**TO:** PLA Board of Directors

**RE:** PLA Initiatives Combined Report

**DATE:** June 17, 2022

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

**ACTION REQUESTED BY:**N/A

**DRAFT OF MOTION:**N/A

**PLA AT ALA ANNUAL CONFERENCE**

*Submitted by Angela Maycock, Manager of Continuing Education*

PLA is excited to offer the following fourteen educational programs (selected by the PLA Annual Conference Program Subcommittee) during the 2022 ALA Annual Conference in Washington, DC:

* Branching Out: Pushing Our Libraries to More Deeply Connect With Communities of Color
* Break Through an Organizational Legacy Structure that is No Longer Working
* Building Organizational Capacity for Community-Led Programs in Public Libraries
* Building the Library’s Digital Lifeline: Expanding Digital Equity and Access in Philadelphia
* Connecting to Diverse Communities for Health Literacy
* Deaf Culture: Libraries Connect - A Library Strategy for Inclusive Deaf Community Engagement
* Diversifying Your Library Services Through Sensory Spaces
* Ethnographic Design: Creating Culturally Centered Library Spaces
* Everybody Wants a New Library: Planning, Funding, and Constructing Inspiring Spaces
* Hidden Heroes: Social Justice Through Local History & Community Engagement
* IMLS Library Grants that Go the Distance: Projects that Span the LSTA-NLG Continuum
* Library Outreach Programming for Expectant Parents and Parents of Newborns
* Marketing Your Small Library: A Little Investment Can Go a Long Say
* Patron Response Framework: Responding with Empathy, Kindness, and Love to Difficult Situations

In addition, PLA will offer the following News You Can Use and Discussion Group sessions:

* Benchmark: Data-Driven Planning and Advocacy for Public Libraries
* Get Loud for Libraries: Advocacy and Partnerships
* Legal Issues in Public Libraries Discussion Forum

We will also be resuming our celebratory Member Breakfast on Saturday, June 25, where PLA members can enjoy a complimentary breakfast, reconnect with friends and colleagues, and be inspired by our keynote speaker, White House Correspondent April Ryan.

Please visit [www.ala.org/pla/education/conferences/alaannual](http://www.ala.org/pla/education/conferences/alaannual) for full details – including dates, times, and locations – for all PLA events at the 2022 ALA Annual Conference.

**PLA ONLINE LEARNING**

*Submitted by Angela Maycock, Manager of Continuing Education*

Since our last CE update to the Board in December 2021, PLA has offered the following free webinars:

|  |  |  |  |
| --- | --- | --- | --- |
| **Title** | **Date** | **Registration** | **Attendance** |
| Informing Parents and Families About Recommended COVID-19 Vaccines for Children | May 25 | 182 | 67 |
| PLA Digital Literacy Workshop Incentive Office Hour (AT&T) | May 19 | 674 | 315 |
| Fighting Fake News through Public Libraries | April 27 | 619 | 236 |
| Facing the Challenge: Intellectual Freedom in Libraries | February 24 | 1465 | 712 |
| ALA/ARL Cultural Proficiencies for Racial Equity: A Framework Update | February 23 | 227 | 98 |
| Data Storytelling: Advocating for the Library and Community (Census Data Literacy) | February 22 | 772 | 366 |
| Love Library Data: Project Outcome 101 | February 16 | 768 | 368 |
| Introducing: Strategic Planning for Public Libraries | January 20 | 812 | 446 |
|  | **TOTAL** | **5,519** | **2,608** |

PLA also offered the following two paid webinars:

|  |  |  |  |
| --- | --- | --- | --- |
| **Title** | **Date** | **Registration** | **Attendance** |
| Providing Immigration Help with Community Partnerships | May 4 | 56 | 49 |
| State-Wide Collaborative Virtual Programming with Illinois Libraries Presents | June 8 | 15 | 14 |

These two paid webinars generated $5,451 in total revenue.

PLA’s most recent call for webinar proposals closed May 31. The PLA Continuing Education Advisory Group is currently reviewing the 37 proposals received by the deadline, and those accepted will be scheduled as webinars for September 2022 – January 2023.

**Project Outcome**

*Submitted by Sara Goek, Project Manager*

688 new users signed to Project Outcome between Nov. 1, 2021 and June 7, 2022. The PLA and ACRL continue to work together to maximize impact and share updates with users. In February, PLA and ACRL hosted a joint webinar to introduce new users to Project Outcome. It drew 758 registrants and 368 live attendees. PLA staff also presented a hands-on and well-attended preconference at PLA 2022 and led a program at the Metropolitan Libraries Conference at the request of the IFLA Metropolitan Libraries Section Chair Carolyn Anthony. “Measuring Public Library Contributions to the Sustainable Development Goals (SDGs)” dovetails with current work to incorporate SDGs into library outcome measurement practices. Unfortunately, in May the Project Outcome website experienced an extended outage due to unforeseen problems with the server configuration and the failure of the vendor contracted for server maintenance to resolve. The site has been restored, but work remains to stabilize the platform. PLA staff, with support from ALA IT staff, are exploring options for replacing the current vendor right now. This is a top priority to avoid further service interruptions.

