

TO: PLA Board of Directors

FROM: PLA Staff

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

DATE: April 8, 2020

ACTION REQUESTED/INFORMATION/REPORT: Report

ACTION REQUESTED BY:

DRAFT OF MOTION: N/A

OVERVIEW

PLA solicits status reports from its committee chairs twice yearly. This will ensure that the Board has an opportunity to review the work of the committees.

We asked chairs to provide a report that is high level and provides a brief overview and indicated it does not need to be nor is it intended to be an exhaustive list of activities. Instructions and form are [here](#). Certain committees are excused from this process. These include award juries as well as the PLA Budget and Finance Committee.

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



Advocacy and Strategic Partnerships Committee September-March 2020 Report

Committee/group name:

Advocacy and Strategic Partnerships Committee

Chair name:

Stephanie Beverage

Chair email address:

stephanie.beverage@surfcity-hb.org

Staff liaison:

Larra Clark

This report represents work done:

September-March

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

1

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

First Activity

Activating and supporting engagement in the online Legal Issues in Public Libraries forum with Misty Jones serving as our moderator.

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

- Advocacy and Awareness
- Leadership

Second Activity

Working on raising awareness of the government association (NLC, NACo, ICMA, etc.) landscape through the development of a blog/webinar or some other communication/training piece for public librarians

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

- Advocacy and Awareness
- Leadership



Advocacy and Strategic Partnerships Committee September-March 2020 Report

Third Activity

Reviewing and providing recommendations on partnership requests to PLA, while working on a framework or list of guidelines to assist with determination

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

- Advocacy and Awareness
- Leadership
- Organizational Excellence

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

Raising awareness of the local government association landscape, to enhance communication and advocacy for all public libraries

Starting a Legal Issues Forum on ALA Connect

Working on developing and refining a process for review of partnership requests.

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

Not at this time

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

Perhaps a webinar or a blog on issues related to advocacy at the local government level, through the local government association landscape.

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

Advocacy overlaps with Legislative advocacy, so there may be potential for collaboration.

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

No

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

Larra was great and very helpful. I think we got off to a good start at our meeting at PLA and hope to have further progress to report after ALA Annual in Chicago.

Today's Date



Advocacy and Strategic Partnerships Committee September-March 2020 Report

03/05/2020



Continuing Education Advisory Group September–March 2020 Report

Committee/group name:

Continuing Education Advisory Group

Chair name:

Sarah Tansley

Chair email address:

stansley@chipublib.org

Staff liaison:

Angela Maycock

This report represents work done:

September–March

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

First Activity

We reviewed and rated webinar submissions for the second half of 2019.

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

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

Second Activity

We created a strategy for rating and reviewing archived webinars for future review.

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

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



Continuing Education Advisory Group September-March 2020 Report

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

We will be reviewing and rating webinar submissions for 2020 as well as rating archived webinars available currently.

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

Not at this time.

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

Not at this time.

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

Not at this time.

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

No

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

We have all of the support we need.

Today's Date

03/09/2020



Digital Literacy Committee September-March 2020 Report

Committee/group name:

Digital Literacy Committee

Chair name:

Monica Dombrowski

Chair email address:

monicad@sycamorelibrary.org

Staff liaison:

Scott Allen

This report represents work done:

September-March

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

4-6

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

First Activity

Delivered session at ARSL Conference.

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

- Advocacy and Awareness
- Leadership
- Transformation

Second Activity

Delivered half-day pre-conference session at PLA Conference.

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

- Advocacy and Awareness
- Leadership
- Transformation



Digital Literacy Committee September-March 2020 Report

Third Activity

Presented work of committee and PLA at various conferences and on webinars.

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

- Advocacy and Awareness
- Leadership
- Transformation

Fourth Activity

Committee members contacted state and local congressional leaders to oppose MacMillan Publishing's eBook embargo.

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

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

Fifth Activity

Continue to work with Microsoft and Google to expand our existing partnerships.

