Board of Directors
2023 Fall Meeting
Wednesday, November 1, 12:00pm to 5:00pm CST
Thursday, November 2, 9:00am to 3:00pm CST
ALA Headquarters, 225 N. Michigan Ave., Suite 1300, Chicago, IL 60601

Meeting Schedule and Locations*

Wednesday, November 1
12:00pm-5:00pm – PLA Board Meeting – ALA Headquarters - Lunch and breaks will be provided
6:30pm – PLA Board Dinner – Location TBD

Thursday, November 2
8:30am – Breakfast – ALA Headquarters
9:00am-3:00pm – PLA Board Meeting – ALA Headquarters - Lunch and breaks will be provided

*See below for Zoom access instructions for each day's meeting.

Board Agenda

Wednesday, November 1, 12:00pm-5:00pm

LUNCH (12:00pm-12:30pm)

1. Board Retreat: Exploring EDISJ Implementation...no document
   a. Deep dive into strategic planning goals: tactics and action steps for PLA
   b. Prioritize action steps for the board, create a timeline and accountability structures.
   c. Discussion questions: How does a national organization like the PLA (and ALA) function in a time when national institutions are under attack and being purposefully dismantled? What are the roles and responsibilities of the PLA in this current era?

2. PLA Executive Director Performance Review **CLOSED SESSION**........................no document

Thursday, November 2, 9:00am-3:00pm

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

4. **EDISJ work,** *Michael Lambert, PLA President-elect*

   Discussion on [article] read in advance. Prompt: how are we being intentional in our recruitment and mentorship efforts to diversify our workforce?

5. **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 discussion. PLA policies related to Board service, strategic plan and a Board roster are included in ALA Connect as reference.

Consent Agenda   **Document Number**

6. Organizational Excellence and Governance
   a. June 2023 Board Meeting Minutes... 2024.1

7. PLA Combined Initiatives Report 2024.2

8. PLA Combined Operations Report 2024.3

9. PLA Continuing Education Report 2024.4

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

10. Board Vacancy, *Alcántara*-Antoine ....**ACTION** 2024.5

11. PLA President Update, *Alcántara-Antoine* ....no document

12. PLA President-elect Update, *Lambert* ....no document

13. PLA Past-president Update, *Dr. Maria Taesil Hudson McCauley* ....no document

14. Executive Board Liaison Update, *Stephanie Chase* ....no document

15. PLA Executive Director Update, *Mary Davis Fournier* ....no document

BREAK

16. Intellectual Freedom Update, *Deborah Caldwell-Stone*, OIF, *Larra Clark*, *PLA/PPA* no document

17. Fiscal Officer Report, *Clara Bohrer, Davis Fournier, all*

LUNCH (12:00pm – 1:00 pm)

18. PLA Committees – Reorganization Discussion, *Alcantara-Antoine, Mary Hirsh, all* **ACTION**
    How might we continue to refine the committee structure and experience so that it:
1. Provides opportunities for meaningful member engagement?
2. Advances PLA goals in alignment with Board goals and priorities?
3. Is manageable for PLA staff?

20. Old Business

Zoom Instructions
Topic: PLA Board of Directors Meeting - Virtual Component (Day 2)
Time: Nov 2, 2023 9 AM Central Time (US and Canada)

Join Zoom Meeting
https://ala-events.zoom.us/j/99219613156?pwd=VUJtWFZwQU9jNnBNWHdKLyszRHJtQT09

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Passcode: 600298

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Find your local number: https://ala-events.zoom.us/u/ab0bMVBmpG

PLA Board of Directors Meeting
June 24, 2023
ALA Annual Conference, Chicago
Palmer House, Crystal Room
Meeting Minutes

Present: Sonia Alcantara-Antoine, PLA President-elect; Clara Bohrer; Stephanie Chase; Michael Colford; Melanie Huggins, PLA Past-President*;* Mary Ellen Icaza; Dr. Maria McCauley, PLA President; Dr. Brandy McNeil; Dara Schmidt; Erica Freudenberger

Guests: Larry Neal, ALA Executive Board Liaison, Melissa Walling, Associate Executive Director of ALA Offices and Member Relations

PLA Staff: Katina Jones, Mary Hirsh, Mary Davis Fournier, Samantha Lopez, Steven Hofmann, Melissa Faubel-Johnson

1. Welcome and Introductions, *Dr. Maria Taesil Hudson McCauley, President*

2. EDISJ work, *Sonia Alcántara-Antoine, President-elect*

Question: What has surprised you the most about our EDISJ work?

Action Item: Adoption of the agenda

The agenda was adopted.

Approved by Consent:

- May 5, 2023 Board Meeting Minutes, 2023.43
- May 18, 2023 Special Board Meeting Minutes, 2023.44
- PLA President's Report to ALA Council and Executive Board, 2023.45
- PLA Combined Committees Report, 2023.46
- PLA Conference Report, 2023.47

<u>**Action/Discussion/Decision Items**</u>   <u>**Document Number**</u>

1. Reflections, *Dr. Maria Taesil Hudson McCauley* .... no document
    - Maria McCauley reflects on the previous work of being the PLA President and will be transitioning to the past president of PLA.
    - Continues and hopes that we will focus on how to live out statements of EDISJ work by continuing to support PLA members and others.

2. PLA President Update, *McCauley* .... no document
    - Welcomes Sonia Alcántara-Antoine as the new PLA President elect.

3. PLA President-elect Update, *Sonia Alcántara-Antoine*...................................... no document
    1. BCPL: Was selected to host a press conference for the White House.
    2. BCPL is also the recipient of an award for Digital Literacy and ACP workshops. Additional information is linked [here](#).
    3.

4. PLA Liaison to ALA Executive Board Update, *Larry Neal* .... no document
    ALA AC 2023 doing well; over 15K in attendance, exceeded budget for exhibitors.
    - Anticipating a loss for LibLearnX. Survey results from 2022 were mixed.
    - IFLA selected Dubai, which is controversial
    - The ALA EB filled 2 vacant positions by appointing Karen Schneider and Amy Lappin bringing the number of board members from 13 to 15.
    - Progress in staffing at ALA is being made
    - Noted the statement from President Biden about book bans.

5. PLA Division Councilor Board Update, *Stephanie Chase*…………………no document
    - Chase reported on a resolution for the Rainbow Round Table, which requested a change of the ALA Annual Conference during the month of Pride events. Discussion covered:
        - The difficulty with conflicts for conference dates.
        - The consideration of holding Annual Conference later in the Spring
        - Being cautious of additional conferences that are being held and not having them held back-to-back for staff attending more than one.
        - What is the business case for the conference being moved? Looking at the data presented to see if it is beneficial for the annual conference to be moved.
        - If it were to move, consider the last week of July as it is a relatively low activity period for public library directors.

6. ALA Membership Report, *Melissa Walling, ALA AED, Offices & Member Relations*
   a. ALA Membership Survey Report from Avenue M 2023.47

- Challenges: High Inflation and Tight Budgets, 60% members pay dues themselves, Consistent Feedback (value is not equal to cost), Complex and Hard to Navigate.
- Objective: Conducting an In-depth member needs assessment for ALA. Benchmark progress since the 2018 survey using research data to help inform the alignment of value, benefits and price in ALA's dues structure
- Data was gathered via electronic surveys launch on Tuesday, November 22, 2022 and closed on Monday, December 12, 2022.
- Survey distributed via email to 59,808 ALA contacts (members, former members, and never-members). 6,921 surveys were collected and 97% were completed with a response rate of 12%. The survey's margin of error of +/- a 95% confidence level is more important to measure.
- Three-quarters of respondents are optimistic about the current state of librarianship (56% Somewhat optimistic and 20% Very optimistic).

   b. PLA Membership update 2023.48

Walling reviewed library community challenges:

- Respondents have dealt with high stress situations in their library due to new trends and developments in the fields and budget constraints (biggest professional challenge).
- Accessibility, race, disability, ethnicity, socioeconomic class or economic situation are top areas that respondents feel that library communities need to improve.
- Professional Budget
- 60% of respondents pay all of their own ALA membership dues
- 65% pay for Division, Round Table Dues, Conference/Events travel
- Registration is more likely to be paid by employer or split between the respondent and employer.
- Due to the COVID-19 pandemic 1/3 of respondents have decreased the budget for membership and professional resources.
- 13% of former members did not renew their ALA membership due to budget for professional membership decreasing.

