

PROGRAM ACTIVITIES – Page 11-1

Leads: Program Chair

**Conference Chair
IG Program Planners
Pre-Conference Coordinator**

**Conference Treasurer
Interest Group Coordinator**

Contributors: WLA President
Equipment Chair
Communications Chair
Hospitality Chair
WLA committees
Evaluation & Monitoring Chair

Local Arrangements Chair
Meals Chair
Exhibits Chair
Association Coordinator

POLICIES AND GUIDELINES

Responsibilities

Budget for and then track expenditures within program budget.

Participate in selecting theme and integrate it into program development.

Recommend keynote and other major speakers to Conference Committee.

For annual conference, establish submittal due dates for program proposals and provide information to IG chairs in concert with IG Coordinator, Pre-conference Coordinator.

Prepare and have annual conference committee adopt criteria for selecting proposed IG programs. Coordinate the selection process for conference IG programs. Provide for additional programs that will add to conference depth as needed.

Negotiate speaker fees, and initiate contracts or agreements for paid and volunteer presenters.

Coordinate with pre-conference program planners.

Schedule all programs and events in close coordination with Local Arrangements Chair.

Provide program information for the registration packet and other publicity.

Work with Evaluation & Monitoring Chair to develop conference attendee evaluation form.

Coordinate with hospitality committee to arrange hosting for major speakers.

Write letters of appreciation to presenters.

Prepare and submit to conference chair within 45 days of conference close, the narrative report, program expenditures chart, and list of paid speakers.

POLICIES AND GUIDELINES, continued

Theme Development and Approval

The WLA Board must approve the annual conference theme and the WALE conference theme along with the projected conference budget. The proposed theme and budget are presented for discussion at the January/February Board meeting approximately two years prior to the annual conference and a year prior to the WALE conference. The budget and theme are often adopted at the following WLA Board meeting when the conference committee has incorporated any previous suggestions.

The conference committee is responsible for developing the recommended theme, but it is wise to ask for theme suggestions from the WLA President, Board members and others. (*See lists of previous Annual Conference and WALE Conference themes and major speakers.*)

Role of Program Chair in Developing Programs

The Program Chair is responsible for coordinating all conference programs and events as well as developing the proposed program budget and then assuring that program expenditures stay within the adopted budget.

The Program Chair identifies potential keynote and other major conference speakers. When the Conference Committee is in general agreement with the selections, the Program Chair contacts and negotiates arrangements with speakers. The WLA President must approve contracts that require payment to paid speakers. (*See: Example speaker contract.*)

The Program Chair and Committee analyze the entire conference program and are encouraged to suggest to IGs, in concert with the IG Coordinator, different approaches and/or additional program topics to add depth. If IGs are not interested in sponsoring a suggestion for the annual conference the Program Committee may decide to sponsor the program.

Scheduling programs requires very careful coordination with the entire conference committee, Association officers, Association Coordinator as well as Interest Groups and pre-conference planners.

Role of Interest Groups in Developing Programs

The Interest Group Coordinator represents IGs on the annual conference committee and works with IG's to help them identify and plan programs of particular interest to their membership. The Coordinator and Program Chair may recommend that IGs take a different approach or sponsor additional programs after the initial evaluation of the annual conference program proposals.

Interest groups often submit jointly sponsored proposals.

Because Interest groups must submit their initial program proposals and projected budgets in accordance with the annual conference planning timeline, "past" IG Chairs may need to initiate planning for a conference program that will be presented by the incoming chair.

PROGRAM ACTIVITIES – Page 11-3

POLICIES AND GUIDELINES, continued

Role of Conference Committee in Developing Programs

The Conference Committee approves the draft criteria developed by the Program Chair that will be used to select proposed programs. The committee, with major input from the Program Chair, selects the IG program proposals that will be funded by the conference budget. They may also recommend additional programs or different approaches to the Program Chair.

Role of Pre-Conference Coordinator in Developing Programs

The *Pre-conference Coordinator* (WLA Continuing Education Coordinator) is a member of the annual conference committee even though pre-conferences are separate, stand-alone sessions that may or may not adhere to the annual conference theme.

The Pre-conference Coordinator and Program Chair have frequently shared expenses for a contracted speaker who will present a pre-conference session and one or more annual conference sessions.

