Board of Directors Meeting
Grand Hyatt Washington, Banneker Room
Annual Conference Meeting
12:00pm-5:00pm, Saturday, June 22, 2019

Meeting Location

Lunch will be in the room at noon. The open meeting begins at 12:30 pm and continues in the same room until 5 pm or a motion to adjourn.

Agenda

1. **Welcome and Introductions**, *Monique le Conge Ziesenhenne, PLA President*

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 Board's adoption of the consent agenda constitutes approval of those items on consent that have not been removed for discussion. PLA policies related to Board service, the strategic plan and Board roster have been included in ALA Connect as reference materials. These are not agenda items.

Consent Agenda **Document Number**

3. Governance
   a. Draft Minutes Spring Meeting and Follow-Up List 2019.74
   b. PLA President's Report to ALA Council and EB 2019.75a-b
   c. Election results and newly appointed Fiscal Officer 2019.76
   d. ALA Executive Search Process Update 2019.77
   e. Board Member Responsibilities at PLA Conferences 2019.78

4. Initiatives and Collaborations
   a. Health 2019.79
   b. 2020 Census Library Outreach and Education TF Update, *Larra Clark* 2019.80
   c. Leadership Academy 2019.81
   d. Social Work 2019.82
   e. Digital Literacy 2019.83
   f. Data Initiatives 2019.84
   g. Projects in Development 2019.85

5. Publications and Products
   a. Public Libraries Magazine, Publications, Products 2019.86

6. Continuing Education
    a. Update on PLA Continuing Education 2019.87
    b. PLA 2020 Conference 2019.88

7. PLA Operations
    a. Updates (Membership, Technology, Communications, Fundraising) 2019.89
    b. 75th Anniversary Plans and Talking Points 2019.90a-b

Action/Discussion/Decision Items **Document Number**

8. PLA President Update, *Monique le Conge Ziesenhenne* ..... no document

9. AASL/ACRL/PLA Possible Collaboration Meeting *le Conge Ziesenhenne* ..... no document

10. PLA President-elect Update, *Ramiro Salazar* ..... no document

11. Financial Reports, *Clara Bohrer, Barb Macikas*
    a. FY19 by Project as of April 2019.91a-e
    b. FY20 Budget Overview **ACTION**
        i. FY20 Budget Overview Narrative 2019.92
        ii. FY20 Summary by Line with FY16-FY18 Comparison 2019.93
        iii. FY20 Summaries by Project with FY18-FY19 Comparison 2019.94

12. ALA Overhead -Review, *Mark Leon and Keith Brown, ALA Finance* 2019.95

13. ALA Executive Board Liaison Report, *Lessa Pelayo-Lozada* ..... onsite

14. ALA SCOE Update, *Felton Thomas, Vailey Oehlke, all* 2019.96a-b

15. ALA Policy Corps Update, *Larra Clark* 2019.97

16. ALA Committee on Legislation, *Mary Hastler* ..... onsite

17. ALA Washington Office/Publisher Relations, *Sari Feldman, Alan Inouye* ..... no document

18. PLA Board Virtual Voting Process **ACTION** 2019.98

19. PLA 2024 Site Selection. **ACTION** 2019.99

    BREAK

20. PLA Board Vacancy-Vote to Fill. **ACTION** 2019.100

21. PLA Strategic Plan Review. *Mary Hirsh, Scott Allen* 2019.101

22. PLA Professional Development TOC/Leadership Model, *Mary Hirsh* 2019.102a-c

23. IFLA Public Libraries Section Report, *Corinne Hill* .....no document

24. IFLA Metropolitan Libraries Section Report, *Carolyn Anthony*..... 2019.103

25. Review of the ALA Council Agenda, *Stephanie Chase, all*.....no document

26. Review of plans for PLA-Council Breakfast..... 2019.104

27. Plans for 2019-2020 Board meetings, *Barb Macikas.* **ACTION**..... 2019.105

28. Service Recognition of Outgoing Board Members, *le Conge Ziesenhenne* .. 2019.106(onsite)
    a. Tracy Strobel
    b. Richard Kong
    c. Pam Sandlian Smith

29. New Business, *All* .....no document

Reminder! PLA President Monique le Conge Ziesenhenne invites you to join colleagues after the board meeting at PLA's Leadership Reception in the Grand Hyatt, Penn Quarter A/B Room

Board of Directors—2019 Spring Meeting
April 7-8, 2019
Calgary Public Library, Calgary, Alberta, Canada

Present: Monique le Conge Ziesenhenne, President; Pam Sandlian Smith, Past President; Ramiro Salazar, President-elect; Directors at Large: Cindy Fesemyer, Michelle Jeske, Richard Kong, Tracy Strobel, Stephanie Chase, ALA Division Councilor

Approved Absences: Kelvin Watson, Carrie Willson

PLA Staff: Barb Macikas, Executive Director; Mary Hirsh, Deputy Director; Angela Maycock, Manager, Continuing Education; Emily Plagman, Manager, Impact and Advocacy; Nellie Barrett; Program Coordinator; Megan Stewart, Program Coordinator; Leighann Wood, Program Manager

Guests: Clara Bohrer, Chair, PLA Budget and Finance Committee; Jim Neal and Steven Yates, ALA Executive Search Committee representatives (via phone for item 12 of agenda).

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

1. **Welcome and Introductions**, *LeConge Ziesenhenne*.
2. **Approved** the adoption of the meeting agenda with the addition of new business: election participation.
3. **Approved** the 2019 Midwinter Meeting Draft Actions (See 2019.55a-b REVISED.) with revisions to item 6 of Report from B&F Committee chair.
4. **Approved** the consent agenda with revision to document 2019.55a-b as noted above.

Consent Items **Document Number**

Governance

a. Draft 2019 Midwinter Board Actions and Follow-Up Items 2019.55a-b
b. PLA Committees, Semi-annual Reports 2019.56
c. Results of 2019 PLA Elections, 2020 Nominating Report 2019.57
d. PLA Contribution in Memory of Clyde Scoles 2019.58

Initiatives, Partnerships, and Collaborations

e. Overview of Initiatives and Partnerships 2019.59a-b

Continuing Education

f. CE Status Report 2019.60
g. PLA2020 Conference Planning ..... to come

PLA Operations

h. Organizational Excellence Initiatives – Communications, Membership..... 2019.61
i. 75th Anniversary Plans..... 2019.62
j. PLA Award Winners 2019.63a-b

Action/Discussion/Decision Items

5. **PLA President's Update**, *Monique le Conge Ziesenhenne, PhD* (no document). LeConge Ziesenhenne reported that she has participated in many media interviews related to public libraries.

6. **PLA President-elect report**, ALA Washington Office Fly-in, *Ramiro Salazar* (no document). Salazar reported on the ALA Washington Office "Fly In" program. Training was held on one day and meetings with Texas legislative staff and Congress were scheduled for the next day. The Texas group had scheduled meetings with Senator Ted Cruz and Rep. Will Hurd (23rd District, R) and Salazar had a good meeting with Hurd related to promoting reading. Overall, the fly-in was a good approach.

7. **PLA Board Electronic Voting Protocol**, *Ramiro Salazar* (2019.64a-b). The board reviewed the document and recommended that staff create a process and guidelines for electronic voting for the board to review at its next meeting.

8. **PLA Family Engagement Task Force Continuation**, *Clara Bohrer,* **ACTION (**2019.65). The Task Force requested that its term be extended. It was moved and **approved** to continue the Task Force for another two-year term, from July 2019 to June 2021, with reappointments and new appointments to occur in the spring of 2019 by incoming President Ramiro Salazar.

9. **Report from Budget and Finance Committee Chair**, *Bohrer,* (2019.66a-e, 2019.67a-b and 2019.69a-g). Bohrer noted that at this point, for FY19 PLA is generally on target with revenue and under budget on expenses. PLA is in a "spend down" year, which will take the operating reserves from $3.8 million to $3.1 million. Board members suggested there is revenue potential in marketing to: Canadian library staff in the absence of a national association in Canada; non-MLS professionals; and in rethinking organizational memberships.

   Bohrer review the FY20 draft budget, to be approved at ALA Annual. The board also discussed ideas for spending down some of the PLA fund balance. Of the ideas presented, there was most interest was expressed in: PLA developing a sustainability plan; expanding EDISJ and leadership development efforts; expanding public awareness/messaging efforts related to the value of public libraries and social infrastructure to resolve community challenges; and continuing the dialogue with ALA and ALA Council. Staff will work with PLA Budget & Finance to further develop these concepts for B&F review and integration in the FY20 budget.

There was a discussion related to how ALA overhead is calculated and what portion of the overhead is allocated to traditional overhead costs vs. what ALA is allocating to mission-based units that do not generate sufficient revenue. ALA Finance staff will be invited to the next board meeting to discuss overhead.

10. **ALA Organizational Status/SCOE (**2019.68a-b). The board discussed strategies and responses to SCOE. Staff will expand upon ALA's (to date limited) communications so that PLA members are informed. The board noted that when the "operating agreement" review process begins, it is imperative that both staff and members be at the table. There was also a discussion about scenario planning and how it might be employed. Could these conversations begin at the ALA Annual Conference in June? Scheduling is problematic but the board will have an opportunity at the PLA Council breakfast to tell its story, share its vision and work and request Council action.

11. **Tour of Calgary Public Library** (no document). Calgary PL CEO Bill Ptacek and Sarah Meilleur, Director, Service Delivery at CPL, led board and staff on a tour of the new building.

12. **ALA Executive Director Search**, *Jim Neal, Steven Yates* via phone (no document). As division representatives to the ALA ED search committee, Neal and Yates requested time to hear from the PLA board about qualities needed for the new ED as well as to learn of any board concerns. The board reiterated that the composition of the search committee is problematic in that there is only one public librarian on the committee, which does not represent the make-up of ALA's membership. The board again requested that the committee be expanded to include another public librarian. Neal indicated this would not be possible. The board asked if it would be possible to see interview questions; Neal indicated that would not be possible. The board directed staff to develop a brief background document for the search committee that would share current public library and PLA challenges, initiatives, strategies, etc. Neal indicated he would share that document with the search committee. Neal and Yates also outlined the timeline, saying final interviews would be conducted by the ALA board in October, with a goal of the new ED starting in January 2020.

13. **Code of Conduct/Crisis Communication Planning**, *Macikas* (2019.70a-c). In light of the issues that surfaced at the preceding ALA Midwinter meeting, Macikas reviewed the PLA statement of conduct for PLA conferences and on-site processes for handling complaints.

14. **Plans for PLA-ALA Council at ALA Annual**, *LeConge Ziesenhenne (*2019.71a-b). Draft agenda for the event will be developing, keeping in line with the board's earlier discussion related to SCOE.

15. **Future PLA Board Meetings-Midwinter 2020 and Fall Board Dates**, *LeConge Ziesenhenne,* **ACTION,** (2019.72a-c). The board discussed dates and locations for its fall meeting. The fall meeting will be held October 20-22, 2019. Staff will come back to the board with site recommendations. Various possible library sites were discussed.

The board also discussed whether it was necessary to meet at the ALA 2020 Midwinter Meeting given it would be the last Midwinter Meeting. It was moved and **approved** to that PLA board will not meet at the 2020 ALA Midwinter and that PLA Committees will not be required to meet either; instead they will be encourage to meet virtually to accomplish their work. The PLA board will meet prior to the official start of the PLA 2020 conference; likely Tuesday, February 25. The PLA Councilor WILL attend the 2020 Midwinter and the board will hold a call with PLA Councilor to prep for Council meetings.

16. **New Business: Election participation.** The board discussed the low participation in PLA elections. Staff noted that the 2019 election participation at around 17% was in line with previous years and in line with ALA. ALA elections for board seats involves much more campaigning than PLA. Staff was directed to look at member engagement data and how we define engagement and to report back.

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

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

1. **PLA Board Electronic Voting Protocol**. Staff will draft a process and guidelines for electronic voting for the board to review at its next meeting. (Macikas, Stewart)

STATUS: ACCOMPLISHED. These will be included in ALA Annual board packet.

2. **PLA Family Engagement Task Force Continuation**, The Task Force will be extended for two years and President-elect Salazar will make appointments/re-appointments

STATUS: IN PROCESS

3. **ALA ED Search Committee**. Board directed staff to develop a brief background document for the search committee that would share current public library and PLA challenges, initiatives, strategies, etc. Neal indicated he would share that document with the search committee. (Macikas)

STATUS: ACCOMPLISHED. Emailed to Jim Neal and Steven Yates and PLA board on April 22, 2019

4. **Site for PLA Fall Board meeting, Oct. 20-22**. Staff were directed to select a site for fall board meeting.

STATUS: ACCOMPLISHED. These will be included in ALA Annual board packet.

5. **PLA Election Participation.** Board discussed low voter participation numbers. Staff were directed to research election participation in associations in general and to review overall member engagement data. PLA should define engagement and continue to expand opportunities for engagement.

STATUS: IN PROCESS

TO: PLA Board of Directors
RE: Annual President's Report to ALA Council and Executive Board
DATE: June 3, 2019

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

In accordance with ALA Policy A.4.2.5.5: "Annual reports from ALA division presidents shall be submitted to Council in writing for inclusion in the record of Council meetings." On May 31, 2019, PLA's Annual Report to the ALA Council and Executive Board was submitted on behalf of President Monique le Conge Ziesenhenne, PhD.

As part of PLA's "Stronger Together" messaging campaign, this report helps demonstrate how PLA makes ALA a stronger organization through by aligning our strategic priorities with theirs, by contributing to their bottom line, and by strengthening their library networks. To further emphasize the strategic nature of our work, the majority of content is organized under the five main goal areas of PLA's 2018-2022 Strategic Plan.

The full report (PDF, 18 pgs.) is appended.

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2018-2019 ALA CD#28.8
2019 ALA Annual Conference

PLA President's Report, 2019 ALA Annual Conference
Monique le Conge Ziesenhenne, PhD, 2018-2019

The Public Library Association (PLA) envisions a future where public libraries serve at the intersection of vibrant communities and a strong democracy. Our association works to strengthen public libraries and their contribution to communities. Our groundbreaking initiatives do more than develop new skills – they move our profession to ever more innovative places. And our continuing education opportunities don't just improve public library services, they build public library leaders. We know that wherever public libraries are working, possibility lives.

PLA makes ALA a stronger organization by aligning our strategic priorities with ALA's; by contributing to ALA's bottom line through membership, overhead, and increased capacity; and by strengthening library networks. We're stronger together.

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Organizational Excellence

PLA's 75th Anniversary

This year PLA will celebrate 75 years of success and the public library world is invited to join in PLA's Diamond Anniversary celebration. From now through the PLA 2020 Conference, the association will recognize this milestone by reflecting on our storied history, honoring the many people who have contributed to our achievements, and preparing for an even brighter future. PLA came into being on Oct. 13, 1944 when the American Library Association's governing council approved the creation of a Division of Public Libraries. Since its inception, PLA has grown by leaps and bounds, from a small group of charter members to nearly 10,000 professionals representing public libraries large and small. PLA will commemorate the 75th Anniversary at several events over the coming months, including at the 2019 ALA Annual Conference in Washington, D.C. and the PLA 2020 Conference in Nashville, Tenn. To learn more, please visit PLA's 75th Anniversary website and follow the hashtag #PLA75 on social media.

Strategic Plan Implementation

PLA's 2018-2022 PLA Strategic Plan was finalized and approved by the board of directors in June 2018. In less than a year's time, PLA has made great strides toward achieving our goals.

Goal 1 - Transformation: *PLA advances public libraries' transformation from a library focus to a community focus, to meet the specific needs of people and communities.*

> PLA is working to increase digital skills at the community level, through public library facilities, programming and staff development. Through partnerships with Google and Microsoft Philanthropies, as well as the ongoing work of the Digital Literacy Committee, PLA is creating new tools to help public libraries do transformative work in the digital literacy space.

Goal 2 - Leadership: *PLA builds and supports leadership for public libraries that is reflective of the needs of each community and the profession.*

> Established in 2013, the PLA Leadership Academy empowers public library professionals to become innovative and successful leaders of change, shifting their libraries from an internal approach, focused on organizational operations, to an external approach, focused on community needs. PLA hosted its fifth Academy Mar. 25-29 in Chicago, Ill. Twenty-eight public library professionals participated in the Spring 2019 Academy, which was the first using PLA's new Leadership Model.

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Goal 3 - Advocacy & Awareness: *PLA leads in public library advocacy and influencing perceptions of public libraries.*

Through its performance-measurement initiative, PLA provides public libraries with the resources and training support needed to demonstrate their library's impact on the community and confidently advocate for its future. The cornerstone of this initiative is Project Outcome, a free toolkit designed to help public libraries understand and share the impact of essential library services and programs by providing simple surveys and an easy-to-use process for measuring and analyzing outcomes. In 2019, Project Outcome has broadened its reach by releasing a customized version for use by academic libraries.

PLA staff and members have co-developed and promoted new tools to prepare and position public libraries relative to the 2020 U.S. Census. PLA and ALA are advocating for a fair, accurate, and inclusive Census that recognizes the roles libraries will play in this vital civic effort. Several PLA board members are serving on the 2020 Census Library Outreach and Education Task Force and PLA is actively partnering with ALA's Public Policy and Advocacy Office on communications.

Public library staff are also well-represented within the ALA Policy Corps program, which focuses on issues for which deep and sustained knowledge are necessary to advance ALA policy goals and library values among policymakers. A report on the Policy Corps' progress will be released and shared at the ALA Annual Conference.

Goal 4 - Equity, Diversity, Inclusion & Social Justice (EDISJ): *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 is equipping its members with tools, coaching, learning opportunities and other resources to advocate and apply EDISJ principles in their libraries and communities. PLA is hosting regional symposia on equity, diversity, inclusion, and social justice for public libraries throughout 2019. Social Justice and Public Libraries: Equity Starts with Us will be presented in Denver, Colo., Charleston, S.C., and Chicago, Ill., to as many as 100 public library professionals per location.

Goal 5 - Organizational Excellence: *PLA is entrepreneurial, resilient, and successful in the sustaining and growing of resources to advance its mission and work.*

PLA is taking steps to lend greater oversight and attention to financial matters. In the 2019 PLA Election, members approved a ballot measure to add a Fiscal Officer position to the board of directors. The PLA fiscal officer, to be appointed in July 2019, will serve as chair of the PLA Budget & Finance Committee and as liaison to the American Library Association (ALA) Budget Analysis &

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Review Committee. The first fiscal officer will be appointed by Immediate Past-President Pam Sandlian Smith to a three-year term beginning July 2019.

Making ALA Stronger

Steering Committee on Organizational Effectiveness

ALA's plans for reorganization and the work of the Steering Committee on Organizational Effectiveness (SCOE) will impact PLA. PLA leaders and staff are working hard to keep PLA members informed about the progress of ALA's reorganization. It is critical for ALA to be transparent and to solicit feedback and listen to the voices and experiences of public library staff and stakeholders throughout the reorganization process. PLA has encouraged SCOE to:

- Share its vision for where ALA is heading and how the proposed changes will get us there;
- Consider the pace of ALA's proposed timeline for reorganization, which calls for a final recommendation to the executive board by October 2019, and the pressure this places on the organization amidst several other streams of change including a proposed move to a new building and the hiring of a new executive director;
- Be transparent and align proposed models with their financial implications;
- Continue and strengthen communication to members and staff about the process, engaging them in ongoing discussions and reporting status regularly through channels including ALA Connect, but also beyond ALA Connect since not all members use the Connect space.

Council Outreach

PLA strives to engage with ALA Council members, particularly those who work in public libraries and/or are PLA members. As part of PLA's "Stronger Together" outreach effort, ALA Councilors are being provided opportunities to meet with PLA leaders, learn about public library issues and priorities, and discuss how PLA and ALA can best address areas of shared interest.

The inaugural "Stronger Together" Breakfast for ALA Councilors was held at the 2019 ALA Midwinter Meeting, and the majority of attendees said the event helped them better understand how PLA works with ALA. To make "Stronger Together" events a regular practice, PLA will host another breakfast at the ALA Annual Conference for ALA Councilors.

Executive Director Search

ALA is in the process of hiring a new Executive Director with the goal of bringing the new director on in January 2020. PLA leaders have expressed their concern to ALA that the composition of the Executive Director Search Committee does not reflect the association or the library field as there is only one public librarian on a committee of 14. PLA provided division representatives to the committee, Jim Neal and Steven Yates, with information about PLA and public librarianship to share with the committee in order to provide the public library perspective.

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2019 Election

On Apr. 10, PLA announced the results of its 2019 Election. The members elected Michelle Jeske, city librarian and executive director of Denver (Colo.) Public Library, to the office of 2020-2021 PLA president. Originally elected to PLA's Board of Directors in 2017, Jeske will serve a three-year term beginning this June and including one-year stints as president-elect (2019-2020), president (2020-2021), and immediate past-president (2021-2022). Also elected to three-year terms on the PLA Board, as directors-at-large, were Amita Lonial, assistant library director of the Tacoma (Wash.) Public Library and Toby Greenwalt, director of digital strategy at the Carnegie Library of Pittsburgh (Penn.). The ballot measure, which proposed adding a fiscal officer's position to the PLA Board, was approved by an overwhelming 97% majority.

Supporters

PLA is grateful for the financial support it has received during the past year from the Bill & Melinda Gates Foundation, Capital One, Community Catalyst, Google, Institute of Museum & Library Services, the John L. and James S. Knight Foundation, Microsoft, the National Network of Libraries of Medicine, the National Science Foundation/Califa Group, the Robert Wood Johnson Foundation, and individual members, as well as the following companies:

Baker & Taylor
BiblioCommons
BookPage
Brainfuse
Demco
Disney Book Group
EBSCO Information Services
Harlequin
Ingram Content Group
LibraryReads
Marcive, Inc.
Mergent
National Endowment for Financial Education
National Library of Medicine
Niche Academy
OCLC
Rakuten OverDrive
Romance Writers of America
The New York Times
The Singer Group
Tutor.com
Unique Patron Service Solutions
Upstart, A Demco Company

Partnerships

For 20 years, the Global Libraries (GL) Initiative of the Bill & Melinda Gates Foundation collaborated with libraries and organizations like PLA, investing more than $1 billion globally to enhance the power of libraries to improve lives. In May 2016, the Gates Foundation made a $10 million investment in PLA. To exit the field in a catalytic way, leaving the field strong, GL invited three organizations to apply for funding as legacy partners: PLA, the Technology and Social Change Group at the University of Washington's Information School (TASCHA), and the International Federation of Library Associations and Institutions (IFLA). PLA continues to use the opportunity presented by the grant and partnerships to deepen, expand, and transform its engagement with public libraries across the country.

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As part of the Legacy Partnership work, PLA President Monique le Conge Ziesenhenne, PhD, travelled to Antalya, Turkey, last October, to participate in the Life After LIFE International Forum. The purpose of the LIFE Program was to stimulate radical transformation and advancement at selected municipal public libraries so that these institutions become "centers of attraction" for the citizens residing in their service areas. Ziesenhenne's keynote speech outlined PLA's framework for strengthening U.S. public libraries and supporting a globally connected field. PLA staff have also participated in several international events in support of the Legacy Partners, including the 2018 IFLA World Congress in Kuala Lumpur, Malaysia.

In addition to the Gates Foundation and Global Libraries Legacy Partners, PLA has partnered with a wide variety of organizations on select projects over the past twelve months. They include African Library and Information Association and Institutions, Capital One, Community Catalyst, Google, the John S. and James L. Knight Foundation, Microsoft Philanthropies, OCLC, the National Network of Libraries of Medicine, the Robert Wood Johnson Foundation, Short Édition and various ALA offices and divisions. Additional information on each project can be found in this report.

Leadership

New Leadership Model

In September, PLA unveiled a new model for its Leadership Development Initiative. Developed by 21 select library leaders with support from the Bill & Melinda Gates Foundation, the PLA Leadership Model describes the work, methods, and core values of leadership in a public library context. In alignment with the Association's strategic goals of Leadership and Transformation, this model advances public libraries' shift from an organizational focus to a community focus and supports leadership that reflects the needs of the community. The new model lists library leaders' core areas of responsibility as Learning and Literacy, and Stewardship and Integrity. Library leaders are also encouraged to practice the paired values of Respect and Civility; Inclusion and Equity; Service and Privacy; and Information and Truth, while embracing a spirit of caring, integrity, and optimism. It envisions these leaders helping individuals, neighborhoods and communities to thrive by making the library a trusted, helpful resource to all people.

Leadership Academy

Twenty-eight public library leaders participated in the fifth PLA Leadership Academy, which was held Mar. 25-29 in Chicago, Ill. The PLA Leadership Academy empowers public library professionals to become innovative and successful leaders of change, shifting their libraries from an internal approach—focused on organizational operations—to an external approach—focused on community needs. Since the program's inception in 2013, a total of five academies have been held and 142 leaders have been trained.

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AfLIA Leadership Exchange

This March, in tandem with the Spring 2019 Leadership Academy, PLA hosted twelve librarians from Africa for an international leadership learning exchange and immersion experience. It also served as the capstone event for the first graduating class of the African Library and Information Associations and Institutions (AfLIA) Leadership Academy. With funding and support from the Bill & Melinda Gates Foundation, PLA had partnered with AfLIA to develop an academy for African public librarians. The kickoff event for the inaugural AfLIA Leadership Academy (AfLAc) cohort was held Nairobi, Kenya, in January 2018. Eleven librarians from seven countries participated in the first cohort, and nine of them made the trip to the U.S.—accompanied by three AfLIA leadership coaches—for the capstone event.

The AfLIA leaders spent the first part of their week-long trip attending PLA Leadership Academy sessions in Chicago, IL. There, they learned about PLA's new Leadership Model and heard illustrative stories from the field. For the rest of the week, the AfLIA cohort split from the U.S. librarians to tour four public libraries in Illinois and Wisconsin. They visited Madison (WI) Public Library, Columbus (WI) Public Library, Skokie (IL) Public Library, and the Chicago Public Library's Chinatown branch. The goal of the tours was to explore leadership models in different contexts, as well as the role of leadership in developing innovative services.

Support of Emerging Leaders program

PLA, a long-time supporter of the ALA's Emerging Leaders (EL) program, sponsored the participation of two library professionals in the 2019 EL class. PLA provided funding for Megan Glidden, senior librarian at ImagineIF Libraries (Flathead County, Mont.) and Mimosa Shah, adult program coordinator at Skokie (Ill.) Public Library, to participate in the program. The 2019 Emerging Leaders will showcase the results of their work at the ALA 2019 Annual Conference in Washington, D.C.

Advocacy & Awareness

2019 Award Winners

PLA offers a variety of awards designed to highlight the best in public library service and to honor those bringing innovation, creativity, and dedication to public libraries. The 2019 PLA Awards recognized the following 11 individuals and public libraries:

Allie Beth Martin Award

Sondra Eklund, Youth Services Manager, City of Fairfax (VA) Regional Library

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Baker & Taylor Entertainment Audio Music/Video Product
Ivan O. Davis – Liberty (ME) Library

Charlie Robinson Award
Clyde Scoles, Director, Toledo Lucas County (OH) Public Library

EBSCO Excellence in Rural Library Service Award
Copper Queen Library (Bisbee, AZ)

Gordon M. Conable Award
Fairfax County (VA) Public Library

John Iliff Award
Mark Williams, Chief Librarian & CEO, Milton (ON, Canada) Public Library

Library Innovation Award
Southern Adirondack Library System (Saratoga Springs, NY)

New Leaders Travel Grant
Leah Dudak, Reference Librarian
Public Library of Cincinnati & Hamilton County (OH)

Jessica Robertson, Cataloging Librarian – Collection Services
Central Rappahannock Regional Library (Fredericksburg, VA)

Romance Writers of America Library Grant
Suffolk (VA) Public Library

The Singer Group Helping Communities Come Together Award
Sonoma County (CA) Library

***Public Libraries* Feature Article Contest (1st prize)**
"Constructive Confrontation: Being Decisive Rather Than Nice" – July-August 2018 issue
Jane Holt, manager, Centennial Library (Midland, Texas)

***Public Libraries* Feature Article Contest (Readers' Choice)**
"Ransomware at the Library: Time To Boost Your Cybersecurity" – July-August 2018 issue
Karen Pundsack, executive director, Great River Regional Library (St. Cloud, Minn.)

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2020 Census Project

To best position libraries to support their communities in the 2020 Census, PLA and ALA are engaging with the U.S. Census Bureau and other stakeholders to ensure that libraries are informed and represented in the policy discussions and planning process. PLA and ALA are advocating for a fair, accurate, and inclusive Census that recognizes the roles libraries will play in this vital civic effort.

As part of this work, the 2020 Census Library Outreach & Education Task Force, a joint effort of PLA and the ALA Washington Office, has released a policy brief titled *Libraries and the 2020 Census*. This document explains how decision makers, including state and local policymakers, can partner with libraries as they work to ensure their communities are fully represented in the 2020 Census. This May, with support from the task force and the Georgetown Center on Poverty and Inequality, they also released the *Libraries' Guide to the 2020 Census*, a new resource to prepare libraries for the decennial count of every person living in the U.S.

Performance Measurement

While many public libraries collect data about their programs and services, they often lack the data to indicate the benefits libraries provide their communities. To address this need, PLA created Project Outcome, a free toolkit designed to help libraries understand and share the impact of essential services and programs through simple surveys and a user-friendly process for measuring and analyzing outcomes.

In March, PLA partnered with the Association of College and Research Libraries (ACRL) to release a version of Project Outcome customized for use by academic libraries. The full toolkit was launched at the ACRL 2019 Conference in Cleveland, Ohio.

In April, PLA launched a new Project Outcome survey intended to measure the effectiveness of public libraries' consumer health programming. Funding for the creation of new survey was provided by three of National Network of Libraries of Medicine's eight regional medical libraries: MidContinental, Pacific Southwest, and South Central.

In June, a white paper highlighting PLA's performance measurement program was released. The publication, *Project Outcome: Insights for Adopting the Model*, was created to share insights into the development and evolution of Project Outcome to aid others in adopting similar field-driven models. Like Project Outcome, this paper is part of the legacy of the Bill & Melinda Gates Foundation's Global Libraries initiative.

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Transformation

Digital Literacy

Libraries Lead with Digital Skills
An exciting new digital literacy project was launched in 2019, aimed at supporting workforce development in communities across the U.S. through public libraries. Libraries Lead with Digital Skills is an initiative of ALA and PLA, sponsored by Google, to ensure that public libraries across the nation receive ongoing access to free tools and resources to help everyone across America grow their skills, careers, and businesses. ALA and Google are holding free, one-day events at libraries across the country, where Grow with Google experts will deliver in-person workshops for job seekers, small businesses, and library staff. Recognizing the critical role libraries play in supporting workforce development in communities across the country, Google is also investing $1 million in libraries. Following each state's Grow with Google workshops, PLA has begun accepting applications for micro-funding to libraries to provide programming, outreach, and education in their own libraries, to address the digital skills gaps of job seekers and small businesses.

DigitalLearn.org
Over the past twelve months, PLA has added two new courses to its digital literacy training website, DigitalLearn.org. The site offers a collection of narrated, video-based learning modules developed to help learners practice basic digital literacy skills. The newly added courses focus on locating reliable health information and applying for jobs online.

DigitalLead: Rural Libraries Creating New Possibilities
In May, PLA announced a new partnership with Microsoft Philanthropies, the philanthropic arm of the Microsoft Corporation, to increase digital literacy programming and access to technology in rural communities. Using nearly $400,000 generously donated by Microsoft employees, PLA and Microsoft Philanthropies will provide technology to increase broadband access as well as other resources for deployment to select rural public libraries, through an application process to be administered by PLA. Staff at the selected libraries will also receive tools and digital skills training to increase their capacity to support the needs of their patrons. Under this new program, *DigitalLead: Rural Libraries Creating New Possibilities, PLA* will accept applications from libraries in select rural counties to help them establish mobile hotspot lending programs and to initiate or expand digital skills training programs and patron access to computers. At least 50 libraries will be approved to receive new computers and other hardware, training and more. Libraries nationwide will benefit from training and tools collated by the project and released for use by PLA members and others.

Early Childhood Literacy

PLA developed a new product for 2019 designed to boost early childhood literacy programming in libraries, schools and daycare centers. PLA's 2019 Early Childhood Literacy Activity Calendar includes twelve

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months of learning activities, book lists and nursery rhymes. One side of each page has a calendar with a fun skills-building activity for every day of the month, and the other contains supplementary content like nursery rhymes, early literacy tips, song lyrics and suggested reading material. Based on the core practices of Every Child Ready to Read @ Your Library, PLA's parent-education initiative, the publication emphasizes activities involving reading, writing, singing, talking, playing and counting.

Family Engagement

In July 2018, PLA released a free promotional toolkit designed to help libraries raise awareness of family engagement through libraries. The term "family engagement" describes a shared responsibility among families, educators and communities to support children's learning and development. Building upon the early-childhood literacy success of Every Child Ready to Read@ your library®, PLA established a Family Engagement Initiative in 2015 to help libraries serve families of all types with children of all ages.

The Family Engagement Toolkit was developed as part of ALA's Libraries Transform public awareness campaign. The Toolkit offers both strategy and tactics for family engagement advocates, including message points, customizable graphics, promotional ideas, and program examples from *IDEABOOK: Libraries for Families*, a family engagement publication released in 2017 by PLA and the Global Family Research Project. This resource can be used to supplement libraries' marketing, fundraising, community relations and political advocacy work.

Financial Literacy

In March, PLA announced a collaboration with Capital One Financial Corporation to bring innovative financial literacy resources to public libraries across the U.S. Through this project, PLA and the American Library Association will help public libraries nationwide learn about Capital One's Ready, Set, Bank program, which teaches consumers basic mobile banking skills. Ready, Set, Bank is designed specifically for older adults, and offers numerous, unbranded videos to guide learners through every step of the process, with overviews and step-by-step tutorials to help them manage their finances online—regardless of where they bank.

PLA will share Ready, Set, Bank information with libraries throughout 2019, including through an educational program at the 2019 ALA Annual Conference. The financial literacy resources on Ready, Set, Bank will also supplement the existing courses on PLA's DigitalLearn.org website with helpful videos on online banking matters. ALA has also recognized Capital One for its financial support by naming the company as a Library Champion at the $25,000 (Sustainer) level.

