

WELCOME!

The open forum and invitation to MLA '23 will begin shortly



Looking back,

forging ahead

MLA'23

Detroit | May 16-19 | #MLANET23

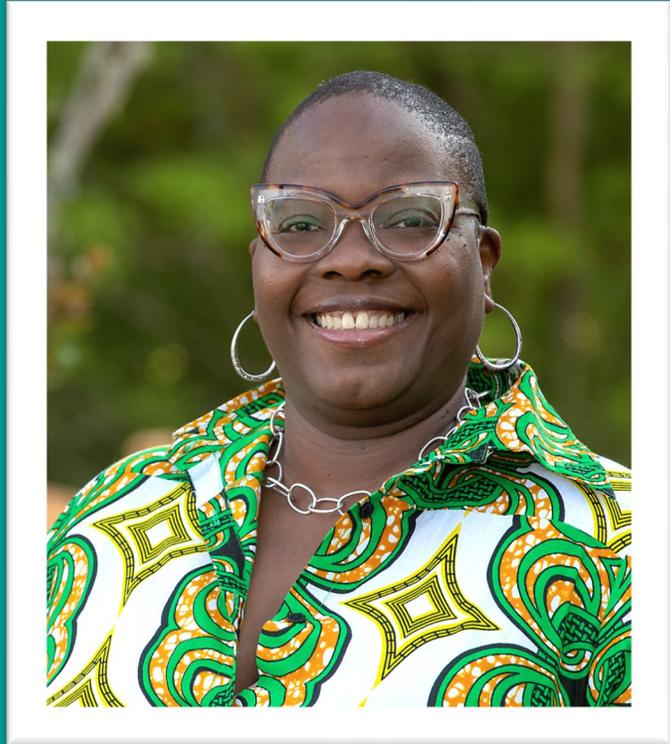


Rules of the Road

- **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



Shannon D. Jones, AHIP
2022-2023 MLA President

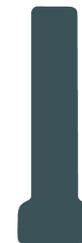


Looking back,

forging ahead

MLA'23

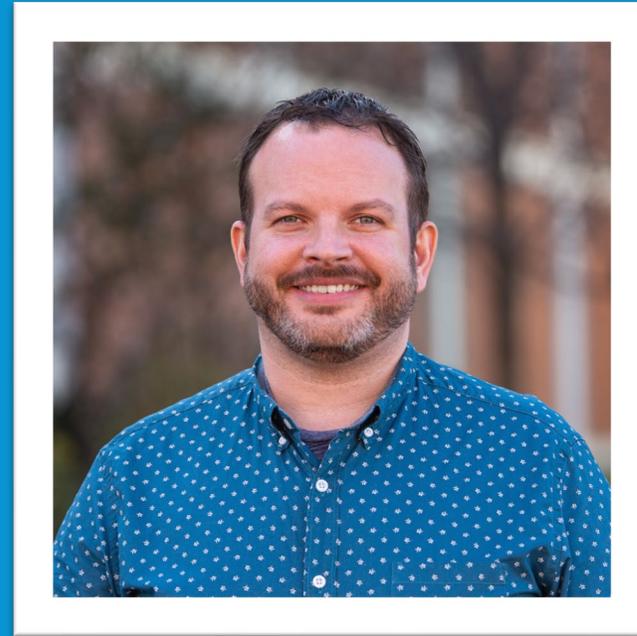
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2023 NPC Cochairs



Kate Flewelling, AHIP



Ryan Harris, AHIP

MLA'23

National Program Committee



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 Zanin-
Yost, AHIP



Shannon D. Jones,
Board Liaison

MLA Staff

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!



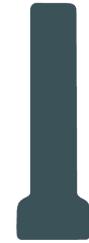


Looking back,

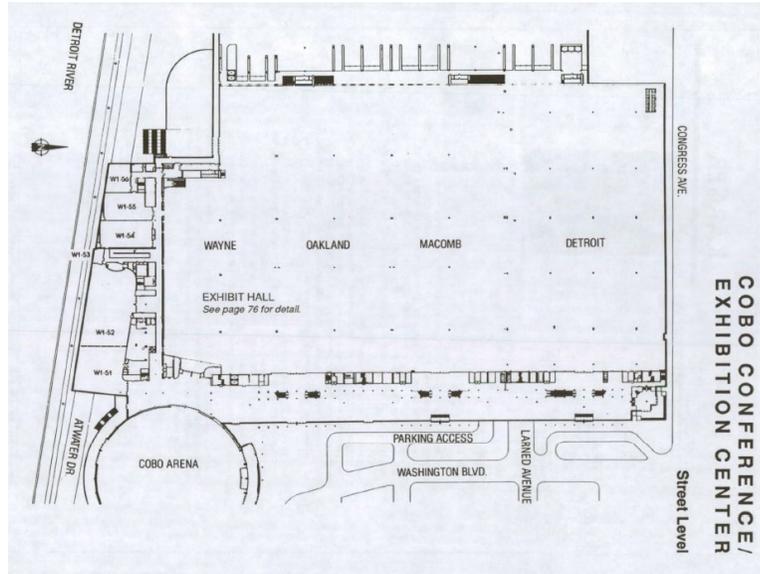
forging ahead

MLA'23

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Looking back,



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

forging ahead



Huntington Place

MLA '22 Hybrid

...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.