What would improve the membership experience in ALA?

- Lower cost of membership dues
- Removing requirement of joining ALA to join Divisions or Round Table
- Decrease the cost of education

- Membership Focus Areas
- Reinvigorate Student Chapters and student engagement
- Operationalize recruiting and reinstatement campaigns
- Increase of onboard and engagement opportunities through chat and office hours
- Continue to focus on collaboration opportunities with divisions
- Goals of the ALA Pivot Plan area not being met in the membership revenue stream. The goal was close to 60,000 members and 75% in divisions, but those targets are not being achieved.

7. PLA Executive Director Update, *Mary Davis Fournier* .... no document
     - Davis Fournier recognized PLA staff, with details of roles in PLA's success during the year.

8. Strategic Plan Update, 2023-2026 *Davis Fournier* .... no document
   - Fournier provided an overview of progress on strategic goals.
   - Providing tools, training and communications advancing principles in libraries. Actively leading in ALA. Examples: Data and research projects and content for web CE offerings, "Let's Talk Race webinar"
   - Apply EDISJ principles, prioritize and align resources to increase membership and revenue.
   - Seek and maintain a range of partnerships and funders to introduce and increase opportunities into the field; and owning this work with partners. Examples: DigitalLearn models on workforce devo and access to healthcare.
   - Committing to put dollars in the budget; Example: Spanish translation for all DigitalLearn materials and captioning on all web CE.
   - Professional growth: Grow the knowledge, skills and confidence of workers at all levels within local public libraries.
   - Advocacy & awareness: Amplify the broad national impact of public libraries by aggregating and sharing data and stories (brought AARSL into the convos)
   - Next steps: development of measurement rubric, identification of anticipated outcomes; Board retreat for Year 2 of strategic plan; Staff retreat for Year 2 of strategic plan; Implementation, learning, reflection and refresh

   9. EDISJ Committee Update, *Tamara King, Co-Chair, PLA Committee on Equity, Diversity, Inclusion and Social Justice* .... no document
   - Each member of the committee where split into two groups subcommittee #1 or #2
     - Subcommittee #1
       - 30-day challenge for libraries to do EDISJ every day
       - Working on their list for the EDISJ challenge
     - Subcommittee #2

- Discussion of policy and procedure
- Progressive supremacy policy
- Included a list of questions for polling so all libraries can see the results
- Challenge:
    - Having only two years for work to get in sync is challenging. Ask board consider terms of three years instead of two
    - Considering that everyone on the committee is not all on the same page (some are in the beginning stages while others are further along) Encouraging the recruitment of a people who is currently doing EDISJ work to the committee

10. PLA Committees Discussion, *McCauley, all* .... no document
Responding to the desire to better align committees with PLA strategic goals and their role as "committees of the board." Consider making PLA board member liaison to PLA Committees for the following reasons:

- Board Liaisons are important for knowing what the next steps are
- Allows the opportunity to get to know the people who are doing the work.
- Allows the committee members direct access to the board
- Discussion in favor of Board liaisons to committees appointed by the president.
- Huggins felt there are too many committees for staff to manage closely
- Alcántara-Antoine requested staff to provide an overview of the committee structure with possible recommendations.

13. PLA Fiscal Officer Report, *Clara Bohrer*

ALA accepted PLA revisions to the FY24 budget.

a. Operating Agreement Work Group Update .... 2023.49a&b

Bohrer presented the work of the group to date as an informational item. Discussion at the BARC/PBA/Divisions agenda will take place on Monday.

- Implementation operation group started in October 2022 and a consultant was hired in February 2022 to hire models and get objectives completed.
- There were no real implementation specifics in what was being said with information or data.
- Emphasize that there needs to be more information and time for the models to be completed for each unit. Context is VERY important as well.
- Fournier presented the overview of four overhead scenarios and analysis

14. Service Recognition of Board Members, *Davis Fournier, all* .... no document

- Outgoing board member thanks: Stephanie Chase, Melanie Huggins, Dr. Brandy McNeil, Dara Hanke Schmidt
- Leadership transition: PLA President Maria Taesil Hudson McCauley passes baton to incoming PLA President Sonia Alcántara-Antoine (effective July 1, 2023)

15. New Business, *all* .... no document

    2023-24 Meeting Dates:

Fall:	November 1-2, 223 in Chicago (in person)
Winter:	January 18, 2024 1 p.m. (Virtual)
Spring:	March 14, 2024 1 p.m. CT (virtual)
Summer:	*June 20, 2024, Thursday *before* at ALA Conference 2024

*New meeting time for Annual conference meeting

Meeting adjourned at 5:00 PM CT.

TO: PLA Board of Directors
RE: PLA Initiatives Combined Report
DATE: November 2, 2023

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

PROJECT OUTCOME

Submitted by Sara Goek, Project Manager, Data and Research

672 new users signed up to Project Outcome between April 11 and October 12, 2023. Project Outcome currently has more than 14,000 registered users. The PLA and ACRL staff continue to work together to maximize impact and share updates with users. In August, PLA and ACRL hosted a joint webinar to introduce new users to Project Outcome. It had 858 registrants and 415 live attendees. 60% of the attendees were from public libraries.

PLA staff (Sara Goek and Katina Jones) delivered two in-person, half-day training workshops in the last six months. A pre-conference at ALA Annual Conference in June had 40 registered attendees. A regional training workshop in September organized by the Utah State Library Division as part of their annual Director's Summit had 70 participants.

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. Between April and June, this has included improvements to non-text content, relationships, reflow, page titling, language attribution, and status messages. Work to satisfy the remaining guidelines will continue in FY24.

Recipients of the PLA Digital Literacy Workshop Incentives, supported by AT&T, are using Project Outcome to evaluate their libraries' grant-funded programs. Katina provided support by creating survey guides and delivering survey best practices in the kick-off webinars for the DigitalLearn and ACP Basics workshop cohorts. Support for the Teens Teach Tech cohort included survey data collection from workshop participants.

BENCHMARK: LIBRARY METRICS & TRENDS

Submitted by Sara Goek, Project Manager, Data and Research

The 2023 Public Library Technology Survey opened on September 19th and closes on December 16th. Developed in conjunction with the Measurement, Evaluation, and Assessment Committee, the survey focuses on technology resources, services, staff, and budgets. This survey was first administered in 2020 and the 2023 results will shed light on how the field has changed in the past three years. As of October 12, 379 public libraries have completed the survey, a response rate of 4.1%. We hope to reach a response rate of at least 13% (the same or higher than in 2022). PLA hosted a free information session about the survey on October 12, with presenters representing the national, state, and local library perspectives to speak to the value of this data for the library field. It had 361 registrants and 194 live attendees. We anticipate publishing the 2023 survey results in time for ALA Annual Conference in June 2024.

Benchmark has 163 active subscribers as of October 12, 2023. A primary focus of our work continues to be on marketing and promoting subscriptions. This summer, we worked with Info People (the training arm of Califa) to develop a series of short tutorial videos that highlight the subscriber features of the toolkit. The first 10 (of 12) are available on Vimeo, July with more than 125 views so far. PLA is offering a free "Benchmark 101" webinar on November 13, which will delve into how subscribers can effectively use the toolkit. In December, in conjunction with ACRL, we will offer a free webinar for states/consortia on how they can make the most of the group features of both Benchmark and Project Outcome. PLA and ACRL have also launched a new subscription type that allows individual consultants/researchers to purchase one month of access. More information about Benchmark subscription types is available on the PLA website.

DIGITAL LITERACY AND DIGITALLEARN.ORG

Mary Clare Bietila, Program Manager

Incentive Programs
Since May 2023, PLA launched three DigitalLearn Workshop Incentive programs, supported by AT&T.

- PLA Digital Literacy Workshop Incentive, supported by AT&T
- ACP Basics Workshop Incentive, supported by AT&T
- Teens Teach Tech, powered by AT&T: PLA Incentive (Pilot Program)

PLA Digital Literacy Workshop Incentive, supported by AT&T
192 libraries from 46 states were selected from an applicant pool of 196 libraries to be part of the 2023 cohort of the PLA Digital Literacy Workshop Incentive, supported by AT&T. This program focuses on basic digital skilling and using the DigitalLearn workshop materials

developed by AT&T and PLA. The $1,152,000 distributed awarded each library $6,000 in funding to support learning workshops.

This program will run through the end of 2023. So far 384 workshops have been conducted and another 437 workshops have been scheduled for later this year.

The value of these workshops to patrons and community members is evident in table below which shows survey results from Project Outcome survey data* collected following DigitalLearn workshops:

July 2023-September 2023 *Total Respondents: 875*	*Agree or Strongly Agree*
You feel more **knowledgeable** about using digital resources	92%
You feel more **confident** when using digital resources	90%
You **intend to apply** what you just learned	94%
You are **more aware** of resources and services provided by the library	88.8%

*Surveys are optional

ACP DigitalLearn Incentives
Fifty-three libraries representing thirty-one states applicants were selected from a pool of 55 applicants. Supported by AT&T, this cohort will use the new 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. This program will run through the end of 2023. So far 28 workshops have been conducted and another 50 workshops have been scheduled for later this year.

Teens Teach Tech
Nine libraries were selected to be part of the Teens Teach Tech, powered by AT&T: PLA Incentive. This small pilot program engaged young people and libraries to lead workshops using the Digital Connections materials developed by AT&T, Common Sense Education and PLA. This summer internship program enabled PLA to evaluate how best Digital Connections videos and materials can be used in a library setting. Each library received $10,000 to hire three or more high school summer interns to be trained and mentored in or to conduct workshops for their

younger tween peers. The workshops focused on developing healthy, safe and reflective digital habits. PLA hopes to expand this work to engage more libraries in the future to use this curriculum and format.

DigitalLearn Live Events

To spotlight and celebrate libraries conducting DigitalLearn workshops, AT&T partnered with PLA to plan a series of library centered public events to take place 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.

One event was held, at Loveland Public Library, in early October of 2023. This public event included inspiring stories about the work Loveland Public Library is doing to combat the digital divide. Stories were shared by local stakeholders such as the mayor of Loveland, the AT&T Corporate Responsibly team and Mary Hirsh representing PLA. A demonstration of a DigitalLearn digital literacy workshop was held. Additionally, the day of celebration included a laptop giveaway from AT&T, local performances, a photobooth and cuisine from local small businesses. The event was well documented and PLA and AT&T will use the footage and photos to share these success stories with a larger audience.

The remaining two events will take place in November.

GOOGLE SUPERSEARCHERS

Submitted by Mary Hirsh and Larra Clark, PLA Deputy Directors

In early 2023, PLA entered into a partnership with Google to scale Supersearchers information literacy training across public libraries in North America. PLA received $138,000 from Google to support this effort. Supersearchers in a short virtual training that provide tools for patrons to engage online information more critically and search more efficiently. PLA agreed to host 4 training webinars (facilitated by past PLA board member Toby Greenwalt) and one additional discussion forum. The stated goal was to reach 1,000 library workers through these efforts. The first Supersearchers training webinar was held on September 19; over 500 registrants attended. The evaluation results of the webinar were positive, with over 80% reporting they learned something new, over 80% reporting they would use the Supersearchers materials, and over 70% reporting they will share what they learned with others. Additional webinars are scheduled through the end of the year.

AUTHENIC FAMILY ENGAGEMENT FOR SPANISH-SPEAKING FAMILIES

Submitted by Mary Hirsh, PLA Deputy Director

PLA was awarded an IMLS National Leadership Grant in the amount of $249,964 to support to develop new tools and training models to support authentic engagement of Spanish-speaking families. This two-year project, conducted in partnership with the National Center for Families Learning, 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 underserved communities. Project activities include:

- Training for staff at up to nine public libraries on best practices for reflecting on personal bias, effectively collaborating with culturally diverse community members, and using principles of co-design to improve library services for underserved communities.
- Creating and sharing resources to bolster understanding of family engagement, why it is important, and how to incorporate it when working with culturally diverse groups.
- Developing an evaluation framework to assess outcomes; and
- Disseminating all project-developed tools and information.

This project will benefit public libraries and the communities they serve by providing fresh approaches to practicing more inclusive family engagement.

TO: PLA Board of Directors
RE: PLA Operations Combined Report
DATE: November 2, 2023

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 ALA membership count as of August 2023 was 48,008, down by 3% from the count of 49,705 at the end of FY22. Per ALA MRS, during single division conference fiscal years, ALA membership counts are historically lower than years with two division conferences.

The total PLA membership count as of August 2023 was 7,001, down by 16% from the count of 8,375 at the end of August 2022. The table below compares membership statistics since FY20, with odd numbered fiscal years representing non-conference years. The table below shows the difference from the first month to the last month of the past four fiscal years. The drop off in membership during FY21 and FY22 is typical of membership loss patters during non-conference years. Note: 16% drop off between August 2022 and August 2023 is less extreme than the 21% drop off between August 2020 and August 2021.

Month	FY23	FY22	FY21	FY20
September	8,330	7,319	9,162	8,261
August	7,001	8,375	7,284	9,261
Change from start of FY	(-1,329)	+1,056	(-1,878)	+1,000

FY24 Membership Activities

Drip Campaign

During FY23, in November 2022, in collaboration with ALA MRS, PLA launched its first "automatic drip" campaign utilizing ALA's email platform. The goal of the drip campaign was to onboard new members, increase awareness of PLA resources and engagement opportunities, and increase member retention. This campaign was targeted to new members only, and did a monthly introduction to PLA activities, resources, and benefits over the course of six months, concluding in a survey during the seventh month. Since launching, 451 members have completed the campaign and 366 are currently in progress. PLA will continue to run this campaign in FY24 to determine whether results vary in a conference year, and see the percentage of members that renewed.

Name	Subject	Recipients	Unique Opens	Unique Clicks

7: Follow-up Survey	How Is Your First Year with PLA Going?	409	198	19
6: Get Involved with PLA	Get Involved with PLA	450	204	17
5: Library Resources	Unlock Library Resources	508	280	22
4: Professional Development	Professional Development Opportunities Await You	561	287	28
3: News & Trends	Discover the Latest in Public Library News & Trends	647	310	28
2: Grow Your Connections	Meet Your New Community of Library People	768	444	38
1: Welcome to PLA!	Welcome to the Public Library Association!	814	555	156

The drip campaign includes evaluations, with very few completing the final follow-up survey. The New Member Survey (response total: 297) shows:

- Almost half of respondents reported being in the library profession for 5 years or less
- 50% identify as serving medium, medium/large, or large service areas, with 18% serving small to very small
- An almost even split on who pays for membership (51% self-paid; 44% employer-paid)
- Top three priorities for new members:
  - staying up to date on the latest library issues and trends
  - access to library resources & tools
  - professional development
- Issues/topics members would like to see PLA provide professional development around, include: intellectual freedom, management/leadership, disability services, community engagement, and EDI. These topic priorities align with the Fall/Winter webinar and PLA 2024 Conference program selections.

PLA 2024 Conference

PLA 2024 Conference registration kicked off October 12, 2024. We hope the $294 savings with the Early Bird member discount will entice conference attendees to join PLA in addition to registering for the conference. We know this is a challenge given the 5% increase in ALA/PLA dues and conference registration fees. PLA gained around 1,500 new and reinstated members in 2022 and we hope to match or increase this number based on the conference's accessible/affordable location (Columbus, OH) and the lack of restrictions/complications the pandemic caused for PLA 2022.

PLA is also increasing our scholarship program this year and will be giving away 50 scholarships in five categories—Early-career or Un/Under Employed Library Staff; Small/Rural Library Staff; Library School Students; Current or Past Spectrum Scholars Working in a Public Library; and ALA Ethnic Affiliate Members. Scholarships will cover conference registration fees, up to $750 travel stipend, and one free year of ALA/PLA membership.

The PLA Membership Advisory Group will continue to reach out to new members via email, welcoming them to PLA, and create member engagement activities during the PLA Conference.

COMMUNICATIONS

ACTION REQUESTED/INFORMATION/REPORT: Information
Submitted by Samantha Lopez, Manager, Marketing & Membership, and Eliana Kleiman, Communications Associate

Social Media

In FY23, PLA posted consistent content and engaged with audiences across Instagram, Twitter (now X), and Facebook. PLA also prioritized focusing on Equity, Diversity, Inclusion, and Social Justice (EDISJ) across our communications channels, with a total of 144 EDISJ-related social media posts. The table below reflects the total impressions, potential reach, and engagement totals for FY23. This was

	Instagram	Twitter (X)	Facebook
Impressions	86,833	103,407	240,725
Potential Reach	80,124	6,387,838	170,449
Engagements	4,600	2,372	5,643

PLA occasionally spends marketing on paid social media ads. This year, we ran two paid social media ads on Facebook and Instagram to promote the call for PLA 2024 Conference proposal and the PLA Digital Literacy Workshop Incentives, supported by AT&T. The digital literacy incentive ad spent $327.04 and received: 448 link clicks; 31,641 reaches; and 58,17 impressions. The conference proposal ad spent $245.70 and received: 581 link clicks; 37,056 reaches; and 86,943 impressions. These results are significantly (up to thousands) more than what we typically receive on a non-paid post. For example, a single paid ad gained 86k impressions, while the total for the year in non-paid Instagram impressions was 86k.

Email

PLA sent a total of 123 e-blasts throughout FY23, promoting webinars, volunteer opportunities, news and updates, grants, and sponsored content. According to the 2022 Email Benchmarking Report from Higher Logic, ALA's email and online community platform, the association industry in the U.S. had an average open rate of 31% and average click rate of 1.49%. PLA's FY23 emails were delivered to an average audience size of 14,846, with an average open rate of 34%, click rate of 8.27%, and unsubscribe of 4. Starting in January 2023, PLA also changed the process and delivery of our members-only e-newsletter, rebranded *PLA Insider*, from monthly to biweekly. This change was designed to make content more digestible to members, promote PLA opportunities more frequently, and increase ad/sponsorship sales opportunities. *PLA Insider* continues to see good engagement with an average open rate of 37%, click rate of 17%, and forward rate of 592.

PLA continues to see an increase in sponsorship revenue, with 19 sponsored e-blasts sent in FY23, a yearly record. This figure does not include e-news that included sponsored ads.

Member Spotlight

PLA launched its new "Member Spotlight" series, featuring the stories and professional journeys of PLA members. Eight members were featured as Member Spotlights since launching this series in January 2023. Stories were featured in e-news, on social media, and on Public Libraries Online. A compilation of the stories can be found here: https://publiclibrariesonline.org/2023/09/pla-member-spotlights/. Recently featured members utilized the spotlight to uplift projects at their libraries—from Richland Library's Let's Talk Race Curriculum (PLA Board's own Tamara King) to Brooklyn Public Library's Books Unbanned initiative (Amy Mikel).

Press Releases

PLA also published 16 press releases in FY23. PLA kicked off FY23 with a refresh of its strategic goals, which position Equity, Diversity, Inclusion, and Social Justice (EDISJ) at the center. PLA responded to emergent concerns in the library field, such as with the announcement of the free virtual town hall with ARSL and ULC that addressed safety and threats in public libraries. Several releases throughout the year highlighted PLA's ongoing commitment to digital literacy, such as the launch of the Super Searchers training program and the announcement of $1.27 million that PLA awarded to more than 200 public libraries for this year's expanded Digital Literacy Workshop Incentive and ACP Workshop Incentive, supported by AT&T.

TO: PLA Board of Directors
RE: PLA Continuing Education Report
DATE: November 2, 2023

ACTION REQUESTED/INFORMATION/REPORT: Information
ACTION REQUESTED BY: Mary Hirsh, Deputy Director and Melissa Faubel Johnson, Meeting
Planner
DRAFT OF MOTION: N/A

PLA ONLINE LEARNING

Since our last CE update to the Board in May 2023, PLA has offered four free webinars—one hosted by PLA staff and three additional.

The PLA Leadership Development Committee is hosting a series of "Stronger Together" networking conversations this fall. The first two were held in September and focused on maintaining motivation in providing service. Two conversations a month are planned through January. They are not recorded but meant to provide a networking and dialogue space.

PLA is hosting a second free to members series this month 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. There are three more training sessions and one forum discussion scheduled through the end of the year.

Title	Date	Registration	Attendance
Public Library Services for Strong Communities: Results from PLA's 2022 Survey	July 11, 2023	900	385
Stronger Together: Purposeful Service	Sept. 5, 2023	209	107
Stronger Together: Purposeful Service	Sept. 14, 2023	155	45
Google Super Searchers Webinar #1 of 5	Sept. 19, 2023	1004	509
Total		**2268**	**1046**

PLA has offered the following paid webinars, topics selected by the PLA Continuing Education Advisory Group:

Title	Date	Registration	Attendance
Astronomy Programming in Public Libraries	May 16, 2023	64	56

Working with Community Partners to Offer Library Programming to Expectant Parents and Parents of Newborns	July 19, 2023	55	37
Let's Talk About It: Developing Training Programs for Difficult Topics	July 12, 2023	50	39
Addressing Emotion and Culture in the Fight Against Fake News	August 9, 2023	57	43
Putting the Let's Talk Race Curriculum into Practice	June 7 2023	34	21
Using Passive Readers' Advisory to Market Your Collection	Sept 28 2023	84	60
Total		**344**	**256**

These webinars have generated $21,000 in revenue.

[Webinars are scheduled through February](#). PLA is experimenting with promoting all scheduled webinars well in advance to determine if that impacts registration.

PLA's next call for webinar proposals will close on November 30th. The PLA Continuing Education Advisory Group will review and select from all proposals submitted by the deadline. Those accepted will be scheduled as webinars for April 2023 – August 2024.

PLA @ ALA Annual Conference

PLA received 128 proposals for just 15 program slots at ALA Annual Conference. The 2024 Annual Conference Program Committee, chaired by Laura McGrath, is currently reviewing proposals. Final program slates are due to ALA Conference Services on Nov. 8. The ALA Conference Committee will review in November, and all submitters will be notified of acceptance status sometime in December.

