

1. In which part of Minnesota do you work?			
		Response Percent	Response Total
	Northwest	9.7%	35
	Northeast	3.1%	11
	East Central	9.4%	34
	West Central	11.4%	41
	Southwest	3.1%	11
	South Central	6.9%	25
	Southeast	8.1%	29
	Metro	48.3%	174
Total Respondents			360
(skipped this question)			0

2. What is your connection to school library media centers?			
		Response Percent	Response Total
	Licensed media specialist	80%	288
	Paraprofessional	1.1%	4
	Student	0.3%	1
	Administrator	0.6%	2
	Technology coordinator	2.8%	10
	Technician	0.6%	2
	Technology teacher	0.3%	1
	Keyboard teacher	0%	0
	Teacher assigned to the media center	1.4%	5
	Other (please specify)	13.1%	47
Total Respondents			360
(skipped this question)			0

2. What is your connection to school library media centers? (other)
.60 fte K12
Advocate/support at state agency
becoming licensed media specialist
Certified Librarian
college curriculum librarian
college instructor of SLMedia
Communications Teacher/Soon to be Media Specialist
consultant
Director, Media and Technology
English teacher working on media licensure
Info Literacy Specialist

IT Support
librarian
Librarian
Librarian
Librarian
Librarian
Librarian
Librarian
Library Director (Administrator?)
licensed media generalist
licensed media generalist
Licensure teacher/ graduate student working as a media specialist
Masters in Information Media
Media Specialist lapsed license
Media/Technology Director-Supervisor
MLS, Librarian
Multitype Region Librarian
Multitype System Director
music teacher with background in books and library
non-licensed librarian in private high school
Paraprofessional assigned to the media center
professor of media specialists
Public librarian - former school media librarian
retired media specialist
Service provider
State Library Agency
teacher assigned to the media center... almost licensed
teacher working on licensure
Technology Coordinator & Media Specialist
University Faculty
university professor
university professor teaching coursework leading to licensure
Unlicensed media specialist
vendor
Vendor/ Baker & Taylor
will be licensed media specialist Summer 2006

3. Are you a current MEMO member?			
		Response Percent	Response Total
Yes		74.6%	267
No		25.4%	91
Total Respondents			358
(skipped this question)			2

4. Why did you join MEMO? (Check all that apply)

		Response Percent	Response Total
Networking		81.3%	231
Conferences		83.8%	238
Vendors		28.2%	80
Discounts		16.2%	46
Publications (i.e. newsletters, professional journal)		56.7%	161
Lobbyist/legislative services		38.7%	110
Support		60.2%	171
MEMO Member Directory		27.1%	77
Other (please specify)		9.5%	27
Total Respondents			284
(skipped this question)			76

4. Why did you join MEMO? (other)
Assist in the mission
Believe in giving back to others
graduate school credit course
Haven't yet
Importance of professional organization to the field
It is important to belong and support your professional group.
It is the professional thing to do.
It's my professional organization and I especially want to support the Lobbying effort.
meetings, getting ideas for my library
Membership in professional organization is the right thing to do
MEMO list email
n/a
not a member
Production of Library Media Standards
professional development
Professional growth
professional growth
Professional involvement
Professional Responsibility
Region bought my membership
Required for graduate program graduation
supportive group to talk with. Great summer mtgs
Tech SID
This is the first year I have been a member in about 6 years -- let my membership lapse
Thought I should as a prof. in the field
wanting to support my profession
was a member before

5. Why have you not joined MEMO? (Check all that apply)

		Response Percent	Response Total
The cost of membership is too high.		35.8%	34
My time for meetings is limited.		49.5%	47
The organization is too political.		0%	0
I don't know what it has to offer media staff.		16.8%	16
I do not attend conferences.		14.7%	14
Conference locations are not convenient.		9.5%	9
Conference cost is not affordable.		13.7%	13
Other (please specify)		37.9%	36
Total Respondents			95
(skipped this question)			265

5. Why have you not joined MEMO? (other)

Can still attend conferences, if topics are of interest
conferences have been weak
Did not care for the heavy emphasis on college philosophy when they had never 'walked the walk'. Understand leadership/focus has changed - but then never received a membership form to re-join.
dont have the money
Fall Conference always falls on our districts Staff Development Day
For a librarian in a parochial school, it's not the best organization to belong to because it's political platforms (which take up a lot of MEMO's time) do not help me.
Forgot
Forgot to renew membership
I know I should join again, I have been a member for years in the past. I will do so again this year.
I am located in Oklahoma
I am looking for an organization which offers more balanced programming--although technology is certainly of prime importance to libraries, I feel too little attention is paid to books in MEMO.
I am only parttime and can't spare the membership fee
I belong to MEMO
I don't think there are many benefits.
I just didn't get to it this year, but will.
I keep meaning to, just haven't gotten around to sending in my check.
I kept forgetting to sign up
I plan to join.
I really am not a 'joiner'.
I will join when I'm employed at Media Specialist
I'm a 'new' media specialist and still deciding whether I want to pursue this licensure.
I'm just finding out what MEMO is all about
I'm not sure if I am a member. I know I tried to join, but there was a mix up, and I'm not sure if it ever got straightened out.
I'm retiring this year.

