



**Public Library Association
Board of Directors
12:30-5pm, Tuesday, February 25, 2020
Nashville, Tennessee
Music City Center (MCC)-Room 203**

Logistics: Lunch will be available at 11:30pm. Lunch scheduled for 11:30-12:30. Meeting begins at 12:30pm.

Agenda

1. Welcome and Introductions, *Ramiro Salazar*. Candidates for PLA board have been invited to join the PLA board for lunch between 11:30am-12:30pm. Candidates who have accepted the invitation to date are: Melanie Huggins, Kent Oliver (candidates for PLA president elect) and Brandy O'Neill and Steven Potter, candidates for PLA director-at-large. Stephanie Chase, our councilor candidate, will also join.
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 policies related to Board service, the strategic plan and a Board roster have been included in ALA Connect as reference materials. These are not agenda items.

Please save the documents to your laptop or tablet as wifi is not always available and paper copies won't be available on-site.

<u>Consent Agenda</u>	<u>Document Number</u>
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|---|---------|
| 1. <i>Organizational Excellence and Governance</i> | |
| a. Draft 2019 Fall Board Actions..... | 2020.29 |
| b. Draft Conference Call Minutes (Jan. 7, 2020) | 2020.30 |
| c. Board Follow Up List | 2020.31 |
| d. PLA-ACRL Response to SCOE | 2020.32 |
| 2. <i>Leadership</i> | |
| a. Leadership Combined Report | 2020.33 |
| 3. <i>Transformation</i> | |
| a. Transformation Combined Report | 2020.34 |
| 4. <i>Advocacy and Awareness</i> | |
| a. Advocacy and Awareness Combined Report | 2020.35 |
| 5. <i>Equity, Diversity, Inclusion and Social Justice</i> | |
| a. EDISJ Combined Report..... | 2020.36 |

Action/Discussion/Decision Items

6. Introductions of ALA Presidential Candidates Patty Wong and Steven Yates (1pm) no document
(Invited to make 3-minute presentations and to answer any questions from the PLA board)
7. Introduction of new ALA Executive Director *Tracie Hall* no document
8. PLA President's Report, *Ramiro Salazar* no document
9. Report from Budget and Finance Cmt. Chair, *Clara Bohrer*
 - a. FY20 Financials Narrative as of Dec. 20192020.37
 - b. FY20 Balance Sheet as of Dec. 20192020.38
 - c. FY20 Programs/Conference as of Dec. 2019
By Revenue and Expenses.....2020.39
By Program.....2020.40
 - d. FY20 PLA Grants as of Dec. 20192020.41
 - e. FY21 PLA Budget Planning2020.42
 - f. PLA Fiscal Officer Report..... no document
10. Social Work Training/COSLA Partnership - **ACTION**.....2020.43
11. Debrief Midwinter
 - a. E-Books no document
 - b. SCOE no document
 - c. PLA Councilor Breakfast no document
 - d. ALA Finances2020.44
12. Scenario Planning no document
13. PLA Board Assessment Results 2020.45 a&b
14. Next PLA Board Meetings2020.46
15. HR-Staffing - **CLOSED SESSION** no document
16. PLA2020 Conference Update no document
17. New Business

Reference Documents:

[PLA Strategic Plan](#) [PLA Board of Directors Manual](#) [PLA Board Roster](#) [PLA Conflict of Interest Policy](#)



Board of Directors—2019 Fall Meeting
October 21, 2019
Sofitel Chicago, Chicago, IL

Present: Ramiro Salazar, President; Monique le Conge Ziesenhenné, Past President (by phone); Michelle Jeske, President Elect; Directors-at-large: Cindy Fesemyer, Toby Greenwalt, Amita Lonial, Pam Sandlian Smith, Kelvin Watson, Carrie Willson; ALA Division Councilor: Stephanie Chase; Fiscal Officer: Clara Bohrer

Approved Absences: none

PLA Staff: Barb Macikas, Executive Director; Scott Allen, Deputy Director; Larra Clark, Deputy Director (by phone); Laurence Deutsch, Manager, Communications; Lian Drago, Program Officer; Mary Hirsh, Deputy Director; Kathleen Hughes, Manager, Publications; Samantha Lopez, Manager, Marketing and Membership; Emily Plagman, Manager, Impact and Advocacy

Guests: Alan Inouye, Senior Director, Public Policy and Government Relations, ALA Washington Office (by phone)

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

1. **Welcome and Introductions, Salazar.**
2. **By consent, approved** the adoption of the meeting agenda.
3. **By consent, approved** the Draft 2019 Annual Conference Board Actions (2020.7).
4. **By consent, approved** the Draft September 5, 2019 Board Call Actions (2020.8).
5. **By consent, approved** the consent agenda, except for items 2020.12a&b, which were removed from the consent agenda for discussion.

Consent Items

Document Number

Governance

- a. PLA Committees Semi-Annual Reports..... 2020.9

PLA Initiatives

- b. Combined PLA Initiatives Report 2020.10
 - i. DigitalLearn.org
 - ii. Data Initiatives
 - iii. Health Initiatives
 - iv. Regional Trainings
 - v. Strategic Planning
 - vi. Inclusive Internship Initiative
 - vii. 2020 Census
 - viii. Family Engagement Initiatives

PLA Operations

- c. Combined PLA Operations Report 2020.11
 - i. Membership
 - ii. Fundraising
 - iii. Communications
 - d. Continuing Education Report and Annual 2019 Program Analysis..... 2020.12 a&b
- ALA Reports*
- e. BARC..... on site

Action/Discussion/Decision Items

6. **PLA President Update, Salazar** (no document). Salazar thanked previous PLA President le Conge Ziesenhenné for her service, thanked Sandlian Smith for filling the board vacancy and continuing to serve, and welcomed Greenwalt and Lonial to their first official meeting. Salazar reported that he has worked extensively on the #eBooksForAll Campaign with the ALA Washington Office and other partners including the Urban Libraries Council (ULC), the Canadian Urban Libraries Council/Conseil des Bibliothèques Urbaines du Canada (CULC/CBUC), and the Chief Officers of State Library Agencies (COSLA). Salazar stressed the importance of creating a coalition with a common message. Due to the issue's tremendous impact on public libraries, PLA has made it a priority, activating leadership and issuing its own statement. Watson has agreed to co-chair the new ALA Joint Working Group on eBook and Digital Content Pricing in Libraries. That working group is expected to convene virtually in December and meet at the 2020 Midwinter Meeting. The working group will be looking at long-term solutions and may be expanded to include academic and school library issues with publishers. Hope was also expressed that the working group will make progress on breaking down silos among library and related groups, such as the Book Industry Study Group, to encourage more productive collaboration. PLA leaders strategized about what PLA can do soon, including continuation of the public awareness effort and discouraging other publishers from following MacMillan's lead. Board members also expressed interest in helping PLA members by providing talking points for their boards and other stakeholders. It was noted that PLA has not yet responded to a meeting invitation from MacMillan CEO John Sargent. Further discussion of this issue occurred later in the meeting when Inouye joined.
7. **Review of actions from Annual Conference meeting, Allen** (2020.13). Status of items requiring follow up from the 2019 Annual Conference meeting were briefly reviewed. Actions related to the PLA budget were largely accomplished and would be discussed later in the meeting agenda. PLA's Budget and Finance Committee did not yet prepare recommendations related to the financial health of ALA/PLA for the Steering Committee on Organizational Effectiveness (SCOE) because SCOE has not yet moved forward with its planned financial modeling or with discussions of the ALA operating agreement. Actions steps intended to help PLA promote engagement in the International Federation of Library Associations and Institutions (IFLA) are in process, awaiting input from the member leaders who are actively working with IFLA.
8. **PLA Strategic Plan Update, Focus on PLA Committees, all** (2020.14, 2020.15). A report on status of implementing the 2018-2022 PLA Strategic Plan was briefly reviewed. In addition to a comprehensive report, staff prepared a report aligning PLA committee and task force work with

the strategic plan goals. Previously, committee leaders participated in PLA board meetings, and as such their work was often discussed in more detail. More recently, written committee reports have been included on the consent calendar, and board discussion of other priority items, such as eBooks, has left little time for updates on core PLA activity and the work of hundreds of committee and task force volunteers. Discussion focused on four areas of activity where board member input was sought.

- a. Social Worker Task Force: PLA began working with library-based social workers in the fall of 2018 and has identified best practices, training topics, and more to help both social workers themselves and the other library staff who attend to diverse community challenges. PLA is collecting data on the prevalence of social work staff and interns in libraries. Other activity has included articles in PLOnline, two podcasts, a monthly virtual forum, and more. The task force is promoting the need for trauma-informed care/services and a person-centered, strengths-based approach. The board briefly discussed challenges for PLA's work in this area, which include countering poor advice to libraries (for instance, included in ALA's own publication *The Librarian's Guide to Homelessness*); reducing the extent to which the task force members are providing personal or one-on-one consultation to other library staff so their expertise can have a greater impact in the field; and expediting publications and continuing education opportunities related to social service needs in libraries.
- b. Leadership Development Committee: PLA's leadership model was revised two years ago, and Leadership Academies are planned every year for the next three years. A challenge to PLA is to extend impact of this training, since the Leadership Academies only impact 28 library professionals each year. Creating a new program, perhaps using the Emerging Leaders program model, and developing new content specifically on asset-based community development, were suggested.
- c. Measurement, Evaluation and Assessment Committee (MEAC): This group, along with the now-defunct Public Library Data Service (PLDS) Committee, have focused mostly on discrete projects to help libraries collect and use data, such as question development for Project Outcome and PLDS. Determining the future of PLDS, which is now on pause, is a current priority. However, beyond that, these leaders are shifting their work to consider how to meet the bigger data and advocacy needs of the public library field. New strategies are being discussed to use outcomes for change, to improve benchmarking and peer-to-peer comparisons, and to better connect library data to city/county data streams. The board noted the need for libraries to be represented at state and local meetings of city and county leaders, to more effectively spread messages about library impact.
- d. Membership Advisory Group: This group has focused on increasing touchpoints between PLA and new members, including welcome emails and promoting the networking potential of ALA Connect. One challenge to this group is the lack of opportunities, other than national conferences, for them to be face-to-face with members. Another challenge includes retaining members who only sign up in order to get the PLA Conference registration discount. A membership survey has been on hold but will be completed in 2020 to provide additional data and direction for membership recruitment, retention and engagement work.
- e. Task Force on Equity, Diversity, Inclusion and Social Justice (EDISJ): The Task Force has had great success with its regional trainings, which may reach as many as 400 library

staff in 2019. In addition to expanding access to the training, their next challenge is continuing to engage and learn from those who have participated. The board suggested the Task Force consider how training graduates can eventually be engaged to be EDISJ leaders. It was also suggested PLA invest time and resources in identifying and training facilitators, who are needed to advance EDISJ work at the library and community level. Finally, the Task Force has also struggled to either develop or identify assessment and outcome measurement strategies for library EDISJ work.

9. **PLA 2020 Update and PLA Board roles at PLA 2020**, *Johnson, all* (2020.16). The guidelines for the PLA President, PLA President-Elect and PLA Board Members at PLA conferences were reviewed and discussed briefly.
10. **Nominating Committee Report**, *Smith* (on site). Smith reported that the Nominating Committee was one candidate shy of a full slate for the 2020 PLA elections. Subsequent to the meeting, the slate was announced as follows: candidates for President-elect include Melanie Huggins and Kent Oliver; candidates for Director-at-large include Kevin King, Steven Potter, and Dara Schmidt; and candidate for Division Councilor is Stephanie Chase.
11. **COSLA Public Library Data Alliance, ACTION** (2020.17 a&b). The Public Library Data Alliance (PLDA) is being developed as an ongoing, independent group with representation from major library association leadership and others. Its purpose is to “advance public library data gathering and use that aligns with community needs.” Leadership of five associations will have representation on the PLDA, including ALA, PLA, COSLA, ULC and the Association for Rural and Small Libraries (ARSL). The ALA board has already approved ALA participation. It was moved, seconded and **approved** that the PLA Board of Directors supports the concept of the Public Library Data Alliance and approves PLA’s participation in the PLDA as outlined in board documents 2020.17 a&b.
12. **Report on eBook licensing, DCWG**, *Inouye, Clark, all* (on site). Inouye thanked PLA for its leadership and financial support of the eBook campaign. The history of ALA’s work with the “big 5” publishers was reviewed, up to the current situation with MacMillan specifically. ALA’s strategy was reviewed, and it was noted that work has evolved beyond the #eBooksForAll public awareness effort. Upcoming activities will include Congress and may activate ALA members to contact their representatives, and also include consultation with lawyers about legal strategies. Legal strategies may be challenging because ALA or another group would need to have legal standing to justify bringing a suit against a publisher or related party. Some states are also getting active on the issue via their Attorneys General. The extent to which ALA could assist with state efforts was discussed, and Inouye noted that ALA lacks expertise at the state level, where laws are varied. In terms of MacMillan specifically, ALA’s proposal to hold a facilitated meeting with MacMillan was rejected, but informal discussions are continuing. To date, it doesn’t seem like other publishers are planning to follow MacMillan’s lead and implement similar restrictive policies. Board members reiterated their hope that this work can involve other library associations such as ULC and COSLA. Inouye indicated that ALA can engage other partners but noted the cost and communication challenges to creating a coalition.

