**TO:** PLA Board of Directors

**FROM:** PLA Staff

**RE:** **Reports from PLA committees, advisory groups and task forces**

**DATE:** March 25, 2019

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

**ACTION REQUESTED BY:**

**DRAFT OF MOTION:**  N/A

**OVERVIEW**

PLA solicits status reports from its committee chairs twice yearly. This will ensure that the Board has an opportunity to review the work of the committees.

We asked chairs to provide a report that is high level and provides a brief overview and indicated it does not need to be nor is it intended to be an exhaustive list of activities. Instructions and form are [here](http://www.ala.org/pla/about/workingwith/boardreport). Certain committees are excused from this process. These include award juries as well as the PLA Budget and Finance Committee.

Committees whose chairs provided reports are highlighted in gray in the below list. We requested reports from chairs of the following committees:

2020 Census Library Outreach & Education Task Force

Advocacy and Strategic Partnerships Committee

Annual Conference 2019 Program Subcommittee

Continuing Education Advisory Group

Digital Literacy Committee

Family Engagement Task Force

IF Training Materials Working Group

Leadership Development Committee

Measurement, Evaluation and Assessment Committee

Membership Advisory Group

PLA 2020 National Conference Program Subcommittee

Public Libraries Advisory Committee

Social Worker Task Force

Task Force on Equity, Diversity, Inclusion and Social Justice

Technology Committee

Web Content Working Group

The following represent the reports we have received as of today’s date.

Submitted on Thursday, March 14, 2019 | Report submitted by: Annual Conference Program Subcommittee (2019)

This report represents work done: September–March

Committee/group name: Annual Conference Program Subcommittee (2019)

Chair name: Joy Kim

Chair e-mail address: joy.kim@gmail.com

Staff liaison: Angela Maycock

**Please provide key accomplishments since last report to the Board:**\* Reviewed 140 program submissions for ALA Annual Conference 2019 in DC.
\* Selected 14 programs for PLA's allotted program spots (10% acceptance rate).
\* Shared recommendation with PLA staff to also include a program session on successful conference proposals, to foster the including of new and diverse voices in PLA programming.
\* Shared feedback on the program review process with PLA staff.

**Please list key accomplishments planned for the balance of the year:**\* Support PLA-sponsored programs at Annual Conference through program introductions.

**Does the group have any specific policy recommendations to the Board and/or recommendations or ideas with financial impact for PLA?** We do not have any specific policy recommendations. We have shared some ideas for process improvements with Angela Maycock, primarily around preparing the jury to do their work and exploring ways to include a wide range of voices in PLA programming.

**Describe (briefly) how your group's work is tied to a specific goal/objective of the PLA Strategic Plan:** Our group's work to select the highest quality and most relevant programming for PLA at ALA Annual support the strategic goal: "Leadership: PLA builds and supports leadership for public libraries that is reflective of the needs of each community and the profession."

**Do you have any suggestions for future products or resources (excluding conference programs) to be developed based on your group's work?** PLA is already doing a webinar on successful conference proposals next week, so we don't have any more suggestions along those lines.

**Are there other PLA/ALA committees your group might collaborate with to benefit the work of all?** I think everyone would like to find a way for there to be better coordination across ALA units around programming at Annual. The current process is a bit siloed, so it's hard to avoid duplication of content. Also, we're aware that PLA has a very low acceptance rate compared to other units simply because we receive so many proposals. There are many worthy proposals we didn't have the space to accept. Collaboration across juries might be a way to even out that disparity, if someone could figure out the logistics of that.

**Have there been any issues related to meeting participation/attendance for any of the group's members?** No

Submitted on Thursday, March 14, 2019 | Report submitted by: Continuing Education Advisory Group

This report represents work done: September–March

Committee/group name: Continuing Education Advisory Group

Chair name: Sarah Tansley

Chair e-mail address: stansley@chipublib.org

Staff liaison: Angela Maycock

**Please provide key accomplishments since last report to the Board:** The Continuing Education Advisory Group promoted the application to submit webinars for the 2019 year. Our second task was to evaluate and recommend the submitted applications.

**Please list key accomplishments planned for the balance of the year:** Working with Angela, we will provide support to PLA's continuing education goals.

