



Board of Directors -- 2019 Spring Meeting

12 noon-5:00pm, Sunday, April 7

9:00am-2:00pm, Monday, April 8

Meeting location

Calgary Public Library, 800 3 St. SE, Calgary, AB T2G 2E7, Canada

Board hotel and directions to library

Le Germain Hotel Calgary, 899 Centre Street SW, Calgary, AB T2G 1B8, Canada

Directions: <https://goo.gl/maps/ziwY7ZLb2mB2>

Schedule of meetings

Sunday, April 7

- PLA Board meeting, 12 noon-5:00pm
- Board lunch, 11:00am, James Joyce Irish Pub and Restaurant, 114 8th Avenue SW (Stephen's Avenue), Calgary, AB T2P 1B3, Canada
- Board dinner, 6:30pm, Murrieta's West Coast Bar & Grill, 808 1 St. SW #200, Calgary, AB T2P 1M9, Canada

Monday, April 8

- Breakfast on your own at hotel
- Tour of library, 9:00-10:30am
- PLA Board meeting, 10:30am-2:00pm
- Lunch at noon

Board Agenda

1. Welcome and Introductions

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 policies related to Board service, the strategic plan and a Board roster have been included in ALA Connect as reference materials. These are not agenda items.

Consent Agenda

Document Number

3. Governance

- a. Draft 2019 Midwinter Board Actions and Follow-Up Items 2019.55a-b
- b. PLA Committees, Semi-annual Reports 2019.56
- c. Results of 2019 PLA Elections, 2020 Nominating Report 2019.57
- d. PLA Contribution in Memory of Clyde Scoles 2019.58

4. Initiatives, Partnerships, and Collaborations
 - a. Overview of Initiatives and Partnerships..... 2019.59a-b
5. Continuing Education
 - a. CE Status Report 2019.60
 - b. PLA2020 Conference Planning..... to come
6. PLA Operations
 - a. Organizational Excellence Initiatives – Communications, Membership 2019.61
 - b. 75th Anniversary Plans 2019.62
 - c. PLA Award Winners 2019.63a-b

Action/Discussion/Decision Items	Document Number
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- | | |
|---|-------------|
| 7. PLA President Update, <i>Monique le Conge Ziesenhenné, PhD</i> | no document |
| 8. PLA President-elect report, Fly-in, <i>Ramiro Salazar</i> | no document |
| 9. PLA Board Electronic Voting Protocol, <i>all</i> | 2019.64a-b |
| 10. PLA Family Engagement Task Force Continuation, <i>Clara Bohrer, ACTION</i> | 2019.65 |
| 11. Financial Reports, <i>Bohrer</i> <ol style="list-style-type: none"> a. FY19 Financial Status 2019.66a-e b. FY20 Draft Budget Overview..... 2019.67a-b | |
| 12. ALA Organizational Status/SCOE..... | 2019.68a-b |
| 13. PLA Spend Down Plan, <i>Bohrer, ACTION</i> | 2019.69a-g |

BREAK FOR LIBRARY TOUR—

Mon, April 8, 9:00 – 10:30 am. CEO Bill Ptacek and Sarah Meilleur, Director, Service Delivery

- | | |
|--|-------------|
| 14. Debrief Library Tour | no document |
| 15. ALA Executive Director Search, <i>Jim Neal, Steven Yates</i> via phone (11 am).... | no document |
| 16. Code of Conduct/Crisis Communication Planning..... | 2019.70a-c |
| 17. Plans for PLA-ALA Council at ALA Annual, <i>all</i> | 2019.71a-b |
| 18. Future PLA Board Meetings-Midwinter 2020 and Fall Board Dates | 2019.72a-c |
| 19. New Business | |



Board of Directors—2019 Midwinter Meeting
Saturday, January 26, 2019
Westin Seattle Hotel, Seattle, WA

Present: Monique le Conge Ziesenhenné, President; Pam Sandlian Smith, Past President; Ramiro Salazar, President-elect; Directors at Large: Cindy Fesemyer, Michelle Jeske, Richard Kong, Tracy Strobel, Kelvin Watson; Stephanie Chase, ALA Division Councilor

Approved Absences: Carrie Plymire

PLA Staff/Consultants: Barb Macikas, Executive Director; Scott Allen, Deputy Director; Larra Clark, PLA/OITP Deputy Director; Mary Hirsh, Deputy Director; Kathleen Hughes, Manager, Publications; Angela Maycock, Manager, Continuing Education; Emily Plagman, Project Manager

Guests: Clara Bohrer, PLA Budget and Finance Committee; Tobin Conley and Jim Gibson, DelCor; Kathi Kromer and Kenton Oliver, ALA Washington Office and Committee on Legislation; Vailey Oehlke and Felton Thomas, ALA Steering Committee on Organizational Effectiveness (SCOE)

Discussions which resulted in items for staff or member leader follow up are indicated by an asterisk ().
Follow-up items are listed at the end of the document.*

1. **Welcome and Introductions, LeConge Ziesenhenné.**
2. **By consent, approved** the adoption of the meeting agenda.
3. **By consent, approved** the 2018 Fall Board Meeting Draft Actions (2019.24).
4. **By consent, approved** the consent agenda as presented.

Consent Items

Document Number

Organizational Excellence and Governance

- | | |
|---|------------|
| a. Draft 2018 Fall Board Actions..... | 2019.24 |
| b. 2018 Fall Board Follow Up List | 2019.25 |
| c. PLA 2019 Election Slate | 2019.26 |
| d. Proposed Fiscal Officer Position Description | 2019.27 |
| e. Membership | 2019.28 |
| f. Communications..... | 2019.29 |
| g. Tribute to Gates Foundation | 2019.30a&b |
| h. Other Organizational Excellence Initiatives (Staffing, Technology) | 2019.31 |

Leadership

- | | |
|---------------------------------------|---------|
| i. Leadership Initiatives Report..... | 2019.32 |
|---------------------------------------|---------|

Transformation

j. Continuing Education Report	2019.33
k. Publications and Products	2019.34
l. Other Transformation Initiatives.....	2019.35
<i>Advocacy and Awareness</i>	
m. Other Advocacy and Awareness Initiatives (Awards).....	2019.36
<i>Equity, Diversity, Inclusion and Social Justice</i>	
n. EDISJ Initiatives Report	2019.37

Action/Discussion/Decision Items

5. **Interim Board Actions, All** (2019.21, 2019.22, 2019.23). In November 2018, the PLA Board of Directors approved three partnership requests via email. It was presented and **approved** that PLA will enter into a new project partnership with Microsoft Philanthropies, which will provide hardware, training and other tools primarily to rural libraries to help community members build skills for educational and employment success and so they can benefit from access to high speed internet as a result of Microsoft Airband partnerships. It was also presented and **approved** that PLA will enter into a new project partnership with the ALA Washington Office and Google. This new project will provide mini-grants to public libraries in all 50 states to support community events and digital literacy training focused on workforce and small business development using Google tools, as well as PLA and local library resources. Finally, it was presented and **approved** that PLA will enter into a new project partnership with the National Network of Libraries of Medicine (NNLM) All of Us National Program, which seeks to help public libraries increase health literacy, address inequities that have prevented underserved groups from fully participating in critical health research, and strengthen community partnerships with healthcare while promoting the All of Us Research Program (All of Us), a historic effort to accelerate health research and medical breakthroughs to enable individualized prevention, treatment, and care.
2. **Introductions of ALA Presidential and PLA Board Candidates** (no document). The following candidates were present and introduced: Lance Werner (ALA President); Andrew Pace and Maggie Ferrell (ALA Treasurer); Michelle Jeske (PLA President); PLA Directors at Large: Meaghan O'Connor, Amita Lonial, and Toby Greenwalt (PLA Directors-at-large). Candidates Julius Jefferson (ALA President), Manya Shorr (PLA President), and Jason Kucsma (PLA Director at Large) were mentioned but not present.
3. **PLA President's Report, LeConge Ziesenhenn** (no document). LeConge Ziesenhenn reported that ALA divisions submitted Steven Yates, Jim Neal and Gina Milsap as candidates for the ALA Executive Director selection committee. Millsap will serve as an alternate in the event Yates or Neal are unable to participate. The search will start in February, wrap up in June, and the new Executive Director is anticipated to begin work in the fall of 2019. LeConge Ziesenhenn noted that she's spoken to many media outlets and signed on to many advocacy letters to support library efforts in their communities. Members expressed interest in seeing those letters.* Members were reminded that PLA is hosting ALA Councilors for a breakfast on Monday morning during the Midwinter Meeting. LeConge Ziesenhenn also pointed out that Google Translate was added to Project Outcome to facilitate surveys in new languages.

4. **ALA Board Talking Points** (onsite). The board talking points were referenced, and there was no discussion. Three units (LITA, ALCTS, LLAMA) intend to merge. However, the vote on this merger was tabled during the 2019 Midwinter Meeting.
5. **Report from ALA Tech Consultants, DelCor, Conley, Gibson** (2019.38). Delcor works with associations and other nonprofits to cover where technology and mission coalesce. In conducting ALA's technology assessment, Delcor examined four areas: the suite of programs and tools being used; data management; social media; and technology management policies and protocols. Highlights of their report included a bias toward onsite data management, "legacy" hardware in need of retirement, and a need for better coordination, collaboration and communication between ITTS and other ALA units. They uncovered multiple data management strategies and data sources, as well as many staff performing similar functions across the organization, all without coordination. They recommended that organizations like ALA should have technology staff at the highest level, therefore a new Chief Information Officer position will be created, initially filled by consultant Jim Gibson on a one-year interim basis, who will report to Mary Ghikas. Board members expressed some concern about how changes in membership will affect PLA and the public library community of practice, and they were also interested in learning more about how the needs of different groups within ALA will get prioritized.
6. **Report from Budget and Finance Committee Chair, Bohrer** (2019.39-44). Bohrer noted that at this point in the FY19 fiscal year, PLA is generally on target with revenue and expenses. PLA is in a "spend down" year, which will take the operating reserves from \$3.8 million to \$3.1 million. This amount is significantly higher than the approximately \$750,000 PLA is required to maintain,* so the potential of spending down the reserves was again discussed. The Budget and Finance Committee will discuss and make recommendations for the board's spring meeting.* The interest on PLA's two major Gates Foundation grants is being handled differently. While PLA will receive interest on the \$10.8 million legacy grant, ALA will retain interest off the \$2.9 million general operating grant awarded in 2017. Upon recommendation of the Gates Foundation, and following board discussion, the board recommended that PLA spend down the general operating grant first, and by doing so extend the term of the legacy grant.* The long term investment (LTI) was also briefly discussed. It was noted that ALA should be paying any loans from the LTI back to PLA with interest. General interest revenue from the LTI will likely be about \$50,000 as usual, and members suggested it be used to support the Inclusive Internship Initiative. Board members voiced support for PLA's increased fundraising efforts as key to sustainability, but they also noted the need to better justify the efforts to raise money from members when the money is not immediately needed due to the operating reserves and LTI interest.* Finally, PLA's support of the ALA Development Office, policy corps, and other areas was noted.
7. **PLA Board Meeting at Future Midwinters, Macikas** (2019.45a-e). Despite new no conflict times planned for the ALA 2020 Midwinter Meeting, units are not being asked to change board meeting times. In fact, ALA scheduled its own meetings (e.g., SCOE on Saturday) against the no-conflict time period. In 2021, however, the plan is that unit business meetings must be Friday or Tuesday afternoon, so that Saturday through Monday is reserved for continuing education (CE) and events such as youth media award presentations. While the board generally supported the idea that the Midwinter Meeting would transition to focus on the youth book and media awards

and focused CE such as leadership, there was concern that lack of strong education and marketing departments in ALA will prohibit success. The board also briefly discussed whether PLA committees would continue to meet at Midwinter, noting other options such as virtual meetings, before or after the PLA conference, during a potential new spring symposium, and other times. Ultimately, the potential success of revised ALA's Midwinter Meeting may depend on decisions at the division level about whether we should embrace the educational content by submitting program ideas and then promoting programming as PLA's, and encourage our committees to attend and convene, or whether we use other opportunities to present PLA-developed programs and convene our volunteer leadership.*

8. **Steering Committee on Organizational Effectiveness (SCOE), Oehlke, Thomas** (onsite). The board expressed interest in the discussions and ultimate recommendations of the SCOE because the effectiveness of ALA is related to PLA success. The SCOE began convening in October 2018. Reports on their work including potential models for a revamped ALA were circulated. The SCOE will elicit ideas and consensus from the membership now, up to and at the ALA Annual Conference, and potentially after Annual Conference. The board had various questions and also expressed a concern about the loss of staff positions.
9. **PLA Strategic Plan Review, Macikas, all** (2019.46). A status report which attempted to align core PLA work with the revised strategic plan goals was briefly reviewed. Members appreciated the format and simplicity of the report. It was suggested the goals and this report be used to determine how to invest PLA's reserve and interest funds, both to accelerate existing activity and to address gaps that are revealed as PLA's work is aligned with the strategic plan goals.
10. **Plans for PLA 75th Anniversary, all** (2019.47). Board members reviewed the draft plan for some activities to celebrate PLA's 75th anniversary, which include fundraising, development of a new web site, collecting member stories to engage them in the activity, creating a special issue of Public Libraries or another publication, and holding events at ALA Annual Conference and the PLA 2020 Conference.
11. **Fund for the Future/Fundraising Discussion, Allen** (2019.48). LeConge Ziesenhenné voiced her support for PLA's development of a more robust and varied fundraising program. She also announced that a charity golf outing will be held prior to the ALA Annual Conference once again, and funds raised will support PLA. Allen reviewed PLA's many fundraising strategies: vendor support and sponsorships; individual giving including the founding donor effort as well as appeals to members-at-large, major gifts and planned giving; and pursuing corporate, foundation and government grants. Board input is needed around individual giving, including how to keep donors engaged and also how PLA might initiate planned and/or major giving work. One suggestion was to solicit library trustees for major or planned gifts. Members also reiterated their earlier concern that PLA work on justifying why we are asking for funds now, in terms of sustainability of PLA and the potential to continually do more, particularly around key issues. For 2019, four appeal cycles are planned, focusing on National Library Week, raising scholarship funds for the 75th anniversary campaign, Giving Tuesday in November, and the year-end appeal. After some questions about which appeals would be print versus email, board members were generally supportive of the increased appeals, noting that "you don't get anything if you don't ask." They expressed interest in getting more data on PLA's fundraising

efforts,* and also suggested strategies to engage donors and potential donors, such as testimonials, including program costs in our appeals, being very specific in what PLA will support, using Public Libraries magazine,* and highlighting how PLA's fundraising is improving equity, diversity and leadership in the field. Also, the Seattle Public Library Foundation's (SPLF) efforts to provide additional tools and support to public libraries to do fundraising was noted. PLA staff are working with the ALA Development Office to assist in shaping and promoting SPLF's work.

12. **ALA Washington Office Update**, *Kromer* (no document). Kromer and Oliver reported that the ALA Committee on Legislation has identified ongoing and new legislative priorities, including library funding through IMLS and other programs, equitable access to high speed internet, e-rate funding, net neutrality, the 2020 census, Facebook privacy issues, STEM education and coding, workforce development, and services to veterans. In 2018, ALA had five priority bills become law which was excellent, particularly given the general lack of bill movement in the last session. Kromer also reported on some Washington Office operational issues, such as the redesign of the web site, and plans to hold a "fly-in" in late February rather than a 2019 Legislative Day in May, given that the ALA Annual Conference will be in Washington, DC in June.
13. **PLA Immersive Experience, Next Steps, PLA 2020**, *Macikas, Johnson, all* (2019.49). Maycock reported that PLA surveyed members about their top three challenges which they wanted to see reflected in the PLA 2020 programming. As of Midwinter, results are trending toward topics that align with the immersive experience and PLA's plans for Nashville: building inclusive and welcoming institutions, community dialogues, and community engagement. The PLA staff planning group will continue to digest the board's experience in November 2018 and make plans for all conference attendees to support inclusion and equity during conference.
14. **PLA PD Theory of Change White Paper**, *Hirsh, all* (2019.50a-c). Discussion of this agenda item was postponed due to lack of time.
15. **Extension of the Task Force on EDI, ACTION**, *Kong, Allen, all* (2019.51). It was moved and **approved** to rename the PLA Task Force on Equity, Diversity and Inclusion to the PLA Task Force on Equity, Diversity, Inclusion, and Social Justice (EDISJ), and also to continue the Task Force for another two-year term, from July 2019 to June 2021, with reappointments and new appointments to occur in the spring of 2019 by incoming President Ramiro Salazar.
16. **PLDS Status Update**, *Plagman, all* (on-site). The creation of the Measurement and Evaluation Committee (MEAC) to oversee performance measurement and the Public Library Data Survey (PLDS) was noted. Five years ago management of the PLDS survey was contracted to Counting Opinions (CO), which previously handled only the data collection component of PLDS. CO offered to handle all aspects including training, marketing, and other work. There has been no increase in sales, and when the CO contract came up, the MEAC decided to reexamine all data products for the field, putting the PLDS on hold until sometime in FY20. The data collection and survey underway now for FY19, will continue as planned.

17. **Review of Plans for PLA Breakfast with ALA Council, *le Conge Ziesenhenné*, all** (on-site). The board members discussed our strategy for the event and how to handle questions. Board members agreed to split up and circulate among Councilors at different tables.
18. **Review of the ALA Council Agenda, *Chase*, all** (2019.52). Chase reviewed issues pending for the ALA Council, including resolutions on transgender issues (which the PLA board agreed to support); sustainability (environmental) as a core value of ALA (the PLA board took no position); and library fines (the PLA board requested consideration of language changes so the resolution will better accepted among all library communities and to prevent media misinterpretation). The board suggested the issue of library fines might be appropriate for a session at the PLA 2020 Conference.*
19. **New Business, all** (no document). Macikas reported that the spring 2019 Board meeting will be April 7-8, 2019 in Calgary, Alberta, Canada. International travel may require special permissions for some board members, so PLA will assist by providing a travel letter.*

PLA Board of Directors 2019 Midwinter Meeting
January 26, 2019, Seattle, WA
Action Items/Discussions Requiring Follow Up

The following actions were drafted based on discussion at the 2019 Midwinter Meeting board meeting. Discussions in the board minutes that resulted in these follow-up items are indicated by an asterisk ().*

1. Staff will include community level library advocacy letters that the PLA President signs in future board agenda packets. (Deutsch, Stewart)

STATUS: ACCOMPLISHED. These will be included as part of the communications reports going forward.

2. Staff will research amount of required operating reserves to determine if formal policy exists and to update the figures to determine what the minimum amount for PLA should be. (Macikas, Allen)

STATUS: IN PROCESS

3. The PLA Budget and Finance Committee will make recommendations on how to spend down the PLA reserves for the board's spring 2019 meeting. (Bohrer, Macikas)

STATUS: IN PROCESS. Proposals for spending down the funds will be discussed at the Spring 2019 board meeting.

4. Staff will charge legacy and other expenses to 3177 in FY19 and will budget to spend down 3177 in FY20 and beyond until the grant is spent down. (Macikas, Allen)

STATUS: ACCOMPLISHED

5. Staff will create some fact sheets about why we are raising money from members when we have other money to spend (Allen, Macikas)

STATUS: NOT YET ACCOMPLISHED

6. Staff will draft recommendations for how PLA supports or competes with the newly-revised Midwinter Meeting. (Macikas, Hirsh, Allen, Maycock)

STATUS: NOT YET ACCOMPLISHED

7. Staff will include status of donation requests including variation in response to print versus email appeals in future board reports. (Allen, Stewart)

STATUS: NOT YET ACCOMPLISHED. There have been no appeals since the 2019 Midwinter Meeting. This information will be included in future fundraising reports to the board.

8. Staff will include an appeal envelope in an issue of Public Libraries, ideally aligned with the 75th anniversary issue and requesting support for scholarships. (Hughes, Allen)

STATUS: IN PROCESS

9. Staff will consider how PLA might include CE content on the issue of library fines at PLA 2020. (Maycock)

STATUS: IN PROCESS

10. Staff will send board members a formal letter and draft agenda regarding the April board meeting, including costs, etc., so that they can get local approval to travel, if needed. (Stewart)

STATUS: ACCOMPLISHED

TO: PLA Board of Directors
FROM: PLA Staff
RE: Reports from PLA committees, advisory groups and task forces
DATE: March 25, 2019

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

OVERVIEW

PLA solicits status reports from its committee chairs twice yearly. This will ensure that the Board has an opportunity to review the work of the committees.

We asked chairs to provide a report that is high level and provides a brief overview and indicated it does not need to be nor is it intended to be an exhaustive list of activities. Instructions and form are [here](#). Certain committees are excused from this process. These include award juries as well as the PLA Budget and Finance Committee.

Committees whose chairs provided reports are highlighted in gray in the below list. We requested reports from chairs of the following committees:

2020 Census Library Outreach & Education Task Force
Advocacy and Strategic Partnerships Committee
Annual Conference 2019 Program Subcommittee
Continuing Education Advisory Group
Digital Literacy Committee
Family Engagement Task Force
IF Training Materials Working Group
Leadership Development Committee
Measurement, Evaluation and Assessment Committee
Membership Advisory Group
PLA 2020 National Conference Program Subcommittee
Public Libraries Advisory Committee
Social Worker Task Force
Task Force on Equity, Diversity, Inclusion and Social Justice
Technology Committee
Web Content Working Group

The following represent the reports we have received as of today's date.

Submitted on Thursday, March 14, 2019 | Report submitted by: Annual Conference Program Subcommittee (2019)

This report represents work done: September–March

Committee/group name: Annual Conference Program Subcommittee (2019)

Chair name: Joy Kim

Chair e-mail address: joy.kim@gmail.com

Staff liaison: Angela Maycock

Please provide key accomplishments since last report to the Board:

- * Reviewed 140 program submissions for ALA Annual Conference 2019 in DC.
- * Selected 14 programs for PLA's allotted program spots (10% acceptance rate).
- * Shared recommendation with PLA staff to also include a program session on successful conference proposals, to foster the including of new and diverse voices in PLA programming.
- * Shared feedback on the program review process with PLA staff.

Please list key accomplishments planned for the balance of the year:

- * Support PLA-sponsored programs at Annual Conference through program introductions.

Does the group have any specific policy recommendations to the Board and/or recommendations or ideas with financial impact for PLA? We do not have any specific policy recommendations. We have shared some ideas for process improvements with Angela Maycock, primarily around preparing the jury to do their work and exploring ways to include a wide range of voices in PLA programming.

Describe (briefly) how your group's work is tied to a specific goal/objective of the PLA Strategic Plan: Our group's work to select the highest quality and most relevant programming for PLA at ALA Annual support the strategic goal: "Leadership: PLA builds and supports leadership for public libraries that is reflective of the needs of each community and the profession."

Do you have any suggestions for future products or resources (excluding conference programs) to be developed based on your group's work? PLA is already doing a webinar on successful conference proposals next week, so we don't have any more suggestions along those lines.

Are there other PLA/ALA committees your group might collaborate with to benefit the work of all? I think everyone would like to find a way for there to be better coordination across ALA units around programming at Annual. The current process is a bit siloed, so it's hard to avoid duplication of content. Also, we're aware that PLA has a very low acceptance rate compared to other units simply because we receive so many proposals. There are many worthy proposals we didn't have the space to accept. Collaboration across juries might be a way to even out that disparity, if someone could figure out the logistics of that.

Have there been any issues related to meeting participation/attendance for any of the group's members? No

Submitted on Thursday, March 14, 2019 | Report submitted by: Continuing Education Advisory Group

This report represents work done: September–March
Committee/group name: Continuing Education Advisory Group
Chair name: Sarah Tansley
Chair e-mail address: stansley@chipublib.org
Staff liaison: Angela Maycock

Please provide key accomplishments since last report to the Board: The Continuing Education Advisory Group promoted the application to submit webinars for the 2019 year. Our second task was to evaluate and recommend the submitted applications.

Please list key accomplishments planned for the balance of the year: Working with Angela, we will provide support to PLA's continuing education goals.

Does the group have any specific policy recommendations to the Board and/or recommendations or ideas with financial impact for PLA? Not at this time.

Describe (briefly) how your group's work is tied to a specific goal/objective of the PLA Strategic Plan: Our focus when evaluating applications for continuing education webinars included not only the structure and relevance to the public librarian but also the core areas of the new strategic plan diversity, inclusion and innovation.

Do you have any suggestions for future products or resources (excluding conference programs) to be developed based on your group's work? We thought it would be helpful to develop training for committee chairs and other volunteer leadership to navigate available resources, learn best practices and expectations for the role.

Are there other PLA/ALA committees your group might collaborate with to benefit the work of all? While we don't have specific partnerships in mind, we discussed the value of working with other groups to tap into institutional knowledge that could help the public librarian such as the University of Tennessee student work around homelessness.

Have there been any issues related to meeting participation/attendance for any of the group's members? No

Submitted on Tuesday, March 5, 2019 | Report submitted by: Digital Literacy Committee

This report represents work done: September–March
Committee/group name: Digital Literacy Committee
Chair name: Monica Dombrowski
Chair e-mail address: monicad@sycamorelibrary.org
Staff liaison: Scott Allen

Please provide key accomplishments since last report to the Board:

- o Held 5 conference calls to plan and work on projects.
- o Created strategic priorities for the committee that tie into PLA's new strategic plan.
- o Met at ALA Midwinter to discuss on-going and future projects.
- o Completed rough drafts of two articles for PLA's online magazine.
- o Submitted a presentation for ARSL conference in September.
- o Two members presenting a session at ALA annual that will highlight DigitalLearn.org resources.
- o Provided feedback on new eLearning courses for DigitalLearn.org.

Please list key accomplishments planned for the balance of the year:

- o Work with Microsoft on educational and training resources for their hardware/software grant program for small and rural libraries.
- o Submit proposal for session at PLA 2020.
- o Publish 2 or more articles in Public Libraries Online.
- o Complete work on standardized presentation on Digital Literacy Basics.
- o Create user pathways for DigitalLearn website based on role (user, instructor, and researcher) and add resources for the researcher role.
- o Create and publish some basic tech competencies for public library staff along with evaluation methods.

Does the group have any specific policy recommendations to the Board and/or recommendations or ideas with financial impact for PLA? It would be great if PLA could work with Microsoft to influence a more affordable pricing model for Lynda.com. It's such a great resource but their current model is based on population served instead of various bundles of licenses (3, 5, 10, etc.), which prices out most libraries. Getting a robust tool like this to folks served by small and rural libraries could help bring tech skills to places where they are needed the most.

Describe (briefly) how your group's work is tied to a specific goal/objective of the PLA Strategic Plan: We created strategic goals for our committee that directly support PLA's strategic plan and guide our work. They are as follows:

TRANSFORMATION

PLA's Digital Literacy Committee provides resources and tools to help library staff offer digital literacy training and programs in their libraries.

Objective: Increase opportunities to explore and share Digital Literacy best practices with all public libraries.

Objective: Increase awareness of and access to digital literacy tools that promote skill development in library patrons.

LEADERSHIP

PLA's Digital Literacy Committee provides professional development opportunities for staff involved in digital literacy activities in their libraries.

Objective: Increase and encourage professional development training opportunities on digital literacy topics for all levels of public library staff.

ADVOCACY & AWARENESS

PLA's Digital Literacy Committee provides resources for increasing the awareness and importance of digital literacy

training in public libraries.

Objective: Increase awareness and strengthen perceptions of public libraries regarding the importance of digital literacy training among key audiences and stakeholders.

EQUITY, DIVERSITY, INCLUSION, & SOCIAL JUSTICE

PLA's Digital Literacy Committee advocates for equitable technology access, equipment, resources, and training in public libraries.

Objective: Equip members with tools, mentoring/coaching, learning opportunities, and other resources to advocate for equitable access, equipment, and resources for their communities.

Objective: Identify measurable impacts, including professional competencies that support technology equity in public libraries.

ORGANIZATIONAL EXCELLENCE

Goal Statement: PLA's Digital Literacy Committee works to establish partnerships that provide digital literacy resources and grant opportunities for public libraries.

Objective: Maintain strong relationships with existing partners, both nationally and internationally, and explore new partnership opportunities outside of the library field.

Do you have any suggestions for future products or resources (excluding conference programs) to be developed based on your group's work? A digital services internship with PLA would be wonderful. Our idea is to work with the ALA accredited library schools to create a "virtual" internship where students could get course credit for helping to vet, update, and manage content on DigitalLearn.org. This could include both the eLearning modules as well as the instructor materials.

Are there other PLA/ALA committees your group might collaborate with to benefit the work of all? ARSL, because we have to ensure that our resources are scalable for small and rural libraries. We are hoping our conference proposal gets accepted so we can present at their conference a few times and let them know about DigitalLearn.org and all it has to offer.

Have there been any issues related to meeting participation/attendance for any of the group's members? Yes

Submitted on Monday, March 11, 2019 | Report submitted by: Family Engagement Task Force

This report represents work done: September-March

Committee/group name: Family Engagement Task Force

Chair name: Clara Bohrer, Kathleen Reif (co-chairs)

Chair e-mail address: bohrrcn@wblib.org, Kr530@comcast.net

Staff liaison (if applicable): Scott Allen

Please provide key accomplishments since last report to the Board:

- Presentations for national audiences:
 - o A webcast “Innovative Programming Beyond Library Walls,” with the National Center on Families Learning (NCFL) and the Urban Libraries Council. Speakers included PLA members from Nashville, Dallas, Cuyahoga County, Santa Clara City, and Broward County Public Libraries. About 150 people participated in the live webcast and others have since watched the recording. (September 25, 2018, Fort Lauderdale, FL).
 - o A presentation “Public Libraries: Vital Partners in Family Engagement” by Clara Bohrer and Scott Allen at the National Head Start Association’s 2018 Parent and Family Engagement Conference (December 19, 2018, Orlando, FL)
- Meetings during the 2019 Midwinter Meeting, for general business and a working session to brainstorm about educational programming.
- Ongoing discussions of partnerships with the Global Family Research Project and NCFL.
- Engagement of the ALA lawyers to secure permission for PLA to use/adapt content from our two publications, *Public Libraries: A Vital Space* (August 2016) and *Ideabook: Libraries for Families* (December 2016).
- Submission of a letter of intent (unsuccessful) for a family math learning community grant.
- Expansion of the [Task Force information](#) on the PLA web site to include more detail about current projects.

Please list key accomplishments planned for the balance of the year: The Task Force plans to work with Barnes & Thornburg to secure permission from the Harvard Graduate School of Education to use the framework, 5 R’s, and other content in future products. We are drafting an RFP to solicit consultants to develop such products, prioritizing an assessment tool for libraries, a training in-a-box for library staff, and a community presentation. Efforts to establish a subgroup to consider promotion and future product development under the Every Child Ready to Read umbrella are also ongoing.

Does the group have any specific policy recommendations to the Board and/or recommendations or ideas with financial impact for PLA?: See accompanying request to extend the Task Force from 2019 to 2021.

Describe (briefly) how your group’s work is tied to a specific goal/objective of the PLA Strategic Plan: The Task Force is focused under PLA’s Transformation goal. We are helping to “define and support the transition of public libraries to become more responsive to . . . community needs” and share best practices. Our work also addresses a key objective under the Leadership goal, as it will “support public library staff in the shift from a library-centered to a community-centered approach, through PLA trainings and resources.” Our work also helps PLA address the goal and objectives on Equity, Diversity, Inclusion and Social Justice, given that low income and underserved families often lack access to

community-based early-childhood, afterschool and summer learning programs and not only rely on public libraries for such programs, but use public libraries at a high rate compared to other community services.

Do you have any suggestions for future products or resources (excluding conference programs) to be developed based on your group's work? Ideas for future products which we continue to discuss include: speaker's kits and staff inservice toolkits; "organizational change" resources like internal assessment tools, model job descriptions, and sample strategic plan language; and expanded program ideas or even model program toolkits, particularly that focus on older children or STEM or media programs.

Are there other PLA/ALA committees your group might collaborate with to benefit the work of all? No

Have there been any issues related to meeting participation/attendance for any of the group's members? No

Submitted on Thursday, March 21, 2019 | Report submitted by: Measurement, Evaluation and Assessment Committee

This report represents work done: September–March

Committee/group name: Measurement, Evaluation and Assessment Committee

Chair name: Linda Hofschire

Chair e-mail address: lhofschire@gmail.com

Staff liaison: Emily Plagman

Please provide key accomplishments since last report to the Board:

- 1 - Created supplemental section for the 2018 PLDS on the topic of Facilities.
- 2 - In conjunction with Counting Opinions, finalized the 2018 PLDS.
- 3 - Reviewed survey draft from NMLM for the new Project Outcome Health Survey.
- 4 - Discussed the future of the PLDS at the Midwinter committee meeting and voted to pause the survey for 2019, and spend the year rethinking its purpose and determining how it can best meet the needs of the field.

Please list key accomplishments planned for the balance of the year:

- 1 - In addition to our regular committee meeting at Annual, we will also have a full-day meeting to discuss the future of the PLDS. This will provide a foundation for continued work through Annual 2020 to envision the survey.
- 2 - We will monitor the implementation of the new Project Outcome Health Survey.
- 3 - We will transition incoming/outgoing members at Annual.

Does the group have any specific policy recommendations to the Board and/or recommendations or ideas with financial impact for PLA? Not at this time.

Describe (briefly) how your group's work is tied to a specific goal/objective of the PLA Strategic Plan: The MEAC's work is closely tied to the Transformation Goal, Objective 4 - Increase the number of libraries using meaningful and actionable measurements to understand and expand their community impact. The MEAC reviews, analyzes, and recommends measures, techniques, and data-related activities that will help strengthen and advance the public library field in providing services and programs to its patrons as well as communicating the value of libraries to internal and external audiences.

Do you have any suggestions for future products or resources (excluding conference programs) to be developed based on your group's work? Not at this time.

Are there other PLA/ALA committees your group might collaborate with to benefit the work of all?

ACRL's Project Outcome for Academic Libraries Task Force

ALA Committee on Research and Statistics

NILPPA

Have there been any issues related to meeting participation/attendance for any of the group's members? No

Submitted on Wednesday, March 6, 2019 | Report submitted by: PLA 2020 Conference Program Subcommittee

This report represents work done: September–March

Committee/group name: PLA 2020 Conference Program Subcommittee

Chair name: Julianne Morian

Chair e-mail address: jmorian@cimpl.org

Staff liaison: Angela Maycock

Please provide key accomplishments since last report to the Board: Subcommittee members and PLA staff met at the ALA Midwinter Conference in Seattle, WA to review a draft of the program proposal form and discuss expectations for the 2020 PLA Conference. As a committee, we engaged in meaningful discussion with PLA staff, providing feedback and workshopping specific questions with the EDISJ taskforce to broaden the program proposal form and enhance the professional development goals of PLA. The call for programs opened on March 4, 2019 and the committee anticipates receiving 600+ applications (for approximately 100 program or preconference slots) by the April 26, 2019 deadline. PLA hosted a webinar on March 14, 2019 entitled, “What Makes a Successful PLA Conference Proposal?” providing a behind-the-scenes look at the proposal process and best practices from the organizer and speaker point of view. 217 PLA members registered for the webinar, and approximately 135 attended the live. The positive feedback after the webinar launched plans to repeat this presentation in person at ALA Annual Conference in Washington, D.C. this coming June, 2019.

Please list key accomplishments planned for the balance of the year: The committee will engage in a discussion regarding recruitment efforts (specifically to historically marginalized groups) in advance of the program proposal deadline. We will meet at ALA Annual Conference to review program and preconference submissions with the goal of selecting timely, noteworthy, and boundary-pushing content for the 2020 conference. The committee will develop a plan to provide coaching for programs selected to the final slate, and for meaningful feedback for those programs that did not meet requirements or fell short of the rubric (both new this year).

Does the group have any specific policy recommendations to the Board and/or recommendations or ideas with financial impact for PLA? No.

Describe (briefly) how your group's work is tied to a specific goal/objective of the PLA Strategic Plan:

Strategic Goal: Transformation

The program proposal form will capture a response from the organizer/speaker on what kind of leadership pathway their program or preconference will enable as part of PLA's Theory of Change.

Strategic Goal: Leadership

Program organizers/speakers can opt into mentorship opportunities with this year's program proposal by: a) submitting their program for review by volunteer member of PLA before submitting the program proposal; b) electing to receive coaching after being accepted to the 2020 conference; or c) requesting feedback on ways to improve their program proposal if it was not selected to the final slate for 2020.

Strategic Goal: Equity, Diversity, Inclusion and Social Justice

In conjunction with the EDISJ taskforce, the committee developed a question that reads: “PLA seeks proposals and speakers representing a wide range of diversity, with a commitment to representation of groups that have been historically marginalized or excluded due to race, gender identity and expression, sexual orientation, ability, economic background, and age. Are there any identities you hold that may contribute to fuller representation of diverse groups and points of view at this conference?”

Do you have any suggestions for future products or resources (excluding conference programs) to be developed based on your group's work? No.

Are there other PLA/ALA committees your group might collaborate with to benefit the work of all? Collaboration between the PLA Conference Programming Subcommittee and the EDISJ taskforce led to new and fully vetted EDISJ language on proposal form, review rubric, and webpage content.

Have there been any issues related to meeting participation/attendance for any of the group's members? No

Submitted on Monday, March 18, 2019 | Report submitted by: Public Libraries Advisory Committee

This report represents work done: September–March
Committee/group name: Public Libraries Advisory Committee
Chair name: Mary Rzepczynski
Chair e-mail address: mrzepczynski@dtdl.org
Staff liaison: Kathleen Hughes

Please provide key accomplishments since last report to the Board:

1. We selected editorial themes for the remainder of the year:

May/June: Career Development

July/August: Library's Role in the Community

September/October: Serving the Underserved

November/December: Self-care/Burnout

2. We selected a winner and runners-up in the feature article contest (awarded at the PLA Breakfast at ALA Annual Conference):

Winner: Constructive Confrontation: Being Decisive Rather Than Nice publiclibrariesonline.org/2018/11/...

Runners up:

-Civic Engagement Through Community Led Programming by Valerie Wonder publiclibrariesonline.org/2018/03/...

-Social Justice Symposium for Teens publiclibrariesonline.org/2018/03/...

-Reflections on Gender Oppression and Libraries publiclibrariesonline.org/2018/03/...

-Ransomware at the Library: publiclibrariesonline.org/2018/11/...

The runners-up will compete in a Facebook competition.

3. We began work on the redesign of the paper magazine.

4. We discussed content and revised job descriptions for current columnists.

Please list key accomplishments planned for the balance of the year: We will continue to work on the redesign of the paper magazine. We will need to solicit new column editors.

Does the group have any specific policy recommendations to the Board and/or recommendations or ideas with financial impact for PLA? Not at this time.

Describe (briefly) how your group's work is tied to a specific goal/objective of the PLA Strategic Plan: The Public Libraries magazine and online version is tied to the strategic goal of transformation and provides advice and case studies from the field that will help libraries transform from a library focus to a community focus.

Do you have any suggestions for future products or resources (excluding conference programs) to be developed based on your group's work? Not at this time.

Are there other PLA/ALA committees your group might collaborate with to benefit the work of all? We have discussed the possibility of a column highlighting common ground between Public and Academic libraries and may reach out to ACRL if we decide to move it forward.

Have there been any issues related to meeting participation/attendance for any of the group's members? No

Submitted on Friday, March 15, 2019 | Report submitted by: Social Worker Task Force

This report represents work done: September–March
Committee/group name: Social Worker Task Force
Chair name: Elissa Hardy, Leah Esguerra, Jean Badalamenti
Chair e-mail address: ehardy@denverlibrary.org
Staff liaison: Kathleen Hughes

Please provide key accomplishments since last report to the Board:

- *Written and published three articles on Public Libraries Online
- *Recorded two podcasts
- *Worked on managing the communication narrative around "The Public"
- *Created the Overview of Trauma-Informed Care one-pager
- *Submitted proposal form for preconference at ALA 2019; which was accepted
- *Met at ALA Midwinter and discussed all aspects of this work. Includes CE programming, publishing books and articles, collecting statistics, upcoming conferences that task force members are speaking at, recruitment of more task force members, and more.
- *Discussed book proposal idea.

Please list key accomplishments planned for the balance of the year:

- *Turn in completed book proposal to ALA.
- * Plan and participate in preconference program at ALA Conference.
- *Publish several articles.
- *Record podcasts.
- *Planning PLA 2020 Conference.
- *Identifying state and local events.
- *Identifying partnerships.

Does the group have any specific policy recommendations to the Board and/or recommendations or ideas with financial impact for PLA? The Task Force is planning Continuing Education programming. Briefly, the training will cover issues related to social work and libraries and will be held three times per year in different geographic location, possibly in partnership with libraries or other groups. This will have potential financial impact; the committee will create a written document/plan.

Describe (briefly) how your group's work is tied to a specific goal/objective of the PLA Strategic Plan: This group's work meets the goals: Transformation, Advocacy and Awareness, and Equity, Diversity, Inclusion, and Social Justice.

Do you have any suggestions for future products or resources (excluding conference programs) to be developed based on your group's work? We are working on developing programming and also a publication.

Are there other PLA/ALA committees your group might collaborate with to benefit the work of all? The EDISJ Task Force.

Have there been any issues related to meeting participation/attendance for any of the group's members? No

Submitted on Sunday, March 3, 2019 | Report submitted by: Task Force on Equity, Diversity, Inclusion and Social Justice

This report represents work done: September–March

Committee/group name: Task Force on Equity, Diversity, Inclusion and Social Justice

Chair name: Amita Lonial

Chair e-mail address: amita.lonial@gmail.com

Staff liaison: Scott Allen

Please provide key accomplishments since last report to the Board:

Developed online webinar "Advancing Racial Equity In Your Library" presented by the Government Alliance on Racial Equity (GARE) and Seattle Public Library

Offered the following professional development opportunities at ALA Midwinter

1-Advancing Racial Equity in Libraries (Pre conference)

2-Racial Equity: Libraries Organizing to Transform Institutions (Symposium on the Future of Libraries)

Launched 'Equity Starts With Us' regional trainings in Denver, CO. The first session had over 80 participants. The first day was led by Mia Henry and focused on approaching work in libraries from an anti-oppression lens. Day 2 was led by task force members and included activities for applying a racial equity tool to common scenarios. Participants ended the session into self-directed learning cohorts with the goal of supporting each other in their transition back to their home organizations.

Supported PLA Conference Committee in developing EDI rubric for program proposals

Sought and received PLA board approval to add "Social Justice" to our name and to continue for another two-year term from 2019-2021

Please list key accomplishments planned for the balance of the year:

-There are two more 'Equity Starts with Us' sessions planned in August and October of 2019.

-Pursuing publishing a collection of essays through ALA focused on racial equity and social justice in public libraries

-Coordinating additional training for PLA and ALA staff with Mia Henry

Does the group have any specific policy recommendations to the Board and/or recommendations or ideas with financial impact for PLA? No

Describe (briefly) how your group's work is tied to a specific goal/objective of the PLA Strategic Plan: Our work supports the Equity, Diversity, Inclusion, and Social Justice objective within the PLA Strategic Plan.

Do you have any suggestions for future products or resources (excluding conference programs) to be developed based on your group's work? There is an interest in developing an assessment tool for public libraries to identify priorities and/or opportunities for growth. We have a subcommittee looking at tools that have been developed outside of our industry. The development of this product might require consultant or contract services to develop.

Are there other PLA/ALA committees your group might collaborate with to benefit the work of all? Yes. The Healthy Communities and perhaps the upcoming work around the 2020 Census.

Have there been any issues related to meeting participation/attendance for any of the group's members? No

Submitted on Friday, March 1, 2019 | Report submitted by: Technology Committee

This report represents work done: September–March

Committee/group name: Technology Committee

Chair name: Henry Miller Bankhead

Chair e-mail address: henry.bankhead@cityofsanrafael.org

Staff liaison: Steven Hofmann

Please provide key accomplishments since last report to the Board:

- During the Summer and Fall of 2018 Committee members to collaborate to submit a conference proposal to ALA Annual 2019 entitled: Code for America and Your Public Library: How to Harness the Awesome Power of the Collective Will featuring Toby Greenwalt - Director of Digital Strategy and Technology, Carnegie Library of Pittsburgh (Speaker) and Will Skora - Web Manager, Cleveland Public Library (Speaker). This proposal was accepted.
- The committee met at ALAMW in Seattle and discussed supporting the presentation at annual, ideas for future presentations including cyber security awareness and online privacy, as well as a process for developing program ideas.

Please list key accomplishments planned for the balance of the year:

- Continue to support our presentation at annual: Code for America and Your Public Library: How to Harness the Awesome Power of the Collective Will by coordinating with speakers, ALA and fellow committee members.
- Meet at ALA Annual
- Plan future presentation proposals

Does the group have any specific policy recommendations to the Board and/or recommendations or ideas with financial impact for PLA? not at this time

Describe (briefly) how your group's work is tied to a specific goal/objective of the PLA Strategic Plan: Highlighting and explaining the ways in which public libraries can partner with Code for America to work on community challenges by leveraging the power of technology is an effort to achieve Transformation, the first goal in PLA's strategic goals. Explaining and advocating partnering with Code for America and other groups helps public libraries "define and support the transition of public libraries to become more responsive to – and reflective of – community needs." We harness the power of the public library to be an incubator for technology-based partnerships and problem solving.

Do you have any suggestions for future products or resources (excluding conference programs) to be developed based on your group's work? Code for America brigade that meets at ALA

Are there other PLA/ALA committees your group might collaborate with to benefit the work of all? I think it would be quite easy during the time that all committees are meeting, in the same room usually, to do a little "around the room" shout-out to see what the collaboration opportunities actually are - because we **might** collaborate with any and all committees for the benefit of all, but we don't know what they are all up to.

Have there been any issues related to meeting participation/attendance for any of the group's members? No

Submitted on Thursday, March 21, 2019 | Report submitted by: Web Content Working Group

This report represents work done: September–March
Committee/group name: Web Content Working Group
Chair name: Theresa Jehlik
Chair e-mail address: tjehlik@omahalibrary.org
Staff liaison: Steven Hofmann

Please provide key accomplishments since last report to the Board:

- Jen Ferriss and I did an impromptu marketing survey/data analysis of the website with 3 guests who showed up for the ALA Midwinter Committee meeting.
- We clarified the PLA website's purpose and relevancy at a March online meeting with Google Analytics data from 2018 to 2019.
- I assigned the 8 Professional Tools sections to committee members to update and report the amount of time it took to complete the work.

Please list key accomplishments planned for the balance of the year:

- Update the 8 sections of the Professional Tools
- Calculate the ROI so we can determine the value of keeping the Professional Tools on the PLA website
- Determine the fate of the 3 dangling sections at the end of the Professional Tools homepage

Does the group have any specific policy recommendations to the Board and/or recommendations or ideas with financial impact for PLA? After a long discussion at the ALA Midwinter meeting, it would advantageous to have an intern assigned to the Professional Tools section. Keeping content fresh is a beast and volunteers (who all have day jobs) may not be the best approach for this work.

Describe (briefly) how your group's work is tied to a specific goal/objective of the PLA Strategic Plan: Our work is best tied to Transformation, Objective 2 -- Increase opportunities to explore and share effective emerging best practices that are addressing community priorities. We do that by providing free access to resources on the PLA website that address various functions and needs in the public library landscape.

Do you have any suggestions for future products or resources (excluding conference programs) to be developed based on your group's work? No

Are there other PLA/ALA committees your group might collaborate with to benefit the work of all? If we can find the manpower, it would be beneficial to work with the committees of the current initiatives. Content could be generated with additional resources based on the initiative's specific focus.

Have there been any issues related to meeting participation/attendance for any of the group's members? Yes

TO: PLA Board of Directors
FROM: Barb Macikas
RE: PLA 2019 Election/ PLA 2020 Nominating Process
DATE: March 25, 2019

ACTION REQUESTED/INFORMATION/REPORT:

Information

BACKGROUND

PLA 2019 Election

The polls are open and will remain open until April 3 for PLA and ALA elections. Results will be announced on April 10. After PLA staff have informed candidates of results, we will inform the Board of the election outcomes. More information about the slate and PLA ballot measure are [here](#).

PLA 2020 Nominating Committee

The PLA 2020 Nominating Committee is chaired by immediate past president Pam Smith. Other committee members are: Carrie Wilson, Calvert Library, MD; Kevin King, Kalamazoo Library, MI; and Douglas Crane, Palm Beach County Library System, FL. The committee will continue its work through ALA Annual Conference and should have a slate to the board in the fall.



—THE—
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LEGACY**
FOUNDATION

February 26, 2019

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Olivia K. Summons
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Kathy Selking
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Barbara Macikas
Public Library Association
50 E. Huron Street
Chicago, IL 60611

Dear Friends:

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Hannah Grohowski

John Hull

James J. Jaros

Adele M. Jasion

Dr. Patrick McCormick

Eugenio Mollo, Jr.

Terrence G. Perris

Erica G. Silk

Yolanda D. Szuch

Thank you for your thoughtful contribution of \$257.50 in memory of Clyde Scoles. Mr. Scoles was a visionary and tremendous leader. His impact in the community will be remembered for generations to come. We are grateful that you have chosen the Library for your tribute.

We would also like to confirm that the Foundation has a 501(c)(3) designation from the IRS, that you have received no goods or services in return for your gift and that your gift is deductible per current tax law.

Sincerely,

Kathy Selking
Manager of Library Development

KS/JK/pm

Jason Kucsma
Acting Director

Directors Emeriti
Patricia K. Appold
John F. Hayward

TOLEDO LUCAS COUNTY PUBLIC LIBRARY
325 Michigan Street
Toledo, Ohio 43604 Phone 419.259.5123

TO: PLA Board of Directors
RE: Initiatives and Partnerships
DATE: March 18, 2019

ACTION REQUESTED/INFORMATION/REPORT:

Information

ACTION REQUESTED BY:

Inclusive Internship Initiative

Fifty libraries have been chosen, from a pool of 80 applicants, to participate in the 2019 ILL cohort (list attached as document no. 2019.59b). Each library will receive \$3,500 to support a high-school aged intern from a diverse background over the summer. The cohort will gather in Chicago in June for a kick-off event and in D.C. in September for a wrap-up event. The program will not vary much from previous years. However, PLA will take advantage of a longer lead time to provide training and tools to aid in recruiting, selecting, and working with an intern through an inclusive lens.

PLA received additional funding from IMLS to support the 2019 cohort. As part of this grant, PLA will conduct a retrospective evaluation of past mentors and interns. Questions will address lasting impacts, changes in career or educational plans, and any changes at the library level to build inclusive services. Survey questions will also track back to the program pre- and post- to get at some longitudinal data.

Submitted by Mary Hirsh, Deputy Director

Measurement Initiatives Update

PLA is launching two partnership initiatives this spring: 1) The addition of a health topic survey and corresponding education around the topic in partnership with the National Network of Libraries of Medicine and, 2) to measure ESL/new citizen classes offered by American Dream grant recipients, in partnership with ALA's Public Programs Office.

Additionally, Project Outcome for academics will launch on April 12th at the ACRL Conference: <https://acrl.projectoutcome.org>. The site looks and operates the same way as the public library site but will have its own content and surveys targeted at academics. The survey topics for academics are: digital & special collections; events/programs; instruction; library technology; research; space; and, teaching support. They will also make the survey tool and a modified version of the data dashboards available to international academic libraries. PLA looks forward to the launch and anticipates that some of the learnings and changes made to the academic site could be applied back to the public library site.

PLA staff are also working with Counting Opinions to gather data for the FY18 Public Library Data Survey collection period, develop a timeline for completing its partnership, and "pause" the Public Library Data Survey. A fully day in-person discussion will be held during ALA Annual to plan for future changes to the survey. Staff are also working with the University of Washington to transfer Impact Survey to PLA.