PLA 2024 Conference

PLA received over 560 proposals for the 2024 PLA Conference in Columbus. The Conference Program Subcommittee, chaired by Candice Wing-Yee Mack, reviewed and rated all proposals to select: 124 one-hour panel presentations, 8 one-hour roundtables, 4 three-hour workshops and 7 virtual-only programs. An additional 2 ½ day workshops will be programmed by the Ohio Library Council and 2 ½ day workshops will be programmed by PLA. The virtual conference agenda will be rounded out by selecting popular programs from the session preference survey, following close of early bird registration.

The [full list of programs and preliminary schedule](#) can be found on the PLA Conference website.

TO: PLA Board of Directors
FROM: Mary Davis Fournier
RE: Board Vacancy
DATE: October 31, 2023

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

Per policy, the PLA Board votes to approve XXXX to fill an eight month vacancy on the PLA board, November 2023 – June 2024.

<u>Background</u>
PLA will have a vacancy on its board for an eight month term (November 2023-June 2024) as a result of Candice Mack's resignation from the board. Her term as a director-at-large was set to expire July 1, 2024. Bylaws say:

Sec. 5.
The PLA Board of Directors will elect a person from among the membership of the Association to fill and complete the terms of vacated offices of elected directors, except that the ALA division councilor of PLA must be replaced in accordance with ALA bylaws and the fiscal officer, who will be appointed by the immediate past president."

Balance Sheet for the period ending May 2023 (FY23 Q3)

FY21 Q3 (May 2023) Year Two in PLA two-year budget cycle

FY23 Q3 (May 2023) Year Two in PLA two-year budget cycle

Operating Fund	FY21 Annual Budget	As of May 2021	Actual	Variance	FY23 Annual Budget	As of May 2023	Actual	Variance
Opening Fund Balance		$ 4,506,979				$ 5,334,085		
Revenue	$ 771,600	$ 551,950	$ 592,329	$ 40,379	$ 797,748	$ 599,561	$ 631,988	$ 32,427
Expenses	$ (1,280,002)	$ (935,376)	$ (385,982)	$ 549,394	$ (1,179,944)	$ (936,934)	$ (717,617)	$ 219,317
Overhead & Taxes	$ (55,545)	$ (37,492)	$ (9,259)	$ 28,233	$ (33,280)	$ (24,961)	$ (24,033)	$ 928
Total	$ (563,947)	$ (420,918)	$ 197,088	$ 618,006	$ (415,476)	$ (362,334)	$ (109,662)	$ 252,672

Grants		FY22 Budget	Actual	Balance	FY23 Budget	As of May 2023	Actual	Variance
Revenue - Grants		$ 1,370,396	$ 1,447,584	$ 77,188	$ 1,581,555	$ 1,165,294	$ 4,386,567	$ 3,221,274
Expenses - Grants		$ (1,216,160)	$ (1,310,866)	$ (94,706)	$ (1,401,798)	$ (1,030,475)	$ (1,942,080)	$ (911,605)
Overhead & Taxes - Grants		$ (154,236)	$ (136,719)	$ 17,518	$ (179,757)	$ (134,818)	$ (223,096)	$ (88,278)
Total		$ -	$ -	$ -	$ -	$ -	$ 2,221,391	$ 2,221,391

Long Tem Investment		Actual FY22 Close		Long Term Investment	Actual FY23 Q3	
Beginning Net Assets FY22		$ 2,142,878		Beginning Net Assets FY23	$ 1,867,021	
Interest/Dividends FY22		$ 86,456		Interest/Dividends	$ 59,576	
Direct Expenses FY22		$ (12,112)		Direct Expenses FY23	$ (6,876)	
Indirect Expenses FY22		$ -		Expenses FY23	$ (73,779)	(FY23 mandated transfer to operating)
Realized Gains		$ 142,931		Realized Gains	$ 130,806	
Unrealized Gains		$ (493,131)		Unrealized Gains	$ (128,127)	
Ending Net Assets FY22		$ 1,867,022		Ending Net Assets	$ 1,848,621	

Notes:

The Gates Legacy Grant, awarded in 2016 ($10,805,701), closed FY22 with a balance of $6,630,812. The $1,114,954 budgeted in FY23 will bring its balance to $5,515,858 at the end of the fiscal year.

Public Library Association
FY23 Q3 May 2023 Budget Narrative

<u>FY23 Operating Budget as of May 2023</u>

FY23 Operating Budget as of May 2023	May 2023 YTD Budget	May 2023 YTD Actual	May 2023 Variance
Total Revenues	$ 599,561	$631,988	$32,427
Total Expenses before OH and tax	($936,934)	(717,618)	$219,316
Overhead and Tax	($24,961)	($24,033)	$928
	YTD Budget	YTD Actual	Variance
Net Revenue (Expense)	($362,334)	($109,663)	$252,671
FY23 Beginning Net Asset Balance			
$5,334,084			

In PLA's two-year budgeting cycle, FY23 is a non-conference year, budgeted with a planned deficit of $415,476, readily covered by the FY22 conference year net revenue of $827,103.

<u>Operating Budget:</u> PLA's Q3 position is favorable. Our May year to date results of -$109,663, is 70% ahead of budget with actual revenues of $631,988 compared to Q3 budgeted revenues of $599,561. Actual expenses of $717,618 are 23% below the budgeted $936,934. This favorable Q3 position is attributable to a combination of staff vacancies, timing of expenses, and strong WebCE revenue and dues revenue performance.

- Spending on administrative costs (staff, board management) is budget (5% variance), due to open positions. It should be noted that the ALA Executive board authorized a 3% increase for staff in FY23, 1% over the FY23 budgeted 2% increase. This increase will result in an overage of salary and benefits lines by the end of the fiscal year.
- Dues revenue is 14% ahead of budget, with $273,201 against a budget of $240,622. This is due to renewals timing, and a slight upswing trend. Expenses are over budget for the quarter due to the timing of travel and training expenses. Note: the May financial report shows expenses of $5,598 charged in overhead. Membership dues are an overhead exempt category, and this charge will be corrected in ALA's financial reporting system and updated in the Q4 financial report.
- *Public Libraries* magazine, budgeted to a deficit of $26K is currently showing as $17K in the black as a result of controlled expenses and $40K in advertising sales. Printing expenses will be incurred in Q3 and Q4, however strong ad sales performance may push our member magazine close to break-even territory by the end of the fiscal year.
- PLA Web CE shows a strong performance year to date, with higher than planned registration bringing in $50,505 and exceeding the budgeted $30K by almost 70%.

Public Library Association
FY23 Q3 May 2023 Budget Narrative

Long Term Investments

LONG TERM INVESTMENT	FY23 Q2 Actual (May 2023)
Beginning Balance FY23	$1,867,021
Interest/Dividends FY23	$39,609
Direct Expenses FY23	($4,645)
Expenses FY23	$0
Realized Gaines	$135,075
Unrealized Gaines	($145,381)
Ending Net Assets FY23	$1,891,679

Note: As of the FY23Q2 Performance Reports the Beginning Long Term Investment (LTI) Net Assets now appears correctly as $1,867,022 in FY22 close, and the FY23 Beginning Net Assets.

Grant Budgets:

GRANT FUNDS (47&48)	FY23 Budget	FY23 Q3 Budget	FY23 Q3 YTD Actual	FY23 Q3 Variance
Total Revenues	$1,581,555	$1,165,294	$4,386,567	$3,221,274
Total Expenses before OH and tax	($1,401,798)	($1,030,475)	($1,942,080)	($911,605)
Overhead	($179,757)	($134,818)	($223,096)	(88,278)
		YTD Budget	YTD Actual	Variance
Net Revenue (Expense)	$0	$0	2,221,391	$2,221,391

The FY 23 Budget and FY 23 Q2 Budget columns reflect the approved budget. The FY Q2 YTD Actual column reflects the approved budget plus new grants received after the budget was approved which are highlighted below.