**Does the group have any specific policy recommendations to the Board and/or recommendations or ideas with financial impact for PLA?** Not at this time.

**Describe (briefly) how your group's work is tied to a specific goal/objective of the PLA Strategic Plan:** Our focus when evaluating applications for continuing education webinars included not only the structure and relevance to the public librarian but also the core areas of the new strategic plan diversity, inclusion and innovation.

**Do you have any suggestions for future products or resources (excluding conference programs) to be developed based on your group's work?** We thought it would be helpful to develop training for committee chairs and other volunteer leadership to navigate available resources, learn best practices and expectations for the role.

**Are there other PLA/ALA committees your group might collaborate with to benefit the work of all?** While we don't have specific partnerships in mind, we discussed the value of working with other groups to tap into institutional knowledge that could help the public librarian such as the University of Tennessee student work around homelessness.

**Have there been any issues related to meeting participation/attendance for any of the group's members?** No

Submitted on Tuesday, March 5, 2019 | Report submitted by: Digital Literacy Committee

This report represents work done: September–March

Committee/group name: Digital Literacy Committee

Chair name: Monica Dombrowski

Chair e-mail address: monicad@sycamorelibrary.org

Staff liaison: Scott Allen

**Please provide key accomplishments since last report to the Board:**o Held 5 conference calls to plan and work on projects.
o Created strategic priorities for the committee that tie into PLA’s new strategic plan.
o Met at ALA Midwinter to discuss on-going and future projects.
o Completed rough drafts of two articles for PLA’s online magazine.
o Submitted a presentation for ARSL conference in September.
o Two members presenting a session at ALA annual that will highlight DigitalLearn.org resources.
o Provided feedback on new eLearning courses for DigitalLearn.org.

**Please list key accomplishments planned for the balance of the year:**o Work with Microsoft on educational and training resources for their hardware/software grant program for small and rural libraries.
o Submit proposal for session at PLA 2020.
o Publish 2 or more articles in Public Libraries Online.
o Complete work on standardized presentation on Digital Literacy Basics.
o Create user pathways for DigitalLearn website based on role (user, instructor, and researcher) and add resources for the researcher role.
o Create and publish some basic tech competencies for public library staff along with evaluation methods.

**Does the group have any specific policy recommendations to the Board and/or recommendations or ideas with financial impact for PLA?** It would be great if PLA could work with Microsoft to influence a more affordable pricing model for Lynda.com. It’s such a great resource but their current model is based on population served instead of various bundles of licenses (3, 5, 10, etc.), which prices out most libraries. Getting a robust tool like this to folks served by small and rural libraries could help bring tech skills to places where they are needed the most.

**Describe (briefly) how your group's work is tied to a specific goal/objective of the PLA Strategic Plan:** We created strategic goals for our committee that directly support PLA’s strategic plan and guide our work. They are as follows:

TRANSFORMATION
PLA’s Digital Literacy Committee provides resources and tools to help library staff offer digital literacy training and programs in their libraries.
Objective: Increase opportunities to explore and share Digital Literacy best practices with all public libraries.
Objective: Increase awareness of and access to digital literacy tools that promote skill development in library patrons.

LEADERSHIP
PLA’s Digital Literacy Committee provides professional development opportunities for staff involved in digital literacy activities in their libraries.
Objective: Increase and encourage professional development training opportunities on digital literacy topics for all levels of public library staff.

ADVOCACY & AWARENESS
PLA’s Digital Literacy Committee provides resources for increasing the awareness and importance of digital literacy training in public libraries.
Objective: Increase awareness and strengthen perceptions of public libraries regarding the importance of digital literacy training among key audiences and stakeholders.

EQUITY, DIVERSITY, INCLUSION, & SOCIAL JUSTICE
PLA’s Digital Literacy Committee advocates for equitable technology access, equipment, resources, and training in public libraries.
Objective: Equip members with tools, mentoring/coaching, learning opportunities, and other resources to advocate for equitable access, equipment, and resources for their communities.
Objective: Identify measurable impacts, including professional competencies that support technology equity in public libraries.

ORGANIZATIONAL EXCELLENCE
Goal Statement: PLA’s Digital Literacy Committee works to establish partnerships that provide digital literacy resources and grant opportunities for public libraries.
Objective: Maintain strong relationships with existing partners, both nationally and internationally, and explore new partnership opportunities outside of the library field.

**Do you have any suggestions for future products or resources (excluding conference programs) to be developed based on your group's work?** A digital services internship with PLA would be wonderful. Our idea is to work with the ALA accredited library schools to create a “virtual” internship where students could get course credit for helping to vet, update, and manage content on DigitalLearn.org. This could include both the eLearning modules as well as the instructor materials.

**Are there other PLA/ALA committees your group might collaborate with to benefit the work of all?** ARSL, because we have to ensure that our resources are scalable for small and rural libraries. We are hoping our conference proposal gets accepted so we can present at their conference a few times and let them know about DigitalLearn.org and all it has to offer.

**Have there been any issues related to meeting participation/attendance for any of the group's members?** Yes

Submitted on Monday, March 11, 2019 | Report submitted by: Family Engagement Task Force

This report represents work done: September-March

Committee/group name: Family Engagement Task Force

Chair name: Clara Bohrer, Kathleen Reif (co-chairs)

Chair e-mail address: bohrercn@wblib.org, Kr530@comcast.net

Staff liaison (if applicable): Scott Allen

**Please provide key accomplishments since last report to the Board:**

* Presentations for national audiences:
	+ A webcast “Innovative Programming Beyond Library Walls,” with the National Center on Families Learning (NCFL) and the Urban Libraries Council. Speakers included PLA members from Nashville, Dallas, Cuyahoga County, Santa Clara City, and Broward County Public Libraries. About 150 people participated in the live webcast and others have since watched the recording. (September 25, 2018, Fort Lauderdale, FL).
	+ A presentation “Public Libraries: Vital Partners in Family Engagement” by Clara Bohrer and Scott Allen at the National Head Start Association’s 2018 Parent and Family Engagement Conference (December 19, 2018, Orlando, FL)
* Meetings during the 2019 Midwinter Meeting, for general business and a working session to brainstorm about educational programming.
* Ongoing discussions of partnerships with the Global Family Research Project and NCFL.
* Engagement of the ALA lawyers to secure permission for PLA to use/adapt content from our two publications, *Public Libraries: A Vital Space* (August 2016) and *Ideabook: Libraries for Families* (December 2016).
* Submission of a letter of intent (unsuccessful) for a family math learning community grant.
* Expansion of the [Task Force information](http://www.ala.org/pla/about/people/committees/pla-tffameng) on the PLA web site to include more detail about current projects.

**Please list key accomplishments planned for the balance of the year:** The Task Force plans to work with Barnes & Thornburg to secure permission from the Harvard Graduate School of Education to use the framework, 5 R’s, and other content in future products. We are drafting an RFP to solicit consultants to develop such products, prioritizing an assessment tool for libraries, a training in-a-box for library staff, and a community presentation. Efforts to establish a subgroup to consider promotion and future product development under the Every Child Ready to Read umbrella are also ongoing.

**Does the group have any specific policy recommendations to the Board and/or recommendations or ideas with financial impact for PLA?:** See accompanying request to extend the Task Force from 2019 to 2021.

**Describe (briefly) how your group's work is tied to a specific goal/objective of the PLA Strategic Plan:** The Task Force is focused under PLA’s Transformation goal. We are helping to “define and support the transition of public libraries to become more responsive to . . . community needs” and share best practices. Our work also addresses a key objective under the Leadership goal, as it will “support public library staff in the shift from a library-centered to a community-centered approach, through PLA trainings and resources.” Our work also helps PLA address the goal and objectives on Equity, Diversity, Inclusion and Social Justice, given that low income and underserved families often lack access to community-based early-childhood, afterschool and summer learning programs and not only rely on public libraries for such programs, but use public libraries at a high rate compared to other community services.

**Do you have any suggestions for future products or resources (excluding conference programs) to be developed based on your group's work?** Ideas for future products which we continue to discuss include: speaker’s kits and staff inservice toolkits; “organizational change” resources like internal assessment tools, model job descriptions, and sample strategic plan language; and expanded program ideas or even model program toolkits, particularly that focus on older children or STEM or media programs.

