

**ALA Annual Conference Remodel: 2018 ALA Annual Conference, New Orleans -- Final**

**Objectives:**

- Create a more manageable and more easily navigable Annual Conference
- Provide high-quality, relevant continuing education in content streams relevant to individuals from different types of libraries and in different specializations.
- Eliminate to the extent possible conflict between programs in the same content stream
- Provide peer-to-peer learning and networking aligned with content streams through Discussion/Interest Groups
- Continue to provide an exceptional exhibition of products and services for the library community, as well as an opportunity for authors and librarians to interact.
- Provide integrated content information -- including programs and discussion groups, as well as interaction with authors and exhibitors.
- Support the governance of the Association by providing a venue for both essential governance meetings and collaborative work.
- Address attendee dissatisfaction with the spread-out campus by reducing the campus size by approximately 50%.
- Control costs by reducing campus spread, eliminating or reducing room turns and increasing consistency in practice.
- Increase sustainability, both financial and environmental

**Current (Orlando, 2016 -- except where otherwise noted)**

- o Campus

**Starting Room Inventory:** 350-370 rooms

**Net (Assignable) Room Inventory:** 175-185 rooms, after combining sectioned spaces to create larger spaces and removing rooms for "background" uses

**Campus -- New Orleans 2011:** Morial Convention Center, Doubletree Hotel, Embassy Suites, Hilton Riverside, Intercontinental, JW Marriott, Loews New Orleans, Marriott at the Convention Center, Marriott New Orleans, Monteleone, Royal Sonesta, Sheraton New Orleans, W Hotel and Westin - 13 hotels, in addition to the convention center

**Sessions:** Over 500 meetings, over 200 discussion groups, approximately 375 programs, over 100 special events (e.g., meal events, receptions), 9 poster sessions

**Session Schedule:** 8:30-10:00, 10:30-11:30, 1:00-2:30, 3:00-4:00, 4:30-5:30

**Proposed (New Orleans, 2018)**

- o Campus

**Starting Room Inventory:** 200 rooms

**Net (Assignable) Room Inventory:** 100 rooms

**Campus -- New Orleans 2018:** Morial Convention Center, Hilton Riverside, Marriott at the Convention Center, Le Meridien [Note: This will be the "core" campus. Evening events will have a larger spread. There will be sleeping rooms reserved in a significantly larger number of hotels.]

**Sessions:** 250-300 programs in 8-12 curated content streams; approximately 200 discussion groups, linked to appropriate content streams; meetings within space limitations (eliminating "spikes" in room usage)

**Session Schedule:** 9:00-10:00, 10:30-11:30, 1:00-2:00, 2:30-3:30, 4:00-5:00; the 9:00-10:00 sessions may opt to start at 8:30; 4:00-5:00 sessions may opt to end at 5:30, if a 1.5 hour session is required.

**Space Utilization:** (a) Scheduling is centrally controlled. Sponsoring groups are asked to indicate critical sequences and conflicts. (b) Space will be uniformly utilized; the campus will not be extended to accommodate "peak hour" spikes. (c) With noted exceptions, only programs and discussion groups will be scheduled in the convention center during core hours: 9:00-4:00 on Saturday-Sunday and 9:00-2:00 on Monday ; meetings may be scheduled, as space permits, in the 4:00-5:00 period on Saturday-Sunday or the 2:30-5:00 periods on Monday. (d) Except as noted in (c), meetings will be scheduled in the convention center or hotel spaces on Friday and in hotel spaces Saturday-Monday. (e) To control costs (by reducing room turns) and increase flexibility, standard room sets will generally be utilized, based on dominate function/size -- rounds, theatre, combination (rounds + theatre)

**Space Utilization:** Schedule is not centrally-controlled. Room use/density is uneven over the schedule, with significant spikes at certain times. All programs are scheduled in the convention center; only programs in the convention center are digitally captured for post-conference access. Discussion groups and meetings are scheduled at times requested across the campus.

o Program Submission/Selection/Curation Processes

**Program Submission:** (a) ALA has no centralized or coordinated program submission process. Programs are added by approximately 50 different organizational entities, including ALA Divisions, Round Tables and Offices/Committees; ALA Affiliates; and, other organizations (e.g., LC, OCLC). "How do I submit a program proposal to ALA" is a recurring question; there is no simple answer. (b) ALA Divisions generally have clearly-defined processes through which individuals or groups may submit program proposals for Annual Conference; each Division's process is unique to that Division. (c) Some other groups have a clear process (e.g., LHRT or LHRT for recurring "contributed paper" presentations). Some groups have no clearly or publicly defined process. (d) Beginning in about 2010, ALA initiated an open call for both "IGNITE!" (short format) and "Conversation Starter" (interactive) programs.

