PLA Board of Directors Meeting
Virtual Meeting-10am-1pm, June 17, 2020

Zoom Logistics

- Login instructions at below
- Use Zoom in gallery view
- Mute by default except the speaker
- PLA President Ramiro Salazar 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-raise 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: Item highlighted in yellow below was updated June 11, 2020.

1. **Welcome and Introductions, Ramiro Salazar, PLA President**

2. **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

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<td>3. <strong>Organizational Excellence and Governance</strong></td>
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<td>a. Draft 2020 Spring Board Minutes and Follow-up</td>
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<td>b. PLA President’s Report to ALA Council and EB</td>
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Action/Discussion/Decision Items

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<td>5. PLA President Update, Ramiro Salazar</td>
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<td>6. PLA President-elect Update, Michelle Jeske</td>
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7. Financial Reports, Clara Bohrer, Barb Mackias, Scott Allen, all
   a. FY21 Budget Overview ................................................................. 2020.69

8. PLA 2020 Conference Final Report, Melissa Faubel Johnson, all ...................... 2020.70

9. PLA C-19 Planning Framework Status, Mary Hirsh, all .................................... 2020.71

10. PLA-ALA C-19 response and ALA IMLS proposal, Emily Plagman, all ............ 2020.72 a-c

11. ALA Update—Sustainability, Operating Agreement, Forward Together, all...no document

12. Review of the ALA Council Agenda, Stephanie Chase, all ............................ no document

13. E-books, ALA DCWG Update, Kelvin Watson, all ...................................... 2020.74

14. Future Board Meeting Dates through October, Barb Macikas ......................... 2020.73

15. Service Recognition of Board Members, ...................................................... no document
   a. Outgoing board member thanks: Pam Sandlian Smith; Monique le Conge Ziesenhenne; and Carrie Willson
   b. Welcome to the board: Melanie Huggins, president-elect; Brandy McNeil and Dara Schmidt, directors-at-large (effective July 1, 2020)
   c. Leadership transition: President Ramiro Salazar passes baton to incoming PLA President Michelle Jeske (effectively July 1, 2020)

16. New Business, all ...................................................................................... no document

Zoom Instructions. PLA Meetings is inviting you to a scheduled Zoom meeting.

When it's time, please click this link to join the meeting: https://ala-events.zoom.us/j/93702285413?pwd=cjNEYmNkb2dldkoyQndqR0hzTWICZz09

Meeting ID: 937 0228 5413
Password: KW926067

Then follow the on-screen prompts to connect your audio via either computer or telephone.

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Board of Directors—Spring 2020 Meeting
May 4, 2020
Virtual

Present: Ramiro Salazar, President; Monique le Conge Ziesenhenne, Past President;
Michelle Jeske, President Elect; Directors-at-large: Cindy Fesemyer, Toby
Greenwalt, Amita Lonial, Pam Sandlian Smith, Kelvin Watson, Carrie Willson;
ALA Division Councilor: Stephanie Chase; Fiscal Officer: Clara Bohrer

PLA Staff: Barb Macikas, Executive Director; Scott Allen, Deputy Director; Larra Clark,
Deputy Director; Mary Hirsh, Deputy Director; Steven Hofmann, Manager, Web
Communications; Kathleen Hughes, Manager, Publications; Samantha Lopez,
Manager, Marketing and Membership; Emily Plagman, Manager, Impact and
Advocacy

Guests: Melanie Huggins, incoming PLA President Elect; Crosby Kemper III, Director,
Institute of Museum and Library Services; Cyndee Landrum, Deputy Director for
Library Services, Institute of Museum and Library Services; Brandy McNeil,
incoming PLA Director-at-large

Follow-up items are listed at the end of the document.

1. Welcome and Introductions, Salazar.
2. By consent, approved the adoption of the meeting agenda.
4. By consent, approved the consent agenda as presented.
   Consent Items Document Number
   a. PLA Committees, Semi-annual Reports ............................................................... 2020.48
   b. Organizational Excellence Combined Report ......................................................... 2020.49
   c. Leadership Combined Report ............................................................................. 2020.50
   d. Transformation Combined Report ....................................................................... 2020.51
   e. Advocacy and Awareness Combined Report ....................................................... 2020.52
   f. EDISJ Combined Report ..................................................................................... 2020.53

Action/Discussion/Decision Items

5. PLA President Update, le Salazar (no document). Salazar convened the meeting at 10:30am
   Central and noted the difficulty of the current situation and expressed his hope that everyone
   is doing well. He welcomed the newly-elected board members who were able to join the meeting.
   The success of the PLA 2020 Conference in Nashville was noted. Media interest in how public
   libraries are adjusting and continuing to serve communities during the COVID-19 crisis has been
   high, so Salazar has done many interviews in the past two months. He noted how public libraries
   have adapted and expressed pride on behalf of PLA for how innovative our members have been.
PLA has continued to speak up on changes proposed by the Steering Committee on Organizational Effectiveness (SCOE) and express concern over ALA finances, for instance via a joint letter with the Association of College and Research Libraries (ACRL). Finally, Salazar reported that Macmillan Publishers lifted its library eBook embargo in March 2020.

6. **IMLS-Welcome Crosby Kemper** (no document). Kemper has led the Institute of Museum and Library Services (IMLS) for about 90 days. Efforts to assist libraries during and after the COVID-19 crisis were reviewed. Along with other federal contributors such as the Smithsonian and the Centers for Disease Control and Prevention (CDC), IMLS is identifying and responding to the needs of collecting institutions. Together with OCLC, Inc. and Battelle, IMLS is researching how the virus lives on 22 separate library objects. PLA has participated in informing this effort and participating in the project steering committee. The estimated budget for this work is $1.5-2.5 million, some of which will be supported by CARES Act funding. Results may be circulated in as little as two weeks, to be determined. After the Johns Hopkins Center for Health Security issued its report (“Public Health Principles for a Phased Reopening During COVID-19: Guidance for Governors”), IMLS and others made efforts to correct their assessment of libraries as “low” in terms of number of contacts and contact intensity. Board members discussed how guidance to public libraries about safely reopening is complicated, given how little is known about the virus epidemiology; how some government agencies and other entities are committed to moving aggressively while others are more cautious; and how government mandates at local, state and national levels affect decision making ability.

Kemper also reviewed the status of the CARES Act funding for libraries. On April 13, IMLS announced plans to distribute $30 million in CARES Act funding to help communities address the digital divide. This followed the agency’s April 6 release of new flexibilities for its nearly 1,300 open awards to provide relief for staff salaries and other pandemic-related operating expenses. The first installment of CARES Act funding is intended to help libraries with direct responses to COVID-19 (for instance, setting up telehealth services, or keeping services accessible while physically closed). Kemper noted that suggesting collaboration with museums in the guidance, which was intended to stimulate broader community responses, has resulted in some confusion among libraries and library agencies. The second issuance of $20 million will be under a Super Notice of Funding Opportunity (NOFO), with application deadlines planned for June 2020 and funding distributed in September 2020. (The notice was subsequently published May 8, 2020.)

Finally, it was noted that Congress is very focused on the digital divide and its impact on learning via schools and other community organizations, telehealth, employment, etc. Congress is considering many broadband-related proposals.

7. **2020 PLA Election Results** (2020.54). PLA members elected Melanie Huggins, Executive Director of the Richland Library (Columbia, SC) to the office of 2021-2022 PLA president. Huggins will serve a three-year term beginning this June, including one year each as president elect (2020-2021), president (2021-2022), and immediate past president (2022-2023). Also elected to the PLA Board as directors at large, were Brandy A. McNeil, Associate Director, Tech Education at The New York (NY) Public Library and Dara Hanke Schmidt, Library Director at Cedar Rapids (IA) Public Library. Each will serve a three-year term beginning in June 2020. Stephanie Chase, Director of the Hillsboro (OR) Public Library was re-elected as the ALA Division Councilor on the
PLA Board and will serve a three-year term beginning in June 2020. It was noted that document 2020.54 was corrected in the final board meeting materials to include the Fiscal Officer position, which had been left off in error.

8. COVID-19 Response Survey Results and ALA COVID Response Plans, Clark, Plagman (2020.61a-c). Survey results were shared, and contributions of partner organizations were noted, including the Chief Officers of State Library Agencies (COSLA), Urban Libraries Council (ULC), Association for Rural and Small Libraries (ARSL), Colorado State Library’s Library Research Service and IMLS. It was noted that this was a test of PLÀ’s ability to collect data and release actionable findings quickly, and it went well. State-specific files were shared with individual states. Results not only helped PLA inform libraries with more than anecdotal information, but helped with public policy and media requests, as well. As part of the discussion, challenges with library reporting to state data coordinators came up. The transition of some library programs and services to new formats during the crisis, and statistics related to those (for instance, views or clicks) may not be captured in the current reports, so collaboration with IMLS and state library agencies on the joint Public Libraries Survey (PLS) was encouraged to make future adaptations. Follow-up surveys are planned, and the board was pleased that the surveys will collect data on how libraries are planning for the future.

9. ALA Digital Content Working Group Update, Watson (no document). The Digital Content Working Group (DCWG) had planned a meeting for May 2020, but that meeting was postponed until June 10. Watson is also part of the Book Industry Study Group, and based on his experiences with both groups, he decided there is an urgency to continuing discussions with publishers during the crisis. He reported that he has spoken to ULC, COSLA, and Readers First, as well as ALA and PLA leadership (Alan Inouye and Salazar). Watson noted the additional access during the crisis provided by some publishers, and MacMillan’s embargo termination noted above, are good. However, these actions are not enough and do not address systemic issues, or the need to sustain and improve libraries’ ability to provide digital content. Libraries are spending more now on digital content. Watson has drafted a statement from Broward County Library, and he is speaking with Library Journal about publishing it soon. In his discussions with ALA, he was concerned about a lack of enthusiasm for addressing the issue right now, but he argued that this is the time be proactive rather than reactive. Once Watson’s statement is public, it was suggested that others including the DCWG, PLA, ULC and COSLA amplify it with their own statements and actions. Board members questioned how PLA might proceed. It was confirmed that the PLA board is able to put out its own statement, regardless of ALA’s position or timetable for action, however, ALA is pushing harder than ever for all units and divisions to speak as ‘one voice.’ The DCWG is an arm of ALA, so PLA could amplify any action taken there relative to Watson’s proposal. After some discussion, it was agreed to wait to review Watson’s statement and hear back from discussions at the next DCWG meeting, so this issue will be revisited in June.

