**TO:** PLA Board of Directors  
**FROM:** Angela Maycock, Manager of Continuing Education, [amaycock@ala.org](mailto:amaycock@ala.org)   
**RE:** Continuing Education  
**DATE:** June 3, 2019

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

**OVERVIEW**  
This report covers PLA educational programming at the 2019 ALA Annual Conference as well as PLA online learning.

**KEY CURRENT ACTIVITIES/METRICS**

**PLA @ ALA Annual Conference**At the 2019 ALA Annual Conference in Washington, DC, PLA will offer a half-day preconference titled, “Librarians and Social Workers: Partnerships that Work for Connecting People in Need” on Friday, June 21, 2019. This preconference, which had 66 registered attendees as of June 3, will be led by members of the PLA Social Work Task Force in collaboration with ODLOS and YALSA, both of whom are cosponsoring this preconference in name only, with YALSA receiving one complimentary registration.

The PLA Annual Conference Program Subcommittee selected 14 programs to present at the 2019 ALA Annual Conference, and 3 additional PLA priority programs were subsequently added. PLA’s 17 programs are listed below with dates, times, and locations (all programs will take place in the Walter E. Washington Convention Center):

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Title** | **Date** | **Start Time** | **End Time** | **Room** |
| Food for Thought: Nourishing the Mind and Body at Public Libraries | 6/22/2019 | 10:30 AM | 11:30 AM | 145B |
| Empowering Digital Citizens: Public Programming to Fight Fake News | 6/22/2019 | 1:00 PM | 2:00 PM | 144B-C |
| Confidently Negotiating Political and Financial Support for your Library | 6/22/2019 | 2:30 PM | 3:30 PM | 152A |
| Code for America and Your Public Library: How to Harness the Awesome Power of the Collective Will | 6/22/2019 | 4:00 PM | 5:00 PM | 144B-C |
| Establishing a Culture of Civility in the Library Workplace | 6/22/2019 | 4:00 PM | 5:00 PM | 146A |
| Ensuring Everyone Counts (and is Counted) in the 2020 Census | 6/23/2019 | 9:00 AM | 10:00 AM | 145B |
| Performance Acceleration: A 21st Century Evidence-Based Approach to Managing Employees | 6/23/2019 | 9:00 AM | 10:00 AM | 144B-C |
| Ready, Set, Bank @ Your Public Library | 6/23/2019 | 10:30 AM | 11:30 AM | 152B |
| Co-Creating Library/Social Services Partnerships: A Statewide Collaboration | 6/23/2019 | 10:30 AM | 11:30 AM | 149A-B |
| Building Equity From the Ground Up | 6/23/2019 | 1:00 PM | 2:00 PM | 144B-C |
| Social Workers in Public Libraries: Lessons Learned | 6/23/2019 | 1:00 PM | 2:00 PM | 152B |
| Going Deskless: Moving from Fort Reference to Point-of-Need Service | 6/23/2019 | 2:30 PM | 3:30 PM | 150A |
| Creating a Community Profile to Learn More about Your Current and Potential Patrons | 6/23/2019 | 4:00 PM | 5:00 PM | 150A |
| What Makes a Successful Conference Proposal? Tips from PLA Experts | 6/23/2019 | 4:00 PM | 5:00 PM | 152B |
| Safer Libraries: Building Staff Resiliency and Library Safety Branch by Branch | 6/24/2019 | 10:30 AM | 11:30 AM | 149A-B |
| Libraries and the Opioid Epidemic: Community-based Responses | 6/24/2019 | 2:30 PM | 3:30 PM | 149A-B |
| XR (Augmented, Mixed and Virtual Reality) Programming in Libraries | 6/24/2019 | 4:00 PM | 5:00 PM | 145B |

**PLA 2020 Conference**See PLA 2020 Report for update on programming for the PLA 2020 Conference in Nashville.

**PLA Online Learning**Since our last update to the Board in March 2019, PLA has offered the following free webinars:

|  |  |  |
| --- | --- | --- |
| **Date** | **Title** | **Registration** |
| May 2 | Improving the Quality of Youth Programs | 454 |
| May 7 | Libraries Connecting You to Coverage: Health Literacy | 268 |

Two additional free webinars are planned for this summer. “The Public Library’s Role during Elections: Voter Education in the Age of Misinformation” will be offered on June 4 and “It's All in the Data: Unreturned Materials as Barriers to Access” will be offered on July 11.

In April 2019, PLA offered a series of two 60-minute paid webinars on cultural intelligence, presented by Marla Ehlers. “Building CQ: Fostering Our Cultural Intelligence” was presented on April 4 and “Applying CQ: Shaping Culturally Intelligent Libraries” was presented on April 11. Registration was overwhelmingly stronger for the series than for the individual webinars: 5 individuals registered for Building CQ, 2 individuals registered for Applying CQ, 35 individuals registered for the series, and 30 groups registered for the series. Overall positive evaluation results also indicated that attendees felt two 60-minute webinars did not provide adequate time to cover the content, and that PLA should consider additional programming on cultural intelligence as more guidance and practice is needed. The success of this series indicates a significant audience for paid webinars that will be incorporated into planning for future PLA online learning efforts.

Finally, PLA closed its biannual call for webinar proposals on May 31, receiving 10 total proposals that will be reviewed by the Continuing Education Advisory Group for possible presentation in the second half of 2019.

**BUDGET**PLA’s total revenue on the cultural intelligence (CQ) series of two webinars in April 2019 was $9,194 – with a breakdown as follows: $263 for Building CQ registration, $102 for Applying CQ registration, and $8,829 for series registration.

As of June 3, PLA’s half-day preconference at ALA Annual Conference, “Librarians and Social Workers: Partnerships that Work for Connecting People in Need,” had 66 registered attendees for a total of $6,680 in revenue. Thanks in part to promotional support from our cosponsors ODLOS and YALSA, this event has greatly exceeded our break-even registration point of 35 and our registration goal of 50 attendees.

**ASSESSMENT**Due to a disappointing response rate of just over 20% to the evaluation for PLA’s Midwinter Institute, which was distributed electronically immediately following the event, we plan to instead use paper evaluations for PLA’s Annual Conference half-day preconference. This aligns with PLA’s use of paper evaluation forms for all PLA programs at Annual Conference as well.

PLA collects evaluation data on each of its continuing education offerings, using Project Outcome-approved questions to measure attendees’ learning and confidence. PLA’s paid intern, Carly Lawrence, has worked to aggregate evaluation data across continuing education offerings, which will help PLA better use past evaluation data to make decisions about future offerings.

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

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