

Report of the LAUNC-CH Conference Committee, 2012-13
Theme: "True Collaborations: Creating New Structures Services and Breakthroughs"



March 11th, 2013

Submitted by Stephanie Brown and Chad Haefele (co-chairs)

Committee Members

Stephanie Brown (co-chair), Chad Haefele (co-chair), Alli Buehler, Ai-Ling Chang, Michelle Cronquist, Nathaniel King, Tommy Nixon, Donna Nixon

Summary

During the fall, the co-chairs met with one of the 2012 conference's co-chairs to discuss workflows and an overview of the conference planning process. The committee soon met to determine a theme. After brainstorming the general idea of collaboration, we settled on "True Collaborations: Creating New Structures, Services and Breakthroughs." Based on the success of past LAUNC-CH conferences, we opened a call for proposals for full sessions and lightning talks. Continuing our modeling on last year's conference, our schedule included breaks between each breakout session to allow attendees greater flexibility in choosing sessions to attend. We received 34 proposals and selected 8 breakout sessions. From that same pool, we selected 7 lightning talks. Because we had fewer lightning talks than last year, we increased the time for each lightning speaker to 7 minutes. Rick Anderson from the University of Utah accepted our invitation to be keynote speaker, and addressed attendees with a topic of "The Purpose of Collaboration is Not to Collaborate: Creating Leverage While Bringing Complexity Indoors." The final attendee count was 174.

Budget

As in past years, the committee decided to fold the cost of lunch into the general registration cost. The cost for participants was \$35 for full registration and \$15 for student registration. The actual cost per participant was \$51.66. The extra cost per attendees was paid by donations from Sarah Michalak, and vendors ACM, EBSCO, and ProQuest, as well as the Libraries at North Carolina Central University. The LAUNC-CH underwrote registration costs for up to two speakers per breakout session and covered expenses for the keynote speaker. The breakdown of the costs and income are below:

Conference Expenses

Keynote Expenses	
Speaker Honorarium	\$200.00
Travel and incidentals	\$985.27
Conference Packages	
Folders/nametags	\$150.94
Printing	\$222.03
Friday Center Total	\$7,430.00
Total Expenses	\$8,988.24
Expenses per attendee	\$51.66

Conference Income

Registration	\$4,500.00
Conference Sponsorship	
UNC Library	\$2,800.00
ACM	\$1,000.00
EBSCO	\$75.00
ProQuest	\$500.00
NCCU Libraries	\$200.00
Total Income	\$9,075.00

We followed last year's cost saving recommendation to limit the number of complimentary registrations to two speakers per group, and we continued emailing a PDF version of the brochure instead of sending printed copies. We covered airfare, hotel and other associated expenses for the keynote speaker, plus a \$200 honorarium.

With the current budget climate, next year's committee should determine early in the planning process if Sarah will still be able to contribute money to the LAUNC-CH conference.

Facilities

The committee chose the Friday Center again this year because of its parking availability and past good experiences with the facility and its staff. We booked the Windflower and Redbud rooms at the Friday Center for the Monday of UNC's Spring Break. We saved money by bringing in library-owned laptops for speaker presentations rather than renting laptops from the Friday Center (who would have charged \$150 per computer). Chad Haefele worked with the Gail Young, the Friday Center's Conference Services Coordinator, who assisted us last year as well. She

was wonderful and very easy to work with throughout the planning process. Her contact information is:

Gail Young
Conference Services Coordinator
Friday Center, CB#1020
100 Friday Center Drive, UNC-CH
Chapel Hill, NC 27517-9495,
phone 919-962-2599
fax 919-962-206
gpyoung@email.unc.edu

Vendor Donations

Stephanie Brown solicited conference donations from a selection of library vendors on the 2012 vendor contact list. We received \$1,775 from three vendors (ACM, EBSCO, and ProQuest) and North Carolina Central University Libraries. Stephanie updated last year's list of vendor contacts when needed. Stephanie tweaked the message that had been sent in prior years and emailed 7 vendors. Last year's committee suggested contacting the directors at the other TRLN libraries for a donation, so Stephanie contacted the three library directors. Dr. Theodosia Shields of NCCU responded and donated \$200.

