

**YALSA Board of Directors – Midwinter 2007
Advocacy Survey**

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Advocacy Survey Results**

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

- 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 <http://www.yalsa.org>