13. **ALA Executive Board Calls**, *Macikas* (2020.18). PLA's liaison to the ALA Executive Board, Lessa Pelayo Lozada, has reminded PLA that ALA Executive Board meetings are open to all members. Board members agreed PLA should participate, and a schedule will be developed to confirm which board members will join which calls.
14. **Financial Reports**, *Bohrer, Macikas* (2020.19 a-e, 2020.20). PLA's final FY19 budget was reviewed and it was reported that PLA did better than budgeted (budgeted net loss was \$749,540 but actual net loss was only \$333,816). FY19 should include the maximum (\$49,999) transfer from PLA's net asset balance into the long-term investment account, as approved during the June 2019 meeting. The larger transfers discussed will begin in FY22.
15. **Report from PLA Fiscal Officer**, *Bohrer* (no doc). ALA's financial status was briefly discussed. ALA ended FY19 with a larger net loss than budgeted (budgeted net loss was \$2.4 million, primarily due to strategic investments, but actual net loss was about \$700,000 higher, in part due to high costs for audiovisual charges at the 2019 Midwinter Meeting). Revenue was also down, in part because six new publications did not make it to sale during the fiscal year as planned. Board members also briefly discussed ALA staff changes, including the departure of the Chief Financial Officer and outsourcing of some accounting functions, and the sale of the headquarters building.
16. **SCOE update** (on site). It was reiterated that the first vote on proposed SCOE changes will occur at the 2020 Annual Conference in June, the second vote will occur at the 2021 Midwinter Meeting in January, and the full membership vote will occur in the spring of 2021. As of the PLA Board meeting, the next report from SCOE had not been released, and steps to determine financial impact and consider changes to the ALA Operating Agreement had not started. Further, no additional information was available on SCOE's plans to hold membership meetings about the changes at the 2020 Midwinter Meeting. Some ALA groups have voiced objection to proposed changes (roundtables and some chapters were noted). It was believed that ALA Councilors are looking to PLA and others for guidance on how to react to the SCOE proposals. Board members considered if PLA should make a public statement and when; if PLA should advocate for acceptance of the proposed changes in full or piecemeal; and what type of internal advocacy PLA leadership should conduct. Some board members felt they need to get better educated about the changes and what they entail, so a board conference call including Vailey Oehlke and Felton Thomas was proposed. It was agreed to develop questions for Oehlke and Thomas in advance. Members also noted that proposed revisions to the ALA Operating Agreement and other financial issues will be critical to PLA's position on any changes. Further, they were interested in how other ALA divisions were proceeding, and they discussed the potential for divisions to band together to request faster movement on potential changes to the Operating Agreement.
17. **ALA 2020 Midwinter/ALA Council-Communication from PLA** (2020.21 a&b). Despite the lack of information from SCOE or a clear message from PLA to Councilors noted above, board members agreed PLA should still hold its Councilor breakfast at the 2020 Midwinter Meeting. PLA may use the meeting to hear from Councilors and answer their questions rather than promote PLA's specific position. PLA can also present its impressive work generally and our progress on the PLA strategic plan, noting that PLA's current autonomy is contributing to those successes and should

not be taken away. Board members who would be attending Midwinter and could participate in the Councilor breakfast were confirmed.

18. **Future PLA Board Meetings**, *Macikas* (2020.22). The board will hold its next meeting on Tuesday, February 25, 2020 immediately before the PLA 2020 Conference. ALA will hold its library legislative day events on May 4-5, 2020, so PLA will meet the day before (Sunday, May 3, 2020) in Washington, DC as in the past.
19. **New Business**, *all* (no doc). Board members briefly discussed the potential to include Bill Gates as a Big Ideas speaker at the PLA 2020 Conference. Staff consulted with Salazar and Felton Thomas about this opportunity and are currently coordinating with Penguin Random House to determine if Gates will be available and if so, if PLA will offer him the slot. Subsequent to the meeting, PLA was informed that Gates was not available to speak. The board agreed that further discussion is needed about the processes and priorities for making decisions about issues such as this.
20. **Adjourn**. There being no further business, the meeting was adjourned at 5pm. The next PLA board meeting is scheduled for February 25, 2020 in Nashville, TN.

**PLA Board of Directors 2019 Fall Meeting
Action Items/Discussions Requiring Follow Up**

The following actions were drafted based on discussion at the 2019 Fall board meeting.

1. #eBooksForAll Campaign

- a. Staff and member leaders will promote existing talking points, and develop new ones as needed, to help PLA members have discussions with boards, consortia and community members about the library's role in providing electronic content and what the various publishers' actions mean for communities.

2. Strategic Plan

- a. Advocacy and Awareness: PLA will consider strategies (articles, webinars) to educate members about how they can become active in chapters of groups such as the National League of Cities, the International City/County Management Association, and others. This may include volunteering on committees, attending conferences and staffing exhibit booths, and other strategies.
- b. General Progress: PLA communications staff will work to include more reports to the members on where PLA is achieving success in implementing the strategic plan and what that means for members-at-large.

3. Nominating Committee Report

- a. Macikas will reach out to candidates for the 2020 election to update them on changes at ALA including the work of SCOE.

4. PLA Participation in ALA Executive Board Calls

- a. Macikas will conduct a Doodle poll to determine board member coverage and alternates for ALA Executive Board calls.

5. SCOE Update

- a. Board members will submit questions about SCOE and the related processes to staff in preparation for a conference call with PLA's SCOE representatives.
- b. Staff will set up a conference call with board members, Oehlke, and Thomas to discuss SCOE proposals and PLA's strategy.
- c. Macikas will consult with other divisions, including the Association of College and Research Libraries and the Association for Library Services to Children, to determine how they are approaching SCOE's work and where the divisions might work together.
- d. Macikas will work with board members who expect to attend Midwinter on the Councilor breakfast agenda and presentations; this includes Bohrer, Chase, le Conge Ziesenhenne, Salazar, Watson, and Willson.

6. New Business

- a. The PLA Board will continue to discuss decision-making processes and priorities, for instance as related to inclusion of big-name speakers at conferences and develop any related procedures and talking points as needed.



**Board of Directors— Board Call
1-3 pm CT, January 7, 2020**

Present: Ramiro Salazar, President; Michelle Jeske, President Elect; Directors-at-large: Cindy Fesemyer, Toby Greenwalt, Amita Lonial, Pam Sandlian Smith, Kelvin Watson, Carrie Willson; ALA Division Councilor: Stephanie Chase; Fiscal Officer: Clara Bohrer

Approved Absences: Monique le Conge Ziesenhenné, Past President

PLA Staff: Barb Macikas, Executive Director; Scott Allen, Deputy Director; Larra Clark, Deputy Director

1. **Welcome and Introductions**, *President Salazar*.
2. **Approved** the adoption of the meeting agenda, moving item 7, E-book update, to the top of the agenda.

Action/Discussion/Decision Items

3. **E-Book Update**, *Salazar* (no document). President Salazar provided an update regarding Macmillan. PLA had requested two items: 1) list of 35 library systems Macmillan met with as they formulated their plans; and 2) data that supported their decision. Both have been supplied and distributed to the PLA Board. The data document was more like talking points than data. The data also was shared with ALA Public Policy and Advocacy (Washington) PPA Office. PLA accomplished our goal of getting the list of libraries and the data. Ramiro will reach out ULC and COSLA generally but will not distribute data or list and they should remain confidential within the PLA Board.

At Midwinter, Macmillan will have a vendor session where he will respond to questions from libraries. Ramiro will coordinate with a group to strategize about the session. He asked for board feedback on engaging with Macmillan at Midwinter. Board members agreed that PLA, ULC, COSLA, ALA have consistent talking points and that we should continue to engage with Macmillan. We should have a presence at Midwinter so that Macmillan knows we are engaged and our members and other library organizations know. It's also important to note that in addition to meeting in public; meetings continue to be held with Macmillan privately.

Other publishers should see that we remain engaged and concerned. PLA Board member and co-chair of ALA Digital Content Working Group Kelvin Watson reported that group will meet at Midwinter and discuss strategies. Overall, we need clarity around how library organizations are

working together. For ALA and PLA there is a central hub, which is Alan Inouye at PPA. There is an ALA program on e-books at Midwinter and PLA has added a program at PLA conference at PLA. The online petition will be kept open through at least March; media and op-eds led by ALA and public libraries are appearing every day. Congressional work is also continuing at Federal and state levels regarding anti-trust. There is also outreach to Amazon about their unwillingness to sell original content to libraries. Activities are being posted to PLA webpage on e-books.

COSLA is talking to Amazon to try to get data and is meeting with Amazon on Jan. 10. The Washington state librarian is leading COSLA effort and ALA PPA is aware and engaged in those discussions. A positive result from the entire issue is bringing library organizations together with one voice.

4. **PLA 2020 Nominating --Candidates Slate** (2020.26). Slate is ready, thanks to PLA Nominating Committee and chair Pam Sandlian Smith. Election information is hosted on PLA website. Elections open in the spring for PLA board positions and it is an excellent slate.
5. **ALA Presidential and PLA Board Candidates at PLA Conference**-(doc 2020.27). ALA presidential candidate Patty Wong approached Ramiro and Barb about presenting to PLA board. In the past PLA has invited ALA and PLA candidates to be introduced at Midwinter. During PLA conference years, we offer candidates tables in exhibit halls. All options candidates have is on the PLA website. Given that the board did not meet at Midwinter, PLA has invited ALA presidential candidates Steven Yates and Patty Wong to speak to the board in Nashville. We will invite PLA candidates to lunch and to stay for meeting. ALA candidates will be invited to share their platforms for 3 minutes at the top of the meeting.

We won't put policy in place until we see how PLA 2020 goes. We'll use this as a pilot for future years.

6. **SCOE Response, Midwinter planning** (doc 2020.28). PLA board discussed SCOE Forward Together report at their Fall meeting and considered how to respond. ACRL is in alignment with PLA's thinking. PLA and ACRL together are potentially impactful and draft response is good. Until PLA knows what is happening to PLA, how can we take a stand on SCOE recommendations?

We do not know what the new ALA ED thinks of plan. We will invite new ED to PLA board meeting in February. PLA can share our response at the Midwinter PLA Councilor breakfast. ALA has not looked at financial implications of SCOE and they must do that. The response document will be edited to reflect the Board's suggestions and the revised document will be shared back with the board and ACRL for potential joint statement.

7. **PLA/ALA Finances** (no doc). PLA Fiscal Officer Clara Bohrer reviewed the status of ALA's finances pointing out a liquidity issue due to the spend down of ALA's liquid assets (short-term investments/cash). At the BARC meeting in the fall, which Bohrer attended, the committee was advised that a liquidity issue existed, but no specific numbers were given. It now appears that the short-term investments/cash which stood at \$14M in 2016 is down to \$1M in November 2019 due to both planned (investment budget) and unplanned overages in the ALA general fund.

The ALA general fund has not a positive net balance since FY15. In the last fiscal year, the ALA general fund had almost \$4.4M in planned/unplanned overages. ALA is spending more than it is taking in, which cannot be sustained. Over the last 10 years, revenue in ALA's the three primary revenue sources (conferences, publishing, membership) are flat or declining. Maggie Farrell, ALA Treasurer, signaled the financial challenges in her January/February 2020 treasurer's column in *American Libraries*. Bohrer indicated that the liquidity issue should be verified in the financial documents being developed for Midwinter.

The fund balances of the divisions and roundtables are maintained within the short-term investments/cash. Although on paper PLA has a fund balance of about \$3.6M, it has been spent. ALA does have the right to spend our fund balance, since it is "one checkbook." ALA is one legal entity. Currently, ALA is projecting several years of deficit budgets and there is no way ALA can bring in sufficient revenues to repay divisions and roundtable fund balances any time soon. PLA cannot count on the fund balance being paid back. The only other source of funds that ALA could tap to repay our fund balance would be the ALA Endowment, which is extremely unlikely. The majority of revenue from the sale of the building was put into the endowment so that the interest would cover rent in the new space. (Note: that interest alone will not cover all rent expenses going forward.) We will need to verify at Midwinter what ALA's intent is around our fund balance. We will also need to verify at Midwinter how we need to budget in the upcoming fiscal year, which is a spend down year. There is nothing available to spend down.

PLA's fiscal officer will attend the BARC and other financial meetings at Midwinter and will report back to the Board. She will try to get clarity around the issues. She will express PLA's concern that current financial practices in the general fund cannot be sustained and must be addressed. PLA may also want to ask the ALA chief financial officer/Treasurer come to speak to the Board in Nashville.

Our President will speak to the ALA Treasurer to express PLA's concern. He will also connect with ACRL to see if there is interest in meeting to discuss the current financial situation and/or coordinating a message on the issue, since both divisions had significant fund balances.

8. New Business:

- We will hold a board call ahead of PLA 2020. Staff will send a doodle poll to schedule that call later in February.
- Macmillan staff requested space at the PLA2020 conference for John Sargent to address librarians as he did at Midwinter. Ramiro informed Macmillan that PLA will not provide the time slot. There was no disagreement from board members about this response.

Meeting concluded at 2:55 pm.

**PLA Board of Directors 2019 Fall Meeting
Status of Action Items/Discussions Requiring Follow Up**

1. #eBooksForAll Campaign

- a. Staff and member leaders will promote existing talking points, and develop new ones as needed, to help PLA members have discussions with boards, consortia and community members about the library's role in providing electronic content and what the various publishers' actions mean for communities.

STATUS: ACCOMPLISHED/IN PROCESS. PLA has continued to update the [eBook Lending and Pricing](#) page on its web site and promoted the status of the eBook campaign to PLA members via emails in the October, November and December issues of PLA E-news.

2. Strategic Plan

- a. Advocacy and Awareness: PLA will consider strategies (articles, webinars) to educate members about how they can become active in chapters of groups such as the National League of Cities, the International City/County Management Association, and others. This may include volunteering on committees, attending conferences and staffing exhibit booths, and other strategies.
- b. General Progress: PLA communications staff will work to include more reports to the members on where PLA is achieving success in implementing the strategic plan and what that means for members-at-large.

STATUS: NOT YET ACCOMPLISHED.

3. Nominating Committee Report

- a. Macikas will reach out to candidates for the 2020 election to update them on changes at ALA including the work of SCOE.

STATUS: ACCOMPLISHED.

4. PLA Participation in ALA Executive Board Calls

- a. Macikas will conduct a Doodle poll to determine board member coverage and alternates for ALA Executive Board calls.

STATUS: ACCOMPLISHED. Since the October meeting, PLA has covered the ALA Executive Board calls in November (Amita Lonial), December (Monique le Conge Ziesenhenné), and January (Michelle Jeske).

5. SCOE Update

- a. Board members will submit questions about SCOE and the related processes to staff in preparation for a conference call with PLA's SCOE representatives.
- b. Staff will set up a conference call with board members, Oehlke, and Thomas to discuss SCOE proposals and PLA's strategy.
- c. Macikas will consult with other divisions, including the Association of College and Research Libraries and the Association for Library Services to Children, to determine how they are approaching SCOE's work and where the divisions might work together.
- d. Macikas will work with board members who expect to attend Midwinter on the Councilor breakfast agenda and presentations; this includes Bohrer, Chase, le Conge Ziesenhenné, Salazar, Watson, and Willson.

STATUS: MOSTLY ACCOMPLISHED. Felton Thomas was invited to the November 6, 2019 PLA board call, but that call was canceled. PLA has consulted with ACRL and other divisions, however, and issued a joint statement with ACRL to ALA President Wanda Brown on January 14, 2020.

6. New Business

- a. The PLA Board will continue to discuss decision-making processes and priorities, for instance as related to inclusion of big-name speakers at conferences and develop any related procedures and talking points as needed.

STATUS: ONGOING/TO BE DISCUSSED.

January 14, 2020

Wanda Brown
President, American Library Association

Dear Wanda,

The Boards of Directors of ACRL and PLA are writing in response to recommendations contained in SCOE's [Forward Together](#) report. We thank and commend SCOE for its thoughtful work on long-standing and complex issues. We agree that change is needed and that ALA is not nimble and can seem confusing. Additionally, ALA's serious financial challenges demand strategic thinking, a willingness to make difficult decisions, and an on-going commitment to transparency as modelled by SCOE. SCOE chair Lessa Pelayo-Lozada has been phenomenal in leading the committee; seeking input across the association; and responding quickly and thoroughly. We are writing, however, to share our concern that conscientious members cannot support the proposal without a clear understanding how such changes would be implemented.

