PLA Board of Directors Meeting
Virtual Meeting – 1:00-4:00pm Central, October 22, 2021

Zoom Logistics

- Please use this link to join the meeting:
  https://ala-events.zoom.us/j/94807876874?pwd=Z2J6OG1KWXlHYmhyeEFLMXhyU1RsQT09.
  Additional login instructions appear below.
- Use Zoom in gallery view.
- Mute by default except the speaker.
- PLA President Melanie Huggins will call on people, so people don't speak over one another.
- Feel free to use chat; staff will keep an eye on the chat and bring those questions into the discussion when appropriate.
- Use the yes-no-raised hand options.
- We will use screen sharing where appropriate. Be sure to have your board docs accessible too!
- We will take multiple breaks during our virtual board meeting.

Revised Agenda

Note: The item highlighted in <mark>yellow</mark> below was updated October 19, 2021.

1. **Welcome and Introductions**, *Melanie Huggins, PLA President*

2. **EDISJ work,** *Maria McCauley, PLA President-elect*

3. **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**

1. *Organizational Excellence and Governance*
   a. Draft September 2021 Board Minutes 2022.7
   b. PLA Committee Chair Reports 2022.8

2. Combined Initiatives Reports 2022.9

3. Combined Operations Reports 2022.10

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

Zoom Instructions

PLA Meetings is inviting you to a scheduled Zoom meeting.

When it's time, please click this link to join the meeting:
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Meeting ID: 948 0787 6874
Passcode: 737340
One tap mobile
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Dial by your location
    +1 312 626 6799 US (Chicago)
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        +1 206 337 9723 US (Seattle)
Meeting ID: 948 0787 6874
Find your local number: https://ala-events.zoom.us/u/acdmQ935A

PLA Board of Directors Meeting
September 10, 2021
Virtual

Present: Melanie Huggins, President; Michelle Jeske, Past President; Dr. Maria Taesil Hudson McCauley, President-elect; Directors-at-large: Erica Freudenberger, Toby Greenwalt, Candice Wing-yee Mack, Brandy McNeil, Dara Schmidt; ALA Division Councilor: Stephanie Chase; Fiscal Officer: Clara Bohrer

Absent: Amita Lonial, Director-at-large

Guests: Larry Neal, ALA Executive Board

PLA Staff: Mary Davis Fournier, Executive Director; Scott Allen, Deputy Director; Larra Clark, Deputy Director; Lian Drago, Meetings Manager; Sara Goek, Program Manager; Mary Hirsh, Deputy Director; Samantha Lopez, Manager, Marketing and Membership; Megan Stewart, Program Coordinator

1. Welcome and Introductions, *Huggins.*
2. By consent, the board approved the adoption of the meeting agenda.
3. By consent, approved the consent agenda as presented.

Consent Agenda	Document Number
a. Draft June 2021 Board Minutes	2022.1

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

4. PLA President Update, *Huggins* (no document). Media requests and interviews continue to keep Huggins busy, focusing on the Building America's Libraries Act, eliminating fines, the roles that libraries play in education and equity, and other issues. Huggins also presented at the National Library of the Philippines virtual conference. Huggins and Fournier are convening regularly, and Huggins has participated in a planning meeting for PLA 2022.

5. PLA President-elect Update, *McCauley* (no document). MacCauley has been getting up to speed by reading and meeting with staff and leaders. MacCauley read powerful quotes about PLA and its members from the recent strategic plan update, which speak to the board's responsibility to carry out the mission and programming. MacCauley also commented on the equity, diversity, inclusion and social justice (EDISJ) work of PLA, and how PLA's EDISJ committee has connected readers to the Fugitive Libraries article, which describes the rise and subsequent attacks on Black libraries and the lack of support or response from the organized library community. The need for PLA to do work in this area and *lead* is critical. She encouraged the board to consider what its role is in this work and will be leading some board exercises around this in the future.

6. PLA Executive Director Update, *Fournier* (no document). Fournier also thanked MacCauley for agreeing to lead strategic and EDISJ efforts of the board. She noted that furloughs and summer vacations have ended, so PLA staff is back on regular schedules. Fournier is having bimonthly meetings with ALA Executive Director Tracie Hall, participating on a newly created operations working group, and pulling together an informal 'orientation' program for herself which will also help new leaders in the Association for College and Research Libraries (ACRL) and the Office for Diversity, Literacy and Outreach Services (ODLOS). She is also scheduling meetings with external partners for introductions and updates. She noted the upcoming committee orientation, launching of PLA 2022 registration on September 22, program acceptance notices for PLA 2022, and discussions with the ALA Membership Office to improve the member experience in relation to joining and registering for PLA 2022. An update on the strategic plan refresh will be held next month. Fournier and Hirsh are working on plans for a staff retreat, including review of duties and capacities to be able to implement the board's strategic plan goals. Fournier continues to become familiar with PLA and ALA budgeting and will be presenting PLA's FY22 budget to ALA leadership next week. PLA will be hiring a temporary employee for some urgent data initiatives and other work, and Fournier also just received approval to hire for three vacant, grant-funded positions (two Program Managers, and one Program Coordinator). Collaborating with ALA Human Resources, as well as ODLOS, to ensure a diverse candidate pool is a priority.

7. PLA Liaison to ALA Executive Board Update, *Neal* (2022.2). Neal has received a continuing assignment to liaison to the PLA board. Neal continues to work on having Executive Board updates be concise and distributed widely, and he encouraged PLA leaders to give feedback. The Executive Board has been discussing the status of LibLearnX. Issues ALA has been discussing include ALA's role in encouraging people to convene, burdens on staff, political issues, and more. Related, it was suggested that members review the ALA issue brief about recent Texas legislation and the risk to librarians of providing information on abortion. In terms of LibLearnX, a decision was made and will be announced shortly. Communicating about how ALA makes decisions and what the ramifications are is critical. The ALA Executive Board will hold its next meetings in October. Neal has been appointed to ALA's budget committee.

8. PLA Committees Update, *Huggins, all* (2022.3). The process of reviewing volunteers interested in serving on PLA committees, task forces and other groups was informative. Many members are interested in serving on those groups. Huggins' goal is to make sure the effort PLA and staff put into managing committees is worthwhile and benefiting PLA's strategic direction. Committees should focus on the ALA pivot strategy goals, which involve revenue, partnerships and EDISJ. There are no new committees in development at this time, and more discussion needs to be held about how and when committee might be sunset. It was noted that other roles for PLA committees are to engage members, to provide volunteer experience to public library staff, and to be a "pathway," so they are prepared to engage at other levels, including within the larger ALA. Creating more diversity within committee memberships, and helping committees more directly connect to the populations they serve, was also stressed. This work has to be intentional. As a first step, PLA and ALA need to require more demographic information in the application process (it was confirmed during the meeting that ALA will be adding new questions to the form). PLA should also review how we promote the committee volunteer process, since there could be specific groups we reach out to, encouraging application from more diverse

public librarians. Finally, it was suggested that PLA could solicit additional information from applicants, independent of the ALA volunteer form, as part of the process.

9. FY21 Financial Update, *Bohrer* (2022.4, 2022.5a-d). The third quarter report for FY21 was included in the packet. In FY21, PLA was expected to lose (spend down) around $500,000 but is only at $68,000 as of May 2021. Dues income has not dropped to the low level budgeted, however PLA needs to watch the final FY21 quarter reports, because while revenue has been higher than anticipated, membership numbers are low. Also noted was that the substitution of virtual events for the planned live training events has generated similar new revenue for PLA. The Long-Term Investment (LTI) is doing well. It was reiterated that despite PLA's intention to move funds from our fund balance into the LTI, those transfers will not happen due to ALA's cash situation. It was also noted that due to timing, PLA's final FY21 budget did not include a few grants even though PLA was aware near the end of the budgeting process that they were coming. This has resulted in a large budget-to-actual discrepancy. Overhead amounts paid to ALA were also reviewed. Bohrer also reported that the Budget and Finance Committee has new members, so there will be an orientation, and that Bohrer will be attending the long ALA Budget Analysis and Review Committee (BARC) meetings later this fall.

10. Upcoming PLA Board Meetings, *Huggins, all* (no document). Members discussed whether or not they would attend the PLA board meeting at LibLearnX, if it continues to be held as a live event. Meeting in advance of the PLA 2022 Conference in Portland was also briefly discussed.

11. ALA Executive Board Conference calls, *Fournier, all* (2022.6). As in the past, board members will be asked to sign up to sit in on the ALA Executive Board calls. A poll will be circulated so members can sign up.

