SLA 2020 Annual Conference

"How to Create a Successful Conference Program Submission"

August 6, 2019

Tina Franks, Chair
2020 Annual Conference Advisory Council

Diana Schapiro
Director of Learning and Success, SLA
SLA 2020 ANNUAL CONFERENCE

June 6th-9th, 2020
Charlotte Convention Center
Charlotte, NC
Scope of this Webinar

- We are focused today on the Education Sessions and CE courses that will be proposed for our conference in June 2020 by both Unit Planners and individuals.

- Unit Planners also have to plan meetings, breakfasts, special events and tours – those submissions are not evaluated or reviewed by the Annual Conference Advisory Council.
New for 2020

- Some changes to submission/review timeline
- No second round of review for education session proposals – they must be complete when submitted
- Members will be able to review and score proposals and this data will be part of the ACAC selection process
- The 2020 conference will highlight SLA’s commitment to diversity, equity, and inclusion – we encourage programming around this theme or that addresses these considerations within a session topic
- SLA members were surveyed regarding topic and speaker suggestions – survey closes August 11
- Clearer definition for “moderators”
- Ticketed events – now include “paid ticketed events” and “rsvp-required events” to more clearly define paid and complimentary events
- More presentation options: 5 minute lightning talks and solutions showcase presentations
SLA Annual Conference Staff

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Tina Franks, Chair
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Sheila Devaney
Daniel Dotson
Branwen Drew
Judy Geczi

Susan Hahn
Nabi Hasan
Janel Kinlaw
Jill Konieczko
Heather Kotula
Tiffany Lopez
Kathleen O'Connell
Nathan Rosen
# 2020 ACAC Liaison Assignments

**Chapters:**

<table>
<thead>
<tr>
<th>Chapters</th>
<th>ACAC Liaison</th>
<th>ACAC Liaison</th>
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</thead>
<tbody>
<tr>
<td>All Chapters (US)</td>
<td>Linda Andrews</td>
<td>Tina Franks</td>
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<tr>
<td>All Chapters (non-US)</td>
<td>Kevin Adams</td>
<td>Nabi Hasan</td>
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**Caucuses:**

<table>
<thead>
<tr>
<th>Caucuses</th>
<th>ACAC Liaison</th>
<th>ACAC Liaison</th>
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<tbody>
<tr>
<td>All Caucuses</td>
<td>Branwen Drew</td>
<td>Lisa Carter</td>
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**Divisions (including sections):**

<table>
<thead>
<tr>
<th>Division</th>
<th>ACAC Liaison</th>
<th>ACAC Liaison</th>
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<tbody>
<tr>
<td>Academic</td>
<td>Sheila Devaney</td>
<td>Tiffany Lopez</td>
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<tr>
<td>Biomedical &amp; Life Sciences</td>
<td>Susan Hahn</td>
<td>Jill Konieczko</td>
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<tr>
<td>Business &amp; Finance</td>
<td>Nathan Rosen</td>
<td>Sheila Devaney</td>
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<tr>
<td>Chemistry</td>
<td>Susan Hahn</td>
<td>Nabi Hasan</td>
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<tr>
<td>Competitive Intelligence</td>
<td>Tiffany Lopez</td>
<td>Heather Kotula</td>
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<td>Education</td>
<td>Janel Kinlaw</td>
<td>Kevin Adams</td>
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<td>Engineering</td>
<td>Danny Dotson</td>
<td>Sheila Devaney</td>
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<td>Food, Agriculture &amp; Environmental Resources</td>
<td>Kevin Adams</td>
<td>Kathleen O'Connell</td>
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<td>Government Information</td>
<td>Branwen Drew</td>
<td>Jill Konieczko</td>
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<td>Information Technology</td>
<td>Heather Kotula</td>
<td>Linda Andrews</td>
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<td>Insurance &amp; Employee Benefits</td>
<td>Nabi Hasan</td>
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<td>Knowledge Management</td>
<td>Tiffany Lopez</td>
<td>Nathan Rosen</td>
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<td>Leadership &amp; Management</td>
<td>Kathleen O'Connell</td>
<td>Janel Kinlaw</td>
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<td>Legal</td>
<td>Kathleen O'Connell</td>
<td>Susan Hahn</td>
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<td>Military Libraries</td>
<td>Judy Geczi</td>
<td>Branwen Drew</td>
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<td>Pharmaceutical &amp; Health Technology</td>
<td>Janel Kinlaw</td>
<td>Jill Konieczko</td>
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<td>Physics-Astronomy-Mathematics</td>
<td>Danny Dotson</td>
<td>Jeff Bond</td>
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<td>Science-Technology</td>
<td>Lisa Carter</td>
<td>Jeff Bond</td>
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<td>Social Sciences and Humanities</td>
<td>Linda Andrews</td>
<td>(Tara Murray)</td>
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<td>Solo Librarians</td>
<td>Lisa Carter</td>
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<td>Taxonomy</td>
<td>Heather Kotula</td>
<td>Judy Geczi</td>
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<td>Transportation</td>
<td>Judy Geczi</td>
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<tr>
<td>Individual contributors</td>
<td>Nathan Rosen</td>
<td>Tina Franks</td>
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<tr>
<td>Call for topics / matchup / reach out</td>
<td>Everyone</td>
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Thank you for your participation in conference planning!

