

YALSA Board of Directors Meeting
ALA Annual Conference, Chicago
June 28 – July 2, 2013

Topic: Feasibility of a Research Poll

Background: In conjunction with the ALA Office for Research and Statistics (ORS), YALSA conducted a Harris Poll in 2007 to determine teen perceptions of libraries. The Research Committee has had some recent discussions and determined there would be value in repeating the poll in order to gather some longitudinal data as well as some statistics that may be used for advocacy purposes. The board may want to decide if this is a priority and, if so, determine a funding source.

Action Required: Action

Proposal

Repeat the Harris Poll from 2007 in order to get some longitudinal data and statistics for use with advocacy efforts

Rationale

- This fits closely with both the Advocacy & Activism and Research & Best Practices portion of the strategic plan
- The results could be written up for *JRLYA*
- Any compelling stats could be incorporated into advocacy messages

Factors

- The approximate cost will be \$17,000
 - ORS is not able to provide any funding
 - It may be possible to spread the cost over FY13 and FY14 to reduce the impact on any one year's budget
 - Funds would most likely come from the net asset balance, which would mean a lower than predicted balance for the end of FY13
 - There is still time to make adjustments to the FY14 budget before it is final
 - Harris is currently running a 10% discount, but it's not clear how long that will be available

Comments from the Research Committee

- We could connect the questions to the research agenda and to the outcomes/recommendations from the National Forum.
- Could possibly drill down on questions 9 and 10 in a new survey
- Focus the survey on teens' information and recreation needs

- Revisit the questions with an eye to being more inclusive of digital resources that have become increasingly available over the last 7 years
- Steer clear of repeating any questions that we already have data on (such as via the Pew reports)

Additional Resources

- Results of 2007 Harris Poll, <http://ow.ly/m2B5b>