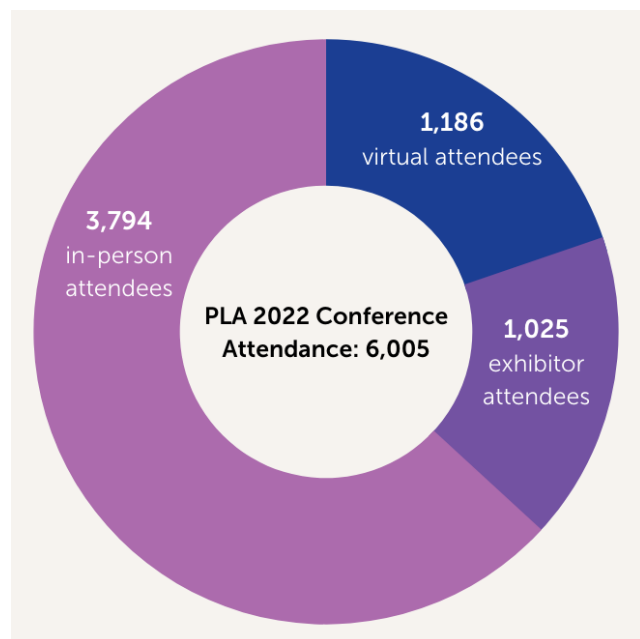


PLA 2022 Conference Highlights

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 @webmastergirl](#) “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/pla-2022-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 🤔 🧘 🧑”
- 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