**Program/Project Name: PLA Communication/Outreach to ALA and Division Leadership**

[ ]  New [x]  Continuation of new initiative

Strategic Goal Area(s):

[x]  Transformation [ ]  Leadership [ ]  Advocacy and Awareness [ ]  EDISJ [x]  Organizational Excellence [ ]  Not applicable

**Problem or Opportunity Being Addressed**:

At the 2019 Midwinter Meeting, PLA hosted an event for ALA Councilors who are PLA members and/or who work in public libraries. The event was deemed a success and will be held again at the ALA Annual Conference. Should PLA continue to host these kinds of events to encourage a sharing of ideas and concerns more broadly beyond PLA and to ALA Council leaders? Given ALA’s current governance and structural review process, would it be best for PLA to continue to host events with Council and potentially, with other division leaders and/or with ALA Executive Board?

**Program/Project Short Description**:

PLA would plan and host on-going events for Council, division, and ALA Board at ALA and PLA conferences in order to share ideas and concerns, demonstrate the value of and range of PLA contributions, and to build stronger relationships.

**Measurable Outcomes and Measurement Strategies**:

Each would be evaluated, and adjustments would be made as appropriate.

**Relationship to Other PLA and ALA initiatives:**

These events and on-going communication to a range of ALA leadership should help strengthen ties between PLA and the rest of the organization and position PLA as a leader in collaboration, sharing ideas, and communication.

Funding Amount(s) Requested (Estimate)

|  |  |  |
| --- | --- | --- |
| Fiscal Year | Investment (PLA Funds) | Revenue (if applicable) |
| FY20 | <$ >12,000 | $0 |
| FY21 | <$ >12,000 | $0 |
| FY22 | <$ >0 | $0 |

**Short Description of Requested Budget**:

*Include notation of whether the costs are one-time or ongoing, what is proposed for staffing and/or consultant support, and how the estimates were developed.*

Budget assumes two meal function events/year @ $6,000/event. Includes meals for 70, AV, evaluation, and handouts. Also assumes no facilitator or SME for each event.

**Anticipated Product(s):**

Improved communication and stronger relationships.

**Revenue Potential:**

*Indicate n/a if no revenue is anticipated.*

* Type of Revenue (grants, registration fees, product sales, etc.): No direct revenue
* Paying Audience:

**PLA Capacity:**

*Comment on the proposed initiatives potential impact on the following. Is PLA well-prepared to take this on? Will staff time or finding the right volunteer leaders or subject matter experts (SMEs) be challenging?*

* Staff Time: PLA Executive Director and Deputy Directors will develop agendas in consultation with PLA board. PLA program officer and event planner will support logistics; PLA Marketing Manager and Comms Manager will market event and ensure on-going communication.
* Volunteer Leaders: PLA board will be called upon to plan and host.
* External SMEs: None at this time, unless it is determined a facilitator is needed.
* Other Challenges: