**BARC #12.16**

**2020-2021**

**TO:** Executive Board

**RE:** Conference Services

**ACTION REQUESTED/INFORMATION/REPORT:**

Approval

**ACTION REQUESTED BY:**

ALA Conference Committee

**CONTACT PERSON:**

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Director, Conference Services

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**DRAFT OF MOTION:**

Conference Committee recommends to the ALA Executive Board approval to affirm LibLearnX: The Library Learning Experience in both concept and title to the Conference Services portfolio, as an ALA member benefit, as outlined in the attached conceptual summary.

**DATE:** 11/17/2020

**BACKGROUND:**

### **ATTACHMENTS:**

LibLearnX Concept Summary which includes objective, goals/expectations, content/programming, target market segments, promotion plan, communication strategy, locations for the first four years.

**LibLearnX: The Library Learning Experience**

**Concept Summary:** The summary that follows is intended to be an illustration the current thinking and formulation surrounding LibLearnX. To reflect the spirit of LibLearnX, being dynamic and reflective of the current issues affecting libraries today, these concepts may evolve as the development continues.

 **Objective**

The American Library Association premiers **LibLearnX: The Library Learning Experience (LLX).** A member-focused conference designed to motivate, inspire, and engage discussions that will shape the future of libraries and their communities. LibLearnX emphasizes active and applied learning, networking opportunities for library professionals, and a celebration of the positive impact libraries have on society.
 **Logline:** The premier library learning, networking, and collaboration experience. (Learn. Network. Collaborate.)

**Hashtag:** #LibLearnX

**Length:** ~3 Days

**Delivery:** In-person with hybrid components

**Optimal Event Size:** 3,000 – 5,000 attendees (including exhibitors)

**Market Price Range:** $300 - $400 with access differentials instead of membership-based pricing

**Unique Value Proposition:** ALA and specifically LibLearnX has the unique ability to convene library professionals from across different library fields for useful, memorable, and meaningful learning, networking, and collaboration experiences.

**Goals/Expectations**

* Provide unique offerings and allow attendees to determine the most relevant content for their continuing education
* Encourage content proposals that include a higher-level education conversation, hands-on interaction, trend-scanning information, and speculative design concepts
* Create meaningful education and networking platforms within the exhibit space that encourages connections with publishers and vendors that provide products and services to ALA members
* Draw new audiences and markets (Library HR, Finance, IT, Adult Basic Education, ESL and Literacy, Social Work, and User Experience staff) who are not usually targeted by other ALA meetings to Continuing Education, EDI, Outreach, and User Experience offerings.

**Content & Programming**

* ***Call for Presentations***: To deliver exceptional learning experiences, a Call for Presentations will be solicited. Preference may be given to proposals that reflect field best practices, have clear learning objectives, and focus on applicable content, instructional design, and diverse audiences. Topical areas may include with an annual rotating focus: **Equity, Diversity & Inclusion, the Future of Libraries, Readers Advisory/Collection Development, Professional Development, Human Resources**
* ***Institutes:***One to two-day intensive institutes on special topics that engage key ALA authors and titles, or timely topics will be offered with the opportunity for participants to gain deep insight, get continued learning credit, and build a peer network.
* ***Inspirational Keynotes***: The strategic use of keynote speakers will be a central factor for success of LibLearnX by identifying thought-leaders and authors who can inspire action within the library professional community and expand on the central event theme and topical areas.
* ***Extended Learning***: Encourage content submissions from established CE providers, in-demand subject matter experts, respected library consultants and publishers and interweave educational spaces and experiences into the overall hall and exhibit booth design.

***Special Features***

* **ALA Gives Back:** As a best practice, LLX will incorporate a service initiative to give back to the local community. This is a rewarding enhancement to any conference experience. A local affiliate will be designated as a site for a hands-on community service opportunity encouraging staff and registrant participation.
* **LLX Studio:** A hybrid presentation model will give speakers the opportunity to present virtually without the limitation of space, time, or location. This offers a hybrid learning experience for in-person attendees and allows for a cohesive learning experience for virtual registrants.
* **I Love My Librarian** **Awards**: Each year, the I Love My Librarian Award invites library users to recognize the accomplishments of exceptional public, school, college, community college, or university librarians. Ten librarians are selected in recognition of their outstanding public service.
* **Youth Media Awards:** Each year the American Library Association honors books, videos, and other outstanding materials for children and teens. Recognized worldwide for the high quality they represent, the ALA Youth Media Awards, including the prestigious Newbery, Caldecott, Printz, and Coretta Scott King Book Awards, guide parents, educators, librarians, and others in selecting the best materials for youth.
* **Andrew Carnegie Medals for Excellence in Fiction and Nonfiction:** Recognizing the best fiction and nonfiction books for adult readers published in the U.S. in the previous year and serving as a guide to help adults select quality reading material. These annual awards reflect the expert judgment and insight of library professionals who work closely with adult readers.

**Target Market Segments**

|  |  |
| --- | --- |
| * Past ALA Annual Conference/Midwinter attendees/exhibitors
 | * ALA-APA members
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| * Local library workers, educators, other constituencies
 | * Regional chapters
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| * Members not previously attended the ALA Annual Conference
 | * Library directors
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| * First timers from the 2019 ALA Annual Conference
 | * New LIS Managers
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| * International library workers – specifically Canada\*
 | * Early career LIS professionals
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| * Members within 200 miles of LLX location
 | * ALA Virtual 2020 first timers
 |
| * Non-librarian library workers (with HR, diversity, finance, IT functions)
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 **\*** *Canadian library workers, as a specific target audience, present a unique opportunity for LibLearnX. In 2016 the Canadian Library Association membership voted for dissolution of the organization and announced the creation of a Canadian federation of library associations.*

**Promotion**
The marketing launch of LibLearnX will begin one-year out with the following targets for the promotion schedule (subject to change):

* Official Announcement: January 2021
	+ Promotion Teaser
	+ Website Live
	+ Exhibitor Prospectus and Pricing
	+ Registration and Destination information
* Call for Proposals Open: April 2021
* Announce Program Sessions: September 2021
* Registration/Housing Opens: October 2021

**Communication Strategy**Each of the following should be clear and concise, directing recipients to the website using links and buttons. The website will have the most comprehensive information regarding the conference until the mobile app is launched closer to the time of the event.

|  |  |
| --- | --- |
| * Email (internal/registration vendor)
 | * Material marketing (printed collateral)
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| * LLX Website
 | * American Libraries (AL Direct, Daily Scoop, Web ads)
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| * ALA.org homepage
* Social media channels
 | * Affiliate markets
* Chapters and state associations
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**Locations**

The goal to establish a site rotation plan which considers both geography and ALA membership is confirmed with a site rotation through temperate climate regions. Years 1 and 2 (2022 and 2023) were previously approved by the ALA board. A Request for Proposal was distributed in 2019 and based on the dates, rates and space proposed, the recommendations for years 3 and 4 (2024 and 2025) with site approval subject to the completion of all necessary contracts.

* 2022 – San Antonio, TX (confirmed)
* 2023 – New Orleans, LA (confirmed)
* 2024 – Houston, TX (recommended)
* 2025 – Phoenix, AZ (recommended)