ALA 2025 Annual Conference
Education Program Proposal Submission Guide

OVERVIEW

The ALA 2025 Annual Conference & Exhibition takes place in Philadelphia, PA, June 26-30, 2025. The conference includes approximately 200 education programs created and curated by library professionals. These programs address a diverse range of pressing issues for libraries and updates on new research and innovations.

Education programs are 60 minutes total, which may include 10-15 minutes of Q&A. There are 9 proposal juries to select from when submitting a proposal: one of ALA's 8 Divisions or the overall ALA jury (which includes representation from Round Tables, Offices and Affiliates). *A proposal should be submitted to only one jury (no duplicate submissions).* You do not need to be affiliated with the particular Division to submit a proposal to its jury.

SUBMISSION SITE AND DEADLINE

Proposals are submitted through an open call, and curation of the Annual Conference is led by members of the American Library Association. Proposals must be submitted through the online submission site by the deadline noted below. *ALA is not able to accept late submissions*.

Submission site opens: August 19, 2024
Submission site closes: September 29, 2024, at 11:59pm Eastern (note new date)
Final Decisions and Notifications: December 2024

EDUCATION PROGRAM SELECTION CRITERIA

ALA provides a copy of the Annual Conference Education Program Proposal Rubric in the call for proposals and on the submission site. The rubric describes the scoring for each criterion and guides the review committees' evaluation of proposals.

Education program proposals will be evaluated on the following criteria:

- Title and Description
- Learning Objectives
- Timeliness/Demand
- Innovation
- Approach to Equity, Diversity, Inclusion and Accessibility (EDIA)

EDUCATION PROGRAM PROPOSAL SUBMISSION OVERVIEW

All proposals must be submitted through the online submission site. Upon submitting a proposal, you will receive an automatic confirmation email if the proposal was successfully submitted.

Before You Begin

Familiarize Yourself with the Selection Criteria

ALA includes the Annual Conference Education Program Proposal Rubric in the call for proposals and on the submission site for your use. Carefully review the selection criteria and keep the rubric available for reference when creating your proposal.

Identify the Jury for Your Submission

There are 9 juries to select from when submitting a proposal: ALA's 8 Divisions and the ALA jury (which includes ALA Round Tables and Offices). Each proposal should only be submitted to a single jury. *You may submit more than one unique proposal, but duplicate proposals to multiple juries will not be reviewed.*

You do not need to be a member of the division to submit a proposal to its jury. *For 2023 and 2024, the ALA and PLA juries received the highest numbers of submissions.*

For more information about ALA divisions, round table, offices, and affiliates:

- ALA Divisions: http://www.ala.org/aboutala/divs
- ALA Round Tables: http://www.ala.org/aboutala/rts
- ALA Offices: http://www.ala.org/aboutala/offices/home
- ALA Affiliates: https://www.ala.org/aboutala/affiliates/affiliates/current

To guide prospective presenters' selection of a jury to submit to, Divisions shared their programmatic priorities:

AASL: AASL is seeking proposals that demonstrate the role school librarians have in the PreK-12 education landscape and policy for teaching and learning. As leaders within their school/district, as researchers in the field, and with the learning community they serve top of mind, programming for AASL should consider the unique perspective and role of school librarians.

ACRL: ACRL program proposals should address issues facing academic and research librarians today and provide timely, thought-provoking, and practical content and research, as well as actionable steps attendees can take. We encourage proposals that address the five key areas in ACRL's Plan for Excellence. We strive to offer inclusive professional development that reflects the library community's diverse range of race, ethnicity, gender identity and expression, sexual orientation, economic background, age, and/or ability. Proposals are welcomed from all types of libraries, positions, and experiences.

ALSC: ALSC works with librarians and others to engage communities to build healthy, successful futures for all children. ALSC's programming at ALA Annual Conference creates spaces and opportunities for children's library staff, literacy experts, educators and community partners to share new developments and best practices, which help grow and develop their colleagues across the nation – and beyond! For more information, please see ALSC's strategic plan.