A list of the vendors' contact information and a copy of the email is in the Vendor Report 2013 folder in H:\Launcch\Conferences\2013. Email requests were sent in October 2012 and again in January 2013. Stephanie emailed a thank you note to each contributing vendor after the conference. All five donors (UNC's Sarah Michalak, ACM, NCCU, ProQuest, and EBSCO) were publicly acknowledged in a flier in every conference folder.

Vendors asked many unique questions which needed to be discussed with the LAUNC-CH board. Stephanie kept careful notes about these questions and turned the questions and board's decisions into a FAQ for future committees (see "Vendor Sponsorship Recommendations" in the H: drive).

Publicity

Chad Haeefe created a Gmail account to help coordinate promotion, speakers, & panelists for the conference (launcch2013@gmail.com) and we shared access to the account among committee members.

Tommy Nixon sent multiple emails to publicize the conference, using the conference Gmail account. Notices were sent across the UNC-CH campus (including SILS, HSL, and the Law Library) and across North Carolina via various mailing lists. Promotional emails were also sent directly to several North Carolina colleges, universities, community colleges, and public libraries. Tommy also requested the conference be posted on the LAUNC-CH website and UNC-CH's Library Line. A

contact list can be found in H:\Launcch\Conferences\2013\Contacts_2013.doc. We recommend that LAUNC-CH continue to use email as the primary means of promotion and publicity for next year's conference.

We also tweeted before and during the event from the @launcch Twitter account, and we encouraged attendees to use the hashtag #launcch during the conference. We designated one of our members (SILS student Alli Buehler) to tweet from the conference from the @launcch account. Several attendees tweeted and shared photographs as well; a Storify of these is online at <http://storify.com/jomcparklib/launc-ch-annual-conference>. We recommend that the Committee designate one member to help coordinate the Twitter presence; while this social media tool is not used by all of our members, it is popular with some and costs nothing.

Speaker Coordination

Proposal submission was advertised starting October 8th, and applications were due on November 4th. The deadline was eventually extended to 11/16. We advertised via email, using the contact list given in the section above on Publicity. The text for the call for proposals can be seen here: [H:\LAUNCCH\Conferences\2013\Call for Proposals 2013](H:\LAUNCCH\Conferences\2013\Call_for_Proposals_2013).

Chad contacted each person who had submitted a proposal with an acceptance or rejection letter by December 4th. The acceptance and rejection letters can be found as saved drafts in the launcch2013@gmail.com mailbox. We asked some speakers if they would be willing to pare down their presentation to a lightning talk of just seven minutes. All accepted contacts were asked to confirm their acceptance by email.

Once participants confirmed their acceptance and the initial schedule was set, Nathaniel King contacted speakers to tell them when their session was scheduled and to confirm the title, speakers and abstract for the session. Participants were asked to send several items by Friday, January 18th: a short abstract (< 110 words), a short speaker bio, and any audiovisual or assistive technology requests. Participants were also asked to send their slides by the Monday before the conference.

Nathaniel sent reminder emails before each deadline and the day after for those who had not already met the deadline (as well as additional follow ups as necessary). See (<H:\LAUNCCH\Conferences\2013\AnnualConference-Speakers\SpeakerEmailTexts.docx>) for the text of emails and (<H:\LAUNCCH\Conferences\2013\AnnualConference-Speakers\SpeakerInfo-Title-Abstract-Bio-AVNeeds.xlsx>) for the Excel spreadsheet used to track speaker details and communications.

Nathaniel requested that speakers send slides to the Gmail account in .ppt format. If a presentation was created in Prezi, Chad downloaded an offline version to have backups. Slides received were saved into a Dropbox folder. Chad loaded them onto the presenter laptops ahead of time, saved on the desktop.