12. New Business, *all* (no document).
    a. PLA Awards Program: The status was discussed. As it developed over time, the previous PLA awards program recognized a random assortment of library accomplishments, was losing many sponsors over the years, and was not creating the strong recognition for libraries or PLA as intended. Allen explained that the subcommittee identified to refresh the awards program was not convened as planned. Some staff-level research was done to identify promising models, but staff time to move this forward was limited, and as COVID dragged on and many libraries remained closed, it also seemed like an odd time to unveil a new program asking members to submit their "best work." Fournier, Allen and Stewart will meet and restart the plan to identify a new awards program.
    b. Build America's Libraries Act: Clark updated the status of ALA's efforts related to the Act. She reported that the Act is part of the budget reconciliation process. It is not in the bipartisan infrastructure bill. How ALA and PLA members can help was discussed.
    c. Status of PLA 2022: Fournier noted that if the COVID situation deems it necessary, PLA will be deciding whether to keep PLA 2022 live or go virtual in December 2021. Members suggested that PLA might survey potential attendees now to determine if they intend to travel to PLA 2022. Fournier will bring that suggestion back to the conference planning team.

13. Adjournment, *all* (no document). There being no further business, the meeting was adjourned at 2:40pm Central. The next meeting of the board will be held on Friday, October 22, 2021, from 1pm to 4pm Central.

TO: PLA Board of Directors
FROM: PLA Staff
RE: Reports from PLA committees, advisory groups and task forces

DATE: October 12, 2021

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

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

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

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

Advocacy and Strategic Partnerships Committee April–August 2021 Report

Committee/group name:

Advocacy and Strategic Partnerships Committee

Chair name:

Susan Hempstead

Chair email address:

shempstead@sno-isle.org

Staff liaison:

Mary Hirsh

This report represents work done:

April–August

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

2-3

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

First Activity

We continued our conversations about best practices, communications, alignment with other PLA committees and next steps to reach some milestones in our committee work for the year.
Continued action items for us:
• Please share your examples of successful partnership and advocacy efforts for peer learning and help plan what and how to share more widely with PLA community. We are initially focusing on the following four areas of work: K-12 student and family support, digital equity and access, economic/workforce recovery, and community partnerships. Once we have your updated input and content, we'll format and share as a PLA/ALA e-news segment or with public libraries online.
• Continue a discussion on the priority areas listed above to position libraries with newly elected officials all with guiding principles of equity, diversity and inclusion.

We have offered to partner and be of assistance to the ALA Committee on Legislation and the ALA Committee on Library Advocacy (COLA) as they move forward policy information at the state and federal levels. We continue to investigate as to whether a joint committee meeting (or committee liaison) would be helpful to leverage everyone's work and move us forward.

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

Advocacy and Strategic Partnerships Committee April–August 2021 Report

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

Second Activity

• Library sharing- what's top of mind
• BALA update, including op-eds and other outreach
• Other federal policy advocacy, including new broadband funding and advocacy for libraries in prospective American Jobs Plan (including workforce development and digital equity)
• ALA conference
• Committee appreciation and next steps

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

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

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

Our committee is welcoming new members and a new staff liaison. We'll be reviewing our work for 2021, aligning with the legislative teams, and looking ahead to 2022.

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

Not at this time.

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

We are working on this right now and will submit in our next report.

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

The ALA Committee on Legislation and the ALA Committee on Library Advocacy (COLA). The Advocacy and Strategic Partnerships Committee (as we have seen during our current advocacy for BALA) is an important supporting partner to these other two committees.

Have there been any issues related to meeting participation/attendance for any of the group's members?
No

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

Not at this time. Thank you!

Advocacy and Strategic Partnerships Committee April–August 2021 Report

Today's Date

10/07/2021

Continuing Education Advisory Group April–August 2021 Report

Committee/group name:

Continuing Education Advisory Group

Chair name:

Sarah Tansley

Chair email address:

sarahtansley@hotmail.com

Staff liaison:

Angela Maycock

This report represents work done:

April–August

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

First Activity

Group promoted the online call for submissions for PLA webinars.

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

- Advocacy and Awareness

Second Activity

Group reviewed webinar submissions for recommendation based on quality and strategic areas of focus.

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

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

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

We will continue to promote PLA webinars, promote webinar submissions and review the next round of submissions.

Continuing Education Advisory Group April-August 2021 Report

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

No

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

No

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

No

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

No

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

We loved the new system related to scoring the webinars. It was so easy to use for the committee members to submit and great for tabulation.

Today's Date

08/21/2021

Digital Literacy Committee April–August 2021 Report

Committee/group name:

Digital Literacy Committee

Chair name:

Brandy McNeil

Chair email address:

brandymcneil@nypl.org

Staff liaison:

Scott Allen

This report represents work done:

April–August

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

2-3

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

First Activity

Advised on and launched PLA's new partnership with AT&T, which is a $690,000 grant that will update 10 DigitalLearn courses and develop 2 new courses, create a AT&T DigitalLearn site, and fund libraries to do technology training programs.

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

- Advocacy and Awareness
- Transformation

Second Activity

Continued to promote DigitalLearn and work with individual libraries to purchase and brand their own DigitalLearn sites. During the period, one new site was launched (Miami-Dade County Public Library) and two new library systems started the process with PLA.

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

- Advocacy and Awareness

Digital Literacy Committee April–August 2021 Report

- Organizational Excellence
- Transformation

Third Activity

Advised on PLA's partnerships with Microsoft, which include providing Wi-Fi access points to rural libraries to extend their signals and working with four urban libraries to promote skilling and certification and provide free computers to learners impacted negatively by COVID-19.

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

- Equity, Diversity, Inclusion and Social Justice
- Transformation

Fourth Activity

Submitted a program, New Challenges – and Solutions! – for Your Technology Skilling and Workforce Programming, for LibLearnX, which will cover upskilling older adults, engaging Black and Latinx populations who suffered from longstanding inequities, moving beyond computer basics, and teaching technology skills virtually.

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

- Equity, Diversity, Inclusion and Social Justice
- Transformation

Fifth Activity

Brainstormed on how the committee and PLA can address services to the formerly incarcerated, increase library focus on certifications and other training that leads to employment, ensure staff competency in terms of technology, and other issues.

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

- Equity, Diversity, Inclusion and Social Justice
- Transformation

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

Completing the Microsoft and AT&T projects, orienting new committee members, reviewing potential updates and new content for DigitalLearn, and planning educational initiatives for libraries that help them do skilling programs for communities and for staff

Does the group have any policy recommendations, ideas with financial impact, or other items to bring to

Digital Literacy Committee April–August 2021 Report

the PLA Board for discussion or action?

No

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

Over the past few years, the committee has brainstormed many topics and potential agendas for educational programming in various formats (day-long regional trainings, "micro-lessons" delivered via YouTube or Tik Tok, etc.)

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

Given its increasing focus on digital equity, the committee is interested in strengthening relationships with the Black Caucus American Library Association, REFORMA, and others

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

No

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

No

Today's Date

09/03/2021

Committee on Equity, Diversity, Inclusion and Social Justice April–August 2021 Report

Committee/group name:

Committee on Equity, Diversity, Inclusion and Social Justice

Chair name:

Christina Fuller-Gregory

Chair email address:

christinarfuller@gmail.com

Staff liaison:

Scott Allen

This report represents work done:

April–August

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

4-6

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

First Activity

EDISJ Matters Column for PLA Magazine: We continued to write our EDISJ Matters column. This platform has enabled us to broaden our reach and more collectively engage PLA members. We've used the column to introduce people, concepts, ideas, and information with an EDISJ focus. Having the standing 'real estate' in the magazine has allowed us and this important work to remain front of mind for PLA members.

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

- Equity, Diversity, Inclusion and Social Justice

Second Activity

PLA Leadership Lab: Embedding EDI in Library Leaders: This workshop—consisting of six live virtual classroom sessions—explored transformational leadership through the lens of the current social crises, emphasizing equity, diversity, inclusion, and social justice (EDISJ) principles and approaches, supplemented by leadership development and asset-based community development tools. Members of the EDISJ Committee acted as both small group moderators, and large group facilitators.

Committee on Equity, Diversity, Inclusion and Social Justice April–August 2021 Report

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

- Equity, Diversity, Inclusion and Social Justice

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

In the coming months the EDISJ Committee will continue to meet regularly, continue the EDISJ Matters column, develop and present EDISJ-centered trainings and work together to ensure that they continue to address and amplify the need for having difficult, but meaningful conversations around race, racial equity, diversity, inclusion and social justice.

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

We would very much like to find a way to begin our Equity starts with us trainings. While we understand that this may look different than the in-person trainings that we've offered in the past, we know that we have the audience and interest for these training opportunities.