**Are there other PLA/ALA committees your group might collaborate with to benefit the work of all?** No

**Have there been any issues related to meeting participation/attendance for any of the group's members?** No

Submitted on Thursday, March 21, 2019 | Report submitted by: Measurement, Evaluation and Assessment Committee

This report represents work done: September–March

Committee/group name: Measurement, Evaluation and Assessment Committee

Chair name: Linda Hofschire

Chair e-mail address: lhofschire@gmail.com

Staff liaison: Emily Plagman

**Please provide key accomplishments since last report to the Board:**1 - Created supplemental section for the 2018 PLDS on the topic of Facilities.
2 - In conjunction with Counting Opinions, finalized the 2018 PLDS.
3 - Reviewed survey draft from NMLM for the new Project Outcome Health Survey.
4 - Discussed the future of the PLDS at the Midwinter committee meeting and voted to pause the survey for 2019, and spend the year rethinking its purpose and determining how it can best meet the needs of the field.

**Please list key accomplishments planned for the balance of the year:**1 - In addition to our regular committee meeting at Annual, we will also have a full-day meeting to discuss the future of the PLDS. This will provide a foundation for continued work through Annual 2020 to reenvision the survey.
2 - We will monitor the implementation of the new Project Outcome Health Survey.
3 - We will transition incoming/outgoing members at Annual.

**Does the group have any specific policy recommendations to the Board and/or recommendations or ideas with financial impact for PLA?** Not at this time.

**Describe (briefly) how your group's work is tied to a specific goal/objective of the PLA Strategic Plan:** The MEAC's work is closely tied to the Transformation Goal, Objective 4 - Increase the number of libraries using meaningful and actionable measurements to understand and expand their community impact. The MEAC reviews, analyzes, and recommends measures, techniques, and data-related activities that will help strengthen and advance the public library field in providing services and programs to its patrons as well as communicating the value of libraries to internal and external audiences.

**Do you have any suggestions for future products or resources (excluding conference programs) to be developed based on your group's work?** Not at this time.

**Are there other PLA/ALA committees your group might collaborate with to benefit the work of all?**
ACRL's Project Outcome for Academic Libraries Task Force
ALA Committee on Research and Statistics
NILPPA

**Have there been any issues related to meeting participation/attendance for any of the group's members?** No

Submitted on Wednesday, March 6, 2019 | Report submitted by: PLA 2020 Conference Program Subcommittee

This report represents work done: September–March

Committee/group name: PLA 2020 Conference Program Subcommittee

Chair name: Juliane Morian

Chair e-mail address: jmorian@cmpl.org

Staff liaison: Angela Maycock

**Please provide key accomplishments since last report to the Board:** Subcommittee members and PLA staff met at the ALA Midwinter Conference in Seattle, WA to review a draft of the program proposal form and discuss expectations for the 2020 PLA Conference. As a committee, we engaged in meaningful discussion with PLA staff, providing feedback and workshopping specific questions with the EDISJ taskforce to broaden the program proposal form and enhance the professional development goals of PLA. The call for programs opened on March 4, 2019 and the committee anticipates receiving 600+ applications (for approximately 100 program or preconference slots) by the April 26, 2019 deadline. PLA hosted a webinar on March 14, 2019 entitled, “What Makes a Successful PLA Conference Proposal?” providing a behind-the-scenes look at the proposal process and best practices from the organizer and speaker point of view. 217 PLA members registered for the webinar, and approximately 135 attended the live. The positive feedback after the webinar launched plans to repeat this presentation in person at ALA Annual Conference in Washington, D.C. this coming June, 2019.

**Please list key accomplishments planned for the balance of the year:** The committee will engage in a discussion regarding recruitment efforts (specifically to historically marginalized groups) in advance of the program proposal deadline. We will meet at ALA Annual Conference to review program and preconference submissions with the goal of selecting timely, noteworthy, and boundary-pushing content for the 2020 conference. The committee will develop a plan to provide coaching for programs selected to the final slate, and for meaningful feedback for those programs that did not meet requirements or fell short of the rubric (both new this year).

**Does the group have any specific policy recommendations to the Board and/or recommendations or ideas with financial impact for PLA?** No.

