine binding (54.7%), conservation/book repair (51.6%), and gold tooling (45.6%).

In the past, the Guild has been criticized for not focusing enough attention on artists’ books, while focusing too much attention on fine binding and conservation techniques. This study shows that fine binding and conservation techniques are the most popular topics for further study, and so should remain the main focus of the Guild.

Nearly half (48.3%) of the membership states that they create artists’ books, and more than a third (34.9%) are interested in learning more about this topic,. This evidence suggests that the Guild should increase its focus in this area.

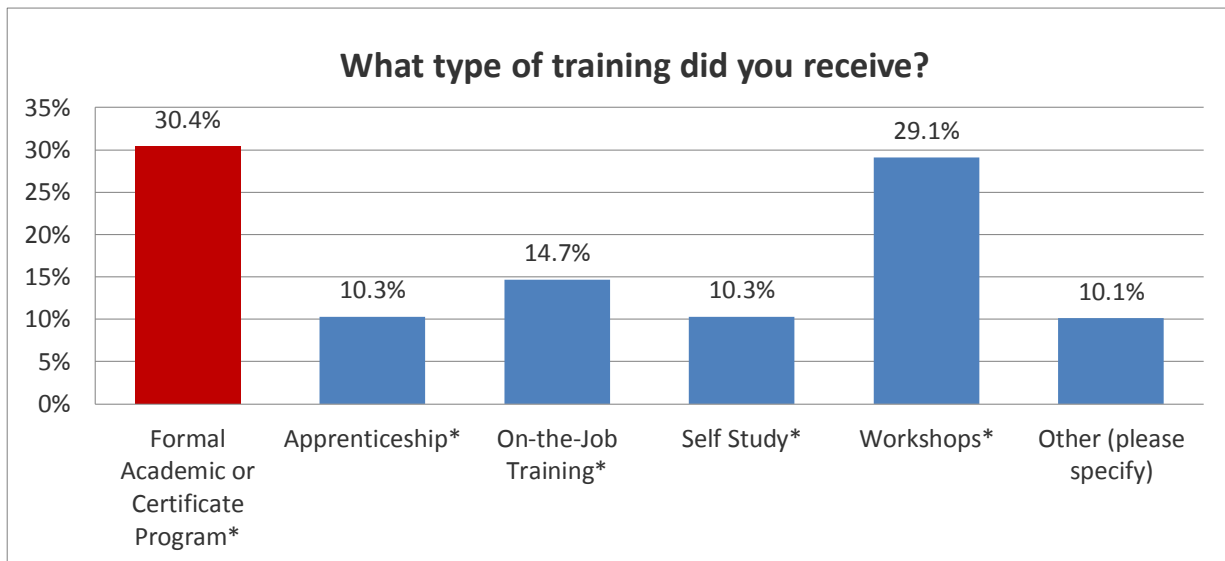
6. How long have you been active in bookbinding / book arts?

9. How long have you been a member of the Guild of Book Workers?



The majority of the membership reports being active in bookbinding/book arts for 25 years or more (25.5%), but only 11.5% report holding membership in the Guild for that same period of time. In contrast, only 12.4% reports being active for 5 years or less, but 44.4% indicated that they have held membership in the Guild for that amount of time.

8. What type of training did you receive?

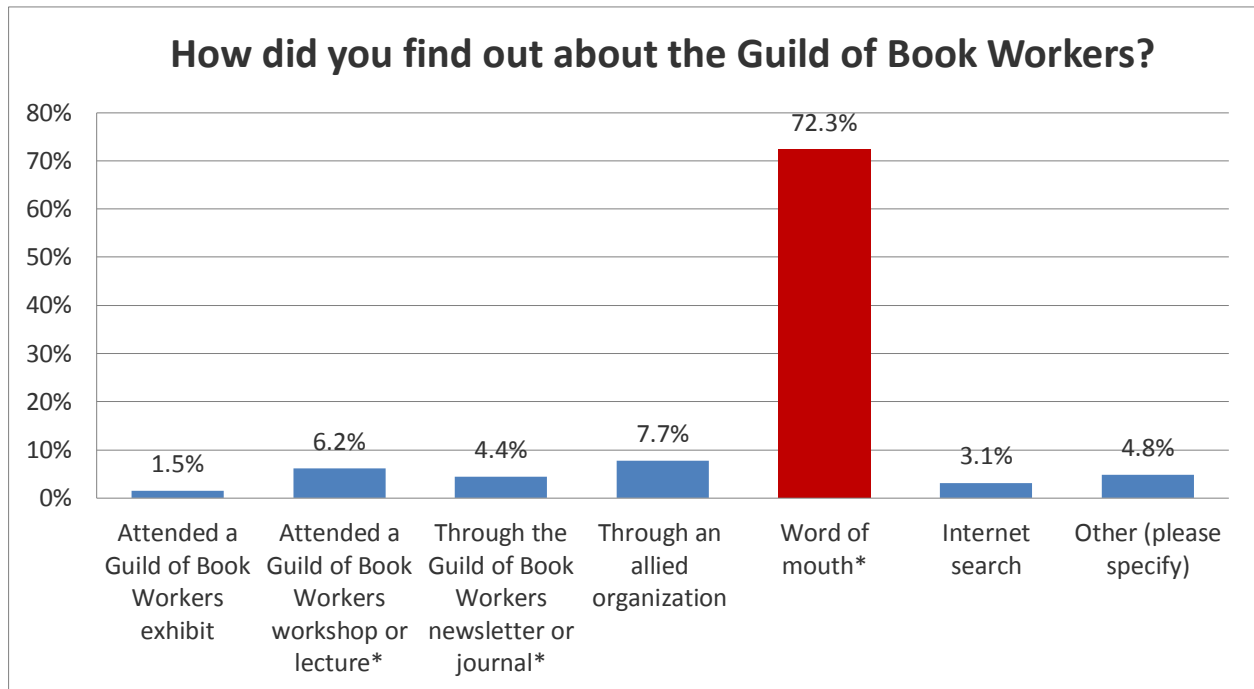


Responses given as “Other” included:

- Private Instruction.....25
- Combination of Workshops & Self Study.....12
- All of the above.....4

SECTION II – GUILD OF BOOK WORKERS MEMBERSHIP

10. How did you find out about the Guild of Book Workers?



Some of the responses under “Other” included:

- Don't Recall.....7
- Have been a member in the past.....4
- Participated in a GBW event.....3
- At a related event not sponsored by GBW....2

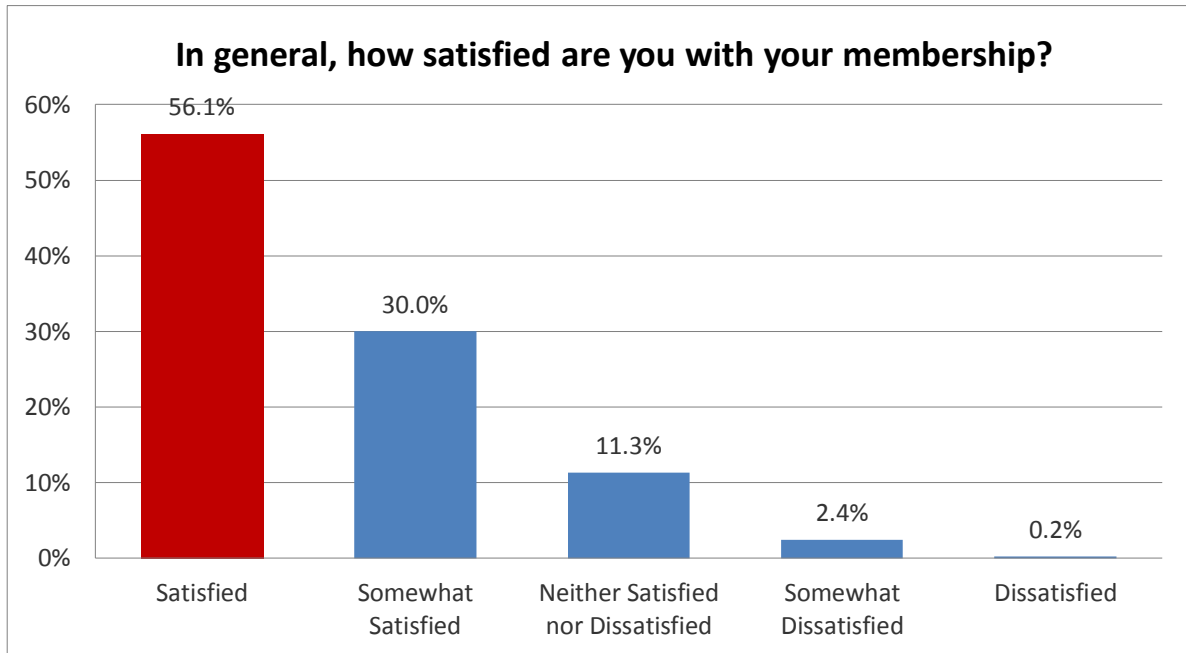
Other notable responses given as “Other” included:

- “at a book fair where GBW members were demonstrating”
- “I first learned of GBW through the online version of exhibit”
- “father was a member”
- “My grandfather was a member”

When asked how they became aware of the Guild of Book Workers, 72.3% of respondents chose “Word of Mouth”. In the comments listed under the response for “Other”, 35 individuals specified that the word of mouth they received came from an instructor or mentor and 5 more indicated that it came from an employer or co-worker*. Word of mouth is clearly a powerful tool for recruiting new members to the organization.

*These responses were counted under “Word of Mouth” and not “Other”.

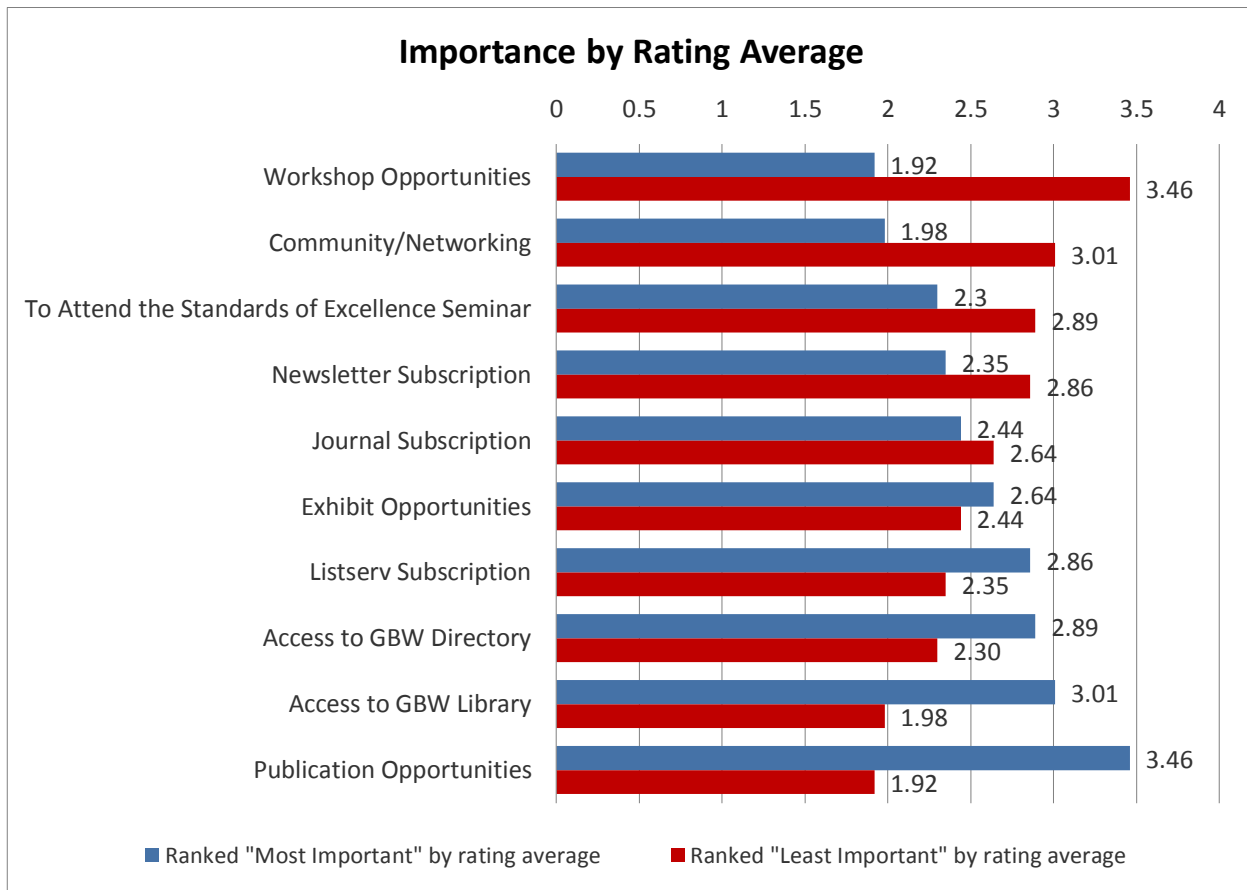
11. In general, how satisfied are you with your membership in the Guild of Book Workers?



