**TO:** PLA Board of Directors

**RE:** Initiatives and Partnerships

**DATE:** March 18, 2019

**ACTION REQUESTED/INFORMATION/REPORT:**

Information

**ACTION REQUESTED BY:**

**Inclusive Internship Initiative**

Fifty libraries have been chosen, from a pool of 80 applicants, to participate in the 2019 III cohort (list attached as document no. 2019.59b). Each library will receive $3,500 to support a high-school aged intern from a diverse background over the summer. The cohort will gather in Chicago in June for a kick-off event and in D.C. in September for a wrap-up event. The program will not vary much from previous years. However, PLA will take advantage of a longer lead time to provide training and tools to aid in recruiting, selecting, and working with an intern through an inclusive lens.

PLA received additional funding from IMLS to support the 2019 cohort. As part of this grant, PLA will conduct a retrospective evaluation of past mentors and interns. Questions will address lasting impacts, changes in career or educational plans, and any changes at the library level to build inclusive services. Survey questions will also track back to the program pre- and post- to get at some longitudinal data.

*Submitted by Mary Hirsh, Deputy Director*

**Measurement Initiatives Update**

PLA is launching two partnership initiatives this spring: 1) The addition of a health topic survey and corresponding education around the topic in partnership with the National Network of Libraries of Medicine and, 2) to measure ESL/new citizen classes offered by American Dream grant recipients, in partnership with ALA’s Public Programs Office.

Additionally, Project Outcome for academics will launch on April 12th at the ACRL Conference: <https://acrl.projectoutcome.org>. The site looks and operates the same way as the public library site but will have its own content and surveys targeted at academics. The survey topics for academics are: digital & special collections; events/programs; instruction; library technology; research; space; and, teaching support. They will also make the survey tool and a modified version of the data dashboards available to international academic libraries. PLA looks forward to the launch and anticipates that some of the learnings and changes made to the academic site could be applied back to the public library site.

PLA staff are also working with Counting Opinions to gather data for the FY18 Public Library Data Survey collection period, develop a timeline for completing its partnership, and “pause” the Public Library Data Survey. A fully day in-person discussion will be held during ALA Annual to plan for future changes to the survey. Staff are also working with the University of Washington to transfer Impact Survey to PLA.

*Submitted by Emily Plagman, Manager, Impact & Advocacy*

**Measures that Matter Update**

PLA is one of several members of an implementation group formed to advance activities related to the Measures that Matter [Action Plan](https://measuresthatmatter.net/actionplanlive/) released in April 2018. Measures that Matter was launched through a cooperative agreement in 2017 between IMLS and COSLA to address challenges related to public library data collection and use. The action plan focuses on four primary areas: streamlining current data collection, adding new indicators focused on community impact, meeting the education and informational needs of all data users, and setting the stage for a national public library data framework. Larra Clark represents PLA on the implementation group and co-chairs the working group focused on improving libraries’ ability to measure and demonstrate community impact. Emily Plagman also serves on the Library Statistics Working Group and is involved with the streamlining data collection work.

The implementation group work is expected to conclude at the end of April 2019. One recommendation will be to create a standing group that would provide leadership to advance public library data gathering and use and to engage diverse stakeholders to propose strategic actions around data that reflect the role and impact of public libraries. Both PLA and ALA would likely be invited to participate (and provide financial support and/or support funding requests). More information on these activities and potential opportunities or impacts for PLA should be available by the Annual Conference meeting in June.

*Submitted by Larra Clark, Deputy Director*

**2020 Census**

With the 2020 Census less than a year away, the [2020 Census Library Outreach and Education Task Force](http://www.ala.org/advocacy/govinfo/census) is continuing its efforts to ensure libraries are well-prepared. To this end, we organized a well-attended program at the ALA Midwinter Meeting about library advocacy and community engagement in the 2020 Census, including a discussion about philanthropic resources. In February, the conversation moved online with a [Chapter Advocacy Exchange webinar](https://ala-events.zoom.us/recording/share/8KNNexwJpd8L4CZRHZRzfdxi8RjyJcCy6IppbB-j1s2wIumekTziMw) discussing the advocacy efforts by libraries in several states. In addition, the team continued to lead national advocacy for a fair and accurate Census. In February, Congress completed work on the Census Bureau’s budget for 2019 and included [provisions that ALA had sought](http://www.ala.org/advocacy/sites/ala.org.advocacy/files/content/govinfo/Sign-ons/2018CensusQuestionnaireAssistanceCenters.pdf) directing the Census Bureau to open local outreach sites in communities across the country, which could potentially be located in libraries. ALA is [continuing to advocate](http://www.ala.org/advocacy/sites/ala.org.advocacy/files/content/govinfo/Sign-ons/2020CensusQuestionnaireAssistanceCenters2-22-19.pdf) for effective implementation of that provision. Finally, ALA is closely monitoring the litigation challenging the addition of an untested citizenship question to the 2020 Census. ALA has [opposed](https://americanlibrariesmagazine.org/blogs/the-scoop/ala-urges-commerce-reject-2020-census-citizenship-question/) the addition of a citizenship question: “Adding a citizenship question to the 2020 Census would suppress Census response, distorting the statistics and making them less informative,” says ALA President Loida Garcia-Febo. The Supreme Court will hear the case in April, with a final ruling expected this summer.

A PLA program on the 2020 Census also is planned at the ALA Annual Conference, where we will launch the *Library Guide to the 2020 Census*. The guide is being drafted by the Georgetown Center on Poverty and Inequality and will provide practical information and context, as well as FAQs and pointers to key resources for library staff to support their communities in achieving an inclusive and complete count.

*Submitted by Larra Clark, Deputy Director*

**ALA Policy Corps**

PLA is one of four divisions that has helped to quickly establish the [ALA Policy Corps](http://www.ala.org/advocacy/ala-policy-corps) with the ALA Washington Office to expand the ALA’s ability to advocate on key policy issues on behalf of the library community—including E-rate and broadband equity, network neutrality, and federal funding for public libraries. The program is now in its second year with 22 advocates from around the country, including nine working in public libraries across the two cohorts. PLA Past President Larry Neal has led the selection subcommittee that determined the participants. The newest members will meet in Washington, D.C., during National Library Week (April 8-10) for their first face-to-face training event. ALA is seeking permanent sustainable funding for this initiative starting in FY2020, and an interim report is planned for June 2019.

*Submitted by Larra Clark, Deputy Director*