

ALA Council Committee Report Form

TO: ALA Council

DATE: June 2, 2023

RE: Report from the ALA Public Awareness Committee

- ACTION REQUESTED**
- INFORMATION**
- REPORT**

ACTION REQUESTED/INFORMATION/REPORT:

Report from the ALA Public Awareness Committee for 2022-2023

CONTACT PERSON: Loida Garcia-Febo, Chair PAC

STAFF LIAISON CONTACT: Jan Carmichael

BACKGROUND:

- The ALA Public Awareness Committee (PAC) held two online meetings.
- ALA PAC provided advice/feedback to ALA Liaison as requested: National Library Week, Library Card Sign-up Month, Website, and ideas for possible campaigns.
- A google document was created for members to provide ongoing feedback/recommendations about ALA's public facing websites including components of
 - ALA main website <https://www.ala.org/>
 - National Library Week
<https://www.ala.org/conferencesevents/celebrationweeks/natlibraryweek>
 - Library Card Sign-Up Month
<https://www.ala.org/news/mediapresscenter/presskits/lcsumpsas#:~:text=September%20is%20Library%20Card%20Sign-up%20Month%2C%20a%20time,first%20step%20towards%20academic%20achievement%20and%20lifelong%20learning.>
 - I Love Libraries <https://ilovelibraries.org/>
- The Editor of I Love Libraries joined PAC's second meeting to provide an orientation for PAC members that would like to publish library stories on the website.
- The Chair of PAC is part of the ALA Communications and Marketing Office Director Search.

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