TO: ALA Council

FROM: Clara Bohrer, Chair, ALA Conference Committee

RE: (1) ALA Conference Remodel – Initial Results
             (2) ALA Midwinter Meeting – Current Planning Status

ACTION: Report and Discussion

DATE: 27 January 2019

Clara Bohrer, Chair, ALA Conference Committee, will report to Council. The following documents are attached:

a) AC18 Survey Results – Conference Redesign
b) AC18 Attendee Survey Recap
c) ALA Conference data points: July 2018 Member Survey (Avenue M)
d) Four Charts:
    - Total of created submission records/ total of completed submissions
    - Total accepted submissions / accepted submissions by unit
    - Completed submissions by topic
    - Accepted submissions by topic
e) Midwinter Replacement: Preliminary Documents
    1 Memo from Paul Graller, ALA Conference Services, to ALA Conference Committee
    2 Possible skeleton schedule (ALA C4F)
    3 Possible new event budget
    4 Draft Call for Proposals

Special Section: Annual Conference Redesign—How Did We Do?

The ALA Conference Committee and Conference Services has been working over the past few years to update the design of the Annual Conference. The objectives, reflected in the following questions, were intended to simplify and improve the user experience at Annual Conference **based on attendee feedback**. Your response to the following set of questions will help them determine if their objectives were met and what additional changes to make in the future for Annual Conference.

1. To what extent do you agree with the following: **Offer a more manageable and easily navigable Annual Conference**

Strongly disagree
Disagree
Neither agree nor disagree
Agree
Strongly Agree
Didn't notice a change

2. To what extent do you agree with the following: **Reduce meeting space to bring the conference programs, discussion groups and exhibits in closer proximity to each other.**

Strongly disagree
Disagree
Neither agree nor disagree
Agree
Strongly Agree
Didn't notice a change

3. To what extent do you agree with the following: **Make it easier to identify programs of interest to me.**

Strongly disagree
Disagree
Neither agree nor disagree
Agree
Strongly Agree
Didn't notice a change

4. To what extent do you agree with the following: **Reduce schedule conflicts between sessions on the same topic**

Strongly disagree
Disagree

Neither agree nor disagree
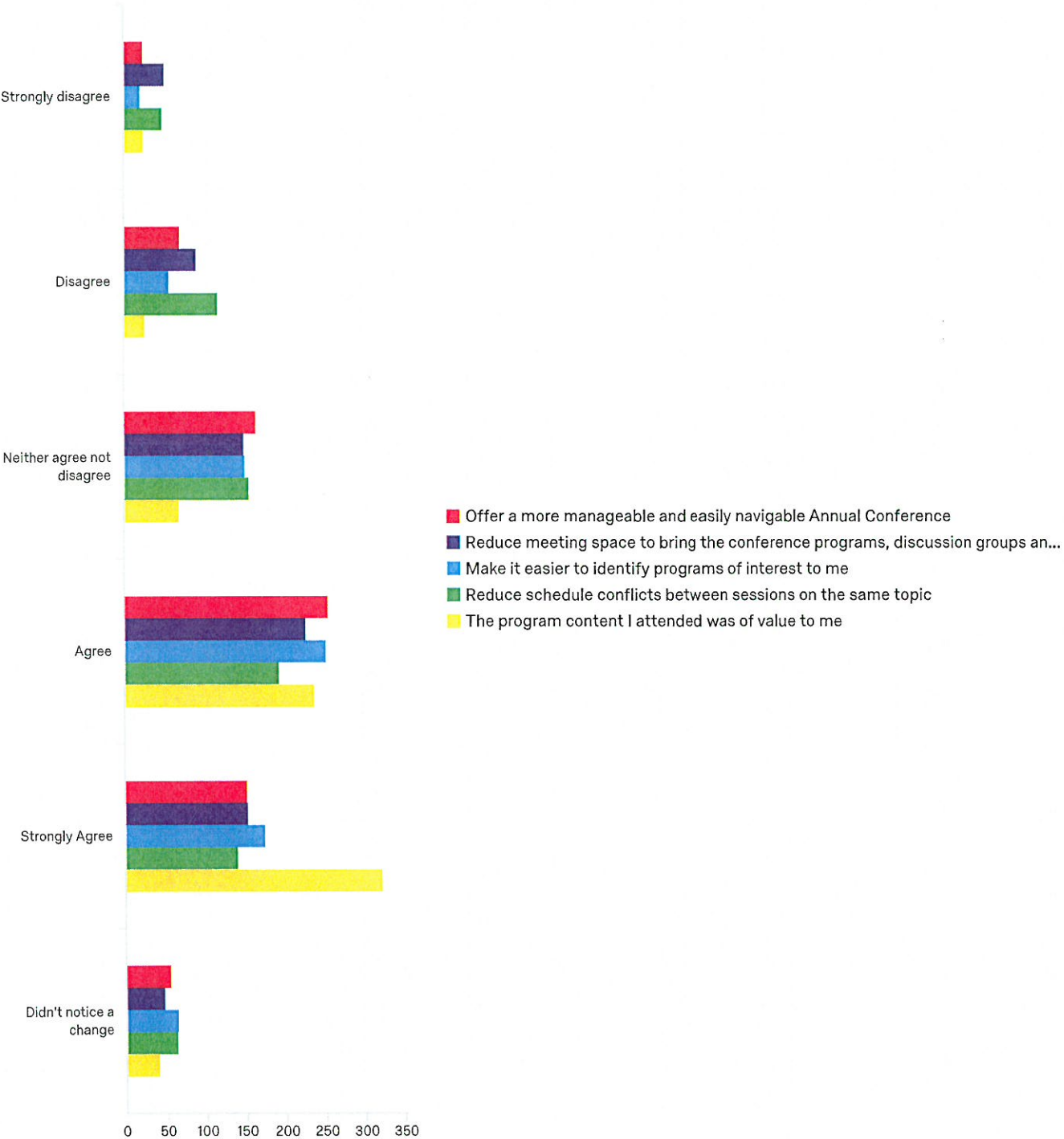Agree
Strongly Agree
Didn't notice a change

5. To what extent do you agree with the following: **The program content I attended was of value to me.**

Strongly disagree
Disagree
Neither agree nor disagree
Agree
Strongly Agree
Didn't notice a change

6. Of the changes listed above, what do you think worked well?

7. Of the changes listed above, what would you like to see improved?

To what extent do you agree with the following statements:

Legend:
- Offer a more manageable and easily navigable Annual Conference
- Reduce meeting space to bring the conference programs, discussion groups an...
- Make it easier to identify programs of interest to me
- Reduce schedule conflicts between sessions on the same topic
- The program content I attended was of value to me

Categories (y-axis): Strongly disagree, Disagree, Neither agree not disagree, Agree, Strongly Agree, Didn't notice a change

x-axis: 0, 50, 100, 150, 200, 250, 300, 350

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Offer a more manageable and easily navigable Annual Conference	1	6	4	1	1	722

#	Field						
2	Reduce meeting space to bring the conference programs, discussion groups and exhibits in closer proximity to each other	1	6	4	1	2	719
3	Make it easier to identify programs of interest to me	1	6	4	1	1	719
4	Reduce schedule conflicts between sessions on the same topic	1	6	4	1	2	718
5	The program content I attended was of value to me	1	6	4	1	1	718

#	Field	Strongly disagree		Disagree		Neither agree not disagree		Agree		Strongly Agree		Didn't notice a change	
1	Offer a more manageable and easily navigable Annual Conference	3%	24	10%	69	23%	165	35%	255	21%	153	8%	56
2	Reduce meeting space to bring the conference programs, discussion groups and exhibits in closer proximity to each other	7%	50	13%	90	21%	150	32%	227	21%	154	7%	48
3	Make it easier to identify programs of interest to me	3%	20	8%	56	21%	151	35%	252	24%	175	9%	65
4	Reduce schedule conflicts between sessions on the same topic	7%	47	16%	117	22%	156	27%	193	20%	141	9%	64
5	The program content I attended was of value to me	3%	24	4%	26	9%	68	33%	237	45%	322	6%	41

Showing Rows: 1 - 5 Of 5

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

American Library Association
2018 Annual Conference & Exhibition
June 21 – 26, 2018
New Orleans, Louisiana
Attendee Survey Recap

Annual Conference Attendees	2018 New Orleans	2017 Chicago
Registered Attendees (not including exhibitors)	12,423	16,192

Report Card

Show Areas Visited – statistics are similar to 2017 figures.