More than half (56.1%) of the membership reported that they are satisfied with their membership, while only 2.6% report being somewhat dissatisfied or dissatisfied.

While it is apparent from the responses given in subsequent sections of the survey that there is room for improvement in some areas, most members are satisfied with the activities of the organization.

12. On a scale of 1-5, 1 being the most important and 5 being the least important, rank your reasons for joining/maintaining membership in the Guild?



Highest rank:

- Workshop Opportunities
- Community/Networking
- To Attend Standards

Lowest Rank:

- Publication Opportunities
- Access to GBW Library
- Access to GBW Directory

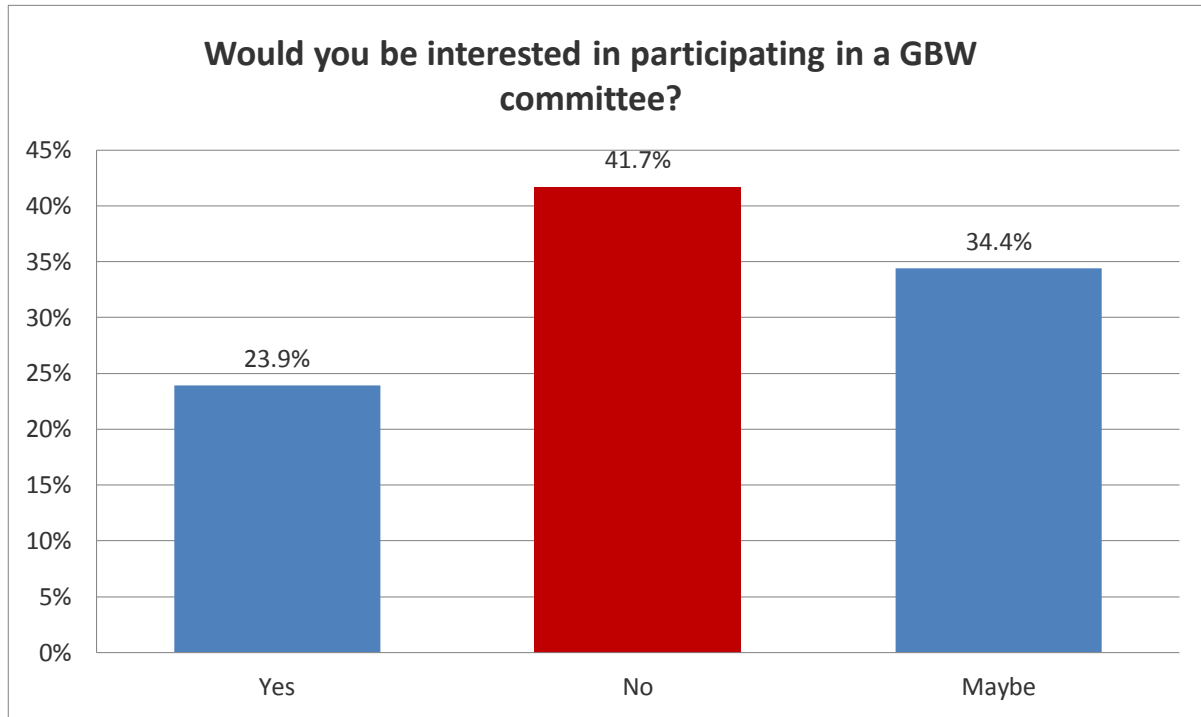
13. What other related organizations are you a member of?

The following list of allied organizations is helpful in terms of :

- 1) Determining the best avenues for public relations efforts. Many of these organizations have newsletters where upcoming GBW events can be listed free of charge.
- 2) Issuing calls for Journal articles. Again, many of these organizations have publications or email discussion groups where such an announcement could be published for no cost.
- 3) Determining the best venues for collaborative work. Which organizations might we consider partnering with offer joint workshops, lectures, or exhibitions?

Answer Options	Response \$t	Response #
American Institute for the Conservation of Art & Historic Artifacts (AIC)	36.7%	113
Society of Bookbinders	9.7%	30
Designer Bookbinders [U.K.]	15.6%	48
Book Arts Guild	8.4%	26
Canadian Bookbinders and Book Artists Guild (CBBAG)	11.7%	36
College Book Art Association	15.9%	49
Hand Bookbinders of California	12.3%	38
Miniature Book Society	8.4%	26
Other (please specify)	58.4%	180
Friends of Dard Hunter		10
Philadelphia Center for the Book		10
Center for Book Arts (NYC)		9
Fine Press Books Association (FPBA)		7
American Library Association (ALA)		6
American Printing History Association (APHA)		4
Amis de la Reliure d'Art (ARA) - Canada		4
Art Books Cleveland		4
Book Club California		4
Letterpress Guild of New England		4
Movable Book Society		4
Ticknor Society		4
Washington Conservation Guild (WCG)		4
Society of American Archivists (SAA)		3
Society of Printers		3
All other organizations listed		81
Unidentified Organization		16

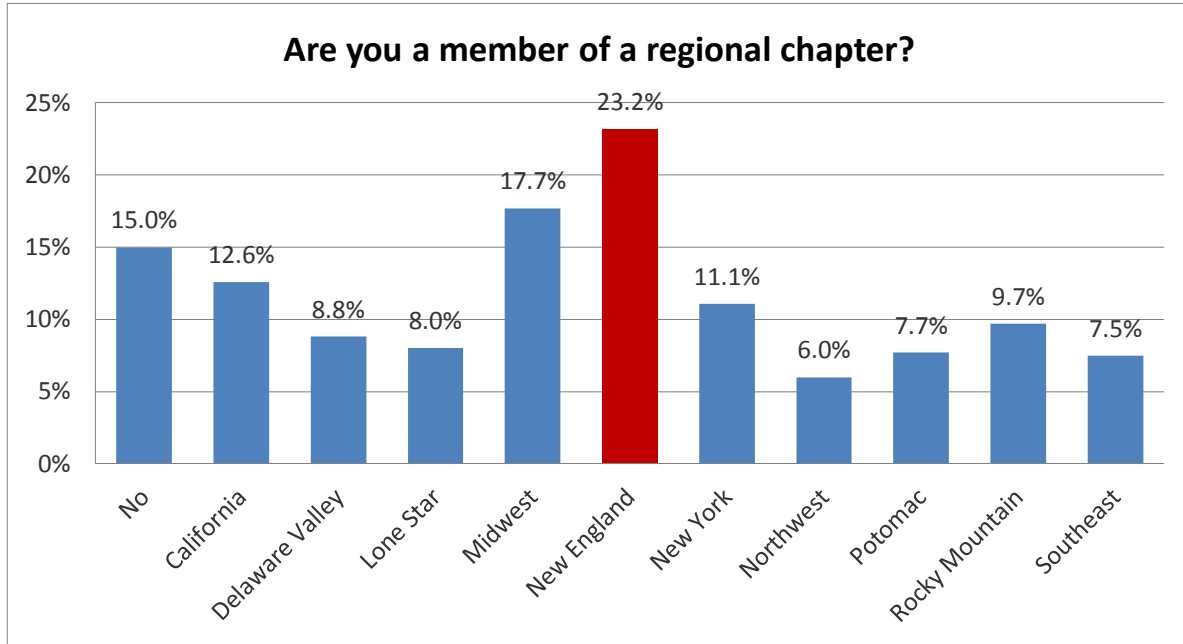
14. Would you be interested in participating in a GBW committee?



Although 41.7% of those who responded answered “No”, the combined answers of “Yes” (23.9%) and “Maybe” (34.4%) make up the majority of responses. This indicates that there are people willing to serve the organization. The Guild should explore new ways to engage its members, and encourage those who have not previously served to become more active within the organization. Creating leadership positions for student members would be an excellent way to increase the involvement of newer members.

