



PUBLIC LIBRARY FUNDING & TECHNOLOGY ACCESS SURVEY: YEAR 3 FIRST QUARTER REPORT

Submitted to:

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INTRODUCTION

This report serves as the eighth interim report to the American Library Association's (ALA) Office for Research & Statistics (ORS) regarding the Public Libraries and the Internet survey portion of the larger Public Library Funding and Technology Access Study. In particular, this report updates ORS on Year Two, Fourth Quarter activities between September and November regarding the Information Institute's survey portion of the study.

Figure 1 outlines the Fourth Quarter tasks completed or in progress by the Information Institute.

Figure 1. Public Library Funding and Technology Access Study 2008-2009 Survey Tasks.

Study Component	Task	Completion Date
2008-2009 survey administration	a. Provide assistance to respondents who have questions on survey including emails and phone calls b. Transmit weekly SDC response rate reports and follow up with any questions	Completed November 2008 Completed November 2008
2008-2009 survey website preparation	a. Address problems related to website after launch	Completed November 2008
2008-2009 survey website reporting and functionality modifications	a. Responded to and provided website portal, survey, and reporting modifications as requested by the Gates Foundation and OO intermediaries <ul style="list-style-type: none"> - Intermediary report modifications to provide more comprehensive reporting regarding participating libraries - Port libraries between portals due to inaccurate final OO library list - Extension of selected respondent library survey due dates 	Ongoing
Data Management	a. Prepare survey data files for analysis -data clean up and data quality	Began November 17

	checking -weighting of data -preparations of data files for national, state and opportunity online libraries	
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DISCUSSION

The Information Institute successfully administered the 2008-2009 to both Opportunity Online and non-Opportunity Online respondents. The extensiveness of the web survey redesign and the amount of effort this required was unexpected. Additional time beyond that anticipated was required to expand the capabilities of the online survey and coordinate the Opportunity Online questionnaire with the national survey. The redesigned survey also required additional administrative and management modules to track survey participation. A significant part of this additional administrative work and web redesign was collaboratively accomplished with John Bertot at the University of Maryland. The survey was closed on November 14, 2008.

The survey team answered questions throughout the survey cycle from SDCs, survey respondents and State Librarians via emails and telephone calls to both the specific email account and phone number provided, as well as survey team member email accounts. SDCs were sent weekly spreadsheets that included the response progress of libraries in their state in order to increase survey participation. A great deal of time and effort was spent by survey team members answering questions from respondents and SDCs, as well as aiding respondents with any variety of complications they were experiencing entering the survey on the web portal. As two distinct samples were required for the administration of the survey this year, two web portals were utilized, requiring both respondents and survey team members to possess the ability to comprehend and use highly sophisticated reporting systems.

Additionally, survey team members updated representatives from ALA and the Bill and Melinda Gates Foundation with response rates for Opportunity Online and non-Opportunity Online libraries at the team meetings. These reports were then used to make decisions about how to encourage participation from Opportunity Online libraries. SDCs were sent a final report once the survey closed that included all libraries in their state who responded.

Due to the extensiveness of the web portal redesign, the necessity of separate samples and administration of two surveys simultaneously, a phased approach is required to determine response rates for both samples individually and then in combination. A preliminary review of the reporting system shows a national response rate of approximately 70% for non-Opportunity Online libraries, and a 94% response rate for Opportunity Online grantees, who were required to complete the survey to receive their grant. Additional analyses of the distribution of responses within each state are required before definitively reporting the specific states that will or will not be able to be analyzed. However, approximately five states did not attain a high enough response rate to reliably analyze their data at the state level. This is in line with previous years,

as generally between five and eight states are not able to be analyzed each year for the above reason.

NEXT STEPS

Once the survey closed, data clean up and data quality checking began, including response error examination. This task will continue for several weeks. Analyses will begin in mid-December and continue through March, 2009. Table construction and narrative will be ongoing through March, 2009 as well as in preparation for dissemination to ALA.