

ALA Council Committee Report Form

TO: ALA Council

DATE: January 17, 2024

RE: *(select one)*

- € ACTION REQUESTED
- € INFORMATION
- € REPORT

ACTION REQUESTED/INFORMATION/REPORT: *(add below)*

Report from the ALA Public Awareness Committee for LibLearnX 2024.

ACTION REQUESTED BY: Report from the ALA Public Awareness Committee. No action requested at this time.

CONTACT PERSON: Mr. Nicholas A. Brown-Cáceres (Chair)

STAFF LIAISON CONTACT: Jan Carmichael

BACKGROUND:

The ALA Public Awareness Committee (PAC) held two online meetings and began a regular monthly meeting schedule in January (third Monday of the month at 3 pm ET).

PAC provided advice and feedback to the ALA liaison for Library Card Sign-up Month and National Library Week 2024 themes and suggested new free tools to offer participating libraries.

Author Meg Medina is National Library Week 2024. Members of PAC provided suggestions and personal contacts to assist with efforts to better reach Spanish-speaking and international audiences. The committee appreciated staff efforts to ensure graphics for National Library Week 2024 include Spanish.

Due to the current challenges facing libraries, PAC placed increased emphasis on the importance of encouraging libraries to engage with their elected leaders and decision-makers (at the local, state/regional, and national level) during National Library Week 2024. ALA Communications, Marketing & Media Relations (CMMO), and Public Policy & Advocacy (PPA) offices are working to implement a campaign. PAC members are creating a list of the top ways to engage with elected officials and senior leadership that will be disseminated via shareable graphics and digital resources.

ALA Council Committee Report Form

The dates for National Library Week 2024 and 2025 recommended by the PAC are being reviewed by staff and the appropriate committees.

The PAC is available to support the work of other committees that would benefit from input from committee members whose expertise includes library communications, marketing, outreach, and government relations. Please contact the chair and Jan Carmichael to coordinate discussions.