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

- Organizational Excellence

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

Creating a plan to update the online courses in DigitalLearn.org

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

A digital services internship with PLA would be wonderful. Our idea is to work with the ALA accredited library schools to create a "virtual" internship where students could get course credit for helping to vet, update, and manage content on DigitalLearn.org. This could include both the eLearning modules as well as the instructor materials.

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

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



Digital Literacy Committee September-March 2020 Report

developed based on your group's work?

See above.

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

LITA

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

No

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

No.

Today's Date

02/24/2020



Measurement, Evaluation and Assessment Committee September-March 2020 Report

Committee/group name:

Measurement, Evaluation and Assessment Committee

Chair name:

Linda Hofschire

Chair email address:

Hofschire_L@cde.state.co.us

Staff liaison:

Emily Plagman

This report represents work done:

September-March

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

4-6

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

First Activity

With the PLDS on pause, the MEAC focused much of their work during this reporting period on determining its future. The committee hosted three town halls (one in-person at the ARSL conference and two virtual) for the field to provide feedback about their data needs. In addition, feedback was solicited from current PLAmetrics subscribers. Based on this feedback, as well as other factors including low usage of PLAmetrics, the committee voted to sunset the PLDS and develop other initiatives to better meet the needs of the field.

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

- Organizational Excellence
- Transformation

Second Activity

The committee formed five subgroups to work on current priorities:

- 1) Future of the PLDS - subgroup reviewed the feedback from the town halls and PLAmetrics subscriber list
- 2) Project Outcome Case Studies - subgroup discussed surveying PO users



Measurement, Evaluation and Assessment Committee September-March 2020 Report

- 3) Tech Survey - subgroup reviewed drafts of the survey
- 4) Typologies - subgroup discussed strategies for developing the typologies
- 5) Elevating existing public library datasets and tools - subgroup discussed strategies for raising awareness about datasets and tools including the ALA Salary Survey, Project Outcome, RIPL, etc.

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

- Organizational Excellence
- Transformation

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

The group will a) review the results of the Tech Survey and the Typologies and determine strategies for promotion; and b) determine next steps with the Project Outcome case studies and efforts to raise awareness of existing public library datasets and tools, including the possible development of a webpage to promote these efforts.

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

We seek approval on the decision to sunset the PLDS.

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

Not at this time.

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

Not at this time.

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

No

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

Not at this time. PLA has been very supportive - thank you!

Today's Date

03/17/2020



Membership Advisory Group September-March 2020 Report

Committee/group name:

Membership Advisory Group

Chair name:

Helen Rigdon

Chair email address:

hrigdon@siouxcitylibrary.org

Staff liaison:

Samantha Lopez

This report represents work done:

September-March

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

1

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

First Activity

The group was formed in August of last year and our liaison sent the first group of new PLA members. We divided the list of 430 new members up among the committee members and I created a template of a welcoming email for committee members to send to their assigned new members. This was completed in October and the emails were sent out. I received several emails back from those I sent emails to thanking us for the personal welcome.

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

- Organizational Excellence

Second Activity

The group received a second list of 410 new members in November and followed the same procedure. The template was revised and the emails were sent.

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

- Organizational Excellence



Membership Advisory Group September-March 2020 Report

Third Activity

We received a list of 430 new members in February and followed the same procedure. Each of the new members received a personalized email welcoming them to PLA.

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

- Organizational Excellence

Fourth Activity

Four of the committee members, plus our liaison, were able to meet on Feb 25 @ 3:30 at the PLA conference. Attendance: Helen Rigdon (chair), Trisha Burns, Kim DeNero-Ackroyd, Nicole Wilhelms, Samantha Lopez (PLA staff liaison)

Helen started off the meeting discussing the member welcome emails.

Response to welcome emails is low (5-10%), but those who do respond seem appreciative.

The group agrees that welcome emails should continue, but need to have updated talking points to stay relevant.

Helen will get from Samantha, and Helen will update the templates when sending out the email assignments.

The group discussed continual emails with same new member assignments, but after discussing how a manual drip campaign would work, it was determined it would be too time-consuming, hard to track, and new committee members would be left with residual emails from committee members cycling off.

Samantha presented limitations with manual email drip marketing campaigns. Have been trying to launch since 2018. ALA is going through an email software clean-up Spring 2020, and is hoping to launch automated drip campaigns once completed.