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

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

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

1,242 total registrations

111 papers

93 new presenters

550+ registrations supported by institutions

49 lightning talks

130+ papers & LTs on demand

269 nonmember attendees

136 posters, 125 with audio

3,324 virtual ribbons

200 new members/first time attendees

18 Immersion Sessions

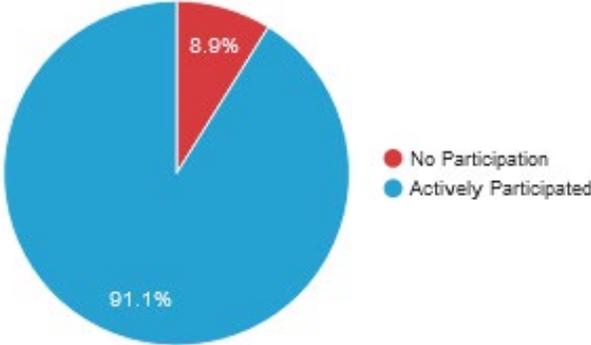


MLA '22 by the numbers

MLA'23

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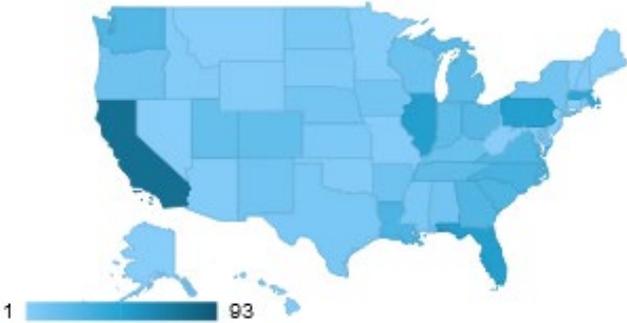
Participation Rate



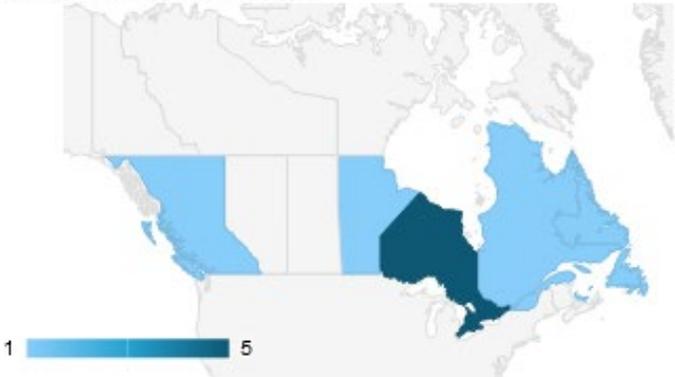
User Countries



User States



User Canadian Provinces

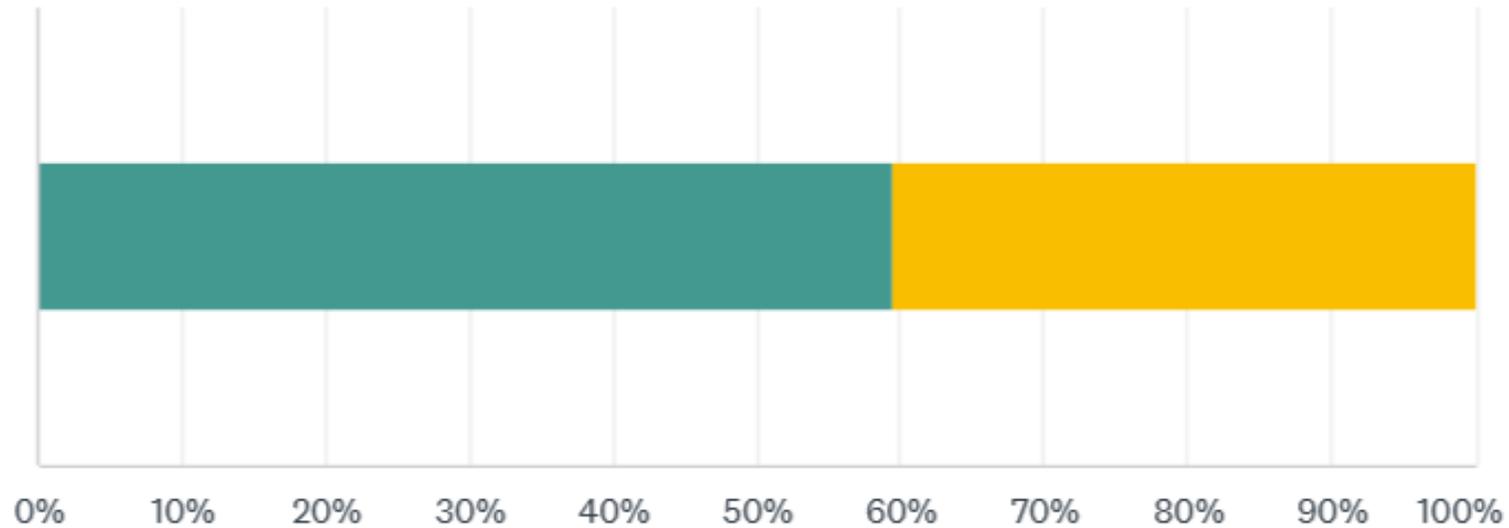


3200 virtual exhibit booth views

THANK YOU!!



