WHAT MAKES A SUCCESSFUL PLA CONFERENCE PROPOSAL?

March 14, 2019

Challenge and Reward

- 600+ proposals submitted, 100 chosen

- Deadline for programs is April 26, 2018

- Scored by committee members who separately review each proposal 3 times

The Power of a Topic

- What will people be interested in 2020?

- What topic can you teach well?

- What makes your system, branch, department stand out?
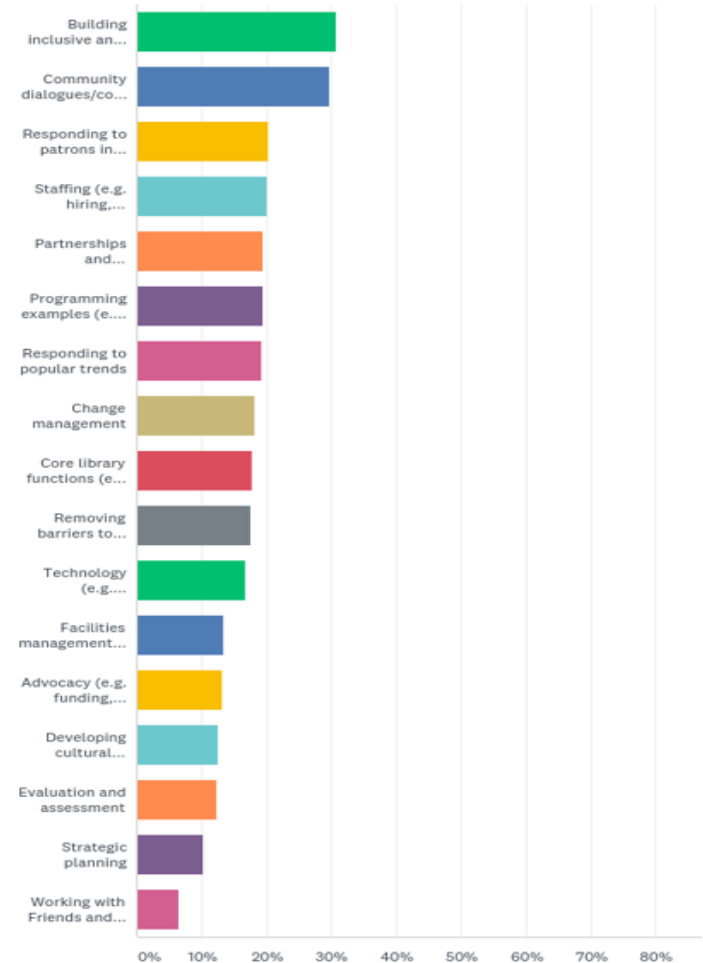
New for 2020: Topics Survey

PLA surveyed its membership to discover trending topics, which do you think was the most popular?

a) Advocacy (e.g. funding, policy, PR)

b) Building inclusive and welcoming institutions (e.g. equity, serving diverse populations)

c) Change management

d) Developing cultural competencies

ANSWER CHOICES	RESPONSES	
Building inclusive and welcoming institutions (e.g. equity, serving diverse populations)	30.82%	368
Community dialogues/community engagement	29.73%	355
Responding to patrons in crisis (e.g. homelessness, refugees)	20.35%	243
Staffing (e.g. hiring, training, management)	20.02%	239
Partnerships and collaboration	19.51%	233
Programming examples (e.g. media literacy, digital literacy, STEAM)	19.51%	233
Responding to popular trends	19.35%	231
Change management	18.26%	218
Core library functions (e.g. adult services, youth services, readers advisory)	17.76%	212
Removing barriers to access (e.g. fines and fees)	17.59%	210
Technology (e.g. infrastructure, digital content, user services)	16.83%	201
Facilities management (e.g. space planning, security)	13.32%	159
Advocacy (e.g. funding, policy, PR)	13.23%	158
Developing cultural competencies	12.56%	150
Evaluation and assessment	12.40%	148
Strategic planning	10.30%	123
Working with Friends and Foundations	6.45%	77
Total Respondents: 1,194		