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

N/A

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

As the PLA/ARL/ALA-led Building Competencies for Racial Equity Task Force wraps the development of its Framework for libraries, it would be wonderful if the EDISJ Committee could in some way work collaboratively with them in sharing out this work, perhaps developing a community conversations model that can include public, academic, special, and school libraries.

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

No

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

As always, it was a pleasure working with Scott and Leighann! They were supportive, helpful, and were dynamic allies in our work.

Today's Date

08/24/2021

Committee on Family Engagement April–August 2021 Report

Committee/group name:

Committee on Family Engagement

Chair name:

Jo Giudice, Ashley Brown

Chair email address:

maryjo.giudice@dallascityhall.com

Staff liaison:

Scott Allen

This report represents work done:

April–August

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

4-6

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

First Activity

Completed second cohort of the Advancing Family Engagement virtual classroom series of 8 sessions; to date the program has registered and taught about 120 library staff. Planned third cohort to launch in September 2021, with nearly 100 new registrants.

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

- Leadership
- Organizational Excellence
- Transformation

Second Activity

Oversaw PLA's IMLS grant, "Exploring a program co-design approach to better serve and engage low-income, Latinx communities" which conducted a literature review, national survey, and planned focus groups at three pilot libraries.

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

- Advocacy and Awareness

Committee on Family Engagement April–August 2021 Report

- Equity, Diversity, Inclusion and Social Justice

Third Activity

Requested board approval to move from task force to standing committee, and in doing so revised our charge and added liaisons to ALSC, YALSA, and AASL.

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

- Organizational Excellence

Fourth Activity

Initiated a new grant partnership with WGBH Boston to develop tools on computational thinking to be used in libraries and other education settings ("Fostering Joint Parent/Child Engagement in Preschool Computational Thinking by Leveraging Digital Media, Mobile Technology, and Library Settings in Rural Communities (WAISL)")

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

- Transformation

Fifth Activity

Continued to liaison to multiple groups: helped PBS Kids write blog posts for Public Libraries Online; designated a reviewer for the National Association of Family, School and Community Engagement's new family engagement body of knowledge guidelines; worked with the National Center for Families Learning on its fall 2021 library-focused webcast; and collaborated with PLA's Project Outcome to write an informational brief on measuring family engagement programs.

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

- Advocacy and Awareness
- Leadership
- Organizational Excellence
- Transformation

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

Launching the third cohort of the Advancing Family Engagement series; planning the fourth cohort to launch in early 2022; strengthening relationships with ALSC, YALSA and AASL

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

Committee on Family Engagement April–August 2021 Report

No

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

The Advancing Family Engagement series has yielded many new examples of family engagement programs and strategies, both via presenters and also from "final projects" that the second cohort of learners developed. These could contribute to a new PLA publication, such as an "Ideabook 2."

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

As noted above, ALSC, YALSA and AASL

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

No

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

No

Today's Date

09/03/2021

Leadership Development Committee September–March 2021 Report

Committee/group name:

Leadership Development Committee

Chair name:

Elizabeth Joseph

Chair email address:

ejoseph@fergusonlibrary.org

Staff liaison:

Mary Hirsh

This report represents work done:

September–March

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

7-10

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

First Activity

Our group meet monthly on zoom. We had an active and very engaged group. Each month, we discussed the various challenges we face in our leadership. We also discussed at length subject areas that leaders will need further /expanded learning. Given that we met during Covid and quarantine - we discussed at length the situations in our individual libraries and communities. We also shared how we coped.

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

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

Second Activity

A core topic of many of our discussions was EDISJ. Mary encouraged us to volunteer for the EDISJ leadership lab. Many of us served as dialog facilitators. This was an enriching experience for all of to meet and work with colleagues across the county.

Leadership Development Committee September–March 2021 Report

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

- Equity, Diversity, Inclusion and Social Justice
- Leadership

Third Activity

The group held several brainstorming sessions about webinars that members could present and facilitate. We narrowed down subject areas and leaders who would be responsible for content and delivery. We focused on contemporary issues which impressed and resonated with all of us.

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

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

Fourth Activity

Several committee members presented three distinct webinars which were offered with out cost or membership status. These included managing from the middle, BIPOC leaders - aspirations and challenges, leadership from various public library perspectives. These were extremely successful, wildly popular and exceeded attendance expectations.

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

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

Fifth Activity

Our group worked on and submitted a pre-conference proposal for PLA 2022.

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

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

Leadership Development Committee September–March 2021 Report

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

We have yet to meet - our goals can be determined then.

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

none at this time

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

not at this time

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

I think that it would make sense to work with other committees who are interested in the role of leaders in achieving the goals for the mandates. For example, how can this group work with Digital Literacy/Inclusion group to brainstorm on ways to tackle the national issue. We might also make content recommendations to Public Libraries Advisory Committee. There are others as well where goals align.

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

No

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

n/a

Today's Date

08/19/2021

Measurement, Evaluation and Assessment Committee April–August 2021 Report

Committee/group name:

Measurement, Evaluation and Assessment Committee

Chair name:

Linda Hofschire

Chair email address:

linda@ljh-consulting.net

Staff liaison:

Sara Goek

This report represents work done:

April–August

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

1

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

First Activity

Worked with our staff liaison to develop a topical survey on staffing and diversity that will be administered to public libraries in Fall 2021.

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

- Equity, Diversity, Inclusion and Social Justice
- Organizational Excellence

Second Activity

Provided input on the development of the new Benchmark tool that is replacing the PLDS/PLAMetrics and will launch in Fall 2021.

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

- Advocacy and Awareness
- Organizational Excellence
- Transformation

Measurement, Evaluation and Assessment Committee April–August 2021 Report

Third Activity

Worked on a new Project Outcome (PO) case study - examining the use of PO to evaluate take and make kits.

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

- Advocacy and Awareness
- Organizational Excellence

Fourth Activity

Offered a News You Can Use session at ALA Annual to raise awareness about recently added and upcoming data tools available to public libraries.

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

- Advocacy and Awareness
- Organizational Excellence

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

1 - Participating in the launch and promotion of the Benchmark tool
2 - Completing the Take and Make Kits Project Outcome case study
3 - Launching a new Project Outcome survey on technology use
4 - Developing a topical survey that will be administered to public libraries in Fall 2022

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

No

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

No

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

No

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

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

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

Measurement, Evaluation and Assessment Committee April–August 2021 Report

No - thank you for your support!

Today's Date

09/22/2021

Membership Advisory Group September–March 2021 Report

Committee/group name:

Membership Advisory Group

Chair name:

Amiya Hutson & Kim DeNero-Ackroyd

Chair email address:

kackroyd@heightslibrary.org

Staff liaison:

Samantha Lopez

This report represents work done:

September–March

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

4-6

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

First Activity

Monthly emails to new members. Initially these emails were sent bi-monthly or quarterly. We decided as a group to send monthly emails to a smaller list. We also separated the list to match the committee members to people who lived in on near their state. The thought was that new members would be more likely to contact those who live in their region.

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

- Equity, Diversity, Inclusion and Social Justice
- Leadership
- Organizational Excellence

Second Activity

Planned a virtual Happy Hour during ALA Annual. We used the new member survey to determine what break out sessions to coordinate for the new members, what types of PLA trivia we should ask and professional development discussions.

Membership Advisory Group September–March 2021 Report

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

- Equity, Diversity, Inclusion and Social Justice
- Leadership
- Organizational Excellence

Third Activity

Advised PLA staff on the drip campaign for new members. We used the new member survey to determine if a campaign giving small amounts of information over a period of time would build excitement in new members and garner more participation/volunteerism.

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

- Equity, Diversity, Inclusion and Social Justice
- Organizational Excellence

Fourth Activity

Advised PLA staff on the New Members' Survey. The survey helped the committee decide to have the virtual happy hour and assisted with drip campaign ideas.

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

- Equity, Diversity, Inclusion and Social Justice
- Organizational Excellence

Fifth Activity

Committee member represented PLA at the Small Oklahoma Libraries Round Table. She marketed the benefits of joining PLA and being a member.

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

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

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

Continued monthly emails to new members.
In person events for PLA in March 2022 and ALA in June 2022.

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

Membership Advisory Group September–March 2021 Report

Commit to regular new member events at conferences such as breakfasts, happy hours, gatherings at entertainment venues. New and old members should be invited in order to facilitate networking.

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

PLA logoed pens, pencils, bags, note pads to be used as giveaways or prizes.

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

ALA New Members' Round Table
ALA New Member Committee

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

No

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

We suggested being able to give out prizes, but were told that there wasn't a budget for that. It would be helpful if we had a budget to do this.

