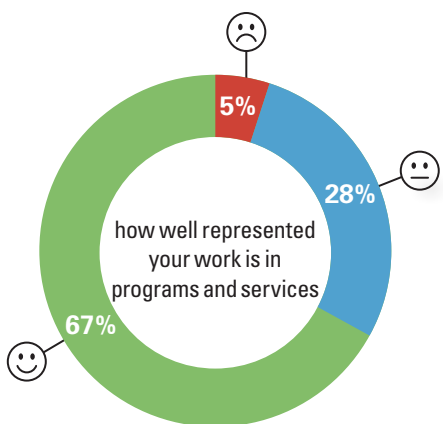
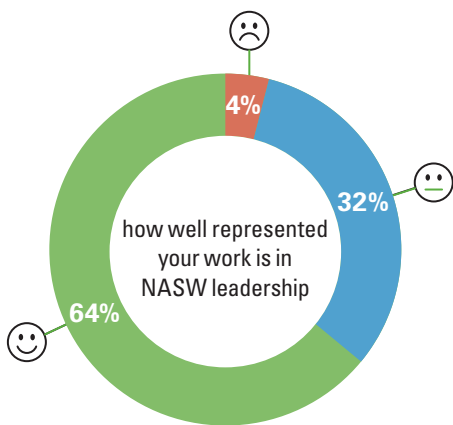
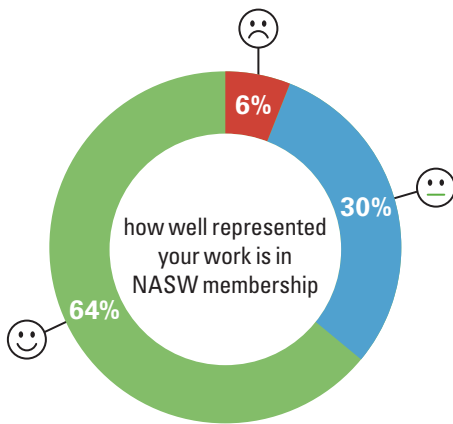
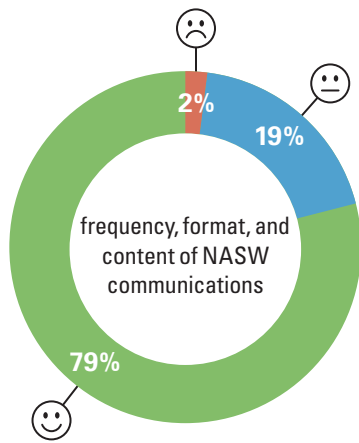


How satisfied are you with...



During the 2018 membership renewal period 1,926 members filled out an accompanying membership survey, prepared by the NASW membership committee: co-chairs Matt Shipman and Emily Willingham, and committee members Allie Akmal, Chris Barncard, Marla Broadfoot, Raychelle Burks, Clinton Colmenares, Rebecca Guenard, Jane Hu, Bridget Kuehn, Kasha Patel, and Eleanor Spicer Rice. *ScienceWriters* here reports on the questions, a summary of responses, and committee observations:

NASW Membership Survey 2018

Question 1: Are you primarily...

Freelance	862
Staff	784
Staff plus significant freelance	117
Student	107
Retired	56

A key takeaway here is that freelance work makes up at least a significant portion of the workload for more than half of the respondents. As such, NASW clearly needs to ensure it keeps the needs of the freelance community in mind, without losing sight of the needs of other members.

Question 2: What can NASW do that would improve your individual membership experience?

This was a fill-in-the-blank question, so it's not possible to break down the responses into neat categories. However, several trends could be identified.

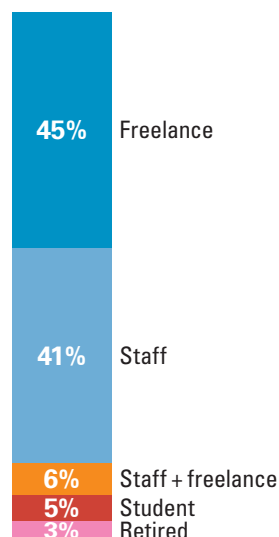
Only 24 percent of overall survey respondents (471 members) submitted answers with 115 of them (24 percent) saying they

had no suggestions or that they were happy with the services NASW already provides.

