

CALL Continuing Education Committee Presents:



NAILING YOUR AMPC PROPOSAL: TIPS FROM THE TRENCHES

Shari Berkowitz Duff (Jones Day)

Diana Koppang (Neal, Gerber & Eisenberg)

September 17, 2019

TIMELINE

Closed Aug. 16,
2019

- Ideascale open to submit, comment & vote on ideas

Aug. 19 – Sep.
2, 2019

- AMPC Content Teams selected their “Must-Have” Topics

Sept. 3 – Oct. 1,
2019

- Call for Proposals! **Due Tuesday, October 1st at 11:59 P.M. Eastern!**

October – Early
Nov. 2019

- AMPC Content Teams review and evaluate proposals.

Mid Nov. 2019

- AMPC Team Leaders meet to select programs, set schedule, and make notifications

Late Nov. –
Early Dec. 2019

- Programs are assigned a Liaison from the AMPC

Winter – Spring
2020

- Program lineup announced and programs curated as needed by Program Proposers & AMPC Liaisons; Call for Hot Topics, Posters, etc...

July 2020

- Time to Present in NOLA!

PROGRAM IDEAS

CONTENT AREAS/ BODY OF KNOWLEDGE (BOK)

Information
Management

Professionalism
& Leadership at
Every Level

Marketing &
Outreach

Research &
Analysis

Teaching &
Training

Management
& Business
Acumen

MUST-HAVE TOPICS

Lists of topics have been set by each Content Area Team.

Example Content Area List – *Professionalism + Leadership at Every Level*



Full list at <https://www.aallnet.org/conference/resources/proposing-a-program/must-program-topics/>

- **Fostering diversity, equality, & inclusion**
Cultural and identity awareness and competencies. Recognizing and cultivating emotional intelligence. Globalization demands approaches that include foreign, comparative, and international perspectives. Actively combating stereotypes.
- **Developing communication skills**
Advocacy strategies for individuals, departments, libraries, and the profession. Building bridges across silos. Negotiation, navigating controversy, and change management.
- **Future of the profession**
Recruitment & mentoring. Professional development. Career transitions across library types, departments, positions, institutions.
- **Strengthening strategic leadership skills**
Team building. Meaningful goal setting. Process improvement (e.g., onboarding, project management). Remote work opportunities and challenges.
- **Professionalism & ethics**
Developing and following a professional code of conduct. Ethical obligations. Values & principles. Access to information. Prioritizing social justice.



SOURCES OF IDEAS

Your Skills &
Strengths (Share!)

ListServ
Discussions

Skills You
Struggle With

IdeaScale

Topics You're
Interested In

Past Programs that
need a refresh.

Programs at Other
Conferences or from Local
Chapter Events

THE PROPOSAL

ELEMENTS OF THE PROPOSAL

- Title
- Takeaways (2 to 3)
- Description of program content (short, around 100 words)
- Target audience
- Pick Content Area to tag your program (choose up to 2)
- Delivery & engagement approach
- Anything else AALL needs to know (equipment, SIS sponsored program designation)

DESCRIBING YOUR GREAT IDEA

- Concisely
- Accurately
- By BoK content area (select up to 2)
- In a way that will draw in someone

TITLE

The Not So Good...

“Building Partnerships With Other Libraries”

Much Better...

“Building Strategic Partnerships: Using Outreach between Academic, Government, and Law Firm Libraries to Capitalize on Our Strengths”

DESCRIPTION OF CONTENT

The Not So Good...

“Librarians will learn about this topic and will be able to speak on it from various angles. They will be able to form collaborative partnerships and will see best practices for doing so. They will meet librarians from other types of law libraries.”

Much Better...

“As law libraries face increasing resource limitations and challenges, building strategic collaborative partnerships with law librarians from other types of law libraries has become more critical. Although academic, government, and law firm librarians have different roles and constituents, they share a common goal: to provide the best possible service to library users. This program explores how academic, government, and law firm librarians can create and leverage collaborative partnerships with each other for the benefit of their users and their organizations. The program will focus on sharing best practices and techniques for building these partnerships, as well as how one such specific partnership has found success.”

TARGET AUDIENCE

The Not So Good...

“Everyone needs to attend this event!”

Much Better...

“Academic, government, and law firm librarians who are interested in building their professional networks and developing collaborative partnerships; legal information professionals interested in outreach; and anyone who breaks into a cold sweat at the thought of attending a networking event.”

WHAT WILL THEY LEARN?

- When the attendee leaves your program, what will they know that they didn't before?
- How will they be able to use that information in their jobs?
- Do they get to leave with example documents, checklists, research guides?
- How will you deliver the content and engage the audience?

THE TAKEAWAYS & DELIVERY (PROGRAM FORMAT)

The Not So Good...

“Participants will find this program very interesting –it’s a very neat area relevant to librarians and changing a lot.”

Much Better...

“Participants will be able to build strategic collaborative partnerships with academic, government agency, and private firm librarians.”

The Not So Good...

“The presentation will be presented in a panel and each presenter will have 20 minutes to speak.”

Much Better...

