

# **Final Report: 2015 OLA Conference Committee to the OLA Board**

## **Steve Silver, Conference Committee chair**

### **Conference Chair report**

#### **Steve Silver**

By and large the conference seemed to go well. There were good crowds each day and for most events. There was good energy and positive comments were reported from attendees. The keynote speaker was fascinating and well received. The net profit came in higher than anticipated. No major problems occurred. The conference committee worked well in planning and in executing the conference. Reports from individual areas are below. Included here is a brief report as chair.

Two committee members needed to be replaced around December/January for legitimate reasons (volunteers coordinator and Communications chair). Fortunately competent replacements were found that stepped into these roles mid-stream and continued the work already in progress.

The Hilton conference center staff were pleasurable to work with. They responded to needs and questions and seemed to genuinely care about providing a quality experience. They were, however, at times a bit lacking in follow through on details. Things were promised that they had to be reminded to complete (e.g. printing room schedules each day of the conference). They willingly worked through a few small questions regarding the final invoice post-conference. The Hilton's 22% administrative fee is fairly exorbitant and significantly increases costs above what is listed. Additionally many small things, such as electricity or floor space for exhibitor tables, were not included in the contract and added to the total cost, in addition to requiring time and energy to consider needs, plan the budget, and manage last minute changes.

The conference center facilities seem barely adequate for a conference of this size and nature. Common complaints were that session rooms were too small, that noise travelled too easily through the movable walls between rooms, and that some rooms were only accessed off a service corridor, which also contributed to noise issues. The upstairs Vistas rooms, while beautiful settings and views, are difficult to present AV sessions in due to the long and narrow format and the many windows. Conference center staff did mention other conferences needing to use additional spaces nearby the Hilton. This may need to be considered for future Eugene conferences if conference attendance continues to grow.

Zero complaints were received and zero violations reported of the new Statement of Appropriate Conduct at OLA conferences.

Few comments were received on the conference evaluation regarding the Creativity Spaces, and those comments were mixed. At worst the Creativity Spaces could be considered not a failure and at best a moderate success. There are costs and logistics involved in providing this space, such as taking away potential exhibitor spaces. This was not as much an issue this year as the number of exhibitors was down due to conflict with the WLA conference, but could be a larger issue in other years. The Creativity Spaces were conceived as something to do in

conjunction with this year's theme, Libraries Cultivating Creativity. It will be up to future conference committees to decide if their value outweighs their expenses to include in future conferences.

This year the conference ran a small pilot project of two sessions provided virtually simultaneously with the face to face sessions, at no cost to virtual attendees. While many on the conference committee believe this is a future direction that will need to be provided, this year's experiment leaves little doubt that much work remains to be done to make virtual sessions viable. Even renting equipment from the conference center staff did not prevent technical issues. Poor promotion resulted in extremely low virtual attendance. It has not been adequately determined how strong an audience for virtual sessions actually exists. The logistics and costs of providing virtual sessions are significant. Further experimentation is strongly encouraged prior to making any definitive decisions regarding the future of virtual sessions.

The scheduling conflict with the Washington Library Association conference meant lower than usual vendor participation. The good news is that the budget was crafted conservatively in anticipation of this and actual vendor participation and revenue came in above budget. Coupled with higher than budgeted attendance, the conference net profit was significantly higher than projected. The OLA board has instituted protocols and conversation with WLA to ensure this scheduling conflict does not occur in the future.

The addition of association manager Shirley Roberts to the conference planning committee proved to be a great help. This position's continued involvement with conference committees will undoubtedly prove even more valuable moving into the future, providing institutional memory and logistical support.

One ongoing issue is scheduling OLA unit business meetings. It is difficult to provide an adequate amount of time for these important meetings without running into conflicts with receptions and other events associated with the conference. If there were an easy solution it would have been found by now, but future conference committees will need to continue to wrestle with this issue.

Using Dropbox to manage and store conference-related documents proved very valuable. There is a strong recommendation to standardize and support continued usage of some version of a cloud storage solution to support the conference committee (and perhaps other OLA units). A systematic review of available options has not been performed, and should be prior to choosing a system. Additionally the current Dropbox account is "owned" the technology coordinator Elke Bruton. It (or all the files) needs to be transferred to an association "ownership" so that these documents will continue to be available to future conference committees.

The Conference Handbook is a tremendous help in conference planning. The conference committee treated this as a "living" document, and conference needs and realities change over time and as additional questions or issues arise which are not already covered in the handbook. Many changes have already been made to the handbook for 2016. Additional changes are suggested in this report. Shirley Roberts is investigating ways to archive each year's handbook.

The OLA supplies tubs and two purchased projectors are in 2016 conference committee chair Liisa Sjoblom's possession.

## **Treasurer's Report** **Valery King**

The "official" conference budget is being tracked by Shirley in QuickBooks; therefore is the budget worksheet still necessary? As a planning document, it is extremely useful to have the fine breakdowns that this spreadsheet provides, so I strongly recommend continuing to use it for future conferences. Also since Memberclicks won't break down our registration numbers by member status, early or regular registration, or which days a member signs up to attend, I would recommend that the Registration chair keep track of these and enter them on this spreadsheet. This is valuable information for future planning.

When considering next year's fee schedule, be aware that we increased regular membership by \$10 this year, a big jump which was actually in error (we only meant to bump it up \$5) and which we didn't catch until it was too late. With this in mind, I recommend no price increase for memberships for the 2016 conference.

There was confusion over the fees for preconferences. We list OLA cost (we require \$50 to cover expenses) plus a \$10 technology fee. The Tech fee was on a separate line, so not all sponsors understood this should be figured in their total fees per attendee. Going forward, we need to make sure that this is understood by sponsor groups planning preconferences so they can set their prices accordingly.

Since the Conference Handbook was originally written, the duties of the Treasurer have changed. While the Treasurer still has ultimate oversight responsibilities over the finances, many of the day-to-day tasks the Treasurer previously did have migrated to the Association's Business Manager. This caused some confusion for committee members, making them unsure where to send receipts and ERRFs. I am recommending several updates and changes for clarification, which I will incorporate into the 2016 Handbook.

## **2015 OLA Annual Conference** **Program Committee Report** **May 2015** **Liisa Sjoblom**

**Program Committee Members:** Liisa Sjoblom, Chair; Yen Tran, Co-Chair/Poster Sessions; Arlene Weible, ACRL-OR/DIGOR; Sara Thompson, Communications Committee/IRT; Barratt Miller, CSD; Darci Hanning, LTRT; Stephanie Thomas, OASL; Sonja Somerville, OYAN; Karen Muller, PLD; Susan Gilmont, SSD

**Program Committee Process:** The entire conference committee met in August to discuss OLA President Candice Watkins' theme "Libraries Cultivating Creativity." The committee accepted this theme as the conference theme for 2015. The call for program proposals went out to divisions, committees and round tables September 1<sup>st</sup> with a proposal deadline of September 30<sup>th</sup>. The call for proposals was also posted in the OLA Hotline and on the libs-or listserve. It is important that the proposal web forms are posted to the conference site soon after the first conference planning meeting in August.

