



**Board of Directors Meeting
Spring Meeting
Monday, May 4, 2020, 10:30am-4pm CT
Via Zoom (instructions below)**

Logistics

We will take multiple breaks during our virtual board meeting, including a one-hour lunch break.

NOTE: Items highlighted in yellow below were updated on May 1, 2020.

Zoom tips (thank you Stephanie Chase)

- Use Zoom in gallery view
- Mute by default except the speaker
- PLA President Ramiro Salazar will call on people, so people don't speak over one another
- Feel free to use chat; staff will keep an eye on the chat and bring those questions into the discussion when appropriate
- Use the yes-no-raised hand options
- We will use screen sharing where possible. Be sure to have your board docs accessible too!

Revised Board Agenda

1. **Welcome and Introductions**, PLA President Ramiro Salazar. Invited guests are: newly-elected PLA board members Melanie Huggins, Brandy McNeil, and Dara Schmidt, and IMLS Director Crosby Kemper.
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
1) <i>Organizational Excellence and Governance</i>	
a) Draft 2020 February Board Actions and Follow-up List	2020.47
b) PLA Committees, Semi-annual Reports.....	2020.48
c) Organizational Excellence Combined Report	2020.49
2) <i>Leadership</i>	
a) Leadership Combined Report	2020.50
3) <i>Transformation</i>	
a) Transformation Combined Report	2020.51
4) <i>Advocacy and Awareness</i>	
a) Advocacy and Awareness Combined Report	2020.52

- 5) *Equity, Diversity, Inclusion and Social Justice*
 a) EDISJ Combined Report2020.53

Action/Discussion/Decision Items	Document Number
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| 6) PLA President Update, <i>Ramiro Salazar</i> | no document |
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| 7) IMLS-Welcome Crosby Kemper | no document |
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| 8) 2020 PLA Election Results | 2020.54 |
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| 9) COVID-19 Response Survey Results and ALA COVID
Response Plans, <i>Larra Clark/Emily Plagman</i> | 2020.61 a-c |
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| 10) ALA Digital Content Working Group Update, <i>Kelvin Watson</i> | no document |
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| 11) PLA 2020 Conference Preliminary Report, <i>Barb Macikas, all</i> | 2020.55 |
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| 12) PLA Social Worker Task Force Status, ACTION | 2020.56 |
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| 13) COVID-19 and PLA Planning Framework..... | 2020.64 |
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| 14) Report from Budget and Finance Cmt. Chair, <i>Clara Bohrer</i> | |
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Note: February 2020 financials are delayed until May 20 due to COVID-19's disruption of services to ALA's new contractor, based in India. The PLA board last reviewed FY20 status as of December. Included below is the FY20 status as of January as well as two projections prepared by PLA for ALA which may be of interest.

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|---|-------------|
| a) FY20 Financials Narrative as of January 2020 | 2020.57 |
| b) Five-year Grant Projections..... | 2020.58 |
| c) PLA FY20/FY21 Lost Revenue Due to COVID-19..... | 2020.59 |
| d) FY21 Budget version 1, March 2020 | 2020.60 |
| e) PLA Fiscal Officer Report | no document |

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| 15) ALA Spring Board Meeting/ALA Update/Impact on PLA..... | 2020.65 |
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| 16) Awards Program Revision, <i>Scott Allen, all</i> | 2020.62 |
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| 17) Future Board Meetings | 2020.63 |
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| 18) New Business | |
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Zoom Instructions

PLA Meetings is inviting you to a scheduled Zoom meeting.

Join Zoom Meeting

<https://ala-events.zoom.us/j/99330213850?pwd=RXFvNVRFUHJFVUtJcncxN0NNSTkvZz09>

Meeting ID: 993 3021 3850

Password: 015234

One tap mobile

+13126266799,,99330213850# US (Chicago)

+19294362866,,99330213850# US (New York)

Dial by your location

+1 312 626 6799 US (Chicago)

+1 929 436 2866 US (New York)

+1 346 248 7799 US (Houston)

+1 669 900 6833 US (San Jose)

+1 253 215 8782 US

+1 301 715 8592 US

Meeting ID: 993 3021 3850

Find your local number: <https://ala-events.zoom.us/j/abHYqNMyYA>



**Board of Directors, 2020 Winter Meeting
February 25, 2020
Music City Center, Nashville, Tennessee**

- Present:** Ramiro Salazar, President; Monique le Conge Ziesenhenné, Past President; Michelle Jeske, President Elect; Directors-at-large: Cindy Fesemyer, Toby Greenwalt, Amita Lonial, Pam Sandlian Smith, Kelvin Watson, Carrie Willson; ALA Division Councilor: Stephanie Chase; Fiscal Officer: Clara Bohrer
- Approved Absences:** none
- PLA Staff:** Barb Macikas, Executive Director; Larra Clark, Deputy Director
- Guests:** PLA candidates for board: Melanie Huggins and Kent Oliver (candidates for president-elect); Brandy McNeil, Steve Potter, Kevin King, and Dara Schmidt, (candidates for director-at-large); ALA presidential candidates: Steven Yates, Patti Wong; ALA Executive Director Tracie Hall; and PLA past presidents Carolyn Anthony, Larry Neal, and Ron Dubberly.

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

1. **By consent, approved** the adoption of the meeting agenda.
2. **By consent, approved** the Draft 2019 Fall Board Actions (2020.29) and Board Jan. 7, 2020 call minutes (2020.30)
3. **By consent, approved** the consent agenda with the addition of new business: discussion of ALA division merger to Core. Consent agenda items were:

Consent Items

Document Number

Organizational Excellence and Governance

- a. Draft 2019 Fall Board Actions.....2020.29
- b. Draft Conference Call Minutes (Jan. 7, 2020)2020.30
- c. Board Follow Up List2020.31
- d. PLA-ACRL Response to SCOE2020.32

Leadership

- e. Leadership Combined Report2020.33

Transformation

- f. Transformation Combined Report2020.34

Advocacy and Awareness

g. Advocacy and Awareness Combined Report	2020.35
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Equity, Diversity, Inclusion and Social Justice

h. EDISJ Combined Report	2020.36
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Action/Discussion/Decision Items

4. **PLA President Update, Ramiro Salazar** (no document). President Salazar introduced ALA and PLA board candidates. ALA candidates for president Patty Wong and Steven Yates made presentations to the board and answered questions. Salazar then introduced new ALA Executive Director Tracie Hall.

Next Salazar reviewed status of e-book negotiations and collaborations, including reviewing Midwinter Meeting sessions with Macmillan. He recognized Kelvin Watson's role as co-chair of the ALA e-book working group and proposed a small working group that could discuss options and new models. Salazar reported that John Sargent from Macmillan planned to write ALA and PLA with a proposal of three possible new models.

President Salazar reviewed ALA Midwinter Meeting discussions related to ALA's finances. ALA Council, BARC, PLA's breakfast for Council, and other meetings all pointed to how challenged ALA finances are. ALA's short-term investments, primarily made up of the fund balances of the divisions, were almost completely spent down in November, creating a serious liquidity problem. At Midwinter, Salazar met with ALA president Wanda Brown and other division presidents and all shared concern about finances and decision-making processes. ALA's new executive director, Tracie Hall noted ALA is the process of building budgets. Salazar and the board thanked Hall and noted the urgency of these issues.

While recognizing the work of ALA SCOE and thanking its chair Lessa Pelayo for her strong leadership, Salazar and the board expressed continued concern about ALA's financial status and accountability, and the role of the group that will be reviewing the ALA policy related to divisions, aka the "operating agreement."

5. **Report from PLA Fiscal Officer, Clara Bohrer** (documents 2020.37-2020.42). Bohrer reviewed current budget status and noted that most revenues and expenses were not yet reflected in reports and that board would have a better picture after the PLA conference. All indicators are positive for PLA conference to exceed budget. Bohrer also noted that PLA's webinars are a bright spot; working with a group of practitioners to seek out and select topics has resulted in stronger programs and better financial results for webinars.

Bohrer noted that PLA's plans to transfer into our LTI may be postponed due to ALA financial challenges. ALA is signaling they won't allow such transfers. In the past, divisions were not allowed to transfer but the reason then was not the dire liquidity situation ALA faces now. Rather, in 2008-09 when ALA had \$16-\$17M in short term investments available, they postponed LTI transfers so as not to lose associated interest income. (ALA receives interest from our fund balances (their STI) and needed that interest.) The situation now is much different.

The Board discussed the need to determine when ALA's cash flow problems will ease and the need for more information about how PLA can access its fund balance. What are plans for creating cash flow statements? What are plans for future budgets and stemming deficits, particularly in the ALA general fund? Bohrer noted that the previous CFO observed at the fall 2019 BARC meeting that ALA has a cash flow problem and needed a cash flow study. PLA board members shared with the new ALA Executive

Director their concern that ALA needs to respect PLA and divisions. Better communication and collaboration is needed. We want to work in partnership with ALA.

It was moved and **APPROVED** that PLA write a letter to ALA related to questions and concerns about finances and that other ALA divisions be brought into the process so that a joint message could be shared with ALA.

6. **Social Work Training/COSLA Partnership – ACTION** (document 2020.43). Barb Macikas and Cindy Fesemyer provided an overview on the idea of exploring a partnership with COSLA related to social work training. The board and moved and approved and **APPROVED** the plan to begin conversations with COSLA state CE organizers.
7. **Scenario Planning.** The board discussed the idea of extending the May meeting in order to begin scenario planning. The board wants everyone's voice to be heard. Staff were instructed to consider extending the May meeting schedule to accommodate more in-depth discussion.
8. **PLA Spring Event in 2021.** The idea of PLA hosting a spring event in the odd years was discussed. Through the conversation, the board noted there is already a great deal of competition and was concerned about market saturation. Before planning went any further, the board suggested considering: survey of field needs; a hybrid (face-to-face/virtual) approach; partnerships with organizations like ARSL; whether/how such an event would impact planned regional trainings; focus on shorter events (even 3 days may be too long); topic is critical; people like intimate programming; we want to have space and time to advance our strategic goals. Overall, the board felt the planned regional trainings might suffice.
9. **PLA Board Assessment Results.** The board reviewed the assessment results (documents 2020.45 a&b). These assessments will continue so that we are assured effective and positive governance for PLA.
10. **Next PLA Board Meetings.** The board discussed future meetings (document 2020.46). Staff were encouraged to consider holding future board meetings in conjunction with planned regional trainings.
11. The board went into closed session to discuss a personnel matter at approximately 4:15 pm and resumed the open meeting at approximately 4:30 pm.
12. **PLA2020 Conference Update.** Board and staff reviewed conference plans and board responsibilities at conference.
13. **New Business.** Salazar raised the issue of "First Amendment" audits where library staff and patrons are videotaped. Others on the board were aware of this practice and the board suggested it would be a good topic for a future PLA webinar.
14. **Adjourn.** There being no further business, the meeting was adjourned at 5:05pm.

**PLA Board of Directors 2020 Winter Meeting
Action Items/Discussions Requiring Follow Up**

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

1. Ebooks

- a. Salazar and Watson will continue to engage, monitor, and report updates/status about the library's role in providing electronic content and what the various publishers' actions mean for communities.

2. PLA Participation in ALA Executive Board Calls

- a. Macikas will conduct a Doodle poll to determine board member coverage and alternates for ALA Executive Board calls.

3. Future PLA Board Meetings

- a. Staff will investigate hosting meetings in conjunction with regional trainings.

4. Communication to ALA Regarding Finances

- a. Staff will begin work on reaching out to other divisions and drafting communication to go to ALA board immediately following the PLA 2020 conference.

5. Follow up with COSLA re Social Worker Training

- a. Staff will follow up with COSLA CE group to determine next steps for PLA-COSLA CE group collaboration related to social work training.

TO: PLA Board of Directors

FROM: PLA Staff

RE: Reports from PLA committees, advisory groups and task forces

DATE: April 8, 2020

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.

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



Advocacy and Strategic Partnerships Committee September-March 2020 Report

Committee/group name:

Advocacy and Strategic Partnerships Committee

Chair name:

Stephanie Beverage

Chair email address:

stephanie.beverage@surfcity-hb.org

Staff liaison:

Larra Clark

This report represents work done:

September-March

How many times did your group meet during this reporting period?

1

Please summarize work accomplished, decisions made, and follow-up actions determined during this reporting period.

First Activity

Activating and supporting engagement in the online Legal Issues in Public Libraries forum with Misty Jones serving as our moderator.

Aligns with these Strategic Areas of Focus (select one or more)

- Advocacy and Awareness
- Leadership

Second Activity

Working on raising awareness of the government association (NLC, NACo, ICMA, etc.) landscape through the development of a blog/webinar or some other communication/training piece for public librarians

Aligns with these Strategic Areas of Focus (select one or more)

- Advocacy and Awareness
- Leadership



Advocacy and Strategic Partnerships Committee September-March 2020 Report

Third Activity

Reviewing and providing recommendations on partnership requests to PLA, while working on a framework or list of guidelines to assist with determination

Aligns with these Strategic Areas of Focus (select one or more)

- Advocacy and Awareness
- Leadership
- Organizational Excellence

What will your group be working on for the next six months?

Raising awareness of the local government association landscape, to enhance communication and advocacy for all public libraries

Starting a Legal Issues Forum on ALA Connect

Working on developing and refining a process for review of partnership requests.

Does the group have any policy recommendations, ideas with financial impact, or other items to bring to the PLA Board for discussion or action?

Not at this time

Do you have any suggestions for future products or resources (excluding conference programs) to be developed based on your group's work?

Perhaps a webinar or a blog on issues related to advocacy at the local government level, through the local government association landscape.

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

Advocacy overlaps with Legislative advocacy, so there may be potential for collaboration.

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

No

Is there anything PLA could have provided during this time that would have helped your group with its work?

Larra was great and very helpful. I think we got off to a good start at our meeting at PLA and hope to have further progress to report after ALA Annual in Chicago.

Today's Date



Advocacy and Strategic Partnerships Committee September-March 2020 Report

03/05/2020



Continuing Education Advisory Group September-March 2020 Report

Committee/group name:

Continuing Education Advisory Group

Chair name:

Sarah Tansley

Chair email address:

stansley@chipublib.org

Staff liaison:

Angela Maycock

This report represents work done:

September-March

Please summarize work accomplished, decisions made, and follow-up actions determined during this reporting period.

First Activity

We reviewed and rated webinar submissions for the second half of 2019.

Aligns with these Strategic Areas of Focus (select one or more)

- Advocacy and Awareness
- Equity, Diversity, Inclusion and Social Justice
- Leadership
- Organizational Excellence
- Transformation

Second Activity

We created a strategy for rating and reviewing archived webinars for future review.

Aligns with these Strategic Areas of Focus (select one or more)

- Advocacy and Awareness
- Equity, Diversity, Inclusion and Social Justice
- Leadership
- Organizational Excellence
- Transformation



Continuing Education Advisory Group September-March 2020 Report

What will your group be working on for the next six months?

We will be reviewing and rating webinar submissions for 2020 as well as rating archived webinars available currently.

Does the group have any policy recommendations, ideas with financial impact, or other items to bring to the PLA Board for discussion or action?

Not at this time.

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?

Not at this time.

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

No

Is there anything PLA could have provided during this time that would have helped your group with its work?

We have all of the support we need.

Today's Date

03/09/2020



Digital Literacy Committee September-March 2020 Report

Committee/group name:

Digital Literacy Committee

Chair name:

Monica Dombrowski

Chair email address:

monicad@sycamorelibrary.org

Staff liaison:

Scott Allen

This report represents work done:

September-March

How many times did your group meet during this reporting period?

4-6

Please summarize work accomplished, decisions made, and follow-up actions determined during this reporting period.

