**TO:** PLA Board of Directors

**RE:** PLA Organizational Excellence Report

**DATE:** January 11, 2021

**ACTION REQUESTED/INFORMATION/REPORT:** Information

**ACTION REQUESTED BY:** N/A

**DRAFT OF MOTION:** N/A

**PLA Strategic Plan Goal: Organizational Excellence**

***PLA is entrepreneurial, resilient, and successful in the sustaining and growing of resources to advance its mission and work.***

**MEMBERSHIP**

*Submitted by Samantha Lopez, Manager, Marketing and Membership*

Even numbered years represent PLA Conference years.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **PLA Membership** | **Dec. 2020** | **Dec. 2019** | **Dec. 2018** | **Dec. 2017** |
| *Personal* | 8621 | 9245 | 8786 | 8297 |
| *Organizational* | 349 | 364 | 370 | 367 |
| *Corporate* | 25 | 21 | 22 | 25 |
| **TOTAL** | **8995** | **9630** | **9178** | **8689** |

PLA’s addition of virtual events and online workshops may help maintain membership in 2021, but ALA has advised all units to plan for a 30% decrease for FY21 due to COVID-19.

Since the last Board report update, IT has still not set up the Informz (ALA’s marketing software) migration to allow for email campaigns. PLA has been unable to pilot email drip campaigns to onboard new members or recruit back dropped members. IT has a tentative schedule to complete the migration during the March furlough period (3/15–3/19, 2021).

The Membership Advisory Group continues to contact new members monthly to welcome them to PLA and promote upcoming events. They are also working on revising the new member drip campaign language (hopefully to be launched in 2021), and an online space for new members to find resources.

**FUNDRAISING**

*Submitted by Scott Allen, Deputy Director*

PLA ended FY20 (August 31, 2020) having secured 5 grants totaling $495,740. Those grants include three from Community Catalyst to promote insurance enrollment ($107,916, $107,910 and $149,914 respectively), one from Microsoft to provide WiFi access points to rural libraries ($120,000), and a grant from the National Network of Libraries of Medicine/Greater Midwest Region to promote StoryCorps ($10,000). While solid, FY20 grants were much lower than FY19, which saw 8 grants totaling $872,631. As of the first quarter of FY21, PLA had confirmed 3 new grants totaling $299,948. These include an Institute of Museum & Library Services (IMLS) grant of $99,948 for a Latinx family engagement project, a $100,000 grant from Microsoft to promote digital skilling programs, and a $100,000 funds transfer from the ALA Public Policy and Advocacy Office from a Facebook grant to do census data literacy education.

As of December 2020, PLA has been invited to submit a proposal for a digital citizenship project to AT&T (budgeted at $250,000-$350,000) and is in discussions with Microsoft about additional grant projects. Also of note, IMLS awarded PLA $313,606 for the 2020 Inclusive Internship Initiative, which was postponed. Those funds and PLA’s $356,109 matching funds will be spent in 2021.

PLA 2020 sponsorships and advertising were in line with previous conferences, with $111,500 raised. As of May 2020, Corcoran Exhibitions reported enlisting 32 corporate sponsors, advertisers and exhibit game participants. The break down was follows: 10 companies provided $76,500 in sponsorships, 8 companies paid for $24,500 in advertising, and 14 companies participated in exhibit floor games at $750/each for a total of $10,500.

PLA chose not to participate in ALA’s annual appeal or otherwise activity solicit individual donations. Therefore, most individual gifts were received along with membership renewals. Since January 1, 2020, PLA received 62 individual gifts totaling $5,145.

**PARTNERSHIPS**

*Submitted by Scott Allen, Deputy Director*

Throughout 2020, PLA continued to respond to inquiries from groups seeking to partner with PLA and public libraries nationwide. While data has not been kept about such inquiries, staff believe the number and frequency of such overtures is increasing. A partial list of groups with which PLA held discussions is below.

