WELCOME!

The open forum and invitation to MLA ’23 will begin shortly.
Rules of the Road

• MLA Statement of Appropriate Conduct: mlanet.org/conduct
  • applies to all MLA activities, in-person & virtual
  • applies to all MLA members, nonmembers, speakers, staff, etc.

• Chat
  • say hello to colleagues
  • let us know where you are joining from today

• Q&A
  • post questions using the Q&A function
  • questions answered towards the end of the session
  • will post answers on MLANET and in the MLA ‘23 blog
WELCOME

Looking back, forging ahead

MLA’23
Detroit | May 16-19 | #MLANET23

Shannon D. Jones, AHIP
2022-2023 MLA President
2023 NPC Cochairs

Kate Flewelling, AHIP

Ryan Harris, AHIP
MLA’23
National Program Committee
MLA Staff

Ryan Harris, AHIP, Cochair
Kate Flewelling, AHIP, Cochair
LaVentra E. Danquah, AHIP, LAC Chair
Stephanie Debner, AHIP
Carolyn Ching Dennison, AHIP

Stephen Douglas, AHIP
Martha Earl, AHIP
Gregory Laynor
Emily S. Mazure, AHIP
Terri Ottosen, AHIP

Katie Prentice, AHIP
Rose L. Turner
Alessia Zanini-Yost, AHIP
Shannon D. Jones, Board Liaison
LAC Chair

LaVentra E. Danquah, AHIP
MLA Staff

- Kevin Baliozian
- Jamie Hart Birkner
- Debra Cavanaugh
- Kate Corcoran
- Sierra Davey
- Stacy Gleason
- Kenneth Graham
- Barry Grant
- Tomi Gunn
- Kristie Hammill
- Kate Hernandez
- Hannah Jeon
- Stacy Kyle
- Mary Langman
- Maria Lopez
- Sabrina Sheth
- Aubrey Swanson
- Jim Westwood
Poll: Were you at MLA ’90 in Detroit?

- Um, no. In fact, I wasn't even born yet.
- No, I wasn't a librarian yet!
- No...but I wanted to!
- Yes!
DETOIT
MLA 1990

Looking back, forging ahead
MLA’23
Detroit | May 16-19 | #MLANET23
Looking back,

COBO Convention Center & Arena (is now...)

forging ahead

Huntington Place
...kudos to all for the tremendous work you did to make [hybrid] happen. Bravo!

I was blown away by the amount of relevant high-quality content. This was my first time attending an MLA conference, and it is now on my essential list for professional development.

MLA took a big step in hosting a hybrid conference...

Thanks to the NPC for pulling this off. Great work during a difficult time!

Congratulations to the committee and MLA staff for their work in making this a more equitable and accessible conference for all.
## MLA ’22 by the numbers

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total registrations</td>
<td>1,242</td>
</tr>
<tr>
<td>Nonmember attendees</td>
<td>269</td>
</tr>
<tr>
<td>New members/first time attendees</td>
<td>200</td>
</tr>
<tr>
<td>Papers</td>
<td>111</td>
</tr>
<tr>
<td>Lightning talks</td>
<td>49</td>
</tr>
<tr>
<td>Posters, 125 with audio</td>
<td>136</td>
</tr>
<tr>
<td>Immersion Sessions</td>
<td>18</td>
</tr>
<tr>
<td>New presenters</td>
<td>93</td>
</tr>
<tr>
<td>Papers &amp; LTs on demand</td>
<td>130+</td>
</tr>
<tr>
<td>Virtual ribbons</td>
<td>3,324</td>
</tr>
<tr>
<td>New members/first time attendees</td>
<td>200</td>
</tr>
</tbody>
</table>
MLA ’22 by the numbers

3200 virtual exhibit booth views

THANK YOU!!
MLA ’22 Evaluation: Attendance

319 attendees answered

Actual attendance percentages:
In-person: 45%  Virtual: 55%
"In my opinion, the content was fabulous. We have so many talented medical and scientific librarians doing such wonderful work."
MLA ’22 content experience (in person)

183 in-person respondents

Weighted rating, out of 5

- Paper & LT sessions: 4.33
- Live poster sessions: 4.27
- Immersion sessions: 4.42
- Exhibitor sessions: 4.26
- Plenary Sessions: 3.95

“…the exhibitor sunrise seminars and lunch and learns have been consistently excellent.”

