![Public Library Association logo]

PLA Board of Directors Meeting
Virtual Meeting – 1:00pm-3:00pm Central, March 14, 2024

Agenda

1– 1:05 p.m.

1. **Welcome and Introductions,** *Sonia Alcántara-Antoine, President*

1:05 – 1:20 p.m.

2. **EDISJ work,** *Michael Lambert, President-elect*

1:20 – 1:25 p.m.

3. **Action Item:** Adoption of the agenda
   Additional items may be added to the agenda prior to the adoption of the agenda. Items may also be removed from the consent agenda and moved to a discussion item. The PLA policies related to Board service, the strategic plan and a Board roster have been included in ALA Connect as reference materials. These are not agenda items.

Consent Agenda   **Document Number**

1. Organizational Excellence and Governance
   a. Draft January 2024 Board Minutes 2024.22
2. PLA Combined Initiatives Report 2024.23
3. PLA Combined Operations Report 2024.24
4. Continuing Education (CE) Update 2024.25

Action/Discussion/Decision Items   **Document Number**

1:25 – 1:40 p.m.
5. PLA President Update, *Sonia Alcántara-Antoine* ……………………………………………no document

1:40 – 1:45 p.m.
6. PLA President-elect Update, *Michael Lambert* ……………………………………………no document

1:45 – 1:50 p.m.
7. PLA Past President Update, *Dr. Maria Taesil Hudson McCauley* ....no document

1:50 – 1:55 p.m.

1:55 - 2 p.m.

2 – 2:05 p.m.

2:05 – 2:15 p.m.

2:15 – 2:45 p.m.

12. Fiscal Officer Report, *Clara Bohrer*

2:45 – 2:55 p.m.

2:55 – 3 p.m.

ZOOM INSTRUCTIONS

PLA Meetings is inviting you to a scheduled Zoom meeting.

Topic: Spring 2024 PLA Board of Directors Meeting
Time: Mar 14, 2024 01:00 PM Central Time (US and Canada)

Join Zoom Meeting
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Meeting ID: 934 6294 2568

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Meeting ID: 934 6294 2568

Find your local number: https://ala-events.zoom.us/u/adRWuLe6i1

PLA Board of Directors Meeting
Virtual Meeting – 1:00pm-3:00pm Central, January 18, 2024

Present: Sonia Alcántara-Antoine, President, Michael Lambert, President-elect; Dr. Maria Taesil Hudson McCauley, Immediate Past President; Clara Nalli Bohrer, Fiscal Officer; Deb Sica, ALA Division Councilor; Directors-at-large: Michael Colford, Erica Freudenberger, Mary Ellen Icaza, Tamara King, Dr. Brandy A. McNeil, Veronda Pitchford

Guests: Stephanie Chase, ALA Executive Board liaison; Deborah Caldwell-Stone, Director of the ALA Office for Intellectual Freedom

PLA Staff: Mary Davis Fournier, Executive Director; Melissa Faubel, Meeting and Special Events Planner, Sara Goek, Project Manager, Data and Research; Mary Hirsh, Deputy Director, Programs; Katina Jones, Program Manager, Evaluation and Assessment; Eliana Kleiman, Communication Associate; Angela Maycock, Manager, Continuing Education, Talaisha Whitaker, Program Coordinator

Agenda

1. **Welcome and Introductions**, *Sonia Alcántara-Antoine, President*
2. **EDISJ work,** *Michael Lambert, PLA President-elect*
Prompt: PLA Strategic Plan: PLA centers EDISJ in working with and for libraries as places of equitable opportunity. What one word best describes where we are today? What one word best describes your hope for where we will be in the future?
3. **Approved** the adoption of the meeting agenda.
4. **Approved** the consent agenda with change of moving the Conference Report to the Action/Discussion/Decision Item agenda.

Consent Agenda	Document Number

1. *Organizational Excellence and Governance*
   a. Draft November 2023 Board Minutes 2024.12
   b. Alan's last name was misspelled.
   c. Nominations Committee Report…………………………………………………………..2024.13

Action/Discussion/Decision Items   **Document Number**

5. PLA President Update, *Alcántara-Antoine* ....no document
    Alcantara-Antoine updated on progress of Maryland Freedom to Read Bill, which will be advancing soon.

6. PLA President-elect Update, *Lambert* ....no document
    Lambert shared details of employee and community engagement for new vision of SFPL. Sharing draft Strategic Plan with Commission today.

7. PLA Immediate Past President Update, *Maria McCauley* ....no document
    McCauley shared experience participating in San Jose State's Library 2.0 talk that focused on Equity and Inclusion this past fall. Also reported on the work of the nominating committee which has a final slate. She is also active on the committee of legislation of ALA, and hosting the next ALA Banned Book Club Meeting.

8. PLA Executive Director Update, *Mary Davis Fournier* ....no document
    Conference Report moved from consent agenda…………………………………………(2024.15)
    - March 13 will be the PLA Presidential Candidates Forum. Announcing slate after LLX is over.
    - Over 8,300 participants in Digital Learn.
    - AT&T has invited us to apply for another round of funding.
    - Google is talking to us about another project due to the results of the training program.
    - The conference report was discussed. Early registration for the conference closed with 3,846 full conference registrants and a total of 4,585 registrants.

9. Executive Board Liaison Update, *Stephanie Chase* …………………………………………no document
    ALA ED search committee update: Press release with committee composition coming soon. Bohrer asked about the new virtual, no open chat format for BARC meetings, and raised concern about the scale back of interaction and dialogue. Stephanie said she will share feedback with ALA Treasurer Peter Hepburn.

10. Fiscal Officer Report, *Clara Bohrer, Davis Fournier, all*
    a. FY23 Unaudited Close August 2023 Budget Reports 2024.17a-b
    b. FY24 Budget Adjustment 2024.18
    c. Operating Agreement Update ………………………………………………………2024.19a-b
- Bohrer reported on the positive financial results for FY23, a planned deficit year, noting that the projected 500K deficit had been reduced to $107,000 due to increased revenues and lower expenses. Clara attributed this success to an improved economy

and the exceptional performance of Web CE. McCauley expressed their appreciation for the work of the CE team, particularly Stephen Hoffman and Angela Maycock.

- Bohrer and Fournier discussed the financial concerns of their association, The team also discussed the financial challenges facing smaller divisions of ALA, with Alcantara-Antoine expressing concern about their viability. McCauley raised concerns about the lack of strategic support, and Sica highlighted past tensions around division mergers.

- Bohrer emphasized the need for successful divisions to subsidize the whole and mentioned that the board would deliberate on the best scenario for PLA's future. Lambert expressed concerns about the perceived lack of acknowledgement and incentive for divisions. Bohrer confirmed that they were still investigating the issue of gifts and overhead costs and shared the new Operating Agreement timeline for decision-making.

- She characterized the new timeline, with eventual implementation of a new overhead model in FY26 as positive. Discussion also emphasized the need for clarity regarding the criteria for the ALA CFO and ALA Treasurer's final decision for a new overhead model. The proposed 75% to 25% split of the net result between ALA and the division was also questioned. Fournier expressed that these issues are being advanced with the CFO and Treasurer.

- Chase spoke to the disconnect from members of the ED board about how much engagement comes from division work.

11. ALA Division Councilor Update*, Deb Sica (*no document)

- Sica reviewed the updated ALA Values statement and thanked the board for its input. The board unanimously agreed on Sica's conveyance of that feedback to Council.

- The streamlined membership model on the ALA level has rolled out, without bundling because divisions have widely different dues ranges, from $53 to $85/per regular member. PLA has the most expensive membership rate. A group of staff and member stakeholders has been designated to discuss the merits of a consistent rate across divisions.

12. Intellectual Freedom update, *Deborah Caldwell Stone (no document)*

- ALA OIF recorded 1100 Challenges trend in challenges to books, programming events, and library policies in 2023. Concerning trend of 16% of challenges in public libraries which has grown to 50% of overall challenges.

- Concerning trend of potential action of removing autonomy of library boards to elected officials.

- Rise in hostile legislation towards libraries and librarians in several states. Deborah also discussed the progress of legislation in various states, ongoing litigation involving public libraries, and introduced new challenge support resources

- Plans in motion to relaunch the Lawyers for Libraries program.

13. Committee Restructure Update, *Mary Hirsh* **ACTION (**2024.20)
    Hirsh updated the board on the transition of several standing committees to advisory
    groups, with title and related changes proposed by several groups whose motions
    appear as follows:
    o It is hereby resolved that the Digital Literacy committee name is changed to
      Digital Literacy Advisory Group and the revised charge is adopted.
    o It is hereby resolved that the Committee on Family Engagement name is changed
      to Family Engagement Advisory Group and the revised charge, deliverables and
      outcomes, and time commitment is adopted.
    o It is hereby resolved that the Measurement, Evaluation, and Assessment
      Committee name is changed to Measurement, Evaluation, and Assessment
      Committee Advisory Group and the revised time commitment is adopted.
    o It is hereby resolved that the Technology Committee name is changed to
      Technology Advisory Group and the revised charge is adopted.
    o It is hereby resolved that the Public Library Advisory Committee name is changed
      to Public Library Advisory Group and the revised charge, deliverable, and skills
      are adopted.
    The five motions were moved (MacCauley), seconded (King), and unanimously
    approved.

    Alcántara-Antoine indicated that the topic of board liaisons to various committees and
    advisory groups will be discussed further at a future board meeting.

14. New Business
    a. Conference Social Media Promotion……………………………………………………………2024.21
       Kleiman proposed a social media promotion strategy for upcoming conference,
       requesting short videos from anyone willing to participate. Details to be posted
       to the Board's Connect page.
    b. Sica introduced a vendor, PAVE, which provides safety and security training for
       libraries. Pitchford confirmed their positive experience with PAVE.
    c. Alcántara-Antoine congratulated Mary Ellen Icaza on being elected as Chair Elect
       for the Ohio Library Council board.

Next PLA Board Meeting (Virtual): Thursday, March 14, 2024, 1 – 3 p.m. CT

TO: PLA Board of Directors
RE: PLA Initiatives Combined Report
DATE: March 8, 2024

ACTION REQUESTED/INFORMATION/REPORT: Information
ACTION REQUESTED BY: N/A
DRAFT OF MOTION: N/A

BENCHMARK & PLA ANNUAL SURVEY

Submitted by Sara Goek, Project Manager, Data and Research

The 2023 Public Library Technology Survey opened on September 19th and closed on December 16th. It achieved an overall response rate of 16.4% (1,511 libraries), an increase from 2022. The Technology Survey was first administered in 2020 and focuses on technology resources, services, staff, and budgets. The 2023 results will shed light on how the field has changed in the past three years. We anticipate publishing the 2023 survey results – both the free report on the PLA website and the interactive visualizations in Benchmark – in time for ALA Annual Conference in June 2024.