Contracts with Paid Speakers

The Program Chair initiates contracts. Interest groups contact speakers and forward information to the Program Chair. IG program planners may not negotiate a contract that obligates conference funds. **The WLA President must sign all paid speaker contracts.**

Copies of executed contracts are sent to the Conference Chair and Treasurer, Association Coordinator and Treasurer and program sponsor. (See sample contracts.)

Agreements with Volunteer Speakers

The *Conference Chair* signs all agreements with volunteer speakers. Copies of agreements are sent to the Program Chair, the program sponsor, and IG Coordinator. (See: Example contract)

Compensating WLA Members

Generally, WLA members are not paid a speaker honorarium. However, consideration should be given to an individual who may spend extensive time and effort to prepare a major presentation if their effort is not part of their job nor supported by their institution.

The Conference Chair determines whether registration fees or meals fees and/or travel costs may be waived for WLA members making major contributions, based on the criteria adopted by the conference committee and the limitations of the conference budget.

Official and Traditional Annual Conference Programs

Official WLA programs include:

- Annual WLA business meeting(s).
- Interest Group business meetings.
- Association awards.

Traditionally programs include:

- President's banquet that honors outgoing and incoming officers.
- ALA/PNLA members breakfast.
- CAYAS breakfast.
- WLFTA breakfast.
- Society Gaius Julius Solinus, Washingtonius on Wednesday evening.
- Vendor exhibits opening and an evening reception.
- Bibliographic utility membership meetings.
- WLA membership "Meet and Greet."

POLICIES AND GUIDELINES, continued

Continuing Education Credits and/or Clock Hours

Currently CE credits are not offered at the annual conference. The Conference Chair and Program chair should explore possibilities with the University of Washington or an Educational Service District to establish continuing education credits or clock hour options especially for pre-conferences.

Adopt Criteria for Selecting Programs

The Program Chair/Committee goal is to achieve balance in programming, assuring that the final schedule contains programs that will appeal to a wide variety of people and interests. Selection criteria need to be adopted before considering IG proposals.

Funding Annual Conference IG Programs

The conference goal is to present excellent programs that support the theme, provide a wide variety of topics and the level of excellence desired by the attendees.

All Interest Groups should be given the opportunity to propose and have the conference fund at least one program related to the conference theme, within budget limitations.

Ideally, the conference committee pays for all conference program speakers and associated costs. The reality is that IG proposals usually exceed available funding so choices must be made between competing proposals. This makes it crucial for each conference committee to adopt written criteria that they will employ when weighing program proposals. It is helpful to set budget parameters for the IGs when they are preparing their program proposals.

Conference planners often discuss the question of “equitable” treatment of IG proposals. There should not be a guarantee that every Interest Group will be funded for its’ proposed program if the program is unacceptable to the conference committee. Thus the committee may chose to fund two programs from one IG and reject a marginal proposal of another IG. The Program Chair and IG Coordinator should work with the IG to improve their proposal before deciding not to fund the proposal.

The question of equitable funding is equally difficult. Some IGs often present proposals for exciting, but expensive, speakers. The committee needs to weigh the importance of funding such programs within the goal of achieving overall conference success.

Negotiating Funding Alternatives

If an IG proposal exceeds the funding limitations the Conference Chair, Program Chair, IG Coordinator, and IG program planner may negotiate alternatives such as:

- Fund a portion of the program costs with conference funds with the agreement that the Interest group will expend their IG funds to pay the remaining costs.
- A reimbursement agreement could be negotiated based on eventual conference profits. If the conference is profitable, IG funds would be reimbursed. A reimbursement agreement needs to be approved by the Conference Chair and written notice sent to the Conference Treasurer and WLA Treasurer so funds can be transferred to the conference account in the agreed upon reimbursement pattern.
- An IG may fund a program without conference assistance if the Conference Committee determines that the proposed topic does not meet the program criteria, or if the IG proposes more than one program and conference funds are obligated.

PROGRAM ACTIVITIES – Page 11-5

POLICIES AND GUIDELINES, continued

No-Conflict Scheduling for Annual Conference Exhibits

It is essential to schedule a minimum of two non-conflict times per day for exhibits. Often this has been accomplished by including an “Exhibits Grand Opening” in the program, coffee breaks, and a planned activity that will draw people to the exhibits area on the second day.

Previous Conference Comments *The keynote speaker can be critical to the success of a conference by setting the tone and challenge. But there are other ways to successfully energize a conference. For example, The Bellevue 1996 conference eliminated the keynote speaker but hired the Total Experience Gospel Choir to energize and welcome registrants.*

Several conference planners noted that speakers associated with expensive meals must generally be very well known to encourage people to purchase tickets.

