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  
  - 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.
ALA Council Committee
Report Form