



**PLA Board of Directors Meeting
Virtual Meeting-1:00-3:00pm CT, September 18, 2020**

Zoom Logistics

- Login instructions are below
- Use Zoom in gallery view
- Mute by default except the speaker
- PLA President Michelle Jeske will call on people, so people don't speak over one another
- Feel free to use chat; staff will keep an eye on the chat and bring those questions into the discussion when appropriate
- Use the yes-no-raised hand options
- We will use screen sharing where appropriate. Be sure to have your board docs accessible too!
- We will take multiple breaks during our virtual board meeting.

NOTE: Items highlighted in yellow below were updated 9/14/2020, and the item highlighted in blue below was updated 9/17/2020.

Revised Agenda

1. **Welcome and Introductions**, *Michelle Jeske, PLA President*
2. **Action Item:** Adoption of the agenda
 Additional items may be added to the agenda prior to the adoption of the agenda. Items may also be removed from the consent agenda and moved to a discussion item. The PLA Board's adoption of the consent agenda constitutes approval of those items on consent that have not been removed for discussion. PLA policies related to Board service, the strategic plan and Board roster have been included in ALA Connect as reference materials. These are not agenda items.

Consent Agenda	Document Number
3. <i>Organizational Excellence and Governance</i>	
a. Draft August 2020 Board Minutes	2021.13
b. Welcome new PLA Staff	no document
c. PLA Committee Reports	2021.14

Action/Discussion/Decision Items	Document Number
4. PLA President Update, <i>Michelle Jeske</i>	no document

5. PLA President-elect Update, *Melanie Huggins* no document
6. PLA Liaison to ALA Executive Board Update, *Larry Neal* no document
7. ED Search Updates, *Jeske, all*..... no document
8. BARC Report, *Clara Bohrer*
 - a. ALA FY21 Budget Documents..... 2021.15a-b
 - b. ALA 5 Year Pivot Strategy..... 2021.16
9. Approve FY21 Budget, *Bohrer, all*
 - a. PLA FY21 Budget 2021.17
 - b. PLA FY21 Budget Narrative 2021.18
10. Virtual Councilor Engagement, *Stephanie Chase*
 - a. Annual Conference 2019 Councilor Breakfast Survey Results 2021.19
 - b. Midwinter 2020 Councilor Breakfast Survey Results 2021.20a-b
11. Virtual PLA All Committee Meeting, *Mary Hirsh* 2021.21
12. Scenario Planning Update, *Cindy Fesemyer and Huggins*..... no document
13. New Business, *all* no document
14. Adjourn

Zoom Instructions

PLA Meetings is inviting you to a scheduled Zoom meeting.

When it's time, please click this link to join the meeting:

<https://ala-events.zoom.us/j/96005078294?pwd=SzFZY1NPWIZhTkZwaldwdTcrMk1vUT09>

Meeting ID: 960 0507 8294

Password: XH110204

Then follow the on-screen prompts to connect your audio via either computer or telephone.

If you're unable to join the meeting online and can only listen in via telephone, then use these numbers. Use this telephone-only option only if you have NOT joined the meeting via the link above:

One tap mobile

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Find your local number: <https://ala-events.zoom.us/j/ab9YHZbV1V>



Board of Directors—August 2020 Meeting
August 27, 2020
Virtual

Present: Michelle Jeske, President; Melanie Huggins, President Elect; Directors-at-large: Cindy Fesemyer, Toby Greenwalt, Amita Lonial, Brandy McNeil, Dara Schmidt, Kelvin Watson; ALA Division Councilor: Stephanie Chase; Fiscal Officer: Clara Bohrer

Absent: Ramiro Salazar, Past President

PLA Staff: Barb Macikas, Executive Director; Scott Allen, Deputy Director; Mary Hirsh, Deputy Director; Kathleen Hughes, Manager, Publications; Samantha Lopez, Manager, Marketing and Membership

Follow-up items are listed at the end of the document.

1. **Welcome and Introductions, Jeske.** Jeske recognized that Dara Schmidt's community in Iowa has been struggling due to recent storms, and Schmidt provided an update on the status of returning power, Internet access, and other factors. Libraries have provided support to community members, for instance by operating as coworking spots, providing Internet access to people who don't have it.
2. **By consent, approved** the adoption of the meeting agenda.
3. **By consent, approved** the 2020 July Board Meeting Minutes and Follow-up (2021.07) and report on grants from the Institute for Museum and Library Services (IMLS) (2021.08).

Action/Discussion/Decision Items

4. **PLA President Update, Jeske** (no document). Jeske reported that she has been busy responding to media requests, speaking about public libraries on an ALA Connect webinar, and consulting with PLA member leaders (including McNeil and Schmidt, as new PLA board members) and ALA Executive Director Tracie Hall. Jeske is checking in regularly with Larry Neal, who serves on the ALA Executive Board. She briefly mentioned that their last discussion covered the gravity of ALA's financial situation, fixing ALA's accounting and information technology problems, some proposed ALA operational changes, and the importance of messaging to the membership. Jeske also talked to Jon Cawthorne, president of the Association of College and Research Libraries (ACRL), about Executive Director searches and other issues, and they agreed regular communication between PLA and ACRL will be important going forward. It was also confirmed that ALA laid off three staff in August 2020.
5. **PLA President Elect Update, Huggins** (no document). Huggins reported that she has been representing PLA on various committees (covered later in the agenda). She noted that turnover in public library leadership across the country seems to be increasing, and many library directors

are retiring, in part driven by the COVID-19 crisis. For PLA, this may mean a loss of some experienced volunteers but also new voices helping to shape future direction. She also noted that her community and library, like many others, are struggling to deal with the racial injustice issues facing the country, personally and as the library.

6. **Public Libraries Magazine**, *Hughes* (2021.09). Hughes reiterated that early in the COVID-19 crisis, paper was in short supply and article authors were also hard to secure, leading to the decision to move some issues of Public Libraries magazine to digital flipbooks. The May/June issue was produced in both formats, but two future issues will be only digital flipbooks. The change will save printing and postage expenses. Feedback to date has been limited, with some praise for the environmental impact of eliminating the print version and a few complaints that readers prefer print. It was also noted that some readers may prefer print for accessibility issues. Board members expressed concern that finding the digital issues may be challenging, and that some readers may stop reading entirely. Hughes confirmed that all PLA members who receive email will get a link, no password required, to access the issues, and that link can be forwarded to anyone. Issues are also archived in the PLA Member Community library in ALA Connect.
7. **Executive Director Search**, *Jeske, all* (2021.10). **ACTIONS.** Jeske reported that a search committee meeting will be scheduled soon. Search committee members include PLA leaders and staff (Bohrer, Huggins, Jeske, Ramiro, and Hirsh) as well as ALA staff members Tracie Hall, Deborah Caldwell-Stone, Lorelle Swader, and Kerry Ward. Process and timeline were briefly mentioned. The full PLA board will have an opportunity to interview candidates. The search should be launched in November, and the goal is to conclude the search within six months. The long delay in initiating the search for ACRL's executive director was noted. Macikas reported on the draft position content description (PCD) and job posting. Whether a master's degree in library science will be required or preferred was discussed, as was the ability of the new PLA Executive Director to work remotely. It was moved and **approved** that PLA will seek to remove language suggesting candidates must reside near ALA offices and advocate that the job postings reflect this. The need to have knowledge of the library field was confirmed. It was moved and **approved** to replace MLS preferred with language that prioritizes strong association management experience and knowledge of the public library field.
8. **Forward Together Update**, *Chase* (2021.11). Concern was expressed that recommendations from the Steering Council on Organizational Effectiveness (SCOE) will not proceed because they are not supported by resources and structure, and that ALA Council is only focusing on the recommendation concerning its dissolution. The interplay between the new group examining the ALA Operating Agreement and the status of Council was briefly discussed. The Forward Together finance workgroup has not started work.
9. **Operating Agreement Working Group Update**, *Bohrer* (2021.12). The Operating Agreement Working Group met in July and plans to hold monthly meetings. Reports will be posted publicly, to allow member reaction. The posting site and first report are not yet completed. The Working Group will begin by assessing values and defining the relationship between ALA and its divisions. The Working Group agreed it will speak with one voice, which may be challenging given that individual members represent different groups within ALA and may have different opinions.

Staff representation on the Working Group is heavily weighted toward general fund staff. Bohrer advised that PLA leaders should be prepared to make comments on the public reports. The timeline requires final recommendations and bylaw changes approved by June 2021.

10. **Scenario Planning Committee Charter**, *Fesemyer, Huggins* (no document). The Scenario Planning Committee consists of Fesemyer, Greenwalt, Huggins, Jeske, and Lonial. The committee drafted two goals, which include ensuring there is a timely and creative process and to ensuring the board has what it needs to envision PLA's future and determine the next steps to create a healthy and strong organization. Values discussed included bold thinking about public libraries and the value of public libraries in general; making sure we are focusing on the members of PLA; making sure we are clearly communicating with the larger PLA; timely confidentiality; and respecting the roles and positions of the PLA staff and the tension that these discussions can cause. Committee next steps are to discuss how to engage stakeholders and subject matter experts, draft a timeline, and determine the qualifications of the people who will consult and develop scenarios.
11. **New Business**, *all* (no document). McNeil received information from the ALA Conference Committee and has agreed to be the liaison from PLA to that group.
12. **Celebration of Barb Macikas**, *all* (no document). Macikas was thanked for her work. Jeske read a resolution to honor Macikas on her retirement.
13. **Closed Session**, *all*, (no document). The board went into closed session.
14. **Adjournment**, *all* (no document). There being no further business, the meeting was adjourned at 12:00pm Central.

TO: PLA Board of Directors

FROM: PLA Staff

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

DATE: September 9, 2020

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 PLA's 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](#).

Certain committees are excused from this process. These include award juries as well as the PLA Budget and Finance Committee.

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



Advocacy and Strategic Partnerships Committee April-August 2020 Report

Committee/group name:

Advocacy and Strategic Partnerships Committee

Chair name:

Stephanie Beverage

Chair email address:

stephanie.beverage@surfcity-hb.org

Staff liaison:

Larra Clark

This report represents work done:

April-August

Please summarize work accomplished, decisions made, and follow-up actions determined during this reporting period.

First Activity

We had great plans coming out of PLA - we were going to work on reviving a legal list/blog/community, where participants could ask questions about the law and libraries, with a member of the committee serving as moderator. But due to the Pandemic emergency, I was unable to call a meeting and check in with other committee members.

Aligns with these Strategic Areas of Focus (select one or more)

- Advocacy and Awareness
- Leadership

Second Activity

We were also going to look into a possible webinar on how to engage with other local government associations. But again, we had no meeting due to the pandemic, and I do not know where we stand on this.

Aligns with these Strategic Areas of Focus (select one or more)

- Advocacy and Awareness
- Leadership



Advocacy and Strategic Partnerships Committee April-August 2020 Report

What will your group be working on for the next six months?

trying to reconnect and get back on track for the items that were reviewed and discussed at our meeting at PLA.

Does the group have any policy recommendations, ideas with financial impact, or other items to bring to the PLA Board for discussion or action?

No.

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?

Leadership Development - as we were trying to engage more with other Government Associations, this might feed into leadership development. It would help new leaders learn about local government groups and organizations that can be valuable in one's career.

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

No

Is there anything PLA could have provided during this time that would have helped your group with its work?

Not really - this period was unproductive entirely due to the Pandemic and the resulting emergency situation.

Today's Date

08/04/2020



Advocacy and Strategic Partnerships Committee April-August 2020 Report

Committee/group name:

Advocacy and Strategic Partnerships Committee

Chair name:

Stephanie Beverage

Chair email address:

stephanie.beverage@surfcity-hb.org

Staff liaison:

Larra Clark

This report represents work done:

April-August

Please summarize work accomplished, decisions made, and follow-up actions determined during this reporting period.

First Activity

We had great plans coming out of PLA - we were going to work on reviving a legal list/blog/community, where participants could ask questions about the law and libraries, with a member of the committee serving as moderator. But due to the Pandemic emergency, I was unable to call a meeting and check in with other committee members.

Aligns with these Strategic Areas of Focus (select one or more)

- Advocacy and Awareness
- Leadership

Second Activity

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Aligns with these Strategic Areas of Focus (select one or more)

- Advocacy and Awareness
- Leadership



Advocacy and Strategic Partnerships Committee April-August 2020 Report

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No.

Do you have any suggestions for future products or resources (excluding conference programs) to be developed based on your group's work?

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Leadership Development - as we were trying to engage more with other Government Associations, this might feed into leadership development. It would help new leaders learn about local government groups and organizations that can be valuable in one's career.