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Fostering Creative Community Connections

At the PLA 2018 Conference, PLA announced a partnership with community publisher Short Édition to promote reading and literary joy through public libraries in four U.S. communities. With funding from the John S. and James L. Knight Foundation, the two organizations launched Fostering Creative Community Connections (FCCC), an ongoing effort to promote literary expression, community engagement, library programs and services, and creative expression. Through FCCC, PLA and Short Édition supported four libraries in Knight Foundation communities to bring short stories to unexpected places via Short Story Dispensers connected to Short Édition's digital publishing platform.

In the fall, PLA held a National Short Fiction Contest as part of the FCCC project. More than 600 writers across the U.S. entered the contest by submitting short stories on the theme of *courage*. The contest jury awarded the $1,000 first prize to Mim Eichmann from Wheaton, IL, for her story "Slomp" and $500 Honorable Mentions to R.L. Burke from Snellville, GA, for "The Invitation" and Donald Ryan from Auburn GA for "Call It What You Will." All 606 qualifying short story submissions can be viewed on the contest site.

Health Literacy, Reference and Programming

Health Insurance Enrollment & Education
As part of its ongoing work to support the public library's role in creating healthy communities, PLA is offering new resources for libraries to help more Americans enroll in affordable health insurance. Beginning in fall 2018, PLA began partnering with the Robert Wood Johnson Foundation and Community Catalyst to address a shortened period for enrolling in the Affordable Care Act (ACA) marketplace and reduced funding for enrollment Navigators. Through its initiative, Promoting Health Communities: Libraries Connecting You to Coverage, PLA provided funding to 110 public libraries across the U.S. to encourage health insurance enrollment.

66 libraries were given $300 mini grants to disseminate, offer education, and encourage their communities to enroll in the ACA Health Insurance Marketplace during the 2018 Open Enrollment period. According to the Centers for Medicare & Medicaid Services, almost 8.5 million people in the 39 HealthCare.gov-participating states enrolled in coverage during the six-week open enrollment period. This represents a 4% decrease compared to last year's open enrollment numbers. Thanks to the hard work of enrollment advocates, including public libraries, the drop was much smaller than anticipated. Another 44 libraries received $500 mini-grants to implement consumer outreach and education activities around health insurance and health information. PLA also is providing all libraries with tips and tools to make educating communities easy, including resources and communication assets.

Health Literacy Toolkit
As part of the Libraries Transform public awareness campaign, ALA and NNLM updated a promotional Health Literacy Toolkit with new resources to help library professionals raise awareness of how libraries

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provide trusted health information to their communities. Originally launched in 2017, the free toolkit includes key messages, program ideas, and downloadable marketing materials (such as bookmarks and social media graphics) for libraries to use in promoting consumer health information and health reference services. The newly expanded toolkit covers a wide array of health topics including aging, nutrition, chronic illnesses, genetics, family history, and student well-being.

Health Website

PLA and the National Network of Libraries of Medicine created a new website to help public libraries better serve their patrons' health information needs. The site, located at https://publiclibrary.health, features a wide variety of resources including health-related news, programming ideas, data sources, glossaries of terms, training materials and information on funding opportunities.

Opioid Crisis Response

In October, PLA announced a collaboration with OCLC on new project to collect and share knowledge and resources to support public libraries and their community partners in addressing the opioid crisis. OCLC was awarded a $249,714 National Leadership Grant from the Institute of Museum and Library Services (IMLS) to perform this work. Together, the two organizations will complete the following deliverables:

- Produce eight case studies of varied communities in which the public library is an active partner in response to the opioid crisis;
- Through virtual discussion sessions, gather additional insights and resources from government agencies, public health and human services organizations, philanthropic and community organizations, and library leaders;
- Synthesize the research and cross-sector perspectives into a call-to-action white paper that offers resources and recommendations for how libraries might respond to the opioid epidemic in their local communities; and
- Broadly share the information with public library directors and their staff so that they can more confidently make better-informed decisions about their libraries' strategies, policies, and activities regarding the opioid crisis.

This project builds on past work, including the Opioid Crisis Townhall, "Libraries and the Opioid Crisis" Facebook discussion group, and related conference library programming and published articles.

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Equity, Diversity, Inclusion & Social Justice

Inclusive Internship Initiative

One of PLA's highest-profile programs, the Inclusive Internship Initiative (III), is now entering its third year. III offers paid, summer-long internships to high school students at their local public library. Over the course of the summer, each intern works with his or her library mentor on a community-based learning project. Through III, students from diverse backgrounds are introduced to careers in librarianship, library mentors practice leadership skills, and host libraries grow new audiences through outreach and programming. In alignment with PLA's strategic goal of Equity, Diversity, Inclusion and Social Justice, III was piloted in 2017 as a pathway program to increase diversity in public librarianship. Since its inception, more than 100 high school students at 80 libraries have learned about careers in librarianship. Applications for 2019 have closed and the participating libraries for the summer cohort will be announced in the spring.

Celebrating learning and library values at PLA 2020 in Nashville

In 2011, PLA selected Nashville, Tennessee as the host site for its 2020 Conference. PLA 2020 will be an inclusive convening that highlights innovative work and ideas that address the challenges facing public libraries and their communities today. PLA leadership understands that no meeting site is immune from political actions or legislation contrary to our values and some Tennessee laws do not align with PLA's commitment to Equity, Diversity, Inclusion, and Social Justice or the core values of librarianship. Recognizing this, we have made a commitment to use our presence in 2020 to educate and inspire. PLA 2020 will provide outstanding educational experiences for everyone and serve to raise awareness through new and innovative learning opportunities. PLA leadership began exploring how we might achieve our goals last fall when the PLA Board participated in an insight immersion experience in Nashville focused on equity, diversity, inclusion and social justice. The idea for the experience grew from our decision to meet in Nashville and the EDISJ goals of PLA's Strategic Plan. The purpose of the insight immersion was to begin to gather input on how to use our conference to educate and inspire action. *Read more from our Statement on Core Values and Conference Sites*.

Regional EDISJ Symposium

PLA is presenting regional symposia on equity, diversity, inclusion and social justice in libraries throughout 2019. The symposium, Social Justice and Public Libraries: Equity Starts with Us, is led by Mia Henry, a facilitator and educator who teaches self-reflection, relationship-building, and understanding social movement history. Henry has served as executive director of the Arcus Center for Social Justice at Kalamazoo (Mich.) College and founder and principal of Freedom Lifted, which provides Civil Rights tours of the U.S. Deep South and social justice trainings through a historical lens. Members of the PLA Task Force on Equity, Diversity, and Inclusion will also speak and facilitate discussion during each session.

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Approximately 90 library professionals and students participated in the inaugural symposium in Denver, Colo., Feb. 25-26. Participants explored how power and privilege operate interpersonally and institutionally; identified how oppression shows up in our communities and libraries; and learned about historical and contemporary social justice movements. The EDISJ symposium will be offered twice more in 2019: Aug. 12-13 in Charleston, S.C. and Oct. 28-29 Chicago, Ill.

Support for NIH *All of Us* Research Program

PLA and the National Network of Libraries of Medicine (NNLM) are partnering to raise awareness of the National Institute of Health's *All of Us* Research Program, a historic effort to gather data from one million or more people living in the U.S., to accelerate research and improve health. By considering individual differences in lifestyle, environment, and biology, researchers will uncover paths toward delivering precision medicine.

At the heart of *All of Us* is a drive to address inequity in the health care system, which compelled the PLA Board of Directors to approve a formal partnership in late 2018. This work aligns with the recent addition of Equity, Diversity, Inclusion and Social Justice as a goal in PLA's 2018-2022 Strategic Plan. Public libraries can help improve health outcomes for all populations within their community, particularly those who have been historically underrepresented in biomedical research and medical advancements, through health outreach, programming, and partnership.

Over the next year, PLA and NNLM will work together to support public libraries to increase health literacy, address health research inequities, and strengthen community partnerships with health advocates and providers. The partnership will support community engagement around *All of Us* by elevating the role of public libraries in locating reliable health information and creating connections through library spaces and technology.

Social Work in Public Libraries

In July 2018, PLA launched its Social Worker Task Force, a volunteer group formed to develop and recommend a strategic and coordinated approach for how public libraries address the social service needs of customers. The task force will identify best practices and will consider resources to be developed that will allow PLA to offer guidance and technical support to libraries.

Recently, members of the task force have used the new Hollywood film, "The Public," as an opportunity to raise awareness about library service to the homeless. "The Public" is a fictional drama about a group of homeless men who take over the Cincinnati Main Library one winter night to avoid freezing to death. The film was released nationally Apr. 5, 2019. During a viewing tour for the film at public libraries, members of the Social Work Task Force participated in panel sessions and discussions. The task force also sent a letter to the film's director, Emilio Estevez, advancing the principle of trauma-informed care in offering service to

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persons experiencing homelessness. To facilitate member discussions around social work in libraries, PLA has added a Social Work Interest Group to its online community offerings in ALA Connect.

Conferences

PLA @ 2019 ALA Midwinter Meeting

PLA offered a robust lineup of programs and events at the 2019 ALA Midwinter Meeting, Jan. 25-29, in Seattle, Wash. During the Opening Session, PLA and ALA presented a Resolution of Recognition & Appreciation to the keynote speaker, Melinda Gates of the Bill & Melinda Gates Foundation. Programming began on Jan. 25 with two equity-focused preconference Institutes, Advancing Racial Equity in Public Libraries: Normalizing, Organizing & Operationalizing, in partnership with the Government Alliance on Race and Equity (GARE) and Implicit Bias, Health Disparities & Health Literacy: Intersections in Health Equity, in partnership with the National Network of Libraries of Medicine Pacific Northwest Region and the ALA Office for Diversity, Literacy and Outreach Services. Later that evening, public library professionals gathered at the Pike Brewing Company for a Happy Hour hosted by PLA and its Membership Advisory Group.

Over the next few days, the PLA Board of Directors and various committees, task forces, advisory groups, working groups and award juries met. PLA also hosted a breakfast to facilitate a dialogue between its leaders and public librarians who serve on ALA Council. PLA held a forum on legal issues in public libraries and educational sessions about the PLAmetrics program, Inclusive Internships, Performance Measurement, and Healthcare Enrollment initiatives. Members of the PLA Task Force on Equity, Diversity, Inclusion & Social Justice also presented a program called Racial Equity: Libraries Organizing to Transform Institutions as part of the Symposium on the Future of Libraries.

PLA @ 2019 ALA Annual Conference

PLA has planned a robust slate of programming at the 2019 ALA Annual Conference, June 20-25 in Washington, D.C. In addition to numerous business meetings, PLA will offer one preconference, 19 open programs, five "News You Can Use" sessions, and a Member Welcome Breakfast. Highlights include:

- PLA's half-day preconference on Fri., June 21 will focus on social work in public libraries. Librarians and Social Workers: Partnerships that Work for Connecting People in Need will highlight best practices and provide resources to better equip libraries to serve patrons experiencing life challenges.

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- PLA President Monique le Conge Ziesenhenne will host an exclusive breakfast for PLA members on Sat., June 22. The PLA Member Welcome Breakfast will feature author Ann Patchett as a guest speaker and a ceremony recognizing the recipients of PLA's 2019 Awards.
- In partnership with the Association of Library Collections & Technical Services (ALCTS), PLA is co-sponsoring the program the Preservation Week 101 on Sat., June 22. This program will introduce the history and purpose of ALCTS Preservation Week, provide an orientation to resources and events related to it, and prepare participants to plan and host Preservation Week 2020 events at their libraries.
- As part of a collaboration with Capital One Financial Corporation to bring innovative financial literacy resources to public libraries across the U.S., PLA will host Ready, Set, Bank @ Your Public Library on Sun., June 23. Joined by a representative from Capital One, staff from Houston (Texas) Public Library and Queens (N.Y.) Public Library will discuss how they implemented the program at their libraries.
- Also on June 23, PLA will sponsor a "News You Can Use" session called The Digital Literacy Frontier: From Broadband Access to Skill Development. A diverse panel of experts will share tools, resources, and partnership strategies to help libraries enhance digital skill development in their communities.

PLA 2020 Conference

Offered biennially, the PLA Conference is the premier event for public libraries, drawing thousands of librarians, library support staff, trustees, friends and library vendors from across the country and around the world. The 2020 Conference will be held Feb. 25-29 in downtown Nashville, TN, with most events taking place at The Music City Center. The PLA 2020 Conference will be packed with extraordinary educational content, inspirational speakers, and memorable entertainment. There will be distinctive networking events, opportunities to mingle with authors, a bustling exhibit hall and more than 100 educational programs carefully curated for public library professionals. Registration opens fall 2019.

Publications and Media

PLA works hard to cover concepts in its publications that align with the organization's strategic goals of Organizational Excellence; Leadership; Advocacy & Awareness; Transformation; and Equity, Diversity, Inclusion & Social Justice.

Public Libraries Magazine

Public Libraries Magazine is the flagship print publication of the Public Library Association and is published bimonthly. During the past twelve months, *Public Libraries* has addressed trending and challenging topics

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for public librarians through articles such as "Librarians Respond to Humanitarian Crisis at the Border," "We Are All Welcome in the Library: An Interview with Eric Klinenberg," and "If You Want to Figure Out What America Is Go To A Library: An Interview with Jose Antonio Vargas." The magazine also covered practical, management-directed issues with such articles as "The Mission-Informed Library," "A Fresh Approach to Job Rotation," "PLA Leadership Development Programs Offer Lessons For a Lifetime," and many more.

Public Libraries Online

Like the print iteration, Public Libraries Online focuses on issues and topics that matter to public libraries and public librarianship. Updated frequently, the site features selections from the print magazine as well as unique content. Public Libraries Online offers hundreds of articles on library-related topics in addition to author interviews and book reviews, and more. PL Online covers a wide variety of library world topics - a sample of articles published this year includes: "Defining the *Relevance Narrative* in Library Media Coverage," "Basic Literacy A Crucial Aspect of Public Library Service," "Health Literacy: The Librarian's Tool to Address Health Disparities," and "Incident Report Writing: A Person-In-Incident Approach." The site attracts nearly 40,000 viewers per month.

FYI: The *Public Libraries* Podcast

PLA launched its podcast series, FYI: The *Public Libraries* Podcast, in 2015. These short, information-packed segments offer an easy way to explore initiatives or hear more about current ideas in the public library world. Listeners can stream the episodes directly from the PL Online site or subscribe via iTunes. During the past twelve months, the podcast has featured topics including Equity, Diversity, and Inclusion; Social Workers in Public Libraries; Serving Children of Incarcerated Parents, and more.

Quick Reads for Busy Librarians

PLA offers a series of publications called Quick Reads for Busy Librarians. At no more than 100 pages, these short books cover both emerging and essential topics in public librarianship with style, clarity, and above all, brevity. All books published after September 1, 2016 have been made available free of charge to PLA members. In the past twelve months, PLA released three new editions: *PLA 2018: Ten Essential Programs*, *Teaching Early Literacy to Teen Parents*, and *Taking Care of Business in the 21st Century: A New Library Service Model*. These books are available for download via the PLA Member Library. PLA has decided to cease publication of the series as of May 2018 and is working on introducing a new publication series.

TO: PLA Board of Directors
FROM: Megan Stewart, Program Coordinator
RE: PLA 2019 Election Results
DATE: April 26, 2019

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

In 2019, six nominees stood for three positions: PLA President-elect and two Directors-at-Large.

Based on results, the composition of the PLA board in 2018-2019 and 2019-2020 are below. Newly-elected members are in italics. In 2019, 1,589 votes were cast for the PLA election. This compares to 2,256 votes cast in 2018.

POSITION	**2018-2019**	**2019-2020**
President	Monique le Conge Ziesenhenne, PhD	Ramiro S. Salazar
President-elect	Ramiro S. Salazar	*Michelle Jeske*
Past President	Pam Sandlian Smith	Monique le Conge Ziesenhenne, PhD
Directors at Large	Through 6/30/2019: Richard Kong Tracy R. Strobel Through 6/30/2020: Michelle Jeske* Carrie Willson Through 6/30/2021: Cindy Fesemyer Kelvin Watson	Through 6/30/2020: Michelle Jeske* Carrie Willson Through 6/30/2021: Cindy Fesemyer Kelvin Watson Through 6/30/2022: *Toby Greenwalt* *Amita Lonial*
ALA Division Councilor	Stephanie Chase (to 6/30/2020)	Stephanie Chase (to 6/30/2020)

*Due to the election of Michelle Jeske to the office of President-elect, the PLA Board of Directors must elect a person from among the membership to fill and complete Michelle's vacated Director-at-Large position. This person will serve a one-year term beginning July 1, 2019 through June 30, 2020. For more information on this process, please see document no. 2019.100)

PLA thanks candidates for President-elect Manya Shorr and Directors-at-Large Jason Kucsma and Meaghan O'Connor for standing for election.

Thanks too to the 2019 Nominating Committee: Felton Thomas, Jr., chair, and members Grant C. Lynch and Larry Neal.

PLA past president Pam Sandlian Smith is chair of the 2020 Nominating Committee.

Also, PLA's ballot initiative to add an 11th position to the PLA board passed. The position of PLA Fiscal Officer is appointed for a three-year term by the immediate past president. Pam Smith has appointed Clara Bohrer to serve. Per the terms of the new policy, Clara will serve as chair of PLA Budget & Finance Committee and attend ALA finance meetings as PLA's representative.

TO: PLA Board of Directors
RE: ALA Executive Director Search Process Update
FROM: Barb Macikas
DATE: June 3, 2019

ACTION REQUESTED/INFORMATION/REPORT:

Report

The ALA Executive Director search committee was appointed by the ALA Board this Spring. The PLA Board went on record to share their concern about the committee's lack of public library representation. The 14-person search committee includes eight academic librarians (including the chair); two school librarians; one public librarian and three staff representatives. PLA prepared a document about public library/PLA concerns and provided it to the two division representatives to the committee, Jim Neal and Steven Yates, to share with the committee.

The search committee has met and begun to review applicants. The timeline has the committee holding semi-finalist interviews in early October and making recommendations to the ALA Board following that meeting. The ALA Board will hold interviews with finalists the week of Oct. 21-24. The goal is for the new ED to begin January 2020.

PLA STRATEGIC GOAL LINK (check all that apply)

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

TO: PLA Board of Directors
FROM: Barb Macikas, Executive Director and Melissa Faubel Johnson, Conference Manager
RE: **Guidelines for PLA President, President-Elect, and Board at PLA Conference**
DATE: June 3, 2019

These guidelines provide an overview of board members roles and responsibilities during PLA conference planning as well as onsite at the conference.

PLA President and President-elect

The PLA President serves as conference host; to support the work of the conference committees: and to serve as media spokesperson for PLA leading up to, during, and after the conference. The PLA Executive Director works with the President, advising and supporting the President with these responsibilities. The ED is the President's first point of contact for planning and is always available to provide assistance.

The PLA President shares host and speaking responsibilities at conference events with the PLA-President-elect. Presidents should begin discussing shared responsibilities 6-9 months in advance to determine respective conference roles. The entire PLA Board supports the conference and welcomes attendees. Board responsibilities are outlined on the final page of this document.

Pre-planning

1) The PLA President works with the Conference Committee Chair and the PLA Conference Manager (with consultation from the Conference Committee) to select speakers for these major conference events:
   - Opening & Closing Sessions
   - Big Ideas Sessions
   - Author Luncheons/Events
   - Other special events (varies conference to conference)

   The PLA President works with the committee to develop a conference speaker "wish list" approximately 9-12 months prior to the conference. Authors and keynoters should complement the conference program and offer attendees a variety of options. The PLA Conference Manager then works with publishers and speaker agents to determine availability and fees.

2) The PLA President works with PLA staff to arrange their conference schedule (see sample President's Schedule) and confirm commitments. The PLA President has first preference on which events to serve as emcee at the conference. The PLA President-Elect, Conference Chair, Board & other conference committee members fill in the rest of the available slots for major conference events.

3) The PLA President serves as the spokesperson for media/press leading up to the conference. PLA Marketing Manager & Press Officer work with the President to schedule interviews, provide background, etc. The PLA President may designate interview assignments to other PLA board members of member leaders as appropriate.

Onsite

1) The PLA President acts as official "host" for the conference, including the following events:
   - Opening Session and other speaking events, as chosen.
   - PLA VIP reception – Board, conference committees, sponsors and a variety of library partners.
2) The PLA President serves as the spokesperson for media/press onsite. PLA Marketing Manager and Press Officer work with the President to schedule interviews, provide background, etc. The PLA President may designate interview assignments to other PLA board members of member leaders as appropriate.

Generic PLA President's Schedule Requirements at PLA Conference

Wednesday

Event	Time	Location	Notes
Opening Session	2:00-4:30 p.m.	Conv. Center	PLA President MC's. Script written by PLA staff for president's review.
VIP Reception	7-8:30 p.m.	TBD	PLA president serves as host, with board and staff. Includes sponsors, board, ALA, PLA and other VIPs. PLA staff sends invites, organizes location/catering, etc.

Thursday

Event	Time	Location	Notes
Big Ideas	8:15-9:15 a.m.	Conv. Center	PLA President, Prez-elect, or board member introduces. PLA scripts.
Author Lunch	12:00-1:30 p.m.	TBD	Board or conference committee chair introduces.

Friday

Event	Time	Location	Notes
Big Ideas	8:15-9:15 a.m.	Conv. Center	PLA President, Prez-elect, or board member introduces. PLA scripts.
Author Lunch	12:00-1:30 p.m.	TBD	Board or conference committee chair introduces.
All Conference	5:30-7:00	TBD	PLA president serves as host, with

Reception	p.m.		board and staff.

Saturday

Event	Time	Location	Notes
Big Ideas	8:15-9:15 a.m.	Conv. Center	PLA President, Prez-elect, or board member introduces. PLA scripts.
Closing Session	12:00-1:00 p.m.	Conv. Ctr.	PLA President, Prez-elect, or board member introduces. PLA scripts.

Notes: Plan on press interviews and related meetings, schedule TBD. Contact: Media officer, ALA PAO and/or PLA Communications Manager.

Guidelines for PLA Board Members at PLA Conference

The role of the PLA Board during the PLA Conference is to support the conference and welcome attendees. Other responsibilities are as follows:

1) PLA Board members may be asked to act as emcee at major conference events. The PLA President has first preference on which events to serve as emcee at the conference. The PLA President-Elect, Conference Chair, Board & other conference committee members fill in the rest of the available slots for major conference events.

2) PLA Board members may be asked to fill in for the President/President-Elect during press interviews.

3) PLA Board members will be recognized at the Opening Session and will have reserved seating at the front of the room.

4) PLA Board members will be invited to attend the PLA VIP reception on Wednesday evening (tentatively 7-8:30pm).

5) PLA Board member will be asked to thank PLA vendors and sponsors during the conference. Specific schedule will be communicated a few weeks prior to the conference.

TO: PLA Board of Directors
RE: Health Initiatives and Collaborations
DATE: June 4, 2019

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

LIBRARIES CONNECTING YOU TO COVERAGE
Submitted by Leighann Wood, Program Manager
In August 2018, PLA received a grant from Community Catalyst, along with nearly a dozen other organizations throughout the U.S., to promote health insurance enrollment and understanding. Under the name *Libraries Connecting You to Coverage*, our primary goals were to promote enrollment in the health insurance marketplace during the Open Enrollment period of the Affordable Care Act and to help educate people to understand how to use health insurance. PLA did this by offering two phases of funding: to advertise about the Open Enrollment Period (Round 1), and to conduct activities around health insurance literacy (Round 2). In total, 104 total libraries received funding: 26 suburban libraries; 19 town libraries; 23 city libraries; and 36 rural libraries. PLA's strategy for dissemination at the local level via libraries included mailing patron facing outreach and education materials; and placing ads in print and digital media including newspapers, community press releases, radio, newsletters, social media channels. These included a guide on how to host a library event related to insurance enrollment, and communications. PLA also needed to create new materials that would educate public library staff including: webinars, blog posts, a podcast, conference presentations, and contributions to a policy briefing to be used among field practitioners and advocates.

Between October 2018 and May 2019, the 104 grantees of Libraries Connecting You to Coverage initiative achieved the following: 150,000+ emails sent, 350+ events held, 69,000+ handouts distributed, 253,000+ Facebook and 24,000+ Twitter impressions, and ads on local and regional radio stations from 15 libraries. PLA also reached 82,000+ email inboxes, delivered printed materials in Public Libraries magazine 3 times for 30,000 total copies distributed, held 4 events including two webinars that had a combined total registration of over 400, and produced a podcast which has had over 550 listeners.

According to the Centers for Medicare & Medicaid Services, almost 8.5 million people in the 39 HealthCare.gov-participating states enrolled in coverage during the six-week open enrollment period. This represents a 4% decrease compared to last year's open enrollment numbers. Thanks to the hard work of enrollment advocates, including public libraries, the drop was much smaller than anticipated despite the drastic cuts to the Federal Navigator funding and advertising budgets.

OPIOIDS
Submitted by Larra Clark, Deputy Director
The joint "Public Libraries Respond to the Opioid Epidemic with Their Community" project with OCLC/WebJunction continues to go well. The steering committee has met regularly, all eight case study communities have been confirmed and interviews have been conducted, and the first four case studies

should be released by the time the PLA board meets in Washington, DC. There will be a program with PLA Board member Michelle Jeske, her local partner and OCLC researchers on Monday, June 24. Virtual cross-sector discussions are being scheduled for later in the summer, featuring representatives from diverse groups (libraries, public health, health, mental health, substance abuse, government, funders, public safety, law enforcement, courts, etc.). Input from those sectors will contribute to tools and guidance released to the field along with the case studies. Some discussion of sustainability after the IMLS award period has started. A project website also has been created and is featuring regular updates on articles and other issue related to libraries and opioids.

OTHER HEALTH LITERACY AND PROGRAMMING ACTIVITY

Submitted by Scott Allen, Deputy Director

This section covers activity PLA is undertaking with partners from the National Network of Libraries of Medicine (NNLM) as well as independently.

- PLA is completing a small grant project with the NNLM Pacific Northwest Region (PNR) which included a sold-out preconference on health equity at the 2019 Midwinter Meeting and a Public Libraries Online blog post. An article for Public Libraries on this topic has been written, and both a webinar and podcast are planned for fall 2019.
- Three NNLM regional medical libraries funded Project Outcome (PO) to develop questions for health programming as a new service area. The questions were completed and made available to PO users in April 2019. PLA is also supporting all regional medical libraries in the NNLM to learn about these questions, so they can require use of them when they fund public libraries to do community programming.
- PLA staff met with NNLM leaders who presented multiple options for continued partnership with PLA during the 2019-2020 carryover funding period, when each regional medical library has funds to repurpose. Ideas included coordinated outreach to healthcare professional groups, creation of a health-related speakers bureau for public libraries, continued education based on the opioid project, new DigitalLearn modules on health-related topics, an internship initiative similar to PLA's but focused on health projects and public *and medical* librarianship as careers, and traveling exhibits about precision medicine and genetics. PLA is considering these options but is likely to decline them, due to multiple factors. Primarily, funding is time-limited (September to April) and funds to sustain projects are unlikely, and the projects would occur during a very busy time for PLA, given the office move, reorganization and PLA 2020 Conference.
- PLA worked with the ALA Graphics office to create a new poster for purchase through the ALA catalog that focuses on the role of libraries in health, including a series of ten statements focusing on health literacy, using library computers and databases for health information, etc.
- The ALA Washington Office released a new *ALA Policy Perspectives* paper entitled "Healthier Communities: Libraries Improve Health Literacy, Access." The paper outlines the myriad ways that libraries of all types, but particularly public libraries, support health and wellness, and included multiple examples from PLA initiatives. PLA staff provided input and content for the paper.
- PLA is continuing to support and expand its health-focused web site (publiclibrary.health) but discontinued its monthly health e-newsletter.

PLA STRATEGIC GOAL LINK (check all that apply)

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

TO: PLA Board of Directors
RE: 2020 Census Library Outreach and Education Task Force update
DATE: June 3, 2019

ACTION REQUESTED/INFORMATION/REPORT:
Report
ACTION REQUESTED BY:
Larra Clark, PLA Deputy Director
DRAFT OF MOTION:
N/A

BACKGROUND:
The PLA board voted in Spring 2018 to jointly establish with the ALA Office for Information Technology Policy Advisory Committee a 2020 Census Library Outreach and Education Task Force. Subsequently PLA and ALA Washington Office staff sought recommendations and reached out to PLA and OITP leaders, as well as state library associations, state chapters and others to create a diverse roster for review, amendment and approval by PLA and OITP leadership.

STATUS:
A task force with diverse representation across the profession was developed and approved. PLA Board Member Tracy Strobel chairs the task force, and PLA President-Elect Ramiro Salazar and PLA Board member Kelvin Watson also serve. The task force meets at the ALA conferences and also intermittently by conference call. The task force has informed and guided a broad range of activities to support the library field and position libraries as partners in this civic effort. Updates and resources are collected online at www.ala.org/census, but a few highlights from the past six months include:

- Development and dissemination of the Libraries' Guide to the 2020 Census, with the Georgetown Center on Poverty and Inequality;
- Programming at the Midwinter Meeting and Annual Conference, including Sunday, June 23, at 9 a.m. with ALA President Elect Ramiro Salazar and representatives from the Census Bureau, the Annie E. Casey Foundation, the National Association of Counties, and the Chief Officers of State Library Agencies;
- Many public library task force members leading or joining state or local Complete Count Committees, raising the profiles of library roles and needs;
- ALA joining an amicus brief to the U.S. Supreme Court opposing the addition of a citizenship question to the 2020 Census survey; and
- ALA advocating for Census Bureau funding and planning to support outreach through libraries and other trusted community-based institutions

The Supreme Court is expected to issue a decision related to the citizenship question in June 2019, and ALA/PLA staff and members are drafting brief statements in preparation for release at that time. ALA/PLA will continue to work in close collaboration with the Leadership Conference on Civil and Human Rights and other census advocates to provide updates and guidance on any planned next steps after reviewing the ruling. Any immediate questions or concerns may be addressed to Task Force Chair Tracy Strobel or PLA Deputy Director Larra Clark.

The task force will meet Sunday afternoon, June 23. A consultant continues to work on development of additional tip sheets and training that will be reviewed by the task force and disseminated over the coming nine months.

TO: PLA Board of Directors
FROM: Melissa Johnson, Conference Manager
Mary Hirsh, PLA Deputy Director
RE: 2019 PLA Leadership Academy
DATE: June 3, 2019

ACTION REQUESTED/INFORMATION/REPORT: Report
ACTION REQUESTED BY: N/A
DRAFT OF MOTION: N/A

OVERVIEW

The PLA Leadership Academy empowers public library professionals to become innovative and successful leaders of change, shifting their libraries from an internal approach—focused on organizational operations—to an external approach—focused on community needs.

KEY CURRENT ACTIVITIES

In March, PLA held its fifth PLA Leadership Academy at the Omni Chicago Hotel. Following the review of more than 103 applications, a team of seasoned library leaders chose 28 exceptional PLA Leadership Fellows to attend the event. The academy included a four day, in-person educational/networking event paired with a professional coach program with experienced public library leaders.

Seven coaches were recruited and trained to work with the participants, both at the Leadership Academy and for three months immediately following the in-person event, for a ratio of one coach for every four participants.

METRICS

A process evaluation and outcomes analysis of the Leadership Academy was conducted by Jake Cowan, Evaluation Consultant. Surveys were sent to the 28 participants and seven coaches who participated in the March 2019 program. Twenty-seven participants and all seven coaches responded to the survey. Overall, survey results were extremely favorable.

The March 2019 PLA Leadership Academy introduced the new (2018) PLA Leadership Model, a Day in the Community program on Thursday, and also started on Monday (prior Academies started on Tuesday). Overall, these changes were well received. The majority of participants and coaches rated nearly all program elements Very Useful or Outstanding. Academy participants saw value in the Academy and are making specific plans to apply what they have learned in their libraries.

Select evaluation comments:

- *I've only been back at work for one day and have already begun to apply the principles of leadership that I've learned during the Academy. I'm listening more, validating the work of my staff and already looking for ways to turn outward and build relationships with my community.*
- *I plan to apply the tools and techniques I learned at the PLA Leadership Academy to my leadership style, which I believe will create a better, more engaged staff. I am also eager to develop deeper, more meaningful and active relationships in the community and neighborhoods, which will inform what we do and make us a more effective asset to the community. This in turn will make us a stronger, more vibrant organization.*
- *It was an amazing week full of incredible experiences. The information was fantastic and I learned so much.*

PLA STRATEGIC GOAL LINK (check all that apply)

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

TO: PLA Board of Directors
FROM: Kathleen M. Hughes, Editor, Public Libraries Magazine/Manager, PLA Publications (khughes@ala.org)
RE: Social Worker Task Force
DATE: June 4, 2019

ACTION REQUESTED/INFORMATION/REPORT: Report

ACTION REQUESTED BY: N/A

DRAFT OF MOTION: N/A

OVERVIEW

PLA Social Worker Task Force Mission Statement:

To develop and recommend a strategic and coordinated approach for PLA related to how public libraries address the social service needs of customers. The task force will identify best practices and will consider resources to be developed that will allow PLA to offer guidance and technical support to libraries. Task force activities include but are not limited to: recommendations for training and ways to engage library staff on the topic; identification of model programs in order to generate and share best practices; consideration of how social work methods can be integrated into libraries and PLA's educational programming; identifying ways PLA might influence social work services within public libraries; and helping libraries serve diverse communities.

KEY CURRENT ACTIVITIES

As their mission statement indicates, the Social Worker Task Force is committed to providing the most comprehensive, social worker-informed knowledge and training possible. They are working on book ideas, planning programming at ALA and PLA Conferences, writing articles, hosting forums, and more. Toward their goal of ensuring that librarians have the best information related to social services, over the past year the group has:

- Developed and written a regular column posted on Public Libraries Online
- Developed a statement on Trauma-Informed Care
- Organized and attended showings of the Emilio Estevez movie, “The Public” and Ryan Dowd book events at their libraries to offer social-work informed, vetted, and tested information on serving persons experiencing homelessness. Several members of the task force were also able to meet with Estevez and share the information directly.
- Recorded two podcasts -- Social Workers at the DC Public Library and Social Workers in Public Libraries - Homelessness.
- Developed a book proposal for ALA. *The book proposal is currently being reworked as another publisher is releasing a book very soon which covers much of the material the SWTF were going to use.*
- Began work on creating a training program for PLA Continuing Education.