Our successes as divisions rest in the commitment and generosity of our members. Division members (who represent 60% of ALA members) engage with us to develop new programs, initiatives, and resources for the field. Our members, by the thousands, have contributed their time, their expertise, and their dollars, toward creating and supporting resources for the field. They have put their trust in us to ensure we continue to strategically and successfully invest in programs that will strengthen libraries and library staff. We are writing as stewards of our members' trust.

While we are interested in all facets of the SCOE recommendations, our focus here relates to SCOE recommendations that most directly impact divisions. SCOE recommendations for the ALA Board, standing committees, and leadership assemblies are specific in spelling out composition, charges, and authority. SCOE's recommendations related to divisions are less so.

From Forward Together, we note the following (page 20, italics added for emphasis):

"A review of the "Operating Agreement" in relationship to the Forward Together recommendations. This review may include **but is not limited to** a review of bylaws, dues, and dues structures. Within this larger umbrella of the Operating Agreement are several recommendations:

- Replace individual division bylaws with a shared policies and procedures document. This will help define the relationship and fiscal responsibility of divisions, helping members understand the symbiotic relationship between divisions and the rest of ALA.

- With assistance from the Membership Office and the Membership Committee, align dues and dues structures across the divisions. This makes the process easier for members to join divisions and helps members understand how dues are spent. It is recommended to explore the rate of \$70 for each

division from the preliminary fiscal analysis models. This would have the least fiscal impact overall and is only a recommendation for the Membership Office and Committee to further explore and test this model.

- Schedule a regular review of the Operating Agreement.
- ***A process and timeline for the above recommendations is to be determined in consultation with the divisions and the executive director.***

Our Response

1. The [ALA Operating Agreement](#) (pages 23-37) defines ALA policy related to divisions including governance, standards and programs, and financial relationships. ***The OA has not been fully reviewed for 30 years.*** We agree it is long past time to do so; that regular reviews going forward are essential; and that the review process requires trust to be successful. We also note that the last time the OA was approved extensive, regular reviews were written into policy (see [ALA Policy Manual](#) A.4.3.4.4 Purpose, Scope, Implementation, Review Process, and Definitions) but this has not happened. How will the current recommendation be different to ensure regular reviews occur? Any major revision to the OA, as with changes to bylaws, will have major impacts on division autonomy and function.
2. The description of the review process, “This review may include ***but is not limited to*** a review of bylaws, dues, and dues structures,” is so vague that conscientious members would have no idea of what they were voting to support in the SCOE recommendations. A clear timeline, process, and specific stakeholder group must be developed and defined before division members can act knowledgeably. We recognize that SCOE is in the process of charging an implementation team to do a closer review. This work must be completed before Council and membership votes take place and ALA’s new Executive Director should have the opportunity to weigh in.
3. Divisions have the knowledge and commitment and want to help address how to update the OA. Division members should have a seat at the table in these discussions and decisions.
4. Related to SCOE’s recommendation to align dues across the divisions, division staff have for years offered to move to one dues rate to ease internal complexity. Divisions were told doing so would not be helpful in resolving IT complexity issues; that the ALA tiered structure (1st, 2nd, 3rd year memberships) needed to be resolved first and was the larger issue. We agree with SCOE; standardized dues should be explored, coupled with a mechanism for regular dues increases.
5. SCOE recommends the elimination of Council. Per Article VI of the ALA Bylaws, the Council is the authorizing body for the divisions. How/who will make bylaw changes in the short run given the proposed elimination of Council? We believe revised bylaws should be developed and shared prior to any vote so that the division members understand the impact on their work.

Conclusion

Beyond SCOE’s focus on ALA’s complexity, there are several factors contributing to member confusion and uncertainty that impact how SCOE recommendations are received. These include: uncertainty about the “new Midwinter;” the lengthy timeframe for hiring and onboarding a new ALA ED; the sale of the ALA HQ and perceived loss of a real estate asset; the move to leasing space and uncertainty about future costs; continuing lack of capacity in IT; a lack of clear business rules applied consistently across the entire organization; the inability of ALA to provide mechanisms for targeted communication and

accessible platforms for member engagement; and overall concern about ALA's serious financial situation.

Since ALA will have a new Executive Director in place soon, time should be allowed for the ED to review, assess, and identify what changes s/he would support to the Operating Agreement and bylaws in consultation with division staff and member leaders. Until then, and until we have the ancillary draft documents that show more specifically how the recommendations would be implemented for divisions, as well as a better understanding of ALA's financial picture, we cannot take a position on SCOE's recommendations. We realize much of this goes beyond SCOE's scope and believe that senior ALA leaders and staff can, and should, begin to address this missing material immediately and transparently. ALA finances must be included in the context of these discussions. We need a clear understanding of the financial implications and the financial sustainability of the new model as well as a clear understanding of the role of divisions within ALA.

We again want to take this opportunity to thank you for your hard work, passion, and vision for a new ALA. We look forward to working with you to draft the new authorizing documents for ALA.

Respectfully,

ACRL Board, Karen Munro, President

PLA Board, Ramiro Salazar, President

Cc: Lessa Pelayo-Lozada, Chair, SCOE
Mary Ellen Davis, ACRL Executive Director
Barb Macikas, PLA Executive Director
Mary Ghikas, ALA Executive Director

TO: PLA Board of Directors
RE: PLA Leadership Report
DATE: February 10, 2020

ACTION REQUESTED/INFORMATION/REPORT: Information

ACTION REQUESTED BY: N/A

DRAFT OF MOTION: N/A

PLA Strategic Plan Goal: Leadership

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

CONTINUING EDUCATION/PROFESSIONAL DEVELOPMENT INITIATIVES

PLA AT ALA CONFERENCES

Submitted by Angela Maycock, Manager of Continuing Education

The PLA Annual Conference Program Subcommittee selected 14 programs to offer at the ALA 2020 Annual Conference in Chicago, which are listed below. PLA typically does not sponsor a preconference at ALA Annual Conference in PLA Conference years.

Program Title	Date	Start Time	End Time
Practicing Inclusivity: Creating Inclusive and Welcoming Environments for Individuals with Special Needs	Saturday, June 27, 2020	10:30 AM	11:30 AM
Twitch & Discord in Public Libraries: New Opportunities for Adult Services	Saturday, June 27, 2020	10:30 AM	11:30 AM
Changing the Narrative: Reconciliation Work in Public Libraries	Saturday, June 27, 2020	2:30 PM	3:30 PM
The Public Library's Role During Elections: Voter Education in the Age of Misinformation	Saturday, June 27, 2020	4:00 PM	5:00 PM
The Power of Storytelling and Public Relations	Sunday, June 28, 2020	9:00 AM	10:00 AM
Change and charge up your workforce: recruitment, retention, and equity in hiring	Sunday, June 28, 2020	10:30 AM	11:30 AM
Getting Involved in Open Data Community Partnerships	Sunday, June 28, 2020	1:00 PM	2:00 PM
Never Do It Just Once! Maximizing Your Programming Impact Through Replicated Programs	Sunday, June 28, 2020	1:00 PM	2:00 PM
Local Voices Network: Amplifying Library-based Community Conversations	Sunday, June 28, 2020	2:30 PM	3:30 PM
Peer Outreach Services in the Public Library	Sunday, June 28, 2020	2:30 PM	3:30 PM
Building community history web archives - a look back at the Community Webs program	Sunday, June 28, 2020	4:00 PM	5:00 PM

Computational thinking, young children, and family engagement: Creating opportunities for families to learn and play together	Monday, June 29, 2020	10:30 AM	11:30 AM
Navigating Patron Privacy Concerns in the Digital Age	Monday, June 29, 2020	2:30 PM	3:30 PM
Soft Skills are Heart Skills: Incorporating Wholehearted Approaches to Professional Learning and Burnout	Monday, June 29, 2020	4:00 PM	5:00 PM

PLA ONLINE LEARNING

Submitted by Angela Maycock, Manager of Continuing Education

Since our last update to the Board in Fall 2019, PLA has offered the following paid webinars, with the following registration and revenue:

Date	Title	Groups	Individuals	Revenue
November 14	Millennials Haven't Ruined Book Club: Hosting a Book Club for Millennials	9	72	\$4,897
November 18	Why Trauma Informed?	37	50	\$7,227
December 12	Outside the Box Programs	22	61	\$5,989
December 18	Applying Trauma-Informed Concepts to Reduce Harm	23	23	\$4,116
January 16	Civic Technology 101 for Libraries	10	31	\$2,815
	TOTALS	101	237	\$25,044

PLA closed its biannual call for webinar proposals on November 30, 2019 and received 8 proposals, compared to 10 generated by the previous call. Proposals were reviewed by the Continuing Education Advisory Group and resulted in 4 webinars selected for presentation. These webinars will be scheduled for April-July 2020. The next call for webinar proposals will close May 31 and generate PLA webinars for the remainder of 2020.

Budget

PLA's revenue on paid webinars in 2019 was significant – see above.

Assessment

84% of webinar survey respondents agreed or strongly agreed with the statement, "As a result of attending this webinar, I learned something new that will help me in my work."

STRATEGIC PLANNING TRAINING/SUPPORT

Submitted by Symone Villasenor, Project Manager

At the end of 2019, PLA staff began working with Joy Fuller, an independent consultant who is no stranger to libraries. Joy has started to develop a strategic planning publication that is scheduled to be completed around the first quarter of 2020. The publication will focus on preparing for strategic

planning, assessing your library's current state, developing the strategic plan, implementing and measurement a strategic plan, as well as communicating and change management for strategic planning. This workbook will integrate ALA and PLA resources, contain numerous easy to use templates, and provide multiple recommendations for libraries of different sizes, services populations, and time dedicated to completing a strategic plan. Numerous library professionals were interviewed during the planning stage of the publication to help inform the work. PLA and Joy will continue to engage with these library professionals in order to ensure that the publication best meets the needs of library professionals.

TO: PLA Board of Directors
RE: PLA Transformation Report
DATE: February 10, 2020

ACTION REQUESTED/INFORMATION/REPORT: Information

ACTION REQUESTED BY: N/A

DRAFT OF MOTION: N/A

PLA Strategic Plan Goal: Transformation

- *PLA advances public libraries' transformation from a library focus to a community focus, to meet the specific needs of people and communities.*

SPACE PLANNING REGIONAL TRAININGS

Submitted by Symone Villaseñor, Project Manager

In 2019 the PLA conducted 3 *Space Planning: Reinventing Your Library Space* workshops in which 97% of registrants who completed an evaluation indicated that they learned something that will help them in their work. Due to the effective instruction and popularity of the workshop, the PLA will facilitate 6 additional space planning workshops in 2020. The workshops, which will continue to be facilitated by David Vinjamuri, will have space donated by the following libraries: Glendale (CA) Public Library, Lawrence (KS) Public Library, State Library of State Carolina, Portland (ME) Public Library, Bloomfield Township (MI) Public Library, and one additional TBD location. Registration is currently open for 4 of the 6 events and will include a copy of "Library Space Planning: A PLA Guide," David Vinjamuri's latest publication.

DIGITAL LITERACY INITIATIVES

- **DIGITALLEARN.ORG**

Submitted by Leighann Wood, Program Manager

Digitallearn.org is in a period of significant growth both for library patrons and professionals. In 2019 PLA secured two additional branded subsites, one for the Cleveland Foundation and one for York County Library, which brought in \$30,000 in revenue. Since November 2019, there have been two additional courses added to the platform, "Using Healthcare.gov to enroll in Health Insurance" and "Intro to Searching Videos on YouTube." An additional course, "Navigating with Google Maps" will be added in the spring of 2020, which will bring the total number of courses to 26. Furthermore, PLA's Digital Literacy Committee is hard at work developing a "Digital Skills Checklist" to add to the Tools and Resources for Trainers section of Digitallearn.org for library staff to test their technology capabilities and to be able to assess them on their own or with a manager. The Checklist is planned to be integrated into the site to build out a holistic digital literacy training curriculum for patrons and library staffers. In 2018, there were 1,800+ clicks on the Tools and Resources for Trainers page, in 2019 there were more than 5,400+ clicks on the same page. A dramatic and impactful increase tells us that there is a need in the profession and PLA is working to fill that need. Lastly, there is planned maintenance for the back end of

Digitallearn.org to increase accessibility features and to ensure that all features are functional and up to date with current best practices.

- **LIBRARIES LEAD WITH DIGITAL SKILLS (Google)**

Submitted by Leighann Wood, Program Manager

Since the grant initiative launched in January of 2019, 147 public libraries have been awarded \$1,000 to conduct a community program using the Grow with Google tools in the spirit of workforce development. Libraries have selected to reach job seekers, entrepreneurs, small business owners and more through their programs and series. To date, there have been 33 libraries that submitted stellar recap reports of their programs that have earned them a Spotlight Award for an additional \$3,000 to continue to develop and conduct workforce development initiatives in their communities. From this work, and Digitallearn.org, Google has expressed interest in further developing future digital literacy and workforce development projects for library audiences.

- **DIGITALLEAD: RURAL LIBRARIES CREATING NEW POSSIBILITIES (Microsoft)**

Submitted by Scott Allen, Deputy Director

As of January 2020, the DigitalLead project has provided 22 rural libraries with a total of 166 hotspots, ranging from 2 to 11 for each library, and 21 rural libraries with 165 computers (27 desktops, 109 laptops, 29 all-in-ones), ranging from 3-22 machines each. Libraries receiving hotspots receive 5 hours of help desk support, and libraries receiving computers receive one year of help desk support for each machine. The project held two webinars (DigitalLead: Hotspot Lending at Your Library, July 30, 2019 - 728 registered/383 participated/215 recorded viewings, and Tools for Building Digital Skills with Your Patrons and Staff, September 26, 2019 - 911 registered/332 participated/330 recorded viewings) and held the educational program When Did I Join Geek Squad? Tools for Building Digital Skills with Your Patrons at the Association of Small and Rural Libraries (ARSL) conference on September 6, 2019. Three toolkits for libraries are in process – hotspot lending, digital literacy instruction, and public access computing. PLA has also held planning meetings with Girls Who Code and the 4-H Tech Changemakers about their potential collaborations with public libraries. New Microsoft contacts met with PLA staff on January 14, 2020 and have ideas for expanding the partnership in the future.