Attendance History – first time attendance (33%) is on par with 2017 figures.

Conference Planner Usage – up 20%

Mobile App Usage – up 15%

New Companies Found – 49% of attendees found new companies to do business with. This is similar to 2017 figure of 53%.

Percentage of time spent in the exhibit hall – this figure was significantly lower (27%) than 2017 (40%).

Statistics

First Time Attendees
2017: 34%   2018: 33%

What were the three best things about the 2018 ALA Annual Conference & Exhibition for you?

2017	2018
Exhibit Hall (vendors & exhibits) 48%	Exhibit Hall (vendors & exhibits) 52%
Networking opportunities 46%	Session presentations 36%
Session presentations 29%	Michele Obama 28%
Keynote speakers 22%	Networking Opportunities 23%

How likely would you be to recommend the conference to a friend/colleague?
Definitely (Promoters) 66%
Probably (Passives): 24%
Maybe (Passives) 9%
Definitely not (Detractors) 1%

Promoters will recommend the conference to others, fueling growth. The percentage of promoters grew in 2018.

2017: 60% Promoters, 28% Passives, 12% Detractors
2018: 66% Promoters, 33% Passives, 1% Detractors

Please rate how important each of the following reasons were to you for attending the 2018 conference.
"Continuing education and relevant session content that helps me do my job better" and "Information about current and future trends" showed increases in rating of importance for attending the conference.

% Extremely/Very Important	2017	2018
Continuing education and relevant session content that helps me do my job better	75%	86%
Information about current and future trends	80%	84%
Networking, making connections	82%	75%
Peer-to-peer and informal learning, e.g., Unconference, Networking Uncommons, Ignite sessions	77%	42%
Symposium on the Future of Libraries	-	29%
Exhibit hall, examining products/titles/technologies/services	72%	71%
Interacting with exhibitors face-to-face	91%	62%
Exhibit hall, stages and author events, signings	89%	54%
Presenting on a program	74%	35%
Featured speakers	84%	67%
Committee participation, business meetings	83%	48%
Job-seeking	60%	14%
Location	89%	54%

Percentage of time spent in the exhibits when down, while time spent on other scheduled events increased.

Please estimate the approximate percentage of your time that you spent on the following during the conference.	2017	2018
Committee/business meetings	12%	14%
Continuing education programs	22%	27%
Other scheduled conference events	3%	19%
Exhibit hall	40%	27%
Informal networking	10%	13%

Conference Scheduler Usage
Conference Scheduler Usage increased 20% from 2017.
Used Conference Scheduler
2017: 65%   2018: 85%

Conference Scheduler Rating of Excellent/Very Good:
2017: 68%   2018: 67%

Mobile App Usage
Mobile App Usage increased 15% from 2017.
Used Mobile App
2017: 57%   2018: 72%

Mobile App Rating of Excellent/Very Good:
2017: 59%   2018: 60%

Areas visited in the Convention Center	2017	2018
Internet Room on the Exhibit Floor	13%	9%
Post Office on the Exhibit Floor	11%	16%
PopTop Stage	26%	30%
Book Buzz Theater	28%	27%
ALA Lounge	17%	16%
Networking Uncommons	9%6	1%
What's Cooking @ ALA Demonstration Stage	18%	13%
ALA Store	52%	50%
Artist Alley	30%	31%
Diversity Pavilion	13%	12%
DVD/Video Pavilion	7%	7%
Gaming Lounge	13%	11%
Government Information Pavilion	14%	12%
Graphic Novel/Gaming Pavilion	31%	30%
Graphic Novel/Gaming Stage	16%	17%
International Lounge	3%	4%
International Pavilion	7%	4%
JobLIST Placement and Career Development Center	7%	7%
Library School and Instruction Pavilion	22%	21%
Maker Pavilion	30%	15%
Mobile App Pavilion	8%	4%
Now Showing @ ALA Film Program	7%	22%
Small Press/Product Area	19%	17%
University Press Pavilion	15%	16%
Zine Pavilion	13%	14%

Almost half (49%) of attendees found new companies to do business with. This is similar to 2017, where 53% found new companies to do business with.