"Excellent" = 4.50 - 5.00
"Good" = 4.00 - 4.49
"Average" = 3.50 - 3.99
"Below avg." = 3.00 - 3.49
"Poor" = 0.00 - 2.99
"N/A"
MLA '22 content experience (in person)

182 attendee responses

Weighted rating, out of 5

Immersion sessions... I get to see the work of my peers and also learn how to do something useful.

I don’t always want to do an activity at a session.
MLA ’22 content experience (virtual)

301 attendee responses

Weighted rating, out of 5

Online posters, enhanced audio: 3.98
On-demand papers or lightning talks: 3.97
Virtual paper & LT sessions: 3.94

“The online posters with enhanced audio were amazing! Very helpful and relevant.”
“The collection development symposium presentation on collection development policies...was my favorite because it was directly relevant to my work.”

“The negotiation session that was part of the symposium was excellent! Great hands-on case-based scenarios to work from and a topic that is ‘universal’...”

“Copyright session was excellent!! Fun and lots of expert knowledge, and I learned so much from the speaker.”
How many collection development/resource sharing sessions attended?

Likelihood of attending collection development/resource sharing sessions at future conference?

183 In-person attendees answered
MLA ’22 Quest Winners

MLA 2023 Membership (5)
- Eric Albright, AHIP
- Lauren Fletcher
- Samantha Loster
- Judy Kraemer
- Diane Kearney, AHIP

MLA ’23 Registration (2)
- Nicole Askin
- William Olmstadt, AHIP

MLA 2023 CE Passport (1)
- Amy Chatfield
<table>
<thead>
<tr>
<th>Category</th>
<th>MLA Virtual Spring Bingo Winners</th>
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</thead>
<tbody>
<tr>
<td>MLA 2024 membership</td>
<td>Sunny Chung</td>
</tr>
<tr>
<td></td>
<td>Lydia Howes</td>
</tr>
<tr>
<td>MLA ’23 registration</td>
<td>Brenda Linares, AHIP</td>
</tr>
<tr>
<td></td>
<td>Kimberly Powell</td>
</tr>
<tr>
<td>$25 gift card</td>
<td>Melodie Gardner, AHIP</td>
</tr>
<tr>
<td></td>
<td>Janna Lawrence, AHIP, FMLA</td>
</tr>
<tr>
<td></td>
<td>Zoe Pettway Unno</td>
</tr>
</tbody>
</table>
MLA ’23: Will you attend?

Detroit?

Virtual?

299 attendees answered
Summary

- Virtual or hybrid: more attendees but less registration revenue for conference & other programs
- Exhibitor and sponsorship revenue tied to in-person attendance
- Costs for hybrid conferences are significant (higher than either in-person or virtual alone)
- Challenge: adjust MLA conference model to sustain hybrid value and funding requirements
Changes here to stay

- Content not specifically related to the conference is now virtual and year-round to be more inclusive and accessible.

  - Annual Business Meeting
  - Open Forums
  - Council Meetings
  - Caucus business meetings
  - Committee meetings
  - Virtual Resume Clinic, CV reviews, mock interviews
  - Experience MLA education & networking caucus sessions
Redefining “hybrid”

• All Lightning Talks virtual, in live virtual sessions

• Up to 2 virtual immersion sessions, subject to submissions

• Papers in both virtual and in-person sessions
Redefining “hybrid”

• Virtual and in-person experiences: live in-person and live virtual sessions same week

• Any streamed sessions available to all attendees as recording later: McGovern, Doe, Leiter, NLM, and possibly special content session options (all subject to speaker contracts & agreements).

• Clear labeling of session availability in the online program
Further experimentation

• Expanding our reach on broad professional topics, as requested
  • Collection Development & Resource Sharing - continued
  • Leadership, evidence-based librarianship focus

• Collaboration/partnerships with other groups (in 2023) and in years to come
  • Collaborative planning, additional sessions, additional peer reviewers for related content
Planning, communication, logistics

- More information, earlier
- MLA ’23 website available now: mlanet.org/mla23
- Health & safety clarity and enforcement in the venue
- Presenters need to choose earlier whether they will be presenting in person or virtually
Registration

• **Individuals:** Registration rate increases for both virtual and in-person; discounts for students, retirees.

• **Institutions:** standard percentage discounts depending on the number of staff members you register, virtually or in person

• **Presenters:** if you are not supported by institutional packages that provide you free registration, 10% registration discount
MLA turns 125 on May 2, 2023
MLA 125th Anniversary Task Forces

• **125-Year Retrospective Task Force**
  Establish and lead initiatives that will honor 125 years of MLA’s history with publications, events and community-driven initiatives

• **Vision 2048 Task Force**
  Envision the future (25 years) of the profession with community-driven activities and ideation

• **MLA Archives Task Force**
  Defining MLA’s strategy for an online repository of MLA historical intellectual property
Watch for the MLA 125: Building a Better Future website coming soon!
INTRODUCING DETROIT!

TIME Selects Detroit in World’s Greatest Places List

July 12, 2022 | Photos by Charles Falsetti

DETROIT, MI (July 12, 2022) – Today, TIME revealed that Detroit, MI was selected in the third annual list of the World’s Greatest Places. The list highlights 50 extraordinary travel destinations worldwide, and the story of Detroit’s resilient people, along with a rich heritage of design, innovation, and diversity, ensured that it was part of this prestigious cohort.

To compile this list, TIME solicited nominations of places—including countries, regions, cities and towns—from its international network of correspondents and contributors, with an eye toward those offering new and exciting experiences. TIME’s piece on Detroit’s rapid recovery and detailed only a small handful of experiences that visitors can expect.
ABSTRACT SUBMISSIONS

MLA’23
Detroit | May 16-19 | #MLANET23

Looking back, forging ahead
You’re invited to Submit!

Two submission rounds for MLA '23

• **Round 1:** Contributed Papers and Immersion Sessions

• **Round 2:** Contributed Posters and Lightning Talks
Immersion Sessions

• **Deep dives** into a single topic

• **Interactive:** Encourage high level of audience interaction

• **Focused** on one Area of Practice:
  • Clinical Support, Education, Health Equity & Global Health, Information Management, Information Services, Innovation & Research Practice, or Professionalism & Leadership
Papers (Posters and Lightning Talks)

Two types of abstracts:

• **Research abstracts** report on designing, conducting, and analyzing a research project.

• **Program description abstracts** describe the creation, improvement, and assessment of products, programs, technologies, administrative practices, or services.

**you will also need to indicate the area of practice**
## Contributed Content by Type

<table>
<thead>
<tr>
<th>Session type</th>
<th>Virtual Sessions</th>
<th>In-person Sessions</th>
<th>On-demand</th>
</tr>
</thead>
<tbody>
<tr>
<td>Immersion</td>
<td>Limited # virtually. Any registrant can attend virtually.</td>
<td>Majority held in-person. In-person registrants participate.</td>
<td>N/A</td>
</tr>
<tr>
<td>Paper</td>
<td>Limited # live virtual sessions. Any registrant can attend virtually.</td>
<td>Majority held in-person. In-person registrants participate.</td>
<td>Presenter-created recordings on-demand, interact w/ text chat</td>
</tr>
<tr>
<td>Lightning Talks</td>
<td>Virtual only, scheduled live virtual sessions. Any registrant can attend virtually.</td>
<td>N/A</td>
<td>Presenter-created recordings on-demand, interact w/ text chat</td>
</tr>
<tr>
<td>Posters</td>
<td>N/A</td>
<td>In-person poster sessions to answer questions.</td>
<td>Presenter-created recordings on-demand, interact w/ text chat</td>
</tr>
</tbody>
</table>
Submission Dates for Round 1