HEALTH INITIATIVES

- **LIBRARIES CONNECTING YOU TO COVERAGE**

Submitted by Leighann Wood, Program Manager

As of September 2019, PLA received a second annual grant from Community Catalyst (originally sourced from the Robert Wood Johnson Foundation) to fund promotional activities around Open Enrollment of the Affordable Care Act (ACA). So far, PLA has disseminated ads, flyers, guidebooks and more to PLA members and beyond, and awarded mini-grants of \$500 to 54 libraries in 28 states to fund promotional and educational activities for their communities. Since October, there have been over 260 enrollment events in communities across the country, seven at which PLA had a presence. Despite tremendous obstacles put in place by the federal government, preliminary data from the Centers for Medicare and Medicaid Services indicates that 8.3 million people made ACA plan selections in the 38 HealthCare.gov states during the

2019 enrollment period. Libraries are a testament to building healthy communities, and health insurance enrollment is an essential first step.

- **BRINGING PUBLIC HEALTH ORGANIZATIONS AND PUBLIC LIBRARIES TOGETHER**

Submitted by Scott Allen, Deputy Director

PLA, the National Network of Libraries of Medicine Greater Midwest Region, and the University of Iowa Prevention Research Center (UIPRC) conducted six focus groups (3 at the American Public Health Association conference in November 2019 for public health practitioners, and 3 at the ALA Midwinter Meeting in January 2020 for public library staff). A literature review is in process. By late spring 2020, the project will have developed a report on how public health and public libraries can and should partner, with the intention to leverage additional funding to support pilot projects and toolkit development in the future.

FAMILY ENGAGEMENT INITIATIVES

- **TASK FORCE ON FAMILY ENGAGEMENT ACTIVITY**

Submitted by Scott Allen, Deputy Director

The Task Force's 2020 goals including conduct educational programming for the public library field through the new online classroom series (see Advancing Family Engagement in Public Libraries professional development series, below) and a preconference at the PLA 2020 Conference, which had registered nearly 80 attendees as of this report. The Task Force is also holding 3-4 additional programs and webinars with partners, including a Zero to Three webinar planned for March 2020 and events at the National Center for Families Learning (NCFL) conference in October 2020. A subgroup has drafted a white paper on computational thinking, which will be published in Public Libraries magazine and be discussed at a 2020 Annual Conference program. They are currently reviewing 2-3 publications from NCFL as well as a parenting curriculum from Zero to Three to edit/rebrand and then produce and market for public libraries.

- **ADVANCING FAMILY ENGAGEMENT IN PUBLIC LIBRARIES: A PLA PROFESSIONAL DEVELOPMENT SERIES**

Submitted by Symone Villasenor, Project Manager

During the ALA 2019 Annual meeting in Washington, D.C., PLA staff presented the then family engagement task force with multiple potential options for a Family engagement product. The task force and an assortment of other interested parties overwhelmingly voted on moving forward with an online subscription plan based on PLA's family engagement framework. The series, which is scheduled to begin on Tuesday, March 17, will consist of a series of eight 1-hour virtual classroom sessions (webinars). Each virtual classroom session will be facilitated by a member of the current PLA FE task force and sessions 1-6 will each feature 2 PLA family engagement framework topics. Registration for the series allows each library or library system that enrolls two seats for each virtual classroom session. At the time of this report, 30 libraries, the maximum enrollment for the series, have begun the registration process. All participants will be required to read supplemental materials, complete topic specific assessments, and complete 1 exercise- all prior to the start of the classroom session. All exercises, assessments, learning outcomes, and the entire format of the series have been approved and edited by various

members of the PLA team, facilitators, and an instructional designer. The exercises will be discussed by participants during the session through the breakout room feature in ZOOM. Lastly, participants will be invited to a closed community on ALA connect where they can network, discuss exercises, and find all materials and events for the series. The PLA team is excited about this new pilot program and hope that elements of the series can be replicated for future programming.

- **IMLS AND NATIONAL SCIENCE FOUNDATION GRANTS**

Submitted by Scott Allen, Deputy Director

PLA collaborated with the National Center for Families Learning on an IMLS National Leadership Planning Grant: Community Catalyst application, entitled “Exploring a program co-design approach to better serve and engage low-income, Latinx communities.” In early February, PLA received notice that we are approved to submit a full proposal by March 30, 2020. PLA also submitted a letter of intent to the National Science Foundation with WGBH Boston for a project on computational thinking, and we are waiting for status.

TO: PLA Board of Directors
RE: PLA Advocacy and Awareness Report
DATE: February 10, 2020

ACTION REQUESTED/INFORMATION/REPORT: Information

ACTION REQUESTED BY: N/A

DRAFT OF MOTION: N/A

PLA Strategic Plan Goal: Advocacy and Awareness

- **PLA leads in public library advocacy and influencing perceptions of public libraries.**

DATA INITIATIVES

Submitted by Emily Plagman, Manager, Impact and Advocacy

There are quite a few initiatives underway, all intended to provide PLA and its members with actionable data and resources to become more data savvy. As a reminder, the Measurement, Evaluation and Assessment Committee (MEAC) voted to “pause” the Public Library Data Service survey collection for FY19, opening up pathways to explore new data collection and analysis concepts. The following efforts are underway to 1) create new ways to view data about public libraries, 2) build library staff confidence in reporting, understanding and using data for action and 3) develop better data sets for ALA and PLA to use for advocacy on behalf of libraries.

Work underway:

- **Typologies:** this work is intended to create a set of library types, using IMLS Public Library Survey Data, that can be used by the field to quickly themselves in a peer group for future PLA survey results. Libraries would be able to self-identify the “type” they are most closely associated with and review the key demographics to see if they are in/out of range and how they compare to the median. Key demographics are likely to include mean and range of: FTE, operating budget, collection. The “types” and high-level findings from PLA surveys will live on the PLA website (free); more detailed peer comparison/benchmarking functions will live in a new data collection tool and tied to the Tech Survey data, planned for the second half of 2020 (subscription). For illustrative purposes only (NOT FINAL, STILL UNDER DEVELOPMENT):
 - Library Type X: Small (LSA of 5k or less), rural, part of a municipal taxing structure
 - Library Type Y: Large (LSA over 500k), urban, independent taxing authority
- **Technology Survey:** this survey will, in part, update the work of the Digital Inclusion Study in 2014, as well as test the concept of trend surveys as an alternative to a PLDS-type annual survey. PLA hired the American Institutes of Research to develop the sample size and administer the survey so that we can report the results as statistically valid. High-level findings will be reported on the PLA website (free), but further peer comparison/benchmarking functions will available through the new data collection tool (subscription). Data will be reported out this year.
- **Researching new data collection tool:** PLA is working with a consultant to assist in the research and development of a data collection and analysis tool that will be used to collect data about

libraries; this tool (referenced above) will be built in 2020 and house any new survey data collected from public libraries (not limited to PLA members).

- **Elevating existing products in the field:** The MEAC is addressing issues related to lack of knowledge of existing data products in the field. They are planning to develop some outward type of communication to the field about what already exists. This effort came about as a result of town hall meetings held in fall 2019, in which subsequent analysis of comments revealed that many library staff are not aware of or do not have confidence in using *existing* data products that could help them with some types of decision making.
- **Public Library Data Service survey & data collection tool:** The MEAC continues to review the PLDS feedback, but all data gathered so far affirms prior understanding of the product being overly complex, difficult to use, and duplicative of IMLS' Public Library Survey data set. While the primary loss of the sunsetting of the product as-is would be the immediate lack of timely data (as the IMLS data release lags collection by 18-24 months), there is much to be gained by making the improvements listed above over the long-term, including reduced survey burden and new statistically valid data that complements the IMLS survey data. The MEAC will consider and vote on the future of the PLDS at its PLA Conference meeting and the board will be updated about its decision in its spring meeting.

2020 CENSUS

Submitted by Larra Clark, Deputy Director

We are now moving into the final stages of preparation for peak 2020 Census operations. Most U.S. households will receive a letter asking them to respond online, by phone or by mail starting March 12. The joint ALA/PLA 2020 Census Library Outreach and Education Task Force and staff continue to develop and share resources at www.ala.org/census, most notably an updated [Libraries' Guide to the 2020 Census](#). Attendance has been high and feedback positive from webinars and an in-person [panel](#) at ALA Midwinter Meeting (which included PLA Board and Census task force member Kelvin Watson). ALA also was able to secure funding to offer [mini-grants](#) of \$2,000 each to 59 libraries (out of more than 500 applications submitted), most of which are public libraries. PLA has added a [podcast](#) to the Public Libraries Online series; the U.S. Census Bureau will exhibit at the PLA 2020 Conference (booth 1819); and PLA will host a session focused on [final census preparations](#) Friday afternoon. The task force will sunset in June 2020.

AWARDS

Submitted by Megan Stewart, Program Coordinator

PLA opened its call for applications for the 2019-2020 awards cycle on Tuesday, September 10, 2019. The call for nominations closed on Friday, December 6, 2019. PLA accepted applications for ten (10) awards and grants during this awards cycle. Following the close of the call, each award's jury received credentials to use in accessing the application database. The juries then had approximately five weeks to deliberate and choose a winner or winners. PLA will announce the winners' names in February via a member news release and list them on its website (<http://www.ala.org/pla/awards>).

PLA received a total of 90 applications during the 2019-2020 awards cycle. That figure represents a considerable drop from the total number of applications received in 2017-2018 (121) and in 2018-2019 (115). The breakdown of applications received per each award over the last three cycles appears in the following table.

PLA Awards Applications Received Per Awards Cycle

Name of Award	2017-2018	2018-2019	2019-2020
Allie Beth Martin Award	7	7	3
Baker & Taylor Entertainment Audio Music / Video Product Award	17	8	14
Charlie Robinson Award	8	6	6
EBSCO Excellence in Rural Library Service Award	8	8	2
Gordon M. Conable Award	2	5	9
John Iliff Award	11	15	7
New Leaders Travel Grant (f/k/a Demco New Leaders Travel Grant)	9	2	4
PLA Library Innovation Award (f/k/a Upstart Innovation Award)	34	29	21
Romance Writers of America Library Grant	17	26	21
The Singer Group Helping Communities Come Together Award	8	9	3
Total	121	115	90

TO: PLA Board of Directors
RE: PLA Equity, Diversity, Inclusion and Social Justice (EDISJ) Report
DATE: February 10, 2020

ACTION REQUESTED/INFORMATION/REPORT: Information

ACTION REQUESTED BY: N/A

DRAFT OF MOTION: N/A

PLA Strategic Plan Goal: Equity, Diversity, Inclusion and Social Justice

- **PLA advocates for equity, diversity, inclusion and social justice in order to enable every member, library, and community group to fully and equally participate in a society mutually shaped to meet their needs**

PLA TASK FORCE ON EDISJ ACTIVITY

Submitted by Scott Allen, Deputy Director

The PLA Task Force spends much of its time planning the Equity Starts with Us regional events (see below). Additionally, they have committed to a regular column in Public Libraries magazine, submitting “A Chorus of Voices Doing Important Work: PLA’s Equity and Social Justice Workshops” for the January/February issue and beginning to work on an article about the Kalamazoo Public Library’s anti-racism transformation team (ARTT) for the May/June issue. They’ve recently created subcommittees to oversee training and other topics.

BUILDING CULTURAL PROFICIENCIES FOR RACIAL EQUITY

Submitted by Scott Allen, Deputy Director

In the fall of 2019, the Association of College & Research Libraries (ACRL); ALA’s Office for Diversity, Literacy and Outreach Services (ODLOS); the Association of Research Libraries (ARL); and PLA initiated a project to develop a framework to serve as a foundational resource to help public and academic libraries build inclusive cultures, within libraries and their broader communities, through guidelines on the development and implementation of organizational policies and professional practices that support diverse libraries with a diverse workforce. PLA pledged to contribute \$30,000 to this project, as did the other associations. A task force was recruited and the following public librarians were offered positions: Kristyn Caragher, Chicago Public Library; Jay Dela Cruz, Queens Public Library; and Andrew Harbison, Seattle Public Library (Caragher and Harbison are on the PLA EDISJ Task Force). In addition, Mia Henry, PLA’s Equity Starts with Us trainer/consultant, was offered a consulting position. Project management has stalled due to other priorities and PLA is waiting for updates from ACRL and ARL, who are leading the project.

EQUITY STARTS WITH US TRAINING EVENTS

Submitted by Leighann Wood, Program Manager

December of 2019 marked the end of a successful pilot series for the *Equity Starts with Us* regional trainings. Over 300 attendees participated in the four sessions across the U.S. in Denver, CO; Charleston, SC; Chicago, IL; and Toledo, OH. On average, 72% of respondents strongly agreed that they learned something that would help them in their work; 59% of respondents strongly agreed that they intend to apply what they learned in this symposium in their library when they return home. In 2020, PLA has secured 4 libraries to serve as hosts for 5 trainings this year:

May 18–19, 2020 and May 20–21, 2020: Austin Public Library (TX); August 24–25, 2020: The Seattle Public Library (WA); September 21–22, 2020: Broward County Public Library (FL); October 26–27, 2020: Kansas City Public Library (MO). Mia Henry will continue to be the lead facilitator for Day 1, and the EDISJ Task Force is hard at work at refining their Day 2 content for more consistency and applicability and will be introducing a few new presenters to deliver the presentation. We anticipate another successful year and hope to deliver additional, relevant content and engagement opportunities to build momentum in this important work.

INCLUSIVE INTERNSHIP INITIATIVE

Submitted by Mary Hirsh, Deputy Director

The 2020 Inclusive Internship Initiative is off to a strong start after receiving a record-breaking number of 194 applications. Of the 194 applications, 145 were from new libraries and 49 were from past participating libraries. The applications will be reviewed by past III mentors. PLA will again host 50 libraries from across the U.S. The kick-off will take place June 19-21, 2020 in Washington, DC. The wrap-up will take place September 25–27, 2020 in Chicago. After building in more intentional EDISJ content and dialogue in 2019, there was a noticeable shift in the types of connect learning projects the interns developed. At the wrap-up, many interns acknowledged how their social identities were integral to their projects as they tackled complex issues facing their own communities. In 2020, PLA will continue to weave EDISJ themes into the program to encourage interns and mentors to think about their own positionality within librarianship as well as the impact they have on their communities.

TO: PLA Board of Directors
FR: Scott Allen, Deputy Director
RE: **PLA FY20 Operating Budget as of December 2019**
DATE: January 31, 2020

ACTION REQUESTED/INFORMATION/REPORT: Information

ACTION REQUESTED BY: N/A

DRAFT OF MOTION: N/A

FY20 Overview (Operating, or General Fund and Conference, Only)

	Dec 2019 YTD Budget	Dec 2019 YTD Actual	Dec 2019 Variance	Dec 2019 Variance %	Remaining Current Budget
Total Revenues	\$371,174	\$337,984	-\$33,190	-9%	\$4,380,631
Total Expenses before OH and tax	\$930,670	\$693,284	\$237,387	26%	\$2,971,968
Contribution Margin	-\$559,497	-\$355,300	\$204,197	36%	\$1,408,663
Overhead and Tax	\$29,213	\$19,422	\$9,791	34%	\$922,467
	YTD Budget	YTD Actual	Variance	Variance %	
Net Revenue (Expense)	-\$588,710	-\$374,722	\$213,988	36%	\$468,197
			Increase in NAB		
Beginning NAB	Ending NAB	Net Revenue			
TBD	TBD	-\$374,722	TBD		

Note: Actual revenue and OH paid above includes \$1,226 and \$162 respectively, which were attributed to PLA in error, and will be corrected by February 2020.

