



# STRATEGIC PLANNING SURVEY

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Dear Fellow ABA Member:

The American Booksellers Association is guided by a long-term strategic plan that reflects the expressed interests and wishes of our members. October 1, 2007, will mark the beginning of a new five-year plan, which will both provide the road map for the allocation of funds and guide the activities of your association.

The Strategic Planning Committee has been hard at work gathering information and input from various groups of member booksellers in order to inform the new plan. Now, they need your input regarding ABA's activities moving forward.

The survey below asks your opinion on a variety of potential priorities. We are asking you to complete two tasks:

1. Please **rank** the list of activities against one another to help us determine your opinion as to the relative importance of the items. (1 = the most important, 20 = the least important when compared to the rest of the list. In this exercise, you **CANNOT** use the same number twice.)
2. Please **rate** the list of activities as to their absolute importance. (1 = most important, 10 = least importance. In this exercise, you **CAN** repeat numbers.)

Please feel free to add up to four additional areas you would like ABA to pursue.

Please note that you will be able to voice your opinions in person and to hear how the rest of your fellow booksellers responded, and add any additional comments you may have at the ABA member forums held all across the country in the Spring and at the annual Town Hall meeting to be held at BookExpo America next June in New York. In addition, if you are attending one of the regional association Fall shows do not hesitate to stop by the ABA booth to share your views. Your individual responses will remain confidential.

On behalf of the full ABA Board, thank you for taking valuable time to help your association help you.

Russ Lawrence  
President  
American Booksellers Association  
Chapter One Bookstore  
Hamilton, MT

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**Please return the completed survey to ABA:**

- **Fax: 914-591-2720**
- **Mail: 200 White Plains Road, 6th Floor, Tarrytown, NY 10591**
- **You can also download this survey online at [www.bookweb.org](http://www.bookweb.org)**

SURVEY 

# ABA STRATEGIC PLAN RATINGS AND RANKINGS

Instructions:

1. Please **rank** the list of activities against one another to help us determine your opinion as to the relative importance of the items. (1 = the most important, 20 = the least important when compared to the rest of the list. In this exercise, you CANNOT have the same number twice.)
2. Please **rate** the list of activities as to their absolute importance. (1 = most important, 10 = least importance. In this exercise, you CAN repeat numbers.)

RANK	RATE	
_____	_____	Provide an accessible education program (e.g., Winter Institute, ABACUS)
_____	_____	Develop consumer awareness of the Book Sense brand
_____	_____	Attract additional publisher support for the Book Sense program
_____	_____	Investigate and support new business-to-business operations technologies that can help independent professional booksellers (POS systems)
_____	_____	Defend free expression and First Amendment rights (e.g., support ABFFE)
_____	_____	Expand Book Sense participation among new and existing ABA members
_____	_____	Achieve better relationships with vendors
_____	_____	Support community activism and help create business alliances that promote independents
_____	_____	Build and maintain the member market share and presence to ensure the voice and strength of the independent bookselling industry (e.g., new member recruitment, exposure in trade and consumer publications)
_____	_____	Encourage, with appropriate allies, literacy, culture, and the development of new readers (e.g., AAP's Get Caught Reading, National Poetry Month)
_____	_____	Identify and advocate members' interests on issues of public policy (e.g., lobbying, fair and equitable sales tax treatment)
_____	_____	Provide business services and tools (e.g., LIBRIS, Above the Treeline, Constant Contact)
_____	_____	Provide timely information (e.g., BTW, BookWeb.org)
_____	_____	Monitor trade practices
_____	_____	Monitor and support the development of new business-to-consumer technologies, products, and services that can significantly improve the success of independent bookselling (e.g., digitization, POD, audio books)
_____	_____	Provide programs that facilitate entry into bookselling (e.g., new store identification, core inventory program)
_____	_____	Other: _____
_____	_____	Other: _____
_____	_____	Other: _____
_____	_____	Other: _____

All responses are confidential • Thank you for participating!