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Is there anything PLA could have provided during this time that would have helped your group with its work?

Not really - this period was unproductive entirely due to the Pandemic and the resulting emergency situation.

Today's Date

08/04/2020



Continuing Education Advisory Group April-August 2020 Report

Committee/group name:

Continuing Education Advisory Group

Chair name:

Sarah Tansley

Chair email address:

stansley@chipublib.org

Staff liaison:

Angela Maycock

This report represents work done:

April-August

Please summarize work accomplished, decisions made, and follow-up actions determined during this reporting period.

First Activity

The group review existing webinars for relevance and recommended webinars for updating or removal from the archive.

Aligns with these Strategic Areas of Focus (select one or more)

- Advocacy and Awareness
- Transformation

Second Activity

The group promoted the call for webinar proposals through their local activities and experiences.

Aligns with these Strategic Areas of Focus (select one or more)

- Advocacy and Awareness
- Equity, Diversity, Inclusion and Social Justice

Third Activity

The group reviewed and scored submitted webinars using the provided rubric in order to recommend webinars of high



Continuing Education Advisory Group April-August 2020 Report

quality that also focus on the core values highlighted in the PLA Strategic Plan.

Aligns with these Strategic Areas of Focus (select one or more)

- Advocacy and Awareness
- Equity, Diversity, Inclusion and Social Justice
- Leadership
- Organizational Excellence
- Transformation

What will your group be working on for the next six months?

The Continuing Education Advisory Group will be working on promoting the next webinar submission process and then reviewing the submissions for recommendations.

Does the group have any policy recommendations, ideas with financial impact, or other items to bring to the PLA Board for discussion or action?

Not at this time.

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?

Not that we can think of.

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

No

Is there anything PLA could have provided during this time that would have helped your group with its work?

We worked through COVID which while a strange time, I found the group way more engaged and available. My theory is the group was looking forward to inspiration and escape provided in the proposals.

Today's Date

08/05/2020



Digital Literacy Committee April-August 2020 Report

Committee/group name:

Digital Literacy Committee

Chair name:

Monica Dombrowski

Chair email address:

mdombro@outlook.com

Staff liaison:

Scott Allen

This report represents work done:

April-August

Please summarize work accomplished, decisions made, and follow-up actions determined during this reporting period.

First Activity

Advised on the development of a new PLA/Microsoft initiative launched in May 2020, which is providing 80+ library sites with WiFi access points to extend signals during and beyond COVID closures.

Aligns with these Strategic Areas of Focus (select one or more)

- Equity, Diversity, Inclusion and Social Justice
- Organizational Excellence

Second Activity

Since the pandemic, PLA has been promoting DigitalLearn.org on-demand content and services available to members so they can increase their own and their patrons' digital skills to succeed in a virtual environment.

Aligns with these Strategic Areas of Focus (select one or more)

- Advocacy and Awareness
- Equity, Diversity, Inclusion and Social Justice
- Leadership



Digital Literacy Committee April-August 2020 Report

What will your group be working on for the next six months?

Creating a plan for updating the Tech Classes available on DigitalLearn.org.

Creating user pathways for DigitalLearn website based on role (user, instructor, and researcher) and add resources for the researcher role.

Brandy McNeil and Chelsea Jordan-Makely will be presenting a session on digital literacy skills at the Computers in Libraries virtual conference in September (rescheduled from March).

Does the group have any policy recommendations, ideas with financial impact, or other items to bring to the PLA Board for discussion or action?

Not at this time. Keep advocating for broadband internet access to become a public utility!

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.

Create a DigitalLearn.org Technology Competency learning and evaluation module to add to the Tools for Trainers site for library staffers™ to be able to acquire and test technology competencies.

Monetize Digitallearn.org with different usage categories.

Are there other PLA/ALA committees your group might collaborate with to benefit the work of all?

LITA. Perhaps some of their members would be willing to work with us to help create an evaluation tool for tech competencies?

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

Yes (if yes, PLA will contact you for more information)

Is there anything PLA could have provided during this time that would have helped your group with its work?

No. We had to suspend all committee activities during the last 5 months due to COVID and the need to focus on our individual libraries (hence, the note about attendance above).

Today's Date

08/07/2020



Family Engagement Task Force September-March 2020 Report

Committee/group name:

Family Engagement Task Force

Chair name:

Jo Giudice

Chair email address:

maryjo.giudice@dallascityhall.com

Staff liaison:

Scott Allen

This report represents work done:

September-March

How many times did your group meet during this reporting period?

4-6

Please summarize work accomplished, decisions made, and follow-up actions determined during this reporting period.

First Activity

The committee's first activity was to organize and plan a half-day preconference session for PLA 2020. The focus of this training opportunity was to help libraries learn how to engage library leadership in the importance of Family Engagement as a new and regular part of library programming endeavors. The diversity of panel speakers from size of library to gender and ethnicity was in alignment with PLA's vision. The committee moved away from speakers we see at every conference in an effort to keep the information fresh and engage those who may not have been active previously.

Aligns with these Strategic Areas of Focus (select one or more)

- Advocacy and Awareness
- Equity, Diversity, Inclusion and Social Justice
- Leadership

Second Activity

The second activity that took the bulk of the committee's time and effort was the planning and fine-tuning of the subscription webinar Family Engagement learning series. Based on the PLA's Family Engagement Framework, this



Family Engagement Task Force September-March 2020 Report

new professional development activity will enable public library professionals to expand and refine their current family engagement programming and strategies. This subscription plan will consist of eight highly interactive virtual classroom sessions. Each one-hour session will be led by experienced facilitators from the PLA Family Engagement Task Force and other experts. Participants will also engage in small-group work and facilitated discussions with their peers.

In addition to the online classroom sessions, participants will receive access to a closed ALA Connect group through which they may network with their peers and interact with session facilitators outside of class time. Access to this page, which includes exercises, session recordings, and other resources, will be given for a one-year period to all paid registrants.

Aligns with these Strategic Areas of Focus (select one or more)

- Leadership
- Organizational Excellence
- Transformation

Third Activity

The PLA Family Engagement Task Force Partnered with Zero to Three to present a webinar. The webinar was titled Public Libraries: Vital Partners in Family Engagement.

Public libraries are accessible, offering diverse, intergenerational programming and serving families from low income homes at a high rate compared to other community providers. This session will enlighten new and experienced early childhood program staff, parents and others about the potential of public libraries and how they can collaborate with local public libraries as learning spaces and extend their own impact to engage families.

Aligns with these Strategic Areas of Focus (select one or more)

- Advocacy and Awareness
- Leadership
- Organizational Excellence
- Transformation

Fourth Activity

FE Task Force partnered with the National Center for Families Learning to present two sessions at their national conference, November 4-6 in Louisville, KY.

The first session was a webcast focused on ideas to engage families of diverse community groups and how libraries and public institutions can remove barriers to library access. It stressed that families are more likely to become engaged in their children's learning when school and library staff reach out to them. This webcast was in partnership with the PLA and was sponsored by Better World Books.

The second session was a workforce development and family engagement session presented by Scott Allen (PLA), Ashley J. Brown (co-chair FE Task Force), and Gale (Baltimore Public Library). This session had over 50 attendees from the NCFL conference.



Family Engagement Task Force September-March 2020 Report

Aligns with these Strategic Areas of Focus (select one or more)

- Advocacy and Awareness
- Organizational Excellence
- Transformation

Fifth Activity

The FE Task Force worked with Katie Campana, PhD, Assistant Professor in the School of Information at Kent State University to provide feedback and comments their white paper for PLA. While the library field has made good progress with encouraging computational thinking for older children and teens, it has not made as much progress with incorporating computational thinking into programs and services for young children and their families. The goal of the paper is to help library staff working with young children and families see the importance of computational thinking so they will hopefully start exploring how to incorporate and encourage it in their own programs. The paper provides a basic overview of computational thinking, why it is important for young children and their families, and a few examples of how it can be incorporated into library programs. The Task Force assisted with providing real-time programs currently taking place in libraries.

Aligns with these Strategic Areas of Focus (select one or more)

- Advocacy and Awareness
- Organizational Excellence
- Transformation

What will your group be working on for the next six months?

The FE Task Force will support and help implement a recent IMLS grant awarded to PLA and NCFL, âExploring a Program Co-design Approach to Better Serve and Engage Low-income, Latinx Communities.â The Task Force assist with the partner libraries who will develop and document methods for how library staff can support authentic Latinx parent participation in family engagement. This will engage parents in creating services designed for them in three (urban, suburban, and rural) locations. The intent is to generate strategies and practices for authentic parent participation and identify approaches and best practices that can be piloted on a national scale. The Task Force will also evaluate and refine the subscription webinar learning sessions and create a timeline for the next series to begin.

Does the group have any policy recommendations, ideas with financial impact, or other items to bring to the PLA Board for discussion or action?

None at this time.

Do you have any suggestions for future products or resources (excluding conference programs) to be developed based on your group's work?

We would like to see more programming at conference that highlights partnerships between libraries and the private sector that promote family engagement. Now more than ever we are creating and implementing programs to be done at home by the whole family unit in a way that we have never experienced before.



Family Engagement Task Force September-March 2020 Report

Are there other PLA/ALA committees your group might collaborate with to benefit the work of all?

We absolutely see the FE Task Force benefiting from connecting and working with the Leadership Development Committee as changes in programming structure must come down from the top of the hierarchy to be successful. We also see advantages to working with AASL, ALSC and YALSA to engage libraries who are solely focused on children and teens to recognize and expand on the value of programs that are multi-generational.

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

No

Is there anything PLA could have provided during this time that would have helped your group with its work?

Scott Allen and Symone Villasenor have been essential in us being successful. We would like to thank them for their continued support and for always being patient with us. They listened, responded and helped us create a successful new learning environment to educate and promote family engagement services to a broader audience and promote awareness of the importance of adult services and children's services working side-by-side. The committee could not have been better supported and we look forward to continuing this work with Scott and Symone.

Today's Date

08/31/2020



Measurement, Evaluation and Assessment Committee April-August 2020 Report

Committee/group name:

Measurement, Evaluation and Assessment Committee

Chair name:

Linda Hofschire

Chair email address:

Hofschire_L@cde.state.co.us

Staff liaison:

Emily Plagman

This report represents work done:

April-August

How many times did your group meet during this reporting period?

2-3

Please summarize work accomplished, decisions made, and follow-up actions determined during this reporting period.

First Activity

Project Outcome (PO) case study subcommittee reviewed the PO UX survey findings and brainstormed possible case study topics based on these findings, interviewed library staff for the purposes of developing a new case study, and drafted the case study.

Aligns with these Strategic Areas of Focus (select one or more)

- Advocacy and Awareness
- Leadership

Second Activity

Technology Survey subcommittee reviewed survey draft and made recommendations for changes based on the pandemic.

Aligns with these Strategic Areas of Focus (select one or more)

- Advocacy and Awareness
- Leadership



Measurement, Evaluation and Assessment Committee April-August 2020 Report

Third Activity

Typology subcommittee met to provide feedback on the typologies, with an eye toward helping PLA communicate the typologies in an accessible manner to practitioners.

Aligns with these Strategic Areas of Focus (select one or more)

- Advocacy and Awareness
- Leadership

Fourth Activity

Raising Awareness subcommittee created a webpage format for sharing existing public library data resources with the field, committee members are adding resources.

Aligns with these Strategic Areas of Focus (select one or more)

- Advocacy and Awareness
- Leadership

What will your group be working on for the next six months?

Publishing new PO case study
Identifying a rural/small library to be the subject of a PO case study
Reviewing and providing feedback on the new data tool that will replace the PLDS
Finalizing the Raising Awareness resource and posting it online
Determining a strategy for sharing the typologies with the field
Providing input on the next round of the Public Libraries' Response to COVID survey
Developing and testing a new PO survey about the use of technology in libraries
Determining how PO resources can be updated to support libraries during the pandemic

Does the group have any policy recommendations, ideas with financial impact, or other items to bring to the PLA Board for discussion or action?

Not at this time

Do you have any suggestions for future products or resources (excluding conference programs) to be developed based on your group's work?

None other than those mentioned above in the planned work for the next 6 months

Are there other PLA/ALA committees your group might collaborate with to benefit the work of all?

CORS



Measurement, Evaluation and Assessment Committee April-August 2020 Report

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

No

Is there anything PLA could have provided during this time that would have helped your group with its work?

No - thank you for your support!

