Program/Project Name: Speaker Training Initiative

[x]  New [ ]  Expansion of existing initiative

Strategic Goal Area(s):

[ ]  Transformation [x]  Leadership [x]  Advocacy and Awareness [x]  EDISJ [ ]  Organizational Excellence [ ]  Not applicable

Problem or Opportunity Being Addressed:

Public library staff need strong communication and public speaking skills in order to advocate effectively for the library and take on leadership roles in their community and the profession. The public library field also needs to develop new voices, training advocates and spokespeople who represent the diversity of our communities.

Program/Project Short Description:

This training initiative would bring together small cohorts of learners (10 people plus a coach) that meet regularly online (via Zoom) to cover specific public speaking skills. Learners would go out and practice and video record themselves, share those recordings, and receive feedback from colleagues in the cohort. Instead of a one-and-done training, this provides opportunities to practice, reflect, and build skills. The program would take 6 months to complete, with an in-person kickoff, online meetings once a month, and an in-person conclusion (could be regional or at ALA Annual/Midwinter meetings).

Measurable Outcomes and Measurement Strategies:

Videos of learner presentations will provide evidence of measurable improvement in specific public speaking skills. In addition to recordings used for feedback throughout the online meetings, a 5-minute elevator speech recorded at the kickoff event can be compared to one recorded 6 months later at the in-person concluding session.

Relationship to Other PLA and ALA initiatives:

This initiative ties in directly with the Professional Development Theory of Change’s pathway of building public library advocates oriented toward community needs. Through recruitment and representation of groups that have been historically marginalized or excluded, it will be an intentionally inclusive effort that reflects PLA’s commitment to Equity, Diversity, Inclusion, and Social Justice (EDISJ) as well.

Funding Amount(s) Requested (Estimate)

|  |  |  |
| --- | --- | --- |
| Fiscal Year | Investment (PLA Funds) | Revenue (if applicable) |
| FY20 | <$ >33,420 | $7,500 |
| FY21 | <$ >3,420 | $7,500 |
| FY22 | <$ >3,420 | $7,500 |

Short Description of Requested Budget:

*Include notation of whether the costs are one-time or ongoing, what is proposed for staffing and/or consultant support, and how the estimates were developed.*

$30,000 one-time cost for a consultant to develop and deliver content for 2 in-person meetings and develop content for 4 online meetings

$1,500 ongoing cost for 3 online meeting facilitators’ stipends

$1,200 ongoing cost for 30 high quality headsets and phone tripods, provided to learners

$720 ongoing cost for 3 dedicated Zoom licenses

Anticipated Product(s):

Blended in-person and online training offered at a modest price point ($250) that reaches a small and diverse cohort of 30 learners per year, though this could scale much larger based on demand.

Revenue Potential:

*Indicate n/a if no revenue is anticipated.*

* Type of Revenue (grants, registration fees, product sales, etc.): Registration fees
* Paying Audience (PLA members or member libraries, other markets): PLA members and public library staff at all levels

PLA Capacity:

*Comment on the proposed initiatives potential impact on the following. Is PLA well-prepared to take this on? Will staff time or finding the right volunteer leaders or subject matter experts (SMEs) be challenging?*

* Staff Time: Though PLA staff are well prepared to take this on, staff time is likely to be a significant challenge for this initiative. It will require time investment from the CE Manager, Web Communications Manager, Marketing Manager, Communications Manager, and likely a Program Coordinator as well.
* Volunteer Leaders: PLA can call upon a long list of successful volunteer leaders to serve as online meeting facilitators and, in future years, as conveners of in-person meetings for this initiative. These volunteers include current and past Board members, committee chairs and members, and PLA Conference speakers.
* External SMEs: PLA has relationships with several external SMEs who we would call upon to develop proposals for the content development portion of this initiative, and staff would solicit suggestions from the Board and other PLA stakeholders on recommendations as well.
* Other Challenges: