**TO:** PLA Board of Directors

**RE:** PLA Operations Report

**DATE:** October 1, 2019

**ACTION REQUESTED/INFORMATION/REPORT:**

Information

**ACTION REQUESTED BY:**

N/A

**DRAFT OF MOTION:**

N/A

**MEMBERSHIP**

*Submitted by Samantha Lopez, Manager, Marketing and Membership*

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| --- | --- | --- | --- | --- |
| **PLA Membership** | **FY19** | **FY18 (Conference)** | **FY17** | **FY16 (Conference)** |
| New Members | 968 | 2248 | 1012 | 1593 |
| Renewed Members | 6168 | 6167 | 6108 | 6273 |
| Reinstated Members | 689 | 1201 | 674 | 1123 |
| Dropped Members | 3317 | 2155 | 2867 | 1862 |
| **End of FY (August)** | **7506** | **9004** | **7389** | **8440** |
| **High** | **9341** | **9744** | **8811** | **9242** |
| **Average** | **8644** | **9341** | **8295** | **8771** |

The PLA member retention rate was low in FY19 (67.4%), but we were also coming off a peak membership year. March FY18 (Conference) saw its highest membership (9,744) since FY12.

As of August 2019, ALA membership was 56,049, a 3.14% decline from 2018. ALA Membership has reported a 2% decline in division membership when compared to FY17, and a 4.7% decline when compared to FY18.

**DUES FY20**

PLA dues will increase in FY20. Since September 2015, dues increases have been based on annual average increases in the national Consumer Price Index (CPI), rounded up to the nearest dollar.

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| **FY20 Dues Adjustment by Type tied to CPI**  **Adjusted by 2018 Calendar Year CPI = 2.44%**  **Rounded up to nearest dollar** | | | | |  |
| **Member Type** | **FY19 Dues** | **CPI**  **2.44%** | **Nearest Dollar Adjustment Rounded Up** | **FY20 Dues** | **ALA FY20 Dues** |
| Regular | $75.00 | $1.83 | $2.00 | $77.00 | $74.00–$148.00 |
| Student | $33.00 | $0.81 | $1.00 | $34.00 | $39.00 |
| Retired/Non-salaried | $54.00 | $1.32 | $2.00 | $56.00 | $53.00 |
| Corporate | $106.00 | $2.59 | $3.00 | $109.00 | Varies |
| Organizational | $106.00 | $2.59 | $3.00 | $109.00 | Varies |

**FUNDRAISING**

*Submitted by Scott Allen, Deputy Director*

PLA effectively wrapped up the campaign to raise $7,500 for PLA 2020 scholarships as part of PLA’s 75th anniversary, raising $6,984 from 94 donations through the end of Fiscal Year 2019 (and an additional $367 in September 2019). No further solicitations are planned for PLA members until late November in coordination with Giving Tuesday and the ALA year-end appeals which begin at that time and continue through December.

In terms of grant support, PLA received an out-of-cycle extension to support a fourth cohort of the Inclusive Internship Initiative, IMLS grant RE-00-17-0129-17. This IMLS Librarians for the 21st Century grant will enable PLA to engage 50 public libraries in offering paid, mentored internships to high school students over summer 2020. IMLS awarded PLA $313,606. PLA will contribute an additional $356,109 in matching and in-kind contributions. Also, PLA was awarded a second round of funding from Community Catalyst (originally sourced from the Robert Wood Johnson Foundation), along with several other national partners, to disseminate information and resources to promote health insurance enrollment as a part of the Affordable Care Act. PLA will receive roughly $109,000 in grant funds.

Efforts continue to secure sponsorships for PLA 2020 through PLA’s vendor, Corcoran, with the goal of raising $100,000 in revenue for sponsorships, similar to 2018. Staff also drafted an infographic similar to what ALA produces highlighting where a PLA dollar comes from and where it goes. Over Fiscal Years 2017 and 2018, about 53% of PLA’s revenue was from grants

**COMMUNICATIONS**

*Submitted by Laurence Deutsch, Manager, Communications*

Since its last report to the PLA board, submitted on June 3, 2019, PLA has issued 15 press releases and co-issued three others with ALA. There have also been four electronic newsletters, 33 email blasts, and numerous other communication pieces. Areas of primary focus of PLA communications during the reporting period include:

* #eBooksForAll campaign against Macmillan Publishers’ eBook lending embargo (with ALA);
* 2020 PLA Awards & Grants;
* ALA reorganization and work of the Steering Committee on Organizational Effectiveness;
* DigitalLead: Rural Libraries Creating New Possibilities (project-partnership with Microsoft);
* Financial Wellbeing Project-Partnership (with Capital One & ALA);
* Global Libraries Legacy Partnership collaborative communications (with IFLA & TASCHA);
* Inclusive Internship Initiative;
* Libraries Connecting You to Coverage health insurance enrollment initiative;
* Libraries Lead with Digital Skills (project-partnership with Google & ALA);
* Opioid Crisis Response project-partnership (with OCLC);
* PLA 2020 Conference;
* PLA 75th Anniversary;
* PLA Programming at the ALA Annual Conference; and
* Re-envisioning of Public Library Data Service survey;

For the #eBooksForAll campaign, PLA is actively supporting ALA’s Communications & Marketing Office and Public Policy & Advocacy Office in a variety of ways, including by drafting press releases; creating content for ALA’s social media channels; maintaining and updating an [eBook lending & pricing](http://www.ala.org/pla/issues/ebooklending) web page on the PLA site; sharing messages with PLA members on social media, via direct email and in *PLA e-News.*

From ALA’s Public Policy & Advocacy Unit and Communications & Marketing Office respectively, PLA has received one request to sign a local library advocacy letter (to Kansas Governor Laura Kelly) and interview requests from the following ten media outlets:

* *AARP*, the American Association of Retired People magazine
* *Denton Record-Chronicle* (Denton County, Texas)
* *KCUR*, NPR affiliate station in Kansas City
* *La Salle News Tribune* (La Salle, Illinois)
* New York City Bureau of the Associated Press
* *Next Avenue*, a PBS-affiliated national online magazine
* *Stateline*, a Pew Charitable Trust publication
* The Food Network magazine
* *The Wall Street Journal*
* Xinhua, a Chinese news agency

All nine media interviews were graciously accepted by the PLA president or a designated board member.