**TO:** PLA Board of Directors

**RE:** Strategic Plan 2018-2022 Update

**FROM:** Mary Hirsh and Scott Allen, Deputy Directors, and Larry Deutsch, Manager, Communications

**DATE:** September 30, 2019

**ACTION REQUESTED/INFORMATION/REPORT:**

Report

Through the work of our committees, subcommittees, task forces, and working groups, PLA volunteers are helping the organization make significant progress toward achieving all five Strategic Plan goals. Each volunteer group is working on multiple deliverables, and some deliverables contribute to multiple strategic goals. However, in the interest of brevity and clarity, we have selected one highly impactful deliverable from each group’s report to demonstrate its impact on a single strategic goal and objective. See the table below the narrative portion for additional details.

**Goal 1: Transformation**

Three volunteer groups completed impactful activities contributing to the advancement of this goal. The Public Libraries Advisory Committee helped increase opportunities to explore and share effective emerging best practices that address community priorities (Goal 1, Objective 2) by advising PLA staff on the selection of themes for the magazine’s 2020 editorial calendar. The Technology Committee helped increase awareness of and access to the types of literacy necessary for success in the 21st Century (Goal 1, Objective 3) by developing an educational program on data privacy to be presented at the ALA 2020 Annual Conference. The Measurement, Evaluation & Assessment Committee helped increase the number of libraries using meaningful and actionable measurements to understand and expand community impact (Goal 1, Objective 4) by developing the agenda for a series of virtual town hall meetings to engage the public library community about the future of PLDS, the Public Library Data Service.

**Goal 2: Leadership**

Three volunteer groups completed impactful activities that contributed to the Leadership goal. The ALA 2019 Annual Conference Program Subcommittee helped increase leadership and training opportunities reflective of the PLA Leadership Model for all levels of public library staff (Goal 2, Objective 1) by sharing feedback with staff regarding its program-selection process and results. Both the Web Content Working Group [WCWG] and Continuing Education Advisory Committee [CEAC] helped support public library staff in making the shift from a library-centered approach to a community-centered approach, through PLA trainings and resources (Goal 2, Objective 2). WCWG achieved this by auditing PLA’s online collection of professional tools for relevance, timeliness, and frequency of usage. CEAC advanced the objective by reviewing and grading webinar proposals per the PLA rubric and selecting webinars that will best serve our membership.

**Goal 3: Advocacy & Awareness**

The Advocacy & Strategic Partnerships Committee helped increase library staff participation in public library advocacy (Goal 3, Objective 3) by creating a proposal for how PLA and public libraries can better engage with federal, state, and local chambers of commerce.

**Goal 4: Equity, Diversity, Inclusion, and Social Justice**

Two volunteer groups completed impactful activities in relation to the EDISJ goal. The PLA 2020 Conference Program Subcommittee and Task Force on Equity, Diversity, Inclusion & Social Justice both helped PLA equip its members with tools, coaching, learning opportunities and other resources to advocate and apply EDISJ principles in their libraries and communities (Goal 4, Objective 2). The subcommittee achieved this by selecting 15 programs specifically to fill categorical gaps, forecast emerging trends, and advance historically marginalized issues or speakers. The EDISJ Task Force contributed to this objective by assisting with, and providing presenters, for PLA’s three regional EDISJ Symposia.

**Goal 5: Organizational Excellence**

Three volunteer groups have completed impactful activities contributing to the advancement of this goal. The Family Engagement Task Force helped increase the number of PLA’s income-generating products and programs (Goal 5, Objective 3) by creating a plan for a revenue-generating continuing education program based on PLA’s Family Engagement framework. The Membership Advisory Group helped PLA seek and adapt to new trends and models in association organization and membership (Goal 5, Objective 5) by beginning an email dialogue with new members to explain PLA’s services/offerings and answer questions. The Digital Literacy Committee helped PLA build relationships with partners outside the library field (Goal 5, Objective 5) by advising staff on a project partnership with Microsoft Corp., [DigitalLead: Rural Libraries Creating New Possibilities](http://www.ala.org/pla/initiatives/digitallead).

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

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

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| --- | --- | --- | --- |
| **Name of Volunteer Group** | **Most Impactful Deliverable** | **Goal Most Closely Correlated** | **Objective Most Closely Correlated** |
| Public Libraries (Magazine) Advisory Committee | Advised staff on the selection of editorial themes for 2020 magazine | 1: Transformation | 2: Increase opportunities to explore and share effective emerging best practices that are addressing community priorities. |
| Technology Committee | Developed content for educational program on data privacy for presentation at the ALA 2020 Annual Conference | 1: Transformation | 3: Increase awareness of and access to the types of literacy necessary for skills development and success in the 21st century. |
| Measurement, Evaluation & Assessment Committee | Developed agenda for series of virtual town hall meetings to engage the public library community in discussions about the future of the Public Library Data Service | 1: Transformation | 4: Increase the number of libraries using meaningful and actionable measurements to understand and expand their community impact. |
| ALA 2019 Annual Conference Program Subcommittee | Shared feedback with PLA regarding its sponsored programs and program-selection process | 2: Leadership | 1: Increase leadership and personal development training opportunities for all levels of public library staff reflective of the PLA leadership model. |
| Web Content Working Group | Performed analysis of PLA's online professional tools for relevance, timeliness and frequency of usage | 2: Leadership | 2: Support public library staff in the shift from a library-centered to a community-centered approach, through PLA trainings and resources |
| Continuing Education Advisory Group | Reviewed and graded webinar proposals according to rubric and recommended those that will best serve PLA membership | 2: Leadership | 2: Support public library staff in the shift from a library-centered to a community-centered approach, through PLA trainings and resources. |
| Advocacy & Strategic Partnerships Committee | Drafted a proposal for PLA and public libraries to engage with the U.S. Chamber of Commerce and local chambers of commerce | 3: Advocacy & Awareness | 3: Increase library staff participation in public library advocacy at all levels |
| PLA 2020 Conference Program Subcommittee | Selected 15 program slots to ﬁll categorical gaps, forecast emerging trends, and advance speakers or issues that have been historically marginalized. | 4: Equity, Diversity, Inclusion and Social Justice | 1: Reflect EDISJ principles in association leadership, staffing, values, mission/vision, strategies and operations. |
| Task Force on Equity, Diversity, Inclusion & Social Justice | Assisted with and provided speakers for 3 regional EDISJ trainings in Denver, CO; Charleston, SC; and Chicago, IL | 4: Equity, Diversity, Inclusion and Social Justice | 2: Equip members with tools, mentoring/coaching, learning opportunities, and other resources to advocate and apply EDISJ principles in their libraries and communities. |
| Family Engagement Task Force | Developed plans for a multi-part continuing education experience based on the PLA family engagement framework, and contracted with instructional designer to advise on production of same | 5: Organizational Excellence | 3: Increase the number of income-generating products and programs. |
| Membership Advisory Group | Established dialogue via email with new PLA members to explain what the organization has to offer while also answering new members' questions | 5: Organizational Excellence | 5: Seek and adapt to new trends and models in association organization and membership. |
| Digital Literacy Committee | Advised PLA on implementation of partnership with Microsoft Corp. for DigitalLead project | 5: Organizational Excellence | 6: Maintain strong relationships with existing partners, both nationally and internationally, and explore new partnership opportunities outside of the library field. |