Core: Core: Leadership, Infrastructure, Futures is the national association that advances the profession of librarians and information providers in the areas of buildings & operations, leadership & management, metadata & collections, preservation and technology. Core members play critical roles in every library, shaping the future of the profession by striking a balance between maintenance and innovation, process and progress, collaboration and leadership. Core encourages diversity in our programming and seeks presenters from a wide range of backgrounds, libraries, and experiences. We invite submissions from underrepresented groups such as Indigenous peoples, women, people of color, the LGBTQA+ community, and people with disabilities. We also strongly encourage submissions from public, school, and special libraries.

PLA: PLA centers equity, diversity, inclusion and social justice (EDISJ), working with and for public libraries as they evolve to become more responsive to and reflective of ever-changing community needs. PLA's programming at ALA Annual Conference provides a platform for libraries to share and test emerging best practices and to grow the knowledge, skills and confidence of workers at all levels within local public libraries. For more information, please see PLA's strategic plan.

RUSA: RUSA serves all types of libraries in reference, user services, adult readers advisory and collection development as well as resource sharing, genealogy and archives, business reference and reference technology.

United: United for Libraries provides support and education to library Trustees/Board Members, advocates, Friends of the Library, Library Foundations and fundraisers, and those who work with them. United for Libraries programming at the ALA Annual Conference aims to equally serve the above audiences. Topics range from advocacy, fundraising, board development, best practices, collaboration, fighting censorship, and more.

YALSA: YALSA seeks program proposals that further our mission of "empower[ing] all those involved in the profession to provide equitable, diverse and inclusive teen services."

Proposal Planning

The submission site consists of a series of tasks to complete for your proposal. A completed proposal includes the following:

- Initiate a Proposal
- Program Title, Content Area, and Description
- Learning Objectives
- ALA Professional Development Priorities
    - Timeliness/Demand
    - Innovation
    - Approach to Equity, Diversity, Inclusion and Accessibility (EDIA)
- Target Audience and Library Type(s)
- Identify Presenters
- Scheduling Considerations
- Supplemental Questions (if applicable)
- Acknowledgements and Agreements
- Submit the Proposal

Step by Step Instructions for Proposal Submission Tasks

All proposals must be submitted using the online submission site. You must complete all tasks **and click Submit** upon completion of all tasks to submit a complete proposal for review. You may begin a proposal and complete it over time, just be sure to adhere to all deadlines. You will receive an automatic confirmation email when you have created an account, another when you have initiated a proposal, and a third confirmation email when you have submitted a completed proposal.

Initiate a Proposal

To initiate a proposal and set up a user account you will need to complete certain initial steps. After setting up your user account, you will need to enter a title and indicate the Selection Jury for your proposal. The person who initiates the proposal becomes the Primary Contact on the submission. ALA will email the Primary Contact for all communications, including proposal deadline reminders, selection notifications, and updates on selected programs. The Primary Contact should share information as needed with Presenters and Moderators.

Initial Steps

1) On the submission site, click Join Now to create an account. You will enter profile information and create an access key (password). You will receive a confirmation email from noreply@goCadmium.com with your account details.
2) On the landing page of the submission site, you will see a Proposals section and a section with Key Information. To start a proposal, click on the green link, “Click here to begin a new proposal.”
3) Enter a title (up to 15 words) for your proposed program. You will have the opportunity to make edits to your title in the Program Title, Content Area, and Description task.
4) Select the jury to which you are submitting the proposal.
5) Click Submit.
6) You will receive a second confirmation email from noreply@goCadmium.com that includes the type (submission jury), status, and title of your proposal.

On a subsequent log in to the submission site, you will be asked to complete the Privacy Notice.

Program Title, Content Area, and Description

Once you have completed the initial steps for creating a proposal, you will see the Task List. The first task is to confirm your title, select a content area, and enter your program description.

Program Title

Program titles should be descriptive and concise and effectively convey the proposed program. Avoid long titles, and do not use all uppercase or all lowercase. Sample program title: Literacy for All: Effective Strategies for Advocating for and Implementing Adult Literacy Services

Primary Content Area

Proposals must identify the primary content area from the list below that best represents the program.

Books and Authors features emerging and bestselling authors, upcoming titles, and trends in publishing.