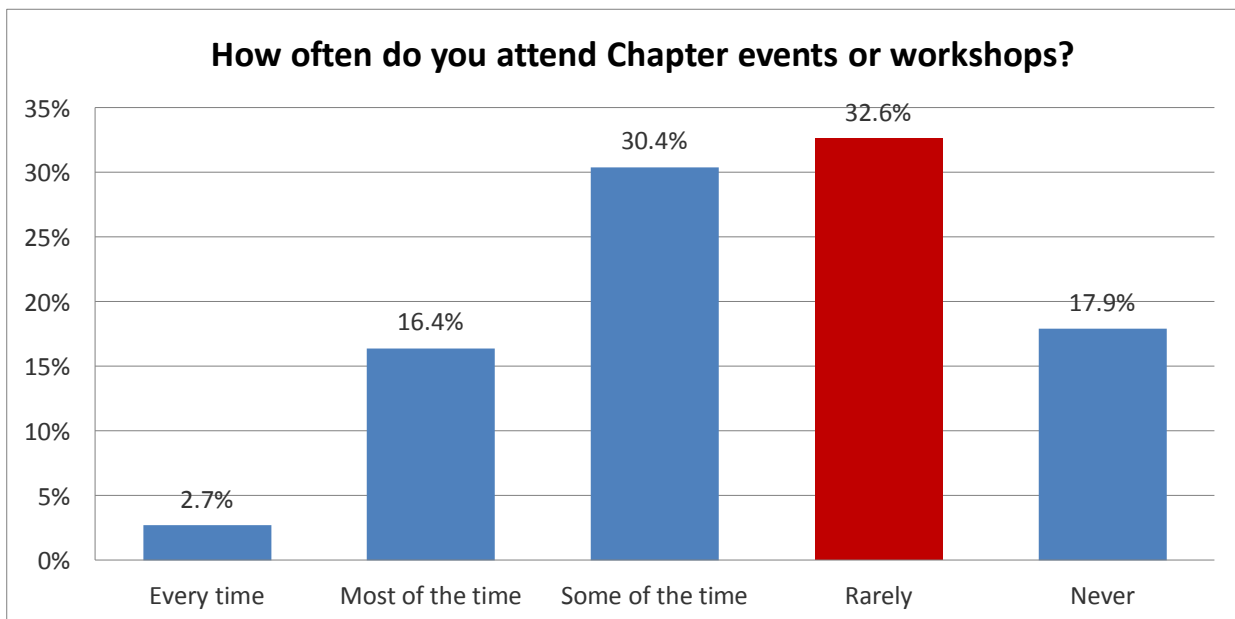
SECTION III – REGIONAL CHAPTERS

15. Are you a member of a regional chapter?

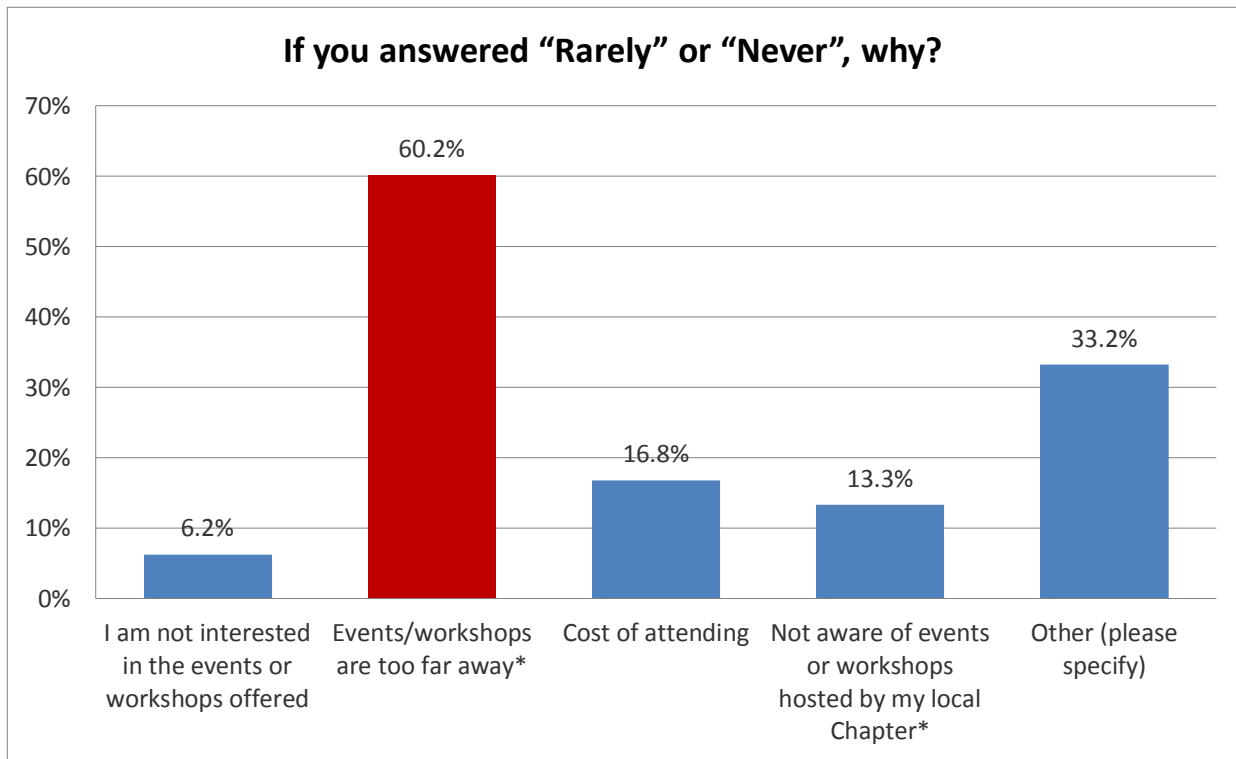


As might be expected, the locales with the highest concentration of members generally have the largest chapters. Only 15% of those polled said that they do not belong to a regional chapter. As indicated by the comments provided at the end of this section (question 20), individuals stated that they did not belong to a regional chapter because they are unsure of which chapter is relevant to their location, that there is no chapter which includes their location, or that they were unaware of an existing chapter.

16. How often do you attend Chapter events or workshops?



17. If you answered “Rarely” or “Never”, why?



The majority of those polled (60.2%) cited distance as the main reason they do not attend chapter events on a regular basis. In the comment box provided for this section (see question 20), a number of individuals commented that events for their chapter are generally hosted in the same location, and that this location is not convenient for them.

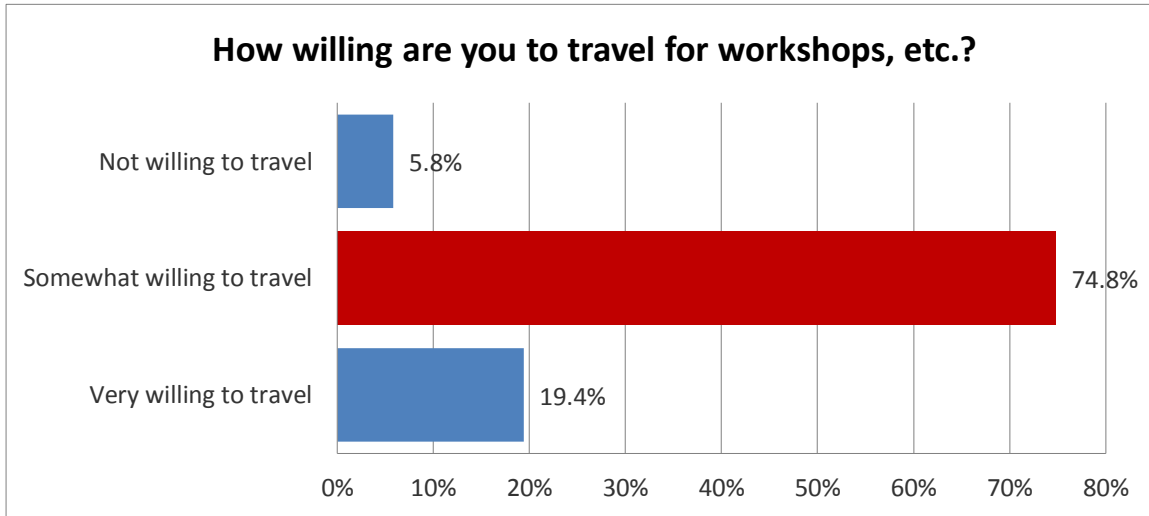
16.8% said that they do not attend events due to cost. Several comments indicated that workshops fees should be cheaper, or should be subsidized by the national organization.

13.3% of those polled said that they do not regularly attend chapter events because they are “not aware of events or workshops hosted by my local chapter”. Although this is only a small portion of respondents, comments indicate that there is some room for improvement when it comes to communication and the dissemination of information (see question 20)

Additional responses given as “Other” included:

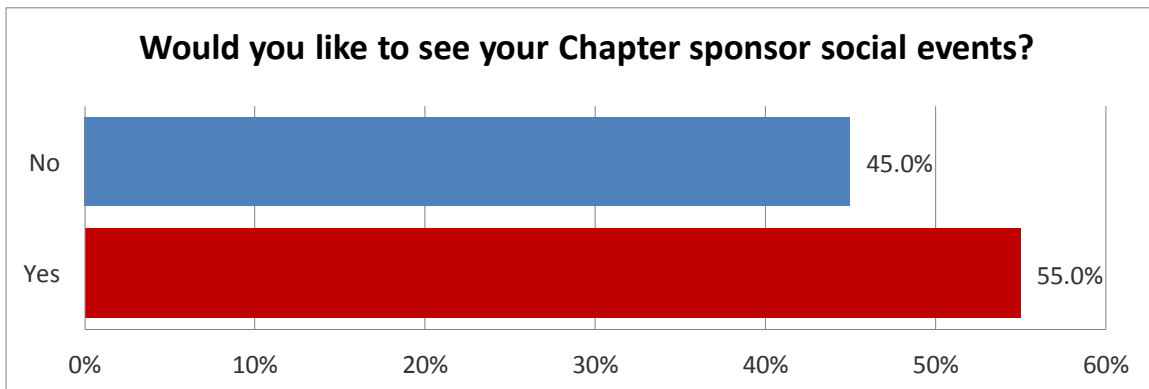
- Schedule conflict.....37
- Too busy.....17
- Only joined GBW recently.....6
- Inability to travel.....3

18. In general, how willing are you to travel for workshops or other events?



Although 19.4% said that they are “willing to travel” and 74.8% of those polled said that they are “somewhat willing to travel” for workshops or other events, 60.8% said that distance is the main reason they do not regularly attend chapter events (see question 17).

19. Would you like to see your local Chapter sponsor social events?



Community/Networking was ranked 2nd when members were asked why they maintain membership in the Guild (see question 12).

In the comments provided in response to question 20, several individuals indicated that their chapter already hosts social events (New England, Delaware Valley, Potomac, New York).

Those in favor of social events stated that networking was important to building relationships with other guild members, provided networking opportunities, and helped them to feel more comfortable in both the field and the organization. The latter is doubly important, as more than one individual stated that they are intimidated by other members.

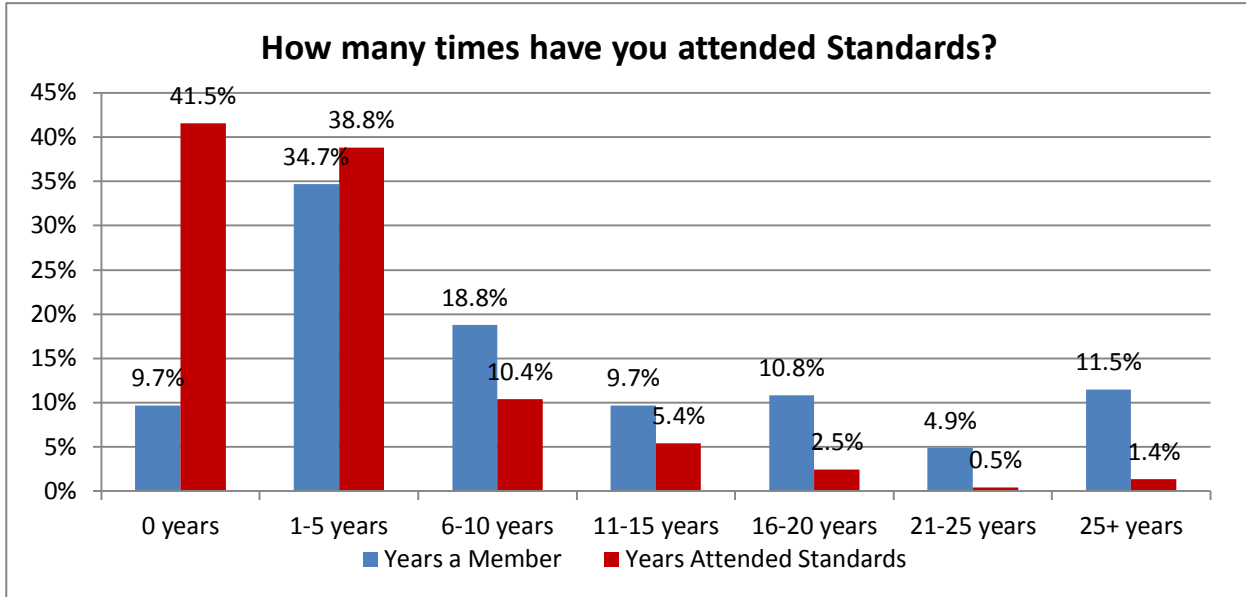
Those opposed to social events commented that they do not want to see this type of event replace workshops or lectures or that they would not be willing to travel for such an event.

20. Any other comments you would like to share about Regional Chapters?

Relevant comments have been summarized above. In order to preserve the privacy of our members, the full list of comments will not be shared online. If you have any questions regarding this matter, please contact the survey committee chair Bexx Caswell at vicepresident@guildofbookworkers.org

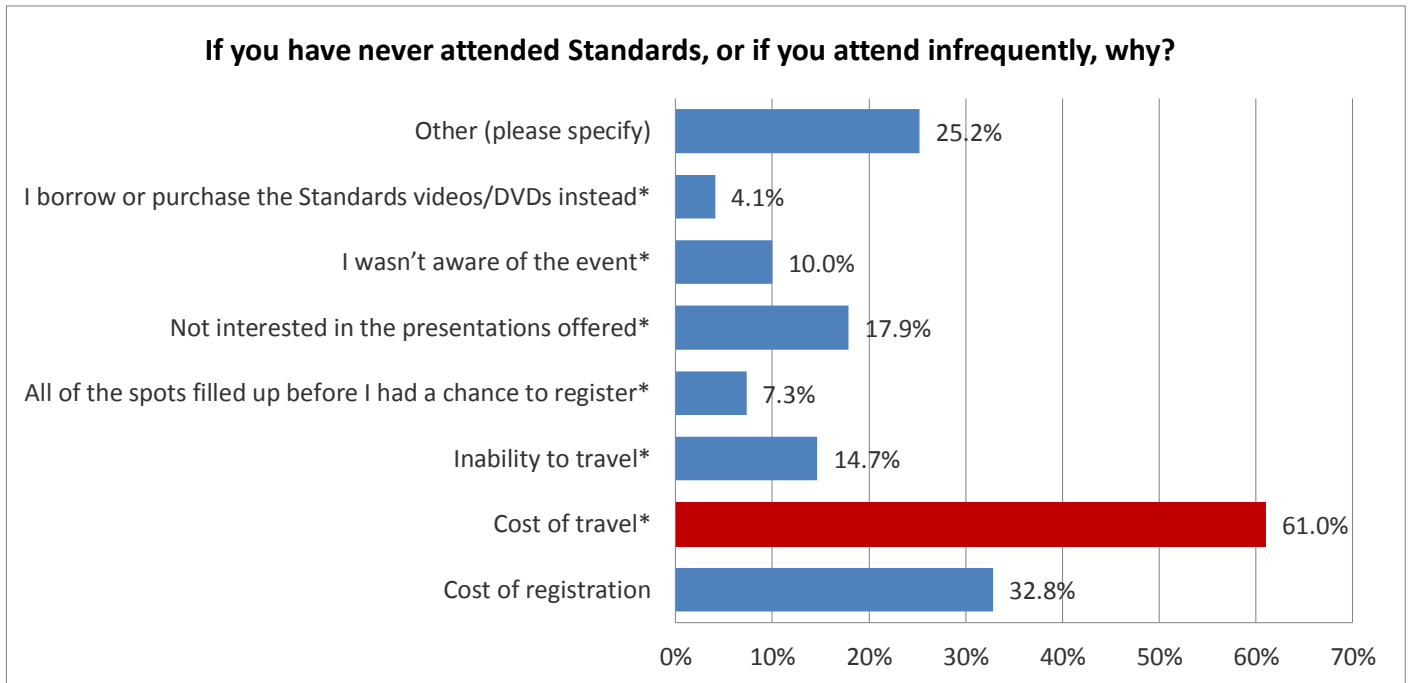
SECTION IV – STANDARDS OF EXCELLENCE SEMINAR

21. How many times have you attended the Standards of Excellence Seminar?



41.5% of the membership polled has never attended Standards.
 The average member has attended Standards 13 times.

