

Report of the LAUNC-CH Conference Committee, 2010-2011
 Staying Vital in a Time of Change
 Submitted by Angela Bardeen and Jacqueline Solis (co-chairs)

Committee Members

Angela Bardeen, Jacqueline Solis (co-chair), Shauna Collier , Lara Handler, Eileen Heeran, Amanda Henley, Nicole Kendrot, Kirill Tolpygo

Summary:

During the summer co-chairs, Angela Bardeen and Jacqueline Solis reviewed the evaluations from the 2010 conference to identify possible themes for the 2011 conference. The theme of change was present in many of the suggestions from the evaluations. When the conference committee convened in the fall, we discussed the suggestions and brainstormed about potential themes. We established the conference title “Staying Vital in a Time of Change”. The committee decided that we would follow the previous year’s model, and do a call for proposals. We received 29 proposals and selected 8 for breakout sessions. We ended with lightning talks from 5 additional speakers (3 of whom had originally submitted proposals for the breakout sessions).

Budget: AB&JS

As in past years, the committee decided to fold the cost of lunch into the general registration cost. We also decided to increase the cost of the conference by \$5 for library staff and professionals, and to provide a reduced conference cost for library school students. The cost for participants was \$35 for full registration and \$15 for student registration. The actual cost per participant was \$47.23. The extra cost per attendees was paid by donations from Sarah Michalak, ACM, YBP and EBSCO. The LAUNC-CH underwrote some of the registration costs for the speakers. The break down of the costs and income are below:

Conference expenses

<u>Keynote Expenses</u>	
Speaker Hotel	\$135.36
Speaker Travel	\$293.43
<u>Conference Packages</u>	
Folders/nametags	\$86.10
Printing	\$298.47
Friday Center Total	\$8,490.00
Total Expenses	\$ 9,303.36
Expenses per attendee	\$47.23

Conference Income

Registration	\$5,470.00
Conference Sponsorship	
UNC Library	\$2,500
LAUNC-CH – Underwriting	000000000
LAUNC-CH – Undergraduate Scholarship	\$30.00
ACM	\$1000.00
EBSCO	\$75
YBP	\$250
Total Income	\$9,325

We recommend that next year's committee limit the number of speakers if they do a call for proposals again.

We continued some cost saving measures adopted last year to offset the additional costs incurred with this conference. We opted to forgo printing brochures to send out to LAUNC-CH members; instead we emailed a PDF version of the brochure. We decided to limit the dinner prior to the conference to only the keynote speaker, the committee chairs, and the current LAUNC-CH president. The keynote speaker had a prior engagement so there was no pre-conference dinner.

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 Azalea and Dogwood 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.

Vender Contacts

Eileen solicited conference donations from a selection of library vendors on an updated vendor contact list. She took the list of vendor contacts and updated the information wherever possible. In some instances the contact had changed for a company, so the most recent names and e-mails are on the list. She also annotated as she went along, so if a company needs the request a year in advance, she put that in red. There are a few companies that do not wish to be contacted, so Eileen also added that information. This year the committee decided that email may be a more effective means of contacting vendors. The committee also updated the letter that had been sent out in previous years. A list of the vendors' contact information and a copy of the email can be found in H:\Launcch\Conferences\2011\Report\VendorReport.docx. Emails were sent in December 2010. Most vendors responded immediately to the email. ACM, EBSCO, and YBP all responded with donations. A

thank you note was sent after the conference. Donors (Sarah Michalak, ACM, YBP and EBSCO) were publicly acknowledged in a flier in every conference folder.