MLA '22 Evaluation: Attendance



**319
attendees
answered**

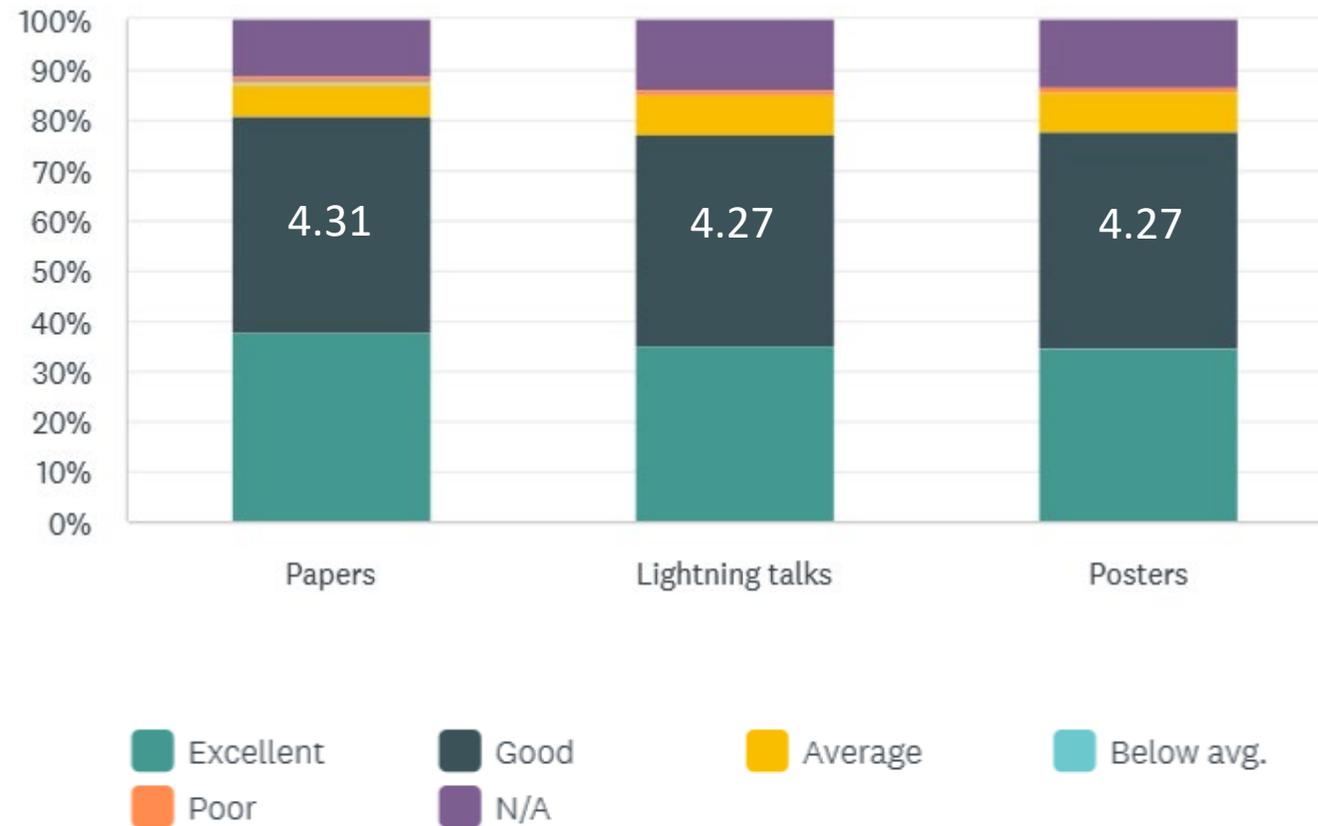
■ In person ■ Virtual only

Actual attendance percentages:
In-person: 45% Virtual: 55%



MLA '22 contributed content quality

“In my opinion, the content was fabulous. We have so many talented medical and scientific librarians doing such wonderful work.”



