Call for Webinar Proposals

November 18, 2019

Do you have a great presentation idea that you think would be beneficial to MLA members? Would you like to share your knowledge in a particular subject area? If so, we invite you to submit a proposal for a webinar.

As we look to expand the range and breadth of programming, who better to learn from than you, the library expert? Whatever your position may be, you have a lot of expertise to share that will help others do their work better, smarter and faster.

Perhaps it's a new service you're offering at your library that you think others could find helpful. Maybe it's a program proposal that you have considered giving at the annual conference, but the timing just hasn't worked out (or you gave it and people asked for more!). Maybe you won a grant or fought hard for an initiative that you want to tell other libraries about so they can go after it too. We want to hear from you!

Whether you are a veteran webinar presenter or new to this delivery method MLA staff will work with you to schedule your event and get your message out to a wider statewide audience. Webinars will be scheduled to take place throughout 2020 covering general, intermediate, and advanced level subject matter.

Webinar Proposal Form

The information below is designed as a guide only. Please let us know if you have any additional questions about a webinar proposal.

Topics

We are soliciting webinar proposals on a wide range of topics of interest to individuals working in all levels throughout all libraries. Examples of possible webinar topics include, but are not

limited to:

- Culture and Diversity
- Leadership
- Youth Services
- Best Practices
- Human Resources
- Technology
- Fundraising/Grant Writing
- Programming
- Social Services
- Community Engagement
- Media Relations
- Volunteers and Friends
- Career Advancement

Experience Level

We are looking for webinar proposals at general, intermediate, and advanced levels, as defined below, as well as webinars for general audiences that incorporate active learning techniques. Please indicate the level of your proposed webinar on the submission form.

General:

Overview of a topic that can be easily understood and absorbed by the audience regardless of previous exposure or education. The webinar will cover foundational information and is not expected to be a "deep dive" into the subject matter.

Intermediate:

The intermediate webinar assumes a working knowledge of the topic, of basic concepts and principles, or of the regulations. Intermediate-level webinars are geared toward those looking to expand their knowledge and skill set beyond fundamentals to more complex or nuanced

aspects of the topic.

Advanced:

Advanced webinars:

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a) assume mastery of central concepts and principles, and of the processes of applying them to the day-to-day work.

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b) provide attendees with in-depth knowledge of an area and a robust set of skills for addressing difficult problems and navigating "grey areas" related to the topic, improving legal protections, shaping their institutional cultures, or advancing their careers. Webinars will make heavy use of active learning techniques, including case studies and polling questions. These sessions will not review basic concepts.

Learning Format

Webinars are intended to last 45 – 75 minutes total and typically involve 1-2 speakers. Multiple speakers may represent different perspectives of the topics and varied backgrounds or may cover complementary aspects of the topic. Speakers may present together or log into the webinar platform from different locations. Please anticipate 5 minutes at the beginning of the webinar for introductions and 10-15 minutes at the end for Q&A sessions.

Important Dates

The Call for Webinar Proposals is Open Now! Proposals will be accepted until 11:59 p.m. on

January 6, 2020. Accepted webinars will be scheduled in 2020 at a date that works best for you.

Presenter Responsibilities

If your proposal is selected, each presenter will be expected to:

- Provide a short biography (< 300 words) and headshot photo file to be used for promotional purposes
- Develop a compelling slide presentation to be used for the visual component of the webinar
- Participate in 1-3 webinar prep calls to familiarize yourself with the technology MLA uses and coordinate with other presenters
- Help promote the webinar program
- Present exceptional content at the live event!

MLA's Responsibilities

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Provide the technology and infrastructure to advertise the webinar, handle registration, produce and host the webinar

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Promote the webinar to MLA members and partners

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Track program attendance and provide program registrants with information and instructions on how to access the webinar

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Train presenters on how to use the webinar platform and assist with the entire live webinar presentation

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Moderate the webinar. This includes formally introducing the presenters and facilitating any Q&A and/or live polling

Frequently Asked Questions
What is the purpose of the Call for Webinar Proposals?

MLA's mission is to help libraries and library professionals succeed. We do this by ensuring our educational offerings represent the topics, issues, and voices that are most relevant to our members. Therefore, we regularly solicit, and always welcome, feedback and input. The Call for Webinar Proposals takes our commitment to serving our members' needs to the next level by inviting members of those communities to propose and facilitate webinars on topics of interest, relevance, and importance to them.

Do I need to be an MLA member to submit a proposal?

No, but if you are interested in becoming a member, information about the benefits can be found here .

How do I submit a webinar proposal?

Please submit your proposal via the online form:

Webinar Proposal Form
May I submit more than one proposal?

Yes. Each proposal must have its own separate submission to be reviewed independently. Please do not combine the submissions into one proposal. Also, be aware that due to MLA's commitment to offering diverse programming and points of view we may not accept several proposals from the same speaker in order to ensure an adequate number of voices are represented.

When will I know if I got accepted?

You will be notified no later than February 21, 2020, whether MLA has accepted your proposal or not. Accepted proposals will then be scheduled for 2020.

Will my proposal change once accepted?

We view webinars as opportunities to collaborate with presenters. As we consider your proposal, we may have ideas for a different scope or focus of the proposed content, and we will discuss those ideas with you. Presenters will have the opportunity to provide feedback, but acceptance of certain topics may depend upon the presenter's willingness and ability to modify the original idea.

If my webinar is accepted, what is the commitment associated with presenting for MLA?

The commitment associated with developing and delivering an MLA webinar includes:

- Participation in up to 1-3 planning calls or emails (which may include initial brainstorming session with Professional Development Manager about content modifications)
- Training on Zoom webinar technology and rehearsal
- Development of a presentation for the visual component of the webinar, program description, discussion guide, and/or additional resources list to accompany the webinar along with the submission of a brief biography and headshot.
- Presentation of the webinar

How will I know if people responded to my presentation?

MLA sends an evaluation to all attendees following professional development offerings. An overview of the survey results can be shared with you upon request.

My question wasn't listed! What do I do now?

If you have questions, email Amber Sheerin at asheerin@milbraries.org