

Federation of Ontario Public Libraries

Research Task Force Meeting and Teleconference May 20, 2010 from 10:30 to 12:30 pm

DRAFT MINUTES

Present:

(via Teleconference) Lilita Stripnieks, Chair and CEO, St. Catharines Public Library
Rhonda Jessup, Manager, Whitby Public Library
Paul Trumphour, Manager, Toronto Public Library
Donna Bright, CEO, Ajax Public Library
Ann Mckenzie, Manager, Children's and Community Services,
St. Catharines Public Library

Present:

(in person) Guest, Carol French, Market Probe
Guest, Heather Angel, Market Probe
David Allen, CEO, Federation
Wendy Bray, Administrative Assistant, Federation

Regrets: Lesley Brown, Executive Director, Ontario Literacy Coalition
Kerry Langford, Burlington Public Library Board

1. Call to Order

Lilita called the meeting to order at 10:35am.

2. Approval of Agenda

No items were added to the agenda.

3. Approval of Minutes of Meeting on March 31, 2010

Minutes were approved with one amendment – Donna Bright is CEO of Ajax Public Library, not Cobourg Public Library.

4. Launch of Market Research Study (Guests: Carol French and Heather Angel, Market Probe)

David began the discussion by raising the four concerns/questions referenced by the Board of Directors at the April 23rd, 2010 Board meeting.

- 1) *Clear language needs to be established. David will follow-up with Market Probe to clarify the use of the following words: traditionalists, supporters, seekers and replacers.*

Respondents in the last two surveys were profiled demographically and also attitudinally according to the above four different segments. Carol explained that this was a sophisticated research technique which places people into groups by “attitudes” which is essential to further public library discussions on strategy. The value in continuing to ask these questions (contained in # 17) for this survey

is to determine if there are any changes in the percentages of these four groups. The Task Force members conceded to keep Question # 17 in the survey as the information will be useful. Market Probe will decide how to describe “segmentation” to the presentation groups at the end of the survey.

2) *Does the proposed budget provision include French translation?*

The proposed budget provision does NOT include French translation. The Federation will investigate the possibility/probability of a Federation member to translate the English version of the survey once it is completed. Market Probe has a solid core of French-speaking staff in order to conduct the telephone survey.

3) *Were First Nation libraries included in the last report? What provisions are being made to include First Nation libraries in this study?*

First Nation Public Libraries were not included in the last report. In order to create a survey which is demographically sensitive to First Nation peoples and also the Francophone population, the consultants will need to become more specific with postal codes. Wendy will send Carol and Heather a list of First Nation libraries with their corresponding postal codes where they will be reviewed with reference to Statistics Canada population data.

4) *Will the teenage population be included in the survey?*

The teenage population is defined as 18+ and this group is included in the survey. Market Probe's incremental fee of \$1,000 will ensure this hard-to-reach demographic segment of the population will be reached. Questions will be engineered or the strategy will be revised to attain the requested quotas.

A lengthy discussion ensued concerning the use of cell phones. Market Probe will not be using cell phone numbers but will continue to rely on land lines.

A lengthy discussion developed as members reviewed the questions of the 2005 Market Probe survey. Each question was weighed in relation to current relevance. Many of the questions appear “dated” and the focus and significance of questions pertaining to internet usage has changed dramatically over the past five years. The complete survey analysis was not completed during the time allotted (discussion ended with Question 12b). Rhonda Jessup suggested the consultants review a study conducted by the American Library Association in 2006 which shows results from an attitudes survey. (David will forward to Carol and Heather).

Carol has asked that members come back to her with suggestions regarding the remaining questions. What are the new areas of focus in Public Libraries today? Carol has cautioned against the use of open-ended questions; the survey is geared for 15 minutes.

A follow-up teleconference has been scheduled for June 8th at 10:30 am. This meeting will not include the consultants but will pick up where the discussion of May 20th ended. At this time, Lilita will also be providing an update to Agenda Items 5 and 6.

5. Adjournment

Meeting adjourned at 12:35 p.m.