

SUMMARY REPORT

THE MEETING OF THE LIBRARY ADVISORY COMMITTEE HELD AT THE MUNICIPAL BUILDING ON THURSDAY, OCTOBER 8, 2009 AT 3:00 P.M.

Members Present: Carol Batt, J. Michael Collins, David Dietz, Robert Morris, Mark Tramont, Ed Umiker, and Kate Weeks.

The main purpose of the meeting was to finalize plans for the survey that Chuck Woelfel (Gelia, Wells & Mohr Marketing Consultants) was to conduct for the committee.

Before the arrival of Woelfel, the committee discussed the following issues that needed to be clarified:

- nature of the survey questions, especially the number, length and substance of the questions.
- projected timetable for completing the survey
- scientific reliability of the survey
- nature and extend of the analysis of the survey data
- cost of the survey
- need for the library's Board of Trustees to approve funding for the survey.

When he arrived, Woelfel addressed the committee's questions, referring back to the original proposal that he had submitted to the committee in 2006.

The survey would consists of approximately 20 questions, the telephone call lasting about 10 minutes in durations depending on whether the questions are closed (20 sec.) or open-ended (45 sec.).

Regarding questions themselves, Woelfel urged the committee to agree on one primary objective it wanted to address, from which he would develop the appropriate ancillary questions. After some discussion, following major question emerged: "understanding that Kenmore library will remain open, would you support a new, centrally located library north of Sheridan Drive?" Other pertinent questions: "Do you think libraries make an important contribution to the vitality of a community?" Do you presently use any of the two remaining town libraries? If not, do you use libraries outside the town? In addition various funding options need to be addressed.

As to scientific validity of the survey, Woelfel projected a "yield of 400", which he termed the "gold standard" of surveys, would require 12,000 random telephone calls. In response to questions, some skeptical, Woelfel asserted that such a statistical sampling would guarantee a reliable picture of demographic (gender, age, education, etc.) and geographic distribution within 4% of accuracy. Calls would be made to registered voters only. Woelfel uses a New York firm, Central Marketing, to make the calls, while he analyzes the collected data.

Woelfel projected a sample educational survey to indicate the extent of a finished survey. It included the following sections: statement of methodology, an executive summary, extensive analysis of the data, and statement of findings at a high level.

Regarding the timeline, Woelfel promised that he would design the questions in cooperation with the committee as soon as the project is approved. The data collection would be done within 4-7-days,

Summary Report 10-8-09

his analysis in a week or two. The project would be finished within two months. Committee members suggested that the telephone calls be made after the election (November 3rd) to avoid telephone fatigue. With this schedule, the completed analysis would be available in mid-December.

Dietz ended the meeting by reminding all that the cost of the survey estimated at \$ 8,000 to \$ 9,000 would have to be approved by the library Board of Trustees at its next meeting on Tuesday, October 13, 2009.

Respectfully submitted,
David Dietz, Chair