Operating Budget: As of December 2019, PLA has an actual operating loss of \$374,722, compared to a budgeted operating loss of \$588,710. Revenue is generally on track, so this significant (36%) variance can be attributed to lower/slower expenses during the first 4 months of Fiscal Year 2020. The majority of PLA revenues and expenses are derived from the PLA 2020 conference; revenue for that conference will appear in March financials and much of the expense will appear post-conference as well.

- **Operating Revenue:** At the close of December 2019, PLA had budgeted for \$371,174 in revenue and is under budget by about 9%. Dues revenue is 13% (\$29,229) under budget, and donations are also lagging by 60% (\$7,240). Publications (collectively, Public Libraries and publication sales including Every Child Ready to Read) are under budget by \$7,660, or 29%. The Space Planning workshops are on target, however Project Outcome Regional Trainings were eliminated (resulting in negative \$39,309 variance as of December 2019), and Equity Starts With Us training events are 29% under budget

(\$11,425) primarily because revenue was budgeted across FY20 months before the 2020 schedule was determined, and PLA's first event is not until May 2020 as opposed to earlier as expected. The brightest spot in PLA revenue (other than PLA 2020 Conference) is paid webinars, which were budgeted to generate \$5,967 by December but have received \$40,918.

- **Operating Expenses:** At the close of December 2019, PLA had budgeted to spend \$930,670 and has spent \$693,284, for a favorable variance of about 26%. A few projects are over PLA's predicted expenses as of December 2019: Space Planning Workshops are 62% (\$10,683) over; paid Webinars are 148% (\$4,645) over; and DigitalLearn is 224% (\$39,188) over because of needed upgrades to the platform and expenses to build two new subsites (which also increased revenue). Also PLA's fundraising (Partners) project is over budget by \$10,674 because most donations to fund the PLA 2020 scholarships came in during FY19, but scholarships were paid out in FY20. Other core projects – Administration, Public Libraries, Family Engagement, EDISJ, and ECRR – are all under budget. The primary reason for the very large favorable variance in expenses, however, is the PLA 2020 Conference, for which promotional expenses have been much lower than budgeted and some facility and speaker payments did not occur as early as budgeted.

Grant Budgets: By the close of December 2019, PLA had spent \$651,378 in grant funds compared to a budgeted amount of \$718,794, for a modest (9%) positive variance.

PLA Long-Term Investment: FY19 closing figures for PLA's long-term investment are not yet available in Prophix for reporting.

Overhead: As of December 2019, PLA was budgeted to provide a total of \$60,611 in overhead and taxes to ALA and had paid \$21,365. The variance is due to timing of registration fee income for paid CE events. In addition, ALA did not yet assess about \$20,000 in overhead it is due, based on expenses paid in one grant project.

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Balance Sheet as of December 31, 2019

<u>FY19 (final)</u>				<u>FY20</u>			
	Annual Budget	Actual	Variance	Annual Budget	Budget as of Dec 2019	Actual	Variance as of Dec 2019
Opening Fund Balance		\$ 3,866,403				\$ 3,532,587	<i>See note</i>
Revenue	\$ 852,413	\$ 869,557	\$ 17,144	\$ 4,718,615	\$ 371,174	\$ 336,758	\$ (34,415)
Revenue - Grants	\$ 2,762,791	\$ 2,614,048	\$ (148,743)	\$ 1,935,604	\$ 718,794	\$ 651,378	\$ (67,415)
Expenses	\$ (1,552,321)	\$ (1,131,775)	\$ 420,546	\$ (3,665,252)	\$ (930,670)	\$ (693,284)	\$ 237,387
Expenses - Grants	\$ (2,328,869)	\$ (2,344,420)	\$ (15,551)	\$ (1,879,882)	\$ (687,395)	\$ (649,273)	\$ 38,122
Overhead & Taxes	\$ (49,632)	\$ (21,599)	\$ 28,033	\$ (941,890)	\$ (29,213)	\$ (19,260)	\$ 9,953
Overhead & Taxes - Grants	\$ (433,922)	\$ (269,628)	\$ 164,294	\$ (55,722)	\$ (31,398)	\$ (2,105)	\$ 29,293
Transfer to Endowment	\$ -	\$ (49,999)	\$ (49,999)	\$ -	\$ -	\$ (49,999)	\$ (49,999)
Fiscal Year Results	\$ (749,540)	\$ (333,816)	\$ 415,724	\$ 111,473	\$ (588,710)	\$ (425,784)	\$ 162,926
Closing Fund Balance		\$ 3,532,587		\$ 3,644,060		\$ 3,106,803	
Grants		Actual	Balance	Grant Balance Breakdown			

Total Committed, 2016-2026 (active grants only)		\$ 17,341,640
Total Spent through FY19		
Direct Expenses	\$ (5,882,072)	
Overhead	\$ (753,906)	
Balance, Close of FY19		\$ 10,705,662
Total Spent FY20 (to Nov 2019)		
Direct Expenses	\$ (649,273)	
Overhead	\$ (2,105)	
		\$ 10,054,284

Long Term Investment	Budget	Actual	Balance
Beginning Net Assets (<i>see note</i>)		\$ 1,455,604	
Revenue	\$ 40,778	\$ 8,064	\$ (32,714)
Expenses	\$ (9,307)	\$ (2,287)	\$ 7,020
Fiscal Year Results	\$ 31,471	\$ 5,777	\$ (25,694)
Ending Net Assets		\$ 1,461,381	

Grant (Ending FY)	Grant Funds	Interest
Health Ins Enrollment (FY19)	\$ 45,800	\$ -
Microsoft Philanth. (FY20)	\$ 164,684	\$ -
NIH-Prj Outcome Health (FY19)	\$ (12,929)	
Legacy (FY26)	\$ 8,617,660	\$ 259,382
African Leadership Training (FY20)	\$ 71,796	\$ 2,843
Gen Ops Supplemental (n/a)	\$ 816,170	\$ -
Knight Short Edition (FY19)	\$ 13,036	\$ -
IMLS Inclusive Internships (FY21)	\$ 338,067	\$ -
	\$ 10,054,284	\$ 262,225

Notes

Fund Balance and Beginning LTI are estimated. Exact amounts will be provided to PLA by ALA Finance after FY19 audit is complete.

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Public Library Association

Statement of Revenues and Expenses - General Fund and Conference
For the period ending December 2019

REVENUES	Full Year	YTD		YTD	Variance	Full Year
	FY19 Actual	FY20 Actual	FY20 Budget	Variance	%	FY20 Budget
1. Administration (0000)	\$ 100,000	\$ -	\$ -	\$ -		\$ -
2. Service to Members (3000)	\$ 548,540	\$ 197,891	\$ 227,120	\$ (29,229)	-13%	\$ 602,400
3. Regional CE, Bootcamp (3007)	\$ -	\$ 22,570	\$ 20,000	\$ 2,570	13%	\$ 40,000
4. PLA Leadership (3011)	\$ -	\$ -	\$ -	\$ -		\$ -
5. PLA Partners (3020)	\$ 65,352	\$ 4,760	\$ 12,000	\$ (7,240)	-60%	\$ 40,000
6. ALA Precons/MW Institute (3026)	\$ 17,150	\$ -	\$ -	\$ -		\$ -
7. Public Libraries (3030)	\$ 48,968	\$ 11,538	\$ 17,204	\$ (5,665)	-33%	\$ 51,500
8. Web Based CE (3040)	\$ 24,484	\$ 40,918	\$ 5,967	\$ 34,951	586%	\$ 25,700
9. Publications (3058)	\$ 4,470	\$ 5,433	\$ 2,417	\$ 3,016	125%	\$ 7,250
10. Family Engagement (3072)	\$ -	\$ -	\$ -	\$ -		\$ -
11. Equity, Diversity and Inclusion (3073)	\$ 32,422	\$ 28,575	\$ 40,000	\$ (11,425)	-29%	\$ 100,000
12. Preschool Literacy (3120)	\$ 17,503	\$ 1,454	\$ 6,467	\$ (5,013)	-78%	\$ 19,400
13. PO Regional Training (3171)	\$ 9,117	\$ 691	\$ 40,000	\$ (39,309)	-98%	\$ 120,000
14. PLDS (3172)	\$ 1,551	\$ 428	\$ -	\$ 428		\$ -
15. Digital Learn (3188)	\$ -	\$ 22,500	\$ -	\$ 22,500		\$ -
17a. Cost Share IMLS Early Literacy (3181)	\$ -	\$ -	\$ -	\$ -		\$ -
717b. Cost Share IMLS Incl Internships (3185)	\$ -	\$ -	\$ -	\$ -		\$ -
TOTAL REVENUES - PROGRAMS	\$ 869,557	\$ 336,758	\$ 371,174	\$ (34,415)	-9%	\$ 1,006,250

	Full Year	YTD		YTD	Variance	Full Year
	FY19 Actual	FY20 Actual	FY20 Budget	Variance	%	FY20 Budget
16. National Conferences						
A. NC General Program (3061)	\$ -	\$ -	\$ -	\$ -		\$ 1,679,365
B. NC Exhibits (3062)	\$ -	\$ -	\$ -	\$ -		\$ 1,703,000
C. NC Promotion (3063)	\$ -	\$ -	\$ -	\$ -		\$ 95,000
D. NC Registration (3064)	\$ -	\$ -	\$ -	\$ -		\$ -
E. NC Opening/Closing Session (3065)	\$ -	\$ -	\$ -	\$ -		\$ -
F. NC Programs (3066)	\$ -	\$ -	\$ -	\$ -		\$ -
G. NC Meal Events (3069)	\$ -	\$ -	\$ -	\$ -		\$ 75,000
H. NC Preconference (3070)	\$ -	\$ -	\$ -	\$ -		\$ 120,000
I. NC Future Planning (3145)	\$ -	\$ -	\$ -	\$ -		\$ -
J. PLA Virtual Conference (3173)	\$ -	\$ -	\$ -	\$ -		\$ 40,000
TOTAL REVENUES - CONFERENCE	\$ -	\$ -	\$ -	\$ -	0%	\$ 3,712,365

	FY19 Actual	FY20 Actual	FY20 Budget	Variance	%	FY20 Budget
TOTAL REVENUES	\$ 869,557	\$ 336,758	\$ 371,174	\$ (34,415)	9%	\$ 4,718,615

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EXPENSES	Full Year	YTD		YTD	Variance	Full Year
	FY19 Actual	FY20 Actual	FY20 Budget	Variance	%	FY20 Budget
1. Administration (0000)	\$ (677,503)	\$ (272,546)	\$ (315,382)	\$ 42,836	14%	\$ (967,967)
2. Service to Members (3000)	\$ (106,147)	\$ (43,295)	\$ (24,483)	\$ (18,811)	-77%	\$ (141,450)
3. Regional CE, Bootcamp (3007)	\$ -	\$ (27,883)	\$ (17,200)	\$ (10,683)	-62%	\$ (34,400)
4. PLA Leadership (3011)	\$ -	\$ -	\$ -	\$ -		\$ -
5. PLA Partners (3020)	\$ 44,061	\$ (11,241)	\$ (567)	\$ (10,674)	-1884%	\$ (17,800)
6. ALA Precons/MW Institute (3026)	\$ (9,808)	\$ -	\$ -	\$ -		\$ -
7. Public Libraries (3030)	\$ (113,388)	\$ (33,747)	\$ (57,749)	\$ 24,002	42%	\$ (158,613)
8. Web Based CE (3040)	\$ (5,816)	\$ (7,794)	\$ (3,149)	\$ (4,645)	-148%	\$ (12,435)
9. Publications (3058)	\$ (8,395)	\$ (8,122)	\$ (1,333)	\$ (6,788)	-509%	\$ (4,000)
10. Family Engagement (3072)	\$ (4,234)	\$ (5,055)	\$ (22,517)	\$ 17,462	78%	\$ (100,000)
11. Equity, Diversity and Inclusion (3073)	\$ (37,509)	\$ (21,810)	\$ (32,000)	\$ 10,190	32%	\$ (80,000)
12. Preschool Literacy (3120)	\$ (4,635)	\$ (670)	\$ (2,854)	\$ 2,184	77%	\$ (8,411)
13. PO Regional Training (3171)	\$ 19,768	\$ (3,709)	\$ (18,446)	\$ 14,737	80%	\$ (55,338)
14. PLDS (3172)	\$ (2,751)	\$ (57)	\$ -	\$ (57)		\$ -
15. Digital Learn (3188)	\$ (50,777)	\$ (56,688)	\$ (17,500)	\$ (39,188)	-224%	\$ (55,250)
17a. Cost Share IMLS Early Literacy (3181)	\$ -	\$ -	\$ -	\$ -		\$ -
17b. Cost Share IMLS Incl Internships (3185)	\$ (118,038)	\$ (120,090)	\$ (155,766)	\$ 35,677	23%	\$ (201,272)
TOTAL EXPENSES - PROGRAMS	\$ (1,075,171)	\$ (612,705)	\$ (668,946)	\$ 56,241	8%	\$ (1,836,936)

	Full Year	YTD		YTD	Variance	Full Year
	FY19 Actual	FY20 Actual	FY20 Budget	Variance	%	FY20 Budget
16. National Conferences						
A. NC General Program (3061)	\$ -	\$ (12,298)	\$ (53,145)	\$ 40,847	77%	\$ (908,032)
B. NC Exhibits (3062)	\$ -	\$ (30,424)	\$ (60,433)	\$ 30,009	50%	\$ (1,038,910)
C. NC Promotion (3063)	\$ -	\$ (1,173)	\$ (26,520)	\$ 25,347	96%	\$ (60,188)
D. NC Registration (3064)	\$ -	\$ -	\$ -	\$ -		\$ (29,826)
E. NC Opening/Closing Session (3065)	\$ -	\$ -	\$ -	\$ -		\$ (220,000)
F. NC Programs (3066)	\$ -	\$ (177)	\$ (725)	\$ 548	76%	\$ (77,150)
G. NC Meal Events (3069)	\$ -	\$ -	\$ -	\$ -		\$ (90,000)
H. NC Preconference (3070)	\$ -	\$ (19,886)	\$ -	\$ (19,886)		\$ (95,300)
I. NC Future Planning (3145)	\$ (78,203)	\$ (35,881)	\$ (150,114)	\$ 114,233	76%	\$ (222,500)
J. PLA Virtual Conference (3173)	\$ -	\$ -	\$ -	\$ -		\$ (28,300)
TOTAL EXPENSES - CONFERENCE	\$ (78,203)	\$ (99,839)	\$ (290,938)	\$ 191,098	66%	\$ (2,770,206)
TOTAL EXPENSES	\$ (1,153,374)	\$ (712,544)	\$ (959,883)	\$ 247,340	26%	\$ (4,607,142)
OPERATING NET REVENUES	\$ (283,817)	\$ (375,786)	\$ (588,710)	\$ 212,924	36%	\$ 111,473

