



Guide to Planning & Implementing a YALSA Program Session

January 2011

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Introduction

This planning guide is intended to help walk you through the process of planning a 90 minute program. In this guide you will find a step by step plan to building a successful program.

YALSA Program Goals and Objectives

Through its programs YALSA aims to:

- Further the continuing education of YALSA members
- Provide a forum through which YALSA members can actively learn about and participate in discussions on topics relevant to the profession
- Encourage the exchange of information and ideas and relationship building through networking
- Educate members on changes and developments in young adult librarianship

Adapted from: <http://www.interpnet.com/download/NIWmanual.pdf>

Designing an Effective Program

When planning your program, first determine who the audience is for your program. Secondly, decide what are your learning objectives. Thirdly, decide what you want your

the event. Handouts that are popular with participants include annotated bibliographies and lists of resources where they can go to learn more on the topic. As a part of its effort to be environmentally responsible, YALSA will not print a PowerPoint presentation as a handout.

- All presentations must be submitted no later than **six weeks** before the event.
- ALA/YALSA has a space for sharing presentation related resources and materials at <http://presentations.ala.org>. Please upload your handouts to this site.

Audio/Visual

YALSA has AV equipment for a YALSA workshop. Please contact Nichole Gilbert (ngilbert@ala.org) for your AV equipment needs.

- **AV requests are due by February 15.** Please note: No late AV requests can be accommodated due to cost.
- Please include any requests for audio or Internet access requests in your AV request form.
- Please do not order any additional AV on site, this is extremely costly to YALSA. YALSA has the authority to do this.
- Please note that Internet access is dependent on the conference center/hotel that your meeting takes place in. YALSA cannot guarantee Internet access for your meeting.
- If you require a laptop for your presentation, please arrange to bring your own. YALSA cannot provide laptops for presenters.

First Aid

ALA Conferences and Events will provide contact and location information of the station to the preconference chair when it becomes available.

Internet Access

ALA, not YALSA, determines the location of the meeting room. If it is placed in the convention center, free wireless internet access should be available in the room. If it is placed at another location, free wireless internet access will probably not be available. For this reason, YALSA does not recommend live streaming of the Internet as a part of a program presentation. Please include requests for Internet access in your AV equipment request.

Canceling a session

In the event that you are not able to present your session at conference, please contact YALSA Conference and Events immediately to work on finding a replacement presenter for your session.

Publicity & Marketing

YALSA will publicize Annual Conference and Events program on the regional and local level. Presenters are encouraged to market their conference program on the regional and local level.

Rights & Permissions

- YALSA has the right to publish all publications, products and/or presentations created by committees or connected to committee-sponsored activities and programs.
- You are responsible for ensuring that the content of your presentation, handouts etc. does not contain copyrighted material, and you are expected to appropriately cite sources wherever your work appears.

Travel, Housing, Registration

Please note that ALA/YALSA does not compensate or cover travel, housing or conference registration costs for librarians/library workers for presenting at conference. There are many non-union benefits available to potential speakers.

YALSA Staff Contact Information

- YALSA Office: 1-800-545-2433 ext. 4390 or yalisa@ala.org
- Complete contact information for each staff member is at: www.ala.org/ala/mgrps/divs/yalsa/aboutyalsa/staff.cfm

Content adapted from ASAE and the Center Technology Conference and Expo 2010 Content Leader Manual. <http://www.asaecenter.org/files/Tech2010ContentLeaderManual.pdf>

Appendix A - Benefits of Speaking at YALSA Programs

New Opportunities: Speakers often find that participation in a YALSA program leads to

- Requests to speak at other conferences, events or workshops
- Invitations to publish
- Opportunities to do consulting work

Information Sharing: You will have the unique opportunity to showcase your research and/or best practices to a captive audience of young adult librarians, library media specialists, graduate students, researchers and educators from around the country.

- Speakers can display any promotional materials on a table in the back of the event room and/or can upload materials on YALSA's website at <http://wikis.ala.org/yalsa> and <http://presentations.ala.org>

Networking: You will be able to network with hundreds of the most influential individuals in the field of young adult librarianship as well as thousands of library and information professionals from around the world.

- You will have the opportunity to meet and connect with other professionals in the field of young adult librarianship.

Prestige: The prestige of being selected to present at a YALSA event.

- You have an opportunity to set yourself apart and enhance your credibility and stature among professionals

Personal Growth:

- Refresh and increase your personal knowledge
- Challenge yourself (and your colleagues) through lively debates and interactive sessions

Contribute to the greater good of the profession:

- Raise awareness about your passion
- Plant the seed for change and growth

Appendix B - YALSA Presenter Tips (or how not to be a talking head)

Understanding Adult Learners

- Adult learners crave learning environments that engage the senses and stimulate the intellect.
- They see learning as a means to an end, not an end in and of itself.
- They seek to learn something they need to accomplish a goal or do their work.

Adult Learners Need

- to know **WHY to do it** (meaning how they will benefit from changing the way they currently do things)
- to know **HOW to do it**
- to **PRACTICE doing it**
- to **SHARE** what they know with other learners in the room

We Learn and Retain

- 10% of what we READ
- 20% of what we HEAR
- 30% of what we SEE
- 50% of what we SEE and HEAR
- 70% of what is DISCUSSED

The basics of your presentation

- Create a solid opener (story, comedy, hard-hitting fact)
- Develop content that is geared toward the audience. Keep the material short, applicable, interesting, and pertinent
- Plan for fun energizers several times throughout (depending on length of presentation)
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- It's important.
- Gauge the general mood that day and make adjustments if necessary.

Deliver on Your Promise

- Read the description of how your presentation was marketed and refer back to

- Ask a broad question
- Ask for a quick show of hands
- Share something that makes them laugh
- Make an outrageous (but not inappropriate) statement

Energize the Audience: even in a short presentation, energy can drain from the room. If you feel the energy wane, think about an energizer.

- Gets the audience moving, talking to new people, etc.
- Helps audience members bond with one another
- Types of Energizers:
 - Ask participants to have a brief talk with someone else at their table or row on a topic you assign them (discussion could be as brief as 1 minute)
 - Pre-content quiz (can also help you gauge the audience)
 - Quick video segment
 - Ask for a volunteer
 - Ice breaker. Ask an interesting or unusual question for pairs to answer

Bring Closure to the Presentation

- Gives the audience a chance to connect the dots.
- Allows for action planning.
- Types of Closers:
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- If necessary, remind people to turn off their electronic devices, or ask them to leave the room if they must use them
- Appeal to their self-interest: explain how this will make their work easier, advance their career, &/or make their work more rewarding).
- Appeal to their idealism: explain the importance of the training in the context of their customers (e.g. young adults) and to their institution.
- Remind them of the benefits of the presentation:
 - Humor
 - Games
 - Prizes
 - Icebreakers
 - Music

--Content adapted from a PowerPoint presentation by ASAE staff for the 2009 Great Ideas Conference