Just busy and forget
Just have no renewed
just have not gotten around to it, i want to
LM_NET gives me the connection and response I need to do my job well.
lost interest because of a conference I attended where quality of presentations was pretty low especially the leading speaker. Also, when I have been a member, I was not always able to afford the cost
lost my position last week
money tight this year, didn't attend conference, will re-join
No staff development funding
not really sure
plan on joining soon
temporary hire
Used to be a member but I haven't bothered lately

6. Have you attended MEMO conferences?			
		Response Percent	Response Total
Yes		85.1%	303
No		14.9%	53
Total Respondents			356
(skipped this question)			4

7. Why do you attend MEMO conferences? (Check all that apply)			
		Response Percent	Response Total
Networking with peers		82.4%	252
Speakers		85.9%	263
Locations		30.1%	92
Useful information		89.9%	275
Handouts		61.4%	188
Vendor contacts		59.5%	182
Other (please specify)		7.5%	23
Total Respondents			306
(skipped this question)			54

7. Why do you attend MEMO conferences? (other)
All of the above
author connections
Being the only LMS in a building can be difficult. It's great to connect with others and learn what other LMS's do!
but I've not been happy with the diversity lately
can't imagine not going
Fun
graduate course credit
I don't get to go regularly

I enjoy presenting at the conference
I presented
ideas and wealth of information
I'm a vendor
in my local area
I've only attended one conference and didn't find it very useful.
latests innovations
professional development
Professional development!!
Session Topics
stay current with what is going on in Minnesota
They are phenomenal learning experiences
This info isn't anywhere else for me.
To keep up on things
Vendor

8. What are some of the reasons you have not attended MEMO conferences? (Check all that apply)			
		Response Percent	Response Total
Speakers		2.6%	6
Session topics		9.6%	22
Session format		3.9%	9
Not informative for me		7.9%	18
No one to network with		2.6%	6
Locations not convenient		58.5%	134
Cost		37.1%	85
School district would not let me go		27.1%	62
Other (please specify)		30.1%	69
Total Respondents			229
(skipped this question)			131

8. What are some of the reasons you have not attended MEMO conferences? (other)
I Staff Dev - Choose Tech conf instead
Budgets have decreased.
Bus rider only - no car
coincidental time conflict
Conflicts with other conferences
Date did not work for me for a long time and I was very busy at work
Date of Fall Conference is the same as the school districts Parent/Teacher Conferences -- and Book Fair
Dates didn't work for my schedule with St. Kate's classes
decided to attend other conferences
Didn't think I could go as a non-member
Difficulty finding competent substitutes
District pressure to limit days out of building

Don't want to miss more time in school
early in yr, hard to apply for sub, etc.
Fall Conference always falls on our districts Staff Development Day
family commitments
family emergency
For a time staff dev monies were limited and then cost is the factor.
Funding has improved in recent years. Funding was more of a problem in the past.
Hard to get time away from school
Hard to take off work.
have to drive alone
haven't tried!
I am always out of town during the October conference.
I am not licensed in media
I am not a licensed media specialist yet and I am not yet working in the field.
I attend annual conf. every year
I attend national conferences and can't miss too many days of work
I did not find the conferences relevant
I do not like to join groups and not have time to participate in the activities.
I get one conference a year - 1st Choice = TIES
I have three children under age 9. Attending conferences is too challenging at this time of my life!
I haven't been able to go because of family commitments
illness
In the past these things have applied
Limited time for out state travel
limited time to be out of building
location too far away
Missing work day/s
My colleague goes to MEMO, I go to TIES.
need a sub to go, not worth that trouble and cost
New member
No staff development funds to use for time or conference cost
no time to be away from school or implement anything I might learn
not a member
Other conferences more applicable
Personal Schedule
received no information'
same people present year after year. Need new talent
schedule conflict
Schedule conflicts
Scheduled during a research unit that needs me in school
scheduling - it just hasn't worked out for me to be away at those times.
Scheduling conflicts
The sessions seem metro organized; out state schools and concerns are not addressed (Therefore not important?)
The timing hasn't worked out for me
Time
time management - other professional conferences to attend
time restraint
Time--hard to leave job--now have 2 schools

timing bad-as media people we proctor the MAP testing and they were at the same time--could not leave district
Timing of conference is too early in school year.
Timing- so close to beginning of year-- reluctant to leave school. Wish it could be concurrent with MEA.
too many places to go, no one does my job when I am gone
too much to do at school!
unaware of such a group and what it is/does, as well as my place with it
Where the are at it too far away.
Winter Conf is bad timimng
You can tell when it has not been well planned for sessions

9. Outside the metro region in what cities would you attend a MEMO conference?

Total Respondents	295
(skipped this question)	65

(Compiled data)

Any	35
Alexandria	43
Bemidji	19
Brainerd	36
Detroit Lakes	9
Duluth	112
East Grand Forks	2
Fargo	16
Faribault	2
Grand Rapids	9
Hutchinson	4
Mankato	128
Marshall	5
Moorhead	28
Owatonna	8
Red Wing	8
Rochester	92
St. Cloud	178
Thief River Falls	5
Willmar	13
Winona	6
Worthington/Adrian/Luverne	1

(Below are comments that included info other than a list of cities)

9. Outside the metro region in what cities would you attend a MEMO conference?
100 mile radius
Any - enjoy visiting various locations
any city....Fargo was a bit far
any in minnesota
Any of the major cities of MN
Anything south of the Twin Cities.

