

# **Guide to Planning & Implementing a YALSA Midwinter Institute**

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## Introduction

Thank you for volunteering to organize a YALSA institute! YALSA truly appreciates the time and effort you are devoting to create this learning experience for our members. This planning guide is intended to help walk you through the process of planning a half day or day-long workshop. In this guide you will find a step by step plan to building a successful institute.

## YALSA Institute Goals and Objectives

Through its workshops 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 you

contribute their thoughts/ideas on the papers. Make the brainstorms shared on the paper available to participants after the conference via a wiki.

- **Emphasize practical applications:**

[http://online.rit.edu/faculty/teaching\\_strategies/adult\\_learners.cfm](http://online.rit.edu/faculty/teaching_strategies/adult_learners.cfm)

ALA also provides some resources tailored to the library community through its LEARN Round Table: [www.ala.org/ala/mgrps/rts/clenert/index.cfm](http://www.ala.org/ala/mgrps/rts/clenert/index.cfm)

## Institute Planning Guidelines

When planning your institute, first determine the learning objectives of the workshop and your targeted audience. Work with your planning group to decide what concrete skills, programs, methods or techniques you want that audience to take away from the institute.

Once you have established the goals and objectives of the institute, and who the targeted audience is, design interactive individual sessions that support those goals and objectives. Work to include real world situations and examples in individual sessions so that participants learn practical ideas and methods, which they can implement in their library. Include a variety of activities in the institute that will engage the audience and stimulate discussion.

Some suggested workshop activities are:

- Small group breakout session
- Role playing session
- Panel discussion
- Speed session
- Case studies/problem solving
- Partner activities
- Q and A with speakers
- Show & tell
- Pecha Kucha
- Poster session
- Unconference session
- Quiz show
- Game
- Contest
- Round robins
- Brainstorming
- Short media presentation
- Small May fmsuway a4(l)1.57894(s)-v.07194(v)

# Institute Development Timeline

## February

- Taskforce is appointed

## August

- Work with YALSA's Program Officer for Conferences and Events to send out speaker contracts.
- As speakers, presenters, etc. are finalized, identify what AV or other needs they have.
- Identify what supplies, such as flip charts, will be needed for the event and send that information to YALSA's Program Officer for Conferences and Events.

## September

- Registration opens for the institute. Work with YALSA's Communications Specialist to market the event.
- Share the Presenter Tips document with all of the speakers (see Appendix D). Follow up with them to make sure they understand what is expected of them and to see if they have any questions.

## October

- All AV requests are due by no later than Oct. 1<sup>st</sup>. Submit those to YALSA's Program Officer for Conferences and Events.
- Develop handouts, resources, take-aways, etc. that participants will receive.

## November

- Contact presenters to check on the progress of presentations. Let them know that ALA/YALSA has a space for sharing presentation related resources and materials at <http://presentations.ala.org>.
- Finish creating and editing handouts, resources, take-aways, etc. that participants will receive.
- Decide what appropriate type of follow-through is desired for after the workshop so that the information from the workshop can be shared with the broader YALSA membership. For example, after the event, your taskforce and/or your presenters may want to post information to YALSA's blog, write an article for YALS, facilitate a YALSA webinar, etc.

## December

- All handouts etc. are due to YALSA's Program Officer for Conferences and







- Sponsorships: if your taskforce would like to seek a sponsor to help offset certain costs, please contact YALSA's Executive Director to facilitate that. Do not contact vendors on your own. More information about seeking and obtaining sponsorships can be found in YALSA's Handbook:  
[www.ala.org/ala/mgrps/divs/yalsa/aboutyalsa/faqspponsors\\_0908.cfm](http://www.ala.org/ala/mgrps/divs/yalsa/aboutyalsa/faqspponsors_0908.cfm)

## Logistics

- A) **Speakers** – A list of speakers is due to YALSA's Program Officer for Conferences & Events immediately following the Annual Conference for the ALA Midwinter program book. The speaker list should be updated on YALSA's wiki if any speakers are added at a later date.
- B) **Handouts** – Handouts are due in the YALSA office **6 weeks before the event**. Handouts are intended to enhance or to concisely summarize the presentation, but not to duplicate the presentation. They are still popular with participants because they are a simple tool they can use to show their boss or coworkers a part of what they learned at 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.
- C) **Catering** – YALSA's Program Officer for Conferences & Events will coordinate all catering services for all breaks and meal times during a YALSA workshop.
- D) **Audio/Visual** – YALSA's Program Officer for Conferences & Events will oversee the ordering of all AV equipment for a YALSA workshop. Please contact Nichole Gilbert ([ngilbert@ala.org](mailto:ngilbert@ala.org)) for your AV equipment needs. **AV requests are due by October 1**. Please note: No late AV requests can be accommodated due to cost.
- E) **Registration** – All registration for a YALSA workshop is handled through the ALA/YALSA offices. Registration opens September 1st. On the day of the event, YALSA's Program Officer for Conferences & Events will be on hand to help check in participants.
- F) **Supplies** – The YALSA office will provide all supplies (nametags, flip boards etc.) for the workshop. If you have additional needs, for instance, if you would like to offer door prizes, please contact YALSA's Program Officer for Conferences & Events.
- G) **Swag** - YALSA's Program Officer for Conferences & Events will provide some basic YALSA swag for each registrant as well as anything appropriate that vendors or publishers may donate to the event.
- H) **First Aid** – There is a first aid station at the conference center. YALSA's Program Officer for Conferences and Events will provide contact and location information of the first aid station to the institute chair when it becomes available.

