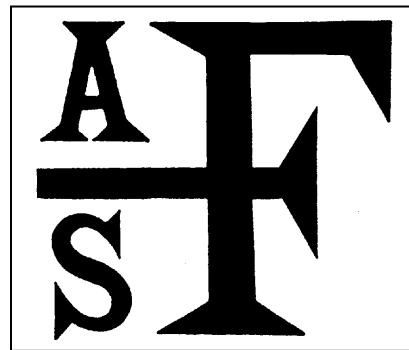

AFS Membership Study



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EXECUTIVE SUMMARY

Introduction and Methods

AFS has found it important as part of its strategic planning process to periodically survey its membership to ascertain the level of satisfaction with current services and to determine future priorities. The last membership survey was conducted in 1997 (Brown 1998). In conjunction with its strategic planning cycle, AFS staff, officers, and the Membership Committee indicated the need for an updated survey, which was conducted in 2004 by the Human Dimensions Research Unit (HDRU) at Cornell University.

A random sample of 1,000 U.S. and Canadian members was selected from the AFS membership database. The complete membership list, including students and retirees, was used. Many of the questions posed in the 1997 survey were repeated in 2004, sometimes with modification. The survey was mailed on October 5, 2004. Up to 3 reminder letters were sent to encourage a good response rate, using a traditional format advocated by Dillman (2000). Data entry occurred in early 2005 and analysis was done using SPSS (Statistical Package for the Social Sciences). Of the 1,000 questionnaires initially mailed, 8 were undeliverable and 630 were returned for an adjusted response rate of 63.5%. This compares to a 76.6% response rate for the 1997 survey.

Results: Profile

Based on the survey results, the profile of the AFS membership has changed little in the past 7 years, but these small changes may suggest longer-term trends if they continue into the future. A brief profile of respondents and summary of 1997-2004 trends, where available, follows:

- The percent of female members increased slightly, from 16% in 1997 to 19% in 2004.
- Members with graduate degrees increased from 68% in 1997 to 71% in 2004.
- The mean age of members increased by 2 years, and the mean length of membership increased by about 1.5 years from 1997 to 2004.
- Although state/provincial/tribal unit remains the largest single employer of AFS members, the percent of members employed within the U.S. and Canadian federal governments has grown over the past 7 years, and the percent employed by states/provinces/tribes has declined.
- The primary type of work of AFS members remains largely unchanged.
- Participation among respondents over the previous 5-year period in the AFS annual meeting, including presentation of papers, and in continuing education courses, increased from 1997 to 2004. Little change occurred at the division, chapter, or section levels.
- Participation in AFS-related publications has increased slightly over the past 7 years.
- The median income of respondents in 2004 was in the \$50,000 to \$69,000 category.

Assessment of Publications

The vast majority of AFS members receive and read *Fisheries*. Almost 60% read the *Transactions* and just over 50% read the *North American Journal of Fisheries Management*, although considerably fewer members receive these journals. Roughly 10% read the *North American Journal of Aquaculture (NAJA)* or the *Journal of Aquatic Animal Health*. Readership of the journals has changed little over the past 7 years, except that fewer members read the *NAJA* in 2004 than read the *Progressive Fish-Culturalist* in 1997. Currently, relatively few members are receiving the journals on-line.

Satisfaction with *Fisheries* and AFS journals, among those familiar with the publications, was very high. The *North American Journal of Fisheries Management (NAJFM)*, *Transactions*, and *Fisheries* received ratings of satisfied to very satisfied by about 77% of all respondents, and by 85% to 90% of those who provided an opinion. Most members are not familiar with the *North American Journal of Aquaculture (NAJA)* or the *Journal of Aquatic Animal Health*, but the number of respondents expressing satisfaction for each was about 3 times the number who were either neutral or dissatisfied.

Further assessment of *Fisheries* was very positive—about 85% agreed that it covers issues that are timely, and 74% agreed that it covers topics that have broad interest. Most of the remaining responses were in the neutral category (14% and 19%, respectively).

Space was provided for respondents to indicate why they were either very satisfied or very dissatisfied with AFS journals. The most frequent comments concerning high satisfaction included highly relevant material, high quality material, and inclusion of a good range of topics. There were very few expressions of high dissatisfaction.

A large number of respondents indicated they have dropped their subscription to one of more AFS journals in the last 5 years: 56% for the *Transactions*, 46% for *NAJFM*, 12% for *Fisheries*, 6% for *NAJA*, and 6% for all journals. The reasons most frequently given for dropping a journal subscription were:

- 38% obtained access from a library or other source
- 28% too expensive
- 20% retired and no longer need it
- 15% didn't find the information useful
- 5% content became too scientific or technical
- 2% content became too general
- 21% miscellaneous other (e.g., of limited interest, no time to read)

The non-AFS journals most frequently subscribed to by respondents were:

- 16% Canadian Journal of Fisheries and Aquatic Science
- 13% COPEIA (by the American Society of Ichthyologists and Herpetologists)
- 10% Conservation Biology, and
- 8% Ecology

Assessment of AFS Journals from those who Publish

About 44% of respondents indicated that they participate in the publication process as an author, reviewer, or editor, and answered the next set of questions. Relevance of a journal to the research area, journal audience, journal prestige, and quality of peer review were each rated as important criteria for selecting a journal to publish in by at least 75% of respondents, *and* most respondents indicated that one or more AFS journals meet those criteria. Speed of peer review and speed of publication were also important to most respondents. However, similar numbers of respondents were unsure as the number who agreed that AFS journals met those criteria. Coverage by abstract services, electronic submission, and Science Citation Index rank were important to less than half of respondents.

The effect of page charges on publishing in AFS journals was investigated, with similar results to the 1997 study. Less than 10% of respondents indicated that the AFS page charges strongly affect their ability to publish or cause them to publish elsewhere.

Those involved in publishing were asked about their experience with electronic manuscript tracking. Most (70%) had reviewed a manuscript, 60% had authored or co-authored a paper for an AFS journal, and some had experience involving non-AFS journals (28% had authored or co-authored a paper; 27% had reviewed a paper). Less than 10% had experience in an editorial capacity or in any electronic capacity with *Fisheries*. Respondents generally were very satisfied with manuscript submission electronically, moderately satisfied with quality and speed of review as well as ability to track publication progress, but neutral about speed of publication.

Interest was assessed in a journal devoted to marine issues and one devoted strictly to review articles. Similar numbers replied positively for each (25% and 26%, respectively). However, 48% indicated they definitely were not interested in a journal devoted to marine issues, compared to 25% for a review journal. The remaining respondents answered “maybe” for each topic.

Most (59%) respondents had purchased an AFS book within the past 2 years; a mean of 1.7 AFS books were purchased by all respondents. Approximately twice as many non-AFS professional books, including those sold by AFS, were purchased. Satisfaction with all aspects of AFS books was high.

Evaluation of AFS Meetings

An estimated 14.5% of respondents attended the 2004 AFS annual meeting in Madison. This compares to 14% who attended the Quebec City meeting in 2003 and 16% who attended the Baltimore meeting in 2002. Those who had not attended any of these 3 most recent annual meetings were asked to indicate why not. The frequency of reasons was similar to that given in 1997, but with some slight shifts: there was somewhat less general interest in 2004, and slightly greater conflicts in 2004 as to time of year. However, expense was somewhat less of a concern in 2004 than in 1997. The level of difficulty in getting travel authority from employers to attend the meetings has not changed from 1997 to 2004.