PROCEDURES

Prepare Proposed Program Budget

Assist Conference Chair by developing proposed budget for programs. Outline initial philosophy for program budget and estimate contractual costs for a keynote speaker, a banquet speaker and other major speakers. Estimate amount for pooled funds that will support Interest Group sponsored programs.

There are a variety of resources on the Internet that may assist in identifying potential speakers/costs. Two examples are the Washington Commission for the Humanities site at <http://www.humanities.org> and the Index of the World’s Speakers Bureaus at http://www.lectureagent.com/resource_guide/speakers_bureaus.html. This site lists approximately one hundred speakers bureaus along with their web address and a brief description of the type of speakers that each bureau can supply.

Develop Focus for Conference Programs

Follow standard planning processes to determine the desired program focus:

- Identify the major goals of the conference programs in relation to theme.
- Identify the target audiences for each goal.
- Establish measurable objectives that will be used in the conference evaluation.

Establish Criteria for Selecting Proposed Programs

Determine the criteria that will be used to select proposed IG programs/speakers. Include the following basic criteria so you address the interests of people who:

- Work in all types of libraries.
- Work in all library specialties, both degree and non-degree staff.
- Have varying levels of skill and knowledge.
- Wish to discuss the most recent hot topics and trends and well as those who want practical, hands-on presentations.
- Are primarily interested in topics related to library trustees and Friends of the Library.

PROCEDURES, continued

Establish Criteria for Selecting Proposed Programs, continued

- Wish to become acquainted with other attendees and WLA Interest groups.
- Visit with exhibitors to learn about new materials, technology, etc.
- Tiebreakers have included the following concepts:
 - One program funded per Interest Group.
 - Topic relates closely to conference theme.
 - Topic relates to the continuing education survey of WLA members.
 - Relates to all types of libraries and/or library specialties.
 - Hot topic issues.

Interest Group Proposal Form

Adapt the *Program Proposal Form* to meet the unique needs of your conference. Also edit the Interest Group Information Sheet, incorporating your conference information.

Solicit Interest Group Programs for Annual WLA Conference During WLA Planning Retreat

The Conference Chair, Program Chair, Interest Group Coordinator, and Pre-Conference Coordinator will describe the conference planning process and encourage IG's to develop conference programs and pre-conferences.

IG chairs should receive written information that includes:

- Conference theme
- *Program Proposal Form*
- *Program Equipment and Set-up Form*
- Budget guidelines
- Date due for proposals
- Criteria that will be used to judge proposals

Program Chair, IG Coordinator, and Pre-conference Coordinator should follow up by e-mail or telephone both to provide assistance and to identify any problems early in the planning process.

Initial Interest Group Proposals

IG's are requested to make program proposals accompanied by a brief estimated budget using the conference *Program Proposal Form and Program Equipment and Set-up Preference Form*. The Program Chair, IG Coordinator and Pre-Conference Coordinator will then assist planners to develop and finalize selected proposals.

PROCEDURES, continued

Identifying Speakers

As noted earlier there are many Internet and other resources that might provide assistance in identifying potential speakers.

Internet:

- State resource sites such as the *Washington Commission for the Humanities* at <http://www.humanities.org>
- Nationwide sites such as the *Index of the World's Speakers Bureaus* at http://www.lectureagent.com/resource_guide/speakers_bureaus.html.

Other resources:

- People who have heard presenters at meetings, classes, etc.
- People involved in continuing education or training such as the University of Washington or other state universities and colleges with library related programs; human resource personnel; State Library; as well as members of the Washington Library Trainers Interest Group.
- State or regional associations such as PNLA, WLMA, etc.,
- National associations including ALA, SLA, as well as associations whose mission may relate to the conference theme.
- Recommendations from the previous conference evaluations.

Contracts with Paid Speakers

The Program Chair initiates these contracts for the keynote as well as any program speakers who are paid with conference funds. The *WLA President* must sign all contracts for paid speakers before the agreement becomes official. Verbal agreements are not binding. See the following example contract that provides the basic legal agreement.

Copies of completed contracts are sent to the Conference Chair and Treasurer, Association Coordinator and Treasurer. (See Example contract.)

Agreements with Volunteer Speakers

The *Conference Chair* signs all agreements with speakers who do not receive a fee payment. Based on the adopted criteria, determine with the Conference Chair the speakers who will have their registration fee waived for one or more days, a meal(s) provided, hotel accommodations, or travel reimbursed with conference funds. Provide the complete waiver list to the Registrar, Meals Chair, and Treasurer.