Program committee members were recruited from the major OLA units to act as liaisons with contacts for the sponsoring groups. Due to the number of OLA units and potential programs we also asked for volunteers from the various roundtables and committees. Once again there was some confusion among OLA unit chairs about how to develop programs and what sponsorship entailed (see recommendations).

At the October 17<sup>th</sup> program committee meeting, members reviewed each proposal and determined which programs should be accepted. The good news is that nearly every proposal came in with a sponsor! The biggest challenge were the 7 proposed preconferences. OLA bylaws indicate that only 6 are allowed each year. After much deliberation and a rapid exchange of emails during the meeting with the OLA Parliamentarian and President, a vote of the OLA Board was requested to allow all 7 sessions. In the end, PLD elected to drop their proposal and put their sponsorship behind the Leadership session, thus no need for a board vote. The SSD preconference on financial planning was cancelled shortly after online registration closed due to not meeting the minimum number of registrations to make it fiscally feasible.

During the meeting a draft schedule was put together and committee members were assigned to review and look for conflicts. Subsequent changes were made to limit conflicts as much as possible. Other liaison activities throughout the ensuing months included:

- Contacting sponsoring units regarding acceptance of programs and a tentative time slot
- Checking with OLA units regarding the need for business meetings (done by the Program Chair)
- Confirming equipment and Internet needs
- Confirming speakers – November 30<sup>th</sup> deadline
- Confirming program title and description prior to posting to web site in early January

Program details were transferred into an Excel spreadsheet. It was used to coordinate room assignments, plan and track equipment needs, develop the printed program, and track various other details before and during the conference. Modified versions were used during the conference.

**Pre-conferences:** Five pre-conferences were offered, 4 all-day and 1 half-day. A sit-down lunch was included with the all-day workshops and offered for purchase to half-day attendees, exhibitors, and conference committee members. See Appendix A for pre-conference sponsorship and attendance. The leadership preconference sponsored by ACRL-OR and PLD sold out and there was a waiting list. At the close of online registration a list of participants and their contact information was sent to the program proposers for communication purposes. This was specifically requested by the Virtual Reference Summit planners and was determined to be useful for the other sessions as well.

One of the preconferences was Answerland's Virtual Reference Summit. While not technically an OLA unit, they did procure sponsorship from the Reference Round Table. This event is usually a separate event in late May, but due to changes with Answerland, they asked to participate as a preconference. For the most part this worked well, but they did have additional needs that were not anticipated (see recommendations).

**Conference Programs:** A total of 54 programs were offered this year, plus the following events: the *PLD Reception/Dinner*, the *President's Banquet*, the *OCLC Breakfast* and the *Lampman Breakfast and Award Ceremony*. In addition, OYAN, ACRL-OR, and Emporia held receptions off-site on Wednesday and Thursday.

We only received 47 conference evaluation responses. While we don't usually have a huge response, this is quite low. It is important to remind people more than once about conference evaluations. The link to the form should also be included in the printed program. Programs were very well received with a high degree of satisfaction with quality and variety. Overall program quality was 4.39 on a 5-point scale with nearly everyone giving a rank of "Good" or "Excellent." While there were few comments about programs,

TSRT programs were mentioned twice. The highest attendance for programs was for the two programs on privacy – *Cybercreeps, Data Miners, and Peeping Uncle Sams* and *Privacy Technology*.

Program sponsorship by OLA units (and others) is indicated below. The first number indicates solo sponsorship and the number following the slash indicates the number of co-sponsorship. Pre-conference sponsorship and co-sponsorship are also reflected here.

#### **OLA Unit Sponsorship**

ACRL-OR	3/4	Membership Committee	0/1
Conf. Committee	2/0	OASL	2/1
CSD	5/5	OR Authors	1/0
DIGOR	1/1	ORCA	0/1
IFC	0/2	OYAN	3/5
IRRT	1/0	OSL	3/1
LDLC	1/2	PLD	8/9
LIRT	0/1	PPRT	0/1
LPRT	1/0	RRT	1/2
LRRT	0/1	SSD	3/1
LTRT	0/4	SSRT	0/1
		TSRT	7/1

#### **Non-OLA Unit Sponsorship**

Answerland	0/1
OCLC	0/1

To accommodate the needs of support staff and school librarians, SSD and OASL programming was relegated to a single day. SSD programs were concentrated on Thursday and OASL program on Friday. We do not know if this assisted them with attendance, but it is something to consider for the future.

We also offered two sessions virtually – *Free-Choice Learning and Rural Libraries* and *Reimagining the Ready to Read Road Show*. These sessions were selected due to their probable appeal to smaller rural libraries who may not be able to send someone to the conference. The initial idea was to offer them this year as a test for future conferences where we could charge people to view. Unfortunately, these were of limited success in part due to poor promotion. Future committees will have to take a serious look at whether or not these are a fiscally sound way to deliver content to those who cannot attend in person.

Nine business meetings were held Thursday afternoon from 5:30 – 6:00 p.m. and another two were held Friday morning. Organizations holding meetings included CSD, IFC, Oregon Authors, Oregon Digital Library Consortia, ORT, PLD, RRT/LRRT, SSD, TSRT, LIRT and NW Central. Don't forget to include the OLA and State Library Board meetings in the planning. Both are traditionally held on the Wednesday of the conference. It is important to ask early in the process of planning if the various OLA units would like to have a business meeting. The committee can then determine if more than one business meeting session time is needed. Often organizations forget to request these meetings until all rooms have been assigned. If Friday morning business meetings are added to the schedule again, it is important to have these meetings run from 7:30 – 8:00 a.m. This would then allow presenters to get ready for the 8:30 sessions.

Receptions were held by ACRL-OR, PLD (plus banquet), OYAN and Emporia – SLIM. Due to space limitations and food costs, all but the PLD reception and banquet were held off-site. For the most part, these activities are heavily related to local arrangements activities. Once it is determined that they will occur, contact is turned over to Local Arrangements.

Ten posters were displayed in the lobby area across from the registration desk on Thursday and Friday morning from 10:00 – 11:00 a.m. To limit costs of tables, each table was shared by two posters. This made for a very crowded space. It is recommended that this is not done in the future.

