

December 1, 2011

To: Decatur Public Library Board
 From: Rick Bibb Associate Professor of Marketing
 Subject: Research Proposal

After discussion with the Director, staff and board members it was decided that three major objectives that should drive the project.

1. General assessment of present library users
2. Integration of past research into the project to insure the ability to track changes in library users
3. Determine the needs of non-users of the library in order to better serve the Decatur populace

Take Aways:

1. Oral presentation and discussion with three or four research teams
2. Expert assistance in understanding the process and outcomes
3. Opportunity to ask questions that are of interest to the board
4. Research Reports from each of the teams
5. An opportunity to meet the student researchers and talk with them about the projects value to them as well as the library
6. Research information based on the above objectives

Cost:

1. All out of pocket costs associated with the project
 - Duplicating
 - Printing
 - Mailing – if any
 - Other
2. Department of Marketing: \$750
3. Course Incurred Costs: \$350
 - In other words, \$1100 plus out of pocket expenses
 1. These should be less than \$1000 unless direct mailings are used or an area wide sample of non-users is needed.

Time Frame: Projects begin January 23, 2012 and ends May 18th.

1. The Project Presentations will likely be in the afternoon May 11 to 18. I will get back to you on that. This presentation will likely last 4 hours and it will be beneficial for you to participate. I believe you gain understanding and you ask questions that the students will answer and the evaluators will comment on.