Brochures

Ai-Ling Chang created the brochures in Microsoft Publisher using the saved file from last year. Ai-Ling converted the brochures into PDFs and we sent them out attached to emails, and linked to the PDF on the conference website. The brochure was designed to fit a letter size paper and extended to three pages. The first two pages provided information about the conference while the 3rd page was a printable registration form. No features were removed from last year's design. The committee noticed later that the brochure did not include the room name for the keynote session. Future conference committees should make sure not to exclude that information.

Program

The committee brainstormed possible keynote speakers who could effectively speak on our theme of "collaboration." We identified David Lankes from the University of Syracuse as a candidate for keynote speaker, and contacted him via email. However, despite repeated followups we did not receive a response. On 11/14 we decided to revisit our original list of brainstormed speakers. Rick Anderson, Interim Dean of the J. Willard Marriott Library at the University of Utah, was selected as the preferred candidate, and thankfully he responded promptly to an email invitation. We agreed to cover all his travel expenses and provide a \$200 honorarium. Anderson's talk was very well received, according to tweets during his session and the evaluations at the end of the day.

Breakout session speakers included:

- Amanda Henley, Wanda Gunther & Margaretta Yarborough, University of North Carolina at Chapel Hill
- Jackie Dean, Jaycie Vos & Seth Koch, University of North Carolina at Chapel Hill
- Lee Richardson, Barbara Renner & Robert Ladd, University of North Carolina at Chapel Hill
- Ingrid Ruffin, Thura Mack & Caroline Redmond, University of Tennessee at Knoxville
- Nicholas Graham, University of North Carolina at Chapel Hill
- Nastasha Johnson & Tiffany Russell, North Carolina A&T State University
- Shaneé Yvette Murrain, Hannah Rozear, Megan Mulder & Elizabeth DeBold, Duke Divinity School Library
- Emily Jack & Jonathan McMichael, University of North Carolina at Chapel Hill

We ended the day with a series of **lightning talks**, in which each speaker had 7

minutes to present their innovative project or idea. Lightning talks were given by:

- John D. Martin III, School of Information and Library Sciences, University of North Carolina at Chapel Hill
- Kristina Spurgin, University of North Carolina at Chapel Hill
- Barbara Ilie, University of North Carolina at Chapel Hill
- Angela Davis & Joshua Berkov, Pitt Community College Library
- Brandi Tuttle & Adrienne Leonardelli, Duke University
- Dani Brecher & Megan Slemmons, University of North Carolina at Chapel Hill
- Emily Horton & Mike Childs, State Library of North Carolina

While much of the content of the lightning talks were good, we recommend that next year's committee more strictly enforce the time limits. Multiple speakers ignored the warnings and went over their time allotment. Several attendees commented that there was not time for questions, so next year's moderators should strongly request that speakers leave time for questions.

Conference Packets

Conference packets contained a conference schedule, a map of the Friday Center, a list of conference attendees, an evaluation form, and speaker biographies. We also included a half-sheet recognizing and thanking our sponsors. Continuing last year's effort to reduce paper, we included the program instead of the detailed session descriptions.

Per previous years' recommendation, the committee left several days between the registration cutoff date and the meeting to assemble the conference folders. This left Michelle time to finalize the attendee list, work with Chad and Stephanie to print the nametags, and helped ensure the correct number of documents were printed.

Donna Nixon purchased the folders and nametags from Staples. We used these nametag holders: Avery Media Holder Kit (AVE74459) and these folders: Sparco Simulated Leather Double Pocket Folder (SPR71437).

Many of the nametag holders were returned and are included in the conference materials box. Next year's committee may wish to reuse them and purchase only new inserts.

Once all the documents were finalized, Donna and Michelle went to Kinko's FedEx in Chapel Hill to make copies; they recommend having two people working together to make photocopies. Three members of the committee participated in stuffing folders, and assembling the nametags the Thursday before the conference.

Colored dot stickers were placed on speakers' and committee members' badges to identify them as participants. We recommend continuing this practice.

In the past, we have attempted to save money by having a one-page brochure, and a separate sheet with conference presenters' names and brief bios. We are not

certain that this saved money (because two pages were printed), and it did frustrate some attendees who wanted speaker bios near the information about sessions. We recommend that the committee consider a fuller brochure on the day of the event (2 pages, double-sided) that include each presentation, its abstract, and speaker biographies, along with location of each session.