22. If you have never attended Standards, or if you attend infrequently, why?



The most common reason cited for not attending Standards is the cost of travel (61%), followed by the cost of registration (32.8%).

17.9% of those polled cited a lack of interest in the presentations offered. This does not indicate a lack of interest in the book arts as a whole, but in the scope or variety of presentations. Some respondents indicated in their comments (see question 23) that although they may be interested in some of the presentations offered, an interest in all of the presentations would be necessary to justify the expense of attending. Some respondents indicated that they felt the presentations were geared only to beginners, while other felt they are geared only towards advanced practitioners. Some wanted more conservation, fine binding, or book arts, others wanted less. In other words, you can't please all of the people all of the time.

Responses provided as "other" included:

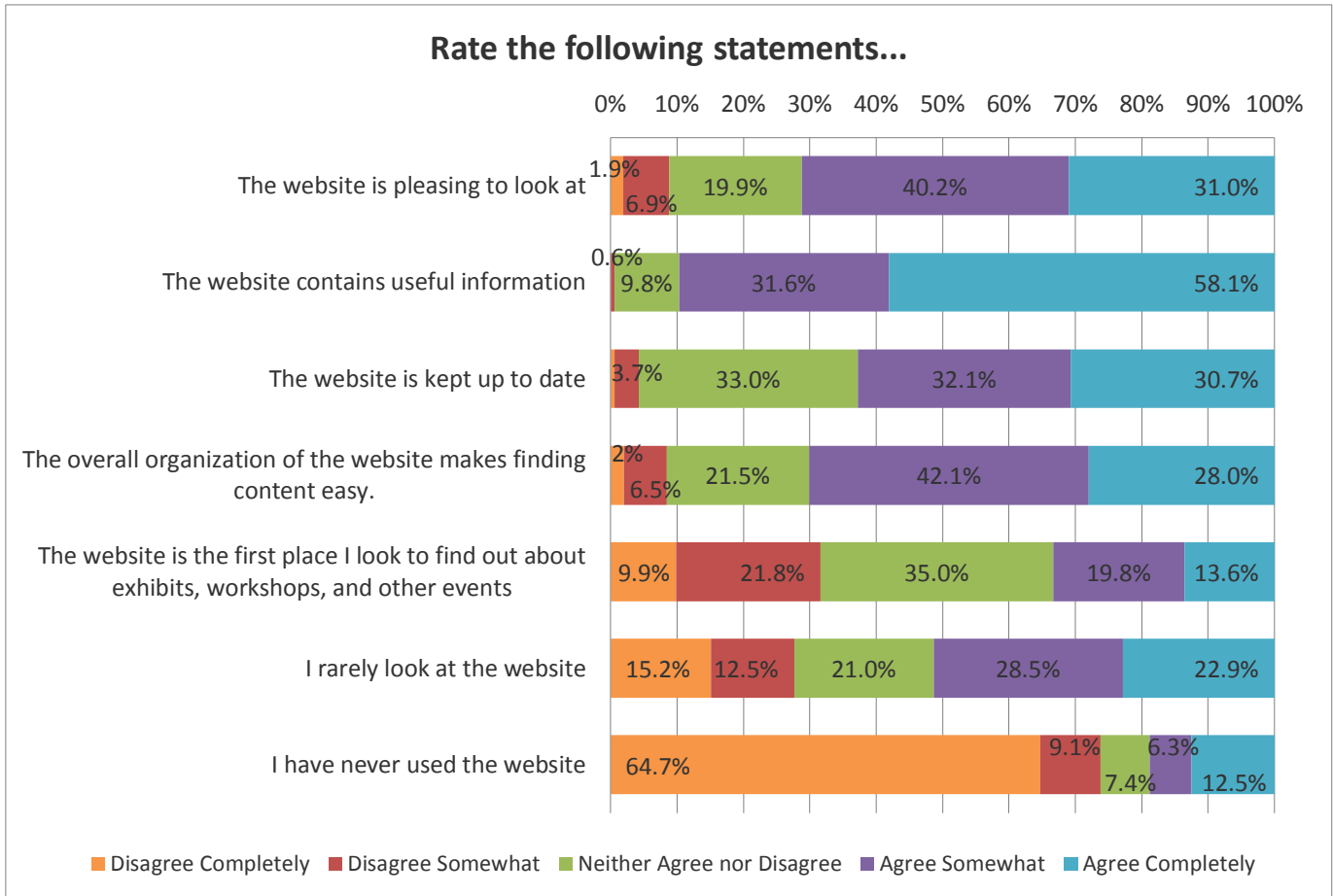
Schedule conflict / Too busy.....	47
Just joined GBW.....	11
Attend other conferences instead.....	7
Not relevant to the kind of work I do.....	6
Other travel considerations.....	3
Total cost of attending.....	3

23. Any other comments about the Standards of Excellence Seminar that you would like to share?

Relevant comments have been summarized above. In order to preserve the privacy of our members, the full list of comments will not be shared online. If you have any questions regarding this matter, please contact the survey committee chair Bexx Caswell at vicepresident@guildofbookworkers.org

SECTION V – GUILD OF BOOK WORKERS WEBSITE & SOCIAL MEDIA USE

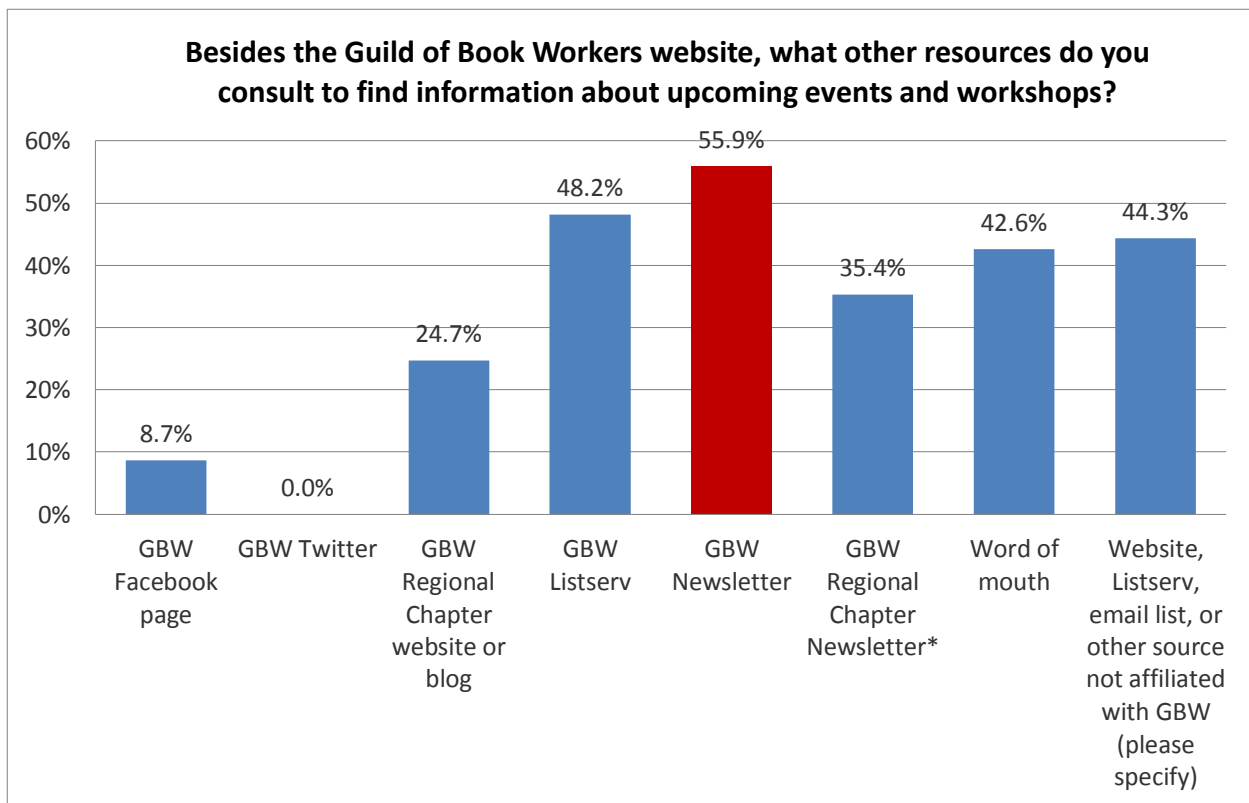
24. Thinking about the Guild of Book Workers website, please rate the following statements:



Statement	Popular Response	Interpretation
The website is pleasing to look at	Agree Somewhat (40.2%)	Although the current design of the website is perceived as adequate, there is room for improvement in this area.
The website contains useful information	Agree Completely (58.1%)	The website is a valuable resource for members.
The website is kept up to date	Neither Agree nor Disagree (33.0%)	Although “Neither Agree nor Disagree” was the top response, it was followed closely by “Agree Somewhat” (32.1%) and “Agree Completely” (30.7%). Our new Communications Chair, Henry Hebert has made a great effort to keep the website more up to date, and the membership clearly recognizes this.

The overall organization of the website makes finding content easy.	Agree Somewhat (42.1%)	There is room for improvement in this area.
The website is the first place I look to find out about exhibits, workshops, and other events	Neither Agree nor Disagree (35.0%)	The combined total for those that agree with this statement (33.3%) barely surpasses the total who disagree (31.6%). Event information is not what drives our web traffic.
I rarely look at the website	Agree Somewhat (28.5%)	Most individuals do not use the website regularly.
I have never used the website	Disagree Completely (64.7%)	The majority of members are using the website, but 12.5% “agree completely” with this statement, meaning they have never used the website. The remaining 22.8% are seemingly unsure about their previous use of the website.

25. Besides the Guild of Book Workers website, what other resources do you consult to find information about upcoming events and workshops? (Choose the 3 sources you consult most often).