Find New Companies to do Business With?

2017: 53%   2018: 49%

ALA Conference data points: July 2018 Member Survey by Avenue M

1. 87% of members cited a belief in supporting their profession.
   81% cited advocacy for the profession as a driver for membership.
   78% cited support for intellectual freedom.
   75% cited the opportunity to learn new skills and 73% cited keeping up-to-date through ALA publications.

2. Newer members (5 years or less) are significantly more likely to belong to ALA to learn new skills and to receive the member rate for continuing education. Mid-career individuals are the most likely to belong to ALA to access their division. Veteran members are the lost likely to belong to support the profession and advocacy for the profession.

3. Overall, the most indispensable feature of ALA membership is information that keeps members up-to-date. More than 2 in 5 members (45%) consider this one of the most important aspects of ALA membership that they cannot get elsewhere. Advocacy for people in the field (33%) and education/content related to members' areas of professional interest (31%) were also key.

4. A high percentage of members incur the full cost of participating in ALA.

5. The two most widely accessed benefits of ALA membership were *American Libraries* magazine and the ALA Annual Conference. More than half (58%) of the individuals responding had attended an ALA Annual Conference.

6. The satisfaction rates for ALA & Division conferences were as follows:
   a. ALA Annual Conference – Usage = 58%; Satisfaction = 77%
   b. Division Conferences/Symposium/Forum – Usage = 29%; Satisfaction = 85%
   c. ALA Midwinter Meeting – Usage = 33%; Satisfaction = 62%

7. "The ALA Midwinter Meeting and ALA Annual Conference have the strongest relative impact on overall membership satisfaction. Both of these offerings have above average usage; however, satisfaction for the Midwinter Meeting is low relative to other core benefits. Positive experiences at both of these conferences may translate to higher satisfaction with membership. Unfortunately, specifically in the case of the Midwinter Meeting, negative experiences at this event may be harming overall membership satisfaction."

8. "Members' most preferred benefit is the ALA Annual Conference."

9. "Newer members (5 years or less) show a stronger preference for the American Libraries magazine and ALA Standards and Guidelines whereas the Annual Conference and Division Conference/Symposium/Forum are preferred more by members of 6 years or more."

10. "Develop an 'Annual Conference on $x per day' guide for cost-conscious attendees and those paying out-of-pocket. Provide a tool that facilitates sharing of hotel rooms [mg – potential legal

issues] and ground transportation to the meeting. Create a prep toolkit that gives attendees tips on how to maximize the value they get out of in-person conferences. This may include creating a game plan to select the right events/sessions ahead of time, set goals, learn how to network, and identify at least one key takeaway from each session."

11. "The ALA Midwinter Meeting has the highest relative impact on satisfaction but fairly low satisfaction. Offerings like these may undermine overall satisfaction. Similarly, the ALA Annual Conference has the second highest impact, but satisfaction is not as high as it could be."

12. "Two out of five respondents think that in the near future, keeping up-to-date with new trends and developments in the field will be a large professional challenge." 16% specifically pointed to "expanding my network/connections with other library professionals."

13. Other notes:

    a. "The vendors at conferences are a big draw."
    b. "Improve value of content at conferences."
    c. "Add variety to location and dates of conferences and in-person events."
    d. "Offer more to non-librarian professionals and support staff."

(D)

	2017	2018
Total of created submission records	1,029	1,048
Total of completed submissions	799	822

Completed submissions by unit	2017	2018
AASL	68	76
ACRL	123	114
ALCTS	28	22
ALSC	56	60
ASCLA	27	24
LITA	42	47
LLAMA	74	63
PLA	119	148
RUSA	27	33
ALA	178	187
UFL	12	14
YALSA	45	34

Completed submissions by topic	2017	2018
Books and Authors	42	37
Career Development	41	26
Core Values	27	40
Other	70	98
Transforming: Collections, Discovery A	70	65
Transforming: Community Relationsh	104	125
Transforming: Customer & User Expe	27	23
Transforming: E-Books & Collections	11	6
Transforming: Library Leadership Exp	15	23
Transforming: Library Workforce	69	83
Transforming: Physical & Virtual Spac	28	24
Transforming: Services	93	95
Transforming: Systems & Technology	35	32
Transforming: Teaching & Learning	158	136
Updates/Briefings	9	9