If the LAUNC-CH website is updated prior to the 2014 conference, this may enable the conference committee to cut down on printed brochures. If the website is mobile-enabled / friendly, committee members can direct wired attendees to the conference website for full information about presentations and speakers.

Undergraduate Diversity Scholarship

Again this year, LAUNC-CH offered to sponsor the conference attendance of up to two undergraduate students with the Undergraduate Diversity Scholarship. The goal of the scholarship is to encourage undergraduates of diverse backgrounds and identities that are underrepresented in the field of librarianship to explore careers in libraries. The committee received 2 applicants for the scholarship in 2011 but no applications in 2012. In order to open the scholarship application up to a wider audience this year, we changed several of the scholarship requirements.

In previous years, the application was open to undergraduate students who currently worked at a UNC library and who could demonstrate ways in which they would contribute to the diversity of the profession. This year we opened the scholarship to undergraduate students at schools in the Triangle area, who were interested in a career in libraries, but who might or might not be currently employed in a library. Applicants were, as in previous years, asked to submit an essay describing why they are interested in librarianship as a profession and how they hope to contribute to the diversity of the profession. Alli Buehler revised the flier and helped distribute it via email to SILS undergraduate students, the University Library mailing list, the LAUNC-CH Diversity Committee, the Stone Center Facebook page, and committee members' contacts at Duke and State.

This year's applicant and scholarship recipient, Mea Warren, heard about the conference and scholarship from Karen Jean Hunt, Librarian for African and African American Studies at Duke University. In order to provide her with the most robust and worthwhile experience possible at the conference, Alli connected Mea with the co-chairs of the UNC Library Diversity Committee, who agreed to meet up with her at the conference and provide a light mentorship/networking experience. By Mea's account, this was a successful effort, and she was grateful to have been introduced to so many people, including several librarians who share her academic and professional interests or who introduced her to modes of librarianship that she had not been aware of.

Scholarship Recommendations

Encouraging a diverse body of undergraduates to explore library careers is an excellent goal, but it is worth discussing whether the LAUNC-CH conference is the most effective way to do that. Perhaps there are existing or potential LAUNC-CH programs that would create better opportunities to achieve that goal.

In discussions about low applications rates over the past few years, we identified some potential barriers to undergraduate attendance at the conference:

- Timing of conference to coincide with spring break
 - many undergraduates leave the area
 - undergrads living on campus may be required to vacate their dorms and apartments
 - public transportation may be operating under an adjusted schedule, which could make conference attendance difficult for anyone without a car
- ROI for undergrads
 - students are already offered a discounted attendance rate of \$15, which might or might not represent a significant financial barrier
 - writing and submitting an essay in the middle of the semester might not seem worth the investment of time and energy for them
- Interest for undergrads
 - is the content of interest to undergraduates?

If the LAUNC-CH Conference Planning Committee continues to offer the diversity scholarship in the future, we recommend:

- adding value to the scholarship award through more networking and mentorship opportunities
- promoting the scholarship and conference (and any additional opportunities) earlier, through varied channels that include public, TRLN, and other libraries
- Our biggest suggestion is the biggest change: **offering the scholarship to graduate students** at one of the ALA-accredited library schools in the state of North Carolina. This would change the focus from undergraduates to students currently enrolled in library school, which might result in more applications and a better return on investment. If this option is pursued, we recommend pairing the scholarship recipient with a member of LAUNC-CH (possibly someone on the University Library's diversity committee).

We recommend that the LAUNC-CH Board discuss these recommendations in the fall to allow time for discussion and implementation of changes.

