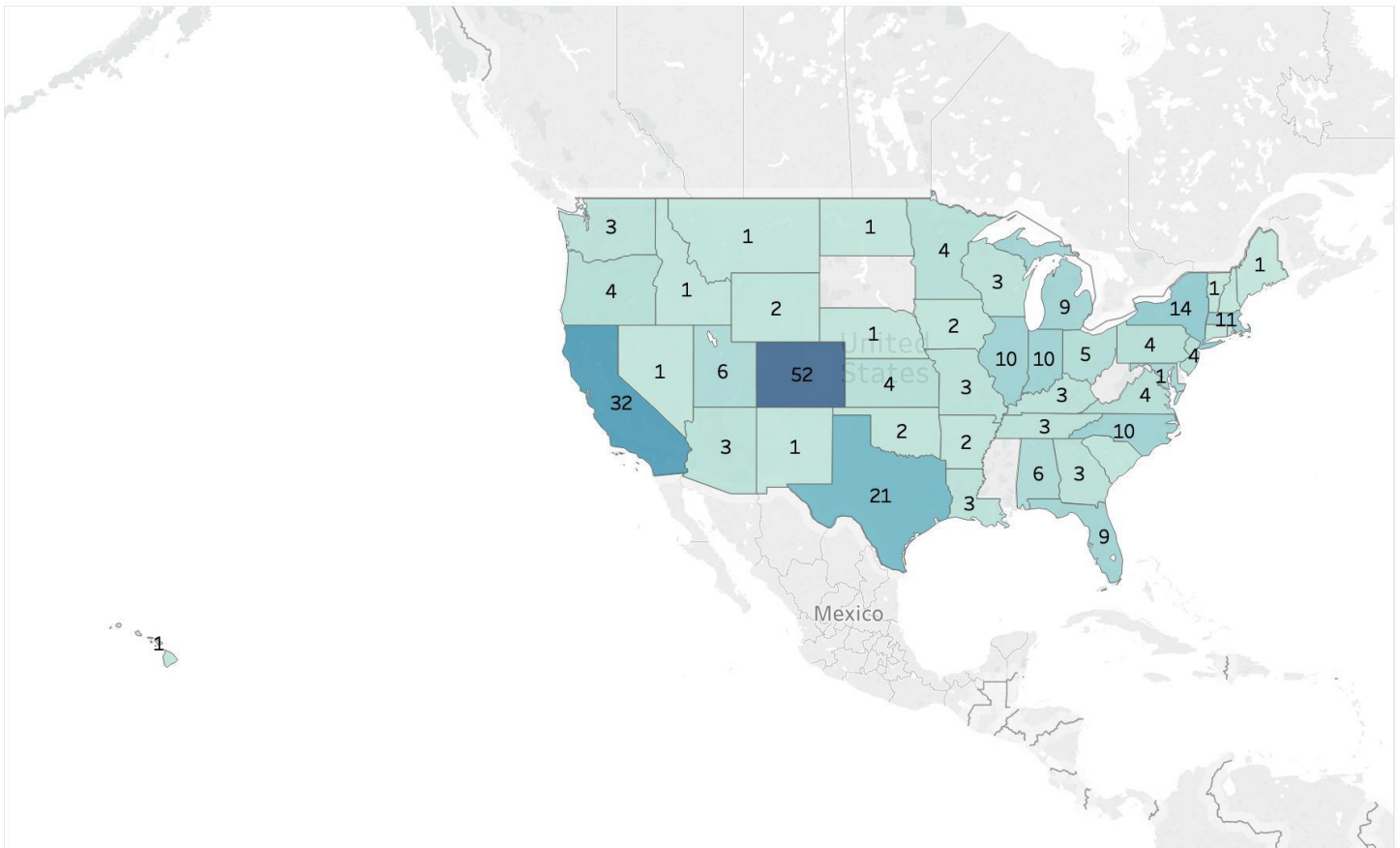## Intro & Data

The Assessment & Research Committee was charged with examining LITA Forum data to analyze information about attendees, presenters and activities. The data in this report includes surveys and room count numbers from the 2018 (Minneapolis, MN) and 2017 (Denver, CO) LITA forums.

