<u>ULA Conference Planning Meeting: Minutes</u>
June 3, 2016   11am-12pm

Notes below summarize major discussion points around the results from the 2016 ULA conference survey. More details about the results are found in the, "ULA2016ConferenceSurveySummary.pdf" sent out by Jessica.

General Sessions
- Results
  - People liked the programming "tracks" in the schedule
  - Comments about whether the variety of sessions appropriately meets the needs of public, academic, rural librarians
- Suggestions
  - Perhaps have empty rooms available during session time slots where people can form "pop-up sessions" or informal gatherings for specific groups (e.g., medical librarians, rural librarians, technical services)
  - Devote a preconference to perceived underserved topics. Particular underserved topics noted by many in the survey include:
    - Children's and teens programming
    - Tech services training
  - Contact roundtable chairs and ask them to seek out sessions on underserved topics.

Program: Print vs. Online
- Results
  - Positive feedback about sched.org
  - Some missed having details in printed program (e.g., presenter names, description of session)
- Suggestions
  - Ongoing debate about how to reduce print while keeping everyone happy
  - Javaid noted the high cost of both printing and graphic design for the conference; would be nice to reduce.
  - We get income from ads in print program. If we print fewer programs, will this affect who buys ads? Could we counteract this by putting up big signs of the ads around the venue?
  - Maybe we should stop putting print programs in bags and just have a stack of them available.
  - In addition to session tracks, let's add a way for attendees to know whether the session will be presentation/questions, panel, highly interactive, etc. Jami offered the following "interaction level" example from PLA.
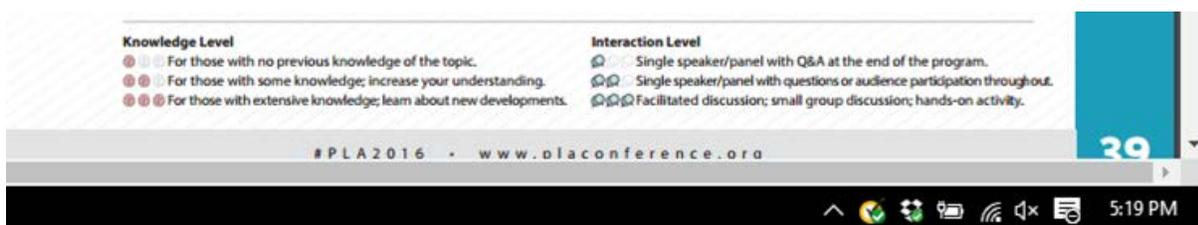
Keynote
- Suggestions
  - 1st Keynote: list it as 9:00-10:30. The first half hour will be a business meeting, but don't advertise it as such. This way, there won't be confusion about who can come to the business meeting and it won't be as disruptive to transition from the business meeting to the keynote.

Silent Auction
- Results
  - People want more time to see items
- Suggestion
  - Historically, items have been made available earlier and earlier, so it might be a matter of making sure items are where the people are (e.g., during breaks, make sure food is near the silent auction items and people know where both are)

Exhibitors
- Results
  - Number of exhibitors has declined.
- Key Questions
  - How can we get more exhibitors?
  - How can we encourage more people to visit exhibitors?
- Suggestions
  - Now: ask Pia to survey past exhibitors. What do exhibitors get at other conferences compared to ours (in terms of space, # of visitors, etc.)? How does our cost compare to others? We should write the questions and then have Pia contact the exhibitors.
  - 2017 survey: ask attendees why they visit exhibitors, what exhibitors they would like to see, etc.
  - Create an exhibitor "passport" that attendees could get stamped as they visit different booths. Then have a prize/drawing for full passports.

Poster Sessions
- Results
  - Some thought # of posters should increase
- Suggestions
  - Assess whether to call for posters in October or January (what was done for 2016)

Snacks
- Results
  - Several suggested having a morning snack break instead of or in addition to the afternoon snack break
  - Some suggested being more aware of dietary needs in break food selections

Conference Venues
- Results
  - Complaints about jet noise
  - Difficult to get from Frontrunner to conference center
- Current Venue Plans
  - 2017 = Sandy, 2018 = Provo, 2021 = SLC
- Suggestions
  - Ask Pia to do more research on other venues (e.g., Ogden)

Conference Costs
- Results
  - Hard for rural/small libraries to pay for the conference and staff facility while gone
- Suggestions
  - In the board meeting, Jami asked Lindsey Roylance from Murray to pull together a report from their library and others about cost preferences, suggestions for cost-cutting measures, etc.
  - In general, there was consensus that we should seriously assess conference rates and potential ways to make conference attendance more accessible for all. Ideas to consider in this process are below.
    - Compare our rates to similarly sized conferences
    - Start charging for pre-conferences
    - Make meals optional
    - Alter 1-day rates, keeping in mind that reducing 1-day rates too much may create more piecemeal registration or create a drop in overall attendance
    - Explore live streaming/recording of sessions so those who cannot travel still have access to sessions
    - Look at old minutes and contact past presidents for historical information on rates, ways to help rural libraries, etc.

2017 Survey
- Suggestions
  - Ask attendees why they visit exhibitors, what exhibitors they would like to see, etc.
  - When asking about the networking social, make it clearer that the question is about the social not networking in general.
  - Combine last 3 questions in some way: Additional suggestions for future conferences, Additional suggestions for sessions at future conferences, Further Comments