



**ALA ANNUAL** *New Orleans*  
CONFERENCE & EXHIBITION JUNE 21-26, 2018

**American Library Association  
2018 Annual Conference  
Program Proposal Submissions  
Dates and Deadlines\***

**Submission Site Opens:** May 17, 2017

**Submission Site Closes:** August 25, 2017

**Final Decisions are made:** September 29, 2017

**Schedule of Sessions Announced:** November 8, 2017

**2018 Annual Conference Preliminary Scheduler Opens:** December 4, 2017

\*Dates are subject to change



## 2018 ALA Annual Program Submission Form Fields

Please log in to the submission site, to complete the form online. An ALA log-in will be required to access the site.

Below are the submission questions and fields you will encounter when submitting your proposal. **\*Note, some submission units have additional questions beyond the standard, these protentional questions can be found in the pages following the standard questions.**

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Once you are logged in click on “Begin a new Submission”

- **Session Title (required)**
- **Submission Unit (required)**
  - Please select one ALA Unit per submission
  - Units include each of the 11 divisions and general ALA

### Task 1: Submission Description

- **Select a Topic – Choose one (required)**
  - Books & Authors
  - Career Development
  - Core Values
  - Transforming: Collections, Discovery and Access
  - Transforming: Community Relationships
  - Transforming: Customer & User Expectations
  - Transforming: E-Books & Collections
  - Transforming: Library Leadership Expectations – Staff and Boards
  - Transforming: Library Workforce
  - Transforming: Physical & Virtual Space
  - Transforming: Services
  - Transforming: Systems & Technology
  - Transforming: Teaching & Learning
  - Updates/Briefings
  - Other (Write In)
- **Short Program Description (for use in program book and other printed materials) (required)**
  - 100 words max
- **Full Program Description (for use in the online scheduler) (required)**
  - No word limit

## Task 2: Proposal Subject and Audience Information

- **Subject Heading(s) (required)**
  - List varies by submission unit
- **Target Audience (required)**
  - Briefly describe your target audience. The target audience is the demographic of people who are most likely to show interest in your program proposal.
- **General Library Type(s) (required)**
  - List varies by submission unit

## Task 3: Learning Objectives

- **At least 2, no more than 3, unless otherwise listed below (required)**
  - Association for Library Service to Children (ALSC) – Requires 3 Learning Objectives
  - Association for College and Research Libraries (ACRL) – Requires 3 Learning Objectives
  - Library Leadership and Management Association (LLAMA) – Require at least 3, no more than 5

## Task 4: Additional Program Proposal Details \*

- **Will this be a Panel Presentation? (required)**
  - If this is a panel presentation, please describe the relationship between individual segments and interaction between speakers.
- **Will you be collaborating with another organization or individual? (required)**
  - If yes, please list the name of the organization or individual that you will be collaborating with.
- **What is the purpose of this collaboration?**
- **Equity, Diversity and Inclusion Information (required)**
  - Briefly describe how this proposal supports increased equity, diversity and inclusion
- **ALA Strategic Direction Information (required)**
  - Briefly describe how this proposal supports one (or more) of the above strategic directions. [Details of ALA's Strategic direction can be found on the ALA website.](#)
- **Has this program been presented at any other conference? (required)**
  - If yes, please list when and where it was presented
- **Do any of the sponsoring units or speakers have any date and time restrictions that should be considered when scheduling this session? (required)**

## Task 5: \* See the following pages for additional questions by submission Unit

## Task 5/6: Contacts

- **Minimum of 1 contact person (required)**
- **Speakers are not required at time of submission, but highly recommended**
- **Full name and Email required are required for all Contacts, including moderators and speakers. This information will be used only is the session is accepted.**

## Additional Questions by Unit

### Task 4: Additional Program Proposal Details

#### Association for Library Collections & Technical Services (ALCTS)

- **Please provide a program outline (required)**
  - Briefly list the topics that will be covered and speaker credentials.
- **Additional Information (required)**
  - Include any relevant information that will assist in the reviewing of this program.

#### Association for Specialized & Cooperative Library Agencies (ASCLA)

- **Select a relevant ASCLA Interest Group**
  - [List of ASLA Interest Groups](#)

#### Reference and User Services Association (RUSA)

- **Select a relevant RUSA Section (required)**
  - [List of RUSA Sections](#)

#### United for Libraries

- **Describe how this program relates specifically to library Boards of Trustees, Friends of the Library groups, and/or library Foundations. (required)**

### Task 5: ALSC Additional Information

#### Association for Library Service to Children (ALSC)

- **Budget Information (required)**
  - The ALSC program budget is limited. ALA/ALSC policy states that ALA/ALSC members do not receive payment for presenting programs. This includes honoraria, reimbursements for expenses related to travel, and registration fees. Any anticipated speaker fees for those outside the industry must be listed here prior to program approval.
- **Brief outline of program (required)**
  - please briefly outline the program.
- **Speaker/Presenter Biography (required)**
  - If your program has more than one presenter, list each name, followed by a brief bio.