Technology for sessions continues to be an issue, particularly the availability of data projectors. The rental costs at the Hilton were prohibitive so once again the call went out to libraries to see who could loan equipment. The OLA Board did approve the purchase of two data projectors to help alleviate this ongoing problem. Now the concern is where to store the equipment.

## **Recommendations for the Future**

### **Program Committee Representatives and Liaisons**

It always works well to have the major OLA units represented on the program committee. Everyone on the program committee did a good job in keeping the program committee chair informed of changes and updates to programs.

While representation is good for the major OLA units, we still need to work on getting everyone up to speed on committee responsibilities. This should be addressed at the OLA Retreat with a 30-minute session using the document *Conference Planning 101* (<http://www.olaweb.org/assets/Financials/conference%20planning%20101.pdf>).

### **Preconferences – Virtual Reference Summit**

We did not anticipate the needs of the Virtual Reference Summit preconference. On the surface it seemed that this would be just another preconference with the usual room needs. They had a lot of questions and required early access to the room, additional food (breakfast), and the ability to offer the session electronically. While none of this was impossible, but it wasn't originally anticipated. If done again, the program chair needs to be aware of potential additional needs and prepared to answer a lot of questions.

### **Observations Taken From Requests and Conference Evaluations** (in no particular order):

- Don't double up poster sessions two to a table. This was mentioned a couple of times in the evaluations.
- There are significant issues with breakout room size at the Hilton. The next time we are there the program chair needs to carefully look at which programs may draw large attendance. In addition, the three rooms off the service hall are of particular concern. They were quite noisy with sounds permeating from movement of hotel staff and between each room. In general it would be best not to schedule CSD programs in these rooms. Most comments on the evaluation form were related to noisy, cramped, stuffy rooms. This was echoed by members of TSRT and CSD in person and via email.
- Networking was by far the most important reason for people to attend the conference.
- The challenge of school librarian attendance needs to be addressed by the OLA Board. They generally cannot attend because of work. Future contracts may need to look at having the conference on Thursday, Friday, and Saturday.

### OLA - 2015 Conference Room Counts

<b>Wednesday April 15, 2015</b>		
<b>Room</b>	<b>Program Name</b>	<b>Room Count (from Registrations)</b>
<b>Studio B</b>	New Developments in Genre/Form Access	20
<b>Hansberry/Wilder</b>	Oregon Virtual Reference Summit	52
<b>Directors</b>	Basic Book Repair for Libraries	10
<b>Ferber</b>	Leading from any Position: Creating Learning Libraries in Five Easy Lessons	40
<b>Studio A</b>	Filmmaking for Library Types	16
<b>Vistas I</b>	PLD Reception/Dinner	68

<b>Thursday April 16, 2015</b>		
<b>Room</b>	<b>Program Name</b>	<b>Room Count</b>
	<b>Session 1</b>	
Directors	Empowering the Patient	16
Ferber	The More We Get Together	31
Hansberry	Relationship Designators in RDA	44
Studio A	Open the Doors to Art	32
Studio B	Financial Literacy at the Library	25
Studio C	So You Want to Change the World! How to Be a Great Librarian to Your Activist Patrons	22
Vistas I	Keynote Follow-up with David Krakauer	38
Vistas II	TAG, TAB or TLC? How Teen Library Boards Can Make Your Life Easier	29
Wilder	Creative Marketing of Library Services	73

	Total for session	310
	<b>Session 2</b>	
Directors	Free-Choice Learning and Rural Libraries	34
Ferber	Creative Youth Partnerships	35
Hansberry	BIBFRAME Basics: Beyond MARC	49
Studio A	Oregon Libraries Into the Future	39
Studio B	Meeting Patrons at the Point of Need	35
Studio C	Create, Collect, Connect Using Mobile Devices	40
Vistas I	Process Not Product	39
Vistas II	Communicating with Voters Using Social Media	12
Wilder	Get on Board with the Imagination Library	18
	Total for session	301
	<b>Session 3</b>	
Directors	Reimagining Ready to Read Road Show	19
Ferber	Creative Cataloging Survival Skills	34
Hansberry	Raspberry Pi and Beyond	36
Studio A	Welcome to the United States: Services for Immigrants and Migrant Workers	35
Studio B	Against Conventional Wisdom: Lessons from Quiet and Mastering the Art of Quitting	36
Studio C	The Edge Initiative	32
Vistas I	Exhibiting Our Creativity: Library Displays	40
Vistas II	Zines 101	25
Wilder	Connect and Create: Using Social Media to Market Your Small or Rural Library	30
	Total for session	287
O'Neill	President's Banquet – Cartoonists and the Chemistry of Scenius	69 (from registrations)

<b>Friday April 17, 2015</b>		
<b>Room</b>	<b>Program Name</b>	<b>Room Count</b>

Williams	Lampman Award Breakfast	35 (from registrations)
O'Neill	OCLC Breakfast	30
<b>Session 4</b>		
Directors	Print Your Book	16
Ferber	All Together Now! Evaluating Technical Services...	18
Hansberry	Cybercreeps, Data Miners and Peeping Uncle Sams	74
Studio A	Cannabis Resources for Librarians...	29
Studio B	Best Practices for Music Cataloging using RDA	11
Studio C	OLA: Cultivating Creative Members	14
Vistas I	What's It All About?: Libraries, Hubs, and...	29
Vistas II	Stark Raving OYAN	44
Wilder	Cultivating Creativity and Imagination in...	21
Total for session		256
<b>Session 5</b>		
Directors	Next Generation Science Standards	18
Ferber	Creative Marketing Basics for Children's Services	45
Hansberry	Oregon Readers Choice Award	27
Studio A	More Than a Bandage	6
Studio B	Capturing Learning in the Library Commons	18
Studio C	Readers Advisory for Comics	28
Vistas I	Privacy Technology	78
Vistas II	How Many Librarians Does It Take?...	26
Wilder	Developing Digital Literacy	30
Total for session		276
<b>Session 6</b>		
Directors	Readers' Advisory in Academic Libraries	6
Ferber	Creativity in Technology	36
Hansberry	Hungry Kids in Oregon Public Libraries	14
Studio A	The World at Your Doorstep (or Reference Desk)	22

Studio B	Think Like a Scholar	12
Studio C	Discovery Layers in Action	20
Vistas I	Two Minute Reviews of Works by Oregon Authors	36
Vistas II	Creative Partners, Creative Relationships	35
Wilder	Levels, Genres, and Picture Book Topics	55
	Total for session	236

## **OLA Annual Conference 2015 - Conference Poster Coordinator Report**

**Yen Tran**

The Poster Presentations are meant to highlight work or research that Oregon librarians have been doing to enhance and improve their library services, communities, and practices. Ten (10) posters were displayed during the 2015 OLA conference.

