

**ACRL Instruction Section (IS)  
Manual for IS Preconference and Conference Program Planning**

**Introduction**

*Programs are an important function of the Section serving to contribute to our professional development by increasing our knowledge and skills, involving us in the Section, and extending our professional contacts.*

*The purpose of this manual is to provide guidance for Instruction Section preconference and conference program planners. The format of the manual provides planners with the current edition of the ACRL Guide to Policies and Procedures, [<http://www.ala.org/acrl>] complemented by IS annotations. The IS annotations are numbered within the context of the ACRL document and are preceded with the prefatory note "**IS NOTES:**"*

*Based on the experience of previous planners, the text includes calendars and considerations to help you chart your way. The attachments [<http://www.ala.org/ala/acrlbucket/is/organizationacrl/conferencemanual/attachments.htm>] gather together essential forms and samples.*

**Maintained by: IS Policy and Publications Committee  
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## **ACRL Guide to Policies and Procedures**

### **Chapter 8: Meetings and Programs at ALA**

(<http://www.ala.org/ACRLtemplate.cfm?Section=guidetopolicies&Template=/MembersOnly.cfm&ContentID=43949>)

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### **8.1 Scheduling meetings at ALA Midwinter Meetings and Annual Conferences**

Regular meetings of ACRL sections and committees are held twice each year, during the Midwinter Meeting and Annual Conference of the American Library Association [<http://www.ala.org/>]. (See Section 8.4 for policy on holding meetings at times other than ALA conferences.) Here are the steps in the process:

- ACRL staff liaisons e-mail information about scheduling meetings to chairs of ACRL coordinating committees, editorial boards, committees, discussion groups, and task forces as well as to the chairs of ACRL sections.
- These ACRL chairs (identified above) complete the online Meeting Request forms according to the instructions provided by the deadline specified. *Note:* Chairs of ACRL sections schedule all of the committee, discussion group, and task force meetings for their respective sections.
- ACRL staff reviews the online meeting requests for possible conflicts, confers with chairs as needed, and then approves the meeting requests.
- ALA's Conference Services staff distribute a printed list of all meetings scheduled in alphabetical order by ALA unit to those scheduling ACRL meetings.
- About four to six weeks prior to the conference, Conference Services publishes a meeting schedule with locations.
- When chairs receive this schedule, they should then notify their committee/section members of the date, time, and location of the meeting. At the same time, it is also useful to send out an agenda for the meeting.

- If problems arise with regard to the meeting arrangements you made with Conference Services, contact the ACRL staff liaison to your unit. [ACRL staff](http://www.ala.org/ala/acrlbucket/homepagecontent/contactacrl.html) [http://www.ala.org/ala/acrlbucket/homepagecontent/contactacrl.html] will work with you and Conference Services to ensure that you have a successful meeting.

## 8.2 Planning programs for ALA's Annual Conference

### 8.2.1 General information

The core purpose of the Association of College and Research Libraries is to lead academic and research librarians and libraries in advancing learning and scholarship. This purpose is accomplished through professional development activities, publications, advisory services, collaborations, and conferences.

As a primary means of addressing issues of concern and to increase the knowledge of academic librarians, ACRL encourages units of the division to develop high-quality programs to present at the ALA Annual Conferences. To assist units in planning quality programs, ACRL has developed procedures and timelines that must be followed. In addition, criteria that must be met for each program proposal are outlined.

### 8.2.2 Conference program planning committee

ACRL has a standing committee on conference programming chaired by the vice-president/president-elect and composed of a representative from each committee that is planning a program for an ALA Annual Conference. The ACRL Conference Program Planning Committee is responsible for reviewing all conference program proposals. The committee meets three times: during two Midwinter Meetings and one Annual Conference. The Vice-President/President-elect provides guidance on all aspects of conference program planning at each meeting (budget, publicity, evaluation, etc.).

The ACRL Conference Program Planning Committee has responsibility for reviewing conference program proposals to ensure support of the division's strategic directions and priorities, adherence to established procedures and budgets, broad coverage, and limited duplication.

At the Annual Conference one year prior to the presentation of the program, the program committee chairs or their representatives, and the ACRL vice-president/president-elect review the proposals and prepare a recommendation for the [ACRL Board of Directors](http://www.ala.org/ala/acrl/aboutacrl/acrlboard/acrlboarddirectors.htm) [http://www.ala.org/ala/acrl/aboutacrl/acrlboard/acrlboarddirectors.htm].

Only programs approved by the ACRL Board of Directors may be scheduled.

#### **8.2.2 IS NOTES:**

##### **Section Vice Chair Responsibilities**

- *Appoint the Conference Program Planning Committee chair and members (21 months prior to when the program will be offered).*
- *Obtain Executive Committee comment on and approval of conference program focus and format before it is submitted to ACRL for approval at Annual meeting (14 months prior to when program will be offered).*

##### **Section Chair Responsibilities**

- *Submit room requests for committee meetings to ALA Conference Services Office (18 months prior to when the program will be offered).*

##### **Conference Program Planning Committee Chair Responsibilities**

- *With the Section Chair, select committee members*
- *Schedule and chair Conference Program Planning Committee meetings*
- *Serve as principal contact with ACRL staff*

- *Assign tasks to and direct the work of committee members*
- *Develop and monitor program planning timetable*
- *Make initial contact with potential sponsors after consulting with ACRL staff, if any*
- *Issue invitation to program presenters*
- *Develop program announcement text and send to the Section Chair for Executive Committee review.*
- *Review all program materials*
- *Develop and refine budget*
- *Coordinate conference duties with Membership Committee Chair, Awards Committee Chair and Communication Committee Chair*
- *Present summary report to IS Executive Committee after completion of program (including suggestions for revising this manual).*
- *Send written thank-you notes to the presenters and committee members*
- *Write update for the "[Instruction Section Annual Programs: 1978-Present](http://www.ala.org/ala/acrlbucket/is/conferencesacrl/annualconference.htm)" [<http://www.ala.org/ala/acrlbucket/is/conferencesacrl/annualconference.htm>] and send to Section Chair.*

#### ***Duties of the Conference Program Planning Committee***

- *Define and develop program scope, goals and objectives, and target audience*
- *Develop program format and length*
- *Determine conference space and location needs*
- *Select program title*
- *Identify and approach potential presenters*
- *Identify potential corporate sponsors, if appropriate*
- *Develop publicity ( e.g. brochure, press release, news articles, listservs, Section website)*
- *Determine program presenters' needs and committee member roles at the event*
- *Develop and implement evaluation form*
- *Tabulate evaluations and prepare report of results*

#### ***What to Expect from ACRL***

*ACRL staff are responsible for contractual arrangements with the conference hotel for room rates, room reservations, room assignments, food functions, space allocation, and in consultation with the Conference Program Planning Committee, meeting room requirements. Any solicitation of gifts or financial support must be approved in advance by the IS Executive Committee, ACRL Executive Director and the ALA Development Office. See "[ALA Donor Coordination](http://www.ala.org/ala/acrl/aboutacrl/resourcesforwork/tipsheets/tipsheet10fundraising.htm)" [<http://www.ala.org/ala/acrl/aboutacrl/resourcesforwork/tipsheets/tipsheet10fundraising.htm>] for more information. An associate executive director of ALA must sign all official arrangements involving any funding and/or contract or agreement. ACRL staff will coordinate the preparation of all letters of agreement, contract, purchase orders, and other obligations and make sure that the proper signatures are secured.*

### **ACRL Staff Responsibilities**

- *Recommend program proposals to ACRL Board*
- *Prepare final budget*
- *Negotiate contracts (facilities, food, services, speakers)*
- *Secure ALA approval for all contracts and maintain files*
- *Work with Conference Program Planning Committee to secure conference site*
- *Review brochure content*
- *Provide administrative support for the planning committee*
- *Implement registration process*
- *Monitor budget*
- *Review and clear potential sponsors*
- *Acknowledge all donations and maintain records*
- *Confirm program planning timetable*
- *Publicize program*
- *Mail brochures*
- *Prepare handouts*
- *Send out guest speaker agreement letters*
- *Provide onsite management for program*
- *Announce event on ACRL homepage*

### **8.2.3 Program planning procedures and approval process**

ACRL sections and committees must justify the need in a program proposal [<http://www.ala.org/ala/acrl/aboutacrl/resourcesforwork/acrlforms/programproposal.htm>] submitted to the ACRL office 18 months prior to the Annual Conference at which the program is to be presented and are not automatically given program space at Annual Conferences. Conference program planners must also submit an ALA Conference program proposal by May 1. This form will be sent to the ACRL representative to the ALA Conference Program Coordinating Team in advance of the Annual Conference. Your ACRL staff liaison will distribute the ALA form via e-mail as soon as it is released. Program proposals will be compiled and prepared for the ACRL vice-president's review. All programs must be approved, whether asking for funds or not, by the ACRL Board in order to be scheduled during the conference.

At the Annual Conference one year prior to the presentation of the program, the Conference Program Planning Committee meets to discuss proposals, funding, and the recommendation to the ACRL Board. Following the Board meeting, program planners are informed of the Board's action. In the fall, they will be notified of the ACRL President's decision regarding funding for programs.

During the time between the Annual Conference and the Midwinter Meeting (i.e., the fall), program planners should complete the planning process by contacting speakers to:

- confirm speakers' and other presenters' participation;
- clarify audiovisual and computer needs;
- clarify speakers' topics and length of presentation;
- determine program format;
- determine speaker needs for handouts, special handling, etc.;
- submit complete speaker information form; and
- send to the ACRL staff who will prepare and send a formal letter of agreement to all speakers.