Weighted avg. rating, out of 5



307 total attendee responses

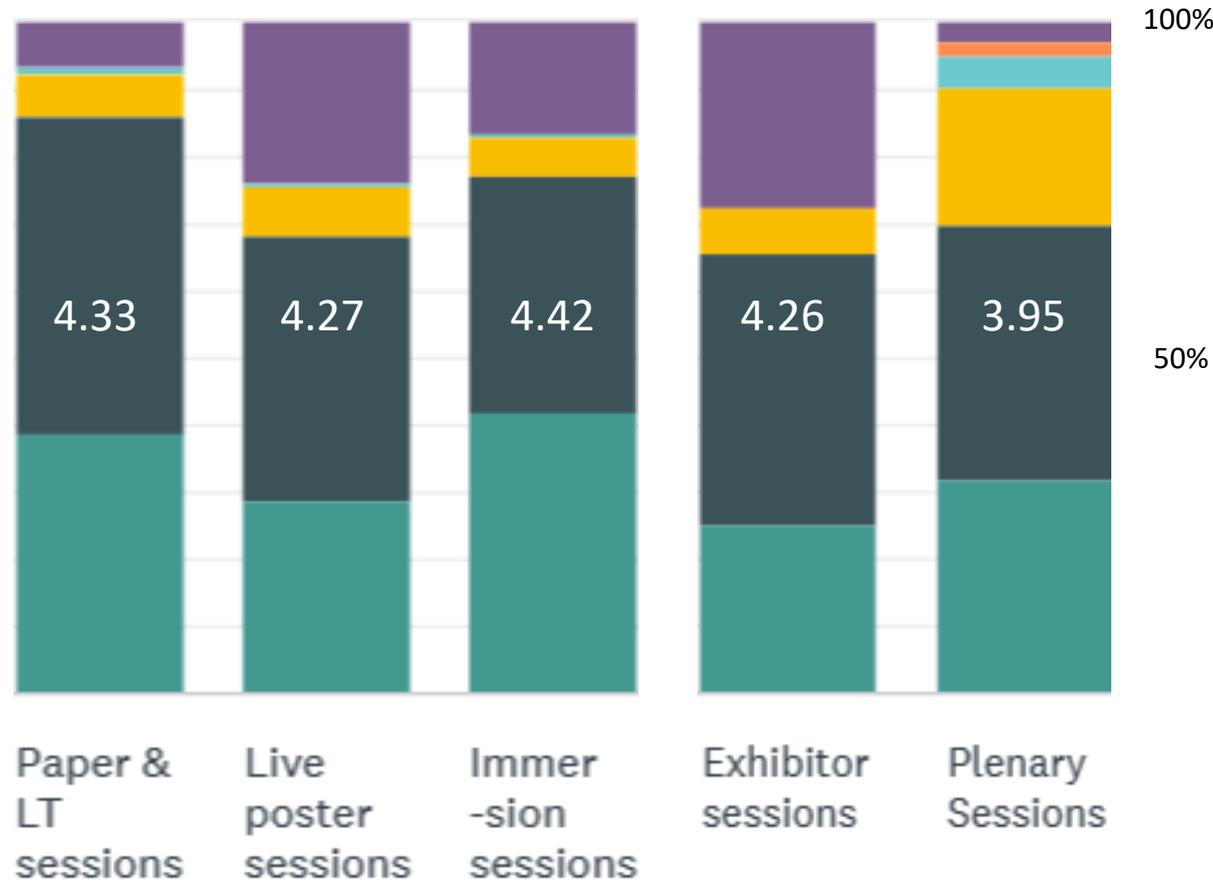


MLA '22 content experience (in person)

Weighted rating, out of 5



183 in-person respondents



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

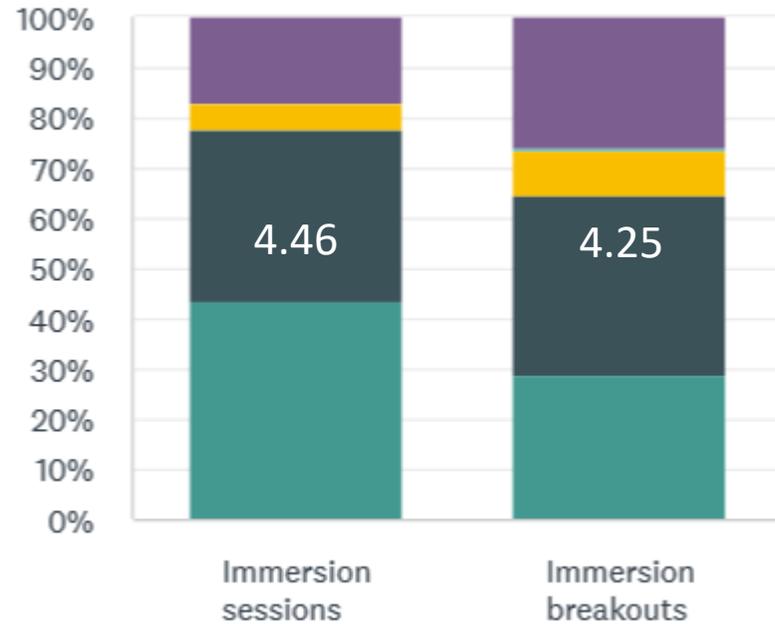


MLA '22 content experience (in person)

Weighted
rating, out of 5



**182
attendee
responses**



“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.”

