

2011 Conference Program Planning Committee  
ALA Midwinter Meeting – San Diego, CA  
Saturday, January 8, 2011  
10:30 AM – 12:00 PM  
Hilton San Diego, Gaslamp Quarter – Marina A

#### Minutes

Present: Ellen Ellickson (chair), Nicole Bouché (recorder), Gerald Cloud, Erika Dowell, Melanie Griffin, Tim Murray, Arvid Nelsen.

Absent: Megan R. Griffin, Jennifer Schaffner,

Guests: Eric Holzenberg, Michael Inman, Richard Oram, Henry Raine

1. Welcome and introductions: Ellen Ellickson welcomed the group and conveyed Jennifer Schaffner's regrets for being unable to attend due to an OCLC program conflict.
2. Nicole Bouché offered to serve as Recorder.
3. Committee meeting minutes from ALA Annual 2010 were reviewed and approved.
4. Chair's Report:
  - a. Ellen Ellickson confirmed the speakers for the 2011 program in New Orleans. Jennifer Schaffner (OCLC Research) will moderate. Panelists will be Richard Oram (HRC), Kris Kiesling (University of Minnesota), and Ellen Dunlap (American Antiquarian Society). Jen S. has indicated that she will be setting up a planning conference call with the three speakers.
  - b. Ellen E. also announced that LLAMA has agreed to co-sponsor the program (in name only) and will distribute information about the program to its listservs.
5. Room, audiovisual equipment: Ellen noted that any AV & room set up requirements need to be firmed up by the end of January. Our request: a single table for the moderator and panelists, with 4 table microphones, a podium with 1 microphone, and also 2 floor microphones to handle audience questions.
6. Format:
  - a. There was discussion of activities that the Committee needs to complete as part of the program, specifically: customizing the ACRL Program Evaluation template form for the session; distributing and collecting the form at the session; doing a head count of attendees; and serving as recorder for the session and submitting a brief report to ACRL News (300 words max.)
  - b. Melanie Griffin volunteered to work on producing the Program Evaluation Form, which includes sending a copy to ACRL for approval. Erika Dowell agreed to serve as recorder / reporter. Several committee members (Tim M., Arvid N. Gerald C., and Nicole B.) indicated that they will be on hand at the session to assist with head counts, distribution and collection of evaluation forms, etc.
  - c. Ellen E. mentioned that she will contact LLAMA to determine what, if anything, they might wish to distribute at the session.

- d. Ellen E. indicated that for the program, she intends to make some opening remarks to set the context for the discussion to follow, and that she is hopeful that after relatively brief remarks by all of the speakers, questions and comments from the audience will propel the program forward.
- 7. Themes: There was a lengthy discussion of a suitable visual image to be used for promotional purposes. In particular a medieval Wheel of Fortune (several versions of which were readily found on the web) was discussed as an image that emphasizes the cyclical nature of bad times, and good, and the need to prepare for all kinds of circumstances, as well as a positive image of hanging on through difficulties and potentially learning from the experience. In addition, more so than other images considered by the group, the image source (most likely an illuminated manuscript or early printed book) would appropriately link the program to “special collections.”
- 8. Promotion:
  - a. ACRL will advertise to its usual audiences ( via ALA direct, CogNotes, etc.)
  - b. Committee members and guests suggested several additional groups to whom the program should be made known, among them ABAA, RBMS listserv, ExLibris listserv, Archives & Archivists listserv, and the ARL Special Collections Working Group. Committee members also indicated that they will informally promote the session through direct contact with colleagues, Library deans and other senior library leadership in their institutions, etc.
- c. It was agreed to produce a postcard mailing announcement, as was done in 2010, using the Wheel of Fortune image. Ellen E. will confirm just how much funding the Committee has available to produce and mail this out. ACRL handles the mailing. There was also discussion of options for getting pro bono assistance from possible designers and printers.

Meeting adjourned

Respectfully submitted

Nicole Bouché