10. PLA 2020 Conference Preliminary Report, Macikas (2020.55). Macikas referred members to the written reports, which confirmed the huge success of the event, and thanked staff for their work. More detailed reports, including financial status, will be available for future meetings. Staff is already making plans for the PLA 2022 Conference (March 22-26, 2022 in Portland, OR) and considering how it may change in light of the current pandemic crisis. Related, Macikas
noted she is serving on an internal ALA group to develop the virtual event which will replace the ALA 2020 Annual Conference, which was canceled in March. Mary Hirsh and Angela Maycock also are supporting this effort. Reducing content from about 450 scheduled programs to about 60 has been challenging.

11. PLA Social Worker Task Force Status (2020.56). **ACTION.** The PLA Social Worker Task Force was created in fall of 2018 for a period of two years. Given that their work is still needed, it was moved, seconded and approved that the PLA Social Worker Task Force will continue for another two-year term, from July 2020 to June 2022, with reappointments and new appointments to occur in the spring of 2020 by incoming President Michelle Jeske.

12. COVID-19 and PLA Planning Framework (2020.64). PLA staff compiled some suggested activities in a planning framework for PLA to help libraries through the crisis and to provide PLA direction for the future, using input from member leaders, the above-mentioned survey, webinar input, and other sources. Ideas were organized by strategic plan areas and phased as reactive, maintaining, reopening, and recovering. The board was asked to review and help prioritize the ideas.

The challenges of showing leadership on issues of immediate need, such as reopening and curbside service were noted. Status is evolving quickly due to decisions at all levels of government, making it difficult for PLA and other national organizations to get in front of it. Often decisions are local in nature, and opinions on what should and should not happen vary, making overarching recommendations difficult. When individual library leaders express opinions on what could or should happen, they may unintentionally upset colleagues, who may feel differently or be forced to act otherwise by authorities. Similarly, certain post-COVID-19 challenges, such as how to best connect individuals to employment resources and government services, are also local or state based in nature. In these cases, PLA’s ability to take a leadership role and prescribe solutions for libraries is limited. In terms of emerging issues related to reopening and restarting library services, PLA’s role should be to collect and share stories and examples through continuing education and articles, while continually raising issues related to equity and access, and advocating for the value libraries bring to communities. The difficulty of promoting libraries as essential to communities, while also deciding to keep facilities closed to the public in order to protect staff and patrons, was noted.

Board members suggested that PLA is known for helping the field take “the next big step forward,” for instance by advancing outcome measurement in public libraries. How can PLA help libraries come out of the COVID-19 crisis even more relevant and stronger than before? It was agreed that priority areas for PLA should include 1) advocacy and awareness, with an emphasis on data collection and support to libraries to advocate for their relevance and funding post-COVID-19; 2) equity, inclusion and social justice, including a range of issues from how closures and curbside service have exacerbated oppression and inequality in library staffing to addressing the digital divide; and 3) trauma-informed care and practices for library staff and community members. Members also suggested this may be an ideal time for libraries to explore financial sustainability through grants (not individual donors), which PLA might promote and support. The discussion gave staff direction on next steps by suggesting which items in the planning framework should be higher priority for implementation.
Board members also suggested that PLA should communicate to members why we may not be leading discussions around reopening, curbside service and other challenges, and how our focus on larger structural issues and future support for libraries aligns with PLA’s strengths and role in the field. It was also suggested that PLA could use this opportunity to strengthen the relationship between PLA and state library agencies, as the survey noted above has already done. Finally, strategies for PLA to collect information and help from the field were discussed, and it was reported that a letter has been drafted to go from the PLA board to the membership, explaining how our work will support them and inviting their participation.

13. **Report from Budget and Finance Committee Chair, Bohrer (2020.57-60).** Bohrer noted most information is similar to what was reviewed at the February 2020 board meeting, because COVID-19 has delayed ALA’s finance department and the companies to which ALA outsources accounting functions. PLAs summary of lost expenses, wasted staff time, and unrealized revenue due to the COVID-19 crisis was reviewed. The ALA fiscal year 2021 (FY21) budget is in process. PLA’s first submission projecting a $718,635 loss in the general fund was accepted without question or requests for revision. However, overall ALA’s FY21 budget gap was over $6 million, which has resulted in an immediate hiring freeze of most open and new positions, as well as planned unpaid staff furloughs of 28 days in FY21. The board acknowledged that PLA has advocated for ALA to be more fiscally responsible, thereby fueling the motivation to bring the budget into balance, including through drastic cuts. However, the PLAB board expressed frustration that these revisions to close the budget gap are not strategic. They do not take into account redundancies or other factors that could be addressed to save money, and they do not create long-term solutions, so ALA is likely to face similar budget shortfalls in the future. It was noted that the second draft of the PLA FY21 budget will show a net loss at least $300,000 lower, because the cost share for the Inclusive Internship Initiative will be postponed until FY22, and furloughs will reduce salary and benefits.

ALA is also still struggling with cash flow. Receiving $4 million from COVID-19 stimulus funds has helped, and ALA leadership is considering how to move some funds from the sale of the 50 E. Huron building into short-term investments for more liquidity.

The board considered what its members can do to improve ALA’s financial processes and stability. Having input when the operating agreement is opened up for revision will be critical. More information is needed on how the operating agreement will be discussed and how PLA can have input. Otherwise, the board can pressure ALA to provide more information on their strategies. Staff were asked to draft a letter to ALA leadership expressing concerns about the impact of furloughs on our staff and about overall ALA sustainability. Staff were asked to reach out to other divisions to see if they would be interested in signing on to the letter. The board might also want to invite ALA leadership to future board meetings. It was also suggested that ALA be asked to prepare a 5-year budget plan and that PLA might prepare one as an example.

14. **ALA Spring Board Meeting/ALA Update/Impact on PLA (2020.65).** Bohrer’s report on the ALA Executive Board meeting from April 2020 was briefly discussed. ALA is seeking insurance payouts for losses from conference cancellations. Members expressed frustration that the ALA
board has been going into unscheduled ‘executive session’ without a corresponding agenda item or any indication of the topic.

15. **Awards Program Revision, Allen (2020.62).** **ACTION.** After review of the recent history and current status of the PLA awards program, it was moved, seconded and **approved** that PLA will appoint a working group to review the PLA awards program and make recommendations for its future. Chase and Le Conge Ziesenhenne volunteered to participate, and it was suggested Melanie Huggins be asked to serve, given that any changes put forward will likely play out over her terms. It was also suggested that someone from Library Journal give input.

16. **Future Board Meetings (2020.63).** The next scheduled meeting (June 27, 2020 at the ALA Annual Conference) will not be held. It was suggested that the board should schedule virtual monthly meetings through January, including a tentative in-person meeting for the fall of 2020. Staff will send a Doodle poll to confirm and share dates. Board members discussed other PLA business that typically occurs during ALA Annual Conference, and suggestions were made for recognizing award winners, supporting committees to meet virtually, rescheduling the PLA Budget and Finance Committee to meet for FY21 budget approval, and convening the PLA Past Presidents virtually.

17. **New Business/Adjourn.** There being no further business, the meeting was adjourned at 4pm Central. The next PLA board meeting will be held virtually in June on a date to be determined.
PLA Board of Directors 2020 Spring Meeting
Action Items/Discussions Requiring Follow Up

The following actions were drafted based on discussion at the 2020 Spring board meeting.

1. Digital Content Working Group (DCWG)
   a. Watson will share his draft statement on behalf of Broward County Library with the PLA board for review.
   b. Macikas will share the communications protocol document from ALA on speaking with one voice with the PLA board for information.
   c. Status of the DCWG and the potential for a PLA statement will be added to the June 2020 board meeting agenda.

2. PLA Social Worker Task Force Status
   a. Hughes will inform the Social Worker Task Force members that the task force has been extended for another two-year term.
   b. Stewart will incorporate appointment information for the Social Worker Task Force into the committee appointment packet for Jeske.

3. COVID-19 and PLA Planning Framework
   a. Hirsh, Macikas and others will revise the planning framework, prioritize activities based on board input, and take next steps on PLA’s COVID-19 response plans.
   b. Clark, Macikas and the board will finalize the draft communication to PLA members about PLA’s role and their input and distribute to the membership.

4. Report from the Budget and Finance Committee Chair
   a. Macikas will consider drafting a letter to ALA leadership, with potential cosigners, about the ALA budget situation.
   b. Macikas will collect and share information on the revision of the ALA operating agreement and how PLA can provide input.
   c. Salazar and Macikas will consider inviting ALA President Patty Wong, incoming ALA Treasurer Maggie Farrell, and/or ALA Executive Director Tracie Hall to future PLA board meetings to discuss financial strategy.

5. Awards Program Revision
   a. Allen and Stewart will coordinate with board members to identify others to serve on the Awards Program Working Group, along with Chase and le Conge Ziesenhenne.
   b. Allen and Stewart will reach out to Library Journal and Huggins to confirm participation.
   c. Allen and Stewart will schedule a meeting of the Awards Program Working Group to begin discussions.

6. Future Board Meetings
   a. Staff will send a Doodle poll to determine dates for a fall 2020 in person meeting (if possible) and virtual monthly meetings, through January 2021.

7. ALA Annual Conference
   a. Hughes, Stewart and others as needed will recognize PLA 2020 award winners in Public Libraries magazine as opposed to during the PLA member breakfast.
   b. PLA (staff to be determined) will communicate to committees and task forces about the status of the ALA Annual Conference and the suggestion to meet virtually instead of in person.
c. Macikas and Bohrer will reschedule the PLA Budget and Finance Committee meeting for a virtual meeting, to be timed to allow review and approval of the FY21 budget before final consideration by the PLA board.

d. Macikas and le Conge Ziesenhenne will determine how to convene PLA Past Presidents virtually rather than at their traditional breakfast, and they will communicate as needed to Past Presidents.
PLA President’s Report  
Ramiro Salazar, 2019-2020

The Public Library Association (PLA) envisions a future where public libraries serve at the intersection of vibrant communities and a strong democracy. Our association works to strengthen public libraries and their contribution to communities. Our groundbreaking initiatives do more than develop new skills – they move our profession to ever more innovative places. And our continuing education opportunities don’t just improve public library services, they build public library leaders. Even as the COVID-19 crisis created uncertainty for PLA and public libraries, we responded powerfully, helping libraries navigate through great risks and reinforce their essential roles in communities. We know that wherever public libraries are working, possibility lives.