Speaker Coordination

Proposal submission was advertised starting September 22nd, and applications were due on October 25th. We advertised via email (see contacts H:\LAUNCCH\Conferences\2011\Contacts_2011 and H:\LAUNCCH\Conferences\2011\Call for proposals.doc). Angela Bardeen and Jacqueline Solis contacted each person who had submitted a proposal with an acceptance or rejection letter by November 19th. The acceptance letter can be found: H:\LAUNCCH\Conferences\2011\acceptance letters.docx and the rejection letter is available at: H:\LAUNCCH\Conferences\2011\rejection letters.docx. Although some of the speakers requested an entire session, we asked most of the speakers if they would be willing to pare down their presentation to a partial session of just 30 minutes (see H:\LAUNCCH\Conferences\2011\provisional acceptance letters.docx). They all agreed, and this allowed us to accept more proposals. The committee decided there were 3 proposed talks that would be better suited for lightning talks (short 5-10 talks) than 30 minute breakout sessions. Angela contacted these 3 speakers and all agreed to give abbreviated talks. All accepted contacts were asked to confirm their acceptance by email.

In January, speakers were informed what time they would be presenting and if there were other presenters sharing their session. Speakers were asked to submit short bios for each of the presenters and any AV requests by January 28th. They were also asked to send their presentation files by March 3rd, the Thursday before the conference. A speaker listserv was created to communicate with everyone and assist with information sharing. This worked really well.

Angela and Jacqueline were in direct contact with the keynote speaker throughout the process. They arranged lodging at the Courtyard by Marriott for one night. This was an ideal location because of its proximity to the Friday Center.

Brochures

The brochures from this year's conference were created using the saved file from last year. The committee again decided not to print and mail out brochures. Because prospective attendees have email and can easily print an attachment, we felt that the cost of sending the brochures and the ecological impact of printing the brochure outweighed any convenience for the attendees. The brochures were sent out as PDFs and attached to emails. The brochure was designed to fit a letter size paper and extended to three pages. The first two pages were the informational part of the brochure and the 3rd page was a printable registration form. This year's brochure included a link to a map of the Friday Center's parking lot map. There had been confusion the previous year regarding where conference attendees were able to park. A link to the map was included to help alleviate this confusion and prevent similar problems at the 2011 conference.

Publicity

The conference was publicized on the LAUNC-CH website, Library Line, and across the campus and state via various local and state listservs. Promotional emails also were sent directly to many colleges, universities, and community college libraries. A contacts list can be found in H:\Launcch\Conferences\2010\Contacts_2011.doc. Since a good amount of conference attendees came from non-UNC Libraries, and evaluation results from the conference showed that approximately 70% of attendees found out about the Conference via email announcements, it is recommended that LAUNC-CH continue to use email as the primary means of promotion and publicity for next year's conference.

Program

The committee brainstormed possible keynote speakers who could effectively talk about change in the profession or managing change in the workplace. We selected Lee Rainie as our first choice based on his work at Pew Internet and American Life and the fact that he had received praise for his presentations at other library conferences. Happily, he accepted our invitation to speak.

Breakout session speakers included: Maureen Barry, Wright State University; Linda Daniel, Duke; Stephen Dew, UNG-Greensboro; Brian Dietz, NCSU; Leah Dunn, Guilford; Jean Ferguson, Duke; Gerald Holmes, UNC-Greensboro; Diana McDuffee, UNC-Chapel Hill; Lauren Pressley, Wake Forest; Jason Ronallo, NCSU; Julia Shaw-Kokot, UNC-Chapel Hill; Joe Williams, UNC-Greensboro; and Sha Li Zhang, UNC Greensboro.

In addition to regular breakout sessions, we ended the day with a series of lightning talks, in which each speaker had 10 minutes to present their innovative project or idea. Lightning talks were given by Mike Graves, UNC-Chapel Hill; Anthony Holderied, Alamance Community College; Erin O'Meara, UNC-Chapel Hill; Barbara Tierney, UNC-Charlotte; and Tripp Reade, NCSU.

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, and recognizing the two recipients of the LAUNC-CH undergraduate scholarship. This year, in an effort to reduce paper, we included the program instead of the detailed session descriptions. Fliers soliciting proposals for the LAUNC-CH Research Forum and participation in the LAUNC-CH Professional Development survey were handed out with the folders. The entire committee participated in stuffing folders, and assembling the nametags the week before the conference. The committee recommends that next year's committee leave several days between the registration cutoff date and the meeting to assemble the folders and nametags because the nametags and conference attendee documents cannot be printed until registration has been finalized.