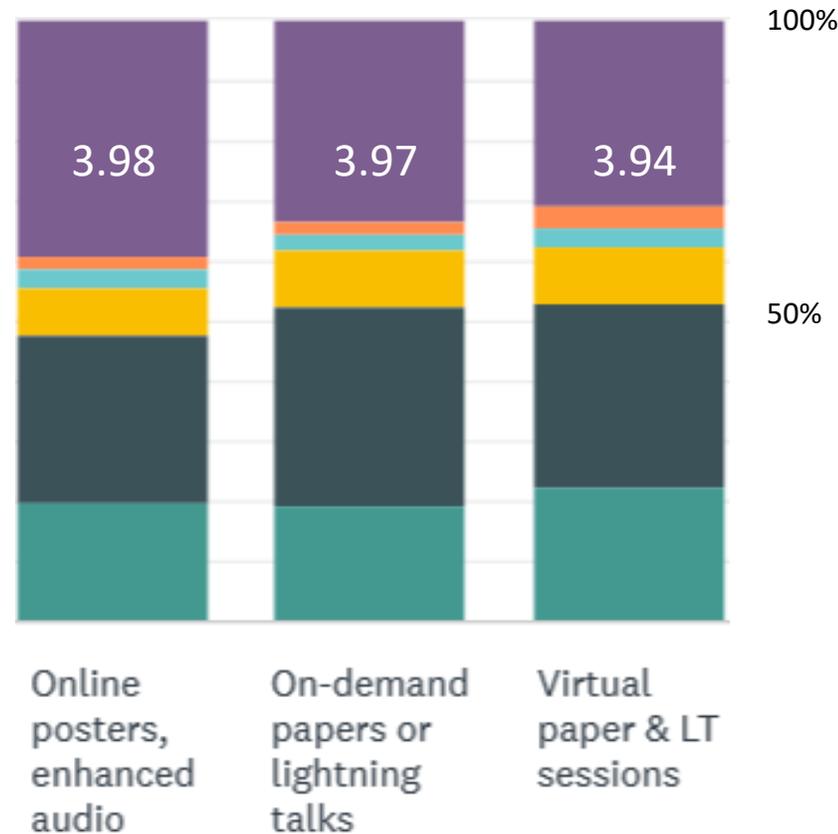


MLA '22 content experience (virtual)

Weighted rating, out of 5



301
attendee
responses



"The online posters with enhanced audio were amazing! Very helpful and relevant."

MLA '22 Content: Experiment

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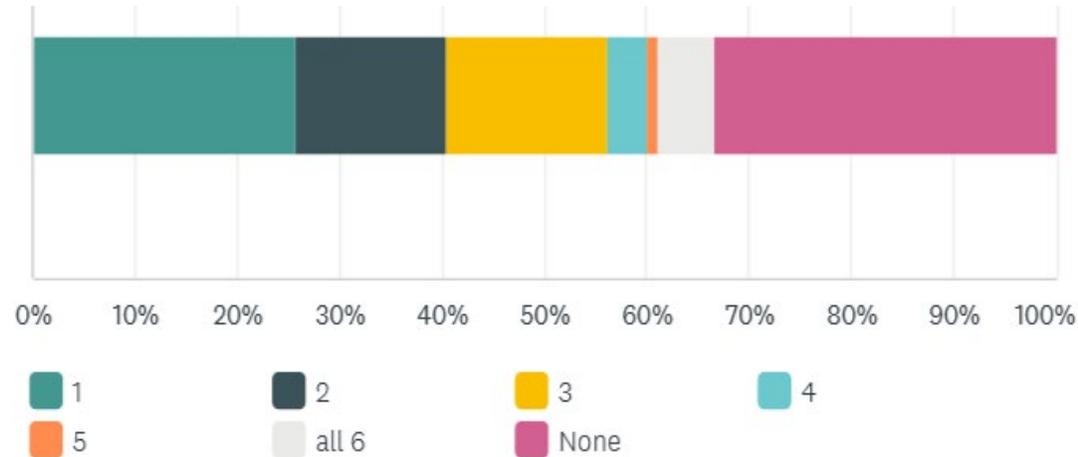
“The negotiation session that was part of the symposium was excellent! Great hands-on case-based scenarios to work from and a topic that is ‘universal’...”

“The collection development symposium presentation on collection development policies...was my favorite because it was directly relevant to my work.”

“Copyright session was excellent!! Fun and lots of expert knowledge, and I learned so much from the speaker.”

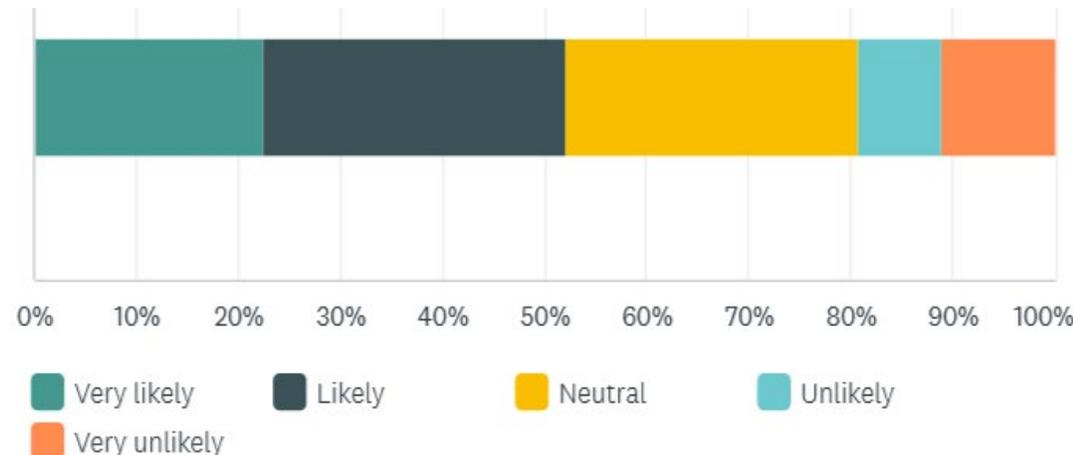
MLA '23 Content: Experiment

How many collection development/resource sharing sessions attended?