Regarding timing of the year when the most people could attend an annual meeting, early August was best (42%), followed by late October (40%), late August (39%), and late July (36%). Somewhat less desirable times were early September (33%), early July (33%), late September (32%), and early October (31%). As to format, a plurality (35%) preferred to continue with a single large annual meeting, but almost as many (29%) liked the idea of the large annual meeting plus smaller thematic meetings (not intended to replace Chapter meetings). Only 19% preferred the smaller thematic meetings only, and 16% had no opinion.

Information Transfer

Nearly all respondents (99%) now have internet access, 77% both at home and at work, 16% only at work, and 7% only at home. The AFS website is quite heavily used (80% of respondents use it an average of 4.4 times per month) and is most frequently used for AFS journals, job listings, and annual meeting information.

Most respondents (62%) indicated that the AFS website layout, with navigation buttons on the left side and hot buttons at the top is a good design. The most frequent suggestions for improvement were (1) that the front page has too many elements, and (2) to update links to divisions and chapters. Respondents were asked if any other website information should be added to the “members only” section of the website, to which 96% responded “No.” A few people thought job listings and publications might be put in the “members only” section. Overall, 74% were satisfied with the website, 24% were neutral, and only 1% was dissatisfied.

E-mail communications from AFS were rated as somewhat useful by 50% of respondents, very useful by 13%, and not useful by 10%; 26% had no opinion or indicated the question was not applicable to them.

Respondents were asked to choose from a list the 3 information sources they rely upon most heavily in their professional work. Print journals and government documents/gray literature were the 2 most frequently checked items, followed by 2 electronic sources--the internet and on-line journals). The importance of electronic communications almost certainly has grown since the 1997 survey. The 1997 survey asked a similar question but with fewer electronic categories, so is not comparable. However, print journals was one of the 3 leading information sources of 72% of respondents in 1997, compared to just 50% in 2004. Government documents and other gray literature were rated almost identically in importance in 2004 and 1997.

Respondents and their AFS Membership

Respondents were provided a list of 13 possible reasons for being an AFS member and were asked to indicate all important reasons and the single most important reason. “To have a positive impact on the future of fisheries and aquatic resources” was easily the reason most frequently noted as both an important reason and the most important reason. Three other reasons--increasing the visibility of fisheries issues, making professional contacts, and attending educational sessions / visiting with colleagues were cited as important to over 50% of

respondents. Receiving *Fisheries* and supporting the visibility and stature of fisheries professionals were listed as important by almost 50% of respondents.

Many of the reasons selected as important for being an AFS member in 1997 are important to somewhat fewer members today. However, two items--obtaining discounts for books and meeting registrations, and gaining leadership skills, were important to a slightly higher proportion of members in 2004.

Certification Status

From a question about certification status, it appears that roughly two-thirds of respondents are not interested in, or are not aware of AFS certification, while about one-third have some involvement. About 19% are certified (in one of 3 categories) or are awaiting certification, and another 15.5% indicated they intend to apply. Of those certified, 46% agreed that they could access appropriate continuing education opportunities through AFS, 32% were neutral, and 5% disagreed. Although certified, 17% indicated the topic was not applicable to them.

AFS Dues

It was explained to respondents that AFS dues had been held constant for the past 5 years, and that the basic 2004 dues are \$76. As AFS expands its services, respondents were asked to circle a maximum amount they would be willing to pay, assuming AFS services met their professional needs. The mean amount indicated was approximately \$89, and the median was \$84. By income category, 36% of those with incomes of <\$30,000 would be willing to pay no more than \$76, but 20% of those in the \$50,000 - \$69,999 category and 19% of those with incomes of \$70,000 or more also indicated \$76 as a maximum they were willing to pay.

The question of implementing a graduated membership fee based on income, which some professional societies use, received a mixed response—38% agreed with the concept, 25% were neutral, and 37% disagreed.

Satisfaction with Other Aspects of AFS and Overall Satisfaction

With regard to professional development, 57% agreed that AFS met their needs, 33% were neutral, and 10% disagreed.

With respect to how AFS technical committees and sections are used to synthesize and provide technical information, 43% of respondents were satisfied, 50% were neutral, and 7% were dissatisfied.

Those involved in AFS leadership activities were asked if they agreed that adequate staff and other resources were available and allocated to help with Unit/SubUnit activities related to annual work planning and reporting. One-half (50%) agreed, 40% were neutral, and 10% disagreed.

Overall, 86% of respondents indicated satisfaction with the performance of AFS as a professional society, 10% were neutral, and only 3% were dissatisfied.

Future Priorities and Willingness to Help AFS Reach those Priorities

The last question in both the 2004 and 1997 surveys was a full page chart asking whether a number of AFS activities should be expanded, reduced, or remain the same. For each activity that respondents wanted expanded, they were asked if they would either pay increased dues or donate more time for the expansion of that activity. There was support from nearly half of the respondents for expanding the distribution of public education materials about aquatic resources and sustainable use, encouraging legislators to address AFS positions on legislation, and promoting state-of-the-art practices within the fisheries profession. For each of these, 60% to >70% of respondents who wanted the activities to expand indicated they would pay more and donate time for those causes.

About one-third of respondents indicated support for expanding 3 other activities, and the majority indicated they would pay more or donate time for these causes: (1) enhance and enrich the Fisheries InfoBase as the archive of fisheries information, (2) prepare positions and policy statements on aquatic resource issues, and (3) encourage the entry of under-represented groups into the fisheries profession (e.g., scholarships, meeting fees paid, recruitment initiatives).

A similar question was asked in 1997. For a number of the activities, more respondents want activities expanded today than in 1997. Some of the activities for which expansion is desired by fewer members today may be because expansion actually occurred between 1997 and 2004 (e.g., maintaining a World Wide Web presence).

ACKNOWLEDGMENTS

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HDRU staff (Karlene Smith, Mohamad Sy-Ar, and Elizabeth Dawson) mailed questionnaires and handled data entry. Elizabeth Dawson also assisted with table preparation. Nancy Connelly oversaw the survey implementation process and data analysis.

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INTRODUCTION

AFS has found it important as part of its strategic planning process to periodically survey its membership to ascertain the level of satisfaction with current services and to determine future priorities. The last membership survey was conducted in 1997 (Brown 1978). In conjunction with its strategic planning cycle, AFS staff, officers, and the Membership Committee indicated the need for an updated survey in 2003. In March 2004, the Membership Concerns Committee made a request at the AFS Midterm Governing Board Meeting for financial support to conduct a survey in Fall of 2004. The request was successful and the Human Dimensions Research Unit (HDRU) at Cornell University, which conducted the 1997 survey, was chosen to conduct the 2004 survey.

METHODS

The Membership Concerns Committee, Strategic Plan Revision Committee, and the Publications Overview Committee and key AFS staff reviewed current information needs and the 1997 survey. They recommended changes and new questions as needed, but retained many questions from the 1997 survey to enable longitudinal comparisons on such topics as members' satisfaction with AFS publications. Many additional questions were generated, which eventually had to be prioritized to keep the questionnaire at a reasonable length for a good response rate to be achieved.

A random sample of 1,000 U.S. and Canadian members was selected from the AFS membership database. The complete membership list, including students and retirees people, was used. Because a separate career development survey was being conducted at the same time, the samples were drawn such that no member was included in both surveys. The survey was mailed on October 5, 2004. Up to 3 reminder letters were sent to encourage a good response rate, using a traditional format advocated by Dillman (2000). Data entry occurred in early 2005 and analysis was done using SPSS (Statistical Package for the Social Sciences).