- l) **Internet Access** – ALA, not YALSA, determines the location of the institute. 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.

## **Publicity/Marketing**

Marketing a YALSA workshop is critical for a strong turnout. It is important that you publicize the workshop to the YALSA membership. YALSA's Communications Specialist will assist you with advertising the event via YALSA's publications and web presence. Please utilize your taskforce members to market the institute on the regional, state and local levels.

## **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. This information will be included in the "Speaker Contract," but you should convey this information to any presenters as well.
- Communicate with all presenters and let them know that they are responsible for ensuring that the content of their presentations, handouts etc. does not contain copyrighted material and that they are expected to appropriately cite sources wherever their content isn't original.

## **Conclusion & Evaluations**

- The day should conclude with a synopsis of the goals and objectives that were covered. Participants should be encouraged to share a key skill, resource, etc. that they learned and how they will utilize in their library.
- Evaluations should be distributed near the end of the workshop. YALSA will provide a sample evaluation form for the workshop for participants to provide feedback about the workshop. You can customize this, if desired. Following the workshop, YALSA's Program Officer for Continuing Education will analyze the participants' feedback and provide a report to the institute planners summarizing the feedback.

## Appendix A - Frequently Asked Questions

**Q: What is the taskforce's planning budget for the institute?**

A: The institute committee does not have a budget for the institute. YALSA staff entirely handles the financials of planning an institute. Any budget questions should be directed to Nichole Gilbert at [ngilbert@ala.org](mailto:ngilbert@ala.org).

## Appendix B - Sample Institute Agenda Format\*

8:30 – 9:00	Registration & Early Bird Activity
9:00 – 9:10	Welcome, Goal Setting & Housekeeping
9:10 – 9:20	Icebreaker
9:20 – 10:00	Presenter 1
10:00 – 10:45	Moderated Discussion w/ Q & A
10:45 – 11:00	Break
11:00 – 12:00	Presenter 2
12:00 – 1:00	Lunch
1:00 – 2:00	Moderated Discussion w/ Q & A
2:00 – 3:00	Interactive activity 1
3:00 – 3:15	Break
3:15 – 4:00	Presenter 3
4:00 – 4:30	Interactive activity 2
4:30 – 5:00	Conclusion & evaluations

\*the actual agenda must include the name and title of each presenter and moderator as well as a brief description of what the activities are

## Appendix C - 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

**National exposure:**

- ALA and YALSA advertise conference programs in such diverse journals as *American Libraries* and *School Library Journal*, on the ALA and YALSA web site, on YALSA's blog, on YALSA's wiki, via library related discussion lists and more via articles in professional journals that follow up your presentation

**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 wiki at <http://wikis.ala.org/yalsa> and on ALA's wiki at <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.

- Attendance at ALA's Annual Conference ranges from about 20,000 to 28,000

**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

**Appreciation from YALSA:**

- Free ticket to YALSA reception at the conference
- Letter of thanks to share with your supervisor
- Opportunity to publish a follow up article in YALSA's award winning quarterly journal or blog

## Appendix D - 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)
- Put together brief but useful handouts
- Come up with a closer that brings it all home and provides for take-away value

### If there will be Co-Presenters

- Many presentations are successful because they incorporate several perspectives, i.e., several speakers or a panel.
- Downside to this is the panel members may not know one another
- Share materials well in advance so you have appropriate segues, etc.
- Talk (if possible, meet) as many times as needed to get it flawless ahead of time!

### Know Your Audience

- How many people will be in the audience? 20? 100? 200?
- Adjust along the way, if necessary. Ask for a show of hands at the opening to ascertain expertise level and comfort level with your topic.
- Establish rapport. The audience is why you're there. Let them know they're important.
- Gauge the general mood that day and make adjustments if necessary.

## Deliver on Your Promise

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- Types of Energizers:
  - Ask a question. Have people stand up if they are answering “Yes.”
  - Ask participants to have a brief talk with someone

