



Committee Reports

Conference Planning Committee Annual Report

Submitted by: Marsha Seamans and Sarah Perlmutter

Members

Sarah Perlmutter, co-chair (EBSCO)
Marsha Seamans, co-chair (University of Kentucky)
Stacy Baggett, member (Shenandoah University)
Lisa Barricella, member (East Carolina University)
Donna Bennett, member (Georgia College)
Eleanor Cook, member (East Carolina University)
Beverly Geckle, member (Middle Tennessee State University)
Richard Guajardo, member (University of Houston)
Trina Holloway, member (Georgia State University)
Martha Hood, member (University of Houston at Clear Lake)
Shannon Keller, member (New York Public Library)
Anu Moorthy, member (Life University)
Denise Novack (Carnegie Mellon University)
Pat Roncovich, member (University of Pittsburgh Law)
Joyce Tenney, ex-officio (retired)
Mary Ann Jones, ex-officio (Mississippi State University)
Karen Davidson, ex-officio (Mississippi State University)
Anne McKee, ex-officio (Greater Western Library Alliance)
Tom Osina, ex-officio (Non-Profit Help)
Steve Oberg, board liaison (Wheaton College)

33rd Annual Conference, Buckhead, Atlanta, Georgia

Summary of planning

Some members of the 2016/2017 & 2017/2018 Conference Planning Committees met at the

Indianapolis conference with Board liaison, Steve Oberg to jumpstart the planning for the 2018 conference in Atlanta. With a downward trend in attendance at the conferences, it was apparent from the beginning that CPC would need to be vigilant in monitoring the conference budget and hotel registrations, and participate in marketing. The CPC co-chairs spent July-August getting up to speed on responsibilities, including a very informative one-day meeting with Joyce Tenney. The Committee met via conference call on August 1, 2017 and then monthly through March, with bi-monthly meetings in April and May.

The conference theme, “Transforming the Information Community” was chosen to echo and reinforce NASIG branding; and the conference logo, designed by Jeff Hancock of Hancock Branding x Communications utilized NASIG blue and green colors, incorporating the theme and the Georgia Peach to bring the elements of the conference and the organization together.

Based on NASIG’s desire to ensure that attendees get as much value as possible from the conference and feedback from the membership about concern for rising conference costs that might limit participation, the Executive Board made the decision that regular conference registration rates be held at the same rate as the previous two years.

After intensive investigation, it was determined that an off-site opening reception would not fit into the conference budget and the opening events would take place at the conference hotel.

Tom Osina (Non-Profit Help) issued an RFP for audiovisual services on behalf of NASIG. After receiving
September 2018

and evaluating the proposals and some additional negotiations, the AV contract was awarded to Action Audio Visual, Inc. The contract included video recording of the vision sessions and six of the concurrent sessions. Registration for the full conference included access to the recordings, packaged as “NASIG on Demand: Features of the 2018 Conference.” Those unable to attend the conference in person can purchase “NASIG on Demand,” with the price set at \$149 for individuals (or \$49 for students) and \$249 for groups.

In consultation with the Board, 1000 conference folders with the NASIG logo were ordered to be used at this and future conferences, again with the idea of increasing NASIG branding. Folder contents were determined in consultation with the Board. Folder contents and signage were printed and shipped to the hotel. Badge holders, identifying ribbons and other miscellaneous supplies were also ordered. The registrars printed the name badges utilizing the list of attendees.

Conference arrangements included making and managing hotel reservations for the Executive Board, vision speakers, UKSG guests, AV technicians, and award winners; making room assignments for all sessions and events and preparing a final detailed conference schedule; and making final arrangements with the hotel for food and beverage selections. Conference co-chairs also made all the food and beverage, meeting room and guest room arrangements with the hotel for the fall Executive meeting held in October 2017 and the Annual Executive Board meeting that immediately preceded the conference.