PLA makes ALA a stronger organization by aligning our strategic priorities with ALA’s; by contributing to ALA’s bottom line through membership, overhead, and increased capacity; and by strengthening library networks. We’re stronger together.

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COVID-19 Response

COVID-19 and PLA

A few weeks after PLA’s hugely successful 2020 Conference in Nashville, PLA and public libraries nationwide found themselves in uncharted waters, with great risk and huge needs, due to COVID-19. PLA reacted quickly, canceling and postponing events that would no longer be possible, activating our leadership and membership to help libraries respond, and strategizing about how to support libraries as they eventually reopen and support their communities through challenging times with diverse services.

In addition to the webinar series and survey (described below), PLA adapted its current activities and created new initiatives to support libraries. PLA amplified and expanded free and low-cost online professional development and networking opportunities, including many archived webinars with no-fee access. Working with ALA, the Institute of Museum and Library Services (IMLS), and state organizations, PLA joined the steering committee for the IMLS-led COVID-19 Research Partnership to Inform Safe Handling of Collections, Reopening Practices for Libraries, Museums, promoted ALA’s Planning for Reopening Resources web page, and coordinated with ALA communication efforts to amplify the voice of public libraries. PLA also added COVID-19 content to Public Libraries Online and launched an initiative with Microsoft to help expand internet access in rural communities during the COVID-19 crisis.

Going forward, PLA is planning to further deepen our strategic plan commitments to Equity, Diversity, Inclusion, and Social Justice (EDISJ), advocacy, and transformation by exploring how to redeploy EDISJ training content for virtual engagement, refreshing and adding new advocacy resources to best address the current context, planning new leadership training and networking to strengthen our professional pipelines, and positioning libraries as key players in community recovery efforts, including workforce development, health insurance sign-up support, and navigating government relief resources.

PLA COVID-19 Webinars

PLA took quick action in March 2020 to plan a free webinar series, Public Libraries Respond to COVID-19, which included six webinars that took place between March 26 and April 23, 2020. The webinars covered topics of immediate need to the field, such as addressing the digital divide, managing anxiety, and responding to community needs through innovative solutions and services. More than 9,000 public library professionals registered for the series. As indicated by post-webinar evaluations, the webinars helped library professionals connect with their peers and feel less alone, while also giving them ideas for new services, such as mobile printing, lending hotspots, and increasing job search assistance for recently unemployed patrons,
and suggested strategies for reopening safely. The recordings from PLA’s webinar series, Public Libraries Respond to COVID-19, are freely available to the public.

PLA COVID-19 Survey

PLA fielded an online survey in March 2020, sharing it widely through library organizations like the Chief Officers of State Library Agencies, the Urban Libraries Council and the Association for Rural and Small Libraries. Research staff from the Colorado State Library’s Library Research Service and IMLS assisted PLA. Survey responses represented 28% of U.S. public libraries. At least one public library in every state responded to the survey, and 43 states had 10% or more of their libraries represented.

Survey findings showed that as public libraries closed their buildings to the public, staff continued to serve their communities in innovative ways. Most respondents (98%) reported their buildings were closed to the public but, in many cases, staff continued to expand access to digital resources, launch virtual programs and coordinate services with local government agencies. The survey found that libraries are rapidly adapting services. A substantial majority of respondents report they extended online renewal policies (76%), expanded online services like e-books and streaming media (74%) and added virtual programming (61%). In open-ended responses, library staff described a range of new activities ranging from reallocating print collection budgets to digital materials, reaching out by phone to those digitally disconnected, and more. Additionally, libraries are preparing for even greater need to support unemployed workers and small businesses.

In May 2020, PLA fielded a second survey to collect more information about public libraries’ responses to COVID-19 and plans to reopen, and PLA will use the information to support and advance libraries as the crisis continues.

Organizational Excellence

PLA’s 75th Anniversary

PLA celebrated 75 years of success on Oct. 13, 2019. Leading up to the anniversary, PLA created a 75th Anniversary website featuring data on PLA’s impact and stories from members about how PLA has affected their lives and careers. Other activity to celebrate PLA’s anniversary included contests where members shared stories, submitted photos, and answered trivia questions; a fundraising campaign that raised over $7,500 for PLA Conference scholarships; a 3-minute video featuring public library leaders and detailing PLA accomplishments; and recognition during events such as the PLA Member Welcome Breakfast at the 2019 ALA Annual Conference and a cake cutting at the PLA Reception during the PLA Conference in Nashville, Tenn.
Strategic Plan Implementation

PLA’s 2018-2022 PLA Strategic Plan was finalized and approved by the board of directors in June 2018. PLA continues to make great strides toward achieving our goals. The goals of the Strategic Plan form the structure of this report and include:

- **Goal 1 - Transformation**: PLA advances public libraries’ transformation from a library focus to a community focus, to meet the specific needs of people and communities.
- **Goal 2 - Leadership**: PLA builds and supports leadership for public libraries that is reflective of the needs of each community and the profession.
- **Goal 3 - Advocacy & Awareness**: PLA leads in public library advocacy and influencing perceptions of public libraries.
- **Goal 4 - Equity, Diversity, Inclusion & Social Justice (EDISJ)**: 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.
- **Goal 5 - Organizational Excellence**: PLA is entrepreneurial, resilient, and successful in the sustaining and growing of resources to advance its mission and work.

Council Outreach

PLA strives to engage with ALA Council members, particularly those who work in public libraries and/or are PLA members. As part of PLA’s “Stronger Together” outreach effort, ALA Councilors have been provided opportunities to meet with PLA leaders, learn about public library issues and priorities, and discuss how PLA and ALA can best address areas of shared interest. During 2019-2020, PLA continued to host “Stronger Together” breakfasts for ALA Councilors was held at the 2019 ALA Annual Conference and the 2020 ALA Midwinter Meeting.

2020 Election

In April, PLA announced the results of its 2020 election. PLA members elected Melanie Huggins, Executive Director of the Richland Library (Columbia, SC) to the office of 2021-2022 PLA president. Huggins will serve a three-year term beginning this June and including one year each as president-elect (2020-2021), president (2021-2022), and immediate past president (2022-2023). Also elected to the PLA Board, as directors-at-large, were Brandy A. McNeil, Associate Director, Tech Education at The New York (NY) Public Library and Dara Hanke Schmidt, Library Director at Cedar Rapids (IA) Public Library. Each will serve a three-year term beginning in June 2020. Stephanie Chase, Director of the Hillsboro (OR) Public Library was re-elected as the ALA Division Councilor on the PLA Board and will serve a three-year term beginning in June 2020. PLA thanks all the candidates who stood for election as well as all the members who voted.
Theory of Change for Professional Development

PLA’s Theory of Change for Professional Development is an example of how PLA is leading not only the public library field but also stands out among professional membership associations. PLA’s Theory of Change offers a new way to think about professional development pathways and how they link to larger library and community impact and outcomes. Based on research with PLA members, PLA identified four critical focus areas for professional development that anchor PLA’s Theory of Change: Data-driven Leaders, Community Advocates, Public Library Stewards and Networked Innovators. PLA encourages members to use this framework for professional development goals, and PLA is integrating it into its continuing education work, for instance by aligning PLA 2020 Conference programming to the Theory of Change.

Supporters

PLA is grateful for the financial support it has received during the past year for general operating and special initiatives from the Bill & Melinda Gates Foundation, Capital One, Community Catalyst, Engberg Anderson Architects, Google, Institute of Museum and Library Services, the John L. and James S. Knight Foundation, Microsoft, the National Network of Libraries of Medicine, and the Robert Wood Johnson Foundation. PLA also thanks Baker & Taylor, EBSCO Information Services, Romance Writers of America and the Singer Group for support of the PLA service awards and grants. Finally, PLA thanks the following companies which provided support for the PLA 2020 Conference:

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<tr>
<th>Abrams Children's Books</th>
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<td></td>
</tr>
<tr>
<td>EnvisionWare</td>
<td>OCLC</td>
<td></td>
</tr>
</tbody>
</table>
Transformation

Opioid Crisis Response

In November 2019, PLA and OCLC released two new publications that demonstrate how public libraries are responding to the opioid crisis in their communities. These publications are the culmination of the organizations’ collaborative project, Public Libraries Respond to the Opioid Crisis with Their Communities, funded by IMLS. PLA and OCLC conducted a research study of eight public libraries across the U.S. that are employing a variety of strategies to address the opioid problem. The reports highlight the findings from the case study sites, highlight emerging practices of how libraries are responding to the crisis in collaboration with their partners, and identify both the opportunities and barriers that libraries should consider. They also include insights and experiences from a range of local community partners and those affected by the crisis, adding the perspectives and knowledge of relevant agencies and organizations. This project builds on past work, including the Opioid Crisis Townhall, Libraries and the Opioid Crisis Facebook discussion group, and related conference library programming and published articles. As part of the project, PLA and OCLC presented webinars and an educational session at the PLA 2020 Conference.

Digital Literacy and Workforce Development

An exciting new digital literacy project was launched in 2019, aimed at supporting workforce development in communities across the U.S. through public libraries. Libraries Lead with Digital Skills is an initiative of ALA and PLA, sponsored by Google, to ensure that public libraries across the nation receive ongoing access to free tools and resources to help everyone across America grow their skills, careers, and businesses. Throughout 2019, ALA and Google held free, one-day events at libraries across the country, where Grow with Google experts will deliver in-person workshops for job seekers, small businesses, and library staff. PLA issued more than $245,000 to 134 public libraries to fund workforce provide programming, outreach, and education in their own libraries, to address the digital skills gaps of job seekers and small businesses. In the spring of 2020, due to COVID-19, the initiative was refocused to provide additional funding to libraries to do virtual workforce development programming.