## Task 5: ACRL Cost & Co-sponsor Information

### Association for College and Research Libraries (ACRL)

- **What ACRL Unit are you submitting to? (required)**
  - (Section Name, Interest Group Name, Committee Name. Individual proposal? Write 'Individual')
- **How is this program relevant to the above ACRL unit? (required)**
- **Total budget amount requested from ACRL/PDC (required)**
- **Total budget amount requested from section basic services (required)**
- **Total budget amount requested from committee/interest group budget (required)**
- **Total budget amount requested from donors (required)**
- **Budget total for conference program (required)**
- **Lodging for Non-Librarian/Non-ALA Members (required)**
  - Please indicate the number of night lodging (\$200 per night).
- **Poster Boards (required)**
  - Please indicate the number of Poster Boards (\$100 per board).
- **Travel for Non-Librarian/Non-ALA Members (required)**
  - Please indicate travel expenses (lowest coach fare, mileage at \$.56/mile, parking, etc).
- **Per Diem for Non-Librarian/Non-ALA Members (required)**
  - Please indicate how many days (\$50 per day).
- **Photocopying (required)**
  - Please indicate the cost of photocopying.
- **Catering (required)**
  - Please indicate the cost of catering.
- **Other (required)**
  - Please indicate any other costs.
- **Outside (donor) funding (required)**
  - Is there potential for outside (donor) funding to support your program?
- **Outside Funding Source**
- **Outside Funding Amount**
- **Cosponsor and Funding Units**
  - List any units that are cosponsoring the program and providing funding.
- **Cosponsor Name Units**
  - List any units that are cosponsoring the program in name only. Limit of 2.
- **Additional budget comments/explanation**
- **Honorarium for Non-Librarian/Non-ALA Members (required)**



## Creating compelling conference session descriptions

### Goals:

- Clear session descriptions.
- Concise.
- Relevant keywords.
- Easy to scan for key outcomes of attending.
- Why/how this one session alone could make attending the conference worthwhile.
- Enough information to help someone decide if they want or need to attend that session.

### General:

- Get the primary information right up front in titles and descriptions (think of reading on mobiles/ devices).
- “Clever” titles and copy may fail to communicate the real value of the content.
- Make your first 100 words stand alone as a compelling and useful description. If your session will be in the guide book, the limit there is 100 words.
- No uninformative placeholder titles or copy such as: “Copy to come later,” or “TBD.” It’s possible to write strong generic copy. “After this opportunity to discuss [topic] with other specialists in this area, attendees will leave the session with new perspectives on [topic].”

### Guidelines:

- Focus on outcomes for the attendee rather than wordy descriptions.
- Don’t include any copy that doesn’t tell the reader something about the session itself.
- Avoid starting with a sentence such as, “In this session, five panelists will talk about [repeat of session title].”
- Avoid generalizations that everyone already knows such as, “In libraries today, technology is increasingly important.” “Librarians are busy people.”
- Start with concrete benefits of attending the session, and something that gets the reader’s attention:
  - Are you responsible for [topic] in your library? You will leave this session with five new ideas you can implement that will help you . . .
  - Learn about recent developments [as specific as possible] in [topic] and how they affect your work. Jane Doe will use case studies from six school libraries to . . .
  - Get strategies for streamlining your [something] so it takes less time each day.
- Include as much concrete information as possible.
- Select the type of library, content areas and interests carefully to attract the right audience.
- Include at least the institutional affiliation of presenters/speakers.
- Get a headshot of each presenter from somewhere if they don’t send one. The scheduler will look 100 times livelier.



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## Program Proposal Submissions Staff Contact List

For updates or questions for an individual the ALA Unit, please contact the staff members listed below, **for technical support, please email [anavarro@ala.org](mailto:anavarro@ala.org)** :

**The American Library Association [including all Round Tables, Offices, Affiliates & Others]**

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**American Association of School Librarians (AASL)**

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**Association for Library Collections & Technical Services (ALCTS)**

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**Association for Library Service to Children (ALSC)**

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**Association for Specialized & Cooperative Library Agencies (ASCLA)**

Melissa Tracy, [mtracy@ala.org](mailto:mtracy@ala.org)

**Library and Information Technology Association (LITA)**

Mark Beatty, [mbeatty@ala.org](mailto:mbeatty@ala.org)

**Library Leadership and Management Association (LLAMA)**

Fred Reuland, [freuland@ala.org](mailto:freuland@ala.org)

**Public Library Association (PLA)**

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**Reference and User Services Association (RUSA)**

Leighann Wood, [lwood@ala.org](mailto:lwood@ala.org)

**United for Libraries**

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**Young Adult Library Services Association (YALSA)**

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