RESULTS

Of the 1,000 questionnaires initially mailed, 8 were undeliverable and 630 were returned for an adjusted response rate of 63.5%. This compares to a 76.6% response rate for the 1997 survey. HDRU research has shown that response rates to mail surveys are gradually declining over time (Connelly et al. 2003).

Profile of Members and 1997-2004 Trends

Based on the survey results, the profile of the AFS membership has changed little in the past 7 years, but these small changes may suggest longer-term trends if they continue into the future:

- There has been a slight increase in female members from 16% in 1997 to 19% in 2004 (Table 1). This increase was suggested by the larger percentage of women among newer AFS members 7 years ago.
- Members with graduate degrees increased from 68% in 1997 to 71% in 2004 (Table 1).

- The mean age of members has increased by 2 years, and the mean duration of membership has increased by about 1.5 years (Table 1).
- It is difficult to track income over time with categorical data, but the expected 2004 professional income of respondents is shown in Table 2. The median income of respondents is in the \$50,000 to \$69,000 category.
- Although state/provincial/tribal unit remains the largest single employer of AFS members, the percent of members employed within the U.S. and Canadian federal governments has grown over the past 7 years, and the percent employed by states/provinces/tribes has declined (Table 3).
- The primary type of work of AFS members remains largely unchanged (Table 4). A “conservation” category was included in 2004 only, and thus the comparison between the 2 years is not absolutely comparable.
- Participation among respondents over the previous 5-year period in the AFS annual meeting, including presentation of papers, and in continuing education courses, increased from 1997 to 2004. Little change occurred at the division, chapter, or section levels (Table 5).
- Participation in AFS-related publications has increased slightly over the past 7 years (Table 6).

Table 1. Comparative profile of AFS members, 2004 and 1997.

<u>Characteristic</u>	<u>2004</u>	<u>1997</u>
Percent male	80.8%	84.3%
Percent with graduate degree	71.2%	68.1%
Mean age	45	43
Mean years AFS member	15.2	13.5
Mean years a fisheries professional	18.3	16.1

Table 2. Expected 2004 professional income of respondents.

<u>Expected Professional Income</u>	<u>Percent</u>
Less than \$30,000	17.8
\$30,000 to \$49,999	25.8
\$50,000 to \$69,999	25.5
\$70,000 to \$89,999	19.2
\$90,000 and above	11.7

Table 3. Employment of members in 2004 and 1997.

<u>Agency or organization</u>	<u>(Percent)</u>	
	<u>2004</u>	<u>1997</u>
Federal	22.7	19.2
State/provincial/tribal	28.1	31.4
College or university	14.1	15.6
Nongovernmental organization	2.1	2.1
Private company	14.1	13.5
Retires	6.8	5.0
Student	7.9	7.5
Post Doc	0.3	>0
Unemployed	1.0	0.7
Other	2.5	5.0

Table 4. Primary type of work of respondents in 2004 and 1997.

<u>Type of Work</u>	<u>2004</u>	<u>1997</u>
Research	43.0	43.1
Fisheries management	32.1	30.1
Habitat management	15.9	17.8
Administration	15.4	14.9
Conservation	12.4	*
Education	10.6	13.3
Aquaculture	5.6	6.9
Other	14.3	14.1

*Not a category in 1997.

Table 5. Percent of respondents who participated in Parent Society of Subunit activities during the last 5 years, 2004 and 1997.

<u>AFS Activity in Past 5 Years</u>	<u>Parent Society</u>		<u>Division</u>		<u>Chapter</u>		<u>Section</u>	
	<u>2004</u>	<u>1997</u>	<u>2004</u>	<u>1997</u>	<u>2004</u>	<u>1997</u>	<u>2004</u>	<u>1997</u>
Served as an officer of...	0.5	0.9	1.0	1.1	12.2	10.8	5.7	3.7
Chaired a committee for...	1.9	3.7	2.5	2.9	11.3	10.2	2.5	1.6
Served on a committee for...	9.0	9.5	5.7	7.4	15.2	16.0	5.6	3.7
Helped organize a meeting/symposium for...	5.9	6.2	4.9	3.7	15.7	12.8	3.5	2.4
Gave paper at an annual meeting of...	23.8	16.8	14.9	14.4	27.3	23.1	5.4	3.2
Attended an annual meeting of...	38.4	32.1	27.1	26.7	45.9	45.3	10.8	10.0
Took a continuing education course run by...	6.3	2.4	5.2	3.2	15.4	14.7	1.6	1.6

Table 6. Percent of respondents who participated in publication activities during the last 5 years, 2004 and 1997.

<u>Recent Publication Activity</u>	<u>AFS Book</u>		<u>AFS Journal</u>		<u>Fisheries</u>		<u>Non-AFS Publication</u>	
	2004	1997	2004	1997	2004	1997	2004	1997
Served as editor, coordinator or Associate editor for:	1.3	0.9	4.0	2.8	0.2	0.0	9.1	5.9
Authored or coauthored a paper or chapter in:	7.8	6.1	19.9	17.6	6.8	4.9	34.3	40.0
Reviewed in manuscript for:	4.9	4.2	25.1	19.4	4.7	3.8	33.7	34.1

Readership and Assessment of AFS Journals

The vast majority of AFS members receive and read *Fisheries*. Almost 60% read the *Transactions* and just over 50% read the *North American Journal of Fisheries Management*, although considerably fewer members receive these journals (Table 7). Roughly 10% read the *North American Journal of Aquaculture (NAJA)* or the *Journal of Aquatic Animal Health*. Readership of the journals has changed little over the past 7 years, except that fewer members read the NAJA in 2004 than read the *Progressive Fish-Culturalist* in 1997. Currently, relatively few members are receiving the journals on-line.

Table 7. Percent of respondents who currently read or receive AFS and AFS-affiliated journals in 2004 and 1997.

Journal	Read		Receive		
	2004 (Percent)	1997 (Percent)	2004 (Percent)	1997 (Percent)	
			On-line	Paper	
<i>Fisheries</i>	93.5	95.0	3.9	89.2	95.5
<i>Transactions</i>	58.5	60.5	14.1	39.1	33.9
<i>N. Amer. J. Fish. Mgmt.</i>	51.1	52.8	12.3	30.9	30.8
<i>N. Amer. J. Aquaculture*</i>	11.7	19.1	11.7	8.4	10.1
<i>J. Aquatic Animal Health</i>	9.4	7.1	9.4	6.9	3.7

*Formerly the *Progressive Fish-Culturalist* from 1988-1998.

Satisfaction with *Fisheries* and AFS journals among those familiar with the journals was very high (Table 8). The *North American Journal of Fisheries Management (NAJFM)*, *Transactions*, and *Fisheries* received ratings of satisfied to very satisfied by about 77% of all respondents, and by 85% to 90% of those who provided an opinion. Most members are not familiar with the *North American Journal of Aquaculture (NAJA)* or the *Journal of Aquatic Animal Health*, but the number of respondents expressing satisfaction for each was about 3 times the number who were either neutral or dissatisfied. Different satisfaction categories were used in the 1997 survey (there was no neutral category), so 2004 and 1997 satisfaction levels can not be compared.

Further assessment of *Fisheries* was very positive—about 85% agreed that it covers issues that are timely, and 74% agreed that it covers topics that have broad interest. Most of the remaining responses were in the neutral category (14% and 19%, respectively).