Copies were made by the copy center at Staples in Chapel Hill. We purchased the folders and nametags from Discount Office Items [<http://www.discountofficeitems.com/>]. This website has lower prices than most office supply stores, and there was free shipping on orders over \$50. We chose to purchase the same style nametags as those left from last year's conference (Avery Neck Style Name Badge Kit Product

Model 74520). Committee members from this year and last year agreed that this style is very difficult to print from Microsoft Word. We ended up using the Avery website to create and print the nametags, but it was a time consuming process. Next year's committee may consider switching to nametags on perforated letter-size cardstock, such as Avery style 74459.

Undergraduate Scholarship

In an effort to encourage undergraduates to consider a career in librarianship, and in response to previous requests from the Library Diversity Committee, the LAUNC-CH board and Conference Committee again offered paid conference registration to two undergraduates who work in a library on campus to attend the LAUNC-CH conference. The Diversity Committee is especially interested in attracting to librarianship individuals from groups currently underrepresented in the profession, thereby diversifying the backgrounds, beliefs, and perspectives of the professional librarian workforce.

We sent an email to student employee supervisors asking for their help in publicizing the opportunity to undergraduate employees. Interested students had to submit a short essay addressing the following questions: 1) Why are you interested in librarianship as a profession? 2) How do you hope to contribute to the diversity of the profession? We received only two submissions again this year, both from students interested in pursuing an MLS. Scholarships were awarded to Tiffany Henry, from the Sloane Art Library and to Samantha Crisp, from the Music Library.

Registration

Registration for the 2011 LAUNC-CH Conference opened January 26, 2011 and closed February 25, 2011. Three people had to be turned away because their checks reached us after we had reached capacity. One of those people was able to attend after all by switching with someone who couldn't come.

This year we scanned registration receipts on a daily basis and emailed the registration confirmation along with the receipt scans to registrants at the end of each day. This system, although somewhat time-consuming for the person doing the registration, has worked well and was generally appreciated by the registrants. Only two registrants had requested a paper copy of the receipt in addition to the scanned copy. As in the previous years, the most frequent registration-related request has been for online registration with a credit card payment option.

One procedure that was different from previous years is that several institutions requested a W9 form from LAUNC-CH before they could issue checks for their attendants. Previously, the LAUNC-CH tax ID has been enough in this situation (and has worked again this year for some institutions). Chad Haefele, the LAUNC-CH treasurer has heroically filled out the W-9 form, which is now saved on the H:/ drive (H:\Launcch\Conferences\2010\Registration\launc-ch W9.pdf) for future use.

There were 197 registrants:

Professional staff	152
Speakers	20
Students	17
CALAs	6
Diversity Scholarship winners	2

Of the 20 speakers, there were 1 keynote, 5 lightning talk speakers, 13 break-out session speakers, 1 back-up keynote speaker.

Total registrants by institution:

Chapel Hill, UNC	98
Duke U	21
North Carolina State U	14
Greensboro, UNC	11
North Carolina Central U	6
Pembroke, UNC	6
Wake Forest U	5
Winston Salem State U	5
Elon U	3
East Carolina U	2
National Humanities Center	2
Pitt CC	2
SAS Institute	2
Unaffiliated	2
ASERL	1
Barton College	1

Campbell U	1
Central Piedmont CC	1
Chapel Hill Public Library	1
Charlotte, UNC	1
Culbreth Middle School	1
Durham Technical CC	1
Fayetteville SU	1
Guilford College	1
NC School of Science and Math	1
Pack Memorial Library	1
Pew Internet	1
Rutgers U	1
Strayer U	1
U of Delaware	1
Wake Technical CC	1
Wright State U	1

Professional staff by institution:

Chapel Hill, UNC	74
Duke U.	19
North Carolina State U	11
North Carolina Central U	5
Pembroke, UNC	5
Winston Salem SU	5
Wake Forest U	4
Elon U	3
East Carolina U	2
Greensboro, UNC	2
National Humanities Center	2
Pitt CC	2
SAS Institute	2
Unaffiliated	2

