**TO:** PLA Board of Directors

**RE:** PLA Transformation Report

**DATE:** April 13, 2020

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

**ACTION REQUESTED BY:** N/A

**DRAFT OF MOTION:** N/A

**PLA Strategic Plan Goal: Transformation**

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

**SPACE PLANNING REGIONAL TRAININGS**

*Submitted by Symone Villaseñor, Project Manager*

In 2019 the PLA conducted 3 *Space Planning: Reinventing Your Library Space* workshops in which 97% of registrants who completed an evaluation indicated that they learned something that will help them in their work. Additionally, 95% of registrants who completed an evaluation indicated that they learned something that they would share with a coworker. After a comprehensive review of the evaluation data, budget, as well as internal and external goals, the PLA decided to conduct 6 space planning workshops throughout 2020. While early registration numbers were promising, concerns over COVID-19 were just beginning and in early March, the PLA team decided to postpone and reschedule 4 workshops due to concerns for our members health and safety. To date the following workshops have been postponed: Glendale, CA., Lawrence, KS., Columbia, SC., and Portland, ME. Due to the ongoing uncertainty across the country and world, the PLA team is currently speaking with host sites, facilitators, and is looking at current data to evaluate member and practitioner needs. As such, at this point in time, it has not yet been decided how to move forward with the 4 postponed events. Potential scenarios include rescheduling sessions later in 2020 or early 2021, cancelling sessions, or developing sessions into virtual meetings.

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

*Submitted by Symone Villaseñor, Project Manager*

Due to the ongoing challenges related to COVID-19, the PLA proactively decided to postpone the pilot program “Advancing Family Engagement in Public Libraries” for one month. At the time of this report, the series is now scheduled to begin on Tuesday, April 14 and will include an additional session in October 2020 to accommodate the one-month postponement. The series will still consist of eight 1-hour virtual classroom sessions (webinars) which will all be facilitated by a PLA family engagement task force member. Each session includes 2 PLA family engagement framework topics and will be highly interactive with the extensive use of virtual breakout rooms and peer to peer learning. To date, 30 libraries and 60 participants (the maximum for the pilot series), have been registered. In anticipation of the first session, participants have been asked to join a closed ALA connect community, read portions of PLA’s Ideabook, complete two simple exercises related to session topics, and complete a baseline assessment. The baseline assessment was designed by PLA staff and task force experts in order to better understand participants experience levels with 20 distinct family engagement topics. 25 of 30 libraries completed the assessment which is already being used to both refine and develop upcoming sessions. In addition to the baseline assessment, participants will also be asked to complete a topic specific assessment prior to each virtual classroom session. These assessments will help PLA staff and task force members identify actions that libraries are already taking to advance family engagement and will help frame the discussion during the final virtual assessment session in December 2020. PLA staff are hopeful that this model can be replicated for other PLA initiatives as well as for future iterations of the series.

**TASK FORCE ON FAMILY ENGAGEMENT ACTIVITY**

*Submitted by Scott Allen, Deputy Director*

* The Advancing Family Engagement In Public Libraries Professional Development Series kick-off was delayed from March to April due to COVID-19. The series is in good shape, however, with facilitators and library exercises developed for nearly all the sessions. The pre-assessment completed by the 30 libraries participating yielded very interesting results, showing areas in need of improvement such as school-library collaboration, helping families around school and other transitions, and using data. PLA has a waiting list of over 30 libraries for the second cohort, which was tentatively planned to launch in September 2020.
* The Task Force conducted a webinar for the partner organization Zero to Three in March 2020, with nearly 300 participants, strong evaluation results, and interesting questions, such as how libraries might better collaborate with state Early Intervention Programs.
* The white paper on computational thinking is complete and will be submitted to Public Libraries shortly. The planned 2020 Annual Conference program on computational thinking is on hold while plans to deliver Annual Conference content virtually are being discussed.
* In mid-April, PLA and the National Center for Families Learning submitted their full proposal for the project “Exploring a program co-design approach to better serve and engage low-income, Latinx communities” under the IMLS National Leadership Planning Grant: Community Catalyst funding category. Letters of support were received from Zero to Three, the National Association of Family, School and Community Engagement, and others.
* On March 25, PLA staff presented to nearly 2,500 educators and others on a webinar convened by the National Association of Family, School and Community Engagement, discussing how public libraries are continuing to support families during the COVID-19 crisis.

**DIGITAL LITERACY INITIATIVES**

* **DIGITALLEARN.ORG**

*Submitted by Leighann Wood, Program Manager*

Last year marked significant growth for digitallearn.org with the following additions: sales of two new branded subsites, drastic increase of main site usage, two new course modules, content updates to previously published courses, new accessibility features to site design, and new back end safety and functionality upgrades. Completed in March 2020, PLA’s Digital Literacy Committee members developed and published a Tech Skills Checklist for Public Library Supervisors and Staff, which serves as a benchmarking tool for people to measure their technology skills and adapt new ones if they have knowledge gaps; it is unclear at this time if the checklist will be integrated into the main digitallearn.org site as its own digital tool. Still on track for 2020 is one additional new course focused on health literacy, previously published course content updates, and file transition to cloud-based services. New marketing and promotional strategies to sell digitallearn.org subsites and increase usage will be developed to reach new audiences to generate revenue and sustain general operations of the site.

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

*Submitted by Leighann Wood, Program Manager*

Since the grant initiative launched in January of 2019, 220 public libraries have been accepted to conduct a community program using the Grow with Google tools in the spirit of workforce development. Libraries have selected to reach job seekers, entrepreneurs, small business owners and more through their programs and series. To date, there have been 36 libraries that submitted stellar recap reports of their programs that have earned them a Spotlight Award for an additional $3,000 to continue to develop and conduct workforce development initiatives in their communities. Since the outbreak of COVID-19, libraries have postponed all face to face programs until libraries open their doors again to the public. The Grow with Google tours are postponed until further notice, and likewise, all application submissions and new Spotlight awards are on hold at this time.

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

*Submitted by Scott Allen, Deputy Director*

The 43 rural public libraries provided with hotspots and computers are using them, but other project elements (webinars and sharing sessions, impact evaluation) are on hold as many libraries have closed due to COVID-19. Discussions between PLA and Microsoft have shifted to how to support all libraries during the crisis, such as providing free access to Microsoft Teams and LinkedIn Learning, offering additional hotspots for lending or free public access WiFi hotspots on library property, and other strategies.

**HEALTH INITIATIVES**

* **LIBRARIES CONNECTING YOU TO COVERAGE**

*Submitted by Leighann Wood, Program Manager*

As of September 2019, PLA received a second annual grant from Community Catalyst (originally sourced from the Robert Wood Johnson Foundation) to fund promotional activities around Open Enrollment of the Affordable Care Act (ACA). So far, PLA has disseminated ads, flyers, guidebooks and more to PLA members and beyond, and awarded mini-grants of $500 to 54 libraries in 28 states to fund promotional and educational activities for their communities. PLA continues to place ads to enroll in Special Enrollment Periods, Medicaid, and CHIP through April, and especially in response to the drastic increase in unemployed and uninsured people since the outbreak of COVID-19. Community Catalyst has reached out to PLA for a potential new opportunity to participate in a similar grant-funded project to provide greater promotion for Medicaid enrollment in 2020.

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

*Submitted by Scott Allen, Deputy Director*

PLA, the National Network of Libraries of Medicine Greater Midwest Region, and the University of Iowa Prevention Research Center (UIPRC) are continuing to compile results of the literature review and focus groups of public health practitioners and librarians. A survey is also in process, and the report on how public health and public libraries can and should partner will be released in May or June 2020.