Registration

Registration for the 2013 LAUNC-CH conference opened February 7, 2013, and closed March 4, 2013. There were 174 registrants for the conference, with the following breakdown by category:

Speakers	35
Staff	113
Students	16
CALAs	10

Breakdown by institution was as follows:

UNC-Chapel Hill	108
Other TRLN	28
Other	38

For the second year, we used UNC's event registration system (https://cfx.research.unc.edu/res_classreg/index.cfm) to make online registration and credit card payment available to conference registrants. Michelle Cronquist handled virtually all of these arrangements. She asked Dan Comeskey in the library's Fiscal Services department set up the event page (<http://tinyurl.com/aa82w58>) and sent daily updates of new registrants to the committee member in charge of registration. Working with the online system went smoothly for the most part; a few registrants' payments did not go through, but it was easy enough to contact those people and let them know that they would have to re-register or mail in a check. Credit card payments were deposited into a UNC Libraries account, and LAUNC-CH invoiced the library for that amount, as well as for CALA registration fees, after the conference. The ability to pay by credit card remained popular, with more than half of registrants choosing to pay that way.

Since speakers did not need to register, and some attendees preferred to use the paper registration form and/or pay by check, Michelle managed the master registration list separately in an Excel spreadsheet instead of through the online registration system. When payments were made by check or cash, Michelle scanned the receipts and sent them as e-mail attachments rather than printing and mailing paper receipts. Receipts were not sent for credit card payments, since the online system provides a receipt.

Evaluation Results

What is your overall evaluation of the Conference?	4.49
Based on advance announcements, how well did the Conference meet your expectations?	4.65
Please rate the Conference location and its facilities.	4.89
What is your reaction to the number of concurrent breakout sessions? (<i>where 3 = "about right"</i>)	3.48
What is your reaction to the topics of the breakout sessions?	4.17

All metrics above are slightly higher than in 2012.

How did you find out about the conference?

LAUNC-CH website	17
Friend/colleague	39
E-mail	81
Other (SILS Newsletter, "adjunct professor at my univ")	6

Some attendees chose more than one option.

What did you like best about the conference?

- I found this conference more relaxing & enjoyable.
- Thank you for having healthy snacks: fruit, nuts & seeds. (several times)
- Keynote speaker and hearing about different, new ideas. (several times)
- Good chance to network (several times)
- 40 min sessions were perfect- not too short, not too long
- Facilities at the Friday Center (several times)
- Liked that there were speakers from outside of NC.

What did you like least about the conference?

- The topics of the sessions were not relevant to my work (several times)
- Some of the presentations were not very well thought out
- Lightning talks weren't "lightning" enough. Suggestion: 5-minute limit, no more than three slides ... Consider having some "themes" or sections- also need to be more exciting and engaging (several times)
- No description of the presentations in the program (several times)
- Have speakers use microphone (several times)
- Rooms were in some cases little small to accommodate attendees.
- "gummy worm tummyache! :)"
- More time for questions (several times).

What topics would you like to see addressed at future conferences?

- Developments in reference services (several times)
- More technology and library tools (several times)
- I'd like to see more presentations of research, rather than just case studies of programs
- Morale and team-building
- Space / renovation
- Tech services related presentations.
- How to improve instruction and info literacy instruction (several times).
- Grantwriting
- Assessment (several times)
- Social media
- Outreach

- Games for education.
- LIS education
- Digitization
- RDA
- Content management systems for libraries
- Outreach to STEM disciplines
- E-resources, licensing
- Diversity (in workplace, in libraries) (several times)

Other comments or suggestions:

- Have we ever tried table discussion topics over lunch? "Sit here if you want to talk about x, for example."
- Seating is awkward/need tables to write/take notes
- LAUNC-CH conferences are always very well done and it's great to have such a high quality local conference - makes it possible for more staff to get together, share, and learn.
- Maybe hold some repeating breakouts?
- This year the 2 rooms were very different in size. I didn't feel crowded in smaller room, but wonder if that could be more "even" next time.
- I was surprised NOT to see more students or NCSU folks, Where were they?
- This was outstanding. Small enough to feel really at ease, big enough for a broad range of participants. Astute sessions, FANTASTIC KEYNOTE! TY! (several times)

A few generalizations:

Many evaluations commented positively about the keynote speaker and about the range of sessions presented. The Friday Center continued to receive high marks for being close to campus, having plentiful parking, and excellent food. The conference rooms received mixed reviews. Some wondered why the rooms were so different in size. This is a necessity to fit everyone in one room for the keynote, however, and the smaller room was slightly less expensive. Other attendees wished for tables to write on during the sessions. The overall tone of comments was positive, highlighting the great value of having a well-done, inexpensive conference so close to campus.

