

ALA Council Committee Report Form

TO: ALA Council

DATE: June 20, 2024

RE: Report from the ALA Public Awareness Committee

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

STAFF LIAISON CONTACT: Jan Carmichael

REPORT:

The ALA Public Awareness Committee (PAC) has been active throughout the 2023-2024 committee year. The committee held regular virtual meetings this cycle, with two meetings in the fall and monthly meetings between January and June 2024. Enclosed in this report are brief highlights of activities this past winter/spring and planned activities at ALA Annual in San Diego.

Highlights from Winter/Spring 2024

PAC members had a busy winter and spring. Monthly meetings served multiple purposes: (1) to provide staff with feedback and recommendations regarding key communications initiatives; (2) engage with staff to understand challenges and opportunities ALA faces on a day-do-day basis with its communications and marketing efforts; (3) brainstorm ways for ALA to strengthen stakeholder engagement through strategic communications initiatives; and, (4) develop and maintain a shared awareness of trends in the field that may impact committee members' work locally or the work of ALA at the national level.

The PAC shared expertise with staff on the following major initiatives:

- LibLearnX
 - Helped promote registration for the conference on members' social media.
 - Discussed impacts of the conference after it concluded.
- National Library Week
 - Promoted National Library Week 2024 and discussed successes of this year's campaign.
 - Recommended additional social media assets to expand reach of the campaign, e.g., motion graphics templates.
 - Confirmed dates for National Library Week in 2025 (April 6-12) and 2026 (April 19-25).

- The PAC loved the English/Spanish content this year and Meg Medina's social media videos about her visits to libraries throughout the country.
- Developed [draft advocacy tips](#) for libraries to maintain regular engagement with their local elected officials.
- Library Card Sign-up Month
 - Supported the 2023 campaign.
 - Provided recommendations for the content partner for the 2024 campaign, which informed the selection of Transformers to reach select key constituencies.
- Met with a candidate for ALA President to understand their platform and explain the work of the committee with them.
- Welcomed Jean Hodges to the ALA staff.
- Advised on special ALA communications initiatives, such as the Harold and the Purple Crayon and Netflix collaboration possibilities
- Discussed the website redesign and revision process with staff, assessed rollout.
- Public membership/fundraising campaign
 - Advised staff on initial concepts for developing a national public membership/fundraising campaign, which remains in development in summer 2024

Committee Activities ALA Annual in San Diego

Social Media Influencer Engagement

The PAC is leading an effort, in conjunction with staff, to pilot **influencer engagement** at the ALA Annual Conference in San Diego. Two literary social media influencers who are based in the Southern California area have agreed to participate in this pilot initiative, which aims to amplify the work of ALA and its members through the powerful literary social media influencer community. The two influencers selected by the committee for the pilot are @_PerpetualPages_ and @BookNerdKat. They identify as Latine/LGBTQ+ and Asian Pacific American, respectively. Each influencer will cover sessions and the Library Marketplace via their social media accounts. The PAC and staff will provide them with key talking points, and the impact of their participation will be evaluated by the PAC during the 2024-2025 committee cycle, in hopes of expanding influencer engagement for other ALA initiatives (e.g., Library Card Sign-up month and Banned Books Week).

The PAC is also hosting an **informal influencer meetup at the Rally for the Right to Read** on Friday, June 28. This is open to all influencers and social media professionals who are interested in engaging with the conference as influencers. The PAC will provide influencers with information about three key initiatives to promote during the conference: the right to read, voter registration, and library card sign-up month, as well as their enjoyment of the conference. More information is available [here](#).

The 2023-2024 Public Awareness Committee thanks Jan Carmichael and Jean Hodges for their support of the committee over the past year. Chair Nicholas Brown-Cáceres thanks the 2023-2024 PAC members for their outstanding service to the profession: Celia Avila De Santiago, Sharrese Castillo, Stephanie Freas, Brian Fulton, Loida A. Garcia-Febo, Jamie Fukiko Kurumaji, David Lopez, Laura Elizabeth Medez, Dr. Michelle A. Robertson, Maria Lagasca, and Jasmine Tran. Thanks also to Dean Sophia Sotilleo, the PAC's Executive Board liaison, for her leadership and partnership.

The 2024-2025 PAC roster includes: Nicholas Brown-Cáceres (continuing as chair), Brian Fulton, Loida A. Garcia-Febo, Jamie Fujiko Kurumaji, Laura Elizabeth Mendez, Dr. Michelle A. Robertson, and Jasmine Tran.

The 2024-2025 PAC will convene in summer 2024 to set a meeting schedule for the year and establish strategic goals.