Anything within 2 to 3 hours.
anything within 60 miles of the Twin Cities
Anywhere if my school district lets me go. I am more likely to attend in the metro.
Anywhere in MN, but if the AASL conference is occurring, I'm less likely to travel anywhere a hotel cost is incurred.
anywhere up to an hour away
Anywhere within 1 1/2-2 hours
Anywhere, they are a valuable part of what I do and I would travel anywhere to network and partake in the workshops offered.
Anywhere. This is a very valuable organization with much to offer people interested in issues relating to school library media centers and school technology. I only wish we could get more members! Anyone working in a school library media center or school technology program should be a member of this organization.
Central and northern Minnesota, but throughout the state if the speakers are good enough and other obstacles are surmountable.
Cities within 100 miles of where I live
Duluth Have also attended in Rochester, Mankato and Alexandria
Duluth, St. Cloud, Alexandria, not as likely to attend if it's south of the cities
Duluth, St. Cloud, Rochester, Mankato. The Fargo destination seemed a long way to go, but I can understand the need to spread out the locations. Brainerd might be a possibility.
Eastern part of state
Fargo was nice= 2.5 hours of driving time for me St. Cloud = 3.5 hours of driving time for me Bemidji would be great when they get their community center
Have attended in Rochester, Mankato, St. Cloud would travel to Duluth. As a guide I guess I would travel 2-3 hours but not much longer as far as travel time goes. But if I miss a year it will be closer the next. I like that the conference location travels to make it more convenient for others to get to the conference.
Hey I drove all the way to Fargo!
I attended the Fargo conference.
I could go anywhere, but I love to go north for any reason. How about Ely, Grand Marias, Grand Rapids, Bemidji, Duluth, Hibbing, Virginia....
I have attended the Alex conference a few times also attended St. Cloud
I like the current arrangement. It's convenient for metro people.
I love the St. Cloud location
I plan to attend the conference in Bloominton.
I really prefer the metro.
I think we should try to stay within a radius of a 2 hour drive from the metro area
I won't miss a MEMO Conference. I will travel to wherever it is held.
I would drive as far south as St.Cloud. It's not always the drive there, sometimes it's the drive once you ARE there. I am from a city, city driving isn't the problem - it's the street lights & poor signs, finding parking, the directions, the construction, the general mayhem. So NOT relaxing - can't focus on why I'm there, when I'm kicking myself for even going. Perhaps instead of one super large conference, several smaller, more focused conferences could be held. At areas outside the metro. The large conferences are too big, too many people, too busy to talk to you about a product (especially if your district is small), too many assumptions made about your size and type of student. I find that the big conferences don't address my issues. They deal with larger issues that I cannot change, much less have the time to change. It's just me, that's it - no director no other media person. Sometimes I feel like a fighter, who is so busy fending off blows I have no opportunity to attack my attacker. When I attend a large conference all I hear is 'What I'm not doing that I should be doing.' I feel like a failure - but I know I'm already working as hard as I can and doing my best - and taking time to answer this survey when I have a book order to compile.
I would go where ever MEMO led me.

I'm no help. I go anyway, wherever the Fall Conference is. I do like St.Cloud and anything north of that, though.
Just about anywhere if the time of year is right. My work keeps me near home in the early fall and after April 1.
Location is less important than getting approval to go. Staff dev. priority is to classroom instruction.
Mankato or St. Cloud or others fairly near to the cities
Moorhead (have there been some there?!!) I'm pretty new to this.
most any except way up north or way west
most likely any within two hours of metro area;
My opinion is that we should stick with 3 or 4 places so we are not reinventing the wheel each time. Places such as: St. Cloud Rochester Mankato Metro
N/A
None
none
Not Duluth or Rochester -- to far for the western part of the state
not too far, like St. Cloud, Mankato, Rochester, places that are easy to get to on the freeway, even Duluth would be ok.
Now, I could afford to attend anywhere in the state. In earlier years, the cost was prohibitive and the school district does not fund these.
only would attend in TC area
pretty much anywhere, I enjoy going to them and would try to go no matter where it was
Probably none - so sorry.
Should be close to the metro area esp with the cost of gas to get there. Not all districts reimburse this.
Somewhere close to the cities Duluth
St Cloud Moorhead Duluth Owatonna Mankato I will go anywhere the conference is held!!!
St Cloud, Mankato, Rochester, Alexandria Not Moorhead, at a resort, far north
St. Cloud is a central location!
St. Cloud is convenient. Others are OK, but often quite a drive.
St. Cloud, Bemidji, Moorhead, Detroit Lakes, Brainerd... I am in Park Rapids, so any where between Moorhead and Duluth and north of St. Cloud would be much better. Mankato was almost a 6 hour drive for me. Way too much driving!!!!
St. Cloud, Duluth, Mankato - but I will never again try to go to the Alexandria conference in the winter - too many times its been bad weather for driving
St. Cloud, Mankato would be the best. However, I have attended Duluth in the past.
St. Cloud, Mankato, Duluth Most areas within 2-3 hours of metro area.
St. Cloud, Mankato, Rochester?, Duluth? (Depends on the year and what else is happening.)
St. Cloud, Moorehead, Mankato, Duluth. Anywhere if the sessions are good.
St. Cloud, Rochester, Duluth, Mankato would be best, but I would probably go anywhere.
Wherever there is a facility (and hotel space) except for casinos.
Within 100 miles or somewhat more is ok
within 32 hours drive.
Within 50 miles
Within a 3 hour drive from the Cities Duluth Mankato Rochester Winona
Within a three hour drive of metro area
Wouldn't attend outside the metro region.