Today's Date

09/14/2021

PLA 2022 Conference Program Subcommittee April–August 2021 Report

Committee/group name:

PLA 2022 Conference Program Subcommittee

Chair name:

Laura McGrath

Chair email address:

LMcGrath@skokielibrary.info

Staff liaison:

Angela Maycock

This report represents work done:

April–August

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

4-6

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

First Activity

Individual subcommittee members reviewed 439 program proposals for the 2022 PLA Annual Conference. Each proposal was reviewed by three committee members which meant that each committee member was responsible for reviewing approximately 100 proposals.

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

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

Second Activity

Due to the pandemic the committee was unable to meet at ALA Annual as usual. So the committee met via Zoom 5 times (a total of 6 hours) during August and September to select the 97 programs to be offered during the PLA Annual Conference in 2022. An additional 5 programs will come from PLA staff.

PLA 2022 Conference Program Subcommittee April–August 2021 Report

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

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

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

The committee will attend PLA 2022 and will assist PLA staff with various conference activities (at the 2020 conference committee members helped staff the info desk and assisted in making sure programs were running smoothly).

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

Not at this time.

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

During the program selection process we identified some topics/speakers that may be best suited to future PLA webinars and shared those ideas with our PLA liaison, Angela Maycock.

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

Not at this time.

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

No

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

No, Angela was extremely helpful as we tackled this year's program selection under pandemic conditions!

Today's Date

09/15/2021

Public Libraries Advisory Committee April–August 2021 Report

Committee/group name:

Public Libraries Advisory Committee

Chair name:

Kimberly B. Knight

Chair email address:

kknight@alexlibraryva.org

Staff liaison:

Kathleen Hughes

This report represents work done:

April–August

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

4-6

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

First Activity

Reviewed Public Libraries Magazine themes and suggested articles and writers to fulfill the themes. Committee members reached out to potential contributors through direct contacts, our listservs and networks. Reviewed and edited received materials for the issue.

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

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

Second Activity

Selected the 2020 Featured Article of the Year. Read featured articles from previous year, scored them and recommended winners.

Public Libraries Advisory Committee April–August 2021 Report

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

- Advocacy and Awareness
- Leadership
- Organizational Excellence

Third Activity

Selected new columnists for "The Big Idea" and "The Wired Library" columns for ongoing issues follow the departure of the last columnists. We reviewed resumes and writing samples. Using rubric and discussion, selected new columnists for both regular columns.

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

- Advocacy and Awareness
- Leadership
- Organizational Excellence

Fourth Activity

A subcommittee wrote an article for the former Insights column on mask wearing, compliance, and suggestions for compliance responding from a former question. It was published in the sister online journal, Public Libraries Online.

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

- Advocacy and Awareness
- Leadership
- Organizational Excellence

Fifth Activity

Served as Guest Editor to the July/August 2021 online issue on the anti-racism/social justice issue. In addition to helping with soliciting writers and giving editing suggestions, Kathleen allowed committee members to guest edit specific issues. I was thrilled to help with this one and bring together thoughts from all over public libraries how we can amplify voices from across public libraries and learn from each other's experiences.

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

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

Public Libraries Advisory Committee April–August 2021 Report

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

While this was my first tenure as chair, I've rolled off of the committee after my second year. During my tenure, we selected and confirmed issue topics, writers, and contributors. We voted on the top featured articles from the previous year. Some committee members assisted with writing.

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

We selected to publish at least one issue as an online versions. I've received more feedback on that issue since it was easily shared online. It saved on printing and mailing costs.

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

A webinar on what Public Libraries looks for in writers and how to submit good articles from solicitations.

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

The committee might benefit from a report from the PLA Council Member.

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

No

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

No. Thank you for the opportunity.

Today's Date

09/15/2021

Social Worker Task Force April–August 2021 Report

Committee/group name:

Social Worker Task Force

Chair name:

Debra Keane (co-chairs Patrick Lloyd, Tiffany Russel)

Chair email address:

debra.keane@jeffcolibrary.org

Staff liaison:

Kathleen Hughes

This report represents work done:

April–August

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

2-3

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

First Activity

Completed "Guidance for Social Work Positions at the Library" handout outlining best practices for incorporating professional social work in a library system.

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

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

Second Activity

Continuing work on manuscript for Trauma-Informed Lens Workbook (as yet un-titled) that outlines the pervasive impacts of trauma on library communities and offers a toolkit approach for how library staff can engage with the public to mitigate re-traumatization. We are hoping to have the workbook finalized and published in the Fall of 2021.

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

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

Social Worker Task Force April–August 2021 Report

Third Activity

Provide guidance to ALA/PLA members on questions that are delivered to the committee through direct communication and the Social Work Interest Group. Examples include information on peer programs, security programs, intern supervision, and developing social work programs in libraries.

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

• Advocacy and Awareness

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

Our main focus will be to promote the forthcoming Trauma-Informed Lens Workbook. We are planning a pre-conference session on the content of the book. Additionally, we will look into other ways to share the content of the workbook (webinar series, etc).

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

Not at this time

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

Not at this time

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

The Social Work Task Force could be a consultant for the Advocacy and Strategic Partnerships Committee and the Committee on Equity, Diversity, Inclusion, and Social Justice.

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

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

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

Related to the attendance question, we have lost several members this year due to their library systems no longer funding their PLA memberships. Our task force is unique in that none of our members are librarians, and we are required to join a library professional organization to participate. This has resulted in the task force's group work being focused on an increasingly smaller number of social service professionals who, by the nature of their work in social services, are always taxed, and especially so during the pandemic response.

Today's Date

08/19/2021

Technology Committee April–August 2021 Report

Committee/group name:

Technology Committee

Chair name:

Anastasia Diamond-Ortiz

Chair email address:

adiamond-ortiz@lpls.info

Staff liaison:

Steven Hofmann

This report represents work done:

April–August

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

0

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

First Activity

Members of the committee presented at ALA Annual on patron digital privacy practices. This is a critical topic for public libraries to address as more patron data are shared with vendors and used by libraries to enhance services.

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

- Transformation

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

We will put together proposals to present at conferences and discuss topics relevant to technology in public libraries, including broadband, recruiting, and funding.

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

Developing a relationship between the PLA Board, PLA Technology Committee and SHLB (Schools, Health, and Libraries Broadband Coalition) could benefit libraries all across the country as everyone seeks funding for broadband. I'm not sure if it fits in this category but it is something that might cause smaller libraries to consider applying for the Emergency Connectivity Funds and other federal funding in the future.

Technology Committee April–August 2021 Report

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

It would be worth investing in helping libraries recruit and retain technology professionals in public libraries. I am not sure what form that could take but recruiting talent is incredibly difficult for all technology areas of focus in public libraries.

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

CORE is a natural partner and many committees would be a good fit. As an example, facilitating a relationship between the PLA Board, PLA Technology Committee and the CORE/OCLC Spectrum Scholars in Library and Information Technology could benefit all. Perhaps PLA Technology Committee members could serve as mentors?

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

No

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

It would help to better understand how the committee can support the PLA Board and its strategic direction.

Today's Date

09/13/2021

TO: PLA Board of Directors
RE: PLA Initiatives Report
DATE: September 28, 2021

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

IMLS LATINX FAMILY ENGAGEMENT GRANT

Submitted by Symone Villasenor, Project Manager

PLA was awarded $99,948 under the IMLS National Leadership Planning Grant: Community Catalyst category for a September 2020-August 2021 project, entitled "Exploring a program co-design approach to better serve and engage low-income, Latinx communities. PLA has completed a membership survey, literature review, and collection of examples from some library systems and partner organizations. The focus groups that will be held by three libraries of different sizes (the Dallas (TX) Public Library, Arapahoe Libraries in Sheridan, CO, and the Forest Grove (OR) City Library) are behind schedule with the exception of Arapahoe Libraries. Arapahoe Libraries has already completed two community conversations or focus groups with their local Latinx families. Anecdotally, the focus groups were a big success and received support from Emily Sedgwick of National Center for Families Learning (NCFL). PLA plans to have Arapahoe Libraries share its focus group successes, challenges, and tips with the other two pilot libraries as they plan their community conversations.

Because the focus groups are slightly behind schedule, PLA requested and received a no cost extension for this project, through August 2022. By summer 2022, the project will produce a white paper and potentially a toolkit.

