TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction</td>
<td>3</td>
</tr>
<tr>
<td>MLA Professional Development Panel</td>
<td>4</td>
</tr>
<tr>
<td>Program Planning Timetable Worksheet</td>
<td>5</td>
</tr>
<tr>
<td>Date Selection</td>
<td>6</td>
</tr>
<tr>
<td>Topic Selection</td>
<td>7</td>
</tr>
<tr>
<td>Learning Objectives</td>
<td>8</td>
</tr>
<tr>
<td>Program Formats</td>
<td>9</td>
</tr>
<tr>
<td>Program Layout, Activities, and Agenda</td>
<td>10</td>
</tr>
<tr>
<td>Location Selection</td>
<td>13</td>
</tr>
<tr>
<td>Audio-Visual and Computer Equipment</td>
<td>15</td>
</tr>
<tr>
<td>Program Approval Form Information</td>
<td>16</td>
</tr>
<tr>
<td>Publicizing Your Program</td>
<td>17</td>
</tr>
<tr>
<td>Program Finances</td>
<td>19</td>
</tr>
<tr>
<td>Program Checklist</td>
<td>20</td>
</tr>
<tr>
<td>Program Packs</td>
<td>21</td>
</tr>
<tr>
<td>Certification Renewal Credits</td>
<td>22</td>
</tr>
<tr>
<td>Evaluation and Follow Up Directions</td>
<td>23</td>
</tr>
<tr>
<td>Conference Committee Calendar</td>
<td>24</td>
</tr>
<tr>
<td>Appendix Table of Contents</td>
<td>25</td>
</tr>
<tr>
<td>Definitions of Sponsorship, Co-sponsorship &amp; Cooperation</td>
<td>26</td>
</tr>
<tr>
<td>Speakers Policy</td>
<td>28</td>
</tr>
<tr>
<td>Program Registration Refunds Policy</td>
<td>30</td>
</tr>
<tr>
<td>Cancellation Policy</td>
<td>31</td>
</tr>
<tr>
<td>Financial Transaction Form</td>
<td>32</td>
</tr>
<tr>
<td>Program Approval Form #1</td>
<td>33</td>
</tr>
<tr>
<td>Program Approval Form #2 - Request for Funding</td>
<td>35</td>
</tr>
<tr>
<td>Presenter Agreement Forms</td>
<td>36</td>
</tr>
<tr>
<td>Program Evaluation Form</td>
<td>38</td>
</tr>
<tr>
<td>Coordinator Feedback Form</td>
<td>39</td>
</tr>
<tr>
<td>Final Financial Report Form</td>
<td>40</td>
</tr>
<tr>
<td>Index</td>
<td>41</td>
</tr>
</tbody>
</table>
**INTRODUCTION**

A primary activity of the Maryland Library Association is the presentation of programs, workshops, and conferences. To help those members responsible for program planning, the Professional Development Panel (PDP) has developed this manual of planning guidelines.

A quick review of the entire manual provides an overview of basic procedures. If you have any questions about program planning, please contact your liaison on the Professional Development Panel. He or she is there to help the divisions plan the best possible programs for MLA members.

All programs must be approved by the PDP. The forms with which to do this are included here. The PDP is committed to facilitating excellent MLA programs of all types. The approval process is how the PDP provides all the assistance it can to ensure the success of MLA programs.

The MLA office (410-947-5090) maintains a calendar of scheduled MLA events. Information about the scheduled programs and programs still in the planning stages may be obtained from the Professional Development Officer (PDO). The Events Calendar is maintained on the MLA website at www.mdlib.org. This calendar includes MLA events as well as those of other organizations.

This manual deals with planning fundamentals. These are the steps which must be taken to assure that your program is both effective and on target. To get you started, a Program Planning Timetable Worksheet is on page 5.

The sections of the manual are arranged chronologically to help you as you work through the timetable.
THE MLA PROFESSIONAL DEVELOPMENT PANEL
YOUR TRAINING CONSULTANT

Each MLA division is responsible for at least two programs during the year – one at the annual conference, plus one more. Many divisions put on programs in addition to this.