Collections, Access, and Technical Services spans archives, acquisitions, cataloging and metadata, classification, collection development and management, digital collections, discoverability, deselection, electronic resources, incorporating free and open access resources, local history, preservation, scholarly communication, and using analytics/data mining.

Infrastructure includes accessibility and support services, applied and emerging technologies, building and facility planning and architecture, disaster recovery, inclusive design, interior design, library furniture and equipment, library site selection, maintenance and security, tools, strategies, and services for virtual spaces, websites, and UX.

Careers, Leadership, and Management encompasses administration and planning, assessment and data collection, career pathways, change management, customer service and user experience, finances, leadership development, marketing, personnel, privacy issues, and security.

Outreach and Engagement highlights topics such as building and sustaining partnerships, expanding access, community-driven approaches, civic engagement, sustainability, and disaster response.

Programs and Services includes key service areas, information literacy and instruction, adult literacy and digital equity, health and wellness, program formats and digital learning, readers' advisory, services by age group, services for special populations, and reference services.

Teaching and Learning focuses on learner perspectives and innovative and effective instructional approaches, tools, and resources that further critical knowledge, engagement, and access.

ALA retains the right to change the content area of accepted programs for marketing purposes.

Description

Program descriptions (75 words minimum and 250 words maximum) should be clear, concise, and compelling. As the rubric indicates, the description should effectively convey the proposed program so that attendees could rely on the information for a clear idea of the program content and experience. Descriptions should lead with the most important information first and provide details that speak to the timeliness and innovation of the proposal. *Given the anonymous review process, do not include presenter names or identifying information in the description*.

Additional tips:

- Start with concrete benefits of attending the program that will capture the reader's attention:
    - Are you responsible for [topic] in your library? You will leave this session with five new ideas you can implement to help you...
    - Learn about recent developments [as specific as possible] in [topic] and how they affect your work. Utilizing case studies from six school libraries, this program ...
    - Get strategies for streamlining your [work function] so it takes less time each day.
- Focus on persuasive outcomes for the attendee and avoid wordy descriptions.
- Describe collaborative learning environments that utilize a solutions-based approach.
- Avoid redundant or unnecessary language such as, "In this session, three panelists will talk about [repeat of program title]."

- Avoid generalizations such as, “In libraries today, technology is increasingly important,” or “Librarians are busy people.”

ALA retains the right to modify titles and descriptions of accepted programs for marketing purposes.

Task Steps

1) Make edits to your program title, if needed.
2) Select a Primary Content Area for your proposal.
3) Enter the description of your program.
4) Click Continue.

Learning Objectives

A learning objective is a clear, measurable, and achievable statement of the anticipated behaviors, skills, knowledge, or attitudes participants demonstrate from their learning. See the ALA Annual website for resources on creating learning objectives. Each proposal will need to include three learning objectives (with a maximum of 40 words each).

After entering each learning objective separately, click Continue.

ALA Professional Development Priorities

You will be asked to address how the proposed program supports ALA's commitment to professional development that is timely and innovative and that furthers equity, diversity, inclusion and accessibility. Provide brief responses to the following prompts:

- Describe how this program responds to a timely/new topic and/or one for which there is demonstrated high demand.
- Explain how this program presents fresh, innovative ideas, methods, or resources.
- Detail the proposed program’s approach to Equity, Diversity, Inclusion and Accessibility (EDIA). For example, this might include incorporating multiple, underrepresented perspectives and identities and/or furthering equitable access and accessibility.

Provide separate responses to the prompts, with a limit of 150 words or fewer for each and click Continue.

Target Audience and Library Type(s)

You will be asked to identify the target audience and library types for the proposed program. If your program is accepted, your library type selections will be used in the Conference Scheduler to assist attendees in identifying programs of interest.

Task Steps

1) Briefly describe the target audience and articulate the proposed program’s relevance to this audience, limiting your answer to 150 words or fewer.
2) Select from the list of Library Types/Audiences, choosing only those to which your program is relevant.
3) If you choose "Other" from the list of Library Types/Audiences, briefly describe the library type or audience.
4) Click Continue.

