**TO:** PLA Board of Directors

**RE:** Other Organizational Excellence Initiatives – Staffing, Technology

**DATE:** January 4, 2019

**ACTION REQUESTED/INFORMATION/REPORT:**

Information

**ACTION REQUESTED BY:**

N/A

**DRAFT OF MOTION:**

N/A

**STAFFING**

*Submitted by Scott Allen, Deputy Director*

PLA will expand from 14.5 full time equivalents (FTEs) to 15.5 in early 2019, with the addition of a new Project Manager (grant funded) to focus on product development. Staff positions are slightly more than half grant funded. The Manager, Membership and Marketing resigned in December 2018 to take another position outside ALA. The position content description (PCD) is being revised, and the position will be advertised and hiring will begin in January 2019. All PLA staff had their FY18 performance reviews in the fall of 2018, and as part of the process some PCDs are being revised to better reflect staff duties. Regular staff meetings were held, approximately twice each month. Staff meeting agendas have been revised to include regular “deep dive” sessions, which engage all staff in giving input to PLA and create shared learning experiences. Deep dives have been held on the PLA CE/PD “Theory of Change” work, the new PLA strategic plan, member engagement and volunteer opportunities, planning the 75th anniversary activity, and using social media to report from external events.

**TECHNOLOGY**

*Submitted by Steven Hofmann, Manager, Web Communications*

**ALA ITTS Staffing Changes**

In mid August, ALA’s Information Technology and Telecommunication Services (ITTS) unit made some immediate staffing changes “better position the association for our future needs.”

The support for the ala.org website—including all division, roundtable, and other microsites—has been outsourced to Urban Insight, a Drupal consulting firm. Urban Insight will provide customer support and also provide Drupal infrastructure support and Drupal architecture services. The changes were made “to reduce costs, increase efficiency, and improve customer service.” The result was that two positions within ITTS were eliminated—positions that provided direct support of ALA staff responsible for maintaining websites. Although PLA’s interactions with Urban Insights since the transition have been minimal, they seem to be less responsive than the former internal staff and none of our inquiries have been resolved to our complete satisfaction.

ITTS added a new position called Technical Services Specialist. This position is to support technical services training and support for staff using various software products and services. The position also will be responsible for helping units to write automation rules, to install personalization, Workspace support, Volunteer Appointment System support, and Mentor Match support in ALA Connect in the Higher Logic platform. ITTS has contracted with Higher Logic for additional support and assistance for ALA Connect. A current ITTS staff person, Pam Akins, moved into the new position. However, Pam’s old position and one other related position were eliminated.

**ALA eStore/eLearning Project**

According to Sherry Vanyek, director of ITTS, the goals of the eStore/eLearning project are to add all ALA eLearning offerings to the store so that it is easy for members and other potential registrants to find and purchase/register for any ALA eLearning event in one place. ALA is also adding more service integrations and adding this activity into its iMIS membership database. Steven Hofmann has been representing PLA in this project.

Project accomplishments for 2018 include:

* successfully pushed out 5 major releases to the ALA Store, with live new features and back-end eLearning-related functionality
* improved search and overhauled cross-selling functionality (recommended items)
* enhanced marketing capabilities (added blogs, improved product images, introduced custom pages for product groups)
* added workflow for publishing content to facilitate more users working on the Store
* integrated Zoom (the webinar platform PLA now uses), Adobe Connect, and Moodle options into the eLearning product type
* created new eLearning homepage and calendar view for events

Currently, ITTS is working on a major release to:

* finalize iMIS integration for event creation and transaction recording
* improve order process
* complete GoToWebinar integration and test end-to-end services integrations

Plan going forward is to:

* complete functional testing and execute User Acceptance Testing on the final major releases
* test and schedule migration of eLearning products
* finalize customer service plan for once items are in the store
* provide documentation and training

Promet, ALA’s eStore vendor, currently estimates a feature complete date of the end of February.

**PLA Group Reporting Form**

The Library and Information Technology Association (LITA) division of ALA is sharing with PLA a WordPress-based reporting form it uses with its committees and other working groups. The reporting form automates the process that allows committee chairs to post committee reports online so that they’re tagged and readily accessible (searchable) for all members. PLA is currently working with ITTS to create the necessary subdomain and WordPress environment into which a copy of the LITA reporting form will be installed. Once installed, the form will be customized for use by PLA committees and other working groups. Our goal is to have it ready for the next reporting window for the Spring 2019 Board meeting.

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

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