TO: ALA Executive Board

RE: Business Updates/Directions: Public Programs

ACTION REQUESTED/INFORMATION/REPORT:
Information report/update on ALA Public Programs

ACTION REQUESTED BY:
NA

CONTACT PERSON:
Deb Robertson; 312-280-5057; drobertson@ala.org

DRAFT OF MOTION:
NA

DATE:
4/16/18

BACKGROUND:
Update highlights: Overview of growth and influence of public programming; initiatives advancing ALA strategic directions; critical time for investing and sustaining work ALA does to engage member and support libraries and the communities they serve.

ATTACHMENTS:
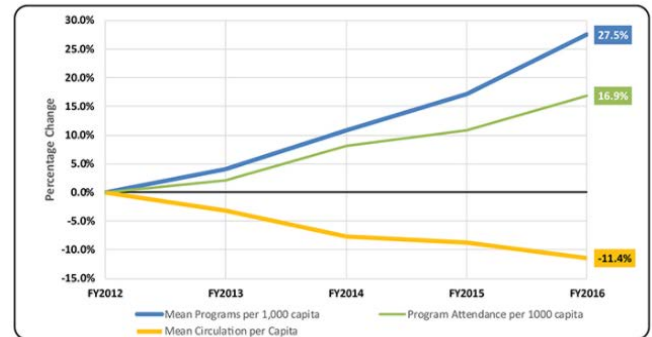One-page overview plus 16 slides

The **ALA Public Programs Office** promotes programming as an essential part of library service in all types of libraries. With nine full-time employees (7.67 grant-funded), PPO provides leadership, resources, training and networking opportunities to help libraries serve their communities as cultural hubs and centers of lifelong learning.

Programming increasingly essential to the field

Library programming is on the rise, making PPO's work more important than ever. For example, while public libraries have seen circulation drop more than 11% since FY12, program attendance has increased nearly 17% in the same timeframe, according to the 2017 Public Library Data Service Report. Programs per capita have increased 27% in that time period.

PPO creates a much-needed home within ALA for programming librarians — a booming part of the library field, as evidenced by the 9,500-strong membership of the four-year-old, member-driven Programming Librarian Interest Group on Facebook. PPO's initiatives serve this growing population while setting priorities for the field and advancing ALA's Strategic Directions.

Figure 12. Percentage Change Annual Mean Programs per 1000 Capita and Annual Mean Circulation, Continuously Responding Libraries (N=429)

Advancing ALA strategic directions

PPO has 17 grant-funded projects underway, with at least 3 more to be added in the coming months. These include:

- The **Truth, Racial Healing & Transformation (TRHT) Great Stories Club (GSC)** connects our longstanding GSC model — in which librarians lead book clubs with underserved youth in their communities — with the W.K. Kellogg Foundation's TRHT efforts. More than 5,000 teens in alternative schools, detention centers and other settings will read books about race and participate in racial healing sessions with Kellogg Foundation facilitators. *[ALA STRATEGIC DIRECTIONS: EQUITY, DIVERSITY & INCLUSION; PROFESSIONAL & LEADERSHIP DEVELOPMENT]*

- PPO trains libraries of all types to bridge divides, convene conversations, and assume leadership roles in their communities. Tens of thousands of librarians have accessed free training and resources through **Libraries Transforming Communities**; the resulting skills have enabled them to advocate for funding; create effective strategic plans; and facilitate conversations (e.g. between residents and police officers). *[ALA STRATEGIC DIRECTIONS: EQUITY, DIVERSITY & INCLUSION; ADVOCACY; PROFESSIONAL & LEADERSHIP DEVELOPMENT]*