Identify Presenters

You will be asked to enter information about the Presenters for your proposed program. Full names and emails are required for each person. This information will be used only if the program is accepted and is not part of the review process. If the person submitting the proposal will also be a Presenter or Moderator, please make sure that person is identified as both a Presenter/Moderator and the Primary Contact per the steps below. You may include up to five participants, including yourself, in the proposed program. The role options are Presenter, Moderator, Primary Contact, and American Library Association Staff.

You may identify one participant as a Moderator and, if applicable, select American Library Association Staff as a role for one contact/program participant.

As part of the profile completion, presenters will be asked to identify previous experience in delivering educational programs. This information is not part of the rubric scoring process.

Task Steps

1) Click Edit [your name] Profile under the Presenter List.
2) Complete as many of the profile fields as you can or at the minimum, the required fields.
3) Choose your role(s). You can select multiple roles, so mark all that apply (noting the limits on Moderator and American Library Association Staff).
4) Indicate if/where you have previously delivered educational programs from the listed options.
5) Enter a short biography of up to a couple paragraphs, with your name, title, and affiliation in the first sentence. This will be used only if your program is accepted.
6) Click Continue.
7) Upload a photo as part of your presenter profile. This will be used only if your program is accepted. Click Continue. You may opt out of submitting a photo and click Continue to complete the task.
8) If your proposed program will have additional participants, add each one separately by entering first name, last name, email, and role(s). Click Add Presenter.
9) Repeat the process outlined above to complete the profile for each presenter you add. Or you may invite your co-presenters to complete their own profiles by clicking Invite [presenter name]. This will send an email to the presenter from noreply@goCadmium.com with their log in credentials and task list. They can then access the Identify Presenters task to complete their profile and the Acknowledgements and Agreements task (outlined below). As submitter you will receive a confirmation email when the presenter has completed the tasks.
10) Click Save Presenters. You may revisit this task to add or remove program participants.

Scheduling Considerations

You will be asked to provide information to assist with the scheduling of your program if it is accepted. Though the schedule is subject to change, please see the 2024 Schedule-at-a-Glance for reference, specifically Saturday, Sunday and Monday, Session Blocks 10 through 23.

Task Steps

1) Indicate your preferred room set: theatre or banquet (rounds). If your proposed program will be highly interactive, you may prefer a banquet room set. Otherwise, a theatre set is recommended. ALA cannot guarantee room set requests but takes them into account in the scheduling process.
2) Provide your best estimate of the number of attendees for your proposed program.
3) Provide any known date/time conflicts for the program participants.
4) Click Continue.

Supplemental Questions

Depending on the Jury to which you are submitting a proposal, you may see an additional task in the Task List.

- ALA Unit, Member Group, or Affiliate and Focus: If you are submitting to the ALA jury, you will be asked to provide information about program sponsorship, if applicable, and focus.
    - Select the ALA office(s), round table(s), and/or affiliate organization(s) on whose behalf you are officially submitting, *if applicable.* Affiliation is not required, and you should select a group only if you have been officially designated to submit a program proposal on its behalf.
    - Indicate whether or not your proposed program has an international focus. This information is for assigning proposals to selection committees for review.

- ACRL Supplemental Questions: If you are submitting a proposal to the ACRL jury, you will be asked to provide information about sponsorship and funding.
    - Indicate if you are submitting the proposal on your own as an individual or on behalf of an ACRL section, interest group or division-level program planning committee.
    - Indicate the number of Presenter(s) for whom honoraria is being requested and indicate the sponsoring ACRL Section (if applicable).
    - List any unit(s) that are cosponsoring the program by providing funding.
    - List any units that are cosponsoring the program in name only.

- Core: Leadership, Infrastructure, Futures Supplemental Question: If you are submitting a proposal to the Core jury, you will be asked to identify the Core section(s) most appropriate for your program proposal.

- RUSA Supplemental Questions: If you are submitting a proposal to the RUSA jury, you will be asked to provide information about RUSA Sections or Interest Groups and funding.
    - Select any relevant RUSA Section(s) or Interest Group(s).
    - Indicate if you wish to make a budget request for the proposed program.
    - If you are requesting a budget, indicate the amount, intended use, and rationale.

