**TO:** PLA Board of Directors

**RE:** Request to Join Public Library Data Alliance

**DATE:** October 4, 2019

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

**ACTION REQUESTED BY:** Barb Macikas

**DRAFT OF MOTION:**

“that the PLA Board of Directors supports the concept of the Public Library Data Alliance and approves PLA’s participation in the PLDA as outlined in the attached MOU”

**BACKGROUND:**

The Public Library Data Alliance (PLDA) has been developed to be an ongoing, independent

group with representation from major library association leadership, as well as stakeholders

from the library and library-interested fields. Its purpose is to “advance public library data

gathering and use that aligns with community needs.” NISO will act as the initial secretariat for

the group. Leadership of five associations will have representation on the PLDA:

* American Library Association (ALA);
* Association for Rural and Small Libraries (ARSL);
* Chief Officers of State Library Agencies (COSLA);
* Public Library Association, a Division of the American Library Association (PLA); and,
* Urban Libraries Council (ULC).

Additionally, individuals from the library and library-interested fields will be recruited through an open call process. The intent is to bring together stakeholders – including associations; those who use and are asked to provide local library data; those who fund, collect and use library data nationally; and, those with beneficial experience and expertise. The group is intended to thought leadership, to propose strategic action, and to create a communications channel focused on public library data collection and use.

The PLDA is an outcome of [Measures that Matter (MtM](https://measuresthatmatter.net/)), a 3-year collaboration focus on public library data collection and initiated in 2016 through a cooperative agreement between the Institute of Museum and Library Services (IMLS) and the Chief Officers of State Library Agencies (COSLA). One of the recommendations in the MtM Action Plan was the formation of the PLDA. (Also see PLA board document 2020.10-Data Initiatives report.)

The PLDA will not be a separately-incorporated, tax-exempt organization but, rather, a collaboration of the associations involved, with terms spelled out in the attached MOU. Per [PLA partnership policy](http://www.ala.org/pla/about/workingwith/partnerships) the proposed PLDA work would fall under the category of “partnership” which has the following characteristics:

Partnership is defined as a long-term project which includes the following considerations:

* An ongoing relationship between PLA and the proposed partner
* Enables PLA to fulfill its mission and roles in the public library community in new or expanded ways
* Requires involvement of PLA staff, officers and/or members to successfully carry out the project
* Requires funding from either the partner or PLA or both
* Requires significant recognition of the partnership
* Requires a written agreement to clearly define project costs, expectations, responsibilities, evaluation and promotion

Per the PLA policy, partnerships must be approved by the PLA board. Therefore, the board is asked to (a) confirm its support for the continued collaboration of PLA with other organizations and individuals for the purpose of enhancing collection and use of data on public library services and (b) authorize staff to sign the MOU on behalf of the Association.

The initial meeting of the PLDA is anticipated early in calendar 2020.

Attachment:

Public Library Data Alliance (PLDA), Memorandum of Understanding, for PLDA Formative Stage