Today's Date

09/02/2020



Membership Advisory Group April-August 2020 Report

Committee/group name:

Membership Advisory Group

Chair name:

Helen Rigdon

Chair email address:

hrigdon@siouxcitylibrary.org

Staff liaison:

Samantha Lopez

This report represents work done:

April-August

Please summarize work accomplished, decisions made, and follow-up actions determined during this reporting period.

First Activity

The group held not face to face meetings due to the onset of COVID. In April, I split up and assigned the new membership list among the group members and Welcome emails were sent. I have no information on if all the members completed the task. I did reach out to my portion of the list and received a few thank you emails back.

Aligns with these Strategic Areas of Focus (select one or more)

- Advocacy and Awareness

What will your group be working on for the next six months?

I'm currently no longer on the Connect group page so can't access the group. I've reached out to Samantha to explore the issue.

There will be no face-to-face planned due to most libraries having travel restrictions in place, including my library.

Does the group have any policy recommendations, ideas with financial impact, or other items to bring to the PLA Board for discussion or action?

None

Do you have any suggestions for future products or resources (excluding conference programs) to be



Membership Advisory Group April-August 2020 Report

developed based on your group's work?

None

Are there other PLA/ALA committees your group might collaborate with to benefit the work of all?

N/A

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

No

Is there anything PLA could have provided during this time that would have helped your group with its work?

Maybe a vaccine for the virus. :-) The restrictions of the virus is what has hindered our work, as it has everyone.

Thank you.

Today's Date

08/30/2020



PLA 2020 Conference Program Subcommittee April-August 2020 Report

Committee/group name:

PLA 2020 Conference Program Subcommittee

Chair name:

Juliane Morian

Chair email address:

juliane.morian@rhpl.org

Staff liaison:

Angela Maycock

This report represents work done:

April-August

Please summarize work accomplished, decisions made, and follow-up actions determined during this reporting period.

First Activity

At the conclusion of the successful PLA 2020 Annual Conference, in Nashville, TN, our committee completed its charge and did not complete any follow-up activities.

Aligns with these Strategic Areas of Focus (select one or more)

- Organizational Excellence

What will your group be working on for the next six months?

There are no additional tasks to complete for this subcommittee, however, the committee members could be convened virtually to debrief on insight gained from the 2020 annual conference if PLA staff seek that input.

Does the group have any policy recommendations, ideas with financial impact, or other items to bring to the PLA Board for discussion or action?

No, not at this time.

Do you have any suggestions for future products or resources (excluding conference programs) to be developed based on your group's work?

No, not at this time.



PLA 2020 Conference Program Subcommittee April-August 2020 Report

Are there other PLA/ALA committees your group might collaborate with to benefit the work of all?

We recommend continued work with the PLA Task Force on Equity, Diversity, Inclusion and Social Justice. The task force was instrumental in helping to craft a forward-thinking and socially-minded application process for conference programs. As a result, conference attendees benefited from diverse voices and meaningful conversations about EDISJ topics at the annual conference.

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

No

Is there anything PLA could have provided during this time that would have helped your group with its work?

No, we appreciate the support we received from PLA staff.

Today's Date

08/07/2020



Task Force on Equity, Diversity, Inclusion and Social Justice April-August 2020 Report

Committee/group name:

Task Force on Equity, Diversity, Inclusion and Social Justice

Chair name:

Christina Fuller-Gregory & Lois Langer Thompson

Chair email address:

christinarfuller@gmail.com

Staff liaison:

Scott Allen

This report represents work done:

April-August

How many times did your group meet during this reporting period?

4-6

Please summarize work accomplished, decisions made, and follow-up actions determined during this reporting period.

First Activity

Twitter Chat Series:

To date, our Task Force has hosted a Twitter Chat series focused on health inequity, diversity in library staffing, and community engagement. We continue to work on additional issue-based chats to present to library workers. The purpose of these chats is to encourage librarians and library staff to begin to consider the significance and importance of these topics through a Post-Covid lens. As each of us begins thinking of how to safely and fully reopen our libraries, we want issues of EDISJ to be a focal point for these upcoming and ongoing conversations.

Aligns with these Strategic Areas of Focus (select one or more)

- Equity, Diversity, Inclusion and Social Justice

Second Activity

PLA Magazine Articles:

The task force has been given the opportunity to contribute a monthly column to the Public Libraries magazine. This column enables us to highlight issues and concerns as they relate to EDISJ.



Task Force on Equity, Diversity, Inclusion and Social Justice April-August 2020 Report

Aligns with these Strategic Areas of Focus (select one or more)

- Equity, Diversity, Inclusion and Social Justice

Third Activity

PLA Statement and Call to Action for Public Library Workers to Address Racism:

While this may not be considered an activity... our collective work on this statement reflects our commitment to supporting all public library workers in addressing systemic racism. This statement acts as a compass for how we will develop new opportunities to serve the profession.

Aligns with these Strategic Areas of Focus (select one or more)

- Equity, Diversity, Inclusion and Social Justice

What will your group be working on for the next six months?

We will continue to host our Twitter Chats. This platform has enabled us to build an information sharing network as it relates to EDISJ. Weâ€™ve also been able to act as a connector- introducing library workers to others who have shared interests, shared work, and shared ideas.

We look forward to working with and supporting PLA Leadership Academy on a training that centers EDISJ work. The committee will also continue to contribute our monthly column to Public Libraries magazine.

While weâ€™ve had to shelve our highly successful, in-person training, with Mia Henry - Social Justice and Public Libraries: Equity Starts with Us, our goal is to identify ways in which we can implement a successful virtual training.

Does the group have any policy recommendations, ideas with financial impact, or other items to bring to the PLA Board for discussion or action?

As a Task Force we have two concerns:

- 1) We believe that we have moved beyond the Task Force designation and should become a committee. Task Force work is often targeted, short term and focused on one specific issue. We recognize that our work is long-term, frequently evolving, and requires consistent, on-going effort and attention. To that end, we are asking to become the PLA EDISJ Committee.
- 2) This work is too big, too important to move forward strictly by committee members who meet once-monthly. Social justice and equity, diversity, and inclusion are more important than ever before. As hard as we are working on fostering conversations, providing information, and building a network of supportive, engaged, and fully invested librarians and library professionals, we need greater support. We believe that this work could be furthered by a full-time staff member who is dedicated solely to this work.

Do you have any suggestions for future products or resources (excluding conference programs) to be developed based on your group's work?



Task Force on Equity, Diversity, Inclusion and Social Justice April-August 2020 Report

PLA EDISJ Task Force Equity Toolkit. This kit should feature a lexicon, conversation starters, activities, and more.

Are there other PLA/ALA committees your group might collaborate with to benefit the work of all?

Weâ€™d love to collaborate with BCALA, APALA, AILA, REFORMA, JCLC, CALA, and any other library organizations that amplify the voices of communities of color.

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

No

Is there anything PLA could have provided during this time that would have helped your group with its work?

I think it should be said that the EDISJ Task Force wouldnâ€™t be able to contribute to the level that we do without PLA staff Leighann Wood and Scott Allen. They absolutely provide tremendous and highly appreciated support to our Task Force. With their continued support and the addition of a staff member who is solely dedicated to moving this important work forward, the PLA EDISJ TF could better meet our desired goals.

Today's Date

08/24/2020



Technology Committee April-August 2020 Report

Committee/group name:

Technology Committee

Chair name:

Henry Miller Bankhead

Chair email address:

henry.bankhead@cityofsanrafael.org

Staff liaison:

Steven Hofmann

This report represents work done:

April-August

Please summarize work accomplished, decisions made, and follow-up actions determined during this reporting period.

First Activity

Committee collaborated on proposal that was accepted for in person ALA 20 Navigating Patron Privacy Concerns in the Digital Age> when ALA was cancelled - proposal not accepted for virtual version. Committee will resubmit next year for ALA21

Aligns with these Strategic Areas of Focus (select one or more)

- Advocacy and Awareness

What will your group be working on for the next six months?

I am no longer the chair

Does the group have any policy recommendations, ideas with financial impact, or other items to bring to the PLA Board for discussion or action?

I am no longer the chair

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?



Technology Committee April-August 2020 Report

not that I know of

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

No

Is there anything PLA could have provided during this time that would have helped your group with its work?

Steve Hoffman is the best

Today's Date

08/03/2020

American Library Association

Statement of Revenues and Expenses - Total ALA

	2018 Actual	2019 Actual	2020 February Close	2020 Full Year Budget	2020 Projection	2020 Proj Less 2020 Budget	2020 Proj % Change	2021 Budget
Revenues								
General Fund	28,544,444	27,020,473	10,702,237	28,206,897	18,325,423	(9,881,474)	-35%	26,766,262
Divisions	16,282,664	13,434,552	10,458,541	15,772,485	14,945,944	(826,541)	-5%	11,166,094
Round Tables	557,998	687,264	314,957	530,738	530,738	(0)	-0%	571,553
Grants and Awards	6,970,509	7,310,332	2,873,043	4,578,828	4,578,828	0	0%	3,969,821
Longterm Investment (Endowment Fund)	834,941	1,225,948	1,090,248	773,817	1,185,242	411,425	53%	936,474
Total Revenues	53,190,557	49,678,568	25,439,025	49,862,765	39,566,174	-10296590.4	-21%	43,410,204
Expenses								
General Fund	29,420,975	31,396,614	14,953,893	31,018,842	28,464,008	(2,554,834)	-8%	25,777,086
Divisions	15,561,801	14,151,063	10,101,251	16,844,784	16,196,251	(648,533)	-4%	12,686,488
Round Tables	224,288	511,724	158,058	413,691	413,691	0	0%	447,794
Grants and Awards	7,029,532	6,915,680	2,873,043	4,578,801	4,578,801	(0)	-0%	3,969,821
Longterm Investment (Endowment Fund)	1,163,928	1,431,915	619,560	964,193	964,193	(0)	-0%	1,051,761
Total Expenses	53,400,525	54,406,995	28,705,804	53,820,311	50,616,944	(3,203,367)	-6%	43,932,949
Net Rev/(Exp) From Operations								
General Fund	(876,532)	(4,376,141)	(4,251,656)	(2,811,946)	(10,138,585)	(7,326,640)	261%	989,176
Divisions	720,863	(716,511)	357,290	(1,072,299)	(1,250,307)	(178,009)	17%	(1,520,394)
Round Tables	333,710	175,540	156,899	117,047	117,047	(0)	-0%	123,759
Grants and Awards	(59,022)	394,652	0	27	27	0	1%	0
Longterm Investment (Endowment Fund)	(328,987)	(205,967)	470,688	(190,376)	221,049	411,425	-216%	(115,287)
Total Net Rev/(Exp) From Operations	(209,968)	(4,728,427)	(3,266,779)	(3,957,546)	(11,050,770)	(7,093,223)	179%	(522,746)



ALA CD #33.2
ALA CD #13.4 and #13.5
2020 ALA Virtual Fall Council Meeting

BARC and Treasurer's Report to ALA Council September 18, 2020

Peter Hepburn– BARC Chair
Maggie Farrell – ALA Treasurer

Topics to be Covered

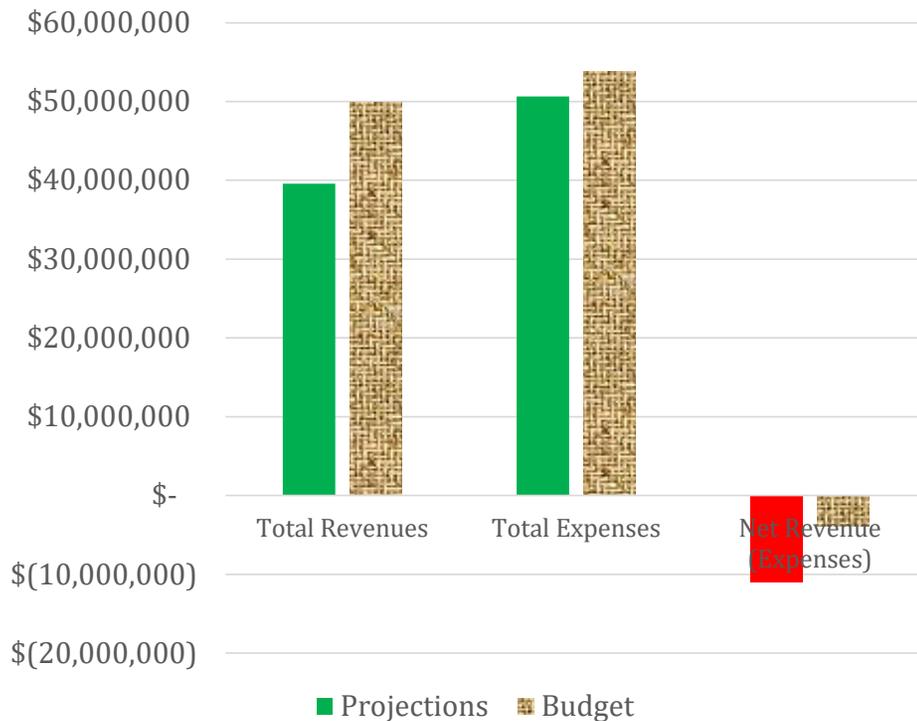
- FY20 Financial End of Year Forecast
- FY21 Preliminary Budget
- Annual Estimates of Income – Motion

