**TO:** PLA Board of Directors

**RE:** PLA Transformation Report

**DATE:** February 10, 2020

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

**ACTION REQUESTED BY:** N/A

**DRAFT OF MOTION:** N/A

**PLA Strategic Plan Goal: Transformation**

* ***PLA advances public libraries’ transformation from a library focus to a community focus, to meet the specific needs of people and communities.***

**SPACE PLANNING REGIONAL TRAININGS**

*Submitted by Symone Villasenor, Project Manager*

In 2019 the PLA conducted 3 *Space Planning: Reinventing Your Library Space* workshops in which 97% of registrants who completed an evaluation indicated that they learned something that will help them in their work. Due to the effective instruction and popularity of the workshop, the PLA will facilitate 6 additional space planning workshops in 2020. The workshops, which will continue to be facilitated by David Vinjamuri, will have space donated by the following libraries: Glendale (CA) Public Library, Lawrence (KS) Public Library, State Library of State Carolina, Portland (ME) Public Library, Bloomfield Township (MI) Public Library, and one additional TBD location. Registration is currently open for 4 of the 6 events and will include a copy of “Library Space Planning: A PLA Guide,” David Vinjamuri’s latest publication.

**DIGITAL LITERACY INITIATIVES**

* **DIGITALLEARN.ORG**

*Submitted by Leighann Wood, Program Manager*

Digitallearn.org is in a period of significant growth both for library patrons and professionals. In 2019 PLA secured two additional branded subsites, one for the Cleveland Foundation and one for York County Library, which brought in $30,000 in revenue. Since November 2019, there have been two additional courses added to the platform, “Using Healthcare.gov to enroll in Health Insurance” and “Intro to Searching Videos on YouTube.” An additional course, “Navigating with Google Maps” will be added in the spring of 2020, which will bring the total number of courses to 26. Furthermore, PLA’s Digital Literacy Committee is hard at work developing a “Digital Skills Checklist” to add to the Tools and Resources for Trainers section of Digitallearn.org for library staff to test their technology capabilities and to be able to assess them on their own or with a manager. The Checklist is planned to be integrated into the site to build out a holistic digital literacy training curriculum for patrons and library staffers. In 2018, there were 1,800+ clicks on the Tools and Resources for Trainers page, in 2019 there were more than 5,400+ clicks on the same page. A dramatic and impactful increase tells us that there is a need in the profession and PLA is working to fill that need. Lastly, there is planned maintenance for the back end of Digitallearn.org to increase accessibility features and to ensure that all features are functional and up to date with current best practices.

* **LIBRARIES LEAD WITH DIGITAL SKILLS (Google)**

*Submitted by Leighann Wood, Program Manager*

Since the grant initiative launched in January of 2019, 147 public libraries have been awarded $1,000 to conduct a community program using the Grow with Google tools in the spirit of workforce development. Libraries have selected to reach job seekers, entrepreneurs, small business owners and more through their programs and series. To date, there have been 33 libraries that submitted stellar recap reports of their programs that have earned them a Spotlight Award for an additional $3,000 to continue to develop and conduct workforce development initiatives in their communities. From this work, and Digitallearn.org, Google has expressed interest in further developing future digital literacy and workforce development projects for library audiences.

* **DIGITALLEAD: RURAL LIBRARIES CREATING NEW POSSIBILITIES (Microsoft)**

*Submitted by Scott Allen, Deputy Director*

As of January 2020, the DigitalLead project has provided 22 rural libraries with a total of 166 hotspots, ranging from 2 to 11 for each library, and 21 rural libraries with 165 computers (27 desktops, 109 laptops, 29 all-in-ones), ranging from 3-22 machines each. Libraries receiving hotspots receive 5 hours of help desk support, and libraries receiving computers receive one year of help desk support for each machine. The project held two webinars (DigitalLead: Hotspot Lending at Your Library, July 30, 2019 - 728 registered/383 participated/215 recorded viewings, and Tools for Building Digital Skills with Your Patrons and Staff, September 26, 2019 - 911 registered/332 participated/330 recorded viewings) and held the educational program When Did I Join Geek Squad? Tools for Building Digital Skills with Your Patrons at the Association of Small and Rural Libraries (ARSL) conference on September 6, 2019. Three toolkits for libraries are in process – hotspot lending, digital literacy instruction, and public access computing. PLA has also held planning meetings with Girls Who Code and the 4-H Tech Changemakers about their potential collaborations with public libraries. New Microsoft contacts met with PLA staff on January 14, 2020 and have ideas for expanding the partnership in the future.

