**CONTINUING EDUCATION/PROFESSIONAL DEVELOPMENT INITIATIVES**

*Submitted by Angela Maycock, Manager of Continuing Education*

**PLA AT ALA ANNUAL CONFERENCE**

PLA will offer the following slate of educational sessions – one live and thirteen on-demand programs, three on-demand News You Can Use sessions, and two live Discussion Groups – during the ALA 2021 Annual Virtual Conference:

### Educational Programs

* [Brave Conversations: Kids’ Club for Social Justice](https://www.eventscribe.net/2021/ALA-Annual/fsPopup.asp?Mode=presInfo&PresentationID=872137) (Friday, June 25, 11:15 AM–12:15 PM Central)
* [Books, Bytes, and Ballots: Assisting voters and elections officials during a pandemic](https://www.eventscribe.net/2021/ALA-Annual/fsPopup.asp?Mode=presInfo&PresentationID=872134) (On Demand)
* [Bringing Instructional Design to Public Libraries: Shifting Your Staff’s Competence from PPT Webinars to Learning Experiences](https://www.eventscribe.net/2021/ALA-Annual/fsPopup.asp?Mode=presInfo&PresentationID=872112) (On Demand)
* [Building A Pipeline of Community Connection: Findings from Denver Public Library's 2019 IMLS Grant to Advance Workplace Equity and Inclusion](https://www.eventscribe.net/2021/ALA-Annual/fsPopup.asp?Mode=presInfo&PresentationID=872051) (On Demand)
* [Changing the Narrative: Reconciliation Work in Public Libraries](https://www.eventscribe.net/2021/ALA-Annual/fsPopup.asp?Mode=presInfo&PresentationID=872178) (On Demand)
* [Coping With Compassion Fatigue](https://www.eventscribe.net/2021/ALA-Annual/fsPopup.asp?Mode=presInfo&PresentationID=872185) (On Demand)
* [Food Access and Literacy in the Public Library: Leveraging Community Partnerships](https://www.eventscribe.net/2021/ALA-Annual/fsPopup.asp?Mode=presInfo&PresentationID=872117) (On Demand)
* [Going Forward from the Pandemic: Libraries as Entrepreneurial Hubs](https://www.eventscribe.net/2021/ALA-Annual/fsPopup.asp?Mode=presInfo&PresentationID=872118) (On Demand)
* [Hostile Funding! Building a Budget Negotiation Plan that Wins Over Hostile Funders](https://www.eventscribe.net/2021/ALA-Annual/fsPopup.asp?Mode=presInfo&PresentationID=872043) (On Demand)
* [Know, Partner, Lead: Co-designing New Directions for Family Engagement in Public Libraries](https://www.eventscribe.net/2021/ALA-Annual/fsPopup.asp?Mode=presInfo&PresentationID=872068) (On Demand)
* [Leading with an Identity Conscious Mindset](https://www.eventscribe.net/2021/ALA-Annual/fsPopup.asp?Mode=presInfo&PresentationID=872187) (On Demand)
* [Navigating Patron Privacy Concerns in the Digital Age](https://www.eventscribe.net/2021/ALA-Annual/fsPopup.asp?Mode=presInfo&PresentationID=872065) (On Demand)
* [Next Chapter: One library's journey to help reduce recidivism in their community](https://www.eventscribe.net/2021/ALA-Annual/fsPopup.asp?Mode=presInfo&PresentationID=872088) (On Demand)
* [We Survived: Continuing Library Services and Boosting Staff and Community Morale and Wellness During Crisis](https://www.eventscribe.net/2021/ALA-Annual/fsPopup.asp?Mode=presInfo&PresentationID=872167) (On Demand)

### News You Can Use Sessions

* [OCLC Research Update: Convening, Understanding, and Sharing](https://www.eventscribe.net/2021/ALA-Annual/fsPopup.asp?Mode=presInfo&PresentationID=891503) (On Demand)
* [How PLA and Libraries Promote Upskilling and Workforce Development](https://www.eventscribe.net/2021/ALA-Annual/fsPopup.asp?Mode=presInfo&PresentationID=891502) (On Demand)
* [Tools for Making Data Analysis and Benchmarking a Breeze](https://www.eventscribe.net/2021/ALA-Annual/fsPopup.asp?Mode=presInfo&PresentationID=891508) (On Demand)

### Discussion Groups

* [REALM Discussion Panel on Museum and Public Library Partnerships](https://www.eventscribe.net/2021/ALA-Annual/fsPopup.asp?Mode=presInfo&PresentationID=891431) (Thursday, June 24, 11:00 AM–12:00 PM Central)
* [PLA Legal Issues in Public Libraries Discussion Forum](https://www.eventscribe.net/2021/ALA-Annual/fsPopup.asp?Mode=presInfo&PresentationID=904396) (Thursday, June 24, 12:15 PM–1:15 PM Central)