Benchmark has 174 active subscribers as of October 12, 2023. A primary focus of our work continues to be on marketing and promoting subscriptions. As part of this effort PLA commissioned a series of short tutorial videos developed by Info People (the training arm of Califa) are now available on Vimeo. In November, PLA offered a free "Benchmark 101" webinar, which focused on how subscribers can effectively use the toolkit. It had 422 registrants and 167 attendees. In December, in conjunction with ACRL, we offered a free webinar for states/consortia on how they can make the most of the group features of both Benchmark and Project Outcome. It had 219 registrants and 103 attendees. More information about Benchmark subscription types is available on the PLA website.

DIGITAL LITERACY AND DIGITALLEARN.ORG

Mary Clare Bietila, Program Manager

Incentive Programs:

PLA Digital Literacy Workshop Incentive, supported by AT&T
183 libraries from 46 states were selected to be part of the 2023 cohort of the PLA Digital Literacy Workshop Incentive, supported by AT&T. This program focused on basic digital skilling and used DigitalLearn workshop materials developed by AT&T and PLA. $1,152,000 in funds were distributed to libraries to support in-person and online basic digital skilling workshops.

1,835 workshops were conducted, and 9,137 learners were reached, exceeding our goals. This program concluded in January 2024.

ACP DigitalLearn Incentives

Fifty-three libraries representing thirty-one states applicants participated in ACP incentive. Supported by AT&T, this cohort used the DigitalLearn ACP (Affordable Connectivity Prog) Workshop Materials to help households apply for the federal ACP broadband and device benefits. Each library received $1,500 to support the work of conducting workshops to reach a minimum of 8 learners.

184 Workshops were held in 2023, reaching 702 learners and exceeding our goals. Some interesting facts about the program: 50% of libraries partnered with a local organization to increase attendance at workshops. 100% of libraries reported that their audience consisted of low-income individuals and families. 85% of workshop attendees felt the workshop improved their readiness to apply for ACP. 30% of workshops were conducted in Spanish.

Unfortunately, these resources are no longer needed as the ACP program's congressional funding was not renewed and the benefit has been sunset. ACP benefits are projected to run out in April 2024. PLA's grant funded program concluded in January 2024.

Other Digital Literacy Programs:

DigitalLearn Live Events

To spotlight and celebrate libraries conducting DigitalLearn workshops, AT&T partnered with PLA to host a series of library centered public events in the fall of 2023. Three locations were selected, Loveland Public Library in Colorado, the Jenna and Laura Bush Public Library in Texas (part of El Paso Public Library), and the East Cleveland Public Library in Ohio.

These public events included inspiring stories about the work of each library, a demonstration of a DigitalLearn workshop, and a laptop giveaway. Additionally, the festive atmosphere included live performances, a photobooth and cuisine from local small businesses. The events were covered by local and national media. PLA and AT&T will continue to use the footage and photos to share these success stories with a larger audience.

Digital Literacy Advocacy

On January 11th, 2024, Mary-Clare represented PLA for "Digital Literacy: The Key to Getting Americans Online."

This virtual webinar was presented by the Information Technology & Innovation Foundation (ITIF).

The panel discussion featured organizations on the front lines of teaching digital literacy and helping people get connected. Recording Available on YouTube: https://youtu.be/RiYdT6x_eRk

New Telehealth Module

PLA completed a new DigitalLearn.org module, Getting Started with Telehealth, in partnership with Heartland Forward. As with other DigitalLearn modules, this include a self-paced, online module available in English and Spanish, as well as a full training package.

Google Supersearchers

Mary Hirsh, Deputy Director

PLA successfully wrapped up its current work with Google in December. PLA received $138,000 from Google to support disseminating Supersearcher information literacy content. Supersearchers is short virtual training that provide tools for patrons to engage online information more critically and search more efficiently. PLA hosted 4 training webinars (and one additional discussion forum. PLA reached nearly 1500 participants, well over the stated goal of 1000. PLA and Google are in ongoing discussions about future activities building on this success.

FAMILY ENGAGEMENT

Mary Hirsh, Deputy Director

PLA was awarded an IMLS National Leadership Grant in 2023. In collaboration with the National Center for Families Learning, this two-year project will train public library staff from California, Georgia, and Massachusetts on best practices for collaborating with culturally diverse community members, and on using principles of co-design to improve library services for Spanish-speaking families. The first round of pilot libraries, three in California and three in Georgia, have been identified. PLA will host the first of 5 training webinars for these libraries in late April. Trainings will last through the summer, with the goal of design a replicable approach to engaging Spanish speaking families. In year two, three additional libraries from Massachusetts will join the program to test the tools. PLA will make the final tools available for free on its website.

PROJECT OUTCOME

Submitted by Sara Goek, Project Manager, Data and Research and Katina Jones, Program Manager, Evaluation and Assessment

443 new users signed up to Project Outcome between October 12, 2023 and February 28, 2024. Project Outcome currently has more than 15,000 registered users. The PLA and ACRL staff continue to work together to maximize impact and share updates with users. In February during Love Data Week, PLA and ACRL hosted a joint webinar to introduce new users to Project Outcome. It had 685 registrants and 314 live attendees. 57% of the attendees were from public libraries.

In conjunction with Project Outcome's support of the ALA Public Programs Office's current Libraries Transforming Communities grants, work to improve the accessibility of the toolkit is ongoing. The developers have used the WCAG 2 Checklist to assess and update the accessibility of the Project Outcome website for library staff creating surveys and patrons participating in the surveys. This work was completed in February. Moving forward, an accessibility review will be done for all additions or changes made to the library staff and patron-facing components of the toolkit to ensure it remains compliant with the latest accessibility guidelines.

Recipients of the PLA Digital Literacy Workshop Incentives, supported by AT&T, are using Project Outcome to evaluate their libraries' grant-funded programs. The 2023 cohort offering DigitalLearn and ACP Basics workshops created 844 Project Outcome surveys and collected 4,187 patron responses.

TO: PLA Board of Directors
RE: PLA Operations Combined Report
DATE: March 8, 2024

ACTION REQUESTED/INFORMATION/REPORT: Information
ACTION REQUESTED BY: N/A
DRAFT OF MOTION: N/A

MEMBERSHIP
ACTION REQUESTED/INFORMATION/REPORT: Information
Submitted by Samantha Lopez, Manager, Marketing & Membership

Membership Statistics
The total PLA membership count as of March 1, 2024, was 8,511, which is an increase of 1,482 (19%) since the start of the fiscal year. The table below compares membership statistics since FY21, with even numbered fiscal years representing conference years. The table below also shows the difference between the first month of the fiscal year (September) and March of the past four fiscal years. March is a typical peak month for membership in a conference year.

Month	FY24	FY23	FY22	FY21
March	8,511	7,769	8,637	7,867
September	7,029	8,330	7,319	9,162
Change from start of FY	+1,482 (+19%)	(-561) (-7%)	+1,318 (+18%)	(-1,301) (-14%)

Membership Activities
As part of PLA's conference scholarship program, we awarded 115 scholarship recipients with complimentary PLA/ALA membership. This allows PLA to reach audiences that typically cannot afford to participate in PLA membership or are members of alternative associations. Recipients included students, early career librarians, non-salaried or support staff, NALCo members, past Spectrum Scholars, and small/rural library workers.

PLA will once again host the Membership Lounge at PLA Conference, which offers attendees a space to relax, learn about PLA resources and memberships, network with colleagues, and make their own souvenir buttons! This year, several committees and advisory groups have signed up to host discussion and support sessions around their work, including around public library data, EDISJ, and leadership.

Samantha Lopez, PLA Marketing and Membership Manager is serving on the ALA Working Group that is analyzing the feasibility of standardized dues rates. The Group will scenario plan and present their findings and recommendation to the ALA Board at ALA Annual Conference in San Diego. The decision is not up to the ALA Board; division Boards would need to approve. The benefits of standardizing dues would be a simplified sign-up process, the ability for ALA to offer seamless bundling options (e.g. ALA+Division for one set price), and lower dues rates for members. The downside of standardizing dues, particularly for PLA, is that PLA has the highest division dues rates. This means our rates would be lowered and could result in lost revenue.

PUBLICATIONS
ACTION REQUESTED/INFORMATION/REPORT: Information
Submitted by Kathleen Hughes, Manager, Publications

Public Libraries

Public Libraries magazine is published bimonthly and sent to all PLA members plus approximately 400 subscribers. PLA produces two digital issues a year (May/June and July/August) and five print issues.

During the past 12 months, *Public Libraries* magazine has addressed trending and challenging topics for public librarians through themed issues, with topics selected by the *Public Libraries* Advisory Group:

ISSUE	THEME
MARCH/APRIL 2023	Libraries in a Politically Charged Age
MAY/JUNE 2023	Trauma-Informed Libraries
JULY/AUGUST 2023	Equity, Diversity, Inclusion and Social Justice
SEPTEMBER/OCTOBER 2023	Library Leadership
NOVEMBER/DECEMBER 2023	Library Data
JANUARY/FEBRUARY 2024	Powerful Partnerships
MARCH/APRIL 2024	PLA 2024 Conference-Focused Issue

Upcoming issues include:

MAY/JUNE 2024	Artificial Intelligence – Illuminating Possibilities
JULY/AUGUST 2024	Readers Advisory and Family Engagement
SEPTEMBER/OCTOBER 2024	Advocacy and Data
NOVEMBER/DECEMBER 2024	Empowering Literacy – Unlocking Opportunities for All

PLOnline

Like the magazine, PLOnline focuses on issues and topics that matter to public libraries and public librarianship. Updated several times per week, the site features selections from the print magazine and unique content and averages 8,000-10,000 views per week. Recently PL Online has undergone several updates to modernize the look with a more contemporary design, to improve organization, and to enhance security.

FYI Podcast

In 2016, PLA started FYI: The Public Libraries Podcast as another way to explore a variety of library-world topics in greater depth. To date, we have recorded 72 podcasts. From March 1, 2023- March 1, 2024, FYI podcasts had 15,100 individual plays. This compares to 12,296 individual plays in the previous twelve-

month period (2022-2023). Since its inception, there have been over 90,000 individual plays. There are over 13,000 active subscriptions via RSS and other apps over the past year.

Advertising

Since contracting with ACRL/Choice's advertising sales representative, in 2022 PLA has witnessed significant expansion of advertising revenue opportunities. PLA has exceeded advertising revenue targets across all communications assets (PL, PLOnline, FYI podcast, bi-monthly newsletter, and sponsored webinars). PLA will renew the advertising sales contract in FY25.