- Created and submitted two program proposals for PLA 2020.
- Developed a Social Work Member Interest Group on ALA Connect.
- Created monthly Social Work in Public Libraries Virtual Forums, during which the group take turns presenting information fielding questions from public librarians.
- Have organized and/or are speaking at 3 events during the 2019 ALA Annual Conference:
  - Librarians and Social Workers: Partnerships that Work for Connecting People in Need (Preconference)
  - Meet-up with Social Work Member Interest Group.
  - Sunday, June 23, 1-2 – 1 hour program – Social Workers in Public Libraries: Lessons Learned

In the upcoming year, the group plans to continue much of the work already in progress including writing a regular column, offering monthly forums, tending to the Social Work member interest group, developing conference programming, and considering partnership ideas. Their plan is to complete the ALA book and the PLA training program by the end of FY 2020. In addition, the SWTF will work with PLA's marketing and communications team on promoting its messaging and work.

TO: PLA Board of Directors
RE: Digital Literacy/Access Initiatives and Collaborations
DATE: May 24, 2019

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

DIGITALLEARN.ORG
Submitted by Leighann Wood, Program Manager
As equity and inclusion are priorities for PLA, DigitalLearn.org is a main priority for PLA's Digital Literacy Committee. PLA has hired a new instructional designer to develop 2 new courses (topics TBD) and one template course that subsites can use to create their own content unique to their communities. Potential new course topics include: YouTube; saving, storing and sharing files; using online maps; what are apps?; technology etiquette for job seekers; internet safety; and more. Since January 1, 2019, DigitalLearn.org has had nearly 4,000 goal completions.

As of 2018, there are seven DigitalLearn.org subsites at public libraries, each working toward digital equity and inclusion. Some subsites are more active than others in promoting and utilizing DigitalLearn.org in their library programs and services, and others have taken a more passive approach to promoting it to patrons. There have been some challenges with convening the subsite "cohort" as the calls are not well attended, but there are clear needs to keeping up with the site functionality and content development. Subsite needs are varied, ranging from assessment and evaluations, to Google Analytics reporting help, to course bug fixes, and site customizations. There has been an increase in site maintenance and upkeep with browser and operating system updates, as well as special features. With equity at the forefront of PLA's mission, site usage is predicted to see a great increase in usage this year by promoting its functions through the Libraries Lead with Digital Skills and DigitalLead projects.

LIBRARIES LEAD WITH DIGITAL SKILLS (GROW WITH GOOGLE PARTNERSHIP)
Submitted by Leighann Wood, Program Manager
Libraries Lead with Digital Skills is an initiative of ALA and PLA, sponsored by Google, to ensure that public libraries across the nation receive ongoing access to free tools and resources to help everyone across America grow their skills, careers, and businesses. In 2019, Google will bring workshops to libraries in all 50 states as a part of the Grow with Google Tour, with input from ALA and PLA. Funding is available to libraries in states on a rolling basis, for libraries to run their own community events for job seekers, small businesses and/or entrepreneurs. There are two tiers of funding opportunities—"micro" grants ($1,000) for a large number of libraries to hold community events and "spotlight" grants ($3,000) for a small number of libraries to conduct more in-depth projects and reporting to serve as case studies to inform future partnership and project opportunities. As of this report, 56 libraries have been awarded in PA, CT, OH, VA, MD, and NM. There is a really diverse spread across the states in terms of geography, service populations and program audiences, and libraries in suburbs, rural areas and cities. We learned that overall, there is a great need for serving job seekers, and serving them well. 90% of awardees are

hosting programs to assist job seekers through basic computer skills training, resume writing workshops, job fairs, data driven job searching strategies and more.

MICROSOFT/RURAL LIBRARIES PROJECT

Submitted by Scott Allen, Deputy Director

PLA received $388,416 from Microsoft Philanthropies in April 2019, from an employee giving campaign in late 2018. Funds will be used to provide at least 50 rural libraries in 6-12 states with either a hotspot lending program package (hotspots, data service) or public computer package (laptops, desktops and all-in-ones), in order to start or enhance their digital access and training programs. PLA and Microsoft announced the project to the library field in May 2019. In June 2019, the application process is opening for libraries meeting specified criteria and will remain open until late summer (August date TBD). During the summer, PLA will continue to promote the program and provide education to public libraries broadly through regular communications, at least two webinars (on hotspot lending and digital literacy training), and creation and promotion of compiled resources (policies, communication and sustainability resources, etc.), posted on the PLA web site, eventually to be produced into an electronic playbook. Applications will be reviewed and awards made in early September. Libraries receiving the awards will have approximately 4 weeks to work with TechSoup to secure and implement their new hardware. For the subsequent 6 months (October 2019 through March 2020), libraries will implement their new programs, collecting data as prescribed by PLA and participating in periodic check-in calls, webinars and other supports offered to the cohorts by PLA. By March 2020, participating libraries will submit final reports, which will contribute to a final project report and completion of the electronic playbook by PLA. While the number of libraries receiving funds and hardware is small, the education and tools provided are intended to serve all public libraries, and PLA may also receive continued funding from Microsoft or leverage new funding from other sources, such as banks who are required to invest in communities by the Community Reinvestment Act (CRA).

PLA STRATEGIC GOAL LINK (check all that apply)

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

TO: PLA Board of Directors
RE: Data Initiatives
DATE: June 3, 2019

ACTION REQUESTED/INFORMATION/REPORT:
Report
ACTION REQUESTED BY:
Emily Plagman, Manager, Impact and Advocacy, and Larra Clark, PLA Deputy Director
DRAFT OF MOTION:
N/A

Project Outcome update
In April, the Project Outcome Health Topic was added and launched on the site, in thanks to funding from three regional medical libraries within the National Networks of Libraries of Medicine. Over 200 responses have been collected under the survey topic since its launch. Project Outcome for Academics has over 800 responses collected in the system since it was released in April at the ACRL Conference. Upcoming work planned includes building out an international data collection component, scheduled for release ahead of the IFLA conference in August 2019.

Public Library Data Service Survey
The Measurement, Evaluation and Assessment Committee (MEAC) will meet at Annual on Monday, June 24, to begin the revision process of the PLDS. The MEAC approved a one year "pause" of the PLDS for FY19 data collection so that PLA can implement a new and/or updated product that will better serve the library field's data needs. The meeting will be the first step in the revision process where a first draft of a data framework will be developed. Proceeding from the meeting will be a series of town hall "discussions" facilitated by committee members to gauge feedback from the field on the draft data framework.

Impact Survey
PLA has taken over management of University of Washington's Impact Survey. At this time, the survey can be accessed via the PLA site: http://www.ala.org/pla/initiatives/impactsurvey. Over time, however, PLA will work to build a tool that allows for online administration of the survey. Timeline for planning and implementation of the survey tool are still TBD.

Measures that Matter update
A cooperative agreement between the Institute of Museum and Library Services (IMLS) and the Chief Officers of State Library Agencies (COSLA) continued and formed a Measures that Matter (MtM) Implementation Group to continue work on some of the ideas presented in the April 2018 MtM Action Plan. The group included representation from PLA, ALA, ULC, ARSL, COSLA, IMLS, individual public library staff, and the National Information Standards Organization (NISO).

One of the major pieces of work for the group was to explore how a field-wide entity might be constituted to ensure continued attention on public library data matters. The Implementation Group has produced draft documentation for how a proposed Public Library Data Alliance ("PLDA") might be constituted and function. PLA is recommended as a standing member of the proposed PLDA, and we are discussing how this might move forward as early as fall 2019.

Smaller working groups and consultants also reviewed data elements added by state library agencies to IMLS's Public Libraries Survey; explored baseline considerations for building library capacity to use public library data; developed use cases to demonstrate how data can be used for diverse purposes; and discussed methods and approaches for linking library contributions to community outcomes. Updates and reports from all of these efforts will be shared at an Annual Conference program Sunday, June 23, at 10:30 a.m. and online via both the MtM website and the Library Research Service website.

TO: PLA Board of Directors
RE: Projects in Development
DATE: June 3, 2019

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

FAMILY ENGAGEMENT
Submitted by Symone Villasenor, Project Manager
As of April 15, 2019, PLA hired a new Project Manager, Symone Villasenor, to assist PLA and the Family Engagement Task Force with product development. Currently, Symone and Deputy Director Scott Allen are creating 12 distinct content sections, based upon PLA's existing Ideabook, call to action publication, and family engagement framework. The product is currently in the form of a training toolkit either for libraries to train themselves or as a train-the-trainer model. PLA is creating content and collecting additional research to add to the toolkit along with an assessment tool, exercises, and an evaluation tool. The Task Force will take a pronounced role in the toolkit by editing and reviewing sections, creating new content, supporting the creation of an assessment tool, and providing examples of how libraries are implementing aspects of the family engagement framework for the product. PLA has also reached out to the task force, internal units, and board members to develop a list of additional volunteers to provide content, examples, and/or reviews. Conversations have been initiated with other ALA divisions to share best practices and potential contributions and collaborations. Additionally, PLA has also begun to meet with instructional design experts to find an expert to give advice on product development processes, refine learning objectives, review and edit content, as well as ensure that the learning objectives are strong and are successfully addressed in the learning content. Lastly, PLA has continued to develop its relationship with the National Center for Families Learning (NCFL). We are currently cocreating both a webcast and an in-person session for NCFL's 2019 conference, asking NCFL to add content to the family literacy section of the family engagement toolkit, and discussing the potential to jointly apply for Institute for Museum and Library Services grants.

STRATEGIC PLANNING
Submitted by Symone Villasenor, Project Manager
PLA is expanding its strategic planning training to better address the needs of membership. Our membership has indicated that it would like to emerge from training sessions with an actionable and solid plan. Additionally, it wants modernized and updated training sessions and materials. There are several key efforts PLA can work towards fulfilling based on membership wishes including: workshops, training sessions, train-the-trainer models, or new product development. PLA is currently examining existing strategic planning materials, including past Dynamic Planning Institute materials, and leveraging membership feedback to better understand what content PLA has and where gaps exists between what we have and what membership wants. This will guide us to select which effort or efforts to move forward with.

MICROLEARNING

Submitted by Mary Hirsh, Deputy Director

PLA is experimenting with a new learning format, which will disseminate quick info as a member benefit. Microlearning delivers very short burst of content on demand from learners. PLA believes it is an additional way to reach library staff who cannot travel to conference or dedicated one hour for a live webinar. Two microlearning modules are under development. Each will be about 4 minutes in length, and link to additional resources. The topics—Finding a Mentor and Joining a Network—are common asks of PLA. Content will be drawn from the PLA Leadership Academy. It is expected the modules will go live later this summer.

PLA STRATEGIC GOAL LINK (check all that apply)

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

TO: PLA Board of Directors
FROM: Kathleen M. Hughes, Editor, Public Libraries Magazine/Manager, PLA Publications (khughes@ala.org)
RE: Publications and Products
DATE: June 3, 2019

ACTION REQUESTED/INFORMATION/REPORT: Report
ACTION REQUESTED BY: N/A
DRAFT OF MOTION: N/A

OVERVIEW
This report covers *Public Libraries* magazine; *Public Libraries* Online, FYI: The *Public Libraries* Podcast; and PLA Publications.

KEY CURRENT ACTIVITIES/METRICS

Public Libraries Magazine
Public Libraries, published six times a year, is the official magazine of the Public Library Association (PLA) and the only ALA magazine devoted exclusively to public libraries. Each issue includes important industry news, PLA and ALA updates, regular columns and feature articles. With the May/June issue we unveiled the magazine's new design. In addition to the new design, we've also added some new voices inside -- Stephanie Chase tackles challenging library world questions in Insights; Krista Riggs is our new Best Practices columnist; and Nick Tanzi is taking on The Wired Library. Another new regular column is Info-Graphic, compiled by PLA staffers Larra Clark and Emily Plagman which breaks down data of interest to the library world. Related, this summer we are planning to make design updates to the magazine's companion website, www.publiclibrariesonline.org.

Circulation Numbers
Members 7985 + Subscribers 468 = 8451 total. Our subscription numbers are in a downward trend. In September 2018, we reported 493 subscribers. We are currently running three subscription promotions, which began May 24 and run through July 5. These offer discounts on subscriptions to trustees, public librarians who are members of ALA but not PLA, and *Public Libraries* Online subscribers who are not members of PLA or ALA. We are aiming to stabilize numbers and also to gain at least fifty new subscribers in this fiscal year.

Public Libraries Online
Like the print iteration PL Online focuses on issues and topics that matter to public libraries and public librarianship. Updated several times per week, the site features selections from the print magazine as well as unique content from our team of writers. Posts are comment-enabled so readers can share thoughts, as well as their own stories and experiences. The site attracts nearly 48,000 readers per month; 545,651 individual page views and 45,470 reader per month from June 1, 2018-June 1, 2019. This is down a bit from the previous year which saw 47,000 readers per month and 568,437 individual page views for the year. This could be timing issue based on dates of reporting, but we will work to ensure viewership remains strong.

FYI: The Public Libraries Podcast
In 2016 PL embraced podcasting as another way to explore a variety of topics in-depth and to also bring great information to our members and readers. To date we have recorded 38 podcasts. From June 3, 2018-June 3,

2019 these podcasts garnered 13,108 listens, in the previous year we had 7,044 listeners. 10,576 persons are currently subscribed to the RSS feed for the podcast, 7829 at this time last year. Overall, since we first began podcasting in October of 2015, the podcasts have had 30,600 plays. Our top three podcasts this year were: Whole Person Librarianship with 1,616 listens; The Free Library of Philadelphia Culinary Literacy Center with 1,142 listens; Equity, Diversity, and Inclusion with 1,063 listens.

Quick Reads

Digital downloads in the PLA Quick Reads series cover important topics in public librarianship in a quick, practical, and direct way. The goal is to shed light on an essential topic quickly, as such, each of the publications is under 100 pages. This product was available free to members as a member benefit and for sale to nonmembers. After a review of the effectiveness of the product as a member benefit, it was determined that only about 5% of PLA membership has taken advantage of the series, so it has been decided the series will be discontinued.

Books in the series include:
The Bed Bug Guide for Public Libraries (2016); Weeding Manual (2016); Get Inside: Responsible Jail and Prison Library Service (2017); Building and Operating a Digital Media Lab (2018); Taking Care of Business in the 21st Century: A New Library Service Model (2018); PLA 2018: Ten Essential Programs (2018); and Teaching Early Literacy to Teen Parents (2018).

We are working on an a new (as yet unnamed) series of books which will be available for sale per usual procedure.

Every Child Ready to Read

The updated and expanded 2nd edition of Every Child Ready to Read incorporates simple practices, based on research, to help parents and other caregivers develop early literacy skills in children from birth to age five. Sales of the product have slowed in recent years. At the 2018 Midwinter Meeting, ALSC and PLA decided to conclude Every Child Ready to Read as an active initiative. As a result, the Every Child Ready to Read project will continue under the Family Engagement umbrella, and they are planning to focus on related products and publications. Here is a sales report of the last two fiscal years:

Item Description	FY 18 Qty	FY 18 Revenue	FY 19 Qty to date	FY 19 Revenue to date
Every Child Ready to Read 2nd edition Kit 2011-001	104	$19,420	88	$15,855
Every Child Ready to Read Brochures 2011-002	499	$11,270	277	$7,710
Every Child Ready to Read Bookmarks 2011-003	189	$1,191	36	$489

Every Child Ready to Read - Child Care Module 9780838989272	21	$2,010	10	$960
Every Child Ready to Read Posters 2011-004	184	$758	45	$404
Every Child Ready to Read Spanish Toolkit 2014-001	7	$663	7	$683
Every Child Ready to Read Spanish Brochure 2012-002	102	$2,804	81	$2,226
Every Child Ready to Read Spanish Poster 2012-001	55	$510	5	$46
Every Child Ready to Read Spanish Bookmarks 2012-003	54	$739	5	$68

New Product

In January we released the PLA 2019 Early Literacy Calendar. This download, available for sale via the ALA store, includes reproducible calendars that offer fun early literacy activities for every day of the year. Based on the Every Child Ready to Read practices of reading, writing, singing, talking, playing (plus counting), each download contains twelve months of learning activities, book lists, nursery rhymes, and more. On one side is a calendar with a fun skills-building activity for each day and the other contains supplementary content like nursery rhymes, early literacy tips, song lyrics or suggested reading material. Since being released in January we have sold 83 of the calendars, for $2267 in revenue. This summer the calendars will be placed on sale, and the accompanying attention should improve sales for the end of the fiscal year. In addition, we plan on getting the calendars out earlier next year -- so they can be purchased in November/December as well as the early months of the new year.

BUDGETS

Public Libraries Magazine *and Public Libraries* Online

Public Libraries ad sales in fiscal year 2019 are ahead of budget. At this point in the year, we are budgeted to be at $8,750 and we have actually sold $11,095 in ads. Subscription revenue is $21,168, behind the budgeted figure of $23,333. We launched three subscription promotions in the past week, one targets public librarians who are

members of ALA but not PLA, one targets library trustees, and the other Public Libraries Online readers who are not members of PLA. In terms of expenses, we are at $74,707 against the budgeted figure of $74,469.

Publications

Total sales revenues in the publications line as of the May report are $3,072; against a budgeted figure of $2,040. As far as expenses, we budgeted $3357 for expenses, but we spent $7,796. This includes the start-up costs for the early literacy calendar design - which we won't have next time as we can use the same template. There will not be any more large expenses in this line for the remainder of the fiscal year.

Every Child Ready to Read

As mentioned, sales in the ECRR line have slowed. So far this year net revenues are at $7,747 against a budgeted figure of $14,292. Expenses were $2,340 against a budget of $9,718. As mentioned earlier, the Every Child Ready to Read project now resides under the Family Engagement umbrella, and they are planning to focus on related products and publications.

ASSESSMENT

In October we conducted a reader survey of *Public Libraries* magazine; *Public Libraries* Online; FYI: The *Public Libraries* Podcast and the Quick Reads Publications series. We used the results to guide the magazine's redesign and will also use the input in future product creation. You can see a summary of the results here.

PLA STRATEGIC GOAL LINK (check all that apply)
x TRANSFORMATION x LEADERSHIP x ADV. & AWARENESS x E.D.I.S.J. xORG. EXCELLENCE

TO: PLA Board of Directors
FROM: Angela Maycock, Manager of Continuing Education, amaycock@ala.org
RE: Continuing Education
DATE: June 3, 2019

ACTION REQUESTED/INFORMATION/REPORT: Report
ACTION REQUESTED BY:
DRAFT OF MOTION: N/A

OVERVIEW
This report covers PLA educational programming at the 2019 ALA Annual Conference as well as PLA online learning.

KEY CURRENT ACTIVITIES/METRICS

PLA @ ALA Annual Conference
At the 2019 ALA Annual Conference in Washington, DC, PLA will offer a half-day preconference titled, "Librarians and Social Workers: Partnerships that Work for Connecting People in Need" on Friday, June 21, 2019. This preconference, which had 66 registered attendees as of June 3, will be led by members of the PLA Social Work Task Force in collaboration with ODLOS and YALSA, both of whom are cosponsoring this preconference in name only, with YALSA receiving one complimentary registration.

The PLA Annual Conference Program Subcommittee selected 14 programs to present at the 2019 ALA Annual Conference, and 3 additional PLA priority programs were subsequently added. PLA's 17 programs are listed below with dates, times, and locations (all programs will take place in the Walter E. Washington Convention Center):

Title	Date	Start Time	End Time	Room
Food for Thought: Nourishing the Mind and Body at Public Libraries	6/22/2019	10:30 AM	11:30 AM	145B
Empowering Digital Citizens: Public Programming to Fight Fake News	6/22/2019	1:00 PM	2:00 PM	144B-C
Confidently Negotiating Political and Financial Support for your Library	6/22/2019	2:30 PM	3:30 PM	152A
Code for America and Your Public Library: How to Harness the Awesome Power of the Collective Will	6/22/2019	4:00 PM	5:00 PM	144B-C
Establishing a Culture of Civility in the Library Workplace	6/22/2019	4:00 PM	5:00 PM	146A
Ensuring Everyone Counts (and is Counted) in the 2020 Census	6/23/2019	9:00 AM	10:00 AM	145B

Performance Acceleration: A 21st Century Evidence-Based Approach to Managing Employees	6/23/2019	9:00 AM	10:00 AM	144B-C
Ready, Set, Bank @ Your Public Library	6/23/2019	10:30 AM	11:30 AM	152B
Co-Creating Library/Social Services Partnerships: A Statewide Collaboration	6/23/2019	10:30 AM	11:30 AM	149A-B
Building Equity From the Ground Up	6/23/2019	1:00 PM	2:00 PM	144B-C
Social Workers in Public Libraries: Lessons Learned	6/23/2019	1:00 PM	2:00 PM	152B
Going Deskless: Moving from Fort Reference to Point-of-Need Service	6/23/2019	2:30 PM	3:30 PM	150A
Creating a Community Profile to Learn More about Your Current and Potential Patrons	6/23/2019	4:00 PM	5:00 PM	150A
What Makes a Successful Conference Proposal? Tips from PLA Experts	6/23/2019	4:00 PM	5:00 PM	152B
Safer Libraries: Building Staff Resiliency and Library Safety Branch by Branch	6/24/2019	10:30 AM	11:30 AM	149A-B
Libraries and the Opioid Epidemic: Community-based Responses	6/24/2019	2:30 PM	3:30 PM	149A-B
XR (Augmented, Mixed and Virtual Reality) Programming in Libraries	6/24/2019	4:00 PM	5:00 PM	145B

PLA 2020 Conference
See PLA 2020 Report for update on programming for the PLA 2020 Conference in Nashville.

PLA Online Learning
Since our last update to the Board in March 2019, PLA has offered the following free webinars:

Date	Title	Registration
May 2	Improving the Quality of Youth Programs	454
May 7	Libraries Connecting You to Coverage: Health Literacy	268

Two additional free webinars are planned for this summer. “The Public Library’s Role during Elections: Voter Education in the Age of Misinformation” will be offered on June 4 and “It's All in the Data: Unreturned Materials as Barriers to Access” will be offered on July 11.

In April 2019, PLA offered a series of two 60-minute paid webinars on cultural intelligence, presented by Marla Ehlers. “Building CQ: Fostering Our Cultural Intelligence” was presented on April 4 and “Applying CQ: Shaping Culturally Intelligent Libraries” was presented on April 11. Registration was overwhelmingly stronger for the series than for the individual webinars: 5 individuals registered for Building CQ, 2 individuals registered for Applying CQ, 35 individuals registered for the series, and 30 groups registered for the series. Overall positive evaluation

results also indicated that attendees felt two 60-minute webinars did not provide adequate time to cover the content, and that PLA should consider additional programming on cultural intelligence as more guidance and practice is needed. The success of this series indicates a significant audience for paid webinars that will be incorporated into planning for future PLA online learning efforts.

Finally, PLA closed its biannual call for webinar proposals on May 31, receiving 10 total proposals that will be reviewed by the Continuing Education Advisory Group for possible presentation in the second half of 2019.

BUDGET

PLA's total revenue on the cultural intelligence (CQ) series of two webinars in April 2019 was $9,194 – with a breakdown as follows: $263 for Building CQ registration, $102 for Applying CQ registration, and $8,829 for series registration.

As of June 3, PLA's half-day preconference at ALA Annual Conference, "Librarians and Social Workers: Partnerships that Work for Connecting People in Need," had 66 registered attendees for a total of $6,680 in revenue. Thanks in part to promotional support from our cosponsors ODLOS and YALSA, this event has greatly exceeded our break-even registration point of 35 and our registration goal of 50 attendees.

ASSESSMENT

Due to a disappointing response rate of just over 20% to the evaluation for PLA's Midwinter Institute, which was distributed electronically immediately following the event, we plan to instead use paper evaluations for PLA's Annual Conference half-day preconference. This aligns with PLA's use of paper evaluation forms for all PLA programs at Annual Conference as well.

PLA collects evaluation data on each of its continuing education offerings, using Project Outcome-approved questions to measure attendees' learning and confidence. PLA's paid intern, Carly Lawrence, has worked to aggregate evaluation data across continuing education offerings, which will help PLA better use past evaluation data to make decisions about future offerings.

PLA STRATEGIC GOAL LINK (check all that apply)

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

TO: PLA Board of Directors
FROM: Melissa Johnson, Conference Manager
Angela Maycock, Manager, Continuing Education
RE: PLA 2020 Update
DATE: June 4, 2019

ACTION REQUESTED/INFORMATION/REPORT: Report
ACTION REQUESTED BY: N/A
DRAFT OF MOTION: N/A

OVERVIEW
Plans for PLA 2020 in Nashville, TN, are progressing on schedule.

KEY CURRENT ACTIVITIES/METRICS

Exhibits
As of June 4, 2019, 156 companies are confirmed in 480 booths, compared to 148 companies confirmed in 468 booths at this time in 2017.

PLA 2020 Proposals
The deadline for PLA 2020 Conference proposals was April 26, 2019. A total of 588 proposals were received (549 for concurrent program sessions and 39 for preconferences), setting a new record for a PLA Conference. The PLA 2020 Conference Program Subcommittee has completed its review and rating of proposals online. The subcommittee will meet at the 2019 Annual Conference to discuss the results of the reviewing process and select roughly 100 concurrent program sessions and 10 preconferences to offer at PLA 2020 in Nashville. Notifications will be sent to all who submitted proposals in July 2019.

Immersion Experience
PLA staff continue to explore how to create meaningful experiential learning opportunities at the conference that are also recognized to have the same library education content and quality as traditional PLA CE. Based on post-immersion discussions, staff are working on the following and continue to welcome suggestions by the PLA board:

- Offering insight immersion sessions during the conference, facilitated by PLA leaders.
- Identifying speakers from the Nashville insight immersion to speak at the conference in various formats.
- Working with our sponsorship manager at Corcoran to encourage vendors to partner with local organizations on giveaways and off-site events.
- Inviting local organizations to exhibit in pop-up shops at the conference.

- Working with the Nashville Public Library and the PLA 2020 conference local arrangements subcommittee on best ways to integrate relevant local initiatives into the conference.
- Informing the ALA Gay, Lesbian, Bisexual, and Transgender Round Table on plans as they progress.

Registration & Housing

Registration and housing for the PLA 2020 conference will open in mid-September. The early bird deadline is December 20, 2019, and the advance registration deadline is January 31, 2020.

BUDGET & ASSESSMENT

PLA staff worked with the ALA library to conduct research on city/state travel bans to Tennessee. Currently the only state with a ban on state-funded travel to Tennessee is California. The California travel ban applies to state agencies, departments, boards, authorities, and commissions. Philadelphia and Washington, D.C. currently have bans on city-funded travel in place to Tennessee. Since the D.C. Public Library is a branch of the municipal government, it seems likely that no public librarians from D.C. will be able to attend unless they pay out of pocket.

PLA staff will continue to assess the possible impact to the 2020 conference budget and will inform the Board of any new developments.

PLA STRATEGIC GOAL LINK (check all that apply)

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

TO: PLA Board of Directors
RE: PLA Operations
DATE: May 24, 2019

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

MEMBERSHIP
Submitted by Samantha Lopez, Manager, Marketing and Membership

PLA Membership	April 2019 (FY19)	April 2017 (FY17)
New Members	87	87
Renewed Members	417	395
Reinstated Members	79	65
Dropped Members	546	471
Overall Members	**8373**	**8069**

- Due to PLA Conference occurring biannually, comparison is made to prior non-Conference year. April is the lowest member retention month in both fiscal years, with 45.6% in FY17 and 43.3% in FY19.

ALA Connect Interest Groups	Public Posts	Current Members
PLA Equity, Diversity, and Inclusion Interest Group	28	147
PLA Data and Measurement Interest Group	78	132
Social Work Interest Group	19	105
PLA Digital Literacy Interest Group	13	96
PLA Family Engagement Interest Group	14	94
PLA Health Interest Group	89	83
PLA Advocacy Interest Group	4	63
PLA Workforce Development/Small Business Interest Group	11	63
PLA Immigration and Citizenship Interest Group	39	53

- Social Work in Public Libraries Virtual Forum: We have been testing a new way to tie in Connect interest groups with subject matter experts. Four virtual forums have been scheduled April – July 2019, with questions submitted by registrants and panelists consisting of members of the PLA Social Worker Task Force. These are quick, 30-minute virtual sessions that answer 2-3 key questions, with follow-up questions from the audience. There has been high interest and registration (avg. 175/session) and we've received positive feedback. The archived recording is saved in ALA Connect Social Work Interest Group to drive community growth and engagement.

- 75th Anniversary Member Stories: Bi-weekly posts of member stories to drive engagement with 75th Anniversary and promote membership.
- I AM PLA: Member spotlight, built off ALA's I AM ALA platform, to gather member stories and highlight leaders, volunteers and library successes. Launching late 2019 to not compete with Anniversary member stories.
- New Member Drip Marketing Campaign: On hold per ITTS department's decision to merge ALA's "Parent" Informz account with ALA Publishing "Child" Informz accounts.

TECHNOLOGY
Submitted by Steven Hofmann, Manager, Web Communications

PLA Professional Tools
The members of the PLA Web Content Working Group have recently completed a review and update of the PLA Professional Tools at http://www.ala.org/pla/resources/tools, and staff is currently transferring the updates to the live website in hopes of having them completed by Annual Conference.

Airtable Task Management Solution
A group of PLA staff recently tested Airtable, a cloud-based collaboration platform that works like a spreadsheet, for task management related to the planning, production, and promotion of webinars. After testing other task management solutions (like Smartsheet and Trello) and researching others, Airtable came the closest to offering the features we need at a reasonable price (i.e. free but still with a robust selection of features).

Since that initial test, staff has expanded its use of Airtable to also manage tasks for the PLA 2020 Conference website, mobile app, and virtual conference, and discrete marketing and communications projects. Next step will be to combine these various projects into two databases: one for all PLA 2020 Conference projects; another for all other PLA projects. This will allow staff to more easily monitor their upcoming deadlines and better manage their time.

PLA 2020 Conference
Development of the full conference website has begun, with a tentative launch date of August 15, 2019. The PLA 2020 website is being developed by eShow. Development of the conference mobile app will kick-off the first week in August, with a tentative release date of December 18, 2019.

ALA Store/eLearning Project
The current goal of this project is to add all ALA eLearning offerings to the ALA Store, making it is easy for members and other potential registrants to find and purchase/register for any ALA eLearning event in one place. ALA IT is enhancing the eLearning delivery service integration options, and saving eLearning activity to the customer's profile in iMIS. The feature complete date is estimated to be July 10, 2019.

PLA Group Reporting Form
As previously reported, the Library and Information Technology Association (LITA) division of ALA shared with PLA a WordPress-based reporting form it uses with its committees and other

working groups. A copy of the reporting form has been installed and updated for use by PLA, and staff is currently testing its functionality. Our goal is to have it ready for the reporting window for the Fall 2019 Board meeting.

COMMUNICATIONS
Submitted by Laurence Deutsch, Manager, Communications

Since its last report to the PLA board, submitted on Mar. 18, 2019, PLA has issued 9 press releases and co-issued two others with ALA offices. There have also been six electronic newsletters, 22 email blasts, and numerous other communication pieces. Key pieces include the PLA President's Annual Report to ALA Council and Executive Board (see doc. 2019.75a-b), 75th Anniversary Talking Points (see doc. 2019.90b), 75th Anniversary Fundraising Appeal emails, and Adobe Spark Story on the March 2019 AfLIA leadership learning exchange. PLA also provided support in its communications for several key events, including El Día de los Niños/El Día de los Libros (Children's Day, Book Day), National Library Week (including Library Giving Day) and ALCTS Preservation Week.

Areas of primary focus of PLA communications during the reporting period include the 2019 PLA Election results; annual Call for Volunteers; Spring 2019 PLA Leadership Academy and AfLIA leadership exchange; ALA reorganization and work of the Steering Committee on Organizational Effectiveness; 75th Anniversary; PLA programming at the ALA Annual Conference; PLA 2020 Conference and the Nashville site selection; Libraries Lead with Digital Skills workforce-development initiative; and Capital One financial well-being project.

From ALA's Public Policy & Advocacy Unit and Communications & Marketing Office respectively, PLA has received one request to sign a local library advocacy letter and interview requests from the following nine media outlets:

- *Dallas Morning News* (Dallas, TX)
- *Humanities* (official magazine of the National Endowment for the Humanities)
- *Idaho Statesman*
- *Minneapolis Star-Tribune* (Minneapolis, MN)
- *Montclair Local* (Montclair, NJ)
- *Ottawa Citizen* (Ottawa, Ontario, Canada)
- *Northwest Arkansas Democrat-Gazette*
- *ParentMap* (Seattle-area parenting magazine)
- *The GW Hatchet* (George Washington University's student newspaper)

All nine media interviews were graciously accepted by the PLA president.

FUNDRAISING
Submitted by Scott Allen, Deputy Director
PLA continues to implement the fundraising calendar for 2019 as reviewed by the board at the 2019 Midwinter Meeting. PLA is a sponsor of Library Giving Day, created by the Seattle Public Library Foundation (SPLF), and in April 2019 we promoted the event and opportunities for public libraries to do community fundraising in coordination with the ALA Development Office and SPLF. On April 12, we launched the campaign to raise $7,500 for PLA 2020 scholarships as part of PLA's 75th anniversary

celebrations, via an email to the 67 founding donors of PLA's Fund for the Future. We followed up with a reminder on May 21 and shortly thereafter appealed to the full PLA membership for donations for this scholarship campaign. As of May 24, 2019, PLA had raised $3,110 from 21 donors. We hope to announce that we met the $7,500 goal at the 2019 Annual Conference member breakfast. Our next appeals to the PLA membership will occur at that breakfast, and then in coordination with ALA for Giving Tuesday in November. The board expressed interest in learning about the success of emailed appeals versus mailed appeals. PLA will have more data on that to share by the end of the year, after both emails and paper appeals are sent to members in November and December.