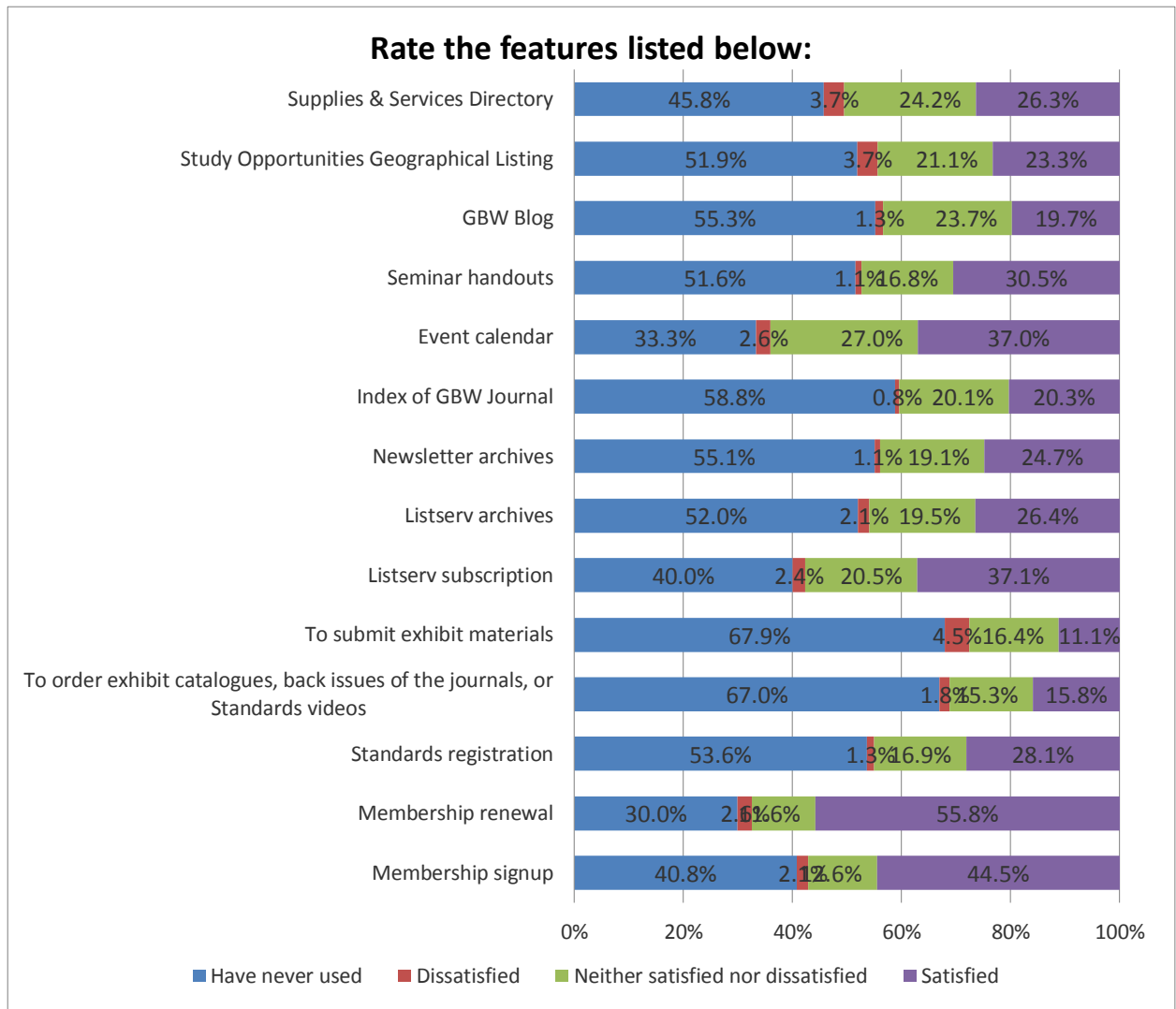
Excluding the GBW website, the GBW Newsletter is the source that most members (55.9%) consult first when looking for event information. Although more detailed and timely information can be found on the GBW Listserv, it placed second (48.2%).

The GBW Facebook page is updated almost daily with information about events or news that might be of interest to members, but only 8.7% said that they consult the Facebook page when looking for this type of information. No one reported using the Guild’s Twitter for this purpose. It should be noted that although the GBW Facebook and Twitter pages may not be an effective means of communicating with members, they are important outreach tools.

44.3% of survey respondents reported using a website, listserv, email list or other source not affiliated with GBW when looking for this type of information. Responses given as “other” included:

Book_Arts-L.....	58
Conservation DistList/CoOL.....	14
Book Arts Web.....	12
AIC.....	8
Regional Chapter Email List.....	6
North Bennet Street School.....	5
San Francisco Center for the Book.....	5
Center for Book Arts, NYC.....	4
Google search.....	4
Minnesota Center for Book Arts.....	4
PADG.....	4
American Academy of Bookbinding.....	3
Canadian Bookbinders and Book Artists Guild.....	3
NW Book Arts List.....	3
23 Sandy Gallery.....	2
Book Arts Newsletter (Sarah Bodman).....	2
College Book Art Association.....	2
Designer Bookbinders.....	2
Philadelphia Center for the Book.....	2
Sharp-L.....	2

26. Below are some features that are currently available on the GBW website. Please rate your overall experience for each of the features listed below.



The most common response for nearly every option given in the above question was “Have never used”, which indicates that many of the website’s features are currently underused. In the comments section for this topic (see question 27), several people stated that they were unaware of many of these features before taking this survey.

The current membership seems slow to adapt new technologies and to embrace digital resources. It may be beneficial to publicize or highlight the various web resources that the Guild has to offer in the Newsletter in order to improve awareness and create potential users. *Editor’s Note: The Communications Chair has since followed this suggestion.*

Overall, members are satisfied with the features currently available on the website. The features which scored highest in terms of dissatisfaction included submitting exhibit materials (4.5%), the Study Opportunities list (3.7%) and the Supplies & Services Directory (3.7%). These numbers are nominal and of little concern, however it should be noted that all of these features are currently undergoing revisions to include better functionality and more up to date information.

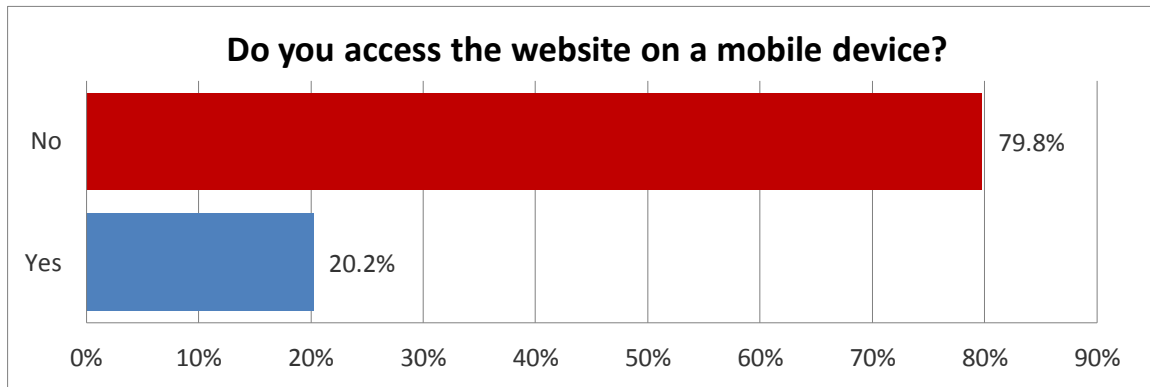
27. What other features would you like to see on the Guild website?

Most commonly requested features:

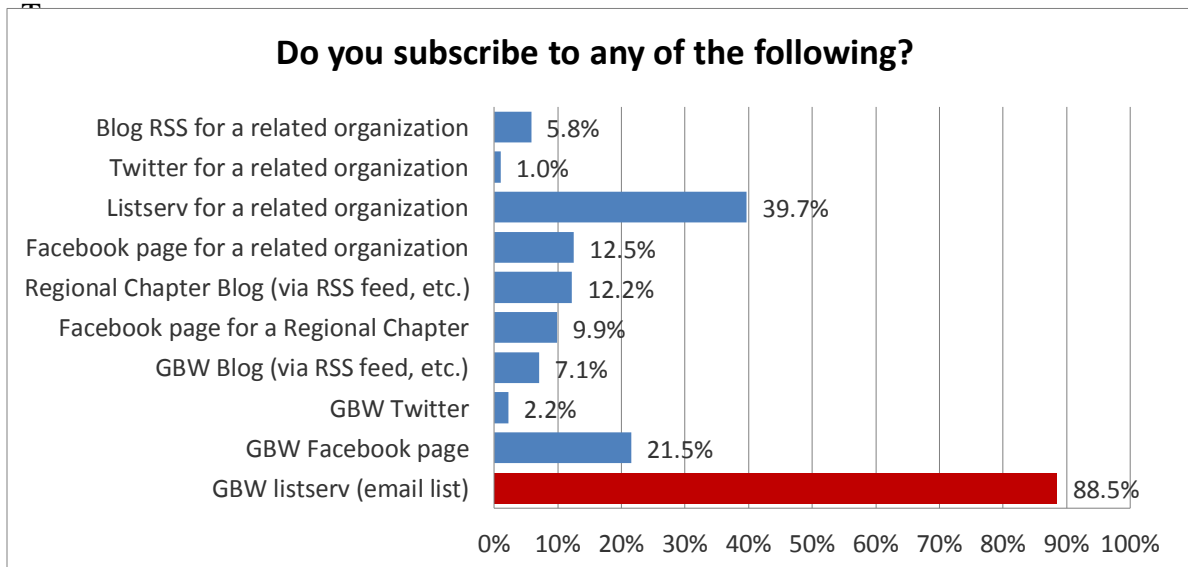
- Improve the overall design
- Include photos of members' books / image gallery
- More frequent blog entries
- The ability to add a chapter membership to an existing membership
- Make the Study Opportunities and Supplies & Services Directory searchable/easier to navigate
- Online access to the member directory (password protected).

Editor's Note: Communication Chair Henry Hebert is currently working on a complete redesign of the GBW website and will be incorporating many of the suggestions he received from survey respondents.

27. Do you access the website on a mobile device (phone, tablet)?



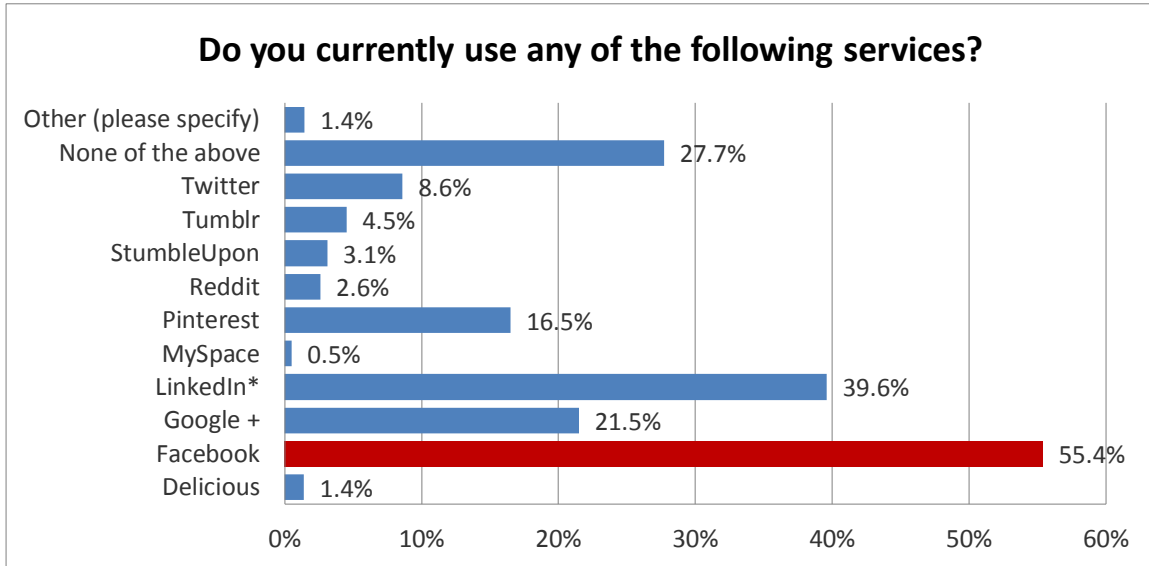
29. Do you subscribe to any of the following (choose all that apply)



The Guild’s Facebook page currently has 560 members, yet only 21.5% of those who responded to the survey indicated that they are followers. The Guild’s Twitter feed has 309 followers, yet only 2.2% identified themselves as followers.

This indicates that many of those who follow the Guild’s social media efforts may not be members. This should not be perceived as a negative, but rather as a positive indicator that the Guild’s social media outlets provide an opportunity for education and outreach.

