**TO:** PLA Board of Directors

**FROM:** Lian Drago, Program Officer

**RE:** PLA 75th Anniversary Board Report

**DATE:** June 4, 2019

**ACTION REQUESTED/INFORMATION/REPORT:** Report

**ACTION REQUESTED BY: N/A**

**DRAFT OF MOTION:**  **N/A**

**OVERVIEW**

On Oct. 13, 2019, PLA will turn 75 years of age. Founded in 1944, the Public Library Association has grown from an organization with only 1,295 members to nearly 10,000 members from public libraries all over the world. In order to commemorate this momentous occasion, PLA launched a 75th Anniversary campaign in April that aim to increase member engagement and awareness of the work that PLA has done for its members and the work that it will be doing in the upcoming years. PLA will also use the anniversary as a fundraising campaign.

**KEY CURRENT ACTIVITIES/METRICS**

**Fundraising**

To celebrate our 75th Anniversary and encourage equity, diversity and inclusion in library leadership, we are raising $7,500 to sponsor scholarships for library staff to attend the PLA 2020 Conference in Nashville, TN. We are already more than halfway to reaching our goal. Since January we have raised $4,175 from 43 individual donors, and we hope to exceed the $7,500 mark before the ALA Annual Conference.

**Member Stories**

We have received 7 member stories since the launch of the 75th Anniversary campaign. Marketing and communications efforts such as e-mails to PLA leadership and social media contests have been used to solicit additional stories. To read the stories, please go to <http://75years.pla.org/your-stories/>. If you haven’t submitted a story yet, please submit one at <http://75years.pla.org/get-involved/submit-a-story/>.

**Social Media**

A social media plan was created to streamline social media efforts for the 75th Anniversary. The plan includes the following three engagement strategies:

1. Member Story Posts – Member stories submitted on the 75th Anniversary website will be highlighted on PLA’s social media channels.
2. Virtual Contests - Every first Monday of the month, we will launch a virtual contest where those who participate will be entered into a raffle to win a prize.
3. Trivia Posts – Quizzes with PLA trivia will be posted on PLA’s social media channels, with answers posted on the 75th Anniversary website.

Continual changes to the plan will be made based on the level of engagement we receive with each post.

**ALA Annual 2019**

At the 2019 ALA Annual Conference, we will be passing out bookmarks to general attendees and a special 75th Anniversary commemorative item only for PLA leadership and volunteers. An appeal handout will be distributed at the PLA Member Welcome Breakfast, to solicit additional funds for the 75th Anniversary scholarships.

At the PLA leadership reception, remarks will be given to acknowledge the anniversary, as well as an additional appeal for the fundraising campaign’s goal of $7,500.

**Poster**

A poster commemorating the 75th Anniversary will be included in the Sept./Oct. issue of *Public Libraries* magazine.

**Talking Points**

Talking Points about the 75th Anniversary are included in your board packets (see document no. 2019.90b), to facilitate conversation between the PLA Board and member leaders with other PLA members and peers.

**BUDGET**

The cost these activities will be part of the PLA administrative budget, the Gates General Operating grant, and sponsorships.

**ASSESSMENT**

PLA staff will assess membership and social media statistics to evaluate overall engagement of members. Fundraising goals are described above.

**PLA STRATEGIC GOAL LINK (check all that apply)**

[ ]  TRANSFORMATION  [ ]  LEADERSHIP [ ]  ADV. & AWARENESS [x]  E.D.I.S.J. [x]  ORG. EXCELLENCE