“In addition to the panel discussion, participants will have the opportunity to participate in group exercises designed to help them further conceptualize ways to build strategic collaborative partnerships and to utilize those partnerships to benefit their library users. A question-and-answer period will also allow the participants to ask additional questions and share comments with the larger group. We anticipate that the discussion will be a lively one that will be helpful to law librarians of all types.”

THE PEOPLE

WHO CAN PROPOSE?

ANYONE!

WHO CAN BE A SPEAKER?

ANYONE! (think outside AALL)

PROGRAM PARTICIPANTS

- Participant types (an individual can be more than one of these):
 - *Coordinator* (there must be a coordinator for each program; typically it's the proposer, but not necessarily)
 - *Speaker*
 - *Moderator*
- If you (the proposer) are one of the above, you need to fill out the participant information for yourself.
- If speaker is known, brief description of why they're qualified to speak.
- If speaker is not known, describe the background you're looking for.
- AALL member status
- Expense requirements***

SPEAKER INFORMATION

The Not So Good...

“We got our friends from MALL to speak”

Or

“An academic librarian, a law firm librarian, and a court librarian”

Much Better...

“Clanitra Stewart Nejd, Annie Mentkowski and Lindsey Carpino presented at the MAALL LLAW, MICHALL, MALL, AND CALL 2017 Joint Annual Meeting on a program called ‘Staying Current Together’ where they shared their perspectives as academic, firm and government agency librarians focusing on how they collaborate with one another and how they have developed a strategic partnership with one another. Not only was this program very well received, it also led to the presenters expanding their own professional networks and publishing articles on this topic for the CALL Bulletin and the MAALL Markings. Additionally, as a result of the program, Lindsey was asked by a session participant to guest lecture in a legal research class at Northwestern Pritzker School of Law.”

FINDING SPEAKERS

- Use the listservs!
- CALL (generally)
- CALL's Mentorship & Leadership Committee
- Your SIS's
- Other SIS's (ask colleagues or SIS Chairs to post)
- Other Associations

HOW ARE PROPOSALS SCORED?

RUBRIC FOR PROPOSAL REVIEW

The Annual Meeting Program Committee will evaluate all submitted proposals using the following rubric:

RELEVANCE OF TOPIC:

1. How important, timely, and vital is the topic to information professionals? 10 pts.
2. How innovative, original or creative is the topic (has it been done before)? 5 pts.
3. Is the topic adaptable to a variety of library settings? 5 pts.
4. Will the participant be able to implement some action or think in new ways after attending this session? 10 pts.
5. How well does the program fit into one of the identified subject areas? 5 pts.

RELEVANCE SUBTOTAL – 35 PTS.

PROGRAM DESCRIPTION:

1. Is the program description clear and well-defined? 5 pts.
2. Does the plan for engagement include specific and effective strategies? 5 pts.
3. If identified, does the proposed speaker have sufficient expertise to address the topic? If the speaker is not identified, is the description of the type of speaker who will be solicited specific, realistic, and adequate? 5 pts.

DESCRIPTION SUBTOTAL – 15 PTS.

GRAND TOTAL: 50 PTS.

ONLINE SUBMISSION PROCESS

ONLINE PROPOSAL PROCESS

- Go to Program Proposal Collection Site (<https://proposals.aallnet.org/>)
- Create a profile and/or login.
- Your proposal(s)
 - Create
 - View/edit/save/share (draft, save and return to it later)
 - Submit by 11:59 p.m. Eastern on Tuesday, October 1, 2019.

OTHER ITEMS TO CONSIDER

- Program length
 - *60 minutes*
 - *Deep Dive (2.5 hours)*
 - *Preconference Workshop (0.5 day to 2 days)*
- Technology & Room Set-Up
- Speaker Expenses (honorarium, travel) – Non-AALL member speakers receive:
 - *Conference registration fee for day of program waived*
 - *Travel*
 - *Lodging*

GETTING HELP!

WHO TO ASK FOR HELP



- Use the listservs!
- CALL's Mentorship & Leadership Committee
- Your SIS's Education Committee

SHARING THROUGH PROPOSAL SITE

STEP 1: PROGRAMMING INFORMATION

Update/Edit the programming information for *Not a Real Program Proposal*

STEP 2: PARTICIPANT INFORMATION

Name	Speaker	Coordinator	Moderator	Edit	Delete
					

Add Participant

View

Share

Submit Proposal

USEFUL LINKS

- Proposal Collection Site - <https://proposals.aallnet.org/>
- Must-Have Topics - <https://www.aallnet.org/conference/resources/proposing-a-program/must-program-topics/>
- Book of Knowledge (BoK) - <https://www.aallnet.org/education-training/bok/>
- IdeaScale - <https://aall-ampc.ideascale.com/a/ideas/recent/campaign-filter/expired/>
- Developing a Great Proposal - <https://www.aallnet.org/conference/resources/proposing-a-program/developing-a-great-proposal/>

QUESTIONS?

CONTACTS

CALL Mentorship & Leadership Committee Co-Chairs

Mandy Lee, mlee19@kentlaw.iit.edu

Sarah Andeen, sandeen@chapman.com

Today's Speakers

Shari Berkowitz Duff, sberkowitzduff@jonesday.com

Diana Koppang, dkoppang@nge.com