While divisions and interest groups do not have individual revenue goals to meet, there is an overall programming revenue goal (or ‘budget’) of $25,000 which all divisions and interest groups will work towards meeting. Co-sponsorship is highly recommended to ensure enough attendance to make programs fiscally viable as well as to ensure that all divisions are offering programming.

In all aspects of program planning, your liaison can help. Many divisions have a PDP liaison, depending upon the composition of the PDP in any given year. Think of him or her as your training consultant who can:

- **Attend** planning meetings with your members as you decide on your upcoming programs.
- **Identify** speakers, topics, formats, and anything else your division needs to provide great training.
- **Answer** questions about training in general, and MLA procedures in particular.
- **Assist** with follow up and evaluation.

Your liaison will contact your division and will offer you assistance. If your division or interest group is not represented on the PDP, feel free to contact the Professional Development Officer (PDO).
**PROGRAM PLANNING TIMETABLE WORKSHEET**

Program Title: ________________________________ Date: ______________

Planning a program should begin at least 5 months ahead of the proposed date. This allows time for approval to be given, speakers to be contacted, a site to be secured, as well as adequate time for publicizing your program. For your planning convenience, the necessary steps for a successful program are outlined below.

<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>TO BE COMPLETED</th>
<th>COMPLETION DATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Select Date</td>
<td>5 months prior</td>
<td>________________</td>
</tr>
<tr>
<td>Select Topic</td>
<td>5 months prior</td>
<td>________________</td>
</tr>
<tr>
<td>Develop learning objectives &amp; format</td>
<td>4-5 months prior</td>
<td>________________</td>
</tr>
<tr>
<td>Select Location</td>
<td>5 months prior</td>
<td>________________</td>
</tr>
<tr>
<td>Submit Program Approval Form (To MLA Office and PDO)</td>
<td>Follow submission schedule, p.16</td>
<td>________________</td>
</tr>
<tr>
<td>Submit publicity information (To Happenings)</td>
<td>2 months prior</td>
<td>________________</td>
</tr>
<tr>
<td>Submit press release (To social media)</td>
<td>2 months prior</td>
<td>________________</td>
</tr>
<tr>
<td>Registration deadline</td>
<td>1-3 weeks prior</td>
<td>________________</td>
</tr>
<tr>
<td>Complete Program Checklist</td>
<td>1 week prior</td>
<td>________________</td>
</tr>
<tr>
<td>Program evaluation</td>
<td>Day of program</td>
<td>________________</td>
</tr>
<tr>
<td>Submit Program Evaluation, Coordinator Feedback, Final Financial Reports, &amp; Summary of Evaluations (To MLA office)</td>
<td>4 weeks after program</td>
<td>________________</td>
</tr>
</tbody>
</table>
DATE SELECTION

The selection of an appropriate date is crucial to the success of your program. A good first step is to check the Events Calendar at www.mdlib.org. It is important to clear proposed dates with the MLA office (410-947-5090) before you continue with your planning.

Avoid dates close to (in the same week as):

- MLA Annual Conference
- Other division or interest group programs
- Other local library events (library system staff days, etc.)
- ALA Annual Conference and Mid-Winter Meeting
- Other major library conferences (PLA, ACRL, etc.)
- Religious holidays
- National holidays

You may wish to consult the Shared Statewide Training Calendar on MERLIN (http://www.merlincommunity.org/index.php?Itemid=83) to identify potential conflicts with your selected program date.

Also consider:
- Time of Year
- Weather conditions
- Recurring events affecting the target audience.
- In an effort to reach a wider audience, repeat a unique program on more than one date in different parts of the state.
TOPIC SELECTION

Needs Assessment
Before a topic is selected, the planners should determine the precise needs and interests of the target audience. At some point every year or two, divisions and interest groups should conduct a needs assessment of their members in order to determine appropriate topics for programs.

