

YALSA Board of Directors Meeting
ALA Midwinter Meeting, Seattle
January 19-24, 2007

Topic: Advocacy Survey Results

Background: In early fall of 2006 YALSA released an online survey in order to learn more about the advocacy needs of members and library workers. 243 persons responded to the survey, 65% of which are YALSA members. The results were to be used to help shape YALSA's participation in ALA's @ your library campaign, an initiative to raise public awareness of libraries and librarians. Some key findings are provided below.

Action Required: Discussion

When asked what the top three issues they faced in their work today, respondents said:

Option	Response percent
Keeping up with technology	63%
Reaching the teens in your community	57%
Adequate funding for your department	51%

When asked what the top three issues facing the profession today were, respondents said:

Option	Response percent
Funding	62%
Technology	30%
Tied: <ul style="list-style-type: none">• Staffing levels• Status/image of librarians	36%

When asked what role(s) YALSA should play in advocating for the profession and for libraries, respondents said:

Option	Response percent
Provide professional development	88%
Advocate at the national level for funding & support	86%
Conduct and disseminate research	69%

Items to consider:

- 69% of respondents said it was important for YALSA to conduct and disseminate research; however, YALSA does not currently budget any funds for this. The

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only resources we currently have focused on research are the Frances Henne/VOYA award, the Research Committee and occasional articles in *YALS*.

- Based on this information, what should the message or focus of YALSA's @ your library campaign be? Who should be the target audience(s)?
 - Other division campaign messages for the public:
 - PLA: The Smartest Card is @ your library
 - ALSC: So much to see, so much to do @ your library
 - ACRL: Award Winning Services @ your library; Librarians: the ultimate search engine @ your library
 - AASL: Every student succeeds @ your library

The complete survey results can be viewed at:

www.surveymonkey.com/Report.asp?U=235788135154