Challenges of committee cycles means limitations with consistency and continuity with work.

The group proposed chair should have 1 more year to term to help transition new chair.

Group asked where is the value of the membership committee if there's no investment in membership within ALA/PLA tech, etc.?

The group voiced frustration with ideas not going anywhere, and limitations of PLA/ALA

The group should only tackle tasks or ask questions of members where action can really be taken

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

- Organizational Excellence

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

We will be setting up a post-conference conference call with the committee to discuss our ideas from the meeting. Some of those are listed below.

The group brainstormed engagement topics for post-PLA Conference:

Non-conference year discounts? "Bridge rate" or 2-year discount



Membership Advisory Group September-March 2020 Report

Increasing PLA presence at ALA Annual

Barriers include limited number of program slots for hundreds of PLA proposals

Financial limitations

Post-conference survey for new members "what can we do to get you coming back? Emphasis should be on engagement/what they want from the committee (more communications? Etc) and not what do they want from PLA (assumption is free, or discounts)

Follow-up email linking to membership videos? Where will those live?

PLA will post on website, Samantha to follow up

Where do small libraries fit in? Association for Rural and Small Libraries (ARSL)?

PLA and ALA have had a long history of not being able to reach or recruit small and rural libraries

PLA supports ARSL Conference (exhibitor & sponsor), emphasizes free products and services they can utilize

Overall, hard to reach population and assumption is they can't afford ALA+PLA membership

How to target non-members who attended conference?

About 60% of regular conference attendees are members

List is easy to pull for non-members

Curating content that's a member perk for people who couldn't make it to conference

Question should be - Is PLA actually offering things that engage members?

Should the committee also serve as ambassadors of PLA?

Previously, this committee would go to local conferences to promote PLA

How can committee members use their own networks to be ambassadors for PLA?

State conferences?

PLA ads in library state or association conferences?

ALA's New Member Round Table "ask them what they do that works for them? Best practices?"

Follow-up from conference "contact last 6-months, "did you know PLA does/has", ask how we can better support them?"

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

Group asked where is the value of the membership committee if there's no investment in membership within ALA/PLA tech, etc.?

The group voiced frustration with ideas not going anywhere, and limitations of PLA/ALA. We feel that we cannot make promises to new members without there being definite follow through from ALA/PLA.

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

PLA and ALA have had a long history of not being able to reach or recruit small and rural libraries

PLA supports ARSL Conference (exhibitor & sponsor), emphasizes free products and services they can utilize

Overall, hard to reach population and assumption is they can't afford ALA+PLA membership. We would like to see some more outreach with smaller public libraries, if possible.

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

New Member Round-Table

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



Membership Advisory Group September-March 2020 Report

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

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

More information for first-time committee members on how this all worked - that we would be in a big room. Also there was no signage for our committee.

Today's Date

03/11/2020



PLA 2020 Conference Program Subcommittee September-March 2020 Report

Committee/group name:

PLA 2020 Conference Program Subcommittee

Chair name:

Juliane Morian

Chair email address:

juliane.morian@rhpl.org

Staff liaison:

Angela Maycock

This report represents work done:

September-March

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

1

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

First Activity

In September 2019, the Conference Program Subcommittee was tasked with reviewing 10 programs (among the final slate of 120 approved programs) to anticipate those with high appeal. Each subcommittee member was assigned 10 programs to rank on a 3-point scale to indicate, high, medium, or lower/specialized interest. Based on the feedback from the subcommittee, PLA staff was able to prepare a comprehensive session preference survey for all attendees in October 2019.

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

- Organizational Excellence

Second Activity

Conference Program Subcommittee members met on Monday, February 24th at the Music City Center (Nashville, TN) to tour the facility and discuss tips for staffing the PLA 2020 Help Desk throughout the conference. Conference Program Subcommittee members staffed approximately 20 Help Desk shifts throughout the conference, asking questions for attendees and providing guidance.