4-H/TechChangemakers

AT&T/AT&T ScreenReady/AT&T Learn

Coursera

Feeding America

Girls Who Code

Goodling Institute for Research in Family Literacy

Google/Grow with Google

Institute for Public Health Practice

Institute of Electrical and Electronics Engineers

Linkedin Learning

National Association of Family, School and Community Engagement

National Association of State Workforce Agencies

National Network of Libraries of Medicine

News Literacy Project

Newsguard

Next Century Cities

REI/Recreate Responsibly Coalition

Special Olympics

StoryCorps

TechSoup

WGBH Boston

World Possible

Zero to Three

**COMMUNICATIONS**

*Submitted by Samantha Lopez, Manager, Marketing and Membership*

In 2020, PLA issued 35 member news releases. Topics included the PLA 2020 Conference, ALA elections, new DigitalLearn courses, Census information, project specific announcements (insurance enrollment, Microsoft, opioids), PLA and I Love My Librarian award winners, and more. Social media (primarily Facebook and Twitter) saw increased activity before and during the PLA 2020 Conference, and PLA had strong media placements during Conference in The Tennessean, the New York Times and other outlets based on the conference and the opioid project. Later in the year, national and regional media inquiries were higher than usual due to the COVID situation and due to interest in the results of PLA’s COVID-19 surveys. PLA worked with the ALA Communications and Marketing Office to respond to inquiries from the New York Times, Washington Post, USA Today, PBS News Hour, Christian Science Monitor, Gazette Newspapers, Scripps, NBC Nightly News, Country Living Magazine, NBC Buffalo, the Columbus Dispatch, Good Morning America, Wired, Forbes.com, Finally, PLA produced 12 monthly PLA E‐News emails and dozens of blast emails to the portion of the membership who receive them for specific communications, typically marketing messages.

Email and Social Media Statistics (January–December 2020)

|  |  |  |  |
| --- | --- | --- | --- |
| **Email Averages** |  | **Social Media Averages** |  |
| Emails/month | 11 | Posts/month | 89 |
| Recipients | 12,633 | Reach | 42,072 |
| Opens (%) | 30.21% | Impressions | 2,627 |
| Clicks (%) | 12.17% | Engagements | 23 |

Monthly social media snapshot (December 2020)

|  |  |  |
| --- | --- | --- |
| **Twitter** | **Facebook** | **Instagram** |
| 18 tweets | 22 posts | 8 posts |
| 1,319 profile visits | 284 page views |  |
| 39.2k impressions | 3,360 post reach | 3,083 impressions |
| 51 mentions | 239 post engagements | 119 post engagements |
| 67 new followers; 23.1k total followers | 32 new page followers; 20k total followers | 38 new followers; 2.6k total followers |

**STAFFING**

*Submitted by Scott Allen, Deputy Director*

As of December 2020, PLA’s organizational chart includes 19 positions and one consultant. Of the 19 positions, the equivalent of 8 FTEs are supported by general PLA funds and 11 FTEs are supported by grant funds. PLA current has 13 staff employed. The vacant positions include: Deputy Director, Programs (while Mary Hirsh serves as Interim Executive Director); Manager, Impact and Advocacy; Manager, Communications; Program Manager (digital literacy and employment support programming); Meeting & Special Events Planner; and Program Coordinator (data projects).

**TECHNOLOGY**

*Submitted by Steven Hofmann, Manager, Web Communications*

**Airtable Task Management Solution**

PLA staff’s use of Airtable, a cloud-based collaboration platform that works like a spreadsheet, for task management has continued to expand. Recent enhancements to Airtable in the form of built-in automations and scripting have allowed staff to streamline functions, especially those related to the planning, production, and promotion of webinars. And beginning in early 2021, staff will use Airtable to both collect webinar proposals and facilitate scoring of those proposals by the Continuing Education Advisory Group.

**ALA Sympa Lists Migration to ALA Connect**

ALA IT is in the process of preparing to retire its Sympa email list processor, migrating current lists to ALA Connect groups and sunsetting defunct lists, with a target completion date in mid-2021. IT identified 26 email lists belonging to PLA, all of which either already have a corresponding group in ALA Connect (e.g. the pla-board list) or will be sunset. An additional 9 email lists were mistakenly identified as belonging to PLA, and staff has flagged those to be reassigned to their respective units.

**COMMITTEE APPOINTMENTS, 2021**

*Submitted by Megan Stewart, Program Coordinator*

Each spring, PLA staff prepares and sends to the President-Elect a number of materials and resources to

use in making committee appointments. These materials include the following:

1. A Word document referred to as the Committee Packet, which lists each committee’s charge, composition, and number of appointments needed per committee;
2. An Excel workbook listing committee volunteers that contains sortable columns so appointment selections can be made within the workbook;
3. A Word document detailing committee volunteers’ biographical information; and
4. A Word document containing PLA staff’s input and recommendations to consider when filling the appointments.

PLA staff also plans to issue a member news release encouraging PLA members to volunteer for committee service. The goal is for the President-Elect to make appointment selections by late spring or early summer.