Submitted by Emily Plagman, Manager, Impact & Advocacy

Measures that Matter Update

PLA is one of several members of an implementation group formed to advance activities related to the Measures that Matter [Action Plan](#) released in April 2018. Measures that Matter was launched through a cooperative agreement in 2017 between IMLS and COSLA to address challenges related to public library data collection and use. The action plan focuses on four primary areas: streamlining current data collection, adding new indicators focused on community impact, meeting the education and informational needs of all data users, and setting the stage for a national public library data framework. Larra Clark represents PLA on the implementation group and co-chairs the working group focused on improving libraries' ability to measure and demonstrate community impact. Emily Plagman also serves on the Library Statistics Working Group and is involved with the streamlining data collection work.

The implementation group work is expected to conclude at the end of April 2019. One recommendation will be to create a standing group that would provide leadership to advance public library data gathering and use and to engage diverse stakeholders to propose strategic actions around data that reflect the role and impact of public libraries. Both PLA and ALA would likely be invited to participate (and provide financial support and/or support funding requests). More information on these activities and potential opportunities or impacts for PLA should be available by the Annual Conference meeting in June.

Submitted by Larra Clark, Deputy Director

2020 Census

With the 2020 Census less than a year away, the [2020 Census Library Outreach and Education Task Force](#) is continuing its efforts to ensure libraries are well-prepared. To this end, we organized a well-attended program at the ALA Midwinter Meeting about library advocacy and community engagement in the 2020 Census, including a discussion about philanthropic resources. In February, the conversation moved online with a [Chapter Advocacy Exchange webinar](#) discussing the advocacy efforts by libraries in several states. In addition, the team continued to lead national advocacy for a fair and accurate Census. In February, Congress completed work on the Census Bureau's budget for 2019 and included [provisions that ALA had sought](#) directing the Census Bureau to open local outreach sites in communities across the country, which could potentially be located in libraries. ALA is [continuing to advocate](#) for effective implementation of that provision. Finally, ALA is closely monitoring the litigation challenging the addition of an untested citizenship question to the 2020 Census. ALA has [opposed](#) the addition of a citizenship question: "Adding a citizenship question to the 2020 Census would suppress Census response, distorting the statistics and making them less informative," says ALA President Loida Garcia-Febo. The Supreme Court will hear the case in April, with a final ruling expected this summer.

A PLA program on the 2020 Census also is planned at the ALA Annual Conference, where we will launch the *Library Guide to the 2020 Census*. The guide is being drafted by the Georgetown Center on Poverty and Inequality and will provide practical information and context, as well as FAQs and pointers to key resources for library staff to support their communities in achieving an inclusive and complete count.

Submitted by Larra Clark, Deputy Director

ALA Policy Corps

PLA is one of four divisions that has helped to quickly establish the [ALA Policy Corps](#) with the ALA Washington Office to expand the ALA's ability to advocate on key policy issues on behalf of the library community—including E-rate and broadband equity, network neutrality, and federal funding for public

libraries. The program is now in its second year with 22 advocates from around the country, including nine working in public libraries across the two cohorts. PLA Past President Larry Neal has led the selection subcommittee that determined the participants. The newest members will meet in Washington, D.C., during National Library Week (April 8-10) for their first face-to-face training event. ALA is seeking permanent sustainable funding for this initiative starting in FY2020, and an interim report is planned for June 2019.

Submitted by Larra Clark, Deputy Director

INCLUSIVE INTERNSHIP INITIATIVE!

PLA Board of Directors
Spring Meeting 2019
Document no.: 2019.59b

2019 III Libraries

Athens-Limestone Public Library, Alabama	
Juneau Public Library, Alaska*	Schaumburg Township District Library, Illinois
City of Casa Grande Public Library - Vista Grande Library, Arizona*	Evanston Public Library, Illinois
	Skokie Public Library, Illinois**
Alameda County Library, California	Allen County Public Library, Indiana
San Jose Public Library - TeenHQ, California	Algona Public Library, Iowa*
San Diego County Library, El Cajon Branch, California	Boone County Public Library, Kentucky*
Sonoma County Library, California	St. Mary's County Library, Maryland
Michelle Obama Neighborhood Library, California	Baltimore County Public Library, Owings Mills Branch, Maryland
Denver Public Library, Colorado**	Milton Public Library, Massachusetts
Arapahoe Libraries, Colorado	Clinton-Macomb Public Library, Michigan*
Poudre River Public Library District, Colorado*	Washington Public Library, Missouri
St. Johns County Public Library System, Florida	The Library Station, Springfield-Greene County Library District, Missouri
Palm Springs Public Library, Florida	West Caldwell Public Library, New Jersey
Auburn Public Library, Georgia*	Montville Township Public Library, New Jersey

INCLUSIVE INTERNSHIP INITIATIVE!

PLA Board of Directors
Spring Meeting 2019
Document no.: 2019.59b

Piscataway Public Library, New Jersey

Gloucester County Library System - Mullica Hill Branch, New Jersey

National Hispanic Cultural Center (NHCC) Library, New Mexico

Patchogue-Medford Library, New York

New York Public Library, New York

Pioneer Library System, New York

Wilkes County Public Library, North Carolina

Cumberland County Public Library & Information Center, North Carolina

Bucyrus Public Library, Ohio

Cottage Grove Public Library, Oregon

Multnomah County Library, Oregon

Hillsboro Public Library and Cornelius Public Library, Oregon

Butler Area Public Library, Pennsylvania*

Manheim Community Library, Pennsylvania

Leander Public Library, Texas

Laredo Public Library, Texas

Salt Lake City Public Library, Utah

Henrico County Public Library, Virginia

Wenatchee Public Library, Washington

Burnsville Public Library, West Virginia*

Martinsburg-Berkeley County Public Library, West Virginia

Hedberg Public Library, Wisconsin

Madison Public Library, Wisconsin*

Kenosha Public Library, Wisconsin

* = past participant

** = self-funding

TO: PLA Board of Directors
FROM: Angela Maycock, Manager of Continuing Education, amaycock@ala.org
RE: Continuing Education
DATE: March 18, 2019

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

OVERVIEW

This report covers PLA educational programming at the 2019 ALA Annual Conference and the PLA 2020 Conference, as well as PLA online learning.

KEY CURRENT ACTIVITIES/METRICS

PLA @ ALA Annual Conference

The PLA Annual Conference Program Subcommittee selected 14 programs to present at the 2019 ALA Annual Conference in Washington, DC. They are listed below with dates and times:

Program Title	Date	Time
Food for Thought: Nourishing the Mind and Body at Public Libraries	Saturday, June 22	10:30 AM - 11:30 AM
Empowering Digital Citizens: Public Programming to Fight Fake News	Saturday, June 22	1:00 PM - 2:00 PM
Take the Lead! Librarians Can Build the Confidence to Command Leadership Roles, Drive Community Action and Equity, Advance Library Relevancy, and Win Funding for Key Projects	Saturday, June 22	2:30 PM - 3:30 PM
Code for America and Your Public Library: How to Harness the Awesome Power of the Collective Will	Saturday, June 22	4:00 PM - 5:00 PM
Civility – It's more than just being nice	Saturday, June 22	4:00 PM - 5:00 PM
Ensuring Everyone Counts (and is Counted) in the 2020 Census	Sunday, June 23	9:00 AM - 10:00 AM
Performance Acceleration: A 21st Century Evidence-Based Approach to Managing Employees	Sunday, June 23	9:00 AM - 10:00 AM
Co-Creating Library/Social Services Partnerships: A Statewide Collaboration	Sunday, June 23	10:30 AM - 11:30 AM
Building Equity From the Ground Up	Sunday, June 23	1:00 PM - 2:00 PM
Going Deskless: Moving from Fort Reference to Point-of-Need Service	Sunday, June 23	2:30 PM - 3:30 PM

Creating a Community Profile to Learn More about Your Current and Potential Patrons	Sunday, June 23	4:00 PM - 5:30 PM
Safer Libraries: Building Staff Resiliency and Library Safety Branch by Branch	Monday, June 24	10:30 AM - 11:30 AM
Libraries and the Opioid Epidemic: Community-based Responses	Monday, June 24	2:30 PM - 3:30 PM
XR (Augmented, Mixed and Virtual Reality) Programming in Libraries	Monday, June 24	4:00 PM - 5:00 PM

In addition to these 14 programs selected by the Program Subcommittee, PLA will also offer the following three programs (not yet scheduled) for a total of 17 programs at Annual Conference:

- “Ready, Set, Bank @ Your Public Library” – cosponsored by the ALA Development Office, this program will highlight Houston and Queens Public Libraries’ work with the financial literacy program Ready, Set, Bank in partnership with Capital One
- “What Makes a Successful Conference Proposal?” – building on the success of a recent PLA webinar and evergreen interest, this program will focus on criteria, resources, and recommendations for developing strong conference proposals
- “Social Workers in Public Libraries: Lessons Learned” – public library social workers will provide an overview of trauma-informed, person-centered service to library patrons experiencing life challenges, including scenarios and appropriate responses

Finally, PLA will offer a half-day preconference titled, “Librarians and Social Workers: Partnerships that Work for Connecting People in Need” on Friday, June 21, 2019. This preconference will be led by members of the PLA Social Work Task Force in collaboration with ODLIS and YALSA, both of whom are cosponsoring this preconference in name only.

PLA 2020 Conference

Please see PLA 2020 Conference report for details on the call for proposals, which opened on March 4, 2019.

PLA Online Learning

Since our last update to the Board in January 2019, PLA has offered the following free webinars:

Date	Title	Registration
February 5	Starting Small with Project Outcome	507
February 26	“Just One Thing”: Training Staff for Community Engagement	728
March 14	What Makes a Successful PLA Conference Proposal?	231

In April, PLA will offer a series of two webinars on Cultural Intelligence, each of which will provide a PDF workbook for attendees and will require paid registration. PLA staff will evaluate

the success of these webinars to help determine the role of paid webinars in future PLA online learning efforts.

BUDGET

PLA's full-day Midwinter Institute, "Advancing Racial Equity in Public Libraries: Normalizing, Organizing, and Operationalizing" had 68 registered attendees (well above our registration goal of 50) and a total of \$9,230 in revenue.

As of March 8, PLA's half-day preconference at ALA Annual Conference, "Librarians and Social Workers: Partnerships that Work for Connecting People in Need," had 20 registrations for a total of \$2,040 in revenue. Our expected break-even registration point is 35 and our registration goal is 50. With promotional support from ODLOS and YALSA, in addition to ALA plans to feature this preconference, we expect it to exceed these projections.

ASSESSMENT

The response rate for PLA's Midwinter Institute was disappointing at just over 20%, but the feedback we did receive was overwhelmingly positive. 100% of survey respondents agreed or strongly agreed with the evaluation's core outcomes statements on learning, confidence, awareness, and intent to apply learning from the preconference. In addition, 93% of survey respondents indicated the overall quality of the preconference was excellent (the other 7% rated quality as good) and 100% indicated that the overall value of the preconference for their institution's investment was excellent.

PLA collects evaluation data on each of its continuing education offerings, using Project Outcome-approved questions to measure attendees' learning and confidence. PLA's paid intern, Carly Lawrence, is currently working to aggregate 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

TO: PLA Board of Directors
RE: Organizational Excellence Initiatives – Communications, Membership
DATE: March 18, 2019

ACTION REQUESTED/INFORMATION/REPORT:

Information

ACTION REQUESTED BY:

N/A

DRAFT OF MOTION:

N/A

Communications

Submitted by Larry Deutsch

Since its last report to the PLA board, submitted on Jan. 4, 2019, PLA has issued 12 press releases, four electronic newsletters, 12 email blasts, and numerous other communication pieces. Areas of primary focus have included the election and ballot measure, 2019 award winners, 75th Anniversary, Call for Volunteers, 2020 Conference Call for Proposals, Spring 2019 Leadership Academy, partnerships with Capital One and the National Network of Libraries of Medicine, Health Insurance Education initiative, Libraries Lead with Digital Skills project, Social Justice in Public Libraries symposium and 2018 Year in Review.

The communications manager continues to closely follow the ALA executive director search and the work of its Steering Committee on Organizational Effectiveness so PLA members can be kept informed about these important matters. He submitted a report on the state of public libraries for ALA's 2019 State of America's Libraries publication, highlighting patron-responsive programming, the 2020 Census, the opioid crisis, and EDISJ issues.

From ALA's Communications & Marketing Office and Office of Library Advocacy respectively, PLA has received three media interview requests. There were no requests to sign local library advocacy letters during this period. Two interviews were with CNET – one regarding the evolving role of libraries and the other about library technology. The third interview was with the Albany (NY) Times Union, discussing homeless patrons in public libraries. All three media interviews were graciously accepted by the PLA president.

Membership

Submitted by Samantha Lopez

PLA is launching a new email drip marketing campaign targeting new PLA members. ITTS has developed the campaign logic in Informz to pull in new members only and weed out dropped members each month. This marketing effort will help us better target and engage a vulnerable population, since new members are most likely to become dropped members. This campaign focuses on highlighting key benefits of PLA membership for a 6-month period, and ends with an evaluation assessing whether or not new members feel more aware of PLA offerings and have engaged in at least one member activity.

Goals of the campaign include:

- Increase new members' awareness of PLA offerings, knowledge of how to get involved, and perceived value of membership
- Increase new member retention rates
- Model best practices for target marketing
- Integrate available software logic to pilot new marketing techniques and communication strategies
- Share results and recommendations with ALA and other divisions.

The campaign will be evaluated through email open rates, clicks and opt-outs; results from the new member survey and new member follow-up survey; iMIS drops and renewals; and participation in ALA Connect groups.

Content:

- Day 1 (Welcome/New Member Survey): *Welcome to PLA!*
- Month 1 (ALA Connect): *Did you know that your PLA membership connects you to a community of over 9,000 public library professionals?*
- Month 2 (Publications/Resources): *Did you know that your PLA membership keeps you informed of the latest public library news, trends, and resources?*
- Month 3 (Initiatives): *Did you know that your PLA membership supports a multitude of ground-breaking public library initiatives?*
- Month 4 (Continuing Education/Professional Development): *Did you know that your PLA membership gets you access to a host of continuing education and professional development opportunities?*
- Month 5 (Recognition/Awards): *Did you know that your PLA membership provides awards programs designed to honor you and your colleagues?*
- Month 6 (Engagement & Building Innovative Leaders): *Did you know that your PLA membership offers you the chance to have your voice heard and become a leader of change?*
- Month 7 (Evaluation): *New Member Follow-up Survey*

PLA STRATEGIC GOAL LINK (check all that apply)

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

TO: PLA Board of Directors
FROM: Lian Drago, Program Officer
RE: PLA 75th Anniversary Board Report
DATE: March 18, 2019

ACTION REQUESTED/INFORMATION/REPORT: Report

ACTION REQUESTED BY: N/A

DRAFT OF MOTION: N/A

OVERVIEW

On October 13, 2019, PLA will celebrate its 75th Anniversary. Founded in 1944, the Public Library Association has grown from an organization of 1,295 members to nearly 10,000 members from public libraries all over the world. In order to commemorate this momentous occasion, PLA will launch a 75th Anniversary campaign that aims to recognize PLA milestones and accomplishments and members' contributions to those; increase member engagement and awareness of the work that PLA has done and the work that it will be doing in the upcoming years. PLA will also use the anniversary as a fundraising opportunity.

KEY CURRENT ACTIVITIES/METRICS

The PLA 75th anniversary campaign had a soft launch on March 1; the current PLA logo was replaced with a commemorative PLA logo on PLA's main website and social media account. Due to some technological delays in the development of the website, the website launch has been pushed to the end of March.

The fundraising portion of the campaign will begin on April 10, and will aim to raise \$7,500 in 75 days, ending on June 23 at Annual Conference. Anyone who donates to PLA during this period will have a chance to win a free PLA2020 registration. A total of two PLA2020 registrations will be given out during this campaign.

Money raised from the fundraising will go toward PLA2020 scholarships that will be divided into three categories – library school student scholarships, early career librarian scholarships, and library support staff scholarships. Each scholarship winner will receive free registration to PLA2020 and a \$250 stipend. A total of 15 scholarships, 5 in each category, will be given out.

During the 2019 ALA Annual Conference in Washington, D.C., the 75th anniversary will be recognized at both the PLA member breakfast and the PLA leadership reception. The duration of the anniversary campaign will be one year, ending with a final reception and other activities at the PLA 2020 conference.

Draft Timeline of 75th Anniversary Campaign Activities*

Website – March 2019

PLA will update and utilize its digital properties to build awareness of the 75th anniversary, including an updated logo design, a special hashtag, and an anniversary-specific website.

Fundraising – April 10, 2019 – June 23, 2019

PLA plans to raise \$7,500 in 75 days for PLA 2020 conference scholarships. PLA also plans to work with Corcoran to create a matching sponsorship package and seek out matching donors. A possible second round of fundraising will begin on Oct. 13, 2019 pending on the success of the first fundraising campaign.

Membership Engagement – March 2019 – February 2020

PLA is planning a number of opportunities to engage members in conversation about PLA. Staff will work with the Board to collect spotlights and success stories.

Communication – March 2019 – February 2020

Information about the anniversary and opportunities to participate in the celebration will be shared through PLA's regular communications channels.

Events – June 2019 – February 2020

Kick-off at ALA Annual – Washington DC, June 20–25, 2019

- Promotion of the 75th Anniversary celebration
- Announcement of funds raised and application opening for conference scholarships
 - Scholarships for library school student, early career librarians, and library support staff
- Leadership reception with videographer to create 75th Anniversary “Happy Anniversary” short video
- 75th Anniversary swag giveaway

Wrap-up at PLA 2020 – Nashville, TN, February 25–29, 2020

- Concluding the 75th Anniversary celebration
- 75th Anniversary swag giveaway
- Other activities TBD

Publications– September/October 2019

PLA will issue a special publication in the fall to coincide with the actual anniversary date.

**Activities and timeline subject to change*

BUDGET

The cost these activities will be covered from PLA administrative budget and sponsorships.

ASSESSMENT

PLA staff will assess membership and social media statistics to evaluate overall engagement of members. Fundraising goals will be met when funds have been raised.

PLA STRATEGIC GOAL LINK (check all that apply)

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

TO: PLA Board of Directors
FROM: Megan Stewart, Program Coordinator
RE: PLA Award Winners 2018-2019
DATE: March 25, 2019

ACTION REQUESTED/INFORMATION/REPORT: Information

ACTION REQUESTED BY: N/A

DRAFT OF MOTION: N/A

PLA opened its call for applications for the 2018-2019 awards cycle on Thursday, September 13, 2018. The call for nominations closed on Monday, December 10, 2018. PLA accepted applications for ten (10) awards and grants during this awards cycle.

PLA announced the winners for the 2018-2019 awards cycle via press release on Friday, March 15, 2019. A copy of the press release follows this narrative. The award winners' names have also been posted on the PLA awards webpage at this link: <http://www.ala.org/pla/awards/>.

PLA STRATEGIC GOAL LINK (check all that apply)

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



(/news/)

Public Library Association unveils 2019 award winners

For Immediate Release

Fri, 03/15/2019

Contact:

Laurence Deutsch

Manager, Communications

Public Library Association (PLA)

ldeutsch@ala.org (mailto:ldeutsch@ala.org)

CHICAGO — Today, the Public Library Association (PLA) announced the winners of its 2019 awards and grants (<http://www.ala.org/pla/awards>), honoring the best in public library service, innovation and outreach. Award and grant recipients are chosen by member volunteers who serve on PLA's Award Juries. PLA President Monique le Conge Ziesenhenné, PhD, along with the award sponsors and PLA members, will recognize the award winners as part of the PLA Member Welcome Breakfast (<https://2019.alaannual.org/registration/ticketed-events#PLA>) at the 2019 ALA Annual Conference (<https://2019.alaannual.org/>) this June in Washington, D.C. Here are the winners:

The Allie Beth Martin Award (<http://www.ala.org/pla/awards/alliebethmartinaward>), sponsored by Baker & Taylor, recognizes a public librarian for demonstrating a range and depth of knowledge about books and other library materials as well as the distinguished ability to share that knowledge. The 2019 Allie Beth Martin Award recipient is **Sondra Eklund**, Youth Services Manager, City of Fairfax (Va.) Regional Library. Eklund maintains a book review blog and has personally reviewed more than 3,000 titles. After serving on the 2019 Newbery Award Selection Committee, she also started a Newbery Book Club for young readers at her library.

The Baker & Taylor Entertainment Audio Music/Video Product Award (<http://www.ala.org/pla/awards/btaudiomusicvideoproductaward>) provides \$2,500 in funding for audio music and video products for the circulating collection of the selected recipient. The award goes to the **Ivan O. Davis - Liberty Library**, a rural library serving the approximately 2,000 residents of Liberty and Montville, Maine. The library plans to use the award funds to quadruple its DVD and video collection.

The Charlie Robinson Award (<http://www.ala.org/pla/awards/charlierobinsonaward>), sponsored by Baker & Taylor, honors a public library director who has been a risk-taker, innovator, and change agent. The 2019 Charlie Robinson Award is presented posthumously to **Clyde Scoles**, who served as Director of Toledo Lucas County (Ohio) Public Library from 1985 until his death in early 2019. Jason Kucsma, the library's Acting Director, cited Mr. Scoles' responsiveness to the changing role of public libraries and the changing needs of the community as reasons for his nomination.

The Demco New Leaders Travel Grant (<http://www.ala.org/pla/awards/demconewleadersgrant%20>) is designed to enhance the professional development of public librarians new to the field by making their attendance possible at critical professional development events. This year's grant recipients are **Leah**

Dudak, Reference Librarian, Public Library of Cincinnati & Hamilton County (Ohio) and **Jessica Robertson**, Cataloging Librarian - Collection Services, Central Rappahannock Regional Library (Fredericksburg, Va.). Each will receive a \$1,500 grant to attend a PLA continuing education event.

The EBSCO Excellence in Rural Library Service Award

(<http://www.ala.org/pla/awards/ebscoexcellencesmallruralaward>) honors a public library for exemplary service to a community of 10,000 or fewer people whose top per-capita income is less than the 75 percent of the national average. This year's \$1,000 award goes to the **Copper Queen Library** located in Bisbee, Ariz., a low-income, rural community along the U.S./Mexico border. During the past three years, the library has introduced a wide variety of new programs and services focused on outreach to underserved populations.

The Gordon M. Conable Award (<http://www.ala.org/pla/awards/gordonmconableaward>) 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. The 2019 award of \$1,500 is presented to **Fairfax County (Va.) Public Library**. The library partnered with the School for Conflict Analysis & Resolution at nearby George Mason University to develop and present a series of public workshops around media literacy and civil communication aimed at decreasing political polarization.

The John Iliff Award (<http://www.ala.org/pla/awards/johniliffaward>) honors the life and accomplishments of John Iliff, early adopter and champion of technology in public libraries. This award provides a \$1,000 honorarium to a library professional or library that has used technology and innovation as a tool to improve services to public library users. The 2019 John Iliff Award winner is **Mark Williams**, Chief Librarian & CEO, Milton (Ont., Canada) Public Library. Under Williams' guidance, the library launched an open-source mobile gaming application that encourages patron interaction with community programs and services.

The Romance Writers of America Library Grant (<http://www.ala.org/pla/awards/romancewritersgrant>) is designed to provide a public library the opportunity to build or expand its romance fiction collection and/or host romance fiction programming. The 2019 recipient, **Suffolk (Va.) Public Library**, intends to use the \$4,500 grant to update its romance collection by adding books featuring diverse protagonists like people of color, people with disabilities, and LGBTQ individuals.

Launched in 2018, The Singer Group Helping Communities Come Together Award

(<http://www.ala.org/pla/awards/helpingcommunitiesaward>) recognizes a public library's ability to identify community needs specifically in times of crisis and division, and respond in creative and exemplary ways. The 2019 recipient of this \$1,000 award is **Sonoma County (Calif.) Library** for its Together at the Table project. Through this project, the library hosted community discussions around the topics of climate change, immigration, Blackness in America, LGBTQI life and income inequality.

The Upstart Library Innovation Award (<http://www.ala.org/pla/awards/upstartaward>) honors a public library's innovative or creative community service program. The 2019 award and \$2,000 honorarium will go to the **Southern Adirondack Library System** (SALS), headquartered in Saratoga Springs, N.Y. SALS teamed up with a local food pantry to launch the Fresh Food Collective Library Distribution initiative, which sourced produce from local farms and distributed it through three small, rural libraries.

PLA deeply appreciates the generous financial support of the companies that sponsor its awards, many of which have graciously committed to do so for many consecutive years. Our 2019 award sponsors in 2019 include Baker & Taylor; Demco, Inc., EBSCO Information Services, Romance Writers of America and The Singer Group. Thanks also to the PLA Board of Directors, which sponsors the Gordon M. Conable and John Iliff Awards.

For more information on PLA Awards and opportunities to volunteer on our award juries, visit www.pla.org (<http://www.pla.org/>) or contact the PLA office at (800) 545-2433, ext. 5PLA.

#

About the Public Library Association

The Public Library Association (PLA) is the largest association dedicated to supporting the unique and evolving needs of public library professionals. Founded in 1944, PLA serves nearly 10,000 members in public libraries large and small in communities across the United States and Canada, with a growing presence around the world. PLA strives to help its members shape the essential institution of public libraries by serving as an indispensable ally for public library leaders. For more information about PLA, contact the PLA office at 1 (800) 545-2433, ext.5PLA, or pla@ala.org (<mailto:pla@ala.org>).