**Describe (briefly) how your group's work is tied to a specific goal/objective of the PLA Strategic Plan:**
Strategic Goal: Transformation
The program proposal form will capture a response from the organizer/speaker on what kind of leadership pathway their program or preconference will enable as part of PLA’s Theory of Change.

Strategic Goal: Leadership
Program organizers/speakers can opt into mentorship opportunities with this year’s program proposal by: a) submitting their program for review by volunteer member of PLA before submitting the program proposal; b) electing to receive coaching after being accepted to the 2020 conference; or c) requesting feedback on ways to improve their program proposal if it was not selected to the final slate for 2020.

Strategic Goal: Equity, Diversity, Inclusion and Social Justice
In conjunction with the EDISJ taskforce, the committee developed a question that reads: “PLA seeks proposals and speakers representing a wide range of diversity, with a commitment to representation of groups that have been historically marginalized or excluded due to race, gender identity and expression, sexual orientation, ability, economic background, and age. Are there any identities you hold that may contribute to fuller representation of diverse groups and points of view at this conference?”

**Do you have any suggestions for future products or resources (excluding conference programs) to be developed based on your group's work?** No.

**Are there other PLA/ALA committees your group might collaborate with to benefit the work of all?** Collaboration between the PLA Conference Programming Subcommittee and the EDISJ taskforce led to new and fully vetted EDISJ language on proposal form, review rubric, and webpage content.

**Have there been any issues related to meeting participation/attendance for any of the group's members?** No

Submitted on Monday, March 18, 2019 | Report submitted by: Public Libraries Advisory Committee

This report represents work done: September–March

Committee/group name: Public Libraries Advisory Committee

Chair name: Mary Rzepczynski

Chair e-mail address: mrzepczynski@dtdl.org

Staff liaison: Kathleen Hughes

**Please provide key accomplishments since last report to the Board:**1. We selected editorial themes for the remainder of the year:
May/June: Career Development
July/August: Library's Role in the Community
September/October: Serving the Underserved
November/December: Self-care/Burnout

2. We selected a winner and runners-up in the feature article contest (awarded at the PLA Breakfast at ALA Annual Conference):
Winner: Constructive Confrontation: Being Decisive Rather Than Nice publiclibrariesonline.org/2018/11/...

Runners up:

-Civic Engagement Through Community Led Programming by Valerie Wonder publiclibrariesonline.org/2018/03/...
-Social Justice Symposium for Teens publiclibrariesonline.org/2018/03/...
-Reflections on Gender Oppression and Libraries publiclibrariesonline.org/2018/03/...
-Ransomware at the Library: publiclibrariesonline.org/2018/11/...

The runners-up will compete in a Facebook competition.

3. We began work on the redesign of the paper magazine.

4. We discussed content and revised job descriptions for current columnists.

**Please list key accomplishments planned for the balance of the year:** We will continue to work on the redesign of the paper magazine. We will need to solicit new column editors.

**Does the group have any specific policy recommendations to the Board and/or recommendations or ideas with financial impact for PLA?** Not at this time.

**Describe (briefly) how your group's work is tied to a specific goal/objective of the PLA Strategic Plan:** The Public Libraries magazine and online version is tied to the strategic goal of transformation and provides advice and case studies from the field that will help libraries transform from a library focus to a community focus.

**Do you have any suggestions for future products or resources (excluding conference programs) to be developed based on your group's work?** Not at this time.

**Are there other PLA/ALA committees your group might collaborate with to benefit the work of all?** We have discussed the possibility of a column highlighting common ground between Public and Academic libraries and may reach out to ACRL if we decide to move it forward.

**Have there been any issues related to meeting participation/attendance for any of the group's members?** No

Submitted on Friday, March 15, 2019 | Report submitted by: Social Worker Task Force

This report represents work done: September–March

Committee/group name: Social Worker Task Force

Chair name: Elissa Hardy, Leah Esguerra, Jean Badalamenti

Chair e-mail address: ehardy@denverlibrary.org

Staff liaison: Kathleen Hughes

**Please provide key accomplishments since last report to the Board:**\*Written and published three articles on Public Libraries Onine
\*Recorded two podcasts
\*Worked on managing the communication narrative around "The Public"
\*Created the Overview of Trauma-Informed Care one-pager
\*Submitted proposal form for preconference at ALA 2019; which was accepted
\*Met at ALA Midwinter and discussed all aspects of this work. Includes CE programming, publishing books and articles, collecting statistics, upcoming conferences that task force members are speaking at, recruitment of more task force members, and more.
\*Discussed book proposal idea.

