PLA 2022 Conference Highlights
Submitted by Samantha Lopez, Manager, Marketing and Membership

Total Attendance: 6,005

PLA Daily News & Wrap-up Videos
- Preview
- Wednesday
- Thursday
- Friday
- Post-show

In the News
- Advocating for Diverse Books, ALSC Blog, April 6
- PLA in Person | PLA 2022, Library Journal, April 4
- PLA 2022 Conference Exceeds Expectations, Publishers Weekly, April 1
- Challenging Times, PLA 2022: addressing the swell of censorship cases, American Libraries, March 26
- Finding Ourselves, PLA Day Three: books and representative collections as gateways to self-discovery, American Libraries, March 26
- Dream It to Achieve It, PLA Day Two: libraries as granters of opportunity and activators of potential, American Libraries, March 25
- Librarian conference brings visitors, ideas, excitement to Portland, KGW8, March 25
- Speaking Up, PLA Day One: being courageous, setting boundaries, and building better boards, American Libraries, March 24
- Portland hosts first major conference in two years as librarians make landing, KGW8, March 23
- Public Library Association national conference expected to draw $4.4 million to Portland, Portland Tribune, March 22
- As librarians convene in Portland, Multnomah County Library showcases its work in diversity, equity and inclusion, The Oregonian, March 18
- PLA in Person: Conference Preview, Library Journal, March 11
Twitter

• Session - 🗣️Angela Hursh: #LibraryMarketing Consultant @webmastergir “My favorite session at the #PLA2022 Conference in Portland, Oregon featured a library that saw a 79 percent increase in circulation during the pandemic. How did they do it? 🤔https://bit.ly/3v2kf4A [VIDEO] #LibraryMarketing #CollectionPromotion”

• Session - Becky Spratford @RAforAll “I’m on vacation but my final #PLA2022 report went up. It is long. Please read it. The final program I went to was one of the BEST ever. This is not an overstatement: http://raforall.blogspot.com/2022/03/pla2022-friday-report.html”

• Exhibitor – Hiveclass 🐝@hiveclass “Last week, the Hiveclass team hit another HUGE milestone by attending our first national library conference- #PLA2022 in Portland, Oregon! Read about it here: https://hiveclass.co/the-hive/pla2022-introducing-hiveclass/ #PLA #PLAConference #LibraryConference #SportsEducation #RemoteLearning #Hiveclass”

• How-To Speaker/Author - Lecia Michelle: Author & Anti-Racism Activist 🐜@LeciaMichelle11 “My session went great! And I had lots of follow up questions and an invitation to speak at a training! #PLA2022”

• Author - Stacy Willingham @svwillingham “Thank you so much to #PLA2022 and @MacmillanLib for inviting me to Portland this week—and to all the wonderful librarians who came to listen to us mystery writers speak! What an amazing group of people.”

• Speaker - Michael Stephens @mstephens7 “Honored to present Finding Joy this morning at #pla2022 with @stacieadelia First time back in the world for over 2 years. My ❤️ is full from the sharing & stories from our amazing audience. #playjoy #plajoy”

• Photo opp. - OWWL Libraries @pioneerlibsysny “Suzanne from Pioneer Library System, Rebecca from Avon Free Library, and Lisa from Warsaw Public Library have had a full and fantastic week learning and sharing at the PLA Conference! #PLA2022 #OWWLLibraries”

• General Session - Jack Phoenix, MLIS, MA 🏳️‍🌈@comicsbrarian @kalpenn says that he wouldn’t be where he is if it weren’t for well-funded libraries. Fund the libraries! And reader...he looked right at me! 😄 #PLA2022”

• General Session - Ferda Katy Kat @StruggleMuffles “Someone’s chopping a lot of onions in this Q&A with @Jeopardamy. The audience questions have been so supportive and sweet and also delightfully awkward. Like a lot of librarians! 😄 Thanks so much for being here, Amy. #PLA2022”

• General Session - Sheri Miklaski @SMiklaski “‘Justice-impacted people” is a new phrase for me and I so appreciate the reframing. Thank you @MsBKB #PLA2022”

• Virtual access - Hillary Ostlund @HillaryOstlund “Happily streaming #PLA2022 opening session on my @trimet MAX ride from Hillsboro to Convention Center - so grateful for the virtual option! Helps this morning person do other stuff 😊Coffee 😚”

• Overall - Alec Chunn @thestoriesguy “Super grateful to have connected with so many colleagues at #PLA2022. I didn’t realize how much I needed that. Kinda fitting that the only book I picked up was about rainbows because, for me, the conference was a welcome sight after all the rain 🌈”

• Overall - Kara Rumble 📚@librariankara “Still very much in “PLA reflection mode” - so much learning happened at @ALA_PLA. I’m grateful to even have the opportunity to attend and to have great examples of librarianship across the nation. Now to develop and implement some new ideas! 🌟 #Librarian #PLA2022 #LibraryLife”
PLA Membership

PLA is seeing our typical peak in membership due to the success of the PLA 2022 Conference. Prior to PLA 2022 registration opening, PLA membership was 7,319 (Sept. 2021). The current PLA membership total is 8,735, which is an increase of 1,416 (+19.3%). PLA is hiring a Communications Associate who will help with member engagement and retention efforts in FY23. Samantha is also working with MRS and the Informz/Higher Logic working group to coordinate marketing and membership messaging campaigns.

Percent of conference attendees that were new members (joined within 1 year).

**PLA 2022 – in person (3,794)**

- 19% of attendees were new PLA members
- 14% of attendees were new ALA members

**PLA 2022 – virtual (1,186)**

- 61% of attendees were new PLA members
- 44% of attendees were new ALA members