PLA 2020 Conference Program Subcommittee September-March 2020 Report

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

- Leadership
- Organizational Excellence

Third Activity

As Chair of the Conference Program Subcommittee, Juliane Morian, was requested to speak at a morning session with visiting AfLIA librarians on Wednesday, February 26th, to discuss PLA's approach to delivering high-quality educational sessions at a national-level conference. Topics included how to recruit quality program submissions, rank proposals, and curate 100+ final selections.

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

- Leadership
- Organizational Excellence
- Transformation

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

At this point, the Conference Program Subcommittee has fulfilled its charge and has no remaining tasks.

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

No at this time; if we do engage in a debrief and reflection, we will pass along any insights.

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

No suggestions at this time.

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

I would recommend continued collaborations between the Conference Program Subcommittee and the EDISJ task force. For the 2020 PLA Conference, we utilized input from the task force to improve the submission form in the pursuit of speakers and topics that advanced the greater themes of equity, diversity, inclusion and social justice.

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

No

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

No, our PLA staff liaison, Angela Maycock was very supportive and instrumental in the success of the Conference Program Subcommittee.



PLA 2020 Conference Program Subcommittee September-March 2020 Report

Today's Date

03/15/2020



Task Force on Equity, Diversity, Inclusion and Social Justice September-March 2020 Report

Committee/group name:

Task Force on Equity, Diversity, Inclusion and Social Justice

Chair name:

Lois Langer Thompson and Christina Fuller-Gregory

Chair email address:

ltompson@sno-isle.org

Staff liaison:

Scott Allen

This report represents work done:

September-March

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

7-10

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

First Activity

Presented three regional trainings across the country. The trainings were continuously updated.

Additionally, task force members planned six regional trainings for 2020.

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

- Equity, Diversity, Inclusion and Social Justice
- Leadership
- Transformation

Second Activity

Task force members were organized into subcommittees to support work including regional training, creating content, and writing articles for library publications.

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

- Advocacy and Awareness



Task Force on Equity, Diversity, Inclusion and Social Justice September-March 2020 Report

- Equity, Diversity, Inclusion and Social Justice

Third Activity

Wrote first article in Public Libraries series and planned subsequent monthly articles.

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

- Equity, Diversity, Inclusion and Social Justice

Fourth Activity

Appointing member to joint PLA/ACRL/ODLOS/ARL Building Cultural Proficiencies for Racial Equity Framework which kicked off in February

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

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

Fifth Activity

Developing webinar that focuses on building capacity around EDISJ by learning to use the GARE Racial Equity Tool.

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

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

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

Finalizing training content, promoting trainings, looking at other training delivery models, and writing PL articles, developing digital content for PL Online.

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

Not at this time.

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

Stretch goal discussion topics have included: collaboration with progressive journalists, collating and promoting evaluation strategies for library EDISJ efforts; convening library directors specifically; starting to work with library



Task Force on Equity, Diversity, Inclusion and Social Justice September-March 2020 Report

schools, providing additional webinars to continue learning for regional training attendees.

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

ALA ODLIS Advisory Committee, BCALA, ALA Council Committee on Diversity,.

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

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

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

It was challenging to have four committees meeting in the same room. Additionally, the committee meeting time conflicted with the PLA Board meeting.

Today's Date

03/18/2020



Web Content Working Group September-March 2020 Report

Committee/group name:

Web Content Working Group

Chair name:

Jennifer Ferriss

Chair email address:

jferriss@sals.edu

Staff liaison:

Steven Hofmann

This report represents work done:

September-March

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

2-3

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

First Activity

The Web Working Group continues to maintain the Professional Tools section of the PLA website. We are identifying and updating dead links and adding additional relevant content to meet the needs of our users.

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

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

Second Activity

A small subset of the committee met prior to PLA and worked on reorganizing the site.

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

- Organizational Excellence



Web Content Working Group September-March 2020 Report

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

The group will meet at least two more times, 1 virtually and 1 in person at ALA Annual. We will come up with a document for the next working group to easily identify links that change each year and the work that was completed this year. We will also outline areas that need the most work.

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

We do not.

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

We do not.

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

None at this time.

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

No

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

No

Today's Date

03/06/2020