**Summary:**

As a non-conference year PLA will turn its focus to aligning goals while maximizing non-conference revenue. Key elements and assumptions for this FY23 budget are:

* Strategic Planning: implementation of our Strategic Plan and deliberate alignment with our EDISJ-centered organizational goal; expense is covered in this budget.
* Membership – Retention and Recruitment; With an additional marketing & membership staff member, PLA’s investment is towards retention of new members we received during the conference year, and building additional membership; Related, we will also begin the planning process for the 2024 PLA National Conference.
* Operations: With vacancies, staff realignment and four new staff members, team building and retention are critical, and those expenses are covered in this budget.
* Non-conference revenue generation: The FY23 budget has a spending money to make money approach. We are investing in the Benchmark data platform as it expands its subscription base; we are looking at the Public Library sector to see where, after 17 years, Project Outcome is most needed; we have new advertising representation and prospects, and new Web CE product development as well as tried-and-true revenue generators such as Every Child Ready to Read are slated for updates.
* Fundraising: Development of a comprehensive fundraising plan (individual giving, grants, long term investments, sponsorships) which will enhance our contributed revenue.
* Grants: Grants advance PLA’s programmatic goals. One example is the funding from AT&T, currently fueling our digital Literacy strategy. The time has come for intensive analysis and impact planning for our remaining Gates Legacy Grant funds, as well as pursuit of funds that will advance PLA’s strategic plan and priorities. Any related expense is covered in this budget.

**FY23 Budget Notes**

**OPERATING FUND PROJECTS** (includes conference)

0000 - Admin – Bulk of this budget is salary and benefits for about half of PLA staff (the “general fund,” or non-grant funded staff). It is notable that with PLA restaffing, we have maintained the approximately 50/50 distribution between the PLA general fund to grant funds (47% in operating; 45% to Gates; 8% to other grant funds). The rest of the operating expenses are budgeted similarly to FY22: Benefits have been budgeted for a 7% increase over FY23, per ALA HR. Maintained FY22’s $10,000 in Professional Services for consulting (typically board-initiated projects. Modest travel/meals/lodging for miscellaneous staff travel, events (most staff travel is charged to projects or grants; board meetings are charged to Service to Members). Web operating costs have been doubled to account for new hire software licenses. Supplies and equipment support hybrid work environment needs; telephone and postage per trend, and no depreciation has been assessed by ALA for FY23.

3000 - Service to Members – Revenue has been budgeted at 3% increase, per ALA MRS projections. This also factors in a scheduled 3.6% dues increase. Despite FY23 as a non-conference year, this 3% increase reflects anticipation of additional staff capacity to focus on recruitment/retention, and to coincide with the MMS iMIS system upgrade (fall 2022). $20K in various marketing expenses consolidated to the promotions (5055) expense line in anticipation of targeted member recruitment and retention campaign during FY23. Funds for board meetings and other miscellaneous member travel budgeted ($10,000 travel, $20,000 hotels, and meals). Of note: 2023 ALA Annual Conference member breakfast has been eliminated from the budget due to projected 60% increase in catering/event costs (Chicago/inflation), and to fulfill ALA discretionary expense reduction of $33K to PLA FY23 budget. Miscellaneous other costs for holiday card mailing, other membership outreach, etc.…

3030 - Public Libraries – PL will maintain the FY22 practice of two electronic issues to reduce print/mailing expenses by $16K. PLA has engaged a new advertising rep who also reps ACRL’s member magazine. Ad revenue has been budgeted at $20K, with a renewed focus on generating advertising revenue. Additional promotion has been budgeted.

3040 - Web CE – Revenue has been budgeted based on past sales. Expenses for PLA’s paid webinars have lessened significantly since ALA launched its association-wide Web CE platform. Remaining expenses are minor and content generation related, including consulting, fees to ALA for registration process plus overhead on registrations. In FY22 PLA plans to maximize its Web CE capacity with two fully captioned paid webinars per month, budgeting $60K in revenues.