Two grants were included in the FY23 budget:

Public Library Association
FY23 Q3 May 2023 Budget Narrative

- Digital Learn Phase I: spending is closing activities on budget. Although showing $3,390 overbudget for Q2, it concludes on budget at project close in March 2023, with the progress of the Phase II and Phase III Digital Learn grants.
- Gates Legacy Grant: spending is slightly under budget. A total of $476,964 has been spent against a budget of $514,309. These funds support about half of PLA's staff salary and benefits but also include continued support of Project Outcome and the Benchmark data platform. The $14,550 net revenue shown is due to timing for allocation of overhead.

During FY23 Q1 an Q2, PLA has been awarded two new $1.78 million in new grants:
- Two Digital Learn grants from AT&T (Phase II $400K; Phase III $1.6 million).
- A IMLS funded University of Michigan grant collaboration with PLA data platforms ($38,698).

Overall, PLA hits its half-way point in the year on pace to meet, and possibly exceed budget.

TO: PLA Board of Directors
FROM: Mary Davis Fournier, PLA Executive Director
RE: Operating Agreement Implementation Working Group
DATE: November 2, 2023

ACTION REQUESTED/INFORMATION/REPORT: Information

Update

There has been little movement toward a new operating Agreement since my report to the board in June 2023 (PLA 2023.49a-b). In August divisions were asked to rank the top two overhead scenarios in order to recommend one for FY25 implementation by the Fall 2023 ALA EB meeting. In September, the divisions declined to select scenarios, instead submitting aggregate division questions along with a request to extend the timeline for approval of a new operating agreement to FY25 and implementation to FY26.

At the Fall 2023 ALA Executive Board Meeting, the following motion passed:

Dissolve the Operating Agreement Implementation Work Group and to charge the ALA Treasurer and the ALA CFO, in consultation with member and staff leadership across the divisions, round tables, and other revenue generating units, to bring final recommendations to the Executive Board related to financial aspects of the operating agreement to the Board's October 2024 meeting.

ALA Treasurer Peter Hepburn posted the following message to the ALA Connect page for the Operating Agreement Implementation Work Group:

"The Executive Board met last weekend in Chicago, and during my Treasurer's report to the Board, I provided an update on the task force. At the conclusion of the report, I moved that the Board dissolve the task force and charge me and Dina with bringing back recommendations related to finances and the operating agreement at the October 2024 meeting. Those recommendations will be based on the work our task force has done as well as continued discussion with all of you and the other revenue generating units."

Although the divisions are satisfied with the additional year towards implementation, information regarding process, communications, meetings and consultation timeline is forthcoming.

Currently divisions are working together to create a proposed timeline and process over the next year that will support timely review, reporting and discussion of new Operating Agreement changes by division boards/finance committees.

TO: PLA Board of Directors
RE: PLA Legacy Grant Sustainability
DATE: November 2, 2023

ACTION REQUESTED/INFORMATION/REPORT: Information, discussion
ACTION REQUESTED BY: Mary Davis Fournier, PLA Executive Director

In 2016, PLA was awarded a 10.8 million dollar grant from the Bill & Melinda Gates Foundation as the Foundation wound down its Global Libraries program. PLA was one of three organizations to receive large investments, known as Legacy Grants, intended to leave the library field strong. The attached document explores the background and programmatic investments made with Legacy funds.

The internal ALA financial practices for grants happens separately from operating budget practices. The Legacy Grant funds were invested in a laddered investment account to earn maximum interest. That interest is then reinvested in the overall principle. ALA finance staff transfer funds out of the investment account into the operating account to cover costs billed to Legacy.

Since 2016, PLA has made heavy investments in itself using the Legacy Funds. This includes introducing and supporting new programs and building staff capacity. With PLA is in position where it needs to plan how to responsibly expend the remaining grant funds, while understanding impacts and creating programmatic priorities. Between now and the June 2024 board meeting, PLA staff will engage the PLA board in creating this plan, with an anticipated timeline:

Fall 2023:
- Build foundational knowledge and understanding among stakeholders
- Surface key questions and concerns, additional areas for research for spring meeting.

Spring 2024: Spring Board Meeting:
- Review financial spend-down scenarios/horizon.
- Review staff analysis/recommendations for programmatic areas
- Discussion of programmatic prioritization
- Request staff provide any additional information for the June meeting.

Summer 2024: Annual Conference 2024 Board Meeting
- Presentation of any additional information
Decision regarding phase in period to work toward stepped down Gates spending

The PLA Budget and Finance Committee will be involved in this process on an ongoing basis.

The Board is encouraged to thoroughly review the attached document alongside Financial Report Document 2024.5 in preparation for discussion.

Overview

Gates Global Libraries Initiative Investments in PLA

For 20 years, the Global Libraries (GL) Initiative of the Bill & Melinda Gates Foundation collaborated with libraries and organizations like PLA, investing more than $1 billion globally to enhance the power of libraries to improve lives. The Foundation awarded $38 million in grants to ALA and its units between 2007-2017. Among those investments were grants made to PLA, totalling over $27 million:

- 2008-2011. $8.6 million for advocacy capacity training that resulted in Turning the Page and Turning the Page 2.0

- 2011. $876,000 for public access technology benchmarks. Multiple library organizations, including PLA were tasked with developing technology benchmarks, leading to the Edge initiative managed by the Urban Libraries Council

- 2014-2015. $3.1 million for impact assessment data, building upon the work of PLA President Carolyn Anthony's performance measurement committee and resulting in Project Outcome.

- 2016. $10.8 million for the PLA Legacy grant. Legacy grants were awarded to PLA and two partners, the Technology and Social Change Group at the University of Washington's Information School (TASCHA) and the International Federation of Library Associations and Institutions (IFLA). Legacy partners IFLA and TASCHA received $31 million and $16 million respectively.

- 2016. $1 million in support of African (AfLIA) leadership training program

- 2017. $2.9 million general operating grant for additional PLA Legacy support

PLA Legacy Grant

The Legacy investments were made as the Gates Foundation sunset its GL Initiative. Legacy grants were developed through the efforts of the Foundation and Legacy partners IFLA and TASCHA, working with PLA staff and Board. PLA and its partners worked intensly to prepare and submit the final Legacy proposal that would build the capacity of public libraries to serve their communities, in alignment with PLA's strategic plan. The grant's initial 10-year horizon (initially, 2016 to 2026) would allow PLA and partners to accomplish their goals and to honor and build upon the legacy of Global Libraries and the Foundation.

Through the Legacy grant, the Gates Foundation gave PLA, its partners, and public libraries a transformative opportunity. Signficant new resources would allow us to test concepts and new

ideas, to develop new and expand existing relationships, and to implement, scale, and assess current and new programs more rapidly than before.

Strategic Goals

The Legacy grant provides the opportunity to be deliberate and strategic about strengthening existing initiatives and developing new. It allows us to consider a range of new endeavors and ways of thinking and working that help public libraries become even more vital, successful contributors to their communities. As described in our proposal, through the Legacy grant, PLA and partners:

- create and scale new models of public library research, training, and practice
- strengthen collaboration across organizations that support public libraries
- support global connections between public libraries and library organizations
- sustain the success of existing GL programs.