Products + Publications

In fiscal year 2023 PLA released the following:

2024 Early Literacy Tips Calendar: Based on the "Every Child Ready to Read" practices of reading, writing, singing, talking, playing (and now counting), each download contains 12 months of learning activities, book lists, nursery rhymes, and more. On one side is a calendar with a fun skills-building activity for each day, and the other contains supplementary content like nursery rhymes, early literacy tips, song lyrics, or suggested reading material. The calendar pages are also customizable with each containing a designated spot to add the library's logo and contact information. This year the calendar is also available in Spanish, with translation provided by REFORMA.

Publication in Progress

Publication Date: Spring 2024

Navigating Crises in Public Libraries-Trauma-Informed De-Escalation Tips by Margaret Ann Paauw, Ph.D.

Book Description:

Libraries are community spaces that provide access to information, resources, and programming for people of all ages and backgrounds. However, librarians also play a critical role in maintaining a safe and welcoming environment for everyone. Unfortunately, difficult situations can and do occur, such as conflicts between patrons, verbal or physical altercations, and more. These situations can be traumatic for those involved, and it is essential that librarians know how to de-escalate them in a trauma-informed way. Within the library world, library workers are clamoring for a book on de-escalating situations at the library. This book will provide a much-needed resource for library staff, promotes safety and inclusivity, and contributes to professional development within the library community and beyond. Based on the success of The Trauma-Informed Framework book and conversation in the field there is a demonstrated demand and need for this content and training.

TO: PLA Board of Directors
RE: PLA Continuing Education Report
DATE: March 1, 2024

ACTION REQUESTED/INFORMATION/REPORT: Information
ACTION REQUESTED BY: Angela Maycock, Continuing Education Manager
DRAFT OF MOTION: N/A

PLA ONLINE LEARNING
Since our last CE update to the Board in November 2023, PLA has offered 11 free webinars – 6 "Stronger Together" networking conversations, 3 Google Super Searchers webinars, and 2 webinars on PLA data initiatives.

The PLA Leadership Development Committee hosted a series of "Stronger Together" networking conversations, with two conversations a month from this fall through January. These conversations were not recorded but meant to provide a networking and dialogue space.

PLA hosted a second free-to-members series this fall and winter as part of a grant from Google. Supersearchers is a free training and toolkit for Google users to understand the context that surrounds what they find when searching the Web.

Title	Date	Registration	Attendance
Beyond Super Searchers (Google Super Searchers Webinar #3 of 5)	November 3, 2023	600	186
Stronger Together: Purposeful Service (Leadership Conversation)	November 7, 2023	209	73
Benchmark 101	November 13, 2023	422	167
Stronger Together: Purposeful Service (Leadership Conversation)	November 16, 2023	157	35
Google Super Searchers Webinar #4 of 5	November 28, 2023	450	201
Stronger Together: Purposeful Service (Leadership Conversation)	December 5, 2023	150	48
Data Tools for Library Groups and States [hosted by ACRL]	December 11, 2023	219	103
Google Super Searchers Webinar #5 of 5	December 12, 2023	412	178
Stronger Together: Purposeful Service (Leadership Conversation)	December 14, 2023	159	34
Stronger Together: Purposeful Service (Leadership Conversation)	January 9, 2024	154	46

Stronger Together: Purposeful Service (Leadership Conversation)	January 18, 2024	151	44
Total		**3083**	**1115**

PLA also offered the following 5 paid webinars, on topics selected from proposals reviewed by the PLA Continuing Education Advisory Group:

Title	Date	Registration	Attendance
The Mentor Monitor Program as a Supplement to Security and Resource to Staff	November 15, 2023	51	34
Empowering Future Managers through Cohort Mentoring	November 13, 2023	80	55
Centering Teens in the Fight Against Censorship	January 16, 2024	45	25
IDEAS (Inclusion, Diversity, Equity, Inclusion and Accessibility Solutions) in the Library	February 14, 2024	108	69
Embracing a Public Service Mindset to Increase Your Value to the Community and Change the Narrative	February 28, 2024	108	78
Total		**392**	**261**

These paid webinars have generated $21,558 in revenue.

Following the November 30th close of PLA's biannual call for webinar proposals, the PLA Continuing Education Advisory Group reviewed 40 proposals and selected 8 for presentation. The accepted webinars are currently being scheduled for March – August 2024.

PLA @ ALA Annual Conference

The 2024 Annual Conference Program Subcommittee, chaired by Laura McGrath, reviewed 128 proposals for ALA Annual Conference in San Diego and selected 15 for PLA's allotted program slots. Submitters were notified of their acceptance status in December. One accepted program cancelled their participation but was able to be rescheduled as a PLA 2024 Virtual Conference program, and the resulting open slot was filled with a program on digital inclusion featuring Dr. Brandy McNeil.

PLA 2024 Conference

The PLA 2024 Conference Program Subcommittee, chaired by Candice Wing-Yee Mack, reviewed over 560 proposals and selected 124 one-hour panel presentations, 8 one-hour roundtables, 4 half-day workshops, and 7 virtual-only programs. An additional 2 half-day workshops were programmed by the Ohio Library Council and 2 half-day workshops were programmed by PLA.

Following the Early Bird registration deadline, PLA staff made the decision to cancel 3 of the 8 planned half-day workshops – including one organized by OLC – due to low registration. Both the cancelled OLC workshop and one additional cancelled workshop – focused on EDISJ in small/rural libraries and organized by Erica Freudenberger – were able to be rescheduled as programs.

Of the 132 accepted and planned programs, 7 have cancelled their PLA 2024 participation, citing staffing changes, funding challenges, and other unforeseen circumstances. Of these 7 cancelled programs, 3 involved speakers from the New York Public Library – although 1 of the 3 cancelled NYPL sessions was able to be rescheduled as a Virtual Conference program.

The Virtual Conference agenda will feature 22 educational programs, offering attendees a choice between 2 programs in each of 11 program slots. Half of the programs will be virtual-only, delivered remotely by presenters across the country, and the other half will be encore performances of some of the most popular in-person programs. These "in person AND virtual" programs will include presentations by Sonia Alcántara-Antoine, Michael Lambert, and Dr. Maria Taesil Hudson McCauley.

The full list of PLA 2024 educational programs can be found on the PLA Conference website.

Public Library Association
FY24 Q1 November 2023 Budget Narrative

FY24 Operating Budget as of November 2023

FY24 Operating Budget as of November 2023	November 2023 YTD Budget	November 2023 YTD Actual	November 2023 Variance
Total Revenues	$292,759	$208,978	(83,781)
Total Expenses before OH and tax	($372,038)	($386,387)	($14,349)
Overhead and Tax	($15,279)	($4,381)	$10,898
	YTD Budget	**YTD Actual**	**Variance**
Net Revenue (Expense)	($94,558)	($181,790)	(87,232)
FY23 Beginning Net Asset Balance			
$4,242,909			

In PLA's two-year budgeting cycle, FY24 is year one, a conference year, budgeted conservatively to net $612,420. Net revenues from year one will cover year two in the cycle (the non-conference year). Beginning FY24, ALA's new practice of accruing all conference related revenues and expenses to the event month has been implemented. Therefore, conference revenues and prepaid expenses will not be reported until FY24Q3.

Operating Budget: As of November 2023, PLA has actual expenses of $208,978 compared to budgeted expenses of $292,759. This lag in revenues is largely due to membership revenue, which has not yet experienced the level of upswing consistent with a conference year. During the first quarter of the fiscal year both ad sales and Web CE revenue began the year with strong performance.

- Spending on administrative costs (staff, board management) is slightly ahead of budget (11% variance), due to timing for travel expenses.
- Membership dues are underbudget by 18%, with $130,487 in revenue against a budgeted $155,270 in Q1. This is due to renewals timing. As conference registration opens, revenues are expected to catch up to budget. Expenses are overbudget by $3,724 due to unanticipated staff travel in Q1.
- PLA Web CE continues to perform well, bringing in $19K and exceeding the budgeted $14K by 40%.
- Ad sales for *Public Libraries* magazine and related communications assets performed 80% ahead of budget and subscriptions experienced a 16% rise in Q1 – bringing in $40K in revenue against a Q1 budgeted $21,775. Due to publication expense timing, expenses are significantly lower than budgeted (52%) but expected to catch up later in the year.

- Subscriptions to PLA's Benchmark data platform are lagging significantly behind budget with only $4,348 in revenue against a budgeted $21,485. Some of this can be attributed to subscription renewal timing. Expenses for the Benchmark data platform appear in the Gates Legacy Budget.
- Conference revenue will be recognized in Q3, while the $122,772 in Conference expenses appearing in Q1 reflect bank fees and personnel costs. Other prepaid expenses are deferred to April 2024, the month of the conference.

Long Term Investments

LONG TERM INVESTMENT	FY24 Q1 Actual (November 2023)
Beginning Balance FY24Q1	$1,925,282
Interest/Dividends FY24Q1	$28,350
Direct Expenses FY24Q1	($2,996)
Expenses FY24Q1	$0
Realized Gaines	$2,089
Unrealized Gaines	($67,842)
Ending Net Assets FY24Q1	$1,884,913

Grant Budgets

GRANT FUNDS (47&48)	FY24 Q1 Budget	FY24 Q1 YTD Actual	FY24 Q1 Variance
Total Revenues	$337,212	35,638	($301,574)
Total Expenses before OH and tax	($286,830)	($478,303)	($191,473)
Overhead	($39,255)	($19,941)	$19,314
	YTD Budget	YTD Actual	Variance
Net Revenue (Expense)	$11,127	($462,606)	($473,733)

During FY24 Q1 ALA has been rebuilding the grants reporting modules in the Prophix financial reporting platform. As a result, financials for the Q1 period do not fully reflect grant expense and revenue activity. Fully updated grants financial information should be available in FY24Q2.

During Q1 PLA was awarded a new IMLS National Leadership Grant in the amount of $249,964. Authentic Family Engagement for Spanish Speaking Families supports development of new tools and training models to support engagement of Spanish-speaking families.

Friends of PLA Grant

FRIENDS of PLA	FY24 Q1 Actual
Total Revenues	$338,455
Accrued/Deferred Revenue	$172,070
Bank Fees	($115)
Total	$510,409

Thanks to working with the ALA Finance department, PLA is able to report on revenues to the Friends of PLA for the first time since it was established as a fund in FY22. This fund receives corporate and individual donations to PLA designated to support scholarships and programmatic priorities. Its balance rolls over year to year. The current balance of $510,409 reflects corporate, foundation and individual donations. Work with the ALA Development and Finance departments continues to accurately track and report on individual donations. Although there was no ability to budget expenses in FY24, PLA will fund 120 scholarships to the 2024 PLA National Conference using Friends of PLA support.

