Abstract

The Communications Committee of ALHFAM sent out a survey to the membership to determine who was reading the Bulletin, what engagements were happening, and what the membership wanted to see changed about the Bulletin.
Do you read the ALHFAM Bulletin?
181 responses

- Yes: 74%
- No: 26%

If yes, what platforms do you use? (select all that apply)
133 responses

- Laptop/Desktop: 119 (89.5%)
- Phone: 33 (24.8%)
- Tablet: 17 (12.8%)
- I print it and read it: 23 (17.3%)
The ALHFAM Bulletin is usually published quarterly. In your opinion, what is the ideal frequency? (choose one)
179 responses

What types of articles do you prefer for the Bulletin?

(SEE SURVEY Responses here for the next question which was a fill-in response area)
What types of member communication would you most prefer? (select up to three)
173 responses

- A quarterly scholarly digital publication: 79 (45.7%)
- A monthly newsletter with timely information: 61 (35.3%)
- A hybrid of the EU update and a monthly newsletter: 52 (30.1%)
- A quarterly print / print on demand publication: 37 (21.4%)
- Short format articles shared on the Bulletin website: 37 (21.4%)
- Sharing of articles and content from sister publications: 36 (20.8%)
- Members only content on the Bulletin website: 50 (28.9%)
- The e-mail format works best for me: 9 (5.2%)
- Bulletin: (but not called bulletin) printed, mailed version: 1 (0.6%)
- I don't prefer any of these options: 1 (0.6%)
- I miss getting the Bulletin in time: 1 (0.6%)
- Don't really care. Rarely have time to read: 1 (0.6%)
- No idea: 1 (0.6%)
- An open access newsletter: 1 (0.6%)
- The bulletin is good dissemination tool: 1 (0.6%)
- I enjoy content that I can look up later: 1 (0.6%)
- Anything but email. I can't keep up: 1 (0.6%)

Have you ever written an article or review for the Bulletin?
179 responses

- Yes: 72.6%
- No: 27.4%
How are you using the Bulletin? (select all that apply)
180 responses

- Personal development: 68 (37.8%)
- Professional development: 83 (46.1%)
- Staff and volunteer development: 38 (21.1%)
- Networking: 34 (18.9%)
- Keeping up with what is going...: 118 (65.6%)
- Keeping up with potential staff...: 31 (17.2%)
- N/A (I am not currently using thi...: 42 (23.3%)

Which format would best suit your needs based on how you answered the previous question? (select one)
176 responses

- Electronic file in an email: 35.2%
- Electronic link to ALHFAM website: 15.9%
- Print copies at my site: 44.9%
- Mailed hard copy (would require additional payment with Membership.): 23.9%
Please share your role in the industry. (select up to three)
179 responses

- Independent professional: 38 (21.2%)
- Executive (President/Exec…: 29 (16.2%)
- Manager: 40 (22.3%)
- Interpreter/Guide: 56 (31.3%)
- Tradesperson (blacksmith,…: 21 (11.7%)
- Costumer: 16 (8.9%)
- Curator/collections manag…: 23 (12.8%)
- Volunteer: 34 (19%)
- Agriculture/animal husban…: 20 (11.2%)
- Educator: 50 (27.9%)
- Historian: 45 (25.1%)
- Supervisor of Interpretation: 2 (1.1%)
- Retired - have been an AL…: 1 (0.6%)
- researcher for my volunt…: 1 (0.6%)
- Graduate Student: 1 (0.6%)
- volunteer coordinator: 1 (0.6%)
- Bakery, no longer in the field: 1 (0.6%)
- retired: 1 (0.6%)
- recently retired manager: 1 (0.6%)
- Curator/ Exhibits Coordina…: 1 (0.6%)
- College Professor: 1 (0.6%)
- Volunteer and event coord…: 1 (0.6%)
- Retired: 1 (0.6%)
- Exhibits and interpretation…: 1 (0.6%)
- Marketing/PR: 1 (0.6%)
- ALHFAM, AIMA and EXA…: 1 (0.6%)
- Archaeology: 1 (0.6%)
- Historic Trades Specialist: 1 (0.6%)
- Museum Trustee and Com…: 1 (0.6%)
- retired ED and independe…: 1 (0.6%)
- Foodways, textiles, domes…: 1 (0.6%)
- retired interp manager cur…: 1 (0.6%)
Please answer the following demographic questions to enhance our understanding of your responses. What is your age group?
180 responses

What is your ALHFAM membership level?
178 responses