First Activity

Delivered session at ARSL Conference.

Aligns with these Strategic Areas of Focus (select one or more)

- Advocacy and Awareness
- Leadership
- Transformation

Second Activity

Delivered half-day pre-conference session at PLA Conference.

Aligns with these Strategic Areas of Focus (select one or more)

- Advocacy and Awareness
- Leadership
- Transformation



Digital Literacy Committee September-March 2020 Report

Third Activity

Presented work of committee and PLA at various conferences and on webinars.

Aligns with these Strategic Areas of Focus (select one or more)

- Advocacy and Awareness
- Leadership
- Transformation

Fourth Activity

Committee members contacted state and local congressional leaders to oppose MacMillan Publishing's eBook embargo.

Aligns with these Strategic Areas of Focus (select one or more)

- Advocacy and Awareness
- Equity, Diversity, Inclusion and Social Justice
- Transformation

Fifth Activity

Continue to work with Microsoft and Google to expand our existing partnerships.

Aligns with these Strategic Areas of Focus (select one or more)

- Organizational Excellence

What will your group be working on for the next six months?

Creating a plan to update the online courses in DigitalLearn.org

Does the group have any policy recommendations, ideas with financial impact, or other items to bring to the PLA Board for discussion or action?

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.

Create a DigitalLearn.org Technology Competency learning and evaluation module to add to the Tools for Trainers site for library staffers to be able to acquire and test technology competencies.

Do you have any suggestions for future products or resources (excluding conference programs) to be



Digital Literacy Committee September-March 2020 Report

developed based on your group's work?

See above.

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

LITA

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

No

Is there anything PLA could have provided during this time that would have helped your group with its work?

No.

Today's Date

02/24/2020



Measurement, Evaluation and Assessment Committee September-March 2020 Report

Committee/group name:

Measurement, Evaluation and Assessment Committee

Chair name:

Linda Hofschire

Chair email address:

Hofschire_L@cde.state.co.us

Staff liaison:

Emily Plagman

This report represents work done:

September-March

How many times did your group meet during this reporting period?

4-6

Please summarize work accomplished, decisions made, and follow-up actions determined during this reporting period.

First Activity

With the PLDS on pause, the MEAC focused much of their work during this reporting period on determining its future. The committee hosted three town halls (one in-person at the ARSL conference and two virtual) for the field to provide feedback about their data needs. In addition, feedback was solicited from current PLAmetrics subscribers. Based on this feedback, as well as other factors including low usage of PLAmetrics, the committee voted to sunset the PLDS and develop other initiatives to better meet the needs of the field.

Aligns with these Strategic Areas of Focus (select one or more)

- Organizational Excellence
- Transformation

Second Activity

The committee formed five subgroups to work on current priorities:

- 1) Future of the PLDS - subgroup reviewed the feedback from the town halls and PLAmetrics subscriber list
- 2) Project Outcome Case Studies - subgroup discussed surveying PO users



Measurement, Evaluation and Assessment Committee September-March 2020 Report

- 3) Tech Survey - subgroup reviewed drafts of the survey
- 4) Typologies - subgroup discussed strategies for developing the typologies
- 5) Elevating existing public library datasets and tools - subgroup discussed strategies for raising awareness about datasets and tools including the ALA Salary Survey, Project Outcome, RIPL, etc.

Aligns with these Strategic Areas of Focus (select one or more)

- Organizational Excellence
- Transformation

What will your group be working on for the next six months?

The group will a) review the results of the Tech Survey and the Typologies and determine strategies for promotion; and b) determine next steps with the Project Outcome case studies and efforts to raise awareness of existing public library datasets and tools, including the possible development of a webpage to promote these efforts.

Does the group have any policy recommendations, ideas with financial impact, or other items to bring to the PLA Board for discussion or action?

We seek approval on the decision to sunset the PLDS.

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?

Not at this time.

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

No

Is there anything PLA could have provided during this time that would have helped your group with its work?

Not at this time. PLA has been very supportive - thank you!

Today's Date

03/17/2020



Membership Advisory Group September-March 2020 Report

Committee/group name:

Membership Advisory Group

Chair name:

Helen Rigdon

Chair email address:

hrigdon@siouxcitylibrary.org

Staff liaison:

Samantha Lopez

This report represents work done:

September-March

How many times did your group meet during this reporting period?

1

Please summarize work accomplished, decisions made, and follow-up actions determined during this reporting period.

First Activity

The group was formed in August of last year and our liaison sent the first group of new PLA members. We divided the list of 430 new members up among the committee members and I created a template of a welcoming email for committee members to send to their assigned new members. This was completed in October and the emails were sent out. I received several emails back from those I sent emails to thanking us for the personal welcome.

Aligns with these Strategic Areas of Focus (select one or more)

- Organizational Excellence

Second Activity

The group received a second list of 410 new members in November and followed the same procedure. The template was revised and the emails were sent.

Aligns with these Strategic Areas of Focus (select one or more)

- Organizational Excellence



Membership Advisory Group September-March 2020 Report

Third Activity

We received a list of 430 new members in February and followed the same procedure. Each of the new members received a personalized email welcoming them to PLA.

Aligns with these Strategic Areas of Focus (select one or more)

- Organizational Excellence

Fourth Activity

Four of the committee members, plus our liaison, were able to meet on Feb 25 @ 3:30 at the PLA conference. Attendance: Helen Rigdon (chair), Trisha Burns, Kim DeNero-Ackroyd, Nicole Wilhelms, Samantha Lopez (PLA staff liaison)

Helen started off the meeting discussing the member welcome emails. Response to welcome emails is low (5-10%), but those who do respond seem appreciative. The group agrees that welcome emails should continue, but need to have updated talking points to stay relevant. Helen will get from Samantha, and Helen will update the templates when sending out the email assignments. The group discussed continual emails with same new member assignments, but after discussing how a manual drip campaign would work, it was determined it would be too time-consuming, hard to track, and new committee members would be left with residual emails from committee members cycling off. Samantha presented limitations with manual email drip marketing campaigns. Have been trying to launch since 2018. ALA is going through an email software clean-up Spring 2020, and is hoping to launch automated drip campaigns once completed. Challenges of committee cycles means limitations with consistency and continuity with work. The group proposed chair should have 1 more year to term to help transition new chair. Group asked where is the value of the membership committee if there's no investment in membership within ALA/PLA tech, etc.? The group voiced frustration with ideas not going anywhere, and limitations of PLA/ALA. The group should only tackle tasks or ask questions of members where action can really be taken.

Aligns with these Strategic Areas of Focus (select one or more)

- Organizational Excellence

What will your group be working on for the next six months?

We will be setting up a post-conference conference call with the committee to discuss our ideas from the meeting. Some of those are listed below.

The group brainstormed engagement topics for post-PLA Conference:
Non-conference year discounts? "Bridge rate" or 2-year discount



Membership Advisory Group September-March 2020 Report

Increasing PLA presence at ALA Annual

Barriers include limited number of program slots for hundreds of PLA proposals

Financial limitations

Post-conference survey for new members "what can we do to get you coming back? Emphasis should be on engagement/what they want from the committee (more communications? Etc) and not what do they want from PLA (assumption is free, or discounts)

Follow-up email linking to membership videos? Where will those live?

PLA will post on website, Samantha to follow up

Where do small libraries fit in? Association for Rural and Small Libraries (ARSL)?

PLA and ALA have had a long history of not being able to reach or recruit small and rural libraries

PLA supports ARSL Conference (exhibitor & sponsor), emphasizes free products and services they can utilize

Overall, hard to reach population and assumption is they can't afford ALA+PLA membership

How to target non-members who attended conference?

About 60% of regular conference attendees are members

List is easy to pull for non-members

Curating content that's a member perk for people who couldn't make it to conference

Question should be - Is PLA actually offering things that engage members?

Should the committee also serve as ambassadors of PLA?

Previously, this committee would go to local conferences to promote PLA

How can committee members use their own networks to be ambassadors for PLA?

State conferences?

PLA ads in library state or association conferences?

ALA's New Member Round Table "ask them what they do that works for them? Best practices?

Follow-up from conference "contact last 6-months, "did you know PLA does/has", ask how we can better support them?

Does the group have any policy recommendations, ideas with financial impact, or other items to bring to the PLA Board for discussion or action?

Group asked where is the value of the membership committee if there's no investment in membership within ALA/PLA tech, etc.?

The group voiced frustration with ideas not going anywhere, and limitations of PLA/ALA. We feel that we cannot make promises to new members without there being definite follow through from ALA/PLA.

Do you have any suggestions for future products or resources (excluding conference programs) to be developed based on your group's work?

PLA and ALA have had a long history of not being able to reach or recruit small and rural libraries

PLA supports ARSL Conference (exhibitor & sponsor), emphasizes free products and services they can utilize

Overall, hard to reach population and assumption is they can't afford ALA+PLA membership. We would like to see some more outreach with smaller public libraries, if possible.

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

New Member Round-Table

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



Membership Advisory Group September-March 2020 Report

Yes (if yes, PLA will contact you for more information)

Is there anything PLA could have provided during this time that would have helped your group with its work?

More information for first-time committee members on how this all worked - that we would be in a big room. Also there was no signage for our committee.

Today's Date

03/11/2020



PLA 2020 Conference Program Subcommittee September-March 2020 Report

Committee/group name:

PLA 2020 Conference Program Subcommittee

Chair name:

Juliane Morian

Chair email address:

juliane.morian@rhpl.org

Staff liaison:

Angela Maycock

This report represents work done:

September-March

How many times did your group meet during this reporting period?

1

Please summarize work accomplished, decisions made, and follow-up actions determined during this reporting period.

First Activity

In September 2019, the Conference Program Subcommittee was tasked with reviewing 10 programs (among the final slate of 120 approved programs) to anticipate those with high appeal. Each subcommittee member was assigned 10 programs to rank on a 3-point scale to indicate, high, medium, or lower/specialized interest. Based on the feedback from the subcommittee, PLA staff was able to prepare a comprehensive session preference survey for all attendees in October 2019.

Aligns with these Strategic Areas of Focus (select one or more)

- Organizational Excellence

Second Activity

Conference Program Subcommittee members met on Monday, February 24th at the Music City Center (Nashville, TN) to tour the facility and discuss tips for staffing the PLA 2020 Help Desk throughout the conference. Conference Program Subcommittee members staffed approximately 20 Help Desk shifts throughout the conference, asking questions for attendees and providing guidance.



PLA 2020 Conference Program Subcommittee September-March 2020 Report

Aligns with these Strategic Areas of Focus (select one or more)

- Leadership
- Organizational Excellence

Third Activity

As Chair of the Conference Program Subcommittee, Julianne Morian, was requested to speak at a morning session with visiting AfLIA librarians on Wednesday, February 26th, to discuss PLA's approach to delivering high-quality educational sessions at a national-level conference. Topics included how to recruit quality program submissions, rank proposals, and curate 100+ final selections.

Aligns with these Strategic Areas of Focus (select one or more)

- Leadership
- Organizational Excellence
- Transformation

What will your group be working on for the next six months?

At this point, the Conference Program Subcommittee has fulfilled its charge and has no remaining tasks.

Does the group have any policy recommendations, ideas with financial impact, or other items to bring to the PLA Board for discussion or action?

No at this time; if we do engage in a debrief and reflection, we will pass along any insights.

Do you have any suggestions for future products or resources (excluding conference programs) to be developed based on your group's work?

No suggestions at this time.

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

I would recommend continued collaborations between the Conference Program Subcommittee and the EDISJ task force. For the 2020 PLA Conference, we utilized input from the task force to improve the submission form in the pursuit of speakers and topics that advanced the greater themes of equity, diversity, inclusion and social justice.

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

No

Is there anything PLA could have provided during this time that would have helped your group with its work?

No, our PLA staff liaison, Angela Maycock was very supportive and instrumental in the success of the Conference Program Subcommittee.



PLA 2020 Conference Program Subcommittee September-March 2020 Report

Today's Date

03/15/2020



Task Force on Equity, Diversity, Inclusion and Social Justice September-March 2020 Report

Committee/group name:

Task Force on Equity, Diversity, Inclusion and Social Justice

Chair name:

Lois Langer Thompson and Christina Fuller-Gregory

Chair email address:

llthompson@sno-isle.org

Staff liaison:

Scott Allen

This report represents work done:

September-March

How many times did your group meet during this reporting period?

7-10

Please summarize work accomplished, decisions made, and follow-up actions determined during this reporting period.

First Activity

Presented three regional trainings across the country. The trainings were continuously updated.

Additionally, task force members planned six regional trainings for 2020.

Aligns with these Strategic Areas of Focus (select one or more)

- Equity, Diversity, Inclusion and Social Justice
- Leadership
- Transformation

Second Activity

Task force members were organized into subcommittees to support work including regional training, creating content, and writing articles for library publications.

Aligns with these Strategic Areas of Focus (select one or more)

- Advocacy and Awareness



Task Force on Equity, Diversity, Inclusion and Social Justice September-March 2020 Report

- Equity, Diversity, Inclusion and Social Justice

Third Activity

Wrote first article in Public Libraries series and planned subsequent monthly articles.

Aligns with these Strategic Areas of Focus (select one or more)

- Equity, Diversity, Inclusion and Social Justice

Fourth Activity

Appointing member to joint PLA/ACRL/ODLOS/ARL Building Cultural Proficiencies for Racial Equity Framework which kicked off in February

Aligns with these Strategic Areas of Focus (select one or more)

- Advocacy and Awareness
- Equity, Diversity, Inclusion and Social Justice

Fifth Activity

Developing webinar that focuses on building capacity around EDISJ by learning to use the GARE Racial Equity Tool.

Aligns with these Strategic Areas of Focus (select one or more)

- Advocacy and Awareness
- Equity, Diversity, Inclusion and Social Justice
- Leadership

What will your group be working on for the next six months?

Finalizing training content, promoting trainings, looking at other training delivery models, and writing PL articles, developing digital content for PL Online.

Does the group have any policy recommendations, ideas with financial impact, or other items to bring to the PLA Board for discussion or action?

Not at this time.

Do you have any suggestions for future products or resources (excluding conference programs) to be developed based on your group's work?

Stretch goal discussion topics have included: collaboration with progressive journalists, collating and promoting evaluation strategies for library EDISJ efforts; convening library directors specifically; starting to work with library



Task Force on Equity, Diversity, Inclusion and Social Justice September-March 2020 Report

schools, providing additional webinars to continue learning for regional training attendees.

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

ALA ODLIS Advisory Committee, BCALA, ALA Council Committee on Diversity,.

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

Yes (if yes, PLA will contact you for more information)

Is there anything PLA could have provided during this time that would have helped your group with its work?

It was challenging to have four committees meeting in the same room. Additionally, the committee meeting time conflicted with the PLA Board meeting.

Today's Date

03/18/2020



Web Content Working Group September-March 2020 Report

Committee/group name:

Web Content Working Group

Chair name:

Jennifer Ferriss

Chair email address:

jferriss@sals.edu

Staff liaison:

Steven Hofmann

This report represents work done:

September-March

How many times did your group meet during this reporting period?

2-3

Please summarize work accomplished, decisions made, and follow-up actions determined during this reporting period.

First Activity

The Web Working Group continues to maintain the Professional Tools section of the PLA website. We are identifying and updating dead links and adding additional relevant content to meet the needs of our users.

Aligns with these Strategic Areas of Focus (select one or more)

- Advocacy and Awareness
- Equity, Diversity, Inclusion and Social Justice
- Leadership
- Organizational Excellence
- Transformation

Second Activity

A small subset of the committee met prior to PLA and worked on reorganizing the site.