183 In-person attendees answered

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



MLA '22 Quest Winners

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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



MLA Virtual Spring Bingo Winners

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MLA 2024
membership

Sunny Chung
Lydia Howes



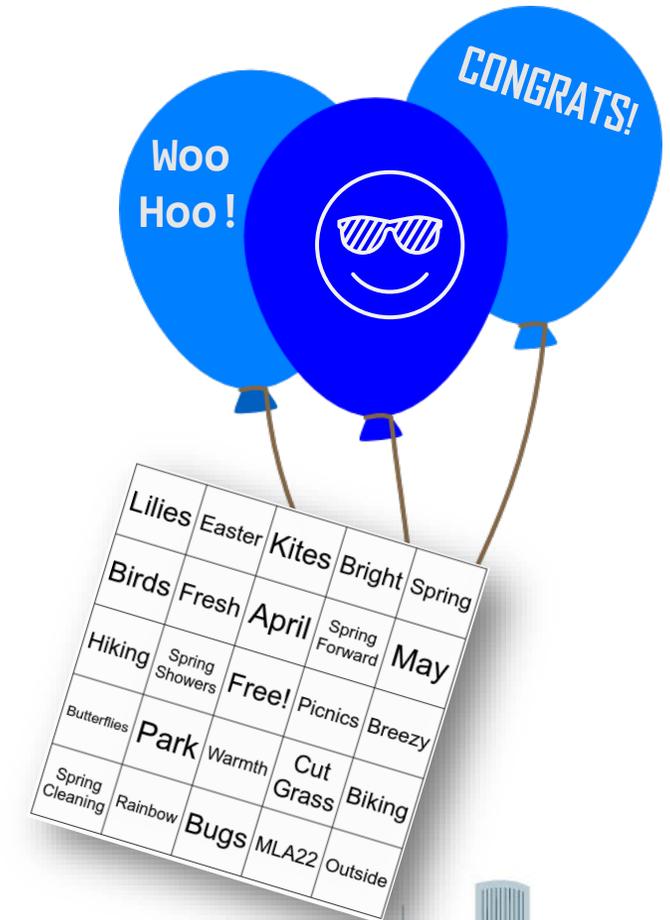
MLA '23
registration

Brenda Linares, AHIP
Kimberly Powell

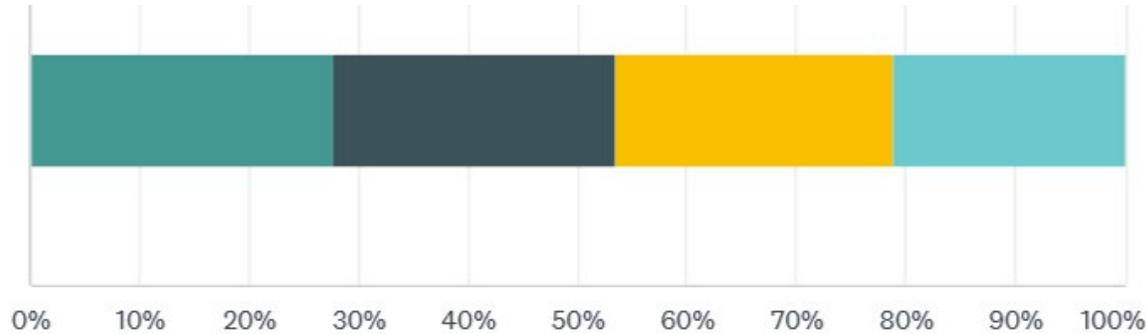


\$25 gift card

Melodie Gardner, AHIP
Janna Lawrence, AHIP, FMLA
Zoe Pettway Unno



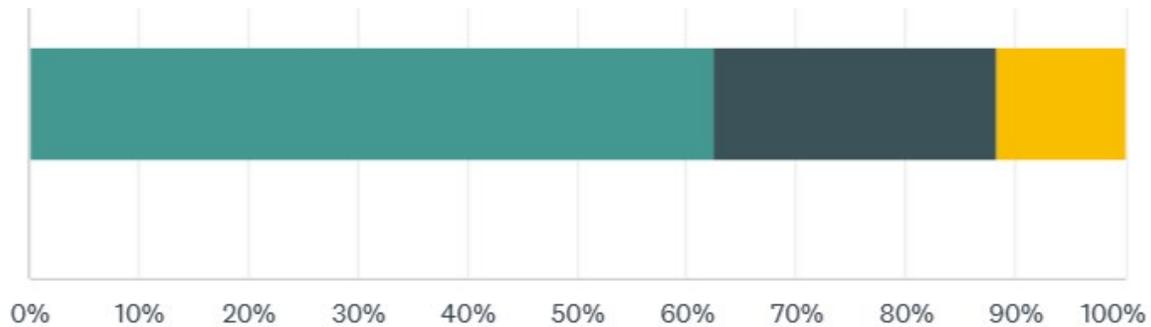
MLA '23: Will you attend?



Yes Maybe Don't know... No

Detroit?