**Please list key accomplishments planned for the balance of the year:**\*Turn in completed book proposal to ALA.
\* Plan and participate in preconference program at ALA Conference.
\*Publish several articles.
\*Record podcasts.
\*Planning PLA 2020 Conference.
\*Identifying state and local events.
\*Identifying partnerships.

**Does the group have any specific policy recommendations to the Board and/or recommendations or ideas with financial impact for PLA?** The Task Force is planning Continuing Education programming. Briefly, the training will cover issues related to social work and libraries and will be held three times per year in different geographic location, possibly in partnership with libraries or other groups. This will have potential financial impact; the committee will create a written document/plan.

**Describe (briefly) how your group's work is tied to a specific goal/objective of the PLA Strategic Plan:** This group's work meets the goals: Transformation, Advocacy and Awareness, and Equity, Diversity, Inclusion, and Social Justice.

**Do you have any suggestions for future products or resources (excluding conference programs) to be developed based on your group's work?** We are working on developing programming and also a publication.

**Are there other PLA/ALA committees your group might collaborate with to benefit the work of all?** The EDISJ Task Force.

**Have there been any issues related to meeting participation/attendance for any of the group's members?** No

Submitted on Sunday, March 3, 2019 | Report submitted by: Task Force on Equity, Diversity, Inclusion and Social Justice

This report represents work done: September–March

Committee/group name: Task Force on Equity, Diversity, Inclusion and Social Justice

Chair name: Amita Lonial

Chair e-mail address: amita.lonial@gmail.com

Staff liaison: Scott Allen

**Please provide key accomplishments since last report to the Board:**Developed online webinar "Advancing Racial Equity In Your Library" presented by the Government Alliance on Racial Equity (GARE) and Seattle Public Library

Offered the following professional development opportunities at ALA Midwinter
1-Advancing Racial Equity in Libraries (Pre conference)
2-Racial Equity: Libraries Organizing to Transform Institutions (Symposium on the Future of Libraries)

Launched 'Equity Starts With Us' regional trainings in Denver, CO. The first session had over 80 participants. The first day was led by Mia Henry and focused on approaching work in libraries from an anti-oppression lens. Day 2 was led by task force members and included activities for applying a racial equity tool to common scenarios. Participants ended the session into self-directed learning cohorts with the goal of supporting each other in their transition back to their home organizations.

Supported PLA Conference Committee in developing EDI rubric for program proposals

Sought and received PLA board approval to add “Social Justice” to our name and to continue for another two-year term from 2019-2021

**Please list key accomplishments planned for the balance of the year:**-There are two more 'Equity Starts with Us' sessions planned in August and October of 2019.
-Pursuing publishing a collection of essays through ALA focused on racial equity and social justice in public libraries
-Coordinating additional training for PLA and ALA staff with Mia Henry

**Does the group have any specific policy recommendations to the Board and/or recommendations or ideas with financial impact for PLA?** No

**Describe (briefly) how your group's work is tied to a specific goal/objective of the PLA Strategic Plan:** Our work supports the Equity, Diversity, Inclusion, and Social Justice objective within the PLA Strategic Plan.

**Do you have any suggestions for future products or resources (excluding conference programs) to be developed based on your group's work?** There is an interest in developing an assessment tool for public libraries to identify priorities and/or opportunities for growth. We have a subcommittee looking at tools that have been developed outside of our industry. The development of this product might require consultant or contract services to develop.

**Are there other PLA/ALA committees your group might collaborate with to benefit the work of all?** Yes. The Healthy Communities and perhaps the upcoming work around the 2020 Census.