10. What are some venues that MEMO could use to help promote school libraries and media centers throughout the state?

		Response Percent	Response Total
Conferences		58%	199
Lobbying		62.7%	215
Advocacy		47.5%	163
Access to vendors		19%	65
Advertisements/billboards		32.4%	111
Displays at book fairs and Parent-teacher organization meetings		47.2%	162
Public education and promotion campaigns		67.1%	230
Solicit administrative support		58.9%	202
Other (please specify)		10.2%	35
Total Respondents			343
(skipped this question)			17

10. What are some venues that MEMO could use to help promote school libraries and media centers throughout the state? (other)
ads in technology magazines
All of the above!
communicate directly with superintendents
Communication with other professional organizations such as those for administrators, Int. Reading Assn., English teachers, etc.
direct advertising, guest articles in newspapers
Dont try to lobby for more dedicated money for school library/media centers. Just concentrate on broad support for public education. I do support efforts to staff all buildings with licensed MS.
Educating school admin, staff and boards
e-mail
Help for private schools, too.
I think we need to get involved in ED MN and in the HS and Elem principal, superintendent, and school board conferences - we should be presenting at all of these.
Issues that many schools have that limited me from attending the conference this year is time and money.
MDE mandating Information Technology Standards
MEA, other regular teacher workshops, where all educators attend
MEMO leadership interviewed in newspapers and TV
no idea
Non library media conferences
personal contact to new people in field
Principal and superintendent conferences
private education and promotion
Public TV/Radio.
School newsletters
Smaller workshops more often
solicit school board support
Solicit school board support
Speakers at library information schools. Holding a meeting with the students. Inviting them to attend a nearby MEMO conference free and get credit from their professor

State Fair
State Fair
state fair
State teacher's convention in Oct.
Supt and Principal conferences
we need clear, enforceable staffing guidelines for school libraries. We need to build support and respect for what libraries do for kids and teachers in the schools. We need to end prep coverage
We should be at the International Reading conferences locally, principals and school board conferences. Speaking and booth-ing
Whatever is being done does not seem to be effective. Our licensing changes without our input. Our schools loose funding and our positions are cut. We need support from the organization.
Work with teacher education programs to include class tie-ins with library media personnel
you misspelled 'vendors'

11. What would you be willing to do to help this organization?			
		Response Percent	Response Total
Region Chair		5.6%	14
Serve as an officer (President, Treasurer, Secretary, etc.)		5.2%	13
Committee Chair		6.4%	16
Committee member		25.3%	63
Write for publications		15.7%	39
Mentor a new media specialist		57.8%	144
Attend legislative day		17.7%	44
Write letters to legislators		38.2%	95
Serve on a conference committee		24.1%	60
Serve as a conference presenter		21.7%	54
Other (please specify)		15.7%	39
Total Respondents			249
(skipped this question)			111

11. What would you be willing to do to help this organization? (other)
1st year teacher-- something easy!
At this time I don't have spare time
attend meetings, conferences
attend the conferences
currently a conference committee chair
dont know
Due to other commitments, nothing at this time.
dues
have been Region Chair
have done most of these
have held state office

have just finished serving as region secretary for two terms
help with registration
I need a heck of a lot more info--I truly don't know what MEMO really is
I am a brand new Media Specialist, I need a couple years to learn my position, then I will be ready to actively participate!
I am an officer, will continue to contribute
I am retiring this year.
I am retiring.
I do serve on a conference committee and do contact legislators.
I don't know right now
I have done many of these already and would be happy to do so again. I just needed a break this year.
I have done them all
I have served as region chair, and been a conference presenter.
I have served in these capacities in the past.
I like to help Joan Larson with the book table
I was region chair for awhile and attended legislative day.
I'll just wait until I join and decide later what I may do.
I'm already involved in several items listed
I'm busy that weekend :)
I've done a many of these and will continue. I've learned and grown from these experiences, which might be a point in promoting being involved in them.
No time for additional organizations
not sure at this point
Not sure. Am currently on Board but have been for a long time.....
Not sure; this is all new to me
Remain a member and attend conferences.
Retirement within a year and a move from the area.
Retiring soon
speak to administrators
This is my first year as a media specialist. As I have more experience I would like to be more involved.