- All attendee survey 2017: https://www.surveymonkey.com/results/SM-GRQXSH3F8/
- Speaker survey 2017: https://www.surveymonkey.com/results/SM-N6KXHKGF8/
- Room counts 2017: https://docs.google.com/spreadsheets/d/118n5DA_sxRSNGVMGLxd4umxO8ObrXnFPNKU9r1iSNNA/edit?usp=sharing
- All attendee survey 2018: https://www.surveymonkey.com/results/SM-NGSZ5TVYV/
- Speaker survey 2018: https://www.surveymonkey.com/results/SM-JTKRYTVYV/
- Room counts 2018: https://docs.google.com/spreadsheets/d/1B5e11l45u67Wf8WofQ8P-kghnIIjIuDq5BWJtPoEn8w/edit?usp=sharing
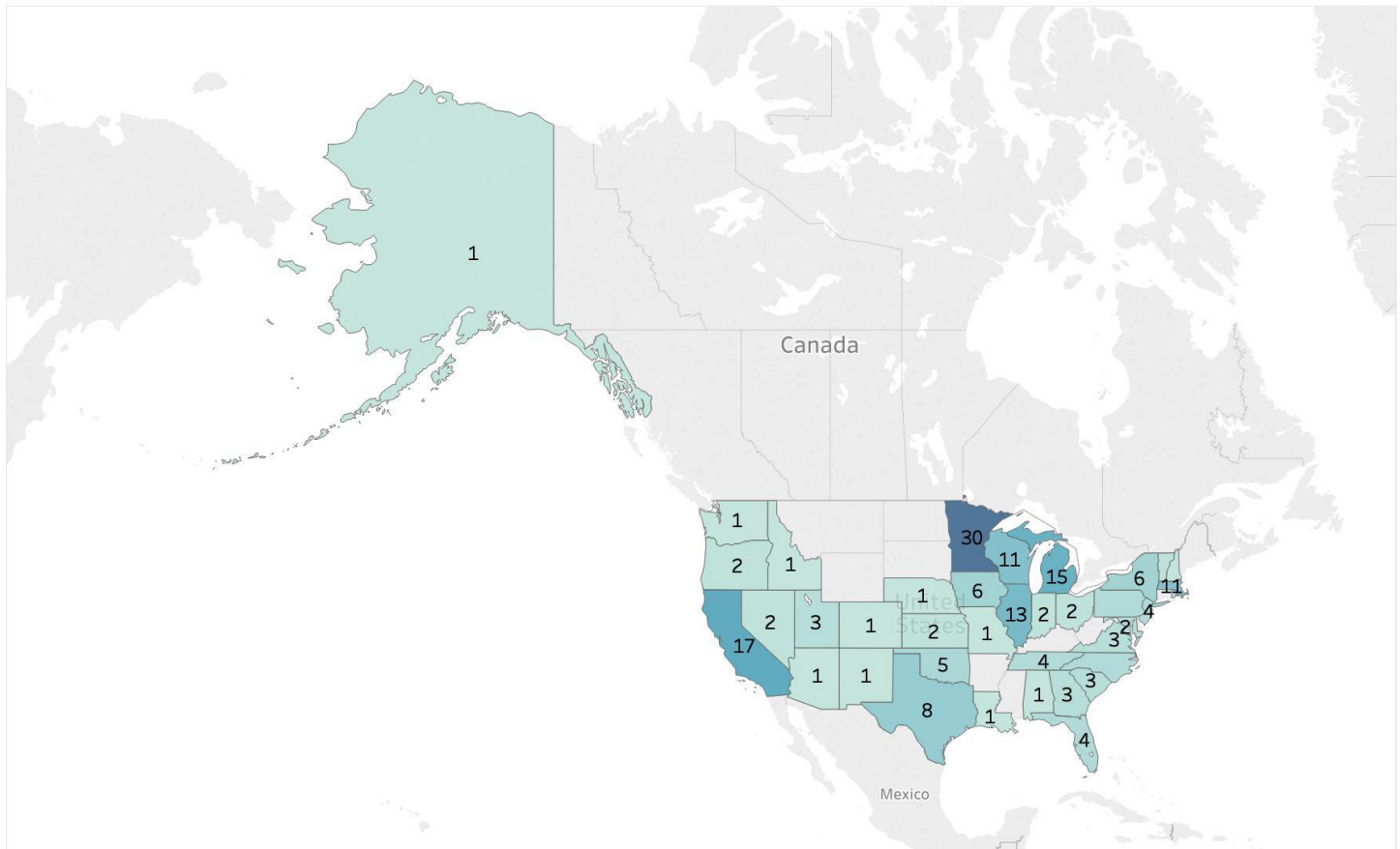- Registration lists from 2017 and 2018

