

METROLINA LIBRARY ASSOCIATION
Notes from Conference De-briefing

Friday, June 9th, 2017 at 4:30 P.M.
Savor Café and Catering
1404 W Morehead St, Charlotte, NC 28208

Attendance: Rebecca Freeman, Valerie Freeman, Jason Hazard, Andrea Kincaid, LaJuan Pringle, Betty Thomas, Michael Winecoff

Conference De-Briefing

Complements. We received complements about the conference being well organized. Conference timing flowed well. First time attendees were particularly impressed.

Check-in. It was noted that we must put Wild Apricot in editing mode first. Suggestion: print out a check off list the night before to avoid technical issues and having to have laptops. This would also speed up check-in. We would still need one laptop for day-of conference registration.

Poster space. It was noted that the poster space was crowded. The posters could be spread out at the front of the room after the keynote speech, before poster session time.

Name tags. Names are too small to see. It was suggested to use lanyard funds to get magnetic tags (not pinned tags) that could be more easily readable.

Sponsor ads. The specific measurement of vendor ads that would appear in the program needs to be included in the prospectus. (Checked that exact dimensions are not in prospectus on Google Drive.)

Vendor count. We need to call vendors to find out exactly who is coming and register them in the system so that the lunch count is accurate.

Scheduling of presentations. One of the Open Education Resources (OER) presentations was more basic than the other, but was scheduled after the first. There was some discussion in the session about this issue. When presentations are reviewed, this kind of situation should be highlighted for the person creating the schedule.

Food. Did we run out of chicken at the end and did they bring more? Highlights our need for an accurate count.

Attendance. 95 people. Not a lot of empty seats at lunch. Conference was well attended.

Problem with individual who wanted us to invoice them when they arrived after registration was closed. Invoicing is not for this situation. Next year maybe consider charging extra \$ for someone wanting to pay late.

Tracks. We did not have tracks in program this year. Made it easier for scheduling. Lots of competing, interesting sessions... good problem to have.

Theme. A theme helps give the conference a focus but we didn't really adhere to it in choosing presentations. The theme is really a marketing tool. Next year we could go with Libraries Getting Loud and hire a DJ.

Script/Crib Notes. An outline for the president of what he/she needs to say at the opening of the conference and at lunch would be helpful. An agenda of who is doing what during the luncheon would also help.

Book Signing. If we have this again, it would be better right after the keynote presentation. Also, if it were held in the main room (perhaps at sound table), people would be more aware of it happening rather than holding it out in the lobby during lunch.

Keynote. Dr. Lankes was an outstanding, low key, visionary speaker. His presentation segued nicely into the breakout presentations. In the future, we should establish a relationship with him and build on it. It was suggested that we look for a keynote speaker of color. We noted that Clara Chu had been our keynote a few years ago. It was suggested that we need to have next year's keynote in place before the end of the year. Suggestions?

Location. We need to look at other options for next year. CPMC increased our costs by \$20/person this year. We still got a discount (\$76/person vs \$90). It was noted that we increased the registration charge of the conference last year because it was not covering our costs. It was noted that access to the interstate and available, free parking have been an advantage of current location.

Michael W. to look again at holding conference at UNC Charlotte Center City and possibilities on main campus. A couple of us remembered attending the Unconference a few years ago which was held at UNCC at the Barnhardt Student Activity Center which has breakout rooms and nearby parking.

Lajuan to check into using ImaginOn because there are breakout rooms.

Andrea to investigate costs at a hotel.

One suggestion: to look at increasing membership (currently only \$20) to help cover expenses.

Formalize procedures. It was suggested that we need to have more formalized procedures so the conference preparations don't fall on just one or two people. Some details are on Google Drive. Also expanding training on Wild Apricot was mentioned.

Conference Chair position. This is in addition to the Vendor Coordinator that we added this year. This person would need to be in their position right after the conference (not an officer because that would be too late in the year). Summer to summer position. This person would be back-up at the conference before assuming full responsibilities on July 1. Bylaws would need to be updated.

Program printing. \$133 to print and staple programs. Should be done at whatever campus has the best printer.

Storage. We need some dedicated space (closet) to keep MLA stuff. Could be housed with incoming VP as they could keep the materials for three years.

Bags. What to do with leftover bags? They have vendor logos so can't reuse following year. Ideas suggested: giving away at other events; looking for donation places like homeless shelter, WVA flooding, other opportunities. If we had just the MLA logo on the bag without sponsor, we can reuse the following year.

Friday. We had the conference on a Friday this year. Less attendance from CCCC and Queens but some out of town participants came instead. It was decided to add question to post conference survey. Andrea to check with Mark.

Fall Programs

December luncheon. A panel of Jo and Richard and Trena might present their current research about dysfunctional libraries and low morale. Need to find a location.

October webinar. For members only? Charge non-members? Andrea and Mark to set up through WebEx. LaJuan and ALA working group members to develop discussion on diversity and inclusion in libraries.

Next meeting in August.