Background documents: EBD 3.3 and EBD 13.0

<http://www.ala.org/aboutala/executive-board-document-inventory-2020-2021>

Year-End Financial Projections for FY20

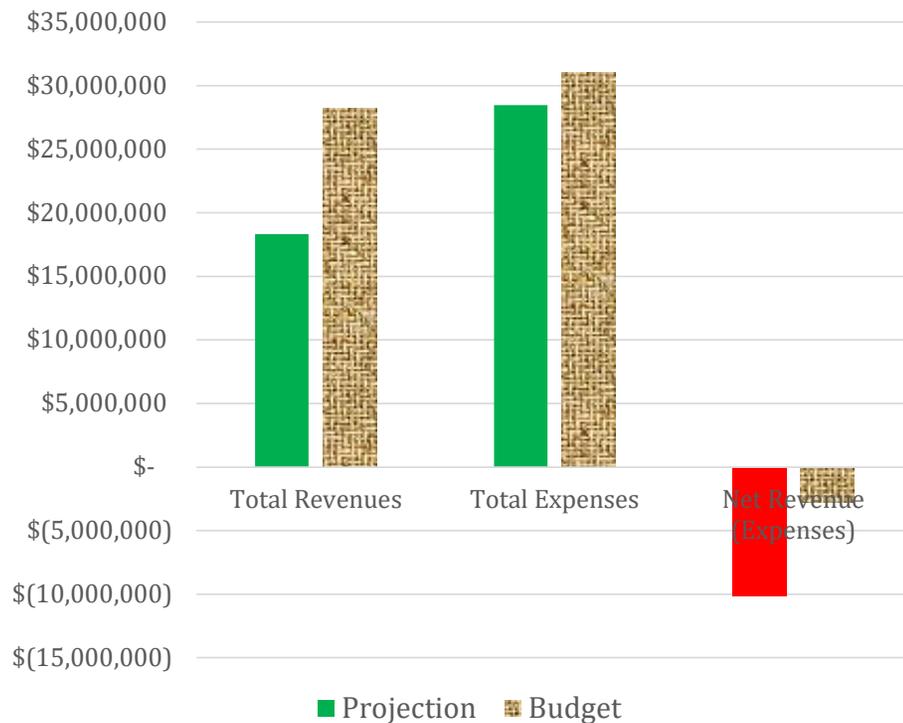
- Total ALA -



- Total ALA revenues are projected at \$39.6 million compared to budget of \$49.9 million
- Total ALA expenses are projected at \$50.6 million compared to budget of \$53.8 million
- Net revenue (expense) are projected at (\$11.1 million) compared to budget of (\$4.0 million)

Year-End Financial Projections for FY20

- General Fund -



- General fund revenues are projected at \$18.3 million compared to the budget of \$28.2 million
- General fund expenses are projected at \$28.5 million compared to the budget of \$31.0 million
- Net revenue (expense) is projected at (\$10.1 million) compared to the budget of (\$1.1 million)
- General fund results were severely impacted by the cancellation of the Annual Conference, which resulted in a reduction in expected revenue of \$7.7 million.

Year-End Financial Projections for FY20

- Divisions and Roundtables -

Divisions

- Division revenues are projected at 15.0 million compared to budget of \$15.8 million
- Division expenses are projected at \$16.2 million compared to budget of \$16.8 million
- Net revenue (expenses) are projected at (\$1.3 million) compared to budget of (\$1.1 million)

Roundtables

- Round tables revenues are projected at \$530,738 compared to budget of \$530,738
- Round tables expenses are projected at \$413,691 compared to budget of \$413,691
- Net revenue is projected at \$117,047 compared to budget of \$117,047

FY 2020 Projections

FY 2020 original budget	\$ (4,000,000)
<u>Surplus (losses) in excess of original budget</u>	
Annual conference (canceled)	(2,500,000)
Publishing Department	(500,000)
Membership dues	(450,000)
Long-term Investment (Endowment Fund)	500,000
General Administration expenses	(1,500,000)
Decrease in overhead	<u>(2,550,000)</u>
Projected loss for FY 2020	<u>\$ (11,000,000)</u>

FY 2020 Deficit Coverage

- How the \$11 million gap was covered
 - Paycheck Protection Program Funding - \$4,200,000
 - Draws from short-term investments - \$2,800,000
 - Draws from line of credit - \$1,500,000
 - Successful PLA Conference (held February 2020) - \$600,000 in excess of budget
 - Contributed revenue - \$500,000 in excess of budget
 - Furniture and Equipment/Depreciation - \$1,400,000

FY 2021 Preliminary Budget

ALA Programmatic Priorities

– *Aligned with the FY 2021 Budget* –

- Advocacy for Libraries and the Profession
- Diversity
- Equitable Access to Information and Library Services
- Education and Lifelong Learning
- Literacy
- Organizational Excellence
- Intellectual Freedom
- Transforming Libraries

Strategic Directions

- Strategic Framework aligned with FY 2021 Budget

▪ **Advocacy**

Advocate for the public value of librarians, libraries and information services

▪ **Professional and Leadership Development**

Promote the professional and leadership development of librarians and library workers which is essential to high-quality professional practice and the future of libraries and information services

▪ **Equity, Diversity and Inclusion**

The ALA recognizes that equity, diversity and inclusion impact all aspects of work among members of the Association, the field of librarianship, and the communities served by libraries.

▪ **Information Policy**

Focus at every level on a diverse set of policy areas that includes:

- intellectual freedom
- privacy
- civil liberties
- telecommunications
- funding for education and research programs
- funding for libraries
- copyright and licensing
- government information
- literacy

FY 21 Preliminary Budget Details

(The Numbers Behind Our Plan for FY 21)

TOTAL ALA \$43.4 MILLION			
General Fund \$26.8M	DC & Choice Offices	Grants & Awards \$4.0 M	Endowment \$9 M
Divisions \$11.2M	IT, Furniture & Equipment		
Round Tables \$.5M			

- General Fund FY21 Revenue Budget of \$26.8M
- General Fund FY21 Expense Budget of \$25.8M
- Budgeted FY21 Net Revenue of \$989,176

FY 21 Preliminary Budget Details

(The Numbers Behind Our Plan for FY 21)

<u>Revenues</u>	
General Fund	\$ 26,766,262
Divisions	\$ 11,166,094
Round Tables	\$ 571,553
Grants and Awards	\$ 3,969,821
Long-term Investment (Endowment Fund)	\$ 936,474
Total Revenues	\$ 43,410,204
<u>Expenses</u>	
General Fund	\$ 25,777,086
Divisions	\$ 12,686,488
Round Tables	\$ 447,794
Grants and Awards	\$ 3,969,821
Long-term Investment (Endowment Fund)	\$ 1,051,761
Total Expenses	\$ 43,932,949
Net Expenses	\$ (522,745)

FY 21 Preliminary Budget Details Total ALA – Summary

(The Numbers Behind the Plan for FY 21)

Summary	
Total Revenues	\$ 43,410,204
Total Expenses	<u>\$ 43,932,949</u>
Net Revenue (Expenses)	\$ (522,745)

FY 21 Preliminary Budget Details Total ALA – Revenues

(The Numbers Behind the Plan for FY 21)

Revenues	
General Fund	\$ 26,766,262
Divisions	\$ 11,166,094
Round Tables	\$ 571,553
Grants & Awards	\$ 3,969,474
LTI - Endowment	<u>\$ 936,474</u>
Total Revenues	\$ 43,410,204

FY 21 Preliminary Budget Details Total ALA – Expenses

(The Numbers Behind the Plan for FY 21)

Expenses	
General Fund	\$ 25,777,086
Divisions	\$ 12,686,488
Round Tables	\$ 447,794
Grants & Awards	\$ 3,969,821
LTI - Endowment	<u>\$ 1,051,761</u>
Total Expenses	\$ 43,932,949

FY 21 Preliminary Budget Details – Summary (Con't)

(The Numbers Behind the Plan for FY 21)

Summary	
Total Revenues	\$ 43,410,204
Total Expenses	<u>\$ 43,932,949</u>
Net Revenue (Expenses)	\$ (522,745)
<u>Strategies to Cover Deficit</u>	
Paycheck Protection Plan	\$ 1,200,000
Economic Injury Disaster Loan	<u>\$ 150,000</u>
Net Revenue	\$ 827,254

FY21 General Fund Budget Details - Revenue

Revenues	
Dues	\$ 3,617,768
Material Sales	\$ 3,723,285
Subscriptions	\$ 2,683,518
Advertising	\$ 3,599,879
Meetings & Conferences	\$ 7,530,075
Donations	\$ 2,178,000
Interest & Dividends	\$ 2,194,423
Miscellaneous	<u>\$ 1,239,314</u>
Total Revenue	\$ 26,766,262

FY21 Divisions Budget Details - Revenue

Revenues	
Dues	\$ 2,042,802
Material Sales	\$ 2,003,907
Subscriptions	\$ 1,401,086
Advertising	\$ 807,651
Meetings & Conferences	\$ 2,578,120
Grants & Awards	\$ 78,333
Donations	\$ 675,600
Miscellaneous	\$ <u>1,578,595</u>
Total Revenue	\$ 11,166,094

FY21 Round Tables Budget Details - Revenue

Revenues	
Dues	\$ 175,593
Material Sales	\$ 246,200
Advertising	\$ 1,000
Meetings & Conferences	\$ 48,450
Donations	\$ 28,600
Miscellaneous	<u>\$ 71,710</u>
Total Revenue	\$ 571,553

Strategies to Address FY21 Gap

- Conservative Revenue Projections
- Reduced Operations
- Paycheck Protection Program Funding - \$1,200,000
- Economic Injury Disaster Loan - \$150,000
- Endowment loan - \$1,500,000
- Furloughs – savings of approximately \$1,500,000
- Also monitoring insurance claim (cancelation of FY 20 Annual Conference) and the contingency payment (sale of ALA's headquarters)
- Long term strategy – next Agenda Item

ALA Fiscal Year 2021 Annual Estimates of Income

Per Article IX, Finances, Section 1 of ALA's Bylaws: Annual estimates of income shall be based upon the unexpended balance remaining from the previous year plus anticipated revenues for the next budget year. BARC is charged with reviewing and approving the Annual Estimates of Income.

	TOTAL ALA
ALA Net Assets (projected at end of FY 2020)	\$ 27,625,376
FY 2021 Budgeted Revenues	
General Fund	26,766,262
Divisions	11,166,094
Roundtables	571,553
Grants & Awards	3,969,821
Endowment	936,474
TOTAL	<u>43,410,204</u>
FY 2021 Annual Estimates of Income	\$ 71,035,580

Memo Only		
Estimates of Income by Fund		
	<u>Round Tables</u>	<u>Divisions</u>
Available Net Asset Balance (projected at end of FY 2020)	\$ 2,305,241	\$ 13,810,403
FY 2021 Budgeted Revenues	<u>\$ 571,553</u>	<u>\$ 11,166,094</u>
FY 2021 Annual Estimates of Income	\$ 2,876,794	\$ 24,976,497

Request of Council

Approval of the FY21 Annual
Estimates of Income
\$71,035,580

Mark Your Ballot

FY21 Annual Estimates of Income

2020-2021 ALA CD #50
2020 Virtual Fall Council Meeting



ALA Five-Year Pivot Strategy (Evolving Draft)

According to Eric Ries (*The Lean Startup*), pivoting is “making a change in strategy, without a change in vision.”