Location

Conference location has a strong impact on attendee location. In both years, there was unusually good representation from the state where the conference was held. It also bumped up registration, particularly among non-presenter attendees, from surrounding states. The Denver conference in 2017 drew larger groups of attendees from Texas and California, while the 2018 conference in Minneapolis drew more attendees from Michigan, Wisconsin, Iowa, and Illinois.

Attendees by State 2017
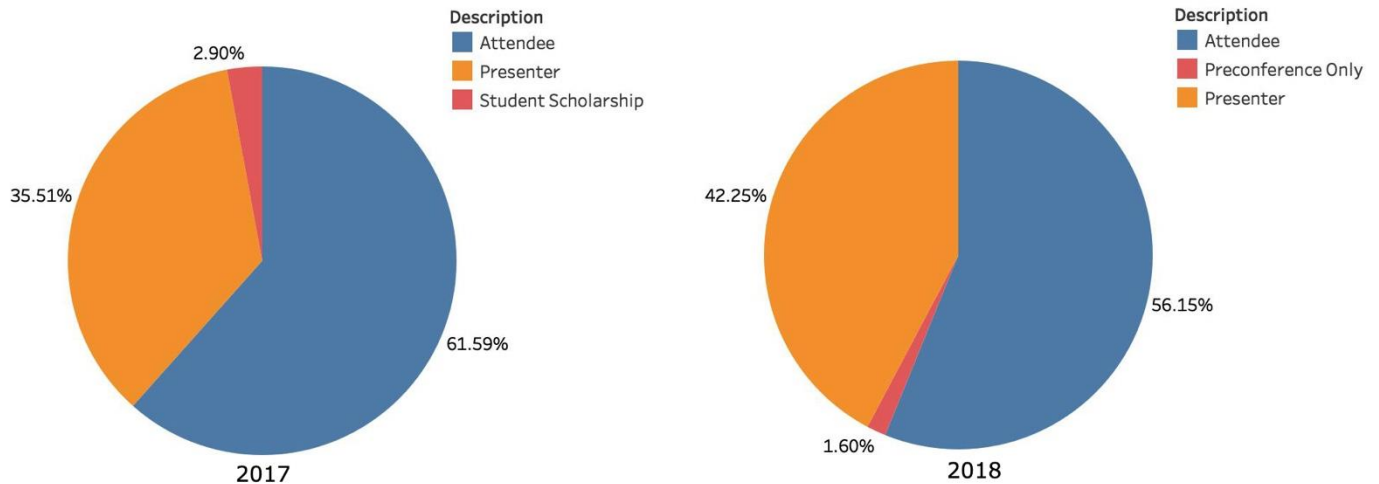
Attendees by State 2018

Attendees who responded to the survey who had attended another LITA forum were much more likely to have attended the most recent past forum. In 2017, 29% of respondents indicated they had also attended the 2016 conference in Fort Worth, while only 1%-2.5% had attended other past conferences. In 2018, 25% of respondents indicated they had also attended the 2017 forum in Denver, 4% had attended the 2016 forum in Fort Worth, and 16% had attended the 2015 forum also held in Minneapolis.

66% of respondents to the 2017 survey and 68% of respondents to the 2018 survey indicated that location was one of the most important criteria they considered when planning to attend the forum. Survey comments relevant to the location reinforced the local draw. A 2017 attendee said of Denver, "It helped that it was within a reasonable driving distance." Another 2017 attendee noted, "nice size, friendly people, relevant topics, Denver was a good location."