	2017	2018
Total accepted submissions	195	187

Accepted submissions by unit	2018	2019
AASL	17	15
ACRL	20	21
ALCTS	17	14
ALSC	5	5
ASCLA	10	10
LITA	20	19
LLAMA	15	15
PLA	14	14
RUSA	9	10
ALA	48	44
UFL	10	10
YALSA	10	10

Accepted submissions by topic	2018	2019
Books and Authors	12	5
Career Development	9	5
Core Values	11	18
Other	18	19
Transforming: Collections, Discovery A	19	11
Transforming: Community Relationsh	30	36
Transforming: Customer & User Expe	7	6
Transforming: E-Books & Collections	5	5
Transforming: Library Leadership Exp	4	4
Transforming: Library Workforce	14	19
Transforming: Physical & Virtual Spac	5	7
Transforming: Services	18	12
Transforming: Systems & Technology	14	10
Transforming: Teaching & Learning	26	28
Updates/Briefings	3	2

Date: January 11, 2019

To: ALA Conference Committee

From: Paul Graller, Conferences Services

Re: Model for Replacement of Midwinter

Where are we now

Over the past two years, ALA has conducted research into attitudes regarding the Midwinter Meeting. The motivation for this examination was the noticeable downward trends in member attendance and exhibitor participation and resulting declines in revenue generated by the event. Numerous surveys, group discussions and face-to-face interviews were conducted among members and exhibitors. Overall, it was clear that the negative perceptions of Midwinter were starting to negatively impact member perceptions of the Association.

Statistics show the decline in member participation has led to a parallel decline in exhibitor participation. This has impacted overall (gross) revenue, overhead recovery by ALA, and, due to the production costs involved, led to net revenue losses.

The options investigated included:

1) Elimination of Midwinter. This option was rejected for various reasons:
   - Many members felt there was still need for a January education and networking opportunity.
   - The value of the Youth Media Awards and associated activities.
   - Exhibitors are interested in a venue to announce spring titles and introduce authors.
   - ALA needs the revenue and associated overhead contribution.
2) Keep Midwinter basically as it is with minor changes. This was also rejected. It is obvious through the research that the downward trend is not reversible with minor changes. Minor changes could also lead to the further dilution of a clear brand for the event – a clear concern for attendees and exhibitor participants.
3) Replace Midwinter with a new event that meets the needs of attendees and exhibitors. This will allow ALA to:
   a. Present educational/professional development content that is curated and targeted to the needs of attendees while at the same time remaining distinct from division conferences, which is not permitted at Midwinter.
   b. Develop an event that can be more easily marketed by staff and understood by the marketplace.
   c. Bring an event to new cities and regions that may be underserved by ALA's larger face-to-face educational offerings. This may also result in lower hotel costs for attendees.
   d. Motivate the staff and member leadership to create more meaningful opportunities for committee work outside of the traditional dependence on a Midwinter Meeting, while still accommodating high level governance activity for which face-to-face meeting time offers significant advantages.
   e. Allow ALA to limit production expenses by conducting the entire event within the convention center, contracting less space than the current Midwinter footprint.

    f.   Generate revenue and recover overhead to support other activities of the association.

    g.   Eliminate the current conflict at Midwinter of overlapping meetings and education.

What are the next steps

The proposed new event will bring together two important conversations – *Books, Media, & Authors* and *Leadership, Strategy, & the Future* – to provide unique offerings and let attendees pick the best mix of continuing education and development for their career paths. The Books, Media, & Authors track focuses on the traditional core of libraries – books, literacy, multimedia collections, and more. A perfect complement to the Youth Media Awards, Andrew Carnegie Medals Announcements, and RUSA Book and Media Awards Ceremony and Reception, this track will feature educational sessions and workshops that explore the collection, promotion, and evaluation of books, media, and other resources for children, teens, and adults. The Leadership, Strategy, & the Future track focuses on both the topics (what to know) and the skills (how to know) that library professionals need to lead for the future. This track will feature educational sessions, workshops, and discussions that explore new and emerging trends, changing contexts and circumstances, innovation and ideation, problem-solving, and teamwork and collaboration.