FY 21	FY 22	FY 23	FY 24	FY 25
<ul style="list-style-type: none"> • \$: Neg rev/exp gap • CR\$: 6% (\$2M) from Dev • Mem: 15% Marketshare • Rev Strms: 3 (Conf, Mem, Pub) • Specific GF Units \$ generating • Div: 7 with 65% of Mem • Confs: 2 • Culture: "Big" ALA + Div • Decentralized CE, COMMS, Dev, Purchasing • Mitigate IT as a cost center • Move to centralized teams for greater staff productivity and coordination • ASAE/Association Forum benchmarking exercise • Aligning for impact/elimination of redundancy 	<ul style="list-style-type: none"> • \$: Neu rev/exp gap • CR\$: 10% (focus ind giv + fdn) • Mem: 15% Marketshare • Rev Strms: 5 (CE, Con \$, Conf, Mem, Pub + Non-US markets) • All GF Units tracked to \$ generating • Div: 7 with 65% of Mem • Conf: 1 • LibLearnX Event • Culture: One ALA • Centralizing CE, COMMS, Dev, Purchasing • IT realigned and driver of revenue • ALA aligning to ASAE/Assn industry standards • Testing public markets for internal products (printing, Booklist, etc.) 	<ul style="list-style-type: none"> • \$: Neu rev/exp gap • CR\$: 12% (focus ind giv + fdn) • Mem: 18% Marketshare • Rev Strms: 6 (CE, Con \$, Conf, Mem, Pub + Non-US markets, Data services) • All GF Units tracked to \$ generating • Div: 7 with 68% of Mem • Conf: 1 • LibLearnX Event • Culture: One ALA • Centralized CE, COMMS, Dev, Purchasing • IT realigned and driver of revenue • ALA aligned to ASAE/Assn industry standards • Testing public markets for internal products • Testing Public facing Annual Conference 	<ul style="list-style-type: none"> • \$: Pos rev/exp gap • CR\$: 15% (add corp) • Mem: 18% Marketshare • Rev Strms: 6 (CE, Con \$, Conf, Mem, Pub + Non-US markets, Data services) • All GF Units tracked to \$ generating • Div: 7 with 75% of Mem • Conf: 1 • LibLearnX Event • Centralized CE, COMMS, Dev, Purchasing • IT realigned and driver of revenue • Testing public markets for internal products • Pub facing Annual Conference • Overall Non-US Market Expansion for products and services 	<ul style="list-style-type: none"> • \$: Pos rev/exp gap • CR\$: 18% (add corp) • Mem: 20% Marketshare • Rev Strms: 6 (CE, Con \$, Conf, Mem, Pub + Non US, Data services) • All GF Units tracked to \$ generating • Div: 7 with 75% of Mem • Main Conf: 1 • LibLearnX Event • Centralized CE, COMMS, Dev, Purchasing • IT realigned and driver of revenue • Testing public markets for internal products • Pub facing Annual Conference • Overall Non-US Market Expansion for products and services • Testing 7th Revenue Stream

Key: \$ = Budget; CR\$ = Contributed Revenue; Mem = Membership; Rev Strms: Revenue Streams; GE = General Fund;

TO: PLA Board of Directors
RE: FY21 PLA Budget
DATE: September 2, 2020

ACTION REQUESTED/INFORMATION/REPORT:

Action Requested

ACTION REQUESTED BY:

Clara Bohrer, Mary Hirsh

DRAFT OF MOTION:

The PLA Board of Directors hereby approves the PLA FY21 budget as presented.

At its August 24, 2020 meeting, the PLA Budget and Finance Committee reviewed and approved the PLA Fiscal Year 2021 (FY21) budget as submitted. Details on the budget are below and included in the accompanying spreadsheet. The PLA Board of Directors is asked to review and approve the budget during its September 2020 meeting.

PLA FY21 Budget as of August 5, 2020

	FY21 Budget – Admin	FY21 Budget - Grants	FY21 Budget - Total
Total Revenues	\$771,600	\$1,234,044	\$2,005,644
Total Expenses	\$1,280,549	\$1,132,016	\$2,412,565
Overhead and Tax	\$54,998	\$102,028	\$157,026
Net Revenue (Expense)	(\$563,947)	\$0	(\$563,947)

Changes During Budget Revision Processes

The first draft of the PLA FY21 budget was created in March 2020, due soon after the PLA 2020 Conference. In that budget, PLA’s general fund had revenue of \$936,600 and expenses of \$1,655,235 for a net loss of \$718,635. A net loss is anticipated during nonconference years. However, the budgeted FY21 net loss was in the first draft was over \$300,000 higher than the previous two non-conference years. This was primarily due to increased staff and benefit costs (~\$60,000 higher than FY19) and assumption of Inclusive Internship Initiative costs in the spring of 2021, on the assumption that IMLS funding would end after 2020 and PLA would have to support the project if other funding was not found (~\$120,000). The grant projects had revenue and expenses of \$1,242,610 (ALA requires grant projects to net zero in a fiscal year, regardless of the grant timing).

The budget was opened up for revision two times, in May and August. During those revision cycles, the following changes were made:

- ALA finance staff reduced salary and benefit costs in both Administration (0000) and the Gates Legacy project (3175) (about half of PLA staff are budgeted in each) due to staff furloughs. These were reduced approximately 10-12%. In addition, new and vacant positions which were included in the March 2020 draft were eliminated due to the hiring freeze, further reducing PLA’s salary and benefit costs in FY21.
- Dues projections (3000) were reduced by 30% per ALA’s suggestion, anticipating a drop in membership due to the COVID-19 crisis impact on the economy.
- The decision to pilot electronic versions of Public Libraries magazine (3030) eliminated about \$28,000 in expenses.

- The 2020 Inclusive Internship Initiative (III) (3184/3185), funded by IMLS, was postponed to 2021. As background, since 2017, IMLS grant funds have supported the first (early summer) convening of the III cohorts, and PLA cost share funds have supported the second (fall) convening. As a result of postponing the 2020 grant to 2021, the cost share (PLA funds) expected to be spent in the fall of 2020 was eliminated. IMLS grant revenue of \$281,000 was budgeted for the spring of 2021, and the \$120,000 in PLA funds that were budgeted for the first convening of 2021 was deleted (as noted above, before the postponement, 2021 was the first year PLA expected to carry without IMLS funding).

The resulting draft reduces PLA’s net loss in the general fund to \$563,947. Grant revenue and expenses remained similar at \$1,234,044, with the reduction in Legacy spending due to furloughs and elimination of open positions balanced by the addition of III spending.

Anticipated FY21 Variances

Although the budget was developed based on best estimates and ALA guidance, the PLA Board and Budget and Finance Committee should be prepared to see more significant variances in FY21 than usual.

General Fund

Plans for FY21 professional development events, many of which would be in person, are tentative due to the uncertainty that the COVID-19 crisis has created. PLA’s first draft of the budget, before the crisis, included these activities, and we did not make revisions during subsequent cycles. These include the budgets for Regional CE (3007), Annual Conference Preconferences (3026), Family Engagement (3072), Equity, Diversity and Inclusion (3073), and Project Outcome Regional Training (3073). These planned events and professional development activities remain budgeted. PLA may or may not incur revenue or expenses in those projects, depending on what happens with the COVID-19 crisis. Given that most projects were budgeted to break even or make small profits, the overall impact on PLA’s bottom line will not be significant, regardless of what happens. A summary of these projects as budgeted is below to show the potential impact to PLA and to ALA (overhead) if they do not occur as budgeted. Total overhead to ALA is budgeted at \$40,182, and total net budgeted for PLA is \$47,465.

	FY21 Revenue	FY21 Expenses	FY21 Overhead	FY21 Net
Regional CE	\$40,000	\$29,900	\$10,600	(\$500)
AC Preconferences	\$18,000	\$7,350	\$6,792	\$3,858
Family Engagement	\$36,000	\$12,425	\$9,540	\$14,035
EDISJ	\$110,000	\$71,078	\$13,250	\$25,672
PORT	\$7,000	\$2,600	\$0	\$4,400
TOTALS	\$211,000	\$123,353	\$40,182	\$47,465

Otherwise, the COVID-19 crisis will also impact librarians’ finances, so PLA might anticipate variances in Service to Members (3000) related to dues, and in the projects that include publication and paid webinar revenue. These are already budgeted conservatively, so variances should not be significant.

Grants

During the final budget revision, PLA was advised not to budget for new grant funds that had been confirmed over the summer. PLA sent Finance staff funding and overhead amounts for these new grants and was told if the overhead flowing to the general fund was “minimal,” we should “leave them unbudgeted at this late stage.” So the following are NOT included in the FY21 budget but will have revenue, expenses and overhead.

- IMLS Family Engagement Grant: PLA received a \$99,949 award, which aligns with the ALA fiscal year (September 1, 2020 to August 31, 2021). This is a new project.
- RWJF/CC Insurance Outreach: PLA's insurance outreach project was renewed, and a new project to focus on Medicaid was added, for a total of \$257,824 in funding. These projects will run July 2020 to June 2021.
- Microsoft: PLA will receive at least an additional \$100,000 in grant funds in September 2020 from Microsoft. That grant has not been budgeted, nor has the remaining spend down of the \$500,000 received in FY19 and FY20, because PLA is unable to project remaining spending without ALA's monthly reports.

These new grants total about \$450,000 in spending, which is not in the budget. Overhead to ALA across the above new grant projects will total \$40-50,000, which is also not budgeted.

Furthermore, because FY20 data is only available through February 2020, status of spending on the Gates GenOps (3177) and AfLIA (3176) grants is unknown. PLA's intent was to spend down and close out both projects in FY20. However, either projects may have balances due to slower spending and open positions, which could be spent down in FY21.



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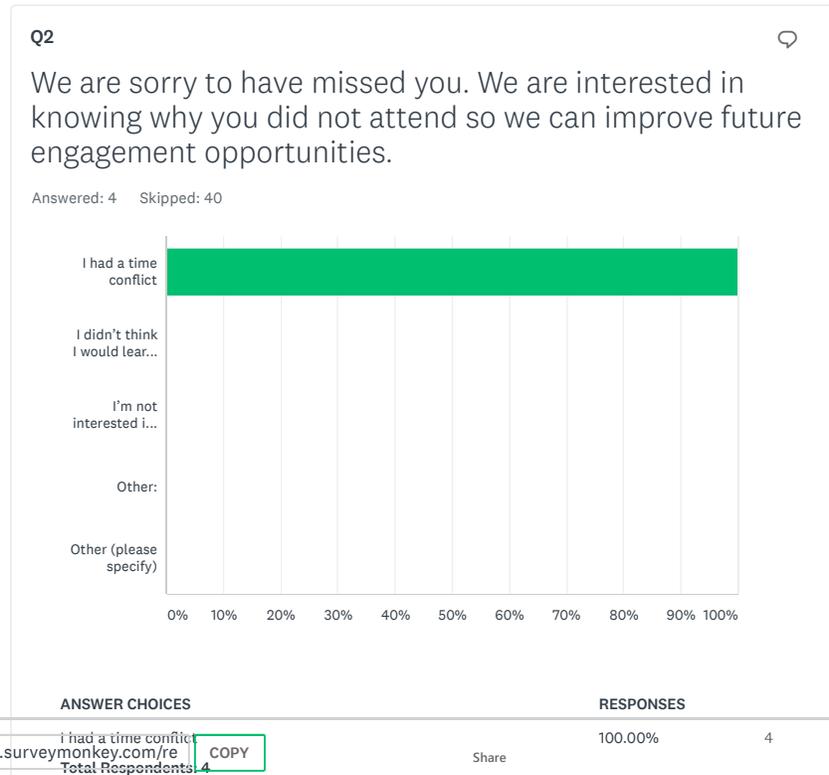
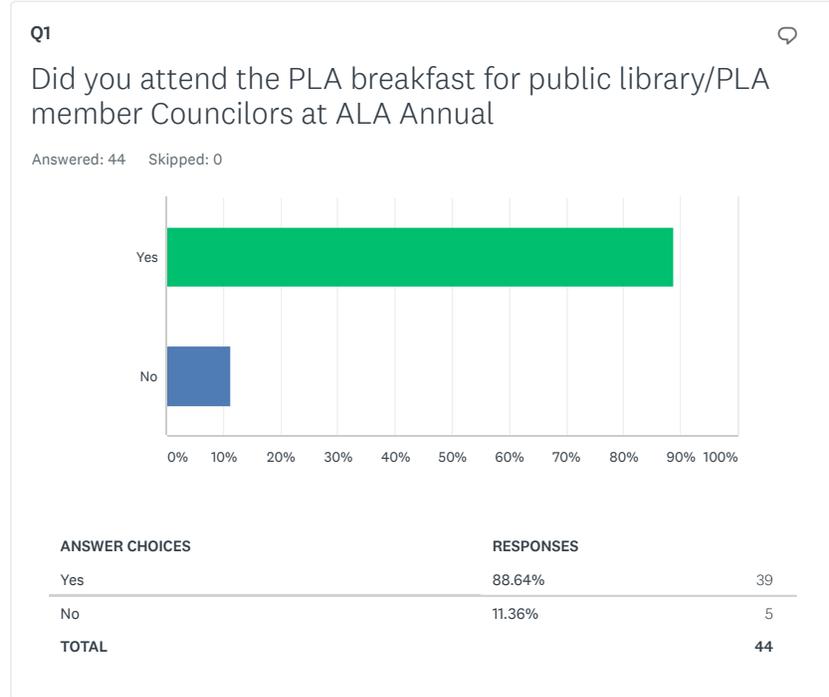