Space was provided for respondents to indicate why they were either very satisfied or very dissatisfied with AFS journals. The most frequent comments concerning high satisfaction included highly relevant material, high quality material, and inclusion of a good range of topics. There were very few expressions of high dissatisfaction.

Table 8. Level of satisfaction with AFS journals.

<u>Journal</u>	<u>Level of Satisfaction</u>					<u>No Opinion</u>
	<u>Very Dissatisfied</u>	<u>Dissatisfied</u>	<u>Neutral</u>	<u>Satisfied</u>	<u>Very Satisfied</u>	
	Percent					
<i>Fisheries</i>	1.5	3.4	15.9	52.9	25.0	1.3
<i>Transactions</i>	0.5	1.6	10.5	42.4	34.3	10.7
<i>N. Amer. J. Fish. Mgmt.</i>	0.3	0.8	6.8	43.5	33.8	14.9
<i>N. Amer. J. Aqua.</i>	0.5	1.4	8.0	16.4	12.2	61.5
<i>J. Aqua. Animal Health</i>	0.5	0.5	6.0	16.4	7.5	69.2

A large number of respondents indicated they have dropped their subscription to one of more AFS journals in the last 5 years: 56% for the *Transactions*, 46% for *NAJFM*, 12% for *Fisheries*, 6% for *NAJA*, and 6% for all journals. The reasons most frequently given for dropping a journal subscription were:

- 38% obtained access from a library or other source
- 28% too expensive
- 20% retired and no longer need it
- 15% didn't find the information useful
- 5% content became too scientific or technical
- 2% content became too general
- 21% miscellaneous other (e.g., of limited interest, no time to read)

The non-AFS journals most frequently subscribed to by respondents were:

- 16% Canadian Journal of Fisheries and Aquatic Science
- 13% COPEIA (by the American Society of Ichthyologists and Herpetologists)
- 10% Conservation Biology, and
- 8% Ecology

Assessment of AFS Journals from those who Publish

About 44% of respondents indicated that they participate in the publication process as an author, reviewer, or editor. These respondents provided the information in Table 9 on the importance of various criteria to publishing and on the extent to which one or more AFS journals meet those criteria. The criteria are arrayed in Table 9 in order of importance. Relevance of a journal to the research area, journal audience, journal prestige, and quality of peer review were rated as important to at least 75% of respondents, *and* most respondents indicated that one or more AFS journals meet those criteria. Speed of peer review and speed of publication were also important to most respondents. However, similar numbers of respondents were unsure as the number who agreed that AFS journals met those criteria. Coverage by abstract services, electronic submission, and Science Citation Index rank were important to less than half of respondents.

Table 9. Importance of journal characteristics to respondents who submit articles to aquatic or fisheries-related journals and whether or not AFS journals meet those criteria.

<u>Characteristic</u>	<u>Importance of Characteristic</u>			<u>Does one or more AFS journal(s) meet this criterion?</u>		
	<u>Impor- tant</u>	<u>Neutral (Percent)</u>	<u>Unim- portant</u>	<u>Yes</u>	<u>No (Percent)</u>	<u>Un- sure</u>
Relevance to research area	96.3	2.6	1.1	87.2	6.2	6.6
Journal audience	95.9	3.4	0.8	87.3	5.7	6.9
Journal prestige	85.0	13.4	1.5	78.8	11.2	10.0
Quality of peer review	77.6	20.9	1.4	73.8	3.7	22.5
Speed of peer review	68.1	25.6	6.4	44.7	13.5	41.8
Speed of publication	66.4	26.0	7.6	40.1	12.4	47.5
Coverage by abstract Services	46.5	38.9	14.5	48.1	2.1	49.8
Electronic submission	32.7	47.9	19.3	59.1	0.9	40.0
Science Citation Index Rank	28.1	51.5	20.4	29.1	4.3	66.5

The effect of page charges on publishing in AFS journals was investigated, with similar results to the 1997 study (Table 10). Less than 10% of respondents indicated that the AFS page charges strongly affect their ability to publish or cause them to publish elsewhere.

Table 10. Effect of AFS's page charges on respondents' publication of work in 2004 and 1997.

<u>Effect</u>	<u>2004 (Percent)</u>	<u>1997</u>
Little effect; I usually have access to funds for page charges	52.1	57.5
Little effect; I rarely publish my work in AFS journals	31.1	27.7
Strong effect, I usually have to request subsidy/ waiver	9.0	7.2
Strong effect; the page charges limit my ability to publish in AFS journals	8.2	7.2
Strong effect; I often publish elsewhere to avoid the page charges	7.1	6.5

Those involved in publishing were asked about their experience with electronic manuscript tracking. Most (70%) had reviewed a manuscript, 60% had authored or co-authored a paper for an AFS journal, and some had experience involving non-AFS journals (28% had authored or co-authored a paper; 27% had reviewed a paper). Less than 10% had experience in an editorial capacity or in any electronic capacity with *Fisheries*. Respondents generally were

very satisfied with manuscript submission electronically, moderately satisfied with quality and speed of review as well as ability to track publication progress, but neutral about speed of publication (Table 11).

Table 11. For those familiar with AFS electronic submissions, their satisfaction with the AFS electronic manuscript tracking system.

Characteristic	<u>NA</u>	<u>Very Satisfied</u>	<u>Moderately Satisfied</u>	<u>Neutral</u>	<u>Moderately Dissatisfied</u>	<u>Very Dissatisfied</u>
	<u>(Percent)</u>					
For authors and coauthors:						
Submission of manuscript	16.9	38.6	27.7	12.0	4.8	0.0
Quality of peer review	17.5	25.0	32.5	20.0	5.0	0.0
Speed of review	17.7	20.3	22.8	22.8	11.4	5.1
Speed of publication	23.8	8.8	20.0	32.5	11.3	3.8
Ability to track publication progress	19.5	23.2	30.5	20.7	6.1	0.0
For reviewers:						
Submission of reviews	14.1	28.2	43.5	9.4	2.4	2.4
Speed of review	16.7	25.0	40.5	16.7	0.0	1.2

Interest in New Journals

Interest was assessed in a journal devoted to marine issues and one devoted strictly to review articles. Similar numbers replied positively for each (25% and 26%, respectively). However, 48% indicated they definitely were not interested in a journal devoted to marine issues, compared to 25% for a review journal. The remaining respondents answered “maybe” for each journal.

Assessment of AFS Books

Most (59%) respondents had purchased an AFS book within the past 2 years; a mean of 1.7 AFS books were purchased by all respondents. Approximately twice as many non-AFS professional books, including those sold by AFS, were purchased. Satisfaction with all aspects of AFS books was high (Table 12).

Table 12. Respondents' ratings of the quality of AFS books.

<u>Quality of AFS Books</u>	<u>Very</u>	<u>Low</u>	<u>Medium</u>	<u>High</u>	<u>Very</u>
	<u>Low</u>	<u>Low</u>	<u>Medium</u>	<u>High</u>	<u>High</u>
			(Percent)		
Intellectual content of information	0.0	0.2	13.0	72.7	14.2
Editorial quality	0.0	0.4	15.5	69.4	14.7
Timeliness of information	0.2	2.2	33.6	54.2	9.8
Usefulness of information	0.2	2.0	15.8	62.5	19.6
Physical quality, appearance, readability	0.0	1.6	16.8	62.8	18.8

Evaluation of AFS Meetings

An estimated 14.5% of respondents attended the 2004 AFS annual meeting in Madison. This compares to 14% who attended the Quebec City meeting in 2003 and 16% who attended the Baltimore meeting in 2002. Those who had not attended any of these 3 most recent annual meetings were asked to indicate why not. The frequency of reasons was similar to that given in 1997, but with some slight shifts: there was somewhat less general interest in 2004, and slightly greater conflicts in 2004 as to time of year (Table 13). However, expense was somewhat less of a concern in 2004 than in 1997. The level of difficulty in getting travel authority from employers to attend the meetings has not changed from 1997 to 2004.