- PPO's **National Impact of Library Public Programs Assessment (NILPPA)** is a two-year research initiative studying the impact of U.S. library programming. The first-of-its-kind project brings together researchers and librarians to assess what types of programming libraries are offering, and what skills library workers need in order to offer the best possible programs for their communities. The results may assist ALA in developing best practices and working with MLS programs to ensure the next generation of librarians acquires the skills they need. *[ALA STRATEGIC DIRECTIONS: ADVOCACY; POLICY; PROFESSIONAL & LEADERSHIP DEVELOPMENT]*
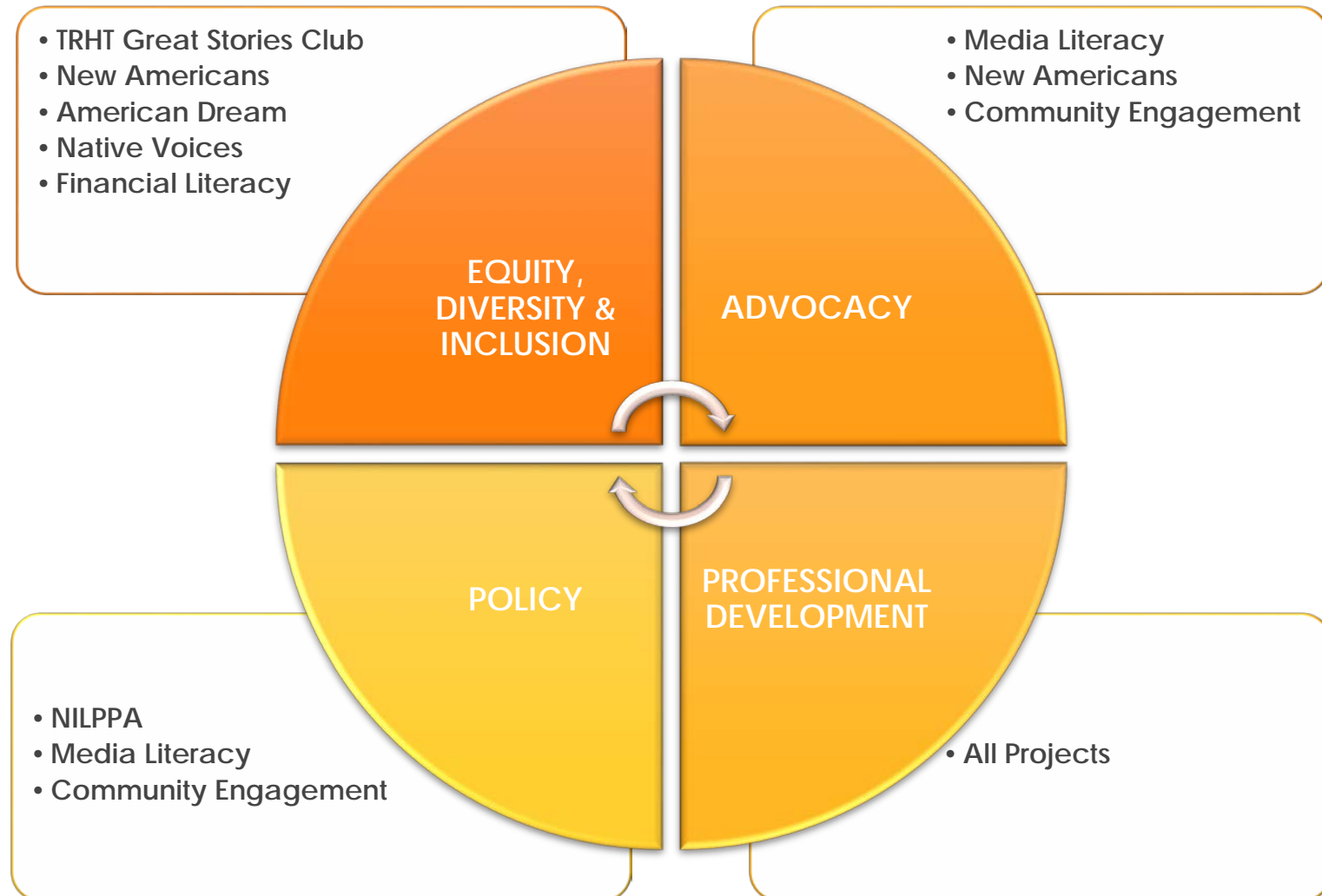
Critical time for investment

In the 25 years since its founding, PPO has earned the respect and support of numerous public and private funders; in FY19, we anticipate receiving $1.8 million in grant support. Through these relationships, PPO brings external resources to advance ALA's Strategic Directions and meet the needs of ALA's changing membership.

Sustaining and growing this work requires an investment from ALA. Additional staffing support from ALA will enable PPO to further advance ALA's Strategic Directions in programs that deeply engage members and add value and meaning to their institutions and the communities they represent.

