**TO:** PLA Board of Directors

**RE:** PLA Leadership Report

**DATE:** January 11, 2020

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

**ACTION REQUESTED BY:** N/A

**DRAFT OF MOTION:** N/A

**PLA Strategic Plan Goal: Leadership**

* ***PLA builds and supports leadership for public libraries that is reflective of the needs of each community and the profession.***

**STRATEGIC PLANNING TRAINING/SUPPORT**

*Submitted by Symone Villasenor, Project Manager*

In the fourth quarter of 2019, PLA staff began working with Joy Fuller, an independent consultant who is no stranger to libraries or PLA. Joy has previously worked with PLA on the Inclusive Internship Initiative and even facilitated a program at PLA 2020 in Nashville, TN. Joy has been contracted to develop a new strategic planning publication for the PLA and its members. The publication will focus on the following content areas: preparing for strategic planning, assessing your library's current state, developing the strategic plan, implementing and measuring a strategic plan, and communications and change management as it relates to strategic planning. This workbook will integrate ALA and PLA resources including the Theory of Change, Libraries Transforming Communities' Community Conversation Workbook, and Project Outcome mate rials. All chapters including the introduction have been completed and are currently being reviewed by multiple PLA staff members. The publication is also being reviewed by our very own Stephanie Chase, who is also writing the forward. While originally projected to be complete by end of first quarter 2020, the current landscape and uncertain times we are all experiencing has resulted in a delay for this project. Currently, we are anticipating a final reviewed draft to be completed by February 2021, followed by design and printing. The publication should be fully complete, printed, and ready for sale in the Spring of 2021.

**CONTINUING EDUCATION/PROFESSIONAL DEVELOPMENT INITIATIVES**

**PLA AT ALA MIDWINTER MEETING**

*Submitted by Angela Maycock, Manager of Continuing Education*

PLA will offer the following 3 educational sessions – two Discussion Groups and one News You Can Use session – during ALA 2021 Midwinter Virtual:

* **PLA Legal Issues in Public Libraries Discussion Forum** (January 23, 2021, 11:00 AM–12:00 PM): Tomas A. Lipinski, Professor at the School of Information Studies, University of Wisconsin Milwaukee, will facilitate this open discussion venue for legal issues common in public libraries.
* **REALM Discussion Group: REopening Archives, Libraries, and Museums during COVID-19** (January 24, 2021, 1:15–2:15 PM): REALM project staff and representatives of the REALM Operations Working Group will lead an open discussion about making decisions for your local institution in an environment of uncertainty, complexity, and urgency.
* **Work Smarter, Not Harder: Public Library Data Resources and Tools for Planning, Improvement, and Advocacy** (Available On-Demand): Members of PLA’s Measurement, Evaluation, and Assessment Committee will present on Project Outcome and new benchmarking tools for public libraries using data for planning, improvement, and demonstrating impact during the pandemic.

**PLA AT ALA ANNUAL CONFERENCE**

*Submitted by Angela Maycock, Manager of Continuing Education*

PLA member volunteers reviewed 60 proposals in October 2020 and selected 15 programs to contribute to the ALA 2021 Annual Conference. In December 2020, ALA Conference Services chose to delay 2021 Annual Conference program acceptance and decline notifications (planned for December 2020) to February 2021, stating: “ALA is expected to announce the format of Annual 2021 in early February. Specifics regarding educational programming acceptance decisions will be sent via email soon after.”

**PLA ONLINE LEARNING**

*Submitted by Angela Maycock, Manager of Continuing Education*

Since our last update to the Board in November 2020, PLA has offered two paid webinars:

|  |  |  |  |
| --- | --- | --- | --- |
| **Date** | **Title** | **Individual Registration** | **Group Registration** |
| December 9 | Representation in the Library of Congress Collections | 16 | 4 |
| November 19 | Providing Library Senior Services in a COVID-19 World | 222 | 59 |

PLA will also be offering paid webinars on January 13, “Orientation to Library Simplified: The Library-Driven Platform,” which has 37 individual and 10 group registrations at the time of this writing; and on February 10, “The Ezra Jack Keats Award: 35 Years of Making a Difference in Diverse Picture Books.”

In addition, PLA will be offering 3 live webinars for public librarians across the state of California, funded by their CALL grant, that will bring in $24,000 in revenue over the next 3 months. This opportunity came to fruition through PLA’s contribution to a centralized ALA eLearning catalog, and PLA’s content constitutes almost 60% of the $41,000 total revenue coming in through this contract. These live webinars will be “encore presentations” of the following past PLA webinars:

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

PLA’s most recent call for webinar proposals closed November 30, with 60 proposals received. PLA’s Continuing Education Advisory Board completed its review of proposals in early January. Additional accepted proposals will be scheduled as webinars for March – August 2021, and staff are also evaluating sessions for possible presentation during the spring PLA Virtual Event.