



# PLA President's Report ALA 2013 Annual Conference, Eva Poole, 2012-2013



I can't believe it has been a year since I attended my inauguration and eagerly accepted my appointment to PLA President. I have been so proud to lead an association that supports some of the most steadfast, admirable professionals in public life. As the library world becomes more and more challenging, our members have only become more and more committed to doing what they can—from small changes to large-scale initiatives—to ensure the longevity and relevance of public libraries.

I'd like to thank the PLA officers and members of our committees, task forces, and advisory groups that have worked so hard to ensure PLA offers the ideas, education, and support our members need. Thanks also to Barb Macikas, executive director of PLA and the PLA staff for their hard work on our behalf. I look forward to representing and serving PLA next year as Past-President.



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# PLA President's Report, 2013

## AWARDS AND SCHOLARSHIPS

Through the generosity of sponsors, PLA was able to offer a variety of awards and grants designed to highlight the best in public library service and to honor those bringing innovation, creativity and dedication to public libraries.

### PLA 2013 Awards

PLA's annual award program offered eleven unique awards in 2013.

#### Public Libraries Feature Article Contest

*First Place Award:* **Jamie LaRue**, director, Douglas County (Colo.) Libraries. "Last One Standing," Jan/Feb 2012

*Honorable Mention Award:* Co-writers **Herb Landau**, executive director, and **Heather Sharpe**, community relations manager, both of the Lancaster (Pa.) Public Library. "The Library Lover's Art Auction," Sept/Oct 2012

#### Allie Beth Martin Award sponsored by Baker & Taylor:

**Bill Kelly**, branch manager, Cuyahoga County (Ohio) Public Library

#### Baker & Taylor Entertainment Audio Music/Video

**Product Award Grant:** **Ada (Ohio) Public Library**

#### Charlie Robinson Award sponsored by Baker & Taylor:

**Sari Feldman**, executive director, Cuyahoga County (Ohio) Public Library

### Innovations in Literacy Scholarship

Eight public librarians who demonstrated their involvement in exceptional literacy programs received the new PLA Innovations in Literacy Scholarship. Recipients were awarded \$1,000 for registration and travel to the PLA 2014 Conference in Indianapolis, March 11-15. This scholarship was funded by a generous donation from the Cambria Estate Winery, which has a strong tradition of supporting literacy initiatives.

Scholarship recipients are:

**Nancee Dahms-Stinson**, Springfield-Greene County (Mo.) Library District; early literacy

**Ana Devine**, Gail Borden Public Library District, Elgin, Ill.; summer outreach to at-risk children

**Diana Garcia**, Monterey Park (Calif.)- Bruggemeyer Library; literacy for children of parents with limited English proficiency

**DEMCO New Leaders Travel Grant:** **Natalie Bazan**, library director, Hopkins District (Mich.) Public Library

**EBSCO Excellence in Small and/or Rural Public Library Service Award:** **Cross Plains (Texas) Public Library**

**Gordan M. Conable Award sponsored by LSSI:** **Christine A. Kujawa**, Central Dakota Library Network system librarian and head of circulation services, Bismarck (N.D.) Veterans Memorial Public Library

#### Polaris Innovation in Technology John Iliff Award:

**Teresa Kiser**, director, Public Library of Anniston-Calhoun County (Ala.)

**Upstart Innovation Award:** **Waukegan (Ill.) Public Library**

#### Romance Writers of America Library Grant:

**Hazel W. Guilford Memorial Library** in Aurora, N.C.

**Greg Hill**, Noel Wien Library, Fairbanks, Alaska; targeted fourth-grade boy reading program

**Sarah Lawton**, Ilsley Public Library, Middlebury, Vt.; youth digital and media literacy

**Yolanda Medina**, Richardson (Texas) Public Library; adult literacy for Hispanics

**Barbara Roberts**, Pelham (Ala.) Public Library; financial literacy

**Aaron Stefanich**, Grand Forks (N.D.) Public Library; S.T.E.M. (Scientific, Technological, Engineering, and Mathematical) literacy

Submissions were evaluated on their innovation and creativity; level of collaboration among staff and community; measurements of success; sustainability; ease of replication; and quality of submitted materials.



# PLA President's Report, 2013

## CONFERENCES

### PLA @ ALA 2013 Annual Conference



This year, PLA is offering 20 educational programs dedicated to public library professionals at the ALA 2013 Annual Conference in

Chicago, including a half-day preconference "Digital Media Labs 101." Concurrent program topics include community relationships, library programming, leadership, education, and more.

The PLA President's Program and Award's Presentation will recognize the PLA 2013 award winners and host keynote speaker, author Ann Patchett, thanks to the generous support of HarperCollins.