Aligns with these Strategic Areas of Focus (select one or more)

- Organizational Excellence



Web Content Working Group September-March 2020 Report

What will your group be working on for the next six months?

The group will meet at least two more times, 1 virtually and 1 in person at ALA Annual. We will come up with a document for the next working group to easily identify links that change each year and the work that was completed this year. We will also outline areas that need the most work.

Does the group have any policy recommendations, ideas with financial impact, or other items to bring to the PLA Board for discussion or action?

We do not.

Do you have any suggestions for future products or resources (excluding conference programs) to be developed based on your group's work?

We do not.

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

None at this time.

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

No

Is there anything PLA could have provided during this time that would have helped your group with its work?

No

Today's Date

03/06/2020

TO: PLA Board of Directors
RE: PLA Organizational Excellence Report
DATE: April 13, 2020

ACTION REQUESTED/INFORMATION/REPORT: Information

ACTION REQUESTED BY: N/A

DRAFT OF MOTION: N/A

PLA Strategic Plan Goal: Organizational Excellence

- PLA is entrepreneurial, resilient, and successful in the sustaining and growing of resources to advance its mission and work.

COMMITTEE APPOINTMENTS, 2020

Submitted by Megan Stewart, Program Coordinator

Each spring, PLA staff prepares and sends to the President-Elect a number of materials and resources to use in making committee appointments. PLA requires the following positions to be filled for the 2020-2021 term:

- 13 chairs and 78 members on 15 committees, task forces, and advisory groups.

Thus far, PLA staff has sent to the PLA President-Elect a Word document referred to as the Committee Packet, which lists each committee's charge, composition, and number of appointments needed per committee. PLA also issued a member news release on April 14 encouraging PLA members to volunteer for committee service. That news release may be read [here](#).

By mid-May, PLA staff will deliver to the President-Elect a list of the member volunteers along with information and recommendations to consider when filling the appointments. The goal is for selections to be made by early July.

MEMBERSHIP RECRUITMENT AND RETENTION

Submitted by Samantha Lopez, Manager, Marketing and Membership

Membership Statistics

Even years represent PLA conference years.

PLA Membership	Jan. 2020	Jan. 2019	Jan. 2018	Jan. 2017
Personal	9458	8583	9128	8140
Organizational	363	370	369	376
Corporate	22	22	26	25
Total	9843	8975	9523	8541

Since the February Board Report, there has been no change or update from ALA's IT that will allow targeted email campaigns. This has been on hold since 2018. See report from Membership Advisory Group regarding recruitment and retainment efforts and challenges.

FUNDRAISING

Submitted by Scott Allen, Deputy Director

In terms of individual giving, PLA has raised \$4,105 from 37 donors since September 2019. Near the close of 2019, as usual, PLA was included in ALA's year-end appeal for donations however PLA did not do its own concurrent appeals, in part due to emerging news about ALA's financial situation. PLA continues to discuss new grants with both Google and Microsoft to continue work around digital literacy and access. PLA may also end up supporting work led by the ALA Washington Office through a Facebook grant to support the census. In terms of federal funding, the Inclusive Internship Initiative (III) funding for calendar year 2020 is being reallocated to 2021, but efforts to find post-IMLS funding are continuing. PLA and the National Center for Families Learning were invited to submit their proposal, "Exploring a program co-design approach to better serve and engage low-income, Latinx communities," as a planning grant under the community catalyst option. The proposal was submitted in mid-April.

COMMUNICATIONS

Submitted by Scott Allen, Deputy Director

Since December, PLA has issued over 20 member news releases, highlighting the I Love My Librarian Awards, the PLA 2020 Conference, opening of ALA elections, a new DigitalLearn course, Census information, the opioid project report, and PLA award winners. Social media (primarily Facebook and Twitter) saw increased activity before and during the PLA 2020 Conference, and PLA had strong media placements in The Tennessean, the New York Times and other outlets based on the conference and the opioid project. PLA continues to produce the monthly PLA E-News emails and execute blast emails to the portion of the membership who receive them for specific communications, such as reminders to vote in the election or to volunteer for PLA committees, and marketing messages.

PUBLICATIONS AND PRODUCTS

Submitted by Kathleen Hughes, Manager, Publications

Public Libraries Magazine

Public Libraries, published six times a year, is the official magazine of the Public Library Association (PLA) and the only ALA magazine devoted exclusively to public libraries. Each issue includes important industry news, PLA and ALA updates, regular columns and feature articles. This year we implemented an editorial calendar, and the Public Libraries Advisory Committee selected a theme for each issue. You can see the [editorial calendar or the remainder of 2020 here](#).

Current Circulation Numbers

Personal Members 9459 + Subscribers 468 = 9,927 total.

Public Libraries Online

Like the print iteration PL Online focuses on issues and topics that matter to public libraries and public librarianship. Updated several times per week, the site features selections from the print magazine as well as unique content from our team of writers. The site averages approximately 8,000 views per week. In recent weeks, writers have focused on Covid-19 and its impact on libraries, with articles like

[Collaborative Resource Sharing in Difficult Times](#), [Combating Stress During Times of Crisis](#), and many more.

FYI: The Public Libraries Podcast

In 2016 PLA started podcasting as another way to explore a variety of topics in-depth and to also bring great information to our members and readers. To date we have recorded 45 podcasts. 15,605 persons are currently subscribed via RSS and other apps, compared to 10,576 at this time last year.

Publications

In this fiscal year we have released three publications:

- Space Planning: A PLA Guide by David Vinjamuri - (released October, 2019) Sales to date: 244 of the print version and 32 of the ebook. In addition, 219 copies of this book were provided to attendees of the PLA Space Planning Workshops. Sales revenue for this product to date: \$5,762 direct sales; \$4,249.35 sale to Space Planning Workshop attendees. Total sales revenue for this product to date: \$10,011.35
- Early Literacy Calendar: (released December, 2019) Sales to date: 231. Sales revenue for this product to date: \$5,313
- PLA 2020: Ten Essential Programs (released March, 2020) Sales to date: 33. Sales revenue for this product to date: \$594.00.

STAFFING

Submitted by Scott Allen, Deputy Director

As of April 2020, PLA has 13 FTE positions filled, with the equivalent of 7 FTEs supported by general PLA funds and 6 FTEs supported by grant funds. Open positions on the PLA organizational chart as of April 2020 include the following 5 roles: Deputy Director, Programs; Meeting & Special Events Planner; Manager, Communications; Program Manager (digital literacy and employment support programming); and Program Coordinator (data projects). Two contractors integral to PLA operations and currently filling the duties of the Deputy Director, Programs and Meeting & Special Events Planner.

TO: PLA Board of Directors
RE: PLA Leadership Report
DATE: April 13, 2020

ACTION REQUESTED/INFORMATION/REPORT: Information

ACTION REQUESTED BY: N/A

DRAFT OF MOTION: N/A

PLA Strategic Plan Goal: Leadership

- *PLA builds and supports leadership for public libraries that is reflective of the needs of each community and the profession.*

CONTINUING EDUCATION/PROFESSIONAL DEVELOPMENT INITIATIVES

PLA AT ALA CONFERENCE

Submitted by Angela Maycock, Manager of Continuing Education

Although the ALA 2020 Annual Conference in Chicago has been cancelled, PLA is contributing to the effort to develop and offer an ALA Virtual Event in June 2020. Barb Macikas is co-convening the planning group with Earla Jones, director of Conference Services, and Angela Maycock and Emily Plagman are assisting with planning for programming and assessment. Further details will be shared with the Board as they become available. At this time, we anticipate that PLA will be able to offer some, and possibly all, of its 14 planned Annual Conference programs as recorded and/or live sessions:

1. Building community history web archives: A look back at the Community Webs program
2. Change and charge up your workforce: Recruitment, retention, and equity in hiring
3. Changing the Narrative: Reconciliation Work in Public Libraries
4. Computational thinking, young children, and family engagement: Creating opportunities for families to learn and play together
5. Getting Involved in Open Data Community Partnerships
6. Local Voices Network: Amplifying Library-based Community Conversations
7. Navigating Patron Privacy Concerns in the Digital Age
8. Never Do It Just Once! Maximizing Your Programming Impact Through Replicated Programs
9. Peer Outreach Services in the Public Library
10. Practicing Inclusivity: Creating Inclusive and Welcoming Environments for Individuals with Special Needs
11. Soft Skills are Heart Skills: Incorporating Wholehearted Approaches to Professional Learning and Burnout
12. The Power of Storytelling and Public Relations
13. The Public Library's Role During Elections: Voter Education in the Age of Misinformation
14. Twitch & Discord in Public Libraries: New Opportunities for Adult Services

PLA ONLINE LEARNING

Submitted by Angela Maycock, Manager of Continuing Education

Since our last update to the Board in February 2020, PLA has offered the following free webinars:

Date	Title	Individuals
January 23	Live Coaching Session for PLA 2020 Speakers	49
January 30	Tools for Building Online Banking Skills with Your Patrons	403
March 25	Creating a Diverse Archive: Lessons in Community Engagement from StoryCorps	932
March 26	Public Libraries Respond to COVID-19: The Current Landscape	1500
April 1	Project Outcome: Evaluating Online Library Learning	596
April 2	Public Libraries Respond to COVID-19: Successful Ways to Work Remotely	1500
April 9	Public Libraries Respond to COVID-19: Managing Stress and Anxiety	1500

PLA acted quickly to develop the “Public Libraries Respond to COVID-19” free webinar series and also to upgrade our Zoom Webinar account to accommodate 1,000 attendees, doubling our previous limit. A fourth webinar in the series, “Public Libraries Respond to COVID-19: Innovative Solutions in Times of Crisis” will be offered on April 16 and two additional webinars are being planned for the series: one focused on PLA’s COVID-19 survey results and learnings, to be scheduled April 22; and one focused on digital equity issues arising out of public libraries’ remote/virtual services, to be scheduled April 23.

PLA is committed to supporting our members, staff, and all librarians and library workers during these uncertain times. To view all of ALA’s free COVID-19 content, please visit <http://www.ala.org/tools/ala-covid-19-response>.

At the same time, PLA continues to develop and offer paid webinars for ongoing professional development. On April 15, PLA will offer a paid webinar, “Summer Reading Badges: A Twist on Summer Reading,” which currently has 50 people registered. PLA is also currently developing a paid webinar, “How to be a Webinar Super Star!” for May 20.

The next call for webinar proposals will close May 31. Accepted proposals will be scheduled as webinars for August – December 2020.

LEADERSHIP ACADEMY

Submitted by Lian Drago, Meetings Manager

The 2020 PLA Leadership Academy, originally scheduled to take place in Itasca, IL, from Aug. 31 – Sept. 4, has now been postponed. After hearing from multiple past participants of the PLA Leadership Academy, it was advised that librarians will have limited capacity to complete the application, get letters of recommendation, and make travel plans for August. Some have also mentioned that their city has cancelled funding for travel and discretionary funding for the rest of their fiscal year.

The current plan is to move the 2020 PLA Leadership Academy to 2021, and to hold two Leadership Academies in 2021 – one in the Spring and one in the Fall. The application process for the Spring academy will open in Sept. of 2020.

STRATEGIC PLANNING TRAINING/SUPPORT

Submitted by Symone Villasenor, Project Manager

In the fourth quarter of 2019, PLA staff began working with Joy Fuller, an independent consultant who is no stranger to libraries or PLA. Joy has previously worked with PLA on the Inclusive Internship Initiative and even facilitated a program at PLA 2020 in Nashville, TN. Joy has been contracted to develop a new strategic planning publication for the PLA and its members. The publication will focus on the following content areas: preparing for strategic planning, assessing your library's current state, developing the strategic plan, implementing and measuring a strategic plan, and communications and change management as it relates to strategic planning. This workbook will integrate ALA and PLA resources including the Theory of Change, Libraries Transforming Communities' Community Conversation Workbook, and Project Outcome materials. 2 of the proposed 5 chapters are currently complete and contain numerous easy to use templates that are already being used by PLA members. Additional chapters will provide multiple recommendations for libraries of different sizes, services populations, and time dedicated to completing a strategic plan. Numerous library professionals were interviewed during the planning stage of the publication to help inform the work. The PLA and Joy will continue to engage with these library professionals in order to ensure that the publication best meets the needs of library professionals. While originally projected to be complete by end of first quarter 2020, the current landscape and uncertain times we are all experiencing has resulted in a delay for this project. Currently, we are anticipating a final draft of the proposal by Summer 2020 and a fully executed hard copy publication completion as of Fall 2020.

TO: PLA Board of Directors
RE: PLA Transformation Report
DATE: April 13, 2020

ACTION REQUESTED/INFORMATION/REPORT: Information

ACTION REQUESTED BY: N/A

DRAFT OF MOTION: N/A

PLA Strategic Plan Goal: Transformation

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

SPACE PLANNING REGIONAL TRAININGS

Submitted by Symone Villaseñor, Project Manager

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

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

Submitted by Symone Villaseñor, Project Manager

Due to the ongoing challenges related to COVID-19, the PLA proactively decided to postpone the pilot program "Advancing Family Engagement in Public Libraries" for one month. At the time of this report, the series is now scheduled to begin on Tuesday, April 14 and will include an additional session in October 2020 to accommodate the one-month postponement. The series will still consist of eight 1-hour virtual classroom sessions (webinars) which will all be facilitated by a PLA family engagement task force member. Each session includes 2 PLA family engagement framework topics and will be highly interactive with the extensive use of virtual breakout rooms and peer to peer learning. To date, 30 libraries and 60 participants (the maximum for the pilot series), have been registered. In anticipation of the first session, participants have been asked to join a closed ALA connect community, read portions of PLA's Ideabook, complete two simple exercises related to session topics, and complete a baseline assessment. The baseline assessment was designed by PLA staff and task force experts in order to better understand

participants experience levels with 20 distinct family engagement topics. 25 of 30 libraries completed the assessment which is already being used to both refine and develop upcoming sessions. In addition to the baseline assessment, participants will also be asked to complete a topic specific assessment prior to each virtual classroom session. These assessments will help PLA staff and task force members identify actions that libraries are already taking to advance family engagement and will help frame the discussion during the final virtual assessment session in December 2020. PLA staff are hopeful that this model can be replicated for other PLA initiatives as well as for future iterations of the series.

TASK FORCE ON FAMILY ENGAGEMENT ACTIVITY

Submitted by Scott Allen, Deputy Director

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

DIGITAL LITERACY INITIATIVES

- **DIGITALLEARN.ORG**

Submitted by Leighann Wood, Program Manager

Last year marked significant growth for digitallearn.org with the following additions: sales of two new branded subsites, drastic increase of main site usage, two new course modules, content updates to previously published courses, new accessibility features to site design, and new back end safety and functionality upgrades. Completed in March 2020, PLA’s Digital Literacy Committee members developed and published a Tech Skills Checklist for Public Library Supervisors and Staff, which serves as a benchmarking tool for people to measure their technology skills and adapt new ones if they have knowledge gaps; it is unclear at this time if the

checklist will be integrated into the main digitallearn.org site as its own digital tool. Still on track for 2020 is one additional new course focused on health literacy, previously published course content updates, and file transition to cloud-based services. New marketing and promotional strategies to sell digitallearn.org subsites and increase usage will be developed to reach new audiences to generate revenue and sustain general operations of the site.

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

Submitted by Leighann Wood, Program Manager

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

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

Submitted by Scott Allen, Deputy Director

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

HEALTH INITIATIVES

- **LIBRARIES CONNECTING YOU TO COVERAGE**

Submitted by Leighann Wood, Program Manager

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

opportunity to participate in a similar grant-funded project to provide greater promotion for Medicaid enrollment in 2020.