**Have there been any issues related to meeting participation/attendance for any of the group's members?** No

Submitted on Friday, March 1, 2019 | Report submitted by: Technology Committee

This report represents work done: September–March

Committee/group name: Technology Committee

Chair name: Henry Miller Bankhead

Chair e-mail address: henry.bankhead@cityofsanrafael.org

Staff liaison: Steven Hofmann

**Please provide key accomplishments since last report to the Board:**

-During the Summer and Fall of 2018 Committee members to collaborate to submit a conference proposal to ALA Annual 2019 entitled: Code for America and Your Public Library: How to Harness the Awesome Power of the Collective Will featuring Toby Greenwalt - Director of Digital Strategy and Technology, Carnegie Library of Pittsburgh (Speaker) and Will Skora - Web Manager, Cleveland Public Library (Speaker). This proposal was accepted.

-The committee met at ALAMW in Seattle and discussed supporting the presentation at annual, ideas for future presentations including cyber security awareness and online privacy, as well as a process for developing program ideas.

**Please list key accomplishments planned for the balance of the year:**

-Continue to support our presentation at annual: Code for America and Your Public Library: How to Harness the Awesome Power of the Collective Will by coordinating with speakers, ALA and fellow committee members.

-Meet at ALA Annual

-Plan future presentation proposals

**Does the group have any specific policy recommendations to the Board and/or recommendations or ideas with financial impact for PLA?** not at this time

**Describe (briefly) how your group's work is tied to a specific goal/objective of the PLA Strategic Plan:** Highlighting and explaining the ways in which public libraries can partner with Code for America to work on community challenges by leveraging the power of technology is an effort to achieve Transformation, the first goal in PLA's strategic goals. Explaining and advocating partnering with Code for America and other groups helps public libraries "define and support the transition of public libraries to become more responsive to – and reflective of – community needs." We harness the power of the public library to be an incubator for technology-based partnerships and problem solving.

**Do you have any suggestions for future products or resources (excluding conference programs) to be developed based on your group's work?** Code for America brigade that meets at ALA

**Are there other PLA/ALA committees your group might collaborate with to benefit the work of all?** I think it would be quite easy during the time that all committees are meeting, in the same room usually, to do a little "around the room" shout-out to see what the collaboration opportunities actually are - because we \*might\* collaborate with any and all committees for the benefit of all, but we don't know what they are all up to.

**Have there been any issues related to meeting participation/attendance for any of the group's members?** No

Submitted on Thursday, March 21, 2019 | Report submitted by: Web Content Working Group

This report represents work done: September–March

Committee/group name: Web Content Working Group

Chair name: Theresa Jehlik

Chair e-mail address: tjehlik@omahalibrary.org

Staff liaison: Steven Hofmann

**Please provide key accomplishments since last report to the Board:**-Jen Ferriss and I did an impromptu marketing survey/data analysis of the website with 3 guests who showed up for the ALA Midwinter Committee meeting.
-We clarified the PLA website's purpose and relevancy at a March online meeting with Google Analytics data from 2018 to 2019.
-I assigned the 8 Professional Tools sections to committee members to update and report the amount of time it took to complete the work.

**Please list key accomplishments planned for the balance of the year:**-Update the 8 sections of the Professional Tools
-Calculate the ROI so we can determine the value of keeping the Professional Tools on the PLA website
-Determine the fate of the 3 dangling sections at the end of the Professional Tools homepage

**Does the group have any specific policy recommendations to the Board and/or recommendations or ideas with financial impact for PLA?** After a long discussion at the ALA Midwinter meeting, it would advantageous to have an intern assigned to the Professional Tools section. Keeping content fresh is a beast and volunteers (who all have day jobs) may not be the best approach for this work.

**Describe (briefly) how your group's work is tied to a specific goal/objective of the PLA Strategic Plan:** Our work is best tied to Transformation, Objective 2 -- Increase opportunities to explore and share effective emerging best practices that are addressing community priorities. We do that by providing free access to resources on the PLA website that address various functions and needs in the public library landscape.

**Do you have any suggestions for future products or resources (excluding conference programs) to be developed based on your group's work?** No

**Are there other PLA/ALA committees your group might collaborate with to benefit the work of all?** If we can find the manpower, it would be beneficial to work with the committees of the current initiatives. Content could be generated with additional resources based on the initiative's specific focus.

**Have there been any issues related to meeting participation/attendance for any of the group's members?** Yes