### **8.2.4 How to prepare your program proposals**

In developing a proposal for an Annual Conference program, the following criteria should be addressed:

- **Scope:** Is the program in accord with ACRL's areas of concern? Does it support ACRL's strategic plan?
- **Purpose & Format:** What is the objective of conducting this program (to transmit ideas; to provide training; to stimulate thought and discussion; to lead to action)? If a program is justified, what is the best format? (Speaker? Panel? Discussion Group?)
- **Location:** Does the geographic location suggest the selection of the topic to take advantage of local resources and facilities? (For example, the availability of cultural institutions and resources in Washington, D.C.)
- **Cosponsorships:** Determine if there is another group in ACRL or ALA that is interested in your topic. If so, consider cosponsorship to minimize duplication and conflicts with other programs and to bring the subject to the attention of a broader audience which it would benefit.
- **Logistical Arrangements:** What is the expected size of the audience? Are there special room arrangements required other than theater seating? Will this presentation require audiovisual equipment? If so, they need to be specified.
- **Responsibility:** State what unit is responsible for the program and identify the contact person.
- **Costs:** Clearly identify the costs for the program and potential sources of funding (you may consult with ACRL staff).
- **Length and time of program:** Consider how long the program should run and if special conditions are required that would dictate where it should be held. Note all no-conflict times for ALA and ACRL programs.

#### 8.2.4 IS NOTES: PROPOSALS

*Since the annual conference program reflects themes important to the Section Chair, he/she plays a major role in determining the theme during their term as Section Vice Chair. The first meetings of the program planning committee will be at ALA Midwinter 18 months before the conference. The Section Vice Chair generally attends the meetings and works closely with the committee. By the end of these meetings, the committee should have developed a good idea of the topic, format, and possible speakers. The committee can review the evaluations from last year's program for suggestions. They can also review previous IS [<http://www.ala.org/ala/acrlbucket/is/conferencesacrl/annualconference.htm>], LOEX [<http://www.emich.edu/public/loex/loex.html>], and LIRT [<http://www3.baylor.edu/LIRT>] conference program titles both for ideas and to avoid repetition.*

*The proposal should be concise, not exceeding two pages. It is suggested that the proposal be organized with headings to make it easy to read. Suggested headings are: Purpose and Theme, Attendance, Organization, Space, and Relation to ACRL Strategic Plan, Application to ACRL's current priorities. The proposal should include the name of the unit sponsoring the program, co-sponsor(s) if any, date and time, Conference Program Committee Chair, expected attendance, and room and AV requirements. See a sample conference program proposal in Attachment 2 [<http://www.ala.org/ala/acrlbucket/is/organizationacrl/conferencemanual/confprogramproposal.pdf>].*

**SPEAKERS:** *Once the program has progressed through the approval process, start the search for speakers. The format and topic of the program will determine how many speakers will be needed. Consider inviting a speaker who has name recognition to serve as keynote speaker. This person will help to draw attendees to the program. Consult trusted colleagues for names of potential speakers that they have heard. Supporting speakers or small-group presenters can be solicited via listservs. Potential speakers could be asked to submit a brief paper on the topic of the program so that it can be read and evaluated before making a final selection. Note that speakers do **not** need to be librarians; non-librarian speakers can receive honoraria and funding for travel and accommodations.*

#### 8.2.5 Funding

Each ALA division receives an annual basic allocation of \$1,500 from ALA to support Annual Conference programs. The ACRL Board of Directors provides additional funds from its budget to support Annual Conference programs (excluding cost of audiovisual equipment). The ACRL vice-president, in consultation

with the Conference Program Planning Committee, determines how these funds are allocated among the program proposals. How well your program proposal meets the criteria outlined above will be one of the determining factors in whether it is funded or not.

### **Section Basic Services Funding**

Section program planners may also request supplemental funding from the section executive committee. Requests for Basic Services Funds should be sent to the section chair in September or October. Section executive committees may choose to allocate part or all of their Basic Services budget for programs expenses.

*Source: ACRL Executive Committee, October 2004*

### **Outside funding**

Sometimes there may be a need to seek funding beyond that which is allocated through ACRL to support programs. The ACRL Colleagues Program [<http://www.ala.org/ala/acrl/givetoacrl/giveacrl.htm>], created by the Board in 1992, generates nondues revenue to allow ACRL to expand programs and services to members and potential donors, and to do more in the area of promoting the profession. The Board believes that it is important to coordinate all requests to potential donors and other outside funders through a centralized program. ACRL members may not make any formal requests on behalf of the division to potential donors for contributions without first clearing the request with the ACRL executive director. (For detailed procedures on soliciting funds to support your program, read ACRL Tip Sheet #10 on Fundraising [<http://www.ala.org/ala/acrl/aboutacrl/resourcesforwork/tipsheets/tipsheet10fundraising.htm>].)

### **8.2.6 Budget**

Estimates should be made for the following items in the program budget: handouts, speakers' expenses and honoraria, and any special equipment a nonlibrarian speaker might require. Costs to be considered for handouts may include such things as: photocopying, mailing to conference site, etc.

**Speaker Costs:** ALA does not pay expenses or honoraria to librarians living in North America or ALA members who participate in Annual Conference programs. International speakers, as well as nonmember, nonlibrarian speakers, are eligible for complimentary conference registrations.

**Honoraria and Expenses:** Speakers who are not eligible to receive honoraria, conference registration, and reimbursement for expenses (except for the duplication of handouts) include:

- Librarians who are not ALA/ACRL members and work in an academic library
- Librarians who are ALA/ACRL members and do not work in an academic library
- Librarians who are ALA/ACRL members and do work in an academic library
- Librarian speakers who are not members of ALA/ACRL but are members of other library associations

A librarian is anyone who holds an MLS or equivalent degree, or is working in a professional librarian capacity. Speakers who are eligible to receive reimbursement for expenses and for duplication costs of handouts to be distributed to attendees and one-day waiver of the registration fee for the day he/she is speaking include:

- Higher education officers (i.e., college and university presidents, vice-presidents, deans, and federal employees)

Speakers who are eligible to receive honoraria, waiver of the conference registration fee, and reimbursement for expenses and duplication costs of handouts to be distributed to attendees include:

- Non-librarian speakers who are authors, private consultants, independent contractors, teaching faculty, technologists, or specialists in specific disciplines

Speakers honoraria for presentations at an ACRL unit's Annual Conference program are established at a maximum of \$1,000 and must be agreed upon in advance by the ACRL vice-president in consultation with the ACRL executive director before discussing it with speakers. *Source: ACRL Board, June 2004.*

Speaker expenses include the following:

- Hotel, single room in a conference hotel for a maximum two nights; no incidentals
- Per diem, maximum \$40 (the ALA rate)
- Airfare, coach or lowest discounted rate
- Travel by car: mileage reimbursement at prevailing ALA rate. Total mileage costs not to exceed the lowest airfare from the same destination
- Vicinity travel: travel to and from airports, including parking fees.

Conference program planners should inform speakers who require housing at an ALA conference that:

- ALA pays for the room and tax only. Incidentals (movies, telephone, etc.) must be paid by the speaker.
- Room service or minibar service will be deducted from the per diem.

**Estimating Costs:** While the actual costs for various services and resources for a conference program will vary from city to city depending on the type of program and type of speakers chosen, there are some industry standards that can be used to recommend a fairly accurate program budget. In planning your program budget, use the following estimated costs:

- Transportation—roundtrip airfare \$450. ALA reimburses at coach fare only. Travel by automobile is reimbursed at 40.5¢ per mile, but can not exceed the cost of coach airfare. If special fares are used, reimbursement is the actual cost incurred. Transportation to and from airports is reimbursed. All airfare, train, cab, and local transportation expenses must be accompanied by an original receipt to be considered for reimbursement. Fees for parking at the airport during the time in attendance at the conference may also be reimbursed. An original receipt is required.
- Hotels—\$160 per day.
- Per diem (meals)—\$40 per day.
- Photocopying for handouts—\$0.06 per page.

Funding for programs can only be used for the approved designated expenses. (For a more detailed analysis, see [Tipsheet #10 on Fundraising](http://www.ala.org/ala/acrl/aboutacrl/resourcesforwork/tipsheets/tipsheet10fundraising.htm) [<http://www.ala.org/ala/acrl/aboutacrl/resourcesforwork/tipsheets/tipsheet10fundraising.htm>] and [Tipsheet #10a on Fiscal Funding Guidelines for ACRL Conference Programs](http://www.ala.org/ala/acrl/aboutacrl/resourcesforwork/tipsheets/tipsheet10afiscal.htm) [<http://www.ala.org/ala/acrl/aboutacrl/resourcesforwork/tipsheets/tipsheet10afiscal.htm>].)

### **8.2.6 IS NOTES:**

#### **Written agreements:**

*Once speakers have agreed to participate in the conference, it is recommended that they receive a letter of agreement from the Conference Program Planning Chair to sign and return. (See sample letter, Attachment 4 [<http://www.ala.org/ala/acrlbucket/is/organizationacrl/conferencemanual/speakerletter.pdf>].) The letter should include the day, date, time and location of the program; outline the terms of participation in the program; and indicate who will be the primary contact for the speaker regarding the program. It is helpful for the speaker to have one person to whom she/he can direct questions and concerns. The address, telephone number, fax number, and email address of this primary contact person should be included in the letter of agreement. The ACRL staff can assist in preparing these letters.*



Program planners might also want to consider whether a compilation of program materials will be distributed or sold. If so, the speakers will need to sign release forms so that the text from their speeches and any handouts can be included in such a document (See [Attachment 5](#) [<http://www.ala.org/ala/acrlbucket/is/organizationacrl/conferencemanual/speakersrelease.pdf>].) A release form is also necessary if an audio, videotape, or webcast of the program is created and distributed; ACRL will supply a form for these purposes.