In terms of grant and vendor support, PLA has not secured any new corporate or foundation grants since previous reports (the last grants were from Microsoft Philanthropies, Google, Capital One, and the National Network of Libraries of Medicine, or NNLM). Staff has continued to do prospect research, identifying potential opportunities with financial institutions related to Community Reinvestment Act (CRA) funding and with the Retirement Research Foundation, and is holding discussions about continued support with NNLM and Capital One. Corcoran Expositions continues to market sponsorship opportunities related to the PLA 2020 Conference to exhibitors, and Corcoran and staff are in discussions with Ingram, which is based in Tennessee, about a substantial sponsorship package.

PLA STRATEGIC GOAL LINK (check all that apply)

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

TO: PLA Board of Directors
FROM: Lian Drago, Program Officer
RE: PLA 75th Anniversary Board Report
DATE: June 4, 2019

ACTION REQUESTED/INFORMATION/REPORT: Report
ACTION REQUESTED BY: N/A
DRAFT OF MOTION: N/A

OVERVIEW

On Oct. 13, 2019, PLA will turn 75 years of age. Founded in 1944, the Public Library Association has grown from an organization with only 1,295 members to nearly 10,000 members from public libraries all over the world. In order to commemorate this momentous occasion, PLA launched a 75th Anniversary campaign in April that aim to increase member engagement and awareness of the work that PLA has done for its members and the work that it will be doing in the upcoming years. PLA will also use the anniversary as a fundraising campaign.

KEY CURRENT ACTIVITIES/METRICS

Fundraising

To celebrate our 75th Anniversary and encourage equity, diversity and inclusion in library leadership, we are raising $7,500 to sponsor scholarships for library staff to attend the PLA 2020 Conference in Nashville, TN. We are already more than halfway to reaching our goal. Since January we have raised $4,175 from 43 individual donors, and we hope to exceed the $7,500 mark before the ALA Annual Conference.

Member Stories

We have received 7 member stories since the launch of the 75th Anniversary campaign. Marketing and communications efforts such as e-mails to PLA leadership and social media contests have been used to solicit additional stories. To read the stories, please go to http://75years.pla.org/your-stories/. If you haven't submitted a story yet, please submit one at http://75years.pla.org/get-involved/submit-a-story/.

Social Media

A social media plan was created to streamline social media efforts for the 75th Anniversary. The plan includes the following three engagement strategies:

1. Member Story Posts – Member stories submitted on the 75th Anniversary website will be highlighted on PLA's social media channels.
2. Virtual Contests - Every first Monday of the month, we will launch a virtual contest where those who participate will be entered into a raffle to win a prize.
3. Trivia Posts – Quizzes with PLA trivia will be posted on PLA's social media channels, with answers posted on the 75th Anniversary website.

Continual changes to the plan will be made based on the level of engagement we receive with each post.

ALA Annual 2019
At the 2019 ALA Annual Conference, we will be passing out bookmarks to general attendees and a special 75th Anniversary commemorative item only for PLA leadership and volunteers. An appeal handout will be distributed at the PLA Member Welcome Breakfast, to solicit additional funds for the 75th Anniversary scholarships.

At the PLA leadership reception, remarks will be given to acknowledge the anniversary, as well as an additional appeal for the fundraising campaign's goal of $7,500.

Poster
A poster commemorating the 75th Anniversary will be included in the Sept./Oct. issue of *Public Libraries* magazine.

Talking Points
Talking Points about the 75th Anniversary are included in your board packets (see document no. 2019.90b), to facilitate conversation between the PLA Board and member leaders with other PLA members and peers.

BUDGET
The cost these activities will be part of the PLA administrative budget, the Gates General Operating grant, and sponsorships.

ASSESSMENT
PLA staff will assess membership and social media statistics to evaluate overall engagement of members. Fundraising goals are described above.

PLA STRATEGIC GOAL LINK (check all that apply)
☐ TRANSFORMATION ☐ LEADERSHIP ☐ ADV. & AWARENESS ☒ E.D.I.S.J. ☒ ORG. EXCELLENCE

The following talking points have been prepared for PLA board members and member-leaders regarding PLA's 75th Anniversary. These points can be used when communicating with peers or answering questions about the 75th Anniversary. Please contact Lian Drago at ldrago@ala.org if you need further information.

- PLA is celebrating its 75th Anniversary this year.
- From now through the PLA 2020 Conference, we are reflecting on our history, honoring the many people who have contributed to our achievements, and preparing for an even brighter future.
- PLA came into being in October 1944, when ALA's governing council created a Division of Public Libraries.
- PLA will commemorate the 75th Anniversary at several events over the coming months, including at the 2019 ALA Annual Conference and PLA 2020 Conference.
- To learn more, please visit PLA's 75th Anniversary website (75years.pla.org) and follow the hashtag #PLA75 on social media.
- There are several ways you can get involved with the 75th Anniversary celebration.
    - **Share your story**.
        - We're currently collecting stories, photos, and inspirational thoughts about PLA to share as part of the celebration.
        - You're invited to submit an account of how PLA has made a difference in your professional life and supported your work in public libraries.
        - To learn more and submit your story, please visit 75years.pla.org/your-stories.
    - **Donate to our scholarship fund**.
        - To celebrate our 75th and encourage equity, diversity and inclusion in library leadership, we are raising $7,500 to sponsor scholarships for library staff to attend the PLA 2020 Conference.
        - All funds donated to PLA between now and the 2019 ALA Annual Conference go toward these scholarships.

- All donors will be automatically entered into a raffle for a free PLA 2020 Conference registration.
- To donate, please visit the ALA giving website (ec.ala.org/donate) and direct your contribution to PLA.

- **Volunteer your time.**
  - Consider serving on a PLA committee, task force, advisory group, or award jury. If you are interested in volunteering please fill out the Volunteer Form at http://www.ala.org/pla/about/people/committees (ALA.org login required)
  - You may also consider writing for *Public Libraries* magazine as a contributing columnist or blogger. Learn more at publiclibrariesonline.org/contribute.
- **Spread the word.**
  - The September 2019 issue of *Public Libraries* magazine will include a removable 75th Anniversary poster for you to display in your library.

TO: PLA Board of Directors
FROM: Barb Macikas, Executive Director and Scott Allen, Deputy Director
RE: FY19 Financial Report, January 2019
DATE: May 22, 2019
ACTION REQUESTED/INFORMATION/REPORT: Report

FY19 Budget Overview

PLA's final FY19 budget includes total revenue of $3.2 million with expenses of $3.95 million, for a net loss of $749,540. The fund balance is projected to be $3.1 million at the close of FY19.

Fund Balance, FY18 Close		$3,866,403
FY19 Revenue	$852,413	
FY19 Revenue - Grants	$2,350,278	
Total Revenue, FY19		$3,202,691
Expenses	($1,552,321)	
Expenses - Grants	($2,033,275)	
Total Expenses, FY19		($3,585,596)
Overhead & Taxes	($49,632)	
Overhead & Taxes - Grants	($317,003)	
Total OH & Taxes, FY19		($366,635)
Fiscal Year Results		($749,540)
Projected Fund Balance, FY19 Close		$3,116,683

FY19 Budget Status as of April 2019*

Operating Budget

As of April 2019, PLA has an actual operating loss of $237,378, compared to a budgeted operating loss of $513,196. This significant (47%) variance is due to lower expenses and increased sponsorship revenue that was not anticipated during the budgeting process.

	Apr 2019 YTD Budget	Apr 2019 YTD Actual	Apr 2019 Variance	Apr 2019 Variance %	Remaining Current Budget
Total Revenues	$564,348	$527,483	($36,865)	-7%	$324,930
Total Expenses before OH and tax	$1,041,474	$786,855	$254,618	24%	$765,466
Contribution Margin	($477,125)	($259,372)	$217,753	46%	($440,536)
Overhead and Tax	$36,070	$14,005	$22,065	61%	$35,627
	YTD Budget	**YTD Actual**	**Variance**	**Variance %**	
Net Revenue (Expense)	($513,196)	($273,378)	$239,818	47%	
Beginning NAB	**Ending NAB**	**Net Revenue**	**Increase in NAB**		
$3,866,402	$3,595,024	($271,378)	-7%		

** Data pulled from accounting system May 22, 2019*

- Operating Revenue: At the close of April 2019, PLA had budgeted for $564,348 in revenue and has an 7% negative variance, with actual revenue of $527,483. This is in line with the last report (January 2019) when revenue was 6% under budget. However, since the last report, revenue in many areas has adjusted to be at or over budget, and nearly all of the shortfall is concentrated in four areas. Dues are about $7,000 under budget. Revenue from Every Child Ready to Read product sales is approximately $4,000 under budget and revenue from Project Outcome regional trainings are $44,000 below budget. In addition, $40,000 was budgeted for regional education events which are not being held in FY19. On the positive side, revenue for other publications including PLDS, webinar sales, and Public Libraries ad sales are all over budget. In addition, PLA benefited from registration fees for unbudgeted events ($9,550 for a 2019 Midwinter Meeting Institute, and $18,525 for the first regional Equity Starts with Us training) and also secured two unanticipated sponsorships ($43,000 from Capital One, and $61,000 from Google). Dues, which are relatively on target and a primary source of revenue in a non-PLA conference year, will help PLA maintain the present course, however we expect to end FY19 with a 8-10% negative variance in revenue ($68-85,000 under budget) due to lack of regional and Project Outcome training events.

- On the expense side, at the close of April 2019 PLA had budgeted to spend $1,041,474 and has spent $786,855, for a favorable variance of 24%. Some variances logically follow the reduced income: regional education events and Project Outcome trainings are under budget by a combined $72,000 because they are not occurring. Planning and promotion of the PLA 2020 Conference is also under budget by over $68,000, in part due to timing but also due to reduced reliance on print materials and giveaways. Other major variances in expenses are primarily due to timing: Inclusive Internship Initiative Cost Share ($45,871); general member services ($23,395); and administrative costs ($20,323). Given the status of activity at the three-quarters point in the fiscal year, PLA predicts we may stay around 20% under budget, with expenses closer to $1.28 million rather than $1.6 million as budgeted.

Grant Budgets

By the close of April 2019, PLA had spent $1,851,558 in grant funds compared to a budgeted amount of $1,554,287. This large variance ($297,271) is primarily due to two factors, as reported since the Midwinter Meeting board report. First, a large payment for the African Library and Information Associations and Institutions project (3176) was budgeted in FY18 but delayed and issued in early FY19. Second, renewal of the IMLS-funded Inclusive Internship Initiative (3184) did not occur until after the FY19 budget process was completed.

PLA Long Term Investment

As of April, PLA's long-term investment stood at $1,455,604 compared to $1,362,579 same time last year. We estimate interest of approximately $55,000. The PLA Budget & Finance Committee will recommend how that interest be used in FY20.

* *Data pulled from accounting system May 22, 2019*

Overhead

Total overhead to ALA for FY19 was budgeted at $366,635. As of April 2019, PLA had paid ALA $192,823 versus the budgeted amount of $245,167.

** Data pulled from accounting system May 22, 2019*

Public Library Association
FY2018-FY2019 Financial Report

Balance Sheet as of April 30, 2019

	FY18 (final) Annual Budget	Actual	Variance	FY19 Annual Budget	Budget as of Apr 2019	Actual	Variance as of Apr 2019
Opening Fund Balance		$ 3,053,857				$ 3,866,403	
Revenue	$ 4,679,317	$ 4,449,518	$ (229,799)	$ 852,413	$ 564,348	$ 527,483	$ (36,865)
Revenue - Grants	$ 2,762,791	$ 2,898,802	$ 136,011	$ 2,350,278	$ 1,554,287	$ 1,851,558	$ 297,271
Expenses	$ (3,624,011)	$ (2,777,716)	$ 846,295	$ (1,552,321)	$ (1,041,474)	$ (784,369)	$ 257,104
Expenses - Grants	$ (2,328,869)	$ (2,509,583)	$ (180,714)	$ (2,033,275)	$ (1,345,191)	$ (1,672,741)	$ (327,550)
Overhead & Taxes	$ (882,649)	$ (859,256)	$ 23,393	$ (49,632)	$ (36,071)	$ (14,006)	$ 22,064
Overhead & Taxes - Grants	$ (433,922)	$ (389,219)	$ 44,703	$ (317,003)	$ (209,096)	$ (178,817)	$ 30,279
Transfer to Endowment	$ -	$ -	$ -	$ -	$ -	$ -	$ -
Fiscal Year Results	$ 172,657	$ 812,546	$ 639,889	$ (749,540)	$ (513,196)	$ (270,893)	$ 242,303
Closing Fund Balance		$ 3,866,403		$ 3,116,863		$ 3,595,511	

Grants	Actual	Balance
Total Committed, 2013-2026		$ 21,268,914
Total Spent through FY18		
Direct Expenses	$ (7,905,869)	
Overhead	$ (981,350)	
Total Spent FY19 (to Apr 2019)		$ 12,381,695
Direct Expenses	$ (1,672,741)	
Overhead	$ (178,817)	
		$ 10,530,137

Grant Balance Breakdown

Grant (Ending FY)	Grant Funds	Interest
Health Ins Enrollment (FY19)	$ 38,763	$ -
Legacy (FY26)	$ 8,561,734	$ 196,659
African Leadership Training (FY20)	$ 78,045	$ 2,843
Gen Ops Supplemental (n/a)	$ 1,603,793	$ -
Knight Short Edition (FY19)	$ 13,025	$ -
IMLS Early Literacy (FY18)	$ -	$ -
IMLS Leadership (FY17)	$ -	$ -
IMLS Inclusive Internships (FY20)	$ 212,856	$ -
NNLM/Iowa Healthy Comm (FY18)	$ 21,922	$ -
Gates Perf Measure (FY19)	$ -	$ 7,975
Gates EDGE (n/a)	$ -	$ 5,883
Gates Gen Ops (n/a)	$ -	$ 997
	$ 10,530,137	$ 214,357

Public Library Association
FY2018-FY2019 Financial Report

Public Library Association
Statement of Revenues and Expenses - General Fund and Conference
For the period ending April 2019

REVENUES

	Full Year FY18 Actual	YTD FY19 Actual	YTD FY19 Budget	YTD Variance	Variance %	Full Year FY19 Budget
1. Administration (0000)	$ 2,125	$ 500	$ -	$ 500		$ -
2. Service to Members (3000)	$ 597,655	$ 372,570	$ 379,469	$ (6,899)	-2%	$ 569,203
3. Regional CE, Bootcamp (3007)	$ 1,800	$ -	$ 40,000	$ (40,000)	-100%	$ 40,000
4. PLA Leadership (3011)	$ -	$ -	$ -	$ -		$ -
5. PLA Partners (3020)	$ 48,191	$ 51,187	$ 25,750	$ 25,437	99%	$ 41,500
6. ALA Precons/MW Institute (3026)	$ -	$ 9,550	$ -	$ 9,550		$ 8,000
7. Public Libraries (3030)	$ 87,620	$ 36,169	$ 34,333	$ 1,835	5%	$ 51,500
8. Web Based CE (3040)	$ 2,972	$ 14,319	$ 14,160	$ 159	1%	$ 23,600
9. Publications (3058)	$ 1,919	$ 3,580	$ 2,503	$ 1,077	43%	$ 3,510
10. Family Engagement (3072)	$ -	$ -	$ -	$ -		$ -
11. Equity, Diversity and Inclusion (3073)	$ -	$ 18,525	$ -	$ 18,525		$ -
12. Preschool Literacy (3120)	$ 19,182	$ 12,807	$ 16,333	$ (3,527)	-22%	$ 24,500
13. PO Regional Training (3171)	$ 59,327	$ 7,000	$ 51,050	$ (44,050)	-86%	$ 89,100
14. PLDS (3172)	$ 2,085	$ 1,277	$ 750	$ 527	70%	$ 1,500
15. Digital Learn (3188)	$ 22,500	$ -	$ -	$ -		$ -
17a. Cost Share IMLS Early Literacy (3181)	$ -	$ -	$ -	$ -		$ -
717b. Cost Share IMLS Incl Internships (3185)	$ -	$ -	$ -	$ -		$ -
TOTAL REVENUES - PROGRAMS	**$ 845,376**	**$ 527,483**	**$ 564,348**	**$ (36,865)**	**-7%**	**$ 852,413**

	Full Year FY18 Actual	YTD FY19 Actual	YTD FY19 Budget	YTD Variance	Variance %	Full Year FY19 Budget
16. National Conferences						
A. NC General Program (3061)	$ 1,599,375	$ -	$ -	$ -		$ -
B. NC Exhibits (3062)	$ 1,702,687	$ -	$ -	$ -		$ -
C. NC Promotion (3063)	$ 44,850	$ -	$ -	$ -		$ -
D. NC Registration (3064)	$ -	$ -	$ -	$ -		$ -
E. NC Opening/Closing Session (3065)	$ -	$ -	$ -	$ -		$ -
F. NC Programs (3066)	$ -	$ -	$ -	$ -		$ -
G. NC Meal Events (3069)	$ 75,050	$ -	$ -	$ -		$ -
H. NC Preconference (3070)	$ 138,640	$ -	$ -	$ -		$ -
I. NC Future Planning (3145)	$ -	$ -	$ -	$ -		$ -
J. PLA Virtual Conference (3173)	$ 43,540	$ -	$ -	$ -		$ -
TOTAL REVENUES - CONFERENCE	**$ 3,604,142**	**$ -**	**$ -**	**$ -**	**0%**	**$ -**
	FY18 Actual	**FY19 Actual**	**FY19 Budget**	**Variance**	**%**	**FY19 Budget**
TOTAL REVENUES	**$ 4,449,518**	**$ 527,483**	**$ 564,348**	**$ (36,865)**	**7%**	**$ 852,413**

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EXPENSES

	Full Year FY18 Actual	YTD FY19 Actual	YTD FY19 Budget	YTD Variance	Variance %	Full Year FY19 Budget
1. Administration (0000)	$ (545,205)	$ (453,939)	$ (474,263)	$ 20,323	4%	$ (719,148)
2. Service to Members (3000)	$ (154,409)	$ (56,478)	$ (80,473)	$ 23,995	30%	$ (154,847)
3. Regional CE, Bootcamp (3007)	$ (12,855)	$ -	$ (36,717)	$ 36,717	100%	$ (36,750)
4. PLA Leadership (3011)	$ -	$ -	$ -	$ -		$ -
5. PLA Partners (3020)	$ (14,344)	$ 53,658	$ (6,150)	$ 59,808	972%	$ (17,950)
6. ALA Precons/MW Institute (3026)	$ -	$ (6,087)	$ (500)	$ (5,587)	-1117%	$ (7,562)
7. Public Libraries (3030)	$ (116,269)	$ (86,031)	$ (85,022)	$ (1,010)	-1%	$ (128,632)
8. Web Based CE (3040)	$ (3,346)	$ (4,074)	$ (10,788)	$ 6,714	62%	$ (15,574)
9. Publications (3058)	$ (3,321)	$ (8,248)	$ (4,147)	$ (4,101)	-99%	$ (6,070)
10. Family Engagement (3072)	$ (4,371)	$ (1,591)	$ -	$ (1,591)		$ -
11. Equity, Diversity and Inclusion (3073)	$ 52,899	$ (19,085)	$ (14,000)	$ (5,085)	-36%	$ (28,000)
12. Preschool Literacy (3120)	$ (10,291)	$ (3,228)	$ (10,949)	$ 7,721	71%	$ (16,620)
13. PO Regional Training (3171)	$ (39,629)	$ (5,127)	$ (40,832)	$ 35,705	87%	$ (68,748)
14. PLDS (3172)	$ (974)	$ (111)	$ (10,100)	$ 9,989	99%	$ (10,198)
15. Digital Learn (3188)	$ (70,701)	$ (47,377)	$ (33,320)	$ (14,057)	-42%	$ (34,980)
17a. Cost Share IMLS Early Literacy (3181)	$ (129,503)	$ -	$ -			$ -
17b. Cost Share IMLS Incl Internships (3185)	$ (111,113)	$ (113,943)	$ (159,814)	$ 45,871	29%	$ (181,584)
TOTAL EXPENSES - PROGRAMS	**$ (1,163,432)**	**$ (751,661)**	**$ (967,074)**	**$ 215,413**	**22%**	**$ (1,426,663)**

	Full Year FY18 Actual	YTD FY19 Actual	YTD FY19 Budget	YTD Variance	Variance %	Full Year FY19 Budget
16. National Conferences						
A. NC General Program (3061)	$ (816,246)	$ -	$ -	$ -		$ -
B. NC Exhibits (3062)	$ (926,639)	$ (4,083)	$ -	$ (4,083)		$ -
C. NC Promotion (3063)	$ (41,022)	$ (294)	$ -	$ (294)		$ -
D. NC Registration (3064)	$ (14,483)	$ -	$ -	$ -		$ -
E. NC Opening/Closing Session (3065)	$ (229,960)	$ -	$ -	$ -		$ -
F. NC Programs (3066)	$ (121,460)	$ -	$ -	$ -		$ -
G. NC Meal Events (3069)	$ (76,940)	$ -	$ -	$ -		$ -
H. NC Preconference (3070)	$ (86,331)	$ -	$ -	$ -		$ -
I. NC Future Planning (3145)	$ (133,032)	$ (42,338)	$ (110,470)	$ 68,133	62%	$ (175,290)
J. PLA Virtual Conference (3173)	$ (27,427)	$ -	$ -	$ -		$ -
TOTAL EXPENSES - CONFERENCE	**$ (2,473,540)**	**$ (46,715)**	**$ (110,470)**	**$ 63,756**	**58%**	**$ (175,290)**

	FY18 Actual	FY19 Actual	FY19 Budget	Variance	%	FY19 Budget
TOTAL EXPENSES	**$ (3,636,972)**	**$ (798,375)**	**$ (1,077,544)**	**$ 279,169**	**26%**	**$ (1,601,953)**

	FY18 Actual	YTD FY19 Actual	YTD FY19 Budget	YTD Variance	Variance %	Full Year FY19 Budget
OPERATING NET REVENUES	**$ 812,546**	**$ (270,893)**	**$ (513,196)**	**$ 242,303**	**47%**	**$ (749,540)**

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

Project / Subproject	FY18 (final) Budget	Actual	Variance	FY19 Budget *full year*	FY19 (as of April 2019) Budget	Actual	Variance
1. Administration (0000)							
Revenue	$ -	$ 2,125	$ 2,125	$ -	$ -	$ 500	$ 500
Expenses	$ (819,361)	$ (545,205)	$ 274,156	$ (719,148)	$ (474,263)	$ (453,939)	$ 20,323
Net	$ (819,361)	$ (543,080)	$ 276,281	$ (719,148)	$ (474,263)	$ (453,439)	$ 20,823
2. Service to Members (3000)							
Revenue	$ -	$ -	$ -	$ -	$ -	$ -	$ -
Dues	$ 614,400	$ 597,655	$ (16,745)	$ 569,203	$ 379,469	$ 372,570	$ (6,899)
Expenses	$ (188,250)	$ (154,409)	$ 33,841	$ (154,847)	$ (80,473)	$ (56,478)	$ 23,995
Net	$ 426,150	$ 443,246	$ 17,096	$ 414,356	$ 298,996	$ 316,092	$ 17,096
3. Regional CE, Bootcamp (3007)							
Registration	$ 25,000	$ 1,800	$ (23,200)	$ 40,000	$ 40,000	$ -	$ (40,000)
Expenses	$ (19,550)	$ (12,617)	$ 6,933	$ (26,150)	$ (26,117)	$ -	$ 26,117
OH & Tax	$ (6,600)	$ (238)	$ 6,362	$ (10,600)	$ (10,600)	$ -	$ 10,600
Net	$ (1,150)	$ (11,055)	$ (9,905)	$ 3,250	$ 3,283	$ -	$ (3,283)
4. PLA Leadership (3011)							
Revenue	$ 25,000	$ -	$ (25,000)	$ -	$ -	$ -	$ -
Expenses	$ (26,980)	$ -	$ 26,980	$ -	$ -	$ -	$ -
OH & Tax	$ (3,300)	$ -	$ 3,300	$ -	$ -	$ -	$ -
Net	$ (5,280)	$ -	$ 5,280	$ -	$ -	$ -	$ -
5. PLA Partners (3020)							
Revenue	$ 25,500	$ 48,191	$ 22,691	$ 41,500	$ 25,750	$ 51,187	$ 25,437
Expenses	$ (15,280)	$ (14,344)	$ 936	$ (17,950)	$ (6,150)	$ 53,658	$ 59,808
Net	$ 10,220	$ 33,847	$ 23,627	$ 23,550	$ 19,600	$ 104,845	$ 85,245
6. ALA Precons/MW Institute (3026)							
Revenue	$ -	$ -	$ -	$ 8,000	$ -	$ 9,550	$ 9,550
Expenses	$ -	$ -	$ -	$ (5,450)	$ (500)	$ (3,556)	$ (3,056)
OH	$ -	$ -	$ -	$ (2,112)	$ -	$ (2,531)	$ (2,531)
Net	$ -	$ -	$ -	$ 438	$ (500)	$ 3,463	$ 3,963

Public Library Association
FY2018-FY2019 Financial Report

Project / Subproject	FY18 (final) Budget	FY18 (final) Actual	FY18 (final) Variance	FY19 Budget *full year*	FY19 (as of April 2019) Budget	FY19 (as of April 2019) Actual	FY19 (as of April 2019) Variance
7. Public Libraries (3030)							
Revenue	$ 75,000	$ 87,620	$ 12,620	$ 51,500	$ 34,333	$ 36,169	$ 1,835
Expenses	$ (143,107)	$ (111,365)	$ 31,742	$ (121,262)	$ (80,108)	$ (82,463)	$ (2,355)
OH	$ (9,900)	$ (4,904)	$ 4,996	$ (6,823)	$ (4,549)	$ (3,203)	$ 1,346
Tax	$ (547)	$ -	$ 547	$ (547)	$ (365)	$ (365)	$ -
Net	$ (78,554)	$ (28,649)	$ 49,905	$ (77,132)	$ (50,688)	$ (49,862)	$ 826
8. Web Based CE (3040)							
Revenue	$ 28,600	$ 2,972	$ (25,628)	$ 23,600	$ 14,160	$ 14,319	$ 159
Expenses	$ (14,815)	$ (2,954)	$ 11,861	$ (12,447)	$ (8,911)	$ (1,788)	$ 7,124
OH & Taxes	$ (3,775)	$ (392)	$ 3,383	$ (3,127)	$ (1,876)	$ (2,286)	$ (410)
Net	$ 10,010	$ (374)	$ (10,384)	$ 8,026	$ 3,372	$ 10,245	$ 6,872
9. Publications (3058)							
Revenue	$ 7,250	$ 1,919	$ (5,331)	$ 3,510	$ 2,503	$ 3,580	$ 1,077
Expenses	$ -	$ (3,194)	$ (3,194)	$ (5,605)	$ (3,837)	$ (7,817)	$ (3,981)
OH & Taxes	$ -	$ (127)	$ (127)	$ (465)	$ (310)	$ (431)	$ (121)
Net	$ 7,250	$ (1,402)	$ (8,652)	$ (2,560)	$ (1,644)	$ (4,668)	$ (3,024)
10. Family Engagement (3072)							
Revenue	$ 30,000	$ -	$ (30,000)	$ -	$ -	$ -	$ -
Expenses	$ (30,000)	$ (4,371)	$ 25,629	$ -	$ -	$ (1,591)	$ (1,591)
OH & Taxes	$ -	$ -	$ -	$ -	$ -	$ -	$ -
Net	$ -	$ (4,371)	$ (4,371)	$ -	$ -	$ (1,591)	$ (1,591)
11. Equity, Diversity and Inclusion (3073)							
Revenue	$ -	$ -	$ -	$ -	$ -	$ 18,525	$ 18,525
Expenses	$ -	$ 52,899	$ 52,899	$ (28,000)	$ (14,000)	$ (16,630)	$ (2,630)
OH & Taxes	$ -	$ -	$ -	$ -	$ -	$ (2,455)	$ (2,455)
Net	$ -	$ 52,899	$ 52,899	$ (28,000)	$ (14,000)	$ (560)	$ 13,440
12. Preschool Literacy (3120)							
Revenue	$ 63,500	$ 19,182	$ (44,318)	$ 24,500	$ 16,333	$ 12,807	$ (3,527)
Expenses	$ (39,043)	$ (7,759)	$ 31,284	$ (9,200)	$ (6,003)	$ (1,531)	$ 4,471
OH & Taxes	$ (8,382)	$ (2,532)	$ 5,850	$ (7,420)	$ (4,947)	$ (1,697)	$ 3,250

Public Library Association
FY2018-FY2019 Financial Report

Project / Subproject	FY18 (final) Budget	FY18 (final) Actual	FY18 (final) Variance	FY19 Budget *full year*	FY19 (as of April 2019) Budget	FY19 (as of April 2019) Actual	FY19 (as of April 2019) Variance
Net	$ 16,075	$ 8,891	$ (7,184)	$ 7,880	$ 5,384	$ 9,579	$ 4,195
13. PO Regional Training (3171)							
Revenue	$ 155,000	$ 59,327	$ (95,673)	$ 89,100	$ 51,050	$ 7,000	$ (44,050)
Expenses	$ (141,500)	$ (31,798)	$ 109,702	$ (57,000)	$ (34,100)	$ (4,199)	$ 29,901
OH & Taxes	$ (9,900)	$ (7,831)	$ 2,069	$ (11,748)	$ (6,732)	$ (928)	$ 5,804
Net	$ 3,600	$ 19,698	$ 16,098	$ 20,352	$ 10,218	$ 1,873	$ (8,345)
14. PLDS (3172)							
Revenue	$ 500	$ 2,085	$ 1,585	$ 1,500	$ 750	$ 1,277	$ 527
Expenses	$ (2,500)	$ (974)	$ 1,526	$ (10,000)	$ (10,000)	$ -	$ 10,000
OH & Taxes	$ (66)	$ -	$ 66	$ (198)	$ (100)	$ (111)	$ (11)
Net	$ (2,066)	$ 1,111	$ 3,177	$ (8,698)	$ (9,350)	$ 1,166	$ 10,516
15. Digital Learn (3188)							
Revenue	$ 75,000	$ 22,500	$ (52,500)	$ -	$ -	$ -	$ -
Expenses	$ (52,460)	$ (70,701)	$ (18,241)	$ (34,980)	$ (33,320)	$ (47,377)	$ (14,057)
OH & Taxes	$ (3,300)	$ -	$ 3,300	$ -	$ -	$ -	$ -
Net	$ 19,240	$ (48,201)	$ (67,441)	$ (34,980)	$ (33,320)	$ (47,377)	$ (14,057)
16. National Conferences							
A. NC General Program (3061)							
Revenue	$ 1,520,072	$ 1,599,375	$ 79,303	$ -	$ -	$ -	$ -
Expenses	$ (419,000)	$ (394,064)	$ 24,936	$ -	$ -	$ -	$ -
OH & Taxes	$ (401,299)	$ (422,182)	$ (20,883)	$ -	$ -	$ -	$ -
Net	$ 699,773	$ 783,129	$ 83,356	$ -	$ -	$ -	$ -
B. NC Exhibits (3062)							
Revenue	$ 1,699,495	$ 1,702,687	$ 3,192	$ -	$ -	$ -	$ -
Expenses	$ (725,500)	$ (548,177)	$ 177,323	$ -	$ -	$ (4,083)	$ (4,083)
OH & Taxes	$ (385,306)	$ (378,462)	$ 6,844	$ -	$ -	$ -	$ -
Net	$ 588,689	$ 776,048	$ 187,359	$ -	$ -	$ (4,083)	$ (4,083)
C. NC Promotion (3063)							
Revenue	$ 95,000	$ 44,850	$ (50,150)	$ -	$ -	$ -	$ -
Expenses	$ (88,700)	$ (35,102)	$ 53,598	$ -	$ -	$ (294)	$ (294)

Public Library Association
FY2018-FY2019 Financial Report

Project / Subproject	FY18 (final) Budget	FY18 (final) Actual	FY18 (final) Variance	FY19 Budget *full year*	FY19 (as of April 2019) Budget	FY19 (as of April 2019) Actual	FY19 (as of April 2019) Variance
OH & Taxes	$ (12,540)	$ (5,920)	$ 6,620	$ -	$ -	$ -	$ -
Net	$ (6,240)	$ 3,828	$ 10,068	$ -	$ -	$ (294)	$ (294)
D. NC Registration (3064)							
Revenues	$ -	$ -	$ -	$ -	$ -	$ -	$ -
Expenses	$ (25,000)	$ (14,483)	$ 10,517	$ -	$ -	$ -	$ -
OH & Taxes	$ -	$ -	$ -	$ -	$ -	$ -	$ -
Net	$ (25,000)	$ (14,483)	$ 10,517	$ -	$ -	$ -	$ -
E. NC Opening/Closing Session (3065)							
Revenues	$ -	$ -	$ -	$ -	$ -	$ -	$ -
Expenses	$ (270,000)	$ (229,960)	$ 40,040	$ -	$ -	$ -	$ -
Net	$ (270,000)	$ (229,960)	$ 40,040	$ -	$ -	$ -	$ -
F. NC Programs (3066)							
Revenues	$ -	$ -	$ -	$ -	$ -	$ -	$ -
Expenses	$ (110,075)	$ (121,460)	$ (11,385)	$ -	$ -	$ -	$ -
Net	$ (110,075)	$ (121,460)	$ (11,385)	$ -	$ -	$ -	$ -
G. NC Meal Events (3069)							
Revenues	$ 100,000	$ 75,050	$ (24,950)	$ -	$ -	$ -	$ -
Expenses	$ (117,500)	$ (76,940)	$ 40,560	$ -	$ -	$ -	$ -
OH & Taxes	$ -	$ -	$ -	$ -	$ -	$ -	$ -
Net	$ (17,500)	$ (1,890)	$ 15,610	$ -	$ -	$ -	$ -
H. NC Preconference (3070)							
Revenues	$ 100,000	$ 138,640	$ 38,640	$ -	$ -	$ -	$ -
Expenses	$ (64,700)	$ (55,410)	$ 9,290	$ -	$ -	$ -	$ -
OH & Taxes	$ (26,400)	$ (30,921)	$ (4,521)	$ -	$ -	$ -	$ -
Net	$ 8,900	$ 52,309	$ 43,409	$ -	$ -	$ -	$ -
I. NC Promotion/Planning (3145)							
Revenue	$ -	$ -	$ -	$ -	$ -	$ -	$ -
Expenses	$ (156,810)	$ (133,032)	$ 23,778	$ (175,290)	$ (110,470)	$ (42,338)	$ 68,133
OH & Taxes	$ -	$ -	$ -	$ -	$ -	$ -	$ -
Net	$ (156,810)	$ (133,032)	$ 23,778	$ (175,290)	$ (110,470)	$ (42,338)	$ 68,133