**BENCHMARK & TOPICAL SURVEYS**

*Submitted by Sara Goek, Project Manager*

Benchmark: Library Metrics and Trends (librarybenchmark.org) launched in October 2021. It provides both a platform for administration of our annual topical surveys as well as dashboards where users can access and visualize data for peer comparisons. All libraries have free access that allows them to complete surveys, see their past survey responses, access resources, and view a summary page with selected visualizations. Subscribers have access to additional features including a robust set of interactive data dashboards, a custom report builder, and the ability to create custom peer groups. We currently have 54 active subscribers and our efforts in summer 2022 will focus on marketing and promoting subscriptions. Outreach and education to the field to date includes a launch webinar, a program at PLA 2022, a joint webinar with IMLS to the Chief Officers of State Library Agencies, a program at the Maryland/Delaware library conference, and a program at ALA Annual Conference 2022. We are also currently working with our development contractor, Proximo, to make updates and improvements to the site.

In fall 2021, PLA ran the second in our series of three new annual topical surveys, which replace the PLDS and have been developed in conjunction with the Measurement, Evaluation, and Assessment Committee. The 2021 survey on Public Library Staff & Diversity focused on library staffing, hiring and retention practices, and EDI activities and goals. Overall, we had an 8.5% response rate, which was not as high as hoped, but is likely due to the compounding factors of the pandemic and new survey model and platform. We anticipate seeing response rates rise this year. Data analysis is currently underway, and we plan to add data to the platform in late July/early August and publish a summary report of findings before September 2022.

The 2022 survey is titled Library Services for Strong Communities and asks about the library’s programs, services, partnerships, and facilities that are geared towards meeting needs and fostering resilient communities. The survey will launch in September 2022 and remain open for approximately three months.

**SOCIAL WORKER TASK FORCE**

*Submitted by Kathleen Hughes, Manager Publications*

The Social Worker Task Force continues its important work. Highlights this year:

The SWTF wrote and published “A Trauma-Informed Framework for Supporting Patrons.” The book has sold 600 copies since its release in late March. In addition to drafting the book, the group planned and taught a PLA 2022 preconference program entitled “Social Work-Inspired Best Practices to Support Patrons.” The preconference was extremely popular (sold out) and received excellent reviews in the conference evaluation.

**DigitalLearn.Org**

*Submitted by Mary Hirsh, Deputy Director, Programs*

In partnership with AT&T, PLA continues to expand DigitalLearn content and access. In late May, PLA announced the availability of new and updated digital literacy courses and training materials developed as part of PLA’s [collaboration with AT&T](https://www.ala.org/news/press-releases/2021/05/pla-att-team-bring-digital-literacy-training-families) to bring digital literacy training to families. In addition, PLA launched the [Digital Literacy Workshop Incentive Program, supported by AT&T](https://www.ala.org/pla/initiatives/digitalliteracy/incentive), which will provide resources and funding opportunities (of up to $7,000 per library) for public libraries to use the new materials to lead local digital literacy workshops. The curated collection of courses—available in English and Spanish—help newly connected families to build skills and confidence using technology and are now freely available on PLA’s digital literacy training site, [DigitalLearn.org](https://www.digitallearn.org/). Through the collaboration with AT&T, we have been able to add and update courses, improve training materials, and add more Spanish translations. The courses address essential skills such as getting started with email, navigating websites and commonly used apps, operating search engines, online safety, video conferencing, and more.

As a second piece to this project, PLA is working with AT&T digital citizenship content aimed at creating good online habits for tweens and teens. This digital citizenship piece is led by Common Sense Media (CSM) and will result in five new modules (Introduction, Connecting with Balance, Connecting with Kindness, Connecting with Vigilance, and Connecting with Purpose). Members of PLA’s Family Engagement Committee have provided feedback on all scripts. The modules will become available later this summer. PLA will host them on digitallearn.org and develop library-facing materials to aid with implementation.

**Family Engagement Learning Cohort**

*Submitted by Mary Hirsh, Deputy Director, Programs*

PLA concluded its third cohort of the Family Engagement Learning series in March 2022. One hundred participants from 55 libraries completed 8 sessions and contributed an idea for a family engagement project to implement. While the live virtual training model was very successful, PLA sees opportunity to revamp the project design. Later this year, we plan to explore who to best repackage existing content to take advantage of the new ALA E-Learning platform. This would enable us to meet the needs of more learners more efficiently. PLA will keep the board informed as these plans evolve.