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

Submitted by Scott Allen, Deputy Director

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

TO: PLA Board of Directors
RE: PLA Advocacy and Awareness Report
DATE: April 13, 2020

ACTION REQUESTED/INFORMATION/REPORT: Information

ACTION REQUESTED BY: N/A

DRAFT OF MOTION: N/A

PLA Strategic Plan Goal: Advocacy and Awareness

- **PLA leads in public library advocacy and influencing perceptions of public libraries.**

MEAC AND PLDS

Submitted by Emily Plagman, Manager, Impact and Advocacy

At the end of February, the Public Library Association's Measurement, Evaluation and Assessment Committee (MEAC) met to discuss the future of its Public Library Data Service (PLDS) survey. Over the past year, the MEAC had decided to cancel FY19 survey collection efforts to focus its work instead on gathering input from library staff in town hall meetings and email discussions, as well as soliciting current PLDS subscribers. Library staff reported that they wanted less redundancy in data collection, better peer comparison data about library operations, improved data training related to community indicators, and a user-friendly interface for analysis and reporting. They have hosted 3 "town halls" where public library staff were asked about their data needs and the tools they use. The committee also collected email feedback from PLDS subscribers about their use of the tool and data. The summarized results are:

- **PLDS Town Hall Discussion (just under 200 attendees):**
 - Libraries need data about operations: these data were most consistently identified as salary and staffing data and how to allocate those resources most effectively. These types of data were typically cited along with needing benchmarking or peer comparison data.
 - Libraries need data about library value to the community: Attendees were less specific about the types of data they needed for this topic unless the comment was tied to a specific program and its relation to the community. The comments were not as closely tied to needing benchmarking data.
 - Additionally, libraries want more support using data. Support should be tied to better national library data standards or related to collecting, reporting, and using data for decisions.
- **PLDS subscriber email (114 total invitees; 15 respondents):**
 - Run reports once or several times/year but users also reported that the interface is difficult to use.
 - Rely on a few key PLDS reports for budgeting purposes, primarily regarding circulation, reference, program attendance, visits, staffing, and budget.
 - Develop customized peer comparison reports to make budget change justifications to leadership/boards/communities.

These activities were intended to get a sense of demand for the PLDS as well as determine how valuable the data are to the field. The results indicate that there is significant potential for more users of a PLA data collection effort about libraries if 1) the reporting interface and resulting data visualizations are more user friendly and 2) the effort incorporated more data regarding libraries' roles in their communities. *As a result of this work and other data collection efforts PLA has underway, the MEAC voted to sunset the PLDS survey.*

To that end, the MEAC and PLA are committing efforts toward:

- Focusing on future data collection work on trending activities, such as technology;
- developing a set of "typical libraries" that will help libraries better understand who their peers are and what key operational data points look like for those groups; and
- increasing training opportunities to help library staff gain confidence in their own data skills and build a better understanding of how to use existing tools and data sets to understand their community.

PROJECT OUTCOME

Submitted by Emily Plagman, Manager, Impact and Advocacy

On April 1, ACRL and PLA hosted a joint webinar, "Project Outcome: Evaluation Online Library Learning." Over 330 attendees joined the webinar which had a both an academic and public library presenter discussion their virtual programming work and how they evaluate its impact. Additionally, ACRL and PLA staff have released a user experience survey to registered Project Outcome users. The results will be used to inform opportunities to adapt the model to be more cost efficient and update it to reflect more advanced outcome measurement needs in the field. Staff will update the board of the findings in the summer.

2020 CENSUS

Submitted by Larra Clark, Deputy Director

As with everything, the current pandemic also is disrupting 2020 Census operations. The Census Bureau is re-evaluating operations on a roughly biweekly basis and providing updates [here](#). The shared ALA-PLA home page (www.ala.org/census) continues to be updated. Much later than expected, we also received outreach from funders seeking to invest in public library 2020 Census outreach. This will allow us to offer more mini-grants to libraries, in addition to the [original 59](#) out of 500+ submitted applications, and do other Census-related work. Announcements related to these projects are currently in the works.

Obviously, public library programs have been cancelled, and our buildings are closed to people who might have used our computers to complete the online self-response. In a call with grantees in March, however, we heard that [outreach continues](#), and more than 60% of respondents to PLA's survey report they are using social media to promote participation in the 2020 Census. Finally, before our current crisis, we had a standing-room-only attendance at our [2020 Census program at PLA 2020](#) and a sold-out [American Libraries Live! webinar](#) on March 4. Thanks again to all members of the joint ALA/PLA 2020 Census Library Outreach and Education Task Force for their work.

AWARDS

Submitted by Megan Stewart, Program Coordinator

PLA opened its call for applications for the 2019-2020 awards cycle on Tuesday, September 10, 2019. The call for nominations closed on Friday, December 6, 2019. PLA accepted applications for ten (10) awards and grants during this awards cycle.

PLA announced the winners for the 2019-2020 awards cycle via press release on Tuesday, March 10, 2020. The press release is available at <http://www.ala.org/news/press-releases/2020/03/public-library-association-announces-2020-award-winners>. The award winners' names have also been posted on the PLA awards webpage at this link: <http://www.ala.org/pla/awards/>.

TO: PLA Board of Directors
RE: PLA Equity, Diversity, Inclusion and Social Justice (EDISJ) Report
DATE: April 13, 2020

ACTION REQUESTED/INFORMATION/REPORT: Information

ACTION REQUESTED BY: N/A

DRAFT OF MOTION: N/A

PLA Strategic Plan Goal: Equity, Diversity, Inclusion and Social Justice

- **PLA advocates for equity, diversity, inclusion and social justice in order to enable every member, library, and community group to fully and equally participate in a society mutually shaped to meet their needs**

PLA TASK FORCE ON EDISJ ACTIVITY

Submitted by Scott Allen, Deputy Director

- The PLA Task Force continues to work on articles for its regular column in Public Libraries magazine.
- They had finally confirmed 6 Equity Starts with Us training dates and locations and were about to confirm the 7th and final 2020 event, when they were forced to cancel the first two scheduled for May 2020, due to COVID-19. They are holding meetings now to determine if they will continue with the August-November events and to determine if there are other formats to deliver the content.
- Staff met with leaders of the Illinois Heartland Library System (520+ member libraries in central and southern Illinois) to brainstorm a new model for EDISJ trainings, in partnership with the system. This model (which could be offered to other large systems and state agencies) has the potential to eliminate much of the logistics and marketing work for PLA staff and enable better follow up and support of training attendees, while equaling or improving on the fiscal impact of the trainings for PLA. Plans are being drafted.
- The Building Cultural Proficiencies for Racial Equity project, joint among the Association of College & Research Libraries (ACRL); ALA's Office for Diversity, Literacy and Outreach Services (ODLOS); the Association of Research Libraries (ARL); and PLA, is on hold due to COVID-19 and staffing changes.

INCLUSIVE INTERNSHIP INITIATIVE

Submitted by Mary Hirsh, Deputy Director

PLA made the difficult decision to cancel the 2020 Inclusive Internship Initiative (III). PLA staff are working with IMLS, the program's funder, on a one-year no cost extension that would allow libraries accepted in 2020 to participate in 2021. The budgetary impact is positive, as PLA was committed to \$356,019 in cost share for 2020 which now comes off the books. Around \$280,000 had been budgeted for 2021 to cover PLA's share. PLA is grateful for IMLS's ongoing support of III and willingness to rollover the grant for one year.

EQUITY STARTS WITH US TRAINING EVENTS

Submitted by Leighann Wood, Program Manager

As a response to the successful pilot series of *Social Justice and Public Libraries: Equity Starts with Us* regional trainings in 2019, PLA was on track to offer six trainings across the U.S. in calendar year 2020. Due to the outbreak of COVID-19, PLA has indefinitely postponed the face to face trainings through August, it is undetermined if the remainder will happen as planned. The first cohort of the training member volunteers are working to develop alternative format options and new content designed to meet the quickly evolving professional needs that work to address issues of equity.

TO: PLA Board of Directors
FROM: Megan Stewart, program coordinator
RE: 2020 PLA Election Results
DATE: April 20, 2020

ACTION REQUESTED/INFORMATION/REPORT: Information

ACTION REQUESTED BY:

DRAFTS OF MOTIONS: N/A

In 2020, seven nominees stood for four positions: PLA President-elect, two Directors-at-Large, and ALA Division Councilor.

Based on results, the composition of the PLA board in 2019-2020 and 2020-2021 are below. Newly-elected members' names are in italics. In 2020, 1,901 votes were cast for the PLA election. This compares to 1,589 votes cast in 2019.

POSITION	2019-2020	2020-2021
President	Ramiro S. Salazar	Michelle Jeske
President-elect	Michelle Jeske	<i>Melanie Huggins</i>
Past President	Monique le Conge Ziesenhenné, PhD	Ramiro S. Salazar
Directors at Large	<u>Through 6/30/2020:</u> Pam Sandlian Smith Carrie Willson <u>Through 6/30/2021:</u> Cindy Fesemyer Kelvin Watson <u>Through 6/30/2022:</u> Toby Greenwalt Amita Lonial	<u>Through 6/30/2021:</u> Cindy Fesemyer Kelvin Watson <u>Through 6/30/2022:</u> Toby Greenwalt Amita Lonial <u>Through 6/30/2023:</u> <i>Brandy A. McNeil</i> <i>Dara Hanke Schmidt</i>
ALA Division Councilor	Stephanie Chase (through 6/30/2020)	<i>Stephanie Chase</i>
Fiscal Officer	Clara Bohrer (through 6/30/2022)	Clara Bohrer (through 6/30/2022)

PLA thanks candidates for President-elect Kent Oliver and Directors-at-Large Kevin King and Steven V. Potter for standing for election.

Thanks too to the 2020 Nominating Committee: Pam Sandlian Smith, chair, and members Douglas Crane, Kevin King, and Carrie Willson.

PLA past president Monique le Conge Ziesenhenné, PhD will chair the 2021 Nominating Committee.

TO: PLA Board of Directors
FROM: Melissa Faubel Johnson, Conference Manager
RE: PLA 2020 Conference Preliminary Report
DATE: April 13, 2020

ACTION REQUESTED/INFORMATION/REPORT: Report

OVERVIEW

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

KEY CURRENT ACTIVITIES/METRICS

Registration

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

Preconferences & Programs

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

Virtual Conference

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

very pleased with both the platform itself and staff support throughout the planning and production process.

BUDGET

Preliminary Financials

2020 Registration Revenues as of April	2020 Registration Revenues (Budget)
\$1,965,746	\$1,679,365
2020 Exhibit Revenues as of April	2020 Exhibit Revenues (Budget)
\$1,735,525	\$1,703,000
2020 Preconference Revenues as of April	2020 Preconference Revenues (Budget)
\$150,525	\$120,000

ASSESSMENT

Evaluation Results

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

- **Operational/policy/staffing change (602):** such as improving onboarding and staff training processes; reducing silos; reconsider hiring/interview structure to increase diversity hiring opportunities; bring in social work interns; re-approach customer service approach to be more patron-oriented/addressing difficult patrons; going fine free
- **New programming (442):** such as teen-focused programming or volunteer opportunities; more senior programming; curbside pick-up; podcasts; more diversity in the approach to design

- **EDISJ/Accessibility (359):** such as improving library approach (general) to improving to diversity and accessibility; providing better support for patrons facing homelessness and/or mental health issues; creating a more diverse collection

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: Social Work Task Force

DATE: April 8, 2020

ACTION REQUESTED/INFORMATION/REPORT:

Action Requested

ACTION REQUESTED BY:

Jean Badalamenti, Leah Esguerra, and Elissa Hardy, current co-chairs, Social Work Task Force

DRAFT OF MOTION:

1) The PLA Board of Directors hereby approves the PLA Social Work Task Force to continue for another two-year term, from July 2020 to June 2022, with reappointments and new appointments to occur in the spring of 2020 by incoming President Michelle Jeske.

BACKGROUND

The PLA Social Work Task Force is currently co-chaired by Jean Badalamenti, DC Public Library; Leah Esguerra, San Francisco Public Library; and Elissa Hardy, Denver Public Library. The Task Force was created in fall of 2018. The Current Task Force plans to transition to new co-chairs and will discuss the opportunity with potential candidates from among members of the task force and provide recommendations for these appointments by June 1, 2020.

MISSION

The Social Work in Public Libraries task force will develop and recommend a strategic and coordinated approach for PLA related to how public libraries address the social service needs of customers. The task force will identify best practices and will consider resources to be developed that will allow PLA to offer guidance and technical support to libraries. Task force activities include but are not limited to: recommendations for training and ways to engage library staff on the topic; identification of model programs in order to generate and share best practices; consideration of how social work methods can be integrated into libraries and PLA's educational programming; identifying ways PLA might influence social work services within public libraries; and helping libraries serve diverse communities. The group will also work to ensure that the model developed here can be adapted to support other non-librarian professionals working in public libraries (i.e., early literacy experts, IT staff, etc.).

Work In-Progress or Completed:

- 2019-2020 Webinar Series on Trauma-Informed Library Service
- Covid-19 Webinar on Managing Stress
- Created a document "Trauma-Informed Care" to combat misinformation in the field.
- Social Work in Public Libraries Virtual Forum Series
- ALA Annual Conference 2019 Preconference Program

- One Hour Programming at 2019 Annual Conference-Social Work in Public Libraries: Lessons Learned
- Initial Data Collection Efforts
- Monitor and add content and documents to the Social Work Interest Group on ALA Connect
- Contributed feature articles to Public Libraries magazine and Public Libraries Online.
- Recorded podcast episodes.
- Working on two publications: “A Holistic Approach to Library Social Services” and an untitled (for now) workbook of social worker-tested and researched methods for responding to various public library scenarios.

RECOMMENDATIONS FOR BOARD ACTION

Task Force co-chairs and members believe there is substantial work needed to continue to share SW-approved and researched methods with public librarians. In addition, as the field of social work in public libraries continues to grow, there is a need for a cohesive voice. We’ve outlined an ambitious program of publications and education, which will educate and inform this evolving field. Therefore, we are recommending the PLA Board of Directors approve the Task Force to continue for another two-year term.

New Initiatives to be completed in the next two-year term:

Obtain support and technical assistance from NASW and other mental health professional organizations.

Build partnerships with other national organizations such as National Healthcare for the Homeless, National Alliance to End Homelessness, Harm Reduction Coalition, American Public Health Association, etc.

Develop training for statewide library systems.

In addition to these new initiatives, the group will continue to:

Identify social work/library world issues and topics and develop publications and/or training to meet those needs.

Work on publications in progress.

Strengthen the Social Work Interest Group on ALA connect.

Further data collection efforts.

**Public Library Association
FY20 Operating Budget as of January 2020**

	Jan 2020 YTD Budget	Jan 2020 YTD Actual	Jan 2020 Variance	Jan 2020 Variance %	Remaining Current Budget
Total Revenues	\$516,330	\$414,290	\$102,040	-20%	\$4,304,325
Total Expenses before OH and tax	\$1,250,173	\$845,120	\$405,053	32%	\$2,820,132
Contribution Margin	-\$733,843	-\$430,830	\$303,013	41%	\$1,484,194
Overhead and Tax	\$31,748	\$21,422	\$10,326	33%	\$920,467
	YTD Budget	YTD Actual	Variance	Variance %	
Net Revenue (Expense)	-\$765,591	-\$452,252	\$313,339	41%	\$563,727
Beginning NAB		Ending NAB	Net Revenue	Increase in NAB	
\$3,493,338		\$3,041,087	-\$452,252	-12.9%	

Operating Budget: As of January 2020, PLA has an actual operating loss of \$452,252, compared to a budgeted operating loss of \$765,591. PLA had significant variances in both revenue and expenses during the first 5 months of Fiscal Year 2020, but the large (41%) variance is mostly expense-related, because some expenses turned out lower than anticipated and some conference-related expenses did not occur yet.

