PLD Conference Call: Monday, June 06, 2016

Present: Frances Veit, Stacey Hendren, Sarah Ethier, Stacy Lieneman, Jennifer Reichert Simpson

1. PLD Day:
   - Overall thoughts: PLD Board all considers day a success
     o Nearly 70 people attended and the majority seemed very pleased!
     o Overall ratings were positive: 17 outstanding and 9 good reviews
     o More professional and agenda flow worked better than PLD2015
       ▪ No lags but didn’t rush
     o Mix of presenters was good:
       ▪ Movers and shakers of Minnesota, including State Librarian and Director of Minitex
       ▪ Difficult to appeal to everyone with small budget, short timeframe, and large wide range of libraries attending
       ▪ Lightning rounds were very successful overall
         • Can promote them more next year
         • 5 minute length seemed appropriate
   - Things you would change?
     o Confirm date/times with speakers
     o Publish agenda earlier so attendees know who will speakers/topics
     o Introduce point people and make them easier to find if attendees have questions/concerns
     o Food: Buffet style worked well but could’ve been made clearer beforehand
     o Venue:
       ▪ Set up of space was awkward: long rectangular shape with presenters off to one side
       ▪ Front desk person didn’t seem to want to be our “point person”. Confirm who this person is in advance
     o No forced networking time and libraries largely sat together:
       ▪ Is there a way to draw introverts to network?
         • SW user experience table activity was too passive
         • Use lightning Rounds to force networking at table?
           ▪ Everyone at table share something they’re doing/have done and then optional sharing with full group
     o Lightning Rounds:
       ▪ Leave time for questions and put them before a break so attendees can connect with the presenters immediately afterwards if they like
     o Side Activities:
       ▪ Photo booth wasn’t used a ton, but was very popular with those who did use it
         • Maybe would get more use with more networking time?
       ▪ Connect table activity with presenter’s topic?
     o Financial Aspects:
       ▪ Frances will ask Tammy about financial situation
• Broke even after PLD2015
  ▪ Extra funding could be useful to attract bigger speakers
  • Could also approach Minitex or CRPSLA will funding requests
  • MELSA denied requests in 2015 and 2016 after contributing in 2014
  o Other suggested topic ideas for next year:
    ▪ Makers Spaces
    ▪ Programming
    ▪ Rethinking the Reference Desk

• Go over evaluations
  o Verbal feedback was positive
    ▪ “Best single day of training”
  o Asked for more feedback compared to PLD2015 and received it

• Remember for next year:
  o Agenda flowed much better than PLD2015
  o Verify presenters
  o Publish agenda/speakers earlier
  o Bring variety of cords again – very helpful to have
  o Check the configuration of the room in advance (if possible) and confirm venue
    point person who can address all questions/issues
  o Keep flow of agenda similar
  o Have someone take photos and post to FB page afterwards
  o Optional post-conference tour and happy hour were popular with those who attended
    ▪ Nice to have post-conference networking opportunities for those who want them

2. Other ideas for PLD between now and MLA
• Facebook presence?
  o FB page saw biggest interactions immediately before and after PLD Day
  ▪ Other ideas for FB activities?
    • Sharing relevant articles (maybe 2/week? 5/month?)
    • Mini profile of people – Who’s Who of Libraries?
      o Interviews with people who want to highlight special things
        they’re doing
    • Library Highlights
    • Connect with colleagues
    • “Like” other libraries and get them to “like” us
  ▪ Frances will make a loose calendar with slots so Board can all sign up for activities

• Some type of meet-up(s)?
  o Professional development book club?
3. Ideas for MLA
   - Business meeting only – what to cover?
     o Will be a separate shorter meeting
     o Election:
       ▪ When do terms begin/end?
       ▪ Frances will check into exact terms, but if Sarah and Jennifer will be ending if two years
       ▪ Announce PLD will be holding elections at business meeting? Or start process even sooner?
   - How to make engaging?
     o Maybe try the lightning rounds and discussions?
   - Other ways to have a presence at the conference?