Program/Project Name: **ALA Public and Academic Library Salary and Diversity Survey**

New  Expansion of existing initiative

Strategic Goal Area(s):

Transformation  Leadership  Advocacy and Awareness  EDISJ  Organizational Excellence  Not applicable

Problem or Opportunity Being Addressed:

* Fill gaps in association knowledge relative to library workforce salaries, diversity and MLS/non-MLS positions
* Provide a sustainable, regular subscription resource for local library benchmarking relative to these topics.
* Create a sustainable product and revenue stream for PLA/ACRL/ALA that will allow for more capacity within the organization.
* Build collaboration within ALA.

Program/Project Short Description:

Collaborate with the Office for Diversity, Literacy and Outreach Services (ODLOS), the ALA Office for Human Resource Development and Recruitment and the Association of College and Research Libraries (ACRL) to field a national salary and diversity survey of public and academic libraries to 1) inform and enable ALA and its divisions to measure our EDI efforts relative to the library workforce, 2) begin to provide information about hiring/changes in hiring relative to non-MLS staffing, and 3) develop a paid subscription model that allows local libraries online access to the data to benchmark themselves against others in the field.

NOTE: Discussions with ALA units are currently in progress, and a key leader for the collaborative work is out on sick leave. PLA is committed to meeting this need, but an alternate approach may be required based on how planning for long-term sustainability and management evolves. This proposal also is intended to interface with the proposed Data Management System to ensure ready access by PLA members.

Measurable Outcomes and Measurement Strategies:

* On-time and in-budget development of survey instrument, survey administration and data collection, data analysis and launch of online portal
* Number of survey responses
* Number of online subscriptions and uses by local libraries
* Successful hand-off to ALA to manage, fund and sustain after start-up years
* Improved tracking and targeted field initiatives and support to address association EDI goals
* Inform grant funding requests and measure progress from field interventions

Relationship to Other PLA and ALA initiatives:

* Measurement, evaluation and assessment (particularly Public Library Data Service)
* EDISJ

Funding Amount(s) Requested (Estimate)

|  |  |  |
| --- | --- | --- |
| Fiscal Year | Investment (PLA Funds) | Revenue (if applicable) |
| FY20 | <$ >50,000 | $ |
| FY21 | <$ >50,000 | $ Estimate TBD |
| FY22 | <$ > | $ Estimate TBD |

Short Description of Requested Budget:

*Include notation of whether the costs are one-time or ongoing, what is proposed for staffing and/or consultant support, and how the estimates were developed.*

Costs are start-up; shared by PLA and ACRL with ALA expected to add to budget for future years sustainability. Estimates are an educated guess in terms of hiring a consultant (or two) to administer the survey and to develop the user interface. PLA, ACRL and ODLOS staff costs are not included in the estimate.

NOTE: PLA is hoping for a joint investment in this work with ACRL, but this proposal has not yet been presented to the ACRL Board. Additional work is needed to refine cost and revenue projections for all involved. An MOU will need to be developed to outline cost and revenue projections, as well as specific roles and responsibilities among ALA units.

Anticipated Product(s):

* Subscription database with user-friendly interface, visualizations and ability to benchmark
* Short annual (or biannual) report to share key findings and promote the subscription database

Revenue Potential:

*Indicate n/a if no revenue is anticipated.*

* Type of Revenue (grants, registration fees, product sales, etc.):
* Paying Audience (PLA members or member libraries, other markets):

The primary revenue potential is from a paying audience of members seeking to benchmark themselves to others in the field relative to salary and diversity. We know there is an appetite and audience for the service, but do not yet have a good idea of what is possible. We do believe a great user interface and broad promotion/marketing will be essential.

An indirect revenue opportunity might emerge in terms of developing stronger data-driven grant requests and/or other funding to improve salaries and diversity in the field.

PLA Capacity:

*Comment on the proposed initiatives potential impact on the following. Is PLA well-prepared to take this on? Will staff time or finding the right volunteer leaders or subject matter experts (SMEs) be challenging?*

* Staff Time: some time will be needed from up to three PLA staff
* Volunteer Leaders: we anticipate some small advisory group or subgroup of existing committee members will be engaged—MEAC committee members are most likely from PLA
* External SMEs: one or two contractors will be hired through an invitation RFP process
* Other Challenges: successfully transitioning ongoing maintenance and management to ALA