### **Marketing/Getting Proposals:**

1. Send out emails to solicit for proposals
2. After session proposals have been selected. Check in with the people whose proposals were not selected to see if they would like to change their session proposals to poster proposals
3. Send email to the coordinator of the Emporia program asking her to encourage students to submit proposals

### **Details and Event Information:**

- Poster presentations happen during the morning breaks both days of the conference. Presenters are encouraged to be available both dates because it can be boring just reading a poster.
- Presenters should know:
  - They are given half of an 8 foot table with no one behind them
  - Posters should stand alone on the table (no way to tack it up to the wall)
  - Can set up any time before the event and keep their posters up until the end of the event the next day. Or, if they would like, they can put their posters in the room where we keep our supplies
  - No outlet is available, but the event is only an hour long each day – laptops will usually have that much battery life

- Registration is not provided and there is no discount. If the person would like to attend the conference, s/he will need to register at the regular rate.
- For presenters not attending the conference, they can pick up a name badge at registration (coordinator will need to arrange this ahead of time with registration coordinator)

**Recommendations:**

- Consider changing the poster presentations to only one day of the conference (or not have everyone presenting on both days – split up the presentations)
- Also see suggestion within the program committee report above

**Exhibits and Fundraising OLA 2015**  
**Emily Cable**

**Financial rundown**

**\*\*Note\*\* It is possible that the conflict with the WLA conference as well as proximity to the ACRL conference being hosted in Portland a couple weeks before contributed to a lower exhibitor showing than previous years.**

Income

*Exhibits/ Unit Tables*

Corporate- 22 @ \$450= \$9,900  
 Non-commercial- 6 @ \$300= \$1,800  
 Cancellation fees- 3 @ \$50= \$150  
 Unit tables- 7 @ \$40= \$280  
 Total exhibits/units income= \$12,130

*Sponsorships/ads*

Break sponsorships- 1 @ \$250= \$250  
 Luncheon sponsorships- 2 @ \$500= \$1,000  
 President's reception sponsorship- 1 @\$500= \$500  
 Full-page ads- 2 @ \$500= \$1,000  
 Half-page ads- 2 @ \$250= \$500  
 Total sponsorships income= \$1,750  
 Total advertising income= \$1,500

**Total income -- \$15,380**

Expenditures

PEDCO booths- 28 @ \$45= \$1,260  
 PEDCO tables (units)- 7 @ \$40= \$280  
 PEDCO tables (poster sessions & creativity spaces) 7 - @ \$35= \$245

Easels- 2 @ \$7.50= \$15

Sponsorship signs (22"x28")- 4 @ 35= \$140

Fire permit- \$225

**Total expenditures -- \$2165 \*\*Note\*\* This does not include costs assessed by the Hilton for exhibit floor space which was \$42.70/space**

**Net income -- \$13,215**

**Information needed before exhibitor information can be sent out:**

Booth specifics (i.e. Booths will include pipe and drape (8' back, 3' divider between booths), a 6' skirted table, 2 chairs, a wastebasket and a booth ID sign)

Price

Link to online registration

Registration deadline (needs to be before program deadline)

Exhibit hours

Exhibit set up/tear down times

Security at convention center

Special events (i.e. no-conflict times, all-conference reception)

Travel information

Shipping information

\*Brief info about previous year's attendance, attendee make-up (e.g., academic, special, public)

\*Ask registration chairs to adjust form to include academic/public/special/other self-ID upon registration

\*It would be nice to have sponsorship options pinned down at this point as well so it could be included in the exhibitor information sheet

**Information needed from registration \*required field:**

\*Company Name:

\*Contact Name

\*Address

\*City

\*State

\*Zip

\*Phone

\*Badge Name

Additional Badge Names

\*Exhibit Type (Corporate or Non-Commercial)

Receipt Amount

\*Payment Method

Special Preferences

\*Power (yes or no)

Interested in Sponsorship (yes or no)

\*Brief Description for Program (250 character max.)

Website

## Timeline

Exhibits registration and sponsorship/ad deadlines should be at the same time. This deadline needs to be before the program deadline so sponsors, ads and exhibits information can go in the program and so booth numbers can be assigned early in the process.

Having an earlier registration deadline allowed late registrations (for the 2015 conference, there were 3 exhibitors who registered after the deadline and another 3 on the waiting list after the floor plan was set). Additionally, the earlier deadline allowed exhibitor information to be part of the printed program rather than a supplement. One vendor commented that she thought the registration deadline was too early, but considering the overall benefits, I still think it's better to have the earlier deadline.

## Needed information for PEDCO

Colors for pipe & drape, tablecloths; exhibitor contact information (as it comes in); booth numbers (after floor plan is set)

## Needed from conference committee

OK on PEDCO contract (or other exhibitor company)- this should be nailed down as early as possible because it will dictate some of the information for vendors

Costs for sponsorship/ads/exhibition, as well as options for ads (full-page, half-page? Color, b&w?), options for sponsorship (check in with convention center to see if there are possibilities beyond breaks, lunches, banquets ... like plasma screens, etc., maybe a conference sponsor tier)

Unit tables – single contact as part of exhibits, deadline BEFORE exhibitors to help with layout and total allowable exhibitor number; same goes for posters (which should be capped, or in a separate, discrete space like a room, during a session, to provide boundaries)\*\*Note\* This was less of an issue in 2015 because of the WLA conflict which contributed to extra space but in 2014 it was a bigger problem because we were maxed out on space.

## Local Arrangements Report Kathy Stroud

The contract with the Hilton stipulated that OLA pick up a minimum of 160 room nights, and the hotel would reserve a minimum block of 200 room nights. OLA's final count was a total of 319 room nights.

The original distribution of rooms in the room block was:

	<b>OLA Block/Availability by room type</b>				
<b>Date</b>			<b>14-Apr</b>	<b>15-Apr</b>	<b>16-Apr</b>
<b>Room Type</b>		Type	Tue	Wed	Thu
<b>K1</b>			22	78	78
<b>Q2</b>			18	80	80

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In late February, the Hilton added additional rooms for the 15<sup>th</sup> and 16<sup>th</sup>. On two other occasions in March they added additional room nights. They also extended the hotel registration deadline for the group rate from April 1 to April 8. The final room night count was:

- 4/14 – 31
- 4/15 – 132
- 4/16 – 149
- 4/17 – 7

The four complimentary room nights went to our speakers Douglas Wolk and David Krakauer, and to Liisa Sjoblom as program chair and to Valery King as conference treasurer. Room upgrades went to our two speakers, the state librarian, and current members of the OLA Executive Board.