It is very important to acknowledge the hard work and dedication demonstrated by all of the committee members. Every contribution made a difference to the success of the conference. In addition to the ongoing assignments, committee members volunteered at the registration desk during the conference. Special thanks to Donna Bennett, Shannon Keller, and Lisa Barricella for arriving a day early to assemble registration packets. CPC assignments were as follows:

Registrar – Karen;

Registrar-in-training – Mary Ann;
 Hotel liaison, conference budget – Marsha;
 Food selections – Marsha, Sarah;
 Audiovisual contract – Tom, Marsha, Sarah;
 Opening reception – Sarah;
 Website/webmaster – Richard;
 Vendor sponsorships and vendor exhibits – Sarah;
 Local arrangements – Anu, Trina, Martha;
 Volunteers – Donna;
 Dine Arouds – Eleanor;
 Souvenirs/Café Press – Stacy;
 Fun run – Shannon;
 Branded conference swag – Lisa;
 Conference photography -- Beverly

Budget

An impressive effort on the part of Sarah Perlmutter in her fundraising role, yielded a higher than usual sponsorship income; and, a variety of factors including location of the conference, marketing and an excellent roster of preconference, vision and session speakers, served to increase conference registrations from the previous year. The estimated conference income is \$139,149 and expenditures \$139,133 as detailed below:

EXPENDITURES	
Logo design	\$ 500.00
Opening speaker	\$ 200.00
Audiovisual services <i>estimated</i>	\$ 50,000.00
Food and Beverage	\$ 83,172.00
Vision speaker expenses <i>estimated</i>	\$ 3,000.00
Conference supplies and printing	\$ 2,261.21
TOTAL EXPENDITURES	\$ 139,133.21
INCOME (ESTIMATED)	
Conference registrations	\$ 103,649.00
Sponsorships	\$ 35,500.00
TOTAL INCOME	\$ 139,149.00

Challenges

The Friday to Monday conference schedule that was a variation on what has typically been a Thursday to Sunday schedule, created a number of unexpected challenges. Our contracted guest room commitment

included 40 rooms for Tuesday night, which were rooms we did not need and some renegotiation with the hotel was required. We also had too many guest room nights contracted for the last night of the conference (Sunday). Additionally, during our investigation for an off-site opening reception we found that securing a place for a Friday night, rather than a Thursday night reception was problematic. Finally, in shifting the schedule but keeping the vendor exhibits on Saturday, we ended up with a shorter dedicated time for our vendor exhibits.

One of the primary responsibilities for CPC is securing an opening speaker and planning the opening event for the conference. We had a very strong interest in holding the opening event at the Center for Civil and Human Rights, but found that the catering costs for that venue were far out of our budgetary reach. Other venues in the Atlanta area also proved too costly. The Atlanta History Center, while possible from a budgetary stance was unavailable on a Friday evening. Holding the opening event at the conference hotel is somewhat unusual for NASIG, but that is ultimately the decision that we made. The challenge and concern for CPC was that the space in which we held the event felt very crowded.

The conference budget was an expected challenge, and in order to stay within the budget we had to eliminate most food and beverage at break times and have a mixture of continental and full-buffet breakfast offerings. Long-time NASIG conference attendees have come to expect an abundance of food but the reality is that with rising costs, our dollars just do not stretch as far. Food and beverage at this conference cost about \$280 per person.

A final and significant challenge was with our audiovisual services. Our contract included dedicated self-contained WiFi internet service that would support 600 users. The service, utilizing routers and cell phone signals simply did not meet our needs and necessitated that we contract at the last minute with the hotel for our WiFi service. Additionally, the person who was to be our Senior Event Manager from Action AV resigned from the company a few days before the conference,

requiring us to work with a new team with whom we were unfamiliar. While the AV team with whom we worked was outstanding and acted in our best interest at all times, the change did require a lot of last minute work on the part of CPC.

Recommendations

While understandable that it is not always possible given the nature of our volunteer-based organization, it seems preferable to have CPC chair(s) and members who live in the area where the conference is held. While much information is available online, there are times when an in-person conversation or a personal visit to a venue would be helpful in the planning process.

There need to be clearer guidelines on the roles and responsibilities between CPC, Non-Profit Help, and the Conference Coordinator, especially when it comes to contracts, hotel, and catering negotiations.