Public Library Association
FY2018-FY2019 Financial Report

Project / Subproject	FY18 (final) Budget	FY18 (final) Actual	FY18 (final) Variance	FY19 Budget *full year*	FY19 (as of April 2019) Budget	FY19 (as of April 2019) Actual	FY19 (as of April 2019) Variance
J. PLA Virtual Conference (3173)							
Revenue	$ 40,000	$ 43,540	$ 3,540	$ -	$ -	$ -	$ -
Expenses	$ (25,000)	$ (21,680)	$ 3,320	$ -	$ -	$ -	$ -
OH & Taxes	$ (5,280)	$ (5,747)	$ (467)	$ -	$ -	$ -	$ -
Net	$ 9,720	$ 16,113	$ 6,393	$ -	$ -	$ -	$ -
17. Grant Cost Shares							
A. Early Literacy Cost Share (3181)							
Revenue	$ -	$ -	$ -	$ -	$ -	$ -	$ -
Expenses	$ -	$ (129,503)	$ (129,503)	$ -	$ -	$ -	$ -
OH & Taxes	$ -	$ -	$ -	$ -	$ -	$ -	$ -
Net	$ -	$ (129,503)	$ (129,503)	$ -	$ -	$ -	$ -
B. Inclusive Internship Cost Share (3185)							
Revenue	$ -	$ -	$ -	$ -	$ -	$ -	$ -
Expenses	$ (128,880)	$ (111,113)	$ 17,767	$ (174,992)	$ (153,222)	$ (113,943)	$ 39,279
OH & Taxes	$ (6,054)	$ -	$ 6,054	$ (6,592)	$ (6,592)	$ -	$ 6,592
Net	$ (134,934)	$ (111,113)	$ 23,821	$ (181,584)	$ (159,814)	$ (113,943)	$ 45,871

TOTAL ADMIN/CORE PROJECTS	FY18 (final) Budget	FY18 (final) Actual	FY18 (final) Variance	FY19 Budget *full year*	FY19 (as of April 2019) Budget	FY19 (as of April 2019) Actual	FY19 (as of April 2019) Variance
Revenue	$ 4,679,317	$ 4,449,518	**$ (229,799)**	**$ 852,413**	$ 564,348	$ 527,483	**$ (36,865)**
Expenses	$ (3,624,011)	$ (2,777,716)	**$ 846,295**	**$ (1,552,321)**	$ (1,041,474)	$ (784,369)	**$ 257,104**
OH & Taxes	$ (882,649)	$ (859,256)	**$ 23,393**	**$ (49,632)**	$ (36,071)	$ (14,006)	**$ 22,064**
Net	**$ 172,657**	**$ 812,546**	**$ 639,889**	**$ (749,540)**	**$ (513,196)**	**$ (270,893)**	**$ 242,303**

Public Library Association
FY2018-FY2019 Financial Report

Year-to-Date Report - GRANTS (Budgeted to Zero Out)
FY19 as of April 2019

Project / Subproject	TOTAL GRANT	TOTAL SPENT through FY18	BALANCE Close of FY18	FY19 Budget *full year*	FY19 (as of April 2019) Budget	Actual	Variance	BALANCES Post Apr 2019
Health Insurance Enrollment (3150)								
Sep 2018 to April 2019 (FY19)								
Revenue	$ 101,033	$ -	$ 101,033	$ 101,033	$ 98,217	$ 62,270	$ (35,947)	$ 38,763
Expenses	$ (93,374)	$ -	$ (93,374)	$ (93,374)	$ (90,772)	$ (58,780)	$ 31,992	$ (34,594)
OH & Taxes	$ (7,659)	$ -	$ (7,659)	$ (7,659)	$ (7,445)	$ (3,490)	$ 3,955	$ (4,169)
Net	$ -	$ -	$ -	$ -	$ -	$ -	$ (0)	$ -
Gates Legacy Grant (3175)								
Jun 2016 to May 2026 (FY16-FY26)								
Interest Income		$ 65,383				$ 131,276		$ 196,659
Revenue	$ 10,905,701	$ 2,282,658	$ 8,623,043	$ 1,182,488	$ 762,909	$ 61,309	$ (701,599)	$ 8,561,734
Expenses	$ (9,735,947)	$ (2,038,087)	$ (7,697,860)	$ (1,055,349)	$ (680,724)	$ (58,059)	$ 622,665	$ (7,639,801)
OH & Taxes	$ (1,169,754)	$ (244,571)	$ (925,183)	$ (127,139)	$ (82,185)	$ (3,251)	$ 78,934	$ (921,932)
Net	$ -	$ -	$ -	$ -	$ -	$ -	$ (0)	$ -
Gates African Leadership Training (3176)								
Oct 2016 to Oct 2019 (FY17-FY20)								
Interest Income		$ 2,843				$ -		$ 2,843
Revenue	$ 1,000,000	$ 398,582	$ 601,418	$ 263,441	$ 240,570	$ 523,373	$ 282,803	$ 78,045
Expenses	$ (892,857)	$ (355,877)	$ (536,980)	$ (261,970)	$ (239,605)	$ (467,298)	$ (227,692)	$ (69,682)
OH & Taxes	$ (107,143)	$ (42,705)	$ (64,438)	$ (1,471)	$ (965)	$ (56,076)	$ (55,111)	$ (8,362)
Net	$ -	$ -	$ -	$ -	$ (0)	$ -	$ (0)	$ 0
Gates Gen Ops Supplement (3177)								
Sep 2017 through no end date								
Revenue	$ 2,900,000	$ 313,461	$ 2,586,539	$ 455,500	$ 303,667	$ 982,746	$ 679,079	$ 1,603,793
Expenses	$ (2,552,000)	$ (139,461)	$ (2,412,539)	$ (281,500)	$ (187,667)	$ (866,746)	$ (679,079)	$ (1,545,793)
OH & Taxes	$ (348,000)	$ (174,000)	$ (174,000)	$ (174,000)	$ (116,000)	$ (116,000)	$ -	$ (58,000)
Net	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -
Knight Short Edition (3178)								
Jan 2018-Dec 2018 (FY18-FY19)								
Revenue	$ 250,000	$ 198,616	$ 51,384	$ 40,452	$ 34,782	$ 38,359	$ 3,577	$ 13,025
Expenses	$ (250,000)	$ (198,616)	$ (51,384)	$ (40,452)	$ (34,782)	$ (38,359)	$ (3,577)	$ (13,025)
OH & Taxes	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -
Net	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -
IMLS-PLA-ALSC Early Literacy (3180)								
Oct 2013-Oct 2017 (FY14-FY18)								
Revenue	$ 499,741	$ 499,741	$ -	$ -	$ -	$ -	$ -	$ -
Expenses	$ (495,099)	$ (495,099)	$ -	$ -	$ -	$ -	$ -	$ -
OH & Taxes	$ (4,642)	$ (4,642)	$ -	$ -	$ -	$ -	$ -	$ -
Net	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -
IMLS Grant Leadership (3182)								
Jun 2014-May 2017 (FY14-FY17)								
Revenue	$ 213,682	$ 213,682	$ -	$ -	$ -	$ -	$ -	$ -
Expenses	$ (180,216)	$ (180,216)	$ -	$ -	$ -	$ -	$ -	$ -
OH & Taxes	$ (33,466)	$ (33,466)	$ -	$ -	$ -	$ -	$ -	$ -

Public Library Association
FY2018-FY2019 Financial Report

Project / Subproject	TOTAL GRANT	TOTAL SPENT through FY18	BALANCE Close of FY18	FY19 Budget *full year*	FY19 (as of April 2019) Budget	Actual	Variance	BALANCES Post Apr 2019
Net	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -
IMLS Inclusive Internships (3184)								
Mar 2017 - Dec 2019 (FY17-FY20)								
Revenue	$ 1,224,968	$ 828,612	$ 396,356	$ 307,364	$ 114,142	$ 183,500	$ 69,358	$ 212,856
Expenses	$ (1,195,240)	$ (805,610)	$ (389,630)	$ (300,630)	$ (111,642)	$ (183,500)	$ (71,859)	$ (206,130)
OH & Taxes	$ (29,728)	$ (23,002)	$ (6,726)	$ (6,734)	$ (2,501)	$ -	$ 2,501	$ (6,726)
Net	$ -	$ -	$ -	$ -	$ (0)	$ -	$ 0	$ -
NNLM/Uoflowa - Healthy Communities (3186)								
Sep 2017-Apr 2018 (FY18)								
Revenue	$ 146,811	$ 124,889	$ 21,922	$ -	$ -	$ -	$ -	$ 21,922
Expenses	$ (119,924)	$ (91,770)	$ (28,154)	$ -	$ -	$ -	$ -	$ (28,154)
OH & Taxes	$ (26,887)	$ (33,119)	$ 6,232	$ -	$ -	$ -	$ -	$ 6,232
Net	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -
Gates Performance Measurement (3190)								
Jan 2015 - Dec 2017 (FY15-FY18)								
Interest		$ 7,975				$ -		$ 7,975
Revenue	$ 2,956,530	$ 2,956,530	$ -	$ -	$ -	$ -	$ -	$ -
Expenses	$ (2,639,759)	$ (2,639,759)	$ -	$ -	$ -	$ -	$ -	$ -
OH & Taxes	$ (316,771)	$ (316,771)	$ -	$ -	$ -	$ -	$ -	$ -
Net	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -
Gates EDGE Technology Benchmarks (3194)								
Feb 2011 until funds are spent								
Interest		$ 5,883				$ -		$ 5,883
Revenue	$ 867,448	$ 867,448	$ -	$ -	$ -	$ -	$ -	$ -
Expenses	$ (770,282)	$ (774,081)	$ 3,799	$ -	$ -	$ -	$ -	$ 3,799
OH & Taxes	$ (97,166)	$ (93,367)	$ (3,799)	$ -	$ -	$ -	$ -	$ (3,799)
Net	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -
Gates Gen Ops (3199)								
April 2015 until funds are spent								
Interest		$ 997				$ -		$ 997
Revenue	$ 203,000	$ 203,000	$ -	$ -	$ -	$ -	$ -	$ -
Expenses	$ (181,247)	$ (187,293)	$ 6,046	$ -	$ -	$ -	$ -	$ 6,046
OH & Taxes	$ (21,753)	$ (15,707)	$ (6,046)	$ -	$ -	$ -	$ -	$ (6,046)
Net	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -

TOTAL GRANTS	**TOTAL GRANT**	**TOTAL SPENT** through FY18	**BALANCE** Close of FY18	**FY19 Budget** *full year*	**FY19 (as of April 2019)** Budget	Actual	Variance	**BALANCES** Post Apr 2019
Revenue	$ 21,268,914	$ 8,887,219	$ 12,381,695	$ 2,350,278	$ 1,554,287	$ 1,851,558	**$ 297,271**	$ 10,530,137
Expenses	$ (19,105,945)	$ (7,905,869)	$ (11,200,076)	$ (2,033,275)	$ (1,345,191)	$ (1,672,741)	**$ (327,550)**	$ (9,527,335)
OH & Taxes	$ (2,162,969)	$ (981,350)	$ (1,181,619)	$ (317,003)	$ (209,096)	$ (178,817)	**$ 30,279**	$ (1,002,802)
Net	**$ -**	**$ -**	**$ -**	$ -	**$ -**	**$ -**	**$ (0)**	**$ -**
Interest			$ 83,081			$ -		$ 214,357

TO: PLA Board of Directors
RE: FY20 Budget Status
DATE: May 22, 2019

ACTION REQUESTED/INFORMATION/REPORT:
ACTION
ACTION REQUESTED BY: N/A
DRAFT OF MOTION:
That the PLA Board accept the recommendation of PLA Budget & Finance Committee to approve the FY20 budget as presented with the understanding that PLA has the option to revise the budget till September 16, when ALA locks budgets ahead of the ALA board's October meeting to approve the entire ALA budget for FY20.

FY20 Budget Overview

In accordance with ALA's budgeting deadlines, PLA has completed a second draft of its FY2020 (September 1, 2019-August 31, 2020) PLA budget. A summary by project is attached to this report.

Projects	Revenue	Expenses	Overhead	Net
General Fund	$1,006,250	$1,596,913	$66,613	$657,276
Conference	$3,712,365	$1,850,476	$874,730	$987,159
Grants	$1,624,032	$1,579,760	$44,272	$0
TOTALS	**$6,342,647**	**$5,027,149**	**$985,615**	**$329,883**

Revisions since the PLA board met in the spring include addition of spend-down funding for new projects (see below), and some refinements to the budgets for Public Libraries magazine, DigitalLearn.org, and the PLA 2020 Conference, all of which added expenses and reduced total net for FY20.

We are projecting a net loss in our general fund projects of about $657,000. This is higher than previous years due to the tentative decision to make investments in new and expanded projects, helping to spend down our fund balance predicted to be approximately $3 million at the end of FY19. Specifically budgeted since the spring 2019 PLA board meeting are the following: $75,000 for a sustainability consultant, $25,000 to develop a plan to grow our EDISJ and leadership work; $25,000 for communications support to develop messaging/marketing to help libraries sell themselves; and $35,000 for a speaker/facilitator training initiative.

FY20 is a PLA conference year, and the conference is our primary revenue generator. Using actuals from past years and anticipated expenses based on Nashville contracts and costs, we estimate net revenue for conference to be about $987,000. This is slightly lower than previous years, however the budget is conservative. It includes over $500,000 for entertainment (big name speakers) and certain other costs, such as $40,000 for shuttle buses, which may not be needed.

PLA will spend about $1.6 million in grants. Nearly $1.2 million of that amount will be spent from the Gates Foundation general operating grant received in 2017, which will support about 9 FTE staff positions, initial work to create a centralized data collection and management system for PLA and the field, and other costs such as travel, meeting expenses, and staff development. PLA will spend down this grant before spending any additional funds from the legacy grant. The remaining $400,000 in grants is split between the final expenses for the African Leadership Training Grant and the new Microsoft Philanthropies project. Nothing is confirmed for other projects such as the health, insurance enrollment, and internship programs, so nothing has been budgeted for FY20.

ALA will open up the FY20 budget for final revision in late summer. PLA's FY20 budget will be presented for a vote at the board of directors meeting at the 2019 Annual Conference. If revisions are required after June, they will be made and the board will vote virtually on a final budget before mid-September.

Finally, the PLA Budget & Finance Committee is asked to recommend to the Board how interest from PLA's long-term investment should be used. Below is information about how it has been used in the past. As of April 2019, PLA's LTI stood at $1.4M. Interest is estimated to be $55,000.

FY	**B&F/Board Discussion**	**Amount**
FY15	"used for development of a new program to be held in non-PLA conference years"	$51,532
FY16	DigitalLearn	$55,040
FY17	No transfer (rolled into principal)	
FY18	EDISJ	$57,792
FY19	Family Engagement	$55,000
FY20	TBD	~$55,000

PLA FY20 Draft Budget

Fund: OPERATING/DIVISIONS FUND (12)
Unit_Project: PLA
As of May 22, 2019

Line Item	2016 Actual	2017 Actual	2018 Actual	2019 *Budget*	2020 Draft Budget
REVENUES					
(4000) DUES/PERSONAL	557,067	523,248	595,405	566,803	**600,000**
(4003) DUES/LIFE MEMBERS-CURRENT	1,530	1,515	1,500	1,600	**1,600**
(4004) DUES/CNTNUNG MBRS & DIV TRFR	750	750	750	800	**800**
(4100) SALES/BOOKS	1,011	677	599	700	**5,000**
(4601) RETURNS/CREDITS	(1,571)	(1,982)	(184)	(3,540)	**(850)**
(4602) SALES/BOOKS-DISCOUNT	(1,323)	(1,691)	(519)		
(4103) SALES - ONLINE	32,283	20,142	3,508	20,800	**21,700**
(4104) SALES/RENTL MAIL LISTS	49,200		44,850		**45,000**
(4105) SALES/WEBINARS/WEBCASTS/WEB CE					**40,000**
(4109) SALES/MISC	62,508	28,811	19,710	28,100	**20,000**
(4110) SUBSCRIPTIONS	38,727	38,204	37,154	40,000	**40,000**
(4140) ADVERTISING/GROSS	68,489	10,003	55,522	15,000	**65,000**
(4143) ADVERTISING/ON-LINE				5,000	**5,000**
(4611) COMMISSION/SALES REP	(3,550)	(5,149)	(6,473)	(7,400)	**(5,000)**
(4200) REGISTRATION FEES	1,693,342	45,403	1,761,440	48,000	**1,939,365**
(4210) EXHIBIT SPACE RENTALS	1,459,495	0	1,433,569	0	**1,434,000**
(4220) MEAL FUNCTIONS	114,675		75,050	0	**75,000**
(4400) DONATIONS/HONORARIA	78,822	35,779	144,686	40,000	**138,000**
(4421) ROYALTIES	4,320	4,599	4,461	4,550	**3,000**
(4429) OVRHD-EXMPT REVENUE/DIVISIONS	210,000	151,552	218,763	1,500	**271,000**
(4430) MISCELLANEOUS FEES	918	79,811	59,327	90,500	**20,000**
(4490) MISCELLANEOUS REVENUE	4,854		400		
Total Revenues	**4,371,547**	**931,671**	**4,449,518**	**852,413**	**4,718,615**

Line Item	2016 Actual	2017 Actual	2018 Actual	2019 *Budget*	2020 Draft Budget
EXPENSES					
(5000) SALARIES & WAGES	502,445	494,035	489,840	518,595	**544,856**
(5001) WAGES/TEMPORARY EMPLOYEES	21,078	24,294	11,028		
(5002) OVERTIME WAGES	1,834	1,163	2,535	0	
(5010) EMPLOYEE BENEFITS	154,025	154,979	149,085	156,125	**171,302**
(5016) PROFESSIONAL MEMBERSHIPS	936	2,785	2,513	6,000	**3,000**
(5100) TEMPORARY EMPLOYEES/OUTSIDE	23,516	0	14,483	7,000	**38,826**
(5110) PROFESSIONAL SERVICES	379,456	300,882	356,138	314,382	**676,700**
(5122) BANK S/C	106,888	13,993	87,361	15,020	**89,600**

PLA FY20 Draft Budget

Fund: OPERATING/DIVISIONS FUND (12)

Unit_Project: PLA

As of May 22, 2019

Line Item	2016 Actual	2017 Actual	2018 Actual	2019 *Budget*	2020 Draft Budget
(5140) EQUIP/FURN REPAIRS		29		200	
(5150) MESSENGER SERVICE	533	294	1,655	540	**650**
(5210) TRANSPORTATION	37,210	26,467	45,091	64,750	**105,250**
(5212) LODGING & MEALS	(139,194)	36,005	125,024	82,780	**130,300**
(5214) ENTERTAINMENT	306,714		496,745	0	**500,000**
(5216) BUSINESS MEETINGS	2,861	1,406	1,639	1,200	**600**
(5300) FACILITIES RENT	152,180		199,903	50,000	**225,000**
(5301) CONFERENCE EQUIPMENT RENTAL	263,574	2,793	406,471	11,500	**364,000**
(5302) MEAL FUNCTIONS	158,114	42,552	100,303	63,500	**188,080**
(5303) EXHIBITS	52,314		52,232	0	**55,000**
(5304) SPEAKER/GUEST EXPENSE	13,821	740	10,017	6,000	**40,000**
(5305) SPEAKER/GUEST HONORARIUM	75,250	31,531	112,705	22,000	**77,500**
(5306) AWARDS	27,626	18,019	26,429	17,800	**17,800**
(5307) SECURITY SERVICES	23,369		22,547	0	**40,000**
(5308) SPECIAL TRANSPORTATION				1,000	**40,000**
(5309) AUDIO/VISUAL EQUIPMENT RENTAL & LABOR	0	7,364	1,276	1,000	
(5310) COMPUTER RENTAL/INTERNET CONNECTIONS	1,072			250	
(5400) EDITORIAL/PROOFREADING/OUTSIDE	186			100	
(5402) PRINTING-OUTSIDE	60,547	26,524	43,907	26,928	**90,338**
(5403) BINDING-OUTSIDE				0	**4,000**
(5404) DESIGN SERVICE-OUTSIDE	18,003	12,623	12,583	14,500	**13,500**
(5406) REVIEW SERVICE	288				
(5410) MAIL SERVICE-OUTSIDE	2,320	3,831	3,231	2,943	**4,400**
(5411) ADVERTISING/SPACE		150	1,324	1,125	**1,400**
(5414) SUPPLIES/PRODUCTION	8,359	9,834	9,182	8,960	**14,803**
(5420) COPYRIGHT FEES				330	
(5430) WEB OPERATING EXPENSES	718	9,126	18,881	14,116	**15,626**
(5431) WEBINAR/WEBCASTS/WEB CE EXP	29,356	4,987	26,410	6,294	**28,647**
(5433) ORDER PROCESSING/FULFILLMENT	2,653	5,757	3,723	5,700	**3,000**
(5031) STAFF DEVELOPMENT	1,988	25	1,112	1,000	**2,500**
(5500) SUPPLIES/OPERATING	11,119	7,550	16,157	12,630	**19,800**
(5501) EQUIPMENT & SOFTWARE/MINOR	660	385	369	3,500	**500**
(5502) REFERENCE MATERIAL/PERIODICALS	315	315	148		
(5510) INSURANCE			7,402	0	**10,000**
(5520) EQUIPMENT RENTAL/LEASE				200	
(5522) TELEPHONE/FAX	1,614	689	954	1,500	**900**
(5523) POSTAGE/E-MAIL	23,153	25,280	32,046	24,838	**38,395**
(5530) DEPRECIATION F/E	6,722	8,151	3,767	9,059	**7,601**
(5543) BAD DEBT EXPENSE	300	547	500	547	**547**
(5550) PROMOTION	48,605	(5,009)	(1,069)	3,600	**7,000**
(5560) ORG SUPPORT/CONTRIBUTION	(33,333)			10,000	
(5599) MISC EXPENSE	146,397	708	(109,229)	10,400	**(150,000)**
(5901) IUT/CPU	6,308	6,004	7,701	6,050	**12,588**
(5902) IUT/DATA PROC	830	695	965	675	**675**

PLA FY20 Draft Budget

Fund: OPERATING/DIVISIONS FUND (12)
Unit_Project: PLA
As of May 22, 2019

Line Item	2016 Actual	2017 Actual	2018 Actual	2019 *Budget*	2020 Draft Budget
(5903) IUT/SUBS PROC	3,218	3,115	3,013	3,415	**3,415**
(5904) TRANSFER TO/FROM ENDOWMENT	(55,040)		(59,192)	0	**(55,000)**
(5905) IUT/TELEPHONE	3,120	4,088	2,096	4,000	**2,000**
(5909) IUT/DIST CTR	2,024	927	1,261	2,520	**1,550**
(5910) IUT/REPRO CTR	10,381	8,671	14,938	14,140	**10,175**
(5912) IUT-Copyediting/Proofreading	5,099	4,581	4,454	4,670	**5,880**
(5913) IUT-Composition/Alteration	17,920	15,111	16,062	16,840	**27,625**
(5940) IUT/REGISTRATION PROCESSING	1,472	1,455		2,100	**4,775**
(5942) IUT/ADVERTISING					**1,800**
(5999) IUT/MISC				0	**9,938**
(5911) IUT/OVERHEAD	837,697	28,596	859,257	49,085	**941,342**
(5600) TAXES/INCOME		(1,650)	0	547	**547**
(TEI) Total Expenses plus Taxes/Income	**3,328,620**	**1,342,397**	**3,636,973**	**1,601,954**	**4,388,730**
Net Revenue Over Expenses	**1,042,927**	**(410,726)**	**812,545**	**(749,541)**	**329,885**
(3000) BEGINNING NET ASSETS	**2,421,661**	**3,464,583**	**3,053,857**		
(5900) Transfer To Endowment					

FY20 PLA Projects - Draft Budget as of 5-22-19									
12	General		General Fund						
34	Investment		Conference						
47	Gov't Grant		Gov't Grant						
48	Private grant		Private Grant						
								Historical Context	
Fund	**Unit #**	**Code**	***ACTIVE IN FY20***	**Revenue**	**Expenses**	**Overhead**	**Projected Net**	**FY18 Net (Actual)**	**FY19 Net (Budgeted)**
12	401	0000	Admin	$0	$853,160	$0	($853,160)	($543,080)	($719,148)
12	401	1000	Proposals	$0	$0	$0	$0	$0	$0
12	401	3000	Service to Members	$602,400	$141,450	$0	$460,950	$443,245	$414,356
12	401	3007	Regional CE/Bootcamp	$40,000	$23,800	$10,600	$5,600	($11,055)	$3,250
12	401	3011	PLA Leadership	$0	$0	$0	$0	$0	$0
12	401	3020	Partners	$40,000	$17,800	$0	$22,200	$33,847	$23,550
12	401	3026	Annual Conference Preconferences	$0	$0	$0	$0	$0	$438
12	401	3030	Public Libraries	$51,500	$151,789	$6,824	($107,113)	($28,649)	($77,132)
12	401	3040	Web CE	$25,700	$6,947	$5,488	$13,265	($374)	$8,026
12	401	3058	Publications	$7,250	$4,000	$0	$3,250	($1,402)	($2,560)
12	401	3072	Family Engagement	$0	$45,000	$0	($45,000)	($4,371)	$0
12	401	3073	Equity Diversity Inclusion	$100,000	$53,500	$26,500	$20,000	$0	($28,000)
12	401	3120	Every Child Ready to Read (ECRR)	$19,400	$7,350	$1,061	$10,989	$8,891	$7,880
12	401	3171	Project Outcome Regional Training	$120,000	$45,438	$9,900	$64,662	$19,698	$20,352
12	401	3172	PLDS-includes PMTF	$0	$0	$0	$0	$1,111	($8,698)
12	401	3185	Inclusive Internships Cost Share (IMLS)	$0	$191,429	$6,240	($197,669)	($111,113)	($181,584)
12	401	3188	DigitalLearn	$0	$55,250	$0	($55,250)	($48,201)	($34,980)
			TOTALS, Gen Fund	$1,006,250	$1,596,913	$66,613	($657,276)	($241,453)	($574,250)
								Historical Context	
Fund	**Unit #**	**Code**	***ACTIVE IN FY20***	**Revenue**	**Expenses**	**Overhead**	**Projected Net**	**FY18 Net (Actual)**	**FY19 Net (Budgeted)**
12	401	3061	PLA 2020 General	$1,679,365	$463,000	$445,032	$771,333	$783,129	$0
12	401	3062	PLA 2020 Exhibits	$1,703,000	$658,900	$380,010	$664,090	$776,048	$0
12	401	3063	PLA 2020 Promotion	$95,000	$47,600	$12,588	$34,812	$3,828	$0
12	401	3064	PLA 2020 Registration	$0	$29,826	$0	($29,826)	($14,483)	$0
12	401	3065	PLA 2020 Op/Closing General Sessions	$0	$220,000	$0	($220,000)	($229,960)	$0
12	401	3066	PLA 2020 Programs	$0	$77,150	$0	($77,150)	($121,460)	$0
12	401	3069	PLA 2020 Meal Events	$75,000	$90,000	$0	($15,000)	($1,890)	$0

12	401	3070	PLA 2020 Preconferences	$120,000	$63,500	$31,800	$24,700	$52,309	$0
12	401	3145	PLA 2018-20 Conf Planning	$0	$177,500	$0	($177,500)	($133,032)	($175,290)
12	401	3173	PLA 2020 Virtual Conf	$40,000	$23,000	$5,300	$11,700	$16,113	$0
			TOTALS, Conference	$3,712,365	$1,850,476	$874,730	$987,159	$1,130,602	($175,290)
			TOTALS, Gen Fund and Conference	$4,718,615	$3,447,389	$941,343	$329,883	$889,149	($749,540)
								Historical Context	
Fund	**Unit #**	**Code**	***ACTIVE IN FY20***	**Revenue**	**Expenses**	**Overhead**	**Projected Net**	**FY18 Expenses (Actual)**	**FY19 Expenses (Budgeted)**
48	401	3150	RWJF/CC Insurance Outreach	$0	$0	$0	$0	$404	$101,033
48	401	3160	Microsoft Philanthropies	$315,975	$287,250	$28,725	$0	$0	$0
47	401	3184	Inclusive Internships (IMLS)	$0	$0	$0	$0	$457,202	$307,364
48	401	3175	Legacy Grant (Gates)	$0	$0	$0	$0	$1,324,283	$1,182,488
48	401	3176	African Leadership Training (Gates)	$131,124	$115,577	$15,547	$0	$83,546	$263,441
48	401	3177	Gates- GENOP Supplement (Gates)	$1,176,933	$1,176,933	$0	$0	$313,461	$455,500
48	401	3178	Knight-Short Edition Dispensers	$0	$0	$0	$0	$198,616	$40,452
48	401	3190	Project Outcome	$0	$0	$0	$0	$227,699	$0
48	401	3194	Edge (Gates)	$0	$0	$0	$0	$0	$0
48	401	3199	Gen Ops (Gates)	$0	$0	$0	$0	$39,544	$0
			TOTALS, Grants	$1,624,032	$1,579,760	$44,272	$0	$2,644,755	$2,350,278
			TOTALS, All PLA	$6,342,647	$5,027,149	$985,615	$329,883	$3,533,904	$1,600,738

TO: PLA Board of Directors

RE: **ALA Overhead Review**

DATE: June 3, 2019

ACTION REQUESTED/INFORMATION/REPORT: Information

ACTION REQUESTED BY: PLA Board

DRAFT OF MOTION: N/A

At its Spring board meeting, the board discussed how ALA overhead is calculated and what portion of overhead is allocated to traditional overhead costs vs. what ALA is allocating to mission-based units that do not generate sufficient revenue. ALA CFO Mark Leon and Senior Financial Analyst Keith Brown will join the board to discuss ALA finances and overhead at our June meeting. We hope that Mark and Keith can share insights into the ALA overhead formula and allocation process and answer questions.

Sustainability

Increasing levels of overhead challenge PLA's ability to develop and sustain new programs, which hurts PLA, the field, and ALA. ALA overhead rates are increasing from 16.7% in 1998 to 26.5% in 2020. The rate has gone up despite service levels in areas overhead supports (e.g. IT and office space) declining.

Overhead rates of 26.5% on CE revenues make it difficult for divisions that are self-supporting to launch new programs and net enough to reinvest and sustain those new programs. Public library budgets are finite and historically, PLA/ALA rates for CE are relatively low, making for thin profit margins. How does ALA expect units to innovate, sustain, *and* produce overhead? PLA has opted not to go forward with trainings which could have produced overhead but were unsustainable once overhead was applied.

Our recent EDISJ workshop held in Denver provides a good example. PLA kept costs as low as possible by hosting at the local public library (thank you DPL!). We had strong attendance, with 85 paid registrations out of a possible 100 capacity. These figures do not include staff time so underestimate cost:

Total Revenue:	$18,475
Total Expenses Before OH:	$14,807
Net before OH:	$ 3,667
Overhead to ALA:	$ 4,895
PLA net:	$(1,227)

ALA *and* the public library field lose out when these programs are not sustainable and PLA must chose not to hold them. Is ALA thinking about ways to remove this barrier to allow for strategic investment in innovation?

Additionally, there is no consistency within ALA related to CE pricing. Each unit determines its own fee structure and as a result, programs on similar topics have divergent pricing since some units are

required to produce overhead and be self-sustaining while others are not. This is confusing to the field and creates unrealistic expectations related to what it really costs to produce context within ALA.

A recent example: PLA held two 2019 Midwinter Institutes, one in collaboration with ODLOS and one independently. PLA priced its day-long event from $80-$200, with the majority of registrations from PLA and ALA members in the $130-150 range. ODLOS priced the other half-day institute at $40-60, primarily to cover the costs of catering. ODLOS also turned down a grant of up to $20,000 to support their event and related activity, which PLA accepted. Are there plans for standardized pricing across the association and who will lead those discussions? Is ALA considering plans to require mission-related offices to move toward cost recovery?

ALA CONNECT
Engage. Learn. Grow.

ALA Council

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SCOE Preliminary Recommendations

Follow

Lessa Pelayo-Lozada 3 days ago

Dear Members, The long awaited preliminary recommendations from the Steering Committee on Or...

1. SCOE Preliminary Recommendations

0 RECOMMEND

Lessa Pelayo-Lozada

ACTIONS

Posted 3 days ago | view attached

Divisions Round Tables

REPLY INLINE

Dear Members,

The long awaited preliminary recommendations from the Steering Committee on Organizational Effectiveness (SCOE) are here for your analysis, comments, and input! These focus on building upon the strengths of ALA to embrace our mission and core values, to create alignment within our association, and to bring value to our members. Ultimately, we are looking towards our future as an association together, for the future of libraries and the future of information access. We hope these recommendations look at ways our association can cultivate and support member and staff leadership, engagement, and trust, as the SCOE considered options based on the urgency from member input, data trends and financial realities. **This is truly a once-in-a-generation opportunity to create a more efficient organization for future members and to address issues that have been decades in the making.** (For a history on the work of SCOE, please visit and join our ALA Connect community.)

The attached slide deck goes into the details of the preliminary recommendations and is what will be discussed at Annual in DC as well as virtually during our SCOE input webinar on July 8th at 11am.

Briefly, SCOE's preliminary recommendations include:

- Responding to the urgency of member input, data trends and financial realities for a thriving future.
- Redesigning the ALA Executive Board and Council for effective and efficient prioritization and broad member input.
- Modernizing ways that members engage in the work of the association and with each other in the library community.
- Channeling the function of Council through a new committee structure with less barriers where members will engage in the work of the Association through Committees, Task Forces and Advisory Communities that make direct recommendations to the Board and are accountable directly to the board.
- Members engaging with each other through Divisions, Roundtables and Interest Groups.