All official arrangements involving any funding and/or contract or agreement must be submitted to the IS Executive Committee and then, if approved, to the ACRL Executive Director, who will coordinate the preparation of all letters of agreement, contracts, purchase orders, and other obligations and insure that proper signatures are secured.

For any expenditure over \$100, ALA Financial Services requires that a purchase order be prepared in advance. For speaker expenses which will exceed this amount, information should be conveyed to the ACRL office so the purchase order can be prepared.

#### **Communication:**

It is recommended that the committee member who serves as the primary contact person for the speakers keep in contact with them throughout the planning process. Give speakers deadlines well in advance of the program date for submission of necessary items (e.g. presentation outline, audiovisual equipment needs, handouts for photocopying). This gives program planners an opportunity to review these materials as well as the assurance that the speakers are ready for the program. As the program date nears, it is helpful for the primary contact person to know in which hotel the speakers will be staying. Inquire whether the speakers will need help on the day of the program in finding the room and/or setting up materials.

#### **Room Reservations**

- Room requests for the Conference Program Planning Committee meetings are submitted by Section Chair. Due date for requests is usually around October 1 for the annual conference.
- Room requests for the Conference Program itself are submitted by ACRL Staff. Information needed includes: size of room (e.g. for general meeting, poster sessions, breakout sessions, etc.), seat arrangement (theatre, head table, podium, small table, etc.), and audiovisual needs. Separate requests must be submitted for each room needed; this is important if breakout rooms are required. If more than one room is needed, the Section Chair must note that the rooms must be co-located. You may wish to request a table near the entrance for the Membership Committee to greet attendees and provide materials for distribution.

### **8.2.7 Audiovisual equipment**

The ALA Conference Services budget covers costs for basic audiovisual equipment such as: overhead projectors, recorders, VCRs, monitors, slide projectors, microphones, etc., for requests submitted by March 1. If your program requires more sophisticated equipment, contact the ACRL office before March 1.

#### **8.2.7 IS NOTES:**

##### **Audio Visual Needs**

The costs for standard equipment (e.g. microphones, overhead projectors, data projectors) used in a conference program are paid from the ALA Conference budget. Ask speakers what AV equipment they need. Consider what types and locations of microphones are needed for the speakers and the audience. Assign committee members responsibilities for assisting with AV equipment during the presentations (putting on overhead transparencies, troubleshooting, etc.).

### **8.2.8 Publicity for conference programs**

ALA and ACRL provide a number of opportunities to help you reach your targeted audience of ACRL members and academic librarians. You will want to be sure to use the following opportunities to promote your program. Note: Speakers can only be identified in pre-program publicity if a signed speaker agreement is on file at the ACRL office:

1. ALA Conference Preliminary Program.

2. March issue of *American Libraries*
3. Conference Meetings and Programs insert in *College & Research Libraries News*.
4. ALA Cognotes, the daily conference newspaper.
5. Discussion lists and the Web

Additional sources are:

1. Publicize the program locally in chapter mailings.
2. Sections can use their newsletters and Web pages to promote their event.

(See [Tipsheet #13](http://www.ala.org/ala/acrl/aboutacrl/resourcesforwork/tipsheets/tipsheet13publicity.htm) [http://www.ala.org/ala/acrl/aboutacrl/resourcesforwork/tipsheets/tipsheet13publicity.htm] for more information.)

### **8.2.8 IS NOTES:**

#### **Publicity**

*Publicity is a critical aspect of program planning.*

- *Consult the checklist on promoting programs prepared by the ALA Conference Services Office. (See [Attachment 7A](#) [http://www.ala.org/ala/acrlbucket/is/organizationacrl/conferencemanual/checklist.pdf] and [Attachment 7B](#) [http://www.ala.org/ala/acrl/aboutacrl/resourcesforwork/tipsheets/tipsheet13publicity.htm] .)*
- *When preparing any of the publicity, keep it short, simple, and use the active voice. Indicate the intended audience, the significance of the topic, the speakers (at least the keynote speaker) and credentials, format, date, place, cost, and whether advance registration is required.*
- *A preliminary flyer should be prepared and distributed at the Midwinter Meeting preceding the conference. Copies of this flyer should be distributed at the IS Soiree and the first Advisory Council meeting. The flyer can also be distributed to chairs of relevant LIRT committees and other appropriate units ask them to announce it at their meetings.*
- *Announce the conference program in press releases and in relevant journals and newsletters at the Midwinter Meeting preceding the event. Some good choices in addition to the IS Newsletter include *College & Research Libraries News*, *American Libraries*, *Library Journal*, and the newsletters for LOEX and LIRT. Assign committee members the responsibility for placing the announcement in a particular journal. Stress the importance of checking with individual editors to ensure that deadlines are not missed.*
- *Announce the programs on listservs, such as ILI-L and INFOLIT-L. Assign the responsibility of specific postings to individual committee members. It is a good idea to post this immediately following the Midwinter Meeting and at a later time (before the registration deadline).*

### **8.2.9 Guest registration**

Guest registration privileges are provided to special guests and conference program speakers who are not librarians. Send names and addresses of all guests to the ACRL office by May 1.

### **8.2.10 Important dates**

**Early September**—Deadline for Annual Conference program request forms to be submitted by ACRL staff.

**October**—Deadline for Midwinter Meeting request forms.

**Mid-October**—Deadline for Midwinter AV request forms.

**January 31**—Deadline for Annual Conference Preliminary Program copy forms.

**March 15**—Deadline for AV requests.

**March 23**—Deadline for Annual Conference Final Program copy forms.

### **8.2.10 IS NOTES:**

#### **Conference Program Planning Schedule**

### **21 months before conference**

Section Vice Chair appoints Conference Program Planning Chair and committee members

Organize committee and begin discussion of the program by email.

### **18 months before (at ALA Midwinter)**

Conference Program Planning Committee meets and begins preliminary planning:

- Possible topics, speakers, and co-sponsors
- Possible format
- Appoint subcommittees and assign responsibilities

Conference Program Planning Committee Chair attends ACRL Conference Planning meeting

### **17 months before**

Prepare outline conference program proposal. Submit draft to Section Vice Chair for IS Executive Committee approval in late April, then submit to ACRL Board.

### **12 months before (at ALA Annual)**

Conference Program Planning Committee Chair attends ACRL Conference Planning meeting to discuss program proposal and speakers

If a poster session or invited papers are planned, form a separate subcommittee and make plans for soliciting submissions

At ALA Annual give Section Chair update regarding the conference program to share with the Executive Committee

Shortly after ALA Annual contact speakers and send letters of agreement.

### **9 months before**

Applications due for ALA Special Allocation funding. Notification of decision will be made immediately before Midwinter

ALA Conference Services mails out scheduling packets to all program chairs; program room request forms MUST be completed on time

### **6 months before (at ALA Midwinter)**

Conference Program Planning Committee finalizes plans such as:

- Program details and room set up
- Materials required for program packet
- Final selection of poster sessions or invited papers, if applicable
- Letters of agreement to selected participants
- Final draft of program flyer and brochure
- Assignments and responsibilities

### **5 months before**

Deadline for copy for annual program to ALA Conference Services (using their form)

Send program announcement to IS Newsletter Editor

Prepare listserv and web publicity

Notify poster session or invited paper participants of their selection

Submit requests for guest registration badges for non-member speakers and special guests for the conference to ALA through the ACRL Office

### **4 months before**

Have publicity ready to distribute to ACRL Conference (if held that year), LOEX, and other relevant conferences

Submit request for audiotaping (if desired) to ALA through ACRL Office

### **3 months before**

Final changes to AV arrangements due to ALA Conference Services

ACRL sends letters of agreement and taping release forms (if necessary) to speakers

### **2 months before**

Contact chair of IS Membership Committee regarding plans for recruitment table and to make arrangements to have photos taken during the awards presentation

Coordinate presentation ceremony with IS Awards Committee Chair and Section Chair

Finalize program handouts

ACRL Office notifies chairs whose programs have been selected for audiotaping

### **AT THE ANNUAL CONFERENCE**

Arrive a day in advance to check the program site. On the day of the program, arrive early to check room arrangements and set-up. Check AV equipment to insure that all requested pieces are there and operational

### **POST PROGRAM**

Report on program at Advisory Council meeting

Submit written report on program evaluation and suggestions for next year to Section Past Chair no later than July 31<sup>st</sup>.

ACRL prepares check requests for honoraria and sends to speakers

Conference Program Planning Committee Chair writes

Shortly after ALA Midwinter contact ACRL Office to complete any contractual letters for speakers, particularly important for non-librarian speakers who have been offered an honorarium

thank-you notes to speakers and committee members  
By August 1, Conference Program Planning Committee Chair submits reimbursement requests to Section Chair (ACRL deadline)

### 8.2.11 No-Conflict Meeting Times

When scheduling meetings of a committee or section, the chair should note the all-conference no-conflict times listed in the instructions from the ACRL office. At the Annual and Midwinter conferences, section executive committee or divisional standing committee meetings should not be scheduled during the ACRL Board of Directors meetings if the committee/section has an action item before the Board or wishes to have the ACRL Board liaison attend their meetings. At Midwinter, those meetings are usually scheduled for Sunday and Tuesday afternoons. At Annual, those meetings are usually scheduled for Saturday and Tuesday afternoons.

### 8.3 Approval of cosponsorship proposals

ACRL encourages its units to cosponsor programs with other ACRL or ALA units and outside organizations. ACRL recognizes two types of cosponsorships: (1) cosponsorship in name only (a written request should be sent to the ACRL executive director as early as possible, but at least one year prior to the Annual Conference at which the program is being presented); and (2) cosponsorship with shared planning and financial responsibilities (should be treated as a regular conference program with written proposal responding to criteria and guidelines).