Some suggestions for needs assessments:

- Send out a questionnaire
- Have a brainstorming session at a meeting
- Talk informally with staff members
- Look around your own library setting for ideas
- Survey professional literature
- Look at programs from national or other state conferences.
- Consider topics generated by the State Staff Development Committee

There are a few basic questions for planners to ask before beginning the planning phase of a workshop:

- Is the topic or problem so new that potential participants will have no other opportunity to learn about it?
- Is the topic or problem a continuing one, requiring activities to update knowledge or to seek new solutions?
- Is the topic or problem the most important one to be considered at this time?
- Is the topic or problem appropriate for sponsorship by the group?

Once the planners have discussed these questions, they may broaden or limit the scope of the program topic.

Co-sponsorship
Please consider co-sponsorship of a program. Many program ideas appeal to more than one unit of MLA. MLA units are encouraged to co-sponsor programs in order to broaden the audience (See the Appendix for the MLA Definitions of Sponsorship and Co-Sponsorship).
LEARNING OBJECTIVES

Once a need for the program has been determined, the planners must write clear learning objectives for the target audience. Learning objectives are concise statements of what the participants will be able to do as a result of the program. Objectives also direct the program planners toward developing and conducting the kind of program that meets the target groups’ needs. They should drive the content and format of the program.

Check out this link for an in-depth explanation:
https://www.clinton.edu/curriculumcommittee/listofmeasurableverbs.cxml

Most programs should have several objectives; longer programs will have more objectives.

Effective objectives:

- Use active verbs
- Include observable behavior
- Describe what the participant will be able to do after the program (as opposed to what they will do during the program)

Examples of learning objectives:

- “At the end of the program, participants will be able to explain the two main differences between the Dewey Decimal and the Library of Congress Classification systems.”
- “At the conclusion of the program, participants will be able to demonstrate three appropriate behaviors for dealing with angry patrons on the telephone.”
- “At the end of the workshop, participants will be able to demonstrate five book repair techniques.”

List of active verbs to use in learning objectives:

- Write
- Explain
- Classify
- List
- Prepare
- Apply
- Define
- Describe
- Demonstrate

Words to avoid in learning objectives, because they do not describe observable behavior:

- Be aware of
- Know
- Feel
- Remember
- Appreciate
- Enjoy
- Be familiar with
- Comprehend
- Understand
PROGRAM FORMATS

Once you have chosen your date, decided on a topic, and developed good learning objectives, you are now ready to prepare a program format that best carries out those objectives. Remember to center the program planning on your audience and their needs, not on the program planners’ needs.

There are several options for providing continuing education opportunities to MLA members. Each MLA division is required to hold at least one program at the annual conference, and one additional program per year. Below are the different ways to provide these opportunities:

PROGRAMS AND FEES

Full-day Programs (at least 5 hours from start to end)
- Member - $50.00
- Non-member - $75.00
- Student/Retiree/Unemployed/Friend - $25.00

Half-day Programs (3-4 hours from start to end)
- Member - $25.00
- Non-member - $37.50
- Student/Retiree/Unemployed/Friend - $12.50

Publicity: Through *Happenings*, Marylib, MLA Website, other MLA Social Media sites and networking through members. Remember that each division is entitled to one free mailing per year to its members through the MLA office. You might want to use this to publicize your program. Continuing education contact hours will be assigned by the Professional Development Panel.

When planning a program, it is necessary to follow the procedures outlined in this manual – completing the Program Approval Form, monitoring the program budget, and evaluating and following up the program (with annual conference programs, much of this is done through the Conference Committee, to which your division has a representative).

DISCUSSION GROUPS

A Discussion Group lasts less than 3 hours, and may be a part of a regular division or interest group meeting. No registration fee is charged to MLA members and no contact hours are assigned/earned. Please send publicity to the MLA office for *Happenings*. You may use the free division mailing to publicize your discussion group.

