**TO:** PLA Board of Directors

**RE:** PLA Operations

**DATE:** May 24, 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** | **April 2019 (FY19)** | **April 2017 (FY17)** |
| New Members | 87 | 87 |
| Renewed Members | 417 | 395 |
| Reinstated Members | 79 | 65 |
| Dropped Members | 546 | 471 |
| **Overall Members** | **8373** | **8069** |

* Due to PLA Conference occurring biannually, comparison is made to prior non-Conference year. April is the lowest member retention month in both fiscal years, with 45.6% in FY17 and 43.3% in FY19.

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| --- | --- | --- |
| **ALA Connect Interest Groups** | **Public Posts** | **Current Members** |
| PLA Equity, Diversity, and Inclusion Interest Group | 28 | 147 |
| PLA Data and Measurement Interest Group | 78 | 132 |
| Social Work Interest Group | 19 | 105 |
| PLA Digital Literacy Interest Group | 13 | 96 |
| PLA Family Engagement Interest Group | 14 | 94 |
| PLA Health Interest Group | 89 | 83 |
| PLA Advocacy Interest Group | 4 | 63 |
| PLA Workforce Development/Small Business Interest Group | 11 | 63 |
| PLA Immigration and Citizenship Interest Group | 39 | 53 |

* Social Work in Public Libraries Virtual Forum: We have been testing a new way to tie in Connect interest groups with subject matter experts. Four virtual forums have been scheduled April – July 2019, with questions submitted by registrants and panelists consisting of members of the PLA Social Worker Task Force. These are quick, 30-minute virtual sessions that answer 2-3 key questions, with follow-up questions from the audience. There has been high interest and registration (avg. 175/session) and we’ve received positive feedback. The archived recording is saved in ALA Connect Social Work Interest Group to drive community growth and engagement.
* 75th Anniversary Member Stories: Bi-weekly posts of member stories to drive engagement with 75th Anniversary and promote membership.
* I AM PLA: Member spotlight, built off ALA’s I AM ALA platform, to gather member stories and highlight leaders, volunteers and library successes. Launching late 2019 to not compete with Anniversary member stories.
* New Member Drip Marketing Campaign: On hold per ITTS department’s decision to merge ALA’s “Parent” Informz account with ALA Publishing “Child” Informz accounts.

**TECHNOLOGY**

*Submitted by Steven Hofmann, Manager, Web Communications*

**PLA Professional Tools**

The members of the PLA Web Content Working Group have recently completed a review and update of the PLA Professional Tools at <http://www.ala.org/pla/resources/tools>, and staff is currently transferring the updates to the live website in hopes of having them completed by Annual Conference.

**Airtable Task Management Solution**

A group of PLA staff recently tested Airtable, a cloud-based collaboration platform that works like a spreadsheet, for task management related to the planning, production, and promotion of webinars. After testing other task management solutions (like Smartsheet and Trello) and researching others, Airtable came the closest to offering the features we need at a reasonable price (i.e. free but still with a robust selection of features).

Since that initial test, staff has expanded its use of Airtable to also manage tasks for the PLA 2020 Conference website, mobile app, and virtual conference, and discrete marketing and communications projects. Next step will be to combine these various projects into two databases: one for all PLA 2020 Conference projects; another for all other PLA projects. This will allow staff to more easily monitor their upcoming deadlines and better manage their time.

**PLA 2020 Conference**

Development of the full conference website has begun, with a tentative launch date of August 15, 2019. The PLA 2020 website is being developed by eShow. Development of the conference mobile app will kick-off the first week in August, with a tentative release date of December 18, 2019.

**ALA Store/eLearning Project**

The current goal of this project is to add all ALA eLearning offerings to the ALA Store, making it is easy for members and other potential registrants to find and purchase/register for any ALA eLearning event in one place. ALA IT is enhancing the eLearning delivery service integration options, and saving eLearning activity to the customer’s profile in iMIS. The feature complete date is estimated to be July 10, 2019.