"In name only" is defined as meaning that no ACRL resources, including staff time or space in ACRL publications, would be requested. It simply means that the ACRL name will be used in conjunction with the hosting unit's promotions. *Source: ACRL Board, February 1994.*

All cosponsorships that commit ACRL resources require Board approval. These activities must be reviewed and approved by the ACRL Board of Directors or the Executive Committee. An exception to this would be made to sections cosponsoring programs in name only.

Cosponsorships with shared planning and financial support should be submitted before the ACRL Board with a detailed accounting of the program budget including vendor donations as well as a summary/outline of assignments and the person or persons that will be sharing the planning duties.

#### 8.3 IS NOTES:

*Planners should strongly consider the advantages of cosponsorship. The ACRL leadership now encourages cosponsorship as an effective means of presenting programs and attracting wider audiences. Sections do not need ACRL Board approval to cosponsor a program in name only. "In name only" is defined as meaning that no ACRL resources, including staff time or space in ACRL publications, would be requested. "In name only" means simply that the ACRL name will be used in conjunction with the hosting unit's promotions. If you are in doubt about a cosponsorship request, talk with the IS Vice Chair who will contact the ACRL staff liaison. Cosponsorships that commit ACRL resources require board approval. Cosponsorship requests can come from an outside organization, another ALA division or unit or another group.*

*Proposals for cosponsorship requiring a commitment of resources beyond IS must be approved by the IS Executive Committee and then submitted in writing to the ACRL Board, with the following information:*

- *Statement of purpose and objectives*
- *Description of program content and level*
- *Indication of educational methods or materials to be used*
- *Identification of the other organizations involved and the nature of their responsibilities, the anticipated benefits to ACRL, proposed mechanism and timetable for evaluating program effectiveness*

#### ON-SITE ARRANGEMENTS

*At least two members of the Conference Program Planning Committee should go to the program site the day before the program. Walk through (as if you were a program attendee) each phase of the program to*

identify any problem areas. Locate the rooms where the program will be held and notice any problems in finding them. Note the locations of restrooms and telephones so that they can be announced at the program. If there are problems with the rooms, try to get them addressed immediately. Have the telephone number of ALA Conference Services and the conference services office of the program site.

**Personnel and activities:**

- One or more committee members should be responsible for meeting the speakers, ensuring they arrive at the conference program location on time, and ensuring that their needs are met.
- Two or more committee members should be responsible for welcoming attendees, handing out programs and evaluation forms, and gathering completed evaluations after the program.
- One committee member can be responsible for making phone calls or running errands if necessary.

It is helpful (even if only psychologically) to have a program survival kit onsite. Items to include: tissues, aspirin, cough drops, mints, extra pens, extra paper, scissors, tape, stapler, post-it notes, paper clips, and a cell phone.

**Follow Up After the Event**

- The Conference Program Planning Committee should review the program evaluations and discuss what went well, what should have been done, how well procedures went, etc. It would be good to do this at the conference, but if this is not feasible, the review should take place soon afterwards.
- Be prepared to briefly report at Advisory Council meeting (first Advisory for preconference and second Advisory for annual conference program)
- The Conference Program Planning Committee Chair should send thank-you notes to all speakers and presenters.
- Where appropriate, speakers should be sent reimbursement forms for hotel and food and, for non-librarian speakers, for travel expenses. Do this even if forms have been sent to them previously. The reimbursement forms must be returned to the Section Chair by August 1 to meet the ACRL deadline.
- The Conference Program Planning Committee Chair should prepare a summary report on the conference program and submit to the Section Past Chair. See [Attachment 9](#). The Conference Program Planning Committee Chair, as part of the report, should note revisions, if any, for the Conference Program Planning Manual and include relevant forms, letters and other samples. The Policy Committee updates the Manual and it is given to the next Conference Program Planning Chair when appointed.

## **8.4 Scheduling Meetings at Times Other Than ALA Conferences**

Meetings of the Association of College and Research Libraries are routinely held in conjunction with the ALA Annual Conference and Midwinter Meeting. When a special need arises and a group (excluding ACRL affiliated chapters) wishes to meet synchronously (via telephone conference calls, Internet chats, or face-to-face meetings) outside these times, the following actions must be taken:

1. An announcement must be posted to the ALA web site page "Business Meetings Held Outside of Midwinter and/or Annual Conferences" a minimum of 10 days prior to the meeting at <http://www.ala.org/ala/meetings/othermeetings.htm>. The meeting announcement must include the date, time, name of the convener, name of group/unit/section, a description of the meeting, phone, fax, and email address of the convener, meeting format, URL for meeting agenda. The 10-day notice is waived for an emergency, but not the reporting requirement, which must also explain the nature of the emergency that caused the advance notice to be waived.
2. The results of the meeting must be made public within 30 days of the meeting and a meeting report posted on the online form for registering a meeting.
3. ACRL committee chairs and section secretaries must send minutes for virtual meetings held outside of the Midwinter Meeting or Annual Conference to ACRL no fewer than 30 days after the conclusion of the meeting (even though they may not be approved by the membership until the next face-to-face meeting).

4. ACRL committee chairs or section secretaries should follow the same procedures for distributing minutes to the membership as they do for minutes of face-to-face meetings.

This procedure is in accordance with provisions of the ALA Open Meeting Policy (7.4.4) and the related interpretive statement. *Source: ACRL Board, Annual Conference 2005*

## 8.5 Literature distribution

ALA provides ACRL with three bins at the Midwinter Meeting and Annual Conference for literature to be distributed. These bins are reserved for information concerning division awards, National Conference materials, and the President's Program publicity.

ACRL maintains two locations where units may distribute their noncommercial literature: 1) the ACRL office area in the Convention Center and 2) the ACRL booth in the exhibit hall of the Convention Center. All materials must be approved in advance by ACRL staff or individuals so designated by staff.

Regarding the distribution of materials throughout the conference or meeting week, units may distribute their literature throughout the ACRL meetings and meetings of other ACRL units. ALA units must be contacted prior to the Midwinter Meeting and Annual Conference to obtain permission for distribution.

Units may use other promotional techniques such as press releases, section newsletters, chapter mailings, web pages, listservs, and *College & Research Libraries News*, etc., to obtain publicity. (See section 8.2.8 Publicity for conference programs.) Contact your section or committee liaison for further assistance.

## 8.6 Planning an ACRL event or reception

To begin formal planning for an ACRL event or reception, the chair of the unit initiates discussion with the ACRL Program Coordinator who will assist in the planning. ACRL staff are responsible for all contractual arrangements. All official arrangements must be confirmed in writing and contracts **must** be submitted to the ACRL executive director, who will coordinate the preparation of contracts and will ensure that the proper signatures are obtained.

Under ALA and ACRL guidelines, a unit may not approach outside sources for funding without clearance from the ACRL executive director. (See [Tipsheet #10](#) [<http://www.ala.org/ala/acrl/aboutacrl/resourcesforwork/tipsheets/tipsheet10fundraising.htm>] on Fundraising.) Prior to fundraising, a unit must send to the ACRL office a statement of purpose, a budget, a list of sources to be contacted, and when fund solicitation will begin. After review, the unit will receive written notification on how to proceed with fundraising. When a donor commits funds for an event or reception, request that a check payable to ACRL and accompanied by letter outlining the details of the contribution be sent to ACRL prior to the date of the event or reception.

## 8.7 IS NOTES:

### **Program Overview and Evaluation**

- *Prepare a conference program which provides information about the Instruction Section, program, speakers, and award winners. This program should be developed in collaboration with the IS Membership Committee and IS Awards Committee, and approved by the Executive Committee. Make enough copies for all attendees to receive one.*
- *Prepare an evaluation form to be approved by the Executive Committee in advance. See [Attachment 8](#) [<http://www.ala.org/ala/acrlbucket/is/organizationacrl/conferencemanual/evaluationform.pdf>] for samples. Additional samples of evaluation forms can be found in *Workshop Evaluation: Forms Follow Function*, published by the Continuing Library Education network and Exchange (CLENE).*
- *Have participants complete the forms before leaving the program.*

### **Program Products: Audiotapes and Publications**

#### **AUDIOTAPES**

*Considerations for deciding if programs should be taped:*

- *How well did IS tapes sell in the past? While the tapes are not moneymakers for ACRL, we do not want to lose money on them. The break-even point is approximately 10-12 tapes. Each program consists of two cassettes per program for \$24.*
- *Is the topic of interest to a wide audience? Will IS members or others who could not attend the program want to buy the tapes? Will attendees want to buy the tapes to preserve the program for personal or professional use?*
- *Will the speakers be selling points?*
- *Will the format translate well to an audio recording to make good listening?*

**Process:**

- *For each conference, ALA selects programs for audiotaping the tapes are sold to offset the taping and reproduction costs.*
- *The Conference Program Planning Committee Chair submits the Program Taping Request Form, which ALA supplies. The request must explain why the program is worthy of being taped and who is likely to buy the product.*
- *The speaker's release form, supplied by ALA, must be submitted with the taping request.*

**PUBLICATIONS**

*Programs can be an excellent source for publications. You should consider this possibility early in the planning process so funding can be included in the budget and for donor solicitations. Consult the IS Publication Manual for further information on publishing procedures and timelines.*

**Potential program materials to turn into publications:**

- *Presenter-developed workbooks or useful packet of handouts or exercises*
- *Papers presented at the conference program*
- *Conference program topics that can be expanded by presenters or committee members*
- *Poster sessions*

