**TO:** PLA Board of Directors  
**FROM:** Angela Maycock, Manager of Continuing Education, [amaycock@ala.org](mailto:amaycock@ala.org)   
**RE:** Continuing Education  
**DATE:** September 29, 2019

**ACTION REQUESTED/INFORMATION/REPORT:** Report**ACTION REQUESTED BY:   
DRAFT OF MOTION:**  N/A

**OVERVIEW**  
This report covers evaluation results from PLA educational programming at the 2019 ALA Annual Conference as well as PLA online learning.

**KEY CURRENT ACTIVITIES/METRICS**

**PLA @ ALA Annual Conference**At the 2019 ALA Annual Conference in Washington, DC, PLA offered a half-day preconference for 72 attendees titled, “Librarians and Social Workers: Partnerships that Work for Connecting People in Need” along with 17 PLA sponsored programs. Attendance at all PLA sponsored educational programming in DC (programs and preconference) totaled 2,517. PLA used Project Outcome based paper surveys to evaluate its programs and preconference at Annual Conference. See attached memo for full attendance and evaluation results.

**PLA 2020 Conference**See PLA 2020 Report for update on programming for the PLA 2020 Conference in Nashville.

**PLA Online Learning**Since our last update to the Board in May 2019, PLA has offered the following free webinars:

|  |  |  |
| --- | --- | --- |
| **Date** | **Title** | **Registration** |
| June 4 | The Public Library’s Role during Elections: Voter Education in the Age of Misinformation | 629 |
| July 30 | DigitalLead Hotspot Lending | 721 |
| August 15 | Project Outcome: Learning Good Data Visualization | 1009 |
| September 26 | DigitalLead Building Digital Skills | 901 |

At the same time, PLA has accelerated its paid webinar offerings. “It’s All in the Data: Unreturned Materials as Barriers to Access” was offered on July 11 to 125 paid attendees, and “Understanding Trauma-Informed Approaches in Public Libraries” was offered on September 24 to 117 paid attendees. Given these results, PLA will continue to pursue paid webinars, with events planned for October, November, and December 2019 and into 2020.

PLA will close its next biannual call for webinar proposals on November 30. The last call generated 10 proposals that were reviewed by the Continuing Education Advisory Group and resulted in 6 webinars selected for presentation in 2019 and planned for early 2020.

**BUDGET**PLA’s revenue on paid webinars in 2019 has been significant. The series of two Cultural Intelligence (CQ) webinars offered in April 2019 generated $9,194; the Unreturned Materials webinar generated $8,054; and the Trauma-Informed Care webinar generated $8,933.

PLA’s half-day preconference at ALA Annual Conference, “Librarians and Social Workers: Partnerships that Work for Connecting People in Need,” generated a total of $6,680 in revenue.

**ASSESSMENT**PLA collects evaluation data on each of its continuing education offerings, using Project Outcome-approved questions to measure attendees’ learning and confidence. PLA’s intern, Carly Lawrence, aggregated evaluation data across continuing education offerings, which will help PLA better use past evaluation data to make decisions about future offerings.

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

TRANSFORMATION  LEADERSHIP  ADV. & AWARENESS  E.D.I.S.J.  ORG. EXCELLENCE