PLA Breakfast for Councilors Follow-Up Survey

QUESTION SUMMARIES

DATA TRENDS

All Pages ▾



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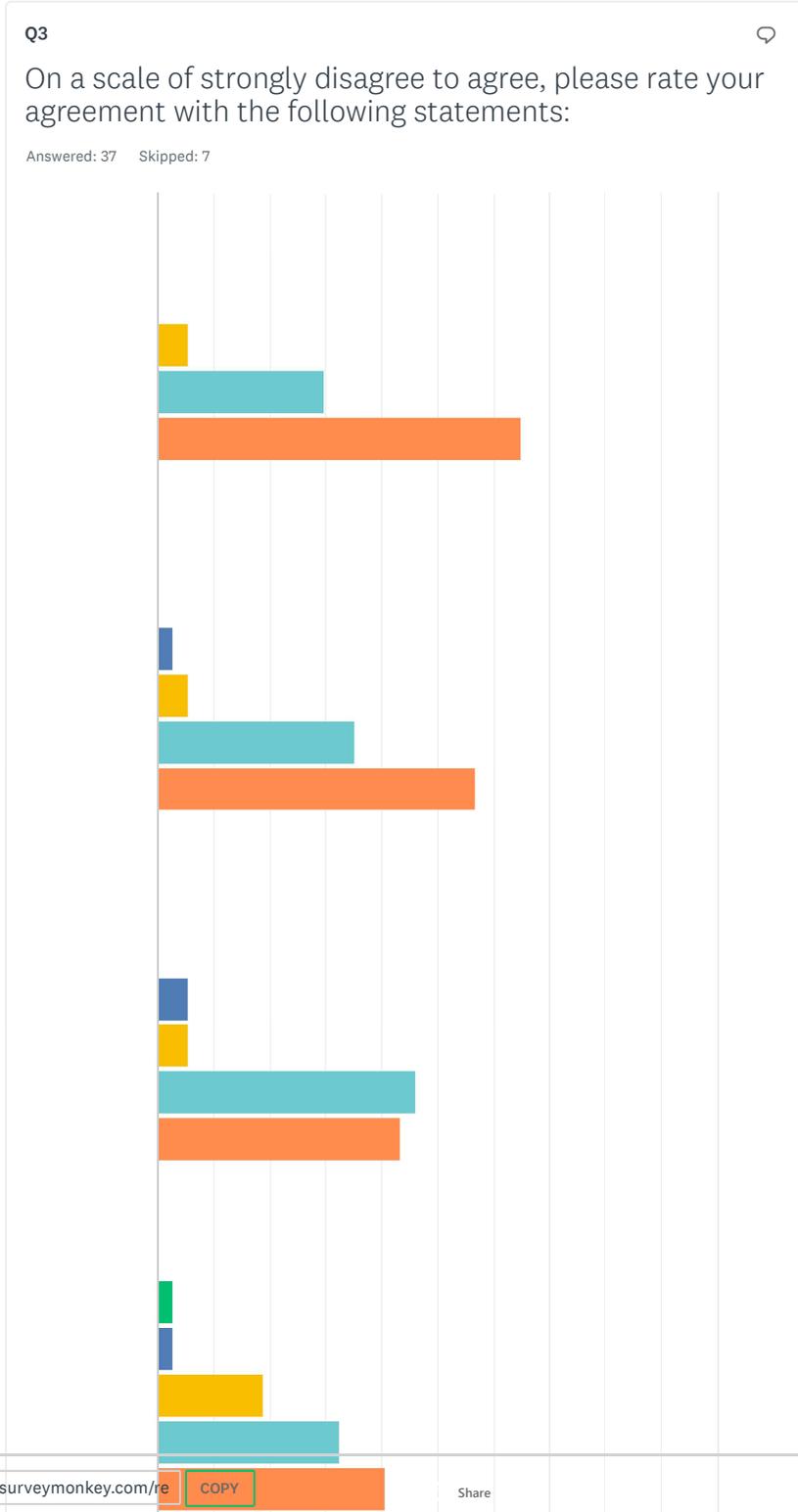
100.00% 4

44 responses



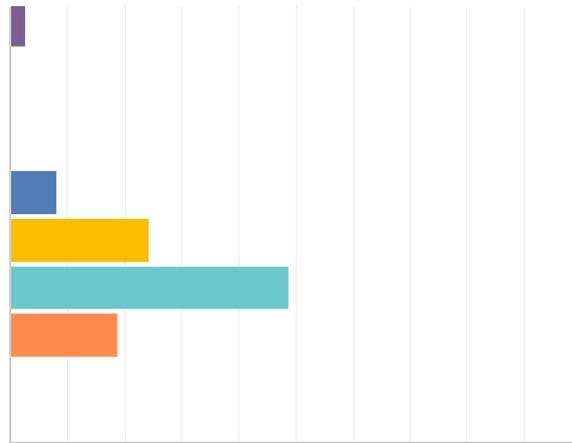
ANSWER CHOICES	RESPONSES	
I didn't think I would learn anything new	0.00%	0
I'm not interested in this event	0.00%	0
Other:	0.00%	0
Other (please specify)	Responses	0.00%
Total Respondents: 4		

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SIGN UP FREE



Strongly Disagree Disagree Neither Disagree nor Agree Agree
 Strongly Agree N/A

	STRONGLY DISAGREE	DISAGREE	NEITHER DISAGREE NOR AGREE	AGREE	STRONGLY AGREE	N/A	TOTAL	WEIGHTED AVERAGE
The discussion helped me connect with my peers	0.00% 0	0.00% 0	5.41% 2	29.73% 11	64.86% 24	0.00% 0	37	4.59
The discussion helped me share ideas about how ALA Units can improve	0.00% 0	2.70% 1	5.41% 2	35.14% 13	56.76% 21	0.00% 0	37	4.46
The discussion helped me share ideas about what ALA Units do well	0.00% 0	5.41% 2	5.41% 2	45.95% 17	43.24% 16	0.00% 0	37	4.27
The handouts helped me gain confidence in my understanding of PLA's priorities	2.70% 1	2.70% 1	18.92% 7	32.43% 12	40.54% 15	2.70% 1	37	4.08
The breakfast presentation helped me learn what ALA Units are doing to support library growth	0.00% 0	8.11% 3	24.32% 9	48.65% 18	18.92% 7	0.00% 0	37	3.78

Q4



How could we have improved the session?

Answered: 37 Skipped: 7

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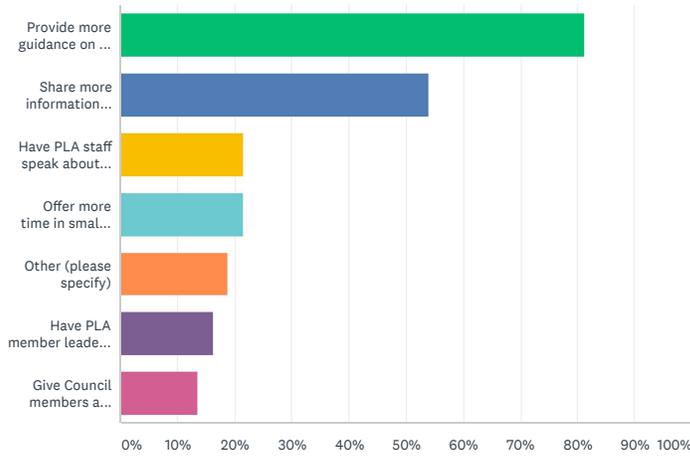
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ANSWER CHOICES	RESPONSES
Provide more guidance on PLA concerns in order to better advocate at council	81.08% 30
Share more information about PLA's strategic priorities	54.05% 20
Have PLA staff speak about their work with the field	21.62% 8
Offer more time in small groups with my Council peers and PLA leaders	21.62% 8
Other (please specify)	Responses 18.92% 7
Have PLA member leaders share more about their work in the field	16.22% 6
Give Council members a chance to present	13.51% 5

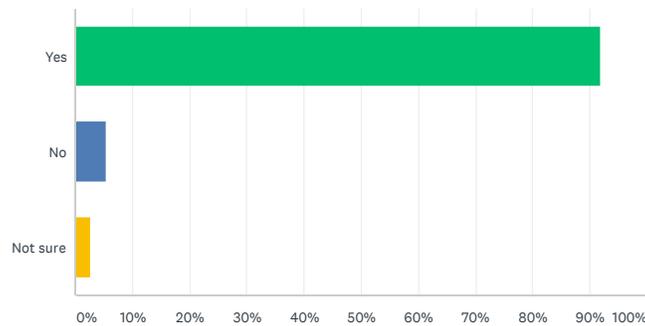
Total Respondents: 37

Q5



Would you recommend PLA host another presentation, schedules permitting, at ALA Midwinter in Philadelphia?

Answered: 37 Skipped: 7



ANSWER CHOICES	RESPONSES
Yes	91.89% 34
No	5.41% 2
Not sure	2.70% 1
TOTAL	37

Q6



Would you participate in an ALA Connect space for ALA Councilors that work in public libraries?

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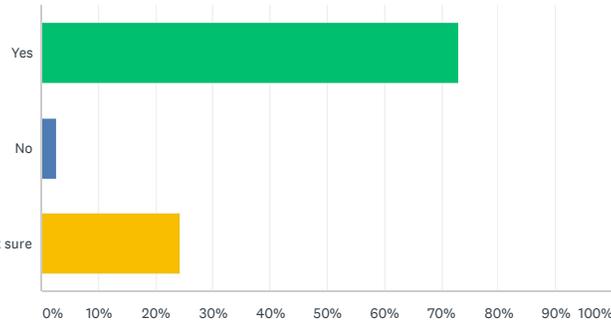
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44 responses



Answered: 37 Skipped: 7

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ANSWER CHOICES	RESPONSES	
Yes	72.97%	27
No	2.70%	1
Not sure	24.32%	9
TOTAL		37

Q7



What would you like to know more about or discuss in a future meeting or online space?

Answered: 22 Skipped: 22

Transparency in PLA expenditures, an overview on how PLA selects speakers and guests during conferences

7/12/2019 6:56 PM

More clarity on how PLA wants to work with Council. What is the ultimate goal?

7/1/2019 9:17 PM

Strategic voting to support PLA and keep ALA strong

7/1/2019 8:09 PM

Popular trends in public libraries and how to prioritize them.

7/1/2019 6:38 PM

Q8



Please share any other suggestions or comments you would like PLA staff to know.

Answered: 14 Skipped: 30

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44 responses



- why hold PLA conference right after ALA Midwinter? Surely we all need some extra time let alone get approved for funding and attending the event, does not matter if it's every two years- funding is funding and public libraries don't have that.

7/12/2019 6:56 PM
- I really enjoyed having the time connecting with councilors with PLA connections.

7/2/2019 10:54 AM
- No longer on council so would not be able to vote

7/1/2019 8:09 PM
- Love doing these, thank you.

7/1/2019 6:38 PM

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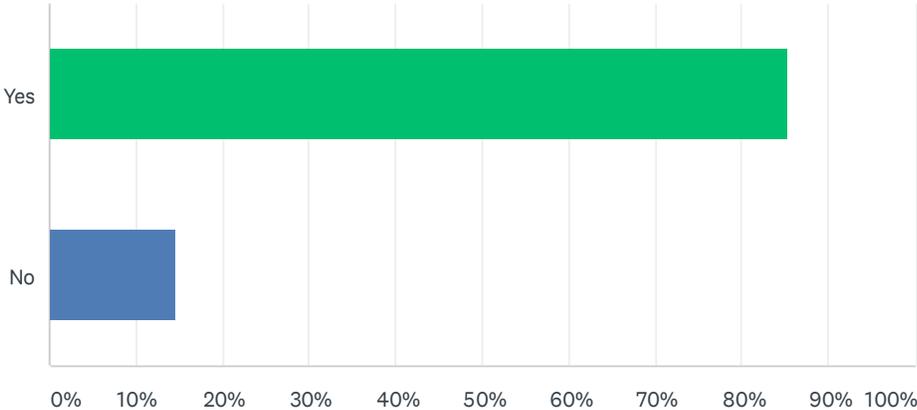
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44 responses

Q1 Did you attend the PLA breakfast for public library/PLA member Councilors at ALA Midwinter?