• This is a member-driven conference
• All education sessions are proposed by SLA members and their units
• Sessions are adjudicated and selected by SLA members
• It takes a village!
• SLA 2020 will start on Friday, June 5 and end on Tuesday, June 9, 2020.
  – Pre-conference programming including SLA Board meetings, CE Courses, Cabinet and Joint Cabinet meetings, etc. will be held Friday, June 5 and Saturday, June 6.

• Session lengths
  – 5 minutes (Lightning Talks), 20 minutes (Quick Takes), 60 minutes, 75 minutes, 90 minutes
  – Education sessions will not conflict/overlap with unit business meetings, board meetings, open houses, receptions, tours, meals
Getting Started

• Planners - Review your history
  – Find out from Unit leadership their plans and goals for 2020.
  – How many sessions has your Unit had in the past?
  – What has worked?
  – What can you build on for 2020?
  – Find out what was well attended in Cleveland to determine what you would like to do in Charlotte.

• Everyone – Start with ideas
  – Ask colleagues and unit members for ideas for great speakers, topics they want to learn about, and what they want to share.
  – Get creative! Programs can cover unique, relevant topics that appeal to a variety of interests.
Funding is not a factor
- Regardless of your Unit's selection of Option 1 or Option 2, proposals are evaluated based on the merits of each individual session.
- Units can co-promote sessions without co-sponsoring the costs of the session.
  - You should be explicit about what type of partner you are seeking.
  - We will confirm unit participation before promoting the final schedule.

Creative session formats are encouraged
- world café, discussions, lightning talks, ask-an-expert sessions, etc. that will work in the theater and roundtable room set up.

What the Annual Conference Advisory Council is looking for:
- Fresh new topics!
- Sessions that incorporate discussion of diversity, equity, and inclusion
- Topical submissions with a thoughtful summary of what will be discussed and what participants will learn
- Sessions that offer insights applicable to a wide variety of work environments
- Education that enhances and promotes the information profession.
- COMPLETE proposals – don’t leave fields empty
Educational Sessions should convey strong content that is practical, actionable, and engaging through:

- Good titles
- Engaging descriptions
- Knowledgeable speakers
- Identification of Levels
- Alignment with the SLA Competencies
Create a Good Session Title

- Tell a “secret. “ “The secret to successful collaborations.”
- Suggest a method for achieving a result...“How to increase funding through collaboration......”
- Lead with “Ten keys to success in....” (just make sure you have 10!)
- Promise the end of a problem...“Driving traffic to your site...”
- Speed enhancement of a solution...“The Quick way to getting staff onboard...”
- Provide the answers everyone is looking for...“What you ought to know about .....”
- Promise to improve a skillset in a short period of time...“Learn original cataloging in an hour!”
- Educate as part of the drawing in...“Recognize the 8 early warning signs...”
- Impart a level of knowledge reserved for a more experienced level...“You don’t have to be a computer geek to use this online tool!”
- Offer a tutorial... “Dealing with difficult people...”
Engaging Session Descriptions

• Start with something interesting and build your focus
  – Learn what top-performing states are doing to maximize their current collections...

• Start with an Interesting Fact! Something your reader does not know.
  – The bubble chart depicts a future vision of the program . . .

• Start with a strong opinion or feeling! Let the audience know from the start what you are focusing on.
  – Collection Development is getting harder in the digital age. Find out how . . .

