

Report of the ALA Public Awareness Committee (PAC)
2015 Annual Conference
June 27, 2015, 3:00-4:00 p.m.

Accomplishments

- Heard an overview of ALA's new public awareness campaign, Libraries Transform, an initiative of incoming ALA president Sari Feldman. The Campaign for America's Libraries, which used the @ your library brand, will end this summer.
- Discussed two upcoming webinars being offered by PAC in conjunction with the Office for Library Advocacy: "Hello Again – Reintroducing Libraries to Your Community," July 13, 2015 and "How to Leverage Snoopy to Run a Library Card Sign-Up Campaign," July 21, 2015.
- Discussed topics for future webinars including one on how to put together a TV commercial and one on media relations.
- Agreed to use Libraries Transform as the theme for the 2016 National Library Week.

Planned activities

- Continue to develop programs that promote libraries and library issues nationwide
- Continue to develop promotional and marketing programs and tools for libraries
- Assist in the implementation of the advocacy and public awareness strategic direction

Issues that affect the committee's work and their implications for the future

- None identified at this time.

Interactions with other units within ALA

- The Public Awareness Committee works closely with the Committee on Library Advocacy, Chapter Relations Committee, and the Legislation Committee.

Relationship of the committee's work to the ALA strategic plan

- The ALA Public Awareness Committee works to increase public awareness of the value and impact of all types of libraries and the important role of librarians and other library staff.

Current level of committee members' involvement

- Members have actively participated in face-to-face meetings and on the committee's ALA Connect space.

Committee self-check on its value and viability

- The committee continues to fulfill its charge: To develop programs that promote libraries and library issues nationwide; assist ALA members in promoting their libraries at the local, state and national levels; work closely with the ALA Public Information 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.