12. Where did you learn about MEMO?			
		Response Percent	Response Total
College or University		43.4%	154
Other media professionals		33.2%	118
Mailing from MEMO		10.1%	36
Vendors		0.3%	1
Website (www.memoweb.org)		0.3%	1
MEMO publications (newsletters, journal)		1.1%	4
MEMO Listserv		0.8%	3
Multitype library system		3.4%	12
Administrator		0.3%	1
Other (please specify)		7%	25

	Total Respondents	355
	(skipped this question)	5

12. Where did you learn about MEMO? (other)
9189 -University of Wisconsin-Madison Library
all of the above actually
At college, years ago, when training to be librarian
Been part since it's inception
both website and other media professionals
can't remember-too many years ago
District IT people support it
former chair of MEMO
Fran McDonald
From Mary Dahlboten at the former library dept. in the Ed. Dept. That was 22 yrs ago.
Have known about it since college
I don't remember
I joined before MEMO existed!
I'm one of the few remaining members that actually voted to combine the library and AV group in the early 1970s to form MEMO
It has been so long I can't remember
Long, long ago from colleagues
Many years ago from my college professors
Media Specialist & MSU /LME
My husband was MEMO state president.
Other technology professionals
So long ago, I don't remember!
Sought it out when I moved to the state
thhis mailing
this survey letter
When it was created

13. Do you attend your region MEMO meetings?			
		Response Percent	Response Total
	Yes	32.6%	116
	No	67.4%	240
Total Respondents			356
(skipped this question)			4

14. Have you ever visited www.memoweb.org?			
		Response Percent	Response Total
	Yes	87.9%	313
	No	12.1%	43
Total Respondents			356
(skipped this question)			4

15. If you have visited www.memoweb.org, what information has been most helpful to you?			
		Response Percent	Response Total
Conferences		29.8%	92
Leaders and Officers		2.6%	8
Publications		28.2%	87
Information about ideas and events		23.6%	73
Links to other websites		11%	34
Other (please specify)		4.9%	15
Total Respondents			309
(skipped this question)			51

15. If you have visited www.memoweb.org, what information has been most helpful to you? (other)
1st Conf info/registrations then vendors info
All
All is good
all of the above
all of the above
in the past, there wasn't much, so I don't visit often
MEMO Net
Most of the above, and how to save your Media Center
newsletter
standards
statewide survey data. Use it OFTEN
support information such as Information Literacy and Maud Hart Lovelace award
The MEMO listserv
this is the first time
this survey

16. What additional services would you like to see MEMO offer to its membership?	
Total Respondents	58
(skipped this question)	302

16. What additional services would you like to see MEMO offer to its membership?
<p>1. Public relations with the wider community, especially those in power--state legislators, local school board members, local administrators--is the #1 priority. The funding shift to the state level during Gov. Ventura's era radically changed the playing field, as did the tougher economy since 9/11. Specifically, a. Legislature--continuing with the legislative lobbying. b. School Boards--P.R. at a booth and/or speak at a session at their MN state convention. c. Administrators--building and district level--P.R. at a booth and/or speak at a session at their MN convention in February. Connect with their admin. preparation classes at the college/university level. 2. PR packets, ideas, political savvy/leadership training etc. for media people to do a better job on the local advocacy ourselves. Could this be a webinar or be distributed through Memoweb? 3. Mailouts, discount first-time memberships etc. to new media specialists. Although we have talked about joining MEMO to all new media specialists at district meetings, they do not join. It's only the old-timers who belong to MEMO and go to the conventions.</p>