**PLA Group Reporting Form**

As previously reported, the Library and Information Technology Association (LITA) division of ALA shared with PLA a WordPress-based reporting form it uses with its committees and other working groups. A copy of the reporting form has been installed and updated for use by PLA, and staff is currently testing its functionality. Our goal is to have it ready for the reporting window for the Fall 2019 Board meeting.

**COMMUNICATIONS**

*Submitted by Laurence Deutsch, Manager, Communications*

Since its last report to the PLA board, submitted on Mar. 18, 2019, PLA has issued 9 press releases and co-issued two others with ALA offices. There have also been six electronic newsletters, 22 email blasts, and numerous other communication pieces. Key pieces include the PLA President’s Annual Report to ALA Council and Executive Board (see doc. 2019.75a-b), 75th Anniversary Talking Points (see doc. 2019.90b), 75th Anniversary Fundraising Appeal emails, and [Adobe Spark Story on the March 2019 AfLIA leadership learning exchange](http://www.ala.org/pla/education/inperson/leadershipacademy/aflia). PLA also provided support in its communications for several key events, including El Día de los Niños/El Día de los Libros (Children’s Day, Book Day), National Library Week (including Library Giving Day) and ALCTS Preservation Week.

Areas of primary focus of PLA communications during the reporting period include the 2019 PLA Election results; annual Call for Volunteers; Spring 2019 PLA Leadership Academy and AfLIA leadership exchange; ALA reorganization and work of the Steering Committee on Organizational Effectiveness; 75th Anniversary; PLA programming at the ALA Annual Conference; PLA 2020 Conference and the Nashville site selection; Libraries Lead with Digital Skills workforce-development initiative; and Capital One financial well-being project.

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

* *Dallas Morning News* (Dallas, TX)
* *Humanities* (official magazine of the National Endowment for the Humanities)
* *Idaho Statesman*
* *Minneapolis Star-Tribune* (Minneapolis, MN)
* *Montclair Local* (Montclair, NJ)
* *Ottawa Citizen* (Ottawa, Ontario, Canada)
* *Northwest Arkansas Democrat-Gazette*
* *ParentMap* (Seattle-area parenting magazine)
* *The GW Hatchet* (George Washington University’s student newspaper)

All nine media interviews were graciously accepted by the PLA president.

**FUNDRAISING**

*Submitted by Scott Allen, Deputy Director*

PLA continues to implement the fundraising calendar for 2019 as reviewed by the board at the 2019 Midwinter Meeting. PLA is a sponsor of [Library Giving Day](https://librarygivingday.org/), created by the Seattle Public Library Foundation (SPLF), and in April 2019 we promoted the event and opportunities for public libraries to do community fundraising in coordination with the ALA Development Office and SPLF. On April 12, we launched the campaign to raise $7,500 for PLA 2020 scholarships as part of PLA’s 75th anniversary celebrations, via an email to the 67 founding donors of PLA’s Fund for the Future. We followed up with a reminder on May 21 and shortly thereafter appealed to the full PLA membership for donations for this scholarship campaign. As of May 24, 2019, PLA had raised $3,110 from 21 donors. We hope to announce that we met the $7,500 goal at the 2019 Annual Conference member breakfast. Our next appeals to the PLA membership will occur at that breakfast, and then in coordination with ALA for Giving Tuesday in November. The board expressed interest in learning about the success of emailed appeals versus mailed appeals. PLA will have more data on that to share by the end of the year, after both emails and paper appeals are sent to members in November and December.

In terms of grant and vendor support, PLA has not secured any new corporate or foundation grants since previous reports (the last grants were from Microsoft Philanthropies, Google, Capital One, and the National Network of Libraries of Medicine, or NNLM). Staff has continued to do prospect research, identifying potential opportunities with financial institutions related to Community Reinvestment Act (CRA) funding and with the Retirement Research Foundation, and is holding discussions about continued support with NNLM and Capital One. Corcoran Expositions continues to market sponsorship opportunities related to the PLA 2020 Conference to exhibitors, and Corcoran and staff are in discussions with Ingram, which is based in Tennessee, about a substantial sponsorship package.

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

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