- United for Libraries Supplemental Question: If you are submitting a proposal to the United for Libraries jury, you will be asked to describe how the proposed program relates specifically to library Boards of Trustees, Friends of the Library groups, Library Foundations, library staff who work with these groups, and/or addresses library advocacy or fundraising.

Acknowledgements and Agreements

This task consists of acknowledging that you have reviewed the ALA 2025 Annual Conference Education Program Proposal Rubric, the Agreements noted below, and the ALA 2025 Annual Conference Education Program Proposal Submission Guide in its entirety, as well as any additional agreements that may be noted in the submission site. Agreements are subject to change. Please review this task thoroughly in the submission site for the most up to date agreements.

Task Steps

1) Carefully review the Education Program Proposal Rubric and the Agreements listed below on page 9.
2) Click Edit [your name] Form to read and agree to the above terms and conditions, sign the acknowledgement, and submit agreement.
3) If you have co-participants, you may click the Invite [Name] button to send them a link to review and sign the acknowledgement if you did not invite them while completing the Identify Presenters task.
4) Once all participants have submitted agreements, click Complete Task at the top right. *Please note that agreements must be completed for all participants before the proposal can be submitted.*

Submit the Proposal

Once all tasks are completed and you have clicked Save Submission, the Task List becomes the Proposal Summary. At the bottom of the completed tasks, you will see "Click here for a preview of your proposal." The Proposal Preview that opens allows you to print the proposal (or save as PDF). Click your browser's back button to return to the Proposal Summary.

Please wait until you have finalized your proposal to click Submit as you will no longer be able to edit the proposal once it is submitted.

When you are ready to submit the proposal for review, click **Submit** on the Proposal Summary page. This step is essential. You will receive a confirmation email upon submitting the proposal to let you know it was successfully received. If you do not receive the confirmation email, your proposal was not submitted and will be considered incomplete. *Incomplete submissions will not be reviewed, and ALA is unable to accept late submissions.* Be sure to check your spam folder if you do not see the email in your inbox.

AGREEMENTS

Deadlines

All participants of accepted programs must adhere to published deadlines. You must be committed and responsive to working with ALA to deliver an exceptional attendee experience by meeting deadlines.

Multiple Acceptances

ALA continues to receive a high number of program proposals, making for a highly competitive selection process; thus, it is not possible to accept all high-scoring submissions. If you are the submitter or a co-presenter

for more than one accepted program, please consider limiting yourself to two program slots, so that you can spend more time learning from others and to open up opportunities for other presenters and programs. Please contact confcontent@ala.org if you want to make any changes to your acceptances.

Intellectual Property Rights

All participants of accepted programs must observe intellectual property rights. Presenters must ensure that information, illustrations, images contained in presentations, related materials or visual aids shall be factual and not misleading and will not violate the intellectual property or copyrights of any third party.

ALA Membership

ALA encourages those submitting proposals to be members of the Association.

Conference Registration and Expenses

All participants of accepted education programs must register to attend the Annual Conference and are eligible for a reduced Presenter rate. Program participants are responsible for all of their own expenses, including travel, accommodations, meals and registration fees. Registration may be handled differently in the event of exceptions such as Exhibitor staff or division-sponsored participation.

International Attendees

If you are an international attendee and need a Letter of Invitation before you register for the conference, please complete the Letter of Invitation Request or send a request to the International Relations Office at intl@ala.org. Please include your full employment information and mailing address. The official ALA Letter of Invitation will be used to facilitate the processing of any visas or documents needed for you to attend the conference. ALA is unable to provide financial support for your participation.

Event Format and Recording

Annual Conference may be held virtually, in-person, or as a hybrid of both. Presenters/Moderators should be prepared to present in all formats and to consent to recording and/or livestreaming as needed.

QUESTIONS

- For general questions regarding the proposal submission or review process please contact ALA Conference Services at confcontent@ala.org.
- For technical issues on the submission site please contact Cadmium Tech Support at Support@cadmiumcd.com or click on Technical Support at the top right of the submission landing page.