**When to Publish:**

- *Publications can be made available for purchase at the Annual Conference or they can be issued after the conference. In the latter case, the time lag should not be too great, or the interest level will be diminished.*
- *If the publication is to be available at the conference, the deadline for the Conference Program Planning Committee Chair to have copy in hand is the preceding November.*
- *If the material is to be published after the conference, a suggested deadline for the Conference Program Planning Committee Chair to have the finished copy is April preceding the conference.*

## **ACRL Guide to Policies and Procedures**

### **Chapter 9: Preconferences**

#### 9.1 Preconference programming procedures

- 9.1.1 Planning committee
- 9.1.2 General procedures
- 9.1.2 IS Notes
- 9.1.3 Planning committee chair
- 9.1.4 Program format
- 9.1.5 Program schedule
- 9.1.6 Letters of agreement
- 9.1.7 Honoraria and expenses
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- 9.1.10 Site selection

#### 9.2 Budget

- 9.2.1 Budget guidelines
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#### 9.3 Reimbursement requests

#### 9.4 Program contracts

#### 9.5 Corporate sponsorship

#### 9.6 Waiver of preconference fees

#### 9.7 Program brochure

#### 9.7 IS Notes

##### 9.7.1 Program Web Page

#### 9.8 Cosponsorships

#### 9.9 Publicity

#### 9.9 IS Notes

#### 9.10 Preconference planning schedule

#### 9.11 IS Notes

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### **9.1 Preconference programming procedures**

ACRL supports the efforts of its units to provide conference or preconference programming for the ACRL membership. The following procedures are intended to assist ACRL units in their planning for preconferences.

#### **9.1.1 Planning committee**

As soon as it is decided that a preconference, institute, or workshop will be held, the committee, section, or division identifies a program planning committee. The planning committee can consist of 3 to 9 members. The chair is appointed by the committee chair, section chair, or vice-chair, or, if a divisional event, by the division vice-president or president. The ACRL appointment process should be followed (see Chapter 7, ACRL Guide to Policies and Procedures).

Committee members must be members of ACRL.

Each planning committee will have an ACRL staff member assigned to it as an ex officio member.

#### **9.1.2 General procedures**

The first responsibility of the committee is to develop the preconference or institute proposal. The proposal should announce the intent to hold the event; its general purpose, goals, or objectives; the probable time and place; an estimate of the number of attendees expected; and a rationale within ACRL's Strategic Plan [<http://www.ala.org/ala/acrl/aboutacrl/whatisacrl/acrlstratplan/strategicplan.htm>] and current priorities. (Refer to Section 9.2 for detailed descriptions of budget items.) The proposal should come to the Board (or ACRL



Executive Committee) at the latest at the Midwinter Meeting occurring 18 months before the date the preconference is scheduled. The ACRL Board (or Executive Committee) is asked to approve the activity in principle, advise the unit of any matters the Board believes need further consideration, and give permission to continue with planning and to seek funding (if requested).

### **9.1.2 IS NOTES:**

#### **Preconference Proposal:**

*The preconference proposal is prepared by the Preconference Program Committee Chair in consultation and with the approval of the Section Vice Chair. The Preconference Program Committee should review previous [IS preconferences](http://www.ala.org/ala/acrlbucket/is/conferencesacrl/preconferences.htm) [http://www.ala.org/ala/acrlbucket/is/conferencesacrl/preconferences.htm] both for ideas and to avoid repetition. The proposal and the budget must be submitted to the Section Vice Chair by December 1 (preceding the Midwinter meeting 18 months prior to the preconference) for approval by the IS Executive Committee and the ACRL Board. At that Midwinter meeting, the ACRL Board decided whether to approve the proposal. Preconference Program Committee Chairs can contact appropriate ACRL staff for advice in writing the proposal, as necessary. This is specially recommended for help in estimating the budget. Begin as early as possible, as writing the proposal can be complicated.*

#### **Continuing Education Units**

*For preconferences, it can be advantageous to arrange for continuing education units to make attendance more valuable to various constituencies. For the 1994 Preconference, the Preconference Program Committee worked with the Medical Library Association to provide continuing education units for attendees.*

#### **Speakers**

*Once the preconference program has been approved by the ACRL Board, start the search for speakers. The format and topic of the program will determine how many speakers will be needed. Consider inviting a speaker who has name recognition to serve as keynote speaker. This person will help to draw attendees to the program. Consult trusted colleagues for names of potential speakers that they have heard. Supporting speakers or small-group presenters can be solicited via listservs or notices in professional newsletters. Potential speakers could be asked to submit a brief paper on the topic of the program so that it can be read and evaluated before making a final selection.*

#### **Room Reservations**

- *Ideally preconferences are held in the same city as the ALA Annual Conference or ALA Midwinter Meeting and in facilities under contract by ALA Conference Services. College campuses may be considered as preconference locations if use of such facilities provide the necessary services at the same or lower costs as the ALA facility, provide access to specialized facilities or collections, or is predicted to increase registrations. Such sites must provide for housing on campus or in close proximity that will not require busing unless offered by the campus.*
- *Information needed is: size of room (e.g. for general meeting, poster sessions, breakout sessions, etc.), seat arrangement (theatre, head table, podium, small table, etc.), and audiovisual needs.*
- *Separate requests must be submitted for each room needed. This is important if breakout rooms are required.*
- *If more than one room is needed, the Preconference Program Committee Chair and Section Vice Chair will need to emphasize that the rooms must be adjacent or in close proximity. After notification of the room assignments, the Preconference Program Committee Chair should confirm with ACRL Staff that the arrangements will work.*
- *If the preconference is held at an ALA hotel or at the convention center, costs are paid by the ALA general conference budget.*

#### **Audio Visual Needs**

- *The preconference budget will need to include an amount for audiovisual/computer equipment rental, installation, and labor.*
- *The costs for standard equipment (microphones, overhead projectors, slide projectors, VCRs) used in a conference program are paid from the ALA Conference budget.*

- *Carefully consider what will be required. Are microphones needed for speakers, panelists, or to be strategically placed in the audience for questions? Type of microphones – lavalier or on stands? Computer and display panel? Overhead or slide projector?*
- *Ask speakers what AV equipment they will need.*
- *Allocate responsibilities among committee members for assisting with AV equipment during the presentations (putting on overhead transparencies, troubleshooting, etc.).*
- *Immediately after the Midwinter meeting, ACRL allows final revisions to AV requirements if necessary.*

### **Food and Beverage Planning**

#### **Budgeting considerations:**

- *All meal and beverage services are paid from the revenue generated by the preconference.*
- *Most preconferences have morning coffee and pastries, a midmorning coffee break, and afternoon coffee and soft drinks. Generally lunch is included as well, although this increases the cost of registration. You may consider having participants lunch on their own, but food services/restaurants would have to be nearby, inexpensive, and allow people to return in ample time so the schedule isn't disrupted.*

### **9.1.3 Planning committee chair**

The chair of a preconference, institute, or workshop planning committee must have prior experience in ACRL at the chapter, committee, or section level, or as a board member.

The chair must also have adequate support for time, clerical assistance, access to technology (e-mail), and other needs that might arise in the planning process.

#### **Chair responsibilities:**

- With the sponsoring unit chair, select committee members
- Schedule and chair Program Planning Committee meetings
- Serve as principal contact with ACRL staff  
[<http://www.ala.org/ala/acrlbucket/homepagecontent/contactacrl.htm>]
- Assign tasks to committee members
- Develop and monitor program planning timetable
- Make initial contact with potential sponsors
- Issue initial invitation to program presenters
- Approve program announcement text
- Review all program materials
- Direct the activities of the committee
- Develop and refine the budget, and monitor expenses
- Copy ACRL staff liaison on all correspondence related to the event

#### **Duties of the Program Planning Committee:**

- Define and develop program scope, goals, and objectives
- Identify target audiences

- Develop program format
- Determine length of program
- Define scope of program content
- Select program title
- Identify and approach potential presenters
- Identify potential corporate sponsors and, after consultation with staff, approach potential sponsors
- Develop publicity strategy (press release, news articles, advertisements, listservs and Web postings)
- Determine program presenters' needs
- Develop and implement evaluation form
- Tabulate ACRL evaluations and prepare report of results
- Announce event on the Internet and relevant listservs
- Define conference space, location, and technology needs

### **9.1.3 IS NOTES:**

- *Obtain a copy of a previous IS Preconference Final Report as a model at the start of your term.*
- *After the program, write update for the "Instruction Section Preconference Programs: 1979-Present" [<http://www.ala.org/ala/acrlbucket/is/conferencesacrl/preconferences.htm>] and send to Section Chair.*

### **ACRL staff responsibilities:**

- Recommend program proposals to ACRL Board
- Prepare final budget
- Negotiate contracts (facilities, food, services, speakers)
- Secure ALA approval of all contracts and maintain files
- Send letters of agreement to all presenters
- Review brochure/Web content
- Provide administrative support for the planning committee
- Implement and oversee registration process
- Monitor budget
- Review and clear potential sponsors
- Acknowledge all donations and maintain records
- Serve as resource for Program Planning Committee

- Confirm program planning timetable
- Publicize program
- Mail brochures, if produced
- Duplicate program handouts provided they are received four weeks prior to program
- Provide onsite management for program
- Announce event on ACRL homepage and listservs
- Work with Program Planning Committee to secure conference site
- Work with Program Planning Committee to specify room set-ups, AV needs, and food function needs
- Prepare final preconference summary and report

#### 9.1.4 Program format

Programs may be planned for one, two, or three days. The key to planning an exciting event is variety. Programs may include plenary sessions, panel presentations, seminar sessions, roundtable discussions, hands-on demonstrations, and interactive activities. Variety in activities is a requirement for larger programs as a strategy for maintaining participants' interest. Also consider the various learning styles when conceptualizing your program. Active learning is encouraged.