People were more critical of the Minneapolis forum, though most comments seem to focus on hotel facilities. Comments that specifically pertain to the location choice include, "If the event decided to keep its November date, it should take place somewhere warmer than Minneapolis. Minneapolis would be a great location between May and September." Several members also commented on transportation and parking around the location: "Having a location nearer to light rail would have made travel to/from the event more convenient. (I'm local so I drove with colleagues.)"

Presenters and Attendees

The opportunity to present at the forum seems to be a big draw for attendees. In both years, a large number of attendees were also presenters. In 2017, 35.5% of attendees were presenters and in 2018, 42.3% of attendees were presenters.

2017

2018

28% of survey respondents in 2017 and 21% of respondents in 2018 indicated that being selected to present was important to their plan to attend the forum. This may be because most attendees work at colleges or universities. Survey responses indicate that 71% of 2017 attendees and 75% of 2018 attendees worked in higher education settings. The next largest group of attendees are public librarians. 18% of 2017 attendees and 16% of 2018 attendees worked in public libraries. Based on comments from the survey, this breakdown seemed to be reflected in the session content as well. Some respondent feedback from the survey included:

- It was more focused on academic rather than public libraries. Didn't find many sessions useful. (2017)
- It would be great to have a broader representation of library types beyond the mostly academic and public. Perhaps try to involve special libraries and government libraries as well. (2017)
- I was a bit underwhelmed. This was my first LITA and I was very excited because I had heard great things about it. I felt that the sessions didn't really cover a lot of technology related topics. It was also very academic library heavy this year. It seemed that the selection of papers were not of the same quality. Of course, the challenge is how to get quality presentation topics. (2018)
- Extremely academic orientated for the cost of the conference. (2018)
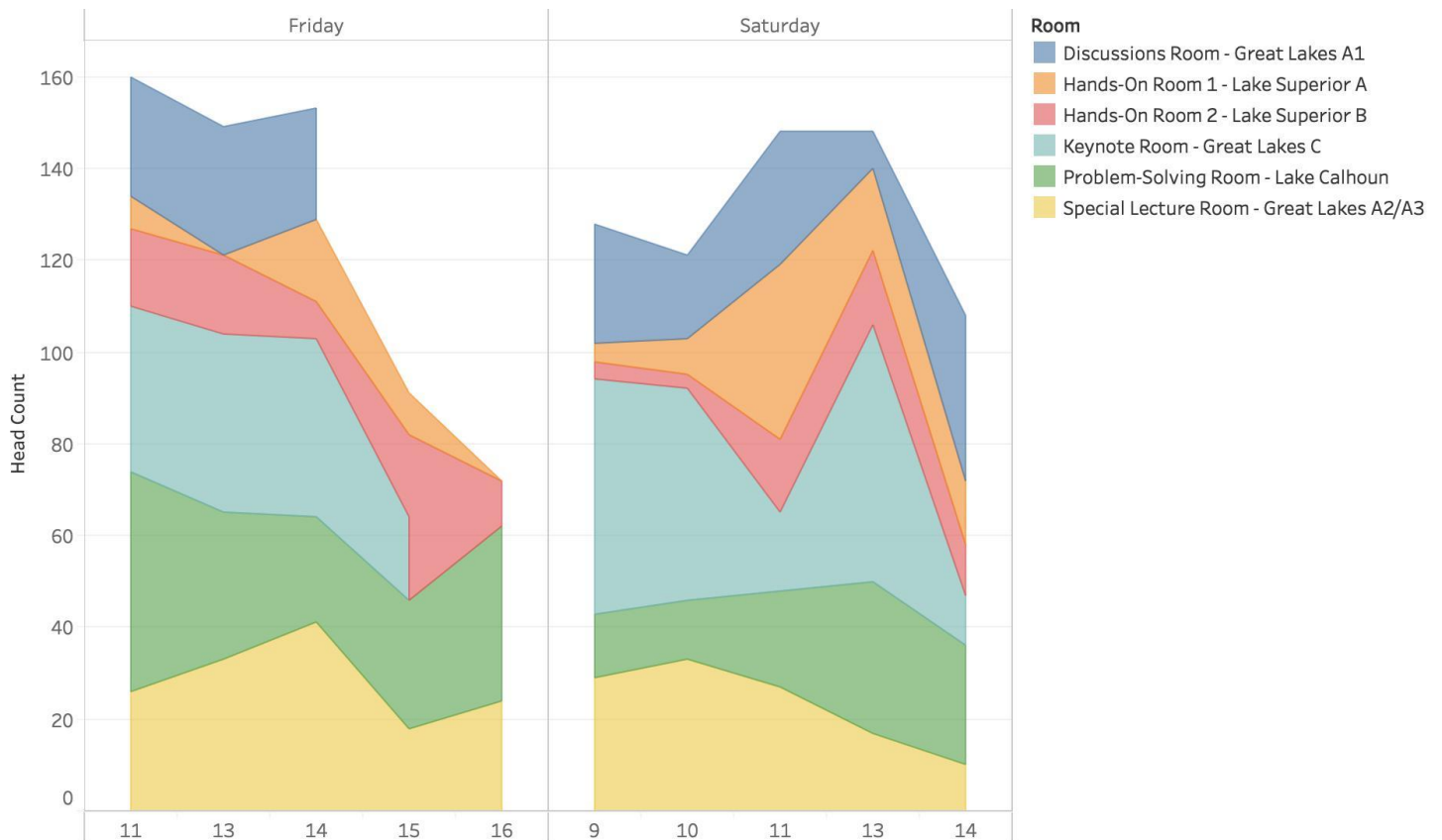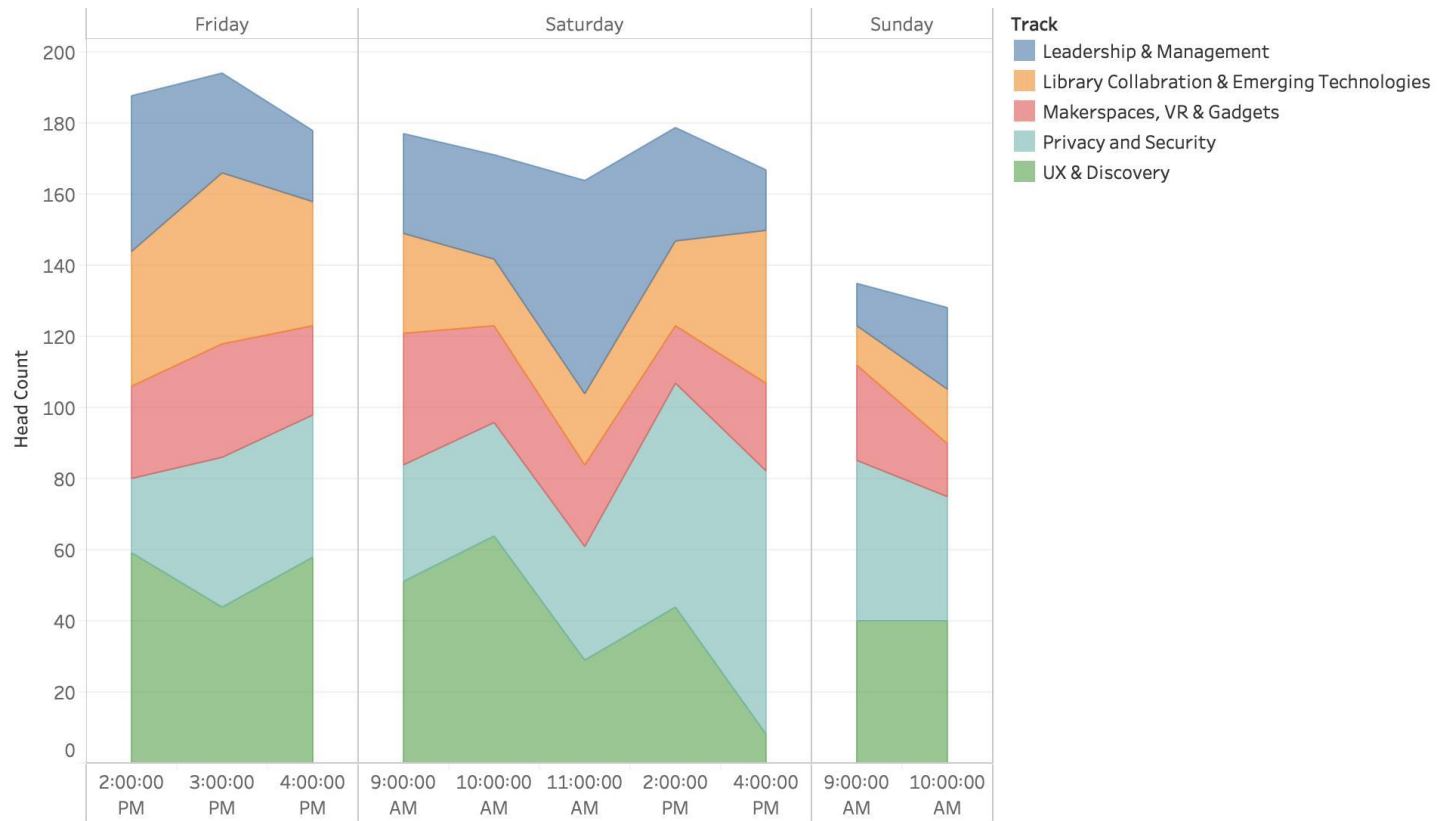
Based on survey responses, most attendees are between 30-29 years old (65% in 2017, 68% in 2018). It is a bit hard to tell which areas attendees worked in based on the survey feedback, since choices changed between the two conferences. Notably, more options for technical services roles were added in 2018 such as metadata and electronic resources, that may have fallen into the systems role in 2017. Though it is clear from the survey data that many attendees work in library IT roles such as web or software development and systems administration. Other significant groups include administrative roles such as department head or director, technical services roles in metadata, electronic resources, and digitization, and public services roles such as instruction, reference, and liaisons to technology centers and programs.