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Year-to-Date Report - ADMIN/CORE PROJECTS/CONFERENCE

Project	FY19 (final)			FY20 Budget	FY20 (as of December 2019)		
Subproject	Budget	Actual	Variance	full year	Budget	Actual	Variance
<u>1. Administration (0000)</u>							
Revenue	\$ -	\$ 100,000	\$ 100,000	\$ -	\$ -	\$ -	\$ -
Expenses	\$ (719,148)	\$ (677,503)	\$ 41,645	\$ (967,967)	\$ (315,382)	\$ (272,546)	\$ 42,836
Net	\$ (719,148)	\$ (577,503)	\$ 141,645	\$ (967,967)	\$ (315,382)	\$ (272,546)	\$ 42,836
<u>2. Service to Members (3000)</u>							
Revenue	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Dues	\$ 569,203	\$ 548,540	\$ (20,663)	\$ 602,400	\$ 227,120	\$ 197,891	\$ (29,229)
Expenses	\$ (154,847)	\$ (106,147)	\$ 48,700	\$ (141,450)	\$ (24,483)	\$ (43,295)	\$ (18,811)
Net	\$ 414,356	\$ 442,393	\$ 28,037	\$ 460,950	\$ 202,637	\$ 154,597	\$ (48,040)
<u>3. Regional CE, Bootcamp (3007)</u>							
Registration	\$ 40,000	\$ -	\$ (40,000)	\$ 40,000	\$ 20,000	\$ 22,570	\$ 2,570
Expenses	\$ (26,150)	\$ -	\$ 26,150	\$ (23,800)	\$ (11,900)	\$ (20,434)	\$ (8,534)
OH & Tax	\$ (10,600)	\$ -	\$ 10,600	\$ (10,600)	\$ (5,300)	\$ (7,449)	\$ (2,149)
Net	\$ 3,250	\$ -	\$ (3,250)	\$ 5,600	\$ 2,800	\$ (5,313)	\$ (8,113)
<u>4. PLA Leadership (3011)</u>							
Revenue	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Expenses	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
OH & Tax	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Net	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
<u>5. PLA Partners (3020)</u>							
Revenue	\$ 41,500	\$ 65,352	\$ 23,852	\$ 40,000	\$ 12,000	\$ 4,760	\$ (7,240)
Expenses	\$ (17,950)	\$ 44,061	\$ 62,011	\$ (17,800)	\$ (567)	\$ (11,241)	\$ (10,674)
Net	\$ 23,550	\$ 109,413	\$ 85,863	\$ 22,200	\$ 11,433	\$ (6,481)	\$ (17,914)
<u>6. ALA Precons/MW Institute (3026)</u>							
Revenue	\$ 8,000	\$ 17,150	\$ 9,150	\$ -	\$ -	\$ -	\$ -
Expenses	\$ (5,450)	\$ (5,263)	\$ 187	\$ -	\$ -	\$ -	\$ -
OH	\$ (2,112)	\$ (4,545)	\$ (2,433)	\$ -	\$ -	\$ -	\$ -
Net	\$ 438	\$ 7,342	\$ 6,904	\$ -	\$ -	\$ -	\$ -

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Project	FY19 (final)			FY20 Budget	FY20 (as of December 2019)		
Subproject	Budget	Actual	Variance	full year	Budget	Actual	Variance
7. Public Libraries (3030)							
Revenue	\$ 51,500	\$ 48,968	\$ (2,532)	\$ 51,500	\$ 17,204	\$ 11,538	\$ (5,665)
Expenses	\$ (121,262)	\$ (108,036)	\$ 13,226	\$ (151,242)	\$ (55,470)	\$ (32,154)	\$ 23,315
OH	\$ (6,823)	\$ (4,806)	\$ 2,017	\$ (6,824)	\$ (2,279)	\$ (1,593)	\$ 687
Tax	\$ (547)	\$ (547)	\$ 0	\$ (547)	\$ -	\$ -	\$ -
Net	\$ (77,132)	\$ (64,421)	\$ 12,711	\$ (107,113)	\$ (40,546)	\$ (22,209)	\$ 18,336
8. Web Based CE (3040)							
Revenue	\$ 23,600	\$ 24,484	\$ 884	\$ 25,700	\$ 5,967	\$ 40,918	\$ 34,951
Expenses	\$ (12,447)	\$ (2,571)	\$ 9,876	\$ (6,947)	\$ (2,009)	\$ (2,421)	\$ (412)
OH & Taxes	\$ (3,127)	\$ (3,244)	\$ (117)	\$ (5,488)	\$ (1,140)	\$ (5,373)	\$ (4,233)
Net	\$ 8,026	\$ 18,669	\$ 10,643	\$ 13,265	\$ 2,818	\$ 33,124	\$ 30,306
9. Publications (3058)							
Revenue	\$ 3,510	\$ 4,470	\$ 960	\$ 7,250	\$ 2,417	\$ 5,433	\$ 3,016
Expenses	\$ (5,605)	\$ (7,895)	\$ (2,290)	\$ (4,000)	\$ (1,333)	\$ (7,405)	\$ (6,071)
OH & Taxes	\$ (465)	\$ (500)	\$ (35)	\$ -	\$ -	\$ (717)	\$ (717)
Net	\$ (2,560)	\$ (3,925)	\$ (1,365)	\$ 3,250	\$ 1,083	\$ (2,689)	\$ (3,772)
10. Family Engagement (3072)							
Revenue	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Expenses	\$ -	\$ (4,234)	\$ (4,234)	\$ (100,000)	\$ (22,517)	\$ (5,055)	\$ 17,462
OH & Taxes	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Net	\$ -	\$ (4,234)	\$ (4,234)	\$ (100,000)	\$ (22,517)	\$ (5,055)	\$ 17,462
11. Equity, Diversity and Inclusion (3073)							
Revenue	\$ -	\$ 32,422	\$ 32,422	\$ 100,000	\$ 40,000	\$ 28,575	\$ (11,425)
Expenses	\$ (28,000)	\$ (33,190)	\$ (5,190)	\$ (53,500)	\$ (21,400)	\$ (18,024)	\$ 3,376
OH & Taxes	\$ -	\$ (4,319)	\$ (4,319)	\$ (26,500)	\$ (10,600)	\$ (3,786)	\$ 6,814
Net	\$ (28,000)	\$ (5,087)	\$ 22,913	\$ 20,000	\$ 8,000	\$ 6,765	\$ (1,235)
12. Preschool Literacy (3120)							
Revenue	\$ 24,500	\$ 17,503	\$ (6,997)	\$ 19,400	\$ 6,467	\$ 1,454	\$ (5,013)
Expenses	\$ (9,200)	\$ (2,316)	\$ 6,884	\$ (7,350)	\$ (2,500)	\$ (477)	\$ 2,023
OH & Taxes	\$ (7,420)	\$ (2,319)	\$ 5,101	\$ (1,061)	\$ (354)	\$ (193)	\$ 161

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Project	FY19 (final)			FY20 Budget	FY20 (as of December 2019)		
Subproject	Budget	Actual	Variance	full year	Budget	Actual	Variance
Net	\$ 7,880	\$ 12,868	\$ 4,988	\$ 10,989	\$ 3,613	\$ 784	\$ (2,829)
<u>13. PO Regional Training (3171)</u>							
Revenue	\$ 89,100	\$ 9,117	\$ (79,983)	\$ 120,000	\$ 40,000	\$ 691	\$ (39,309)
Expenses	\$ (57,000)	\$ 20,976	\$ 77,976	\$ (45,438)	\$ (15,146)	\$ (3,617)	\$ 11,529
OH & Taxes	\$ (11,748)	\$ (1,208)	\$ 10,540	\$ (9,900)	\$ (3,300)	\$ (92)	\$ 3,208
Net	\$ 20,352	\$ 28,885	\$ 8,533	\$ 64,662	\$ 21,554	\$ (3,018)	\$ (24,572)
<u>14. PLDS (3172)</u>							
Revenue	\$ 1,500	\$ 1,551	\$ 51	\$ -	\$ -	\$ 428	\$ 428
Expenses	\$ (10,000)	\$ (2,640)	\$ 7,360	\$ -	\$ -	\$ -	\$ -
OH & Taxes	\$ (198)	\$ (111)	\$ 87	\$ -	\$ -	\$ (57)	\$ (57)
Net	\$ (8,698)	\$ (1,200)	\$ 7,498	\$ -	\$ -	\$ 371	\$ 371
<u>15. Digital Learn (3188)</u>							
Revenue	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 22,500	\$ 22,500
Expenses	\$ (34,980)	\$ (50,777)	\$ (15,797)	\$ (55,250)	\$ (17,500)	\$ (56,688)	\$ (39,188)
OH & Taxes	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Net	\$ (34,980)	\$ (50,777)	\$ (15,797)	\$ (55,250)	\$ (17,500)	\$ (34,188)	\$ (16,688)
<u>16. National Conferences</u>							
A. NC General Program (3061)							
Revenue	\$ -	\$ -	\$ -	\$ 1,679,365	\$ -	\$ -	\$ -
Expenses	\$ -	\$ -	\$ -	\$ (463,000)	\$ (53,145)	\$ (12,298)	\$ 40,847
OH & Taxes	\$ -	\$ -	\$ -	\$ (445,032)	\$ -	\$ -	\$ -
Net	\$ -	\$ -	\$ -	\$ 771,333	\$ (53,145)	\$ (12,298)	\$ 40,847
B. NC Exhibits (3062)							
Revenue	\$ -	\$ -	\$ -	\$ 1,703,000	\$ -	\$ -	\$ -
Expenses	\$ -	\$ -	\$ -	\$ (658,900)	\$ (60,433)	\$ (30,424)	\$ 30,009
OH & Taxes	\$ -	\$ -	\$ -	\$ (380,010)	\$ -	\$ -	\$ -
Net	\$ -	\$ -	\$ -	\$ 664,090	\$ (60,433)	\$ (30,424)	\$ 30,009
C. NC Promotion (3063)							
Revenue	\$ -	\$ -	\$ -	\$ 95,000	\$ -	\$ -	\$ -
Expenses	\$ -	\$ -	\$ -	\$ (47,600)	\$ (26,520)	\$ (1,173)	\$ 25,347

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Project	FY19 (final)			FY20 Budget	FY20 (as of December 2019)		
Subproject	Budget	Actual	Variance	full year	Budget	Actual	Variance
OH & Taxes	\$ -	\$ -	\$ -	\$ (12,588)	\$ -	\$ -	\$ -
Net	\$ -	\$ -	\$ -	\$ 34,812	\$ (26,520)	\$ (1,173)	\$ 25,347
D. NC Registration (3064)							
Revenues	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Expenses	\$ -	\$ -	\$ -	\$ (29,826)	\$ -	\$ -	\$ -
OH & Taxes	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Net	\$ -	\$ -	\$ -	\$ (29,826)	\$ -	\$ -	\$ -
E. NC Opening/Closing Session (3065)							
Revenues	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Expenses	\$ -	\$ -	\$ -	\$ (220,000)	\$ -	\$ -	\$ -
Net	\$ -	\$ -	\$ -	\$ (220,000)	\$ -	\$ -	\$ -
F. NC Programs (3066)							
Revenues	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Expenses	\$ -	\$ -	\$ -	\$ (77,150)	\$ (725)	\$ (177)	\$ 548
Net	\$ -	\$ -	\$ -	\$ (77,150)	\$ (725)	\$ (177)	\$ 548
G. NC Meal Events (3069)							
Revenues	\$ -	\$ -	\$ -	\$ 75,000	\$ -	\$ -	\$ -
Expenses	\$ -	\$ -	\$ -	\$ (90,000)	\$ -	\$ -	\$ -
OH & Taxes	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Net	\$ -	\$ -	\$ -	\$ (15,000)	\$ -	\$ -	\$ -
H. NC Preconference (3070)							
Revenues	\$ -	\$ -	\$ -	\$ 120,000	\$ -	\$ -	\$ -
Expenses	\$ -	\$ -	\$ -	\$ (63,500)	\$ -	\$ (19,886)	\$ (19,886)
OH & Taxes	\$ -	\$ -	\$ -	\$ (31,800)	\$ -	\$ -	\$ -
Net	\$ -	\$ -	\$ -	\$ 24,700	\$ -	\$ (19,886)	\$ (19,886)
I. NC Promotion/Planning (3145)							
Revenue	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Expenses	\$ (175,290)	\$ (78,203)	\$ 97,087	\$ (222,500)	\$ (150,114)	\$ (35,881)	\$ 114,233
OH & Taxes	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Net	\$ (175,290)	\$ (78,203)	\$ 97,087	\$ (222,500)	\$ (150,114)	\$ (35,881)	\$ 114,233

**Public Library Association
FY2019-FY2020 Financial Report**

PLA Board of Directors
February 2020 Board Meeting
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Project	FY19 (final)			FY20 Budget	FY20 (as of December 2019)		
Subproject	Budget	Actual	Variance	full year	Budget	Actual	Variance
J. PLA Virtual Conference (3173)							
Revenue	\$ -	\$ -	\$ -	\$ 40,000	\$ -	\$ -	\$ -
Expenses	\$ -	\$ -	\$ -	\$ (23,000)	\$ -	\$ -	\$ -
OH & Taxes	\$ -	\$ -	\$ -	\$ (5,300)	\$ -	\$ -	\$ -
Net	\$ -	\$ -	\$ -	\$ 11,700	\$ -	\$ -	\$ -
17. Grant Cost Shares							
A. Early Literacy Cost Share (3181)							
Revenue	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Expenses	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
OH & Taxes	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Net	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
B. Inclusive Internship Cost Share (3185)							
Revenue	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Expenses	\$ (174,992)	\$ (118,038)	\$ 56,955	\$ (195,032)	\$ (149,526)	\$ (120,090)	\$ 29,437
OH & Taxes	\$ (6,592)	\$ -	\$ 6,592	\$ (6,240)	\$ (6,240)	\$ -	\$ 6,240
Net	\$ (181,584)	\$ (118,038)	\$ 63,547	\$ (201,272)	\$ (155,766)	\$ (120,090)	\$ 35,677
TOTAL ADMIN/CORE PROJECTS							
	FY19 (final)			FY20 Budget	FY20 (as of December 2019)		
	Budget	Actual	Variance	full year	Budget	Actual	Variance
Revenue	\$ 852,413	\$ 869,557	\$ 17,144	\$ 4,718,615	\$ 371,174	\$ 336,758	\$ (34,415)
Expenses	\$ (1,552,321)	\$ (1,131,775)	\$ 420,546	\$ (3,665,252)	\$ (930,670)	\$ (693,284)	\$ 237,387
OH & Taxes	\$ (49,632)	\$ (21,599)	\$ 28,033	\$ (941,890)	\$ (29,213)	\$ (19,260)	\$ 9,953
Net	\$ (749,540)	\$ (283,817)	\$ 465,723	\$ 111,473	\$ (588,710)	\$ (375,786)	\$ 212,924