Balance Sheet for the period ending November 2023 (FY24 Q1)

FY22 Q1 (November 2021) Year Two in PLA two-year budget cycle | **FY24 Q1 (November 2023) Year Two in PLA two-year budget cycle**

Operating Fund	FY22 Annual Budget	As of November 2021	Actual	Variance	FY24 Annual Budget	As of November 2023	Actual	Variance
Opening Fund Balance			$ 4,506,979				$ 4,242,909	
Revenue	$ 3,916,000	$ 169,000	$ 183,120	$ 14,120	$ 3,936,025	$ 292,759	$ 203,978	$ (88,781)
Expenses	$ (2,292,101)	$ (355,095)	$ (223,617)	$ 131,478	$ (2,543,459)	$ (372,038)	$ (386,387)	$ (14,349)
Overhead & Taxes	$ (788,269)	$ (5,075)	$ (7,240)	$ (2,165)	$ (780,146)	$ (15,279)	$ (4,381)	$ 10,898
Fiscal Year Results	$ 835,630	$ (191,170)	$ (47,737)	$ 143,433	$ 612,420	$ (94,558)	$ (186,790)	$ (92,232)
Closing Fund Balance			$ 4,459,242		Closing Fund Balance		$ 4,056,119	

Grants		FY23 Budget	Actual	Balance	FY24 Budgeted	As of November 2023	Actual	Variance
Revenue - Grants		$ 1,581,555	$ 1,227,907	$ (353,648)	$ 1,621,233	$ 337,212	$ 35,638	$ (301,574)
Expenses - Grants		$ (1,401,798)	$ (1,140,074)	$ 261,724	$ (1,414,605)	$ (286,830)	$ (478,303)	$ (191,473)
Overhead & Taxes - Grants		$ (179,757)	$ (48,012)	$ 131,745	$ (206,628)	$ (39,255)	$ (19,941)	$ 19,314
Total		$ -	$ 39,821	$ 39,821	$ -	$ 11,127	$ (462,606)	$ 473,733

Friends of PLA	FY22-FY24 Balance				FY24 Budgeted	As of December 2023	Actual	Variance
Revenue	$ 338,455						$ 338,455	
Accrued/Deferred Revenue	$ 172,070						$ 172,070	
Bank Fees	$ (115)						$ (115)	
	$ 510,409						$ 510,409	

Long Tem Investment	Actual FY23 Close		Long Term Investment	Actual FY24 Q1
Beginning Net Assets FY23	$ 1,867,021		Beginning Net Assets FY24	$ 1,925,282
Interest/Dividends FY23	$ 72,825		Interest/Dividends	$ 28,350
Direct Expenses FY23	$ (9,128)		Direct Expenses FY24	$ (2,966)
Indirect Expenses FY23	$ (73,779)		Indirect Expenses FY24	$ -
Realized Gains	$ 136,757		Realized Gains	$ 2,089
Unrealized Gains	$ (68,415)		Unrealized Gains	$ (67,842)
Ending Net Assets FY23	$ 1,925,281		Ending Net Assets	$ 1,884,913

Notes:

Approved transfers of $350,00 in FY '22,'23, '24 from PLA's net asset balance into the Endowment Fund have been frozen by ALA Executive Board action due to ALA financial difficulties.
The Gates Legacy Grant, awarded in 2016 ($10,805,701), has investable assets of $4.9 million as of December 2023.

The Friends of PLA fund report reflects the following FY22-FY24 corporate funder donations as well as individual donations. Work with the ALA Development Office and Finance Department continues to capture and report on individual donations. Although there was no ability to budget expenses in FY24, PLA will fund 120 National Conference scholarships using Friends support.

Funding Round	Fiscal Year	Total Funding	Donation
Digital Literacy Phase II	FY22	$ 500,000	$ 100,000
Digital Literacy Phase III	FY23	$ 1,161,473	$ 172,070
ACP	FY23	$ 250,000	$ 20,000
Digital Literacy Phase IV	FY24	$ 2,642,044	$ 211,364
Total		$ 4,553,517	$ 503,434

Public Library Association
Statement of Revenues and Expenses - Operating Budget
For the period ending November 2023

nent no.: 2024.27

REVENUES	1st Quarter FY22 Actual	YTD FY24 Actual	YTD FY24 Budget	YTD Variance	Variance %	Full Year FY24 Budget
1. Administration (0000)	$ -	$ -	$ -	$ -		$ -
2. Service to Members (3000)	$ 126,425	$ 130,487	$ 155,270	$ (24,783)	-16%	$ 621,080
3. Regional CE, Bootcamp (3007)	$ -	$ -	$ -	$ -		$ -
4. PLA Leadership (3011)	$ -	$ -	$ -	$ -		$ -
5. PLA Partners (3020)	$ 600	$ -	$ -	$ -		$ -
6. ALA Precons/MW Institute (3026)	$ -	$ -	$ -	$ -		$ -
7. Public Libraries (3030)	$ 6,063	$ 40,421	$ 21,775	$ 18,646	86%	$ 87,100
8. Web Based CE (3040)	$ 10,646	$ 18,896	$ 13,500	$ 5,396	40%	$ 54,000
9. Publications (3058)	$ 24	$ 4,025	$ 4,888	$ (863)	-18%	$ 19,550
10. Family Engagement (3072)	$ 29,550	$ -	$ 3,000	$ (3,000)	-100%	$ 12,000
11. Equity, Diversity and Inclusion (3073)	$ -	$ -	$ 3,000	$ (3,000)	-100%	$ 12,000
12. Preschool Literacy- ECRR (3120)	$ 7,262	$ 1,475	$ 3,200	$ (1,725)	-54%	$ 12,800
13. PO Regional Training (3171)	$ 2,550	$ 4,348	$ 3,627	$ 721	20%	$ 14,509
14. Benchmark (3172)	$ -	$ 4,326	$ 21,485	$ (17,159)	-80%	$ 85,940
15. Digital Learn (3188)	$ -	$ -	$ 1,250	$ (1,250)	-100%	$ 5,000
17. Cost Share IMLS Incl Internships (3185)	$ -	$ -	$ -	$ -		$ -
TOTAL REVENUES - PROGRAMS	**$ 183,120**	**$ 203,978**	**$ 230,995**	**$ (27,017)**	**-12%**	**$ 923,979**

	1st Quarter FY22 Actual	YTD FY24 Actual	YTD FY24 Budget	YTD Variance	Variance %	Full Year FY24 Budget
16. National Conferences						
A. NC General Program (3061)	$ -	$ -	$ 3	$ (3)	-100%	$ 1,444,441
B. NC Exhibits (3062)	$ -	$ -	$ 9	$ (9)	-100%	$ 1,198,288
C. NC Promotion (3063)	$ -	$ -	$ 6	$ (6)	-100%	$ 27,336
D. NC Registration (3064)	$ -	$ -	$ -	$ -		$ -
E. NC Opening/Closing Session (3065)	$ -	$ -	$ -	$ -		$ -
F. NC Programs (3066)	$ -	$ -	$ -	$ -		$ -
G. NC Meal Events (3069)	$ -	$ -	$ 3	$ (3)	-100%	$ 35,011

	1st Quarter FY22 Actual	YTD FY24 Actual	YTD FY24 Budget	YTD Variance	Variance %	Full Year FY24 Budget
H. NC Preconference (3070)	$ -	$ -	$ 3	$ (3)	-100%	$ 60,011
I. NC Future Planning (3145)	$ -	$ -	$ -	$ -		$ -
J. PLA Virtual Conference (3173)	$ -	$ -	$ 61,740	$ (61,740)	-100%	$ 246,959
TOTAL REVENUES - CONFERENCE	$ -	$ -	$ 61,764	$ (61,764)	-100%	$ 3,012,046
	FY22 Actual	**FY24 Actual**	**FY24 Budget**	**Variance**	**%**	**FY24 Budget**
TOTAL REVENUES	$ 183,120	$ 203,978	$ 292,759	$ (88,781)	30%	$ 3,936,025

EXPENSES	1st Quarter FY22 Actual	YTD FY24 Actual	YTD FY24 Budget	YTD Variance	Variance %	Full Year FY24 Budget
1. Administration (0000)	$ (114,073)	$ (218,702)	$ (197,652)	$ (21,050)	-11%	$ (826,084)
2. Service to Members (3000)	$ (4,444)	$ (24,992)	$ (21,268)	$ (3,724)	-18%	$ (85,070)
3. Regional CE, Bootcamp (3007)	$ -	$ -	$ -	$ -		$ -
4. PLA Leadership (3011)	$ -	$ -	$ -	$ -		$ -
5. PLA Partners (3020)	$ (17)	$ -	$ -	$ -		$ -
6. ALA Precons/MW Institute (3026)	$ -	$ (785)	$ -	$ (785)		$ -
7. Public Libraries (3030)	$ (16,886)	$ (14,280)	$ (29,629)	$ 15,349	52%	$ (118,517)
8. Web Based CE (3040)	$ (15,176)	$ (4,138)	$ (4,177)	$ 39	1%	$ (16,705)
9. Publications (3058)	$ (13,701)	$ (2,739)	$ (3,305)	$ 566	17%	$ (13,220)
10. Family Engagement (3072)	$ (3,922)	$ -	$ (1,061)	$ 1,061	100%	$ (4,243)
11. Equity, Diversity and Inclusion (3073)	$ -	$ -	$ (484)	$ 484	100%	$ (1,940)
12. Preschool Literacy ECRR (3120)	$ (4,037)	$ (1,048)	$ (2,262)	$ 1,214	54%	$ (9,050)
13. PO Regional Training (3171)	$ (4,706)	$ (576)	$ (773)	$ 197	25%	$ (3,091)
14. Benchmark (3172)	$ -	$ (724)	$ -	$ (724)		$ -
15. Digital Learn (3188)	$ (27)	$ (12)	$ (306)	$ 294	96%	$ (1,225)
16. Cost Share IMLS Incl Internships (3185)	$ (6,863)	$ -	$ -	$ -		$ -
TOTAL EXPENSES - PROGRAMS	$ (183,852)	$ (267,996)	$ (260,917)	$ (7,079)	-3%	$ (1,079,145)

	1st Quarter FY22 Actual	YTD FY24 Actual	YTD FY24 Budget	YTD Variance	Variance %	Full Year FY24 Budget
16. National Conferences						
A. NC General Program (3061)	$ (28,555)	$ (15,442)	$ (3)	$ (15,439)	-514633%	$ (784,166)
B. NC Exhibits (3062)	$ (14,461)	$ (19,919)	$ (33)	$ (19,886)	-60261%	$ (791,594)