Round 1: Papers and Immersion Session Submissions

- Submission site opens: August 24
- Submission site closes October 13
- [Peer review process]
- Notifications sent December 6
Submission Dates for Round 2

Round 2: Poster and Lightning Talk Submissions

- Submission site re-opens: December 15
- Submission site closes January 26
- [Peer review process]
- Notifications sent February 28
MLA ’23: Getting Started

Create a New Account for MLA ’23...

Welcome to the MLA ’23 Submission Site

The 2023 National Program Committee invites abstract submissions that support the annual conference theme of MLA ’23: “Looking Back, Forging Ahead.” A few things to note for MLA ’23 contributed content:

- MLA ’23 will offer a limited number of live virtual immersion and paper sessions. The majority of live immersion and paper sessions will be held at the in-person meeting in Detroit, MI. You will be asked to provide your preference (Live Virtual Session or In-Person Session) for presenting during MLA ’23 on the submission form. If selected, you will confirm your decision in late January 2023.
- Lightning Talk sessions will be held during live virtual sessions only, and not at the in-person meeting. Lightning Talk and Posters can be submitted in Round 2 beginning December 19, 2022.
- Accepted presenters will be eligible for a discount. See more information on MLANET.

Submit Papers and Immersion Sessions during Round 1 using this submission site beginning Wednesday, August 24. The deadline is 11:59 p.m., Eastern Time, on Thursday, October 13, 2022.

Questions about your submission? Contact 2023kouge@gmail.com.

Create a New Account for MLA ’23

- You do not need to be an MLA member to submit content.
- If this is your first submission for MLA ’23, select “Join Now” under New Users, to create an account profile.
- If you have already created a new account for MLA ’23 and are returning to complete your submission or submitting another MLA ’23 submission, add your email address and access key you created and log in.

Log in to the Abstract ScoreCard

Questions? Submission Organizer: Debra Cherenack - debra.cherenack@mlahq.org / (313) 419-3001
MLA '23 FAQ: Papers, Posters, Lightning Talks, and Immersion Sessions

Content contributed by professionals in the field, including research and program description papers, lightning talks, and posters; plus highly-engaging and interactive immersion sessions, is the heart of each MLA conference. Share your professional research and explorations with your colleagues and contribute to the knowledge of the profession!

MLA '23 abstract submissions will open August 24, 2022

Skip to:
- How to Submit Abstracts for Papers, Posters, and Lightning Talks
- How to Submit Abstracts for Immersion Sessions
- Abstract Accepted? Prepare for the Meeting!
### Immersion Session

The proposal overall is clearly communicated and organized.

<table>
<thead>
<tr>
<th>Score</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 - Agree</td>
<td>Proposal is clearly understandable and well organized.</td>
</tr>
<tr>
<td>2 - Neutral</td>
<td>Proposal is fairly clear but could use additional information or editing to make it more understandable and organized. Reviewers: Include suggestions in review comments.</td>
</tr>
<tr>
<td>1 - Disagree</td>
<td>Difficult to understand and disorganized. Not viable for MLA.</td>
</tr>
</tbody>
</table>

The session as described is appropriate and relevant to present for up to 90 minute time slot.

<table>
<thead>
<tr>
<th>Score</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 - Strongly Agree</td>
<td>Detailed agenda: potential speaker(s) identified or confirmed.</td>
</tr>
</tbody>
</table>
Contributed Content Questions

Have a Submission Question?

Connect with the National Program Committee’s Contributed Content Working Group (CCWG) or MLA Headquarters.

Contact CCWG

Contact MLA Headquarters
MLA ’23
Q&A
Thank You!

#mlanet23