Per the timeline as outlined on slide 5, we will be taking input and feedback and integrating comments from members into the next phase of our recommendations, which we hope will be final recommendations, but may become a round two of recommendations depending on the feedback we receive over the next few months.

We invite you to our virtual and in person presentations and have multiple avenues for providing feedback:

- Virtually
  - Input Webinar on July 8th at 1pm Central: Jim Meffert and SCOE Chair, Lessa Pelayo-Lozada will present on the preliminary recommendations and solicit feedback via the webinar chat box. Register here
  - Reply to this thread in the SCOE ALA Connect community or the ALA Members community.

Divisions Round Tables

- Email lessalozada@gmail.com
- In Person at ALA Annual in Washington, D.C.
  - All sessions will be held in Washington Convent Center, Room 103B
- Saturday, June 22, 12:00pm - 1:30pm
- Saturday, June 22, 2:30pm - 4:00pm
- Sunday, June 23, 12:00 pm - 1:30pm
- Sunday, June 23, 2:30pm - 4:00pm
- Monday, June 24, 12:00pm - 1:30pm

Our committee has tried its best to integrate as much of the feedback as we could in to these preliminary recommendations thoughtfully and intentionally. We look forward to hearing your input over the next few months and please share this information as widely as possible.

Sincerely,

Lessa Kanani'opua Pelayo-Lozada

SCOE Chair

Lessa Kanani'opua Pelayo-Lozada
ALA Executive Board Member
Chair, ALA Steering Committee on Organizational Effectiveness
Adult Services Assistant Manager, Palos Verdes Library District
she/her/hers

Attachment(s)

A Better ALA - SCOE Final - 2019.06.pdf **578K** **1 version**

2. RE: SCOE Preliminary Recommendations

0 RECOMMEND

Louis Muñoz

ACTIONS

Posted 3 days ago

REPLY INLINE

Division Round Tables

Thank you, Lessa, and thanks to everyone on SCOE! Looking forward to reading this, and in the meantime, thanks again to all for the many hours of hard work on our behalf!

› ORIGINAL MESSAGE

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Membership

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ALA American Library Association

A Better ALA

A Modern Association for a Modern Profession

Preliminary Recommendations

ALA Annual Conference 2019

Project Charge

The charge is to develop and recommend strategies and tactics to create an ALA with the agility to respond to current challenges and opportunities, and to focus energy and resources on its mission and members in the decades to come. Ultimately, it is to design *a modern association for a modern profession*.

Steering Committee on Organizational Effectiveness (SCOE) Charge

Appointed by 2017-2018 ALA President Jim Neal in June 2018, the charge of SCOE is to:

Carry out a comprehensive review and study of ALA's governance, member participation and legal structures and systems, with the goal of proposing changes that will vitalize its success, strength and agility as a 21st century association.

The Steering Committee on Organizational Effectiveness (SCOE) will provide advice and support to the Executive Board on priority improvements. The work of the Steering Committee will focus on membership development and engagement, and on encompassing the diversity of voices that enrich ALA through incorporating the perspectives, interests and contributions of a wide variety of stakeholders and affiliated groups. Its work will be mission driven and embrace the Association's core values.

Through input and feedback from across the Association, the Steering Committee will explore alternative models and reorganization possibilities. It will work with the Executive Team and a consultant to formulate and present its findings and recommendations to the Executive Board.

ALA American Library Association

The Foundation

Any assessment of organizational effectiveness begins with the question: "What is the most effecting and effective structure to fulfill our mission, achieve our vision and reach our goals?"

To that end, it is important for us to remind ourselves of that foundation.

Mission

The mission of the American Library Association is to "provide leadership for the development, promotion and improvement of library and information services and the profession of librarianship in order to enhance learning and ensure access to information for all."

Core Organizational Values

The Association is committed to:

- Extending and expanding library services in America and around the world
- All types of libraries - academic, public, school and special
- All librarians, library staff, trustees and other individuals and groups working to improve library services
- Member service
- An open, inclusive, and collaborative environment
- Ethics, professionalism and integrity
- Excellence and innovation
- Intellectual freedom
- Social responsibility and the public good

A Better ALA

Steps and Timeline	
Committee review and development of preliminary recommendations	May 2019
Further review of recommendations	May - June
Staff input discussions	May
Presentations and discussion of next steps at the ALA Annual Meeting	June
Council focus groups	June
Staff input discussions	July
Integration of Chapters and Ethnic Affiliates, fiscal analysis, and further presentations/review of recommendations with members.	July – September
Development of final recommendations (SCOE Meeting)*	September
Presentation of recommendations to ALA Executive Board	October
Final fiscal, legal, and constitution and bylaws analysis	Oct, Nov
Develop final Council presentation	Nov, Dec
Determine implementation strategy	TBD
Presentation to Council	MW 2020
Council vote 1**	Annual 2020
Council vote 2	MW 2021
ALA membership vote	Spring 2021

*Timeline subject to change based upon member feedback.
**Per Bylaws, any changes to the constitution and bylaws of the ALA must be voted on twice by Council.

Successful Organizational Effectiveness Projects do the following:

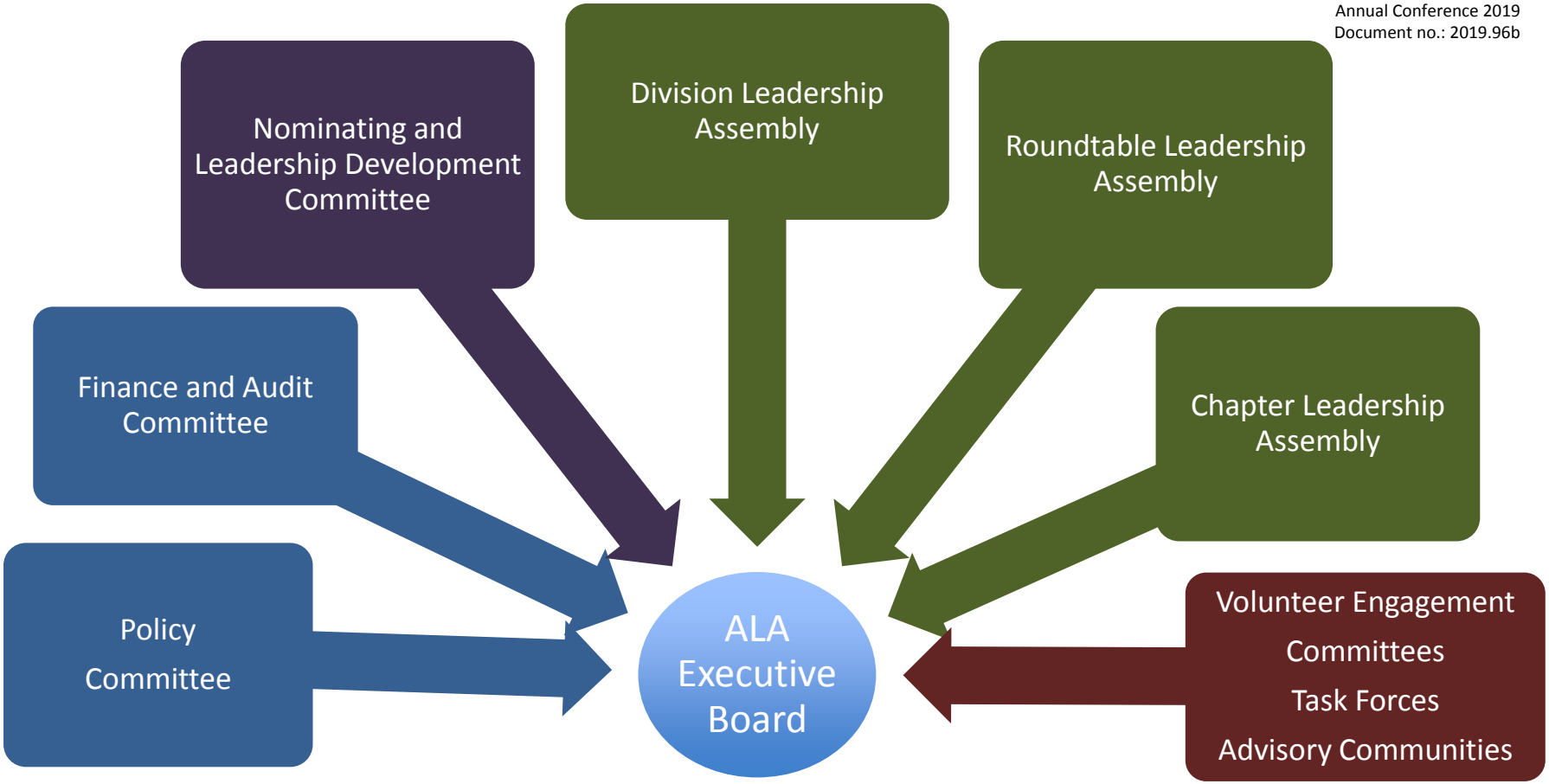
- Develop strategies for increased member engagement
- Identify ways to improve alignment across the organization
- Balance reliability, speed and quality
- Balance effectiveness and efficiency
- Ensure structures and processes are built to support continuous improvement
- Ensure structures and processes support equity, diversity, and inclusion

Preliminary Recommendations

For the last year, ALA has received significant input into the "ideal" operational structure to serve libraries and librarians for the next 150 years (or more). The following recommendations have been developed as a result of numerous surveys, countless hours of conversation, discussions of ideas and models, examination of effective practices by other associations and a consolidation of ideas. They are preliminary recommendations.

The preliminary recommendations are intended to achieve the following goals:

- Enable consistent, strategic, and effective member engagement
- Enable organization-wide planning focused on a common mission and vision for library workers, library supporters, and libraries
- Be financially sustainable
- Enable sustainable, long-term change (including evaluation of progress and more frequent future adjustments)
- Allow stakeholders to have confidence in decisions made when they are *not* in the room
- Deliver high value products, services, and impact for members



Blue - Elected by and direct input from membership

Purple – Appointed by the Executive Board and receives direct member input

Green - Direct input from membership groups

Red – Appointed by the executive board and receives input from membership

Redesigned ALA Executive Board

The ALA Executive Board will be comprised of seventeen voting members including:

- The following officers elected by the membership:
  - President
  - President-Elect
  - Immediate Past-President
  - Treasurer (three-year term)
- Eight at-large members of the board elected by the membership
- Five members selected by the Executive Board for unique skills required to govern the organization
- The ALA Executive Director will be an *ex officio,* non-voting member of the board
- An Executive Committee will be made up of the officers and Executive Director

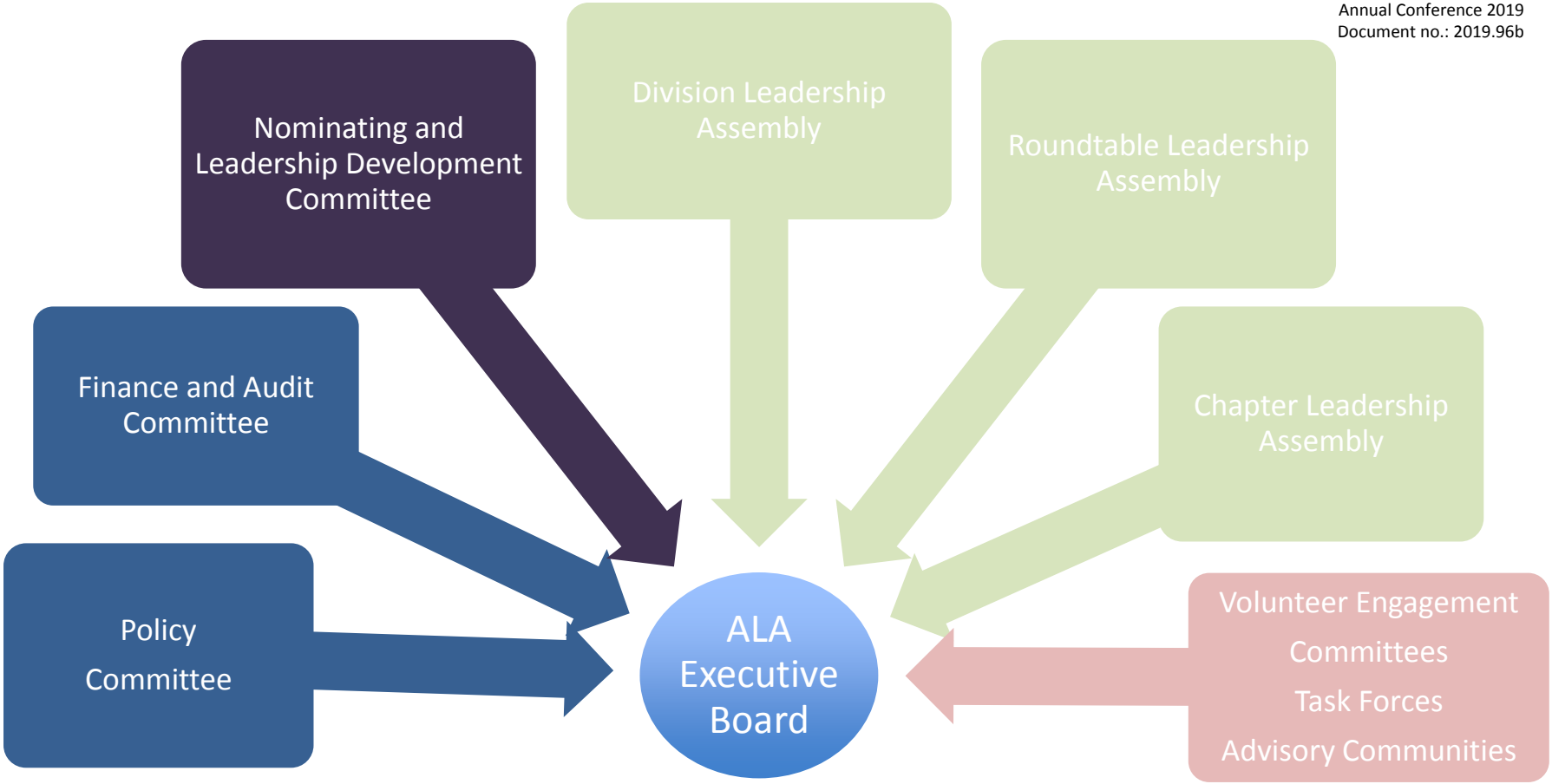
The Executive Board will be the policy-making body of the organization and will utilize the following structure to gain input into the prioritized needs of members.

Board Input

The ALA Executive Board will require focused, transparent and efficient input to set the priorities and allocate resources.

Three primary committees will support the board:

- Nominating & Leadership Development Committee
- Policy Development Committee
- Finance & Audit Committee



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Nominating & Leadership Development Committee

A fifteen-member committee shall be nominated by the ALA President and elected by the ALA Executive Board to assist in the identification and development of ALA leadership.

- Members may serve one three-year term. Terms will be staggered.
- The committee will be chaired by an ALA Executive Board Member
- The committee will be supported by ALA Staff
- The committee will work with all ALA groups (divisions, roundtables, etc.) to develop a consistent leadership development program
- The committee will vet and select a slate of candidates for ALA elections
- The committee will establish a prioritized set of criteria to select a slate of candidates and attempt to create a balance of experience and perspectives on the ALA Executive Board and committees
- ALA members will have the opportunity to self-nominate for elected positions

Policy Development Committee

The ALA membership will elect a fifteen-member **Policy Committee**. The committee will make recommendations to the ALA Executive Board on new or revised ALA policy (internal operations and public policy).

The Committee will hold a **Policy Assembly** for member input during the Annual and Midwinter meetings. In addition, the Committee will host a virtual assembly on priority issues that arise between meetings. *The assemblies shall be open to all ALA members for participation.*

Additional details include:

- Committee members will serve three-year terms. The terms will be staggered. A maximum of two consecutive terms may be served at any time.
- The committee will recommend a set of criteria to the ALA Board to help prioritize issues. That criteria may include impact to the profession, ability of ALA and groups within ALA to have impact on the desired result, and timeliness of the issue.
- The committee may take policy recommendations from members, groups within the ALA, or requests from the ALA Executive Board for member discussion of issues.

Finance & Audit Committee

The Finance and Audit Committee will provide input to the ALA Executive Board on the current and future financial priorities of the ALA.

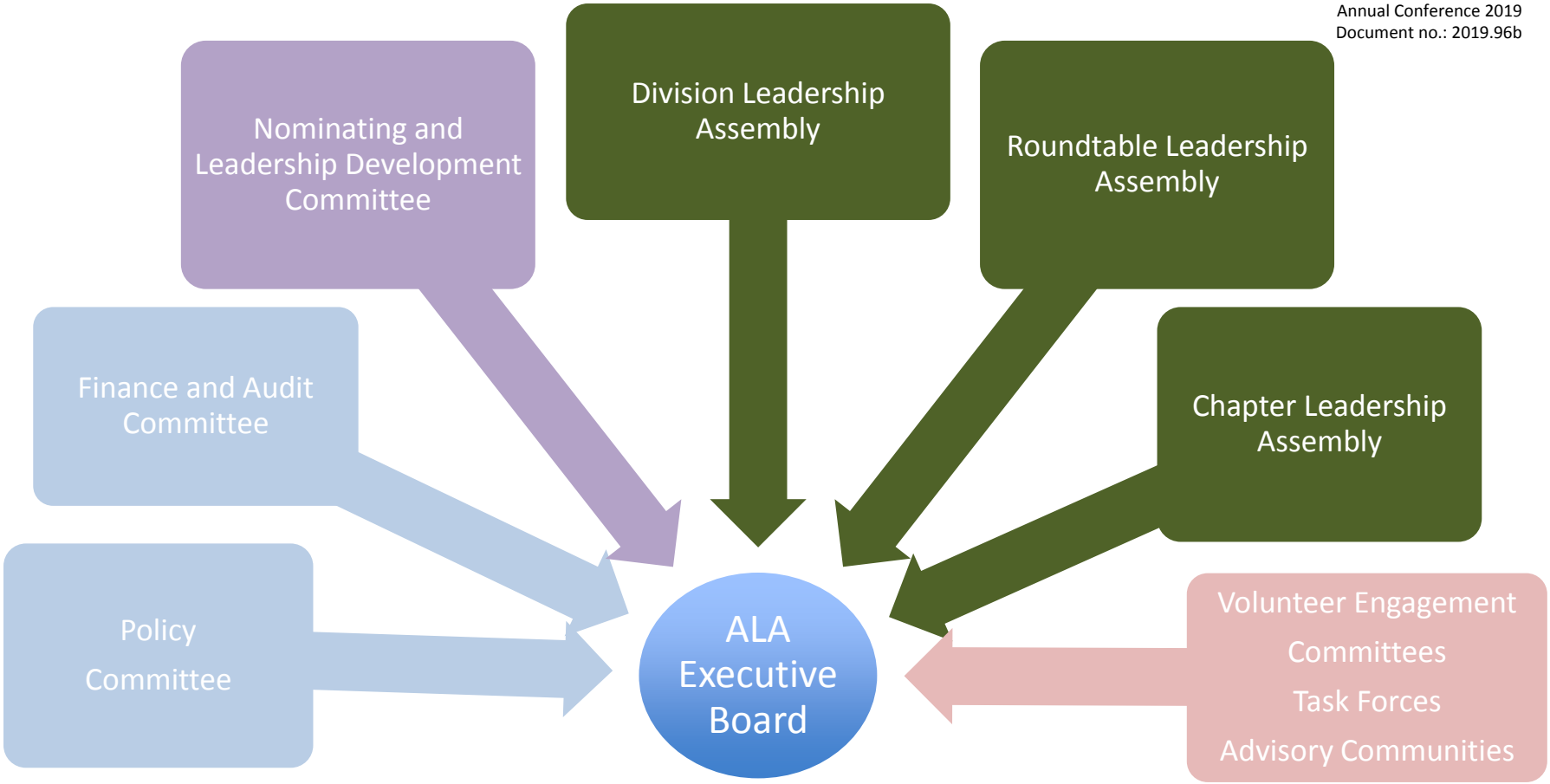
- There will be fifteen members on the committee: Twelve will be elected by the ALA membership to no more than two, three-year terms. Three members will be ALA Executive Board members. Terms will be staggered. A maximum of two consecutive terms may be served at any time.
- The Committee will be chaired by the ALA Treasurer.
- The ALA CFO and staff will work with the committee to establish an annual budget.
- The committee will hold a budget assembly at ALA meetings (replacing BARC and PBA).
- With staff, the committee will evaluate the fiscal impact of proposed policies.
- The committee will oversee the annual audit.

Planning and Engagement Leadership Assemblies

Leadership Assemblies will be established to provide an open communication exchange to and from the ALA Executive Board and all ALA members. They will also provide opportunities to bring efficiency and consistency to the related organizations along with reinforcing a common sense of purpose. This structure will reduce the current barriers for communication to the Executive Board where members must communicate first through council who then may communicate to the Executive Board.

The following Assemblies will be convened at the ALA Annual Meeting, the Midwinter meeting and virtually throughout the year.

- Division Leadership Assembly
- Roundtable Leadership Assembly
- Chapter Leadership Assembly



Blue - Elected by and direct input from membership

Purple – Selected by executive board and receives direct member input

Green - Direct input from membership groups

Red – Appointed by the executive board and receives input from membership

Planning and Engagement Leadership Assemblies

Each Assembly will focus on three important activities:

1. Offering input to the ALA Executive Board on critical issues identified by the ALA, groups or members.
2. Serving as a forum for integrated planning and prioritization.
3. The sharing of effective practices among the groups represented.

Participation:

Assembly participants will include two elected leaders from the oversight body of the participating groups, the senior staff leader of the group, and a designated ALA Liaison from the group represented.

An ALA Executive Board liaison will convene the Assemblies in consultation with staff and represented groups. A co-convener will be selected from the group and by the participants. Liaisons will be responsible for developing compelling agendas and ensuring communication throughout the year. All ALA members are invited to participated in the Assemblies.

The Assembly structure is designed to consolidate and/or utilize existing meetings to create efficiency and streamlined lines of communication to the Executive Board and reduce barriers to communication. For example, the Chapter Leadership Forum will consolidate the chapter leaders meeting and chapter relations meeting into one, ongoing assembly. The Roundtable Leadership Assembly will replace the Roundtable Coordinating Committee and provide more support and structure for the work of that group.

Additional ALA Leadership Groups

- **Endowment Trustees** will continue to manage the investments of the Association. They will provide an Annual Report at the Finance and Audit Assembly.
- There will be a general **Membership Meeting**. The most effective timing and structure are to be determined.
- An **Accreditation Commission** to best support accreditation activities will be explored

The Volunteer Work of the ALA

Meaningful, effective and efficient volunteer engagement is the cornerstone of any successful association. The following recommendations are intended to bring a streamlined method of engagement with consistency for **all** ALA members.

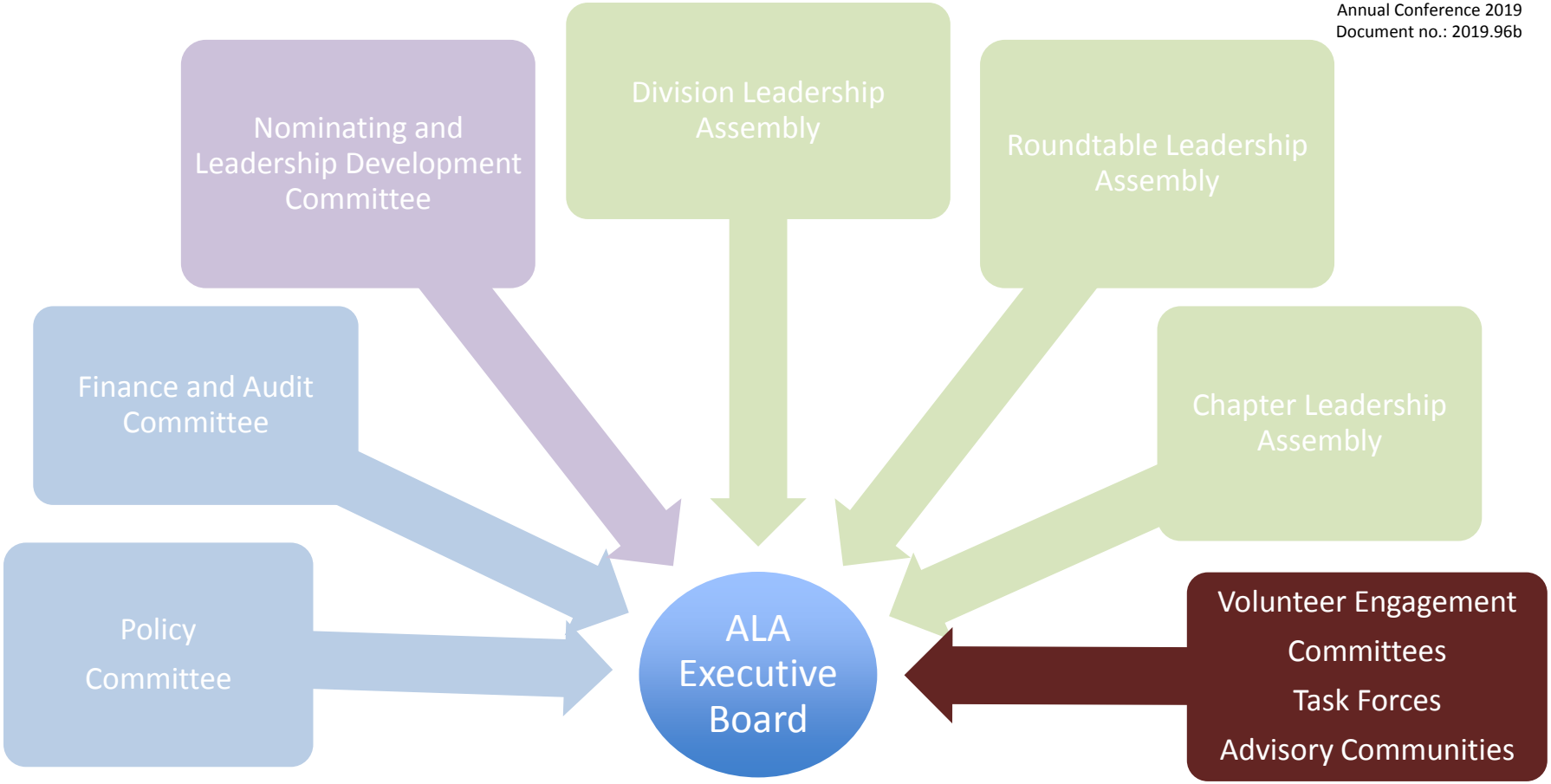
It will be critical to utilize new digital tools to streamline the identification and selection of participants to any volunteer group. That process should be consistent across all ALA related organizations and should be integrated with work of the Nominating and Leadership Development Committee. All members of ALA Volunteer Work Groups will be appointed by and accountable to the ALA Executive Board.

Volunteer Engagement Groups
The Work of the Association

Advisory Communities – charged by the ALA Executive Board to advise on important, timely issues across the profession and the association. May recommend working groups.

Working Groups – appointed groups with a specific charge, defined timeframe, clear deliverables tied to ALA's strategic directions

Communities of Practice/Engagement/Interest – groups that give members the opportunity for socializing and sharing common experiences and interests



Blue - Elected by and direct input from membership

Purple – Selected by executive board and receives direct member input

Green - Direct input from membership groups

Red – Appointed by the executive board and receives input from membership

Advisory Communities

Purposes:

- Allow for member input and ongoing support for ALA offices and programs
- Provide critical member input into areas of concern and values
- May propose working groups to address specific projects or needs that may arise from member input

Function: Advise Executive Board or ALA Offices

Example: Center for the Future of Libraries Advisory Group

Accountability: Executive Board or ALA Offices

Composition: Executive Board appoints member leaders to cultivate and coordinate discussions. Appointments will be informed by volunteer interest forms, ALA staff recommendations and other methods that may be identifies to engage members.

Relationship to Staff: Staff Liaison

Working Groups

Purposes:

- Carry out the work of the Association
- Focus on important, timely issues
- Focus on specific projects to promote the Association's strategic directions

Function: Carry out specific, time-bound charges set by Board

Example: Task Force on Sustainability

Accountability: Executive Board

Composition: Appointed by the ALA President with emphasis on diversity and inclusion as well as relevant experience/expertise. Members are not required to be ALA members if their expertise is necessary. Year-round volunteer form and a call for volunteers for specific projects will help inform the appointments to Working Groups.

Relationship to Staff: Staff Liaison

Communities of Practice/Engagement/Interest

Purposes:

- Provide opportunities for members to socialize and share common experiences and interests
- Through discussion, members may propose a working group or program

Function: Provide opportunities for members to network, share common experiences, and learn from each other

Examples: LITA Interest Groups, AASL Special Interest Groups, Entrepreneurship and Maker Spaces Member Interest Group

Accountability: Executive Board

Relationship to Staff: Limited staff oversight

Composition: Members may elect a leader through ALA Connect. Participation will be free of additional dues and open to all.

Member Engagement Divisions

60% of ALA members have also joined a Division. It is clear that there is a strong connection between many of the valuable programs and services offered by divisions and our members. This connection should be enhanced where possible.

It is also important to recognize that the library ecosystem is changing. The future of ALA member engagement must recognize those changes and adapt as necessary. The following structure was developed with that in mind.

Member Engagement Divisions

- ALA strategic plan and division strategic plans should be in alignment.
- Division leadership structures and volunteer engagement structures should be consistent with ALA leadership and volunteer structures. This will be more efficient for the organization and for members, allowing members to see paths to leadership and engagement.
- We envision the ALA Executive Board will look to Divisions for content expertise before initiating a new volunteer group.
- Current division consolidation and realignment efforts should be encouraged to continue.

Member Engagement Divisions

- A possible Division membership model that will be tested by Avenue M along with other pricing models is: Every member will be a member of the ALA and a division. There would be one dues amount for all members.
- There should be an examination of the most effective way to consolidate divisions (that may extend beyond the scope of the SCOE project).

Member Engagement Roundtables

Roundtables are a growing percentage of ALA members. While the current structure of Roundtables has developed a depth of support, there is a strong sense that some structural consistency may lead to a breadth of increased connection and engagement with all ALA members.

We envision that:

- The ALA Executive Board will look to Roundtables for content expertise before initiating a new volunteer group.
- We will increase the minimum number of members required for ALA staff support. Currently, Roundtables need a minimum of 100 members. For an association of more than 50,000 members a larger minimum needs to be established -- this will help the organization prioritize efforts on areas of high value to a large percentage of members.

Member Engagement Roundtables

- All future documents will be located in Connect.
- All elections will be administered within Connect.
- The mission, values, and bylaws of Roundtables will be aligned with the ALA mission and values.
- All Roundtables will have the same operating document.
- A single dues structure will create administrative efficiency.

Member Engagement
Membership Initiative Groups

- Transition to Connect online discussion groups
- Will be utilized as a mechanism to identify expertise for volunteer engagement groups
- Online discussion groups will be utilized to identify emerging issues and member trends

Keep the Conversation Going!

- For more information on the work of SCOE and to stay up to date, follow our ALA Connect Group: "Organizational Effectiveness (SCOE) Project: Discussion Forum" (https://bit.ly/2ZGwxiC)
- To provide feedback after Annual conference, post in the SCOE Connect group or email SCOE Chair, Lessa Pelayo-Lozada: lessalozada@gmail.com
- This presentation will be repeated virtually on July 8th, 2019 at 1pm Central

ALA Policy Corps Progress Report
June 2019

Executive Summary

The ALA Policy Corps was launched in 2017 as a part of Jim Neal's presidential initiatives in close collaboration with four divisions and the ALA Washington Office. The ALA Policy Corps aims to build ongoing capacity for the library community to develop and sustain strategic advocacy efforts, expand and strengthen policymaker relationships, and influence public policy decisions in alignment with ALA mission and values.

The first Policy Corps cohort was announced in January 2018, and the second cohort one year later—leading to 22 total Corps members across library types as of June 2019, plus one Policy Corps Fellow. Corps members make a five-year commitment, and the intent is to have at least 50 active members in place at the end of the first phase of the initiative.

The first year of Corps engagement focuses primarily on building skills and networks, but Corps members also directly engage with their members of Congress on targeted legislative and policy advocacy, present on policy advocacy at state and national events, write for library audiences (e.g., blogs) and stakeholder audiences (e.g., local letters to the editor or op-eds), research and brainstorm on policy topics, and speak on topics of specialized expertise in policy briefings and events. Ultimately, the Policy Corps program aims to create a cohort of highly trained, passionate library advocates who will advance ALA's agenda on the local, state and national levels, while mentoring their peers to do the same.

The National Imperative for Libraries

We're in a new era of public policy advocacy. For decades, decision makers understood the brand of libraries—the book and reading. While libraries are in the midst of a revolution that greatly builds on and extends this brand, decision makers often do not understand the new and expanded value libraries bring to communities. Libraries must re-engineer and re-energize—fundamentally—our strategy and approach to public policy advocacy. The ALA Policy Corps was formulated to address this national imperative.

Background

The Policy Corps was initiated to address critical policy advocacy challenges:

- need for heightened substantive advocacy in an increasingly crowded and fractured policy environment;
- address and prepare for future retirements among leading library advocates; and

- better advance ALA strategic directions, particularly related to information policy and advocacy, but also professional development and equity, diversity and inclusion

Advocacy via mass mechanisms such as phone calls, emails, and letters remain necessary, but advances in technology have enabled many more groups to engage in this way. Relationships based on long-term engagement and specific and relevant knowledge are needed to cut through the mass of communication and shape policy. The library community must step up its capacity for long-term relationship building based on expertise in priority areas.

From this understanding, the Corps was launched as part of ALA Past President Jim Neal's presidential initiatives in close in close collaboration with the American Association of School Librarians (AASL), Association of College & Research Libraries (ACRL), Public Library Association (PLA), United for Libraries and the ALA Washington Office (WO). A working group of ALA member and staff leaders was formed to guide development of the program, including overall goals, Corps member selection criteria, and the training and evaluation plan. The program builds on the Policy Revolution! Initiative and complements ALA leadership and grassroots development efforts.

