**TO:** PLA Board of Directors

**RE:** Measurement, Evaluation and Assessment Committee Charge

**ACTION REQUESTED/INFORMATION/REPORT:** Revisions to committee charge and add recommended composition

**ACTION REQUESTED BY: Dan Hensley and Jerianne Thompson, co-chairs; Sara Goek, staff liaison**

**DRAFT OF MOTION:**

CURRENT CHARGE: Review, analyze, and recommend measures, techniques, and data-related activities that will help strengthen and advance the public library field in providing services and programs to its patrons as well as communicating the value of libraries to internal and external audiences. Identify new data trends and determine their applicability to in articulating the value of public libraries. The committee will also be responsible for reviewing existing PLA data products and services, including PLDS/PLAMetrics, and recommending updates, revisions, etc.

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ADD SECTION

Committee composition (out of a maximum of 15 members):

* Representation from libraries of different locale types and sizes, including at least one from a town/rural library, a suburban library, and a city library
* One representative who is a current state data coordinator
* One member leader from a state library, designated by COSLA
* An advisory, non-voting member representing the Office of Research and Evaluation at the Institute of Museum and Library Services
* At least one member with expertise in statistical methods and survey design

**DATE:** January 20, 2023

**BACKGROUND**: At the October 2022 meeting of the Measurement, Evaluation and Assessment Committee, the committee discussed the existing charge for their work. It is out of date and no longer accurately reflects PLA’s data initiatives (PLDS/PLAMetrics have been retired).

In addition, as new members are appointed to the committee, it would be helpful to ensure that the composition as a whole will meet the needs of the committee’s work. The composition section we recommend adding to the charge is intended to ensure that the committee has the necessary data expertise and representation from different stakeholders across the library field. Having different library locale types represented on the committee is particularly crucial to the development and administration of the PLA annual topical surveys. MEAC works to ensure that libraries of all types and capacities will be able to complete the surveys without undue burden. Having representatives from the state and federal level is also important to ensure productive collaboration and buy-in across the field.

MEAC is a very active committee that currently has four sub-committees, described in brief below. Each committee member is on at least one sub-committee:

* Project Outcome: Promote user engagement and develop new resources for the Project Outcome toolkit to meet the evolving needs of the field.
* Benchmark: Advise on the development of the tool and create resources to help libraries engage in peer comparisons and data-driven practices.
* Case studies: Plan and develop new case studies with individual libraries describing their implementation of PLA’s data tools.
* Annual topical surveys: Support with the development, testing, promotion, and reporting of new topical surveys administered annually via Benchmark.

Codifying the representation of the committee overall will help ensure that the group can continue to actively support these many initiatives.

These changes to the charge and composition were approved by a full vote of the Measurement, Evaluation, and Assessment Committee in October 2022 and we ask that the Board support these revisions.