MEAC/PLDS Next Steps Meeting  
Tuesday, October 29, 2019 12:00 PM CST

I. Attendance: Emily Plagman; Nellie Barrett; Linda Hofschire; Tommy Hamby; Chris Jowaisas; Christa Werle; Dan Hensley; Carrie Pedigo; Karen Mellor; Katina Jones; Rebecca Jones, Suzanne McGowan

II. Re-Envisioning of the PLDS  
a. Public Library Data Landscape – Overview of current national public library data efforts (Measures that Matter, IMLS, etc.) and where PLA’s data products fit into the landscape  
i. The most recent MTM convening took place about a year ago to discuss these issues. Updates since then:
   1. MTM is forming a public library data alliance  
      a. PLA has a seat on alliance  
      b. The alliance will represent various national level interests and oversee MTM work going forward  
   2. MTM just announced they have new IMLS funding to study public libraries and workforce development  
      a. The study will be a deep dive looking at what public libraries are doing for workforce development & the outcomes libraries are attempting to capture  
      b. The contract will propose a toolkit for other public libraries to use to measure their own workforce development outcomes  
   3. Linda and Emily: We believe MTM’s main priorities right now are forming the data alliance and putting money towards workforce development study  
   4. Emily: It looks like Tim might be pushing back the first convening of data alliance to early 2020  
   5. Data alliance will likely be looking for public library staff volunteers to participate; sign up to be on the mailing list via their website:  
      https://measuresthatmatter.net/  
   6. Barb Macikas is representing ALA/PLA  
   7. Emily: Data alliance goal seems to be to better communicate/coordinate about work going on in the field  
   
ii. ALA is rolling out a salary survey in the coming weeks to members  
   1. Accessing the data will be a member benefit  
   2. It will be a survey of salaries across different positions, including salaries of MLIS vs non-MLIS staff  
   3. There will be a supplemental section on demographics  
   4. Data will likely be collected from HR depts, rather than self-reported  
   5. Emily: Will share more info as it becomes available  
   
iii. Tommy: It’s helpful as a new committee member to know about past/current data collection efforts and partnerships  
   
   b. PLA/ALA work planned during “pause”  
   i. Goal of pause is to determine how we can improve on what data we have now and reduce barriers to collecting data from field  
   ii. Our strategy should be to drive attention to ALA salary survey, as “here’s the alternative for salary data this year while PLDS is paused”
iii. PLA is hiring American Institutes for Research (AIR) to do research work for us, this will go on in the background while we’re trying to develop the new data collection effort
   1. AIR will be looking at the PLS data. They have experience working with IMLS and know the library field well
   2. AIR will be looking at library demographics and will come up with key library “typologies” that will give us a breakdown of 8-10 (final number TBD) common library profiles
      a. Moving forward, we would use those profiles for any data collection efforts
      b. Especially for small libraries who don’t have capacity to do benchmarking on their own, it would be a categorization structure so they could find themselves to compare to similar libraries
      c. The concept behind this work is that we know libraries want peer comparison data but have limited ability to do that work themselves. This should give them something that gets pretty close to what similar libraries look like
      d. Libraries will self-identify which type they are based on determined categories
   c. Town Hall results – review of themes, what needs and gaps were identified
      i. Next step: Figure out data gaps that committee wants to focus on to help libraries tell their stories and make decisions
      ii. Results: Salary and staffing were #1 data interests from town hall participants
      iii. We also can talk more about how to support data needs/literacy. Is it more data training or workshops for library staff?
      iv. Participants want shorter survey with less redundancy. Doesn’t mean we have to go that route—also reflects idea that starting over with totally new topic may not be best first approach

III. Wrap Up
   a. Members requested another call to finish this discussion
   b. Reminder – Committee Meeting at PLA, Tuesday, February 25, 2:00-5:00 PM