AT&T DIGITAL LITERACY COLLABORATION

Submitted by Symone Villasenor, Project Manager

In April 2021, PLA entered into a partnership with AT&T to improve digital literacy and promote broadband adoption among families and communities, particularly those who are newly connected and struggling with home schooling, employment and other challenges due to the COVID-19 crisis. AT&T provided PLA with a grant of about $626,000. PLA and AT&T will offer a specially curated collection of DigitalLearn courses so parents and families can build the skills and confidence they need to help children navigate distance learning and participate effectively and safely in today's digital world. PLA will also update classroom training materials from DigitalLearn so that AT&T employee volunteers can teach families in their communities. Later in the project, mini-grants will go to public libraries to support digital literacy training activity.

As a second piece to this project, PLA will work with AT&T on a digital citizenship piece. This digital citizenship piece will be lead by Common Sense Media (CSM) who will create five new modules (Introduction, Connecting with Balance, Connecting with Kindness, Connecting with Vigilance, and

Connecting with Purpose). PLA and three public and school librarian experts will provide feedback to CSM as these modules are developed. As with the digital literacy piece, this project piece will also offer mini-grants to public libraries to support their work in this areas as well as a contest. This contest, guidelines, application systems, and scoring procedures will be determined by a small leadership group of public librarians in early 2022.

ADVANCING FAMILY ENGAGEMENT IN LIBRARIES SERIES

Submitted by Symone Villaseñor, Project Manager

PLA rolled out its first ever virtual classroom series, *Advancing Family Engagement in Libraries*, in April 2020. Cohort 1 consisted of 30 public libraries (60 participants) who participated in 8 live and highly interactive sessions which always included breakout room sessions in which participants shared, discussed, and brainstormed together. These breakout rooms continued to be highly valuable to our cohort 2, another 60 participants from 29 libraries . While participants from cohort 1 were offered a closed ALA Connect Community to engage with each other beyond the hour-long sessions as well as a platform to store all series documents, this community was removed for cohorts 2-3. To date, cohort 3 which consists of 99 participants from 55 different libraries, engage via shared and ongoing Google Jam Boards and program materials are stored on a password protected site. Evaluations for both cohort 1 and 2 indicate that registrants are most interested in breakout room discussions, example programs, and practical and tangible tips for their programs and services. Sessions are based upon PLAs family engagement (FE) framework and the Ideabook and are taught almost exclusively by PLAs Family Engagement Committee members.

PLA staff is now beginning to plan for cohort 4 in 2022 and beyond. Staff will take recommendations from our 2-hour planning session held in the summer of 2021 and current participant evaluation recommendations.

STRATEGIC PLANNING TRAINING/SUPPORT

Submitted by Symone Villaseñor, Project Manager

In the fourth quarter of 2019, PLA staff began working with Joy Fuller, an independent consultant who is no stranger to libraries or PLA. Joy was contracted to develop a new strategic planning publication for PLA and its members. As of September 2021, the publication is ready for sale both as an e-book and as a print copy/e-book bundle. Sales have already started coming in for the publication which integrates both ALA and PLA resources including the Theory of Change, Libraries Transforming Communities' Community Conversation Workbook, and Project Outcome materials. The publication focuses on the following content areas: preparing for strategic planning, assessing your library's current state, developing the strategic plan, implementing and measuring a strategic plan, and communications and change management as it relates to strategic planning.

SOCIAL WORKER TASK FORCE

Submitted by Kathleen Hughes, Manager Publications

The Social Worker Task Force continues its work. This year the group continued working on a new book, loosely titled The Scenarios Workbook, which will allow readers to work through various scenarios using social worker tried and tested techniques. The book is planned to be released this Fall. In addition to writing this book, the group is planning a PLA 2022 preconference program entitled "Social Work-Inspired Best Practices to Support Patrons" (https://www.placonference.org/preconferences.cfm). They have also made available a one-pager to address questions about the library social worker position. In addition, they continue facilitating conversation in the PLA Social Work Interest Group and writing a regular column for *Public Libraries* Online.

INCLUSIVE INTERNSHIP INITIATIVE

Submitted by Mary Hirsh, Deputy Director

PLA hosted the fourth cohort if the Inclusive Internship Initiative over summer 2021. 40 libraries from across the country participated. Each received a $3,500 stipend to support a paid, mentored internship for a local high school student. The group gathered in June for a virtual kick-off. At this event, select mentors presented master classes on programs and services and shared their paths to librarianship. Over the summer, mentor-intern pairs worked on a community-facing project at the library. Project this year included two feminist book clubs, a partnership with the local community college targeted at new arrivals and providing resources to support mental health. The group gathered again in late September for a virtual wrap up, where each intern made a brief presentation about their III experience. This is the final year of IMLS funding for the program. PLA continues to explore future models and opportunities for sustaining III. There is anecdotal evidence that local systems are adopting the program model, as well.

PROJECT OUTCOME

Submitted by Sara Goek, Program Manager

Project Outcome continues to see user growth and engagement. 458 new users have signed up since June 1, 2021. The PLA and ACRL Project Outcome team have worked together to maximize impact and share updates with users. In August, PLA and ACRL hosted a joint webinar to introduce new users to Project Outcome. It was our first ever sponsored webinar, sponsored by OverDrive Professional, and brought in $2,500 in revenue each for PLA and ACRL (less costs). More than 1000 people registered, 362 attended live, and the recording has been watched an additional 529 times. In addition, a new case study was added in connection with PLA's Advancing Family Engagement initiative.

CENSUS DATA LITERACY PROJECT

Submitted by Sara Goek, Program Manager

The Census Data Literacy project is an initiative of PLA in partnership with ALA's Public Policy and Advocacy Office. It aims to build data literacy skills among library staff to enhance their services, programs, and initiatives with the overall goal of promoting awareness and use of Census data in their communities. This will include free webinars and complementary online resources. The second webinar in the series, "Building Business Know-How through Data Literacy," was held on June 16; it had 530 registrants and 201 live attendees. The third webinar, "Data Literacy for Youth: Using Census Data in Public Library Programming" had 909 registrants and 355 live attendees. The next webinar in the series will be held on November 1. This project was originally planned to be completed by the end of December 2021. However, it has been extended into 2022 due to webinar scheduling challenges and limited staff capacity.

PUBLIC LIBRARIES & WORKFORCE DEVELOPMENT

Submitted by Larra Clark, Deputy Director

The Public Libraries & Workforce Development initiative launched in August 2021 with a new [landing page](#) and [webinar series](#). The initiative falls within the Transformation area of the PLA strategic plan, particularly related to increasing opportunities to explore and share effective emerging best practices that are addressing community priorities. It also addresses priorities raised in the 2021 PLA member survey, which found that building community partnerships was the top topic identified for building professional competencies, closely followed by EDI. Similarly, economic recovery, closely followed by EDI, were the top areas for community partnership work. The initiative is squarely focused on public library collaboration and the larger workforce and career development ecosystem. Co-developed by PLA and Libswork, a national networking group on workforce and small business development in libraries, each webinar tackles a different topic related to workforce development and provide practical tools and resources for libraries to plan, deliver, partner, and advocate for these services to advance equitable economic opportunity. Eight webinars featuring public and state libraries with workforce partners at the local, state, and national level are scheduled in 2021, and discussions are ongoing in terms of future programming and resource development. To date each webinar has seen more than 500 registrants, and more than 200 live participants. Finally, this initiative dovetails with the potential reauthorization of the Workforce Innovation and Opportunity Act (WIOA) and legislative advocacy to better integrate and support public libraries in this service area.

TO: PLA Board of Directors
RE: PLA Operations Report
DATE: September 28, 2021

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

TECHNOLOGY

Submitted by Steven Hofmann, Manager, Web Communications

PLA 2022 Conference

The full conference website launched on August 19, 2021, once again developed and hosted by eShow. Content on the site continues to be expanded, with the opening of registration set for the week of October 4. The site now includes titles and descriptions of preconferences and concurrent sessions, and information about keynote speakers will be added as they're confirmed.

The process to replace the provider for the PLA 2022 mobile app and virtual conference also continues, narrowed down to two most-likely candidates.

ALA Store and eLearning Site

The launch date for ALA's new, centralized eLearning site to sell all eLearning products, originally August 9, 2021, has been delayed until November. Since June, PLA staff have been manually fulfilling orders for it on-demand webinars, which had been sold via the ALA Store. However, due to the delayed launch of the eLearning site and the PLA 2022 Conference's increased demands on staff time, a decision was made to temporarily suspend sales of on-demand webinars until they are available via the eLearning site.

MEMBERSHIP

*Submitted by Samantha Lopez, Manager, Marketing & Membership*

ALA's membership continued to decrease in July (.3%) to just under 50,000. PLA's membership followed the same .3% loss from June to July 2021. Below are odd and even year comparisons, including changes in membership from the beginning of fiscal years through July.