While there is a lot of documentation in the CPC Manual, there is still a lot that CPC chairs have to figure out on their own from year to year. There needs to be better and perhaps more formal ways for information and data to be communicated from one set of Co-Chairs to the next.

Keeping conference registration as low as possible is important, but we have seen a sharp rise in both audiovisual services and food and beverage costs over the last few years. Serious consideration is needed as to whether to continue to offer as many meals included in registration as we have in the past and whether or not an offsite venue for an opening reception is important to the membership. We don't have any specific suggestions for reducing audiovisual costs, but it is imperative to recognize how significant an expense it has become. Raising the cost of registration seems inevitable.

As mentioned previously, our audiovisual services presented some unique challenges at this year's conference. We strongly recommend that if the

conference hotel has a preferred audiovisual services provider, every attempt be made to negotiate a reasonable contract with that provider or at the very least, contract with the hotel's provider for WiFi service. Our experience indicated that utilizing an outside vendor not only presented additional challenges, but we also incurred added charges related to WiFi service, travel, parking, and lodging.

Mentoring Group Annual Report

Submitted by: Trina Holloway

Members

Trina Holloway, chair (Georgia State University)
Nadine Ellero, member (Auburn University)
Sandy Folsom, member (Central Michigan University)
Rachel Lundberg, member (Fairbanks North Star Borough Libraries)
Adolfo Tarango, board liaison (University of British Columbia)

Completed Activities

The Mentoring Group hosting the First-Timers reception, Friday, June 8. Several e-blasts were sent encouraging "first-timer" to attend the reception and to sign up for a mentor. Twenty-three "first-timers" signed up for mentors. Eighteen NASIG members volunteer to be mentors. Over fifty NASIG members attended the reception.

Budget

\$100 – four \$25 Amazon gift cards (prizes for raffle at the at First-Timers Reception)

Submitted on: August 20, 2018

Program Planning Committee Annual Report

Submitted by: Violeta Ilik

Members

Violeta Ilik, chair (Columbia University)
Maria Collins, vice-chair (North Carolina State University)
Marsha Aucoin (EBSCO)
David Burke (Villanova University)
Chris Burris (Wake Forest University)
Christie Degener (University of North Carolina at Chapel Hill)
Emily Farrell (De Gruyter)
Mandy Hurt (Duke University)
Gail Julian (Clemson University)
Steve Kelley (Wake Forest University)
Lisa Martinick (University of Iowa)
Apryl Price (Florida State University)
Wendy Robertson (University of Iowa)

Ex Officio:

Eugenia Beh (MIT), Marketing & Social Media Coordinator
Tom Osina (Non-Profit Help)

Board Liaison:

Angela Dresselhaus (East Carolina University)

Completed Activities

2018 Conference Program Slate

The principal business for the Program Planning Committee in 2017/2018 was to oversee the execution of the program for the 2018 conference in Atlanta, GA. This year, the PPC chair, Violeta Ilik, coordinated a marketing plan/calendar with Eugenia Beh to assure proper advertising for the programming activities. We identified topics for blog posts and emails to be sent to various listservs, and posted on social media. This collaborative effort gave good results and we recommend it for future conferences.

1. Vision Speakers

Three vision speakers were selected by PPC and approved by the board. Sören Auer, who presented on his research: Towards an Open Research Knowledge Graph; Lauren Smith, presented on the topic of: Communities of praxis: transforming access to information for equity; and Lisa Macklin presented on the topic of Open Access: How Accessible Is It?

All three Vision Sessions were livestreamed on the NASIG website and recordings were made available.

2. Preconferences

PPC identified topics for 5 preconferences and identified presenters. One preconference was cancelled due to the speaker not being comfortable with the publishing agreement. The preconferences that were conducted consisted of a three full day preconferences and one half day preconference. Final list of NASIG 2018 preconferences:

- A Beginner's Guide to MarcEdit 7 - Speaker: Terry Reese - full day
- Introduction to Serials Cataloging with RDA - Speaker: Steven Shadle - full day
- Beyond "Set it and Forget it": Proactively Managing Your EZproxy Server - Speaker: Jenny Rosenfeld - half day
- Linked Data for Serials - Speakers: Amber Billey and Robert Rendall - full day All of the preconferences were well attended.