- Operating Revenue: At the close of January 2020, PLA had budgeted for \$516,330 in revenue but only saw \$414,290. Our variance has grown from about -5% (November 2019) to -20% (January 2020).
 - In terms of **budgeted revenue shortfalls**, dues revenue is behind, with \$252,563 collected against a budget of \$340,000 (-26% variance). This does not reflect a true shortfall. PLA inaccurately allocated the revenue, and dues income will catch up to budget later in the spring. Donations are also lagging significantly (\$5,095 received against a budget amount of \$22,000) because PLA has not undertaken the fundraising campaigns anticipated during budgeting. Revenue for fee-based CE/PD activity (regional trainings on equity, space planning, and outcomes, as well as paid webinars) are not far behind budget (19%, with \$95,530 collected against \$118,300 budgeted). The current shortfall is still primarily due to timing, as these events were scheduled later in 2020 than anticipated. However, whereas this fee-based CE/PD activity seemed to be a bright spot earlier in the fiscal year, and PLA was anticipating a strong finish to FY20, the postponements and cancellations of events due to COVID-19, along with a significant reduction in Project Outcome regional trainings, suggests PLA will not meet budget on these activities.
 - In terms of **meeting budget**, collectively PLA's publications (which includes Public Libraries ad and subscription revenue, Every Child Read to Read, PLA's

early literacy calendar, and miscellaneous back catalog sales) are about even with budget.

- In terms of **exceeding revenue**, two products will help. PLA's new online Family Engagement product did not budget revenue, but the product evolved and launched successfully in January, and just over \$17,000 in registrations will show up in February and March reports. PLA's DigitalLearn also sold two library subsites and the \$30,000 in revenue has yet to show up in reports. Any additional subsite sales or other revenue will exceed budget. Finally, the majority of PLA revenues and expenses are derived from the PLA 2020 conference. In total across registrations, meal tickets, exhibit fees, and sponsorships, PLA has budgeted to receive \$3,712,365 in revenue. While PLA will not see results until the February 2020 reports, preliminary indications suggest we will exceed budgeted revenue due to high registrations and a large exhibit floor.
- Operating Expenses: At the close of January 2020, PLA had budgeted to spend \$1,250,173 and has spent \$845,120, for a favorable variance of about 32%.
 - The primary reason for the favorable variance are **conference expenses**. Many payments related to the PLA 2020 Conference (February 2020) were expected to occur by January 2020 but did not get issued. For instance, no charges were yet recorded for general session speaker and entertainment fees, audiovisual rental, facilities rental, security, meal functions, and other large costs. For many of those expenses, PLA budgeted to spend a portion by January, due to prepayments, deposits and similar fees, which is why expenses as of January are under budget. However, overall, PLA should remain under budget for conference expenses in FY20, since certain items such as shuttle buses were budgeted but did not occur, and promotional expenses were much lower than budgeted (the planning and promotion budgets are showing an 83% positive variance, with only \$37,922 spent against \$221,543 budgeted).
 - In terms of **administrative and project expenses**, many accounts have positive or negative variances, but few are significant, and none are projected to end FY20 radically different than budgeted. The exception is DigitalLearn, which is projected to have a large unanticipated negative variance due to increased consulting costs for hosting and updating the site (as of January, PLA had spent \$63,849 versus the \$23,250 budgeted).

Grant Budgets: By the close of January 2020, PLA had spent \$785,156 in grant funds compared to a budgeted amount of \$890,869. Since the last report in November 2019, this positive variance increased from 6% to 12%, suggesting slower or reduced grant spending. PLA is experiencing reduced grant expenses in professional services (under budget by about \$34,000) and travel and lodging (collectively under budget by about \$43,000). This is likely because grant projects moved slower than anticipated while PLA was focused on the PLA 2020 Conference,

and fewer grant-funded staff required travel to participate in the fall board meeting and ALA 2020 Midwinter Meeting.

PLA Long-Term Investment: As of January 2020, PLA's long-term investment stood at \$1,542,087 compared to \$1,455,604 at the same time last year. Interest was budgeted at \$40,778 for FY20, and as of January 2020 revenue was ahead of budget by \$7,562 or 45%. However, investments may suffer due to the COVID-19 crisis affecting the markets, so predictions are difficult as of this report.

Overhead

Total overhead to ALA for FY20 was budgeted at \$997,610 (\$941,889 from conference and operating accounts, and \$55,722 from grants). As of January 2020, PLA had paid ALA \$23,953 in overhead, against a budgeted amount of \$70,808. About \$20,000 in overhead should have been processed from a grant project, but is not showing up as of the January reports, so the true variance is about \$27,000, which is due to slower grant spending and the lag in CE registrations. Once PLA Conference registrations and exhibit fees are realized, PLA should be near or exceeding budgeted overhead.

PLA 5 year projections - MOST LIKELY SCENARIO						Document No: 2020-30				
Specific Gates grants (AfLIA, GenOps 2015, Edge, and Project Outcome) have been removed from projection calculations because once Global Libraries sunset, similar grants are not likely in the future										
	Average 2017-21					Assumes increase of 5%/year over 2022				
	Actual 2017	Actual 2018	Actual 2019	Budget 2020	Budget 2021	2022	2023	2024	2025	
Non Gov't Grants	\$ 2,410,310	\$ 2,264,087	\$ 2,094,767	\$ 1,626,775	\$ 1,242,610					
Gov't Grants	\$ 610,951	\$ 634,714	\$ 519,281	\$ 308,040	\$ -					
(Select Gates Grants)	\$ (1,559,517)	\$ (427,323)	\$ (529,622)	\$ (129,908)	\$ -					
Revised Total	\$ 1,461,744	\$ 2,471,479	\$ 2,084,426	\$ 1,804,907	\$ 1,242,610	\$ 1,813,033	\$ 1,903,685	\$ 1,998,869	\$ 2,098,812	
Overhead*	\$ 281,154	\$ 389,219	\$ 269,628	\$ 55,722	\$ 133,137					
(Select Gates Overhead)	\$ (161,994)	\$ (34,293)	\$ (56,745)	\$ -	\$ -					
Revised Total	\$ 119,160	\$ 354,926	\$ 212,883	\$ 55,722	\$ 133,137	\$ 175,166	\$ 183,924	\$ 193,120	\$ 202,776	
	8%	14%	10%	3%	11%	10%	10%	10%	10%	
PLA 5 year projections - STRETCH SCENARIO										
This scenario does not remove the above Gates grants, so it is a stretch scenario, since it's unlikely PLA will find another funder to support us to the extent Gates did in the years prior to 2011										
	Average 2017-21					Assumes increase of 5%/year over 2022				
	Actual 2017	Actual 2018	Actual 2019	Budget 2020	Budget 2021	2022	2023	2024	2025	
Non Gov't Grants	\$ 2,410,310	\$ 2,264,087	\$ 2,094,767	\$ 1,626,775	\$ 1,242,610					
Gov't Grants	\$ 610,951	\$ 634,714	\$ 519,281	\$ 308,040	\$ -					
Total	\$ 3,021,261	\$ 2,898,802	\$ 2,614,048	\$ 1,934,815	\$ 1,242,610	\$ 2,342,307	\$ 2,459,422	\$ 2,582,394	\$ 2,711,513	
Overhead*	\$ 281,154	\$ 389,219	\$ 269,628	\$ 55,722	\$ 133,137	\$ 225,772	\$ 237,061	\$ 248,914	\$ 261,359	
	12%	17%	13%	3%	11%	10%	10%	10%	10%	
Notes										
* Overhead in 2018 and 2019 is higher than usual because ALA assessed all the overhead on the Gates GenOps (3177) grant during those two years, rather than as the funds were spent										
This also resulted in overhead being <i>lower</i> than usual in 2020, because PLA is spending down the Gates GenOps (3177) grant but there is no more overhead to assess										

TO: PLA Board of Directors
RE: Lost and Postponed Revenue due to COVID-19
DATE: April 13, 2020

ACTION REQUESTED/INFORMATION/REPORT: Information

ACTION REQUESTED BY: N/A

DRAFT OF MOTION: N/A

ALA asked all units to prepare reports on how COVID-19 has impacted revenue, including how canceled and postponed events have resulted in “sunken” (lost) expenses, wasted staff time, and revenue that will not be realized, at least in the near future. What PLA submitted is summarized below. The purpose of this is to help ALA apply for newly-available loans and other support due to the COVID-19 crisis.

These are very rough estimates and subject to change, for instance if some postponed events do occur. The totals are roughly:

- Lost staff time: \$33,000
- Total Projected Revenue Loss: \$616,400
- Total Net Revenue* Loss: \$139,800

ACTIVITY	Lost Staff Time	Total Projected Revenue Loss	Total Net Loss* including ALA OH (after expenses)
Space Planning Workshops , Day-long regional CE events for 60 each <ul style="list-style-type: none"> • 4 of the 5 events are canceled (as of 4/8/2020) 	\$16,182	\$59,250	\$17,250
Space Planning Book Sales, Included with workshop registrations <ul style="list-style-type: none"> • see above 	\$0	\$6,500	\$6,500
Equity Starts with Us Workshops , 1.5 day regional CE events for 100 each <ul style="list-style-type: none"> • 2 of the 6 events are canceled (as of 4/8/2020) 	\$5,187	\$167,250	\$43,476
Regional Event Sponsorships, Vendor support of regional CE; anticipated sponsorships of 50% of events <ul style="list-style-type: none"> • No longer possible due to canceled events 	\$320	\$12,500	\$12,500
Member Breakfast Sponsorship, Vendor or publisher support of Annual Conference speaker/event <ul style="list-style-type: none"> • No longer possible due to canceled events 	\$3,000	\$15,000	\$15,000

Leadership Academy , Four-day intensive training for 28 library staff who apply competitively <ul style="list-style-type: none"> Postponed to 2021 	\$1,622	\$0	-\$120,000
Project Outcome Regional Training (PORT) , Full-day training plus 2 online meetings with PLA expert trainer <ul style="list-style-type: none"> On hold indefinitely due to library closures 	\$0	\$30,000	\$25,800
Advancing Family Engagement in Libraries Series , 10-month professional development series for 30 libraries per cohort <ul style="list-style-type: none"> Second cohort postponed, may be postponed further 	\$0	\$17,500	\$12,850
Inclusive Internship Initiative , IMLS-funded summer intern program for 50 library mentors and students <ul style="list-style-type: none"> Postponed to 2021 	\$7,055	\$308,400	\$6,400

*net loss is to ALA, so it includes ALA overhead. PLA's portion of the net would typically be lower and may actually be a loss.

FY21 PLA Projects - Draft Budget as of 3-2-2020								PLA Board of Directors Spring 2020 Board Meeting Document no.: 2020.60	
12	General		General Fund						
34	Investment		Conference						
47	Gov't Grant		Gov't Grant						
48	Private grant		Private Grant						
								Historical Context	
Fund	Unit #	Code	ACTIVE IN FY21	FY21 Revenue	FY21 Expenses	FY21 Overhead	FY21 Projected Net	FY19 Net (Actual)	FY20 Net (Budgeted)
12	401	0000	Admin	\$0	\$795,644	\$0	(\$795,644)	(\$588,772)	(\$967,967)
12	401	1000	Proposals	\$0	\$0	\$0	\$0	\$0	\$0
12	401	3000	Service to Members	\$552,200	\$109,350	\$0	\$442,850	\$440,848	\$460,950
12	401	3007	Regional CE/Bootcamp	\$40,000	\$29,900	\$10,600	(\$500)	\$0	\$5,600
12	401	3011	PLA Leadership	\$0	\$0	\$0	\$0	\$0	\$0
12	401	3020	Partners	\$14,000	\$14,300	\$0	(\$300)	\$114,417	\$22,200
12	401	3026	Annual Conference Preconferences	\$18,000	\$7,350	\$6,792	\$3,858	\$6,285	\$0
12	401	3030	Public Libraries	\$51,500	\$151,590	\$6,800	(\$106,890)	(\$63,608)	(\$107,113)
12	401	3040	Web CE	\$52,000	\$5,500	\$6,625	\$39,875	\$18,669	\$13,265
12	401	3058	Publications	\$6,400	\$6,100	\$795	(\$495)	(\$3,925)	\$3,250
12	401	3072	Family Engagement	\$36,000	\$12,425	\$9,540	\$14,035	(\$4,234)	(\$100,000)
12	401	3073	Equity Diversity Inclusion	\$110,000	\$71,078	\$13,250	\$25,672	(\$4,733)	\$20,000
12	401	3120	Every Child Ready to Read (ECRR)	\$4,500	\$1,400	\$596	\$2,504	\$12,868	\$10,989
12	401	3171	Project Outcome Regional Training	\$7,000	\$2,600	\$0	\$4,400	\$28,885	\$64,662
12	401	3172	PLDS-includes PMTF	\$0	\$0	\$0	\$0	(\$1,200)	\$0
12	401	3185	Inclusive Internships Cost Share (IMLS)	\$0	\$240,000	\$0	(\$240,000)	(\$195,417)	(\$201,272)
12	401	3188	DigitalLearn	\$45,000	\$62,000	\$0	(\$17,000)	(\$51,577)	(\$55,250)
			TOTALS, Gen Fund	\$936,600	\$1,509,237	\$54,998	(\$627,635)	(\$291,494)	(\$830,686)
PLA CONFERENCE PROJECTS								Historical Context	
Fund	Unit #	Code	ACTIVE IN FY21	FY21 Revenue	FY21 Expenses	FY21 Overhead	FY21 Projected Net	FY19 Net (Actual)	FY20 Net (Budgeted)
12	401	3061	PLA 2020 General	\$0	\$0	\$0	\$0	\$0	\$771,333
12	401	3062	PLA 2020 Exhibits	\$0	\$0	\$0	\$0	\$0	\$664,090
12	401	3063	PLA 2020 Promotion	\$0	\$0	\$0	\$0	\$0	\$34,812
12	401	3064	PLA 2020 Registration	\$0	\$0	\$0	\$0	\$0	(\$29,826)
12	401	3065	PLA 2020 Op/Closing General Sessions	\$0	\$0	\$0	\$0	\$0	(\$220,000)
12	401	3066	PLA 2020 Programs	\$0	\$0	\$0	\$0	\$0	(\$77,150)
12	401	3069	PLA 2020 Meal Events	\$0	\$0	\$0	\$0	\$0	(\$15,000)
12	401	3070	PLA 2020 Preconferences	\$0	\$0	\$0	\$0	\$0	\$24,700
12	401	3145	PLA 2018-20 Conf Planning	\$0	\$91,000	\$0	(\$91,000)	(\$81,086)	(\$222,500)
12	401	3173	PLA 2020 Virtual Conf	\$0	\$0	\$0	\$0	\$0	\$11,700
			TOTALS, Conference	\$0	\$91,000	\$0	(\$91,000)	(\$81,086)	\$942,159
			TOTALS, Gen Fund and Conference	\$936,600	\$1,600,237	\$54,998	(\$718,635)	(\$372,580)	\$111,473

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

1	FY19 Expenses
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[illegible]



(/news/)

Public libraries launch, expand services during COVID-19 pandemic

For Immediate Release

Thu, 04/09/2020

Contact:

Macey Morales, Shawnda Hines

CMO, PPA

American Library Association

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As public libraries close their buildings to the public, staff continue to serve their communities in innovative ways. Those are among the chief findings the Public Library Association (PLA) announced today in the broadest survey of public libraries' response to the pandemic to date, with 2,545 unique responses nationwide. Most respondents (98%) reported their buildings were closed to the public but, in many cases, staff continued to expand access to digital resources, launch virtual programs and coordinate services with local government agencies.

The survey found that libraries are rapidly adapting services. A substantial majority of respondents report they have extended online renewal policies (76%), expanded online services like e-books and streaming media (74%) and added virtual programming (61%). In open-ended responses, library staff described a range of new activities ranging from reallocating print collection budgets to digital materials, reaching out by phone to those digitally disconnected, and:

- Deploying library 3D printers: "We have a large 3D print lab, and our lead volunteer is working with the El Dorado Community Foundation to use our printers to print face shields for our local regional hospitals and county facilities." (from El Dorado County Library, CA, which has delivered 700 face shields and plans to print 15,000)
- Coordinating local services and information: "The library worked with other city partners to open a day shelter for those experiencing homelessness at the city-owned Mayo Civic Center where all programs and events are cancelled. Other library administrative team members have also been called up to service the community as part of the overall continuity of operations plan for city services." Starting this week, county call lines are being routed to library staff for initial intake and referral. (from Rochester Public Library, MN)
- Adapting in-person programs for online delivery, such as the virtual story times and online knitting group (<https://www.mcarthurlibrary.org/onlineeventsearlyapril20.pdf>) at McArthur Library in

Biddeford, Maine.

- Adding or expanding virtual library cards: “We have issued 418 library cards in 3 weeks (since we closed)! Customers can apply on our website, and their barcode number will be emailed to them. We are adding several hundred e-books and e-audiobooks per week. We fully expect our digital collection to receive heavy use.” (from Central Rappahannock Regional Library, VA)

“As circumstances change daily for all of us, I am proud of the dedicated and creative work of our public libraries and their staff to serve everyone from toddlers to isolated senior citizens to small business owners,” said PLA President Ramiro Salazar. “We are shifting popular programs online, sharing hyperlocal information and resources, and continuing to connect with our communities by chat, text, phone and email. Additionally, libraries are preparing for even greater need to support unemployed workers and small businesses than we experienced during the Great Recession.”

More than 70% of respondents are leveraging social media to share information related to COVID-19—95% to communicate changes in library services and 89% to promote available library resources. More than 60% report using social media to promote participation in the 2020 Census. Cranston (R.I.) Public Library Director Ed Garcia, for instance, uploaded a video PSA (<https://www.youtube.com/watch?v=w1WT3XKeUk8>) with Cranston Mayor Allan Fung to encourage online self-response.

With more than 20 million people lacking home broadband access, public libraries are often the only source of free access to computers and the internet—hosting nearly 258 million computer sessions in one year.* Library building closures widen a chronic digital divide. More than 80% of respondents report they left on their public Wi-Fi access when the library building was closed before the COVID-19 crisis, and 12% have added or expanded this service since the crisis began.

Smaller percentages of libraries have expanded the range of their public Wi-Fi, checked out mobile internet hotspots or used their bookmobiles to provide internet access.

It is unknown what percentage of library staff may be working at home, but 70% of respondents state library policy allows staff to work remotely. With a growing number of stay-at-home orders, the number of libraries with staff working on-site has likely declined. Libraries also have begun to report job losses and budgetary concerns.

“Libraries continue to play essential roles in our communities even as we close our buildings and work remotely to best ensure health and safety. In coming months, we will need libraries to safely reopen, support distance learning and telework and expand economic recovery services for impacted businesses and workers,” Salazar said. “Federal support will be needed for libraries to continue providing vital services such as advancing digital inclusion and facilitating connectivity, as well as keeping our employees working so they can deliver these services.”

About the survey

The Public Library Association, a division of the American Library Association, fielded the online survey March 24 through April 1. The online link was shared widely by PLA and other library organizations like the Chief Officers of State Library Agencies, the Urban Libraries Council and the Association for Rural & Small Libraries. Subsequently research staff from PLA, the Colorado State Library’s Library Research Service and

the Institute of Museum and Library Services, verified respondents were from U.S. libraries and removed duplicates. Survey responses represented 28% of U.S. public libraries. At least one public library in every state responded to the survey, and 43 states had 10% or more of their libraries represented. As such, the data provide a snapshot of public library activity and planning but are not generalizable to all public libraries in the country. Additional analysis and data collection are planned in the coming weeks. For more information, go here (<http://www.ala.org/pla/issues/covid-19/surveyoverview>).

*From the FY2017 Public Libraries Survey, Table 18

(https://www.ims.gov/sites/default/files/fy2017_pls_tables.pdf), Institute of Museum and Library Services



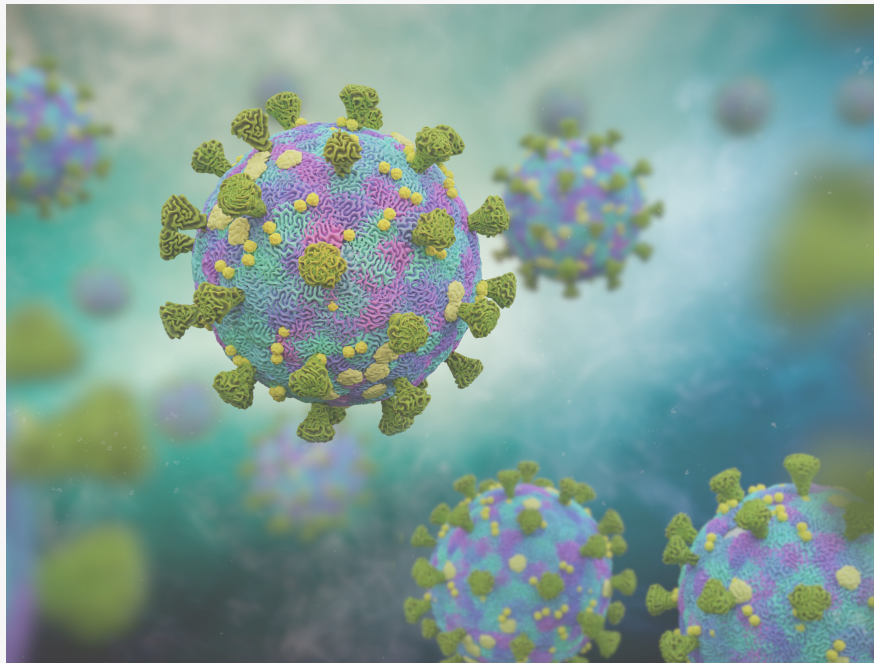
(/news/feed/press-releases/rss.xml)

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Tags

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



Public Libraries Respond to COVID-19



SURVEY OF RESPONSE & ACTIVITIES

RESULTS COLLECTED MARCH 24–APRIL 1, 2020

SURVEY METHOD

Conducted March 24–April 1, 2020, by the Public Library Association (PLA),
in partnership with other Public Library Data Alliance members



SURVEY

Hosted in Survey Monkey;
17 questions total,
including contact
information



DISTRIBUTION

Survey link
distributed via email,
social media and
public library listservs



SAMPLE

Public library directors
or their designees
responding on behalf
of their library system



ANALYTICS

Data were cleaned,
de-duplicated, and
anonymized



COLORADO
Department of Education
Colorado State Library



SURVEY RESULTS

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



RESPONDENTS*

2,545 public libraries



RESPONSE RATE

28% of US public library systems**



STATES

- 50 US states + Washington, DC with at least 1 response
- 43 states with more than 10% of public libraries responding



LEGAL SERVICE AREA POPULATION***

- 44% serve <10k
- 23% serve 10k-24,999
- 23% serve 25k-99,999
- 10% serve >100k

*Unless otherwise noted, n=2,545 when calculating responses.

**Public library system is equivalent to a public library jurisdiction.

***Legal Service Area Population for all US public libraries: 57% serve <10k; 19% serve 10k-24,999; 17% serve 25k-99,999; and 7% serve >100k.

(From the FY2017 Public Libraries Survey, Institute of Museum and Library Services)

PUBLIC LIBRARY BUILDING STATUS

CLOSURES*

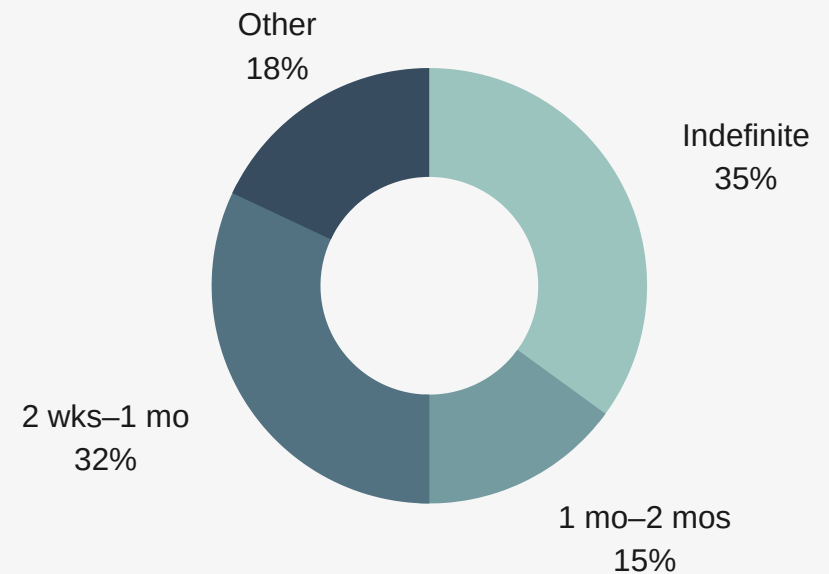
98%

Closed to
the public



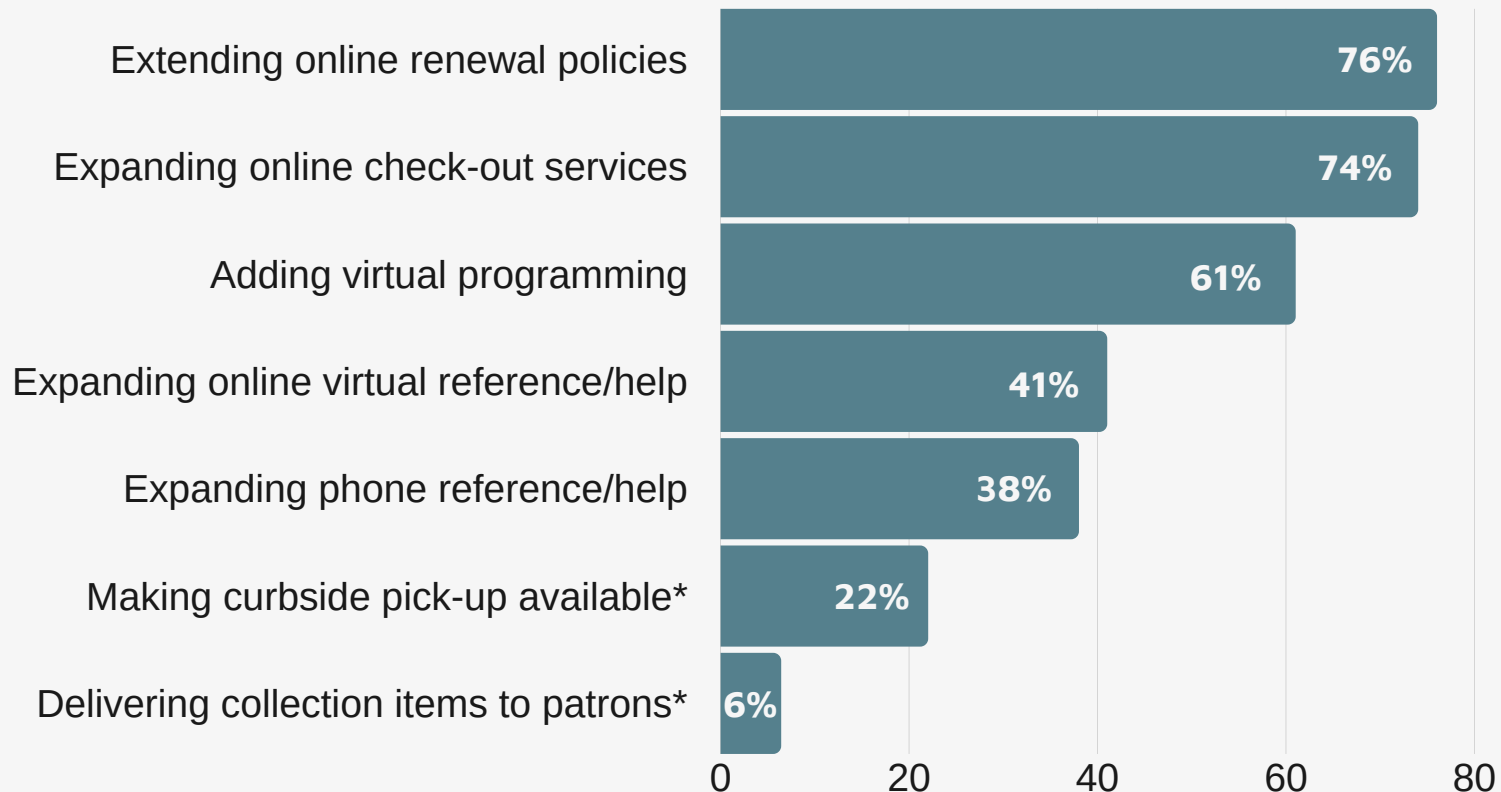
1% of respondents reported that their library is still open to the public, and less than 1% reported that their library is mostly closed to the public with some exceptions.

EXPECTED LENGTH OF TIME FOR CLOSURE



*Status of closures continues to change based on state and local shelter-in-place orders. Because data are rounded and the lowest response categories are removed, data may not sum to 100%.

PUBLIC LIBRARY ACTIVITIES



"We have issued 418 library cards in 3 weeks (since we closed)! Customers can apply on our website, and their barcode number will be emailed to them. We are adding several hundred e-books and e-audiobooks per week. We fully expect our digital collection to receive heavy use."
- Central Rappahannock Regional Library (Fredericksburg, VA)

The survey provided both a list of response options (above) and an open-ended item for libraries to describe new or expanded services (next page).

*Status of handling and distributing physical materials also continues to shift. Related guidance is here: www.ala.org/tools/atoz/pandemic-preparedness.

PUBLIC LIBRARY ACTIVITIES

OPEN-ENDED RESPONSES*

- 21%** • Providing non-COVID online resources (activities to do at home, unemployment resources)
- 21%** • Expanding access to services (e-cards, deaf/blind/disabled expanded options, fine forgiveness, upping checkout limits, providing online assistance, setting up a helpline)
- 17%** • Distributing library materials (free craft supplies, kits for various activities such as games and STEM, mailing items)
- 17%** • Providing resources related to COVID (online and physically posted)
- 13%** • Providing technology (laptop and hotspot checkout, expanding wifi, print/scan/copy/fax services)
- 12%** • Using makerspace equipment to create medical supplies
- 10%** • Creating virtual exhibits/programs
- 10%** • Reallocating staff/resources (staff to other government entities for support, allowing other entities to use library meeting space)
- 7%** • Supporting distance learning (materials, internet access, resources)
- 7%** • Coordinating distribution of emergency supplies (distribution of masks for hospitals, first aid supplies for community, meals)

"We have a large 3D print lab, and our lead volunteer is working with the El Dorado Community Foundation to use our printers to print face shields for our local regional hospitals and county facilities."

- El Dorado County Library (El Dorado Hills, CA)



*n=763

Percentages sum to more than 100% because responses may address multiple topics.