• Start with a single word or sound effect! Create a little drama.
  – Performance, performance, performance . . .
  – SHHH – Listen to your customer

• Start at the end! Your audience will wonder how you got there.
  – Example: One-quarter of health care providers surveyed report currently using tablets, and one-third utilizing smart phones for doing business.
Add a short synopsis

- *This session explores the challenge of...*
- *Learn how states are using ...*
- *You will hear about...*

Offer some takeaways

- *...save time and improve resource utilization...*
- *...effectively engage your community, management and staff...*
- *...discover strategies to add to your toolbox...*

Keep it short and to the point! Four to five sentences, no more!
Choose great speakers
- The quality and diversity of speakers is a strong selling point.
- Speakers need to be confirmed by January 2020.

Identify speakers that represent a diversity of perspectives on your topic
- Vendor-led proposals are welcome, but must include participation from clients and partners.

Speaker Incentives
- Once decisions are made, speakers will be offered:
  1. reduced registration fee to attend the full conference or
  2. they can choose to attend just for their presentation at no cost (Walk & Talk)
- Definition of a speaker includes instructors, panelists, and speakers and are all referred to as “presenters.”
- Moderators
Identify the Level

• Fundamental
  – Objective is to LEARN
  – Titles like
    • An Introduction to...
    • [Topic Name] 101
    • A Newbie’s Guide to...

• Intermediate
  – Objective is to learn how to DO
  – Titles that start with “How to...” or include verbs such as implementing, designing, creating, getting, etc.

• Master Class
  – Objective is to learn how to DIRECT. Can also include advanced specialized skills.
  – Program titles include words and phrases like leadership, best practices, directing, taking charge.
  – Feedback from past years indicates a desire for more Master Class offerings. We want to provide attendees with the learning they’re looking for!
• Select your session levels with intention

• Work with your speakers to identify the correct level of the session

• Unit planners, give consideration to meeting your members where they are – craft a program that supports beginners as well as seasoned veterans

• When thinking about your slate of sessions, find the ideal mix between fundamental, intermediate and master classes.
  – SLA has a lot of experienced members that look for master classes.
In April 2016, SLA approved a new set of competencies for information professionals: http://www.sla.org/about-sla/competencies/

- Implementation and outreach includes aligning conference programming with the competencies.

- Please refer to the SLA competencies as you design each of your conference program proposals.
We have created short entries for the SLA Competencies so they can be used as tags for sessions:

- Information Ethics
- Organization
- Resources
- Retrieval and Analysis
- Services
- Systems and Technology

We want your selections to reflect how your session will enhance or develop their skills in one or more of these areas.
You should include 3 to 5 keywords (selected from the provided list) that describe your session in order to:

- Help the Annual Conference Advisory Council discern what the focus of the session is
- Support clustering and differentiation of sessions that may look similar at first glance
- Can help attendees decide if they want to attend the session

Keyword assignment should distinguish your session from other material being presented and help promote the session to the information professional community.

Important “Search” function in the app
Assign Keywords

- Academic Libraries
- Advocacy
- Altmetrics
- Archives
- Artificial Intelligence
- Astronomy
- Author's Rights
- Best Practices
- Biases
- Bibliometrics
- Big Data
- Blockchain
- Business and Finance
- Career Growth
- Chemistry
- Communications
- Competitive Intelligence
- Consulting
- Content
- Copyright
- Dark Networks
- Data
- Data Analysis
- Data Literacy
- Data Retrieval
- Data Security
- Data Visualization
- Databases
- Deep Web
- Diversity, Equity, and Inclusion
- Digital Asset Management
- Digitization
- Education
- Electronic Resources
- Emerging Technology
- Emotional Intelligence
- End Users
- Entrepreneurship
- Engineering
- Equity
- Evaluation
- Events
- Findability
- Environment
- Gig Economy
- Governance
- Government Information
- Government Libraries
- History
- Images
- Indexing
- Industry Trends
- Information Centers
- Information Literacy
- Information Management
- Information Operations
- Information Resources
- Information Retrieval
- Information Security
- Information Services
- Information Technology
- Insurance and Employee Benefits
- Intellectual Property
- Knowledge Management
- Leadership
- Legal
- LGBTQ
- Library Access
- Library Management
- Library Resources
- Library Services
- Library Users
- Licensing
- Literacy
- Management
- Marketing and Outreach
- Maps
- Mathematics
- Media
- Metadata
- Military
- Natural History
- Negotiation
- Networking
- Open Educational Resources
- Online Search
- Ontologies
- Open Access
- Outreach
- Pharmaceutical and Health Technology
- Physics
- Product Management
- Professional Trends
- Project Management
- Public Policy
- Publishing
- Records Management
- Regulations
- Reports
- Research
- Research Tools
- Scholarship
- Science
- Security
- Social Justice
- Social Sciences and Humanities
- Software
- Standards
- Statistics
- Student and New Professionals
- Surveys
- Taxonomy
- Technology
- Trademarks
- Transportation
- User Experience
- Value Assessment
CE Courses