C. NC Promotion (3063)	$ (3,300)	$ (5,071)	$ (21)	$ (5,050)	-24048%	$ (76,118)
D. NC Registration (3064)	$ -	$ -	$ (4,437)	$ 4,437	100%	$ (17,750)
E. NC Opening/Closing Session (3065)	$ -	$ (1,923)	$ (65,000)	$ 63,077	97%	$ (260,000)
F. NC Programs (3066)	$ -	$ -	$ (26,250)	$ 26,250	100%	$ (105,000)
G. NC Meal Events (3069)	$ -	$ -	$ (6)	$ 6	100%	$ (24,522)
H. NC Preconference (3070)	$ -	$ -	$ (21)	$ 21	100%	$ (62,937)
I. NC Future Planning (3145)	$ (689)	$ (68,729)	$ -	$ (68,729)		$ -
J. PLA Virtual Conference (3173)	$ -	$ (11,688)	$ (30,593)	$ 18,905	62%	$ (122,373)
TOTAL EXPENSES - CONFERENCE	**$ (47,005)**	**$ (122,772)**	**$ (126,364)**	**$ 3,592**	**3%**	**$ (2,244,460)**
	FY22 Actual	**FY24 Actual**	**FY24 Budget**	**Variance**	**%**	**FY24 Budget**
TOTAL EXPENSES	**$ (230,857)**	**$ (390,768)**	**$ (387,281)**	**$ (3,487)**	**-1%**	**$ (3,323,605)**
	1st Quarter	**YTD**	**YTD**	**YTD**	**Variance**	**Full Year**
	FY22 Actual	**FY24 Actual**	**FY24 Budget**	**Variance**	**%**	**FY24 Budget**
OPERATING NET REVENUES	**$ (47,737)**	**$ (186,790)**	**$ (94,522)**	**$ (92,268)**	**-98%**	**$ 612,420**

Operating Budget Projects	FY22(Q1/November 2021)			FY24 Budget	FY24(Q1/November 2023)		
	Budget	Actual	Variance	Full Year	Budget	Actual	Variance
1. Administration (0000)							
Revenue	$ -	$ -	$ -	$ -	$ -		$ -
Expenses	$ (184,256)	$ (114,073)	$ 70,183	$ (826,084)	$ (197,652)	$ (218,702.00)	$ (21,050)
Net	$ (184,256)	$ (114,073)	$ 70,183	$ (826,084)	$ (197,652)	$ (218,702)	$ (21,050)
2. Service to Members (3000)							
Revenue	$ -	$ -	$ -	$ -	$ -	$ -	$ -
Dues	$ 116,875	$ 126,425	$ 9,550	$ 621,080	$ 155,270	$ 130,487	$ (24,783)
Expenses	$ (14,038)	$ (4,444)	$ 9,594	$ (85,070)	$ (21,268)	$ (24,992)	$ (3,724)
OH & Tax							$ -
Net	$ 102,837	$ 121,981	$ 19,144	$ 536,010	$ 134,002	$ 105,495	$ (28,507)
3. Regional CE, Bootcamp (3007)							
Registration			$ -	$ -	$ -	$ -	$ -
Expenses			$ -	$ -	$ -	$ -	$ -
OH & Tax			$ -	$ -	$ -	$ -	$ -
Net	$ -	$ -	$ -	$ -	$ -	$ -	$ -
4. PLA Leadership (3011)							
Revenue	$ -	$ -	$ -	$ -	$ -	$ -	$ -
Expenses	$ -	$ -	$ -	$ -	$ -	$ -	$ -
OH & Tax	$ -	$ -	$ -	$ -	$ -	$ -	$ -
Net	$ -	$ -	$ -	$ -	$ -	$ -	$ -
5. PLA Partners (3020)							
Revenue	$ 4,500	$ 600	$ (3,900)	$ -	$ -	$ -	$ -
Expenses	$ (675)	$ (17)	$ 658	$ -	$ -	$ -	$ -
Net	$ 3,825	$ 583	$ (3,242)	$ -	$ -	$ -	$ -
6. ALA Precons/MW Institute (3026)							
Revenue	$ -	$ -	$ -	$ -	$ -	$ -	$ -
Expenses	$ -	$ -	$ -	$ -	$ -	$ (785)	$ (785)
OH	$ -	$ -	$ -	$ -	$ -	$ -	$ -
Net	$ -	$ -	$ -	$ -	$ -	$ (785)	$ (785)
7. Public Libraries (3030)							
Revenue	$ 11,250	$ 6,063	$ (5,187)	$ 87,100	$ 21,775	$ 40,421	$ 18,646
Expenses	$ (27,363)	$ (15,944)	$ 11,419	$ (109,229)	$ (27,307)	$ (14,280)	$ 13,027
OH	$ (750)	$ (942)	$ (192)	$ (9,288)	$ (2,322)	$ -	$ 2,322

Operating Budget Projects	FY22(Q1/November 2021)			FY24 Budget	FY24(Q1/November 2023)		
	Budget	Actual	Variance	Full Year	Budget	Actual	Variance
Tax	$ -	$ -	$ -	$ -	$ -		$ -
Net	$ (16,863)	$ (10,823)	$ 6,040	$ (31,417)	$ (7,854)	$ 26,141	$ 33,995
8. Web Based CE (3040)							
Revenue	$ 9,375	$ 10,646	$ 1,271	$ 54,000	$ 13,500	$ 18,896	$ 5,396
Expenses	$ (1,450)	$ (13,765)	$ (12,315)	$ (9,550)	$ (2,388)	$ (1,634)	$ 754
OH & Taxes	$ (1,000)	$ (1,411)	$ (411)	$ (7,155)	$ (1,789)	$ (2,504)	$ (715)
Net	$ 6,925	$ (4,530)	$ (11,455)	$ 37,295	$ 9,323	$ 14,758	$ 5,435
9. Publications (3058)							
Revenue	$ 5,000	$ 24	$ (4,976)	$ 19,550	$ 4,888	$ 4,025	$ (863)
Expenses	$ (1,375)	$ (13,698)	$ (12,323)	$ (10,630)	$ (2,658)	$ (2,206)	$ 452
OH & Taxes	$ (675)	$ (3)	$ 672	$ (2,590)	$ (647)	$ (533)	$ 114
Net	$ 2,950	$ (13,677)	$ (16,627)	$ 6,330	$ 1,583	$ 1,286	$ (297)
10. Family Engagement (3072)							
Revenue	$ -	$ 29,550	$ 29,550	$ 12,000	$ 3,000	$ -	$ (3,000)
Expenses	$ (750)	$ (7)	$ 743	$ (1,063)	$ (266)	$ -	$ 266
OH & Taxes	$ -	$ (3,915)	$ (3,915)	$ (3,180)	$ (795)	$ -	$ 795
Net	$ (750)	$ 25,628	$ 26,378	$ 7,757	$ 1,939	$ -	$ (1,939)
11. Equity, Diversity and Inclusion (3073)							
Revenue	$ 6,250	$ -	$ (6,250)	$ 12,000	$ 3,000	$ -	$ (3,000)
Expenses	$ (1,250)	$ -	$ 1,250	$ (250)	$ (62)	$ -	$ 62
OH & Taxes	$ (1,656)	$ -	$ 1,656	$ (1,690)	$ (422)	$ -	$ 422
Net	$ 3,344	$ -	$ (3,344)	$ 10,060	$ 2,516	$ -	$ (2,516)
12. Preschool Literacy ECRR (3120)							
Revenue	$ 1,250	$ 7,262	$ 6,012	$ 12,800	$ 3,200	$ 1,475	$ (1,725)
Expenses	$ -	$ (3,075)	$ (3,075)	$ (7,425)	$ (1,856)	$ (853)	$ 1,003
OH & Taxes	$ -	$ (962)	$ (962)	$ (1,625)	$ (406)	$ (195)	$ 211
Net	$ 1,250	$ 3,225	$ 1,975	$ 3,750	$ 938	$ 427	$ (511)
13. PO Regional Training (3171)							
Revenue	$ 7,000	$ 2,550	$ (4,450)	$ 14,509	$ 3,627	$ 4,348	$ 721
Expenses	$ (2,600)	$ (4,699)	$ (2,099)	$ (1,491)	$ (373)	$ -	$ 373
OH & Taxes	$ -	$ (7)	$ (7)	$ (1,600)	$ (400)	$ (576)	$ (176)
Net	$ 4,400	$ (2,156)	$ (6,556)	$ 11,418	$ 2,854	$ 3,772	$ 918
14. Benchmark (3172)							

Operating Budget Projects	FY22(Q1/November 2021)			FY24 Budget	FY24(Q1/November 2023)		
	Budget	Actual	Variance	Full Year	Budget	Actual	Variance
Revenue	$ -	$ -	$ -	$ 85,940	$ 21,485	$ 4,326	$ (17,159)
Expenses	$ -		$ -	$ -	$ -	$ (151)	$ (151)
OH & Taxes	$ -	$ -	$ -	$ -	$ -	$ (573)	$ (573)
Net	$ -	$ -	$ -	$ 85,940	$ 21,485	$ 3,602	$ (17,883)
15. Digital Learn (3188)							
Revenue	$ 7,500	$ -	$ (7,500)	$ 5,000	$ 1,250	$ -	$ (1,250)
Expenses	$ (10,000)	$ (27)	$ 9,973	$ -	$ -	$ (12)	$ (12)
OH & Taxes	$ -	$ -	$ -	$ (1,225)	$ (306)	$ -	$ 306
Net	$ (2,500)	$ (27)	$ 2,473	$ 3,775	$ 944	$ (12)	$ (956)
16. National Conferences							
A. NC General Program (3061)							
Revenue	$ -	$ -	$ -	$ 1,444,441	$ 3	$ -	$ (3)
Expenses	$ (21,513)	$ (28,555)	$ (7,042)	$ (401,380)	$ (36)	$ (15,442)	$ (15,406)
OH & Taxes	$ -	$ -	$ -	$ (382,786)	$ (3)	$ -	$ 3
Net	$ (21,513)	$ (28,555)	$ (7,042)	$ 660,275	$ (36)	$ (15,442)	$ (15,406)
B. NC Exhibits (3062)							
Revenue	$ -	$ -	$ -	$ 1,198,288	$ 9	$ -	$ (9)
Expenses	$ (68,250)	$ (14,461)	$ 53,789	$ (474,310)	$ (30)	$ (19,919)	$ (19,889)
OH & Taxes	$ -	$ -	$ -	$ (317,284)	$ (3)	$ -	$ 3
Net	$ (68,250)	$ (14,461)	$ 53,789	$ 406,694	$ (24)	$ (19,919)	$ (19,895)
C. NC Promotion (3063)							
Revenue	$ -	$ -	$ -	$ 27,336	$ 6	$ -	$ (6)
Expenses	$ (7,650)	$ (3,300)	$ 4,350	$ (72,488)	$ (18)	$ (5,071)	$ (5,053)
OH & Taxes	$ (994)	$ -	$ 994	$ (3,630)	$ (3)	$ -	$ 3
Net	$ (8,644)	$ (3,300)	$ 5,344	$ (48,782)	$ (15)	$ (5,071)	$ (5,056)
D. NC Registration (3064)							
Revenues		$ -	$ -	$ -	$ -	$ -	$ -
Expenses	$ (425)	$ -	$ 425	$ (17,750)	$ (4,437)	$ -	$ 4,437
OH & Taxes		$ -	$ -	$ -	$ -	$ -	$ -
Net	$ -	$ -	$ 425	$ (17,750)	$ (4,437)	$ -	$ 4,437
E. NC Opening/Closing Session (3065)							
Revenues		$ -	$ -	$ -	$ -	$ -	$ -
Expenses	$ -	$ -	$ -	$ (260,000)	$ (65,000)	$ (1,923)	$ 63,077