The following are my notes about things relevant to the food and local arrangements. Order does not represent importance. Feel free to incorporate non-Hilton specific comments into the Conference Manual as appropriate.

#### Notes about OLA

- 1) Morning break – more pastries, less bagels
- 2) We grossly underestimated how much coffee/decaf/hot tea was needed at the breaks (needed about 1 gallon per 18 people for AM break and 1 gallon for 30 people for PM break.)
- 3) Have plated meals if there is going to be a speaker
- 4) For the most part having the salads and desserts out on the table before people are seated worked well, saving some serving time. However:
  - a. If there will be a reception in the dining area prior to eating do not put the salads out until seated for dining. There was concern about wilting, etc.
  - b. Cake may get dried-out from sitting on the table the entire time. (Lunch on Friday)
- 5) We did not need Wednesday break for vendors. They did not arrive until Thursday AM
- 6) Fruit punch was not popular at PM break
- 7) Hors d'oeuvres went very quickly at the all-conference reception. (We had 196 drink tickets used, so that is a rough estimate of reception attendees. There were 388 people registered for lunch.) Also, Hotel may have set out hors d'oeuvres for 5:30 reception and program said 6. All hors d'oeuvres gone by 6:20. Business meetings didn't get out until 6 pm.
  - a. Expect reception attendance to be about half of the lunch attendance

- b. Need at least 5 hors d'oeuvres per person
  - c. If possible, don't start reception until meetings let out
  - d. If hors d'oeuvres put out early for logistical reasons, consider stationing someone by each spread to prevent people from starting early
- 8) Suggested changes to conference web pages:
- a. Provide complimentary hotel breakfast information if hotel is providing it to conference goers
  - b. Deadline for conference price hotel reservations should be listed
  - c. Better information on parking, if possible. (Parking information was added after we got questions. Procedures for free hotel parking was not added, but that was actually good since we were given conflicting information up through the pre-conferences on how that was being handled.)
  - d. Add map for off-site events
- 9) Communications team could email a reminder shortly before conference hotel fees expire if there are still rooms available in the block.
- 10) We could have coordinated special meals better. However, I have not heard that anyone didn't get what they needed. The Conference Manual's Local Arrangements – Meals – Special Meals section already contains excellent advice. Next time I will follow it more carefully.
- 11) Consider having large signage to distinguish Lampman Breakfast and OCLC Breakfast.
- 12) If registration desk is close to Thursday lunch hall, have table reserved at back of hall for conference registration staff so they can rotate in and eat. This worked well at the Hilton. Alternatively, arrange for lunch to be delivered to registration.
- 13) I did not set up weekly count confirmations with the hotel registration contact. If I had, I would have been able to request additional blocks of rooms in a timelier manner.

#### Notes about Eugene Hilton

- 1) Staff was very friendly and accommodating, but not detail oriented. If dealing with same staff in the future, double check all orders for price, location, quantity, time, etc., before, during, and after conference.
- 2) Had to remind staff each morning to post schedules by rooms
- 3) Breaks may have arrived early
- 4) Map in program referred to the 2<sup>nd</sup> floor as Mezzanine (I believe these maps were supplied by Hilton) but hotel signs referred to second floor. This was confusing, especially for English second language attendees.

- 5) Studios A, B, and C when used as separate rooms are too small to effectively accommodate anything other than theater or conference/classroom seating for presentations
- 6) Water station on second floor was in hallway. We can eliminate small table in back of rooms on that floor to make more room for seating.
- 7) Vistas I – Having presentation on long wall/window made it difficult for people at the ends of the room to see. Consider having dual screens or setting up lengthwise.
- 8) Hansberry and Ferber have access from service corridor when used as breakout rooms. This is unsightly. It is also confusing at first. We may want to have a directional easel up to let people know that “yes, you can go through the service doors.”
- 9) Sound carriers through the air walls between Wilder/Hansberry/Ferber. This was only noted as an issue with one group (children’s services session?) which was noisy and disturbed the catalogers in the adjacent room.
- 10) Ferber is along the service corridor for the kitchen and loading dock. Noise from Conference Center kitchen services and loading dock can be disruptive.
- 11) Hilton’s parking garage can fill up during 400 person conference where most attendees are driving.
- 12) Hilton Hotel desk staff and conference coordinators had different information about the free parking (validation vs. gate open). If possible get everyone on the same page.
- 13) Hotel dining area has difficulty accommodating complimentary breakfast volume.

## **Notes from 2015 Registration Committee Lorie Vik**

Use this document in addition to the Registration section of the **OLA Conference Handbook 2016** to guide you through the registration process.

### **OLA Conference Website**

- Based on the questions during the months of registration, it became clear that people look for answers to questions on the conference website registration page, not on the registration form. Because of this, I added a lot of information to the website that had not been there in past years.
- The online coordinator should be web savvy and know html. MemberClicks is clunky. It worked well to have the online registration coordinator update and be responsible for the website registration page in addition to the forms. It eliminates a lot of back and forth emails with the webmaster.
- Make sure the link to registration on the conference home page goes to the registration page, not directly to the registration form.

### **Refunds**

- Decide which refunds will require a processing fee (e.g. cancellations, yes; mistakes made on form, no).
- Make sure full refund policy is on the confirmation pages and web page. It hasn't been on the web page in the past, but I added it after the conference for next year.
- The refund spreadsheet works well. Consider adding a spreadsheet for other types of things handled by Shirley (e.g. someone needs a receipt). Tracking those via email is difficult.

### **OLA registration forms and confirmations**

- I got plenty of feedback that the confirmation page and email were confusing. I have already edited those post-conference for 2016. Note: you'll notice the 2016 confirmation page and confirmation email have different size fonts and spacing in MemberClicks. I suggest not changing that because they render differently whether it's email or a web page and end up looking fine.
- PLD banquet - Make sure the PLD speaker is on the Registration Worksheet and registration form. It isn't one discussed in the pre-planning. Make sure to work with food chair, conf. chair, and PLD chair to confirm the meal price.
- Remove registration links on the website when online registration closes.
- OCLC breakfast - Our recommendation is to remove this from the registration form and advise OCLC to plan on 50. It's free, but we've tried to do OCLC a favor by getting a count. In 2015 we had 123 register and only about 35 showed up. This has happened several years in a row. Attendance will be influenced by whether or not the hotel includes breakfast for guests.

### **Pre-conference waiting list – procedures and policies**

- If any pre-conferences fill up, keep a waiting list in a spreadsheet. Edit the web page and web form to say it is full and provide an email contact for the wait list.
- Figure out from the program coordinator if the waiting list will be filled only with cancellations or if there is an opportunity to increase the size of the program.
- A week before the conference, send a courtesy email to those on the waiting list saying they will not likely get in. Otherwise you will get them emailing you asking about their wait list status.

