**TO:** PLA Board of Directors

**RE:** PLA Organizational Excellence Report

**DATE:** April 13, 2020

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

**ACTION REQUESTED BY:** N/A

**DRAFT OF MOTION:** N/A

**PLA Strategic Plan Goal: Organizational Excellence**

* **PLA is entrepreneurial, resilient, and successful in the sustaining and growing of resources to advance its mission and work.**

**COMMITTEE APPOINTMENTS, 2020**

*Submitted by Megan Stewart, Program Coordinator*

Each spring, PLA staff prepares and sends to the President-Elect a number of materials and resources to use in making committee appointments. PLA requires the following positions to be filled for the 2020-2021 term:

* 13 chairs and 78 members on 15 committees, task forces, and advisory groups.

Thus far, PLA staff has sent to the PLA President-Elect a Word document referred to as the Committee Packet, which lists each committee’s charge, composition, and number of appointments needed per committee. PLA also issued a member news release on April 14 encouraging PLA members to volunteer for committee service. That news release may be read [here](http://www.ala.org/news/press-releases/2020/04/public-library-association-seeks-volunteers-committees-task-forces-and).

By mid-May, PLA staff will deliver to the President-Elect a list of the member volunteers along with information and recommendations to consider when filling the appointments. The goal is for selections to be made by early July.

**MEMBERSHIP RECRUITMENT AND RETENTION**

*Submitted by Samantha Lopez, Manager, Marketing and Membership*

**Membership Statistics**

*Even years represent PLA conference years.*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **PLA Membership** | **Jan. 2020** | **Jan. 2019** | **Jan. 2018** | **Jan. 2017** |
| *Personal* | 9458 | 8583 | 9128 | 8140 |
| *Organizational* | 363 | 370 | 369 | 376 |
| *Corporate* | 22 | 22 | 26 | 25 |
| *Total* | 9843 | 8975 | 9523 | 8541 |

Since the February Board Report, there has been no change or update from ALA’s IT that will allow targeted email campaigns. This has been on hold since 2018. See report from Membership Advisory Group regarding recruitment and retainment efforts and challenges.

**FUNDRAISING**

*Submitted by Scott Allen, Deputy Director*

In terms of individual giving, PLA has raised $4,105 from 37 donors since September 2019. Near the close of 2019, as usual, PLA was included in ALA’s year-end appeal for donations however PLA did not do its own concurrent appeals, in part due to emerging news about ALA’s financial situation. PLA continues to discuss new grants with both Google and Microsoft to continue work around digital literacy and access. PLA may also end up supporting work led by the ALA Washington Office through a Facebook grant to support the census. In terms of federal funding, the Inclusive Internship Initiative (III) funding for calendar year 2020 is being reallocated to 2021, but efforts to find post-IMLS funding are continuing. PLA and the National Center for Families Learning were invited to submit their proposal, “Exploring a program co-design approach to better serve and engage low-income, Latinx communities,” as a planning grant under the community catalyst option. The proposal was submitted in mid-April.

**COMMUNICATIONS**



Since December, PLA has issued over 20 member news releases, highlighting the I Love My Librarian Awards, the PLA 2020 Conference, opening of ALA elections, a new DigitalLearn course, Census information, the opioid project report, and PLA award winners. Social media (primarily Facebook and Twitter) saw increased activity before and during the PLA 2020 Conference, and PLA had strong media placements in The Tennessean, the New York Times and other outlets based on the conference and the opioid project. PLA continues to produce the monthly PLA E-News emails and execute blast emails to the portion of the membership who receive them for specific communications, such as reminders to vote in the election or to volunteer for PLA committees, and marketing messages.

**PUBLICATIONS AND PRODUCTS**

*Submitted by Kathleen Hughes, Manager, Publications*

*Public Libraries* Magazine

*Public Libraries*, published six times a year, is the official magazine of the Public Library Association   
(PLA) and the only ALA magazine devoted exclusively to public libraries. Each issue includes important industry news, PLA and ALA updates, regular columns and feature articles. This year we implemented an editorial calendar, and the Public Libraries Advisory Committee selected a theme for each issue. You can see the [editorial calendar or the remainder of 2020 here](http://www.ala.org/pla/resources/publications/publiclibraries/writeforpl).

Current Circulation Numbers   
Personal Members 9459 + Subscribers 468 = 9,927 total.

*Public Libraries* Online   
Like the print iteration PL Online focuses on issues and topics that matter to public libraries and public librarianship. Updated several times per week, the site features selections from the print magazine as well as unique content from our team of writers. The site averages approximately 8,000 views per week. In recent weeks, writers have focused on Covid-19 and its impact on libraries, with articles like [Collaborative Resource Sharing in Difficult Times](http://publiclibrariesonline.org/2020/04/collaborative-resource-sharing-in-difficult-times/), [Combating Stress During Times of Crisis](http://publiclibrariesonline.org/2020/03/combating-stress-during-times-of-crisis/), and many more.

FYI: The Public Libraries Podcast   
In 2016 PLA started podcasting as another way to explore a variety of topics in-depth and to also bring great information to our members and readers. To date we have recorded 45 podcasts. 15,605 persons are currently subscribed via RSS and other apps, compared to 10,576  at this time last year.

Publications  
In this fiscal year we have released three publications:

* Space Planning: A PLA Guide by David Vinjamuri - (released October, 2019) Sales to date: 244 of the print version and 32 of the ebook. In addition, 219 copies of this book were provided to attendees of the PLA Space Planning Workshops. Sales revenue for this product to date: $5,762 direct sales; $4,249.35 sale to Space Planning Workshop attendees. Total sales revenue for this product to date: $10,011.35
* Early Literacy Calendar: (released December, 2019) Sales to date: 231. Sales revenue for this product to date: $5,313
* PLA 2020: Ten Essential Programs (released March, 2020) Sales to date: 33. Sales revenue for this product to date: $594.00.

**STAFFING**

*Submitted by Scott Allen, Deputy Director*

As of April 2020, PLA has 13 FTE positions filled, with the equivalent of 7 FTEs supported by general PLA funds and 6 FTEs supported by grant funds. Open positions on the PLA organizational chart as of April 2020 include the following 5 roles: Deputy Director, Programs; Meeting & Special Events Planner; Manager, Communications; Program Manager (digital literacy and employment support programming); and Program Coordinator (data projects). Two contractors integral to PLA operations and currently filling the duties of the Deputy Director, Programs and Meeting & Special Events Planner.