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Related Links

PLA's Annual Awards
& Grants
(<http://www.ala.org/pla/awards>)

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Awards (</news/taxonomy/term/2212>), Awards (Professional Recognition) (</news/taxonomy/term/789>), Awards (Scholarships & Grants) (</news/taxonomy/term/845>), Annual Conference (</news/taxonomy/term/790>), Public Library Association (</news/taxonomy/term/583>)

Log in (</news/user/login?destination=node/15297%23comment-form>) or register (</news/user/register?destination=node/15297%23comment-form>) to post comments

TO: PLA Board of Directors
RE: PLA Board Electronic Voting Protocol
DATE: March 6, 2019

ACTION REQUESTED/INFORMATION/REPORT:

Information

ACTION REQUESTED BY:

Ramiro Salazar

DRAFTS OF MOTIONS:

BACKGROUND

Most PLA Board discussion, deliberation, and formal action takes place at quarterly in-person meetings of the Board. Occasionally, a time sensitive item requiring the Board's attention will arise between meetings. In these cases, PLA will provide the board with background documents and: 1) schedule a conference call so the board can discuss the matter in real time and take a voice vote; or 2) contact the board via e-mail so that the Board can "discuss" and vote electronically. The former option is used when it is anticipated the matter needing action is complex, sensitive, or otherwise requires real time discussion. The latter option is used for more routine matters. The PLA President, in consultation with staff and other relevant advisors, determine which option to use. Any Board member has the option to suggest that a matter be discussed in real time. These practices align with ALA policy and bylaws (see relevant sections* at conclusion of this document).

Board votes taken between meetings are appended to the minutes of the last in-person board meeting, which are approved at the next in-person meeting. Board actions are also tracked via a spreadsheet (attached).

The most recent electronic vote taken by the Board between meetings concerned the PLA Social Worker Task Force request to use PLA's name in a letter they wrote related to the film "[The Public](#)" and the ALA publication [The Librarian's Guide to Homelessness](#). The PLA president and staff determined electronic discussion and vote were appropriate. On February 6, the PLA ED sent an email message to the board with the relevant background and informed the board that an electronic vote would be held the following week using SurveyMonkey. Subsequently, a majority of the board (8 of 10) voted via email (not using SurveyMonkey). A question arose as to the best way to conduct electronic votes.

Finally, the Board should be aware that the process for voting electronically remains in flux due to ALA's switch to a new platform for ALA Connect. The prior ALA Connect platform included the option for confidential polling. It also allowed documents to be posted to the site, along with the poll. The new version of ALA Connect does not have the private polling feature. As a result, we have been using a mix of SurveyMonkey and simple e-mail polling of the Board. ALA has indicated that they are working to improve ALA Connect to allow for the kind of voting the PLA Board and many other groups within ALA need. PLA does not have a timeline for when that option will be available.

RECOMMENDATIONS FOR BOARD ACTION

The Board may want to discuss and recommend best practices related to electronic voting.

*ALA Policy and Bylaws related to committees

[ALA Policy Manual, page 41](#)

A.5.5.2 Participation (Old Number 4.5.2) Members of all ALA and unit committees, task forces, and similar bodies are expected to participate in the work of the group. Participation includes both attendance at synchronous meetings scheduled in conjunction with the Midwinter Meeting or Annual Conference or at other times during the year, as well as contributions through asynchronous communication methods that may be utilized by the group outside of formal meetings. Attendance at meetings may be in person, or through other means that enable synchronous communication.

ALA Bylaws

[Article 8, Committees](#)

Section 8. Votes in the Executive Board, Council, committees, and task forces may be taken by mail, electronic system, or conference call, provided that all members are canvassed simultaneously. A majority vote, provided a quorum has participated, shall be required for passage of any measure voted on by these means. Each of these bodies shall have the authority to set a time limit within which the votes of its members shall be recorded, but if no such time limit is set, no vote shall be counted unless received within 30 days from the day the text of the matter voted upon was properly mailed or distributed to those entitled to vote on the matter involved.

PLA Board of Directors Vote Record - FY2019

PLA Board of Directors
Spring Meeting 2019
Document no.: 2019.64b

Date(s) of Vote	Vote summary	Board Doc Number	Location	Action taken	Results	Notes
11/4/2018	The adoption of the Fall 2018 meeting agenda.	2019.24	Fall 2018 Meeting	Consent	Approved	Added a new discussion item on the ALA 2022 Midwinter Meeting.
11/4/2018	2018 Annual Conference Board Meeting Draft Actions	2019.1	Fall 2018 Meeting	Consent	Approved	
11/4/2018	Fall 2018 consent agenda	2019.24	Fall 2018 Meeting	Consent	Approved	PLA 75th Anniversary moved to discussion/new business agenda.
11/4/2018	Draft 2018 Annual Conference Board Actions	2019.1	Fall 2018 Meeting	Consent	Approved	
11/4/2018	PLA Committee Semi-Annual Reports	2019.2	Fall 2018 Meeting	Consent	Approved	
11/4/2018	PLA Document re: ALA Investment	2019.3	Fall 2018 Meeting	Consent	Approved	
11/4/2018	PLA Initiatives	2019.4	Fall 2018 Meeting	Consent	Approved	
11/4/2018	PLA Operations - Membership	2019.5	Fall 2018 Meeting	Consent	Approved	
11/4/2018	PLA Operations - Fundraising	2019.6	Fall 2018 Meeting	Consent	Approved	
11/4/2018	PLA Operations - Communications	2019.7	Fall 2018 Meeting	Consent	Approved	
11/4/2018	PLA Operations - Publications and Products	2019.8	Fall 2018 Meeting	Consent	Approved	
11/4/2018	ALA Investment Plan	2019.9	Fall 2018 Meeting	Consent	Approved	
11/4/2018	Approval of revised FY19 Final Budget	2019.13 2019.14 2019.15 2019.16	Fall 2018 Meeting	Majority vote	Approved	
11/4/2018	To proceed with recommending that the fiscal officer be a three-year appointment made by the Immediate Past President be added to the 2019 PLA ballot to allow the membership to vote on this recommended bylaws change.	2019.19	Fall 2018 Meeting	Majority vote	Approved	
11/29/2018	For PLA to enter into a new project partnership with Microsoft Philanthropies, which will provide hardware, training and other tools primarily to rural libraries to help community members build skills for educational and employment success and so they can benefit from access to high speed internet as a result of Microsoft Airband partnerships.	2019.21	Online - via SurveyMonkey	Majority vote	Approved 9-10	Nonvote: Stephanie Chase; last vote recorded on 11/29/2018
11/29/2018	For PLA to enter into a new project partnership with the National Network of Libraries of Medicine (NNLM) All of Us National Program, which seeks to help public libraries increase health literacy, address inequities that have prevented underserved groups from fully participating in critical health research, and strengthen community partnerships with healthcare while promoting the All of Us Research Program (All of Us), a historic effort to accelerate health research and medical breakthroughs to enable individualized prevention, treatment, and care.	2019.22 and 2019.22a	Online - via SurveyMonkey	Majority vote	Approved 9-10	Nonvote: Stephanie Chase; last vote recorded on 11/29/2018
11/29/2018	For PLA to enter into a new project partnership with the ALA Washington Office and Google. This new project will provide mini-grants to public libraries in all 50 states to support community events and digital literacy training focused on workforce and small business development using Google tools, as well as PLA and local library resources.	2019.23	Online - via SurveyMonkey	Majority vote	Approved 9-10	Nonvote: Stephanie Chase; last vote recorded on 11/29/2018
1/26/2019	The adoption of the MW 2019 meeting agenda.	2019.55a	MW2019 Meeting	Consent	Approved	
1/26/2019	2018 Fall Board Meeting Draft Actions	2019.24	MW2019 Meeting	Consent	Approved	
1/26/2019	Draft 2018 Fall Board Actions	2019.24	MW2019 Meeting	Consent	Approved	
1/26/2019	2018 Fall Board Follow Up List	2019.25	MW2019 Meeting	Consent	Approved	
1/26/2019	PLA 2019 Election Slate	2019.26	MW2019 Meeting	Consent	Accepted	
1/26/2019	Proposed Fiscal Officer Position Description	2019.27	MW2019 Meeting	Consent	Approved	
1/26/2019	Membership	2019.28	MW2019 Meeting	Consent	Approved	
1/26/2019	Communications	2019.29	MW2019 Meeting	Consent	Approved	
1/26/2019	Tribute to Gates Foundation	2019.30a&b	MW2019 Meeting	Consent	Approved	
1/26/2019	Other Organizational Excellence Initiatives (Staffing, Technology)	2019.31	MW2019 Meeting	Consent	Approved	
1/26/2019	Leadership Initiatives Report	2019.32	MW2019 Meeting	Consent	Approved	
1/26/2019	Continuing Education Report	2019.33	MW2019 Meeting	Consent	Approved	
1/26/2019	Publications and Products	2019.34	MW2019 Meeting	Consent	Approved	
1/26/2019	Other Transformation Initiatives	2019.35	MW2019 Meeting	Consent	Approved	
1/26/2019	Other Advocacy and Awareness Initiatives (Awards)	2019.36	MW2019 Meeting	Consent	Approved	
1/26/2019	EDISJ Initiatives Report	2019.37	MW2019 Meeting	Consent	Approved	
1/26/2019	To rename the PLA Task Force on Equity, Diversity and Inclusion to the PLA Task Force on Equity, Diversity, Inclusion, and Social Justice (EDISJ), and also to continue the Task Force for another two-year term, from July 2019 to June 2021, with reappointments and new appointments to occur in the spring of 2019 by incoming President Ramiro Salazar.	2019.51	MW2019 Meeting	Majority vote	Approved	
2/26/2019	The PLA Board approves the use of PLA's name in the letter from the PLA Social Worker Task Force to film director Emilio Estevez as outlined in Document 2019.53.	2019.53 (draft letter as circulated for approval); 2019.54 and 2019.54a (letter as sent and attachment thereto)	Online - by Email	Majority vote	Approved 8-10	

TO: PLA Board of Directors
RE: Family Engagement
DATE: March 6, 2019

ACTION REQUESTED/INFORMATION/REPORT:

Action Requested

ACTION REQUESTED BY:

Clara Bohrer and Kathleen Reif, co-chairs, Family Engagement Task Force

DRAFTS OF MOTIONS:

- 1) The PLA Board of Directors hereby approves the PLA Family Engagement Task Force to continue for another two-year term, from July 2019 to June 2021, with reappointments and new appointments to occur in the spring of 2019 by incoming President Ramiro Salazar.

BACKGROUND

The PLA Family Engagement Task Force is co-chaired by Clara Bohrer, chair of the PLA advisory committee to our IMLS early literacy research grant, and Kathleen Reif, past chair of the Every Child Ready to Read (ECRR) committee. The Task Force has met at every Annual Conference and Midwinter Meeting since June 2015 and convened many times by conference call.

RECENT ACTIVITY

Information on recent activity of the Task Force is included in its spring 2019 committee report (included separately). Over its four-year tenure, the Task Force has been very productive:

- producing *Public Libraries: A Vital Space* (August 2016) and *Ideabook: Libraries for Families* (December 2016)
- developing the [Libraries Transform Family Engagement toolkit](#)
- presenting 7 live educational programs and 2 webinars for librarians at PLA and ALA events from 2016-2018
- speaking to non-librarian audiences 9 times at conferences of the National Center for Families Learning, the National Head Start Association, the Institute for Educational Leadership, and the New England Museum Association
- developing extensive plans for additional products and resources, including assessment tools, standardized presentations, publications exploring the family engagement framework and 5 R's, and more

RECOMMENDATIONS FOR BOARD ACTION

Task Force co-chairs and members believe there is substantial work needed to continue to promote family engagement to public librarians. We've outlined an ambitious program of publications and education, which will both educate the field and generate revenue for PLA. Although plans to engage external consultants to develop these tools stalled in 2018, they are moving ahead in 2019. Therefore, we are recommending the PLA Board of Directors approve the Task Force to continue for another two-year term.

TO: PLA Board of Directors
FROM: Barb Macikas, Executive Director and Scott Allen, Deputy Director
RE: FY19 Financial Report, January 2019
DATE: March 26, 2019
ACTION REQUESTED/INFORMATION/REPORT: Report

FY19 Budget Overview

PLA's final FY19 budget includes total revenue of \$3.2 million with expenses of \$3.95 million, for a net loss of \$749,540. The fund balance is projected to be \$3.1 million at the close of FY19.

Fund Balance, FY18 Close		\$3,866,403
FY19 Revenue	\$852,413	
FY 19 Revenue - Grants	\$2,350,278	
Total Revenue, FY19		\$3,202,691
Expenses	(\$1,552,321)	
Expenses - Grants	(\$2,033,275)	
Total Expenses, FY19		(\$3,585,596)
Overhead & Taxes	(\$49,632)	
Overhead & Taxes - Grants	(\$317,003)	
Total OH & Taxes, FY19		(\$366,635)
Fiscal Year Results		(\$749,540)
Projected Fund Balance, FY19 Close		\$3,116,683

FY19 Budget Status as of January 2019*

Operating Budget

As of January 2019, PLA has an actual operating loss of **\$156,177**, compared to a budgeted operating loss of **\$346,814**. This significant (55%) variance is due to lower than anticipated expenses and sponsorship revenue that was not anticipated during the budgeting process.

	Jan 2019 YTD Budget	Jan 2019 YTD Actual	Jan 2019 Variance	Jan 2019 Variance %	Remaining Current Budget
Total Revenues	\$356,417	\$335,289	(\$21,128)	-6%	\$517,124
Total Expenses before OH and tax	\$675,476	\$484,306	\$191,170	28%	\$1,068,016
Contribution Margin	(\$319,059)	(\$149,017)	\$170,042	53%	(\$550,892)
Overhead and Tax	\$27,754	\$7,160	\$20,594	74%	\$42,472
	YTD Budget	YTD Actual	Variance	Variance %	
Net Revenue (Expense)	(\$346,814)	(\$156,177)	\$190,636	55%	
Beginning NAB	Ending NAB	Net Revenue	Increase in NAB		
\$3,866,402	\$3,710,225	(\$156,177)	-4.04%		

* Data pulled from accounting system March 21, 2019; slight variances with accompanying spreadsheet due to minor adjustments made since January close

- Operating Revenue: At the close of January 2019, PLA had budgeted for \$356,417 in revenue and has an 6% negative variance, with actual revenue of \$335,289. Revenue from products and events is low; ad revenue, publication sales, and webinar sales are under budget. This is likely due to continued difficulty securing advertisers and the need for PLA to invest in creating new product lines to boost revenues. The current product line is unlikely to meet revenue targets. PLA is unlikely to meet revenue targets for these products in FY19. Project Outcome regional training is also below revenue targets but mainly due to timing of events. However, dues are slightly ahead of budgeted revenue, and PLA benefited from registrations for an unbudgeted 2019 Midwinter Meeting Institute. In addition, two unbudgeted sponsorships (a \$43,000 grant from Capital One, and a \$61,000 share of ALA's grant from Google which was recognized in PLA's budget as a credit to expenses) resulted in positive net revenue in the PLA Partners project.
- On the expense side, at the close of January 2019 PLA had budgeted to spend \$703,230 and has spent \$491,466, for a favorable variance of 30%. Projects under budget for expenses as of January 2019 include regional continuing education events including our EDISJ trainings (\$140 spent versus combined budget of \$45,692), Project Outcome regional training (\$6,459 spent versus budget of \$20,468), DigitalLearn (\$15,666 spent versus budget of \$32,075), and the Inclusive Internship Initiative Cost Share (\$103,376 spent versus budget of \$143,851). Most of the activities in these projects are occurring so the variance in expenses is mostly due to timing, and PLA anticipates ending FY19 near budget for expenses.

Grant Budgets

By the close of January 2019 PLA had spent \$893,317 in grant funds compared to a budgeted amount of \$762,817. As reported in the Midwinter Meeting board report, a large payment for the African Library and Information Associations and Institutions project (3176) was budgeted in FY18 but delayed and issued in early FY19, and renewal of the IMLS-funded Inclusive Internship Initiative (3184) did not occur until after the FY19 budget process was completed.

Overhead

Total overhead to ALA for FY19 was budgeted at \$366,635. As of January 2019, PLA had paid ALA \$134,505 versus the budgeted amount of \$155,987. In March 2019, ALA Finance asked units to project overhead, and PLA projected that we will provide ALA with about \$310,000 in overhead in FY19, or about \$50,000 less than budgeted. This is primarily due to a shift from charging expenses to Legacy (3175) to the General Operating grant (3177), but also due to low product sales and registrations.

** Data pulled from accounting system March 21, 2019; slight variances with accompanying spreadsheet due to minor adjustments made since January close*

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Balance Sheet as of January 31, 2019

	<u>FY18 (final)</u>			<u>FY19</u>			
	Annual Budget	Actual	Variance	Annual Budget	Budget as of Jan 2019	Actual	Variance as of Jan 2019
Opening Fund Balance		\$ 3,053,857				\$ 3,866,403	
Revenue	\$ 4,679,317	\$ 4,449,518	\$ (229,799)	\$ 852,413	\$ 356,416	\$ 335,289	\$ (21,127)
Revenue - Grants	\$ 2,762,791	\$ 2,898,802	\$ 136,011	\$ 2,350,278	\$ 762,817	\$ 893,317	\$ 130,500
Expenses	\$ (3,624,011)	\$ (2,777,716)	\$ 846,295	\$ (1,552,321)	\$ (675,477)	\$ (483,820)	\$ 191,657
Expenses - Grants	\$ (2,328,869)	\$ (2,509,583)	\$ (180,714)	\$ (2,033,275)	\$ (634,722)	\$ (766,111)	\$ (131,389)
Overhead & Taxes	\$ (882,649)	\$ (859,256)	\$ 23,393	\$ (49,632)	\$ (27,892)	\$ (7,299)	\$ 20,593
Overhead & Taxes - Grants	\$ (433,922)	\$ (389,219)	\$ 44,703	\$ (317,003)	\$ (128,095)	\$ (127,206)	\$ 889
Transfer to Endowment	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Fiscal Year Results	\$ 172,657	\$ 812,546	\$ 639,889	\$ (749,540)	\$ (346,953)	\$ (155,830)	\$ 191,123
Closing Fund Balance		\$ 3,866,403		\$ 3,116,863		\$ 3,710,573	

Grants	Actual	Balance
Total Committed, 2013-2026		\$ 21,168,914
Total Spent through FY18		
Direct Expenses	\$ (7,905,869)	
Overhead	\$ (981,350)	
Total Spent FY19 (to Jan 2019)		\$ 12,281,695
Direct Expenses	\$ (766,111)	
Overhead	\$ (127,206)	
		\$ 11,388,378

Grant Balance Breakdown

Grant (Ending FY)	Grant Funds	Interest
Health Ins Enrollment (FY19)	\$ 64,176	\$ -
Legacy (FY26)	\$ 8,260,453	\$ 83,102
African Leadership Training (FY20)	\$ 385,200	\$ 2,843
Gen Ops Supplemental (n/a)	\$ 2,261,168	\$ -
Knight Short Edition (FY19)	\$ 39,215	\$ -
IMLS Early Literacy (FY18)	\$ -	\$ -
IMLS Leadership (FY17)	\$ -	\$ -
IMLS Inclusive Internships (FY20)	\$ 356,244	\$ -
NNLM/Iowa Healthy Comm (FY18)	\$ 21,922	\$ -
Gates Perf Measure (FY19)	\$ -	\$ 7,975
Gates EDGE (n/a)	\$ -	\$ 5,883
Gates Gen Ops (n/a)	\$ -	\$ 997
	<u>\$ 11,388,378</u>	<u>\$ 100,800</u>

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Public Library Association

Statement of Revenues and Expenses - General Fund and Conference
For the period ending January 2019

REVENUES	Full Year	YTD		YTD	YTD	Variance	Full Year
	FY18 Actual	FY19 Actual	FY19 Budget	Variance	%		FY19 Budget
1. Administration (0000)	\$ 2,125	\$ 500	\$ -	\$ 500			\$ -
2. Service to Members (3000)	\$ 597,655	\$ 241,617	\$ 237,168	\$ 4,449	2%		\$ 569,203
3. Regional CE, Bootcamp (3007)	\$ 1,800	\$ -	\$ 40,000	\$ (40,000)	-100%		\$ 40,000
4. PLA Leadership (3011)	\$ -	\$ -	\$ -	\$ -			\$ -
5. PLA Partners (3020)	\$ 48,191	\$ 45,198	\$ 13,750	\$ 31,448	229%		\$ 41,500
6. ALA Precons/MW Institute (3026)	\$ -	\$ 9,550	\$ -	\$ 9,550			\$ 8,000
7. Public Libraries (3030)	\$ 87,620	\$ 15,391	\$ 21,458	\$ (6,067)	-28%		\$ 51,500
8. Web Based CE (3040)	\$ 2,972	\$ 4,040	\$ 7,440	\$ (3,400)	-46%		\$ 23,600
9. Publications (3058)	\$ 1,919	\$ 1,210	\$ 1,642	\$ (432)	-26%		\$ 3,510
10. Family Engagement (3072)	\$ -	\$ -	\$ -	\$ -			\$ -
11. Equity, Diversity and Inclusion (3073)	\$ -	\$ -	\$ -	\$ -			\$ -
12. Preschool Literacy (3120)	\$ 19,182	\$ 5,644	\$ 10,208	\$ (4,564)	-45%		\$ 24,500
13. PO Regional Training (3171)	\$ 59,327	\$ 7,000	\$ 24,000	\$ (17,000)	-71%		\$ 89,100
14. PLDS (3172)	\$ 2,085	\$ 639	\$ 750	\$ (111)	-15%		\$ 1,500
15. Digital Learn (3188)	\$ 22,500	\$ -	\$ -	\$ -			\$ -
17a. Cost Share IMLS Early Literacy (3181)	\$ -	\$ -	\$ -	\$ -			\$ -
717b. Cost Share IMLS Incl Internships (3185)	\$ -	\$ -	\$ -	\$ -			\$ -
TOTAL REVENUES - PROGRAMS	\$ 845,376	\$ 330,789	\$ 356,416	\$ (25,627)	-7%		\$ 852,413

	Full Year	YTD		YTD	YTD	Variance	Full Year
	FY18 Actual	FY19 Actual	FY19 Budget	Variance	%		FY19 Budget
16. National Conferences							
A. NC General Program (3061)	\$ 1,599,375	\$ -	\$ -	\$ -			\$ -
B. NC Exhibits (3062)	\$ 1,702,687	\$ -	\$ -	\$ -			\$ -
C. NC Promotion (3063)	\$ 44,850	\$ 4,500	\$ -	\$ 4,500			\$ -
D. NC Registration (3064)	\$ -	\$ -	\$ -	\$ -			\$ -
E. NC Opening/Closing Session (3065)	\$ -	\$ -	\$ -	\$ -			\$ -
F. NC Programs (3066)	\$ -	\$ -	\$ -	\$ -			\$ -
G. NC Meal Events (3069)	\$ 75,050	\$ -	\$ -	\$ -			\$ -
H. NC Preconference (3070)	\$ 138,640	\$ -	\$ -	\$ -			\$ -
I. NC Future Planning (3145)	\$ -	\$ -	\$ -	\$ -			\$ -
J. PLA Virtual Conference (3173)	\$ 43,540	\$ -	\$ -	\$ -			\$ -
TOTAL REVENUES - CONFERENCE	\$ 3,604,142	\$ 4,500	\$ -	\$ 4,500	0%		\$ -

	FY18 Actual	FY19 Actual	FY19 Budget	Variance	%	FY19 Budget
TOTAL REVENUES	\$ 4,449,518	\$ 335,289	\$ 356,416	\$ (21,127)	6%	\$ 852,413

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EXPENSES	Full Year	YTD				Full Year
	FY18 Actual	FY19 Actual	FY19 Budget	Variance	%	FY19 Budget
1. Administration (0000)	\$ (545,205)	\$ (290,905)	\$ (297,399)	\$ 6,494	2%	\$ (719,148)
2. Service to Members (3000)	\$ (154,409)	\$ (41,135)	\$ (53,095)	\$ 11,960	23%	\$ (154,847)
3. Regional CE, Bootcamp (3007)	\$ (12,855)	\$ -	\$ (36,692)	\$ 36,692	100%	\$ (36,750)
4. PLA Leadership (3011)	\$ -	\$ (199)	\$ -	\$ (199)		\$ -
5. PLA Partners (3020)	\$ (14,344)	\$ 59,102	\$ (1,000)	\$ 60,102	6010%	\$ (17,950)
6. ALA Precons/MW Institute (3026)	\$ -	\$ (3,803)	\$ -	\$ (3,803)		\$ (7,562)
7. Public Libraries (3030)	\$ (116,269)	\$ (59,193)	\$ (53,501)	\$ (5,692)	-11%	\$ (128,632)
8. Web Based CE (3040)	\$ (3,346)	\$ (2,232)	\$ (6,048)	\$ 3,816	63%	\$ (15,574)
9. Publications (3058)	\$ (3,321)	\$ (5,658)	\$ (2,592)	\$ (3,066)	-118%	\$ (6,070)
10. Family Engagement (3072)	\$ (4,371)	\$ (1,591)	\$ -	\$ (1,591)		\$ -
11. Equity, Diversity and Inclusion (3073)	\$ 52,899	\$ 140	\$ (9,000)	\$ 9,140	102%	\$ (28,000)
12. Preschool Literacy (3120)	\$ (10,291)	\$ (1,696)	\$ (6,593)	\$ 4,897	74%	\$ (16,620)
13. PO Regional Training (3171)	\$ (39,629)	\$ (6,459)	\$ (20,468)	\$ 14,009	68%	\$ (68,748)
14. PLDS (3172)	\$ (974)	\$ (27)	\$ (5,100)	\$ 5,073	99%	\$ (10,198)
15. Digital Learn (3188)	\$ (70,701)	\$ (15,666)	\$ (32,075)	\$ 16,409	51%	\$ (34,980)
17a. Cost Share IMLS Early Literacy (3181)	\$ (129,503)	\$ -	\$ -	\$ -		\$ -
17b. Cost Share IMLS Incl Internships (3185)	\$ (111,113)	\$ (103,276)	\$ (143,851)	\$ 40,575	28%	\$ (181,584)
TOTAL EXPENSES - PROGRAMS	\$ (1,163,432)	\$ (472,598)	\$ (667,414)	\$ 194,816	29%	\$ (1,426,663)

	Full Year	YTD				Full Year
	FY18 Actual	FY19 Actual	FY19 Budget	Variance	%	FY19 Budget
16. National Conferences						
A. NC General Program (3061)	\$ (816,246)	\$ -	\$ -	\$ -		\$ -
B. NC Exhibits (3062)	\$ (926,639)	\$ (1,375)	\$ -	\$ (1,375)		\$ -
C. NC Promotion (3063)	\$ (41,022)	\$ (205)	\$ -	\$ (205)		\$ -
D. NC Registration (3064)	\$ (14,483)	\$ -	\$ -	\$ -		\$ -
E. NC Opening/Closing Session (3065)	\$ (229,960)	\$ -	\$ -	\$ -		\$ -
F. NC Programs (3066)	\$ (121,460)	\$ -	\$ -	\$ -		\$ -
G. NC Meal Events (3069)	\$ (76,940)	\$ -	\$ -	\$ -		\$ -
H. NC Preconference (3070)	\$ (86,331)	\$ -	\$ -	\$ -		\$ -
I. NC Future Planning (3145)	\$ (133,032)	\$ (16,941)	\$ (35,955)	\$ 19,014	53%	\$ (175,290)
J. PLA Virtual Conference (3173)	\$ (27,427)	\$ -	\$ -	\$ -		\$ -
TOTAL EXPENSES - CONFERENCE	\$ (2,473,540)	\$ (18,521)	\$ (35,955)	\$ 17,434	48%	\$ (175,290)
	FY18 Actual	FY19 Actual	FY19 Budget	Variance	%	FY19 Budget
TOTAL EXPENSES	\$ (3,636,972)	\$ (491,119)	\$ (703,369)	\$ 212,250	30%	\$ (1,601,953)
	FY18 Actual	FY19 Actual	FY19 Budget	Variance	%	Full Year
						FY19 Budget
OPERATING NET REVENUES	\$ 812,546	\$ (155,830)	\$ (346,953)	\$ 191,123	55%	\$ (749,540)

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Year-to-Date Report - ADMIN/CORE PROJECTS/CONFERENCE

Project	FY18 (final)			FY19 Budget	FY19 (as of January 2019)		
Subproject	Budget	Actual	Variance	full year	Budget	Actual	Variance
<u>1. Administration (0000)</u>							
Revenue	\$ -	\$ 2,125	\$ 2,125	\$ -	\$ -	\$ 500	\$ 500
Expenses	\$ (819,361)	\$ (545,205)	\$ 274,156	\$ (719,148)	\$ (297,399)	\$ (290,905)	\$ 6,494
Net	\$ (819,361)	\$ (543,080)	\$ 276,281	\$ (719,148)	\$ (297,399)	\$ (290,405)	\$ 6,994
<u>2. Service to Members (3000)</u>							
Revenue	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Dues	\$ 614,400	\$ 597,655	\$ (16,745)	\$ 569,203	\$ 237,168	\$ 241,617	\$ 4,449
Expenses	\$ (188,250)	\$ (154,409)	\$ 33,841	\$ (154,847)	\$ (53,095)	\$ (41,135)	\$ 11,960
Net	\$ 426,150	\$ 443,246	\$ 17,096	\$ 414,356	\$ 184,073	\$ 200,482	\$ 16,409
<u>3. Regional CE, Bootcamp (3007)</u>							
Registration	\$ 25,000	\$ 1,800	\$ (23,200)	\$ 40,000	\$ 40,000	\$ -	\$ (40,000)
Expenses	\$ (19,550)	\$ (12,617)	\$ 6,933	\$ (26,150)	\$ (26,092)	\$ -	\$ 26,092
OH & Tax	\$ (6,600)	\$ (238)	\$ 6,362	\$ (10,600)	\$ (10,600)	\$ -	\$ 10,600
Net	\$ (1,150)	\$ (11,055)	\$ (9,905)	\$ 3,250	\$ 3,308	\$ -	\$ (3,308)
<u>4. PLA Leadership (3011)</u>							
Revenue	\$ 25,000	\$ -	\$ (25,000)	\$ -	\$ -	\$ -	\$ -
Expenses	\$ (26,980)	\$ -	\$ 26,980	\$ -	\$ -	\$ (199)	\$ (199)
OH & Tax	\$ (3,300)	\$ -	\$ 3,300	\$ -	\$ -	\$ -	\$ -
Net	\$ (5,280)	\$ -	\$ 5,280	\$ -	\$ -	\$ (199)	\$ (199)
<u>5. PLA Partners (3020)</u>							
Revenue	\$ 25,500	\$ 48,191	\$ 22,691	\$ 41,500	\$ 13,750	\$ 45,198	\$ 31,448
Expenses	\$ (15,280)	\$ (14,344)	\$ 936	\$ (17,950)	\$ (1,000)	\$ 59,102	\$ 60,102
Net	\$ 10,220	\$ 33,847	\$ 23,627	\$ 23,550	\$ 12,750	\$ 104,300	\$ 91,550
<u>6. ALA Precons/MW Institute (3026)</u>							
Revenue	\$ -	\$ -	\$ -	\$ 8,000	\$ -	\$ 9,550	\$ 9,550
Expenses	\$ -	\$ -	\$ -	\$ (5,450)	\$ -	\$ (1,272)	\$ (1,272)
OH	\$ -	\$ -	\$ -	\$ (2,112)	\$ -	\$ (2,531)	\$ (2,531)
Net	\$ -	\$ -	\$ -	\$ 438	\$ -	\$ 5,747	\$ 5,747

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Project	FY18 (final)			FY19 Budget	FY19 (as of January 2019)		
Subproject	Budget	Actual	Variance	full year	Budget	Actual	Variance
<u>7. Public Libraries (3030)</u>							
Revenue	\$ 75,000	\$ 87,620	\$ 12,620	\$ 51,500	\$ 21,458	\$ 15,391	\$ (6,067)
Expenses	\$ (143,107)	\$ (111,365)	\$ 31,742	\$ (121,262)	\$ (50,293)	\$ (56,822)	\$ (6,529)
OH	\$ (9,900)	\$ (4,904)	\$ 4,996	\$ (6,823)	\$ (3,071)	\$ (2,234)	\$ 837
Tax	\$ (547)	\$ -	\$ 547	\$ (547)	\$ (137)	\$ (137)	\$ -
Net	\$ (78,554)	\$ (28,649)	\$ 49,905	\$ (77,132)	\$ (32,043)	\$ (43,802)	\$ (11,759)
<u>8. Web Based CE (3040)</u>							
Revenue	\$ 28,600	\$ 2,972	\$ (25,628)	\$ 23,600	\$ 7,440	\$ 4,040	\$ (3,400)
Expenses	\$ (14,815)	\$ (2,954)	\$ 11,861	\$ (12,447)	\$ (5,110)	\$ (1,697)	\$ 3,413
OH & Taxes	\$ (3,775)	\$ (392)	\$ 3,383	\$ (3,127)	\$ (938)	\$ (535)	\$ 403
Net	\$ 10,010	\$ (374)	\$ (10,384)	\$ 8,026	\$ 1,392	\$ 1,808	\$ 416
<u>9. Publications (3058)</u>							
Revenue	\$ 7,250	\$ 1,919	\$ (5,331)	\$ 3,510	\$ 1,642	\$ 1,210	\$ (432)
Expenses	\$ -	\$ (3,194)	\$ (3,194)	\$ (5,605)	\$ (2,398)	\$ (5,499)	\$ (3,101)
OH & Taxes	\$ -	\$ (127)	\$ (127)	\$ (465)	\$ (194)	\$ (159)	\$ 35
Net	\$ 7,250	\$ (1,402)	\$ (8,652)	\$ (2,560)	\$ (950)	\$ (4,448)	\$ (3,498)
<u>10. Family Engagement (3072)</u>							
Revenue	\$ 30,000	\$ -	\$ (30,000)	\$ -	\$ -	\$ -	\$ -
Expenses	\$ (30,000)	\$ (4,371)	\$ 25,629	\$ -	\$ -	\$ (1,591)	\$ (1,591)
OH & Taxes	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Net	\$ -	\$ (4,371)	\$ (4,371)	\$ -	\$ -	\$ (1,591)	\$ (1,591)
<u>11. Equity, Diversity and Inclusion (3073)</u>							
Revenue	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Expenses	\$ -	\$ 52,899	\$ 52,899	\$ (28,000)	\$ (9,000)	\$ 140	\$ 9,140
OH & Taxes	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Net	\$ -	\$ 52,899	\$ 52,899	\$ (28,000)	\$ (9,000)	\$ 140	\$ 9,140
<u>12. Preschool Literacy (3120)</u>							
Revenue	\$ 63,500	\$ 19,182	\$ (44,318)	\$ 24,500	\$ 10,208	\$ 5,644	\$ (4,564)
Expenses	\$ (39,043)	\$ (7,759)	\$ 31,284	\$ (9,200)	\$ (3,501)	\$ (948)	\$ 2,553
OH & Taxes	\$ (8,382)	\$ (2,532)	\$ 5,850	\$ (7,420)	\$ (3,092)	\$ (748)	\$ 2,344

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Project	FY18 (final)			FY19 Budget	FY19 (as of January 2019)		
Subproject	Budget	Actual	Variance	full year	Budget	Actual	Variance
Net	\$ 16,075	\$ 8,891	\$ (7,184)	\$ 7,880	\$ 3,615	\$ 3,948	\$ 333
<u>13. PO Regional Training (3171)</u>							
Revenue	\$ 155,000	\$ 59,327	\$ (95,673)	\$ 89,100	\$ 24,000	\$ 7,000	\$ (17,000)
Expenses	\$ (141,500)	\$ (31,798)	\$ 109,702	\$ (57,000)	\$ (17,300)	\$ (5,531)	\$ 11,769
OH & Taxes	\$ (9,900)	\$ (7,831)	\$ 2,069	\$ (11,748)	\$ (3,168)	\$ (928)	\$ 2,240
Net	\$ 3,600	\$ 19,698	\$ 16,098	\$ 20,352	\$ 3,532	\$ 541	\$ (2,991)
<u>14. PLDS (3172)</u>							
Revenue	\$ 500	\$ 2,085	\$ 1,585	\$ 1,500	\$ 750	\$ 639	\$ (111)
Expenses	\$ (2,500)	\$ (974)	\$ 1,526	\$ (10,000)	\$ (5,000)	\$ -	\$ 5,000
OH & Taxes	\$ (66)	\$ -	\$ 66	\$ (198)	\$ (100)	\$ (27)	\$ 73
Net	\$ (2,066)	\$ 1,111	\$ 3,177	\$ (8,698)	\$ (4,350)	\$ 612	\$ 4,962
<u>15. Digital Learn (3188)</u>							
Revenue	\$ 75,000	\$ 22,500	\$ (52,500)	\$ -	\$ -	\$ -	\$ -
Expenses	\$ (52,460)	\$ (70,701)	\$ (18,241)	\$ (34,980)	\$ (32,075)	\$ (15,666)	\$ 16,409
OH & Taxes	\$ (3,300)	\$ -	\$ 3,300	\$ -	\$ -	\$ -	\$ -
Net	\$ 19,240	\$ (48,201)	\$ (67,441)	\$ (34,980)	\$ (32,075)	\$ (15,666)	\$ 16,409
<u>16. National Conferences</u>							
A. NC General Program (3061)							
Revenue	\$ 1,520,072	\$ 1,599,375	\$ 79,303	\$ -	\$ -	\$ -	\$ -
Expenses	\$ (419,000)	\$ (394,064)	\$ 24,936	\$ -	\$ -	\$ -	\$ -
OH & Taxes	\$ (401,299)	\$ (422,182)	\$ (20,883)	\$ -	\$ -	\$ -	\$ -
Net	\$ 699,773	\$ 783,129	\$ 83,356	\$ -	\$ -	\$ -	\$ -
B. NC Exhibits (3062)							
Revenue	\$ 1,699,495	\$ 1,702,687	\$ 3,192	\$ -	\$ -	\$ -	\$ -
Expenses	\$ (725,500)	\$ (548,177)	\$ 177,323	\$ -	\$ -	\$ (1,375)	\$ (1,375)
OH & Taxes	\$ (385,306)	\$ (378,462)	\$ 6,844	\$ -	\$ -	\$ -	\$ -
Net	\$ 588,689	\$ 776,048	\$ 187,359	\$ -	\$ -	\$ (1,375)	\$ (1,375)
C. NC Promotion (3063)							
Revenue	\$ 95,000	\$ 44,850	\$ (50,150)	\$ -	\$ -	\$ 4,500	\$ 4,500
Expenses	\$ (88,700)	\$ (35,102)	\$ 53,598	\$ -	\$ -	\$ (205)	\$ (205)

**Public Library Association
FY2018-FY2019 Financial Report**

PLA Board of Directors
Spring Meeting 2019
Document no.: 2019.66d

Project	FY18 (final)			FY19 Budget	FY19 (as of January 2019)			
Subproject	Budget	Actual	Variance	full year	Budget	Actual	Variance	
OH & Taxes	\$ (12,540)	\$ (5,920)	\$ 6,620	\$ -	\$ -	\$ -	\$ -	\$ -
Net	\$ (6,240)	\$ 3,828	\$ 10,068	\$ -	\$ -	\$ 4,295	\$ 4,295	
D. NC Registration (3064)								
Revenues	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Expenses	\$ (25,000)	\$ (14,483)	\$ 10,517	\$ -	\$ -	\$ -	\$ -	\$ -
OH & Taxes	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Net	\$ (25,000)	\$ (14,483)	\$ 10,517	\$ -	\$ -	\$ -	\$ -	\$ -
E. NC Opening/Closing Session (3065)								
Revenues	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Expenses	\$ (270,000)	\$ (229,960)	\$ 40,040	\$ -	\$ -	\$ -	\$ -	\$ -
Net	\$ (270,000)	\$ (229,960)	\$ 40,040	\$ -	\$ -	\$ -	\$ -	\$ -
F. NC Programs (3066)								
Revenues	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Expenses	\$ (110,075)	\$ (121,460)	\$ (11,385)	\$ -	\$ -	\$ -	\$ -	\$ -
Net	\$ (110,075)	\$ (121,460)	\$ (11,385)	\$ -	\$ -	\$ -	\$ -	\$ -
G. NC Meal Events (3069)								
Revenues	\$ 100,000	\$ 75,050	\$ (24,950)	\$ -	\$ -	\$ -	\$ -	\$ -
Expenses	\$ (117,500)	\$ (76,940)	\$ 40,560	\$ -	\$ -	\$ -	\$ -	\$ -
OH & Taxes	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Net	\$ (17,500)	\$ (1,890)	\$ 15,610	\$ -	\$ -	\$ -	\$ -	\$ -
H. NC Preconference (3070)								
Revenues	\$ 100,000	\$ 138,640	\$ 38,640	\$ -	\$ -	\$ -	\$ -	\$ -
Expenses	\$ (64,700)	\$ (55,410)	\$ 9,290	\$ -	\$ -	\$ -	\$ -	\$ -
OH & Taxes	\$ (26,400)	\$ (30,921)	\$ (4,521)	\$ -	\$ -	\$ -	\$ -	\$ -
Net	\$ 8,900	\$ 52,309	\$ 43,409	\$ -	\$ -	\$ -	\$ -	\$ -
I. NC Promotion/Planning (3145)								
Revenue	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Expenses	\$ (156,810)	\$ (133,032)	\$ 23,778	\$ (175,290)	\$ (35,955)	\$ (16,941)	\$ 19,014	
OH & Taxes	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Net	\$ (156,810)	\$ (133,032)	\$ 23,778	\$ (175,290)	\$ (35,955)	\$ (16,941)	\$ 19,014	

**Public Library Association
FY2018-FY2019 Financial Report**

PLA Board of Directors
Spring Meeting 2019
Document no.: 2019.66d

Project	FY18 (final)			FY19 Budget	FY19 (as of January 2019)		
Subproject	Budget	Actual	Variance	full year	Budget	Actual	Variance
J. PLA Virtual Conference (3173)							
Revenue	\$ 40,000	\$ 43,540	\$ 3,540	\$ -	\$ -	\$ -	\$ -
Expenses	\$ (25,000)	\$ (21,680)	\$ 3,320	\$ -	\$ -	\$ -	\$ -
OH & Taxes	\$ (5,280)	\$ (5,747)	\$ (467)	\$ -	\$ -	\$ -	\$ -
Net	\$ 9,720	\$ 16,113	\$ 6,393	\$ -	\$ -	\$ -	\$ -
17. Grant Cost Shares							
A. Early Literacy Cost Share (3181)							
Revenue	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Expenses	\$ -	\$ (129,503)	\$ (129,503)	\$ -	\$ -	\$ -	\$ -
OH & Taxes	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Net	\$ -	\$ (129,503)	\$ (129,503)	\$ -	\$ -	\$ -	\$ -
B. Inclusive Internship Cost Share (3185)							
Revenue	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Expenses	\$ (128,880)	\$ (111,113)	\$ 17,767	\$ (174,992)	\$ (137,259)	\$ (103,276)	\$ 33,983
OH & Taxes	\$ (6,054)	\$ -	\$ 6,054	\$ (6,592)	\$ (6,592)	\$ -	\$ 6,592
Net	\$ (134,934)	\$ (111,113)	\$ 23,821	\$ (181,584)	\$ (143,851)	\$ (103,276)	\$ 40,575
TOTAL ADMIN/CORE PROJECTS							
	FY18 (final)			FY19 Budget	FY19 (as of January 2019)		
	Budget	Actual	Variance	full year	Budget	Actual	Variance
Revenue	\$ 4,679,317	\$ 4,449,518	\$ (229,799)	\$ 852,413	\$ 356,416	\$ 335,289	\$ (21,127)
Expenses	\$ (3,624,011)	\$ (2,777,716)	\$ 846,295	\$ (1,552,321)	\$ (675,477)	\$ (483,820)	\$ 191,657
OH & Taxes	\$ (882,649)	\$ (859,256)	\$ 23,393	\$ (49,632)	\$ (27,892)	\$ (7,299)	\$ 20,593
Net	\$ 172,657	\$ 812,546	\$ 639,889	\$ (749,540)	\$ (346,953)	\$ (155,830)	\$ 191,123

**Public Library Association
FY2018-FY2019 Financial Report**

PLA Board of Directors
Spring Meeting 2019
Document no.: 2019.66e

Year-to-Date Report - GRANTS (Budgeted to Zero Out)

FY19 as of January 2019

Project	TOTAL GRANT	TOTAL SPENT	BALANCE	FY19 Budget	FY19 (as of January 2019)			BALANCES
Subproject		through FY18	Close of FY18	full year	Budget	Actual	Variance	Post Jan 2019
<u>Health Insurance Enrollment (3150)</u>								
<i>Sep 2018 to April 2019 (FY19)</i>								
Revenue	\$ 101,033	\$ -	\$ 101,033	\$ 101,033	\$ 57,029	\$ 36,857	\$ (20,172)	\$ 64,176
Expenses	\$ (93,374)	\$ -	\$ (93,374)	\$ (93,374)	\$ (52,706)	\$ (33,451)	\$ 19,255	\$ (59,923)
OH & Taxes	\$ (7,659)	\$ -	\$ (7,659)	\$ (7,659)	\$ (4,323)	\$ (3,406)	\$ 917	\$ (4,253)
Net	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
<u>Gates Legacy Grant (3175)</u>								
<i>Jun 2016 to May 2026 (FY16-FY26)</i>								
Interest Income		\$ 65,383				\$ 17,719		\$ 83,102
Revenue	\$ 10,805,701	\$ 2,282,658	\$ 8,523,043	\$ 1,182,488	\$ 468,306	\$ 262,590	\$ (205,716)	\$ 8,260,453
Expenses	\$ (9,647,947)	\$ (2,038,087)	\$ (7,609,860)	\$ (1,055,349)	\$ (417,686)	\$ (234,456)	\$ 183,230	\$ (7,375,404)
OH & Taxes	\$ (1,157,754)	\$ (244,571)	\$ (913,183)	\$ (127,139)	\$ (50,620)	\$ (28,134)	\$ 22,486	\$ (885,049)
Net	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
<u>Gates African Leadership Training (3176)</u>								
<i>Oct 2016 to Oct 2019 (FY17-FY20)</i>								
Interest Income		\$ 2,843				\$ -		\$ 2,843
Revenue	\$ 1,000,000	\$ 398,582	\$ 601,418	\$ 263,441	\$ 14,600	\$ 216,218	\$ 201,618	\$ 385,200
Expenses	\$ (892,857)	\$ (355,877)	\$ (536,980)	\$ (261,970)	\$ (14,000)	\$ (193,052)	\$ (179,052)	\$ (343,928)
OH & Taxes	\$ (107,143)	\$ (42,705)	\$ (64,438)	\$ (1,471)	\$ (600)	\$ (23,166)	\$ (22,566)	\$ (41,272)
Net	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
<u>Gates Gen Ops Supplement (3177)</u>								
<i>Sep 2017 through no end date</i>								
Revenue	\$ 2,900,000	\$ 313,461	\$ 2,586,539	\$ 455,500	\$ 189,792	\$ 325,371	\$ 135,579	\$ 2,261,168
Expenses	\$ (2,552,000)	\$ (139,461)	\$ (2,412,539)	\$ (281,500)	\$ (117,292)	\$ (252,871)	\$ (135,579)	\$ (2,159,668)
OH & Taxes	\$ (348,000)	\$ (174,000)	\$ (174,000)	\$ (174,000)	\$ (72,500)	\$ (72,500)	\$ -	\$ (101,500)
Net	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
<u>Knight Short Edition (3178)</u>								
<i>Jan 2018-Dec 2018 (FY18-FY19)</i>								
Revenue	\$ 250,000	\$ 198,616	\$ 51,384	\$ 40,452	\$ 30,694	\$ 12,169	\$ (18,525)	\$ 39,215
Expenses	\$ (250,000)	\$ (198,616)	\$ (51,384)	\$ (40,452)	\$ (30,694)	\$ (12,169)	\$ 18,525	\$ (39,215)
OH & Taxes	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Net	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
<u>IMLS-PLA-ALSC Early Literacy (3180)</u>								
<i>Oct 2013-Oct 2017 (FY14-FY18)</i>								
Revenue	\$ 499,741	\$ 499,741	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Expenses	\$ (495,099)	\$ (495,099)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
OH & Taxes	\$ (4,642)	\$ (4,642)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Net	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
<u>IMLS Grant Leadership (3182)</u>								
<i>Jun 2014-May 2017 (FY14-FY17)</i>								
Revenue	\$ 213,682	\$ 213,682	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Expenses	\$ (180,216)	\$ (180,216)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
OH & Taxes	\$ (33,466)	\$ (33,466)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -

**Public Library Association
FY2018-FY2019 Financial Report**

PLA Board of Directors
Spring Meeting 2019
Document no.: 2019.66e

Project	TOTAL GRANT	TOTAL SPENT	BALANCE	FY19 Budget	FY19 (as of January 2019)			BALANCES
Subproject		through FY18	Close of FY18	full year	Budget	Actual	Variance	Post Jan 2019
Net	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
IMLS Inclusive Internships (3184)								
<i>Mar 2017 - Dec 2019 (FY17-FY20)</i>								
Revenue	\$ 1,224,968	\$ 828,612	\$ 396,356	\$ 307,364	\$ 2,396	\$ 40,112	\$ 37,716	\$ 356,244
Expenses	\$ (1,195,240)	\$ (805,610)	\$ (389,630)	\$ (300,630)	\$ (2,344)	\$ (40,112)	\$ (37,768)	\$ (349,518)
OH & Taxes	\$ (29,728)	\$ (23,002)	\$ (6,726)	\$ (6,734)	\$ (52)	\$ -	\$ 52	\$ (6,726)
Net	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
NNLM/Uoflowa - Healthy Communities (3186)								
<i>Sep 2017-Apr 2018 (FY18)</i>								
Revenue	\$ 146,811	\$ 124,889	\$ 21,922	\$ -	\$ -	\$ -	\$ -	\$ 21,922
Expenses	\$ (119,924)	\$ (91,770)	\$ (28,154)	\$ -	\$ -	\$ -	\$ -	\$ (28,154)
OH & Taxes	\$ (26,887)	\$ (33,119)	\$ 6,232	\$ -	\$ -	\$ -	\$ -	\$ 6,232
Net	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Gates Performance Measurement (3190)								
<i>Jan 2015 - Dec 2017 (FY15-FY18)</i>								
Interest		\$ 7,975				\$ -		\$ 7,975
Revenue	\$ 2,956,530	\$ 2,956,530	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Expenses	\$ (2,639,759)	\$ (2,639,759)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
OH & Taxes	\$ (316,771)	\$ (316,771)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Net	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Gates EDGE Technology Benchmarks (3194)								
<i>Feb 2011 until funds are spent</i>								
Interest		\$ 5,883				\$ -		\$ 5,883
Revenue	\$ 867,448	\$ 867,448	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Expenses	\$ (770,282)	\$ (774,081)	\$ 3,799	\$ -	\$ -	\$ -	\$ -	\$ 3,799
OH & Taxes	\$ (97,166)	\$ (93,367)	\$ (3,799)	\$ -	\$ -	\$ -	\$ -	\$ (3,799)
Net	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Gates Gen Ops (3199)								
<i>April 2015 until funds are spent</i>								
Interest		\$ 997				\$ -		\$ 997
Revenue	\$ 203,000	\$ 203,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Expenses	\$ (181,247)	\$ (187,293)	\$ 6,046	\$ -	\$ -	\$ -	\$ -	\$ 6,046
OH & Taxes	\$ (21,753)	\$ (15,707)	\$ (6,046)	\$ -	\$ -	\$ -	\$ -	\$ (6,046)
Net	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
TOTAL GRANTS	TOTAL GRANT	TOTAL SPENT	BALANCE	FY19 Budget	FY19 (as of January 2019)			BALANCES
		through FY18	Close of FY18	full year	Budget	Actual	Variance	Post Jan 2019
Revenue	\$ 21,168,914	\$ 8,887,219	\$ 12,281,695	\$ 2,350,278	\$ 762,817	\$ 893,317	\$ 130,500	\$ 11,388,378
Expenses	\$ (19,017,945)	\$ (7,905,869)	\$ (11,112,076)	\$ (2,033,275)	\$ (634,722)	\$ (766,111)	\$ (131,389)	\$ (10,345,965)
OH & Taxes	\$ (2,150,969)	\$ (981,350)	\$ (1,169,619)	\$ (317,003)	\$ (128,095)	\$ (127,206)	\$ 889	\$ (1,042,413)
Net	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Interest			\$ 83,081			\$ -		\$ 100,800

TO: PLA Board of Directors
RE: FY20 Budget Status
DATE: March 18, 2019

ACTION REQUESTED/INFORMATION/REPORT:

Information

ACTION REQUESTED BY:

N/A

DRAFT OF MOTION:

N/A

In accordance with ALA's budgeting deadlines, PLA has completed a first draft of its FY2020 (September 1, 2019-August 31, 2020) PLA budget. A summary by project is attached to this report.

Projects	Revenue	Expenses	Net
General Fund	\$1,061,250	<\$1,495,831>	<\$434,581>
Conference	\$3,712,365	<\$2,725,206>	\$987,159
Grants	\$1,475,545	<\$1,475,545>	\$0
TOTALS	\$6,249,160	<\$5,696,582>	\$552,578

We are projecting a net loss in our general fund projects of about \$434,000, which is in line with previous years. This amount may change after the spring board meeting should the board recommend that PLA spend down some of its fund balance to support new projects.

FY20 is a PLA conference year, and the conference is our primary revenue generator. Using actuals from past years and anticipated expenses based on Nashville contracts and costs, we estimate net revenue for conference to be about \$987,000. This is slightly lower than previous years, however the budget is conservative as of this first draft. It includes over \$500,000 for entertainment (big name speakers) and certain other costs, such as \$40,000 for shuttle buses, which may not be needed.

PLA will spend about \$1.5 million in grants, with nearly all expenses coming out of the Gates Foundation general operating grant received in 2017. PLA will spend down this grant before spending any additional funds from the legacy grant. PLA will also continue to spend down the African Leadership Training Grant, anticipating that project to close out sometime in FY21.

As of April 2019, PLA has 16.5 FTEs on staff. In FY20, 9.2 FTEs are funded by grant dollars and 7.3 FTE are funded by general revenue.

ALA will open up the FY20 budget for revisions again in May 2019 and then for a final revision in late summer. PLA's FY20 budget will be presented for a vote at the board of directors meeting at the 2019 Annual Conference. If revisions are required they will be made and circulated virtually, so that the budget can be finalized and approved before September 1, 2019. The final ALA FY20 budget will be approved in October 2019.

FY20 PLA Projects - Draft Budget as of 3-12-19								PLA Board of Directors	
								Spring Meeting 2019	
12	General		General Fund					Document no.: 2019.67b	
34	Investment		Conference						
47	Gov't Grant		Gov't Grant						
48	Private grant		Private Grant						
								Historical Context	
Fund	Unit #	Code	ACTIVE IN FY20	Revenue	Expenses	Overhead	Projected Net	FY18 Net (Actual)	FY19 Net (Budgeted)
12	401	0000	Admin	\$0	\$686,756	\$0	(\$686,756)	(\$543,080)	(\$719,148)
12	401	1000	Proposals	\$0	\$0	\$0	\$0	\$0	\$0
12	401	3000	Service to Members	\$602,400	\$126,450	\$0	\$475,950	\$443,245	\$414,356
12	401	3007	Regional CE/Bootcamp	\$40,000	\$23,800	\$10,600	\$5,600	(\$11,055)	\$3,250
12	401	3011	PLA Leadership	\$0	\$0	\$0	\$0	\$0	\$0
12	401	3020	Partners	\$40,000	\$17,800	\$0	\$22,200	\$33,847	\$23,550
12	401	3026	Annual Conference Preconferences	\$0	\$0	\$0	\$0	\$0	\$438
12	401	3030	Public Libraries	\$51,500	\$136,922	\$6,824	(\$92,246)	(\$28,649)	(\$77,132)
12	401	3040	Web CE	\$25,700	\$6,947	\$5,488	\$13,265	(\$374)	\$8,026
12	401	3058	Publications	\$7,250	\$4,000	\$0	\$3,250	(\$1,402)	(\$2,560)
12	401	3072	Family Engagement	\$55,000	\$100,000	\$0	(\$45,000)	(\$4,371)	\$0
12	401	3073	Equity Diversity Inclusion	\$100,000	\$53,500	\$26,500	\$20,000	\$0	(\$28,000)
12	401	3120	Every Child Ready to Read (ECRR)	\$19,400	\$7,350	\$1,061	\$10,989	\$8,891	\$7,880
12	401	3171	Project Outcome Regional Training	\$120,000	\$45,438	\$9,900	\$64,662	\$19,698	\$20,352
12	401	3172	PLDS-includes PMTF	\$0	\$0	\$0	\$0	\$1,111	(\$8,698)
12	401	3185	Inclusive Internships Cost Share (IMLS)	\$0	\$190,805	\$6,240	(\$197,045)	(\$111,113)	(\$181,584)
12	401	3188	DigitalLearn	\$0	\$29,450	\$0	(\$29,450)	(\$48,201)	(\$34,980)
			TOTALS, Gen Fund	\$1,061,250	\$1,429,218	\$66,613	(\$434,581)	(\$241,453)	(\$574,250)
								Historical Context	
Fund	Unit #	Code	ACTIVE IN FY20	Revenue	Expenses	Overhead	Projected Net	FY18 Net (Actual)	FY19 Net (Budgeted)
12	401	3061	PLA 2020 General	\$1,679,365	\$463,000	\$445,032	\$771,333	\$783,129	\$0
12	401	3062	PLA 2020 Exhibits	\$1,703,000	\$658,900	\$380,010	\$664,090	\$776,048	\$0
12	401	3063	PLA 2020 Promotion	\$95,000	\$47,600	\$12,588	\$34,812	\$3,828	\$0
12	401	3064	PLA 2020 Registration	\$0	\$29,826	\$0	(\$29,826)	(\$14,483)	\$0
12	401	3065	PLA 2020 Op/Closing General Sessions	\$0	\$220,000	\$0	(\$220,000)	(\$229,960)	\$0
12	401	3066	PLA 2020 Programs	\$0	\$77,150	\$0	(\$77,150)	(\$121,460)	\$0
12	401	3069	PLA 2020 Meal Events	\$75,000	\$90,000	\$0	(\$15,000)	(\$1,890)	\$0
12	401	3070	PLA 2020 Preconferences	\$120,000	\$63,500	\$31,800	\$24,700	\$52,309	\$0
12	401	3145	PLA 2018-20 Conf Planning	\$0	\$177,500	\$0	(\$177,500)	(\$133,032)	(\$175,290)
12	401	3173	PLA 2020 Virtual Conf	\$40,000	\$23,000	\$5,300	\$11,700	\$16,113	\$0
			TOTALS, Conference	\$3,712,365	\$1,850,476	\$874,730	\$987,159	\$1,130,602	(\$175,290)
			TOTALS, Gen Fund and Conference	\$4,773,615	\$3,279,694	\$941,343	\$552,578	\$889,149	(\$749,540)

[illegible]

TO: PLA Board of Directors
RE: ALA Standing Committee on Organizational Effectiveness/Governance Review (SCOPE)
DATE: March 6, 2019

ACTION REQUESTED/INFORMATION/REPORT:
Information

BACKGROUND

ALA created SCOPE “to align ALA’s organizational structure, policies and rules with the association’s 21st century values, key action areas and strategic directions.” See June 2018 release [here](#). Attached is the latest (as of this writing) [communication from the chair of SCOPE](#), which was sent March 14. It includes a report of the committee’s work to date, including an overview of findings to date. The report also includes a listing of webinars that SCOPE is hosting over the next few months to inform members and to get feedback.

SCOPE also held a webinar for members in February though it was not very well publicized. An archive of the webinar is [here](#). It provides an overview of the SCOPE charge and process. Additionally, SCOPE encouraged members and staff to [complete this survey](#).

Additionally, committee chair Lessa Kanani'opua Pelayo-Lozada reached out to division executive directors to let us know that the committee wants to keep communication channels open and wondered when division boards and leadership would like to meet at the ALA Annual conference. SCOPE also reached out to ALA staff to make note of the fact that there haven’t been opportunities for staff input. As a result, one meeting was held with the consultants and staff on March 22. Other meetings will be scheduled in April and May, dates TBD.

The March 22 staff meeting with consultants was scheduled on short notice. I was unable to attend but some PLA and other division staff attended. At the session, it was confirmed that:

- As part of the SCOPE and governance review process, the division operating agreement will be opened and revised. The timeline for this has not been set though it was first suggested that this happen between June-September.
- When the operating agreement is opened, SCOPE will not be involved in the negotiations. It likely will be a mix of staff and members but who they will be is TBD.

SCOPE will meet in Chicago May 4-5.

RECOMMENDATIONS FOR BOARD DISCUSSION/ACTION

Some items to consider:

- PLA board members should plan (and should encourage others) to attend the webinar focused on divisions: **April 29, 11:00 am PT/1:00 pm CT/2:00 pm ET: Prioritization and Member Engagement through Divisions**
- Does the Board want to meet with Lessa at our Board meeting in DC? There may be a separate division meeting with SCOPE in DC. We do not have that information yet.
- PLA should urge SCOPE to share future dates of all meetings and sessions, those to be held virtually and at conferences, as early as possible so members have time to add them to their schedules. Communication overall needs to improve.

- The implications of changes to the ALA Operating Agreement are significant. The PLA board will want to consider requesting more information; a proposed timeline; and possibly consider a communication plan for PLA membership related to SCOE and ALA's plans going forward.

[Divisions](#)[Contact Us](#)[ALA.org](#)[Code of Conduct](#)

Hi, Barbara Macikas!



ALA Members

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Update on SCOE: Steering Committee on Organizational Effectiveness



1. Update on SCOE: Steering Committee on Organizational Effectiveness

0

[RECOMMEND](#)

Lessa Pelayo-Lozada

Divisions

Round Tables

ACTIONS ▼

Posted 2 days ago

Edited by Lessa Pelayo-Lozada 2 days ago

REPLY INLINE



Dear Members,

I am pleased to present to you a report on the ALA Steering Committee on Organizational Effectiveness' (SCOE) work at the Midwinter Meeting in Seattle, WA. Some brief background on SCOE before the report:

- **Charge:** Appointed by then ALA President Jim Neal in June 2018, The Steering Committee on Organizational Effectiveness will carry out a comprehensive review and study of ALA's governance, member participation and legal structures and systems, with the goal of proposing changes that will vitalize its success, strength and agility as a 21st century association.
- **Timeline:** SCOE is using an iterative process with the goal of bringing draft recommendations of changes to Annual Conference in 2019. Members will have the opportunity to provide feedback and input into these recommendations through a series of in person and virtual sessions prior to, at, and immediately following the Annual Conference. SCOE will then further refine the recommendations based upon feedback. All recommended changes must be voted upon by membership on a Spring ballot. The current goal is to have recommended changes on the Spring 2020 ballot after substantive member input and engagement.
- **Virtual Engagement:** SCOE held a webinar in February 2019 to go over the process and gain a first round of feedback from members. This webinar was recorded and will be available for viewing very soon in a public space, in addition to all of the documents we have used so far so that folks may see the progression of the committee's work and changes made based upon feedback. At the bottom of the below report are spring opportunities for virtual engagement with members. Registration information will be forthcoming.

The following report was created by our consultants at Tecker International who are guiding us on this project:

The ALA Steering Committee on Organizational Effectiveness (SCOE) utilized the gathering of leaders and members during the January 2019 ALA Midwinter Meeting in Seattle, WA to introduce the Organizational Effectiveness Review project. During those meetings, members of SCOE held 6 one-hour open sessions, met with ALA Committees, and presented introductory information to a number of Division meetings, ALA Council, and other gatherings. The goals were to:

- 1) Introduce the project
- 2) Seek input into the work to date.

Over 200 ALA members participated in SCOE introductory sessions throughout Midwinter and over 100 pages of input was received as a result of those discussions.

There were a number of general themes identified during the Midwinter Meeting discussions. While there were a number of individual observations heard throughout the Meeting, the following themes were common to multiple groups. Those key themes include:

- Simplify and streamline. There was a sense that groups within ALA and ALA as a whole needs to simplify and streamline organizational operations. There are a lot of moving parts and not always heading in the same direction.
- The need for change. There was general agreement that change is needed and that the changes need to reflect the needs of the broad library community.
- Defining inclusion. There is not a common definition of inclusion. Multiple groups challenged the sense that the ALA culture is inclusive. That challenge was transferred to this project.
- Streams of change. The multiple streams of change within ALA (IT development, real estate, membership project, Executive Director search, and organizational effectiveness) create a great deal of fear and uncertainty for ALA staff and leadership. That dynamic is creating additional challenges for this
- Out vs. In. Those who are not active participants of a group are skeptical of those who are active participants of a group. This is true of the Executive Board, Council, Divisions, and Roundtables. For example,

- Divisions individuals who are not on the Executive Board mistrust the decision-making process of the Executive Board. Individuals who do not participate on the Council view the Council as a small and closed group.
- There is very little knowledge of the organizational effectiveness project and as a result, a great deal of fear of the project. This is also reflective of the other changes taking place within the organization and librarianship as a whole.
 - Staff input. There needs to be a very clear avenue of input for ALA staff.
 - ALA and libraries working together. There was general agreement that change is needed and that the changes need to reflect the needs of the broad library community.

In addition to these key themes and direct input to changes within the organization as a whole, sessions also provided an opportunity to offer suggestions about changes to the following components of ALA:

- Executive Board
- Council
- Divisions
- Roundtables/MIGs
- Committees

The input received at the Midwinter Meeting and following will go into refinement of possible recommendations to meet the project charge which will be communicated to ALA members and the library community over the next few months through ALA communication channels.

Additionally, discussions during the Midwinter Meeting identified the need to expand the discussion beyond the core SCOE group. A variety of specific sessions are being planned throughout April to incorporate additional voices and perspectives. Registration information is forthcoming, but please save the date. These sessions will take place:

- April 9, 11:00 am PT/1:00 pm CT/2:00 pm ET: Member Engagement through Round Tables and Member Initiative Groups
- April 15, 11:00 am PT/1:00 pm CT/2:00 pm ET: Prioritization and Accountability through Council and the Executive Board
- April 22, 11:00 am PT/1:00 pm CT/2:00 pm ET: Prioritization and Volunteer Engagement through Committees

April 27, 11:00 am PT/1:00 pm CT/2:00 pm ET: Prioritization and Member
Divisions Round Tables
Engagement through Divisions

We hope you will continue the feedback and discussion with us over the next few months. Feel free to email SCOE Chair, Lessa Kanani'opua Pelayo-Lozada with any additional input you wish to provide at lessalozada@gmail.com or [fill out this form](#).

Sincerely,

Steering Committee on Organizational Effectiveness Members:

Lessa Kanani'opua Pelayo-Lozada, Chair

Emily Daly

Emmanuel Faulkner, Sr.

Kenny Garcia

Mandi Goodsett

Terri Grief

Alexia Hudson-Ward

Ben Hunter

Steve Laird

Jack Martin

Alanna Aiko Moore

Lucinda Nord

Vailey Oehlke

Andrew Pace

Juan Rivera

Karen Schneider

Felton Thomas

Kerry Ward

Nora Wiltschko
Divisions Round Tables

Steven Yates

Shali Zhang

Executive Committee:

Lessa Kanani'opua Pelayo-Lozada, Chair

Wanda K. Brown

Mary Ghikas

Jim Neal

Tecker International Consultants:

Jim Meffert

Paul Meyer

Lessa Kanani'opua Pelayo-Lozada
ALA Executive Board Member
Chair, ALA Steering Committee on Organizational Effectiveness
Adult Services Assistant Manager, Palos Verdes Library District
she/her/hers


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Powered by Higher Logic

TO: PLA Board of Directors
RE: PLA Operating Budget Spend-Down Suggestions
DATE: March 25, 2019

ACTION REQUESTED/INFORMATION/REPORT:

Information

ACTION REQUESTED BY:

Information

DRAFTS OF MOTIONS:

BACKGROUND

Based on the FY19 PLA operating budget, PLA's fund balance will be approximately \$3M at the end of the current fiscal year (August 2019). ALA guidelines suggest that PLA have in reserve an average of three month's operating budget (averaged over two years) which is approximately \$750K.

The proposed FY20 budget is fairly aggressive in spending down our fund balance. We are currently budgeting to come in with a net of \$552K. In past conference years, PLA's net has been between \$850K-\$1M. Additional spending in FY20 includes: Inclusive Internship cost share of \$200K; investments of \$45K for family engagement and \$30K digital literacy; and additional dollars budgeted for the Nashville conference.

Even with the current planned spending in FY20, PLA has sufficient budget to consider other spending options for FY20. Staff have provided the attached suggestions for the Board's consideration. These are just a few ideas; the Board may have others.

RECOMMENDATIONS FOR BOARD ACTION

The Board should consider which, if any, of the proposed spend down options could be included in the budget or what other new options might be included. The final PLA budget is not approved until June.

Attachments: Proposed funding requests

Program/Project Name: Promoting Healthy Communities Publication Series

☐ New ☒ Expansion of existing initiative

Strategic Goal Area(s):

☒ Transformation ☐ Leadership ☐ Advocacy and Awareness ☐ EDISJ ☐ Organizational Excellence
☐ Not applicable

Problem or Opportunity Being Addressed:

PLA has had considerable success with its health initiatives since 2017, training hundreds of public library staff through live events and webinars; creating a new e-newsletter, web site (publiclibrary.health) and [health information course](#) on DigitalLearn.org; developing a new health-related set of Project Outcome questions; promoting insurance enrollment; and creating new relationships with the National Network of Libraries of Medicine (NNLM), Medical Library Association, and others. Much of this work has been funded by nearly \$500,000 raised from outside sources. PLA used these new programs to identify ongoing needs of public library staff related to health literacy, programming and partnerships. The ideas generated through this work represent opportunities for expanded PLA activity.

These successes, as well as event evaluations and anecdotal input, suggest there is substantial interest in additional continuing education on health, so PLA might invest in additional webinars, live events, and training toolkits. However, we have the potential to secure continue funding from NNLM and Robert Wood Johnson Foundation, and to engage new funders. This funding would most likely support educational programming and communications. PLA funds will be used to develop publications and other products that can be sold to generate revenue. Training related to use of the products may also be developed and offered, either for free as part of a promotional strategy or for fees as part of an implementation support package.

Program/Project Short Description:

PLA will create a series of publications and other tools for purchase by libraries seeking to improve or expand their health programming and partnerships. We will engage subject matter experts from the field, as volunteers and/or for stipends, as well as paid writers and editors. We will begin by refining the proposed product list, identifying authors and editors, and developing production schedules. Ideally publications would begin to be available to the field by early 2020. PLA may work with ALA Publishing to develop, market and sell these publications, or explore other strategies.

Products that have come up through brainstorming with PLA member leaders (see attached) and NNLM partners include:

- An “Ideabook” for health-related programming, to help libraries implement programs for different age groups, and in different focus areas (movement, nutrition, disease management, etc.)
- A toolbox for library leadership related to health programming and partnerships, including “infrastructure” tools. This can include national positions or recommendations from PLA/ALA, model job descriptions, staff training protocols, sample strategic plan language, staff wellness strategies and programming ideas, sample grant proposals, community partnership strategies, and more.

- A product that walks libraries through the steps of conducting a community health assessment (using publicly available data on health and other factors as well as partners in public health and social services), and results in a strategic and operational plan for the library and community.
- A community presentation toolkit for public libraries to present to local health-related groups (clinics, hospitals, social service agencies, patient advocacy groups, insurers, funders) about the role of public libraries in health literacy and access to health information.
- Additional publications on potential topics such as the following.
 - How to integrate health into your library programming, for instance by including physical activity or nutrition themes in your storytime programming. This can include ideas on how to promote health to diverse, underserved audiences through library services and programs focusing on citizenship and immigration, small business support, early literacy and family engagement.
 - Consumer-focused materials that libraries might purchase to display or distribute. For instance, PLA is currently developing a bookshelf end-cap poster featuring health-related messaging to library patrons.
 - Additional ideas will be generated by reviewing the bookstores and publications of groups like MLA as well as healthcare provider and patient advocacy groups. Some publications that may work well, with adaptation, to the public library setting could be licensed for revision and resale through ALA.
- PLA may also explore the opportunity to work with other groups to codevelop publications to be sold to non-library audiences. For instance, publications could be developed to sell through patient advocacy groups or child health providers to promote how to use the library to learn and stay healthy.

Measurable Outcomes and Measurement Strategies:

After the planning phase when the initial publication series and related timelines are established, PLA will measure process in terms of success meeting deadlines and making publications available for purchase. A marketing plan will be developed and include its own measures for reach and awareness. Ultimately, success will be judged by numbers of products sold and revenue generated.

Relationship to Other PLA and ALA initiatives:

The ALA Store does currently carry some related products (*Promoting Individual and Community Health at the Library*, 2018; *Get Your Community Moving: Physical Literacy Programs for All Ages*, 2018).

Additional work is needed to determine the extent of ALA's catalog related to health and the intentions of ALA Publishing or other ALA units to produce related content in the future.

Funding Amount(s) Requested (Estimate)

Fiscal Year	Investment (PLA Funds)	Revenue (if applicable)
FY20	\$50,000-75,000	< \$10,000
FY21	\$25,000	\$25-50,000
FY22	\$0	\$50-75,000

Short Description of Requested Budget:

The above is a scenario, assuming consulting/editing/project management at an hourly rate would require \$50-100,000 to develop a set of products, and that revenue projections for those products would repay PLA those funds and generate profit. This is scalable and will be adjusted based on

individual products during the planning phases using hourly rates from identified consultants (or ALA Publishing staff's time) and analysis of comparable products' sales and profit. Generally, funds will be used to pay SME stipends, pay authors, and hire project management and editing services. Some marketing funds will also be needed (although discussion with ALA Publishing will occur to determine PLA versus ALA roles in terms of marketing, production, and sales).

Anticipated Product(s):

This work will generate a line of publications and toolkits, as well as some potential, related continuing education.

Revenue Potential:

- Type of Revenue (grants, registration fees, product sales, etc.): Product sales
- Paying Audience: PLA and ALA members, public libraries

PLA Capacity:

- Staff Time: The impact on staff (Allen, Wood) *could* be minimal if PLA can engage a strong editor/project manager to oversee these publications from start to finish. The publications manager (Hughes) and a new project manager coming on board in April 2019 may also be able to provide some staff support. If this cannot be outsourced easily to a consultant or ALA Publishing staff, it will strain staff time.
- Volunteer Leaders: PLA established an informal health advisory group from 2017-2018, and staff has continued to communicate with this body for input and project assistance. Many of these members would be interested in helping with this work, and others can be identified.
- External SMEs: In the public library field, identifying SMEs has been challenging. The public library staff doing health programming PLA has identified are often willing to speak about their own work, but few have considered themselves experts. We have had good success working with NNLM staff who are experts in consumer health and health literacy, and we can likely identify public health experts easily.
- Other Challenges: Developing publications is a long-term process, and timelines are often adjusted as contributors (particularly volunteers) are unable to meet deadlines. Also interest in purchasing these publications is assumed but has not been formally evaluated.

Promoting Healthy Communities Advisory Group – Strategic Planning Session, 2018

Discussion Questions

- What would a multi-year Promoting Healthy Communities program look like?
- How do we reach the right staff at public libraries, and as many as we can?
- What partnerships will be critical?
- What infrastructure does PLA/ALA need to support health literacy?
- How do we fund these programs?
- What professional development is needed in the field?
- Do we need more member involvement?
- What goals do we set? How do we know we are changing the field and making progress?

Brainstorming Results

Outcomes/Goals

- Public Libraries are connected to health providers in their communities
 - Places to connect with in the community
 - Health departments, churches, educational org, clinics, rec departments, schools, senior centers, foodbanks, police, ER centers, homeless shelters, veterans' orgs, healthcare providers: dentists, PTs, chiropractors, fitness centers, etc.
 - PLA to do: Factsheet on this, and below, collect facts and stats
 - What to do
 - Relationship building, making contact, who is the person to work with?
 - Proving library credibility, track record
 - Listening, asking what they need. How can library help?
 - Focus groups, survey attendees
 - Local news, listservs, public meetings, hospital newsletters
- Health-related programs are as easy and routine in public libraries as storytime
 - Create a bank of program ideas per age group
 - Note major elements of health-related programs, i.e. movement/exercise, nutrition, etc.
 - Toolkit on how to gather data on health needs in your community, so you can plan programs based on those needs.
 - And how to measure the health of the community? Local hospitals/ county health dept are required to log this info – can get it from them.
 - Funding and resources to support these programs. Both from PLA/ALA and other sources. PLA advocate for funding. Work with pharma companies? Or Target? Dollar General?
- Public libraries are connected to the expertise in their communities to do quality programs
 - Partnerships – how to build out of the box ones? Fraternities and Sororities?
 - Workshopping around “adulting 101”. Program modules
 - Age based expertise
 - Look at what you’re already doing and layer health programming on it
 - Safety aspects, opioid training
 - Building trust with police.

- Public library staff are knowledgeable on how to help patrons and connect them to resources
- Health providers/industry are seeking our public libraries as partners to achieve their goals
 - o Identify health industry goals
 - o Collect stories
 - o Use PLs with good relationships to collect this information from their partners
 - o ID national partners (AMA, AAP, CDC, NIH, etc)
 - o Meet with national partners - High level strategy, ID cofounding, partnerships
 - o Reach the grassroots – conference presentations, newsletter articles
 - o Pilot some demonstration projects
 - o Continually promote resources
- Public libraries have underlying support from management/leadership and include health programs/support in their strategic plans
 - o Spotlight states/systems where libraries are leaders in working on health issues (Oklahoma library agency)
 - o Tap into state level initiatives in the health, mental health, fitness, wellness and social services sectors to see their goals and how they are working with CBOs/NPOs
 - Create some language libraries can incorporate into their own plans.
 - Official statements, recommendations, templates
 - o PLA collaborate with other ALA offices and divisions to communicate that. RUSA MEDREF committee: Guidelines on how to do health reference.

Program/Project Name: DigitalLearn Expansion

☐ New ☒ Expansion of existing initiative

Strategic Goal Area(s): ☒ Transformation ☐ Leadership ☐ Advocacy and Awareness ☐ EDISJ ☐ Organizational Excellence ☐ Not applicable

Problem or Opportunity Being Addressed: The PLA Digital Literacy Committee believes the field is lacking tools for libraries to more effectively teach digital literacy and computer skills. These include:

1. easy-to-use reference to existing digital literacy training resources (including shorthand information on format, learner level, ease of use, examples of how libraries can use it, etc.). Resources provided by the [ALA Washington Office](#) and [PLA's Professional Tools](#) are limited in scope and somewhat outdated.
2. training and other resources to help a variety of staff, whether formal instructors or not, learn tips and techniques for digital literacy training (for instance, where does basic help end, time management and how much time is appropriate to spend with learners, what to do with personal data/information, issues regarding use of personal devices versus library devices, interpersonal skills for training or demonstrating computer use, addressing fear and shame, privacy concerns, etc.).
3. guidance on core technology competencies for staff including how to define them based on staff roles, provide educational experiences to create competency, and monitor/evaluate competencies for instance as a part of hiring and performance reviews.

Program/Project Short Description: DigitalLearn.org currently includes over 20 self-directed modules ("For Learners") and over 80 course templates ("For Trainers"). The Digital Literacy Committee proposes expanding www.digitallearn.org to include 1-2 additional major sections to house more information on other digital literacy training resources, teaching strategies, staff policies and competencies, and more. Committee members are confident they can identify, vet, and describe many relevant training resources (#1 above), perhaps using short videos to give personal stories about how they can be used and/or using icons as a key to indicate different characteristics of each resource (high reading level, text heavy, short/long, interactive, etc.). We propose to hire instructional designers to help develop training for library instructors and other staff about teaching strategies (#2 above); PLA has already connected with CrowdEdLearning or Designers4Learning, who are doing similar work to help college instructors teach digital literacy to students. The committee also recently had a presentation from Penny Talbot of the Ephrata Public Library, who has developed exemplary materials on staff technology competencies (#3 above) which could be elevated to a national level by revision and addition to the DigitalLearn site.

The committee has also proposed doing a series of webinars and regional trainings to teach the above resources and strategies to public libraries nationwide. Some webinars may simply be informational to promote new elements of DigitalLearn. However, the committee is also interested in doing regional, day or day-and-a-half long training events at libraries to educate staff at many levels about digital skills and access (see draft training program outline, attached).

Measurable Outcomes and Measurement Strategies: The project will include process measures to evaluate its success in developing and distributing new content to the field. We will evaluate awareness of the new resources through typical strategies such as website views/hits/clicks/visitors, number of downloads, email responses, social media reach (likes, retweets, etc.) and changes in number of

followers. Continuing education/professional development components will track records of attendance and use standard tools to assess knowledge gained, satisfaction, intent to use information, and other aspects at the conclusion of an event. More expansive evaluation strategies could be considered: for instance identifying a cohort of libraries to assess baseline in terms of knowledge of digital literacy training resources, number and impact of classes, staff proficiency, etc. and then doing a follow-up after 1-2 years of the initiative to measure changes.

Relationship to Other PLA and ALA initiatives: Primarily related to DigitalLearn.org. Use of Project Outcome as a measurement strategy will be incorporate into the new web site content and training.

Funding Amount(s) Requested (Estimate)

Fiscal Year	Investment (PLA Funds)	Revenue (if applicable)
FY20	<i>To be determined</i>	<i>To be determined</i>
FY21		
FY22		

Short Description of Requested Budget:

to be determined

Anticipated Product(s): Expanded DigitalLearn.org site content, training content offered via webinars and regional events.

Revenue Potential:

- Type of Revenue (grants, registration fees, product sales, etc.): PLA has the potential to seek grants to fund this work, given that funders such as Google and Microsoft have already invested in similar projects. Otherwise revenue potential is mainly related to registration fees for training events, or contract revenue from individual libraries or library agencies who “book” PLA to do the training event for their staff.
- Paying Audience (PLA members or member libraries, other markets): PLA/ALA members and member libraries.

PLA Capacity:

- Staff Time: Two staff (Allen and Wood) support Digital Literacy at present, and do not have capacity to undertake all of the work above, but consultants might be engaged to fill gaps and make sure the projects keep moving.
- Volunteer Leaders: The Digital Literacy Committee is 100% behind this work and willing to contribute content and spend time on it. If their time is stretched, they can likely engage other public librarians working on computer skills training.
- External SMEs: PLA has a number of external contacts who can contribute (Designers4Learning, CrowdEDLearning, individuals such as Mary Beth Foccioli, Crystal Schimpf, Penny Talbot), although some may require fees.
- Other Challenges: TBD.

Potential Agenda – Digital Literacy Instruction Road Show

Sample/draft objectives:

At the close of the session, participants will be able to:

- Understand and address the computer/technology training needs of specific learner groups (seniors, students, job seekers, etc.)
- Use readily-available training tools from an expansive list that includes diverse formats, content and other features
- Spend less time on and be more effective with one-on-one computer help
- Develop and offer their own computer/technology training classes, using strong instructional design principles and readily-available content to customize
- Implement an internal program to define, assess, and improve the technology competencies of staff at all levels within the library

Audience:

The content is appropriate for a range of library staff. Front line staff who spend time helping patrons use library computers will learn some interpersonal skills and gain access to many online resources they can direct patrons to, saving themselves the time and stress of one-on-one instruction. Program staff who don't regularly teach technology will gain access to tools that make developing and holding new classes quick and easy, and will also learn the basics of instructional design to help them develop any class. Staff dedicated exclusively to technology training may find some content basic, but they are certain to learn something new and gain access to tools that will expand their repertoire. Library leadership will learn more about how improved digital literacy instruction can impact their library's strategy and partnerships, and will also learn how to define and assess staff technology competencies.

Sample/draft agenda:

8:30am – Registration/Breakfast

9:00am – Welcome/Group Exercise

TBD – something fun to start off with

9:30am – Overview of Digital Literacy

National data about lack of digital literacy skills, impact of low computer literacy on different groups of people, history of ALA/PLA involvement, leading up to DigitalLearn. Some content is already developed but might benefit from stronger presentation of national research, the state of digital literacy skills in the U.S., and the needs/challenges related to particular groups of learners.

Handouts: Research (Pew?) reports, infographic(s) about digital literacy skills, "2-pagers" from DL committee about different groups (seniors, job seekers, youth, etc.)

9:45am – Tips for Teaching Technology

New content to be developed – from Digital Literacy Committee input – topics such as “where does basic help end, time management and how much time is appropriate to spend with learners, what to do with personal data/information, issues regarding use of personal devices

versus library devices, interpersonal skills for training or demonstrating computer use, addressing fear and shame, privacy concerns particularly with relation to government documents, and more.”

Handouts: Summary tip sheet

10:30am – Break

11:00am – What’s Out There? Tools for Teaching Computers and Technology

Quick review of major resources for teaching and self-directed learning, focusing on what’s available, level for learners, costs if any, pros/cons, etc. Some content is developed, but work is needed to make it consistent and compare products critically. Most libraries will know about some of these but the intent is every library would learn about a few new resources. Resources to be covered will include DigitalLearn, Lynda, Techboomers, Etc.

Handouts: Online training tools resource list, with web sites and perhaps “at a glance” comparison info

Noon – Lunch break

Afternoon options; could potentially do 1-2 of them, or could become 1.5 days if all are taught

Option 1– Instructional Design 101 for Public Librarians: *New content to be developed – discussed by Digital Literacy Committee. Help for technology trainers to develop and teach well-designed courses.*

Handouts: TBD

Option 2– Crash Courses: DigitalLearn’s Training Tools for Classroom Teaching and One-on-One Help: *Semi developed content – idea is 15-20 minutes each on a set of topics from the Gail’s Toolkit materials. Not teaching them, but teaching about them so library staff are better prepared to use them. Speaker would review course objectives, mention major teaching points, make suggestions for how to prepare to teach, talk about potential areas of learner confusion and common questions, etc. People are unlikely to use the resources unless they are explained to them, and tips from expert trainers will help them do a better job when they do. Could ask library/audience what to focus on in advance, or simply teach the most popular (Internet Basics, Outlook Email, Cybersecurity Basics, Coding: HTML Basics, Quickbooks, Facebook, Resume basics, LinkedIn)*

Handouts: Summary sheet of what’s on the “tools for trainers” section of DL/Gail’s Toolkit, along with one-pagers on the specific modules covered in the session

Option 3– Staff Technology Competencies: *New content to be developed based on teaching/program of Penny Talbot of Ephrata Public Library. Could include onsite technology assessments and development of learning plans.*

4:40pm – Final Q&A/Closing Remarks

Program/Project Name: PLA Communication/Outreach to ALA and Division Leadership

☐ New ☒ Continuation of new initiative

Strategic Goal Area(s):

☒ Transformation ☐ Leadership ☐ Advocacy and Awareness ☐ EDISJ ☒ Organizational Excellence
☐ Not applicable

Problem or Opportunity Being Addressed:

At the 2019 Midwinter Meeting, PLA hosted an event for ALA Councilors who are PLA members and/or who work in public libraries. The event was deemed a success and will be held again at the ALA Annual Conference. Should PLA continue to host these kinds of events to encourage a sharing of ideas and concerns more broadly beyond PLA and to ALA Council leaders? Given ALA's current governance and structural review process, would it be best for PLA to continue to host events with Council and potentially, with other division leaders and/or with ALA Executive Board?

Program/Project Short Description:

PLA would plan and host on-going events for Council, division, and ALA Board at ALA and PLA conferences in order to share ideas and concerns, demonstrate the value of and range of PLA contributions, and to build stronger relationships.

Measurable Outcomes and Measurement Strategies:

Each would be evaluated, and adjustments would be made as appropriate.

Relationship to Other PLA and ALA initiatives:

These events and on-going communication to a range of ALA leadership should help strengthen ties between PLA and the rest of the organization and position PLA as a leader in collaboration, sharing ideas, and communication.

Funding Amount(s) Requested (Estimate)

Fiscal Year	Investment (PLA Funds)	Revenue (if applicable)
FY20	<\$ >12,000	\$0
FY21	<\$ >12,000	\$0
FY22	<\$ >0	\$0

Short Description of Requested Budget:

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

Budget assumes two meal function events/year @ \$6,000/event. Includes meals for 70, AV, evaluation, and handouts. Also assumes no facilitator or SME for each event.

Anticipated Product(s):

Improved communication and stronger relationships.

Revenue Potential:

Indicate n/a if no revenue is anticipated.

- Type of Revenue (grants, registration fees, product sales, etc.): No direct revenue

- Paying Audience:

PLA Capacity:

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

- Staff Time: PLA Executive Director and Deputy Directors will develop agendas in consultation with PLA board. PLA program officer and event planner will support logistics; PLA Marketing Manager and Comms Manager will market event and ensure on-going communication.
- Volunteer Leaders: PLA board will be called upon to plan and host.
- External SMEs: None at this time, unless it is determined a facilitator is needed.
- Other Challenges:

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

☒ New ☐ Expansion of existing initiative

Strategic Goal Area(s):

☐ Transformation ☐ Leadership ☐ Advocacy and Awareness ☒ EDISJ ☒ Organizational Excellence
☐ Not applicable

Problem or Opportunity Being Addressed:

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

Program/Project Short Description:

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

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

Measurable Outcomes and Measurement Strategies:

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

Relationship to Other PLA and ALA initiatives:

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

Funding Amount(s) Requested (Estimate)

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

Short Description of Requested Budget:

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

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

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

Anticipated Product(s):

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

Revenue Potential:

Indicate n/a if no revenue is anticipated.

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

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

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

PLA Capacity:

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

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

Program/Project Name: Speaker Training Initiative

☒ New ☐ Expansion of existing initiative

Strategic Goal Area(s):

☐ Transformation ☒ Leadership ☒ Advocacy and Awareness ☒ EDISJ ☐ Organizational Excellence
☐ Not applicable

Problem or Opportunity Being Addressed:

Public library staff need strong communication and public speaking skills in order to advocate effectively for the library and take on leadership roles in their community and the profession. The public library field also needs to develop new voices, training advocates and spokespeople who represent the diversity of our communities.

Program/Project Short Description:

This training initiative would bring together small cohorts of learners (10 people plus a coach) that meet regularly online (via Zoom) to cover specific public speaking skills. Learners would go out and practice and video record themselves, share those recordings, and receive feedback from colleagues in the cohort. Instead of a one-and-done training, this provides opportunities to practice, reflect, and build skills. The program would take 6 months to complete, with an in-person kickoff, online meetings once a month, and an in-person conclusion (could be regional or at ALA Annual/Midwinter meetings).

Measurable Outcomes and Measurement Strategies:

Videos of learner presentations will provide evidence of measurable improvement in specific public speaking skills. In addition to recordings used for feedback throughout the online meetings, a 5-minute elevator speech recorded at the kickoff event can be compared to one recorded 6 months later at the in-person concluding session.

Relationship to Other PLA and ALA initiatives:

This initiative ties in directly with the Professional Development Theory of Change's pathway of building public library advocates oriented toward community needs. Through recruitment and representation of groups that have been historically marginalized or excluded, it will be an intentionally inclusive effort that reflects PLA's commitment to Equity, Diversity, Inclusion, and Social Justice (EDISJ) as well.

Funding Amount(s) Requested (Estimate)

Fiscal Year	Investment (PLA Funds)	Revenue (if applicable)
FY20	<\$ >33,420	\$7,500
FY21	<\$ >3,420	\$7,500
FY22	<\$ >3,420	\$7,500

Short Description of Requested Budget:

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

\$30,000 one-time cost for a consultant to develop and deliver content for 2 in-person meetings and develop content for 4 online meetings

\$1,500 ongoing cost for 3 online meeting facilitators' stipends

\$1,200 ongoing cost for 30 high quality headsets and phone tripods, provided to learners

\$720 ongoing cost for 3 dedicated Zoom licenses

Anticipated Product(s):

Blended in-person and online training offered at a modest price point (\$250) that reaches a small and diverse cohort of 30 learners per year, though this could scale much larger based on demand.

Revenue Potential:

Indicate n/a if no revenue is anticipated.

- Type of Revenue (grants, registration fees, product sales, etc.): Registration fees
- Paying Audience (PLA members or member libraries, other markets): PLA members and public library staff at all levels

PLA Capacity:

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

- Staff Time: Though PLA staff are well prepared to take this on, staff time is likely to be a significant challenge for this initiative. It will require time investment from the CE Manager, Web Communications Manager, Marketing Manager, Communications Manager, and likely a Program Coordinator as well.
- Volunteer Leaders: PLA can call upon a long list of successful volunteer leaders to serve as online meeting facilitators and, in future years, as conveners of in-person meetings for this initiative. These volunteers include current and past Board members, committee chairs and members, and PLA Conference speakers.
- External SMEs: PLA has relationships with several external SMEs who we would call upon to develop proposals for the content development portion of this initiative, and staff would solicit suggestions from the Board and other PLA stakeholders on recommendations as well.
- Other Challenges:

Program/Project Name: PLA Sustainability Plan

☒ New ☐ Expansion of existing initiative

Strategic Goal Area(s):

☐ Transformation ☐ Leadership ☐ Advocacy and Awareness ☐ EDISJ ☒ Organizational Excellence
☐ Not applicable

Problem or Opportunity Being Addressed:

Currently PLA is in a strong financial position as its operating fund balance is robust and it is the beneficiary of unrestricted grant funding that supports key goals for the next ten years. PLA is using these resources to invest in projects that support its strategic plan and that address the needs of the field.

At the same time, we do not have a long-term plan for sustainability nor do we know how to best calculate for future sustainability/RTI of major PLA initiatives such as Project Outcome, Leadership Academy, Inclusive Internship Initiative, health initiatives, and EDISJ training. None of these are self-supporting. All have required significant investment from PLA either directly; through grants or in some combination of each. Additionally, PLA's traditional sources of revenue such as publications, sponsorships, and training are challenged and typically do not consistently earn enough to support the programs longer term. PLA conference and membership dues are our primary sources of revenue (beyond grants). Our giving program is off to a great start but will need time and careful nurturing to build.

Should PLA engage a consultant to help us develop a sustainability plan including metrics and assessment tools that will answer questions such as:

- What are programmatic trends and CE models in associations that might help us determine realistic projections for dues, conferences, products/services, etc., within the public library landscape?
- Where will future funding for PLA programs come from and what is realistic pricing?
- Which existing programs have the greatest potential and which do not?
- How much revenue can be projected from: dues; registration fees; sponsorships; and products and services; grants? What are the desired ratios for these revenue sources that will ensure success?
- What are trends given our demographics?
- What are best practices for product development and marketing to ensure revenues?
- How does PLA continually assess existing programs and how/where does PLA plan and develop future sustainable programs?
- What is realistic in terms of staff/member capacity?

Program/Project Short Description:

PLA would hire an environmental scanning/scenario development/association management consultant to work with board and staff to create a sustainability plan that will help guide PLA's planning and decision making related to investment in current and future initiatives. The plan would guide leadership and staff in terms of growth expectations and potential new markets. The timeline for the process will require input from the consultant. It is anticipated a minimum of six months would be required and that could extend to one year.

Measurable Outcomes and Measurement Strategies:

A longer-term plan, processes, and assessment methods for PLA sustainability.

Relationship to Other PLA and ALA initiatives:

This initiative would have direct impact on all facets of PLA work. Additionally, results could be shared with ALA for positive impact beyond PLA. A potential challenge and unanswerable question is what impact ALA's SCOE work will have on PLA and therefore on development of such a sustainability plan.

Funding Amount(s) Requested (Estimate)

Fiscal Year	Investment (PLA Funds)	Revenue (if applicable)
FY20	<\$ >75,000	\$0
FY21	<\$ >25,000	\$0
FY22	<\$ >0	\$0

Short Description of Requested Budget:

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

Budget is TBD. Amounts listed above are estimates and may need to be adjusted. PLA could, if needed, tap Gates grant funding as well since the sustainability plan is a key component of the Legacy grant. Or, the Board could determine to continue to spend-down fund balance.

Anticipated Product(s):

A flexible sustainability plan that can guide PLA's decision-making related to its investments in programs and services and help PLA create viable, revenue-producing models that anticipate and meet the field's needs.

Revenue Potential:

Indicate n/a if no revenue is anticipated.

- Type of Revenue (grants, registration fees, product sales, etc.): No direct revenue
- Paying Audience: PLA general operating budget with supplementary funds from Gates grant if needed.

PLA Capacity:

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

- Staff Time: PLA Executive Director and Deputy Directors will need to spend significant time working on RFP and with consultant. Will also require involvement of most PLA staff in assessment of existing programs and planning for future.
- Volunteer Leaders: PLA board will be called upon to review, approve, and monitor plan.
- External SMEs: Consultant as noted
- Other Challenges: TBD

TO: PLA Board of Directors
RE: PLA/ALA Code of Conduct and Crisis Communications
DATE: March 6, 2019

ACTION REQUESTED/INFORMATION/REPORT:

Information

ACTION REQUESTED BY:

Information

DRAFTS OF MOTIONS:

BACKGROUND

ALA/PLA ask conference registrants to agree to abide by a code of conduct as part of our conference registration process (see attachment). ALA, in consultation with legal, has developed a process staff are to use in the event of on-site issues including code of conduct violations, medical and other emergencies.

Additionally, the ALA Communication and Marketing Office is developing an association-wide crisis communication plan. The lack of a crisis communication plan negatively impacted ALA's response to the Midwinter-Council situation and the new plan is much needed. The plan will clearly delineate process and should provide confidence that ALA will respond in a timely and appropriate way. PLA and other staff are being given the opportunity to weigh in on the crisis communication plan. In its draft form, the document discourages one-off or unit/office/division-specific responses; ALA's response speaks for all. Traditionally, PLA has tried to adhere to this guidance. Here are a couple examples of how PLA has expressed support of ALA positions in the recent past:

<http://www.ala.org/news/member-news/2017/08/pla-echoes-ala-statement-condemning-racism-and-violence-charlottesville>

<http://www.ala.org/news/press-releases/2015/12/ala-pla-applaud-kentucky-supreme-court-decision-libraries-tax-rates>

We also post our support of ALA's stances on social media, our e-news, and on other communication channels

Potential crises can include anything from medical emergencies to harassment to natural disasters and acts of terrorism and these will be covered in the new crisis communications plan. Other things for the board to be aware of:

- For PLA, the volume of formal complaints of inappropriate conduct at events has been small. That does not mean problems do not exist; rather, formal complaints have not been made to staff. Medical emergencies also have been few and have been handled expeditiously and without major incident.
- For medical emergencies, the process is generally clear. For everyone's safety, it is the correct call to bring in trained medical personnel. Hotels and convention centers have systems in place to address medical issues and communicate building processes to staff in advance of the meetings, which staff share internally and with members on-site.

- For code of conduct complaints, there is an ALA process though it is less concrete and requires a higher level of staff and member judgment. The existing protocol puts the responsibility on the division executive director to implement the outlined process.
- Both members and staff need training related to code of conduct violations. For instance, bystander training is needed, and PLA staff are working with other ALA units to identify and assess bystander training, which may then be offered to staff as well as to speakers and moderators for its conference.
- ALA has resources for addressing issues *in libraries*. These might be repurposed for members and staff at conferences? See OIF-ODLOS resource [here](#).

RECOMMENDATIONS FOR BOARD ACTION

This is a status report for the Board's information. The Board should be aware of the issues and that a crisis communication plan is under development. PLA leadership may be asked to engage at varying levels, depending upon the nature of the crisis. When the crisis communication plan is more fully developed, we will solicit your advice. Suggestions related to the plan and processes are welcome.

TO: PLA Board of Directors
FROM: PLA Staff
RE: **Statement of Appropriate Conduct at PLA Conferences**
DATE: March 18, 2019

ACTION REQUESTED/INFORMATION/REPORT:

ACTION REQUESTED BY:

DRAFT OF MOTION:

Below is the Statement of Appropriate Conduct at PLA Conferences as it appeared on the PLA 2018 Conference website (now archived at <http://2018.placonference.org/appropriate-conduct/>):

The Public Library Association, a division of the American Library Association, holds professional conferences to enable its members to receive continuing education, build professional networks, and discover new products and services for professional use. To provide all participants—members and other attendees, speakers, exhibitors, staff, and volunteers—the opportunity to benefit from the event, the Public Library Association is committed to providing a harassment-free environment for everyone, regardless of gender, sexual orientation, gender identity, gender expression, disability, physical appearance, ethnicity, religion, or other group identity.

As an association, PLA is strongly committed to diversity, equity, and the free expression of ideas. These values have been repeatedly delineated in ALA policy (for instance: [Policy A.1.4 – Core Organizational Values](#); [Policy B.1.1 – Core Values of Librarianship](#); [Policy B.1.2 – Code of Professional Ethics](#)). Taken cumulatively, the values and beliefs delineated within ALA policy describe conduct based on a firm belief in the value of civil discourse and the free exploration of competing ideas and concepts—with a fundamental respect for the rights, dignity, and value of *all* persons.

Within the context of ALA policy and the professional practices of librarianship, critical examination of beliefs and viewpoints does not, *by itself*, constitute hostile conduct or harassment. Similarly, use of sexual imagery or language in the context of a professional discussion *might not* constitute hostile conduct or harassment.

PLA seeks to provide a conference environment in which diverse participants may learn, network, and enjoy the company of colleagues in an environment of mutual human respect. *We recognize a shared responsibility to create and hold that environment for the benefit of all.* **Some behaviors are, therefore, specifically prohibited:**

- Harassment or intimidation based on race, religion, language, gender, sexual orientation, gender identity, gender expression, disability, appearance, or other group status.
- Sexual harassment or intimidation, including unwelcome sexual attention, stalking (physical or virtual), or unsolicited physical contact.
- Yelling at or threatening speakers (verbally or physically).

Speakers are asked to frame discussions as openly and inclusively as possible and to be aware of how language or images may be perceived by others. Participants may—and do—exercise the “law of two feet.” Exhibitors must follow all PLA Exhibits rules and regulations and ALA policies.

All participants are expected to observe these rules and behaviors in all conference venues, including online venues, and conference social events. Participants asked to stop a hostile or harassing behavior are expected to comply immediately. Conference participants seek to learn, network, and have fun. Please do so responsibly and with respect for the right of others to do likewise.

Please contact PLA staff in the PLA Office at conference (location and phone number TBD) if you believe you have been harassed or that a harassment problem exists. All such reports will be directed immediately to the PLA Executive Director, who will determine and carry out the appropriate course of action, and who may consult with and engage other PLA/ALA staff, leaders, and legal counsel as appropriate. Event security and/or local law enforcement may be involved, as appropriate based on the specific circumstances. A follow-up report will be made to individuals who report being harassed.

Prior to each PLA Conference, PLA staff will make the following information available:

- Emergency contact information:
 - o Pennsylvania Convention Center security, emergency, local law enforcement and medical (emergency and non-emergency) – All emergency calls should go through the Command Station so they can dispatch first responders to the correct location in the Convention Center; from any house phone dial 4911 or from a cell phone, dial 215-418-4911. DO NOT dial 911 directly.
 - o Local taxi company(s) – [Local Transportation](#)
 - o Other local services, e.g. hotlines – The Philadelphia Department of Behavioral Health and Intellectual disAbility Services (DBHIDS) has put together [a list of resources to help people connect with the right professional, peer, social, community-based and self-help care](#). These resources include important phone numbers and supports found in Philadelphia’s neighborhoods.
- Information on how to report incidents of *any sort* to Conference Management (following the conference please contact Barb Macikas, PLA Executive Director, at 312-280-5028 or bmacikas@ala.org)

The statement below was provided by Mary Ghikas, ALA Executive Director, to ALA Council on March 4, 2019.

