

June 3, 2002

TO: PLA Board of Directors
FROM: Barbara Macikas
RE: Recruitment of Public Librarians

We continue our efforts in the area of recruitment to the profession. The “Ask Me Why I Love My Job” button and the “Imagine the Possibilities” brochure distributed at National Conference in Phoenix were a big hit—2,500 buttons and 500 brochures were distributed. Buttons are available for sale from the web page at the low cost of \$.25/; brochures are free. We have distributed 1,795 buttons and 5,510 brochures through the web promotion to librarians who are using them at job fairs and other career information events. We will also distribute them at the ALA Annual Conference in Atlanta, from the PLA booth and at programs.

Our web page for the general public highlighting careers in public librarianship (see <http://www.pla.org/projects/recruitment.html>), especially the “Meet Real Life Librarians” feature where personal stories of working public librarians are told, is popular. We continue to solicit “real life” stories from our members.

PLA has purchased a booth at the National Peace Corps Association’s 2002 Conference and Career Fair, June 21 in Washington, D.C. The booth will be staffed by public librarians from the D.C. area, at least one of whom is a former Peace Corps worker. At the fair, we hope to get the word out about public librarianship to Corps workers just completing their tours about the profession.

The program organized by the PLA Recruitment Committee held at National Conference, “Where Have All the Public Librarians Gone?” was very well-done and well-attended. Speakers were: Micele Besant, Florida State University; Diane Mayo, Information Partners, Inc., and Joey Rodger, Urban Library Council. Another program, also organized by the PLA Recruitment Committee, “Where Have All the Librarians Gone – Strategies for Recruiting and Retaining Them,” will be held at ALA Annual on Sunday, June 16.

Finally, PLA will work with ACRL and other ALA units on the Job Shadow Day Project. The idea behind the program is to encourage young people across the country to explore their futures through career awareness and mentoring opportunities, including “shadowing” a public librarian during a one-day program. In February, more than one million students and 100,000 businesses participated in Job Shadowing 2002. PLA will develop “how-to” booklets and promote the program to public libraries. In addition to giving young people an up-close view of the profession and an opportunity to dispel stereotypes, we hope to work with ALA’s Public Information Office to generate positive media about the profession.

Cc: S. Calbreath, Chair, PLA Recruitment Committee