### **Payments by check**

- In 2015, Shirley volunteered to be the one to receive checks. This took a lot of work off of the online coordinator and worked very well. The only thing I'd consider doing in the future is contacting registrants when their checks are received. Shirley didn't do this, and it's too much to ask of her. She's already doing us a favor by dealing with the checks directly. I suggest pulling a report by date (every two weeks) of those whose checks have been processed, exporting it, and sending one email to those people. This will save you from having to answer emails asking if a check has been received.
- About two weeks before the conference, contact all registrants with outstanding payments to help reduce the number of onsite payments.

### **Pre-conference cancellations**

If a preconference is canceled, here are the steps to follow:

- Put registration list in Dropbox with names/emails so program liaison can contact registrants about the cancellation. – Coordinator
- Add names and data to the Refunds spreadsheet - Coordinator
- Refund registrations – Shirley
- Check to see if any of the meals-only for Wednesday are registrants of this program. (Since it was a ½ day session, the Wed meal was not included, but they could have opted in to a Wed lunch via the meals-only form.) - Coordinator
- Update registration form to not allow any more registrations for this program – Coordinator
- Update registration form saying it is canceled – Coordinator
- Update conference web page saying it is canceled – Coordinator

### **Name badges**

- Instead of using the name badge only form, Emily added a vendor badge list spreadsheet to Dropbox. This was merged with the vendor badge template. This worked well, but it would be best to have separate columns for first name and last names for ease of name badge sorting.
- Make sure all conference committee members have name badges.
- Several vendors asked for a list of conference attendees. Is this something we offer?
- PCNameTag.com is where we purchased plastic holders, blank name badges, and ribbons. Check the inventory in the supplies box before placing an order.
  - Name badge holder – HENLG 4x3 slot holder
  - Name badge paper – N6LPPWB 4x3 blank insert 500/pack.
  - Ribbons – many to choose from
  - Lanyards – we got a donation from Emporia, we also had a lot of elastic string ones from a prior year. We gave attendees a choice and both were popular.
- We used FedEx Office to print and supplied them with PDFs and the blank name badge paper. The cost was about \$65 for printing in color.
- Have FedEx Office print some blank name badges (with logo) for onsite registration.

### **Stuffing party**

- It works best if the onsite coordinator prepares the name badges in advance of the stuffing party by tearing apart the perforated name badge sheets and inserting them into the plastic holders (this takes one person about 4 hours).
- You will need to find something to hold the name badges. Old card catalog drawers work very well.
- In 2015, we stuffed on a Monday afternoon. That gave time after online registration closed to prepare the name badges and get them printed. It took 4 people about 1.5 hours (see pics in Dropbox).
- Figure out who will print the meal tickets, the hotel or the food committee? Make sure this is decided in advance and you will be able to get the meal tickets in hand by the stuffing party. This also goes for the special dietary needs tickets! You will need to stuff those as well.
- Free drink tickets: We used raffle tickets (there should be enough left over in the registration supplies box). Free drink tickets go to: Full Conference, Thursday only, Exhibitors

- Interfile vendors with other nametags by last name, that way you'll easily see if you have duplicates. In 2015 we had the vendors separate, but I think it would be better to interfile them.
- Put Conference Committee ribbon in badge holder
- Put Exhibitor ribbon in badge holder
- Do not bother putting a speaker ribbon in except for keynotes and VIPs.
- I used a Post-it on badges of those still owing money with the amount. That way it's easy for volunteers to alert the onsite coordinator.
- Name badge only and meals only people are on the honor system for not attending sessions. That seems to work fine and there is no reason to separate those badges.

### **Registration booth checklist**

- Printer – it's very handy to have a printer at the registration booth connected to a laptop. Lorie had an extra one at home, made sure it worked with a borrowed laptop, and set it up at the booth. It worked like a charm.
- Laptop – necessary for online registration, it should connect to the printer, if possible get a wired connection for the laptop. You don't want to have to rely on Wi-Fi for registrations; plus, wired is more secure.
- Print a list of who still owes money and amount
- Print a list of the conference committee and their contact info (especially phone numbers)
- Print a list of the volunteer schedule
- Print two signs: A-L, M-Z
- Print full registration list on 11x17 paper to have at the registration desk. It comes in very handy! You don't want to have to rely on looking it up in MemberClicks admin.
- Print volunteer instructions
- Cash box (for checks). We only accept checks and online payments, no cash.
- Have a basket or something to put lanyards in
- Put out ribbons for speakers to take
- Keep the supplies boxes at the registration booth. Make sure there is plenty of tape (lots of requests for tape).

### **Volunteers**

- We typically had two registration committee members at the booth during the conference. During peak hours, two volunteers are good, one for each half of the alphabet, two hours per shift. Otherwise, one is enough.
- We had the volunteer coordinator recruit and schedule.

### **Onsite registration**

- On the first day of the conference, change the registration forms in MemberClicks so they are active again.
- Bookmark the forms on the laptop for easy access.
- Have registrants fill out the online registration form. Make sure you are not logged in to MemberClicks! Otherwise your OLA member data will get mixed up with theirs and you will also get the confirmation email instead of them.
- Fill in blank name badges by hand unless you figure out a way to print them at the registration booth and give them meal tickets.

## **Main issues for next year – things that could use improvement**

### **Special dietary needs**

The Hilton was very accommodating of special dietary needs, but how it was organized needs revision.

Rethink how the question is asked on the registration form. In 2015 it was a fill in the blank. I edited the 2016 form with a different way of gathering the info (as an idea to consider). In hindsight, I'd ask these questions before finalizing the registration form because the answers will dictate what info to gather and how to ask for it:

- If the person has dietary needs, should they select a meal in addition to stating their dietary needs? If not, they need instructions on what to select like an alternate choice "special meal – see dietary needs above". The answer to this will depend on how the food counts go. Typically you look at MemberClicks to see how many of each meal is selected, and that's the count you give the hotel. But if the hotel is making a special diet meal and that person has also selected a regular meal, does that mess up the meal count?
- Make sure you figure out how to deal with special meal tickets. Who will make them? Get them in hand when you get the regular meal tickets so they can be stuffed.

### **Separate payments**

Some libraries pay for registration but not dinners or other fee-based meals. In 2015, I changed the meals-only form so it would be the place for people to pay for a meal separately. This worked okay. However, if they just use the regular registration form instead, it might be easier to de-dup them on the spreadsheet. I think either way will take about the same amount of effort to manually tweak for name badges and lists for the stuffing party.