Recommendations for next year

Below are some broad suggestions for the 2014 conference. There are additional notes in the H: drive about the panelists and registration process which may prove useful.

Pre-Conference

- Consider staggering the co-chairs in two year terms, so that one of them is

always new and the other has always worked as a conference co-chair before. This would better preserve institutional memory and smooth over the process.

- Get a generic Gmail account for conference to be reused year after year (i.e. not, LAUNCch2013)
- Identify someone with **strong proofreading skills** who will proofread EVERYTHING! (ideally, on committee, but from elsewhere in the Library system if no one on committee has the skills)

Call for Proposals

We highly recommend that next year's committee continue the pattern of sending out a call for proposals based on a broad conference theme. We received a wide array of submissions from libraries across the state and the country. The 2014 committee may want to consider not permitting more than 2 speakers at each session, which leaves more time for questions at the end and prevents having to provide complimentary conference registration for numerous participants. We strongly suggested this in 2013, but when presenters asked if they could have a third or fourth panelists, we said yes (although we did not provide complimentary registration for more than two per session). Future committees may want to enforce this limit.

- Suggest broad topics in the call for proposals. Including, **as they fit the theme:**
 - Diversity
 - Space planning / allocation / facilities
 - Electronic resources
 - Instruction / Information literacy
 - Assessment
 - Archives & special collections
 - Tech services
 - Outreach
 - Technology
- Explicitly solicit lightning talks and define them in the CFP. This may avoid less-than-stellar presentations. Avoid creating lightning talks from proposals that aren't strong enough for regular sessions. If lightning talks are held again, make it abundantly clear when time has expired. Several speakers did not see or ignored the visual warnings, but an audible cue or a hard cutoff may be more effective.
- Remind speakers of a few things in the final email
 - Leave time for questions
 - Use the microphones
 - Keep their presentation tied to the conference theme

Friday Center / Day of Conference

- Have better directional signage between rooms.
- Make sure everyone uses microphones.
- Brochures should include presentation titles, abstracts, and speaker bios.
- Facilitate interaction between prior attendees on one hand and newbies and SILS students on the other.
- Videotape keynote speaker and possibly other sessions. Many conference attendees (and non-attendees) asked about this.
- Get bell from Friday Center on the day of & use it to shepherd people into rooms at the end of break.
- Tweet: photographs of each session
- Leave one committee member at registration desk during first session for latecomers; admittedly that person will miss the keynote.

Possible themes / keynotes for 2014

- Keynote speakers
 - Jenica Rogers
 - Allison Head
 - Susan Gibbons
 - *for the past three years, the keynote speaker has been male; this committee noted that it would be good to have a female keynote.*
- Multiple 2013 attendees suggested this theme:
 - Diversity / Cultural Competency
- Lightning talk alternative
 - Solicit "new tech" talks – where each person demos a technology (new or relatively new - i.e., ranging from Twitter/ Instagram to NCSU's 3D printer, eg.)

We recommend continuing to promote the conference via email and the LAUNC-CH website for publicity, and we encourage the use of Twitter as well. If possible, move evaluations online; this would help lower the cost of paper evaluations. Some paper evaluations would need to be printed, but if some attendees complete evaluations online, they will not need to use print evaluations.

As usual, attendees were very satisfied with the venue. If next year's committee uses the Friday Center we recommend keeping the link to parking information on the brochure. This seems to have helped with alleviating past issues with parking confusion and tickets.

Emailing the vendors was productive, especially emailing them early in the year and emailing them again if they didn't respond the first time, and the committee would recommend next year's committee follow this approach.

The 2013 Conference was quite a success, and Chad and Stephanie were pleased with the efforts of the whole committee.

Respectfully submitted,

Chad Haefele

Stephanie Willen Brown