ASERL	1
Barton College	1
Campbell U	1
Central Piedmont CC	1
Chapel Hill Public Library	1
Culbreth Middle School	1
Durham Technical CC	1
Fayetteville SU	1
NC School of Science and Math	1
Pack Memorial Library	1
Rutgers U	1
Strayer U	1
U of Delaware	1
Wake Technical CC	1

Speakers by institution:

Chapel Hill, UNC	5
Greensboro, UNC	4
North Carolina State U	3
Duke U	2
Charlotte, UNC	1
Guilford College	1
Pembroke, UNC	1
Pew Internet	1
Wake Forest U	1
Wright State U	1

Students by institution:

Chapel Hill, UNC	11
Greensboro, UNC	5
North Carolina Central U	1

Evaluation Results

Speaker sessions	Presentation	Usefulness
Keynote Address	4.72	4.24
Creating open access/ Metadata	3.94	3.94
Change / Ten Libraries Diversity	3.84	3.48
Service learning / UNC Campuses	4.38	4.1
Learning behaviors / Revisioning Reference	4.15	4.07
Lightning Talks	4.54	4.33

Conference overall

What is your overall evaluation of the Conference?	4.38
Based on advance announcements, how well did the Conference meet your expectations?	4.55
Please rate the Conference location and its facilities.	4.83
What is your reaction to the number of concurrent breakout sessions?	3.25
What is your reaction to the topics of the breakout sessions?	4

How did you find out about the conference?

Magazine/newspaper	1
Friend/colleague	19
E-mail	70
Other	5 (launcch membership (2), launcch board, come every year, past attendee)

Suggestions:

- Sessions should have break in between speakers, or not be grouped together.
- Each session should be evaluated separately.
- Make sure to pass microphones around - hard to hear some speakers.
- Ask catering to label all of the food (including desserts) – for common food allergies, etc.

To quote a few responses:

“Thank you! I like the idea of the small conference!”

“3rd year coming – always great - Wonderful job this year.”

“Convenience of location, networking opportunity, and affordability made the conference extremely worthwhile!”

“Many of the presenters were thought provoking.”

A few generalizations:

As usual, attendees enjoyed the Friday Center for its convenience, ease of parking, and the food. A common theme in the suggestions this year was that attendees disliked the pairing of presentations together in the separate breakout sessions. They would have preferred to split their attendance between multiple sessions. Next year’s committee should take this into account when planning sessions. The key note and lightning talk session were very well received. Next year’s committee should consider having lightning talks when planning the conference day.

Some suggested future topics:

- More on technology, uses of technology, etc.
- Workflow changes, innovations, changing workforce, preparing staff for new roles
- Assessment, usability, user experience

Recommendations

We highly recommend that next year’s committee send out a call for proposals based on a broad conference theme. This approach was very successful. We received a wide array of submissions from libraries across the state and the country. The topics were diverse and interesting. This process made the programming much easier for the committee. We also recommend limiting the number of speakers per submission.

While the morning and afternoon sessions were scheduled for 1hr and a half, we often had two 45 minute presentations occurring in the same room. Several attendees expressed an interest in attending a 45 minute session in one room and then moving on to another room to hear a different presentation. If next year’s committee decides to accept half-session proposals, we recommend adding in short 5-10 minute breaks and listing each presentation in order of appearance. We also recommend separating individual speakers on the evaluation forms.

Continue the trend toward reducing the amount of printing and mailing for the conference. Rely instead on email and the LAUNC-CH website for publicity. Emailing the vendors proved successful, and the committee would recommend next year’s committee follow this approach.

The audiences sometimes couldn't hear questions being asked of the speakers, and in one instance a speaker was hard to hear. We recommend next year's committee make sure all of the microphones are working and passed around during Q&A.

The lightning talks were very well received and should be considered for next year's Conference.

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. We also recommend asking the Friday Center if it would be possible to provide more specific labels for the lunch foods (vegan/vegetarian/possible allergens, etc.).