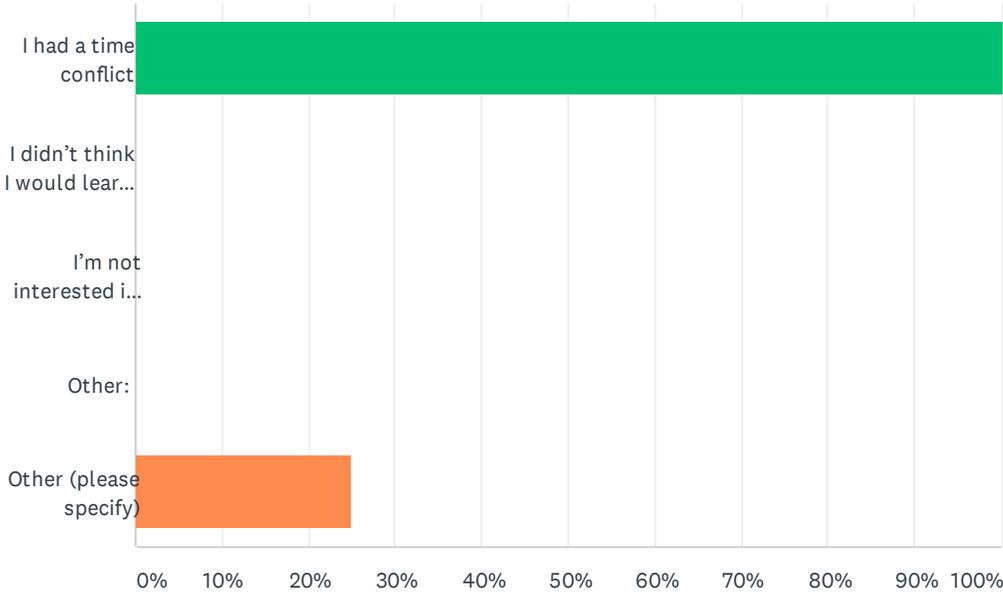
Answered: 34 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	85.29%	29
No	14.71%	5
TOTAL		34

Q2 We are sorry to have missed you. We are interested in knowing why you did not attend so we can improve future engagement opportunities.

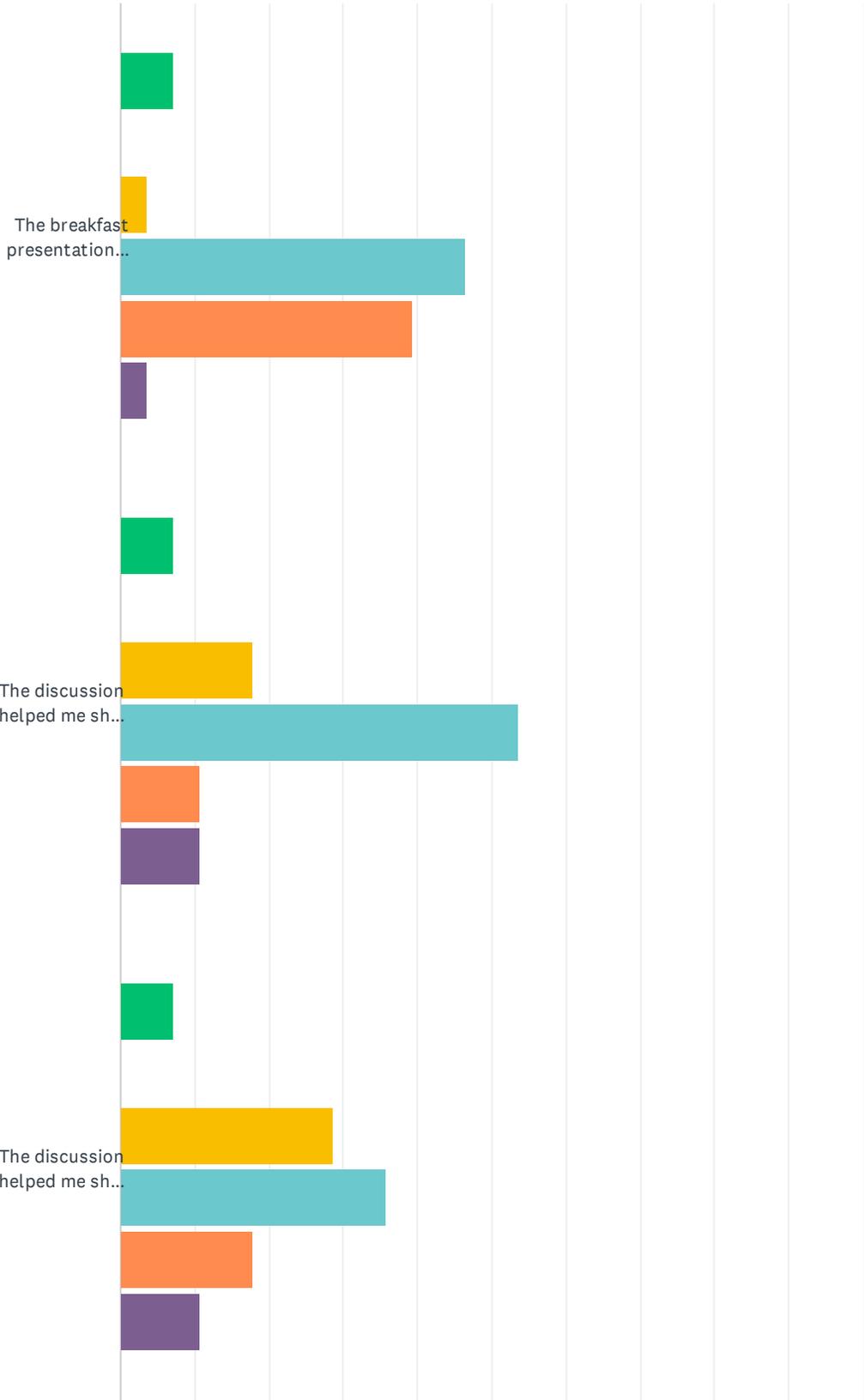
Answered: 4 Skipped: 30

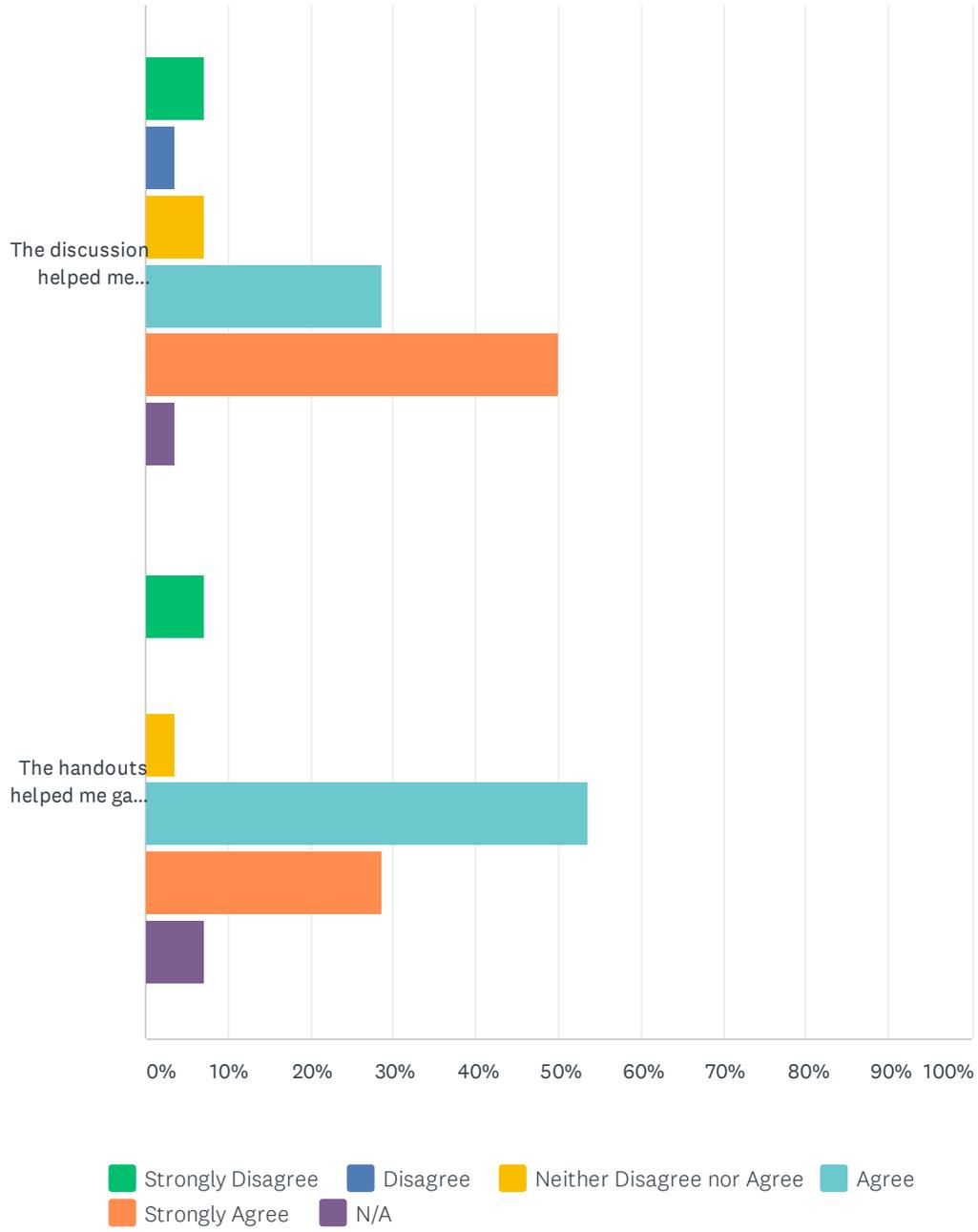


ANSWER CHOICES	RESPONSES	
I had a time conflict	100.00%	4
I didn't think I would learn anything new	0.00%	0
I'm not interested in this event	0.00%	0
Other:	0.00%	0
Other (please specify)	25.00%	1
Total Respondents: 4		

Q3 On a scale of strongly disagree to agree, please rate your agreement with the following statements:

Answered: 28 Skipped: 6

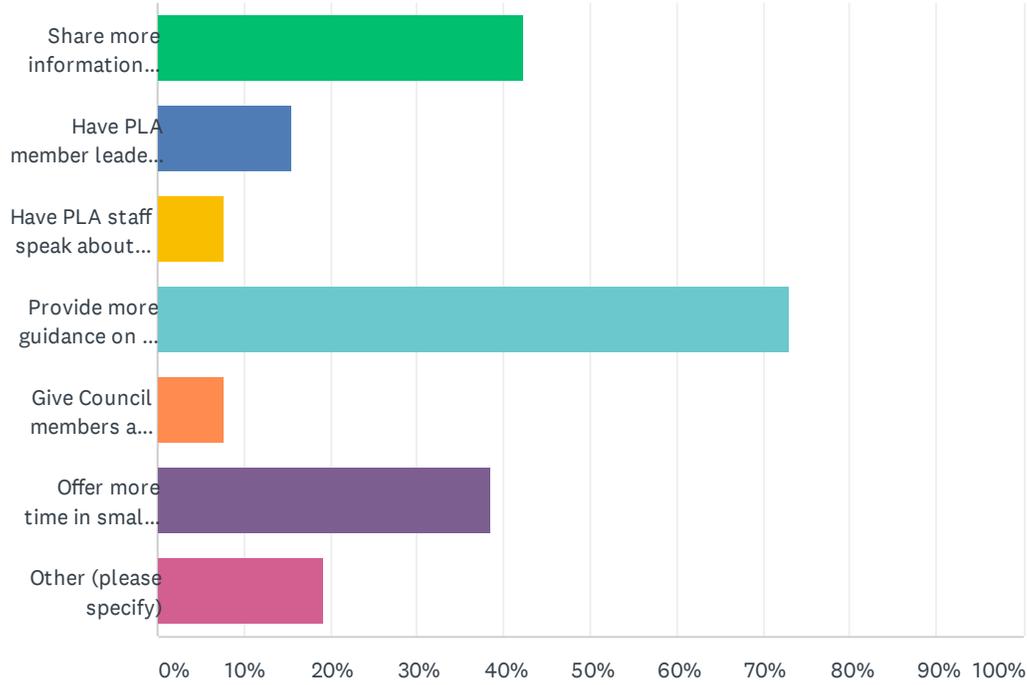




	STRONGLY DISAGREE	DISAGREE	NEITHER DISAGREE NOR AGREE	AGREE	STRONGLY AGREE	N/A	TOTAL	WEIGHTED AVERAGE
The breakfast presentation helped me learn what ALA Units are doing to support library growth	7.14% 2	0.00% 0	3.57% 1	46.43% 13	39.29% 11	3.57% 1	28	4.15
The discussion helped me share ideas about what ALA Units do well	7.14% 2	0.00% 0	17.86% 5	53.57% 15	10.71% 3	10.71% 3	28	3.68
The discussion helped me share ideas about how ALA Units can improve	7.14% 2	0.00% 0	28.57% 8	35.71% 10	17.86% 5	10.71% 3	28	3.64
The discussion helped me connect with my peers	7.14% 2	3.57% 1	7.14% 2	28.57% 8	50.00% 14	3.57% 1	28	4.15
The handouts helped me gain confidence in my understanding of PLA's priorities	7.14% 2	0.00% 0	3.57% 1	53.57% 15	28.57% 8	7.14% 2	28	4.04

Q4 How could we have improved the session?