The 16-member working group chose the name ALA Policy Corps and adopted these goals:

- Cultivate policy experts available to ALA and the ALA Washington Office who are able to intervene and participate in targeted advocacy work such as testifying before legislative committees, meeting with governmental or industry leaders and their staffs, participating in national forums, working with policy partners, and interacting with local, regional, and national media
- Create longevity in expertise and engagement in early to mid-career library and information professionals
- Positively impact national public policy in areas key to ALA's strategic goals and library values

Program launch

The program launched in October 2017 with a call for candidates. Key selection criteria include:

- ALA membership;
- At least five years of library experience;
- Past advocacy experience at the local, state, national and/or international level;
- Desire to develop one's policy advocacy skills and apply them over a period of years;
- Solid speaking and writing skills;
- Policy area expertise and ability to express impact of legislation and policy on libraries and various communities of users we serve
- Commitment to keeping current on policy-related library issues and to building and supporting a strong, national network of advocates over time;
- Ability to make and sustain a five-year commitment; and
- Affiliation with a library or educational institution and support for participant application.

The selection committee prioritized early- to mid-career professionals to build a strong and sustainable foundation for the field and worked to select a diverse cohort that represented a broad range of backgrounds, library types, and geography.
Applicants complete a short online form, and finalists are required to submit short videos speaking to specific policy topics for review by the committee. The selection committee reviews all applications and recommends approval by the full working group.

Twelve members were announced in January 2018:

- Hannah Buckland, (previously) Director of Library Services, Leech Lake Tribal College, Minn.
- Todd Carpenter, Executive Director, National Information Standards Organization, Md.
- Nicolle Davies, (previously) Executive Director, Charleston County Public Library, S.C.
- Ann Ewbank, Associate Professor of School Library Media, Montana State University Department of Education, Mont.
- Samantha Hines, Associate Dean of Instructional Resources, Peninsula College, Wash.
- Qiana Johnson, Collection & Organizational Data Analysis Librarian, Northwestern University Libraries, Ill.
- Candice Mack, Senior Librarian/Manager, Systemwide Teen Services, Los Angeles Public Library, Calif.
- Jenna Nemec-Loise, Head Librarian, North Shore Country Day School, Ill.
- Hallie Rich, Communications & External Relations Director, Cuyahoga County Public Library, Ohio
- Deborah Rinio, (previously) Secretary, Alaska Association of School Librarians, Ak.
- Lisa Varga, Executive Director, Virginia Library Association, Va.
- Lance Werner, Director, Kent District Library, Mich.

Corps Training

A training blueprint also was developed in collaboration with an instructional designer and a curriculum committee of the working group. Original training goals for Corps members included they would be able to:

- Describe the Policy Corps goals and objectives and their role as a member of the Policy Corps and how they work within the greater ALA organization.
- Describe how the federal legislative and policy processes work and describe how they can influence the outcome.
- Explain the ALA Policy priorities for this current year/timeframe
- Identify and execute best practices on how to persuasively communicate, build relationships, describe their library story to decisionmakers and influencers, understand how to support them in their goals, and speak on behalf of the library profession with confidence

Training activities in the first year included:

- Two face-to-face residencies in Washington, D.C.
- Monthly webinars, online meetings and/or phone calls

- Participation in National Library Legislative Day, including advocating as part of state delegations and (for some) presenting during the educational program for participants
- Individual and small group activities, including research into their federal Congressional delegation and scenario planning
- Ongoing readings and information sharing

Year One Assessment

An evaluation committee of the working group determined several touchpoints and feedback mechanisms for ongoing improvement and assessment. All Corps members complete a baseline assessment, provide key learnings and feedback from D.C. residencies, and complete a year-end summative survey. ALA staff also capture information about various policy advocacy activities and deliverables.

Activities in the first year included:

- Supporting federal library appropriations advocacy, including contacting members of Congress and publishing letters to the editor
- Presenting at a policy symposium held by the Obama Institute and Georgia State University
- Speaking about tribal library broadband needs on a panel in Washington, D.C. hosted by Sen. Martin Heinrich (D-N.M.) and FCC Commissioner Mignon Clyburn
- Researching and offering recommendations for the ALA Executive Board to consider nominees to serve as the next director of the Institute of Museum and Library Services

"I'm so happy to be a part of this group. I feel like I spend a lot of time at work putting out fires and not enough time on the big picture, strategic things. When I sit in the policy corps meetings, I feel like we are doing real, long-term strategic work, and it feels important."

"The most valuable aspect of Policy Corps has been the education provided on both the policy process and key policy issues for ALA. I feel much better informed on the message and the process for when/where that message can be conveyed."

- Presenting on a panel at National Library Legislative Day (NLLD)
- Featured in *American Libraries* Dewey Decibel podcast
- Presenting at ALA, ACRL and division conferences about policy advocacy
- Blogging for chapter and division publications

In their year-end evaluation, Corps members identified these program aspects as most valuable:

- Peer networking and learning
- Deep dives on policy areas and processes—including complexities and coalitions
- Direct interactions with policymakers and advocates
- Media training

The most significant changes identified as a result of their participation in the Corps were:

- Increased policy advocacy
- Increased networking and sharing with library stakeholders (including state chapters and state libraries)
- Increased confidence and leadership in state-level advocacy
- Overall increase in comfort and confidence in policy advocacy

Relative to the training goals, the first cohort reported in its year-end summary:

- All but one felt more confident in their ability to describe policy processes (one didn't see change)
- All but one felt more confident in their ability to explain ALA policy priorities—this was the area of greatest increase, along with increased ability to find common goals with policymakers
- Most (except two who felt unchanged) felt more confident in building relationships and communicating with decisionmakers
- Both training residencies were very good or excellent
- All agreed or strongly agreed what they learned was useful to apply in local advocacy efforts

The "multiplier effect" of the Corps in terms of shared learning includes:

- Presenting or speaking at national and state library conferences
- Participating and sharing in state chapter committees
- Blogging and writing/participating in articles for library publications
- Presenting on library webinars
- Informal conversations with colleagues
- Editing a special issue about policy issues for Library Administrators Digest

Positive unintended consequences include:

- mechanisms for making more explicit and transparent ALA WO policy work; and
- increased engagement at the state chapter level.

Recommendations for improvement included:

- More peer learning/mentoring opportunities
- More hands-on activities and interactive discussions (and less formal presentations): webinars, in particular, need work
- Go deeper, not broader, in policy discussions.
- Improve/increase check-ins to encourage accountability; sustained activity.
- More emphasis on informal advocacy (relationship building)
- Require/support conference attendance in future cohorts

As far as overall structure, all Corps members reported that the time commitment and level of effort were as expected (10) or a little less than anticipated (2). All agreed that the group size was good.

Transition to Year Two

Based on positive early feedback from the first cohort of Corps members and the Working Group, the second year of the program was funded and seeded with the support again of the four ALA divisions, ALA Washington Office and Jim Neal.

Year Two activities include recruiting and selecting the second cohort of Corps members; updating the training blueprint and plans for training based on feedback from the first year; increased focus on policy engagement, networking, and coaching opportunities for those in the first cohort while we onboard the second cohort; and seeking long-term funding for the program.

A greater emphasis was placed on recruiting members with policy advocacy experience and interests aligned with ALA's policy priorities, along with continued attention to a range of diversity interests. Ten additional members were selected and announced in January 2019:

- Kate Alderete, Library Director, Taos Public Library, N.M.
- Sharon Edwards, Reference Librarian, Motlow State Community College, Tenn.
- Lori Fisher, (previously) Library Director, Baker Free Library, N.H.
- Mandy Knapp, (previously) Digital Resources Manager, Ohio Public Library Information Network, Ohio
- Carla Myers, Coordinator of Scholarly Communication, Miami University, King Library, Ohio
- Mary Pellicano, School Librarian, Loudoun County Public Schools, Va.
- Raymond Pun, Instruction and Research Librarian, Alder Graduate School of Education, Calif.
- Nicole Robinson, Deputy Director, Houston Public Library, Tex.
- Sarah Vantrease, Division Manager, Public Services, Sonoma County Library, Calif.
- Steven Yates, Assistant Director (Assistant Professor), University of Alabama School of Library and Information Studies, Ala.

Members of the second cohort already have begun to co-lead 2020 Census efforts in their communities, are gearing up to maximize the highly visible New Hampshire primaries for libraries and have identified new library connection points with federal legislators.

Next steps

There are three major areas of work happening at this time and planned for the coming six months: establishing sustainable funding within the ALA budget and through private fundraising; adding, refining and fortifying training modes and materials for future use; strengthening and identifying new engagement opportunities across ALA and its divisions and chapters, as well as with policy advocacy coalitions and allies.

A request to sustain the current funding level (which had been provided by the four divisions, as well as Washington Office and presidential initiative budgets) to support Corps member residency costs and annual training development has been submitted for the ALA FY20 budget as part of the Washington Office budget. We also have begun to identify and reach out to potential private donors.

In addition to updating training content based on a changing policy environment, work is underway to more clearly define the learning and engagement path for Corps members throughout their five-year journey in the program. We are exploring coaching and mentoring opportunities, as well as expanding peer-to-peer sharing. We are building our documentation and archives to support onboarding and engagement. Ongoing assessment will continue to inform these efforts.

And the third aspect of meaningful sustainability and impact is to strengthen connections across ALA and its units, as well as within larger policy advocacy ecosystems. We are exploring staffing, coaching and peer support options for the program and Corps members, as well as opportunities for sharing information and expertise more broadly through communications and presentations.

TO: PLA Board of Directors
RE: **Virtual Voting Guidelines for the PLA Board of Directors**
DATE: May 24, 2019

ACTION REQUESTED/INFORMATION/REPORT:
ACTION
ACTION REQUESTED BY:
PLA Board
DRAFT OF MOTION:
That the PLA Board approve the Virtual Voting Guidelines as presented in document 2019.98.

Virtual Voting Guidelines for the PLA Board of Directors
To be Approved by the PLA Board of Directors
June 2019

Background
The PLA Board of Directors has and will continue to conduct association business online, including casting votes. The board needs clear guidelines on how to properly conduct online votes to make decisions between meetings, while also maintaining the ability of all board members to contribute their ideas and opinions before the decisions are finalized.

Guidelines

Issues which may be voted on virtually
A motion, which may lead to a vote, can be posted (see below) regarding any issue that arises between in person meetings and is time sensitive such that waiting for an in person vote at a board meeting may have negative consequences for PLA.

Motions and discussion
A new motion should be posted in a new thread in the PLA Board of Directors Community on ALA Connect, separate from any previous discussion. This will reduce confusion over what exactly is the motion on the table. The second and ensuing discussion should follow in the same thread. Any preceding discussion threads on the motion topic should be linked as reference in the motion thread.

The individual posting the new motion should recommend when posting it whether the matter is considered urgent or non-urgent. The PLA President and Executive Director will review the motion and either confirm the recommendation or declare otherwise. This critical step will establish for board members the speed with which they need to review and discuss the motion.

If the bulk of the discussion comes before the motion/second (as is often the board's practice), we still must leave time for discussion before voting. This ensures all board members have time to notice and consider the motion prior to the vote. The recommended timeframe for discussion is:

- Non-urgent matters: 5 business days
- Urgent matters: 1-2 business days

The PLA President and Executive Director will monitor discussion to ensure all board members are participating and contact board members as needed to confirm they are aware of the motion and impending vote.

If a motion is amended, the person making the amendment should start a new Connect thread with the amended motion. Again, this keeps the motion discussions separate and reduces confusion on which motion is on the table. Any preceding discussion threads on the original motion should be linked as reference in the amended motion thread.

Voting mechanism
The board will use the PLA Docs site (https://docs.PLA.org/) to conduct the vote. The vote is set up by the Executive Director at the direction of the President. If the Executive Director is unavailable to set it up in a timely fashion, the vote will be set up by another member of the PLA staff.

Time frame for voting
The voting time frame is set at the discretion of the President and must be specified for each online vote. The recommended time frames for voting are:

- Non-urgent matters: 5 business days
- Urgent matters: 1-2 business days

Majority versus unanimous
By default, online votes require a simple majority to pass, just like they do in person. That is six (6) out of eleven (11) affirmative votes from all voting members of the PLA Board of Directors.

An exception will occur if, as a result of the motion passing, individual names will be signed to a public document, such as with a public press release or statement. In such cases, the vote to pass must be unanimous.

Finalizing the vote
The President makes the final call on whether a motion has passed or not.

Recording the vote for posterity
Once the vote is finalized, the Executive Director should prepare and submit an agenda item, including the motion and the voting results, for the next board meeting for inclusion in the consent agenda. This ensures the virtual vote is officially recorded in the board minutes for historical purposes and adheres to current practices for recording motions/votes that occur during board meetings.

TO: PLA Board of Directors

RE: Site Recommendation for the PLA 2024 Conference

ACTION REQUESTED:

Approval of site and dates recommended for the PLA 2024 Conference

ACTION REQUESTED BY:

Melissa Faubel Johnson, CMP
Conference Manager

DRAFT OF MOTION:

Approve Columbus, OH, as the site for the PLA 2024 Conference, Wednesday, April 3 – Saturday, April 6, 2024. Request approval of the site and dates to the ALA Executive Board. *Contingent upon approval from local state chapters.

DATE: June 5, 2019

BACKGROUND:

PLA will hold the 2020 Conference in Nashville, TN, and the 2022 Conference in Portland, OR. According to our rotation schedule and policies, an eastern site is desired for the 2024 conference. See attached for more detailed background and site review.

Background

Columbus conforms to all PLA conference site selection policies (see Attachment 1 for policies). Additionally, Columbus meets or surpasses all of PLA's hotel and exhibit space requirements, (see attachment 2). Columbus provides geographic diversity.

PLA conference sites, past and future include:

1983	Baltimore	March 23-26
1986	St. Louis	April 2-5
1988	Pittsburgh	April 27-30
1991	San Diego	March 20-23
1994	Atlanta	March 23-26
1996	Portland (OR)	March 26-30
1998	Kansas City	March 11-14
2000	Charlotte	March 29-31
2002	Phoenix	March 13-16
2004	Seattle	February 25-28
2006	Boston	March 20-25
2008	Minneapolis	March 25-29
2010	Portland (OR)	March 23-27
2012	Philadelphia	March 13-17
2014	Indianapolis	March 11-15
2016	Denver	April 5-9
2018	Philadelphia	March 20-24
2020	Nashville	February 25-29
2022	Portland (OR)	March 22-26

Additionally, the proposed dates do not conflict with major religious holidays or other major library conferences, including the Texas Library Association.

Site Review

In addition to viable dates and excellent meeting and housing facilities, Columbus is recommended for a number of reasons:

- The Greater Columbus Convention Center (GCCC) is located centrally to the downtown hotels. All hotels in the proposed PLA block are within walking distance.
- After negotiations by PLA staff, the Greater Columbus Convention and Visitors Bureau has eliminated nearly all convention center rental fees.

- The GCCC just completed a $140 million renovation and expansion project in June 2017. The project is highlighted by 373,000 square feet of contiguous exhibit space, 10,000 square feet of two-level meeting space, second-level show offices overlooking the exhibit halls and nine new meeting rooms, bringing the total to 75.
- The hotel package includes a range of hotel types and pricing.
- Columbus is within a 1-day drive or 1-hour flight of more than half of the U.S. population.
- The Columbus culinary scene features top-ranked chefs and one-of-a-kind restaurants.
- Neighborhoods on all sides of downtown are bursting with new places to eat and shop, and artisans are shaping new areas of the city into dynamic spaces to explore.
- Columbus is a smart and open-minded city where people are free to be themselves and follow their passions.

Conclusion

PLA conferences provide public librarians with the opportunity for high-quality, professional development and networking opportunities. Columbus has the facilities and attractions to host a very successful PLA 2024 Conference.

ATTACHMENT 1

Policy on National Conference Site Selection

In reviewing possible sites for PLA National Conferences or other major events, PLA will consider the following factors:

* Whether the site meets the technical requirements for the event such as adequate meeting rooms, number of sleeping rooms, etc., as determined by the PLA staff and ratified by the PLA Executive Committee.
* Whether the site conforms to the PLA Board's directive to have National Conference sites provide for geographic diversity.
* Whether the potential host library(ies) is(are) supportive of the PLA event being held there.
* Whether there is a regional welcome for the PLA event being held there.
* Whether the city is an accessible destination.
* Whether there are any state laws requiring public libraries in the city to conduct business in any manner that violates approved policies of the American Library Association at the time the site selection is made.

Final selection of a National Conference site shall be made in conformity with Section 6.4, Item VIII of the ALA Policy Manual, "Division National Conferences, Preconferences, and Related Activities."

Adopted by the PLA Board of Directors, June 1991; Revised February 1995.

ATTACHMENT 2

Dates Offered	Wednesday, April 3 – Saturday, April 6, 2024
Convention Center Rental	$0
Convention Center Meeting Rooms	More than adequate number of ballrooms, meeting rooms and breakouts to support current programs, factoring potential growth
Convention Center Exhibit Space	373,000 square feet of contiguous exhibit space
Hotels	3600+ hotel rooms with a wide range of rates. Rates are negotiable.
Hotel Tax	10%
Airport Info	The John Glenn Columbus International Airport provides more than 150 daily nonstop flights departing to 47 destinations.
Average cost of Flight	Approximately $250 round trip
Distance from airport to downtown	The John Glenn Columbus International Airport is just eight miles, or 10 minutes, from downtown.
Cost of cab from airport	$25 one way
Shuttle service to/from airport	$15 one way
Mass Transit	The Central Ohio Transit Authority (COTA) provides direct bus service between the airport and downtown for only **$**2.75. AirConnect is an affordable and easy way to reach downtown hotels and the Greater Columbus Convention Center.
Accessibility	Acceptable
Attractions	Shopping, restaurants and many attractions within walking distance

TO: PLA Board of Directors
FROM: Barb Macikas
RE: Board Vacancy
DATE: June 3, 2019

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

Per policy, the PLA Board votes to approve XXXX to fill a one-year vacancy on the PLA board, July 2019-June 2020.

Background

PLA will have a vacancy on its board for a one-year term (2019-2020) as a result of Michelle's election to president. Her term as a director-at-large was set to expire July 2020. Michelle will be assuming the president-elect role that year instead so there is a one-year position available. Bylaws say:

Sec. 5.
The PLA Board of Directors will elect a person from among the membership of the Association to fill and complete the terms of vacated offices of elected directors, except that the ALA division councilor of PLA must be replaced in accordance with ALA bylaws and the fiscal officer, who will be appointed by the immediate past president."

TO: PLA Board of Directors
RE: Strategic Plan 2018-2022 Update
FROM: Mary Hirsh and Scott Allen, Deputy Directors
DATE: May 31, 2019

ACTION REQUESTED/INFORMATION/REPORT:

Report

The 2018-2022 PLA Strategic Plan was finalized and approved by the board at its June 2018 meeting. The following provides an update on PLA's efforts to promote and implement the plan.

Communications/Promotion

The strategic plan continues to live on the PLA web site, and staff will consider how to add status information to the plan later in 2019, as the plan hits the year-old mark. Otherwise communication staff are routinely considering how the strategic plan goal areas (transformation, leadership, advocacy and awareness, EDISJ, and organizational excellence) can be used as a framework in reporting, scripts and other communication products.

Implementation and Tracking

A subset of staff will continue to meet to map PLA activity and proposed activity to the goals and objectives, emphasizing one priority per objective. By having a manageable number of priority activities, we will be better able to flesh out action steps and measures, and report on successes.

Updated documents listing the 2019 priority activities and alignment of PLA's core programs and activities are attached to this board report.

PLA STRATEGIC GOAL LINK (check all that apply)

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

The following includes all the goals and objectives of the 2018-2022 PLA Strategic Plan along with the suggested 2019 priority activities. Identifying a priority activity does not mean PLA will not address the objectives in other ways. However, confirming priority activities for each objective will enable us to easily and consistently answer the question "what is PLA doing to address that objective?" and also provide some direction in producing annual reports on strategic plan progress. It will also help prioritize staff time needed to flesh out action steps and identify measure of success. Priorities are listed in RED. Some completed activities in indicated in BLUE.

Goal: Transformation

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

Objective	2019 Priority	Other 2019 Activity
(1): Define and support the transition of public libraries to become more responsive to – and reflective of – community needs.	*Tested models for community immersion,* at the 2019 Leadership Academy held in March 2019.	Expand "professional tools" section of PLA web site to incorporate additional resources related to community needs; incorporate into CE/PD programming
(2): Increase opportunities to explore and share effective emerging best practices that are addressing community priorities.	*Promote and grow ALA Connect member interest groups.* All staff and committee leaders are working to make the interest groups active, which will be assessed via growth in membership, number of posts/discussions, and other metrics.	Begin to assess individual initiatives' strategies to encourage sharing; consider how sharing of best practices can be integrated into PLA 2020; promote and contribute to expansion of ALA Public Programs "Programming Librarian" database (Accomplished: PLA was responsible for the addition of nearly 40 program models related to health in 2018-2019); build on Libraries Transform campaign and "Because" statement toolkits to share best practices
(3): Increase awareness of and access to the types of literacy necessary for skills development and success in the 21st century.	*Increase digital skills at the community level through public library facilities, programming, and staff development.* The new Microsoft and Google projects, along with the ongoing work of the PLA Digital Literacy Committee, will create new tools for PLA to help public libraries with digital literacy. (Accomplished: The Google project has made 56 $1,000 grants and created a toolkit	Other PLA initiatives will continue to promote early childhood literacy (ECRR), health literacy (joint work with NNLM), and data literacy (Project Outcome, MEAC work). PLA will also promote financial literacy through a new sponsorship agreement with Capital One.

	and community of practice for libraries doing employment and entrepreneurship programming.)	
(4): Increase the number of libraries using meaningful and actionable measurements to understand and expand their community impact.	*Expand use and impact of Project Outcome (number of active users, surveys created by libraries, survey responses, and survey tools)*. Ongoing Project Outcome support, plus development of questions for a new health literacy/health programming service area through an agreement with the National Network of Libraries of Medicine (NNLM). (Accomplished: The new health survey questions were completed and became accessible in May 2019.)	Continued planning for how to share the Project Outcome model internationally. (Accomplished: Google translate was added to Project Outcome and offline data collection templates were created for libraries outside US.) In progress: revision of PLDS survey and incorporation of USImpact Survey into PLA data-related offerings

Goal: Leadership

Goal Statement: PLA builds and supports leadership for public libraries that is reflective of the needs of each community and the profession.

Objective	2019 Priority	Other 2019 Activity
(1): Increase leadership and personal development training opportunities for all levels of public library staff reflective of the PLA leadership model.	*Offer regular Leadership Academies using the revised leadership model, beginning with a 2019 training event*. (Accomplished: The PLA Leadership Academy was held March 25-29, 2019 in Chicago.)	Work on developing new content including training specifically for early career leaders and for nonlibrarians joining the public library field (previously referred to as "Public Libraries 101"), continue to work with the ALA Emerging Leaders program and consider it as a model for a future PLA initiative. In progress: develop 2 micro-learning opportunities related to coaching and networking
(2): Support public library staff in the shift from a library-centered to a community-centered approach, through PLA trainings and resources.	*Plan and develop new strategic planning content.* In progress: PLA staff is undertaking a gap analysis of existing Strategic Planning content to determine next steps	Consider how elements of the Leadership Academy content which highlight the community-centered approach could be repurposed as webinars or online courses; explore opportunities and funding to develop an asset-based community development tool for public libraries; Accomplished: complete and publish CE/PD "theory of change" white paper as

		part of the shift to a community-centered approach
(3): Encourage learning opportunities for all library staff through collaboration with library schools and support access to other types of learning available to library staff including CE, online courses, certificate programs and conferences.	*Use next member survey to learn more about the specific needs and backgrounds (ie library versus nonlibrary) of PLA members and others,* to ultimately contribute to planned CE/PD around core library issues, public library issues missing from MLIS programs, etc.	Work on developing new content including training specifically for nonlibrarians joining the public library field (previously referred to as "Public Libraries 101")

Goal: Advocacy & Awareness

Goal Statement: PLA leads in public library advocacy and influencing perceptions of public libraries.

Objective	2019 Priority	Other 2019 Activity
(1): Increase awareness and strengthen perceptions of public libraries among key audiences and stakeholders.	*Begin strategic review of potential key audiences, collaborators, and partners.* Both the PLA Advocacy and Strategic Partnerships Committee (ASPC) as well as the new customer relations management (CRM) system being piloted by the ALA Washington and Development Offices can provide input into different audiences and potential partners to engage.	Support the PLA ASPC to connect with the priority groups determined in 2018 (NACo, NLC, CC, ICMA); revisit From Awareness to Funding report to determine how to promote and use that information
(2): Increase awareness and the effectiveness of PLA/ALA's advocacy resources and create new tools to support current and future advocacy efforts.	*To be determined*	Begin process to revise and relaunch Turning The Page; explore partnering with ALA's Advocacy Bootcamp; determine how PLA can track library referenda and results to ultimately move the field; explore opportunities to better collaborate with the ALA Libraries Transform campaign
(3): Increase library staff participation in public library advocacy at all levels (i.e., federal, state, local).	*Support (financially and with input) and report out on the ALA Policy Corps program.*	Collaborate with the ALA Washington Office to determine how PLA can better support their priorities. (Accomplished: PLA advised on and participated in the *Slide Into Reading: Libraries Advance Literacy and Prevent the Summer Slide* event for congressional staff and advocacy organizations on June 4, 2019.)

(4): Improve PLA's capacity to serve as a resource to public libraries outside of the U.S. that are conducting library advocacy.	*Work with ALA IRO, ACRL, and AASL to promote the IFLA Global Visioning report further, and also highlight examples of how libraries globally are achieving results with very limited resources.*	Consider developing international exchange programs; identify and promote libraries with "sister city" programs. (Accomplished: added resources to Project Outcome to support international users.)

Goal: Equity, Diversity, Inclusion and Social Justice

Goal Statement: 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.

Objective	2019 Priority	Other 2019 Activity
(1): Reflect EDISJ principles in association leadership, staffing, values, mission/vision, strategies and operations.	*Develop a process to benchmark and assess PLA's association leadership, staffing, values, mission/vision, strategies and operations for EDISJ principles.*	Use results of assessment to make plans for 2020 and beyond.
(2): Equip members with tools, mentoring/coaching, learning opportunities, and other resources to advocate and apply EDISJ principles in their libraries and communities.	*Develop and present 3 regional trainings on EDISJ for up to 300 total public library staff.* Evaluate the process and content and make plans for continued trainings and education in other formats for 2020 and beyond. (Accomplished: The first EDISJ training held in Denver in February attracted about 100 people and went well.)	Present 2 preconferences at the 2019 ALA Midwinter Meeting on EDISJ; begin planning content for an inservice toolkit or "training in a box" on EDISJ; consult the Task Force on EDI to identify topics and authors for PLA articles and publications on EDISJ. Engage 50 libraries in 2019 III cohort
(3): Identify measurable impacts, including professional competencies, that demonstrate progress in key EDISJ areas.	*to be determined.*	to be determined.

Goal: Organizational Excellence

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

Objective	2019 Priority	Other 2019 Activity
(1): Maintain a financially stable and sustainable operating model.	*Implement two-year "package" sponsorships for PLA and PLA Conference activity to increase vendor support of PLA.* PLA staff have met with Corcoran Expositions,	Continue with full-membership launch of the Fund for the Future and grow number of donors and funds contributed; use 75th anniversary to

	who sell PLA conference exhibits and sponsorship, and drafted new approaches to soliciting sponsors.	launch 1-2 special giving opportunities; do corporate and foundation giving research and create prospect list by PLA program/issue areas; create resource seeking/sharing partnership with outside groups (NNLM, National Center for Families Learning)
(2): Commit to and support ongoing, regular data-driven assessment of PLA impact on the library field.	*to be determined.*	to be determined.
(3): Increase the number of income-generating products and programs.	*Hire consultant to help evaluate potential for CE/PD products based on PLA major issue areas and create plan for product development.* In January 2019, PLA staff are meeting with a consultant to help develop plans for inservice toolkits or "trainings in a box" on topics such as digital literacy, EDISJ, family engagement, leadership and more.	Hire new Project Manager (new, 1.0 FTE, grant funded) to work on product development (accomplished); continue collaboration discussion with NCFL to develop new or repurpose existing family engagement products; consult the Task Force on EDI to identify topics and authors for PLA articles and publications on EDISJ; conduct regional EDISJ trainings; map CE/PD "Theory of Change" document to existing PLA programs (accomplished) and promote as part of overall strategy to increase purchases/registrations for PLA programs (in progress); revisit membership model to determine strategies to increase membership numbers and dues income
(4): Oversee successful stewardship of the multi-year Legacy and future grants.	*Create and fill Fiscal Officer position on the PLA board* (accomplished).	Accept additional $100,000 in legacy funding from TASCHA and work with them to plan legacy partner convenings and coordination in 2019 and beyond; continue to support efforts of the ALA Office of Development to pursue and oversee private grants by working with the new Assistant Director, Corporate and Foundation Relations

(5): Seek and adapt to new trends and models in association organization and membership.	*Remodel schedule and activities for PLA 2020 to better reflect emergent trends and new conference models,* learned from association literature, participation in PCMA meeting, etc.	Promote staff participation in external professional development events, such as ASAE, and support attendees to share learnings with other PLA staff; position CE/PD "theory of change" work and related white paper as pathway for member engagement and cutting-edge association work; support and advance member interest groups via ALA Connect by learning from other associations
(6): Maintain strong relationships with existing partners, both nationally and internationally, and explore new partnership opportunities outside of the library field.	*Support the PLA Advocacy and Strategic Partnerships Committee to connect with priority groups NACo, NLC, CC, ICMA*. Staff has already participated in the national meetings of a few of these groups, and NACo and NLC have been engaged as members of the opioid project steering committee.	Consider how to make information on PLA partners "outward facing" to benefit library leaders in better understanding different groups and their relationships to public libraries
(7): Invest in more professional development training for PLA staff to strengthen their capacity to meet member and library field needs.	*Continue to participate in the GMMB-led "communications workgroup" of legacy partners (PLA, IFLA, TASCHA) and incorporate learnings into PLA communications work*	Draft policy and practice related to PLA staff participation in job-related CE/PD (for instance, require one major PD activity annually); continue to participate in ALA 411 sessions to learn from other ALA units; research options to do assessment of staff skill gaps (product development, fundraising) In progress: staff participation on Strengths Finder exercises

Transformation	**Leadership**	**Advocacy & Awareness**	**EDISJ**	**Organizational Excellence**
Programs that help *public libraries* be community focused, address emerging community needs, implement best practices, and address literacy	Programs that help *public librarians and library staff* become stronger leaders, and become community-centered	Programs that reach key audiences about the value of public libraries; that engage members in advocacy; or that work internationally	Programs that help PLA or members implement EDISJ principles or that help libraries create full and equal participation in their communities	Programs that help PLA sustain efforts, grow, implement best practices as an association, create external partnerships, and support staff
Continuing Education Project Outcome (Core Work) Every Child Ready to Read Family Engagement Health Literacy and Programming (Health) Grow with Google (Digital Literacy) Microsoft/Rural Libraries (Digital Literacy) Intellectual Freedom Social Work Short Story Project Results Bootcamp	Leadership Academy and other leadership training Emerging Leaders Member Engagement Public Libraries 101 Strategic Planning Training/Support Theory of Change CE/PD Work	Policy Corps Awards External Partnerships Project Outcome (International Work) Turning the Page International/IFLA collaboration (SDGs, Global Vision)	Inclusive Internship Initiative Insurance Enrollment (Health) DigitalLearn (Digital Literacy) EDI Regional Trainings 2020 Census	Governance (Board, Committees) Membership Recruitment and Retention Fundraising Communications Publications and Products Technology Staffing

TO: PLA Board of Directors
FROM: Mary Hirsh, deputy director
RE: PLA Professional Development Theory of Change
DATE: June 3, 2019

ACTION REQUESTED/INFORMATION/REPORT: Information
ACTION REQUESTED BY: Discussion
DRAFT OF MOTION: N/A

OVERVIEW
In 2017, PLA fielded a survey to all its members as well as ALA members who work in public libraries to help inform PLA's future continuing education and professional development (PD) offerings. The survey collected perceptions on 10 key competencies, the importance of these competencies to both library leaders and staff, and the skills necessary to meet those competencies. From these survey results, PLA worked to develop a professional development Theory of Change (ToC), attached document no. 102b.

KEY CURRENT ACTIVITIES
PLA initially intended to use the ToC as an internal planning document. The goals and strategies described in the ToC point to learning objectives to address in PD offering. After sharing the ToC with the board as well as CE and Conference committees, it became evident that the ToC would be useful to people who work in libraries too. Members have long expressed desire to track their learning and other professional development engagements, and the ToC provides a guide to do so.

The theory of change is a complex document and initial communication to the field would need to be compelling and understandable if PLA is promoting the ToC for broad adoption. PLA engaged GMMB, a strategic communications firm, to help clarify the messaging as well as the visuals for the public ToC launch.

GMMB interviewed 10 practitioners, including the incoming PLA president and a board member, to gauge response and receptiveness to the ToC. The summary findings are in the attached document no. 102c. Overall, the response was positive, and interviewees provided important feedback for PLA to consider. From this, less complex visuals were developed, along with talking points and less- academic language.

PLA will pilot the ToC messaging at a News You Can Use session at Annual Conference. Additional activities will follow through the year, building towards a full launch at PLA2020. Language from the ToC was used in the program proposal process, so the concepts will be embedded throughout conference sessions. PLA is also exploring how to best operationalize the ToC through consistent content tagging, downloadable forms, and other practices that would enable member engagement with the PD pathways.

BUDGET

GMMB was contracted at $29,000 to undertake the communications work. Costs going forward have not yet been determined. Because the ToC relates so strongly to existing PLA work, it may be difficult to assign distinct costs to the work.