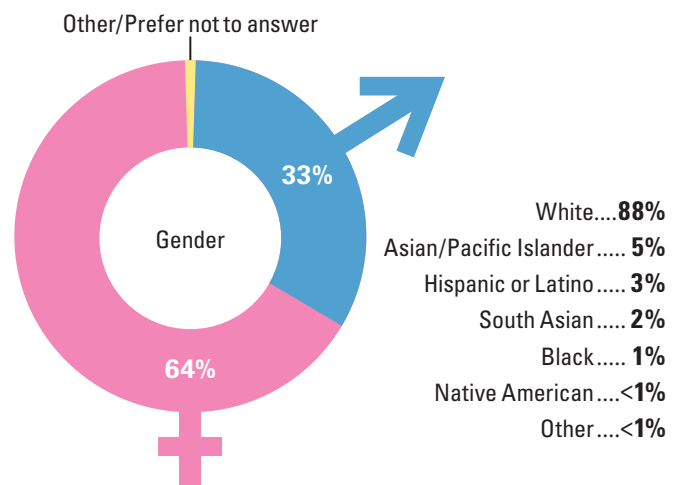
Fifteen percent of respondents focused on the needs of full- or part-time freelance writers. Requests included:

- More ways for freelance writers to connect with each other for networking, advice, and support.
- Summaries of tips from listservs related to reporting tools, such as advice regarding recording devices, time-tracking software, and taxes.
- More information on what constitute fair freelance writing rates.
- More advocacy from NASW on fair pay for freelance writers.

One additional take away from the freelance suggestions was the need for freelance training tools and opportunities to be more targeted. For example, experienced freelancers expressed some frustration over offerings that were geared toward early-career freelancers, while other members requested more offerings that were geared toward those who are just beginning in

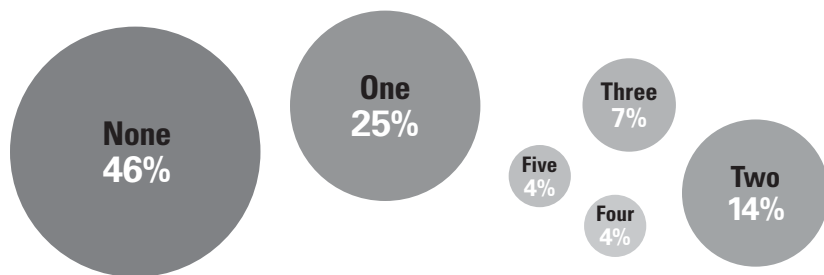


Who is in NASW?



Race/Ethnicity	Percentage
White	88%
Asian/Pacific Islander	5%
Hispanic or Latino	3%
South Asian	2%
Black	1%
Native American	<1%
Other	<1%

How many ScienceWriters and/or WCSJ meetings have you attended in the last 5 years?



freelance work.

Seven percent of respondents requested more offerings for public information officers (PIOs), both at conferences and in the form of online resources. Just under three percent called for efforts to, in the words of one respondent, “Encourage respectful working relationship between editors, journalists, and PIOs. Acknowledge that we all aspire to accurately explain scientific advances to the public. Work to heal rifts and lack of respect (perceived or otherwise) between journalists and PIOs.”

A handful of respondents asked that NASW make its website easier to navigate and do a better job of notifying members when *ScienceWriters* magazine is posted online.

Some respondents also expressed an interest in more regional and job-specific conferences and workshops, such as events aimed specifically at freelancers or PIOs.

A few respondents called for NASW to either provide insurance or to provide information for members on health, life, and dental insurance options available for both retirees and freelance writers.

Several respondents asked that NASW hold its annual meeting in conjunction with the AAAS meeting, to make it more cost effective for members to attend both.

Question 3: How many ScienceWriters and/or WCSJ meetings have you attended in the last 5 years?

1	479
2	270
3	145
4	81
5	71
None	880

A key takeaway here is that more than 45 percent of respondents have not been to a NASW or WCSJ meeting in the past five years. If you include respondents who have only been to one meeting in the past five

years, the number is more than 70 percent. It would be good to learn more about why these members aren’t attending and what NASW can do to facilitate participation.