• Half- and full-day sessions
  – Held prior to start of conference
  – Relevant, timely topics encouraged
  – No cost to (option 2) units!

• Proposals are reviewed and ranked by the Professional Development Advisory Council
  – Interactive, in-depth learning
  – Collaboration between units encouraged

• If you are interested in presenting CE Courses in Charlotte, contact learning@sla.org for information.
2020 Annual Conference ACAC/Planners Key Dates

(subject to change)

This is a “living document” and will be edited to add additional key dates, deadlines, etc.

<table>
<thead>
<tr>
<th>ACAC=green</th>
<th>Planners/individuals=orange</th>
<th>SLA staff=blue</th>
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<tbody>
<tr>
<td><strong>July - August</strong></td>
<td>Planners, ACAC liaisons and individual proposal writers: prepare educational session content for submission</td>
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<tr>
<td><strong>July 2019</strong></td>
<td>Solicit session topic suggestions from members</td>
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<tr>
<td><strong>August 6, 2019</strong></td>
<td>Webinar: “Creating a Successful Submission”</td>
<td>Planners and ACAC encouraged to view</td>
</tr>
<tr>
<td><strong>August 15, 2019</strong></td>
<td>Outreach to units who had off-site and on-site special events in 2019, to see if they want same placeholders for 2020</td>
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<tr>
<td><strong>August 27, 2019</strong></td>
<td>Submission website opens</td>
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<td><strong>September 4, 2019</strong></td>
<td>Webinar: Q&amp;A for Planners and Individual Proposers</td>
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<tr>
<td><strong>October 1, 2019</strong></td>
<td>Submission site closes for education workshops, CE courses, poster sessions</td>
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<td><strong>October 8, 2019</strong></td>
<td>ACAC receives review assignments &amp; PDAC receives CE review assignments</td>
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<tr>
<td><strong>October 10-23, 2019</strong></td>
<td>Proposals posted for membership to review</td>
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<tr>
<td><strong>October 21, 2019</strong></td>
<td>Submission deadline for off-site and on-site unit events (receptions, business meetings, off-site tours, meals, etc)</td>
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<tr>
<td><strong>October 21, 2019</strong></td>
<td>ACAC Member Reviews Due</td>
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<td><strong>October 25, 2019</strong></td>
<td>PDAC Review Meeting</td>
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<td><strong>October 28 and 31, 2019</strong></td>
<td>ACAC Review Meetings</td>
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<td><strong>November 4, 2019</strong></td>
<td>Units and Individuals notified of decisions</td>
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</table>
November 18, 2019  Title and description edits due
November 25, 2019  Titles and descriptions posted on website
January 2020  Planners webinar to review next steps
January 2020  Schedule out to planners
January 2020  Speakers confirmed
March 2, 2020  Deadline for units to confirm co-sponsors
April 1, 2020  Deadline for Option 1 units to inform SLA of sponsors

Please note that additional dates will be added to this document and shared with planners during the process and some dates may change. Notification of deadlines, etc. will also be shared in the SLA Connect community.
Immediate Next Steps

• Engage with your SLA colleagues, find out what they want to see at conference
• Solicit input and get ideas for topics, speakers, and issues to tackle, and engage conference attendees
• Reach out to your ACAC liaison with any questions, or just for a virtual introduction. They are a valuable resource in the planning process!
• Partner with other units or individuals and share ideas that appeal to a lot of our conference attendees
• Ask questions! Reach out to SLA staff (learning@sla.org) if you have any questions!
See you in Charlotte!

Send questions to learning@sla.org