3058 - Publications – $20K in revenues budgeted based on past years’ average sales of PLA books and the Early Literacy Calendar (ELC). Expenses of $14K budgeted for development of one book and the ELC (design, editorial services, etc.…), netting $5,600.

3072 - Family Engagement – No in-person workshops scheduled for FY23, moving CE resources from live to blended learning for the popular Family Engagement workshops has been budgeted ($50K) in professional services with Board-approved allocation from PLA’s Long Term Investment fund interest. This investment in Web-CE product development for eventual placement in the ALA Web-CE revenue platform will benefit both ALA and PLA.

3073 - Equity Diversity Inclusion - 3073 - 3073 - Equity Diversity Inclusion – The Equity Starts with Us partnership with Mia Henry launched in spring 2022. Modest profit-share revenues of $12K have been budgeted.

3120 - Every Child Ready to Read (ECRR) – Revenues budgeted based on past years’ average sales. $9K in expenses include redesigning the product in FY23 to include digital access, with a modest net of $2,400.

3171 - Project Outcome – Revenues based on past years’ average special project contracts. Overall expenses are minimal, however significant site updates have been planned for FY23, budgeted as Gates Legacy fund expenses ($50,291).

3172 – PLDS (Benchmark) – The Benchmark Data Platform launched successfully, in collaboration with ACRL in FY22. It is following a startup budget plan, gradually phasing expenses from the incubation budget (Gates fund) into operations as subscription revenues grow. Further platform enhancements are budgeted for FY23, with PLA expenses split between 3172 ($44K,000) and Gates funds ($64K). Overall site development costs are split between PLA and ACRL.

3188 - DigitalLearn – All expenses are in the AT&T grant budget, however we anticipate at least two subsites with licensing fees in FY23, budgeted at $20,000 in revenue.

3061 - PLA General

3062 - PLA Exhibits

3063 - PLA Promotion

3064 - PLA Registration

3065 - PLA Op/Closing General Sessions

3066 - PLA Programs

3069 - PLA Meal Events

3070 - PLA Preconferences

3145 - PLA Conf Planning – This is the one conference budget in use during non-conference year. Expenses include meeting promotion (including $10K for web development), planning, travel, and professional services for our meeting planner ($135,993). These costs have varied widely, depending on vendors used, local timing of when bills are paid.

3173 - PLA 2022 Virtual Conf

**GRANTS**

3175 - Legacy Grant (Gates) - $1,116,071 submitted as revenue. Bulk of budget is staff, data projects and Leadership Academy. $621,477 for salaries and $195,924 for benefits. Overhead to ALA of 12% on eligible expenditures totals $119,579. Left many minor categories nearly identical to FY22 but consolidated various marketing and promotions efforts into a single promotions line ($18,000); included $20,000 for continued strategic planning and Gates Legacy planning consultants. The majority of the program support going to the following:

* Data projects:
  + Project Outcome has requested $57,000 for improvements (maintenance, for a conservative total of $57,291 (note these are half the total costs; ACRL pays the other half). With some special project revenue coming in for Project Outcome, $7,198 will be expensed to 3171 Project Outcome, and $50,291 will bill to the Gates funds.
  + The Benchmark Data Platform has requested $64,000 in improvements (maintenance, platform build out, survey work) $5,000 in promotion. This project is also a 50-50 cost-share with ACRL. Benchmark is forecast to generate significant revenue in the 3172 Benchmark, so platform enhancement expenses have been budgeted $15,000 to the 3172 budget and $49,000 to Gates funds.
* Leadership: FY23 will be a year to update the Leadership Academy for the post-pandemic world, with a targeted launch in Fall 2023 (FY24). Costs include redesign consulting ($10,000), Travel and Lodging/Meals ($2,000) and $10,000 for speaker/facilitator, plus space rental and A/V.

3162--Digital Learn (AT&T)– $461,589 submitted as revenue. Currently budgeted with $103,223 for salaries and $32,542 for benefits. Digital Learn resource and website development budgeted at over $200K with $60,178 going to ALA as overhead.