PROVIDING PUBLIC INTERNET ACCESS

LEAVING ON PUBLIC WIFI WHEN THE BUILDING IS CLOSED TO THE PUBLIC



81% of libraries offered this as a service prior to COVID-19 and continue to do so during this time
12% of libraries expanded or added this service in response to COVID-19

LOCATING WIFI ACCESS POINTS TO IMPROVE ACCESS OUTSIDE OF THE BUILDING



36% of libraries offered this as a service prior to COVID-19 and continue to do so during this time
8% of libraries expanded or added this service in response to COVID-19

CHECKING OUT HOTSPOTS



21% of libraries offered this as a service prior to COVID-19 and continue to do so during this time
2% of libraries expanded or added this service in response to COVID-19

Because data are rounded and the lowest response categories are removed, data may not sum to 100%.

COMMUNICATION

THE MAJORITY OF RESPONDENTS ARE UTILIZING SOCIAL MEDIA FOR COMMUNICATIONS, INCLUDING:



95% To share changes in library services

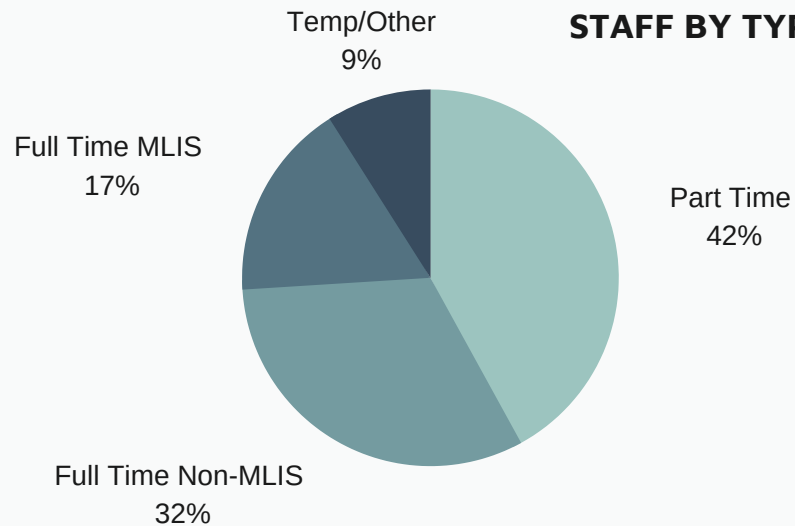
89% To promote library services

74% To share COVID-19 information

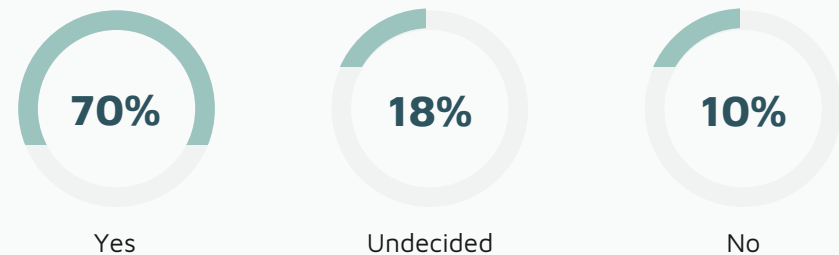
62% To promote participation in the 2020 Census

PUBLIC LIBRARY STAFF

STAFF BY TYPE



WORK FROM HOME POLICY



THE MAJORITY OF STAFF REPORTED TO BE NOT WORKING ARE STILL BEING PAID A SALARY OR HOURLY WAGE

Depending on staff type, between 1% and 5% were taking vacation or sick leave. Respondents were more likely to report that part-time and temporary staff were not being paid as compared with the other staff types (10% and 7% respectively, vs. 1% each for full time MLIS and non-MLIS staff).

PLANNING FOR RECOVERY: TOP ACTIVITIES

OPEN-ENDED RESPONSES*

NEW & EXPANDED SERVICES

Continuing to offer new virtual programs and outreach/remote services developed in response to COVID-19

HEALTH & SAFETY

Implementing library policies and practices for social distancing and materials sanitation

PHASED REOPENING

Prioritizing staff return, materials, and programs and services to open in phases



We are introducing many services which will likely become permanent when we are open again. We have really been heartened by the response to virtual storytimes, read-alouds and cooking demos.

- McArthur Public Library
(Biddeford, ME)



We developed a very detailed procedure for handling books, materials and money to keep both staff and public safe.
- Bertha Bartlett Public Library,
(Story City, IA)



We are hoping for a soft opening, allowing full staff to return to work before we are open to the public. This will allow staff space to emotionally process what we have just experienced and begin to get caught up on tasks before we jump back into face-to-face services.

- Carnegie Public Library
(Washington Court House, OH)

LIBRARIES' GREATEST NEEDS

OPEN-ENDED RESPONSES*

FUNDING

Secure funding for pre-crisis budgets, including staff salaries and new funding for response work

HEALTH & SAFETY

Obtain cleaning supplies and protective wear for staff, and rebuild trust in the community that the library is safe

ONLINE ACCESS

Expand e-services to patrons, especially those with limited internet access

PATRON SERVICES

Meet anticipated higher demand for services for those most impacted by the crisis



Funding will drop because of decreased tax revenue. I think funding will be the most important need.

– Wilkinsburg (PA) Public Library



We need to know when to reopen, how to safely reopen, and how to clean our collections.

– Bedford (TX) Public Library



We are trying to get hotspots available for our community but they are at a premium at the moment.

Helping our patrons stay informed and providing access to the internet are key in rural areas.

– William B. Harlan Memorial Library
(Tompkinsville, KY)



I foresee libraries needing professionals that can help with filing paperwork necessary for resident recompense, job

searching/application, unemployment, benefits/401k, and other issues that arise.

– Carroll County Library
(Huntingdon, TN)

ADVOCACY NEEDS FROM STATE & NATIONAL ORGS.

OPEN-ENDED RESPONSES*

COMMUNICATING VALUE

Continued/increased advocacy about the value of libraries during the crisis and the essential roles they will play in recovery

FUNDING

Active efforts to protect, restore or expand library funding during the recovery process, as well as support for paying staff during building closures

GUIDANCE

Clear guidance and training for developing or expanding pandemic, emergency and sanitation policies



Get the word out that libraries are still here and virtually open...We need to toot our own horns!
– Grimes (IA) Public Library



We will need state and federal financial support since local governments will have very strapped budgets due to a huge decrease in tax revenue.
– Central Rappahannock Regional Library (Fredericksburg, VA)



Keep sending out information, access to webinars on a variety of topics, and best practices you are seeing.
– Laramie County Library System (Cheyenne, WY)

Acknowledgments

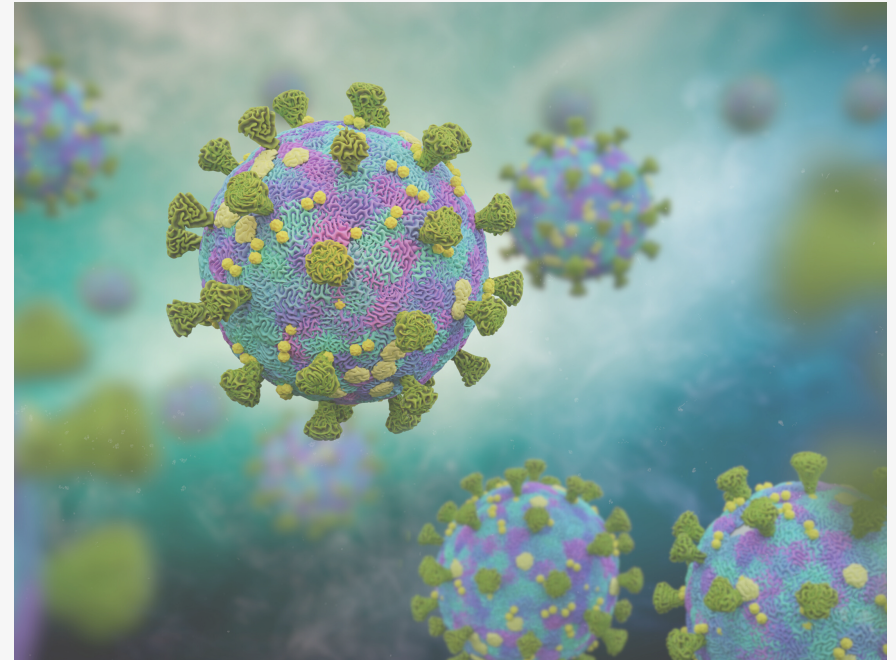
PUBLIC LIBRARIES RESPOND TO COVID-19: SURVEY OF RESPONSE & ACTIVITIES

The Public Library Association (PLA) wants to thank all of the public libraries that responded so quickly to this survey. Your responses are informing work by library organizations like PLA, help advance national policy advocacy for libraries, and increase our shared knowledge across the field and with the media.

PLA would also like to thank the Library Research Service, an office of the Colorado State Library, and the Institute of Museum and Library Services for their work in helping clean and validate the survey data. We would also like to acknowledge the Canadian public libraries that responded to this survey but were excluded from the aggregate results.

PLA plans on distributing a second survey to continue measuring the rapidly-evolving changes happening across the field and to further address the changing needs of our libraries.

To learn more about the survey and view the full set of questions, please visit:
www.ala.org/pla/issues/covid-19/surveyoverview.



ALA Executive Director Tracie Hall has initiated a cross-unit effort to aggregate and develop resources for members and the field in what she is calling the “American Library Association COVID-19 Recovery Initiative.” The intent is to provide an online platform that meets recovery response needs of libraries, staff and their communities. PLA staff was among those involved in the first planning meeting on Thursday, April 29.

Initial topics proposed as part of this overall effort include:

- Advocacy and policy
- Communications and messaging
- Community and Crisis informatics
- COVID-19 containment and mitigation efforts
- Continued Education
- Data collection and research
- Digital content and services
- Legal and liability concerns
- Privacy
- Sector convenings
- Content curation
- Service and material handling procedures
- Story curation and archiving of personal and community narratives (e.g. work with StoryCorps and focus on first responders; essential workers; librarians; the elderly in assisted living facilities; families with young children; BIPOC communities; etc.)--
- Technology
- Thought leadership (Research and Toolkits that align with areas above)

This is the preliminary list for discussion and likely will evolve in terms of how it is categorized and work organized. PLA has begun discussions with Tracie and others in ALA about our next planned survey to the field, which we expect will be inclusive of all library types. PLA is coordinating this work, but we expect to focus our analysis on the public library community while contributing to the overall landscape of the profession.

The cross-unit planning group will meet again the week of May 4, and Tracie hopes to launch the first round of resources online around May 15, 2020. It is planned that this new ALA clearinghouse webpage will replace the current ALA [pandemic preparedness page](#). It should not affect other division pages that have been established, but we anticipate there will be significant cross-posting.

Subsequent conversations are expected in terms of fundraising to support the effort, or at least specific projects or deliverables.

TO: PLA Board of Directors
RE: Awards Program Revision
DATE: April 21, 2020

ACTION REQUESTED/INFORMATION/REPORT:

Action Requested

ACTION REQUESTED BY:

Scott Allen, Deputy Director, and Megan Stewart, Program Coordinator

DRAFTS OF MOTION:

The PLA Board of Directors appoint a working group to review the PLA awards program and make recommendations for its future.

BACKGROUND

The PLA awards program has been fairly consistent for many years. PLA appoints award juries, promotes and collects applications for ten awards and grants (expanded from nine in 2018 with the addition of the Singer Group Helping Communities Come Together Award) in the late summer/early fall, approves recipients early in the year. A press release is issued in the spring announcing the recipients, and those recipients and sponsors are invited to attend the PLA Member Breakfast at the ALA Annual Conference, where they are briefly acknowledged.

Staff noted some challenges in recent years. Sponsorships, which were already very modest and generally only support the award itself and other costs, have been reduced. At its highest point, PLA was receiving nearly \$30,000 in sponsorships (including \$1,500 in product) with about \$5,000 going to administrative fees and the rest pass-through to recipients. A few sponsors (LS&S, Innovative) have dropped out, so PLA has covered the costs of those awards.

Applications were falling, so a few years ago, PLA worked harder to solicit applications, and we did see a small bump due to increased promotion and social media.

Award Name	FY16	FY17	FY18	FY19	FY20
Allie Beth Martin Award	3	10	7	7	3
Baker & Taylor Entertainment Audio Music/Video Product Award	21	13	17	8	14
Charlie Robinson Award	9	5	8	6	6
Demco New Leaders Travel Grant	8	3	9	2	4
EBSCO Excellence in Rural Library Service Award	6	7	8	8	2
Gordon M. Conable Award	0	2	2	5	9
John Iliff Award	8	14	11	15	7
Romance Writers of America Library Grant	28	22	17	26	21
The Singer Group Helping Communities Come Together Award	n/a	n/a	8	9	3
Upstart Innovation Award	14	29	34	29	21
Total	97	105	121	115	90

PLA has not established any measures through which to judge its awards program, making it difficult to assess whether or not the program is successful and/or meeting its goals. Anecdotally, we believe the awards are appreciated by recipient libraries and do give them the opportunity for community-level recognition. Also, serving on juries provides another mechanism for PLA members to be involved, at a lower commitment level than serving on a committee or task force. A few of the awards are named after prominent public librarians and advocates, which is important to honor their work. But also

anecdotally, the PLA awards don't garner much attention in the library field, particularly in comparison to more well-known awards such as those offered by Library Journal and even some of those awarded by other ALA divisions. PLA has not tried to generate more attention for the awards, through additional media outreach or providing awardees with tools for community level promotion. As noted above, the effort to manage the program may not be worth the diminishing returns, financial and otherwise.

Therefore, staff recommend that the **PLA Board of Directors appoint a working group to review the PLA awards program and make recommendations for its future.**

Following is some background that may be of interest in considering this motion and may inform the working group's discussions, if a working group is convened.

About PLA Awards and Travel Grants

Allie Beth Martin Award

- This award, which honors a librarian with knowledge of books and other library materials, receives a decent number of applicants, and support from Baker & Taylor is likely firm. This award has been presented since 1979. Allie Beth Martin was the first director of the Tulsa City-County Library, from 1963 until her death, and was known for her ground-breaking library improvement programs.

Baker & Taylor Entertainment Audio Music/Video Product Award

- Although this award has been criticized as simple product promotion for Baker & Taylor, it does receive a large number of applicants, and it is also a way that PLA is supporting smaller and under-resourced libraries. Support is anticipated to be renewed.

The Singer Group Helping Communities Come Together Award

- This award was new in 2018. PLA has offered three cycles, as funded by the initial grant. While nominations have been few, they've showed the breadth of areas in which libraries support their communities. For instance, FY2019 applications included stories of libraries that responded to a shortage of affordable housing; supported the merger of two school districts; held programs on respectful dialogue techniques to encourage civil discussions of hot-button issues such as climate change, immigration, race, women's rights, LGBTQI issues, and income inequality; supported a community with the healing and recovery process following a shooting in a local high school; partnered with an LGBTQ nonprofit organization to host a drag queen story hour despite backlash from community residents; provided community relief after Hurricane Florence; assisted the community to care for individuals with dementia; and provided services to young adult inmates at a local detention center.

Romance Writers of America Library Grant

- There has been consistent interest in this award, evidenced by the number of applications, and the sponsor is on board to continue. This award also helps PLA serve smaller and under-resourced libraries by building their collections.

Demco New Leaders Travel Grant

- Submissions have been surprisingly low for basically a cash award, and PLA has not attempted to leverage this grant further by, for instance, asking funded “new leaders” to document their experiences or otherwise contribute to PLA communications or publications. Demco discontinued sponsorship in 2018. PLA has increased its support of young and diverse leaders through sponsorship of ALA programs and the new fund for scholarships for PLA 2020 in Nashville.