#### 9.1.5 Program schedule

The program should begin with a registration period. Time should be allocated based on the number of registrants and the start time of the program. One-two hours is usually adequate for registration.

The schedule should be arranged so that there is a break or meal function every two hours. Breaks should be planned for a minimum of 20 minutes. Allow approximately two hours for "lunch on your own."

#### 9.1.6 Letters of agreement

An invitation is extended to potential program speakers and presenters by the planning committee chair or an ACRL executive director designee. When the invitation is made by the chair, a copy of the letter should be sent to the ACRL office. The letter should contain general program information: topic, format, schedules, location, and expected length of presentation.

The ACRL office confirms speakers' participation by issuing a letter of agreement that includes dates and deadlines, appropriate release forms, and details any remuneration. Speakers must return a completed and signed agreement in order to validate the agreement.

#### 9.1.7 Honoraria and expenses

Honoraria can be offered only to nonlibrarian speakers except through special arrangements where the participation is critical to the success of the program. Requests for such consideration must be justified and well documented in order to be reviewed and approved by the ACRL Executive Director. ACRL staff must be consulted prior to agreeing to an honorarium.

Reimbursable expenses include air fare, car mileage, ground transportation (taxi, trains, etc.), tips, meals, hotel, and other related expenses. Original receipts are required for reimbursement. Reimbursement forms [<http://www.ala.org/ala/acrl/aboutacrl/resourcesforwork/acrlforms/reimbursement.htm>] are available on the Web

#### 9.1.8 Transportation

All travel expenses incurred on behalf of the program must be incurred in accordance with ALA policies and guidelines. Speakers are reimbursed for airline travel at coach rate or actual fare, whichever is lower. Speakers who travel by car will be reimbursed for mileage at the prevailing IRS rate, and not to exceed the lowest coach fare. Speakers should work with Program Officer to make travel arrangements.

### 9.1.9 Lodging

Each speaker will be reimbursed by ACRL for a single night at the single room rate at an ALA conference hotel for a one day, or two nights for a two-day preconference or institute. Speakers should be informed that ALA pays for room and tax only. Incidentals (movies, telephone, etc.) must be paid by the speaker. Room service or minibar service will be deducted from the per diem of \$40 per day.

### 9.1.10 Site selection

Site selection for preconferences, institutes, workshops, etc., not held in conjunction with an ALA Midwinter Meeting or Annual Conference will be made in conformity with Section VIII of the ALA Policy Manual, "Division National Conferences, Preconferences, and Related Activities." Cities will not be selected where there are any state laws requiring libraries in the city to conduct business in any manner that violates approved policies of the American Library Association at the time the site selection is made.

A host site for a preconference or institute is generally chosen by the Program Planning Committee in consultation with the ACRL staff about 18 months in advance of the event. Planning committees may recommend conference facilities, but **only** ACRL staff can enter into agreement and negotiate contracts for the facility on behalf of ALA.

Every effort should be made to hold preconferences in the same city as the ALA Annual Conference or Midwinter Meeting, and in facilities under contract by ALA Conference Services. College campuses may be considered as preconference locations if use of such facilities provide the necessary services, audiovisual, computer, etc., at the same or lower costs as the ALA facility, provide access to specialized facilities or collections, or is predicted to increase registrations. Such sites must provide for housing on campus or in close proximity that will not require busing unless offered by the campus.

## 9.2 Budget

Staff will work with the chair of the Program Planning Committee to develop a budget. The budget should be presented for preliminary approval at the Midwinter Meeting 18 months before the preconference or conference is scheduled. A budget must be submitted by December 1 preceding the Midwinter Meeting at which the budget is to be presented. It would therefore be possible to submit a request to hold the event and a budget at the same Midwinter Meeting, since only preliminary budget review takes place at Midwinter. In that case, the Board could have a preliminary report from the Budget and Finance Committee to take into consideration.

### 9.2.1 Budget guidelines

- ALA policy states that "all institutes, workshops, etc., sponsored by ALA and/or its units shall be self-supporting and shall include provision for ALA administrative costs." The ALA indirect cost charge is determined annually. It is calculated on revenues, exclusive of donations and money for separately ticketed events. (ACRL staff will compute this figure.)
- All preconference costs are borne by participants and not membership funds since only a small number of members may benefit. Consequently, registration fees for each preconference must be set at a level to meet all costs of each conference, including direct staff costs.
- To keep registration costs at a reasonable level, a guiding principle of ALA/ACRL conference planning is to rely on local committees for conference planning arrangements and thereby avoid travel expenses and personal expenses for nonlocal members. The same principle applies to staff time.
- Because ACRL is held responsible for conference costs, the ACRL executive director and the ACRL Budget and Finance Committee must give final approval to a budget and registration fee. The registration fee can be set only after the budget is prepared.

- For preconferences, institutes, etc., not held in conjunction with an ALA Conference, it is the responsibility of the planning committee to inform ACRL staff of the exact meeting room and function space needs as determined by program requirements prior to the drafting of the budget.
- Only 80% of the total registration revenue may be included in the budget to afford ACRL financial protection. All costs being reimbursed must be budgeted to include total revenue (including donations) and total expenses. In-kind services cannot be budgeted.
- The budget must include staff salary and benefit amounts based upon ACRL staff time studies for the most recent fiscal year. (ACRL staff supply this figure.)
- For any ACRL program registration, the difference in the registration fee between non-ACRL members and ACRL members must be at least the amount of the cost of ACRL membership fees.
- A minimum processing fee of \$50 is assessed for registration cancellations and each preconference or institute registration materials must include a statement of this policy. After a stated cut-off date, no refunds will be issued.
- ACRL sections share equally with ACRL in the net proceeds from preconferences held in conjunction with ALA Annual Conference. Such shared proceeds must be used by an individual section in a manner which supports its goals and activities, supports the ACRL Strategic Plan, and complies with ACRL and ALA fiscal policies and procedures. *Source: ACRL Board, June, 2001.*

### 9.2.2 Budget elements

- **ACRL staff costs.** This covers staff time spent working with the committee on the program. (Staff provide this figure.)
- **ACRL staff travel.** Include here estimated costs for staff travel to planning committee meetings and travel to programs at sites other than ALA conferences.
- **Printing.** (a) Preconference brochure (as appropriate). (b) Registration materials (handouts and list of registrants). (c) Meal tickets and invitations (as appropriate). (d) Registration folder and materials (as appropriate). (e) Printed stock for personalized name badges (if desired).
- **Postage.** (a) Cost of mailing brochure (as appropriate). (b) Cost of mailing registration confirmation. (if electronic confirmations are not used) (c) Miscellaneous correspondence with committee, speakers, etc.
- **Speaker's expenses.** (a) Housing and meals. (b) Travel (if the speaker would not otherwise be attending the meeting). For example, travel would not be paid for an ALA member if the preconference were being held in or near the same city as the ALA conference and the person would normally be attending the ALA conference. Any difference in fares may be budgeted. (c) Honoraria. Based on ALA practice, no honoraria will be paid to librarians except under unusual circumstances and approved by the ACRL Executive Director.
- **Equipment.** Audiovisual equipment rental and installation labor.
- **Facilities Rental.** Meeting or special function space if program is not held prior to the Annual Conference in conference hotel and/or if some events are held in other locations (e.g., reception at a museum).
- **The incurred expenses of free registrants** (such as food function expenses, registration packets, name badges, etc.).
- **Meal functions** (include tax and gratuities) (a) Meals (b) Receptions (c) Coffee breaks (d) Speakers' meetings (e) Banquets.
- **ACRL office expenses.** (a) Photocopies (in-house), including duplicating such items as: confirmation memo, the rooming list, and the registration list. (b) Postage (in-house). (c) Telephone

and fax charges. (d) Conference operating supplies (speaker ribbons, badge holders, inserts, etc.). (e) ACRL indirect costs calculated on all expenditures excluding meal functions, salaries, and interunit charges, e.g., in-house photocopying, mailing, etc.

- **ALA overhead.** Add 18.9% of estimated revenue from registration fees.
- **Other expenses.** Add 10% of estimated expenses to cover such things as mail list rental, telephone, etc.

After the budget has been approved no additional funds may be allocated unless approved by the ACRL executive director in concert with the chair of the ACRL Budget and Finance Committee. This is to ensure the integrity of the budgetary procedures.

### 9.3 Reimbursement requests

Requests for reimbursement for expenses incurred should be submitted within two weeks from the date of the event. Expect to receive a check in three to four weeks from the time the request is mailed to ACRL. All requests should be submitted with original receipts, bills, tickets, etc. (See [Reimbursement Request form](http://www.ala.org/ala/acrl/aboutacrl/resourcesforwork/acrlforms/reimbursement.htm) [<http://www.ala.org/ala/acrl/aboutacrl/resourcesforwork/acrlforms/reimbursement.htm>].)

Expenses normally are not reimbursed for:

- planning, and local arrangements committee members, personal conference registration and travel expenses (see also [section 9.6](#) regarding waiver of registration);
- section chair and section executive committees members' personal conference registration and travel expenses;
- section chair travel expenses to attend preconference planning committee meetings (unless also the chair of the committee);
- personal registration and travel expenses for ALA members who attend preconference and also serve as discussion leaders.

### 9.4 Program contracts

The ACRL headquarters staff is responsible for contractual arrangements with the preconference hotel for room rates, arrangements for room reservation cards, food functions, function space allocation, complimentary room assignments, and, in consultation with the program committee, meeting room requirements. The chair should contact the ACRL executive director as soon as possible following the chair's appointment so that headquarters staff will be able to provide the needed support for planning a successful preconference.