Operating Budget Projects	FY22(Q1/November 2021)			FY24 Budget	FY24(Q1/November 2023)		
	Budget	Actual	Variance	Full Year	Budget	Actual	Variance
Net	$ -	$ -	$ -	$ (260,000)	$ (65,000)	$ (1,923)	$ 63,077
F. NC Programs (3066)							
Revenues		$ -	$ -	$ -	$ -	$ -	$ -
Expenses	$ -	$ -	$ -	$ (105,000)	$ (26,250)	$ -	$ 26,250
Net	$ -	$ -	$ -	$ (105,000)	$ (26,250)	$ -	$ 26,250
G. NC Meal Events (3069)							
Revenues	$ -	$ -	$ -	$ 35,011	$ 3	$ -	$ (3)
Expenses	$ -	$ -	$ -	$ (24,522)	$ (6)	$ -	$ 6
OH & Taxes	$ -	$ -	$ -	$ -	$ -		$ -
Net	$ -	$ -	$ -	$ 10,489	$ (3)	$ -	$ 3
H. NC Preconference (3070)							
Revenues	$ -	$ -	$ -	$ 60,011	$ 3	$ -	$ (3)
Expenses	$ (3,500)	$ -	$ 3,500	$ (47,566)	$ (18)	$ -	$ 18
OH & Taxes	$ -	$ -	$ -	$ (15,371)	$ (3)	$ -	$ 3
Net	$ -	$ -	$ 3,500	$ (2,926)	$ (18)	$ -	$ 18
I. NC Promotion/Planning (3145)							
Revenue	$ -	$ -	$ -	$ -	$ -	$ -	$ -
Expenses	$ (10,000)	$ (689)	$ 9,311	$ -	$ -	$ (68,729)	$ (68,729)
OH & Taxes	$ -	$ -	$ -	$ -	$ -	$ -	$ -
Net	$ (10,000)	$ (689)	$ 9,311	$ -	$ -	$ (68,729)	$ (68,729)
J. PLA Virtual Conference (3173)							
Revenue	$ -	$ -	$ -	$ 246,959	$ 61,740	$ -	$ (61,740)
Expenses	$ -	$ -	$ -	$ (89,651)	$ (22,413)	$ (11,688)	$ 10,725
OH & Taxes	$ -	$ -	$ -	$ (32,722)	$ (8,180)	$ -	$ 8,180
Net	$ -	$ -	$ -	$ 124,586	$ 31,147	$ (11,688)	$ (42,835)
17. Grant Cost Shares							
* A. Inclusive Internship Cost Share (3185)							
Revenue	$ -	$ -	$ -	$ -	$ -	$ -	$ -
Expenses	$ -	$ (6,863)	$ (6,863)	$ -	$ -	$ -	$ -
OH & Taxes	$ -	$ -	$ -	$ -	$ -	$ -	$ -
Net	$ -	$ (6,863)	$ (6,863)	$ -	$ -	$ -	$ -

Operating Budget Projects	FY22(Q1/November 2021)			FY24 Budget	FY24(Q1/November 2023)		
	Budget	Actual	Variance	Full Year	Budget	Actual	Variance
	FY22(Q1/November 2021)			FY24 Budget	FY24(Q1/November 2023)		
TOTAL OPERATING	Budget	Actual	Variance	Full Year	Budget	Actual	Variance
Revenue	$ 169,000	$ 183,120	$ 14,120	$ 3,936,025	$ 292,759	$ 203,978	$ (88,781)
Expenses	$ (355,095)	$ (223,617)	$ 131,478	$ (2,543,459)	$ (372,038)	$ (386,387)	$ (14,349)
OH & Taxes	$ (5,075)	$ (7,240)	$ (2,165)	$ (780,146)	$ (15,279)	$ (4,381)	$ 10,898
Net	$ (191,170)	$ (47,737)	$ 143,433	$ 612,420	$ (94,558)	$ (186,790)	$ (92,232)

*= discontinued general ledger line

Year-to-Date Report - GRANTS (Budgeted to Zero Out)   *Grant Budgets received after the FY24 budgeting period

Project	Grant	TOTAL GRANT	FY24 PLA Grant Budget *full year*	FY24(Q1/November 2023) Budget	Actual	Variance	GRANT BALANCE Q1 2024
Google SuperSearchers (3074)* *FY23/FY24*	48						
Revenue			$ -	$ -	$ -	$ -	$ -
Expenses			$ -	$ -	$ (13,500)	$ (13,500)	$ 13,500
OH & Taxes			$ -	$ -	$ -	$ -	$ -
Net		$ -	$ -	$ -	$ (13,500)	$ (13,500)	$ 13,500
Digital Learn AT&T (3146)* *FY23/FY24*	48						
Revenue			$ 620,452	$ 117,614	$ -	$ (117,614)	$ 117,614
Expenses			$ (534,000)	$ (99,507)	$ (294,700)	$ (195,193)	$ 195,193
OH & Taxes			$ (86,452)	$ (15,341)	$ -	$ 15,341	$ -
Net		$ -	$ -	$ 2,766	$ (294,700)	$ (297,466)	$ 312,807
Heartland Forward (3147)* *FY23 /FY24*	48						
Revenue			$ 71,500	$ -	$ -	$ -	$ -
Expenses			$ (64,350)	$ (2,400)	$ (6,531)	$ (4,131)	$ 4,131
OH & Taxes			$ (7,150)	$ -	$ -	$ -	$ -
Net		$ -	$ -	$ (2,400)	$ (6,531)	$ (4,131)	$ 4,131
AT&T Digital Literacy Phase II (3164) *FY23* Note: This balance is unconfirmed. ALA finance is reviewing the records for this grant due to discrepancies between project and Prophix reporting.	48						
Revenue		$ 400,000				$ -	$ -
Expenses		$ (347,826)	$ -	$ -	$ -	$ -	$ -
OH & Taxes		$ (52,174)		$ -	$ -	$ -	$ -
Net		$ -			$ -	$ -	$ -
AT&T Digital Literacy ACP (3165)* *September 2022-August 2023* Note: Extended into FY24	48						
Revenue		$ 250,000		$ -	$ -	$ -	$ -
Expenses		$ (220,000)	$ -	$ -	$ (13,500)	$ (13,500)	$ 13,500
OH & Taxes		$ (30,000)	$ -	$ -	$ (2,025)	$ (2,025)	$ 2,025
Net		$ -	$ -	$ -	$ (15,525)	$ (15,525)	$ 15,525
IMLS-U of Michigan (3166)* *FY23/FY24*	47						
Revenue		$ 38,694	$ 13,749	$ 4,799	$ 4,231	$ (568)	$ 568
Expenses		$ (31,438)	$ (10,587)	$ (3,646)	$ -	$ 3,646	$ (3,646)
OH & Taxes		$ (7,256)	$ (3,162)	$ (900)	$ -	$ 900	$ (900)
Net		$ -	$ -	$ 253	$ 4,231	$ 3,978	$ (3,978)
Gates Legacy Grant (3175)	48						

Jun 2016 to ongoing	Interest				$ 39,748		$ (39,748)
	Gain/Loss Unrealized				$ 10,729		$ (10,729)
Note: Gates Legacy Balance and Prophix	Interest	$ 10,805,701	$ 915,532	$ 214,799	$ 31,407	$ (183,392)	$ 183,392
reporting currently under review	Expenses	$ (9,635,947)	$ (805,668)	$ (181,277)	$ (150,072)	$ 31,205	$ (31,205)
	OH & Taxes	$ (1,169,754)	$ (109,864)	$ (23,014)	$ (17,916)	$ 5,098	$ (5,098)
	Net	$ -	$ -	$ 10,508	$ (86,104)	$ (147,089)	$ 147,089

		TOTAL GRANT	FY24 PLA Grant Budget	FY24 Q1	FY24 Q1	FY24 Q1	FY24 GRANT BALANCE
			full year	Budget	Actual	Variance	*full year*
TOTAL GRANTS							
Note: ALA is in process of updating grant	**Revenue**	$ 14,759,519	$ 1,621,233	$ 337,212	$ 35,638	$ (301,574)	$ 301,574
modules in its Prophix financial software. At	**Expenses**	$ (13,261,021)	$ (1,414,605)	$ (286,830)	$ (478,303)	$ (191,473)	$ 191,473
point of reporting expenses had not been	**OH & Taxes**	$ (1,498,498)	$ (206,628)	$ (39,255)	$ (19,941)	$ 19,314	$ (3,973)
recorded for FY24 in most of the grant	**Net**	$ -	$ -	$ 11,127	$ (462,606)	$ (473,733)	$ 489,074
accounts.	**Interest**				$ 39,748		

TO: PLA Board of Directors

FROM: Mary Davis Fournier, Executive Director

RE: FY 2025 Budget Assumptions and Process

DATE: February 15, 2024

Below are considerations for the first draft of the FY2025 (September 1, 2024-August 31, 2025) PLA budget. This budget can be reviewed one more time if any changes need to be made in May 2024 before the ALA budget is approved by the Executive Board in June 2024.