<p>More integration of technology and literacy sides of the job in the presentations at conferences. Leading the way in pushing publishers for more multicultural images in printed mat'ls. More partnership with the public libraries in some meetings or conferences. Maybe MEMO members present at their conferences, and vice versa. Maybe one or two volunteer opportunities as a large group because we need to provide service to the community. Also gets some publicity, too, that breaks stereotypes of librarianship. Ideas? Habitat for Humanity, soup kitchen (not much publicity there, I guess), park cleanup? Do I need to flesh-out this idea a bit???? :)</p>
<p>more support to keep libraries served by professionals.</p>
<p>?</p>
<p>A new media specialist group. Us rookies have a hard time and while the advice of the veterans is helpful, I think we would all like a way to talk to the other new librarians.</p>
<p>A nice variety are already offered</p>
<p>Add more infor to website: i.e. who to call with questions about copyright, book challenges, selection, legislative issues, new media specialist assistance Provide an index,keyword access to memolist info. Have an active/valuable listserv. Put more emphasis on regular, topical memolist sharing.</p>
<p>Brochures on a variety of topics such as book challenges</p>
<p>Chat Room / Discussion Room on current topics of interest. Could use Tapped In for free.</p>
<p>curriculum mapping aligned with standards since we cover all grade levels and all content areas</p>
<p>Discount cards at book stores</p>
<p>Discounts to vendors because of my affiliataion with MEMO.</p>
<p>dont know</p>
<p>Have better promotion for the SIDs. Maybe an email list?</p>
<p>Help LMS in Elementary schools be seen as professionals not just prep providers. Have more coordination between Computer and Media Skills.</p>
<p>How about following the PIT example and have One-day-one-focus events -- or just after school info sessions.</p>
<p>I am impressed with the services leadership is currently providing. I admire and appreciate the commitment and dedication of those in leadership positions.</p>
<p>I believe that we need to reach out to other other school employees involved with media and technology</p>
<p>I believe we are doing a good job now. Are there other areas we need to expand into? If we do, can we maintain the success we have in our established areas? I am very glad to see the IT component starting. I would like to see a MEMO contingent at other library professional organization's meetings. Who would go??? Don't know.....</p>
<p>I feel Memo has done an excellent job getting the information to us. What I don't like to see is that many of us don't take advantage of the great conferences that are accessible to us. For example, I did go to the winter meeting in Alexandria, and it was very poorly attended. Shame on all of us for not taking part of our own organization!!</p>
<p>I have been most appreciative of the work MEMO had contributed toward information technology standards. I would like to see more 'white paper' type documents, where MEMO does the research that can benefit us all. Of course, I know that requires money and staffing.....</p>
<p>I have not heard anything from our regional organization this year. I don't know if my name wasn't given to the proper people or what happened. In the past, that has been my most interesting and sustained contact with MEMO. If nothing changes, I don't see the point of renewing my membership.</p>
<p>I plan to retire in 4 years. I'm wondering how I can continue to be involved when I will have more time.</p>
<p>I think MEMO does a GREAT job, unfortunately, I have just been too busy with teaching in the inner city; and get too tired. Plus I have had ill, elderly parents and 3 teenagers who are now gone. Now is the time for me to be more active.</p>
<p>I think there should be a listing of the vendors/salespeople who are MEMO members. If it is posted on the website, I have not been able to find it.</p>
<p>I would like MEMO to develop a way to configure what constitutes an 'overload' situation for a media specialist. For example, many librarians must run a library PLUS teach a class or two. Classroom teachers get overload for extra time, there is no way to configure 'extra time' for a media specialist. Our union does nothing to support the media specialist.</p>

I would like to see some speakers or publications relating to the future of the school library media specialist and some examples of professionals who are engaging in technology and other tools to make themselves invaluable to the education process in their schools.
I'm not sure of everything it offers.
Involvement in educating school principals.
Job openings
Lobby, lobby, lobby. Sell what we do to administrators and set high, high expectations for those who take positions in this profession. There are too many media specialists who do not know how to work with there staff members.
MEMO attendance at principal and superintendent conferences.
MEMO needs to be a strong voice advocating for licensed media professionals. MEMO needs to do more to educate EVERYONE about the value of a licensed media professional. We all know how valuable we are, no one else seems to know. I would like to see MEMO advocate for the inclusion of information about what a media professional can do for teachers into the curriculum at colleges of education.
MEMO needs to demand and win staffing requirements for this state's school libraries. The profession is slowly being gutted by 'budget problems'. There is a profound lack of respect for school libraries. Well-stocked and well-staffed libraries are undervalued and it is degenerating our schools and our profession.
more direct mailings regional workshops
More ideas on how to collaborate with my staff Opportunities in other districts New program ideas that other have tried
More membership meetings-better publicized events
More on-line resources, possible links to school websites and AUP's etc. as resources for creating documents.
More published information about upcoming MEMO events and conferences.
Mostly support and education of administrators at the state, school and district level about the value of media specialists. My position was cut last year, but I was reinstated at a .8 this year but go to a .5 next year with no secretary or para. It is difficult to do a good job when you are stretched so thin.
None
Not sure
Public relations on issues related to 'No Child Left Behind' legislation that relegates School Library Media Specialists to the same level of student support as custodians. I serve students directly every day. I should be included as any other teacher, which I am.
Recruitment of new media specialists - we need the best classroom teachers we can find!
Remember the private schools!
Schools need to be a lot more tight-fisted with funds these days than they once were. If a school is going to spend sub oney and staff development for me to go someplace, it had better be very worthwhile. I have to pick carefully. I am not choosing MEMO, and that is the case with a large number of other media folks I know. It might be time to offer some services that are not on school time or conferences with more of f financial incetive for a school to send me--say deep vendor discounts.
Set up meetings between between media sp. in your own local area.
Somehow the younger set seems to have been missed with getting involved and maybe that is because so many variances for media specialists have been granted to teachers to run a library AND schools are no longer required to have a certified media specialist! We need to get the educational law changed!
Speakers throughout the year.
Support for licensed Media personnel to not be replaced by aides or paraprofessionals that will do the same job for less money.
Support for the varied job duties of media specialists. It seems like the job descriptions can be completely different school district to school district. The spectrum of what you need to know can be very broad.
The listserv is very helpful. Smaller monthly gatherings. More oppourtunities for interaction- networking. Need curriculum ideas
The very best thing is a well-conceived yearly state conference. The last couple have been excellent.
Tips for new media specialists. Workshops for new media specialists. Anything to help those of us that are floundering!