*Above figures off from Prophix due to errors to inactive
CPLA project (3189) - Prophix shows \$1,226 in additional
revenue and \$162 in additional OH fees in that project; need to
investigate*

**Public Library Association
FY2019-FY2020 Financial Report**

PLA Board of Directors
February 2020 Board Meeting
Document no.: 2020.41

Year-to-Date Report - GRANTS (Budgeted to Zero Out)

FY20 as of December 2019

Project	TOTAL GRANT		TOTAL SPENT		BALANCE	FY20 Budget	FY20 (as of December 2019)			BALANCES	
Subproject			through FY19	Close of FY19		full year	Budget	Actual	Variance	Post Dec 2019	
<u>Health Insurance Enrollment (3150)</u>											
<i>Sep 2018 to April 2020 (FY19-FY20)</i>											
Revenue	\$	208,949	\$	100,687	\$	115,396	\$	77,643	\$	45,800	
Expenses	\$	(194,178)	\$	(96,001)	\$	(108,358)	\$	(73,568)	\$	(37,805)	
OH & Taxes	\$	(14,771)	\$	(4,686)	\$	(7,038)	\$	(4,075)	\$	(7,996)	
Net	\$	(0)	\$	-	\$	-	\$	(0)	\$	(0)	
<u>Microsoft Philanthropies (3160)</u>											
<i>Feb 2019 to mid-2020 (FY19-FY20)</i>											
Revenue	\$	388,416	\$	-	\$	315,975	\$	250,129	\$	164,684	
Expenses	\$	(353,105)	\$	-	\$	(287,250)	\$	(227,390)	\$	(129,373)	
OH & Taxes	\$	(35,311)	\$	-	\$	(28,725)	\$	(22,739)	\$	(35,311)	
Net	\$	0	\$	-	\$	-	\$	-	\$	0	
<u>NIH-Pri Outcome Health Survey (3161)</u>											
<i>Sep 2018 to April 2019 (FY19)</i>											
Revenue	\$	150,000	\$	162,929	\$	-	\$	-	\$	(12,929)	
Expenses	\$	(122,529)	\$	(135,458)	\$	-	\$	-	\$	12,929	
OH & Taxes	\$	(27,471)	\$	(27,471)	\$	-	\$	-	\$	0	
Net	\$	0	\$	-	\$	-	\$	-	\$	0	
<u>Gates Legacy Grant (3175)</u>											
<i>Jun 2016 to May 2026 (FY16-FY26)</i>											
Interest Income			\$	259,382				\$	-	\$	259,382
Revenue	\$	10,905,701	\$	2,282,658	\$	-	\$	-	\$	8,617,660	
Expenses	\$	(9,735,947)	\$	(2,038,087)	\$	-	\$	-	\$	(7,692,492)	
OH & Taxes	\$	(1,169,754)	\$	(244,571)	\$	-	\$	-	\$	(925,183)	
Net	\$	-	\$	-	\$	-	\$	-	\$	(0)	
<u>Gates African Leadership Training (3176)</u>											
<i>Oct 2016 to Oct 2019 (FY17-FY20)</i>											
Interest Income			\$	2,843				\$	-	\$	2,843
Revenue	\$	1,000,000	\$	928,204	\$	129,953	\$	42,801	\$	71,796	
Expenses	\$	(892,857)	\$	(828,754)	\$	(116,034)	\$	(38,217)	\$	(64,103)	
OH & Taxes	\$	(107,143)	\$	(99,450)	\$	(13,919)	\$	(4,584)	\$	(7,693)	
Net	\$	-	\$	-	\$	-	\$	(0)	\$	-	
<u>Gates Gen Ops Supplement (3177)</u>											
<i>Sep 2017 through no end date</i>											
Revenue	\$	2,900,000	\$	1,739,592	\$	1,066,240	\$	348,221	\$	816,170	
Expenses	\$	(2,552,000)	\$	(1,391,592)	\$	(1,066,240)	\$	(348,221)	\$	(816,170)	
OH & Taxes	\$	(348,000)	\$	(348,000)	\$	-	\$	-	\$	-	
Net	\$	-	\$	-	\$	-	\$	(0)	\$	-	
<u>Knight Short Edition (3178)</u>											
<i>Jan 2018-Dec 2018 (FY18-FY19)</i>											
Revenue	\$	250,000	\$	236,964	\$	-	\$	-	\$	13,036	
Expenses	\$	(250,000)	\$	(236,964)	\$	-	\$	-	\$	(13,036)	
OH & Taxes	\$	-	\$	-	\$	-	\$	-	\$	-	
Net	\$	-	\$	-	\$	-	\$	-	\$	-	
<u>IMLS Inclusive Internships (3184)</u>											
<i>Mar 2017 - Dec 2019 (FY17-FY21)</i>											
Revenue	\$	1,538,574	\$	1,184,944	\$	308,040	\$	-	\$	338,067	
Expenses	\$	(1,195,240)	\$	(1,155,216)	\$	(302,000)	\$	-	\$	(24,461)	
OH & Taxes	\$	(29,728)	\$	(29,728)	\$	(6,040)	\$	-	\$	-	
Net	\$	313,606	\$	-	\$	-	\$	-	\$	313,606	

PLA Board of Directors
February 2020 Board Meeting
Document no.: 2020.41

Page 2 of 2

TO: PLA Budget & Finance Committee

FROM: Barb Macikas, Executive Director

RE: FY 2021 Budget Assumptions and Process

DATE: February 7, 2020

The deep uncertainty within ALA related to SCOE and division operating agreement negotiations and ALA's precarious finances challenge our ability to plan. Since Midwinter, ALA division staff have been told to budget "normally" for FY21 and to use comparable years budgets as guides. Staff were told that for new initiatives, we will need to "talk to" ALA so that the cash flow can accommodate expenditures. Below are our assumptions.

FY21 PLA Budget Assumptions and Considerations

- 1) The PLA FY2021 budget will reflect the strategic plan.
- 2) PLA will start FY21 with a fund balance on paper of \$3.6M, based on FY20 budget.
- 3) FY21 is a non-conference, "spend-down" year for PLA.
- 4) *Membership dues.* In a non-PLA conference year, dues are PLA's primary revenue source (excluding grant funding). We'll budget dues based on the latest FY20 numbers and on trend data, with the minimum budget based on actual FY19 dues--\$548,450. While dues revenue is a potential growth area, the ability to retain members and to increase membership is challenged by multiple factors. Member engagement is critical to renewals, and the ability to keep members engaged is challenged by technology (done primarily through ALA Connect, which ALA is trying to make user-friendly, consistent across the association, and impactful to member engagement) but also by the need for increased focus by PLA staff and member leaders, for instance to implement strategies to follow up with regional training attendees to convert them to members. Implementation of our primary retention concept – a "drip" campaign to educate new members about all of PLA's benefits, ideally inspiring them to renew – has been in the process of automation with ALA IT for over two years without progress. That technical limitation has discouraged PLA from attempting additional retention and recruitment ideas. Additional challenges include staff time (primary staff oversees marketing *and* membership, and growth in projects has required a primary focus on marketing), and lack of member-led efforts (the Membership Advisory Group has not been very active). PLA has met recently with the new ALA membership director and is discussing how to implement some new strategies.
- 5) *Professional development*
 - a) *Regional trainings:* PLA will budget for regional trainings, potentially related to leadership, EDISJ, space planning, family engagement, and outcome measurement with an emphasis on high quality, sustainable continuing education. Per calendar year, PLA held 7 regional trainings in 2019 and is anticipating about 12 in 2020. For 2021, we will try to at least maintain that number. To date, the regional trainings have been profitable for ALA, but after overhead contributions and registration service fees, PLA experiences modest losses on each event (\$1,000-3,000). We will seek partnerships and sponsorships wherever possible to keep registration fees competitive and try to reverse the net loss situation for PLA.
 - b) *Webinars.* After years of only offering free webinars, PLA has found new success in charging for webinars with careful curation of webinar content and competitive pricing. In FY19, PLA netted \$18,670 from webinars and they continue to be strong this year. This is a much better performance than we have seen in years past and we will budget accordingly in FY21.

- c) *Potential for a national education event in non-PLA conference year.* The board's feedback is requested concerning the potential to remount the PLA Spring Symposium, or a comparable event, in 2021. Does the success of our expanded educational portfolio noted above suggest there is a hunger for more PLA content, or will adding a major new event increase competition? Will changes to the ALA Midwinter Meeting attract more public librarians, or will public librarians be seeking another opportunity to convene? Could a new event continue to promote and "build out" the professional development theory of change, or is that best done via other strategies? Does the substantial rejection rate for the PLA conference (over 80% of proposals are rejected) suggest that PLA should add additional opportunities for members-at-large to propose and present? What would be the financial and staffing impact of mounting a new event? PLA has not held a "spring symposium-type" event since 2009. (In 2011 and 2013, PLA held the event virtually.) In 2009, the event was held in Nashville and brought in \$122,500 in revenue; expenses of \$97,000; ALA overhead at \$30,000 and net to PLA of -\$4,000. Total registration in 2009 was 540; previous years registration ran as high as 900 attendees.
- d) *Other professional development.* In 2020, PLA is piloting a new virtual classroom series on family engagement, using a combination of facilitated online meetings (similar to webinars but with more interactivity) and dedicated space in ALA Connect for continuous sharing and learning. We are charging a member rate of \$550 per library for the 7-month initiative, with a cap of 30 libraries, for total revenue of about \$16,500. Not including staff time (which is significant), expenses are modest, consisting of some instruction design consulting and a small stipend to a member leader for lead facilitation. In FY21, PLA will budget to repeat this program 1-2 times, and if it's successful in 2020, which will be known before the close of the FY21 budgeting process, PLA might budget to do similar programs on other topics. PLA is also developing a new strategic planning initiative which will be included in the budget.
- 6) *Advertising revenue and sponsorships.* These revenue sources continue to be challenging. We will budget revenue in line with FY19 and FY20.
- 7) *Fundraising and grants*
- a) *Legacy grant.* Just over half of PLA's staff positions have been supported through Gates grants since about 2015. As of FY20, PLA will have spent down the 2017 General Operating grant of \$2.9 million. Therefore in FY21, PLA will budget staff and other project expenses under the Legacy Grant. Once figures are input, this should equal \$1-\$1.2 million of the \$8.5 million left in the Legacy grant, with 75% of that amount covering salary, benefits and overhead.
- b) *Project grants.* Grant funding will be sought where appropriate and aligned with association strategic goals.
- i) *Inclusive Internship Initiative:* For FY21, PLA is committed to budgeting for the balance of the 4th cohort for the Inclusive Internship Program cost-share, approximately \$140,000. With IMLS funding, it has cost a total of \$640,000/cohort, and staff and leadership want to continue the program for a 5th cohort. Continued funding has not been discussed with IMLS but seems unlikely. PLA will budget \$200,000 (roughly PLA's cost share for each cohort) to be spent from our fund balance for FY21 as a starting point for a 5th cohort. We will seek external funding to make up the difference, while also considering program modifications to sustain the program at a lower cost.
- ii) *Other project grants:* PLA will budget about \$110,000 anticipating a 3rd cycle of the health insurance promotion grant. Before the close of the FY21 budgeting process, PLA will know status of two proposals in process (\$100,000 requests for family engagement projects with both IMLS and the National Science

Foundation) and will budget for those if funded. PLA will not budget any other grants, given that current projects (Microsoft, Google) will end before FY21 and no other prospects are being pursued.

- c) *Individual giving.* Over the last year and half, PLA launched a new individual giving effort that has brought in over \$37,000. These funds are tracked separately by staff so their usage, for instance for 75th anniversary scholarships to PLA 2020 (15 scholarships @ \$500/plus free registration) and toward two Emerging Leader scholarships (\$2000) can be accounted for. With these scholarships subtracted, the balance is \$27,500. As currently managed, donations are rolled into PLA's fund balance. Given ALA's use of division fund balances as cash, and their spend down of those funds, there are questions about the viability of development efforts. ALA assures staff that money earmarked for development will be retained by the divisions; however, until the operating agreement negotiations are completed, it may be prudent to pause fundraising (except for grants).
- 8) Consistent with previous years, ALA budget assumptions for FY21 include a 2% raise and no change in the overhead rate of 26.5% on conferences and training. About half of PLA staff salaries are grant supported.
- 9) On paper, PLA will continue to maintain a fund balance toward an ALA recommended goal of four or more months of reserves. For PLA, that is \$800,000. (FY18 expenses totaled \$3.6M; FY19 expenses totaled \$1.2M; annual average=\$2.4M/12=\$200K/month x 4 = \$800K). See [ALA Financial Handbook](#), page 23.
- 10) The PLA B&F Committee will want to consider its LTI recommendation to the PLA Board. PLA B&F will recommend whether to keep or reinvest interest (approximately \$55,000) and whether to move ahead with the recommendation that starting in FY22 it will move \$350,000 into the LTI each year for three years. This request does not bind PLA to making the transfer and the board can revisit the question each year. ALA requires that divisions inform them, with two years notice, of plans to move more than \$50,000 annually. The two-year notification gives PLA the flexibility to move funds if it is decided that is most prudent.
- 11) Final recommendations will not be required till June 2020.

[FY21 Budget Estimate \(excluding grants\)](#)

In FY19, PLA's budget came in at -\$373,064. Given the plans for the Inclusive Internship funding and the potential for a new spring event in 2019, the deficit could be larger. With stronger continuing education revenues and possibly a new spring event, we will aim to keep the deficit as low as possible. After the Nashville conference, PLA will complete the first draft of the budget.

[ALA Budgeting Process and Timeline](#)

PLA and ALA budgets will be reviewed internally by ALA senior management in March and by ALA BARC in April. PLA Budget & Finance Chair and Finance Officer Clara Bohrer will attend the ALA BARC meeting and report back to PLA. The PLA Budget & Finance Committee and the PLA Board will receive the revised budget in May and PLA Budget & Finance will have time to review the budget then, ahead of the June meeting where it must be approved by the PLA Board.

