

# CHART YOUR PLA MEMBER JOURNEY

## Interest

Hears about PLA from a colleague  
Visits pla.org to learn more about PLA resources

1

## Interest

Follows PLA on social media  
Learns about a free webinar and registers

2

## Onboarding

Signs up for a PLA membership  
Completes the new member survey

3

## Onboarding

Logs into ALA Connect to complete member profile and post in the Member Community  
Reads *PLA Insider*, the members-only e-newsletter  
Catches up on news and trends at publiclibrariesonline.org

4

## Engagement

Reads an issue of *Public Libraries* magazine and shares it with colleagues  
Listens to the latest episode of FYI: The Public Libraries Podcast  
Learns about volunteering by reaching out to a committee member

5

## Engagement

Downloads the PLA annual survey report to view peer library data  
Votes in the PLA Election

6

## Investment

Uses the 40% member discount when registering for a PLA webinar  
Attends PLA Conference, saving up to 50% with the members-only Early Bird rate

7

## Investment

Applies for a PLA Digital Literacy Workshop Incentive, supported by AT&T  
Completes the PLA annual survey and saves 10% on a Benchmark subscription  
Submits a PLA webinar proposal

8

## Impact

Volunteers for a PLA Committee  
Surveys and evaluates library programs using Project Outcome  
Writes a feature article for *Public Libraries* magazine

9

## Impact

Presents a program at PLA Conference  
Serves on the PLA Board

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This roadmap demonstrates just one of the many possible pathways a PLA member can grow professionally and make an impact on the library field. PLA looks forward to being on this journey with you! Learn more about PLA member benefits and dues rates at [www.ala.org/pla/membercenter/join](http://www.ala.org/pla/membercenter/join).  
Please note: You must be a personal member of the American Library Association (ALA) to join PLA.

# On the journey

The Public Library Association is here for you throughout your career, offering endless opportunities to...

## **Make valuable connections**

by meeting and networking with like-minded professionals

## **Discover new ideas & resources**

through webinars, conferences, articles, and research that highlight the impact of public libraries across the country

## **Make an impact in the field**

by learning to center equity, diversity, inclusion, and social justice in your work, and sharing your expertise with others

## **Develop professional skills**

by presenting your ideas as a PLA speaker, attending conferences, and collaborating with peers

## **Transform your library**

with PLA resources, like DigitalLearn and Project Outcome, and grant opportunities that advance library services

## **Advance your career**

by serving on a committee, participating in leadership training, and mentoring early-career librarians or students