For there to be an appropriate amount of time to develop the content and a marketing plan, a final decision on the format and schedule needs to be completed by June of 2019. The goal would be to announce the new event in the fall of 2019 and open the abstract submission process in September of 2019. The program would be finalized, and registration and housing would open in March of 2020 for the event to be held in January 2021.

All future Midwinter contracted sites beyond 2021 will be evaluated for their strengths and weaknesses in hosting this new event.

Although the change to a "new event" is ultimately an ALA business decision, input from the ALA Conference Committee, units of the Association and members is welcome. I will be at the ALA Conference Committee meeting on Saturday, January 26, 2018 to present and hear feedback on the attached skeleton schedule which illustrates what the "new event" will look like. I have also attached drafts of a call for proposals and budget for the "new event."

Two town halls will be held during Midwinter 2019 to provide an opportunity for units/members to discuss and provide feedback on the model. I will be present at both town halls.

ALA Conference Committee Meeting—Saturday, January 26, 2018—10:30 am-12:30pm—Convention Center, Room 3B

ALA Conference Committee Sponsored Town Hall—Sunday, January 27, 2018—10:30-11:30 am—Sheraton, Cedar Room

ALA Conference Committee Sponsored Town Hall—Sunday, January 27, 2018—4:00-5:00 p.m—Sheraton, Cedar Room

ALA C4F

DAY 1 (Friday)

AM--8:00	8:30-10:00am	10:30am-noon	noon - 1:00pm	1:30-3:00pm	3:30-4:30pm	5:00-- 6:00pm	7:00pm --
	Meeting Period 1	Meeting Period 2	Lunch	Meeting Period 3	Meeting Period 4 / Conference Orientation	EXHIBITS OPENING Reception	Open

DAY 2 (Saturday)

AM--8:00	8:30-9:30am	10:00-11:00am	11:30-12:30	1:00-2:00pm	2:30-4:00	4:00-5:00	6:00pm --
[Sponsored Breakfast sessions]	Day 1 Opening Session - Leadership, Strategy, & the Future; Day 1 Opening Session - Books, Media, & Authors	Session 1	Lunch/ Lunch N' Learns	Session 2	Session 3	Exhibits Special Events / Reception	Open

Carnegie Announcements

DAY 3 (Sunday)

AM--8:00	8:30-9:30am	10:00-11:00am	11:00am -- 12:30pm	1:00-2:0pm	2:30-4:00pm	5:00-6:00pm	6:00pm --
[Sponsored Breakfast sessions]	Day 2 Opening Session - Leadership, Strategy, & the Future; Day 2 Opening Session - Books, Media, & Authors	Session 4	Lunch/ Lunch N' Learns	Session 5	Session 6	Exhibits Special Events / Reception	Open

DAY 4 (Monday)

AM--7:45	10:00-11:00am	11:00am -- 12:30pm	1:00-2:30pm	3:00 -- 4:30 pm	5:00-6:00pm	6:00pm --
Dr. Martin Luther King Jr. Sunrise Observance (6:30-7:30am?); Youth Media Awards	Session 7	Lunch/ Lunch N' Learns	Closing Session/Speaker	Meeting Period 5	Meeting Period 6	Open

NOTE: Sessions may be lecture, workshop (active) or discussion.

New Event Budget
11-6-18

REVENUE		Budget	
Exhibits			
Exhibit Space	$	700,000.00	35,000 @ $20/nsf
Sponsorships	$	75,000.00	
Advertising	$	75,000.00	
Attendee			
Exhibit Hall Only Registration	$	20,000.00	
Conference Registration	$	787,500.00	3,500 @$225
Miscellaneous Revenue			
Retained Cancellation	$	2,000.00	
Hotel Commissions	$	42,000.00	2,000 rooms@4 nights@$150@3.5%
Meeting Room Rentals	$	15,000.00	
TOTAL REVENUE	$	1,716,500.00	
EXPENSES			
PRODUCTION			
Facility Rental	$	85,000.00	
General Contractor	$	150,000.00	
Photographer	$	10,000.00	
First Aid	$	5,000.00	
Electrical	$	15,000.00	
Telephones/Internet	$	15,000.00	
Computer Rental	$	40,000.00	
Show Cancellation Insurance	$	5,000.00	
Registration Contractor	$	25,000.00	
Registration Temporary Labor	$	10,000.00	
Registation Supplies	$	15,000.00	
Security	$	35,000.00	
Staff Travel	$	25,000.00	
Staff Housing	$	10,000.00	
CONFERENCE			
Keynote Speaker	$	30,000.00	
Speaker Fees	$	20,000.00	