In late 2019, PLA’s DigitalLead: Rural Libraries Creating New Possibilities partnership with Microsoft Philanthropies provided 41 libraries serving rural communities with 158 hotspot devices, to initiate lending programs, and 156 computers, to conduct digital literacy training sessions. Many hit the ground running with their new equipment, using their new laptops to take digital literacy training to food pantries, or using them to help community members in remote areas complete the U.S. Census. However, their new initiatives were put on hold when libraries closed due to COVID-19. In response to the crisis, PLA and Microsoft quickly
created a new opportunity, to provide WiFi access points to rural libraries to extend their library’s signals into public spaces outside the library. By June 1, 2020, over 200 libraries had completed the application, and PLA was in the process of sending out the first 75 devices along with funding for installation and promotion.

PLA continued to expand its digital literacy training website, DigitalLearn.org, which offers a collection of narrated, video-based learning modules developed to help learners practice basic digital literacy skills. Two new courses, Using Healthcare.gov to Enroll in Health Insurance and Using MyHealthFinder (to be complete in June 2020), aligned with PLA’s efforts to promote health literacy and health insurance. About 6,000 learners visit DigitalLearn.org every month. PLA also brought the number of library-sponsored DigitalLearn.org subsites to 8, completing work on sites for the Kansas City Public Library, Cleveland Public Library, and York County Public Library.

Early Childhood Literacy

PLA updated its Early Childhood Literacy Activity Calendar for 2020, providing libraries and families with twelve months of learning activities, book lists and nursery rhymes. Based on the core practices of Every Child Ready to Read @ Your Library, PLA’s parent-education initiative, the publication emphasizes activities involving reading, writing, singing, talking, playing and counting. PLA continued to support Every Child Ready to Read through product sales and education, and a new paper exploring the importance of computational thinking for young children was published by the PLA Family Engagement Task Force in the summer of 2020.

Family Engagement

The term “family engagement” describes a shared responsibility among families, educators and communities to support children’s learning and development. PLA’s family engagement experts created and initiated the first Advancing Family Engagement in Public Libraries professional development series, consisting of eight highly interactive, virtual classroom sessions that explore the PLA family engagement framework. Thirty libraries of all sizes enrolled in the pioneer cohort, and a waiting list was created for a second cohort which will launch in the fall of 2020. PLA also continued to promote the Family Engagement Toolkit, developed as part of ALA’s Libraries Transform public awareness campaign, and program examples from the IDEABOOK: Libraries for Families, a family engagement publication released in 2017. PLA also developed an Invest in Your Child's Success poster and bookmark, for sale through the ALA store, to highlight the role of public libraries in family engagement. To advocate for the public library role in education, Task Force Co-chair Jo Giudice of Dallas Public Library presented to Congressional staff at a summer learning event convened by ALA in June of 2019, and presentations about the public library role in supporting family literacy and parent engagement in education were held for the National Center for Families Learning, Zero to Three, and the National Association of Family, School, and Community Engagement.
Health Literacy, Reference and Programming

PLA completed its second year of the initiative Promoting Health Communities: Libraries Connecting You to Coverage, sponsored by the Robert Wood Johnson Foundation and Community Catalyst. To date, the project has provided over 160 grants to libraries to promote enrollment in the Affordable Care Act (ACA). For the 2020 enrollment period, public libraries hosted more than 240 informational events, and there were more than 1,400 downloads of communications assets and materials that PLA posted online for public libraries to use. In the spring of 2020, PLA confirmed a third year of funding to promote ACA enrollment for 2021 along with expanded funding to help libraries promote enrollment in Medicaid. As part of PLA’s health literacy work, PLA also promoted the Libraries Transform Health Literacy Toolkit, created a new health literacy poster for display in libraries, and maintains the Healthy Community Tools for Public Libraries website.

Other Transformation Initiatives

PLA helped libraries with financial literacy and wellbeing in collaboration with Capital One Financial Corporation. Through conference programming, a webinar, and an article in Public Libraries magazine, PLA shared innovative financial literacy resources with public libraries across the U.S., including Capital One’s Ready, Set, Bank program. PLA also completed its partnership with the community publisher Short Édition to promote reading and literary joy through public libraries in four U.S. communities. With funding from the John S. and James L. Knight Foundation, the two organizations launched Fostering Creative Community Connections, an ongoing effort to promote literary expression, community engagement, library programs and services, and creative expression. The project placed Short Story Dispensers at four library systems and completed a National Short Fiction Contest, through which more than 600 writers submitted short stories on the theme of courage.

Leadership

Leadership Academy and Leadership Development

PLA’s Leadership Academy content, revised in 2018, empowers public library professionals to become innovative and successful leaders of change, shifting their libraries from an internal approach—focused on organizational operations—to an external approach—focused on community needs. Since the program’s inception in 2013, a total of five academies have been held and 142 leaders have been trained. The 2020 Leadership Academy, originally scheduled for August 2020, was postponed due to COVID-19, and PLA expects to hold two Leadership Academies in 2021.
With funding and support from the Bill & Melinda Gates Foundation Global Libraries program, PLA completed its work to develop a leadership program with the African Library and Information Associations and Institutions (AfLIA). In the spring of 2020, members of the second cohort of the AfLIA Leadership Academy attended the PLA 2020 Conference in Nashville. AfLIA is continuing the work developed through this collaboration with a third cohort in 2020.

**Strategic Planning**

In 2019, PLA began developing a new strategic planning publication, focusing 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. This workbook will integrate ALA and PLA resources including the Theory of Change, Libraries Transforming Communities’ Community Conversation Workbook, and Project Outcome materials. Publication is expected in late 2020.

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**Advocacy & Awareness**

### #EBooksForAll Campaign

PLA worked closely with ALA and other allied library organizations to respond to Macmillan Publishers’ embargo on library eBook lending, which took effect November 1, 2019. PLA released a statement condemning Macmillan Publishers’ library lending model and a letter was sent from PLA’s Board of Directors to Macmillan CEO John Sargent. PLA members, including 2019-20 President Ramiro S. Salazar of San Antonio (Texas) Public Library, Kent Oliver of Nashville (Tenn.) Public Library, Patrick Losinski of Columbus (Ohio) Metropolitan Library, spoke at a Sept. 18 press conference in Nashville announcing the launch of the national campaign, and constant communications from PLA motivated members to sign the online petition, submit op-eds to their local newspapers, and inform library patrons about the embargo’s impact on eBook availability. On October 30, 2019, a delegation of library advocates delivered nearly 160,000 signed #eBooksForAll petitions to the offices of Macmillan Publishers in New York City, urging the company to reverse its harmful embargo on library eBook lending. While PLA was pleased that Macmillan Publishers suspended the embargo due to COVID-19, PLA continues to work with ALA to create equity and access for libraries in the eBook environment.
2020 Award Winners

PLA offers a variety of awards designed to highlight the best in public library service and to honor those bringing innovation, creativity, and dedication to public libraries. The 2020 PLA Awards recognized the following individuals and public libraries.

- **Allie Beth Martin Award**: Beth Atwater, Collection Development Librarian, Johnson County Library (Overland Park, Kan.). Sponsored by Baker & Taylor, this award recognizes a public librarian for demonstrating a range and depth of knowledge about books and other library materials.

- **Baker & Taylor Entertainment Audio Music/Video Product Award**: McCracken County Public Library of Paducah, Ky. This award provides $2,500 in funding for audio music and video products.

- **Charlie Robinson Award**: Rivkah Sass, Library Director/CEO of the Sacramento (Calif.) Public Library. Sponsored by Baker & Taylor, this award honors a public library director who has been a risk-taker, innovator, and change agent.

- **EBSCO Excellence in Rural Library Service Award**: Astor County Library of Astor, Fla. This award honors a public library for exemplary service to a community of 10,000 or fewer people.

- **Gordon M. Conable Award**: Jonathan Newton of Greenville, S.C. This award honors a public library staff member, a library trustee, or a public library that has demonstrated a commitment to intellectual freedom and the Library Bill of Rights.

- **John Iliff Award**: Oscar Grady Public Library of Saukville, Wisc. This award honors the life and accomplishments of John Iliff, early adopter and champion of technology in public libraries.

- **New Leaders Travel Grant**: Tiffany Harkleroad, Youth Services Librarian, Butler Area (Pa.) Public Library; Katie Horner, Head of Circulation & Reference, Lake Bluff (Ill.) Public Library; and Crystal Snyder, Assistant Director/Community Engagement Librarian, Columbia (Ill.) Public Library. Each recipient receives a $1,500 grant to attend a PLA continuing education event.

- **PLA Library Innovation Award**: Mill Valley Public Library in Mill Valley, Calif. for its Poetry Illuminated project.

- **Romance Writers of America Library Grant**: Ferguson (Mo.) Municipal Public Library. This award provides a public library the opportunity to build or expand its romance fiction collection and/or host romance fiction programming.

- **The Singer Group Helping Communities Come Together Award**: Flint (Mich.) Public Library. This award recognizes a public library’s ability to identify community needs specifically in times of crisis and division and respond in creative and exemplary ways.

- **Public Libraries Feature Article Contest**: Amy An, Instructional Services II Librarian at the Boca Raton (Fla.) Public Library, for her article The Mission-Informed Library Internal Marketing to Improve the Organizational Climate in the Public Library. The honorable mention award went to Rhiannon B. Eades, Public Information Officer at Athens (Ga.) Regional Library System, for Implementing a Trauma-Informed Approach.
I Love My Librarian Award Winners

In December, ALA announced the recipients of the its ‘I Love My Librarian’ Award for 2019. This prestigious award is presented annually to ten librarians from academic, public and school libraries who were nominated by patrons nationwide for their profound impact on the lives of families, students, teachers and information-seekers in their communities. ALA has received more than 19,000 nominations the award’s inception, but only 120 librarians have received this distinguished honor. For 2019, the following three public librarians were selected: Homa Naficy, Executive Director, Hartford (Conn.) Public Library; Maria Papanastassiou, Papanastassiou, Kids’ World Assistant Manager, Arlington Heights (Ill.) Memorial Library; and Janet Tom, Reference Librarian, San Francisco (Calif.) Public Library.

2020 Census Project

To best position libraries to support their communities in the 2020 Census, PLA and ALA are engaging with the U.S. Census Bureau and other stakeholders to ensure that libraries are informed and represented in the policy discussions and planning process. The 2020 Census Library Outreach & Education Task Force, a joint effort of PLA and the ALA Washington Office, released a policy brief titled Libraries and the 2020 Census, about how decision makers can partner with libraries, and the Libraries’ Guide to the 2020 Census. After much success engaging public libraries, the COVID-19 pandemic disrupted 2020 Census operations. The shared ALA-PLA home page continues to be updated, and PLA and ALA are engaging new funders to provide additional mini-grants to libraries. Despite the library closures, more than 60% of respondents to PLA’s COVID-19 survey reported that they were using social media to promote participation in the 2020 Census. PLA also conducted education for libraries, including a standing-room-only program at the PLA 2020 conference and a sold-out American Libraries Live! webinar in March 2020.

