I. Survey Respondent Profile

Rank

Of the 429 respondents to the 2014 Membership Survey, over 60% are assistant, associate or full professors. The next largest group of participants is graduate students (15%), followed by part-time or full-time non-tenure track positions (13%), non-affiliated (5%), academic staff (3%) and emeritus-retired (1%). This distribution is depicted below.

Institutional Affiliation

48% of the respondents (202) are affiliated with Doctorate-granting universities with the next largest percentage (19%) affiliated with Master’s-granting universities. Both of these choices are regardless of whether the doctorate or Master’s is in theatre.
**Membership Type**

The 2013-2014 data on members include different member categories than in 2012-2013:

Under *Individual member*, the categories are now **Full-time Employed; Part-time Employed; Student; Retired**.

88% of the respondents hold *Individual* membership:

- Full-time employed – 58%
- Part-time employed – 10%
- Student – 17%
- Retired – 4%

Of the **70 Graduate Students** responding, the largest group includes *Graduate Students, Instructor* (12%).
**Membership Category Changes (no graph included)**

44 out of 429 people answered the question, “If you changed membership categories during the 2013-2014 membership year, from which category did you switch?” The majority of the respondents indicated that their member category change was **due to a change in their academic position**.

- 32% (14) changed from Individual membership.
- 25% (11) moved from the dropped unemployed category.
- 18% (8) stated that their membership category was eliminated.
- 14% (6) said their institution changed to an organizational member.

More than half of those responding to why the institution purchased an organizational membership said, “I am the department chair or director, and I chose to purchase an organizational membership for our department.”

Conference access for multiple attendees at a discounted rate was the most frequent reason given for organizational membership.

**Membership Duration**

68% *(vs 67% in 2013)* of the survey respondents have been ATHE members between 5 – 10 years or more.

- 152 respondents or 37% *(41% in 2013)* have been ATHE members for 10 years or more.
- 128 respondents or 31% have been ATHE members between 5 – 10 years.
- 83 respondents in 2014 *(vs 98 in 2013)* or 20% have been members 2 -4 years.
- 48 respondents or 12% have been members one year or less.

![Length of Membership](chart)
II. Member Services, Features, and Benefits

Primary Reasons for Joining ATHE (no graph provided)

The top three reasons to join selected were:

• *Keeping up-to-date with and supporting the development of the field* (73.7%)
• *Opportunities to present at conference* (71.7%)
• *Networking opportunities at conference* (67.4%)

“Receiving publications” was the next most frequently selected reason to join (39.4%).

Quality, Value, Cost of Membership/Services

When queried about quality, value and cost of membership services, the *satisfaction level increased by almost 6%* between the 2013 and 2014 surveys. 84% (345/409 responding) ranked the quality and value of ATHE’s services as “Excellent (Completely Satisfied)” or “Good (Satisfied).”

The 2014 respondents’ rating of overall quality and value to the cost of membership increased positively by almost 10% from 2013. 66% ranked it as “Excellent” or “Good.” While most respondents ranked the value as “Excellent,” most participants ranked the cost vs value as “Good” or “Satisfied.”
Three years of membership survey data demonstrate a consistent level of satisfaction with the quality and value of ATHE’s member services and the quality and value of those services related to cost.

Journal Readership

These two graphs demonstrate the quality rankings each for Theatre Journal and Theatre Topics in 2014, while the bar graph following compares the quality rankings of Theatre Journal and Theatre Topics for 2012-2014.

The comparison graph below for the survey responses from 2012 – 2014 highlights the predominant ranking of
“Good” followed by “Excellent” for both journals, with only the 2013 responses showing slight differences in the ratings.
III. Professional Development

Membership and Conference Attendance Helpful to Career Development

ATHE 2014 survey responses showed an increase in the positive impact of ATHE’s membership and conference on professional development. In 2014, 56% of the respondents indicated “Extremely Helpful” or “Very Helpful” regarding how helpful membership and conference attendance were to their career development.

The three year comparison below shows a consistent ranking of the ATHE’s membership and conference attendance related to the members’ career development.
Types of Professional Development Programs

In choosing the types of professional development that are most valuable (select all that apply), 80% selected:

- “Pedagogy presentations/workshops, “
- “Training in professional practices and procedures” and
- “Mentorship programming that connects me to other members.”

When asked about participation in professional development programs, respondents most frequently selected the Graduate Student Symposium, followed by the ATHE Leadership Institute®.

16 people listed “other” professional development programs such as mentorship at the conference, debut panels and publications’ workshops.

NOTE: Respondents were able to choose more than one most valuable professional development offering, so the percentages in this graph do not equal 100%.
**Quality and Value of Professional Development**

The 2014 membership survey respondents ranked the quality of ATHE’s professional development more than 11% higher than in 2013. 74% of the survey takers rated the quality of ATHE’s professional development as “Excellent”/“Good,” compared with 63% in the 2013 survey.

The 2012-2014 survey responses illuminate a consistent evaluation of quality and value of ATHE’s Profession Development offerings.
Webinar Topics

The following topics for professional development webinars were selected most frequently by 273 respondents who could select all that applied:

Advocating for your theatre Department – 52.7%
Fundraising – 43.6%
Local, state, Natl advocacy – 37%;
Writing the first book review – 28.6%;
After the dissertation-27.8%; Becoming a chair – 24.9%; Writing the dissertation – 16.5%

Other suggested webinar topics include:

Pedagogy – innovative techniques, assessment and external certification issues, diversity-related advocacy and interventions

State of the Field – intrinsic value of theatre, define theatre study in higher education, discipline-specific (acting, directing)

Getting a job – arts management; employment beyond the academy; preparing for the job market; job search assistance

Publishing and scholarly work – publishing articles and books; balancing teaching, production and scholarship; pitching your book project to an academic publisher; writing the dissertation;

Fundraising – grant writing for research funding;
IV. ATHE Conference

Motivation to Attend
Of the top four factors that most highly motivate the respondents to attend the conference, the ability to secure funding increased slightly from 18% to 20%. The other three remained steady in their numbers:

- Opportunities to present new work/research: 31% (32% in 2013; 32% in 2012)
- Desirable conference location: 18% (19% in 2013; 20% in 2012)
- Continued participation in ongoing programming/networking: 17% (18% in 2013; 17% in 2012)

Conference Value and Quality/Cost
When rating the overall quality and value of the conference, 284/355 respondents or 80% (up slightly from 79% in 2013) selected “Excellent” or “Good,” with the “Good” ranking being the highest percentage of all respondents at 57%.

Cost
When asked to rank the overall value and quality of ATHE’s annual conference compared to its costs, 58% of the respondents ranked the comparison as “Excellent” or “Good,” up slightly from 57% in 2013 but lower than 60% in 2012, with “Good” at 44% for the highest ranking.

Regarding quality/value vs cost, 29% of the respondents selected “Average” as their answer, a slight decrease from 31% in 2013. However, the dissatisfied and extremely dissatisfied rankings stayed flat.
When examining the 2012-2014 membership rankings for the Quality and Value of the Conference and the Quality and Value compared to Cost, the ratings have remained consistent, with an uptick in both “Excellent” and “Good” in 2014.