Table 13. Percent of respondents indicating various reasons for not attending any part of the past 3 AFS meetings in 2004 and 1997.

<u>Reason</u>	<u>2004</u>	<u>1997</u>
	(Percent)	
Time of year: conflicts with classes, field work, or other obligations	41.7	38.1
Often cannot get travel authority from my Employer	38.2	38.4
Too expensive	38.0	45.1
No particular reason; just not highly interested	25.5	18.8
Other	22.5	20.9

Regarding timing of the year when the most people could attend an annual meeting, early August was best (42%), followed by late October (40%), late August (39%), and late July (36%). Somewhat less desirable times were early September (33%), early July (33%), late September (32%), and early October (31%). As to format, a plurality (35%) prefers to continue with a single large annual meeting, but almost as many (29%) like the idea of the large annual meeting plus smaller thematic meetings (not intended to replace Chapter meetings). Only 19% preferred the smaller thematic meetings only, and 16% had no opinion.

Information Transfer

Nearly all respondents (99%) now have internet access, 77% both at home and at work, 16% only at work, and 7% only at home. The AFS website is quite heavily used (80% of respondents use it an average of 4.4 times per month) and is most frequently used for AFS journals, job listings, and annual meeting information.

Most respondents (62%) indicated that the AFS website layout, with navigation buttons on the left side and hot buttons at the top is a good design. The most frequent suggestions for improvement were (1) that the front page has too many elements, and (2) to update links to divisions and chapters. Respondents were asked if any other website information should be added to the “members only” section of the website, to which 96% responded “No.” A few people thought job listings and publications might be put in the “members only” section. Overall, 74% were satisfied with the website, 24% were neutral, and only 1% was dissatisfied.

E-mail communications from AFS were rated as somewhat useful by 50% of respondents, very useful by 13%, and not useful by 10%; 26% had no opinion or indicated the question was not applicable to them.

Respondents were asked to choose from a list the 3 information sources they rely upon most heavily in their professional work. Print journals and government documents/gray literature were the 2 most frequently checked items, followed by 2 electronic sources--the internet and on-line journals (Table 14). The importance of electronic communications almost certainly has grown since the 1997 survey. The 1997 survey asked a similar question but with fewer electronic categories, so is not comparable. However, print journals was one of the 3 leading information sources of 72% of respondents in 1997, compared to just 50% in 2004. Government documents and other gray literature were rated almost identically in importance in 2004 and 1997.

Respondents and their AFS Membership

Respondents were provided a list of 13 possible reasons for being an AFS member and were asked to indicate all important reasons and the single most important reason. The responses are summarized in Table 15. “To have a positive impact on the future of fisheries and aquatic resources” was easily the reason most frequently noted as both an important reason and the most important reason. Three other reasons--increasing the visibility of fisheries issues, making professional contacts, and attending educational sessions / visiting with colleagues were cited as important to over 50% of respondents. Receiving *Fisheries* and supporting the visibility and stature of fisheries professionals were listed as important by almost 50% of respondents.

Table 14. Information resources relied on most heavily by respondents in conjunction with their professional work.

<u>Information Source</u>	<u>Percent</u>
Journals (print)	50.3
Government documents and other gray literature	42.7
Internet	41.0
Journals (online)	37.1
Personal contacts (phone, FAX, e-mail)	34.7
Conferences and symposia	29.9
Searchable databases	21.1
Other organized meetings	18.0
Formal course work/continuing education	12.1
Newspapers and magazines	8.2
Fisheries InfoBase	7.0
List serves	6.1
Newsletters	8.2
CD-ROMS	2.9

This question was asked in 1997 but several categories were changed in 2004. Thus, while we can't compare the distribution of the most important reason between years, we can compare the frequency with which like items were selected as important (the instructions asked respondents to circle all important reasons). Table 16 suggests that many of the reasons selected as important in 1997 are important to somewhat fewer members today. However, two items--obtaining discounts for books and meeting registrations, and gaining leadership skills, were important to a slightly higher proportion of members in 2004.

Table 15. Important reasons and single most important reason why respondents are AFS members.

<u>Reasons for Being an AFS Member</u>	<u>Important Reasons</u>	<u>Single Most Important Reason</u>
	<u>Percent</u>	<u>Percent</u>
To have a positive impact on the future of fisheries and aquatic resources	75.5	35.3
To support increased national, regional, or state/provincial visibility of fisheries issues	62.5	10.8
To make professional contacts for information and job opportunities	59.8	12.9
To attend educational sessions and visit with colleagues at professional meetings	52.8	11.3
To receive <i>Fisheries</i>	47.9	5.7
To support the national and regional visibility and stature of fisheries professionals	47.6	6.0
To support development of professional positions on important fisheries issues and to work for legislation or regulations consistent with these policies	36.1	4.1
To receive one or more AFS journals	35.6	10.1
To obtain discounts for books and meeting registrations	28.4	2.6
To gain leadership skills through work with AFS subunits and committees	14.6	0.7
To obtain discounts for journals (print and online)	10.3	0.3
To contribute to the success of the Fisheries Conservation Foundation	7.6	0.2
To receive subsidy/waivers for AFS journal page charges	3.7	0.0

Table 16. Important reasons and single most important reason why respondents are AFS members in 2004 and 1997.

	<u>2004</u>	<u>1997</u>
<u>Important Reasons for Being an AFS Member</u>	(Percent)	
To have a positive impact on the future of fisheries and aquatic resources	75.5	*
To support increased national, regional, or state/provincial visibility of fisheries issues	62.5	69.2
To make professional contacts for information and job opportunities	59.8	*
To attend educational sessions and visit with colleagues at professional Meetings	52.8	56.5
To receive <i>Fisheries</i>	47.9	53.5
To support the national and regional visibility and stature of fisheries Professionals	47.6	56.9
To support development of professional positions on important fisheries issues and to work for legislation or regulations consistent with these policies	36.1	47.0
To receive one or more AFS journals	35.6	42.7
To obtain discounts for books and meeting registrations	28.4	24.6
To gain leadership skills through work with AFS subunits and committees	14.6	10.6
To obtain discounts for journals (print and online)	10.3	*
To contribute to the success of the Fisheries Conservation Foundation	7.6	*
To receive subsidy/waivers for AFS journal page charges	3.7	*

*Not a category in 1997.

Certification Status

From a question about certification status, it appears that roughly two-thirds of respondents are not interested in, or are not aware of AFS certification, while about one-third have some involvement (Table 17). About 19% are certified (in one of 3 categories) or are awaiting certification, and another 15.5% indicated they intend to apply. Of those certified, 46% agreed that they could access appropriate continuing education opportunities through AFS, 32% were neutral, and 5% disagreed. Although certified, 17% indicated the topic was not applicable to them.

Table 17. AFS certification status of respondents.

<u>Certification Status</u>	<u>Percent</u>
Fisheries Professional Certified	13.0
Fisheries Professional Associate	3.2
Fisheries Professional Emeritus	1.6
I have applied and am awaiting results	1.1
I intend to apply	15.5
I do not intend to apply	48.5
I am not aware of the certification program	17.1

AFS Dues

It was explained to respondents that AFS dues had been held constant for the past 5 years, and that the basic 2004 dues are \$76. As AFS expands its services, respondents were asked to circle a maximum amount they would be willing to pay, assuming AFS services met their professional needs. The mean amount indicated was approximately \$89, and the mean was \$84. The distribution of responses is shown in Table 18. By income category, 36% of those with incomes of <\$30,000 would be willing to pay no more than \$76, but 20% of those in the \$50,000 - \$69,999 category and 19% of those with incomes of \$70,000 or more also indicated \$76 as a maximum they were willing to pay.

Table 18. The largest amount respondents would be willing to pay for a basic AFS membership, assuming AFS services met their professional needs.

<u>AFS Dues</u>	<u>Percent</u>
\$76	19.9
\$80	20.4
\$85	14.3
\$90	12.7
\$95	2.5
\$100	24.8
\$105+	5.5

The question of implementing a graduated membership fee based on income, which some professional societies use, received a mixed response—38% agreed with the concept, 25% were neutral, and 37% disagreed.

Satisfaction with Other Aspects of AFS and Overall Satisfaction

With regard to professional development, 57% agreed that AFS met their needs, 33% were neutral, and 10% disagreed.

With respect to how AFS technical committees and sections are used to synthesize and provide technical information, 43% of respondents were satisfied, 50% were neutral, and 7% were dissatisfied.

Those involved in AFS leadership activities were asked if they agreed that adequate staff and other resources were available and allocated to help with Unit/SubUnit activities related to annual work planning and reporting. One-half (50%) agreed, 40% were neutral, and 10% disagreed.

Overall, 86% of respondents indicated satisfaction with the performance of AFS as a professional society, 10% were neutral, and only 3% were dissatisfied.

Future Priorities and Willingness to Help AFS Reach those Priorities

The last question in both the 2004 and 1997 surveys was a full page chart asking whether a number of AFS activities should be expanded, reduced, or remain the same. For each activity that respondents wanted expanded, they were asked if they would either pay increased dues or donate more time for the expansion of that activity. A summary of the responses to future priorities appears in Table 19. There was support from nearly half of the respondents for expanding the distribution of public education materials about aquatic resources and sustainable use, encouraging legislators to address AFS positions on legislation, and promoting state-of-the-art practices within the fisheries profession. For each of these, 60% to >70% of respondents who wanted the activities to expand indicated they would pay more and donate time for those causes.

Table 19. Respondents’ preferences for future priorities of AFS activities and their willingness to contribute money and/or time to expansion efforts.

<u>Activity</u>	<u>Future Priorities</u>			<u>Willingness to Help Expand the Activity</u>	
	<u>Reduce</u>	<u>Stay the Same Percent</u>	<u>Expand</u>	<u>Pay More? Percent</u>	<u>Donate Time? Percent</u>
Distributing public education materials about aquatic resources and their sustainable use	2.7	47.4	49.9	71.4	68.2
Encouraging legislators to address AFS positions in legislation	6.1	47.1	46.8	66.0	60.3
Promoting “state-of-the-art” practices within the fisheries profession	0.9	52.5	46.6	70.1	60.2
Enhance and enrich the Fisheries InfoBase as the archive of fisheries information	2.2	63.5	34.3	76.8	33.0
Preparing positions and policy statements on aquatic resource issues	7.5	61.3	31.2	63.6	70.2
Encouraging entry of under-represented groups into the fisheries profession (e.g., scholar-ships, meeting fees paid, recruitment initiatives)	7.7	61.1	31.2	77.9	63.0
Publishing scientific books and symposia	1.4	75.6	23.0	76.4	43.3
Funding worthy publications if other funding sources are unavailable	5.5	71.6	22.9	74.5	45.5
Disseminating fisheries career information (including job listings)	2.5	75.0	22.5	72.3	52.8
Maintaining support for the Fisheries Conser-vation Foundation, the outreach arm of AFS	7.5	72.9	19.6	81.1	67.1
Maintaining a World Wide Web presence	1.2	84.9	13.9	68.3	40.4
Offering a certification program	17.0	71.3	11.7	71.7	60.0
Size and scope of annual meeting	15.5	80.6	3.9	52.6	60.0

About one-third of respondents indicated support for expanding 3 other activities, and the majority indicated they would pay more or donate time for these causes: (1) enhance and enrich the Fisheries InfoBase as the archive of fisheries information, (2) prepare positions and policy statements on aquatic resource issues, and (3) encourage the entry of under-represented groups into the fisheries profession (e.g., scholarships, meeting fees paid, recruitment initiatives).

A similar question was asked in 1997. For a number of the activities, more respondents want activities expanded today than in 1997 (Table 20). Some of the activities for which expansion is desired by fewer members today may be because expansion actually occurred between 1997 and 2004 (e.g., maintaining a World Wide Web presence).

Table 20. Respondents' preferences for expanding listed AFS activities in 2004 and 1997.

	<u>Expand</u>	
	<u>2004</u>	<u>1997</u>
Distributing public education materials about aquatic resources and their sustainable use	49.9	44.5
Encouraging legislators to address AFS positions in legislation	46.8	31.2
Promoting “state-of-the-art” practices within the fisheries profession	46.6	41.7
Preparing positions and policy statements on aquatic resource issues	31.2	22.6
Encouraging entry of under-represented groups into the fisheries profession (e.g., scholarships, meeting fees paid, recruitment initiatives)	31.2	22.1
Publishing scientific books and symposia	23.0	19.7
Funding worthy publications if other funding sources are Unavailable	22.9	20.3
Disseminating fisheries career information (including job listings)	22.5	28.5
Maintaining a World Wide Web presence	13.9	46.1
Offering a certification program	11.7	14.6
Size and scope of annual meeting	3.9	1.7
Maintaining support for the Fisheries Conservation Foundation, the outreach arm of AFS	19.6	*
Enhance and enrich the Fisheries InfoBase as the archive of fisheries information	34.3	*

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APPENDIX A: STUDY QUESTIONNAIRE

2004 AMERICAN FISHERIES SOCIETY MEMBERSHIP SURVEY

**Research conducted for AFS by the
Human Dimensions Research Unit
Department of Natural Resources
Cornell University**

This survey concerns your use and evaluation of many of the publications, services, and activities of the American Fisheries Society. It also requests information that will enable AFS to draw a broad profile of members of the Society and their priorities for the roles the Society should serve in the coming years. Your answers to the survey questions will help AFS be more responsive to the priorities and preferences of the membership. This survey is intended to emulate and update a survey conducted in 1997 and is a key component of the AFS Strategic Planning Process. The results of this survey will help AFS assess the extent to which many targets in the 1999-2004 Strategic Plan have been met. Aggregate answers will be published in *Fisheries* in 2005.

Please complete this questionnaire at your earliest convenience, place it in the enclosed envelope, and simply drop it in any mailbox; return postage has been provided. Your responses will remain confidential and will never be associated with your name. Your questionnaire has an identification number which is used solely to check your name off when you respond so that you will not receive further reminder notices. Your name and address is not entered into the database with the information you provide. The procedures used in this survey have been submitted to and approved by the Cornell University Committee on Human Subjects.

THANK YOU FOR YOUR ASSISTANCE!

BASIC MEMBERSHIP PROFILE:

Please complete the charts in Questions 1, 2A, 2B, and 2C below for yourself:

1.

Gender:	Year of Birth	# of Years You Have Been an AFS Member	# of Years You Have Been an AFS Chapter Member	# of Years You Have Been a Fisheries Professional
<input type="checkbox"/> M <input type="checkbox"/> F	19____	_____	_____	_____

2A. Current Employment (Check one)

<input type="checkbox"/>	Federal agency
<input type="checkbox"/>	State/Prov./Tribal
<input type="checkbox"/>	University/College
<input type="checkbox"/>	Nongovernmental organization
<input type="checkbox"/>	Private company
<input type="checkbox"/>	Retired
<input type="checkbox"/>	Student
<input type="checkbox"/>	Post Doc
<input type="checkbox"/>	Unemployed
<input type="checkbox"/>	Other (specify):

2B. Primary Type of Work (Check no more than two):

<input type="checkbox"/>	Administration
<input type="checkbox"/>	Research
<input type="checkbox"/>	Aquaculture
<input type="checkbox"/>	Fisheries Management
<input type="checkbox"/>	Habitat Management
<input type="checkbox"/>	Conservation
<input type="checkbox"/>	Education
<input type="checkbox"/>	Other (specify):

2C. Highest Level of Education (Check one):

<input type="checkbox"/>	High School
<input type="checkbox"/>	Some college or vocational training
<input type="checkbox"/>	Associate's Degree
<input type="checkbox"/>	Bachelor's Degree
<input type="checkbox"/>	Master's Degree
<input type="checkbox"/>	Doctorate
<input type="checkbox"/>	Other (specify):

3. Please check the category below in which you expect your 2004 professional income to fall. Count only your salary, salary component of grants and contracts, consulting, etc. Do not count other household income.

- Less than \$30,000 \$70,000 to \$89,900
 \$30,000 to \$49,999 \$90,000 and above
 \$50,000 to \$69,999

4. **Your Recent AFS Activity:** Please check those Parent Society or Unit activities in which you have participated during the last 5 years.

Recent AFS Activity	Parent Society	Division	Chapter	Section
Served as an officer				
Chaired a committee				
Served on a committee				
Helped organize a meeting/symposium				
Gave paper at an Annual Meeting				
Attended an Annual Meeting				
Took a continuing education course				

PUBLICATIONS

5. Please check the activities in which you have participated during the last 5 years:

Recent Publication Activity	AFS Book	AFS Journal	<i>Fisheries</i>	Non-AFS publication
Served as editor, coordinator or associate editor for:				
Authored or coauthored a paper or chapter in:				
Reviewed a manuscript for:				

6. Please indicate which AFS and AFS-affiliated journals you read, which ones you receive, and how you receive them. Then circle one number to indicate your level of satisfaction with each.

Journal	<u>Read?</u>		<u>Receive?</u>			<u>Level of Satisfaction</u>					
	Yes	No	Yes, On- line	Yes, Paper	No	Very Dissat- isfied	Disatis- fied	Neu- tral	Satis- fied	Satis- fied	Very No Opin- ion
<i>Fisheries</i>						1	2	3	4	5	0
<i>Transactions</i>						1	2	3	4	5	0
<i>N. Amer. J. Fish. Mgmt.</i>						1	2	3	4	5	0
<i>N. Amer. J. Aquaculture</i>						1	2	3	4	5	0
<i>J. Aquatic Animal Health</i>						1	2	3	4	5	0

For any journal for which you indicated "very satisfied" or "very dissatisfied" above, please comment below as to why you feel that way: _____

7a. Would you read a journal that is devoted to strictly marine issues?

- Yes Maybe No

7b. Would you read a journal that is devoted strictly to review articles?

- Yes Maybe No

8. Do you agree that *Fisheries* issues cover topics that:

- a. are timely? Strongly agree Agree Neutral Disagree Strongly disagree
 b. have broad interest? Strongly agree Agree Neutral Disagree Strongly disagree

9. (A) Have you dropped your subscription to an AFS journal within the past 5 years?

- No → GO TO Q. 10. Yes → which Journal(s)? _____

(B): Why did you drop your subscription? (Check all that apply.)

- Content became too general
 Content became too technical or scientific
 Didn't find the information useful
 Changed jobs and no longer needed it
 Too expensive
 Retired and no longer needed it
 Obtained access to journal from library or other source
 Other: _____

10. Do you periodically write articles to submit to aquatic or fisheries-related journals or otherwise participate in the publication process (e.g., editor, reviewer)?

No → GO TO Q. 14

Yes → CONTINUE: For each characteristic below, circle one number to indicate its importance to you when you select a journal for your paper. Then check whether one or more AFS journals meet that criterion, in your opinion.

Characteristic	Important					Unimportant					Does one or more AFS journal(s) meet this criterion?		
	5	4	3	2	1	5	4	3	2	1	Yes	No	Un-sure
Journal prestige	5	4	3	2	1								
Journal audience	5	4	3	2	1								
Quality of peer review	5	4	3	2	1								
Speed of peer review	5	4	3	2	1								
Electronic submission	5	4	3	2	1								
Speed of publication	5	4	3	2	1								
Relevance to research area	5	4	3	2	1								
Coverage by abstract services	5	4	3	2	1								
Science Citation Index Rank	5	4	3	2	1								

11. How do the AFS page charges affect the publication of your work (check all that apply):

- Little effect; I rarely publish my work in AFS journals
- Little effect; I usually have access to funds for page charges
- Strong effect; I often publish elsewhere to avoid the page charges
- Strong effect; I usually have to request subsidy/waiver
- Strong effect; the page charges limit my ability to publish in AFS journals

12. Have you participated in any AFS electronic publication activities since the advent of the electronic manuscript tracking systems at AFS?

- No → GO TO Q.14.
- Yes → Please check the electronic activities in which you have participated since the advent of the electronic manuscript tracking system at AFS.

Recent Publication Activity	AFS Book	AFS Journal	<i>Fisheries</i>	Non-AFS Publication
Served as editor, coordinator or associate editor for:				
Authored or coauthored a paper or chapter in:				
Reviewed a manuscript for:				

13. For each of the electronic submission characteristics, circle one number that indicates your satisfaction with the AFS electronic manuscript tracking system (NA= not applicable).

Characteristic	NA	Satisfied		Dissatisfied		
		Moder- Very	ately	Neutral	Moder- ately	Very
For authors and coauthors:						
Submission of manuscript	NA	5	4	3	2	1
Quality of peer review	NA	5	4	3	2	1
Speed of review	NA	5	4	3	2	1
Speed of publication	NA	5	4	3	2	1
Ability to track publication progress	NA	5	4	3	2	1
For reviewers:						
Submission of reviews	NA	5	4	3	2	1
Speed of review	NA	5	4	3	2	1

14. To which non-AFS journals do you now subscribe? (List up to 3):
-

15. How many professional books have you purchased (personally or at work) in the past 2 years?

Number of AFS books _____
 Number of non-AFS professional books
 (including other publishers' books sold by AFS) _____

16. How would you rate the quality of AFS books? (Circle one number below for each item.)

Quality of AFS Books:	Very Low		Medium	Very High	
	1	2	3	4	5
Intellectual content of information	1	2	3	4	5
Editorial quality	1	2	3	4	5
Timeliness of information	1	2	3	4	5
Usefulness of information	1	2	3	4	5
Physical quality, appearance, readability	1	2	3	4	5

17. Please list up to three topics on which you would be likely to purchase a new or updated text or reference book within the next 5 years :
-

MEETING EVALUATION

18. Which of the past 3 AFS annual meetings have you attended?

2002 (Baltimore) 2003 (Quebec) 2004 (Madison)

19. If you have not attended any of the last 3 annual meetings, why not? (Check all that apply):

- Often cannot get travel authority from my employer
- Too expensive
- Time of year: conflicts with classes, field work, or other obligations
- No particular reason; just not highly interested
- Other _____

20. Which of the following times would you be able to attend the annual meeting most years? (Check all that apply):

July		August		September		October	
Early	Late	Early	Late	Early	Late	Early	Late

21. Would you favor continuing the format of one large annual AFS meeting, or would you favor holding several smaller annual meetings on thematic topics such as marine fisheries management, sportfisheries management, commercial fisheries issues, etc., or doing both?