Performance Measurement

While many public libraries collect data about their programs and services, they often lack the data to indicate the benefits libraries provide their communities. To address this need, PLA created Project Outcome, a free toolkit designed to help libraries understand and share the impact of essential services and programs through simple surveys and a user-friendly process for measuring and analyzing outcomes. In April of 2019, the Association of College and Research Libraries (ACRL) and PLA announced the launch of Project Outcome for Academic Libraries. Based on the model developed by PLA, this free toolkit is designed to help academic libraries understand and share the impact of essential library programs and services by providing simple surveys and an easy-to-use process for measuring and analyzing outcomes. PLA and ACRL also released a user experience survey to registered Project Outcome users, and both organizations continue to do education about measuring outcomes via conference programs, webinars and consultations.
Public Library Data Service

PLA’s Measurement, Evaluation and Assessment Committee (MEAC) continued to plan the future of the Public Library Data Service (PLDS) survey. Data collection for fiscal year 2019 was canceled to focus on gathering input from library staff in town hall meetings and email discussions, as well as soliciting current PLDS subscribers. The results indicate that there is significant potential for more users of a PLA data collection effort about libraries if the reporting interface and resulting data visualizations are more user friendly and if the effort incorporates more data regarding libraries’ roles in their communities. The MEAC is continuing to plan the next iteration of PLDS using this and other input.

Equity, Diversity, Inclusion & Social Justice

Inclusive Internship Initiative

During the summer of 2019, 48 public libraries across the U.S. hosted a high-school-aged intern for ten weeks of learning, networking, and career development as part of PLA’s third annual Inclusive Internship Initiative (III). Through III, high school juniors and seniors are offered paid, summer-long internships at their local public library, and each intern works with a library mentor to complete a community-based learning project. III introduces students from diverse backgrounds to librarianship as a viable and rewarding career. Interns and mentors in the 2019 III cohort gathered in Washington, D.C. in September for a wrap-up event to discuss their work and the impact of that work on their careers, libraries, and communities. Each intern gave a presentation on their summer experience and community project. They also heard from library leaders and participated in college and career-readiness training. The program, funded by IMLS and PLA, was approved for a fourth cohort in 2020, however it was postponed until 2021 due to COVID-19.

Regional EDISJ Symposia

PLA’s Task Force on Equity, Diversity, Inclusion and Social Justice completed four presentations of the symposium, Social Justice and Public Libraries: Equity Starts with Us, in 2019. The events, led by Task Force members and Mia Henry of Freedom Lifted and the Arcus Center for Social Justice at Kalamazoo (Mich.) College, explore how power and privilege operate interpersonally and institutionally; identify how oppression shows up in our communities and libraries; and cover historical and contemporary social justice movements. Over 330 library professionals attended the events in Denver, Colo., Charleston, S.C., Chicago, Ill., and Toledo, OH. The Task Force scheduled seven Equity Starts with Us events for 2020, however they have been canceled due to COVID-19. The Task Force is working on new strategies to deliver the content.
Other EDISJ Activity

PLA continues to convene its Social Worker Task Force, a volunteer group formed to develop and recommend a strategic and coordinated approach for how public libraries address the social service needs of customers. The Task Force educates the field through webinars and other virtual events and contributed to PLA’s COVID-19 response by collating materials about stress for the PLA website and presenting on a webinar. Also in 2019, PLA partnered with ACRL, the Association of Research Libraries (ARL), and ALA’s Office for Diversity, Literacy and Outreach Services (ODLOS), to form the Building Cultural Proficiencies for Racial Equity Framework Task Force. The Task Force create a foundational resource to help academic and public libraries build inclusive cultures, both within the library and in their communities. The work will result in guidelines on development and implementation of organizational policies, as well as best practices to support diverse workforces.

Conferences and Professional Development

PLA 2020 Conference

The PLA 2020 Conference took place February 25-29, 2020, in Nashville, Tenn. Nearly 9,000 librarians, exhibitors, speakers, guests and others attended PLA 2020. This compares to 7,873 at the 2018 conference in Philadelphia. There was an increase in overall attendee registration (6,598 in 2020 versus 5,942 in 2018) and an increase in overall exhibitor representatives (2,096 in 2020 versus 1,931 in 2018). PLA continues to draw the highest attendance of any of the ALA divisional conferences.

General session and “Big Ideas” speakers included Stacey Abrams, Dr. Bettina Love, Haben Girma, Soledad O’Brien, and Samantha Bee. Over 110 sessions challenged, engaged, and inspired attendees, along with special events such as the Book Buzz, Career Center, Spark Talks, How-To Festival, and the interactive Anybubbler Town Square. For the first time, PLA integrated its Professional Development Theory of Change into conference programming, helping attendees chart their paths to becoming data-driven leaders, community advocates, stewards of the public library and its values, and networked innovators.

Leading up to the Nashville event, PLA made a strong statement on core values and conference sites, recognizing that no conference site is immune to political actions or legislation contrary to library values. PLA is proud to say we turned this challenge into an opportunity. The commitment of PLA and public libraries to EDISJ was integrated throughout the event. Not only did dozens of sessions promote strategies for libraries to increase access and challenge oppression, but PLA helped attendees advance EDISJ principles by promoting more than a dozen local organizations who are fighting oppression and leading community
inclusion; inviting attendees to experience social justice work firsthand through a new “Day in the Community” program; and uniting attendees to pack nearly 2,000 snack packs for teens served by the Oasis Center, which provides crisis intervention, leadership, college and career access, and other programs for youth in middle Tennessee. Over 2,500 conference evaluations were received, with overwhelmingly positive feedback. The next PLA Conferences will be held March 22-26, 2022 in Portland, Ore and April 3-6, 2024 in Columbus, OH.

**PLA Conference Programs, Webinars and Regional Events**

PLA’s preconference institutes, programs, and volunteer events at the ALA national conferences offer opportunities for public library staff to learn and grow professionally. In 2019-2020, PLA’s activity at the ALA 2019 Midwinter Meeting was limited due to its proximity to the PLA 2020 Conference. PLA accepted and planned 14 programs for the ALA 2020 Annual Conference in Chicago, however due to COVID-19, the conference was canceled and replaced with the ALA Virtual Event. PLA staff helped lead development of the ALA Virtual Event, with Executive Director Barb Macikas co-convening the planning group, and PLA managers Angela Maycock and Emily Plagman assisting with planning for programming and assessment.

PLA’s webinars, offered 1-2 times each month, continue to grow in attendance. PLA solicits topics and speakers from the membership through two annual “calls for proposals,” and mines the expertise of PLA committees and task forces for topics. Webinars are offered both for free and with modest registration costs, and they are available on demand via the PLA web site after presentation.

Along with the Equity Starts with Us symposia mentioned above, PLA conducted three Space Planning: Reinventing Your Library Space workshops for over 150 attendees. Ninety-seven percent of registrants who completed an evaluation indicated that they learned something that will help them in their work. PLA decided to conduct 6 more space planning workshops throughout 2020, however most are being postponed and rescheduled due to COVID-19.

**Publications and Media**

PLA works hard to cover concepts in its publications that align with the organization’s strategic goals of Organizational Excellence; Leadership; Advocacy & Awareness; Transformation; and Equity, Diversity, Inclusion and Social Justice.
Public Libraries Magazine, Website and Podcasts

Public Libraries Magazine is published bimonthly and sent to nearly 9,500 PLA members plus almost 500 subscribers. In 2019, the Public Libraries Advisory Committee implemented an editorial calendar, creating themes for each issue. During the past twelve months, Public Libraries has addressed trending and challenging topics for public librarians through articles such as Issues That Matter: Forums Build Civic Engagement and Hire EDISJ. 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 views per week. PLOnline posted a series of short, COVID-19 related articles in the spring of 2020, including Digital Access During COVID-19, Libraries Contemplate Re-Opening, and Mindfulness in Times of Extreme Stress. In 2016, PLA started FYI: The Public Libraries Podcast as another way to explore a variety of topics in-depth. To date, PLA has recorded 45 podcasts, and 15,605 persons are currently subscribed via RSS and other apps, compared to 10,576 in spring of 2019.

PLA Publications

PLA released Library Space Planning: A PLA Guide in October 2019. Authored by branding expert David Vinjamuri, the president of ThirdWay Brand Trainers and facilitator of PLA’s space planning workshops, the book helps library professionals analyze, plan and evaluate library spaces. Following the PLA Conference in Nashville, PLA released PLA 2020: Ten Essential Programs, the latest digital download in the "Quick Reads" series, to recapture the conference’s excitement and learning. The ten essays were selected based on criteria including reviews, subject matter, and the availability of the presenters to write an account of the program. Finally, PLA updated its Early Childhood Literacy Activity Calendar for 2020, providing libraries and families with twelve months of learning activities, book lists and nursery rhymes.

Media

PLA coordinated dozens of media inquiries about PLA and public library issues with ALA’s Communications and Marketing Office as well as with public policy staff. All media interviews were graciously accepted by the PLA president or a designated board member. Media interviews and article placements included prominent national media (New York Times, Associated Press, Wall Street Journal, USA Today), local media (Denton Record-Chronicle, Texas; LaSalle News Tribune, Illinois; the National Public Radio affiliate in Kansas City, MO), and other outlets such as the AARP magazine and the Food Network magazine. Substantial media coverage occurred for the release of the opioid project reports, mentioned above, and for PLA’s work to understand and support public library responses to COVID-19.
RESOLUTION HONORING THE MEMORY OF CHARLES BROWN

WHEREAS, Charles Brown, who unselfishly dedicated many years of service to the American Library Association, the Public Library Association, and the library world at large, with great distinction and success passed on February 15, 2020; and

WHEREAS, Charles Brown enriched the public library community through his tireless service as a library director, bringing his outstanding leadership to the following communities, during his 50+ year career which encompassed the following communities:

NEW ORLEANS PUBLIC LIBRARY – 2011-2019
CHARLOTTE MECKLENBURG LIBRARY – 2004-2011
HENNEPIN COUNTY LIBRARY – 1994-2004
ARLINGTON COUNTY LIBRARY – 1986-1994
SOLANO COUNTY LIBRARY – 1983-1986; and

WHEREAS, Charles Brown demonstrated the spirit of public service by serving as President of the Public Library Association (1990-1991); and by serving on the ALA Executive Board, ALA Council, and the Executive Board of the Black Caucus of ALA and countless other organizations;

WHEREAS, in addition to serving in a leadership capacity, Charles Brown worked energetically on several committees of the organizations including:

- PLA Founding Donors;
- PLA Endowment Task Force;
- PLA National Conference Committee;
- ODLOS Minority Fellowship Advisory Committee;
- ALA Board Finance and Audit Committee;
- several Nominating Committees; the Public Libraries Advisory Board;
- the nascent Public Libraries Data Service committee;
- and many more; and

WHEREAS, Charles Brown worked determinedly in the communities where he served and was a popular and noted speaker at library conferences in the U.S. and abroad; and

WHEREAS, friends and colleagues have appreciated his leadership, friendship, ideas, and good humor.

