**TO:** PLA Board of Directors

**RE:** PLA Leadership Report

**DATE:** April 13, 2020

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

**ACTION REQUESTED BY:** N/A

**DRAFT OF MOTION:** N/A

**PLA Strategic Plan Goal: Leadership**

* ***PLA builds and supports leadership for public libraries that is reflective of the needs of each community and the profession.***

**CONTINUING EDUCATION/PROFESSIONAL DEVELOPMENT INITIATIVES**

**PLA AT ALA CONFERENCE**

*Submitted by Angela Maycock, Manager of Continuing Education*

Although the ALA 2020 Annual Conference in Chicago has been cancelled, PLA is contributing to the effort to develop and offer an ALA Virtual Event in June 2020. Barb Macikas is co-convening the planning group with Earla Jones, director of Conference Services, and Angela Maycock and Emily Plagman are assisting with planning for programming and assessment. Further details will be shared with the Board as they become available. At this time, we anticipate that PLA will be able to offer some, and possibly all, of its 14 planned Annual Conference programs as recorded and/or live sessions:

1. Building community history web archives: A look back at the Community Webs program
2. Change and charge up your workforce: Recruitment, retention, and equity in hiring
3. Changing the Narrative: Reconciliation Work in Public Libraries
4. Computational thinking, young children, and family engagement: Creating opportunities for families to learn and play together
5. Getting Involved in Open Data Community Partnerships
6. Local Voices Network: Amplifying Library-based Community Conversations
7. Navigating Patron Privacy Concerns in the Digital Age
8. Never Do It Just Once! Maximizing Your Programming Impact Through Replicated Programs
9. Peer Outreach Services in the Public Library
10. Practicing Inclusivity: Creating Inclusive and Welcoming Environments for Individuals with Special Needs
11. Soft Skills are Heart Skills: Incorporating Wholehearted Approaches to Professional Learning and Burnout
12. The Power of Storytelling and Public Relations
13. The Public Library's Role During Elections: Voter Education in the Age of Misinformation
14. Twitch & Discord in Public Libraries: New Opportunities for Adult Services

**PLA ONLINE LEARNING**

*Submitted by Angela Maycock, Manager of Continuing Education*

Since our last update to the Board in February 2020, PLA has offered the following free webinars:

|  |  |  |
| --- | --- | --- |
| **Date** | **Title** | **Individuals** |
| January 23 | Live Coaching Session for PLA 2020 Speakers | 49 |
| January 30 | Tools for Building Online Banking Skills with Your Patrons | 403 |
| March 25 | Creating a Diverse Archive: Lessons in Community Engagement from StoryCorps | 932 |
| March 26 | Public Libraries Respond to COVID-19: The Current Landscape | 1500 |
| April 1 | Project Outcome: Evaluating Online Library Learning | 596 |
| April 2 | Public Libraries Respond to COVID-19: Successful Ways to Work Remotely | 1500 |
| April 9 | Public Libraries Respond to COVID-19: Managing Stress and Anxiety | 1500 |

PLA acted quickly to develop the “Public Libraries Respond to COVID-19” free webinar series and also to upgrade our Zoom Webinar account to accommodate 1,000 attendees, doubling our previous limit. A fourth webinar in the series, “Public Libraries Respond to COVID-19: Innovative Solutions in Times of Crisis” will be offered on April 16 and two additional webinars are being planned for the series: one focused on PLA’s COVID-19 survey results and learnings, to be scheduled April 22; and one focused on digital equity issues arising out of public libraries’ remote/virtual services, to be scheduled April 23.

PLA is committed to supporting our members, staff, and all librarians and library workers during these uncertain times. To view all of ALA’s free COVID-19 content, please visit <http://www.ala.org/tools/ala-covid-19-response>.

At the same time, PLA continues to develop and offer paid webinars for ongoing professional development. On April 15, PLA will offer a paid webinar, “Summer Reading Badges: A Twist on Summer Reading,” which currently has 50 people registered. PLA is also currently developing a paid webinar, “How to be a Webinar Super Star!” for May 20.

The next call for webinar proposals will close May 31. Accepted proposals will be scheduled as webinars for August – December 2020.

**LEADERSHIP ACADEMY**

*Submitted by Lian Drago, Meetings Manager*

The 2020 PLA Leadership Academy, originally scheduled to take place in Itasca, IL, from Aug. 31 – Sept. 4, has now been postponed. After hearing from multiple past participants of the PLA Leadership Academy, it was advised that librarians will have limited capacity to complete the application, get letters of recommendation, and make travel plans for August. Some have also mentioned that their city has cancelled funding for travel and discretionary funding for the rest of their fiscal year.

The current plan is to move the 2020 PLA Leadership Academy to 2021, and to hold two Leadership Academies in 2021 – one in the Spring and one in the Fall. The application process for the Spring academy will open in Sept. of 2020.

**STRATEGIC PLANNING TRAINING/SUPPORT**

*Submitted by Symone Villasenor, Project Manager*

In the fourth quarter of 2019, PLA staff began working with Joy Fuller, an independent consultant who is no stranger to libraries or PLA. Joy has previously worked with PLA on the Inclusive Internship Initiative and even facilitated a program at PLA 2020 in Nashville, TN. Joy has been contracted to develop a new strategic planning publication for the PLA and its members. The publication will focus on the following content areas: preparing for strategic planning, assessing your library’s current state, developing the strategic plan, implementing and measuring a strategic plan, and communications and change management as it relates to strategic planning. This workbook will integrate ALA and PLA resources including the Theory of Change, Libraries Transforming Communities’ Community Conversation Workbook, and Project Outcome materials. 2 of the proposed 5 chapters are currently complete and contain numerous easy to use templates that are already being used by PLA members. Additional chapters will provide multiple recommendations for libraries of different sizes, services populations, and time dedicated to completing a strategic plan. Numerous library professionals were interviewed during the planning stage of the publication to help inform the work. The PLA and Joy will continue to engage with these library professionals in order to ensure that the publication best meets the needs of library professionals. While originally projected to be complete by end of first quarter 2020, the current landscape and uncertain times we are all experiencing has resulted in a delay for this project. Currently, we are anticipating a final draft of the proposal by Summer 2020 and a fully executed hard copy publication completion as of Fall 2020.