**TO:** PLA Board of Directors

**RE:** PLA Leadership Report

**DATE:** February 10, 2020

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

**ACTION REQUESTED BY:** N/A

**DRAFT OF MOTION:** N/A

**PLA Strategic Plan Goal: Leadership**

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

**CONTINUING EDUCATION/PROFESSIONAL DEVELOPMENT INITIATIVES**

**PLA AT ALA CONFERENCES**

*Submitted by Angela Maycock, Manager of Continuing Education*

The PLA Annual Conference Program Subcommittee selected 14 programs to offer at the ALA 2020 Annual Conference in Chicago, which are listed below. PLA typically does not sponsor a preconference at ALA Annual Conference in PLA Conference years.

|  |  |  |  |
| --- | --- | --- | --- |
| **Program Title** | **Date** | **Start Time** | **End Time** |
| Practicing Inclusivity: Creating Inclusive and Welcoming Environments for Individuals with Special Needs | Saturday, June 27, 2020 | 10:30 AM | 11:30 AM |
| Twitch & Discord in Public Libraries: New Opportunities for Adult Services | Saturday, June 27, 2020 | 10:30 AM | 11:30 AM |
| Changing the Narrative: Reconciliation Work in Public Libraries | Saturday, June 27, 2020 | 2:30 PM | 3:30 PM |
| The Public Library's Role During Elections: Voter Education in the Age of Misinformation | Saturday, June 27, 2020 | 4:00 PM | 5:00 PM |
| The Power of Storytelling and Public Relations | Sunday, June 28, 2020 | 9:00 AM | 10:00 AM |
| Change and charge up your workforce: recruitment, retention, and equity in hiring | Sunday, June 28, 2020 | 10:30 AM | 11:30 AM |
| Getting Involved in Open Data Community Partnerships | Sunday, June 28, 2020 | 1:00 PM | 2:00 PM |
| Never Do It Just Once! Maximizing Your Programming Impact Through Replicated Programs | Sunday, June 28, 2020 | 1:00 PM | 2:00 PM |
| Local Voices Network: Amplifying Library-based Community Conversations | Sunday, June 28, 2020 | 2:30 PM | 3:30 PM |
| Peer Outreach Services in the Public Library | Sunday, June 28, 2020 | 2:30 PM | 3:30 PM |
| Building community history web archives - a look back at the Community Webs program | Sunday, June 28, 2020 | 4:00 PM | 5:00 PM |
| Computational thinking, young children, and family engagement: Creating opportunities for families to learn and play together | Monday, June 29, 2020 | 10:30 AM | 11:30 AM |
| Navigating Patron Privacy Concerns in the Digital Age | Monday, June 29, 2020 | 2:30 PM | 3:30 PM |
| Soft Skills are Heart Skills: Incorporating Wholehearted Approaches to Professional Learning and Burnout | Monday, June 29, 2020 | 4:00 PM | 5:00 PM |

**PLA ONLINE LEARNING**

*Submitted by Angela Maycock, Manager of Continuing Education*

Since our last update to the Board in Fall 2019, PLA has offered the following paid webinars, with the following registration and revenue:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Date** | **Title** | **Groups** | **Individuals** | **Revenue** |
| November 14 | Millennials Haven’t Ruined Book Club: Hosting a Book Club for Millennials | 9 | 72 | $4,897 |
| November 18 | Why Trauma Informed? | 37 | 50 | $7,227 |
| December 12 | Outside the Box Programs | 22 | 61 | $5,989 |
| December 18 | Applying Trauma-Informed Concepts to Reduce Harm | 23 | 23 | $4,116 |
| January 16 | Civic Technology 101 for Libraries | 10 | 31 | $2,815 |
|  | **TOTALS** | **101** | **237** | **$25,044** |

PLA closed its biannual call for webinar proposals on November 30, 2019 and received 8 proposals, compared to 10 generated by the previous call. Proposals were reviewed by the Continuing Education Advisory Group and resulted in 4 webinars selected for presentation. These webinars will be scheduled for April-July 2020. The next call for webinar proposals will close May 31 and generate PLA webinars for the remainder of 2020.

**Budget**PLA’s revenue on paid webinars in 2019 was significant – see above.

**Assessment**84% of webinar survey respondents agreed or strongly agreed with the statement, “As a result of attending this webinar, I learned something new that will help me in my work.”

**STRATEGIC PLANNING TRAINING/SUPPORT**

*Submitted by Symone Villasenor, Project Manager*

At the end of 2019, PLA staff began working with Joy Fuller, an independent consultant who is no stranger to libraries. Joy has started to develop a strategic planning publication that is scheduled to be completed around the first quarter of 2020. The publication will focus on preparing for strategic planning, assessing your library’s current state, developing the strategic plan, implementing and measurement a strategic plan, as well as communicating and change management for strategic planning. This workbook will integrate ALA and PLA resources, contain numerous easy to use templates, and provide multiple recommendations for libraries of different sizes, services populations, and time dedicated to completing a strategic plan. Numerous library professionals were interviewed during the planning stage of the publication to help inform the work. PLA and Joy will continue to engage with these library professionals in order to ensure that the publication best meets the needs of library professionals.