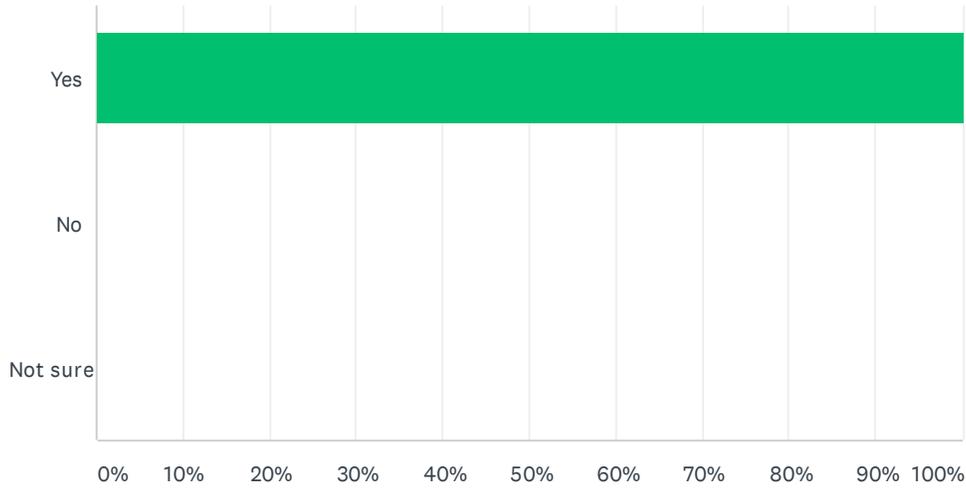
Answered: 26 Skipped: 8



ANSWER CHOICES	RESPONSES	
Share more information about PLA's strategic priorities	42.31%	11
Have PLA member leaders share more about their work in the field	15.38%	4
Have PLA staff speak about their work with the field	7.69%	2
Provide more guidance on PLA concerns in order to better advocate at council	73.08%	19
Give Council members a chance to present	7.69%	2
Offer more time in small groups with my Council peers and PLA leaders	38.46%	10
Other (please specify)	19.23%	5
Total Respondents: 26		

Q5 Would you recommend PLA host another presentation, schedules and finances permitting, at ALA Annual in Chicago?

Answered: 28 Skipped: 6



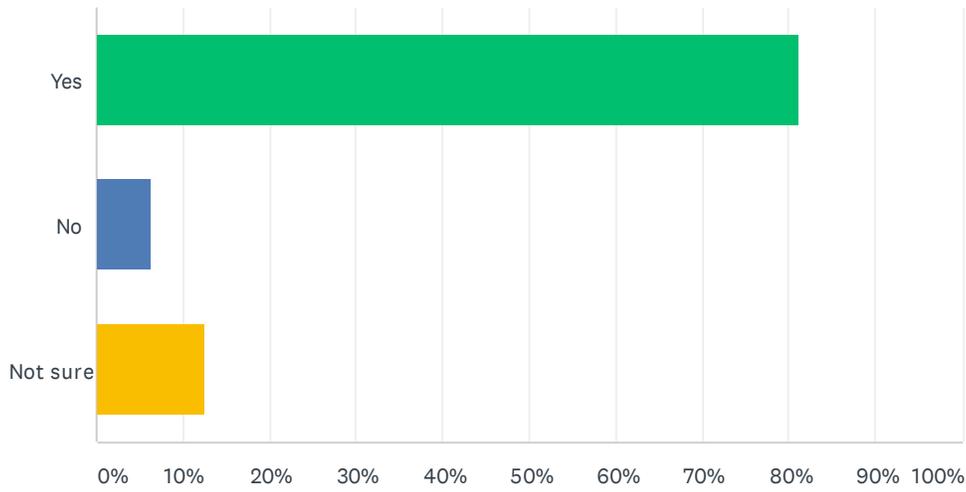
ANSWER CHOICES	RESPONSES	
Yes	100.00%	28
No	0.00%	0
Not sure	0.00%	0
TOTAL		28

Q6 How could PLA better engage with Council as the ALA structure undergoes financial and organizational changes?

Answered: 28 Skipped: 6

Q7 Would you participate in an ALA Connect space for ALA Councilors that work in public libraries?

Answered: 32 Skipped: 2



ANSWER CHOICES	RESPONSES	
Yes	81.25%	26
No	6.25%	2
Not sure	12.50%	4
TOTAL		32

Q8 What would you like to know more about or discuss in a future meeting or online space?

Answered: 22 Skipped: 12

Q9 Please share any other suggestions or comments you would like PLA staff to know.

Answered: 11 Skipped: 23

On a scale of strongly disagree to agree, please rate your agreement with the following statements: Other (please specify)	How could PLA better engage with Council as the ALA structure undergoes financial and organizational changes? Open-Ended Response	What would you like to know more about or discuss in a future meeting or online space? Open-Ended Response	Please share any other suggestions or comments you would like PLA staff to know. Open-Ended Response
I thought this session was great for sharing the information that needed to be shared about eBooks and the ALA Budget fiasco. No improvements needed.	More face-to-face opportunities		
	Hosting online discuss twice a year to discuss concerns, priorities, and needs send a list of all PLA members who are running for council to PLA members.	PLA needs, concerns, priorities, goals, how we can promote PLA, and workshops/trainings Advocacy for public libraries	I love that Councilors and PLA are working closer together to promote the needs of public libraries
	I think continuing to make sure members are updated on what's going on from PLA's side is extremely helpful. Perhaps a webinar or virtual meeting to allow more PLA members to hear about what's happening with the budget situation.	Currently, I think a high priority is discussing and working on ways to determine how we can continue to pursue PLA goals and projects with the new budget concerns.	I appreciate how forthcoming PLA is about the financial situation. It's very encouraging to know that PLA is willing to be upfront about money and trusts their members with that information. The transparency is appreciated and helps me feel that my membership money is being well spent at the unit level.
	The PLA breakfast for Councilors is far and away the best event I attend at every conference. PLA was my entry point into ALA, and I feel strongly about PLA's value to the library community.	I always like to have more small group discussion time - it is useful to have it be a directed discussion, with one or two questions asked so that the groups can brainstorm. Not necessary to share each small groups "findings" - more important that those findings are documented for PLA staff and leadership to review and consider.	Please continue to hold the breakfast, even if it is more of a continental style due to money concerns. This is the best event I always make sure attend at conference.
	I am not sure about how to work with council. I do think that division presidents should be working/planning together so that we can decide our own destiny Provide concerns, etc to councilors before the conference so that a better discussion can take place at breakfast.	How pla plans on re Cooperating lost reserves or future of the division	
	I'm not sure that I can think of anything. Stephanie Chase did an excellent job communicating to both Council and ALA Administration.	Continued conversations about the ALA budget as a whole and PLA budget in particular.	
	Email concerns. Suggestions. Background docs to support positions.	PLAs stance on issues before Council.	
	Provide clear guidance on priorities Information sent to us more often than just at conferences Continue to keep us posted about your communication with ALA administration. send briefing prior to Midwinter and Annual - ensure we benefit from SCOE.	Financial situation of ALA & PLA Potential impact of SCOE on ALA staff What safeguards are being put in place to ensure that divisions have better control over their money NA yes	Thanks for all you do! I appreciate your excellent work, and continued leadership through this time of transition. Thanks. Also, wondering about the financial info from PLA. Can we get a briefing on where PLA stands financially? Are we okay?
	Be honest. Encourage members to vote NO on SCOE. Spin off from ALA. Highlight how changes would affect PLA	Nothing	
	What are the financial, strategic goals of PLA?	How do PLA grants function. There is so much variety that it seems overwhelming.	
I thought it was a great session. I was so glad to hear more about the ALA Financial situation beyond the rumor mill.	Keep speaking up and remind councilors of the power of PLA! Keep providing us with information on what PLA is doing, and what we can do to help.	More about how we can advocate for public libraries. The Forward Together suggestions should be discussed more.	Your work is appreciated! Thanks for the work you do - I have never had a bad experience working with PLA staff.
	I would love to know more often, I said yes to the breakfast moving forward (question 4) but if I was choosing between it and a quarterly zoom meeting I'd take the Zoom meeting. Hearing concerns the morning of Council II means no action can be taken that isn't already planned.	I am new to Council but it feels like public library peeps are a smaller group in Council and things that matter a lot, like e-publishing, never came up because they aren't the concern of the majority. I'd like to know more about what I as a Councilor could be doing to help PLA. I would also like to know how PLA staff are affected by any proposed changes. Hearing that it's still being figured out doesn't inspire confidence or trust, I'd prefer to hear how people are being affected from the source.	
	That's a big question! Ensuring the universal priorities of libraries are honored - access to resources, serving users - while continuing to advocate for public library specific needs. Keep the lines of communication open; share information; share your views of the desired state; be open to and help shape the changes that are coming!	A focus on reading and literacy initiatives for all ages. PLA's strategic priorities; PLA's ideas on SCOE recommendations and the reorganization; your vision for new initiatives and services to customers	Thanks for the great survey questions while the event is fresh in our minds.
	I am new to council so I don't really know. My guess would be to stay informed and keep the lines of communication open and the ideas flowing. More financial information -- the clarity is appreciated!	Are there concerns related to public libraries that people don't feel get fairly addressed at council? What does PLA need from the ALA council?	Thank you for doing this :)
	PLA needs to engage PLA members who are on council with their concerns and encourage them to bring them up in council, as the breakfast does.	not sure	
I thought it was just enough for the time allotted	The PLA Councilor is very engaged, so I think it's handled. Continue communicating with Councilors who are PLA members especially with what PLA concerns or stands on issues, resolutions, action items etc.	Just keeping up with changes that SCOE/Forward Together recommend and put into action	
Start the meeting promptly- even change the hours to allow breakfast time then meet	clearly communicate the financial specifics (like, exact numbers) regarding how ALA's poor financial decision-making has impacted PLA.	detailed PLA budget/expenditures/reports and future plans	I did not see PLA buttons or ribbons this past ALA Midwinter in Philly.
be clear about what time the breakfast begins	Keeping us informed about PLA's stance on these issues is immensely helpful for me.	SCOE	Thank you for all that you do! I love PLA, and it's because of your hard work.

TO: PLA Board of Directors
RE: Potential 2021 Virtual PLA All Committee meeting
DATE: September 15, 2020

ACTION REQUESTED/INFORMATION/REPORT:

Action Requested

ACTION REQUESTED BY:

Mary Hirsh

DRAFT OF MOTION:

The PLA Board of Directors hereby approves development of a 2021 Virtual PLA All Committee meeting.

At in-person Midwinter and Annual conferences, PLA hosts an All Committee Meeting. For many committees, this is the only time they meet all year. As conferences move online, PLA is exploring options for engaging committees around these regular touch points.

PLA staff propose hosting a virtual All Committee Meeting around the same time, but not overlapping with, Midwinter 2021. Utilizing the breakout technology in Zoom, staff propose gathering board members, committee chairs, and committee members in a plenary session, topic and speaker TBD. Possibilities include a presentation from the PLA board to the volunteers, a presentation on a PLA strategic initiative (such as EDISJ), or a “hot topic” not specific to PLA but intended to be a draw to encourage members to participate. This would be followed by individual concurrent committee meetings in breakout rooms. In 2020-2021, PLA has about 175 members appointed to the board, committees, advisory groups and task forces (this number is about 75 members lower than previous years due to the suspension of the award and travel grant juries).

Meeting as a whole group would allow the PLA board to thank committee volunteers, share PLA priorities, and answer any questions about PLA direction. It would also help acquaint the board and nominating committee with active volunteers who are currently on committees, indicating possible future leaders.

PLA seeks the board’s input and feedback on hosting a virtual all committee meeting.