ALA STRATEGIC DIRECTIONS

- TRHT Great Stories Club
- New Americans
- American Dream
- Native Voices
- Financial Literacy

- Media Literacy
- New Americans
- Community Engagement

EQUITY, DIVERSITY & INCLUSION

ADVOCACY

POLICY

PROFESSIONAL DEVELOPMENT

- NILPPA
- Media Literacy
- Community Engagement

- All Projects

CURRENT PPO GRANT PROJECTS

Preparing for programming/tour:

- American Dream (in collaboration with the Office for Diversity, Literacy and Outreach Services)
- Revisiting the Founding Era
- Truth, Racial Healing & Transformation Great Stories Club

Now programming/on tour:

- Changing America
- Libraries Transforming Communities: Models for Change
- Media Literacy @ Your Library
- NASA @ My Library
- National Impact of Library Public Programs Assessment (NILPPA): Phase I
- Native Voices
- Promoting Healthy Communities (in collaboration with PLA)
- STAR_Net Discover (3 touring exhibits including Discover Earth, Discover Space, Discover Tech)
- STAR_Net Explore (3 touring exhibits including Explore Earth, Explore Space, Explore Tech)
- Thinking Money

Upcoming projects/newly funded:

- Planning grant for library services for new Americans (JPB Foundation, $242,000)
- Great Stories Club – implementation of three new themes (NEH, $397,255)
- Great Stories Club – support of author tour to libraries hosting GSC groups (NEA, $15,000)

UPCOMING PROJECTS

JPB Planning Grant

The JPB Foundation has awarded PPO $242,000 for a planning project that will explore ways to expand library program services for new Americans, with a focus on literacy.

Great Stories Club

NEH has awarded PPO $397,255 to implement three new rounds of Great Stories Club (GSC) awards to libraries.

Great Stories Club Author Tour

NEA has awarded PPO $15,000 for the Great Stories Club. This funding will support an author tour in which participating teens will be visited by the authors of books read in their book clubs.

HIGHLIGHTED PROJECTS ADVANCING ALA'S STRATEGIC DIRECTIONS

TRUTH, RACIAL HEALING & TRANSFORMATION GREAT STORIES CLUB

- **Three Project Goals:**
  - Pilot GSC TRHT hybrid
  - Distribute hybrid program model nationally
  - Orient and train ALA members in TRHT framework

- **Partners:**
  - W.K. Kellogg Foundation
  - Office for Diversity, Literacy & Outreach Services

- **Grant Amount:** $1,141,590/ 2 years

- **Staffed By:**
  - Lainie Castle, Project Director
  - Brian Russell, Program Coordinator
  - Sarah Ostman, Communications Manager
  - Mary Davis Fournier, Evaluation Director
  - Samantha Oakley, Evaluation Coordinator

ALA | American Library Association
DIVERSITY, LITERACY & OUTREACH SERVICES

wkkf | W.K. KELLOGG FOUNDATION™

THE NATIONAL IMPACT OF LIBRARY PUBLIC PROGRAMS ASSESSMENT (NILPPA)

- **Initiative Goal:** A first-of-its-kind research project to understand and document the characteristics, audiences, outcomes and value of U.S. library public programming

- **Partners:** New Knowledge Organization, a social science think tank

- **Grant Amount:** $512,000 from IMLS

- **Staffed By:**
    - Mary Davis Fournier, Project Director
    - Colleen Barbus, Program Coordinator
    - Sarah Ostman, Communications Manager

LIBRARIES TRANSFORMING COMMUNITIES (LTC)

- **Initiative Goal:**
  - Support library-led community engagement
- **Partners:**
  - Institute of Museum and Library Services
  - Harwood Institute for Public Innovation
  - National Coalition for Dialogue & Deliberation (and dozens of models)
  - Association of College & Research Libraries
  - Public Library Association
- **Grant Amount:** $243,922
- **Staffed By:**
  - Mary Davis Fournier, Project Director
  - Samantha Oakley, Program Coordinator
  - Sarah Ostman, Communications Manager