- Continue with one large annual meeting
- Change to smaller thematic meetings
- Offer both a large annual meeting and smaller thematic meetings (not intended to replace Chapter meetings)
- No opinion

INFORMATION TRANSFER

22. Do you have access to the Internet?

- NO → GO TO QUESTION 29.
- YES → check where: at home at work both

23. Do you access the AFS website?

- No → GO TO QUESTION 28.
- Yes → about how many times per month? _____

24. When you visit the AFS website, what information do you access most often?

25A. Do you agree that the current layout of the AFS website (i.e left hand navigation buttons, hot buttons at the top) is a good design?

- Strongly agree Agree Neutral Disagree Strongly disagree
- Don't know

25B. Please list any specific areas that require improvement _____

26. Currently, the “member only” category only restricts usage of the membership directory. Are there any other additional items you would like added to the “member only” area?

- No
- Yes: _____

27. How satisfied are you with the overall effectiveness of the website?
 Very Satisfied Satisfied Neutral Dissatisfied Very Dissatisfied
28. How useful do you find most e-mail communications from AFS?
 Not useful Somewhat useful Very useful NA or no opinion
29. Which 3 of the following sources do you depend on most heavily for information in conjunction with your professional work? (Check 3 boxes below):
- | | |
|--|--|
| <input type="checkbox"/> CD-ROMS | <input type="checkbox"/> Government documents and other gray lit |
| <input type="checkbox"/> Formal course work/continuing education | <input type="checkbox"/> Conferences and symposia |
| <input type="checkbox"/> Other organized meetings | <input type="checkbox"/> Journals (print) |
| <input type="checkbox"/> Journals (online) | <input type="checkbox"/> Newsletters |
| <input type="checkbox"/> Newspapers and magazines | <input type="checkbox"/> Personal contacts (phone, FAX, e-mail) |
| <input type="checkbox"/> Internet | <input type="checkbox"/> Searchable databases |
| <input type="checkbox"/> List serves | <input type="checkbox"/> Fisheries InfoBase |

YOU AND YOUR AFS MEMBERSHIP

30. Below is a list of possible reasons for being a member of AFS. Each reason is accompanied by a letter for your use in answering Questions 30A and 30B below.
- To receive *Fisheries*
 - To receive one or more AFS journals
 - To obtain discounts for books and meeting registrations
 - To attend educational sessions and visit with colleagues at professional meetings
 - To gain leadership skills through work with AFS subunits and committees
 - To support increased national, regional, or state/provincial visibility of fisheries issues
 - To support the national and regional visibility and stature of fisheries professionals
 - To support development of professional positions on important fisheries issues and to work for legislation or regulations consistent with those positions
 - To contribute to the success of the Fisheries Conservation Foundation
 - To obtain discounts for journals (print and online)
 - To receive subsidy/waivers for AFS journal page charges
 - To make professional contacts for information and job opportunities
 - To have a positive impact on the future of fisheries and aquatic resources

30A. Circle all IMPORTANT reasons why you are an AFS member.

a b c d e f g h i j k l m

30B. Of the above, which is the single most important reason why you belong to AFS? (Circle only one reason):

a b c d e f g h i j k l m

31. What is your AFS certification status?

- | | |
|---|--|
| <input type="checkbox"/> Fisheries Professional Associate | <input type="checkbox"/> Fisheries Professional Certified |
| <input type="checkbox"/> Fisheries Professional Emeritus | <input type="checkbox"/> I have applied and am awaiting results |
| <input type="checkbox"/> I intend to apply | <input type="checkbox"/> I am not aware of the certification program |
| <input type="checkbox"/> I do not intend to apply | |

If you do not intend to apply, why not? _____

32. If certified, do you agree that you were able to access appropriate continuing education opportunities through AFS?

- Strongly Agree Agree Neutral Disagree Strongly Disagree
 Not Applicable

33. What topics (including techniques and technologies) would be of high interest to you for a continuing education workshop developed by AFS if it were held in your region?

AFS has held its dues at a constant level for the past 5 years. However, to meet the possible demand for a wider array of services than it now provides, these dues may be changed. To provide AFS some guidance, please provide us with your most candid answers to the following questions:

34. The 2004 basic dues to AFS are \$ 76 (US). Assuming AFS could provide the blend of services that would meet your professional needs (this might include new services not currently offered), what is the most that you would be willing to pay for a basic AFS membership (including *Fisheries*)? (Circle one number, in \$US):

\$76 \$80 \$85 \$90 \$95 \$100 \$105 \$110 \$115 \$120 \$125 or more

35. Some professional organizations have a graduated membership fee schedule based on income. Do you agree with the concept of a graduated fee structure on the honor system for basic membership to AFS?

- Strongly Agree Agree Neutral Disagree Strongly Disagree

36. Does your membership/participation in AFS meet your professional development needs?

- Strongly Agree Agree Neutral Disagree Strongly Disagree

If you feel strongly, please indicate why: _____

37. How satisfied are you with the way in which AFS technical committees and sections are used to synthesize and provide technical information?

- Very satisfied Satisfied Neutral Dissatisfied Very dissatisfied

38. If you have been involved in AFS leadership activities, do you agree that there were adequate staff and other resources available and allocated to assist with Unit/SubUnit activities related to annual work planning and reporting?

- Strongly Agree Agree Neutral Disagree Strongly Disagree
 Not Applicable

39. **Future Priorities for AFS:** Please indicate whether you think the following activities should be reduced, stay the same, or receive more effort. Then, for those that you believe should receive more effort, indicate whether you would be willing to pay increased dues or donate your time to help accomplish each.

	Re- duce	Stay the Same	Ex- pand: ☞	Pay More? (Y or N)	Donate Time? (Y or N)
Distributing public education materials about aquatic resources and their sustainable use					
Promoting "state-of-the-art" practices within the fisheries profession					
Preparing positions and policy statements on aquatic resource issues					
Maintaining support for the Fisheries Conservation Foundation, the outreach arm of AFS					
Encouraging legislators to address AFS positions in legislation					
Disseminating fisheries career information (including job listings)					
Funding worthy publications if other funding sources are unavailable					
Encouraging entry of under-represented groups into the fisheries profession (e.g., scholarships, meeting fees paid, recruitment initiatives)					
Offering a certification program					
Size and scope of annual meeting					
Maintaining a World Wide Web presence					
Enhance and enrich the Fisheries InfoBase as the archive of fisheries information					
Publishing scientific books and symposia					

40. Overall, how satisfied are you with the performance of AFS as a professional society?