30. Do you currently use any of the following services?



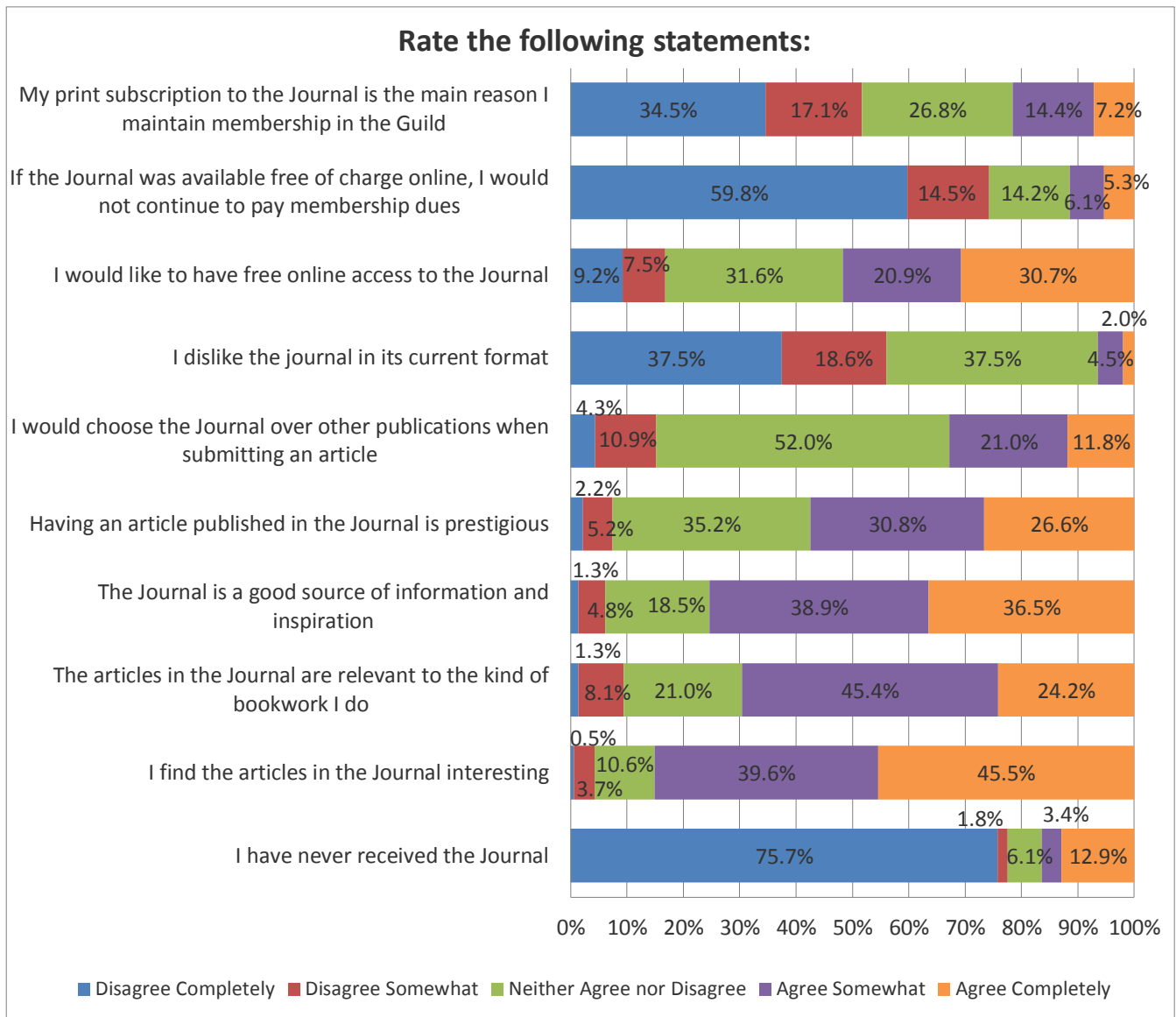
Facebook is the most popular form of social media used (55.4%), with LinkedIn a distant second (39.6%). Almost a third (27.7%) of those polled reported that they don’t use social media of any kind.

31. Please write any additional comments that you would like to share about the GBW website below.

Comments have been summarized above. In order to preserve the privacy of our members, the full list of comments will not be shared online. If you have any questions regarding this matter, please contact the survey committee chair Bexx Caswell at vicepresident@guildofbookworkers.org.

SECTION VI – THE JOURNAL

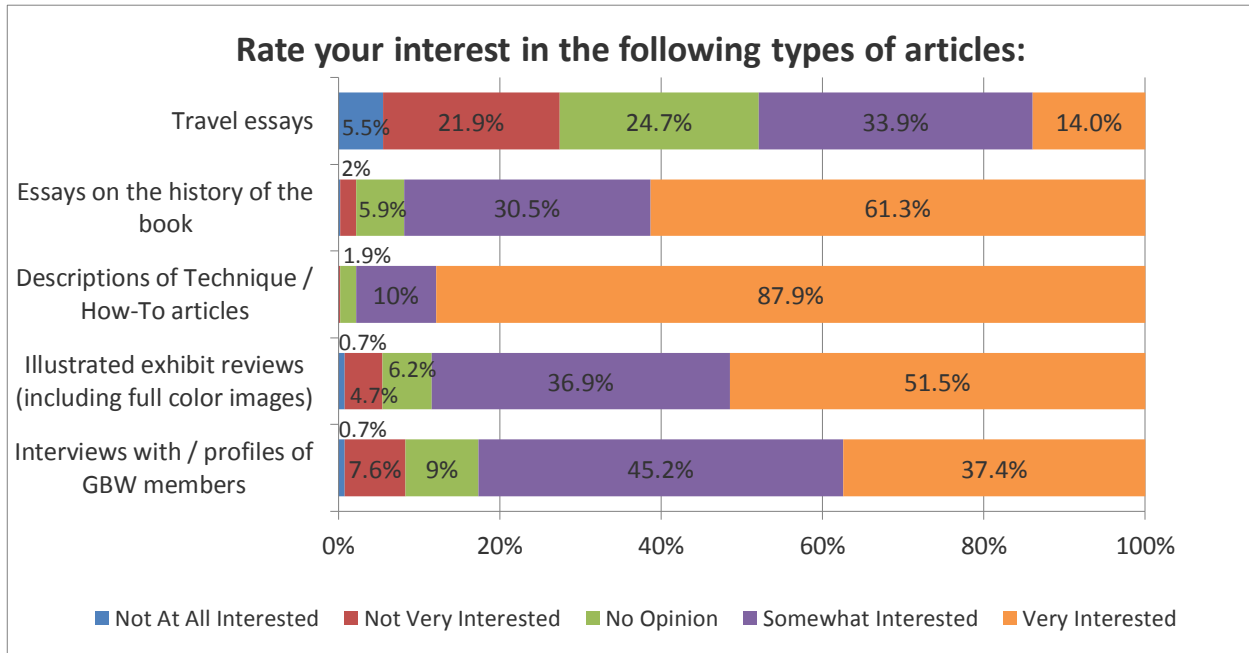
32. Thinking about the Journal in its current format only, please rate the following statements:



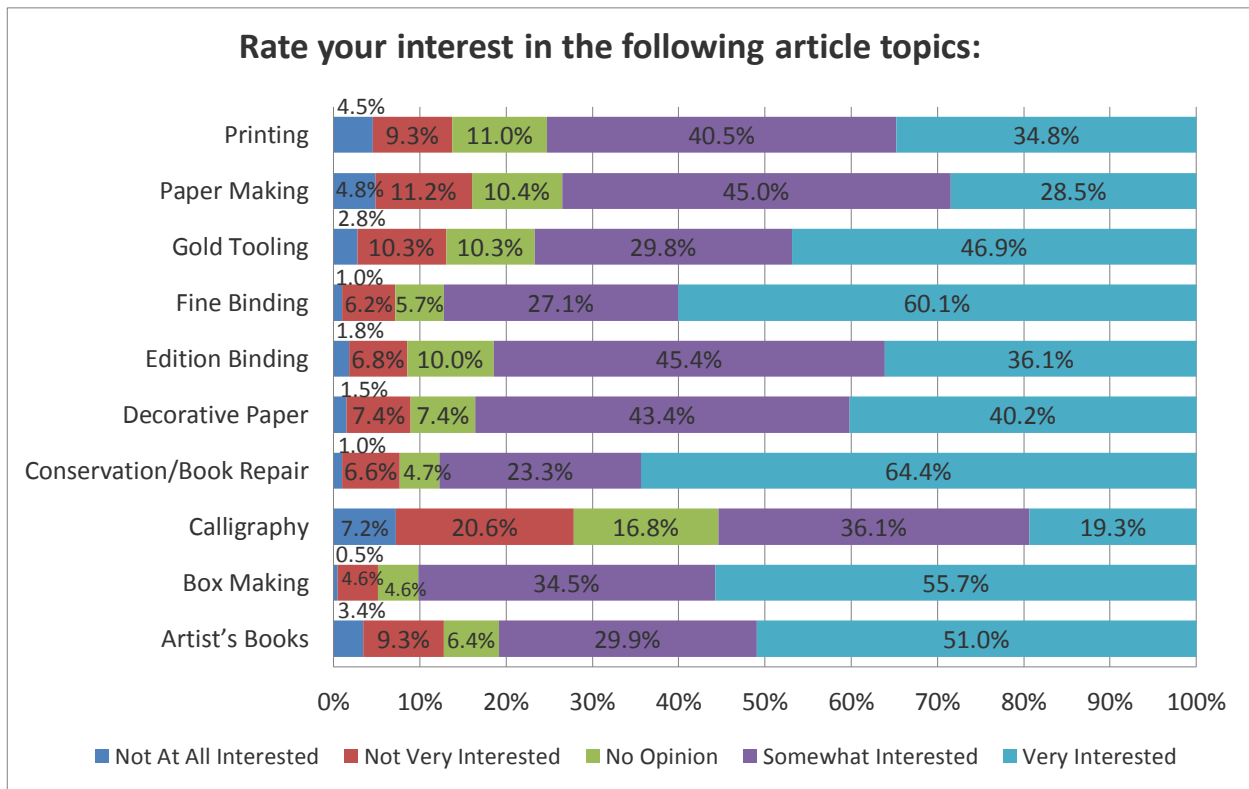
The membership generally approves of the Journal’s current format and finds the articles relevant and inspiring. However, 24.3% of members have either never received or are unsure if they have received the Journal. Although the Journal is an annual publication, the last issue came out in 2009. *Editor’s Note: The Journal Editor and her team are working to resolve this problem. Please see the Journal Editor’s response to the survey in the December 2013 issue of the Newsletter.*

More than half of the membership (51.7%) would like to have free online access to the Journal. If free online access to the Journal was publically available, 11.4% state that they would cease to pay membership dues. If the organization wanted to explore putting the journal online, making it a member only feature would prevent attrition. In this scenario, online access would be offered in conjunction with the print version.