Overall:

- The budget will reflect PLA's strategic plan.
- PLA's budgeting will be informed by ALA's budget strategy. In January 2024, the ALA Council approved the following budget objectives for FY25 (EBD/BARC#3.13, EBD #3.12):
  - ➤ Neutral revenue/expense budget.
  - ➤ Monitor new revenue sources.
  - ➤ Rebuild membership base.
  - ➤ Focus on financial stability and growth.
  - ➤ Implementation and assessment of budget metrics.
- ALA plans a 3% staff salary increase in FY25, there was a 3% staff salary increase in FY24. Benefits will remain at 33%.
- ALA's FY25 budget implements a simplified ALA dues structure, consolidating eleven membership categories into four membership categories (see Table below). Revisions and possible simplification of Division dues structure are being explored by a working group in FY25.
- ALA continues the freeze of net asset balance transfers to endowments.
- Overhead will be charged at the same rate as last year, which is 26.5%.
- Additionally, ALA unit managers have been directed to keep non-salary expenses at FY23 level or lower.
- Discretionary expenditures can be reduced during the year to offset any unfavorable revenue results. ALA identified two specific expense control levers to continue to align expenses with revenue:
  - o Staff New hires will be closely scrutinized
  - o Travel

Conference

FY25 is a non-conference year, *year two* in PLA's two-year revenue cycle. We build our net asset balance in year one and budget year two (the non-conference year) as a "spend-down" year. The 2024 PLA National Conference will be held in April 2024. It was budgeted conservatively in terms of registration and exhibit revenues and was projected to net 565,927. It is currently on track to exceed budget.

Membership

In a non-PLA conference year, dues are PLA's primary revenue source (excluding grant funding). PLA has budgeted no dues increase in FY25 after implementing a 5% dues increase in FY24 (with the exception of student dues which were frozen at FY23 rates). The current membership dues budget is based on predicted "low" for non-conference year membership loss, and assumes a 14% loss, equivalent to FY23 (consistent will all non-conference years. The table below shows the four consolidated ALA membership types and total cost of PLA membership, per membership type.

FY25 Membership Types	ALA Dues	PLA Dues	ALA+PLA Dues
Individual Type I: Regular members	$125	$85	$210
Individual Type II: Non-salaried, Retired, or international members	$55	$62	$117
Supporter: Trustee, Friend, or Associate members	$70	$85	$155
Student	$40	$36	$76

Programs & Initiatives

WebCE: PLA's WebCE revenue has been the strongest performer among our non-conference revenue streams. FY25 WebCE revenue has been budgeted based on revenue goals, member needs and staff capacity. Strong competition within and outside ALA for public library professional development dollars will continue. PLA will continue to collaborate with the CE unit on bundled sales to state libraries, leverage PLA 2024 virtual conference recordings, and will aggressively pursue all avenues FY25.

Advertising revenue: PLA continues to build its advertising client portfolio. FY25 will again increase advertising goals as we add sponsored research briefs to assets that currently include *Public Libraries* magazine, E-News, podcasts, webinars and *PLOnline,* and we have budgeted accordingly to set sales goals.

Data platforms: Project Outcome will be scaling down activities in 2024 in order to explore a transition to outcome measurement eLearning; Benchmark will continue to explore revenue generation goals for FY25, with development budgeted in the Gates Legacy Grant fund.

Professional development: PLA will build on existing and create new professional development opportunities for the membership. This work comprises conversion to digital from in-person models, such as the Family Engagement Training; as well as refreshing and relaunching the PLA Leadership Academy. PLA will continue to explore how to scale successful programs for maximum revenue.

Operations

Staffing: In FY25 there are no plans to add additional staff positions, however, FY25 marks the first year of sustainability staffing. This means that in alignment with sustainability goals for the Gates Legacy funds, significant staff costs will be moved over to PLA's operating budget.

- PLA has 15 staff members. In FY25 9.75 staff will be covered by the operating budget, three by the Gates Legacy grant, and 2.25 by other grant projects.

Grants

Grant funding and partnerships will be sought where appropriate and aligned with association strategic goals. These are both areas of growth and success for PLA. We have seen a dramatic increase in partnership outreach over the past year, particularly related to digital literacy and broadband access. Much of this money is programmatic pass through, although we are able to underwrite portions of staff salaries and contribute to ALA overhead. PLA is actively managing several grants, totaling over $2.5 million in revenue.

The Gates Foundation Legacy Grant continues to be our largest long term grant; In FY24 PLA is undertaking a sustainability assessment to extend the Gates Legacy funding as long as is strategically beneficial to PLA. The FY25 budget assumes a significant reduction in Gates Legacy spending, at approximately $520,000. We also anticipate receiving significant funds from AT&T and Google to support and expand free use of PLA's Digital Learn and broadband resources to the field.

The budgeting system does give PLA the ability to budget for grants which are not confirmed, and in FY25 PLA is budgeting approximately $200K in proposed but yet-to-be-confirmed grants in order to achieve its goals.

ALA is developing policy and practice regarding minimum overhead rates for grant funded projects, with a sought minimum rate of 18% going forward. The PLA Executive Director is involved in drafting the policy and practice.

Friends of PLA Fund

FY25 will be the first year that PLA will budget expenditures in the Friends of PLA Fund, with $50K in proposed content development for a reboot of PLA's Leadership Academy. The practice of requesting a Friends donation to support scholarships and programmatic priorities of the board from all non-federal grant funders of 10% of the program budget value will continue. At this point in time, we anticipate that these funds will carry over for multiple fiscal years.

ALA structure

The Operating Agreement Work Group recommendations submitted in June 2022 were turned over to the Operating Agreement Implementation Task Force in 2023. In Fall 2023, the Task Force was dissolved and the timeline for resolution and implementation was extended to FY26. The outcome of this work, currently led by the ALA CFO and Treasurer in consultation with staff stakeholders may have major impact on ALA and PLA relationship. The current timeline requires resolution of the budgeting model by June 2024, although process aspects have not yet been addressed. PLA will continue to engage with and monitor this work and its implications for PLA and the divisions.

ALA finances

The ALA general fund (publishing, conferences, programmatic (e.g., OIF, ODLOS, Chapters) and support units (IT, HR, finance)—essentially everything except the strong revenue generating divisions, grants, and the endowment— continue to struggle financially. The departure of the ALA Executive Director has resulted in a dip in fundraising, and while ALA staff numbers are on the upswing, significant departures and staff vacancies continue with lengthy job posting delays.

ALA continues to pursue "strategic hiring," including its national search for a new executive director by FY24Q4. ALA has a "one checkbook" mindset and continues to draw financial support from divisions, particularly strong revenue generators with (on paper) fund balances like PLA.

- PLA's requested and received approval to transfer $350,000 of its fund balance to the endowment during FY22, FY23 and FY24. However, ALA suspended Endowment Fund transfers from Round Table and Division operating net asset balances to the ALA Endowment Fund for FY22, FY23, and FY24. We expect this will continue in FY25.
- ALA continues to mandate expense reductions by divisions to balance the overall organizational budget, whenever possible.
- The PLA B&F Committee and the Board will want to consider its recommendation to the PLA Board on where to earmark the Long Term Investment (LTI) interest. In previous years it has been allocated to family engagement, performance measurement and digital literacy. In past years, the LTI interest has been rolled back into the endowment. The estimated amount of interest should be in the $55,000-70,000 range. In FY24 the interest was budgeted to roll back into the endowment. ALA budget actions will be distributed to divisions in spring following the submission of first draft budgets. A final recommendation on LTI will not be required till May 2024.
- Although a preliminary picture of PLA's FY23 fund balance is available, the final FY23 performance will not be available until the audit is complete. It will be presented to the ALA Executive Board at the 2024 spring board meeting.
- Changes to ALA accounting practice require that all conference revenue and expenses be recorded in the FY/Month when the conference takes place. PLA is working with ALA finance to monitor conference revenues and expenses.
- ALA has transitioned to quarterly financial reporting. Delivery of operating budget financials has greatly improved, and we anticipate that we should have FY24Q2 financials to inform budgeting before the final draft is submitted in May 2024.
- ALA continues to refine its grant reporting capabilities. PLA is working closely with the ALA controller and compliance officer to ensure accurate and timely grant reports.

Summary

FY25 is a transition year for PLA with two financial goals:

1. Take the first step in sustainability budgeting for Gates Legacy funds with expenses capped at $520K.
2. Maintain PLA's best practice of budgeting in the black over its two-year cycle: Year One's surplus must, at minimum, cover year two's expenses.

The anticipated FY25 budget achieves both those goals, while aggressively moving to develop non-conference revenue and expanding grant funding.

I've budgeted revenue according to current trend data and expenses as conservatively as possible for FY25. Although registration, and therefore revenue for PLA's 2024 National Conference are strong, it is difficult to anticipate the impact

of unanticipated expenses (security, crisis comms). I am confident that we will make our FY24 budget, but it is too early to know whether we will exceed it.

On the operations side, I continue to explore ways to realign workflow to maximize revenue generation and match current needs. Increased capacity has enabled PLA to rely less on consultants and promote from within.

DRAFT PLA FY25 Budget
Revenues and Expenses
2/15/2024

OPERATING (GENERAL FUND) ACCOUNTS	FY25 REVENUES	FY25 EXPENSES	NET/LOSS
0000 Admin	$ -	$ 1,090,647	$ (1,090,647)
3000 Service to Members	$ 556,716	$ 108,705	$ 448,011
3011 PLA Leadership	$ 140,000	$ 150,150	$ (10,150)
PLA Partners 3020	$ 5,000	$ 1,300	$ 3,700
3026 AC Preconferences	$ 8,340	$ 2,210	$ 6,130
3030 Public Libraries	$ 111,500	$ 105,090	$ 6,410
3040 Web CE	$ 100,000	$ 22,850	$ 77,150
3058 Publications	$ 35,080	$ 8,778	$ 26,302
3072 Family Engagement	$ 20,000	$ 10,150	$ 9,850
3073 Equity Diversity Inclusion	$ -	$ -	$ -
3120 ECRR	$ 39,800	$ 7,024	$ 32,777
3171 PO Regional Training	$ -	$ (20,000)	$ 20,000
3172 PLDS-Benchmark	$ 76,520	$ 14,686	$ 61,834
3188 DigitalLearn	$ 40,000	$ 10,600	$ 29,400
3061 NC General Progam (reg)	$ -	$ -	$ -
3062 PLA Exhibits	$ -	$ -	$ -
3063 PLA Promotion	$ -	$ -	$ -
3064 PLA Registration Admin	$ -	$ -	$ -
3065 PLA Opening Closing Sess	$ -	$ -	$ -
3066 PLA Programs	$ -	$ -	$ -
3069 PLA Meal Events			$ -
3070 PLA Preconferences	$ -	$ -	$ -
3145 PLA Conf Planning	$ -	$ 154,583	$ (154,583)
3173 PLA Virtual Conf	$ -	$ -	$ -
TOTAL - Operating	$ 1,132,956	$ 1,666,773	$ (533,817)
GRANT ACCOUNTS	FY25 REVENUES		NET/LOSS
3175 Legacy Grant (Gates)	$ 521,612	$ 521,612	$ -
ATT - Proposed	$ 207,722	$ 207,722	$ -
Friends of PLA	$ 50,000	$ 50,000	$ -
TOTAL - Grant	$ 729,334	$ 729,334	$ -
TOTAL- Operating & Grants	$ 1,862,290	$ 2,396,107	$ (533,817)