Tours of area school library media centers.
Training in presenting to their administrators/school boards/help line with a live person who knows who to send someone to for information
What are Regions doing and what challenges they are facing and what actions they are taking to solve the challenges. You never hear about other Regions, only at conferences.
You guys have been GREAT! Thanks for all you do for us!

17. How many years have you been a media professional?			
		Response Percent	Response Total
1-5		18.4%	64
6-15		42%	146
16-25		17.2%	60
26-35		21%	73
36 or more		1.4%	5
Total Respondents			348
(skipped this question)			12

18. If you need information from/about MEMO please leave your contact information.			
		Response Percent	Response Total
I would like information about:		63.6%	7
My contact information:		90.9%	10
Total Respondents			11
(skipped this question)			349

19. Additional comments or concerns:	
Total Respondents	57
(skipped this question)	303

This survey is a terrific idea. It should be done every few years to dipstick the needs of the media people throughout the state. However it also involves a lot of work to be able to follow through on the major issues. In our district we have lost so much ground in our media program--both in the buildings and at the district level--and are more harried than ever that it is a bigger and bigger hole to dig out of. Some help could be provided by MEMO to provide samples/models or someone else's advocacy to move us forward. The funding shift to the state level during Gov. Ventura's era radically changed the playing field; also the tougher economy since 9/11; and the rise of technology. Some younger administrators (particularly secondary) think that all you need for research and learning is a computer with Google for each student and that libraries and books are marginally needed and can be run by an aide. It does get discouraging. Is there a way to harness retired media people to help out? If a fun group was created--and pulled in (especially the first year)--they could provide some help--even behind the scenes.

The SE Region doesn't seem to have a great attendance at their meetings. No communication about what is happening in area schools. We are losing staff both licensed and nonlicensed and no one seems to care. Some of us have many schools to serve now where in the past they had libraries in each building.

As a public librarian for 14 years I was an active member of MLA. MLA seemed to have a broader mission and larger variety of topics addressed at conferences. MEMO seems more narrow, and I have never felt as compelled during my 12 years as a media specialist to get involved. Our school budget has greatly constrained many of the technology issues

I would like to address, and often MEMO conferences didn't seem to offer creative solutions.

As I wrote above, we need to get involved!! Thank you for all you do. Joan Nevitt

As someone relatively new to this state, but many years in Media, I noticed how the formal and informal leaders of MEMO seem closed to newcomers. I don't think this is on purpose; it's probably that they've spent so much time working together. But repeated references to past history, inside jokes, lack of personal welcome to new people--inadvertently communicate insider/outsider status. On the other hand, I think MEMO has had first rate conferences, summer leadership sessions, information literacy development and excellent advocacy activities.

Can't make the Region meeting this year. Sorry! Would like to know that happens at the meeting.

Could we partner with a vendor to provide a large prize (computer, iPod) for a membership drive? I envision one prize for new members and one prize for referring members. Our charge would then be to retain these new members.

Everyone is so overwhelmed by the amount of work and time needed to do their job as a media specialist they don't have the energy to be a leader outside their school.

Glenn, I hope you get lots of useful information through this survey.

Good idea! Anne

Good questions. I hope a summary and analysis will be put on MEMOmail.

Good survey. Glad you emailed reminders about 10 times.

How many full time staff does MEMO have? I would be willing to pay more dues to have an effective person in place who can plead our case.

I am concerned about the rate at which Media specialists in our district are being replaced by AEs who have minimal training and no classroom responsibilities while the remaining Media specialists are overloaded with preptime classes to teach, ever-growing technical responsibilities and little to no administrative time.

I am grateful that MEMO through its lobbying efforts helps to support media programs in the schools. Those of us in out-state Minnesota are always in danger of losing our media programs and jobs because our schools seem to have to cut budgets every year. The state of Minnesota needs to start funding education so that we can add programs instead of always cutting!

I am proud to be a MEMO member. It is a great organization.

I am worried about the libraries in Minnesota being run only by paraprofessionals. I was a librarian in South Dakota and in the 90's the made it so that you didn't need to be certified. I saw how that hurt the school and especially the kids. I don't want to see this happen in Minnesota

I appreciate all of the effort of those who are involved in MEMO. I especially enjoy the ListServ. As a new media specialist I look forward to the information and guidance I get from the experienced media and tech people.

I appreciate the amount of work folks put into these conferences. It does not go unnoticed. Because I have not been able to be actively involved in the planning, therefore, I do not have a comment for improvements. I realize these comments are not all that helpful, however I do want you to know I appreciate what all of you do

I appreciate the work of this professional organization, and plan to become a more active member in the future.

I did not receive any materials this fall at our school. I received a packet in March while retrieving additional titles for reconsideration comm. I am new but did not realize the materials would not be mailed to my school. I lost valuable info this way such as the free newspaper, La Prensa.

I have been a member of MEMO in the past -- but I have no idea if my membership has expired or not. At one time I had paid my dues twice and was told my membership would be extended -- but have not heard anything in awhile. I think MEMO should try to work with MLA much more and not duplicate the membership structure. Look into contracting with MLA for services such as: dues collection, membership directories, newsletter distribution, co-conferences, etc.

