

# ALA Committee/Taskforce Report Form to Council

**TO:** ALA Council

**DATE:** January 14, 2025

**RE:** *(select one)*

- ACTION REQUESTED
- INFORMATION
- REPORT

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Report from the ALA Public Awareness Committee for LibLearnX 2025.

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

**CONTACT PERSON:** Nicholas A. Brown-Cáceres, Chair, nabrown88@gmail.com

**STAFF LIAISON CONTACT:** Jan Carmichael, jcarmichael@ala.org

**BACKGROUND:**

The ALA Public Awareness Committee (PAC) meets monthly via Zoom and members regularly collaborate with staff via Connect. Recurring meetings are scheduled for the second Thursday of each month at 4pm ET/1pm PT.

Goals established for the 2024-2025 PAC cycle are:

1. To support preparations and launch of the ALA 150<sup>th</sup> campaign
2. Expand influencer outreach to support major ALA campaigns/strategic priorities
3. Provide expertise to inform staff development of major public awareness initiatives (e.g., National Library Week)

***Current Initiatives***

*Contributing Communications, Marketing, and Outreach Expertise*

PAC members' primary work this cycle has involved advising ALA CMO staff on various communications, marketing, and outreach initiatives that ALA is developing and/or implementing. These initiatives include Banned Books Week, Library Card Sign-up Month, National Day of Racial Healing, Rally for the Right to Read, branding initiatives, and the forthcoming new support/anniversary campaign. The Committee also dedicated time to discussing ALA's response to the 2024 presidential election results and how advocacy initiatives will evolve in the early part of 2025. The Committee also discussed

impressions of the changes in the social media landscape, learning how staff have embraced ALA's presence on BlueSky and various perspectives on X.

#### *Recommending Social Media Influencers*

PAC members contributed to the development of a [form](#) for ALA CMO staff to receive recommendations of social media influencers who could be considered for promoting ALA initiatives. Members are contributing recommendations and circulating the form among membership and smaller networks for submissions. The PAC worked with staff on a pilot to formally engage two social media influencers to amplify the ALA Annual 2024 conference and to host an influencer meetup at the Rally for the Right to Read. Both components were successful and provided a proof of concept that staff could use to explore deepening regular engagement with influencers year-round.

#### *Presentation at ALA Annual 2025*

Chair Nicholas Brown-Cáceres's panel for ALA Annual 2025, relating to the work of the PAC, was accepted for the conference schedule. "Bookstagrammers are People Too: Boosting Library Engagement with Influencer Marketing" includes Brown-Cáceres, Hawa Jalloh (Prince George's County Memorial Library System), Jennie Pu (Hoboken Public Library), and Roswell Encina (Library of Congress).

#### **About the PAC**

To develop programs that promote libraries and library issues nationwide. To assist ALA members in promoting their libraries at the local, state and national levels. To work closely with the ALA Public Awareness Office and ALA officers, committees and units in developing and coordinating promotional and marketing programs and tools for libraries, librarians and ALA, including National Library Week and other national campaigns focused on the continuing support of libraries.

#### *2024-2025 Members*

*Nicholas A. Brown-Cáceres (Chair, 2023-2025 Term)*

*Brian G. Fulton (2024-2026 Term)*

*Loida A. Garcia-Febo (2024-2026 Term)*

*Eric Gomez (2024-2026 Term)*

*Jamie Fujiko Kurumaji (2023-2025 Term)*

*David Lopez (2024-2026 Term)*

*Laura Elizabeth Mendez (2023-2025 Term)*

*Dr. Michelle A. Robertson (2023-2025 Term)*

*Cathy Zimmerman (2024-2026 Term)*

*Jasmine Tran (Committee Associate, 2023-2025 Term)*

*Sophia Sotilleo (Executive Board Liaison)*

*Jan Carmichael (Staff Liaison)*

*Jean Hodges (Director, CMO)*