Grant goals align closely with past and current PLA strategic plans. The five *interconnected* results of the Legacy grant and the **PLA strategic plan goals** they align with are:

- Performance and outcome measurement become standard practice **(Advocacy & Awareness, Professional Development, Transformation)**
- Community-aligned service development and advocacy become essential leadership attributes **(Advocacy & Awareness, Professional Development, Transformation)**
- Innovation accelerates and impactful practices are iterated and scaled more quickly **(Professional Development, Transformation)**
- Working collaboratively through networks becomes standard practice (**Transformation**)
- PLA's evolution creates a progressive organization that models outcome-based leadership, critical self-assessment, and deep member engagement **(Organizational Excellence)**

Equity, Diversity, Inclusion, and Social Justice Goals
Since the Legacy grants were awarded in 2016, PLA has worked to integrate the central role EDISJ concepts and practices take in our work, and the work of public libraries. PLA's refreshed strategic plan, with EDISJ embedded throughout, continues to track with overall Legacy goals, while also providing guidance in how we might approach the Legacy goals above with an EDISJ lens applied.

Legacy Grant-Funded Programs and Activities

On-going and concluded work related to each of the five result areas is shared below. Asterisks indicate on-going programs funded by Legacy; some programs listed were time-limited or unsuccessful and have closed. Others were launched initially using Legacy funding/Legacy-

funded staff and were/are now funded by a mix of PLA and other grant funds. Because goals are interconnected, programs listed may fall within multiple goals. For brevity's sake, each program is listed once, under the most relevant grant goal.

Performance and outcome measurement become standard practice

1. Ongoing support for Project Outcome following the initial performance measurement investment made by the Foundation*
2. Build, launch, and ongoing support for Benchmark: Library Metric and Trends *
3. Contribute staff expertise and input to IFLA's Library Map of the World
4. Support for the National Impact of Library Public Programs Assessment

Community-aligned service development and advocacy become essential leadership attributes

1. Supported PLA Leadership Academy and Academy cohorts*
2. Ongoing support for PPA's National Public Policy Advocacy Program
3. With OCLC and ALA, replicated the 2008 OCLC From Awareness to Funding report through a public survey resulting in 2018 report
4. Support policy-leadership summit in 2018
5. Developed new PLA Leadership Model

Innovation accelerates and impactful practices are iterated and scaled more quickly

1. Support the ALA Emerging Leaders program*
2. Conduct research and support annual review of library ballot measures via Referenda Roundup*
3. Tested models of regional training, interrupted by the pandemic
4. Conducted research and supported development of new library strategic planning tools
5. Supported work of ALA OIF in 2018 through surveys of field related to IF policy and training

Working collaboratively through networks becomes standard practice

1. Underwrite elements of PLA conference and PLA programming at ALA that enable networking. Examples include immersion experience at PLA 2020; PLA-Council networking programs at ALA*
2. Support deeper engagement with PPA to engage national level, and federal partners*
3. Support IMLS research and evaluation data strategies through participation in the IMLS research and evaluation committee
4. Support for ALA EDI and leadership initiatives including Spectrum and JCLC*
5. Supported ALA Development Office in multiple efforts including: audit, grant-supported match, prospect research
6. Support Library Giving Day through partnership with Seattle Public Library Foundation
7. Support for ALA advocacy efforts related to the the 2020 US Census

8. In conjunction with an IMLS grant, worked with OCLC Webjunction on providing public libraries with [resources to respond to the opioid crises in their communities](#)
9. Support staff and member-leader attendance at priority meetings, such as IFLA Congress
10. Support for Legacy partnership efforts including partner meetings with IFLA and TASCHA
11. Support for networking meetings with US library and other partners including COSLA, ULC, OCLC, ARSL, ICMA
12. Additional funding allowed for a partnership between PLA and AfLIA, to build leadership capacity in communities across Africa; and to [host international librarians](#) in the US

PLA's evolution creates a progressive organization

1. Expanded staff to meet increased program demands, underwrite salaries in areas such as professional development, advocacy, communications, administration*
2. Support for membership survey and revision of 2018 PLA strategic plan
3. Created Professional Development theory of change to support outcome-based professional development, in recognition of the role PLA plays in professional development
4. Created PLA marketing/branding plan including logo, positioning story, and messaging for PLA and field
5. Expanded outreach to new funders such as Microsoft Philanthropies and Google to support digital literacy
6. Expanded EDI efforts through presentation of series of "Equity Starts with Us" [trainings](#)
7. Provided staff support to develop grant and match staff expenses for IMLS-funded Inclusive Intership Initiative program
8. Supported PLA's health literacy efforts including the [support for the Affordable Care Act](#) and grew grant funding from health foundations such as Robert Wood Johnson and Community Catalyst

Responding to a Transformed Landscape

In ways not previously possible, the Legacy grant increased and strengthened PLA's reach and impact in support of public libraries. Yet as we expanded existing and launched new efforts and as programs intregal to PLA's goals became more established, massive national and international political and cultural change began to unfold. This was followed by a global pandemic. Despite the substantial efforts of PLA, the Gates Foundation, and our Legacy partners to develop and align grant deliverables with the needs of public libraries, we could not have anticipated the sea changes ahead.

We may never know the true extent to which the pandemic and political and cultural disruptions hindered our momentum, but we do know these effects on PLA, ALA, libraries, and their communities continue to be extraordinary. PLA must assess the impact of our existing work and ensure that the remaining Gates dollars are spent meeting the most relevant needs of the field *now*. Grant resources should be directed toward programs that best help us achieve post-pandemic goals set forward in our strategic plan, in alignment with Legacy goals. We must

continue to adapt efforts to the immense change that our members, public libraries and society have experienced since the grant's inception.

PLA has a tradition of exceptional leadership and stewardship. Member leaders help PLA identify and meet the needs of the field, identifying the most critical and using PLA resources to provide the best programs, products and services. Our stewardship and success have always relied on careful review, asessment, and recalibration. That tradition and PLA's track record of success are primary reasons the Gates Foundation selected PLA to carry forward its Global Libraries legacy.

While PLA considers how best to use the remaining Legacy resources to support public libraries in turbulent times, PLA must also navigate on-going internal organizational changes that alter the relationship between ALA and its divisions. Division-ALA structure is different now than it was in 2016 when the grant was awarded and change continues. As ALA Operating Agreement discussions with its divisions progress, structural, programmatic, and financial policy remain in flux. ALA's continuing evolution, as well as the many external challenges faced by the Association, make steady stewardship more critical than ever. PLA must maximize the impact of its finite resources to best support public libraries.

Impact and Sustainability Analysis and Scenarios

To identify, develop,and support the most relevant, effective, and impact-driven programs in a rapidly changing environment, we have begun reviewing existing programs and activities initiated through Legacy funding. PLA Budget & Finance meetings and PLA Board Meetings will be the inflection points for the proposed process timeline:

Fall 2023:
- Build foundational knowledge and understanding among stakeholders
- Surface key questions and concerns, additional areas for research for spring meeting.

Spring 2024: Spring Board Meeting:
- Review financial spend-down scenarios/horizon.
- Review staff analysis/recommendations for programmatic areas
- Discussion of programmatic prioritization
- Request staff provide any additional information for June meeting.

Summer 2024: Annual Conference 2024 Board Meeting
- Presentation of any additional information
- Decision regarding phase in period to work toward stepped down Gates spending.

TO: PLA Board of Directors
FROM: Melissa Faubel Johnson, Conference Manager
RE: PLA 2024 Update
DATE: October 31, 2023

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

Plans for PLA 2024 in Columbus, OH, are progressing on schedule.

Registration & Housing
Registration and housing opened on October 12th. All conference registration and housing information is available at www.placonference.org. Currently, there are 695 full conference registrants, compared to 324 full conference registrants at this time for PLA 2022 and 705 full conference registrants at this time for PLA 2020.

The housing block is 19% sold, compared to 16% at this time for PLA 2022 and 29% at this time for the PLA 2020.