New Event Budget
11-6-18

Audio Visual	$	150,000.00	
F&B - Receptions in exhibits	$	100,000.00	
Accessibility Services	$	20,000.00	
Ground Transportation - Shuttle Bus/Limo	$	30,000.00	First year only
EXHIBIT SALES & DEVELOPMENT			
Prospectus/Sales Materials - Printing	$	3,500.00	
Postage	$	4,000.00	
ATTENDEE DEVELOPMENT			
Post Card #1 - Print	$	3,250.00	
Post Card #1 - Postage	$	5,000.00	
Ad Development	$	500.00	
Web Development	$	5,000.00	
Eblasts	$	500.00	
Post Show Surveys	$	500.00	
Directory Design and Printing	$	25,000.00	
Administration			
Salaries/Benefits	$	120,000.00	
Exhibits Contractor	$	85,000.00	10% of exhibit revenue
Council	$	100,000.00	
Bank Service Fees	$	20,000.00	
Expenses	$	1,167,250.00	
Net Revenue	$	549,250.00	68%
Overhead Contribution	$	446,290.00	26%
Total Expenses	$	1,613,540.00	94%
ADJUSTED NET REVENUE	$	102,960.00	
		6%	
Overhead plus profit	$	549,250.00	

Draft Call for Proposals

The 2021 January Meeting in Indianapolis provides new ways to connect and learn with colleagues from across the library profession.

Two content tracks – **Books, Media, & Authors** and **Leadership, Strategy, & the Future** – provide unique offerings and let you pick the best mix of continuing education and development for your career path.

Submit Your Idea for a **Books, Media, & Authors** Session

The Books, Media, & Authors track focuses on the traditional core of libraries – books, literacy, multimedia collections, and more. A perfect complement to the Youth Media Awards, Andrew Carnegie Medals Announcements, and RUSA Book and Media Awards Ceremony and Reception, this track is especially interested in educational sessions and workshops that explore the collection, promotion, and evaluation of books, media, and other resources for children, teens, and adults.

Available session formats include:

- Information Sessions – A traditional theater room set with a front of room podium and/or speakers' table. These sessions provides focused consideration of a specific topic or issue with available time for questions and answers from the audience.
- Workshops – An interactive room set with rounds or tables that encourages collaborative discussion or hands-on learning. These sessions provide time for instruction and allow attendees to engage in active learning through discussion, activities, or other constructive learning.
- Author Sessions – A presentation, interview, or panel engaging authors or publishing industry leaders.

Submit Your Idea for a **Leadership, Strategy, & the Future** Session

The Leadership, Strategy, & the Future track focuses on both the topics (what to know) and the skills (how to know) that library professionals need to lead for the future. This track is especially interested in educational sessions, workshops, and discussions that explore new and emerging trends, changing contexts and circumstances, innovation and ideation, problem-solving, and teamwork and collaboration.

Available session formats include:

- Information Sessions - A traditional theater room set with a front of room podium and/or speakers' table that provides focused consideration of a specific trend, topic, or issue with available time for questions and answers from the audience. These sessions are especially useful for focusing attendees' attention on what they need to know now to make sense of the future.
- Workshops – An interactive room set with rounds or tables that encourages collaborative discussion or hands-on learning. These sessions provide time for instruction but allow attendees to engage in active learning through discussion, activities, or other constructive learning. These sessions are especially useful for focusing attendees' attention on how they can be more strategic, effective in leadership, or proactive in using foresight tools or strategies.
- Discussions – A "campfire" room set with a facilitator in the middle with the audience in the round. These sessions are designed to spark conversation across participants – a lead discussant

or facilitator poses questions or prompts and encourages participants to share their perspectives and insights.

The 2021 **Leadership, Strategy, & the Future** track will include a special focus on the Future of Learning. Session proposals that consider the future of learning (elementary education, higher education, vocational and workplace readiness, certification, credentialing, etc.) will receive special consideration.