**TO:** PLA Board of Directors

**RE:** PLA Operations Combined Report

**DATE:** October 18, 2022

**ACTION REQUESTED/INFORMATION/REPORT:**Information

**ACTION REQUESTED BY:**N/A

**DRAFT OF MOTION:**N/A

**MEMBERSHIP**

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

**Membership Stats**

ALA membership counts as of May were 50,778 after growing 2.1% since the beginning of the fiscal year. This is a 1.7% increase from FY21 and a 9% decline from FY20. PLA membership counts as of May were 8,532 after growing 16.6% since the beginning of the fiscal year. This is an **18% increase from FY21** and a **10.9% decrease from FY20**. The table below shows PLA membership counts comparing September 2021 to May 2022. Even fiscal years represent PLA Conference years, where we typically see a rise in membership.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Month**  | **FY22**  | **FY21**  | **FY20**  | **FY19**  |
| May | 8,532 | 7,243  | 9,573  | 7,993  |
| September  | 7,319  | 9,162  | 8,261  | 8,977  |
| **Change**  | **+1,213**  | **(-1,919)**  | **+1,312**  | **(-984)**  |

To get a fuller picture of the impact conference had on membership, PLA ran an analysis of new, reinstated, and renewed members who joined PLA between October 1, 2021, and March 31, 2022, **AND** registered for the PLA 2022 Conference (virtual or in-person). The results are below.

|  |  |
| --- | --- |
| **Member Status**  | **Counts**  |
| New | 582 |
| Reinstated  | 377  |
| Renewed  | 589  |
| **Totals** | **1,548** |

**Happening Fall 2022**

ALA is once again working with Avenue M to conduct a member study to get up-to-date information about the feelings and opinions of our members about the value of ALA, which will help inform the membership model work that will follow. The survey will be conducted in the fall and target current, former, and nonmembers.

PLA will be one of the first divisions to utilize ALA’s email platform (Informz) to run email campaigns. PLA, along with AASL, will be launching a new member onboarding campaign to orient new members to PLA and its resources over the course of their first year.

The ALA Membership Cross-Functional Team (CFT) has been looking at other association’s models for organizational memberships and exploring how to increase org member value. ALA wants to use org memberships as a gateway to increase personal memberships. PLA, along with ACRL, has agreed to pilot offering org members a 20% discount on personal membership (ALA+PLA). PLA will be targeting our own org members, as well as ALA org members who identify as public libraries or systems. ACRL will be targeting former and non-member organizations. ALA has seen a low engagement rate with these types of discount incentives (~3%), so we do not anticipate this pilot to negatively impact our membership budget.

**PUBLICATIONS**

*Submitted by Kathleen Hughes, Manager, Publications*

***Public Libraries***

*Public Libraries* Magazineis published bimonthly and sent to 8.5k PLA members plus approximately 400 subscribers.

In 2020-2021, to be more sustainable and in response to supply-line issues caused by the pandemic, *Public Libraries* introduced digital issues. Two issues in the 2020 volume year were available only in the digital format (July/August and September/October). In the 2021 volume year, three issues were (Sept/Oct, May/June, and July/August). In the 2022 volume year, two issues were available digitally, (May/June and July/August). This change has saved PLA more than $100,000, over the past three years, in printing and mailing costs.

During the past twelve months, *Public Libraries* magazine has addressed trending and challenging topics for public librarians through themed issues, listed below:

|  |  |
| --- | --- |
| Issue | Theme |
| September/October 2021 | Library Safety |
| November/December 2021 | Staff Training |
| January/February 2022 | Legal Issues in Public Libraries |
| March/April 2022 | Two Years Since COVID Pandemic Began |
| May/June 2022 | Library Services to the Justice-Involved |
| July/August 2022 | Books & Reading |
| September/October 2022 | Basic Literacy |

Two feature articles were chosen, in 2022, to receive the Public Libraries Advisory Committee’s Feature Article Award for the 2021 Volume Year:

**Winner:** Katie Horner, Head of Circulation & Reference, Lake Bluff (Ill.) Public Library, “[We Can Do Better – Best (and Worst) Practices for Managers Responding to Sexual Harassment Claims](http://publiclibrariesonline.org/2022/01/we-can-do-better-best-and-worst-practices-for-managers-responding-to-sexual-harassment-claims/)”

**Honorable Mention:** Tamar Kirschner, Library Technology Program Lead and Instructor, Job Skills for Library Careers: Access & Technical Services in Libraries, Diablo Valley College, Pleasant Hill, Calif., “[We All Win—Training and Advancement for Non-MLIS Library Workers](http://publiclibrariesonline.org/2022/01/we-all-win-training-and-advancement-for-non-mls-library-workers/)”

Like the print iteration, [PLOnline](http://publiclibrariesonline.org/) focuses on issues and topics that matter to public libraries and public librarianship. Updated several times per week, the site features selections from the print magazine and unique content and averages 8,000-10,000 views per week. Recently PL Online has undergone several updates, these were undertaken to modernize the look with a more contemporary design, to improve organization, and to enhance security.

**FYI Podcast**

 In 2016, PLA started [FYI: The *Public Libraries* Podcast](http://publiclibrariesonline.org/category/media/podcast/) as another way to explore a variety of library-world topics in‐depth. To date, we have recorded 60 podcasts. From October 12,2021 to October 12, 2022, FYI podcasts had 10,496 individual plays. Since its inception, there have been over 69,000 individual plays. There are over 75,000 subscriptions via RSS and other apps.

**Advertising**

As of July 2022, PLA has terminated its existing advertising rep contract and entered into a shared contract with Choice/ACRL sales representative, Pamela Marino. Pam also sells advertising for Choice/ACRL. She is off to an excellent start, and we expect to meet or exceed the budgeted figure for advertising revenue in FY 2023. As of October 15, 2022, she is at 76% of budget for the coming fiscal year.

**Products + Publications**

This year PLA released two publications:

*2022 Early Literacy Tips Calendar*

Publication Date: October, 2021.

Based on the “Every Child Ready to Read” practices of reading, writing, singing, talking, playing (and now counting), each download contains twelve months of learning activities, book lists, nursery rhymes, and more. On one side is a calendar with a fun skills-building activity for each day and the other contains supplementary content like nursery rhymes, early literacy tips, song lyrics, or suggested reading material. The calendar pages are also customizable with each containing a designated spot to add to the library’s logo and contact information. This year the calendar is also available in Spanish, with translation provided by REFORMA.

*A Trauma-Informed Framework for Supporting Patrons – The PLA Workbook of Best Practices*

Publication Date: March, 2022.

Authored by the Social Work Task Force, this title aims to provide information and a framework for what it means to use a trauma-informed lens with library patrons. Readers will learn what trauma is, and how it impacts library work. The book includes exercises inviting readers to reflect on common concerns in public libraries and the policies relating to these issues. Strategies for de-escalation and the impacts of involving law-enforcement and banning patrons are also covered. Finally, the book offers various scenarios that will provide readers with the opportunity to integrate what they have learned and practice responding through a trauma-informed lens.