NOW, THEREFORE, BE IT RESOLVED that the American Library Association hereby honors the memory of Charles Brown, for a life of outstanding service and extraordinary contributions to public librarianship and to the communities he served.

Mover, Stephanie Chase, PLA Councilor, 971-444-9231
Seconder, Hannah Buckland, MN Chapter Councilor, 651-582-8792
## FY21 PLA Projects - Draft Budget as of 5-13-2020

### Historical Context

- Numbers in blue boxes were adjusted as part of the second opening of the budget in May 2020.  

### FY21 PLA Projects - Draft Budget as of 5-13-2020

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**TOTALS, Gen Fund and Conference**

- FY21 Revenue: $771,600
- FY21 Expenses: $1,313,049
- FY21 Overhead: $54,998
- FY21 Projected Net: ($596,447)
- FY19 Net (Actual): ($372,580)
- FY20 Net (Budgeted): ($1,053,186)

### Grants

**Note:** ALA requires all grant budgets to net $0, so expenses are shown for historical context rather than net.

<table>
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<th>Fund</th>
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**TOTALS, Grants**

- FY21 Revenue: $955,742
- FY21 Expenses: $853,341
- FY21 Overhead: $102,401
- FY21 Projected Net: 0
- FY19 Expenses (Actual): $2,614,049
- FY20 Expenses (Budgeted): $1,935,604

**TOTALS, All PLA**

- FY21 Revenue: $1,727,342
- FY21 Expenses: $2,166,390
- FY21 Overhead: $157,399
- FY21 Projected Net: ($596,447)
TO: PLA Board of Directors
FROM: Melissa Faubel Johnson, Conference Manager
RE: PLA 2020 Conference Report
DATE: June 8, 2020

ACTION REQUESTED/INFORMATION/REPORT: Report

OVERVIEW
With the hard work and support of the Conference Committee, Program and Local subcommittees, along with the PLA Board of Directors and staff, the PLA 2020 Conference was a huge success and allowed us to achieve our goal to lift up equity, diversity, inclusion and social justice in Nashville. This report will address final registration numbers, preliminary financials and evaluation results.

KEY CURRENT ACTIVITIES/METRICS

Registration
In Nashville, 8,694 librarians, exhibitors, speakers, guests and others attended PLA 2020. This compares to 7,873 at the 2018 conference in Philadelphia. There was an increase in overall attendee registration (6,598 in 2020 vs. 5,942 in 2018) and an increase in overall exhibitor representatives (2,096 in 2020 vs. 1,931 in 2018). PLA continues to draw the highest attendance of any of the ALA divisional conferences.

Preconferences & Programs
The PLA 2020 Conference offered an impressive array of educational programming, giving attendees the opportunity to choose from 9 preconferences and 127 programs. A total of 596 registrants signed up for 3 full day and 6 half day preconferences, compared to 739 preconference registrants across 9 preconferences for PLA 2018. Concurrent program sessions were offered during 10 time slots, an increase from the 8 time slots offered at PLA 2018 and PLA 2016. Only 8 out of the 127 programs had attendance that reached or exceeded their room capacity, indicating that over 95% of programs were assigned to rooms that were an excellent fit for their audience size.

PLA used the conference mobile app to deliver and promote completion of evaluations for each program and preconference at PLA 2020. We received 4,230 evaluation responses across 127 programs, and 161 evaluation responses across 9 preconferences, for a total of 4,391 evaluation responses for the educational programming offered in Nashville. An in-depth analysis of session-level evaluation data was put on hold when PLA shifted its focus to COVID-19 response. PLA staff have shared individual session data with speakers who requested it and will follow up with the Board when additional analysis is completed.
Exhibits
Exhibit sales were strong – 312 companies exhibited from 683 booths, compared to 282 exhibiting companies from 661 booths in 2018. Exhibit revenue increased by 7% from 2018 to 2020.

Exhibitor satisfaction in the Nashville conference is reflected in booth sales for the next PLA conference in Portland in 2022. Currently, 164 exhibitors from 2020 have reserved a total of 505 booths, an initial renewal rate of 74%.

Based on show management observation, the hall was noticeably busy during coffee breaks and the lunch hour due to food options available within the hall and no conflicting programming scheduled. 76% of exhibitor survey respondents thought that the scheduled hours were “just right”. When asked if the exhibit hall traffic met their expectations, 80% of the respondents thought exhibit hall traffic was good.

The exhibit hall continued to be a key destination at Conference. A number of programming elements and networking areas helped make the area a dynamic draw for attendees and ensure regular traffic flow, including the How-To Festival, Book Buzz Stage, and PLA Member Lounge with selfie wall. Other popular attractions in the exhibit hall included the new PLA Gives Back service project area, local pop-up shops, and headshot booth. Concession availability in the exhibit hall also kept attendees in the space and interacting with exhibitors during key, unopposed, lunch hours.

Sponsorships
PLA 2020 saw 29 sponsors generate $112,150. This was a $20,450 increase or 19% from 2018. Overall, 2020 was a great year for the sponsorship program.

Highlights include:
- Four PLA 2018 sponsors increased their spend for PLA 2020.
- T-Mobile bought a customized sponsorship this year for $15,000 for the Closing Session, which included added benefits for their increased spend fee.
- 22 new sponsors joined the program this year.

Virtual Conference
Once again, PLA offered two days of living programming—including five 60-minute programs each day, plus author interviews and opportunities for networking—especially for a virtual audience. Programs were chosen from among the highest rated in PLA’s session preference survey. We saw a significant increase in registration for this Virtual Conference: 103 individuals and 68 groups, for a total of 171; versus 63 individuals and 46 groups, for a total of 109, in 2018. We used a new virtual conference platform provider this year, CommPartners, and were very pleased with both the platform itself and staff support throughout the planning and production process.
BUDGET

Preliminary Financials

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<th>2020 Registration Revenues as of April</th>
<th>2020 Registration Revenues (Budget)</th>
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PLA staff planned to provide additional financial analysis for the Board’s June meeting; however, ALA has not provided any new financial reports since the February report. We hope to have a more complete picture by next Board meeting.

ASSESSMENT

Evaluation Results
PLA invited over 9,100 attendees to complete the post-conference survey and received 2,651 responses, with a 28% response rate. It again used the nationally recognized net promoter score as a key indicator to understand how successful the conference was overall and received a rating of 65.1. A rating of “excellent” is a score of 50 and a rating of “world class” 70. By comparison, in 2018 PLA received a score of 52. The 2nd most important indicator was to ask libraries to identify a change they planned to implement upon return home based on something they learned at the conference. The breakdown by order of frequency is list as follows:

- **Operational/policy/staffing change (602):** such as improving onboarding and staff training processes; reducing silos; reconsider hiring/interview structure to increase diversity hiring opportunities; bring in social work interns; re-approach customer service approach to be more patron-oriented/addressing difficult patrons; going fine free
- **New programming (442):** such as teen-focused programming or volunteer opportunities; more senior programming; curbside pick-up; podcasts; more diversity in the approach to design
- **EDISJ/Accessibility (359):** such as improving library approach (general) to improving to diversity and accessibility; providing better support for patrons facing homelessness and/or mental health issues; creating a more diverse collection

**Future Planning**
PLA staff have been monitoring changes in conference planning and will continue to stay informed of the latest developments while making arrangements for PLA 2022 in Portland.

**PLA STRATEGIC GOAL LINK (check all that apply)**

- TRANSFORMATION
- LEADERSHIP
- ADV. & AWARENESS
- E.D.I.S.J.
- ORG. EXCELLENCE
TO: PLA Board of Directors  
RE: PLA COVID Planning Framework  
DATE: June 4, 2020

ACTION REQUESTED/INFORMATION/REPORT: Discussion  
ACTION REQUESTED BY: Mary Hirsh, on behalf of PLA Staff

OVERVIEW

At the last PLA Board Meeting, PLA staff presented a menu of ideas for new, COVID-response related programs. The board affirmed activities related to:

- Supporting local advocacy with editable templates (available on the PLA website, as of Date)
- Library as recovery resource
- Amplifying Trauma-Informed care work of PLA Social Work Task Force

In addition, the board indicated the need for new or expanded efforts tackling EDISIJ, Advocacy and Leadership.

As the PLA staff prepared to meet to refine goals and develop action plans, the country was rocked by social unrest rooted in racial inequalities. PLA recognizes that the work it develops now needs to respond to both crises. To that end, PLA staff met and further refined goals to pull equity outcomes through each activity.

The goal-setting activity was also overlaid with the results of the most recent survey, see document nos. 2020.72a-c. PLA recognized that work is happening at the ALA level and across units to meet some of the same goals. We do not wish to be duplicative. Rather we are seeing our role as focusing in on the best resources, programs, and services most relevant to public libraries.

Given all of this, PLA is prepared to move forward with concrete activities that support libraries and reinforce each other.

- A peer-led, per-facilitated EDISIJ + Leadership Development event. Working with Mia Henry from the EDISIJ Work Shops, members of the EIDSJ task Force, and Adam Goodman from the Leadership Academy, PLA will develop a virtual engagement that examines leadership through the lens of equity and justice. Planning is in very early stages, more to come on this important work.
- Compiling a targeted collection to support Library as Recovery Resource. This will include both healthy and safety, as well as information on providing services related to health, employment, and navigating new federal resources.
- Utilizing the Trauma Informed Care content generated by the PLA social work task force. PLA will work to revise and reissue the Trauma Informed Care series to meet evolving member needs.
- To increase impact, PLA will explicitly connect the recover resources to the trauma informed care content, giving library staff a more robust tool set to meet patron needs.

While this immediate work unfolds, PLA staff will continue to refine achievable outcomes for additional leadership, advocacy, and EDISIJ programming.
TO: PLA Board of Directors  
DATE: June 4, 2020

ACTION REQUESTED/INFORMATION/REPORT: Information  
ACTION REQUESTED BY: Larra Clark, PLA Deputy Director  
                      Emily Plagman, PLA Manager, Impact & Advocacy  
DRAFT OF MOTION: N/A

BACKGROUND
As shared during the PLA 2020 spring board meeting, PLA staff have undertaken a series of surveys intended to help the association better understand library responses during the COVID-19 crisis. Data collection and communications are pursued in collaboration with other public library stakeholders, including members of the Public Library Data Alliance and state chapters. Data will inform PLA planning and programming, as well as support ALA advocacy and media relations to benefit public libraries (e.g., advocate for federal funding and inform media and advocacy messaging).

The first survey was fielded March 24-April 1 with data analysis support provided by the Institute of Museum and Library Services and the Library Research Service at the Colorado State Library. Survey materials are available at http://www.ala.org/pla/issues/covid-19/march2020survey.

Subsequently, PLA staff received requests to expand the data collection across the library ecosystem, including K-12 school, academic and other library types, in addition to public libraries. As a result, the second survey was open to all library types and work was coordinated with various ALA units. PLA coordinated and directed data collection, analysis and communications activities. The announcement press release and survey results are attached in document numbers 2020.72b and 2020.72c, respectively.

KEY FINDINGS  
(NOTE: Findings below are from ALL survey respondents, not just those from public libraries.) While virtually all libraries (99%) report limited access to the physical building, survey respondents shared leaps in the use of digital content, online learning, and virtual programs. Survey responses show that libraries are involved in community crisis response, cautiously planning for re-opening facilities, working to meet the educational needs of students and researchers, reporting increased use of digital services, and anticipating future demands.

- **COVID-19 crisis response**: of respondents involved in community crisis response, the majority reported new partnerships, distribution of personal protective equipment (PPE), addressing food insecurity, and sharing accurate community information and resources.
• **Caution with facility re-opening**: Virtually all libraries have expanded virtual and phone services during the crisis, continuing a trend of library activities beyond physical walls. The survey finds that most libraries have limited access to their buildings while they work to establish health and safety protocols for staff, social distancing requirements for patrons, and processes for sanitizing materials. Curbside pickup, delivery, and by-appointment services are the most common next steps as national and state/local guidance evolve. Over one-third (37%) of respondents expect phased re-opening in June and July, and almost half (47%) are unsure when buildings will begin to re-open to the public.

• **Public demand for library services**: libraries overall report increased use of virtual library cards, digital content, and virtual programming. As libraries re-open, they anticipate demand for access to physical and special collections, access to computers and the internet, helping students make up for lost ground, supporting faculty and teacher needs, and application support for government services and employment. More than half of public library respondents reported they were transitioning summer learning programs from in-person to online.

**NEXT STEPS**
Additional analysis and resource development continue, including:
• Re-opening plans: with more than 1,500 responses shared about re-opening plans and processes, ALA now has a vast set of materials to review, catalog, and curate.
• Aggregate financial and staffing data
• Results by library type and peer groups
• Webinar sharing complete findings and key takeaways scheduled for June 12.

PLA staff anticipate conducting at least one more field survey in the coming months.
Survey: Libraries examine phased building re-opening, prepare summer programs

For Immediate Release
Wed, 06/03/2020

Contact:
Macey Morales
Deputy Director
Communications and Marketing Office
American Library Association
(312) 280-4393
mmorales@ala.org

CHICAGO—Most years, June marks a shift for students from classroom learning and research to summer vacations, internships, and packed public libraries for reading and learning programs. This year is different, and libraries are rising to the challenge.

A new American Library Association (ALA) survey of U.S. libraries documents a shift in services to support students, faculty, and communities at large during the crisis and phased preparations for the months ahead. While virtually all libraries (99%) report limited access to the physical building, survey respondents shared leaps in the use of digital content, online learning, and virtual programs. More than 3,800 K-12 school, college and university, public and other libraries from all 50 states responded to the survey between May 12-18.

Survey responses show that libraries are involved in community crisis response, cautiously planning for re-opening facilities, working to meet the educational needs of students and researchers, reporting increased use of digital services, and anticipating future demands.

“Libraries are places of learning and connection for all ages and backgrounds, so this crisis has challenged us to work creatively to adapt services while our facilities are closed,” said ALA President Wanda Brown. “From bridging the digital divide to addressing learning loss to aiding job seekers and small businesses, we know library services are essential to campus and community recovery and resilience.”

- **COVID-19 crisis response:** of respondents involved in community crisis response, the majority reported new partnerships, distribution of personal protective equipment (PPE), addressing food insecurity, and sharing accurate community information and resources. “Our community has serious food insecurity issues, and we have been involved in addressing that for the past several years. COVID-19 has made the situation even worse. Ordinarily our (farmers) market has kids’ activities, but those are not possible now. We are focusing solely on the food and working hard making sure those who have SNAP (Supplemental Nutrition Assistance) benefits are aware of this opportunity,” reported High Point Public Library in North Carolina.

- **Caution with facility re-opening:** Virtually all libraries have expanded virtual and phone services during the crisis, continuing a trend of library activities beyond physical walls. The survey finds that most...
libraries have limited access to their buildings while they work to establish health and safety protocols for staff, social distancing requirements for patrons, and processes for sanitizing materials. Curbside pickup, delivery, and by-appointment services are the most common next steps as national research (https://www.webjunction.org/explore-topics/COVID-19-research-project.html) and state/local guidance (http://www.ala.org/advocacy/planning-reopening-resources) evolve. Thirty-seven percent of respondents expect phased re-opening in June and July, whereas almost half (47%) are unsure when buildings will begin to re-open to the public.

- Meeting education needs: K-12 school, academic, and public libraries are working overtime to address the needs of remote learners, teachers/faculty, and researchers. Leading activities include providing: curbside pickup of items ranging from laptops to reading materials, virtual reference, new summer learning activities, and new “how to” resources for accessing virtual resources. "We checked out 143 laptops to students needing devices to do work online. This helped some students persist who may not have in this new learning environment," reported Hawkeye Community College Library in Iowa. Information on K-12 school library services is available (http://www.ala.org/aasl/about/pandemic) from the American Association of School Librarians, an ALA division.

- Public demand for library services: libraries overall report increased use of virtual library cards, digital content and virtual programming. "We have been amazed by how far away our online story times have reached. People message us with thanks from different continents!" reported the Mulvane Public Library in Kansas. As libraries re-open their buildings to the public, they anticipate demand for access to physical and special collections, access to computers and the internet, helping students make up for lost ground, supporting faculty and teacher needs, and application support for government services and employment.

As libraries re-open their physical spaces, patrons can anticipate several adjustments, such as: restrictions on the number of people inside the facilities, timed visits, additional cleaning procedures, reduced number of public computers to support physical distancing, and use of masks or other personal protective equipment (PPE). Phased services will vary by community based on local guidance, so patrons should check with their local libraries.

More than half of public library respondents reported they were transitioning summer learning programs from in-person to online. Last summer, for instance, the Canton Public Library in Michigan hosted about 130 programs with more than 100,000 people. This year they are mailing packets to every household in their community with a poster including 62 activities that will have a corresponding blog on the library’s website with additional resources. The library is planning online programs, as well as take-home kits. The Caseyville Public Library District in Illinois pushed up its summer reading program launch after hearing concerns from school leadership about learning loss.

"A lot has changed in the last three months, but libraries have an unwavering commitment to providing needed resources to all," said Ramiro Salazar, president of the Public Library Association, an ALA division. "Libraries are foundational to digital equity and our nation’s social infrastructure, and I hope city, state, and federal government leaders will continue to invest in and maximize these community assets."

For more information on the survey and other related news, please visit the ALA COVID-19 toolkit http://www.ala.org/news/press-releases/2020/06/survey-libraries-examin...
Libraries Respond: COVID-19 Survey

About the American Library Association

The American Library Association (ALA) is the foremost national organization providing resources to inspire library and information professionals to transform their communities through essential programs and services. For more than 140 years, the ALA has been the trusted voice for academic, public, school, government and special libraries, advocating for the profession and the library’s role in enhancing learning and ensuring access to information for all. For more information, visit ala.org.

Tags

COVID-19 (/news/taxonomy/term/2313), Public Library Association (/news/taxonomy/term/583)
SURVEY METHOD

Conducted by the American Library Association (ALA),
with additional support from the Institute of Museum and Library Services and
Colorado State Library's Library Research Service

SURVEY
Hosted in Survey Monkey

DISTRIBUTION
Survey link
distributed via email,
social media, and
listservs

SAMPLE
All library types,
with public, academic,
and K-12 libraries
representing the
majority of respondents

ANALYTICS
Data were cleaned,
de-duplicated, and
anonymized
SURVEY RESULTS

The results in this report represent aggregate responses from a convenience survey.

RESPONDENTS*
3,850 libraries

RESPONSE RATE
~30% of US public library systems**;
~20% of US academic libraries;
<20% of other library types

GEOGRAPHY
50 US states + Washington, DC represented

*Unless otherwise noted, n=3,850 when calculating responses.
**Public library system is equivalent to a public library jurisdiction.
99% of respondents reported having limited access policies currently in place.

- Fully closed: 62%
- Open for curbside pickup: 26%
- Other limited access policies: 11%
- Fully open (no restrictions): 1%

n=3,755
RE-OPENING TIMELINE

A majority of libraries that are fully closed are uncertain about when they can re-open their building(s).