ALA is the legal and financial entity with respect to financial and contractual obligations incurred by ACRL as a division of ALA. The ACRL executive director is accountable to ALA for compliance with financial and other policies and guidelines. All contracts must be approved by the ACRL executive director and signed by an ALA associate executive director.

### 9.5 Corporate sponsorship

Sometimes there may be a need to seek funding beyond that which is allocated through ACRL to support programs. The [ACRL Colleagues Program](http://www.ala.org/ala/acrl/givetoacrl/giveacrl.htm) [<http://www.ala.org/ala/acrl/givetoacrl/giveacrl.htm>], created by the Board in 1992, generates nondues revenue to allow ACRL to expand programs and services to members and potential donors, and to do more in the area of promoting the profession. The Board believes that it is important to coordinate all requests to potential donors and other outside funders through a centralized program. ACRL members may not make any formal requests for contributions on behalf of the division to potential donors without first clearing the request with the ACRL executive director.

ACRL units seeking financial support from vendors, corporations, foundations, and governmental agencies should submit a plan to the ACRL executive director prior to approaching the above named groups. The plan should include the following elements:

- name of sponsoring unit;
- name or title of event;
- date and place of event;
- brief statement of purpose;
- budget for the event, and;
- identification of funding source(s).

The ACRL executive director will review the plan with the ALA Development Office and, upon receipt of notice from the executive director, the unit may contact the potential funders identified in the plan. (For detailed procedures on soliciting funds to support your program, read ACRL [Tip Sheet # 10](http://www.ala.org/ala/acrl/aboutacrl/resourcesforwork/tipsheets/tipsheet10fundraising.htm) [<http://www.ala.org/ala/acrl/aboutacrl/resourcesforwork/tipsheets/tipsheet10fundraising.htm>].)

## 9.6 Waiver of preconference fees

Program planners and unit leaders of preconferences, institutes, etc. may waive the personal preconference registration fee for preconference planning and local arrangement committee chairs. This waiver is limited to no more than three responsible persons per preconference. *Source: ACRL Board, February 1995*

## 9.7 Program brochure

The preconference brochure should include the following information: title; sponsorship information; dates; location; general introduction and program information; schedule of events including registration time; list of speakers and topics; list of workshops; accommodation information, guest information, and transportation information. The brochure should be a self-mailer if possible.

The registration form in the brochure should have the following: title, sponsorship, dates, places, registrant's name, registrant's title, registrant's mailing address, registrant's daytime phone number, registrant's e-mail address, registrant's institutional affiliation, workshop interests, a place to request special assistance as required by the [Americans with Disabilities Act](#), limits on attendance, fees and what is offered for the fees, price differential for members and non-ACRL members, price of extra events if appropriate, deadline for registration, registrations accepted after deadline if space is available and subject to prescribed late fee, fee for cancellation, and cancellation policy.

The brochure should also include the following: "Preconferences are offered on a cost-recovery basis and may be canceled if there is insufficient registration. If an activity is canceled, ACRL cannot be responsible for cancellation charges assessed by airlines or travel agencies." Include the deadline for written cancellations and changes (15 working days before the first day of the event) and the handling fee.

In order to allow the staff to guarantee that the finished product will include all necessary registration and program information and will conform to ALA guidelines, such as those regarding sexist terminology and differentiation of cost based on membership status, the brochure must be submitted in the final design stage to headquarters no less than six months prior to the preconference dates.

*Source: ACRL Board, January 1989*

### 9.7 IS NOTES:

#### **Program Packets**

#### *Contents and preparation:*

- *At the Midwinter meeting, make final decisions about packet contents.*
- *Possible contents for preconference program packets include name tag, agenda/schedule for the day, evaluation form, bibliography, list of registrants, IS conference program flyer, IS information brochure, IS volunteer form, speaker handouts, meal ticket, a pen and blank paper for notes. Receipts for registration fees should also be available.*



- *Prepare program packets as much ahead of time as possible (3-6 months). If enough time is allowed, ACRL can make copies of any handouts and ship to the conference site.*
- *All program materials need to be approved by the IS Executive Committee. Materials should be submitted to the Section Chair.*

#### *Getting materials to program site:*

- *Decide if it will be advantageous to have ACRL ship the handouts to the program site.*
- *Check with ACRL conference planning staff for shipping deadline and other necessary arrangements. If using ACRL to ship the materials, it is advisable to ship to your hotel rather than directly to the program site. This frequently fees and makes it easier to trace a missing package.*
- *Program planners might want to bring materials to the program themselves, ensuring that the materials would be available for the program.*

#### **9.7.1 Program Web Page**

A web page may be mounted in addition to or in lieu of a printed brochure. Items identified in 9.7 should be included on the web page.

### **9.8 Cosponsorships**

ACRL encourages cosponsorship of preconferences, institutes, or workshops, but planners need to consider carefully the fiscal implications of cosponsorship which is other than "in name only."

When ACRL receives a request for cosponsorship from an outside organization, another ALA division or unit, or an individual or group, the following procedures should be followed. All cosponsorships that commit ACRL resources require Board approval. Requests for cosponsorship could be for workshops, institutes, conferences and preconferences, or research projects. All activities which involve ACRL cosponsorship shall be reviewed and approved by the ACRL Board of Directors [<http://www.ala.org/ala/acrl/aboutacrl/acrlboard/acrlboarddirectors.htm>] or the Executive Committee (depending on time constraints). An exception to this is for requests made to sections to cosponsor programs. Sections do not need Board approval to cosponsor a program "in name only."

"In name only" is defined as meaning that no ACRL resources, including staff time or space in ACRL publications, would be requested. *Source: ACRL Board, February 1994.*

"In name only" means simply that the ACRL name will be used in conjunction with the hosting unit's promotions. If you are in doubt regarding any requests for cosponsorship from an outside organization, another ALA division or unit, or an individual group, please call your staff liaison.

Proposals for cosponsorship must be submitted in writing and should contain the following information about the proposed activity:

- a statement of the purposes and objectives;
- a description of the program content and level;
- an indication of the educational methods of materials to be used;
- the qualifications of the individuals' money, mailing lists, etc.; and
- identification of other organizations involved in the program and the nature of their responsibilities, the anticipated benefits to ACRL, a proposed mechanism for evaluating program effectiveness, and a timetable for submission of evaluation to ACRL Board of Directors.

*Source: ACRL Board, February 1994*

### **9.9 Publicity**

ALA and ACRL provide a number of opportunities to help you reach your targeted audience of ACRL members and academic librarians. You will want to be sure to use the following opportunities to promote your program:

- ALA Conference Preliminary Program.
- Press releases to non-ACRL publications. Members submit information to ACRL staff, who forward to the Public Information Office . [<http://www.ala.org/ala/pio/publicinformation.htm>] at ALA.
- Announcements in *College & Research Libraries News*. These may include brief alerts such as to save dates and get full information on the web and fuller descriptions of the programs and registration information. Submit your items to the editor of *C&RL News*.
- ALA Cognotes, the daily conference newspaper.
- Listservs and the Web.

Additional sources are:

- Publicize the program locally in chapter mailings and your institution's newsletters.
- Sections should use their newsletters and Web pages to promote their events.

### **9.9 IS NOTES:**

#### **Publicity**

*Publicity is a critical aspect of program planning.*

- *Consult the checklist on promoting programs prepared by the ALA Conference Services Office. (See Attachment 7A [<http://www.ala.org/ala/acrlbucket/is/organizationacrl/conferencemanual/checklist.pdf>] and Attachment 7B [<http://www.ala.org/ala/acrl/aboutacrl/resourcesforwork/tipsheets/tipsheet13publicity.htm>].)*
- *When preparing any of the publicity, keep it short, simple, and use the active voice. Indicate the intended audience, the significance of the topic, the speakers (at least the keynote speaker) and credentials, format, date, place, cost, and whether advance registration is required.*
- *A preliminary flyer should be prepared and distributed at the Midwinter Meeting preceding the conference. Copies of this flyer should be distributed at the IS Soiree and the first Advisory Council meeting. The flyer can also be distributed to chairs of relevant LIRT committees and other appropriate units ask them to announce it at their meetings.*
- *Announce the preconference program in press releases and in relevant journals and newsletters at the Midwinter Meeting preceding the event. Some good choices in addition to the IS Newsletter include *College & Research Libraries News*, *American Libraries*, *Library Journal*, and the newsletters for LOEX and LIRT. Assign committee members the responsibility for placing the announcement in a particular journal. Stress the importance of checking with individual editors to ensure that deadlines are not missed.*
- *Announce the programs on listservs, such as ILI-L and INFOLIT-L. Assign the responsibility of specific postings to individual committee members. It is a good idea to post this immediately following the Midwinter Meeting and at a later time (before the registration deadline).*
- *Targeted publicity can be particularly effective in planning a preconference, especially if attendees can earn continuing education credit. The 1994 Preconference Program Committee designed a special flyer to attract the attention of medical librarians interested in earning Medical Library Association continuing education credit. This flyer was mailed to all institutional members of the Medical Library Association and all personal members living in Florida (the state where the preconference was held) and states contiguous to Florida. The cost was absorbed by the institution of one of the committee members and therefore was not part of the estimated costs in the preconference budget.*

### **9.10 Preconference planning schedule**

(Note: Numbers after each statement refer to the responsibility key.)