Rubric for Evaluating Programs

Criteria	Excellent 5	Good 4	Satisfactory 3	Fair 2	Poor 1
Proposal Description Does the description clearly, with sufficient detail, outline the proposed presentation?	Description is clear, concise, and easy to understand.	Description is clear and generally easy to understand.	Description is adequate, though the need for greater clarity is apparent.	Description is not quite clear. It may be verbose or confusingly written.	It is unclear what is being proposed.
Learning Outcomes Are the learning outcomes clear, specific and actionable?	Learning outcomes are clear and specific and present three distinct, measurable "goals."	Learning outcomes are clear and specific and present two distinct "goals."	Learning outcomes are somewhat clear and somewhat specific.	Learning Outcomes are fairly vague and general.	There are no learning outcomes; or they simply restate what's in the description.
Innovation Does the content offer fresh, memorable ideas, methods, or resources?	The proposal content is groundbreaking and transformational.	The proposal content is original and innovative.	The proposal content is a new take on a familiar topic.	The proposal content is a popular approach on a popular topic.	The proposal content is weak and lacks originality.
Relevance/Significance Is the content relevant to public library professionals?	The topic is core to the work of public library professionals.	The topic is valuable to the work of public library professionals.	The topic is related to the work of public library professionals.	The topic is somewhat related to the work of public library professionals.	It is a stretch to make this topic relate to the work of public library professionals.
Equity, Diversity, Inclusion & Social Justice Does the program have the potential to help PLA and its members advance the strategic goals and values of equity, diversity, inclusion, and social justice?	The proposal articulates in a clear and compelling way how the session will help public libraries advance equity, diversity, inclusion, and social justice.	The proposal considers in some way how the session will help public libraries advance equity, diversity, inclusion, and social justice.	The proposal may help public libraries advance equity, diversity, inclusion, and social justice but this potential is inferred and not clearly stated.	The proposal shows little potential to help public libraries advance equity, diversity, inclusion, and social justice.	The proposal shows no potential to help public libraries advance equity, diversity, inclusion, and social justice.
Speaker Reference (Optional) Have you seen this presenter previously present a program? If so, rate the speaker's skills.	Excellent	Good	Satisfactory	Fair	Poor

www.placonference.org/pdf/PLA2020_Proposal_ReviewRubric.pdf

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Enhancements to Proposal Form
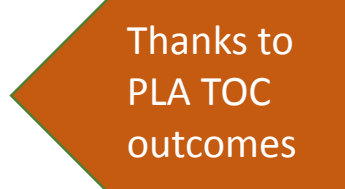
- Option to share identities you hold that may contribute to a fuller representation of diverse groups and points of view

- Option to request coaching or mentoring from an experienced speaker

- Option to request feedback on why a program was not selected

- Requirement to identify learning format and leadership pathway your session supports

Thanks to PLA EDISJ Task Force

Thanks to committee members

Thanks to PLA TOC outcomes

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Type of learning format

PLA Leadership Pathways

- Data-driven leaders

- Public library advocates oriented toward community needs

- Stewards of the public library and its values

- Networked innovators

PLA Professional Development for Public Library Staff – Theory of Change Outcome Map

Strategies

Deliver PLA PD Content

- Build data-driven leaders
- Build public library advocates oriented toward community needs
- Build stewards of the public library and its values
- Build networked innovators

Outcomes

- Increased understanding of basic evaluation concepts and best practices in outcome measurement
- Increased communication skills
- Increased advocacy skills
- Increased leadership skills
- Increased knowledge and skills for realizing public library values
- Increased knowledge/skills for "systems thinking"
- Increased knowledge/skills for maintaining awareness of current trends
- Increased value of being networked within public library field

- Increased value/ knowledge/ skills for using data to inform programs/ planning and assess progress towards goals
- Increased understanding of staff skills and systems needed to engage in/use outcome measurement
- Increased understanding of how to use different types of data to help tell library's story
- Increased understanding of potential links in library resources, priorities and community priorities
- Increased understanding of other sectors and systems
- Increased stewardship skills
  - Staffing
  - Volunteer management
  - Board management
  - Budget management
  - Development/grant writing skills
- Increased change management skills
- Increased understanding of ways to contribute to library field via PLA engagement

- Increased local knowledge
  - Community priorities
  - Landscape
  - Entry points for engagement with other local leaders
  - Local gov structure
- Increased teaching and training skills
- Increased social justice skills
- Inc value/knowledge for prioritizing resource investments with strategy lens
- Increased value/skill for "thinking outside the box" and risk taking/learning from failure
- Increased engagement with PLA and increased championship of PLA

- Increased collection of patron outcome data and or other performance metrics
- Increased knowledge/ skills for communicating value of outcome measurement w/ various stakeholders
- Increased value/skills for articulating vision and goals and how this relates to library resource allocation

- Increased use of data in strategic planning and program improvement
- Increased use of data in library advocacy messages
- Increased library advocacy aligned with community needs
- Increased incorporation of techniques reflecting diverse learning styles into library programs
- Increased activities that reflect public library values
- Increased inclusiveness
- Increased value/skills for getting buy in from (other) library staff/leaders and other stakeholders for new proposed efforts
- Inc value/willingness to share success and failures/lessons learned

- Increased engagement with community leaders and other stakeholders particularly around addressing community priorities
- Increased new/deepened partnership with other sectors
- Increased inclusiveness and bringing together of disparate voices
- Increased experimentation and adaptation based on failures and lessons learned
- Increased participation in networks, public libraries work collaboratively through networks

- Increased discussion within field regarding importance collecting and using outcome data and other performance metrics
- Increased funding/ resources for library
- Increased alignment around leaders vision

- Increased support for the collection/use of library outcome data and /or other performance metrics
- Increased alignment of library priorities with community strategic priorities

- Increased adoption of performance/outcome measurement as standard practice
- Increased value of the library as a strategic partner in addressing community priorities
- Increased alignment of library services to community needs
- Increased patron satisfaction with/participation in library programs/services and strengthened patron/community outcomes
- Increased recognition that libraries are trustworthy responsible community instructions
- Increased adaptation and sharing innovations

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