**Schedule:** The submission/selection schedule varies by unit and, in some cases, by type of session.

**Program Selection:** There is no centralized selection process. Each ALA Division has a defined process for jurying program submissions. Some other groups have defined processes (e.g., LHRT, LHRT for contributed papers). Others have a more fluid approach. Jury processes vary widely in approach, rigor and competitiveness.

**Program Curation:** ALA historically has not had coordinated content curation. Following the creation of the ALA Conference Committee (by ALA Council, 1996), the annual Conference Program Coordinating Teams began varying levels of post-selection "tagging" and content was increasingly displayed in broadly defined content streams. The CPCT has sporadically solicited content to fill gaps. The CPCT has sporadically sought to reduce conflicts between sessions with similar content, but this has been difficult without centralized scheduling.

o Program Submission/Selection/Curation Processes

**Program Submission:** ALA will establish a central submission site, discoverable at ala.org, through which an individual or group may submit a program proposal. The site will allow the proposer to indicate (a) target content stream, (b) target selecting group (e.g. ACRL, ALSC, ALA General, etc.), (c) type of session (panel, speaker, etc.), (d) significant conflicts (do not conflict with...). There will be a common deadline (or deadlines, if a separately deadline is preferred for specific formats, e.g. poster sessions). Submissions will not specify a particular day/time for the program; scheduling will be centrally controlled to reduce conflicts.

**Schedule for 2018 ALA Annual Conference:** The tentative schedule is as follows: April-May 2017 - August 2017 -- Program Submission Site Open; August-September 2017 -- Jury deliberation and session selection; October 2017 -- ALA Conference Committee works with ALA Conference Services to curate final program; November-December -- Preliminary program information prepared for January availability.

**Program Selection:** (a) The common submission site (above) will move submissions to one of 12 jury process: one each for the 11 ALA Divisions, plus an ALA jury (through the ALA Conference Committee -- Conference Program Coordinating Team). (b) There will be a common core of selection guidelines, with some flexibility beyond that core; the guidelines will be collaboratively developed. The ALA Conference Committee will approve the initial jury guidelines at the 2017 Midwinter Meeting. The basic selection guidelines are being based on guidelines currently in use by various ALA groups. (c) Each jury will have guidelines for number of programs to select. (d) Within guideline limits, juries may also solicit content. (e) Within space limits, a jury may recommend that a program anticipated to have high demand be repeated within the conference.

**Program Curation:** (1) Programs from the various juries will be merged by content area. (2) The ALA Conference Committee will act as the overall program curator: (a) identifying gaps, (b) soliciting content where needed to balance the program, and, (c) collaborating with Conference Services to schedule content to both utilize spaces resources evenly (no spikes) and to minimize conflict for the probable audience. At least for the initial round, it is assumed that a face-to-face session of the ALA Conference Committee will be required to accomplish this, working with Conference Services.

**Program/Discussion Group Relationship:** The approximately 200 discussion group sessions vary widely in from fewer than 50 people to over 300. They vary in approach from structured discussions to presentations followed by discussion. It is left to the individual attendee, using the "tagging" structure and the Scheduler, to connect relevant programs and discussions.

**Program Evaluation:** Individual groups may/may not evaluate their programs.

**Content Areas:** The ALA Conference Committee first began trying to organize the mass of conference content almost 20 years ago. A proposal to annually establish a specified array of content focus areas was rejected at that time. The Committee then began the process of "theming" content: post-acceptance, i.e., taking an array of programs and trying to organize them in broad streams. While this increased discoverability, it did not eliminate overlap or conflicts. The process did provide a limited opportunity to identify gaps and solicit additional content.

Content for the Orlando (2016) conference was "tagged" to one of the following broad areas:

Transforming Libraries: Community Relationships

Transforming Libraries: Customer/User Expectations

Transforming Libraries: E-Books & Collections

Transforming Libraries: Library Leadership Expectations

Transforming Libraries: Library Workforce

**Program/Discussion Group Relationship:** Division/ALA juries are asked to indicate discussion groups relevant to their content areas, with the intent of facilitating discovery of content streams including both programs and discussions (peer-to-peer learning). While discussion groups will not be juried, discussion group leaders will be asked, during the submission period, to indicate which "content bucket" is most appropriate for the particular discussion group.

