**TO:** PLA Board of Directors

**FROM:** PLA Staff

**RE:** Planning to Plan Background Information

**DATE:** October 9, 2020

**ACTION REQUESTED/INFORMATION/REPORT:**

Information, Discussion

**Background**

As the PLA Board and staff prepare for contracting a strategic planning consultant, there are several areas of background documentation that may be relevant. The desire to quickly move through the planning process indicates the need for a robust planning to plan phase.

**Discussion**

To ensure that the board has the right information at the right time, PLA staff have identified the following areas of potential interest. Any one of these areas could produce its own multi-page plan. We look to the board to provide feedback, more detail, and add to critical questions so the relevant information can be produced and shared.

Strategic Plan RFP Goal 1:

To quickly assess the activities and direction of PLA and its programs; to ensure alignment with the emerging and urgent needs of its membership.

* ***Strategic plan activities crosswalk: stop-start-continue exercise: attached***
* ***Membership: Last pre-COVID report: attached***
	+ ***Numbers/growth: attached***
	+ Volunteerism – committees, speakers, etc
* ***PLA Staff Structure and Roles: attached***
* Member surveys and data collection
	+ Staffing levels and positions
	+ History
	+ Plans for 2021 – too many surveys? Data project, COVID-19 #3
	+ Other strategies
* Historical data
	+ Finances
	+ Educational programming

Strategic Plan RFP Goal 2:

To better prepare for and make recommendations to pending changes to the relationship between ALA and its divisions.

* Benchmarking against others
	+ In library field
	+ In association world
	+ other
* Market
	+ Public library field
	+ Other potential markets
* Operating agreement
	+ What overheard supports: invite someone from ALA finance to November board meeting

With sensitivity toward:

Developing a criteria matrix for selecting the consultant

What continues to be relevant given changes 1) due to COVID 19, 2) with ALA