### **Responsibility Key**

1. Headquarters staff
2. Preconference Program Committee chair
3. Preconference Program Committee

#### **24 months before preconference**

- Select site (city and hotel) and dates of preconference based on ALA
- Annual Conference location and dates. (3) with (1)
- Begin preparation of tentative budget. This is an ongoing process as information is collected and clarified. (1), (2)

#### **21 months before**

- Appoint preconference, program, and local arrangements committee chairs from region in which preconference is to be held. (2)
- Prepare outline of the program and the needs for meeting and sleeping rooms. (3)

#### **18 months before**

- Submit detailed draft of program and all other preconference activities. (3) with (1)
- Submit request to hold preconference to the ACRL Board of Directors. (3)
- Sign contracts for preconference when hotel or other non-ALA conference facility is used. (1)

#### **12 months before**

- Finalize all facilities and services (hotel, audiovisual, conference center, etc.) costs. (3) with (1)
- Make final selection of speakers and session moderators. (2)
- Final budget approved by the ACRL Budget and Finance Committee and the ACRL Board of Directors. (1) with (2)
- If appropriate, develop a plan for soliciting gifts. Refer to "Preconference programming procedures" in this chapter. (3) with (1)
- Get verbal commitments from speakers. (3)

#### **9 months before**

#### **6 months before**

- Obtain room registration forms for hotel, if appropriate. (1)
- Finalize all social and general program activities, meal functions, tours, excursions, etc. (1) with (3)
- Make meeting room assignments. (3)

#### **4 months before**

- Mail preconference brochure to members and/or previously selected special mailing lists. (1)

#### **3 months before**

- Finalize all AV arrangements. (3) with (1)
- Identify and obtain local and other inserts for registration kit. Ship to ACRL if appropriate. (3)

#### **2 months before**

- Collect and account for all money received prior to and during the meeting. (1)
- Prepare final program and/or agenda if appropriate. (3) Submit to ACRL.

#### **1 month before**

- Prepare list of preregistrants. (1)
- Finalize local arrangements, i.e., buses, volunteer help, signs, hotel/campus liaison, etc. (1) with (3)
- Prepare name badges. (1)

#### **3 weeks before**

- Print preconference badges, tickets, etc. (1)
- Finalize seating arrangements and other protocol associated with banquet if appropriate. (3)
- Arrange for stuffing of registration kits. (3) with (1)

- Prepare final draft of program; prepare draft of preconference brochure. (2) with (1)
- Obtain speaker agreements in writing, whether receiving an honorarium or not. (1)
- Submit program and contact information to ACRL staff. (2)
- Prepare list of preregistrants (1)

#### During the preconference

- Staff registration area. (1)

#### 7 months before

- Prepare and distribute national news releases on the meeting. (3) with (1)

### 9.11 IS NOTES:

#### EVALUATION

- *The preconference packet must include an evaluation form to be approved by the Executive Committee in advance, and to be completed by attendees before they leave. See [Attachment 8](http://www.ala.org/ala/acrlbucket/is/organizationacrl/conferencemanual/evaluationform.pdf) [http://www.ala.org/ala/acrlbucket/is/organizationacrl/conferencemanual/evaluationform.pdf] for samples. Additional samples of evaluation forms can be found in *Workshop Evaluation: Forms Follow Function*, published by the Continuing Library Education network and Exchange (CLENE).*
- *ACRL may also ask to distribute a separate evaluation form; check with ACRL to confirm.*

#### AUDIOTAPES

Considerations for deciding if programs should be taped:

- *How well did IS tapes sell in the past? While the tapes are not moneymakers for ACRL, we do not want to lose money on them. The break-even point is approximately 10-12 tapes. Each program consists of two cassettes per program for \$24.*
- *Is the topic of interest to a wide audience? Will IS members or others who could not attend the program want to buy the tapes? Will attendees want to buy the tapes to preserve the program for personal or professional use?*
- *Will the speakers be selling points?*
- *Will the format translate well to an audio recording to make good listening?*

Process:

- *For each conference, ALA selects programs for audiotaping the tapes are sold to offset the taping and reproduction costs. The Preconference Program Committee should make a recommendation to the IS Executive Committee at the Midwinter meeting prior to the Annual Conference if they feel the preconference program should be taped.*
- *The Preconference Program Committee Chair submits the Program Taping Request Form, which ALA supplies. The request must explain why the program is worthy of being taped and who is likely to buy the product.*
- *The speaker's release form, supplied by ALA, must be submitted with the taping request.*

#### PUBLICATIONS

*Programs can be an excellent source for publications. You should consider this possibility early in the planning process so funding can be included in the budget and for donor solicitations. Consult the IS Publication Manual for further information on publishing procedures and timelines.*

Potential program materials to turn into publications:

- *Presenter-developed workbooks or useful packet of handouts or exercises*
- *Papers presented at the preconference program*
- *Preconferenc /program topics that can be expanded by presenters or committee members*

When to Publish:

- *Publications can be made available for purchase at the Annual Conference or they can be issued after the conference. In the latter case, the time lag should not be too great, or the interest level will be diminished.*
- *If the publication is to be available at the conference, the deadline for the Preconference Program Committee Chair to have copy in hand is the preceding November.*
- *If the material is to be published after the conference, a suggested deadline for the Preconference Program Committee Chair to have the finished copy is April preceding the conference.*

### **ON-SITE ARRANGEMENTS**

*At least three members of the Preconference Program Committee should be available on-site. They should go to the program site the day before the program. Walk through (as if you were a program attendee) each phase of the program to identify any problem areas. Locate the rooms where the program will be held and notice any problems in finding them. Note the locations of restrooms and telephones so that they can be announced at the program. If there are problems with the rooms, try to get them addressed immediately. Have the telephone number of ALA Conference Services and the conference services office of the program site.*

*On the day of the program, get to the site EARLY – at least 1.5 hours before the start of registration. Ensure that there is enough time to set up the registration site, review the room arrangements, audiovisual equipment, and heating/air conditioning levels. If there are problems, deal with them immediately. Have the telephone number of ALA Conference Services and the conference services office of the program site.*

*Personnel and activities:*

- *One or more committee members may be designated to help with on-site registration activities. ACRL may also have a conference staff member available to help with registration; check with ACRL two weeks before the program to find out whether a staff member will be there.*
- *One or more committee members should be responsible for meeting the speakers, ensuring they arrive at the conference program location on time, and ensuring that their needs are met.*
- *One committee member should be responsible for checking on food and beverage services. With a written copy of the order in hand, any discrepancies should be reported to the hotel as soon as they are identified.*
- *One committee member can be responsible for making phone calls or running errands if necessary.*

*Supplies to have on hand:*

- *It is helpful (even if only psychologically) to have a program survival kit onsite. Items to include: tissues, aspirin, cough drops, mints, extra pens, extra paper, scissors, tape, stapler, post-it notes, paper clips, and a cell phone.*

### **Follow Up After the Event**

- *The Preconference Program Committee should review the program evaluations and discuss what went well, what should have been done, how well procedures went, etc. It would be good to do this at the conference, but if this is not feasible, the review should take place soon afterwards.*
- *Be prepared to briefly report at Advisory meeting (first Advisory for preconference and second Advisory for annual conference program)*
- *The Preconference Program Committee Chair should send thank-you notes to all speakers and presenters.*
- *Where appropriate, speakers should be sent reimbursement forms for hotel and food and, for non-librarian speakers, for travel expenses. Do this even if forms have been sent to them previously. The reimbursement forms must be returned to the Section Chair by August 1 to meet the ACRL deadline.*
- *The Preconference Program Committee Chair should prepare a summary report on the preconference program and submit to the Section Past Chair. See Attachment 9 [<http://www.ala.org/ala/acrlbucket/is/organizationacrl/conferencemanual/summaryreport.pdf>]. The Preconference Program Committee Chair, as part of the report, should note revisions, if any, for the Preconference Program Planning Manual and include relevant forms, letters and other samples.*

*The Policy Committee updates the Manual and it is given to the next Preconference Program Committee Chair when appointed.*

- *The incoming Section Chair should obtain a copy of the ACRL final preconference report, which details the income and expenses. This report should be added to the Preconference Program Manual files.*

**Attachments for both conference and preconference planning:**

Attachment 1: Tip Sheet #10: Fundraising in ACRL

[<http://www.ala.org/ala/acrl/aboutacrl/resourcesforwork/tipsheets/tipsheet10fundraising.html>]

Attachment 2: Sample Conference Program Proposal

[<http://www.ala.org/ala/acrl/aboutacrl/resourcesforwork/tipsheets/tipsheet10fundraising.html>]

Attachment 3: Sample Preconference Program Budget

[<http://www.ala.org/ala/acrlbucket/is/organizationacrl/conferencemanual/preconferencebudget.pdf>]

Attachment 4: Sample Letter of Agreement to Speak

[<http://www.ala.org/ala/acrlbucket/is/organizationacrl/conferencemanual/speakerletter.pdf>]

Attachment 5: Sample Speaker's Release Form

[<http://www.ala.org/ala/acrlbucket/is/organizationacrl/conferencemanual/speakersrelease.pdf>]

Attachment 7A: Checklist on Promoting Programs

[<http://www.ala.org/ala/acrlbucket/is/organizationacrl/conferencemanual/checklist.pdf>]

Attachment 7B: Tip Sheet #13: Publicizing ACRL Programs

[<http://www.ala.org/ala/acrl/aboutacrl/resourcesforwork/tipsheets/tipsheet13publicity.htm>]

Attachment 7C: Sample Preconference Brochure

Attachment 8: Samples of Evaluation Instrument

[<http://www.ala.org/ala/acrlbucket/is/organizationacrl/conferencemanual/evaluationform.pdf>]

Attachment 9: Sample Summary Report

[<http://www.ala.org/ala/acrlbucket/is/organizationacrl/conferencemanual/summaryreport.pdf>]