NATIVE VOICES: NATIVE PEOPLE'S CONCEPT OF HEALTH AND ILLNESS

- **Exhibit Reaching:** 104 libraries

- **Partner:** National Library of Medicine

- **Grant Amount:** Overall $351,194 /$26,000 in regrants to libraries

- **Staffed By:**
    - Melanie Welch, Project Director
    - Samantha Oakley, Program Coordinator
    - Sarah Ostman, Communications Manager

NIH

U.S. National Library of Medicine

PROMOTING HEALTHY COMMUNITIES

- **Initiative Goal:**
  - Ongoing project management work for PLA
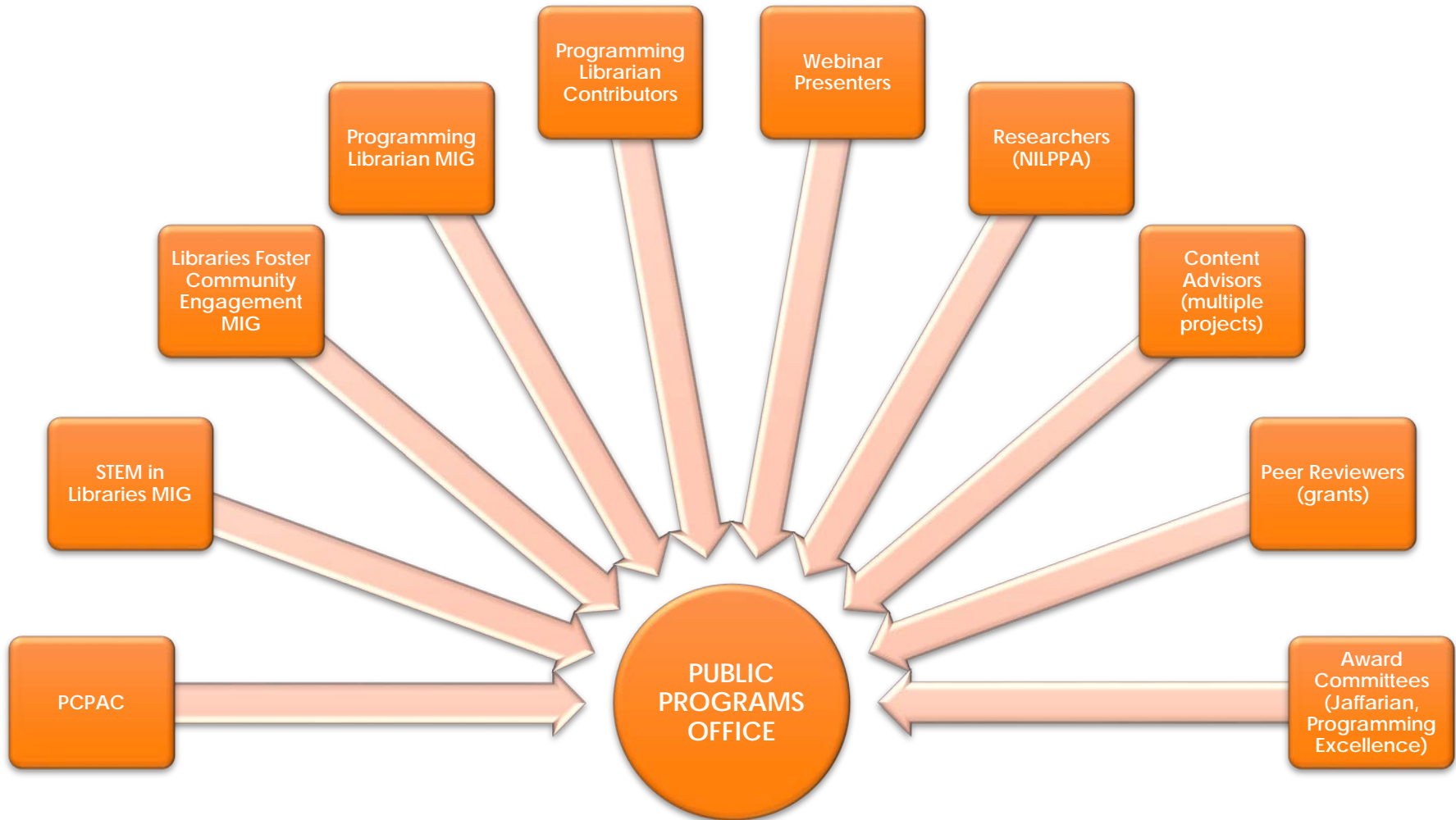
- **Partners:**
  - Public Library Association
  - National Network of Libraries of Medicine