### **Dealing with speaker registrations**

- Most speakers register for the conference. However, some do not. The way we dealt with that was by using the name badge only form. The programming committee handled the communication from there.
- About a week before registration closed, I exported the registration data from all 3 forms and compared it to the speakers listed in the conference grid. I let the program chair know which ones were still not registered via any of the forms. It would have been much easier if there was a spreadsheet of speakers that could be sorted by last name. That would be up to the programming chair to make. The current grid is not laid out that way.
- This is what the Programming Chair sent out:

Further clarification for speakers/OLA units:

A. Speakers who are also attending the conference should fill out the **conference registration form**.

[https://ola.memberclicks.net/index.php?option=com\\_mc&view=mc&mcid=form\\_175082](https://ola.memberclicks.net/index.php?option=com_mc&view=mc&mcid=form_175082)

B. Speakers not attending the conference but who will be attending one or more meals should fill out the **meals-only registration form**.

[https://ola.memberclicks.net/index.php?option=com\\_mc&view=mc&mcid=form\\_180243](https://ola.memberclicks.net/index.php?option=com_mc&view=mc&mcid=form_180243)

C. Speakers not attending the conference or any meals should fill out the **name badge only registration form**.

[https://ola.memberclicks.net/index.php?option=com\\_mc&view=mc&mcid=form\\_180244](https://ola.memberclicks.net/index.php?option=com_mc&view=mc&mcid=form_180244)

If an OLA sponsoring group is covering costs for the speaker, an OLA Expense Reimbursement Form must be submitted to OLA Association Manager, Shirley Roberts:

[http://www.olaweb.org/assets/Financials/reimbursementform2013\\_09-.pdf](http://www.olaweb.org/assets/Financials/reimbursementform2013_09-.pdf)

### **Name badge organization**

You'll need alphabetical dividers for the name badges. Something like these are nice and could be purchased or made by hand.



### **Questions?**

Feel free to contact Lorie Vik, 2015 Online Registration Coordinator

[lorie.a.vik@ci.eugene.or.us](mailto:lorie.a.vik@ci.eugene.or.us)

541-682-6616

## **OLA 2015 Technology Summary Elke Bruton**

### **Projectors:**

Projectors for session presentations were borrowed to satisfy needs. On Wednesday there were 6 projectors needed, Thursday and Friday needed 10 each. A total of 10 projectors were loaned to OLA from libraries around the state. An additional two projectors were purchased by OLA. The projectors were purchased to offset the need to borrow so many projectors. In the end, we had borrowed plenty of projectors to satisfy the needs, but the new projectors were very much needed to assist in situations where a borrowed projector may not have been compatible with the user's laptop.

### **Virtual Sessions:**

2015 was the first attempt at offering virtual sessions to library employees unable to send staff to the conference. The two sessions were offered as a trial and were not offered at any cost to the potential users. Due to the nature of what was offered by the hotel's AV team and what resources (people and tech) were available to the OLA technology team, it was decided to rent the equipment offered by Hilton AV. On the day of the virtual conference sessions (held in a single room back-to-back) the full equipment (camera, mics, etc) were not functioning properly so Hilton AV went with a simpler and cheaper option. The sessions were broadcast using a single laptop at the front of the room. This option was awkward and required a volunteer to sit front and center to manage any issues and field any comments or instant messages from the crowd. However, it was a moot point as the first session did not have a single virtual attendee and the second had only 2 attendees and their only question was to ask the presenter to repeat the questions from the live audience.

**Volunteers:** Nearly one volunteer per period was available during the conference sessions. This allowed the tech coordinator and this other volunteer to move around the rooms prior to the start of sessions to be sure that everyone was connected and ready to go. Truly, this was a reasonable set-up. There were a couple of times when several things went wrong in more than two rooms at once and, at those times, the OLA volunteer coordinator pitched in and helped. It doesn't seem reasonable though to have more than a single additional volunteer per start of session.

**Miscellaneous:** Dropbox. The Dropbox account is currently owned by Elke Bruton. I would like to transfer that account to either the incoming Chair or to a generically owned OLA Conference email address.

## **2015 OLA Communications Conference**

### **Communications Summary**

#### **Sara Thompson**

Sara's report and recommendations follow. LaVena Nohrenberg at Eugene Public Library was initially the communications chair, but due to family health issues she had to resign a few months before the conference. Sara Thompson very graciously agreed to step into this role mid-stream. Due to the transition and the timing some things (e.g. promoting the virtual sessions) were not followed through with as strongly as they would have been had one person been in the role for the entirety of the planning period. This is no one's fault, and Sara is to be commended for stepping in and doing a fantastic job with no time to get herself up to speed on what was already happening. Despite this, and with full credit to the dedicated and excellent work LaVena and Sara both performed, by and large communications went smoothly.

#### **Recommendations:**

- Budget for (or beg & plead for volunteer) photographer to capture award ceremonies and post online

- Promote social media hashtag with conference dates; hashtag follows the format #ORLibXX where XX represents the last two digits of the conference year. For example #ORLib15 is the hashtag for the 2015 conference. #OLA is already taken by other associations.
- Have a biweekly conference email newsletter from about February through the week following the conference. Any updates or announcements from conference units will be collected together into that weekly missive. Tip: use MailChimp to track email success and subscriptions. Details: <http://mailchimp.com/pricing/entrepreneur/>
- Give the award winners list to social media person so the winners can be announced online live with the ceremony (and to ensure names are spelled correctly, library names are accurate).
- Coordinate with Local Arrangements to create online map of featured nearby places, sites, parking options. Post this about 2 weeks before conference. Tip: try ZeeMaps. Details: <http://zeemaps.com/pricing>
- Use a dynamic platform for online program -- Sched.org or WordPress or something. If using Sched.org, budget annual \$99 for subscription. Details: <https://sched.org/plans>
- Decide if we're going to try streaming a session again VERY EARLY on and promote the heck out of it -- we promoted it too late before the conference this year.
- Optional: Do a short email interview with keynote speaker or other presenters to include in promo emails leading up to registration deadline.

## **Webmaster Report**

**Taylor Worley**

**tworley@springfield-or.gov**

**541-276-2243**

### **Duties:**

- Create/update the website for the OLA Conference on Memberclicks and keep the site current.

### **Expectations as I have understood them:**

- Create and maintain the conference website.
- Create forms for the advertiser and exhibitor registrations and forward the data to the appropriate committee members.
- Respond in a timely manner to requests from the other members of the conference committee regarding the information/materials available on the conference website.

### **Things that went well:**

- I was able to work ahead pretty far and on my own time schedule as far as generating the webpages were concerned.
- Many of the committee members were very clear in their needs regarding the website, which allowed me to be more efficient in updates, changes, etc.