Month	FY21	FY20	FY19	FY18
September	9162	8261	9341	7975
July	7198	9363	7888	9422
Change	-1964	+1102	-1453	+1447

	FY21 To date	**FY20**	**FY19**	**FY18**	**FY17**	**FY16**
Average Monthly Loss Rate	38.5%	28.5%	35%	25.9%	31.9%	22.9%
Average Monthly Retention Rate	61.5%	71.5%	65%	74.1%	68.1%	77.1%

The PLA Membership Advisory Group requested more information on member drops to see if there were any trends. Below are the takeaways representing membership data from September 1, 2019, through September 15, 2021.

- Majority of drops are first-year members, followed by 10 years or less.
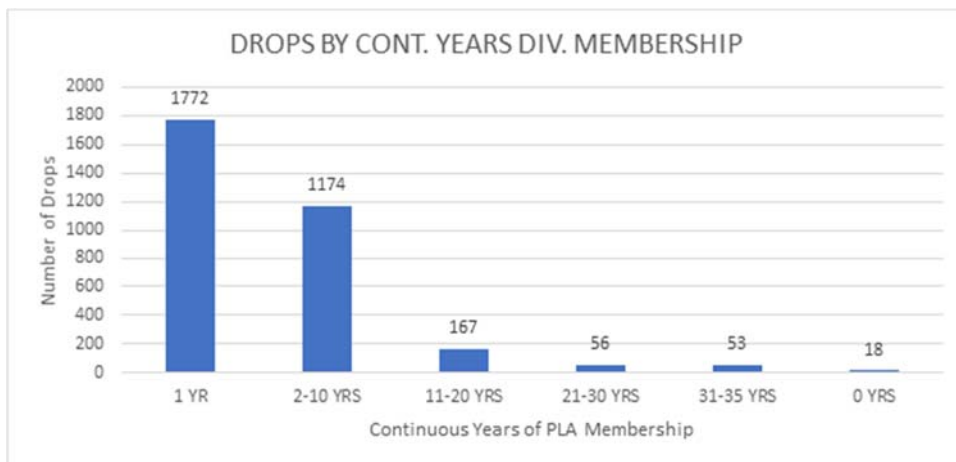
- Drops peaked May 2021. Reminder: ALA gives a grace period of 5-months before truly dropping members, so yearly renewal date would have been 5-months prior (i.e., January for May).
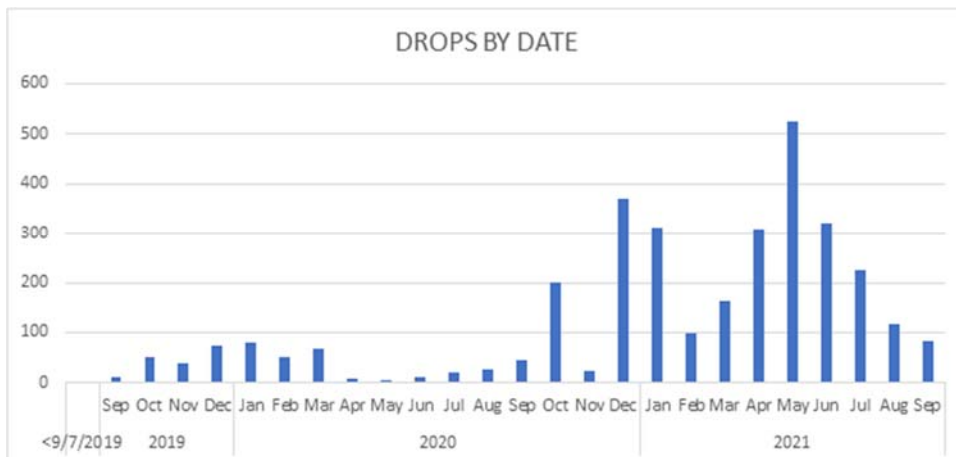
- Over three quarters of dropped members have also dropped their ALA membership.

PUBLICATIONS

Submitted by Kathleen Hughes, Manager, Publications

Public Libraries Magazine is published bimonthly and sent to nearly 9,500 PLA members plus almost 500 subscribers.

In 2020-2021, to be more sustainable and in response to supply-line issues caused by the pandemic, *Public Libraries* introduced digital issues. Two issues in the 2020 volume year were available only in the digital format. In the 2021 volume year, three issues were (Sept/Oct, May/June, and July/August). In 2020 we saw a cost savings of nearly $28,000 and in FY 2021 we will see a cost savings of approximately $54,000 as a result of moving to digital for those issues.

During the past twelve months, *Public Libraries* magazine has addressed trending and challenging topics for public librarians through themed issues, listed below:

Issue	Theme
September/October 2020	Civic Engagement
November/December 2020	Psychological Well-Being Staff and Patrons
January/February 2021	COVID-19 and Public Libraries
March/April 2021	Library Funding
May/June 2021	Partnerships
July/August 2021	Anti-Racism
September/October	Library Safety

 Two feature articles were chosen to receive the Public Libraries Advisory Committee's Feature Article Award for the 2020 Volume Year: Define & Design: The Bookstore Model of Customer Service and Learning from our Statistics.

Like the print iteration, PLOnline 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 and unique content and averages approximately 8,000-10,000 views per week. PL Online continues to offer COVID-19 related articles among other important topics, including Gaining Patron Cooperation on Mask-Wearing , and Helping a Community Coping with Loss and Grief. In 2016, PLA started FYI: The *Public*

Libraries Podcast as another way to explore a variety of library-world topics in-depth. To date, we have recorded 49 podcasts. From June 4, 2020, to June 4, 2021, FYI podcasts had 9,805 individual plays. Since beginning the podcast, there have been over 55,000 individual plays. There are nearly 70,000 subscriptions via RSS and other apps.

Products + Publications

This year PLA released (or will release) three publications:

Pivoting During the Pandemic

Publication Date: March, 2021.
 Offering real-life examples of what it means to be a 24/7 library, this collection from the Public Library Association (PLA) and ALA Editions shares how several libraries transitioned to virtual and socially distanced services. No matter your library's current situation or outlook for the future, you will be inspired to adapt their ideas to suit the needs of your own organization. Among the initiatives and topics explored are

- homebound delivery;
- citizen science programs;
- virtual reference advice;
- services to small businesses;
- remote readers' advisory and book chats;
- early literacy story times;
- health services outreach;
- tech guidance for patrons;
- WIFI hotspot lending; and
- tips for social media and marketing.

See more information here: Pivoting during the Pandemic: Ideas for Serving Your Community Anytime, Anywhere

2022 Early Literacy Tips Calendar

Publication Date: October, 2021.

Based on the Every Child Ready to Read practices of reading, writing, singing, talking, playing (and now 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. The calendar pages are also customizable with each containing a designated spot to add to the library's logo and contact information. This year the calendar is also available in Spanish.

The Scenarios Workbook: Using Social Work Inspired Best Practices to Support Patrons (temporary title)

Publication Date: Early Winter 2021/2022

Authored by the Social Worker Task Force, this title aims to provide information and a framework for what it means to use a trauma-informed lens with library patrons. Readers will learn what trauma is, and how it impacts library work. The book includes exercises inviting readers to reflect on common concerns in public libraries and the policies relating to these issues. Strategies for de-escalation and the impacts of involving law-enforcement and banning patrons are also covered. Finally, the book offers various scenarios that will provide readers with the opportunity to integrate what they have learned and practice responding through a trauma-informed lens.

TO: PLA Board of Directors
RE: PLA Continuing Education Report
DATE: October 7, 2021

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

CONTINUING EDUCATION/PROFESSIONAL DEVELOPMENT INITIATIVES
Submitted by Angela Maycock, Manager of Continuing Education

PLA 2022 CONFERENCE PROGRAMMING

The PLA 2022 Conference call for proposals closed on June 21, 2021, with a total of 439 proposals (426 for programs and 13 for preconferences). This represents fewer proposals than were received for PLA 2020 (588), PLA 2018 (562), and PLA 2016 (513); but more proposals than were received for PLA 2014 (383) and PLA 2012 (320).

The PLA 2022 Conference Program Subcommittee reviewed all proposals in July and, through a combination of real-time and asynchronous collaboration, completed selection decisions in August and September. A total of 99 programs and 4 preconferences were accepted for presentation, and notifications were sent on September 15 to everyone who submitted a proposal.

Through this competitive selection process, PLA will offer a robust slate of outstanding programming, with over 100 educational sessions available to attendees in Portland. All accepted programs and preconferences can be found on the conference website at placonference.org/programs.cfm and placonference.org/preconferences.cfm.