Statement of Appropriate Conduct: Processes

Members have requested additional information about ALA's Statement of Appropriate Conduct, the process for review of complaints related to the Statement, and the number and pattern of complaints received.

Current Process and History

http://www.ala.org/conferencesevents/statement_appropriate_conduct

The Statement of Appropriate Conduct was developed collaboratively by a group of members, working within existing ALA policy, and approved by the ALA Executive Board. It is always on the ALA Conference website and is pushed out to individuals during the registration process. To register, an individual must acknowledge that they have read. The Statement of Appropriate Conduct is regularly printed on wallet/badge-sized cards, which are available in the registration area at conferences. The Statement instructs members to report incidents to Paul Graller, Conference Services, either at the ALA Office on-site or by phone (mobile number provided.)

The Statement also indicates that Conference Services will follow-up on all incident reports, involving other legal authorities, senior staff or volunteer leaders as appropriate to the particular incident, and then reporting back to the person who sought review/action. It is important to note that an "incident report" may or may not relate to a potential violation of the Statement of Appropriate Conduct. An "incident report" may also relate to a fall or other accident.

Where the incident involves a potential violation of the Statement of Appropriate Conduct or other interaction between individuals:

- ALA Conference Services takes as complete a statement as possible from the individual making the complaint and makes it clear to that individual that we will:
 - o follow-up, including a contact with the other party involved to review the incident as reported and collect the other individual's recollection of the incident;
 - o maintain confidentiality to the extent possible, taking into account potential legal actions or security risks;
 - o involve other individuals or agencies in the review of the incident, as appropriate (ranging from local law enforcement to other ALA senior staff or volunteer leaders); and,
 - o report back to the individual making the complaint.
- Follow-up actions vary widely depending on the specific nature of the complaint. Actions taken in previous situations have included the following examples:
 - o Met with an individual involved and with ALA legal counsel to review the complaint;
 - o Met with an exhibitor to review the nature of the complaint and potential changes they could make;

- o Reported an incident involving a temporary employee to the contractor for further action;
- o Referred an incident to local law enforcement for resolution;
- o Worked with a member group to develop language to distribute to convention center staff; and,
- o Accepted resignation from a governing body.

Internally, “incident” is a broad term encompassing a range from accidents to substance abuse to violations of the Statement of Appropriate Conduct. At the recent Midwinter Meeting in Seattle, there were 5 total “incidents” – two injuries unrelated to the Statement of Appropriate Conduct, one that might be more appropriately described as “incident avoidance” (a request to Conference Services aimed at avoiding a potential incident); and, two violations of the Statement of Appropriate Conduct.

At the 2018 ALA Annual Conference in New Orleans, there were two reported Statement of Appropriate Conduct complaints. At the 2018 Midwinter Meeting in Denver, there were no complaints submitted.

As noted in the Statement of Appropriate Conduct, in addition to Conference Services contact information, ALA Conference Service makes local emergency information available to attendees, including venue (convention center, hotel) security, local law enforcement, local emergency and non-emergency medial information, local taxis company(s), and, other local services, such as hotlines.

Conference Services will sometimes get complaints weeks after the end of the conference or meeting. Where the individual wants follow-up -- and depending on the nature of the incident and information reported -- this may make effective review much more difficult.

In some cases, individuals reporting after conference are simply reporting to us on their personal handling of a violation of the Statement of Appropriate Conduct. They want us to know what happened and how they handled it, and are generally not seeking further action from ALA. This is useful feedback to us, particularly as we review conference procedures and practices. Such reports may point us to places where we can improve language, add clarity, enhance training.

Current Related Actions

Conference Services is currently working with ALA staff and legal counsel to review current report form, staff guidance document, and process for reporting to the ALA Executive Board.

A basic software solution for rapidly/ simultaneously contacting a staff “emergency” team will be tested at the ACRL Conference in Cleveland – with the intent to review, make any necessary procedural or training changes, and implement at the ALA Annual Conference in Washington D.C.

Additional staff training will be provided prior to the ACRL Conference in Cleveland and again, if necessary, prior to the ALA Annual Conference.

TO: PLA Board of Directors
RE: PLA Breakfast for Councilors at ALA Annual-Planning
DATE: March 6, 2019

ACTION REQUESTED/INFORMATION/REPORT:
Information

BACKGROUND

Survey results from the Council breakfast held at Midwinter are attached. As they indicate, the majority of Council respondents learned more about PLA and recommended we continue to host similar events in the future. The number one suggestion for improvement at future sessions was to provide more guidance on public library concerns in order to better advocate at Council.

RECOMMENDATIONS FOR BOARD ACTION

The Board may want to discuss and provide guidance on the structure for the next session, scheduled for Monday, June 24, 7:30-8:15 am. PLA staff discussed ideas and is providing this suggestion for the Board's consideration.

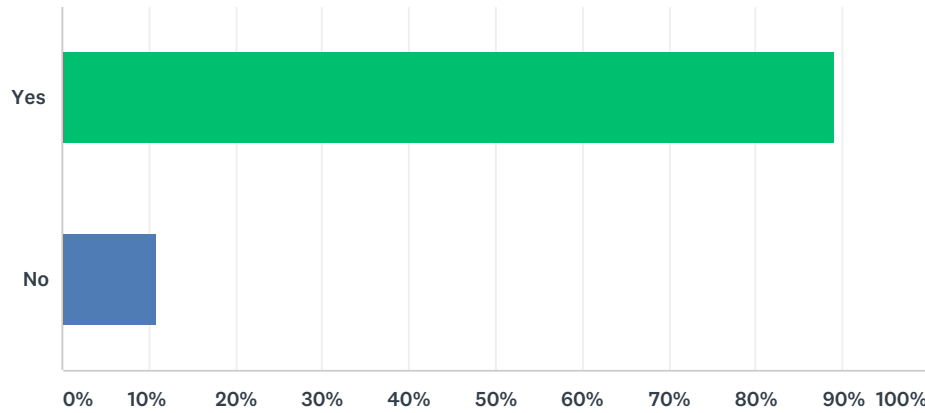
Given we do not have a great deal of time, and that Council is interested in learning more about PLA concerns, what if we provided a brief overview and a takeaway handout and gave up the rest of the time to informal conversation and "mini-exhibits" of our major programs? The room would be set with tables around the edges with leaders and staff available to talk about or answers questions about the PLA priorities.

For example, under the EDISJ strategic goal we could have reps from our social worker task force, Inclusive Internship program, and Equity Starts with Us program. Other reps could focus on family engagement; digital access and literacy; health/opioids; leadership academy; and advocacy (Project Outcome; Census, etc.). This would allow us to engage Councilors on subjects near and dear to PLA and would give our very engaged members to share their expertise and network with Council members. Our overall introduction and handout would link to our strategic plan and the initiatives we focus on at the session.

We might also want to try this concept at our Saturday morning welcome breakfast. It would give our members an opportunity to learn directly about PLA's work.

Q1 Did you attend the PLA breakfast for public library/PLA member Councilors at Midwinter

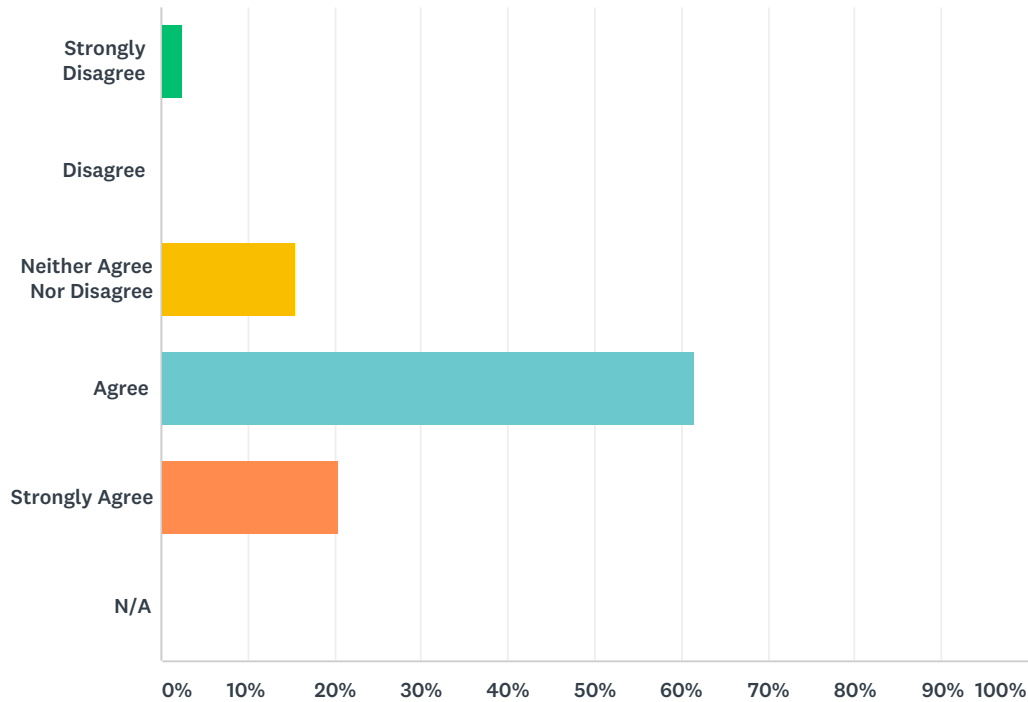
Answered: 46 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	89.13%	41
No	10.87%	5
TOTAL		46

Q3 While attending the breakfast, I learned something new about PLA

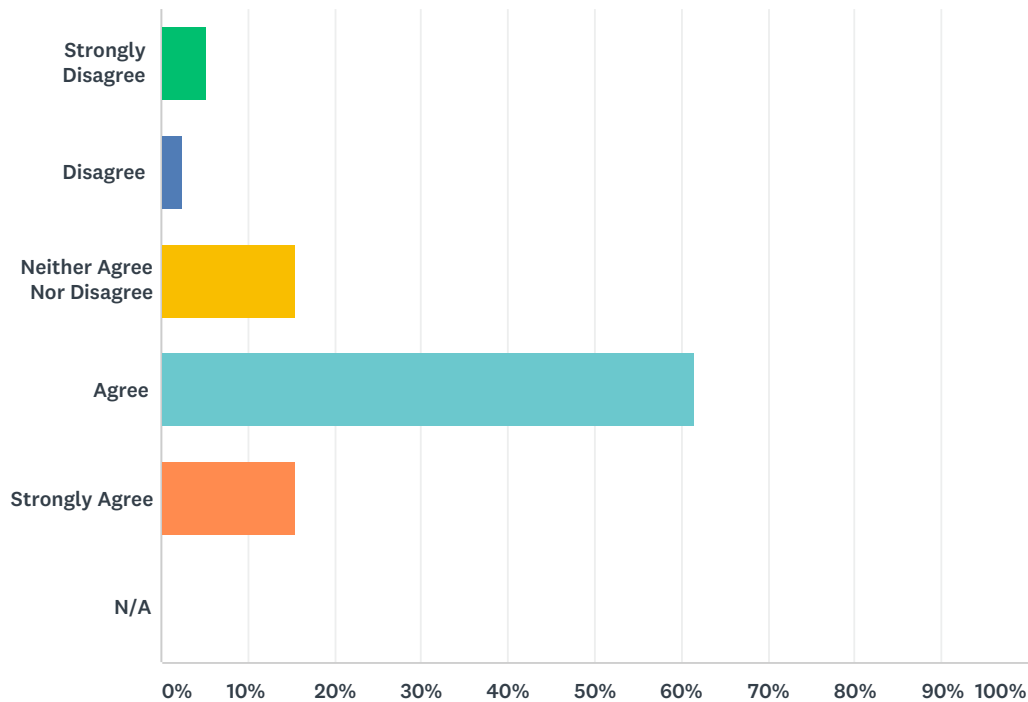
Answered: 39 Skipped: 7



ANSWER CHOICES	RESPONSES	
Strongly Disagree	2.56%	1
Disagree	0.00%	0
Neither Agree Nor Disagree	15.38%	6
Agree	61.54%	24
Strongly Agree	20.51%	8
N/A	0.00%	0
TOTAL		39

Q4 The presentation at the breakfast helped me to better understand of how PLA works with ALA

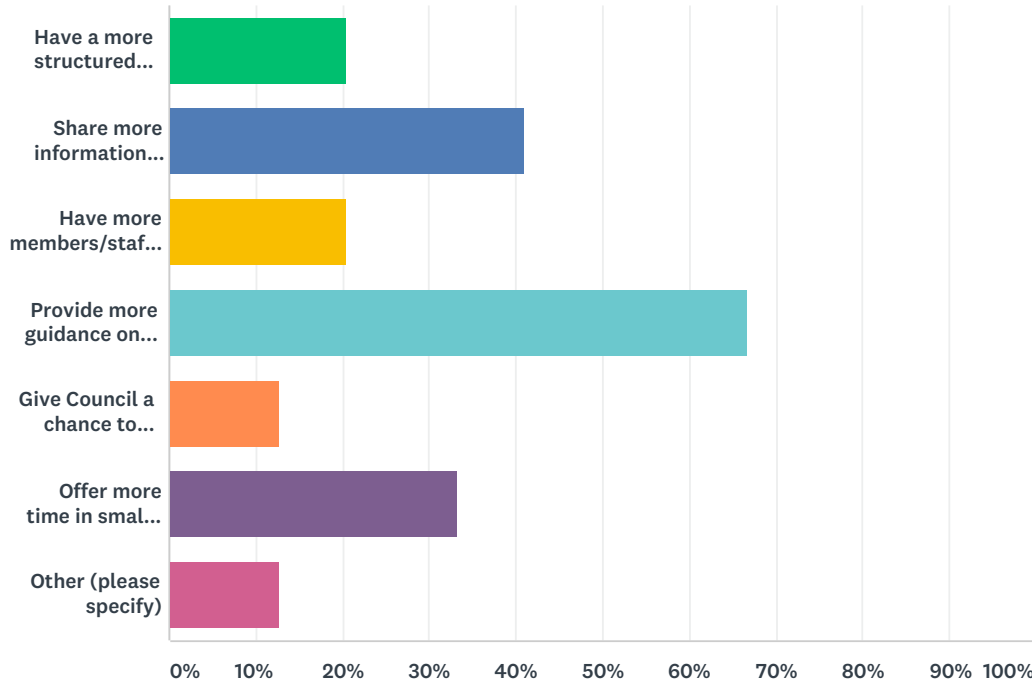
Answered: 39 Skipped: 7



ANSWER CHOICES	RESPONSES	
Strongly Disagree	5.13%	2
Disagree	2.56%	1
Neither Agree Nor Disagree	15.38%	6
Agree	61.54%	24
Strongly Agree	15.38%	6
N/A	0.00%	0
TOTAL		39

Q5 How could we have improved the session?

Answered: 39 Skipped: 7

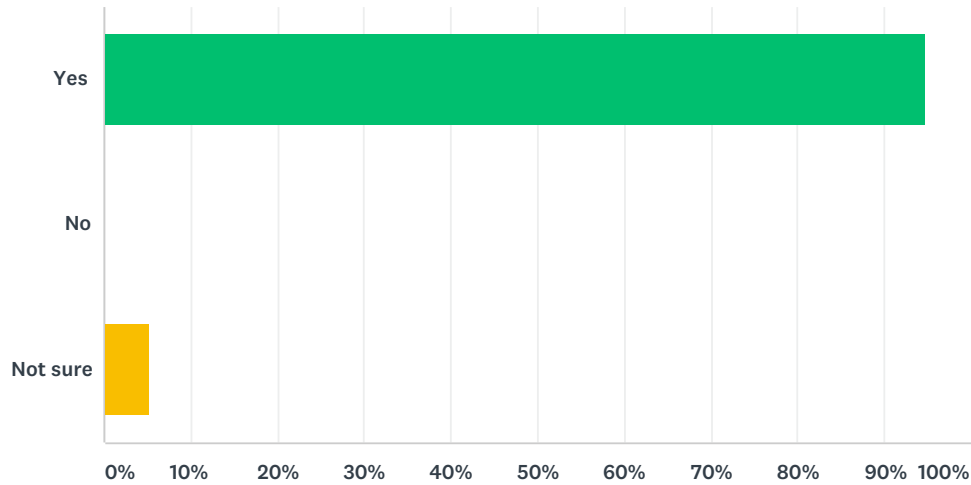


ANSWER CHOICES	RESPONSES	
Have a more structured presentation	20.51%	8
Share more information about PLA's strategic priorities	41.03%	16
Have more members/staff speak out their work in the field	20.51%	8
Provide more guidance on public library concerns in order to better advocate at council	66.67%	26
Give Council a chance to present	12.82%	5
Offer more time in small groups with my Council peers and PLA leaders	33.33%	13
Other (please specify)	12.82%	5
Total Respondents: 39		

#	OTHER (PLEASE SPECIFY)	DATE
1	I thought it was good, very useful info was shared!	2/13/2019 3:13 PM
2	I enjoyed the session and I look forward to meeting others and hearing concerns and issues	2/11/2019 2:31 PM
3	I would like to hear what PLA would like Council to address. How can we help PLA?	2/6/2019 6:37 PM
4	Share PLA's position on resolutions that Council will be reviewing at the conference.	2/6/2019 5:34 PM
5	I like that it is short and sweet	2/6/2019 4:22 PM

Q6 Would you recommend PLA continue to host another presentation, schedules permitting, at ALA Annual in DC and going forward

Answered: 39 Skipped: 7



ANSWER CHOICES	RESPONSES	
Yes	94.87%	37
No	0.00%	0
Not sure	5.13%	2
TOTAL		39

TO: PLA Board of Directors
FROM: Barb Macikas
RE: Future PLA Board Meetings—Fall 2019 and Midwinter
DATE: March 25, 2019

ACTION REQUESTED/INFORMATION/REPORT:

Information/Discussion

BACKGROUND

Fall 2019 Board Meeting

Past Fall Board meetings have been held as standalones or in conjunction with other conferences whose memberships are aligned with or related to public libraries. For the latter, the board most recently met in conjunction with the International City-County Management Association. At the time, PLA was partnering with ICMA on leadership academy curriculum and data projects (Edge) supported by the Gates Foundation. Subsequently, those partnership concluded and the board decided it was not necessary to meet in conjunction with ICMA. In Fall 2019, however, ICMA will hold its [conference in Nashville](#). There may be some value to meeting there given the PLA2020 conference. Based on past practice, if meeting with ICMA, the Board would meet on Oct. 20-21 and could spend the balance of its time at the ICMA conference. We might work with the PLA Advocacy and Strategic Partnerships Committee to make connections at ICMA and/or consider presenting or exhibiting at ICMA. Or, the Board could determine to meet elsewhere.

Dates to avoid are October 24-27. ALA BARC and ALA Executive Board meeting are scheduled then and we should try to avoid scheduling over those.

Midwinter

ALA will not hold future Midwinter Meetings after 2020. The Midwinter Meeting scheduled for Jan. 17-21, 2020, in Philadelphia will be the final ALA Midwinter Meeting. In January 2021, ALA will host a new event. The focus of that meeting will be on CE, specifically leadership and youth media (see attachment). The number of committee meetings will be significantly reduced. Specific information about the new event and which committees will be allowed to meet has not been communicated. The Board may want to consider its plans for the 2020 meeting (see “options” document attached).

RECOMMENDATIONS FOR BOARD DISCUSSION/ACTION

The Board will want to select a date for the Fall meeting. The Board may want to consider plans for future January meetings.

Attachments-Future of Midwinter doc and Midwinter 2020 options

Date: January 11, 2019

To: ALA Conference Committee

From: Paul Graller, Conferences Services

Re: Model for Replacement of Midwinter

Where are we now

Over the past two years, ALA has conducted research into attitudes regarding the Midwinter Meeting. The motivation for this examination was the noticeable downward trends in member attendance and exhibitor participation and resulting declines in revenue generated by the event. Numerous surveys, group discussions and face-to-face interviews were conducted among members and exhibitors. Overall, it was clear that the negative perceptions of Midwinter were starting to negatively impact member perceptions of the Association.

Statistics show the decline in member participation has led to a parallel decline in exhibitor participation. This has impacted overall (gross) revenue, overhead recovery by ALA, and, due to the production costs involved, led to net revenue losses.

The options investigated included:

- 1) Elimination of Midwinter. This option was rejected for various reasons:
 - Many members felt there was still need for a January education and networking opportunity.
 - The value of the Youth Media Awards and associated activities.
 - Exhibitors are interested in a venue to announce spring titles and introduce authors.
 - ALA needs the revenue and associated overhead contribution.
- 2) Keep Midwinter basically as it is with minor changes. This was also rejected. It is obvious through the research that the downward trend is not reversible with minor changes. Minor changes could also lead to the further dilution of a clear brand for the event – a clear concern for attendees and exhibitor participants.
- 3) Replace Midwinter with a new event that meets the needs of attendees and exhibitors. This will allow ALA to:
 - a. Present educational/professional development content that is curated and targeted to the needs of attendees while at the same time remaining distinct from division conferences, which is not permitted at Midwinter.
 - b. Develop an event that can be more easily marketed by staff and understood by the marketplace.
 - c. Bring an event to new cities and regions that may be underserved by ALA's larger face-to-face educational offerings. This may also result in lower hotel costs for attendees.
 - d. Motivate the staff and member leadership to create more meaningful opportunities for committee work outside of the traditional dependence on a Midwinter Meeting, while still accommodating high level governance activity for which face-to-face meeting time offers significant advantages.

- e. Allow ALA to limit production expenses by conducting the entire event within the convention center, contracting less space than the current Midwinter footprint.
- f. Generate revenue and recover overhead to support other activities of the association.
- g. Eliminate the current conflict at Midwinter of overlapping meetings and education.

What are the next steps

The proposed new event will bring together two important conversations – *Books, Media, & Authors* and *Leadership, Strategy, & the Future* – to provide unique offerings and let attendees pick the best mix of continuing education and development for their career paths. The Books, Media, & Authors track focuses on the traditional core of libraries – books, literacy, multimedia collections, and more. A perfect complement to the Youth Media Awards, Andrew Carnegie Medals Announcements, and RUSA Book and Media Awards Ceremony and Reception, this track will feature educational sessions and workshops that explore the collection, promotion, and evaluation of books, media, and other resources for children, teens, and adults. The Leadership, Strategy, & the Future track focuses on both the topics (what to know) and the skills (how to know) that library professionals need to lead for the future. This track will feature educational sessions, workshops, and discussions that explore new and emerging trends, changing contexts and circumstances, innovation and ideation, problem-solving, and teamwork and collaboration.

For there to be an appropriate amount of time to develop the content and a marketing plan, a final decision on the format and schedule needs to be completed by June of 2019. The goal would be to announce the new event in the fall of 2019 and open the abstract submission process in September of 2019. The program would be finalized, and registration and housing would open in March of 2020 for the event to be held in January 2021.

All future Midwinter contracted sites beyond 2021 will be evaluated for their strengths and weaknesses in hosting this new event.

Although the change to a “new event” is ultimately an ALA business decision, input from the ALA Conference Committee, units of the Association and members is welcome. I will be at the ALA Conference Committee meeting on Saturday, January 26, 2018 to present and hear feedback on the attached skeleton schedule which illustrates what the “new event” will look like. I have also attached drafts of a call for proposals and budget for the “new event.”

Two town halls will be held during Midwinter 2019 to provide an opportunity for units/members to discuss and provide feedback on the model. I will be present at both town halls.

ALA Conference Committee Meeting—Saturday, January 26, 2018—10:30 am-12:30pm—Convention Center, Room 3B

ALA Conference Committee Sponsored Town Hall—Sunday, January 27, 2018—10:30-11:30 am—Sheraton, Cedar Room

ALA Conference Committee Sponsored Town Hall—Sunday, January 27, 2018—4:00-5:00 p.m—Sheraton, Cedar Room

The options for PLA meetings at the ALA 2021 January event have not yet been determined by ALA. More immediately, what should be PLA's participation in MW 2020? Some options:

Option 1

Status quo--have a regular MW meeting with the usual Board meeting, all committees, etc.

Option 2

Only official PLA meeting at MW is one Board meeting on Saturday. Discourage committees from attending Midwinter. Then only officers/councilor/fiscal officer could stay for other ALA governance meetings including Council, BARC, Planning and Budget Assembly, Past-president's breakfast, Council meeting if we have one. PLA committees asked to meet virtually prior to MW and made aware that anything that needs to go to PLA board should be submitted ahead of MW to be included in Board's agenda.

Option 3

Only PLA Presidents, Fiscal Officer, and Councilor attend MW. No PLA Board or any other PLA meetings at Midwinter. PLA Board meeting scheduled for another time (PLA conference or virtually). Only the PLA president, vice president, past president, and councilor attend MW to represent PLA on BARC, Council, Past Presidents Breakfast, President-Elects' Luncheon, Planning and Budget Assembly, Division Presidents' Luncheon, Chapters Council and any other meetings they go to as PLA reps.

Option 4

Do not attend ALA MW meeting save for Councilor and the Fiscal Officer. Have virtual meetings of the Board and committees (not during MW). Or, consider hosting in person in advance of PLA conference in February. PLA Councilor would need to attend MW Council meetings and would not have direct interaction with Board though Board could agree to make itself available to Councilor. Fiscal Officer would attend ALA BARC and other relevant finance meetings.

Option 5

Do not attend ALA MW meeting but schedule virtual meetings during MW time. Have virtual meetings of the Board, scheduled during MW and encourage PLA units to do the same. Can PLA Councilor participate in Council meetings virtually? Fiscal Officer would attend ALA BARC and other relevant finance meetings.