- **Staffed By:**
  - Melanie Welch, Project Director
  - Colleen Barbus, Program Coordinator
  - Sarah Ostman, Communications Manager

MEMBER ENGAGEMENT /EMPOWERMENT

MEMBER INITIATIVE GROUPS

Pictured: PLIG members at a conference program

Programming Librarian Interest Group (PLIG)

- 9,539 Facebook Group Members
- 30 members at Annual

Pictured: Person outdoors looking through binoculars

STEM in Libraries

- 1,890 Facebook Group Members
- 7 members at Midwinter

PROGRAMMING LIBRARIAN.ORG

Programming Librarian has:

❑ **15,000 unique visitors each month, on average**

❑ **5,500 newsletter subscribers**

❑ **344 contributors over the past 3 years**

Source: Programming Librarian Website Statistics

AWARDS

Sara Jaffarian School Library Award:

❑ 45 applications over the past 5 years

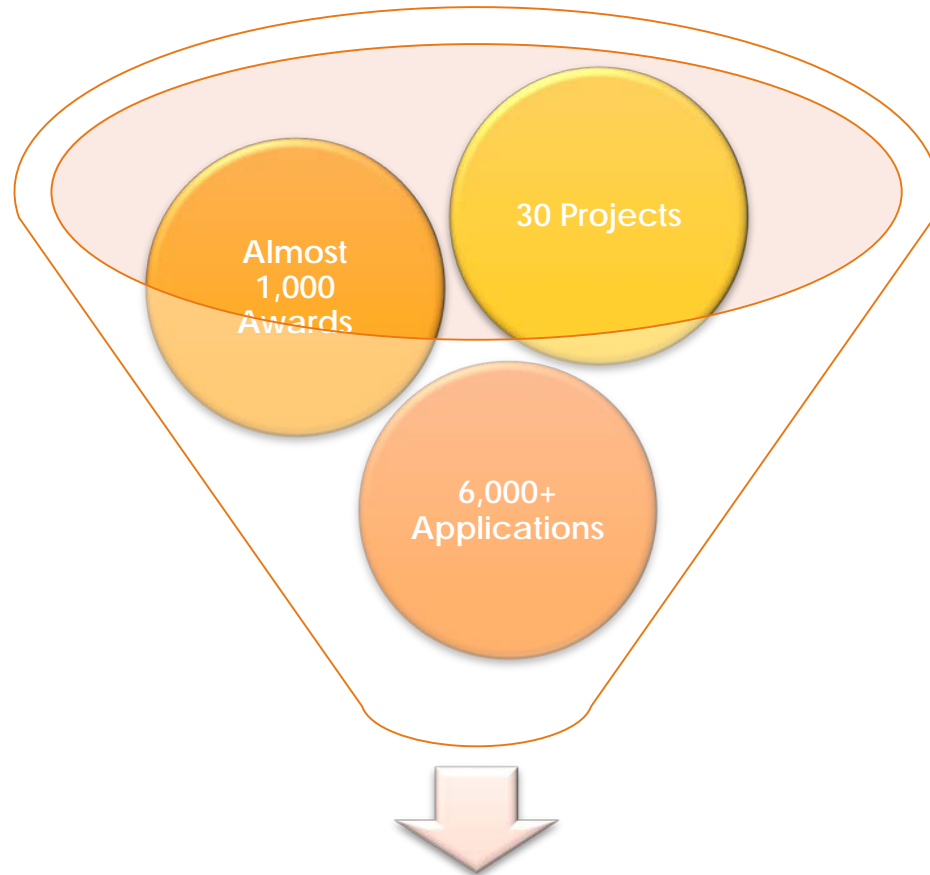Programming Excellence Award

❑ 99 applications over the past 5 years

PPO WEBINARS (2015 TO PRESENT)*

65 Presenters

32 Webinars

2,891 Live Attendees

22,157 Recording Views

*Source: Adobe Connect and YouTube

PPO APPLICANTS AND GRANTMAKING (FY15 TO PRESENT)*

Almost 1,000 Awards

30 Projects

6,000+ Applications

All 50+ DC States Represented in Awards