



ALA American Library Association

ALA MIDWINTER MEETING & EXHIBITS

PHILADELPHIA | JANUARY 24-28, 2020 | #ALAMW20



To: ALA Council
From: Matt Beckstrom, Chair, ALA Conference Committee
RE: Annual Conference Wrap-up
ALA Conference Committee November meeting
ALA Winter Conference Remodel
2020 Annual Conference

Action: Report
Date: January 25, 2020

2019 Annual Conference Wrap-up

The 2019 Annual Conference in Washington D.C. has 14,663 registrants, 6,827 exhibitors, for a total of 21,460 registrants. This is compared to:

- 2018 New Orleans total registrants: 17,599
- 2017 Chicago total registrants: 22,701

ALA Conference Committee November Meeting

The ALA Conference Committee met in Chicago on November 18-19. At the meeting, the committee reviewed the evaluations from the annual conference in Washington D.C. and reviewed the session attendance.

The committee also reviewed the jury selected programs for the ALA Annual Conference in Chicago and set the schedule for the programs.

Day two of the meeting was devoted to a learning visioning and environment strategy session facilitated by the Institute for Learning Environment Design. The institute was attended by Conference Committee members and select ALA Staff. During the session the committee and staff created methods to understand the attendees to the winter conference, and to understand the different ways the conference could be designed to meet their needs. This was the beginning of the visioning process that will be continued at the Midwinter conference.

ALA Winter Conference Remodel

The committee has worked on several projects in preparation for the new winter conference that will be debuted in 2022 in San Antonio. In coordination with the Institute for Learning Environment Design, we are holding several focus groups at ALA Midwinter in Philadelphia. Several segments of the conference registrants were identified including:

- 1st timers (1st time attendees at Midwinter or at ALA Annual 2019)
- ALA members



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- Exhibitors
- Students

The data from these focus groups will be used with previous data collected and used by the consultants to guide the design process.

The participants in the focus groups will be provided with the following introductory information:

- Purpose: As part of this design process, we are collecting input from ALA community members that will be used to inform the design of a re-imaged mid-winter event. The focus of this event will include providing professional learning opportunities.
- Goals: The primary goal for this interview/focus group is to collect ideas and opinions on key questions about to your preferences for professional conference learning events.
- Expectations: In an informal 30-minute session, we will ask a series of questions and note your responses. Our notes will be used for internal planning purposes and will not include any identifying information. We will not be audio or video recording the sessions.

After the Midwinter conference, the Institute will provide the committee with a summary of the data gathered at the focus sessions, and a framework to continue our work. The committee has agreed to meet online sometime in late March or early April to review the focus group information, and to decide on the next steps.

2020 Annual Conference

The 2020 ALA Annual Conference will be held at McCormick Place Convention center in Chicago, Il June 25 – June 30, 2020. Registration opened on January 15.

There were 507 programs submitted to the annual conference. From those, 216 programs where chosen by the juries and where scheduled.

There are currently 61 posted sessions submitted for the conference. Of those, 28 are still active meaning they are in process and not completed. The deadline for poster sessions has been extended to February 7, 2020.

The Conference committee will meet again online in late March or early April, and then again on June 27, 2020 at the Annual Conference.