



## Tips for Submitting a Program Proposal for the ALA Annual Conference

### Review the Proposal Criteria

ALA provides a copy of the [Proposal Review Guidelines Rubric](#) in the call for proposals and on the submission site for your use. The rubric describes what you need to do in order to receive a high score in each category. Carefully review the rubric and keep it readily available for reference when creating your proposal. Keep in mind that jury members reviewing proposals will be using the rubric to score many submissions. Writing your proposal so that it clearly addresses each category in the rubric will make it easier to score.

### Choosing a Submission Unit

There are 12 proposal units to select from before beginning your proposal. The units include each of the 11 ALA divisions and a general ALA unit for submissions pertaining to any of the ALA Round Tables, Offices and Affiliates. Familiarize yourself with each of the units before selecting. There are no restrictions on which unit you can submit to, but we ask that each submission be submitted to a single unit. Remember that you do not need to be affiliated with any division or unit to submit your proposal.

ALA Divisions: <http://www.ala.org/aboutala/divs>

ALA Round Tables: <http://www.ala.org/aboutala/rts>

ALA Offices: <http://www.ala.org/aboutala/offices/home>

### Understanding the Review Juries

- Division Juries
  - Reviewers on the Division juries are selected from each Division's membership
- ALA Jury
  - Reviewers on the ALA jury consist of representatives from the various ALA Roundtables, Offices and Affiliates. There is a rotating list to determine who will be represented in a given year; however, the group will always comprise at least 10 Roundtable representatives, 4 representatives from Committees or Offices, 1 Affiliate representative and a member of the ALA Conference Committee, who will act as the chair for the jury.

### Proposal Title

Titles should be descriptive and concise; avoid long titles. Titles are limited to a maximum of 12 words.

## Learning Outcomes

“A learning outcome can be defined as a clear and concise measurable statement of the behaviors (e.g., skills, knowledge, or attitudes) we expect our participants to demonstrate as a result of learning. Basically, it's what we want learners to be able to exhibit or demonstrate at the end of a course or unit of instruction.” Within the [Program Information Guide](#), ALA provides “A Primer on Learning Outcomes” to help assist you in understanding and creating your learning outcomes.

## Writing a Description

Program descriptions should be clear and concise, and they should help someone decide if they want or need to attend the session. The primary information should be upfront, and “clever” language that may fail to communicate the real value of the content should be avoided. Below are some other general pointers to help you write your program description.

Guidelines for program descriptions:

- Focus on outcomes for the attendee rather than wordy descriptions.
- Don't include any copy that doesn't tell the reader something about the session itself.
- Avoid starting with a sentence such as, “In this session, five panelists will talk about [repeat of session title].”
- Avoid generalizations that everyone already knows such as, “In libraries today, technology is increasingly important,” or “Librarians are busy people.”
- Start with concrete benefits of attending the session, and something that gets the reader's attention:
  - Are you responsible for [topic] in your library? You will leave this session with five new ideas you can implement that will help you...
  - Learn about recent developments [as specific as possible] in [topic] and how they affect your work. Jane Doe will use case studies from six school libraries to...
  - Get strategies for streamlining your [something] so it takes less time each day.
- Include as much concrete information as possible.
- Select the type of libraries, content areas and interests carefully to attract the right audience.
- Include at least the institutional affiliation of presenters/speakers.
- A headshot of each presenter will be requested post acceptance.

## Including Speakers

A minimum of 1 speaker and 1 contact person are required to complete a submission. All speakers are not required at time of submission, but highly recommended. Full names and emails are required for each contact, including moderators and speakers. This information will be used only if the session is

accepted. Please note that only Speakers and Moderators are listed in conference materials, If the contact person is also a speaker, please select both roles when submitting their information.

### **Selecting the Library Types and Subject Headings**

When selecting from the lists of Library Types and Subject Headings, please only choose those which are relevant to your submission. If your submission is selected, these items are used in the conference scheduler to assist attendees in choosing the programs they may be interested in.

### **Collaboration**

If your proposal is in conjunction with another organization or ALA unit, please list the name of the organization or individual that you will be collaborating with. Note, that only approved collaborations should be included.

### **Equity, Diversity and Inclusion**

Briefly describe how your proposal supports increased equity, diversity and inclusion. Be as specific as possible and address at what level (local, regional, institutional, etc.) your proposal supports such efforts.

### **ALA Strategic Direction**

Briefly describe how your proposal supports one (or more) of ALA's strategic directions. [Details of ALA's Strategic Directions can be found on the ALA website.](#)

### **Deadlines**

All deadlines for ALA submission, including Programs, can be found on the following website, [LINK](#). Please familiarize yourself with the deadlines—ALA will adhere to these dates, and submissions will not be accepted past the close dates for each submission type.

It is recommended to follow ALA social media for updates on deadlines and other news regarding Annual Conference submissions.

Annual Conference Twitter: <https://twitter.com/alaannual>

ALA Facebook: <https://www.facebook.com/AmericanLibraryAssociation/>

## Who to Contact

Have questions? Check the list below for the appropriate contact person.

### Tech Support

- For general questions regarding the program submission process or the submission form please contact Alee Navarro, Conference Services, [anavarro@ala.org](mailto:anavarro@ala.org)
- For technical issue on the submission site please contact CadmiumCD Tech Support...

### Unit Contacts

- The American Library Association [including all Round Tables, Offices, Affiliates & Others]
  - Alee Navarro, Conference Services, [anavarro@ala.org](mailto:anavarro@ala.org)
- American Association of School Librarians (AASL)
- Allison Cline, [acline@ala.org](mailto:acline@ala.org) & Anne Weglewski, [aweglewski@ala.org](mailto:aweglewski@ala.org)
- Association for Library Collections & Technical Services (ALCTS)
  - Megan Dougherty, [mdougherty@ala.org](mailto:mdougherty@ala.org)
- Association for Library Service to Children (ALSC)
  - Kristen Figliuolo, [kfigliuolo@ala.org](mailto:kfigliuolo@ala.org)
- Association for College and Research Libraries (ACRL)
  - Megan Griffin, [mgriffin@ala.org](mailto:mgriffin@ala.org)
- Association for Specialized & Cooperative Library Agencies (ASCLA)
  - Ninah Moore, [nmoore@ala.org](mailto:nmoore@ala.org)
- Library and Information Technology Association (LITA)
  - Mark Beatty, [mbeatty@ala.org](mailto:mbeatty@ala.org)
- Library Leadership and Management Association (LLAMA)
  - Fred Reuland, [freuland@ala.org](mailto:freuland@ala.org)
- Public Library Association (PLA)
  - Angela Maycock, [amaycock@ala.org](mailto:amaycock@ala.org)
- Reference and User Services Association (RUSA)
  - Ninah Moore, [nmoore@ala.org](mailto:nmoore@ala.org)
- United for Libraries
  - Beth Nawalinski, [bnawalinski@ala.org](mailto:bnawalinski@ala.org)
- Young Adult Library Services Association (YALSA)
  - Nichole O'Connor, [noconnor@ala.org](mailto:noconnor@ala.org)