

Summary of 2014 Membership Survey:

(Compiled by Tory S. Thorkelson, M. Ed.)

Survey Overview:

+Prepared between October, 2013 and March, 2014 as part of the Member's Project.

+Revised based on feedback from a number of KOTESOL Officers and others.

(See survey end page for names).

+Data collected through:

+Email invitations to all members as of February, 2014 (741).

+Survey Links also posted on all KOTESOL Facebook groups.

Participants:

239 total respondents (most from emails with 3 reminders).

207 people completed all questions, 229 through email links and 15 through posted Facebook links.

7 non members responded but one skipped questions.

*N=Note (see below).

Who are our members?:

- * They are experienced teachers (with between 2-15 years of experience(60%) but over 25% have more than 15 years of experience.(N1)
- * They probably have a Master's degree (58%).
- * They majored in Arts (28%), Education(19%) or English (11%).
- * They either have a TESOL degree (52%) or a TESOL Certificate of some kind (77%) but most do not have a teaching license from their home country (71%).
- * Most are Americans (54%) or Canadians (29%).
- * Most are Single (50%) but Married members are also a large group (42%).
- * Most are on E1 or E2 visas (17% and 48%).
- * They prefer to be called by names or Mr./Ms./Mrs. (60%).
- * Most belong to no other organisation (domestic -68% or International – 62%).
- * They are mostly between 26-41 years of age (62%)
- * They work at a College/University(Public-20% or Private-39%) or a public school(24%).
- * Most teach English Conversation (80%).
- * Most have been teaching in Korea for between 3-10 years (49%) or longer (28%).
- * Most have had between 1 to 3 jobs (67%).
- * Most had traveled before they came to Korea (61% visited between 1-3 other countries).
- * They usually visited for Leisure (43%) rather than Work(30%) or Study(26%).
- * There are more males than females(53% vs 44%).
- * Over half have been members for between a few months to 2 years (55%). Unsurprisingly, most are on annual memberships as well (85%) and 41% are on their first one year membership.
- * A Majority of those surveyed belong to one of our Facebook groups (66%). The most popular groups are the main KOTESOL group (56%) and chapter groups (51%). However, they only check these groups once every six months (rarely 44%) or once a month (occasionally 33%).
- * Most belong to NONE of our SIGs (71%) but are interested in the PD (44%), RP SIG(32%), KTT (27%), Research (24%) and YL and Teens (22%). All other SIGs listed received responses of between 10(Christian)-19%(ER SIG).
- * Those who are NOT members (7 respondents) did NOT join because of: Politics (57%), No tangible benefits (43%) and Too expensive (29%).
- * Current members want: Less politics (56%), More membership benefits (44%) and More Transparency (36%).
- * They are very likely or likely to continue their membership in KOTESOL (57% vs 23%) recommend KOTESOL to a Friend/Colleague (44% vs 29%).
- * They are also willing to fill out future surveys (90%).

What do they want from us as an organisation?:

- * They joined organisations primarily for: Professional Development (87%); well run conferences (63%) and opportunities to network (59%).
- * They joined KOTESOL for: PD(88%), Conferences (64%), Networking Opportunities (63%), and Chapter events (33%) as well as for their Résumés (31% and Social Interaction (40%).
- * It is Important that KOTESOL (Q42):