**299
attendees
answered**



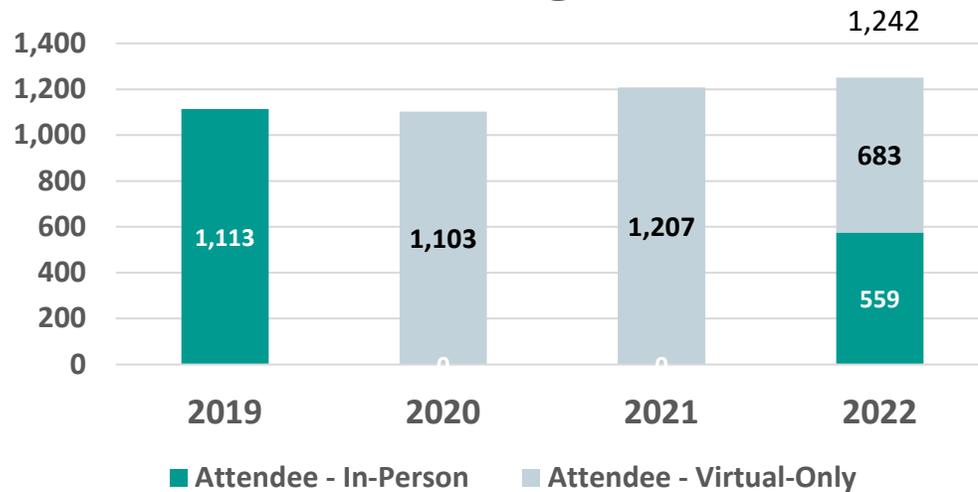
Yes Not sure No

Virtual?

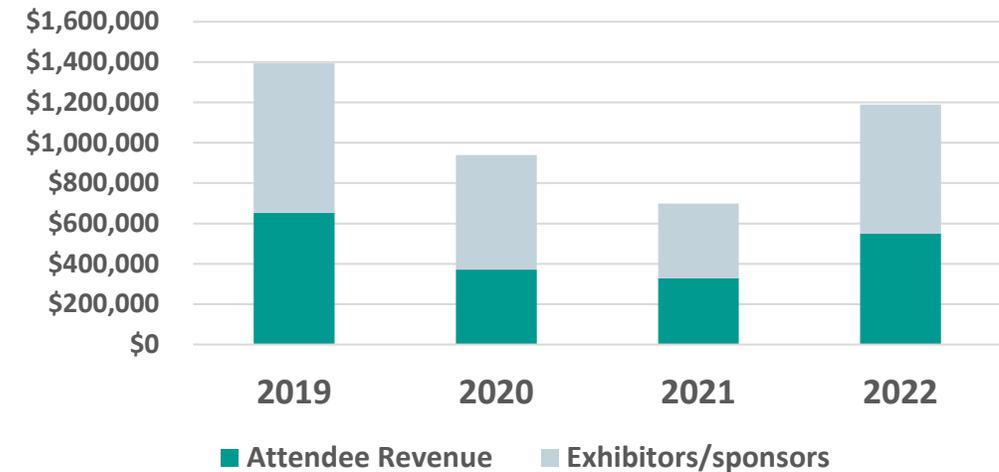


Past Conference Data

Attendee Registration



Conference Revenue



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

In-Person Only

On Demand Only

Live Streaming

In-Person and On Demand

Live Virtual & On Demand

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 MEDICAL LIBRARY
ASSOCIATION

125
YEARS

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**

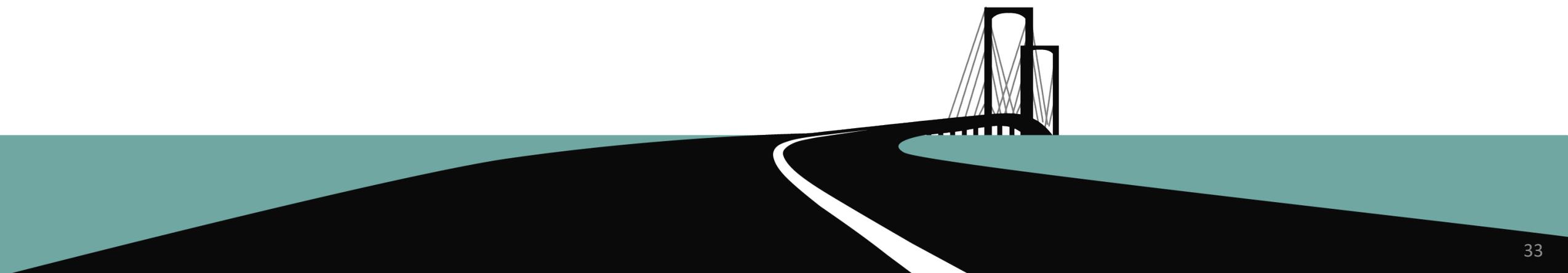
Envision the future (25 years) of the profession with community-driven activities and ideation