Copies of agreements are sent to the Program Chair, the program sponsor, and IG Coordinator. (See contracts example)

Develop Evaluation Form

Work with the Local Arrangements Chair for Evaluation and Monitoring of conference programs to develop a conference evaluation form. Interest Groups that wish to have a separate evaluation for their program may develop their own form and handle it separately from the conference evaluation. (See Section: Local Arrangements, Evaluation and Monitoring of Conference programs)

PROGRAM ACTIVITIES – Page 11-8

PROCEDURES, continued

Develop Conference Scheduling

In coordination with the Local Arrangements Chair and others, develop the schedule for all conference programs and events. (See following example.)

Develop Annual Conference Subject Track Grid

Assign all of the programs, including keynote and meal speakers, to a subject track for publication in the conference registration packet and conference program. Coordinate with the Communications Chair for the publication. The grid subjects used for the 2002 conference included:

Serving Children	Management and Leadership
Serving YA's	Technical Services
Serving Adults	Trends-Technology & Other Services
Community Connections	Trustees and Friends
Intellectual Freedom	Collection Development

Arrange for Conference Meals, Hosting, Hotel Reservations, etc.

Work with the Registrar and Local Arrangements committee to assure that they have the list of speakers that indicates need for hotel reservations; tickets for meals or conference activities; and hosting.

Confirm Speakers and Program Titles

Prior to printing of the official conference program, re-confirm information with the IG sponsors concerning speakers, program title changes, etc. and forward changes to Communications Chair.

Provide Speaker Biographies and Photographs

Arrange to have biographies and photographs forwarded to the Communications Chair for the registration packet and the conference program.

Arrange Introductions for Speakers

In coordination with Conference Chair, association officers, and others, arrange for people to introduce keynote, meal and other major speakers. Interest Groups should arrange introductions for programs that they sponsor.

During Conference

Be available to handle problems that may arise for conference speakers. Assure that they are invited to attend conference events such as the President's reception and accompany them as needed.

WASHINGTON LIBRARY ASSOCIATION CONFERENCES

PROGRAM EQUIPMENT AND SET-UP PREFERENCES – Page 11-10

(Please complete and send this form with your Program Proposal)

PROGRAM COORDINATOR NAME, LIBRARY, TELEPHONE, E-MAIL ADDRESS:

TITLE OF PROGRAM:

PLEASE NOTE: *The Conference Committee will make every effort to meet your equipment and set-up preferences. If the Committee is unable to fulfill your request, we will notify you as soon as every option to reasonably meet your request has been exhausted. The Conference Committee will contact you to discuss this initial request after programs are selected for the conference and speaker needs are finalized.*

YOUR ESTIMATED ATTENDANCE:

MEALS OR OTHER CATERING NEEDED? Please Circle Yes No

- Breakfast
- Lunch
- Dinner
- Reception

ROOM SET-UP PREFERENCE

- Theater style (This is the standard set-up)
- Classroom style (Writing tables and chairs)
- Rounds (Seating for 8 at each table)
- Podium Needed? Yes No
- No platform needed for speakers
- Speaker(s) seated on a platform. Number of chairs needed on platform for speakers _____
- Table for handouts or displays at back of room _____ or front of room _____ (Describe Size of Tables & numbers needed:

Description of Other Room Set-up Needs:

THE FOLLOWING EQUIPMENT WILL BE NEEDED FOR THE PROGRAM

Note: The conference will not provide laptop computers because of compatibility issues. Presenters are encouraged to bring their own LCD projectors to assure their compatibility.

- Power strip extension cord(s)
- Overhead projector
- Screen
- Slide projector
- Videocassette player
- Computer projection unit
- Internet connection
- Telephone jack and modem connection
- Display easel (Please note if need more than one easel)
- Flip chart and pens (Please note if need more than one flip chart)
- The presenter will bring the following equipment:*

Other Needs, Please describe:

MICROPHONE SET-UP PREFERENCE

- Microphone at podium
- Microphones for panel members seated at tables (Please note number of speakers)
- Hand-held microphone
- Lapel microphone
- Aisle microphone(s) for audience use
- Other, please describe:

ADDITIONAL NEEDS, Please Describe:

EXAMPLE:
PROGRAM AND FACILITIES SCHEDULE – Page 11-11

FRIDAY, APRIL 23	Ballroom # 1	Ballroom # 2	Ballroom # 3	Convention Center Exhibits	South Room	Economic Development Room
7:00-7:30	ALA/PNLA	BREAKFAST				
7:30-8:00	Set up:	Rounds/100			TSIG/DOC SER	
8:00-8:30				EXHIBITS	BREAKFAST	
8:30-9:00				Opening	Set Up:	DYNIX
9:00-9:30					Rounds/70	Theater/50
9:30-10:00	AMERICAN	TALES	ANSWERS			GOLD WATCH
10:00-10:30	LIBRARIES	OLYMPIA	TO ACT ON			Theater/50
10:30-11:00	Rounds/60	Rounds/100	Theater/100			
11:00-11:30				Break in	IG COUNCIL	
11:30-12:00				Exhibits Area	Theater/50	
12:00-12:30	WASHINGTON	IN SONG				
12:30-1:00	LUNCHEON					
1:00-1:30	Set Up:	Rounds/200				
1:30-2:00						STATEWIDE
2:00-2:30					SUMMER	CHILDREN'S
2:30-3:00	STAFF DEVEL	STREET SMART			READING	COORDS.
3:00-3:30	LAIG	SRRT		Break in	Theater/100	Theater/50
3:30-4:00	Theater/60	Theater /100	WLA Meeting	Exhibits Area		
4:30-5:00			Theater/30	Close Exhibits		
5:00-5:30					IFIG MEETING	PRF MEETING
5:30-6:00					Theater/100	Theater/50
6:00-6:30	PRESIDENTS	RECEPTION	GALA			
6:30-7:00	Piano	No-host	Bar			
7:00-7:30	PRESIDENTS	BANQUET				
8:30-9:00	Speaker:	Rollins				
9:00-9:30	Set Up:	Rounds/200				
9:30-10:00						

HISTORY: PROGRAM SPEAKER COSTS

ANNUAL CONFERENCE – Page 11-12

1999 Pasco	1998 Wenatchee	1997 Portland	1996 Bellevue	1995 Spokane	1994 Yakima
	Note: Paid travel for several WLA speakers & state agency speakers	\$36,000 Total	\$14,000 paid for speakers	Travel paid for 16 Speakers	
\$6,500 \$220 hotel & travel Sherman Alexie	\$5,500 plus 1st class Air Hotel & meals Sheila Murray- Bethel	\$15,000 Molly Ivins	\$1,000 Brian DesRoches	\$5,000 Ivan Doig	\$8,000 \$650 Travel Daniel Burrus
\$1,500 \$771 air fare Bernard Waber	\$1200 \$35 meal Gary Soto	\$800 Bill Detrich	\$1,000 Alene Moris	\$2,000 Charles Royer	\$3,000 \$129 Travel Chris Crutcher
\$750 \$783 travel Lisa Kinney	\$1,250 \$118 Travel \$50 Meals Dan Miller	\$1,300 Helen Thayer	\$1,500 Steffan Soule, Magician	\$2,000 Tim Egan	\$800 Other speakers
	\$375 honorarium \$110 Travel \$35 Meal Violence in Workplace/Araugo	\$1,500 Carol O'Connell	\$2,000 David Guterson	\$5,000 Sue Silk	
	\$200 honorarium \$60 Travel \$35 Meal Lonny Davis Attny		\$4,000 John Frohnmeier	\$1,000 Vaunda Nelson	\$2,347 Other speaker travel costs
	\$100 honorarium \$75 travel \$89 lodging Elisabeth Mitchell			\$500 Ben Mikealsen (he waived normal)	
	\$100 Honorarium \$35 meal Dr. Crystal Owen			\$500 Betty Turock (ALA scholarship)	
	\$200 honorarium entertainment	\$1,000 Gala		\$500 Duncan Smith	

WASHINGTON LIBRARY ASSOCIATION

Insert: ANNUAL or WALE CONFERENCE – Page 11-13

FINAL REPORT: CONFERENCE SPEAKERS

PROGRAM CHAIR NAME & LIBRARY:

CONFERENCE YEAR & PLACE:

***Note:** Please list only speakers who were paid by WLA conference funds. This includes keynote or banquet speeches, and other major presenters. Do not include speakers who received a waiver of costs.*

SPEAKER NAME	PRESENTATION TITLE	HONORARIUM	OTHER (Travel, meals, etc)
		\$	\$

COMMENTS, PROCEDURAL SUGGESTIONS, OTHER: