**TO:** PLA Board of Directors

**FROM:** Larry Deutsch, Communications Manager, ldeutsch@ala.org

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

**DATE:** October 10, 2018

**ACTION REQUESTED/INFORMATION/REPORT:** Report

**OVERVIEW**

Since the final approval of the 2018-2022 Strategic Plan in June, PLA staff has worked to inform stakeholders about the plan while equipping staff and volunteers with the information and resources necessary to understand and address questions about it. The desired outcomes are that members are aware that PLA has a new 4-year plan with new goals and objectives, and that staff and volunteers are intimately familiar with the plan and able to articulate its goals and the connections between PLA work and the plan. This first phase of the plan was rolled out over the summer, and we expect to roll out materials to PLA volunteers in the fall.

**KEY CURRENT ACTIVITIES/METRICS**

The following activities related to this project have been completed to date:

* A [plain-text version](http://www.ala.org/pla/about/mission/strategicplan) of the full plan has been added to the PLA website
* A “dressed up” version, in color with graphics and text treatments, has been posted to the PLA website as a [downloadable PDF](http://www.ala.org/pla/sites/ala.org.pla/files/content/about/strategicplan/20182022_PLAStrategicPlan_Web.pdf)
* Announcements about the new Strategic Plan have been communicated through the following channels:
  + [Press release](http://www.ala.org/news/member-news/2018/09/public-library-association-releases-new-strategic-plan) distributed to library trade media
  + [Email blast](https://ala.informz.net/informzdataservice/onlineversion/ind/bWFpbGluZ2luc3RhbmNlaWQ9NzkyMzkwMiZzdWJzY3JpYmVyaWQ9MTExMTQzNDQ4MQ==) to all PLA members
  + Article in the [September issue of *PLA e-News*](https://ala.informz.net/informzdataservice/onlineversion/ind/bWFpbGluZ2luc3RhbmNlaWQ9Nzk3Mzk3MiZzdWJzY3JpYmVyaWQ9MTExMTQzNDQ4MQ==)
  + Article in the September-October issue of *Public Libraries* (will hit mailboxes 1st week of November)
* PLA staff will continue to share information on the plan with members, including updates on our progress toward achieving its goals.
* A set of messaging points and answers to questions anticipated about the plan has been created and piloted with PLA staff. A draft of this document is included in your board packet (Strategic Plan Messaging Points.doc), for your feedback.
* A training was given to PLA staff on Sept. 20 to help familiarize them with the new Strategic Plan and how it relates to their work. The approximately 75-minute training session included a presentation about the content of the plan, how it was developed, and a review of the messaging points.
  + As part of the training, PLA staff participated in a pair of interactive exercises. In the first, staff were asked to closely study, then paraphrase, PLA’s new Statement of Ambition. In the second exercise, staff brainstormed and described the connections between PLA’s strategic goals and organizational initiatives, projects, programs and activities. For example: Project Outcome fulfills the goal of Transformation because it helps libraries shift their mindset from head-counts to fundamental changes in patrons' lives. PLA staff will continue to think about ways to organize our work that reflect these projects’ links to the strategic goals.

**BUDGET**

To date, no direct funds (beyond staff time) have been spent toward promoting the Strategic Plan.

**ASSESSMENT**

No formal evaluation structure has yet been established, but one method would be a survey of PLA members on their awareness about the plan. Other possible metrics include the click-through rate from the announcement email blast (18.3% of opens) and analytics for the PLA 2018-2022 Strategic Plan web page – 982 unique pageviews since its posting on July 20 with 6:28 average time spent on the page per visit. Anecdotally, PLA staff and prominent volunteers expressed approval and enthusiasm for the plan.

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

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