EBSCO Excellence in Rural Library Service Award

- Supporting rural libraries is important to PLA leadership. However, submissions are fairly low, and the sponsor has expressed dissatisfaction with the return on their contribution to support the award, so continued sponsorship is unlikely.

Gordon M. Conable Award

- This award lost sponsorship in 2017 and receives very few applicants. It is somewhat duplicative of the [ALA Intellectual Freedom Award](#), and the Freedom to Read Foundation also has an [award](#) named after Gordon Conable. Gordon Conable was a librarian and intellectual freedom champion in Michigan and California who served several terms as president of the Freedom to Read Foundation and died unexpectedly in 2005.

John Iliff Award

- While there is decent interest in this award (which honors a library worker or library for its use of technology in the name of John Iliff, a technology pioneer), Innovative discontinued sponsorship in 2018. LITA offers multiple awards related to technology.

Upstart Innovation Award

- Despite the high number of applicants for this award, the sponsor (Upstart/Demco) discontinued sponsorship in 2018.

Charlie Robinson Award

- This award is likely to continue to receive Baker & Taylor support. However, it receives comparably fewer applicants than other awards, and applicants often do not meet the award’s criteria, which require that the recipient be a director (not deputy or other administrator) for at least 7 years and be active with national associations.

About Library Journal Awards (for Comparison)

Compiled by Megan Stewart, PLA Program Coordinator

Discussion of PLA awards is often accompanied by consideration of how they don’t have the same impact or attention as Library Journal awards. Library Journal currently offers five awards for public libraries and public library workers, each of which is described in more detail below.

Award name: [Jerry Kline Community Impact Prize](#)

Awarded since: 2019

Honorarium granted: \$250,000

Sponsored by: the Gerald M. Kline Family Foundation

Brief description: The Jerry Kline Community Impact Prize, developed in partnership between the Gerald M. Kline Family Foundation and Library Journal, was created in 2019 to recognize the public library as a vital community asset. When libraries, civic entities, organizations, and the people they serve become close partners, their communities thrive.

Eligibility requirements: All U.S. Public Libraries are eligible for the prize, whether in a single building in a small town or a multi-branch system serving an entire region. Previous winners are asked to take a ten-year hiatus from submitting again for consideration.

Award name: [Library Journal Librarian of the Year Award](#)

Awarded since: 1988

Honorarium granted: unknown

Sponsored by: Library Journal

Brief description: The *LJ* editors are seeking nominations for the 33rd annual *Library Journal* Librarian of the Year Award to honor a professional librarian for outstanding achievement and accomplishments reflecting the loftiest service goals of the library profession. These include:

- free access to information for all
- the encouragement of reading and the creation of inducements to greater use of books and other library materials and information sources
- the enhancement and expansion of library service to all areas and constituencies in the community
- the strengthening of the library role and position in the community whether that community is a city or town, college or university, school, company, or corporation.

Eligibility requirements: Any working professional librarian in any type of library anywhere in North America (United States, Canada, Mexico) is eligible. "Professional" means a person in possession of a master's degree in Library and/or Information Science and/or holding a position designated "professional" in a library or library service.

Award name: [Library Journal/Gale Cengage Learning Library of the Year](#)

Awarded since: 1992

Honorarium granted: \$10,000

Sponsored by: Library Journal/Gale Cengage Learning

Brief description: All libraries are good, some are great. *LJ* is looking for role-model libraries to vie for the honor of being the 2020 *Library Journal*/Gale Cengage Learning Library of the Year. The \$10,000 prize celebrates the library that most profoundly demonstrates the following:

1. Service to the community.
2. Creativity and innovation in developing specific community programs or a dramatic increase in library usage.
3. Leadership in creating programs that can be emulated by other libraries.

Eligibility requirements: Any library in the United States or Canada can apply. Libraries that have previously won the award will not be eligible until five years after winning. (For example: the 2015 winner will not be eligible until the 2021 award year.)

Award name: [Library Marketer of the Year](#)

Awarded since: 2016

Honorarium granted: \$2,000

Sponsored by: Library Ideas

Brief description: The award recognizes the importance of innovative approaches to marketing of library services, the role of marketing in building library engagement, and the value of quality marketing collateral to help build a vibrant sense of the library and define its relevance in the community. The award places a special emphasis on an individual (or team) working for a library who has instituted or reinvigorated a marketing strategy in the past two years that has:

- had measurable impact on some aspect of the library's use,
- created a new understanding of the community served via market research,
- improved the prominence of the library in community, and/or
- driven the marketing around a successful funding initiative that enables the library to reach new audiences or secures deeper sustainability.

Eligibility requirements: Any full- or part-time marketer employed by a public library, public library organization such as a consortium or state library in the U.S. or Canada is eligible to be nominated.

Award name: [Movers & Shakers](#)

Awarded since: 2002

Honorarium granted: unknown

Sponsored by: Library Journal

Brief description: Movers & Shakers profiles 50 or more up-and-coming, innovative, creative individuals from around the world--both great leaders and behind-the-scenes contributors—who are providing inspiration and model programs for others. From librarians and non-degreed library workers to publishers, vendors, coders, entrepreneurs, reviewers, and others who impact the library field, Movers & Shakers 2020 will celebrate those people who are moving all types of libraries ahead.

Eligibility requirements: Not listed.

TO: PLA Board of Directors
RE: Scheduling Board Meetings Through Next Year
DATE: April 13, 2020

ACTION REQUESTED/INFORMATION/REPORT:

Information/Discussion

ACTION REQUESTED BY:

Barb Macikas

DRAFT OF MOTION:

NA

BACKGROUND

Due to the changes ALA was already planning related to its January event, as well as the impact of COVID-19, the PLA Board's traditional meeting calendar needs to be revisited and new meeting dates need to be determined. Additionally, the Board (or a subset of the board) may want to discuss standardizing a regular series of virtual meeting in-between the usual quarterly schedule. ALA's finances and restructuring plans may require our board to meet more frequently. Finally, the Board may want to standardize PLA board participation in ALA Board meetings including those held monthly as well as meetings held at conferences and in the Spring and Fall.

PLA Board Quarterly Meetings

June 2020 (in place of ALA Annual Conference meeting). Among other things, this meeting will allow for a final review of the PLA FY21 budget, including recommendations from PLA B&F. We need to determine a date for June 2020. Assume this meeting will be held virtually.

Fall 2020. The past few years this meeting has been held at an urban public library. Prior to that, it was either held in Chicago or it was held in conjunction with the conferences of related groups such as ICMA. We need to lock in a date and determine whether this meeting will be virtual. If in person, where should we hold the meeting?

Winter 2021. ALA is transitioning Midwinter to be an event focused on education. Given that, in 2020, the PLA board did not meet at Midwinter and met in Nashville in Feb. instead. What is the board's preference for a January 2021 meeting and future January meetings?

Spring 2021. The spring PLA board meeting was previously tied to ALA Legislative Day. Given the future of that meeting is uncertain, what is the Board's preference regarding future Spring meetings?

Scheduling PLA Board Calls between Quarterly Meetings

Should the board schedule more regular meetings beyond our usual quarterly schedule? How often? Should entire board be included?

PLA Board Attendance at ALA Board and Finance meetings

ALA Board Monthly Calls. Shall we continue our practice of sitting in on ALA Board monthly calls? We are currently scheduled through June 16. Clara attended the April 21 call; Amita will attend the May 19 call and Stephanie the June 16 call. ALA maintains a calendar for future monthly board calls are [here](#).

ALA Quarterly Board Meetings. Clara, through her role as our Finance Officer, has attended BARC, ALA Finance & Audit, and relevant portions of the ALA Board meetings. Other PLA board members have attended virtual ALA Board meetings and reported back. Should these practices continue?

TO: PLA Board of Directors
RE: PLA COVID Planning Framework
DATE: February 7, 2020

ACTION REQUESTED/INFORMATION/REPORT: Discussion

ACTION REQUESTED BY: Mary Hirsh, on behalf of PLA Staff

OVERVIEW

Library staff are navigating unprecedented situations for which there is little or no relevant preparation or training resources available. PLA staff and member leaders acted quickly to [survey](#) the public library community and launch a series of rapid response webinars, addressing such topics as managing remote work, developing innovative services, and improving digital equity. The webinars were successful in both delivering right-in-time content and supporting peer learning and networking. Given the complexity and rolling nature of the COVID-19 crisis, new products and services need to be developed beyond these webinars.

To support these evolving CE/PD needs, PLA staff collected feedback, data, and direct requests from members. The late-March survey responses point to some next steps, including public library planning for phased re-opening, continuing to expand and introduce new services, and address health and safety concerns. Their top responses to the needs they have for state and national library organizations are: communicating the value of public libraries; working to protect, restore or expand library funding during the recovery process; and to provide guidance and training related to emergency policies. Public libraries greatest needs related to funding, health & safety, online access to library services, and preparing to meet anticipated higher demand for services for those most impacted by the crisis.

Ideas were then organized through a time-bound continuum of need and then crossed referenced with strategic plan areas. The four phases were identified as:

- Reactive: The initial weeks, focused on closing down buildings and launching digital services
- Maintaining: Getting used to working in the new abnormal
- Reopening: Preparing to safely reopen, with services that reflect new needs
- Recovering: Ongoing post-COVID operations

There are several ideas that PLA staff can handle without much additional cost or effort. For example, PLA deepened its partnership with Microsoft to make hotspots and training available to rural libraries. The professional tools page was reorganized to include COVID-related materials. Staff have other ideas on redeploying existing resources in new ways to meet the current challenges.

Several ideas came up that would require new investment in both time and money. Specific content around reopening policies and procedures is not included. ALA is convening a COVID Recovery Initiative (see doc 2020.61c for more info) which PLA is involved in. PLA is also supporting work that is being led by IMLS and state chapters and state libraries. Also, critical questions remain on threading advocacy and EDISJ content throughout.

New CE/PD ideas are presented below, organized by strategic plan goal area. Each has both revenue-generating and partnership potential. In-progress PLA activities will continue alongside any new work, such as paid webinars and the Family Engagement series.

We welcome the board's feedback and input.

Transformation

Library as a Recovery Resource: Provide material and training to position libraries as key players in community stability, including workforce development, health insurance sign-up support, navigating new federal relief resources.

Intended outcomes: Increased alignment of library resources to community needs; increased understanding of library as vital community resource; Increased skills and capacity to meet patron needs

Phase: Reopening/Recover

Level of effort and expense: Moderate

Addressing Academic Slide: Extend traditional roll of plugging summer slide gaps to address learning loss from ongoing school closures and prepare for the potential to support schools operating in new/reduced capacities.

Intended outcomes: Increased ability to promote learning and school achievement, Increased teaching and training skills; Increased ability to partner with local school

Phase: Reopening

Level of effort and expense: High

Leadership

Director's Summit: For current library directors to reflect on strengths and gaps in crisis response so far to increase effectiveness of leadership going forward.

Intended outcomes: Increased understanding of leadership best practices; Increased ability to manage change

Phase: Reopening

Level of effort and expense: Moderate

Virtual Leadership Symposium: Online event for both emerging and established leaders to extend and compliment Leadership Academy content. This is not a replacement for the in-person academy.

Intended outcomes: Increased number of library leaders access relevant training

Phase: Recovery

Level of effort and expense: High

Advocacy and Awareness

Amplify state and federal advocacy resources: Work with Public Policy & Advocacy Office to identify and customize, as needed, resources for public library leaders

Intended Outcomes: Quickly add to the available resources for public libraries to make their case at all levels of government in the context of the current crisis

Phase: Maintaining and beyond

Level of effort and expense: Low

Gather, analyze and promote public library data and research: Work with IMLS, state libraries and public library collaborators to increase decisionmaker awareness of library roles and needs

Intended Outcomes: Inform members and use data to directly and indirectly advocate with external decisionmakers

Phase: Reactive and throughout

Level of effort and expense: Medium/high

Turning the Page 3.0: Revise and relaunch signature advocacy training content, including new Project-Outcome-based modules.

Intended Outcomes: Increased advocacy skills and confidence; Increased or maintained library budgets in contracting economy

Phase: Recovery

Level of effort and expense: High

EDISJ

EDISJ Virtual Town Hall Series: Redeploy EDISJ training content to be virtual and address equity issues that have been exacerbated by crisis, including enhanced community stresses (employment, access to services/benefits, digital equity), and consider developing new content about equity issues directly impacting library staff such as working conditions and furloughs/layoffs.

Intended Outcomes: Increased understanding of disparate impact of crisis; Increased ability to apply equity lens to recovery plans; Increased ability to apply EDISJ principles internally

Phase: Reopening/Recovery

Level of effort and expense: High

Trauma-Informed Care Series: Re-run the trauma informed care webinar series, with a special focus on mental health impact of crisis and its aftermath.

Intended outcomes: Increased ability to serve patrons experiencing trauma

Phase: Reopening

Level of effort and expense: Low

Organizational Excellence

Member Engagement: Consider how committee and board work can be better supported and effective through virtual channels. Create regular virtual meeting calendars, some staff facilitated where possible so that committees stay on track and become accustomed to virtual engagement.

Intended outcomes: Continued/increased member engagement using virtual channels; on-going support

Phase: All phases

Level of effort and expense: Medium

Financial sustainability: Revisit FY21 budget to realign for programs postponed/cancelled and new and to account for financial impacts on public library budgets post-COVID. Include focus on earlier PLA2022 planning. PLA conference is cornerstone of PLA's finances and programming. It will need to be recalibrated to ensure continuing success.

Intended outcomes: Sustainability

Phase: All phases

Level of effort and expense: Medium

External Partnerships/Grants: Strategize about leveraging new resources from current funding partners and identifying prospects for future grants. Focus on aligning this support to existing programs (many of which are relevant to libraries and communities recovering post-COVID) rather than new work.

Intended outcomes: Sustainability

Phase: All phases

Level of effort and expense: High

Moving ALA Forward Together: The reimagining ALA process

Timeline of Next Steps

June/July 2020

- The final report of the Steering Committee on Organizational Effectiveness will be presented to ALA Council and the Forward Together Working Group will take over facilitation of the session with ALA Council.
- ALA Council will vote on the proposed course of action as outlined here

June 2020 to December 2020

- In preparation for a large-scale “Constitutional Convention”, virtually, ALA Council will discuss and vote on the various components of Forward Together as well as proposed amendments as identified by the Forward Together Working Group and ALA Council.

January 2021 Midwinter - Indianapolis

- The amended Forward Together governance model will be presented for a final debate during a Constitutional Convention style event. Further amendments may be added during this event. This event will include ALA Councilors and additional stakeholders within the association. The details and process for the Constitutional Convention are still being discussed and will be led by the Forward Together Working Group in collaboration with ALA Parliamentarian Eli Mina.
- A final vote on the model at the conceptual level will be taken by ALA Council.
- The report from the Forward Together Fiscal Analysis Working Group will be presented to Council.

March 2021

- Preliminary new bylaws will be drafted in the fall/winter based on Council conversations and published in March reflecting the new governance structure.
- The proposed new governance structure and the proposed new Bylaws to match it will be made available via ALA's website for ALA Council and ALA Members to review. These will be posted in March 2021 to ready Council for voting.

April 2021

- First Council Vote on the New ALA Bylaws: The proposed new ALA Bylaws, reflecting the original Forward Together proposal and amendments made to it to accommodate Council's input, will be presented for debate, final amendments, and the first official vote, as required by the current ALA Constitution.

Annual Session 2021

- Second Council Vote on the New ALA Bylaws

Special ballot to members July 2021

- An Online Vote by ALA Membership on the New Bylaws: The new ALA Bylaws, having been approved by two consecutive votes of the ALA Council, will be presented to the ALA Membership for an online vote as part of a special July 2021 ballot.

Sept 2021

- Implementation Begins