PLA STRATEGIC GOAL LINK (check all that apply)

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

PLA Professional Development for Public Library Staff – Theory of Change Outcome Map

Meeting Date: 9/15/2017
Version Date: 9/19/2017

Strategies

Define PD Content/Modes
- Determine target learning outcomes based on prioritized results
- Understand potential modes
- Understand prior success/failures via evaluation
- Engage SME/CE Advisory Group

Develop PD Content/Modes
- Develop content for target purposes
- Develop delivery modes
- Combine content and modes to optimize delivery

Develop PD Partnerships
- Build national/ regional partnerships
- Address regional PD needs via PLA partner offerings

Market/Communicate PLA PD Opportunities
- Describe possible PD pathways for individuals
- Develop targeted marketing of PD opportunities for PLA members & non-members
- Develop shared marketing of PD opportunities with partners
- Incorporate "making the case" language for possible PD pathways and each PD opportunity

Deliver PLA PD Content
- Build networked innovators
- Build data-driven leaders
- Build public library advocates oriented toward community needs
- Build stewards of public library and its values

Outcomes

Increased understanding of PLA member learning needs/ mode preferences

Roadmap for development of PD content and modes/ content delivery pipeline

Increased PD content and modes aligned with prioritized results and member learning needs/mode preferences

Increased national/regional partnerships focused on shared library staff PD needs

Increased coordination with partners to develop and make PD opportunities accessible to public library staff

Increased availability of opportunities for PD aligned with prioritized results at regional/national level

Increased availability of high quality PD aligned with PLA's prioritized results for the field and with public library staff learning needs/mode preferences

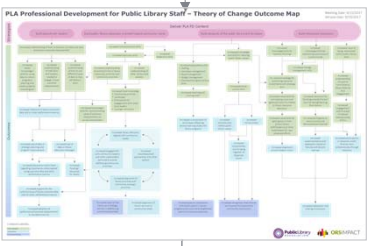
Increased use of existing member-facing resources to market PD opportunities for library staff

Increased awareness of PLA PD opportunities and understanding of possible PD pathways

Increased perception that PLA PD programs meet PLA member needs and provide opportunities for long-term growth/ support career goals

Increased prioritization of PD aligned with PLA's prioritized results for the field and with public library staff learning needs

Increased use of PD aligned with PLA's prioritized results for the field and with public library staff learning needs



Goal

Libraries are open to all and seen as essential by all

People access the library to do, connect, and engage

Communities strive and thrive through libraries

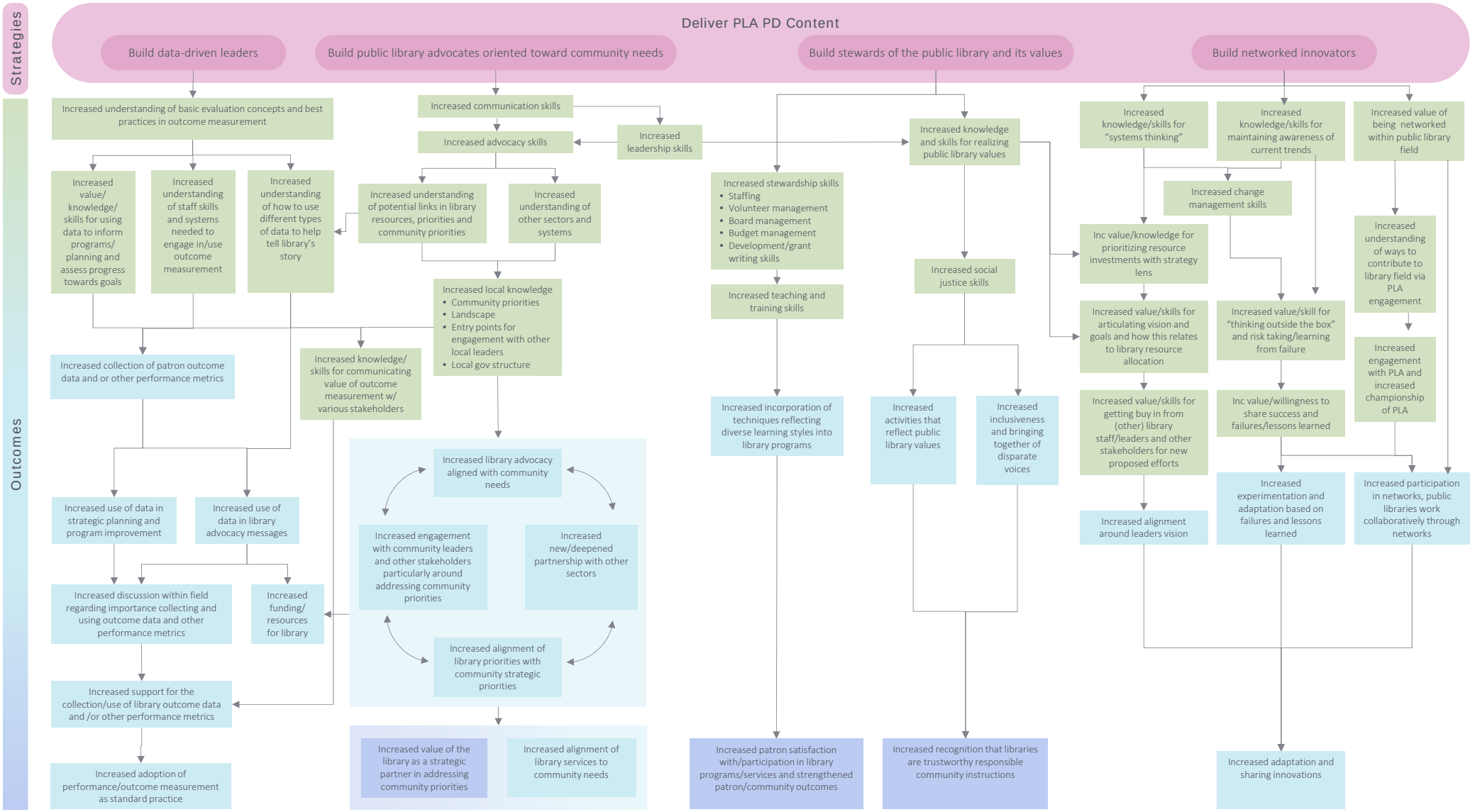
CHANGES AMONG:
- Public library field
- Individuals
- Libraries
- PLA
- Communities

PublicLibrary ASSOCIATION

ORSIMPACT

PLA Professional Development for Public Library Staff – Theory of Change Outcome Map

Meeting Date: 9/15/2017
Version Date: 2/6/2017



CHANGES AMONG:

- Individuals
- Libraries
- Communities

PublicLibrary ASSOCIATION

ORSIMPACT

MEMO

PLA Board of Directors
Annual Conference 2019
Document no.: 2019.102c

TO: Public Library Association
FROM: GMMB
RE: Professional Development TOC: Stakeholder Interview Findings
DATE: May 30, 2019

From April 29 – May 8, GMMB held 10 45-minute phone interviews with PLA stakeholders with the goal to inform messaging and communications opportunities for PLA's new Professional Development Theory of Change (TOC). The individuals we spoke with were identified by the PLA team and were chosen given their varying degrees of familiarity with the TOC – were unfamiliar ("new"), had heard some ("interested"), or had been involved in early planning phases of the project ("champion").

During the interviews we explored how they think about professional development opportunities for themselves and others; shared and gained input on draft TOC messaging; discussed their interpretations of descriptors like "guide" and "tool"; and discussed different ways they'd expect or want to learn about the TOC.

Overall, reactions to the TOC messaging are positive and the individuals we spoke with are excited to see PLA emphasize professional development in a new way. They have high hopes for the TOC and hope it will be a tangible, actionable tool. The elevator language gives them a flavor of what to expect, and piques their interest to know more. However, they caution that "theory of change" as a concept may be unfamiliar to most, and sounds more academic than actionable. Further defining the four professional development pathways (so library professionals can better see how each pathway applies to them), and considering a name that feels more actionable, are among the considerations stakeholders suggest.

What follows are key findings from the interviews, and implications for messaging and rollout. We look forward to discussing these ideas with you.

KEY FINDINGS

1. **The stakeholders we spoke with highly value professional development, which suggests any resources that share and reinforce this value would be well-received.** They seek a range of professional development – from specifics like best practices, to broader ideas like organizational health and leadership. They take advantage of industry professional development through PLA, ALA and their own library (through HR, etc.). They also seek professional development outside the library (e.g. leadership, organizational health, etc.) that supports broader library strategic goals as well as professional goals and skill development.

   Most of the individuals we spoke with are in leadership roles, and tend to think about professional development across their library systems and for staff they manage. For those they manage, they look for opportunities to understand and align professional development with an individual's career

goals or specific skills. For themselves, many seek opportunities outside the traditional library field related to themes like leadership, innovation and overall organizational health/community building (e.g. evaluation, organizational health, best practices in adult programming, best practices in community engagement).

I look for ways I can engage with like-minded professionals to develop the skills I need ... Methodology, assessment, inquiry and research, community learning, looking at our library practices and other social practices, communication, how does all this come together? How do we present new knowledge? I have started to look for opportunities that are not just lecture based. Experiential, project-based learning. (New)

I am a magpie when it comes to [professional development] that. I love to read Fast Company because they tell us how to better manage and support people. I watch PLA stuff, conference stuff, I'm a member of the ALA … Lynda.com I use a lot of the training modules on that. I share articles and things I've learned and put things out there on what they [staff] need and are interested in. (Interested)

I typically am looking outside the library sphere. How I can develop myself as a service design or human design practitioner. At how I can improve my own management and leadership in working with and supporting my team and being effective with my team across in the library in the upward direction as well. (Champion)

I always make three professional goals for myself every year. Based on those goals and my overall career path goal, I'm always looking to, if there are some new skills, I'll look out for listservs for webinars. We have a professional development department that has access to various materials and professional development classes. Sometimes I do some staff training as it relates to skills and sessions I've learned. I depend heavily on internal, and outside it's going to hands-on workshops and conferences. It depends on what webinars PLA is offering or ALA that I'm a part of ... I lean heavily on webinars because I like to see things visually. (New)

2. Most (but not all) stakeholders are familiar with "Theory of Change" as a concept, suggesting some education will be needed. Seven of the 10 we spoke with were familiar with Theory of Change as a concept. Among those familiar, most were introduced to Theory of Change outside the library context and suggest it's an idea that may be unfamiliar to library staff more broadly. (Of the seven familiar, three learned about and worked with a TOC outside library context, two were familiar based on things they'd read, and two were familiar because they were involved when the PLA PD TOC was being developed.)

I'm familiar through nonprofit organizations I'm involved with. One with a Latino community foundation. We require TOC for that and then a couple other nonprofits that have TOC. That's where my first involvement of TOC came from. Not from the library side. (Interested)

My previous experience was with an international development foundation and we had funding from Gates Foundation and TOC was something we worked with often. It comes up less often with the library community honestly. (Champion)

In a project I was working on a year ago, a TOC would encourage collaboration with different partners and was a good way to introduce your concept to partners at different times…We began looking at it in our library and aren't quite there yet, but a year and a half or so ago, I created one. It's not common knowledge across the whole organization, we are still learning. I'm going to go out on a limb and say the concept of TOC is not understood across the organization. (New)

3. First impressions of the PLA Professional Development Theory of Change elevator language are positive – the tone is empowering, and stakeholders are excited to see PLA emphasize professional development in a new way. Many mentioned their library system's own strategic plans and are already thinking about skills needed to advance public libraries and put these (or similar) values into practice. Those familiar with the PLA TOC find the draft description clear and it piques their interest. Upon first read of the elevator language, all want to know more about what it is and how they can use it. (See page 8 for the draft elevator we shared.)

   It's positive on the point of its focus on professional development and that PLA wants to take a leadership role in that regard. (Interested)

   The tone is right. It starts with the premise that public libraries constantly evolve and acknowledges the fact that change is a constant and professional development grows and changes too. I like that. The wording is incredibly empowering. (Champion)

   It's inspiring and it gets to the heart of what PLA wants to do. It focuses on the reality of the change that has happened in the libraries and the need for libraries to be advanced connectors and innovators. (Interested)

   Certainly positive. It all makes sense. I would want to know and would be interested in how I can use this Theory of Change. (New)

4. Upon reading the description, they want to know more about what "it" really is. The ideas in the elevator language generate interest, but what it is and how it can be used are unclear.

   I love the writeup. I'm not clear though if I hadn't seen a PDF, if I'd have known what the TOC is. The writeup doesn't tell me what the TOC actually is. It's interesting, but what is it? I think it's exciting and it makes me think, I want to do that! It's great. (New)

   The thing I would want is a tangible grab-on for what these things mean and how they apply. I wouldn't put it in this statement but in supporting documentation. It looks like this: bullet, bullet, bullet. (New)

5. The four pathways align with values leaders have and think about for libraries, but they need more definition. Stakeholders want to understand how PLA defines each of the four pathways – for example, what it means to be a "networked innovator" or "data-driven leader" – so library professionals can better see how each pathway applies to them. More description or definition along with examples will make them more clear, relevant and meaningful.

Yes, we need all of these. I also feel you can show how each of these are integrated … But what does PLA mean when they say we are innovators? What do you mean by data-driven leaders? What are the tools I need for that? Are you talking about project-driven outcomes? Librarians seem to be very literal thinkers. (New)

I would also want to know more about some of the language. Like "innovation", we use that word a lot but we don't define what that looks like. There's power in that word if we know what it means. But it's used so much that it loses its meaning. What does PLA mean when they say we are innovators? (Interested)

When you say community advocate, does it mean you're advocating for the community? When I read it before I thought it meant I'm a library advocate. (New)

Stewards of the public library is … I don't know. I think networked innovators is important, but I'm not sure about that language. What does that mean, networked innovators? (New)

6. In describing the TOC, "guide" suggests a path to follow, with actionable steps. "Tool" suggests something to use how and when you want. When discussing how to talk about the TOC, both "guide" and "tool" have positive meaning and set certain expectations. As a "guide", stakeholders expect the Theory of Change would allow them to see where they are, understand the steps to take, and chart their own path forward. "Tool" suggests something that can be applied in whatever way the user wants, however it works for them. "Guide" feels like the most appropriate descriptor for the TOC in its current form.

   [Tool vs. guide?] They are two distinct things. Tools are something I can use how and when I want and guides are more prescriptive in having a set path to how they're used … People love a guide. Librarians are very black and white and they love a guide and they like it to be step by step … They would expect steps and direction from a guide. (Interested)

   I think guide is fine because it's a pathway and you can say it's used to chart their own path ahead. Framework implies more of an outline, but it's static. I think guide has a little more action. It guides you, could be verb or noun. (Interested)

   I expect something where for the different areas in the TOC, I could have a path towards building understanding or expertise in that area. I would imagine that it would have steps that could be taken, reading for different experiences for growing into mastery. (Champion)

7. They are hoping for something practical and flexible that they can use and come back to. Whether it's a clear visual reference or a tool to engage with and track progress, stakeholders (especially front-line) expect something they can readily apply and use.

   What they [smaller libraries] are looking for is less about theory, but more practical system tricks and tools … I'm not as interested in the actual theory, but what do I do when this happens? What's practical? (New)

I would hope that it would be interactive and I can engage. We are busy and I don't have time to read really. I just wouldn't want some manual. I would want something that could track and save my progress. Log in when I can. Utilize it and see where I'm at. Set goals, both long and short term. If I have one bigger goal to become a data-driven leader, I would want to have these several smaller things to get me there. I know strongly how to use data, how to collect it, have all the tools for data collection, know all the research methods, how to compile the data. Becoming efficient in those areas to be able to check, check, check. People need that. (New)

That it's flexible. Not a one-size-fits-all program. That it's a framework and would be used wholesale, but also modified to fit the needs of particular libraries. (Champion)

That there's documentation I can go to. Is there a PDF I can download and read through? Is it a series of professional development opportunities? I would want something to be able to read through, return to, and look at. (New)

8. Some question whether the TOC is meant for everyone or just MLS staff, suggesting that defining the TOC as a tool for "library professionals in every role" may be useful. The idea of Theory of Change in itself feels aspirational and academic, which may not connect with how everyone thinks about their job and role. In particular, some sense that front-line staff may not see themselves or how their day-to-day role connects with the current pathway language.

   I have a question, is this for professional staff only? It feels like it's only for the professional staff, not para-professionals. It doesn't feel like it's inclusive. It feels like some people are excluded or on the margins of this. I think it goes back to the language used. (New)

   It makes me wonder who it's written for. Is it for line staff who are interested in more professional development for themselves or for directors to sell to their people? … The word "library professional", line staff wouldn't think it was for them. People in circulation. Library staff might be better? Would it isolate people higher up? It wouldn't isolate me. (Interested)

   I recently submitted a [PLA 2020 Conference] proposal. They started using this pathways language that I hadn't seen before. When asked which track does your proposal align with and using those terms it was really hard for me to … well, I'm a librarian so I see advocate as slightly different than being a professional. It was a challenge to me to see myself in one of those areas. The words sound nice, but when I was trying to put myself in one track, I think it would need a bit more explanation. (New)

9. "Professional Development Theory of Change" sounds *academic*, not *actionable*. For busy professionals looking for tangible tools, "theory" doesn't sound like something that can be immediately applied. While they understand the purpose of having a Theory of Change – as a rationale and strategy to achieve specific outcomes – the name itself isn't sticky enough to grab attention and it runs the risk of being overlooked or deemed "not for me".

I don't love it. It feels so academic. TOC is obtuse. TOC doesn't have enough action in my mind. It feels research-y and it tells you how your brain evolves. I would love it to be more call to action. (Champion)

I know why you have to call it that, but it's long and not sticky enough. It's overly scholarly and could lose small and mid-range libraries. (New)

I'm not sure that is helpful. It sounds very academic. We try to think of learning as fun and exciting, and here it doesn't [sound that way]. (Champion)

I'm thinking about when I was first introduced to the TOC and it was mind boggling and difficult. When you introduce TOC, it sounds very theoretical and some libraries won't latch onto that. Cut to the chase, what does this mean? (Interested)

If I see "Professional Development Theory of Change", I will look the other way… As a busy professional, I saw this, I would see it and say what in the heck is that? … If it's something I'm not interested in, I will tune out. You have a couple seconds to capture my attention." (New)

10. Stakeholders expect this would be a significant and enduring endeavor for PLA. As such they imagine supporting materials and consistent communications.

We are used to PLA embarking on these big campaigns they push forward and I'd love for them to have sustaining value as a PLA initiative. (Champion)

Is PLA doing this full scale? How long will this last? Is it sustainable? If you start something, how long is this initiative lasting for? Are there assessments that could be taken? How will you get this out to the masses? (New)

11. Those who have seen the visual document emphasize that the TOC is complicated and requires communications and champions to support it. On its own, the material requires several reads to understand. In addition to an explanation to support it (whether video, conference sessions, 101 explainer, examples of how it's working in other libraries), building champions who are familiar and take the ideas back to others in their libraries is considered essential.

I think you've done a good job on the narrative in terms of the communication piece. What I may suggest is that PLA is careful to not just throw the TOC out there because it would just mind-boggle people. It took me several reads to get it, color coding, layers, it's robust. For folks to grasp that, they would have to understand TOC already or it takes some thought. Maybe an intermediary piece that could simplify and say "this is what we are trying to do and here's how we get to it". As it is, the TOC is going to be complicated for folks. (Interested)

These are valuable concepts to introduce but will take explanation. Maybe offer, if you aren't familiar with the idea of TOC, here's a quick 101 or something you can read. The reason we frame it this way is because X. It would be helpful for people to read. (Champion)

What I have learned is I can go and talk about theories, but I have to show how it looks in my library. I think a lot of libraries will want to see "this is how this idea looks here". (New)

I'd like to see this developed in the library leaders not just at the top, but the middle as well. Those advocates who can explain this and be champions of it and use it as a resource and a tool, so we can all win would be effective in my opinion. (New)

IMPLICATIONS

As it currently stands, the elevator language drives interest. People quickly go from "sounds good" to "what is it exactly and how can I use it?" Based on what we heard, below are considerations for messaging and rollout:

- Provide context as to the "what" and "why" of Theories of Change. Consider an intermediate piece/content that explains what a TOC is and how they are useful tools for organizations. Also, an FAQ that can be updated as the TOC evolves.

- Define the four pathways in talking points and explanatory materials. A simple descriptor will go a long way in making the ideas concrete and helping people see how each pathway is relevant to them personally.

- Provide examples of what the pathways look like in action. E.g. What are other libraries doing to become networked innovators? What does that look like?

- Consider a less academic name for when this PD initiative rolls out; the TOC should remain as part of the background and strategy.

- Consider a phased communications plan that allows PLA to introduce the thinking behind and purpose of the TOC, while gaining further input to co-create and build out the "what". For example:

    - Phase One
        - Introduce the thinking and "why" behind the TOC
        - Share how PLA PD offerings will begin to align with/highlight the pathways
        - Be transparent about the "work in progress"
        - Gain input on and co-create the "what"

    - Phase Two
        - Brand the TOC (e.g. new name, look & feel) prior to official launch (see below)
        - Pilot the TOC in different size libraries to test the proof of concept and capture learnings
        - Conduct outreach to other library information and training sources (e.g. Urban Library Council, COSLA, WebJunction) to talk about PLA's TOC and explore opportunities for information sharing and training
        - Prepare new PLA training offerings

- Determine how the PLA website will be used to support the TOC

- Phase Three
  - Develop a specific roll out strategy to library directors in advance of the PLA 2020 Conference so they are aware of it and how it works – initial communication with background and goals; series of conference calls and/or webinars to explain how it can be used (at the library systems level, the library level, personally and for library staff) and answer questions; tap Director-level champions in this effort
  - Create an official roll out the TOC at the PLA 2020 Conference – teasers prior to conference; announcement at conference to generate excitement plus related sessions to show how it can be applied and what was learned through the pilots (e.g. a learning session for each library role), including a Train the Trainer style session so people can explain how to use it when they return to their libraries; a preview of what to expect the rest of 2020 (e.g. monthly webinars, new PLA trainings introduced, regular tips and examples of the TOC in use shared via PLA communication channels).

APPENDIX

Draft Elevator Language

As public libraries constantly evolve – from information providers into critical centers of learning, creativity, and community development – so do the roles of library professionals. Today's library professionals are not only experts in their field, they are advocates, connectors and innovators. And they need professional development pathways that support their growth in all of these areas.

That's why we've developed *The Professional Development Theory of Change*. It's a guide library professionals can use to chart their own path toward becoming data-driven leaders, community advocates, stewards of the public library and its values, and networked innovators. The Theory of Change helps library professionals identify professional growth opportunities aligned with these critical roles, recognize and build upon the competencies and skills needed to support them, and see how their own professional development links to important outcomes in their library work and the library's impact in the community.

Professional development is at the heart of what we do at PLA. The Theory of Change rethinks the how the public library field can approach – and PLA can support – professional development. We're excited to introduce this new way of thinking about professional development later this year. If you are interested in learning more, please visit XXX.

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To: Barbara Macikas, PLA Board

From: Carolyn Anthony

Re: MetLib Section of IFLA

Date: June 3, 2019

I am currently serving a four-year term that began in 2017 as a member of the Standing Committee of the Metropolitan Libraries Section of IFLA (International Federation of Library Associations). You may have known this group in its earlier form as INTAMEL (International Association of Metropolitan Libraries). So far, I have attended three annual conferences of MetLib in Toronto, Belgrade, and Helsinki. The Toronto conference had a theme of partnership and Susan Benton and I co-presented on the Library Card Partnership Program which both ALA and ULC sponsored, together with IMLS and representatives of the Obama Administration. The Library Card Program was a wonderful example of a partnership that worked on the local and national level to spur a significant increase in the number of students holding a valid public library card. Each conference runs 4.5 days and includes professional presentations in the morning and library tours in the afternoon. One afternoon, there is generally a cultural tour. In Belgrade, it was interesting to see a number of Roman ruins, including in the basement of the Central Library of Belgrade.

In early May of this year, MetLib met in Helsinki with a conference theme of Reshaping Lives and Libraries, looking at issues like changes in the working culture, digitalization, and innovative partnerships. The conference combined the MetLib meeting with the ReShape Conference which has been held for several years (similar to the Next Conference) and helped to determine the program for the new Oodi Central Library in which this year's conference was held. Oodi opened in December 2018 to considerable acclaim. It is not only a striking architectural achievement, but an extremely well-used and popular space. The point was made that Oodi is a Central Library and not the Main Library for the Helsinki Library System. The difference is that the Main Library has archives, a large collection of print materials, and many features one would expect in the main library of a municipal system. Oodi, on the other hand, was planned as a community learning center and one of the key projects of Finland's 100th Anniversary of independence from Russia, observed in 2017. It is Central to the City and sits on one side of a City plaza that also features the Parliament Building, a music hall, and a modern art museum. Interestingly, money was put up by the City and national government to build the spectacular building, but the Library was informed that it would need to staff the building with existing staff from the Library System. Most of the staff volunteered to work at Oodi, knowing the challenges (and rewards) involved. Fifty-eight staff run the Library from 8 am – 10 pm M – F and from 10

am – 8 pm Sat – Sun. This does not include security or maintenance, but all public service staff. Selection and cataloging of items are accomplished elsewhere.

The main floor of the Oodi Library has the Helsinki Visitor Information Center, an EU Information Center, a planning agency for Helsinki, a café, a movie theatre and a public performance hall. There is a small selection of popular new books and book return slots, with check-in and sorting handled by RFID. The second floor is about activity, learning, and community. There is a maker space, a learning kitchen, video game rooms, virtual reality headsets and a bank of public computers. There are several music rooms and studios, facilitating all aspects of music-making from rehearsal to recording. There is also a glassed-in reading room (most every space occupied and all reading on tablets, laptops, and smart phones when I looked in). The third floor is referred to as Book Heaven, with a collection of 110,000 books in 20 languages. (Collections float throughout the system.) It is interesting that Finnish, Swedish and English books are interfiled in the main collection and signage is in all three languages. Spanish, French and other language books are on separately designated shelving. There is another café on this floor and multiple lounge areas defined by an area carpet and a grouping of comfortable furniture. The vast space is not divided into rooms, but flows from one end to the other, with Children's World at one end. There is a small story room and a program room for children at that end of the floor. The exterior walls of the third floor are all glass, affording excellent views of the City.

The brochure about the new Library states that "Central Library Oodi contributes to the realization of Finnish society's most important values, such as freedom of speech, education, equality and openness." It also states that "Oodi was made together. We listened to and involved residents in the building's design. We collected hundreds of dream library ideas from future customers of Oodi. The library's name was also chosen through an open naming competition." Signs in the building do not state rules of use such as the wearing of shoes and polite cell phone use, but rather

> **Oodi is for all of us. Equality:** Everyone has the right to be in Oodi. Hanging out at Oodi without a reason is allowed and even recommended. We do not tolerate racism or discrimination. **Respect:** Treat others with respect. **Comfort:** Oodi is our shared living room. We are all responsible for keeping it comfortable. **Promise:** Our personnel are here for you. We are in charge of safety at Oodi.

This sign, even more than the current technology, reflects the radical modernism of this new facility. For photos, see the website https://www.oodihelsinki.fi (in English as well as Finnish).

We also visited two of the branch libraries. One was on the third or fourth floor of a vertical shopping center building, with the library open to the rest of the floor and surrounded by a health clinic, a mental health clinic, a financial counseling center, and a maternal/child clinic. The latter was adjacent to the children's area. There were defined, enclosed spaces for the teen

center, maker space, and children's programs. The other branch we visited was a community center, open without staff during certain hours when adults could swipe their library card to gain access as we might swipe a bank card to enter an ATM lobby.

As with any conference, the connections with people stand out over even the most interesting programming. Attendance at MetLib varies with the location. The conference in Helsinki attracted not only a large number of Scandanavians, but also librarians from the Baltic countries, for example, for whom travel to Helsinki was easy and accomplished in some cases by a ferry. Others come from elsewhere in Europe and fewer from Asia as well as North America. There were a couple of Africans.

There is always a business meeting at MetLib. Ongoing projects of MetLib are annual statistics gathering, a Library of the Year competition for new buildings, a showing and competition of films made by metropolitan libraries about some aspect of library service for the public, and a sister library project. There has been discussion about whether the MetLib Section should continue, in addition to the Public Libraries Section, and all present feel that it should because of the unique issues faced by metropolitan libraries. The MetLib program at IFLA last summer in Kuala Lumpur, for example, was on public libraries as refuge, and it featured several fascinating presentations from different continents about libraries being a welcoming place in the midst of discrimination, drug use in libraries, disaster recovery, and other such topics.

This year, for IFLA in Athens, the MetLib program will focus on Outcome Measures, covering methods for assessing outcomes, and use of the data for internal management and external advocacy. Emily Plagman from PLA will be one of the speakers, talking about the ways in which Project Outcome is now international. Another speaker will talk about the development of the Community Impact Measurement System for the Gates Global Libraries Program. Three other speakers from Australia, the Netherlands, and Spain will also present.

I have found in IFLA that we have much more in common than we have differences if you look at the concerns of librarians and the development and change issues with which libraries are dealing. There is innovation occurring in countries in Africa and Southeast Asia as well as in Western Europe and Australia that are more often featured in library publications available to us in the U.S. All of the international librarians use the Sustainable Development Goals of the United Nations as a touchstone for library planning. There are seventeen goals which were adopted by all United Nations Member States in 2015, providing a shared blueprint for peace and prosperity for people and the planet. The SDG's as they are called constitute an agenda for 2030 and deal with topics such as ending poverty, improving health and education, reducing inequality, addressing climate change, and spurring economic growth. We hear nothing about those here, but they are well worth a look and are definitely relevant for our country. See https://.sustainabledevelopment.un.org

50 East Huron Street, Chicago, IL 60611

PLA Board of Directors
Annual Conference 2019
Document no.: 2019.104

PLA Breakfast with Public Library Councilors
7:30 am, Monday, June 24, 2019, Marriott Marquis Hotel Salon 12
Internal Agenda and Event Details

Schedule/Agenda

6:45am	Staff Arrive/prep
7:00am	Hotel will have breakfast ready
7-7:15am	Councilors invited to arrive early for 7:30 am start. Folks getting breakfast
7:20am	PLA board members distribute themselves at tables; staff available to facilitate at individual tables if needed.
7:20am	Speakers (Monique and Ramiro) meet in the front of the room
7:30am	Monique/Ramiro begin
7:45am	Small group discussions
8:05am	Monique returns to podium for Q/A, concluding remarks, thanks
8:15am	Event concludes

1. ***Welcome and Introductions, PLA President Monique le Conge Ziesenhenne, PhD (7:30 am)***
   Board members will be instructed to sit at different tables. Monique will introduce board members and let group know they are there to facilitate, answer questions. Board members should be prepared to take notes. May need staff to facilitate too; currently 75 RSVP'd yes.

2. ***Purpose of meeting, PLA President Monique le Conge Ziesenhenne, PhD and PLA President-elect Ramiro Salazar (7:35 am)***

   MLZ:
   Quick review of survey results from Midwinter breakfast. You told us:
   - The first breakfast helped you understand PLA better and we should host again.
   - You wanted us to provide more guidance on PL concerns for Council and you wanted to know more about PLA's strategic priorities.
   - You appreciated the time in small groups with Council peers and PLA leaders.

   Emphasize our shared goal: to support and strengthen public libraries and their impact on communities

   RS:
   Seek agreement that change in ALA is needed to help us reach our shared goals; acknowledge that we are in the middle of significant change; culture shift; and that change takes time

   Use the breakfast to learn more; strengthen our networks; and share ideas and aspirations

   Highlight what is working and seek agreement to continue to build on our successes

   Share PLA's vision and learn ALA's vision from Councilor perspective

3. Small group discussion (7:45 am)

MLZ:
Refer to handout, which articulates PLA's vision and contributions.

Discuss at tables (facilitated by board members) how PLA initiatives have helped realize vision. Ask them to share their "homework." We are sending attendees an email with agenda and asking them to think about "What is one strength of how ALA and its units serve public libraries now, and what is one area where we can improve our services and support for public libraries?"

4. Thanks and next steps. (8:05 am)
MLZ:

Any questions?

Next steps: We ask they complete evals we plan to email in next week. PLA will report out on results from evals and meeting. Please don't hesitate to reach out to us with questions, ideas.

Thanks!

TO: PLA Board of Directors
FROM: Barb Macikas
RE: Next PLA Board meetings
DATE: June 3, 2019

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

Due to much uncertainty within ALA, our quarterly board meeting patterns are in flux. Here is a status report and information for future meetings. The board should confirm proposed dates and staff will plan accordingly.

2019 Fall Meeting

The board discussed dates and possible locations for the fall board meeting. Staff was directed to research sites and costs and come back with a recommendation. Based on costs and the ALA board and BARC meetings in the fall, **staff recommends the PLA board meet in Chicago on Monday, October 20.** PLA would host dinner for board members in town on Sunday, October 20.

Chicago air travel costs are as cheap or cheaper than other sites we looked at (Boston, Denver, Austin, Tulsa). Additionally, there are savings on staff travel. Finally, ALA revised its schedule for the BARC meeting in order to accommodate the ALA board's fall calendar that includes interviewing for a new ALA executive director. As a result, BARC will meet on Sunday, October 20. It would save wear and tear on our new fiscal officer if the PLA board meets 10-4 on Monday, October 21, following the BARC meeting.

2020 January/February (Midwinter/PLA Conference)

At our spring meeting, the board voted not to meet in Philadelphia in conjunction with the ALA Midwinter Meeting. The decision was based on the fact that Midwinter is sunsetting and business meetings at future January events are discouraged by ALA. The new business meeting pattern as understood by PLA is that business meetings can only be conducted on Friday or on Tuesday. The pattern isn't favorable to PLA or its committees.

The board voted to meet ahead of the PLA 2020 Conference in Nashville**. Please note the meeting will be held Tuesday, February 25, 1-5 pm.** The PLA Councilor will attend Midwinter 2020 to represent PLA at Council and we will keep her updated prior to and during those meetings.

Follow-up

Since our spring meeting, a few messages have come from SCOE and PLA has continued to follow up with SCOE representatives. It has been mentioned a few times that although the timeline for a vote about recommended changes has been extended and that a vote will not occur at Midwinter 2020, the 2020 Midwinter meeting will still be very important as there will be a presentation to Council ahead of the first vote in June. Does the board want to commit to the original plan not to meet in January given that there have been signals that Midwinter will be important from a SCOE perspective?

2020 Spring Meeting

PLA board has typically met in May in DC in conjunction with ALA National Library Legislative Day. In 2019, ALA did not host NLLD in favor of the fly in. ALA Washington Office is set to announce dates for the 2020 NLLD. Tentatively, we understand they are planning on May 3-6. The PLA board will want to determine if it will meet icw NLLD and pick meeting dates asap.