Question 4: In general, how satisfied are you with the frequency, format, and content of NASW communications?

Forty-five (45) percent of respondents said they were very satisfied, with an additional 33 percent saying they were somewhat satisfied. Nineteen percent of respondents were neither satisfied nor dissatisfied, with only two percent of respondents saying they were somewhat or very dissatisfied.

Question 5: What are your preferred ways of receiving information from NASW?

The most popular response was a monthly email newsletter (40 percent of respondents). The second- and third-most popular responses were a quarterly print magazine (28 percent) and a weekly email newsletter (27 percent). Because respondents could click up to three options from a list of 10 choices, it’s difficult to sift meaningful information from the responses, so this is likely a question that we’ll need to address again in a more targeted way.

Question 6: In the past year, how much of your science writing/communication work would you characterize as the following?

This question offered more than a dozen categories to which respondents could indicate “None, Less than half, Half, More than half, or All.” The categories were:

- Classwork (student)
- Media relations
- Institutional communication for the public
- Institutional communication not for the public
- Journalism—print/online
- Journalism—video/audio production
- Nonfiction book-writing

- Textbook or curriculum writing
- Industry communication
- Event management
- Government relations
- Museum communication/exhibit development
- Public outreach
- Teaching
- Technical communication
- Other

Just over 55 percent of respondents reported doing at least some journalism work during the previous year, and just over 48 percent of respondents reported doing at least some institutional science writing during the previous year. In other words, quite a few people are doing both, and that doesn’t even get into the many other types of work represented here, including public outreach, technical communication, book-writing, teaching, and writing for industry, each of which was listed by at least 10 percent of respondents.

Question 7: How satisfied are you with how well represented your work is in NASW?

This question split into three sub-categories from which respondents could indicate “Very satisfied, Somewhat satisfied, Neither satisfied nor dissatisfied, or Very dissatisfied.”

7a) NASW membership overall

More than 64 percent of respondents were either very or somewhat satisfied, with more than five percent being very or somewhat dissatisfied. Thirty percent were neither satisfied nor dissatisfied. The take-away message here is that NASW is doing a good job in this regard, but has room for improvement. However, it would be easier to make progress toward improvement if we had a clearer understanding of which groups feel their work is not well represented in NASW. That may be something we can get more clarity on in the next membership survey.

7b) NASW programs and services

This question focused on satisfaction regarding representation in NASW programs and services. The responses here were similar to those in 7A, with the number of satisfied respondents rising to 67 percent, and the number of dissatisfied respondents dipping to less than five percent.

SURVEY continued on page 8

SURVEY

continued from page 7

7c) NASW leadership

Very satisfied	710
Somewhat satisfied	511
Neither satisfied nor dissatisfied. . .	621
Somewhat dissatisfied.	70
Very dissatisfied.	14

With 63 percent of respondents stating that they are very or somewhat satisfied with NASW leadership, and four percent of respondents expressing dissatisfaction, these results indicate that leadership is doing a fair job, with some room for improvement.

This question also allowed respondents to submit written comments regarding overall satisfaction or dissatisfaction with NASW. Only nine percent of survey respondents chose to do so, and while the comments are widely varied certain themes emerged repeatedly.

The largest block of comments came from people who expressed confusion over the question or wanted to express thanks for the work NASW does. However, as was the case with Question 2, quite a few commenters felt that their needs were not being adequately addressed by leadership.

However, the nature of these concerns varies widely. A handful of commenters felt that more needs to be done to serve members who are PIOs or that PIOs are not given adequate respect within the organization. Similarly, a handful of commenters felt that the organization is too focused on the needs of PIOs and staff reporters and pays insufficient attention to the needs of freelance writers. Others expressed concern that NASW focuses too much on the needs of freelancers. Other commenters requested that more attention be paid to creating training and professional development opportunities for editors.

About half a dozen commenters also expressed concern over the fact that PIOs are unable to serve as president or vice president.

Question 8: Ethnicity origin (or race)

The results highlight the fact that NASW has a long way to go before its membership begins to reflect the diversity of the U.S. as a whole (see graph on page 6).

Question 9: Do you identify as?

Almost 64 percent of respondents identify as female. ■