General Session Speakers
The following speakers are confirmed for general sessions:
Big Ideas Thursday – Ta-Nehisi Coates
Big Ideas Friday – Mary Annaïse Heglar
Closing Session – Dulcé Sloan

Conference Programming
PLA received over 560 proposals for the 2024 PLA Conference in Columbus. The Conference Program Subcommittee, chaired by Candice Wing-Yee Mack, reviewed and rated all proposals to select: 124 one-hour panel presentations, 8 one-hour roundtables, 4 three-hour workshops and 7 virtual-only programs. An additional 2 ½ day workshops will be programmed by the Ohio Library Council and 2 ½ day workshops will be programmed by PLA. The virtual conference agenda will be rounded out by selecting popular programs from the session preference survey, following the close of early bird registration. The full list of programs and preliminary schedule can be found on the PLA Conference website.

Exhibits

As of October 31, 2023, 176 companies are confirmed in 435 booths, compared to 159 companies confirmed in 405 booths for the 2022 conference and 217 companies confirmed in 579 booths for the 2020 conference.

Sponsorships

The following conference sponsorships are sold:
- Opening Session to OCLC for $15,000 GOLD
- BIG IDEAS Series to EBSCO for $25,000 PLATINUM
- How-to Stage/Book Buzz Stage slots to Ingram for $20,000 PLATINUM
- Exhibits Opening Reception & Happy Hour to Overdrive for $20,000 PLATINUM
- Dog Park (new this year) to Communico for $10,000 SILVER
- Registration Area Branding to Clarivate for $3,000 COPPER

Totaling $93,000 at registration opening; more than 60% to our $150K sponsorship goal.

TO: PLA Board of Directors
RE: PLA Committees Alignment
DATE: November 2, 2023

ACTION REQUESTED/INFORMATION/REPORT: Discussion, Action
ACTION REQUESTED BY: Mary Hirsh, Deputy Director
DRAFT OF MOTION: It is hereby resolved that:
1) The PLA Board approves reducing the number of standing committees from 13 to 8.
   a. 8 standing committees that directly support the goals of the strategic plan remain standing committees.
   b. 5 standing committees are transitioned to advisory groups for the 2024-2025 governance year to clarify roles and tasks, reduce meeting obligations, and reduce staff time.
2) The PLA Board will consider future use of task forces to meet emergent needs or address critical issues.

Background

Beginning in governance year 2021-2022, the PLA board has periodically discussed taking action on refining committee-related processes and alignments. This timing aligned with onboarding a new PLA Executive Director, launching a revised PLA strategic plan, and ongoing pandemic impacts on membership and library capacities. The main themes to emerge were: better alignment between goals of the association as determined by the board, work of committees, and staff roles and responsibilities.

In 2023 the PLA Executive Committee requested analysis and recommendation of changes to committee structure that will result in better alignment with PLA strategic goals and organizational efficiencies.

Overview

PLA has three categories of volunteer roles that are appointed by the president-elect: Standing Committees, Advisory Groups, and Task Forces. There are 155 volunteer slots available for service on these groups (not including the Board and Nominating committees, which are populated by different processes). In 2023, PLA also collected names of 46 people willing to volunteer for specific activities, such as scholarship or grant applications review.

Current Structure

While all three types of groups provide avenues for critical member input into PLA strategies, programs, and services, there are nuances between the groups.

Standing committees are established to carry on the continuing work of the Association, with detailed charges.

The 13 current committees are supported by 12 staff.

- Advocacy and Strategic Partnerships Committee

- Annual Conference 2024 Program Subcommittee
- Board of Directors**
- Budget and Finance Committee**
- Digital Literacy Committee
- Committee on Equity, Diversity, Inclusion and Social Justice
- Committee on Family Engagement
- Leadership Development Committee
- Measurement, Evaluation and Assessment Committee
- Nominating Committee**
- PLA 2024 Conference Committee
  - PLA 2024 Conference Program Subcommittee
  - PLA 2024 Conference Local Arrangements Subcommittee
- *Public Libraries* Advisory Committee
- Technology Committee

These committees cannot be dissolved or altered at any time.

Advisory groups advise the Board of Directors on areas of expertise or practice. Advisory groups meet less frequently and carry out specific, time-limited tasks. Two staff support the two current advisory groups:

- Continuing Education Advisory Group
- Membership Advisory Group

The two advisory groups have well-defined work products and outputs, meet no more than quarterly, and require minimal staff attention to function effectively.

Taskforces perform limited project-based functions. Currently, there are no active PLA taskforces. An example of a past taskforce is the Leadership taskforce, which developed the PLA leadership model and eventual Leadership Academy. A second iteration was convened to revise the model.

All members of Committees, Advisory Groups, and Taskforces are appointed by the president-elect from a pool of member volunteers. Standing, committees, advisory groups and task forces are authorized by resolution of the Board of Directors and may be dissolved in the same manner. Special committees may be authorized by the president to meet emergency needs. New committees can be recommended by the PLA Board of Directors or any PLA member.

Committees that directly support a lever of the strategic plan include:

Strategic Plan Goal	EDISJ	Transformation	Professional Growth	Advocacy & Awareness	Organizational Excellence
Relevant Committees	-EDISJ	-Annual Conference Program Subcommittee	-Leadership* -PLA Conference Committees	-Advocacy and Strategic Partnerships	-Board** -B&F** -Nominating**

*Leadership Development will require a name change and charge update to reflect the evolution of the Professional Growth goal

**These committees cannot be dissolved without a change to the bylaws.

Committees that do not directly support a lever of the strategic plan include:

- Digital Literacy Committee
- Committee on Family Engagement
- Measurement, Evaluation, and Assessment Committee
- Public Libraries Advisory Committee
- Technology Committee

Key Issues

Strategic Alignment: While some committees have very specific charges that directly support areas of work articulated in the strategic plan, other committees are less specific. While committees have been encouraged to consider framing their work to support revenue generation and membership growth, this intersection is not always obvious to chairs and members.

Work Plans and Products: Committees that do not have clearly defined expectations (i.e.: conference program subcommittee vs. digital literacy committee) often struggle to find a project or purpose that is relevant and sustainable, while requiring a great deal of staff time and attention. There is little consistency between activity level, outputs or outcomes between all standing committees.

Staff Roles and Responsibilities: Staff liaisons have historically been drawn from manager and above positions, some staff liaise to more than 1 committee, and up to 4 committees. Prior to 2020, most committees met in person at Midwinter and Annual and virtually two other times over the course of the committee year. Since 2020, with the advent of online meetings, many committees have opted to meet more frequently, many meet once per month. Committee management and related work is an increasing drain on staff time.

The Opportunity

Since 2020, PLA has made logistical adjustments to improve the overall committee process and experience, including: starting the appointment process earlier, hosting an annual chair orientation, and realigning committee reporting schedules to better reflect governance year flow. There is a further opportunity to implement more outward-facing change to more closely align the priorities of the board,

the work of committees, and the capacities of staff. Doing so would bring efficiency to all aspects of committee work.

How might we continue to refine the committee structure and experience so that it:

- Provides opportunities for meaningful member engagement?
- Advances PLA goals in alignment with Board goals and priorities?
- Is manageable for PLA staff?

PLA staff have identified a path that aligns to the bylaws, retains the existing number of member volunteer slots while reducing burden on staff time.

- The 8 standing committees that support the levers of the strategic plan, as described in the table above, will remain standing committees. Committees will continue to meet at the discretion of the chair(s) and develop work plans that align with board goals and under staff advisement. The relevancy of committees will be reviewed each time the strategic plan is updated.
- The 5 remaining committees will become advisory groups. These new groups will meet no more than four times per year and carry out specific staff-directed tasks. The relevancy of advisory groups will be reviewed every two years, per the bylaws.
- The board will consider activating task forces more frequently to look at emergent needs or address critical issues.