ALA Annual will also see the launch of [DigitalLearn.org](http://DigitalLearn.org), a PLA initiative. With funding from IMLS, PLA has created an online hub for digital literacy support and training. Read more about DigitalLearn.org below.

PLA will also co-sponsor, "Consultants Give Back," an opportunity for attendees to meet one-on-one with nationally-recognized library consultants for half-hour complimentary sessions. More than 15 consultants plan to participate.

### PLA 2014 Conference



PLA and its conference committees continue to plan for the [PLA 2014 Conference](#), March 11-15, in Indianapolis, Indiana. PLA Conference has a reputation for excellence and offers attendees nearly two hundred high-quality educational programs, world-class speakers, a bustling exhibits hall, and countless networking opportunities and social events.

PLA is offering Special Registration, May 1-Sept 4.— an early registration option for general conference registration. This special opportunity was designed to help registrants budget their conference costs, whether personally or because of library fiscal year opportunities and requirements. [Special Registration](#) rates are the same as Early Bird rates for PLA and Indiana Library Federation (ILF) members or advanced rates for ALA members and nonmembers.



## DIGITALLEARN.ORG

[DigitalLearn.org](http://DigitalLearn.org), a PLA initiative, is an Institute of Museum and Library Services grant-funded project to create an online hub for digital literacy support and training. This site is intended to build upon and foster the work of libraries and community organizations as they work to increase digital literacy across the nation. DigitalLearn.org is being undertaken in partnership with ALA's Office of Information Technology Policy and Chief Officers of State Library Agencies, as well as bringing together a diverse group of stakeholders including representatives from national agencies, state libraries, public libraries, community organizations, and many others. Included in DigitalLearn.org is a collection of self-directed tutorials for end-users to increase their digital literacy, and a community of practice for digital literacy trainers to share resources, tools and best practices.





## EDGE INITIATIVE

PLA continued to collaborate on the [Edge Initiative](#), a groundbreaking effort funded by the Bill & Melinda Gates Foundation. The Edge Initiative is a voluntary, assessment program that includes benchmarks, best practices, tools, resources and training that support continuous improvement and drive reinvestment toward public technology.



The program is soft launching in seven states during the summer of 2013, with a goal of reaching 10-25 libraries per state. These libraries will have access to the full Edge assessment and supporting toolkits and will be surveyed on their experience. Following the soft launch, any necessary changes to the program will be incorporated before launching nationally in January 2014.

PLA's primary role in the Edge Initiative is the development and rollout of training content related to the Edge benchmarks. Training will be available after Edge launches nationally and will focus on helping libraries use their Edge assessment results in advocacy and planning activities. The webinar-based training will offer four unique lessons: Community Assessment, Advocacy, Technology Management, and Library Leadership.



## NATIONAL DIGITAL SUMMER READING PROGRAM

In May 2012, PLA was awarded a planning grant of \$50,000 from the Institute of Museum and Library Services (IMLS) to support the research and design of a national digital summer reading (NDSR) program website application (app). Since then, PLA has worked with Influx Library User Experience (Influx) to manage and fulfill the grant project.

The three deliverables of the grant include the completed summer reading survey and [online library locator](#), along with the primary deliverable, an NDSR development white paper (due September 2013). The white paper will describe and analyze the results of research and interviews; assess existing solutions; offer recommendations for an NDSR; provide specifications, architecture, and a project plan for NDSR development; detail a strategy for ongoing engagement and communication across libraries using the NDSR app; and offer a forum for ongoing public interaction and feedback.

The anticipated NDSR website app plan will enable children and teens to interact with public libraries and summer reading content in numerous ways, including: reading, listening, watching, playing, writing, reviewing, drawing and recording. The ubiquity and flexibility of the digital environment also offers entirely new ways to expand the success of the traditional summer reading program.



## PLA LEADERSHIP

### 2013 Elections

**Larry Neal**, director of the Clinton-Macomb (Mich.) Public Library, was elected the 2014-2015 president of the Public Library Association (PLA). Neal will become PLA president-elect at the conclusion of the ALA 2013 Annual Conference and will assume the PLA presidency in June 2014 for one year.



Neal has a prolific and longstanding involvement in PLA, serving on the PLA Board and numerous PLA committees. He is passionate about cultivating and championing the next generation of library professionals and has been actively involved with ALA Emerging Leaders, PLA Spectrum Scholarships and "Tomorrow's Professionals" programs at the state level. In 2009 as the newly-minted president of the Michigan Library Association, his first major task was to lead a rally at the state capital in protest of significant proposed cuts to library funding. After spearheading three millage campaigns in three years on his personal time, he finally succeeded in securing library services for his home city of Bloomfield Hills, Michigan in 2011. He is also a 2007 *Library Journal* Mover and Shaker. Larry and his partner have two beautiful, rollicking Irish setters.



Also on the ballot were two three-year term board vacancies. PLA members elected **Melinda Cervantes**, executive director, Pima County (Ariz.) Public Library, and **Jay Turner**, director of continuing education and training, Georgia Public Library Service, to fill these positions. Cervantes' personal statement emphasizes her belief in the power of PLA to be a vehicle for public library support and advocacy. "At a time when public libraries are treading water due to reduced local, state, and federal funding, we continue to work together on behalf of the public to fight for access to digital content, intellectual freedom, privacy of records, hours of operation, and in some communities the mere existence of public libraries. Our voices are needed now more than ever." And Turner, having worked in multiple capacities throughout public libraries, brings a unique perspective and insight to the needs of both customers and staff. His personal statement highlights his passion to build "creative partnerships and innovative technological solutions to leverage sometimes limited resources into progressive results for public libraries and their customers."



PLA thanks all the candidates who stood for election, as well as the PLA Nominating Committee (chair Audra Caplan, retired director, Harford County (Md.) Public Library) for providing a strong and worthy slate of candidates. The 2014 chair of the PLA Nominating Committee is Marcia Warner, director, Grand Rapids (Mich.) Public Library.

### National Library Legislative Day

The PLA Board has been making a concerted effort to increase its engagement with National Library Legislative Day and to help the ALA Washington Office enhance the overall impact of this meaningful day of library advocacy. For the past three years, board members (schedule allowing) have traveled to D.C. for Legislative Day and participated in discussions with legislators and their aides to emphasize the role of libraries in workforce investment, literacy, health care and immigration.

This year PLA President Eva Poole was invited by the Institute of Museum and Library Services (IMLS), along with members of ALA and the Chief Officers of State Library Associations (COSLA) to meet with President Barack Obama's Domestic Policy Council and Office of Public Engagement at the White House during National Legislative Day. Poole made remarks about the role of public libraries in immigration services and Affordable Care Act enrollment.



## PROFESSIONAL DEVELOPMENT

### Leadership Development

A key strategic goal of PLA is to build a future of transformative leadership education and resources for members. Since establishing a leadership task force in 2008, PLA has consistently offered programs and sought out opportunities that foster public library leadership.



Navigating Change | Building Community

In 2013, PLA offered its first ever “PLA Leadership Academy: Navigating Change and Building Community.” The academy included a three-and-a-half day, in-person educational/networking event; a professional coach program with experienced public library leaders and city managers; online events that build on the in-person experience; and development of real-world projects to be implemented at attendees’ libraries. Twenty-four fellows were chosen via a selective application process.

Developed with support from the Institute of Museum and Library Services and in collaboration with the International City and County Management Association (ICMA), the PLA Leadership Academy offered a groundbreaking focus on developing the skills needed to work with municipal officials and other community stakeholders to enhance the position of the library within the community and improve the overall effectiveness of library services and programs. The curriculum was designed by the PLA Leadership Committee with the assistance of ICMA and Adam Goodman, director of the Center for Leadership, Northwestern University, Evanston, Ill., and builds on PLA’s previous leadership training.

**The PLA Leadership Fellows include:** **Martha Baden**, Prescott (Ariz.) Public Library; **Donna Browne**, Muncie (Ind.) Public Library; **Renee Di Pilato**, Alexandria (Va.) Library; **Lori Fisher**, Baker Free Library, Bow, N.H.; **Marc Gartler**, Madison (Wisc.) Public Library; **Tim Gleisner**, Grand Rapids (Mich.) Public Library; **Toby Greenwalt**, Skokie (Ill.) Public Library; **Monica Harris**, Oak Park (Ill.) Public Library; **Jennifer Hoffman**, Denver (Colo.) Public Library; **Penny Hummel**, Canby (Ore.) Public Library; **Jason Hyatt**, Charlotte Mecklenburg (N.C.) Library; **Michelle Jeske**, Denver (Colo.) Public Library; **Miriam Lytle**, Gail Borden Public Library District, Elgin, Ill.; **Suzanne McGowan**, Rangeview Library District, Thornton, Colo.; **Juliane Morian**, Clinton-Macomb (Mich.) Public Library; **Donna Osborne**, Berkeley County (S.C.) Library System; **Jill Porter**, Traverse Area (Mich.) District Library; **Sylvia Richardson**, Palos Verdes Library District, Rolling Hills Estate, Calif.; **Jennifer Schember**, Las-Vegas Clark