FY24 Budgeted Net: $566,177

DRAFT PLA FY25 Budget
Revenues and Expenses
2/15/2024

OPERATING (GENERAL FUND) ACCOUNTS	FY23 Revenues (Actual)	FY25 Revenues (Budgeted)	FY23 Expenses (Actual)	FY25 Expenses (Budgeted)	FY23 Net	FY25 Net
0000 Admin	$ -	$ -	$ 601,332	$ 1,090,647	$ (601,332)	$ (1,090,647)
3000 Service to Members	$ 528,922	$ 556,716	$ 72,628	$ 108,705	$ 456,294	$ 448,011
3011 PLA Leadership	$ -	$ 140,000	$ -	$ 150,150	$ -	$ (10,150)
PLA Partners 3020	$ -	$ 5,000	$ -	$ 1,300	$ -	$ 3,700
3026 AC Preconferences	$ 8,414	$ 8,340	$ 2,230	$ 2,210	$ 6,184	$ 6,130
3030 Public Libraries	$ 100,302	$ 111,500	$ 99,930	$ 105,090	$ 372	$ 6,410
3040 Web CE	$ 94,101	$ 100,000	$ 20,028	$ 22,850	$ 74,073	$ 77,150
3058 Publications	$ 29,332	$ 35,080	$ (11,024)	$ 8,778	$ 40,356	$ 26,302
3072 Family Engagement		$ 20,000	$ -	$ 10,150	$ -	$ 9,850
3073 Equity Diversity Inclusion	$ -	$ -	$ -	$ -	$ -	$ -
3120 ECRR	$ 4,125	$ 39,800	$ 3,289	$ 7,024	$ 836	$ 32,777
3171 PO Regional Training	$ 5,237	$ -	$ (6,248)	$ (20,000)	$ 11,485	$ 20,000
3172 PLDS Benchmark	$ 66,522	$ 76,520	$ 6,320	$ 14,686	$ 60,202	$ 61,834
3188 DigitalLearn	$ 15,000	$ 40,000	$ 99	$ 10,600	$ 14,901	$ 29,400
3185 IMLS Cost Share III	$ -	$ -	$ 3,500	$ -	$ (3,500)	$ -
Programs Subtotal	$ 851,955	$ 1,132,956	$ 792,084	$ 1,512,190	$ 59,871	$ (379,234)
					$ -	
3061 NC General Progam (reg)	$ 200	$ -	$ 40	$ -	$ 160	$ -
3062 PLA Exhibits	$ 1,485	$ -	$ 5,843	$ -	$ (4,358)	$ -
3063 PLA Promotion	$ -	$ -	$ 336	$ -	$ (336)	$ -
3064 PLA Registration Admin	$ -	$ -	$ -		$ -	$ -
3065 PLA Opening Closing Sess	$ -	$ -	$ -	$ -	$ -	$ -
3066 PLA Programs	$ -	$ -	$ -	$ -	$ -	$ -
3069 PLA Meal Events	$ -	$ -	$ -		$ -	$ -
3070 PLA Preconferences	$ -	$ -	$ -	$ -	$ -	$ -
3145 PLA Conf Planning	$ -	$ -	$ 150,995	$ 154,583	$ (150,995)	$ (154,583)
3173 PLA Virtual Conf	$ -	$ -	$ 11,456	$ -	$ (11,456)	$ -
Conference Subtotal	$ 1,685	$ -	$ 168,670	$ 154,583	$ (166,985)	$ (154,583)
TOTAL - Operating	$ 853,640	$ 1,132,956	$ 960,754	$ 1,666,773	$ (107,114)	$ (533,817)
GRANT ACCOUNTS	FY23 REVENUE (Actuals)	FY25 REVENUES				NET/LOSS
3175 Legacy Grant (Gates)	$ 1,114,954	$ 521,612	$ 916,961	$ 521,612	$ 197,993	$ -
Other Grants	$ 5,073,524	$ 207,722	$ 3,793,465	$ 207,722	$ 1,280,059	$ -
Friends of PLA	$ -	$ 50,000	$ -	$ 50,000	$ -	$ -
TOTAL - Grant	$ 6,188,478	$ 729,334	$ 4,710,426	$ 729,334	$ 1,478,052	$ -
TOTAL- Operating & Grants*	$ 7,042,118	$ 1,862,290	$ 5,671,180	$ 2,396,107	$ 1,370,939	$ (533,817)

*Remaining grant amounts in FY23 due to multiyear grants and timing of expenditures.

Note: FY23 was budgeted for a planned deficit of $415,475; FY24 is budgeted to net $566,177

TO: PLA Board of Directors
RE: FY25 Draft Budget
DATE: March 7, 2024

ACTION   REQUESTED/INFORMATION/REPORT:
     ACTION
ACTION REQUESTED BY: N/A
DRAFT OF MOTION:

The PLA Board approves the draft FY25 budget as recommended by the Budget and Finance Committee, which recommends no increase to dues across PLA membership categories.

<u>FY25 Budget Overview:</u> In accordance with ALA's budgeting deadlines, PLA has completed a first draft FY2025 (September 1, 2024-August 31, 2025) PLA budget for board review. A summary by project appears in document number 2024.31.

Projects	Revenue	Expenses	Net
Total Operating	$1,132,956	$1,666,773	($533,817)
Grants	$729,334	$1,729,334	$0
TOTALS	**$1,862,290**	**$2,396,107**	**($533,817)**

TO: PLA Board of Directors
FROM: Melissa Johnson, Conference Manager
             Angela Maycock, Manager, Continuing Education
RE: PLA 2024 Update
DATE: March 4, 2024

ACTION REQUESTED/INFORMATION/REPORT: Report

PLA staff are making final preparations for PLA 2024 in Columbus, OH – April 3-5, 2024, along with a virtual conference.

Registration & Housing
As of Monday, March 4, 2024, there are 4,814 full conference attendees registered for the conference, compared to 3,226 full conference attendees registered at the same time for the 2022 conference in Portland and approximately 5,500 full conference attendees registered at the same time for Nashville in 2020.

The housing block is at 90% of contracted block, with a total of 3,719 reservations on peak and 12,631 room nights presold, compared to 2,252 reservations booked on peak 8,436 room nights sold in 2022. In 2020, overall block was at 88%, with 4,019 reservations booked on peak.

Exhibits
There are 266 companies confirmed in 532 booths and 7 tabletops, compared to 199 companies in 435 booths for the 2022 conference and 298 companies in 667 booths at this time in 2020. Exhibit hall space is sold out.

Financials
Below is a "back of the envelope" view of the major conference revenue categories as of March 4, 2024, based on reports from our registration and sales vendors. It should be noted that ALA financial reports will not record conference revenue or expenses until the conference month of April 2024.

	Budgeted	3-4-24 Actual	Variance
Registration	$1,444,430	$1,923,182	$478,752
Workshops	$60,000	$53,186	($6,814)
Virtual Conference	$246,959	$55,955	($191,004)
Exhibits	$1,197,255	$1,480,250	$282,995
Sponsorships	$60,000	$115,250	$55,250
Totals	**$3,008,644**	**$3,627,823**	**$619,179**

Special Event Speakers
The following speakers are confirmed for special/meal events:
Opening Session – Dr. Joy Buolamwini
Children's Author Breakfast – Gennifer Choldenko, Loren Long, Daniel Nayeri & Maleeha Siddiqui*
Big Ideas Thursday – Ta-Nehisi Coates
Thursday Author Lunch – Rainbow Rowell*
APA Lunch – Dr. Bettina L. Love, Molly Knox Ostertag, Fiona Davis & Greg Wands*
Big Ideas Friday – Mary Annaïse Heglar
Friday Author Lunch – Amanda Jones*
Closing Session – Dulcé Sloan
 *Ticketed events

Conference Programming
The PLA 2024 Conference Program Subcommittee, chaired by Candice Wing-Yee Mack, reviewed over 560 proposals and selected 124 one-hour panel presentations, 8 one-hour roundtables, 4 half-day workshops, and 7 virtual-only programs. An additional 2 half-day workshops were programmed by the Ohio Library Council and 2 half-day workshops were programmed by PLA.

Following the Early Bird registration deadline, PLA staff made the decision to cancel 3 of the 8 planned half-day workshops – including one organized by OLC – due to low registration. Both the cancelled Ohio Library Council workshop and one additional cancelled workshop (which focused on EDISJ in small/rural libraries and organized by Erica Freudenberger) were rescheduled as conference programs.

Of the 132 accepted and planned programs, 7 have cancelled their PLA 2024 participation, citing staffing changes, funding challenges, and other unforeseen circumstances. Of these 7 cancelled programs, 3 involved speakers from the New York Public Library. One of the 3 cancelled NYPL sessions was able to be rescheduled as a Virtual Conference program.

The [full list of PLA 2024 educational programs](#) can be found on the PLA Conference website.

Virtual Conference
The Virtual Conference agenda will feature 22 educational programs, offering attendees a choice between 2 programs in each of 11 program slots. Half of the programs will be virtual-only, delivered remotely by presenters across the country, and the other half will be encore performances of some of the most popular in-person programs. These "in person AND virtual" programs will include presentations by Sonia Alcántara-Antoine, Michael Lambert, and Dr. Maria Taesil Hudson McCauley.

Special Activities & Attractions
Career Center
The Career Center, in the Exhibits Hall, will have coordinated events at select times, including the Career Fair, résumé reviews, interview practice, and mini-mentoring.

Dog Park
Meet some furry friends at the PLA Dog Park, located in the Exhibits Hall! Unwind and enjoy some quality canine companionship from the certified therapy dogs of Buckeye Paws and Pet Partners Central Ohio.

How-To Stage
The How-To Stage offers a cooperative learning experience, teaching practical, hands-on skills that can be learned in short sessions. It's a fun way for attendees to learn something new and share their experiences.

Intellectual Freedom & Advocacy Event
Sign up for a twenty-minute appointment with staff from ALA's Office for Intellectual Freedom, the Association of Small and Rural Libraries, and advocacy experts. Consultants will be available for confidential support and guidance in responding to materials and service challenges, implementing intellectual freedom best practices, or more general advocacy for your library.

Library Lodge (Boulder Public Library)
Escape the conference bustle and enjoy some après-session activities in the Library Lodge. Add your own piece to our PLA puzzle, make a friendship bracelet to swap with conference pals, or just kick back by the fire to rest and recharge (your device). Connect, create and be oh-so-cozy.

Member Lounge
The Member Lounge, located in the Exhibits Hall, is a space for attendees to relax, charge their devices, learn more about PLA resources, and meet new friends while crafting their own souvenir buttons! Staff from the American Library Association and members of the PLA Membership Advisory Group will be available to answer questions about membership and how to get involved.