PLA ONLINE LEARNING
Since our last CE update to the Board in June 2021, PLA has offered the following three paid webinars:

Title	Date	Individual Registration	Group Registration	Total Registration	Attendance
Library U: Transforming Educators into Library Ambassadors	9/16/2021	35	13	48	70
Designed with You in Mind: Creating an Inclusive Library Space	8/4/2021	74	27	101	186
Dismantling Racism in Collaborative Collections	6/9/2021	59	24	83	201

These three paid webinars generated over $15,000 in total revenue, with roughly $7,000 coming from individual registrations and roughly $8,000 from group registrations.

PLA also offered the following five free webinars:

Title	Date	Total Registration	Attendance
Supporting Patrons to Obtain In-Demand Credentials That Boost Employability and Career Mobility (#3 of 6)	9/23/2021	578	217
Data Literacy for Youth [Census Data Literacy project]	8/31/2021	909	355
Strengthen Patron Workforce Opportunities with Labor Market Information (#2 of 6)	8/26/2021	538	265
Partnering to Meet Community Workforce Needs (#1 of 6)	8/19/2021	847	447
Building Business Know-How through Data Literacy	6/16/2021	530	201

PLA's next call for webinar proposals will close November 30. Accepted proposals will be scheduled as webinars for April – August 2022.

In addition, PLA continues to collaborate with and contribute to an ALA eLearning Stakeholders group that is working toward implementation of a new website that will enable centralized access to all eLearning offerings across the association. The new eLearning site is expected to go live on November 10, 2021.

TO: PLA Board of Directors
RE: Strategic Plan 2018-2022 Update
FROM: Mary Hirsh, Deputy Director
DATE: October 8, 2021

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. The activities below map to the existing plan. It is anticipated that new focuses will emerge as the 2020 refresh process advances.

Implementation and Tracking
PLA continues to make progress in meeting the goals outlines in its strategic plan. In spite of the ongoing pandemic, PLA continued to deliver valuable programs and services to members in FY21. PLA deepened its commitment to equity and inclusivity, not only offering member-facing programming but considering how to make itself more inclusive. PLA also entered into several new partnerships this year to benefit libraries and the communities they serve.

Results
Overall, PLA is making good progress in meeting all of its strategic priorities. Programmatic plans continue to be in flux in response to environmental factors as well as changes within ALA. PLA remains nimble, flexible, and committed to meeting strategic goals through a varied menu of opportunity.

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

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	Recent/Current Activities
(1): Define and support the transition of public libraries to become more responsive to – and reflective of – community needs.	*Discussed, slow progress:* Expand "professional tools" section of PLA web site to incorporate additional resources related to community needs; incorporate into CE/PD programming *Accomplished/Ongoing:* new 2021 Census Data Literacy series has increased PLA resources for understanding and using Census data to better understand community demographics and plan services
(2): Increase opportunities to explore and share effective emerging best practices that are addressing community priorities.	*Accomplished/Ongoing:* • Transfer lists and groups to ALA Connect for easier sharing and archiving • Re-launched Podcast series to provide additional platform for sharing • Open call opportunities to share best practices via presentations at PLA Conference (biennially), ALA Conference (annually) and webinars (monthly) • Launched webinar series focused on libraries as partners in workforce development in collaboration with LibsWork network and outreach/inclusion of non-library partners at national, state and local levels
(3): Increase awareness of and access to the types of literacy necessary for skills development and success in the 21st century.	PLA's work has or is addressing early literacy (including computational thinking), family literacy, media literacy, digital literacy, health literacy, information literacy, and financial literacy. Some prioritization may be needed. *Accomplished/Ongoing:* • PLA continues its expansive portfolio of work on digital literacy, including new courses and new subsites on DigitalLearn.org • With funding from Microsoft Corp and Google, distributed devices and training to rural libraries • Hosted 2 additional cohorts of the Family Engagement online learning series; awarded IMLS grant to examine family literacy practices in Latinx communities • Various articles and podcasts from Public Libraries addressing multiple forms of literacy • Received funding from AT&T to expand digital literacy courses and co-brand/co-host trainings • Through AT&T, partnering with Common Sense Media to introduce additional DigitalLearn.org modules aimed at digital citizenship for children and parents

(4): Increase the number of libraries using meaningful and actionable measurements to understand and expand their community impact.	*Ongoing*: Continued support of Project Outcome *Accomplished/Ongoing:* • Issued first set of Benchmarks briefings infographics • With the Public Policy Office, partnered on a series of Census Data Literacy CE opportunities, including two free webinars with total attendance over 1,000 • Conducted the 2020 library technology survey, which is one of a series of national surveys that replace the PLDS. Summary report published in summer 2021, and data is being integrated in new *Benchmark*: Library Metrics & Trends tool. *In progress* • Preparing to launch Benchmark and second of three rotating surveys, the 2021 Public Library Staff & Diversity Survey.

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	Recent/Current Activities
(1): Increase leadership and personal development training opportunities for all levels of public library staff reflective of the PLA leadership model.	*Accomplished:* • Offered Leadership Lab online course to 100 attendees, exploring leadership through an equity lens
(2): Support public library staff in the shift from a library-centered to a community-centered approach, through PLA trainings and resources.	*Accomplished:* • Leadership development committee hosted three free online discussions addressing timely leadership issues and challenges
(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.	*In Progress:* Integrating PLA online learning with new ALA online learning platform (LMS) to reach broader audience

Goal: Advocacy & Awareness

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

Objective	Recent/Current Activities
(1): Increase awareness and strengthen perceptions of public libraries among key audiences and stakeholders.	*Ongoing:* • PLA works with the ALA Communications and Marketing Office to respond to 3-10 media request each month, usually resulting in coverage that promotes public library value • PLA works with the ALA Public Policy & Advocacy Office to engage public library advocates and share public library successes with members of Congress and federal policymakers, such as with the Build America's Libraries Act, federal relief funding advocacy, and the Emergency Connectivity Fund. • Many PLA initiatives engage key audiences and educate them about public libraries, for instance PLA's current digital literacy collaboration with telecom companies, work with education and family literacy groups such as Head Start, and coordination with the National Skills Coalition and other employment groups
(2): Increase awareness and the effectiveness of PLA/ALA's advocacy resources and create new tools to support current and future advocacy efforts.	*Accomplished:* Created customizable advocacy templates for use with local decision-makers *Ongoing:* • Support PPA and OIF as requested, including as part of crisis communications
(3): Increase library staff participation in public library advocacy at all levels (i.e., federal, state, local).	*Accomplished/Ongoing:* • Support work of ALA Policy Corps *In process:* • Aligning PLA's Advocacy Committee to ALA's Committee on Library Advocacy through deliberate partnership and cross-participation
(4): Improve PLA's capacity to serve as a resource to public libraries outside of the U.S. that are conducting library advocacy.	

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	Recent/Current Activities
(1): Reflect EDISJ principles in association leadership, staffing, values, mission/vision, strategies and operations.	*Accomplished:* • Created regular EDISJ column in Public Libraries magazine, dedicated July/August 2021 issue to EDISJ *In process*: • Provided orientation and context from incoming board members and committee chairs • With ALA membership, working to add demographic questions to membership and volunteer forms
(2): Equip members with tools, mentoring/coaching, learning opportunities, and other resources to advocate and apply EDISJ principles in their libraries and communities.	*Accomplished:* • Hosted Leadership Lab online course for 100 attendees • Hosted 4th cohort of the Inclusive Internship Initiative *In process:* • Over 100 educational sessions selected by members as most timely, relevant, innovative, and EDISJ focused will be offered at PLA 2022 • Contracting with Mia Henry to offer Freedom Lifted's library-focused online course, "Justice at Work for Public Libraries," to PLA members
(3): Identify measurable impacts, including professional competencies, that demonstrate progress in key EDISJ areas.	*In process:* • Initiated a joint project with ACRL, ODLOS, and ARL to develop an EDISJ framework for public and academic libraries

