Report of the ALA Public Awareness Committee
2015 Midwinter Meeting, Chicago
January 31, 2015, 3:00-4:30 p.m.

Accomplishments
• Selected a theme and speaker for the 2015 PR Forum
• Discussed the activities of the Campaign for America’s Libraries including the honorary chairs for 2015 National Library Week (David Baldacci) and for 2015 Library Card Sign-Up Month (Snoopy)
• Discussed a proposed series of webinars to promote participation in Library Card Sign-Up Month
• In Executive Session, reviewed nominations for the Scholastic Library Publishing National Library Week Grant and selected a winner

Planned activities
• Continue to develop programs that promote libraries and library issues nationwide
• Continue to develop promotional and marketing programs and tools for libraries
• Participate in establishing a strategic plan for the future of advocacy and public awareness in ALA

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 Campaign for America’s Libraries Subcommittee, 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.