	Very Important	Important	Somewhat Important	Not Important at all	No opinion	NA	Total
Is involved with Education policy in Korea	31.25% 70	30.80% 69	19.64% 44	7.14% 16	8.04% 18	3.13% 7	224
Is open to everyone (Educators, Publishers, Teacher Trainers, Academics, etc.)	62.50% 140	28.13% 63	6.25% 14	1.34% 3	1.79% 4	0.00% 0	224
Is active in promoting professional development for teachers in Korea	75.34% 168	19.28% 43	4.04% 9	0.00% 0	0.90% 2	0.45% 1	223
Is transparent in what it does and how it does it	57.14% 128	29.46% 66	9.82% 22	1.34% 3	1.79% 4	0.45% 1	224
Fosters cross-cultural understanding	53.36% 119	27.80% 62	15.70% 35	2.24% 5	0.90% 2	0.00% 0	223
Provides a wide range of publications	27.27% 60	27.73% 61	35.45% 78	7.27% 16	2.27% 5	0.00% 0	220
Provides a wide range of social activities	14.22% 31	21.56% 47	41.74% 91	19.72% 43	2.75% 6	0.00% 0	218
Provides a quality International Conference	71.88% 161	19.20% 43	8.04% 18	0.89% 2	0.00% 0	0.00% 0	224
Provides smaller conferences throughout the year	33.18% 73	41.36% 91	21.36% 47	1.82% 4	2.27% 5	0.00% 0	220
Provides other events (e.g. Drama Festival/symposiums/outreach events)	12.73% 28	20.00% 44	40.00% 88	20.00% 44	7.27% 16	0.00% 0	220
Provides research opportunities and grants	24.09% 53	36.36% 80	25.45% 56	7.27% 16	5.91% 13	0.91% 2	220
Provides Brand Items for purchase at cost	5.05% 11	15.14% 33	26.61% 58	43.12% 94	7.34% 16	2.75% 6	218
Is a respected academic organisation	67.71% 151	21.08% 47	9.87% 22	1.35% 3	0.00% 0	0.00% 0	223
Has a membership card with associated discounts at local retailers	13.30% 29	22.02% 48	24.77% 54	29.36% 64	9.17% 20	1.38% 3	218
Provides legal or other support for members	16.67% 36	27.31% 59	26.85% 58	21.76% 47	6.02% 13	1.39% 3	216
Maintains strong connections with international ELT organisations (TESOL/IATEFL)	54.71% 122	26.46% 59	12.11% 27	3.59% 8	2.69% 6	0.45% 1	223
Maintains strong connections with domestic ELT organisations like ALAK	44.14% 98	29.73% 66	17.57% 39	3.15% 7	4.50% 10	0.90% 2	222

* What is KOTESOL doing right?:

“Conference/workshop presentations are useful and informative. Outlet and groups for foreign teachers to learn from each other Way to bridge the gap between foreign and Korean teachers” (MS#8)

* What could KOTESOL be doing better?

- “Focus on practical teaching methodology rather than academic master's thesis research results/reports. Enlist Korean government involvement; do away with conference glitz e.g., COEX venue and useless membership cards; Work on attracting more Korean natives: Better recognition of student volunteers at events” (MS#147)
- “less nepotism and more useful stuff! I don't really learn a lot from most of the meetings/presentations I attend or the magazines I receive. It's more like sophomoric journals on "my time as a teacher". . . and it seems like most of the people who are s/elected are deeply embedded.” (MS#145)

- “I don't know how active or influential KOTESOL is regarding public education policy. I would expect that KOTESOL would advocate for hiring English language teachers from any country, not only "native speaker" countries. KOTESOL might consider reviving the KOTESOL Journal. There is a lot of action and research in happening here, which can and should contribute to the field via publication.” (MS#140)
- “I'd suggest trying to develop your International Chapter membership more. I would be interested in meeting other international members at the international conference, perhaps at a pre-conference gathering. Unfortunately, I can't volunteer to help with that next year, as we are hosting a regional conference here in British Columbia at the same time. I don't seem to receive printed copies of publications or emails about current events and issues. (In comparison, JALT sends me copies of the Language Teacher and sends regular emails about events.) Perhaps I missed it, but I don't think I had any information about social events (the banquet, groups going out for dinner) during the conference in Seoul in October. As a visitor to Korea, it would have been good to have had some informal social interaction. Finally, your questions on this survey relate naturally to people working in Korea. Perhaps a 'Not Applicable' response would be appropriate for some questions for those of us who are not.” (MS#100)
- “Membership is pointless. I joined at the beginning of the new year and was told nothing happens at that time. Nothing has happened since. KOTESOL doesn't publish a journal, what a joke. Three months later, there has been two presentations that were not relevant to anything I needed. No meet and greets. No networking. I'm studying for my ma TESOL and thought this would be a good way to meet like minded people. I'll finish this survey, go to the conference with my ₩40,000 membership fee, throw this on my resume and forget about KOTESOL next year.” (MS#10)

Others:

- * Member's Gala should cost no more than 20,000 won (53% said 15-20,000 won). It should be held as part of the National (27%) or International (31%) Conferences. N2
- * Most have no idea about the value of the brand items (51%) and do not care about our current or proposed new brand items.
- * Most commonly read publications:

TESOL Quarterly, TESOL Journal & KOTESOL Publications.

- * Suggestions for new SIGs:

Little agreement but NNEST or Intercultural Communication/Materials development were mentioned more than once or twice.

Notes:

- N1: All percentages are rounded up or down to the closest whole number to avoid decimals.
- N2: Comments (25) suggest that many of them are not interested in a gala/think it is a waste of money or do not understand what it means.