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	Recent/Current Activities
(1): Maintain a financially stable and sustainable operating model.	*Accomplished:* • Exceeded budget projections for FY2021, largely due to program pivots in response to ongoing pandemic • Sustained high level of grant funding, including new funding from AT&T for digital literacy support
(2): Commit to and support ongoing, regular data-driven assessment of PLA impact on the library field.	*Accomplished:* • Surveyed members, past members and partners in strategic plan refresh process
(3): Increase the number of income-generating products and programs.	*Accomplished*: • Developed and sold new products (early literacy calendar, health and family engagement posters and bookmarks, and new strategic planning publication) • Offered 2 cohorts of Family Engagement online course • Offered Leadership Lab online course
(4): Oversee successful stewardship of the multi-year Legacy and future grants.	
(5): Seek and adapt to new trends and models in association organization and membership.	*In process:* Initiated strategic plan revision process in October 2020
(6): Maintain strong relationships with existing partners, both nationally and internationally, and explore new partnership opportunities outside of the library field.	*In process:* Partnerships are a main theme of the strategic plan revision process
(7): Invest in more professional development training for PLA staff to strengthen their capacity to meet member and library field needs.	*In process:* Established goal of 100% of all PLA staff engaged in at least one professional development activity each year; ALA supported with $200 stipend for each employee

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)

AT&T Connected Learning (Digital Literacy)
Intellectual Freedom

Social Work

Strategic Planning Publication | Leadership Academy and other leadership training

Emerging Leaders

Member Engagement

Public Libraries 101

Strategic Planning Training/Support

Theory of Change CE/PD Work | ALA Policy Corps

Awards

External Partnerships, including focus on workforce development

Project Outcome

Turning the Page | Inclusive Internship Initiative

Insurance Enrollment (Health)

DigitalLearn (Digital Literacy)

EDI Regional Trainings

2020 Census outreach and subsequent Census Data Literacy resources for libraries | Governance (Board, Committees)

Membership Recruitment and Retention

Fundraising

Communications

Publications and Products

Technology

Staffing |

TO: PLA Board of Directors
RE: Upcoming Board Meeting Dates
FROM: Mary Davis Fournier
DATE: October 8, 2021

ACTION REQUESTED/INFORMATION/REPORT: Information

At the September board meeting, the board agreed to cancel the planned in-person meetings for October and January. The October date was held for a virtual meeting. The board agreed to meet in virtually in December, primarily to discuss the upcoming PLA2022 conference. New board dates have been set, as below. All meetings will be virtual, save for the June meeting, with agendas and login information to follow.

- Wednesday, December 15, 12:00-2:00pm Central
- February meeting TBD
- May 6, 2022
- June 25, 2022, in person at ALA Annual Conference

PLA Board Members also indicated availability to attend ALA Executive Board Conference Call. The schedule is below.

ALA EB Call Date	Attending PLA Representative
10/19/2021	Dara Schmidt
11/16/2021	Amita Lonial
12/21/2021	Candice Mack
1/18/2022	Maria McCauley
2/15/2022	Melanie Huggins
3/15/2022	Clara Bohrer
4/19/2022	Stephanie Chase
5/17/2022	Brandy McNeil
6/21/2022	Erica Freudenberger

ALA Executive Board agendas and Zoom information can be found at: https://www.ala.org/aboutala/executive-board-document-inventory-2021-2022

ALA AmericanLibraryAssociation

ALA Executive Board Document (12.11.1) from Fall, 2020 summarizes the overall goals of the simplified membership model and the two-phased approach to the work. There have been minor updates to the naming convention for the new member types, so the most current model is below.

Table 1: Phase One Recommendation

Current Member Type	Current Dues	New Member Type	Notes
1st year	$75	**Professional – Option 1** (Includes library workers as well as others employed in library and information services or related activities in positions)	Positions that (a) require a Masters degree; or (b) require a state-level certification; or (c) are managerial. *Higher rate of dues than option 2*
2nd year	$114		
3rd year+	$150		
Earning <$30,000	$54	**Professional – Option 2** (Includes library workers as well as others employed in library and information services or related activities in positions)	Positions other than those listed in Level 1 and including those who are (a) earning < $30K annually; or (b) working outside the U.S.; or (c) retired.
Support Staff	$54		
Retired	$54		
International	$90		
Student	$40	**Student** (Includes individuals enrolled in a degree or certificate program in library and information studies.)	*Eligible for five years. Graduating students will remain in this category to help transition to the price of the professional membership.*
Associate	$68	**Supporter** (Includes those not employed in library and information services or related activities who, through their personal commitment and support, promote library and information services.)	
Trustee	$68		
Friend	$68		

***There will be a nominal impact to some divisions and round tables with this consolidation. Since these changes would be impacting smaller membership categories, this impact will be negligible, and membership will work with these groups to plan accordingly for FY24.*

TO: PLA Board of Directors

FROM: Melissa Johnson, Conference Manager

             Angela Maycock, Manager, Continuing Education

RE: PLA 2022 Conference Update

DATE: October 8, 2021

ACTION REQUESTED/INFORMATION/REPORT: Report

OVERVIEW

Plans for the PLA 2022 Conference in Portland, Oregon - March 23-25, 2022, are in progress. PLA staff are moving forward with a live, in-person event, along with an expanded virtual conference. The official conference website is live at www.placonference.org, and registration and housing are now open!

KEY CURRENT ACTIVITIES/METRICS

Registration & Housing

Registration and housing for the PLA 2022 opened on Monday, October 4th. As of Friday, October 8, there are 261 full conference registrants and 73 exhibitor representatives registered for the conference. The early bird deadline is January 7, 2022, and the advance registration deadline is February 18, 2022.

Exhibits

As of October 8, 2021, 120 companies are confirmed for the conference.

PLA 2022 Conference Programming

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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 Faubel Johnson, CMP
               Conference Manager
RE: PLA 2022 Conference Assessment
DATE: October 8, 2021

ACTION REQUESTED/INFORMATION/REPORT: Action Requested

Background

PLA's first priority in all meetings and events decisions is the safety and welfare of our attendees, exhibitors, partners and team. On December 15th, the PLA Board will decide whether to continue with the face-to-face conference as planned or cancel the face-to-face conference and instead offer an enhanced virtual conference. PLA staff continue to monitor the health, safety and travel situation and will consider the factors outlined below in making a recommendation to the PLA Board on December 15th.

The PLA Conference is the premier event for public library professionals. Like the institutions they support, the role of the public library worker is ever-changing. The COVID-19 crisis magnified this more than any of us could have imagined, but public libraries responded swiftly and creatively to meet their communities' evolving needs. The PLA 2022 Conference will provide public library professionals the opportunity to reconnect with one another, recreate the services they provide, and revitalize the passion for the work they do every day.

PRIOR TO RECOMMENDATION

In addition to considering the factors below, the PLA staff will consult with the PLA 2022 Conference Co-Chairs prior to making the recommendation. Additionally, the PLA staff will consult with ALA legal counsel and local Portland conference partners before presenting the recommendation to the PLA Board.

Based on the factors below, the recommendation will either be to continue with the face-to-face PLA 2022 conference as planned or cancel the face-to-face conference and instead offer an enhanced PLA 2022 Virtual Conference.

FACTORS

Below are the primary factors for consideration.

FEDERAL AND STATE GUIDELINES AND RESTRICTIONS

- Guidelines from the Centers for Disease Control and Prevention (CDC) and the World Health Organization (WHO) regarding large gatherings
- Guidelines from the CDC on travelers prohibited from entry to the United States as well as other countries restricting travel to the U.S.
- State of Oregon Department of Health recommendations and guidelines for events to ensure public safety
- Local directives from the Multnomah County Health Department

HOST CITY AND VENUE CONDITIONS
- Oregon Convention Center safety measures
- Condition of Portland conference hotels and operations and procedures around safe and sanitary environments
- Travel Portland (Greater Portland Convention and Visitors Association) information about current COVID-19 conditions and similar-size events, as well as what is open for business. For example, are places of interest/history/culture/ restaurants/dining open and available, if so, what are the conditions of visiting?

SAFETY AND SECURITY OF ATTENDEES AND STAFF
- Air travel: Travel guidelines, processes, restrictions as outlined by the Federal Aviation Administration and the Transportation Security Administration will be reviewed.
- Hotels and restaurants: Are there sufficient hotel rooms available? Are there enough restaurants operating for attendees. What are the conditions for ensuring visitors have a safe, comfortable and appealing experience?

ATTENDEES' ABILITY TO PARTICIPATE
- Consideration of institutional travel bans in place over our conference dates
- Current PLA Conference registration numbers

LEGAL CONSIDERATIONS
- Conference Cancellation Insurance
- Contractual Obligations to the Oregon Convention Center and PLA 2022 Conference Hotels
- Human resources liability concerns for ALA/PLA staff travelling and working at Conference
- Risk of Litigation from Attendees and Providers

FISCAL IMPACT
- Financial impact will be assessed continually as planning for the event continues in whichever format is decided.

Action Recommended
That the PLA Board of Directors approves:

That the above factors are adequate for the PLA Conference Co-Chairs and staff to make a recommendation for a Face-to-Face Conference or Virtual Conference to the PLA Board on December 15th.