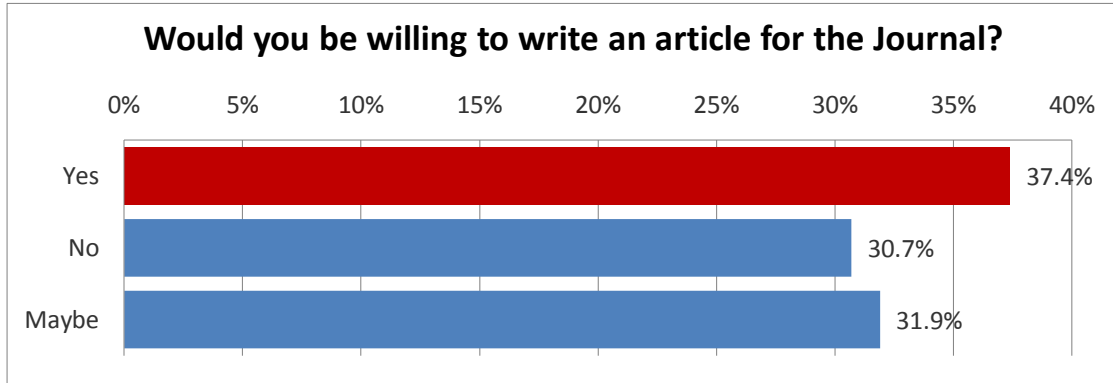
33. Rate your interest in the following types of articles:



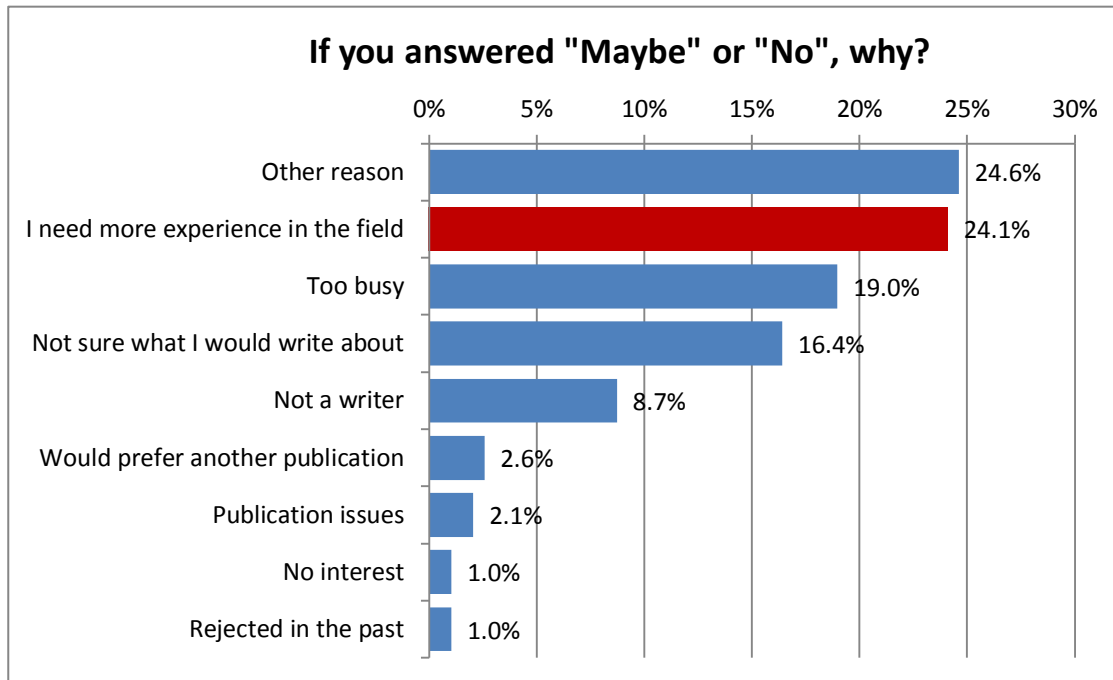
34. Please rate your interest in the following article topics:



35. Would you be willing to write an article for the Journal?



36. If you answered "Maybe" or "No", why?



37. Please write any additional comments you have about the Journal below.

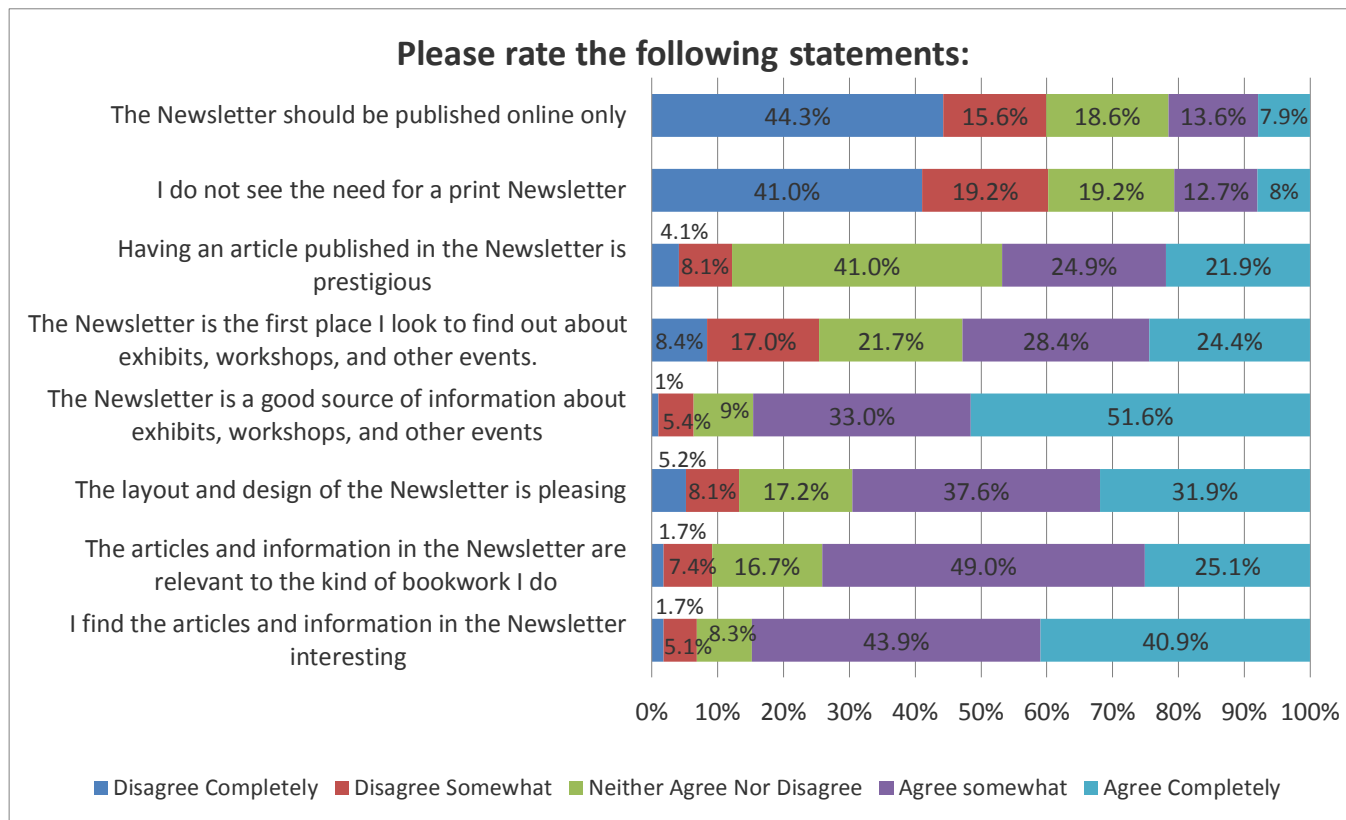
Although there was a fair amount of praise for the Journal, 30 of the 69 comments were about the missing/delayed Journal issues. The overall sentiment of these comments is that members are “very, very unhappy” about these delays. Several individuals stated that although they have been a member for several years, they have *never received a journal*. One stated “I didn't even know there was one!”. Several others stated that they thought the Journal had been discontinued.

The last Journal was issued in 2009. The years 2010, 2011, and 2012 issues have been delayed, as has the Centennial issue. GBW advertises the annual Journal as one of the benefits of membership, yet there is no Journal. One member said that “it is hard to sell the journal as a benefit of membership when it doesn't come out on time or at all”. Another said that after reflecting upon the missing issues “I'm not feeling very good about paying my dues”.

Editor's Note: The Journal Editor took these comments very seriously, and is currently working to resolve the problems mentioned above. Her response to the survey will be published in the December 2013 issue of the Newsletter.

SECTION VII – THE NEWSLETTER

38. Thinking about the Newsletter, please rate the following statement:



Overall, the membership is pleased with the Newsletter in its current form and is opposed to transitioning to an online-only format (59.9% opposed).

Although 69.5% responded in the affirmative to the statement “The layout and design of the Newsletter is pleasing”, there were a number of negative comments about the design of the Newsletter (see question). One member stated that “It looks really amateur...I don't see how it would tempt anyone to join”. Another said “For a group that is involved with design, the design of the Newsletter is the worst...a joke”. And yet another said “I think that it is embarrassing to have such a poorly designed newsletter for an arts organization”. Clearly, there is room for improvement here.

84.8% responded in the affirmative to “I find the information articles and information the Newsletter interesting”, yet numerous comments were critical of the Newsletter’s content. One member stated that “The Newsletter is the same each issue with the exception of a few articles that usually have no real substance. I would like to see more real information and less fluff”. Many others also said that there is too little content and “too much advertising”.

The Newsletter was also criticized for publishing event information that is obsolete by the time the Newsletter arrives, and for a lack of proper editing. One member said that they “often find typos”.

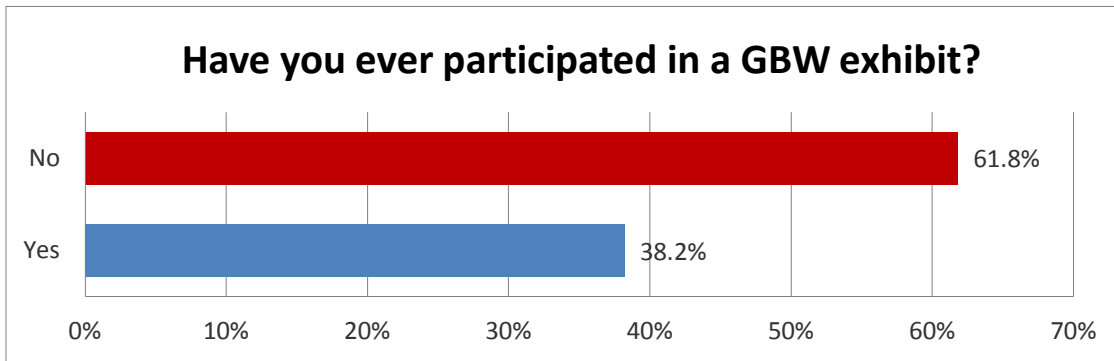
Editor's Note: Please see the December 2013 issue of the Newsletter for the Newsletter Editor's response to the survey.

39. Please write any additional comments you have about the Newsletter below.

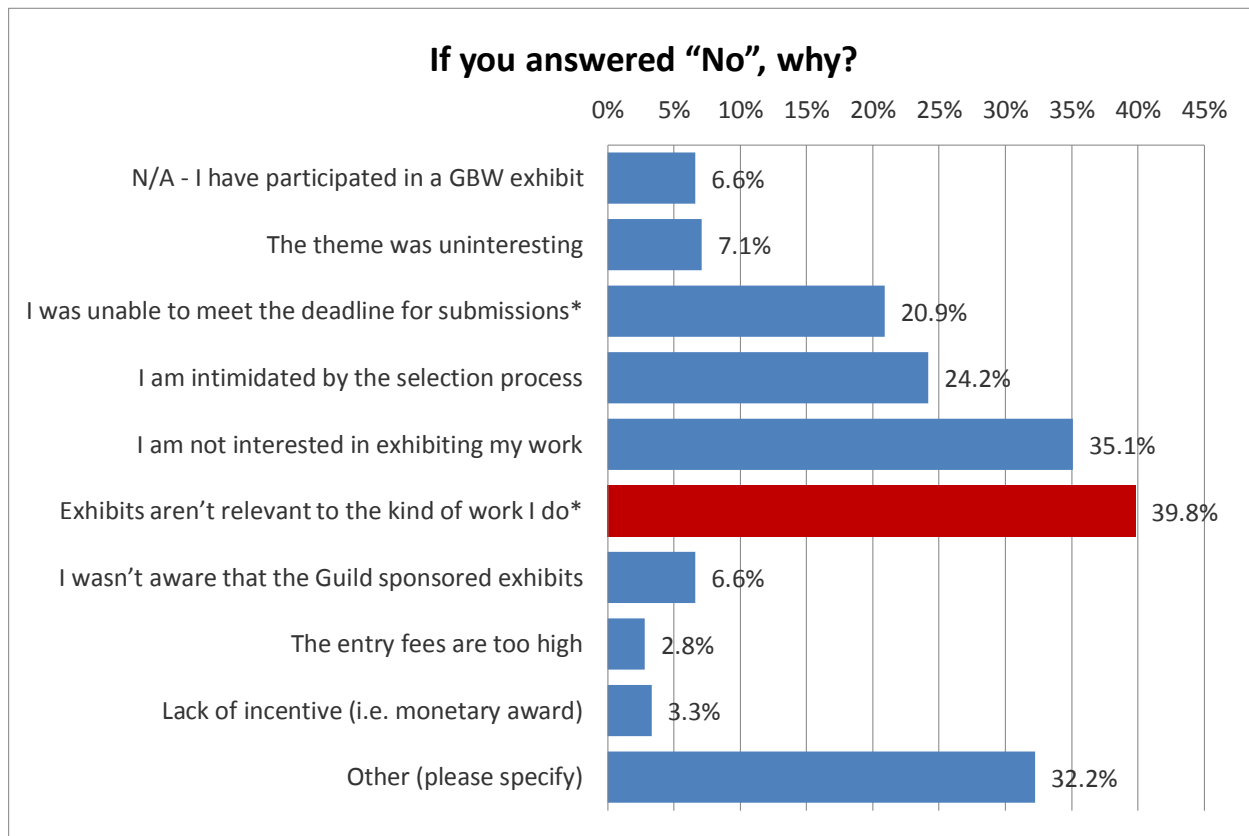
Comments have been summarized above. In order to preserve the privacy of our members, the full list of comments will not be shared online. If you have any questions regarding this matter, please contact the survey committee chair Bexx Caswell at vicepresident@guildofbookworkers.org.