Attendee Role	2017	2018
administration	19	17
IT/development	40	24
public services	14	13
student	2	1
technical services	3	13

Many of the survey respondents also indicated they were first time attendees at the forum (51% in 2018, 55% in 2017).

Session Data

The model for scheduling changed between 2017 and 2018, from thematic tracks to a session type model based around room configuration. From the attendance data, it's clear that at least a core group of attendees followed a particular track in 2017. In 2018 many attendees switched between rooms frequently.

Session attendance data from 2017 seems to indicate a strong interest in data and analytics, discovery and searching, technology planning, and user experience:

Title	Head Count
The Right Tool for the Job: Library Analytics and Data Tools	74
Redefining Discovery through Search, Browse, and Recommendation	64
Data Visualization 101	63
Unify Search Results with a Decoupled Web App / Wayfinding Meets Library App: What Students Want From a Mobile Library Experience	60
Designing 5-minute UX Studies	59
Own the User Experience: Provide Discovery for your Users	58
Tech Planning in 90 minutes (from Managing Library Technology: A LITA Guide)	51
Emerging Technologies and the Academic Library: How the Internet of Things Fits In / Implementing Internet of Things at Your Library: Tips and Tricks	48
Free Doesn't Mean Inferior: Leveraging the Tools We Have to Create a Robust Data Reporting Model	45
At the Threshold: Using Student Interviews To Impact Usability Initiatives / Design together. Build together. The beautiful secret to a successful user experience	44

The top attended sessions from 2018 include the DPLA update, a continuing focus on technology planning and user experience design, and an emerging focus on social justice issues in technology and how technology integrates with other parts of the library including public service and communications.

Title	Head Count
DPLA Update and Information	56
Building Digital Strategies from the Bottom Up: Leading Technology Projects Effectively	51
Gender Equity in Library Technology: How Do We Get There?; and Technological Microaggressions: How to Notice Them, How to Undo Them	48
Spaces, Cases, and Faces: Libraries as Emerging Technologies Hubs	46
Accessibility Awareness: Beyond the Basics	41
Through the Looking Glass, part 1	39
Through the Looking Glass, part 2	39
Developing Communication Plans to Support Technology Changes	38
Service Design: Thinking Holistically about Services & Technology	38
Library System Migrations: issues and solutions	36