**HEALTH INITIATIVES**

* **LIBRARIES CONNECTING YOU TO COVERAGE**

*Submitted by Leighann Wood, Program Manager*

As of September 2019, PLA received a second annual grant from Community Catalyst (originally sourced from the Robert Wood Johnson Foundation) to fund promotional activities around Open Enrollment of the Affordable Care Act (ACA). So far, PLA has disseminated ads, flyers, guidebooks and more to PLA members and beyond, and awarded mini-grants of $500 to 54 libraries in 28 states to fund promotional and educational activities for their communities. Since October, there have been over 260 enrollment events in communities across the country, seven at which PLA had a presence. Despite tremendous obstacles put in place by the federal government, preliminary data from the Centers for Medicare and Medicaid Services indicates that 8.3 million people made ACA plan selections in the 38 HealthCare.gov states during the 2019 enrollment period. Libraries are a testament to building healthy communities, and health insurance enrollment is an essential first step.

* **BRINGING PUBLIC HEALTH ORGANIZATIONS AND PUBLIC LIBRARIES TOGETHER**

*Submitted by Scott Allen, Deputy Director*

PLA, the National Network of Libraries of Medicine Greater Midwest Region, and the University of Iowa Prevention Research Center (UIPRC) conducted six focus groups (3 at the American Public Health Association conference in November 2019 for public health practitioners, and 3 at the ALA Midwinter Meeting in January 2020 for public library staff). A literature review is in process. By late spring 2020, the project will have developed a report on how public health and public libraries can and should partner, with the intention to leverage additional funding to support pilot projects and toolkit development in the future.

**FAMILY ENGAGEMENT INITIATIVES**

* **TASK FORCE ON FAMILY ENGAGEMENT ACTIVITY**

*Submitted by Scott Allen, Deputy Director*

The Task Force’s 2020 goals including conduct educational programming for the public library field through the new online classroom series (see Advancing Family Engagement in Public Libraries professional development series, below) and a preconference at the PLA 2020 Conference, which had registered nearly 80 attendees as of this report. The Task Force is also holding 3-4 additional programs and webinars with partners, including a Zero to Three webinar planned for March 2020 and events at the National Center for Families Learning (NCFL) conference in October 2020. A subgroup has drafted a white paper on computational thinking, which will be published in Public Libraries magazine and be discussed at a 2020 Annual Conference program. They are currently reviewing 2-3 publications from NCFL as well as a parenting curriculum from Zero to Three to edit/rebrand and then produce and market for public libraries.

* **ADVANCING FAMILY ENGAGEMENT IN PUBLIC LIBRARIES: A PLA PROFESSIONAL DEVELOPMENT SERIES**

*Submitted by Symone Villasenor, Project Manager*

During the ALA 2019 Annual meeting in Washington, D.C., PLA staff presented the then family engagement task force with multiple potential options for a Family engagement product. The task force and an assortment of other interested parties overwhelmingly voted on moving forward with an online subscription plan based on PLA’s family engagement framework. The series, which is scheduled to begin on Tuesday, March 17, will consist of a series of eight 1-hour virtual classroom sessions (webinars). Each virtual classroom session will be facilitated by a member of the current PLA FE task force and sessions 1-6 will each feature 2 PLA family engagement framework topics. Registration for the series allows each library or library system that enrolls two seats for each virtual classroom session. At the time of this report, 30 libraries, the maximum enrollment for the series, have begun the registration process. All participants will be required to read supplemental materials, complete topic specific assessments, and complete 1 exercise- all prior to the start of the classroom session. All exercises, assessments, learning outcomes, and the entire format of the series have been approved and edited by various members of the PLA team, facilitators, and an instructional designer. The exercises will be discussed by participants during the session through the breakout room feature in ZOOM. Lastly, participants will be invited to a closed community on ALA connect where they can network, discuss exercises, and find all materials and events for the series. The PLA team is excited about this new pilot program and hope that elements of the series can be replicated for future programming.

* **IMLS AND NATIONAL SCIENCE FOUNDATION GRANTS**

*Submitted by Scott Allen, Deputy Director*

PLA collaborated with the National Center for Families Learning on an IMLS National Leadership Planning Grant: Community Catalyst application, entitled “Exploring a program co-design approach to better serve and engage low-income, Latinx communities.” In early February, PLA received notice that we are approved to submit a full proposal by March 30, 2020. PLA also submitted a letter of intent to the National Science Foundation with WGBH Boston for a project on computational thinking, and we are waiting for status.