**Program Evaluation:** All programs will be evaluated. The ALA Conference Committee will review a proposed evaluation process at their meeting in Chicago during the ALA 2017 ALA Annual Conference.

**Content Areas:** One of the unique "affordances" of the ALA Annual is that it brings together content from a complex and diverse field, across types of libraries. While this has significant value, it also creates challenges in content organization. ALA must both organize across a changing profession -- and provide learning and networking opportunities to both new and experienced professionals.

The proposed starting package of content streams for the 2018 ALA Annual in New Orleans includes the following. There are many other possibilities for structuring content. All programs will be recorded, subject to "rights" agreements.

\*\*\* The following sample content areas are preliminary samples & will be revised as this discussion progresses. The ALA Conference Committee will approve the final 2018 Annual Conference content areas at the 2017 Midwinter Meeting. \*\*\*

**Leadership & Management:** Advocacy, Marketing, Fundraising, Buildings, Collaboration, Staff Training & Development, Changing Workforce Needs, Changing Service Portfolio, Changing Economics, Assessment & Evaluation, Fiscal Planning, Trends & Forecasting

**Collections -- Digital & Print:** Print to digital, acquisitions & Licensing, Organization & Metadata, Discovery & Access, Preservation, Digital Preservation, Technical Services

**Technology -- Bytes to Public Policy:** Systems & Tools, Accessibility, Workforce Impact, Budget Impact, Service Impact, Organization Impact, Information Policy, Data Curation & Management, Data Services, Mobile Technologies

**Teaching and Learning:** Literacy, Student Learning Standards, Changes in K-12 Education, Changes in Higher Education; Public Library as Learning Center, Changes in Pedagogy, STE(A)M, Information Literacy, Distance/Online Learning, Instructional Design, Open Educational Resources

**The Library in the Community:** Outreach, Community/Campus Partnerships, Changing Community Expectations, Libraries & Community Innovation, Libraries & Community Conversation, Library Spaces -- Maker Spaces; Learning Commons & More, Library Virtual Spaces, Measuring & Communicating Impact, Library History, Adult Programming, Children's and YA Programming

Transforming Libraries: Services

Transforming Libraries: Space -- Physical and Digital

Transforming Libraries: Systems & Technology

Transforming Libraries: Teaching & Learning

**Publishing & Scholarly Communication:** Library as Publisher, Institutional Repositories, Intellectual Property & Copyright, Research Lifecycle, Digital Scholarship

**Changing Library Services:** Service Organization, Serving Children & Teens, Adult Services -- Young Adults to Seniors, Accessibility, Services & Changing Demographics, Reference Services, the Embedded Librarian, First-Year Experience, User Experience

**Equity, Diversity & Inclusion:** Cultural Competency, Diversity in Children's Literature, Hidden Histories, Global Librarianship, Equity & Inclusion in the Workforce, Equity & Inclusion in Library Collections & Services

**Library Spaces -- Physical and Digital:** Architecture, Universal Design, Accessibility, Buildings and Interior Design, Virtual Spaces

**Books and Users -- Readers Advisory, Book Groups, Authors, Digital Humanities**

In defining "content buckets" (above) there was no attempt to provide either marketing or aspirational track titles. While broad areas may remain somewhat stable, titles may need to change annually, which may help focus. Some of the content streams above may need to be divided. The challenge is to represent ALA's strength -- a multiplicity of perspectives -- in each stream, as well as to provide content that both informs and challenges. Additional or substitute recommendations are welcome.

or to four other content streams:

**Plus:**

Updates & Briefings

**Updates & Briefings:** Space will be set aside for "News You Can Use," updates and briefings on new or proposed legislation/regulation, research results, survey results, grant findings, standards development progress, etc. These "updates" appear in the current Annual Conference schedule as "updates" (e.g., Washington Office Update), "forums" (e.g., ACRU/SPARC Forum) and similar titles. The focus on "new" or "recent" argues against inclusion in the standard submission process; a similar series is presently being curated for the ALA Midwinter Meeting. As is true at Midwinter, the "News" sessions will be recorded.

Career Development

The **ALA JobLIST Placement Center** routinely offers career development sessions. These sessions are offered in the Placement Center, which is typically a "built" space off the Exhibit Hall. The proposal assumes that practice will continue. By policy, individuals are not required to register to use the Placement Center resources. These sessions are not recorded.