County (Nev.) Library District; **John Skrtic**, Cleveland (Ohio) Public Library; **Kris Springer**, St. Joseph County (Ind.) Public Library, German Township Branch; **Aiden Street**, Southwest Oklahoma City (Okla.) Public Library, Pioneer Library System; **Ali Turner**, Hennepin County (Minn.) Library; and **Hillary Theyer**, Torrance (Calif.) Public Library

**The PLA Leadership Coaches include:** **Carolyn Anthony**, director, Skokie (Ill.) Public Library; **Audra Caplan**, former library director, Harford County (Md.) Public Library; **Karen Danczak-Lyons**, director, Evanston (Ill.) Public Library; **Liz Miller**, deputy city manager, Tucson, Ariz.; **Neel Parikh**, director, Pierce County (Wash.) Library System; **Jan Sanders**, director, Pasadena (Calif.) Public Library; **Raymond Santiago**, director, Miami Dade (Fla.) Public Library



## MORE PROFESSIONAL DEVELOPMENT

### PLA 2013 Virtual Spring Symposium



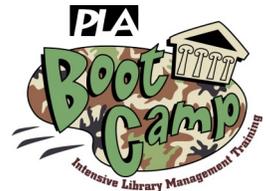
The PLA 2013 Virtual Spring Symposium, held on March 20 with more than 750 attendees, was an all-day online educational event that offered a total of eight education programs across four subject tracks; Administration/Leadership and Youth Services tracks ran simultaneously in the morning, while Marketing/Customer Service and Technology tracks ran in the afternoon. The day began with an introduction from PLA President Eva Poole, included lunchtime presentations on the status of PLA special projects, and a closing speaker, futurist Garry Golden.

### Online Course – “The Accidental Public Library Technology Trainer”

PLA offered “The Accidental Public Library Technology Trainer” course twice during the year—September 2012 and April 2013. This four-week blended learning course is designed for library professionals who have unexpectedly found themselves responsible for technology training at their library. Librarian, author, and trainer Stephanie Gerding guided participants through a highly interactive combination of live webinars, independent assignments, and online discussions. PLA will offer the course a fifth time in the fall of 2013.

### PLA Boot Camp

The annual PLA Boot Camp “Results Are What Matters: Management Tools and Techniques to Improve Library Services and Programs” was offered in August 2012. This four-and-half-day intensive management training taught by June Garcia and Sandra Nelson continually proves to be a very popular professional development event. Attendee remarks included: *“Hands down the most practical, inspiring, and all-around best training I’ve received in my career;”* *“It was worth every penny! The best thing I have done for my career and my library;”* and *“You meet people who inspire you and leave ready to create change!”* The program emphasizes the roles of innovation, risk, and change in public library management; the impact of trends on local service priorities; the value of data-based decision-making; and the skills to effectively allocate resources. The PLA 2013 Results Boot Camp will be offered in August.



### “Public Libraries at Work” Webinar Series

PLA presents a [“Public Libraries at Work” webinar](#) once a month. The series is designed to offer practical education and innovative ideas that help participants make a difference in their library. 2012-2013 webinars included a diverse array of programs tackling e-books, makerspaces, library marketing, reference services, readers’ advisory, digital tools for early literacy, and more.

### Turning the Page



In the fall of 2012, PLA discontinued offering Turning the Page 2.0 (TtP 2.0); however enabled more than 30 librarians and trainers to teach the public library advocacy course independently through two days of in-person training on the TtP 2.0 curriculum as well as facilitation instruction. PLA continues to offer the [free online Turning the Page course](#). This self-paced course is designed to give library staff and supporters the skills and confidence they need to advocate successfully on behalf of their libraries. Participants will learn how to create and tell their library's story, deliver effective presentations, develop a compelling case for support, and build and sustain partnerships along the way.



## PUBLIC LIBRARIES ONLINE

In November 2012, PLA launched a redesigned *Public Libraries Online (PL Online)*, the online companion to *Public Libraries*, available at [publiclibrariesonline.org](http://publiclibrariesonline.org). Like the print iteration, *PL Online* focuses on issues and topics that matter to public libraries and public librarianship. It features selections from the print magazine as well as unique content such as op-ed pieces, e-book reviews, author interviews, and more. The site also allows online interaction through comments and social-media sharing.



With a lineup of more than thirty contributors, including librarians, library students, and trustees, *PL Online* is focused on peer-to-peer connections. The online magazine is a dynamic extension of the bimonthly print journal, which enables PLA to feature more up to the minute content as well as engage library professionals to write and share knowledge and experience.



## PLA THANKS ITS PARTNERS FOR THEIR GENEROUS SUPPORT

### Platinum Partners (\$10,000+)

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