**TO:** PLA Board of Directors

**RE:** Organizational Excellence Initiatives – Communications, Membership

**DATE:** March 18, 2019

**ACTION REQUESTED/INFORMATION/REPORT:**

Information

**ACTION REQUESTED BY:**

N/A

**DRAFT OF MOTION:**

N/A

**Communications**

*Submitted by Larry Deutsch*

Since its last report to the PLA board, submitted on Jan. 4, 2019, PLA has issued 12 press releases, four electronic newsletters, 12 email blasts, and numerous other communication pieces. Areas of primary focus have included the election and ballot measure, 2019 award winners, 75th Anniversary, Call for Volunteers, 2020 Conference Call for Proposals, Spring 2019 Leadership Academy, partnerships with Capital One and the National Network of Libraries of Medicine, Health Insurance Education initiative, Libraries Lead with Digital Skills project, Social Justice in Public Libraries symposium and 2018 Year in Review.

The communications manager continues to closely follow the ALA executive director search and the work of its Steering Committee on Organizational Effectiveness so PLA members can be kept informed about these important matters. He submitted a report on the state of public libraries for ALA’s 2019 State of America’s Libraries publication, highlighting patron-responsive programming, the 2020 Census, the opioid crisis, and EDISJ issues.

From ALA’s Communications & Marketing Office and Office of Library Advocacy respectively, PLA has received three media interview requests. There were no requests to sign local library advocacy letters duing this period. Two interviews were with CNET – one regarding the evolving role of libraries and the other about library technology. The third interview was with the Albany (NY) Times Union, discussing homeless patrons in public libraries. All three media interviews were graciously accepted by the PLA president.

**Membership**

*Submitted by Samantha Lopez*

PLA is launching a new email drip marketing campaign targeting new PLA members. ITTS has developed the campaign logic in Informz to pull in new members only and weed out dropped members each month. This marketing effort will help us better target and engage a vulnerable population, since new members are most likely to become dropped members. This campaign focuses on highlighting key benefits of PLA membership for a 6-month period, and ends with an evaluation assessing whether or not new members feel more aware of PLA offerings and have engaged in at least one member activity.

Goals of the campaign include:

* Increase new members’ awareness of PLA offerings, knowledge of how to get involved, and perceived value of membership
* Increase new member retention rates
* Model best practices for target marketing
* Integrate available software logic to pilot new marketing techniques and communication strategies
* Share results and recommendations with ALA and other divisions.

The campaign will be evaluated through email open rates, clicks and opt-outs; results from the new member survey and new member follow-up survey; iMIS drops and renewals; and participation in ALA Connect groups.

Content**:**

* Day 1 (Welcome/New Member Survey): *Welcome to PLA!*
* Month 1 (ALA Connect): *Did you know that your PLA membership connects you to a community of over 9,000 public library professionals?*
* Month 2 (Publications/Resources): *Did you know that your PLA membership keeps you informed of the latest public library news, trends, and resources?*
* Month 3 (Initiatives): *Did you know that your PLA membership supports a multitude of ground-breaking public library initiatives?*
* Month 4 (Continuing Education/Professional Development): *Did you know that your PLA membership gets you access to a host of continuing education and professional development opportunities?*
* Month 5 (Recognition/Awards): *Did you know that your PLA membership provides awards programs designed to honor you and your colleagues?*
* Month 6 (Engagement & Building Innovative Leaders): *Did you know that your PLA membership offers you the chance to have your voice heard and become a leader of change?*
* Month 7 (Evaluation): *New Member Follow-up Survey*

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

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