I have been a regional chair, received the Emerging Leadership award, received the National ALA Best Library Program Award, been a conference co-chair twice. My husband was State Memo President. So we have 'lived' MEMO - and loved it, until it changed. Neither of us has been active for the last 8-9 years. A suggestion: I think you would be successful with a membership drive mailing to all the media specialists in the state. I have checked with the other 4 media specialists in my district and none have ever been contacted to join, although they do know about it.

I have my membership all filled out, I just have to wait until payday to send it in!!! Taxes you know.

I really appreciate all MEMO does.

I so wish I would have been an active member of MEMO from college til now. I think I would have been a better librarian because of it. We need to seriously promote ourselves at the post secondary level. Can we have class time at all the area universities and technical colleges that offer library related degrees to promote MEMO?
I stopped my membership because I couldn't afford it. Now I would like to rejoin, but I keep forgetting to get the forms. I enjoy the MEMO conferences, it is just hard to leave the job to go to them. (& pay the money)
I think MEMO is a great resource/support system. I am very concerned with budget issues, and it seems like media people are the first to be cut. School funding in general is a great concern to me.
I think two conferences a year are wonderful but with stretched budgets not practical. I feel as though I can only ask for funds to attend one conference per year. I would say keep the fall MEMO conference your big one and focus on that and drop the midwinter.
I value MEMO's presence in my professional life. The annual conferences have been valuable and fun and I look forward to attending them each year.
I was able to join this year, as a tech for our school district for the first time. I hope to attend more events and participate more as the Admin allos.
I was much more involved with MEMO as a much younger media specialist. These days the job seems to be so much more demanding that I have little energy left to network with others. MEMOlist has been a life-saver and a life-link many times over!!
I would be willing to serve in some capacity in MEMO at some point, but am still getting a feel for my position and don't feel comfortable jumping in just yet.
I would like to visit other media centers in the metro area. It would be great if MEMO could host monthly meetings at different libraries so librarians could see new places. I would also love to see an online database of MN school media centers with pictures and information about the centers and the school. (number of students, number of library staff, library policies, computer software used, etc)
I would suggest that the organization look seriously at one conference a year. There are soo many opportunities (meetings/conferences) that I think most of us feel that we have to limit ourselves. This year I did both MEMO conferences, regional meetings and TIES. In the future I will be cutting back. I just can't afford to be gone from school that many days.
I'm a Minnesota native, have taught school, sisters have taught in MN, family still lives there, MEMO keeps me posted on what's going on in Education in my native state.
I'm a transplanted teacher working in the library, so this has been a learning process for me - obviously, I've a long way to go!!
It would be nice to see MEMO and TIES do a few things together. We are Library Media Specialist and also need to know the technology.
Keep promoting the school library media center as a vital part of the school.
Keep up the good work!
MEMO is a fabulous organization. I have been more active when I was younger and single. Family committments make it more difficult now. The conferences are the best!!!
MEMO is a great organization and we should work to have all media people become members.
MEMO needs to do more work with school admistrator organizations, promoting the value of libraries. We know the information but it needs to go beyond media people to the decision makers. When supts. are cutting budgets, media people are first and if not first, second. California is a good example of what happens to reading when libraries & library staffing are cut. Is Minnesota far behind?
MEMO should take care to include all school libraries. It's often come across to be as being to 'public schoolish'.
More lobbying needs to be done on that every school district must have , emphasize must have at least one certified media person per district, not prefer but must have. I am retiring this year and I do not know yet whether they will hire anyone to replace me. This will mean the libraries (3) will be run by paras.
Next year I will be cutting back to 80% and the following year to 60%, seeing that I pay for my membership and conference costs it would be nice to get a 20% break. I know college students get a break as do first time members I believe.
See my comments in box 16. Please remind all regional leaders that they need to have some local activities!
survey question #13 my answer...sometimes
Thank you for asking for our ideas!

Thanks again for all you do for this wonderful organization!
Thanks for all the publications, information and good work and leadership with conferences and all/ Proud to be a MEMO member.
Thanks for ALL you do!!!
Thanks for the time, the effort, the knowledge and the professionalism displayed by all of the hardworking MEMO members in leadership positions. Thank you for all of the past 16 years that I have been a library media specialist. It is always great to be a part of the wonderful state media organization!
The list serv is helpful.
The school district 318 decided that one of the cuts this year would be to have only 1 professional librarian for the MS and HS. 2 days at MS and 3 days at HS. It would not affect the classroom staff was the decision. We currently have 1.8 in MS and HS. and 1 full time para at the HS and about 1 hour para time at the MS.
There are fewer library media specialists. We are being replaced by our paras or nobody. We have been given multiple libraries to manage and collections to weed and decreasing money to purchase new items. Our day is looked at like a Music or Phy Ed specialist and filled with revolving door classes and no time to care for the library, students or staff as a resource.
Yea! MEMO. Keep up the good work and keep finding new ways to promote and help educators