### **Notes for future conferences:**

- Make the webmaster role very clear from the beginning. Which forms, which pages, social media, online announcements, etc. the webmaster is responsible for and which other committee members are responsible for. I kept feeling like I was missing things because I wasn't sure with which things I was actually supposed to be involved.
- The webmaster, as I understood the role this year, can attend conference meetings remotely much of the time as her presence is all online. This would allow someone from much further away than the valley to participate in this role effectively.
- If there are other expectations of the webmaster beyond the website, no matter how trivial, make that clear from the beginning.
- The webmaster should be familiar with memberclicks. It can be very frustrating to format and previous experience is helpful.

### **Summary:**

This is a fairly easy role as long as the person filling the roll is independently driven. Expectations and additional responsibilities should be made clear up front. Experience with memberclicks strongly recommended. Easy role to fill remotely, making East Oregon librarians great for the role even if they can't travel for the meetings.

## **Volunteer Coordinators 2015**

**Kim Olson-Charles**

**Gina Bacon**

Paul Lightcap, the original volunteers coordinator, resigned his position mid-year due to moving out of the state. Gina and Kim were both interested in filling this role, but both had issues precluding full involvement with the conference. They agreed to share this role normally filled by one person and to share responsibilities and coordinate their conference schedules. They stepped into this role just when volunteers recruiting needed to be ramping up, so they had to get up to speed quickly. Given the extra complications these circumstances entailed they performed admirably and covered the conference's volunteers needs well. Their report follows:

### **Organizing and Coordinating**

Create a volunteer schedule based on the needs of technology and registration.

Ways to improve:

Tech help in the morning and late afternoon; there was not a huge need in the middle of the day once equipment was set up. Room monitors could report/call with any problems.

Clarify the responsibilities of the tech volunteers with the Tech Committee person's needs. We realize the needs will vary with the locations and who the Tech Committee member is and how much they want to delegate. Understanding that would have helped us to determine the best strategy for recruitment.

### **Recruitment:**

Volunteers were recruited primarily through email solicitations on Libs-Or, contacting chairs of OLA Committees and Round Tables, Friends of the Library, Facebook pages (SLIM) and we spoke to one of the Emporia SLIM classes.

Ways to improve:

SLIM students were interested (we had 3 student volunteers) but the distance and costs were barriers for the majority of students. An incentive, such as a break in registration fee would be nice, or recognition at the luncheon would also be helpful. Making volunteering easy for students is a great way to get students involved early on and grow their interest in membership.

### **Communication with volunteers:**

Once a list of interested volunteers was compiled Gina gathered contact information for the day of the conference and sent them a letter outlining which committee member they would be reporting to along with that person's contact info.

Having our phones with us at all times was very handy but some of our volunteers did not share their phone numbers with us. It would have been helpful but it really wasn't an issue though.

### **Statistics:**

22 Volunteers

1.5 hours on average spent volunteering

6 Volunteer shifts weren't filled

## **Speaker Arrangements Report Margaret Alexander**

There is not much listed in the conference handbook timeline regarding the speaker arrangements steps:

- August –Brainstorm keynote and banquet speakers; collect information for September discussion
- September –Discuss keynote and banquet speakers; get initial confirmations completed
- October - Get contracts to keynote and banquet speakers
- April - Have payments and thank-you gifts ready for key speakers

There is no section of notes in the handbook, so I may write something up, based on this report, and add it. In some ways, this position has comparatively limited responsibilities, but it would have been helpful to have a little more information about what was needed, and more timeline details.

I did create template speaker contracts and added them to the drop box folder for future use.

Need to add timeline to get speaker bio info and speech summaries to website and program folks.

Need to add timeline regarding whether to ask about whether speakers wanted to sell their books at the conference. Handbook does say committee needs to decide in advance, and order books at least 2months in advance of conference. Perhaps add to contract? I'm not sure of logistics, since we did not sell books for our speakers this year. Local Arrangements organizes this overall. Generally the conference tries to avoid selling books as it is difficult to get a local bookseller willing to come and manage, unless the speaker has their own people and logistics in place.

Need to add timeline regarding need to register the speakers, as any other speakers, as conference/meals only.

Need to adjust timeline to purchase gifts and get cards and get them signed, perhaps before last committee meeting, so committee could sign, or at least conference chair and president? I signed them myself, in the end.

It was not clear how much we should allot for speaker gifts. We ended up budgeting and spending about \$50 each, on locally and theme representative tchotchkes.



### **Printed Program Report Suzanne L. Sager**

The printed program for the conference is a big responsibility and ideally should be done by someone who has had some experience. My recommendation is to use Microsoft Publisher to create the program as it is fairly easy to use and has the ability to prepare it for a commercial printing service. This conference was the fourth time I was responsible for creating the printed program, but it was still a learning experience. It seems as if there are always ways to improve the layout of the program or to evaluate what information should be included.

When asking the printer for a quote, be prepared to provide the total number of programs that need to be printed, the type of paper, the number of pages and how many pages that will be printed in color. The outside and inside of the cover is usually printed in color with the rest of the program printed in black and white. The number of programs would depend on the attendance that you expect at the conference with a few extras.

When getting ads for the program, it is very important to have the ads in a format that will work with the software you are using. My suggestion would be to request ads in jpg or another

picture format. You also need to be sure they are a high resolution or they won't print very well. The original conference logo I put in the program was a lower resolution and I needed to replace it with one that was higher resolution in order for it to print clearly. It is also important to remember that ads need to be clear and should not include too small details. When I worked on the printed program for the joint Oregon/Washington Conference, sponsors could have their ads in color for a higher price. This is not something that OLA has done. We used the outside cover this year for the conference logo and the map of the conference center. Inside of the front cover included the president's message, opening general session & keynote and all conference president's banquet. This worked well as I could include color photographs. On the inside of the back cover, I included a picture of the Riverhouse Hotel and Conference Center in Bend which is the location for the 2016 conference.

Deadlines are very important when working on the printed program. You need to work with the printer and find out when they need the finished program submitted to them. Working back from that date, you can decide how much time you will need in order to have it ready. I needed to have the printed program to the printer by April 1, 2015 so I set March 15, 2015 as the deadline to have information to me. I had the draft program ready to be proofread on March 22, 2015 and allowed a week for this step in the process. It is important to be flexible as changes are often made up to the time you submit the printed program.

When making the draft program ready to be proofread, it is very helpful to have both a publisher version and a pdf version. This is because not everyone may have access to Microsoft Publisher. You need to have several people who are willing to serve as proofreaders. These should include people involved with programs, exhibits, sponsors and local arrangements. This also helps to create a printed program that hopefully has few if any errors in it.