

**Report of the ALA Public Awareness Committee  
2016 Midwinter Meeting, Boston  
January 9, 2016, 3:00-4:00 p.m.**

**Accomplishments**

- Approved the dates for National Library Week in 2018, 2019, and 2020
- Discussed the progress made so far in Libraries Transform, ALA's new public awareness campaign
- Discussed possible speakers for the 2016 PR Forum
- Continued discussion of topics for future webinars

**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 the implementation of the strategic plan for 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 the Committee on Library Advocacy, and the Chapter Relations 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 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.