

Tips for ASCLA 2018 ALA Conference Proposals

ALA designed the conference remodel to achieve certain goals that those considering making a proposal for one of ASCLA's ten (10) program slots should keep in mind:

- A more manageable and easily navigable annual conference.
- Reduced campus size in response to extensive member feedback.
- Clearly articulated content streams, bringing together both programs and peer-to-peer learning (e.g., discussion/interest groups) to provide the best-possible conference for attendees.
- Reduced schedule conflict between sessions on the same topic.
- Increased sustainability, both financial and environmental.

Given that, generally speaking, the overall number of programs will be smaller proposals will need to be focused and offer unique insights. Some additional considerations:

- One-hour program sessions: 9-10, 10:30-11:30, 1-2, 2:30-3:30, 4-5, with the option to start at 8:30 a.m. rather than 9 a.m. (resulting in an 8:30-10.00 a.m. session) or to extend to 5:30 p.m. (resulting in a 4-5:30 p.m. session).
- Standard room sets. Rooms will be set at the beginning of conference and will not be changed during the conference. Three standards room sets – based primarily on size and necessary capacity – will be used:
 - Rounds (round banquet tables) this is flexible room set that accommodates discussion groups and business meetings, as well as programs, and encourages interaction.
 - Combo – rounds plus theatre rows in the back
 - Theater (rows of seating) Theater sets will be used for high attendance programs.

While anyone can propose a program and a program might appeal to various divisions or round tables, those wishing to have their proposals considered by the ASCLA jury should assure the topic is related to one or more aspects of ASCLA's areas of expertise.

Juries will have a common rubric (which is not subject specific), a common timetable and a common assessment framework.

Once the ASCLA jury has completed its evaluation the program proposals will be reviewed and scheduled by ALA's Conference Committee. A program designed by an ASCLA member does not need to be submitted to the ASCLA jury but go to any of the available 15 juries however it is more likely to find a favorable review within ASCLA. A program proposal will be stronger if it includes support (buy-in) from other divisions, round tables, or ALA offices.

Some basic program proposals principles to consider:

- **Proposal Description:** Does the program description clearly, with sufficient detail, outline the proposed presentation?
- **Target Audience/Relevance:** Who is the target audience and why would this session be relevant to them?
- **Timeliness/Demand:** Is the topic timely, new and/or in demand?
- **Innovation:** Does the content offer fresh, memorable ideas, methods or resources?
- **Learning Outcomes/Takeaways:** Are learning outcomes (takeaways) clear, specific and actionable?
- **Presentation/Engagement Style:** Is the proposed presentation likely to engage participants actively in discussion, thought or active learning?
- **Collaboration:** *Is collaboration, either internal or external to ALA, involved in the proposed program?*
- **Equity, Diversity and Inclusion:** *Does the proposal include learning outcomes which explicitly support Equity, Diversity and Inclusion?*

- Advocacy, Information Policy, Professional & Leadership Development: Does the proposal include learning outcomes which explicitly support Advocacy, Information Policy or Professional & Leadership Development?
- Panel: Does the proposal demonstrate how the perspectives of 2-4 presenters will be brought into a cohesive conversation/dialogue – rather than multiple, unrelated presentations? [If a panel program is proposed.]