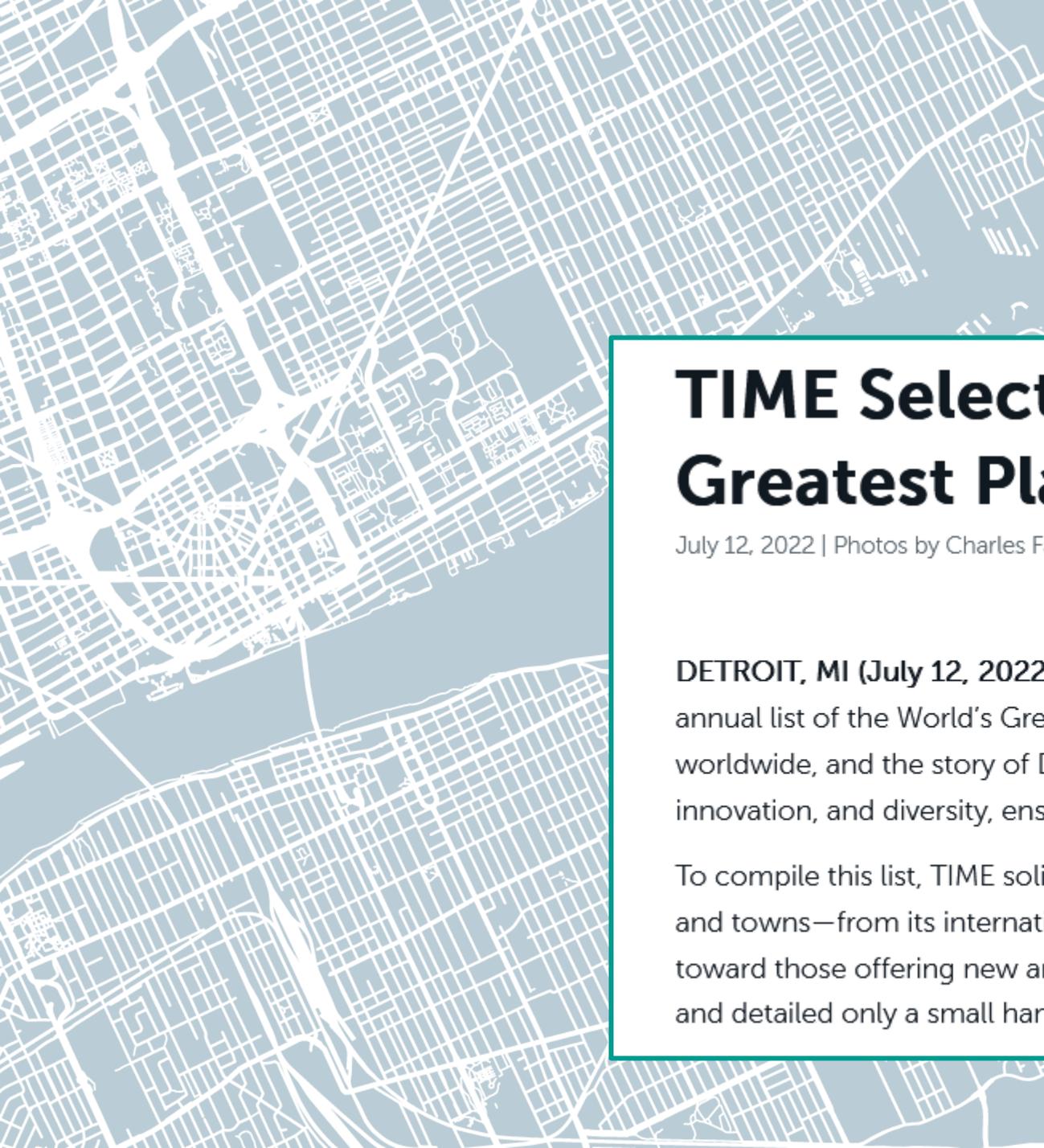
- **MLA Archives Task Force**

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



Looking back,

forging ahead

MLA'23

Detroit | May 16-19 | #MLANET23

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

Session type	Virtual Sessions	In-person Sessions	On-demand
Immersion	Limited # virtually. Any registrant can attend virtually.	Majority held in-person. In-person registrants participate.	N/A
Paper	Limited # live virtual sessions. Any registrant can attend virtually.	Majority held in-person. In-person registrants participate.	Presenter-created recordings on-demand, interact w/ text chat
Lightning Talks	Virtual only, scheduled live virtual sessions. Any registrant can attend virtually.	N/A	Presenter-created recordings on-demand, interact w/ text chat
Posters	N/A	In-person poster sessions to answer questions.	Presenter-created recordings on-demand, interact w/ text chat



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...

MLA'23

Detroit, MI | May 16-19
#MLANET | MLA at 125



Call for Submissions | (closes 11:59 PM EST on Thursday, October 13, 2022)

Conference Details | Technical Support

* Indicates a required field

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 the immersion and papers 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 15, 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 2023ccwg@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 created a new account for MLA '23 already and are returning to complete your submission or submitting another MLA '23 submission, add your email address and access key you created and login.

Log in to the Abstract ScoreCard

New Users

Select 'Join Now' to begin your first submission.

[Join Now](#)

Have a login already?

Email Address *

Access Key *

[Show](#)

[Lost your access key?](#)

[Login](#)

Questions? Submission Organizers: Debra Cavanaugh - debra.cavanaugh@mlahq.org / (312) 419-9097



MLA '23: FAQs & Criteria

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!](#)

More Options

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: FAQs & Criteria

MLA'23

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Immersion Session

The proposal overall is clearly communicated and organized.

3 - Agree	Proposal is clearly understandable and well organized.
2 - Neutral	Proposal is fairly clear but could use additional information or editing to make it more understandable and organized. Reviewers: Include suggestions in review comments.
1 - Disagree	Difficult to understand and disorganized. Not viable for MLA.

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

5 - Strongly Agree	Detailed agenda: potential speaker(s) identified or confirmed.
--------------------	----------------------------------------------------------------

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