- **47%** of respondents did not know when their buildings would start to re-open to the public.
- **37%** of respondents expect re-opening to begin to occur in June or July.
- **16%** of respondents fell into the "other" category, reporting plans to open after July or that opening depends on state/school directives.

n=2,214
PLANNING FOR IN-PERSON ACCESS

Libraries are instituting a combination of approaches for in-person access, including:

- Social distancing practices
- Curbside services
- By appointment only
- Delivery to patrons

Answers with 30% or higher response rate.
PATRON NEEDS

Libraries anticipate patrons' most urgent needs in the next six months will be:

- **64%**
  - Access to physical materials and/or special collections

- **60%**
  - Public access to computers and the internet

- **60%**
  - Government applications and job search support

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K-20 LIBRARY TOP NEEDS INCLUDE:

Student success (e.g., assignment completion) and faculty/teacher support (e.g., research assistance, online teaching support)

---

“We checked out 143 laptops to students needing devices to do work online. This helped some students persist who may not have in this new learning environment.”

- Hawkeye Community College Library (Iowa)
The top three ways all libraries are addressing student and faculty needs include:

**CURBSIDE PICKUP**
Books, laptops, school materials

**VIRTUAL REFERENCE**
Via email, phone, chat

**NEW "HOW TO" RESOURCES**
For accessing virtual resources

---

"The mother of half a dozen children, ages 4–14, who were all out of school because of coronavirus told us, "You’re a LIFESAVER!!" The kids were supposed to be reading 20 minutes a day, but after a week of lockdown were out of books. I helped the mom with our online library and reassured her she could call back any time."

- Brigham City Public Library (Utah)

"...I am the administrator for our school's Accelerated Reading program, and I was instrumental in facilitating its use for teachers when they expanded their online resources to home use, helping with communications, troubleshooting for teachers and students, etc."

- High Mount Elementary School (Illinois)
STUDENT & FACULTY NEEDS

Additional ways libraries are addressing student and faculty needs include:

FOR STUDENTS

- Transitioning summer learning from in-person to virtual and adding new enrichment learning activities
- Digitizing materials for remote use
- Providing access to textbooks and other resources
- Securing and/or distributing devices for students who lack access to laptops/tablets for classwork

FOR FACULTY

- Purchasing and/or curating additional online research resources, including negotiating licensing contracts
- Increasing access to open research in support of COVID-19
- Working with faculty/teachers to create new open textbooks or other educational materials
COVID-19 CRISIS RESPONSE

Of those respondents who are involved in community crisis response, the majority reported:

- Developing new partnerships
- Making or distributing Personal Protective Equipment (e.g., face shields or fabric masks)
- Addressing hunger relief efforts
- Providing family-friendly facilities (e.g., for student parents)
- Relocating staff to other departments and/or helping in call centers (e.g., health, employment, 211)

“...Our community has serious food insecurity issues, and we have been involved in addressing that for the past several years. COVID-19 has made the situation even worse. Ordinarily our (farmers) market has kids’ activities, but those are not possible now. We are focusing solely on the food and working hard making sure those who have SNAP (Supplemental Nutrition Assistance) benefits are aware of this opportunity.
- High Point Public Library (North Carolina)
FUTURE NEEDS & CHALLENGES:

HEALTH & SAFETY

Respondents anticipate ongoing questions about safety protocols and having adequate PPE and cleaning supplies.

“We want our staff to be safe. We want our community's needs met. How we SAFELY get both of those goals met can be tricky. It is really a balancing act.”

- Spring Valley Public Library (Minnesota)
FUTURE NEEDS & CHALLENGES:

UNCERTAINTY ABOUT THE FUTURE

Respondents reported being uncertain about how and when libraries will be allowed to make buildings accessible again; how people will continue to be affected by the virus and the ability of the library to respond; and how communities will change moving forward.

“The library’s future will be dependent on the status of our course modalities (on campus, online, international), sustained enrollment, and state revenues.”

- Forsyth Library, Fort Hays State University (Kansas)
FUTURE NEEDS & CHALLENGES:

FUNDING & BUDGET CUTS

Respondents shared their concerns around reduced funding for library budgets and anticipated staff loss due to furloughs and layoffs.

“Funding, funding, funding and advocacy for the critical importance of libraries as crucial, essential secondary responders.”

- Connecticut State Library
ACKNOWLEDGMENTS

LIBRARIES RESPOND:
COVID-19 SURVEY

The American Library Association (ALA) would like to thank all of the libraries that responded to the survey so quickly. The May 2020 "Libraries Respond: COVID-19 Survey" is one of a series of data and research projects underway at ALA to learn and share information about the impacts of COVID-19 on libraries, library staff, and our work serving our communities. Analysis of data from the survey is ongoing and will be shared in coming weeks.

We would also like to thank the Library Research Service, an office of the Colorado State Library, and the Institute of Museum and Library Services for their work helping clean and validate the survey data.

To learn more about the COVID-19 surveys and view the full sets of questions, please visit: http://www.ala.org/tools/libraries-respond-covid-19-survey.

Additional Resources:
TO: PLA Board of Directors
RE: Future PLA Board Meetings
FROM: Barb Macikas
DATE: June 4, 2020

ACTION REQUESTED/INFORMATION/REPORT: Information/Discussion

Confirmed PLA Board Meeting Dates

July 17, 1:00-3:00pm, Virtual
August 17, 2:00-4:00pm, Virtual*
September 18, 1:00-3:00pm, Virtual
October 19-20  Planned for an in-person meeting; arrive October 19, and meet till 4 on October 20.

*ALA recently announced the following weeks for staff furloughs:

- August 16 – 22, 2020
- October 11 – 16, 2020
- December 20 – 26, 2020
- March 14 – 20, 2021
- *June 27 – July 3, 2021
- August 22 – 28, 2021

The week of August 16 is one of those weeks. As staff are unable to work doing that week, would the board prefer to cancel the August 17 meeting or reschedule?

Beyond October, the Board will want to consider subsequent meeting dates in winter and spring 2021. Questions to consider:

- What is the comfort level at this point in time for an October meeting? If in person, where?
- Do we continue virtual monthly meetings in November and December?
- January may (or may not) be the ALA Midwinter in Indianapolis, January 22-26. If that conference is held and the board chose to attend, we usually meet on Saturday so the meeting would be Saturday, January 23.
- Beyond January, do we pick up with quarterly in-person meetings or continue shorter more frequent virtual meetings or some combination?
TO: PLA Board of Directors
RE: E-books, ALA Digital Content Working Group Update
FROM: Kelvin Watson, Director-at-Large
DATE: June 11, 2020

ACTION REQUESTED/INFORMATION/REPORT: Information/Discussion

ALA’s Digital Content Working Group convened on June 10, 2020. Of particular interest from the discussion are the items attached and linked below.


June 1, 2020

Congressional Research Service
Library of Congress
101 Independence Ave SE
Washington DC 20540
communications@crs.loc.gov


Dear Congressional Research Service,

We are truly thankful for the attention that national and state legislators are devoting to the important issue of copyright, licensing and library ebook lending. It is critical that authors, publishers, libraries and readers come together to find a way forward. However, the industry is dominated by a handful of monopolistic entities and a vocal minority that drive us apart. Libraries are a part of the publishing industry, just as authors and publishers are part of ours. We are partners who help people to learn, explore and grow through reading and who help authors and other creatives to find audiences and consumers for their works.

We are writing today, in particular, to address the recent report released by the Congressional Research Service entitled “COVID-19 and Libraries: E-Books and Intellectual Property Issues”. In short, we are concerned that the report does not paint a complete picture of the situation. We wish to address three important points that we hope will be more thoroughly and accurately addressed in future related research efforts, and we hope to inspire you to dig deeper into this important issue.

1. **This issue has existed long before COVID-19.** Libraries have been reaching out to publishers for more than a decade to attempt to find balance in the industry. In truth, we’ve had some successes. However, it is still not possible for libraries to purchase the entire catalog of ebooks and audiobooks, to make that content available under fair and reasonable terms, and to do so at a fair price. A growing list of ebooks and audiobooks are being held back by publishers, licensing terms are increasingly complex and restrictive, and prices continue to rise.
While libraries are seeing increased use of their digital collections during the COVID-19 pandemic, those gains are overshadowed by the loss of use in our print collections. Rhode Island libraries have seen a growth of more than 50% in ebook use coupled with a 95% reduction in the use of print books which are far greater in number.

2. **There are arguably more barriers to library ebooks than there are to print books.** A common argument by a vocal minority of publishers is that libraries offer frictionless access to ebooks. This is absolutely untrue. As you can see below, ebooks (and digital audiobooks) present, at best, a similar level of friction. We argue that ebooks present even greater barriers due to the digital divide.

<table>
<thead>
<tr>
<th>Friction</th>
<th>Print Books</th>
<th>Ebooks</th>
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<tbody>
<tr>
<td>Library card required</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Limited by number of copies</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Difficult to copy/pirate</td>
<td>✔</td>
<td>✔</td>
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<tr>
<td>Must travel to the library</td>
<td>✔</td>
<td>☐</td>
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<tr>
<td>Technology access and skills</td>
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3. **This article is partial and is missing voices from other publishers and from libraries, authors and readers.** This is the most troubling aspect of this report to us. There are, of course, authors and publishers who undervalue the role that libraries play in the publishing industry to expose consumers to new books and authors and to foster a lifelong love of reading. However, there are also publishers who recognize and value libraries for the partners that we are. This article presents one perspective from a vocal publisher who we suggest does not represent the entire industry. We seek representation of other perspectives from the industry including libraries, authors, publishers, readers and technology experts.

We respectfully request that the Congressional Research Service revise this report to responsibly inform Congress on this issue. In the publishing industry, we urge researchers to approach the Book Industry Study Group (bislg.org). In the library industry, we urge researchers to approach the American Library
Association (ALA.org), the Chief Officers of State Library Agencies (cosla.org) and ReadersFirst (readersfirst.org). We will gladly assist in making connections with important leaders across the industry if that would be helpful.

While we continue to explore collaborative industry solutions, we hope that Congress will explore legislative remedies that include a review of copyright legislation and unfair business practices by major industry entities that restrict competition, fair pricing and access. We also believe in a “digital first sale doctrine” to protect libraries, readers and consumers from unfair terms. Libraries are woven into the fabric of our democracy to ensure equitable access to information, knowledge and opportunity. A credit card card should not be required.

We welcome any opportunity to be helpful to you in your efforts. Please do not hesitate to reach out to us if we can be of service.

Respectfully yours,

Julie Holden
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cc: The Honorable David Cicilline, Chairman, Subcommittee on Antitrust, Commercial and Administrative Law