**TO:** PLA Board of Directors

**RE:** Other Advocacy and Awareness Initiatives

**DATE:** January 4, 2019

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

**ACTION REQUESTED BY:** N/A

**DRAFT OF MOTION:** N/A

**AWARDS**

*Submitted by Megan Stewart, Program Coordinator*

PLA opened its call for applications for the 2018-2019 awards cycle on Thursday, September 13, 2018. The call for nominations closed on Monday, December 10, 2018. PLA accepted applications for ten (10) awards and grants during this awards cycle. Following the close of the call, each award’s jury received credentials to use in accessing the application database. The juries then have approximately six weeks to deliberate and choose a winner or winners. PLA will announce the winners’ names in March via a press release and list them on its website (<http://www.ala.org/pla/awards>).

PLA staff once again made a concerted effort to promote its award program leading up to and throughout the application window. For example, in addition to sending out e-newsletters to members, PLA issued a press release announcing the opening of the call and posted banners on its homepage to encourage applications.

PLA received a total of 115 applications during the 2018-2019 awards cycle. That figure is on par with the total of applications received in 2016-2017 (105) and in 2017-2018 (121). The breakdown of applications received per each award over the last three cycles appears in the following table.

PLA Awards Applications Received Per Awards Cycle

|  |  |  |  |
| --- | --- | --- | --- |
| **Name of Award** | **2016-2017** | **2017-2018** | **2018-2019** |
| Allie Beth Martin Award | 10 | 7 | 7 |
| Baker & Taylor Entertainment Audio Music / Video Product Award | 13 | 17 | 8 |
| Charlie Robinson Award | 5 | 8 | 6 |
| Demco New Leaders Travel Grant | 3 | 9 | 2 |
| EBSCO Excellence in Rural Library Service Award | 7 | 8 | 8 |
| Gordon M. Conable Award | 2 | 2 | 5 |
| John Iliff Award | 14 | 11 | 15 |
| Romance Writers of America Library Grant | 22 | 17 | 26 |
| The Singer Group Helping Communities Come Together Award | not offered | 8 | 9 |
| Upstart Innovation Award | 29 | 34 | 29 |
| **Total** | 105 | 121 | 115 |

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

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