SECTION VIII – EXHIBITS

40. Have you ever participated in a Guild of Book Workers exhibit (at either the national or regional chapter level)?



41. If you answered “No”, why?



Common responses given as “Other” included:

- I need/want more experience as a binder.....24
- Too busy.....13
- Just joined GBW.....10
- All other responses.....21

Other notable responses given as “Other” included:

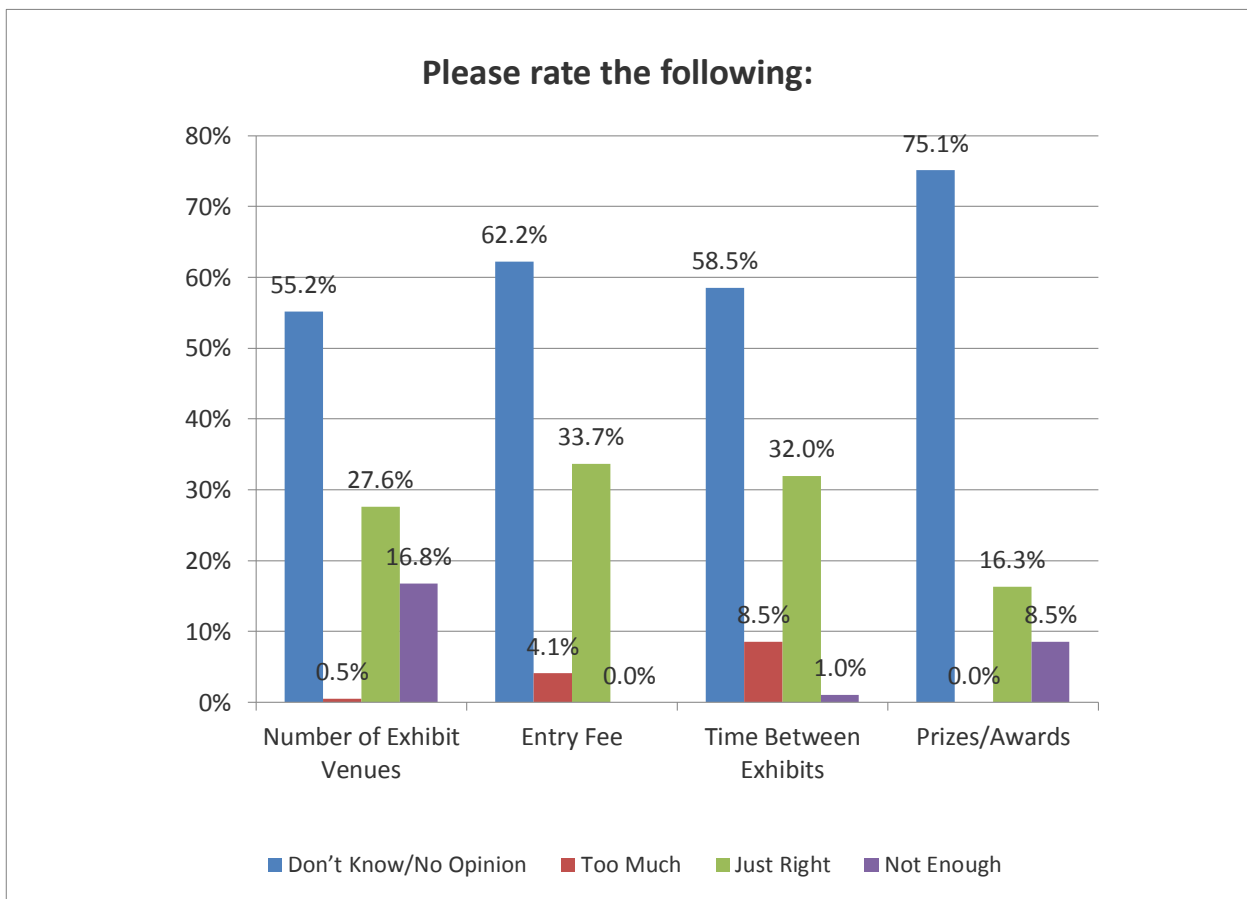
“Exhibits about the book arts don't interest me -- I would like to see more of an historical emphasis and a "quality" focus”

“Usually seem to be aimed at high binding or fine binding rather than the things I do or am interested in”

“There have been few opportunities for true beginners”

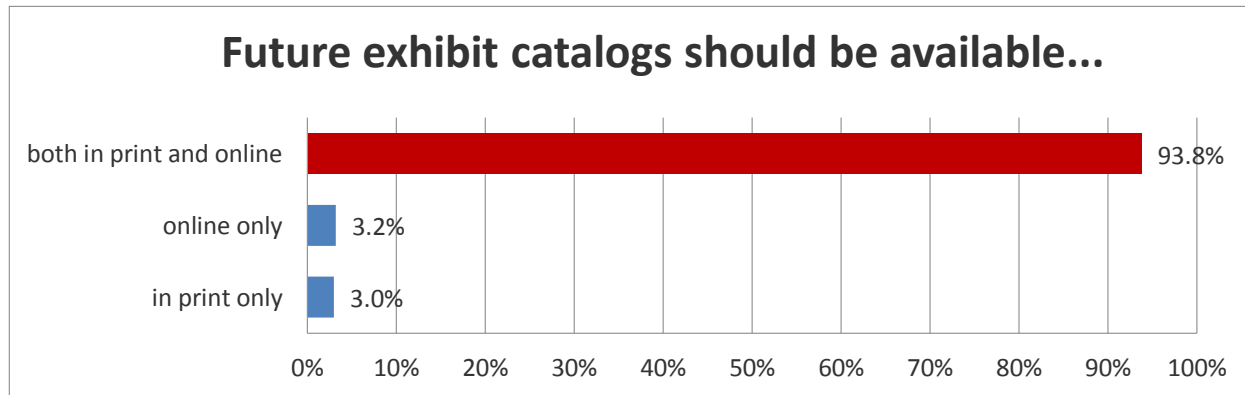
“I would like to participate. I have hopes to complete a binding that will qualify in the future. How about categories of entries, I could never come close to the winners but perhaps [if you had] several categories: advance, novice, beginner”

42. Thinking about the GBW Exhibits at the national level only, please rate the following:



The majority of respondents had no opinion about the exhibit process. Of those who did have an opinion, the majority stated that the number of exhibit venues, entry fee, time between exhibits, and prizes/awards are “Just Right”.

43. Future exhibit catalogs should be available...



44. Please write any additional comments you have about GBW exhibits below.

20 of the 49 comments received on this topic are in regards to the exhibit catalog. Many are unhappy that the catalog for the current exhibit has not yet come out. One member says “I ordered one for my library's collection but our acquisitions department cancelled the order because it took too long. On the GBW website it still says it will ship by Nov. 1, 2012. What is taking so long????!!” Another asks “Where is the Horizons exhibit catalog I paid for months ago? I wouldn't order ahead anymore”.

Many respondents suggested that the Guild look into using a print-on-demand service for exhibition catalogs in order to reduce expenses and avoid delays in publication. One member suggested Lulu.com. (Note: Users can create their own layout, or use Lulu's publishing services for an additional fee. In 2011, the New England Chapter used Blurb.com to create a print-on-demand version of its exhibit catalog).

Other criticisms included:

- Calls for entries are poorly communicated / The entry period is too short
- Displeasure with Jury process
- Inadequate PR

SECTION IX – FINAL COMMENTS

45. Please write any additional comments you would like to share about the Guild of Book Workers below.

In order to preserve the privacy of our members, the full list of comments will not be shared online. If you have any questions regarding this matter, please contact the survey committee chair Bexx Caswell at vicepresident@guildofbookworkers.org.

CONCLUSIONS & SUGGESTIONS FOR THE FUTURE

HOW WE CAN IMPROVE

MEMBERSHIP

Improve Connections with Our Existing Membership

Although the Guild of Book Workers is open to “all the book arts”, those who do not practice fine binding or conservation report that they feel alienated or excluded. Consider adding regular columns to the Newsletter which feature artists’ books and printing. This would make those fields feel more included in the organization while also adding substance to the Newsletter. Continue to offer presentations on a diverse range of topics at the Standards of Excellence Seminar. Publicize events with allied organizations.

Connect With the Next Generation

Create opportunities that foster engagement with younger members – this could include creating a term student position on the board, encouraging new members to write Journal and Newsletter articles, providing mentoring opportunities, etc.

CHAPTERS

Make Chapter Information Easier to Find & Join

The chapters have been described as the “lifeblood” of the organization, yet joining a chapter can be confusing. The GBW website does not adequately explain the areas which each chapter covers, and a review of individual chapter pages also left much to be desired. Include specific information about the area encompassed by each regional chapter on the website.

In addition, the website does not currently allow users to add a chapter membership to an existing membership (this can only be done through the mail). Add this functionality to make it easier for members to join a regional chapter.

Encourage Chapters to Engage with Their Entire Region

Encourage chapters to host events in a variety of locations throughout the region in order to include all of their members.

WEBSITE

Improve the Design and Functionality of the Website

Streamline and standardize the design of the website so that information is easier to find. Requested features included: Ability to add chapter membership to an existing membership, ability to renew joint membership, add search capability to Supply & Services Lists and Study Opportunities List, make the member directory available online.

Increase Awareness of the Resources Offered on the Website

Many members are unaware of the resources currently available on the website, and are therefore unlikely to benefit from them. Increase awareness by promoting existing resources and making

announcements of new features or upgrades. Because the current membership seems slow to adopt new technologies and to embrace digital resources, it may be beneficial to publicize or highlight the various web resources that the Guild has to offer in the Newsletter in addition to the Listserv.

JOURNAL

Solve the Journal's Publication Issues

Members look forward to receiving the journal and value it as one of the benefits of membership, - which is why they are so disappointed by the recent delays in publication. These delays are damaging to the professional image of the organization and may ultimately impact its ability to retain members. The Journal **MUST** resolve its publication issues. If the new peer reviewed format is not sustainable, the organization should consider an alternative.

EXHIBITS

Publish the Catalog in Print & Online – and On-Time

The catalog should be seen not only as a component of the annual exhibit, but also as a tool for education, outreach, and publicity. An online version of the catalog, published in conjunction with the print version would bolster excitement and publicity for the exhibition. It also allows for access to the exhibit long after it has closed and/or the catalog has gone out of print.

The print version of the catalog should be published to coincide with the exhibit opening. Failing to publish the catalog on time makes the organization appear less professional and negatively impacts our future ability to sell copies in advance.

PUBLICITY & OUTREACH

Improve Publicity and Outreach Activities

Publicizing the Guild's events and activities is the best way to spread the word that we are an active and vibrant professional organization, open to anyone interested in the book arts. Throughout the survey, our members requested that we improve our publicity and outreach activities.

Better publicity does not have to come with a large price tag. There are a variety of low or no-cost ways we can improve in this area, including:

- Use allied organizations to publicize news and events, and to put out calls for Journal articles and exhibit entries. Many like-minded organizations have print newsletters or email lists where such announcements can be posted free of charge.

- Make GBW brochures available at GBW sponsored exhibits, lectures, or other public events.

- Make GBW brochures available at non-GBW-sponsored events that appeal to our membership base. Such events could include the Focus on Book Arts conference, the College Book Art Association conference, Paper and Book Intensive, Codex, etc.

- Make GBW brochures printable, and available to all members.