TO: PLA Board of Directors
RE: PLA Social Work Programs
DATE: February 7, 2020

ACTION REQUESTED/INFORMATION/REPORT:

Action Requested

ACTION REQUESTED BY:

PLA staff and Cindy Fesemyer, PLA Board of Directors

DRAFT OF MOTION:

The PLA Board votes to approve exploring a partnership between the COSLA Continuing Education Coordinators and PLA in order to develop a new training series focused on social work resources for public libraries.

OVERVIEW

PLA created a [Social Worker Task Force](#) in 2018 in response to the needs of public libraries for social service expertise provided by social workers. Many public libraries have added social workers to their staffs or have contracted with social work agencies to support the library's work. At the same time, professional development resources on the topic are limited and, in some cases, what is available is not of high quality nor focused on trauma-informed care. The PLA Social Worker Task Force has developed a range of programming including:

- Preconference programming at [ALA 2019](#) and [PLA 2020](#)
- Several webinars:
 - [Why Trauma-Informed? A PLA Social Worker Task Force Webinar](#)
 - [Understanding Trauma-Informed Approaches in Libraries](#)
 - Applying Trauma-Informed Concepts to Reduce Harm offered December 18. Link to follow. This webinar—the third in the series—will address specific scenarios and help participants begin to use trauma-informed concepts to address concerns before they arise and when they arise. By incorporating concepts and research covered in the first two webinars, attendees will learn how to look through a trauma-informed lens and will gain ideas to consider when approaching an interaction.
- A column [Public Libraries online](#).
- Various feature articles in Public Libraries magazine.
- [A regularly-scheduled virtual forum](#).
- Two publications are in progress:
 - A Holistic Approach to Library Services (Scheduled late summer 2020).
 - Trauma-Informed Workbook (Trauma-Informed considerations for various library scenarios). (Scheduled by annual conference 2020).
- The SWTF, working with PLA staff, has begun collecting data from library directors to get baseline information on social workers in PLs. The data collected will help gain an understanding of how many libraries have social workers, why they were needed, and how they

are funded. Data will be used to track trends; and to better understand/manage/target PLA's response. Currently most information about social work in public libraries is anecdotal.

- PLA has set up a site on ALA Connect open to the public to post questions and share information. Additionally, PLA continues to develop resources for public libraries. PLA staff are working on an FAQ to be posted to PLA's website.

As PLA considers how best to continue addressing needs, we have an opportunity to partner with state library agencies in order to develop new content through the work of PLA board member Cindy Fesemyer. COSLA CE Coordinators met in August and have started their own SW Task Force. They, too, are concerned about the limited resources for training available. Cindy is a member of the COSLA group and was asked about the possibility of PLA and COSLA partnering to create a series of deep-dive webinars on aspects of SW work. The webinars would be a series and would build over the course of several months. PLA and COSLA would work together to find funding to create the series. The webinars would dovetail with live trainings at the state level and offer opportunity for in-person work. The partnership would be a good opportunity for PLA to explore a blended training program (webinars and face-to-face), as well as creating new pathways to work with COSLA. If the board approves exploring partnership next steps, staff and Cindy will continue discussions with COSLA and research financial implications and timelines for training.



(/news/)

ALA responds to financial situation

For Immediate Release

Fri, 02/14/2020

Contact:

Stephanie Hlywak

Director

Communications and Marketing Office

American Library Association

shlywak@ala.org (mailto:shlywak@ala.org)

CHICAGO – American Library Association (ALA) President Wanda K. Brown and the ALA Executive Board released the following statement in response to financial shortfalls in the current fiscal year operating budget that were first brought to light at the Association's recent Midwinter Meeting.

"For many years, the Executive Board and ALA staff have understood that the Association's three main revenue streams—membership, conferences, and publishing—were declining while operations were experiencing inflationary pressures. We take our role as financial stewards of the organization very seriously and, with an eye toward growing our revenues and strength as an association, in 2017 we authorized initiatives such as a strategic investment budget (a planned deficit) to improve information technology, development and advocacy initiatives and have provided regular reports to ALA Council and BARC. Additional strategies included the recently completed sale of ALA's headquarters buildings, which turned a real estate asset into a revenue generating asset for future financial returns in the endowment fund.

"However, FY16-FY19 had unplanned deficits in addition to the strategic investment areas. The unplanned deficits fall primarily into two categories: underperformance by ALA's three primary revenue streams and overspending in several areas, with the greatest in IT. The result is a financial situation that is impacting all areas of ALA.

"The greatest impact of the unplanned deficits is in this fiscal year, due to a liquidity issue, as a cash shortfall in our operating budget. While divisions and roundtables retain use of their fund balances, cash may not be available for large expenditures such as endowment transfers without planning. General operations continue as normal for divisions and roundtables, but we encourage communication with financial personnel within ALA to determine the impact of liquidity upon operations and timing of financial actions. By ALA policy, divisions and other units are expected to be strong, strategic stewards of their funds and provide fiduciary oversight. The Board and the Executive Director deeply appreciate the stewardship that made these funds available to help ALA through this period. We also understand that division leaders felt they were not adequately consulted; we pledge to do better in the future.

"Beyond the immediate situation, there are other fiscal challenges. The three traditional revenue routes are not growing sufficiently to sustain us into the future. The library workforce in the United States contracted during the recession and library work, and staff patterns continue to change. The best economic forecasts

indicate that our profession is not likely to ever rebound to the size or staffing pattern it was prior to 2008. Indeed, attention to changes in the library ecosystem as well as in ALA's business environment was behind the Board's decision for critical strategic investments benefiting every unit for future success.

"There are opportunities to diversify and expand membership, but overall, a smaller workforce impacts both membership and conference attendance. Newer generations of librarians have different expectations for how they engage with one another in association work. Therefore, Conference Services is working with members to develop compelling content as well as supporting virtual meetings in support of some of the association work.

"Similarly, publishing in ALA is following challenging patterns found throughout the industry. We are aware of these trends and we also recognize that our association has a level of complexity that creates another barrier to success. Neither the changing face of the profession nor the tough questions about the future of membership or of association governance can be ignored if we are going to continue to thrive.

"It should be noted that ALA's endowment and net assets continue to be strong. The endowment comprises long-term investments that support current and future initiatives such as scholarships, awards, and mission programs. We have not tapped nor intend to use these assets to solve the short-term cash needs.

"As association leaders, the Board is immediately implementing additional financial controls and accountability to help steward ALA through this challenging period. We will play a more active role in ensuring that all ALA units stay within their budgets. Revenue forecasts will include more rigorous justification and will be tracked and reported to the Board on an ongoing basis. The Board will also work closely with ALA units and the interim CFO to make reporting more transparent to us all.

"The work of the Steering Committee on Organizational Effectiveness (SCOE) began with a focus on making ALA more transparent and facilitating better member engagement. In light of the current fiscal situation, some findings in the October 2019 report Forward Together are prescient and more urgent than ever. As we look toward the ALA of the future, the luxury of redundancy and complexity is no longer an option. We urge all ALA members, to ask ourselves what are we willing to try and adjust as we go along? What changes will help us reach our goals of organizational excellence? How much longer can we wait to make significant changes, and what changes will help us – collectively – enhance our effectiveness in meeting the needs of members as well as libraries and the communities they serve?

"While the current financial situation is unfortunate, we have an opportunity and a mandate to work on new ways to engage our members, grow strategic partnerships, and advocate for libraries and those that rely on them. Your wisdom and experience will contribute to our ongoing discussions about our future together. We are continuing to work with ALA Council and units for ongoing dialogue and regular communication on financial issues."

About the American Library Association

The American Library Association is the foremost national organization providing resources to inspire library and information professionals to transform their communities through essential programs and services. For more than 140 years, the ALA has been the trusted voice of libraries, advocating for the profession and the library's role in enhancing learning and ensuring access to information for all. For more information, visit ala.org.



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Related Links

<https://forwardtogether.ala.org/wp-content/uploads/2019/12/Forward-Together-Nov-2019.pdf>
(<https://forwardtogether.ala.org/wp-content/uploads/2019/12/Forward-Together-Nov-2019.pdf>)

Tags

Annual Conference (/news/taxonomy/term/790), Governance (/news/taxonomy/term/2225), Board of Directors (/news/taxonomy/term/2213), Governance Office (/news/taxonomy/term/608)

TO: PLA Board of Directors
RE: PLA Board Meeting Assessment
FROM: Barb Macikas
DATE: February 10, 2020

ACTION REQUESTED/INFORMATION/REPORT:

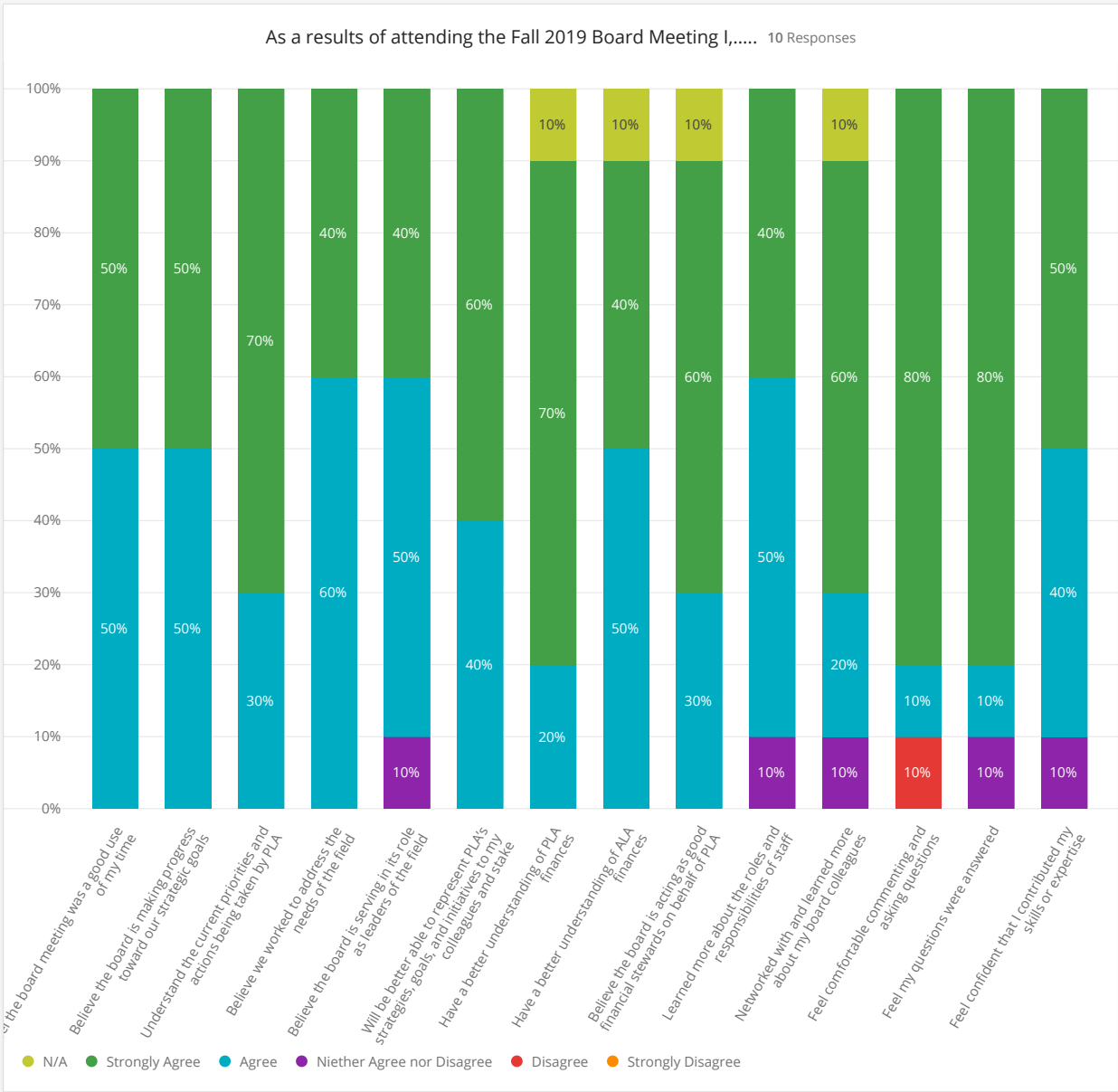
Report

PLA Board Meeting Assessment

In an effort to ensure that our board meetings are as effective and informative as possible, we surveyed the board after our fall board meeting. Survey results are attached for your information. Thanks everyone who participated. Any suggestions or comments about the results or survey itself are appreciated.

PLA STRATEGIC GOAL LINK (check all that apply)

TRANSFORMATION LEADERSHIP ADV. & AWARENESS E.D.I.S.J. ☒ ORG. EXCELLENCE



Q2 - Please feel free to explain any of your answers above, especially if you an...

This was my first meeting, so I still felt like I was getting my bearings. I do think it went well.

Q3 - Please feel free to share any additional comments you would like to share a...

Even at their long length, they feel rushed. While I wouldn't want longer meetings on the same day, I'd love to see more time for discussion and learning spread over two days.

While 5 hours is a long time, I think that we may need to spend more time in order to have the time for challenging conversations

This was a meeting filled with very tough topics and discussions. It feels like we are needing to solve so many problems. Good meeting

While I'm still learning how to be most effective as a board member, I feel the meeting process does a great job of giving us opportunities to contribute.

Count

11

TO: PLA Board of Directors
FROM: Barb Macikas, Executive Director
RE: Schedule of Future PLA Board Meetings
DATE: February 7, 2020

ACTION REQUESTED/INFORMATION/REPORT: Information
ACTION REQUESTED BY:
DRAFT OF MOTION:

Below are dates for the next two scheduled board meetings. With changes to the ALA Midwinter Meeting, the PLA board may wish to consider schedules for future board meeting. Assuming the board no longer plans to meet at the January ALA event, when will the board meet in 2021?

In the past, the PLA board has met quarterly. In some years, not all meetings were held in person. Given the changes to Midwinter, our meeting pattern has gotten a bit compressed toward one end of the year, with three meetings held between Feb./March-June and only one meeting held July-February. Does the board wish to revise its meeting pattern and/or consider virtual meetings?

2020 Board Dates Scheduled

Spring Board Meeting

ALA will hold its National Library Legislative Day event May 4-5. Monday, May 4 will be training; Tuesday, May 5 will be for meeting with elected officials. The PLA board meeting will be Sunday, May 3, noon-5 pm. We will reach out to Board members about air and hotel closer to the date. PLA will cover your travel costs and two nights' hotel. More NLLD information is here:

<http://www.ala.org/advocacy/nlld>

Board Meeting at ALA Annual-Chicago

The PLA Board will meet in conjunction with the ALA Annual Conference in Chicago on Saturday, June 27, noon-5.

PLA STRATEGIC GOAL LINK (check all that apply)

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