Orientation or "101" Sessions

Most Divisions, as well as some Round Tables and other groups (e.g., OIF), offer "**101**" or orientation sessions -- introducing the group to new attendees & potential members, encouraging active participation. The proposal assumes that those sessions will continue. They have been allocated Hotel (Hilton) space. They are not recorded. These sessions are curated, but not juried.

Core Values

Sessions about core values are integrated into the various content streams (above) and juried.

## Authors & Books

There are strong curated program series that focus on Books/Authors: The Auditorium Series (curated through ALA Conference Services, working with the ALA Conference Committee and publishers), the various Exhibit Floor stages. Various special events will also be focused on Books/Authors. These sessions are curated but not juried.

**Poster Sessions:** The ALA Poster Sessions will continue to be a separate (and relatively high volume) stream. Poster Sessions are juried. The Poster Session jury will work with other units currently holding "poster sessions" to integrate them, so that \*all\* poster sessions take place in the same area. I.e., the Poster Sessions will integrate "special focus" periods. Other "poster-session-like" events -- e.g., the Diversity Fair -- will be handled like special events; such events are typically held in a "special events" area off the Exhibit Floor.

**Ignite! (short format) sessions:** There is currently a separate call for Ignite! sessions. The selection is based on a public/crowdsourcing process plus a jury process (both Conference Committee and staff).

**Conversation Starter sessions:** Conversation starter programs (45 minute presentation plus discussion) are currently separately called and selected.

**International Programs:** The ALA IRO and IRC jury/curate a stream of international programs.

**Presidents' Programs:** ALA offers an array (10 or more) major "Presidents' Programs," developed by the presidents of the ALA Divisions, by the ALA President and by the Presidents of ALA Affiliate organizations (e.g., the ethnic caucuses). These programs often include awards presentations as well as content; they are often joined to receptions or other celebrations. Because they are organized during the presidential year, they tend to be later than the juried proposals.

**Auditorium Series:** A publisher-sponsored series of major authors. A list is provided to the ALA Conference Committee, which indicates top choices. The series is coordinated by ALA Conference Services, working with the ALA Conference Committee.

Ignite! sessions will continue without change in year one. These programs are juried.

**Conversation Starter** programs will be integrated into the main content streams and juried.

**International Programs** will be integrated with the main programs streams and juried.

**Presidents'/Chair's Programs:** These will become their own special content stream. There should be an effort to incorporate all Presidents' Programs in the stream, requiring some discussion of schedule, pattern, length. Presidents' Programs -- because of the associated awards ceremonies -- tend to be longer than other sessions. Presidents' Programs will not be juried. They will be recorded.

**Auditorium Series:** The Auditorium Series will continue unchanged. Sessions may be recorded, based on author permission.

See attached summary sheet of session types.

mg 12/13/2016

SESSION TYPE	JURIED	CURATED	RECORDED	LOCATION	NOTES
Auditorium Series		x	x	Main Program area	Publisher sponsored; ALA Conference Committee & ALA Conference Services curate; scheduling is centralized.
Presidents'/Chairs' Programs		x	x	Main Program area	ALA or Unit President or Chair program. May also include awards and other ceremonial content. Scheduling will be coordinated.
News You Can Use (Updates & Briefings)		x	x	Main Program area	Internal/External reports on new legislation/regulation, new survey results, new grant learning, etc. ALA Conference Committee and ALA Conference Services curate. Scheduling is centralized.
Ignitel Sessions (short format)	x			Main Program area	Public jury (crowdsourced); internal member/staff jury; centralized scheduling.
Main Program	x		x	Main Program area	Session proposals submitted to 1 of 12 juries (11 ALA Division juries, ALA General jury) Scheduling is centralized.
Poster Sessions	x			Poster Area near Exhibit Hall	Poster proposals submitted to separate Poster Session jury.
ALA JobList Placement Center Programs		x		ALA/JobLIST Placement Center near Exhibit Hall	By policy, conference registration is not required to use Placement Center services. Sessions are curated and scheduled by ALA HRDR, which manages the Placement Center
"101" or Orientation Sessions				Hotel space	Sessions are developed by individual units. May be in hotel space rather than convention center. Scheduling will be coordinated within this cluster.
Discussion Groups				Main Program area or Hotel	Sessions are submitted by individual units. Most relevant content area is specified. <u>Scheduling is centralized.</u>
Meetings (Boards, Committee, other groups)				Hotel space; non-peak (f or late afternoon) space in Main Program area	Sessions are submitted by individual units. <u>Scheduling is centralized.</u>