3. General Conference Program

PPC held one call for presentation proposals, received a total of 66 proposals, and selected 29 proposals for the program. The 30th session in the main program was presented by the invited speaker, a former NASIG student award winner Jeff Steely, currently the Dean of University Libraries at Georgia State University. There were 30 programs slated (6 sets of concurrent sessions).

Once again, PPC used ProposalSpace to collect and manage the proposals for the main program. The software is easy to use, and the company is very responsive to any issues. It is well worth the cost of this software to continue to use it.

PPC also used Sched again to create the program schedule. We used tags to identify session and make it easy for attendees to select which sessions they want to attend. Sched was well worth the minimal cost involved in using this software.

4. Great Ideas Showcase/Snapshot Sessions

The Great Ideas Showcase (i.e. poster sessions) and Snapshot Sessions were repeated this year. This year we had a very good turnout for both calls and those that were accepted participated in the program. Proposals were submitted using SurveyMonkey. Adjusting the SurveyMonkey template to require the email of the proposers is recommended for ease of contacting them.

5. Student Spotlight Sessions

This new type of programming was proposed by the Student Outreach Committee and this was the second year of NASIG incorporating it in its program. The program allowed for current and recently graduated LIS students to give a brief presentation, like the Snapshot Sessions. SOC issued the call for proposals. Proposals were collected using SurveyMonkey. The proposals were reviewed by SOC and SOC made their selection. It was suggested that PPC issues and manages this call.

The Student Spotlight Sessions were scheduled to overlap with the Great Ideas Showcase. This is not recommended for the future programming due to the substantial interest in both sessions.

6. Vendor Lightning Talks

NASIG organizational members, Tier 1, and Tier 2 sponsors were invited to participate in Vendor Lightning Talks once again. Attendance was strong, and we recommend that the sessions be continued.

7. Informal Discussion Groups

In 2016, NASIG decided to hold informal discussion groups, which were scheduled for Thursday, before the conference officially opened. In 2018, we followed this practice again. PPC used SurveyMonkey to solicit discussion topics and leaders. Six groups were identified. All of the sessions were well attended and we recommend this type of programming to continue in the future.

8. NASIG on Demand: Features of the 2018 Conference

This year NASIG Board decided to make our excellent conference content accessible to more people. PPC chose 6 concurrent sessions that cover a variety of important topics touching on the conference theme of “Transforming the Information Community.” Those sessions were:

- The New Dimension in Scholarly communications: How a Global Scholarly Community Collaboration Created the World’s Largest Linked Research Knowledge System - Dr. Robert Scott, Ralph O’Flinn, and Heidi Becker
- Cultivating TALint: Using the Core Competencies as a Framework for Training Future Information Professionals - Marlene van Ballegooie and Jennifer Browning
- Wrangle and Corral that License Agreement - Carolyn Carpan and Alexis Linoski
- The Heart of the Cycle: How Can Metadata 2020 Improve Serials Metadata for Scholarly Communications and Research? - Juliane Schneider
- Serials Clerk to Dean: 20 Years with a Head in the Clouds - Jeff Steely
- The Scholarly Commons - Maryann Martone

However, one of the sessions, The Heart of the Cycle: How Can Metadata 2020 Improve Serials Metadata for Scholarly Communications and Research? presented by Juliane Schneider was not well suited for a recorded session since the speaker decided to have an interactive

session with the audience. The PPC chair acted immediately and requested from the AV company and the Board to schedule a different session to be recorded. At that point only option was the Snapshot Session. The available sessions are listed on NASIG blog: <https://nasig.wordpress.com/2018/02/26/nasig-on-demand-nasigs-newest-conference-offering/>

All three Vision Sessions are included in the NASIG on Demand: Features of the 2018 Conference.

9. Resources for Speakers and Presenters

At the Board’s request a new list of resources for speakers, including tips on creating presentation and how to do public speaking, was made available to all presenters. The page originally created for the 2017 conference was adjusted for this year conference.

Submitted on: August 13, 2018