**PLA ONLINE LEARNING**

Since our last CE update to the Board in January 2021, PLA has offered the following paid webinars:

|  |  |  |  |
| --- | --- | --- | --- |
| **Date** | **Title** | **Registration** | **Attendance** |
| 5/11/2021 | Leadership during COVID-19: Pivoting from Reactive Survival to Proactive Planning for the Future | 190 | 203 |
| 4/28/2021 | Reimagining School Partnership Programs during the Pandemic | 195 | 220 |
| 2/10/2021 | The Ezra Jack Keats Award: 35 Years of Making a Difference in Diverse Picture Books | 132 | 131 |
| 1/13/2021 | Orientation to Library Simplified: The Library-Driven Platform | 88 | 81 |

These four paid webinars generated over $18,000 in total revenue, with roughly $8,000 coming from individual registrations and over $10,000 from group registrations.

PLA also offered the following free webinars:

|  |  |  |  |
| --- | --- | --- | --- |
| **Date** | **Title** | **Registration** | **Attendance** |
| 6/3/2021 | Re-Weaving the Culture through Inclusive Norms in the Public Library | 1500 | 663 |
| 6/1/2021 | Affecting Change in a Middle Management Role | 1165 | 504 |
| 5/18/2021 | Understanding the Role of Public Library Directors | 1027 | 522 |
| 4/6/2021 | Data that Counts: An Introduction to Census Data for Public Libraries | 1449 | 714 |
| 2/8/2021 | Statewide Access to LinkedIn Learning for Library | 50 | 42 |

In addition, PLA offered 3 live webinars for public librarians across the state of California, funded by their California Libraries Learn (CALL) grant, bringing in $24,000 in revenue. These webinars were “encore presentations” of the following past PLA webinars:

* Intentional Inclusion: Disrupting Middle Class Bias (March 30, 2021)
* Training Staff to Serve Patrons Experiencing Homelessness in the Suburbs (February 18, 2021)
* Transition Planned In-Person Adult Programs to a Virtual Environment (January 21, 2021)

PLA’s biannual call for webinar proposals closed May 31, with 44 proposals received. PLA’s Continuing Education Advisory Board is currently completing its review and accepted proposals will be scheduled as webinars for September 2021 – February 2022.

**PLA LEADERSHIP LAB**

“PLA Leadership Lab: Embedding EDI in Library Leaders” was offered February 3 – March 24, 2021. This workshop, consisting of six live virtual classroom sessions, explored transformational leadership through the lens of current social crises, emphasizing equity, diversity, inclusion, and social justice (EDISJ) principles and approaches, supplemented by leadership development and asset-based community development tools. Registration for the workshop sold out in two weeks.

Participants were asked to complete work in advance of virtual sessions. Each 90-minute live session included presentations from facilitators, moderated small group breakout work, and question and answer periods. Facilitators from the PLA Leadership Academy, PLA EDISJ Task Force, PLA Leadership Development Committee, and DePaul University’s ABCD Institute shared their expertise and engaged learners in challenging approaches to leadership, community partnerships, and systemic racism.

PLA surveyed attendees after each live session and at the conclusion of the workshop. Positive feedback focused on the quality of presenters, resources (particularly ABCD), and opportunities for peer discussion. Constructive feedback focused on the need for clearer expectations and better moderation of small groups, more integration of homework with live sessions, and desire for more discussion with presenters and opportunities to connect with small groups outside of live sessions.

Overall, only 62% of survey respondents said they would recommend the Leadership Lab to a colleague, indicating significant room for improvement before PLA would offer this in the future. Staff are currently evaluating options for a next iteration of the Leadership Lab, including the possibility of developing it into an asynchronous online course, and will report back to the Board with recommendations.

**PLA 2022 CONFERENCE PROGRAMMING**

The PLA 2022 Conference [call for proposals](https://www.placonference.org/proposals.cfm) opened on May 13, with a deadline of June 21, 2021. This window, which will be open for 6 weeks, is shorter than recent conference years; the call for proposals was open for 8 weeks for PLA 2020 and 10 weeks for PLA 2018. Roughly 60-70% of PLA Conference proposals are submitted in the final week before the deadline.

While some aspects of the conference may be different due to safety and health protocols, providing high-quality programming remains our top priority. We are seeking proposals for educational sessions that reflect the innovation, creativity, adaptability, and diversity we have seen emerge from the public library field this past year.

The PLA 2022 Conference Program Subcommittee will review proposals in July and make selection decisions in August, with notifications expected to be sent in early September. PLA intends to offer a robust slate of programming, with over 100 programs and preconferences available to attendees in Portland and via the Virtual Conference.

PLA offered submitters the option to select whether they prefer to present in person in Portland, prefer to present virtually, or are open to either option. Of the 60 PLA 2022 proposals submitted or in progress at the time of this writing (June 7), 37 prefer to present in person; 22 are open to presenting in person or virtually; and only 1 prefers to present virtually.