REMEMBER

The objective of MLA is to provide quality continuing education opportunities for its members, and these guidelines are tools to help your division do that. Even a short discussion group after a meeting needs the same careful planning and attention to detail as does an all-day pre-conference.
PROGRAM LAYOUT, ACTIVITIES, AND AGENDA

Now it’s time to get down to the nitty-gritty; deciding exactly what your participants will DO at your program!

The layout of the program should be chosen to best carry out the learning objectives of the day. For example, if your objective is that the participants demonstrate two methods of dealing with angry patrons, a lecture format won’t be the best answer. A format that combines demonstration and practice will produce the best results.

Also, variety adds interest to the day’s schedule. If you have a guest speaker giving a lecture, following the talk with a video or small group discussions will keep the day from becoming too stale.

Consider some of the following options when developing the program schedule:

LARGE GROUP DISCUSSION – This means involving the entire audience in an interactive discussion. The discussion facilitator should be well informed about the program’s objectives, experienced in leading group discussions, and aware of the techniques which encourage participation by all (e.g. open-ended questions, summarizing, paraphrasing, etc.). Discussion involving a large group works best with 30 people or less.

SMALL GROUP DISCUSSION – The same principles apply as for large groups, but break a large audience down into several smaller groups. If you can appoint a facilitator for each group to move things along, so much the better. However, if small groups are given a clear task, they can usually accomplish it without a trained facilitator. Be sure to allow enough time for each group to “report out” to the entire group. Appointing recorders who take notes and present to the large group can speed this up.

BRAINSTORMING – This can be used in both small and large groups. The rules of brainstorming are: everybody contributes ideas, no ideas are judged or commented on, and keep the ideas coming as long as possible, no idea is too crazy, and try to piggyback on other ideas. Brainstorming is good for problem solving and for planning.

CASE STUDIES – Can also be used in both small and large groups. Small groups or individuals are given case studies to read, take action on, and report. Case studies are difficult to write so that they are both believable and also open to many interpretations. Some tips for successful case studies are: write them in the form of stories, name the characters, use realistic details, be descriptive, and use humor.

ROLE PLAYING – Acting out a hypothetical situation can be very useful in small groups, especially in portraying interpersonal situations. As in case studies, the situations need to be carefully scripted so that the roles are fleshed out, yet the solutions are not obvious. Many people think of role playing as simply putting on a skit of “before” and “after” behaviors. However, good role-plays involve both the “actors” and the audience in the discussion that follows; and good role plays can generate a lot of discussion.
PANEL DISCUSSION – Panels can be very effective with dynamic panelists and a skilled moderator. Be sure the panelists represent different points of view and are accustomed to public speaking. The key to a good panel is to have plenty of time for questions from the audience.

LECTURE – If you have a very dynamic speaker, lecture may be an appropriate format for some topics. As with a panel, it is essential to provide for lots of question time. You may also follow a lecture with group discussions. If you have never heard a particular speaker before, try to see him or her in action before deciding on them for your program.

Once you have determined which format will best accomplish your objectives, also consider the following when laying out your program and deciding on the agenda:

REGISTRATION – Provide at least a half hour, even if registering only involves picking up a nametag and handouts. The MLA office will provide personalized badges, holders and an up to date registration roster.

COFFEE AND FOOD – May be provided during registration, or only at the breaks. Be sure to provide a decaffeinated alternative (decaf coffee, and tea, herbal tea), and consider provisions for special dietary requirements.

BREAKS – Should be about fifteen minutes long. The first break should come early in the program – participants should not sit for more than 60 to 90 minutes without a break. Consider the option of two 10 minute breaks for an intense program. Tell the participants when the breaks will be before the program starts.

MEALS – Allow an hour for meals served on site, and 90 minutes for going out for a meal. Another option is a working lunch.

ICEBREAKERS AND ENERGIZERS – Use these fun activities to get people talking and moving. Use an icebreaker to start your day, and energizers after lunch and breaks. Check out these links for ideas!
http://www.mwls.co.uk/icebreakers/
http://www.residentassistant.com/games/icebreakers.htm

SPEAKERS’ INTRODUCTIONS – Always have someone prepared to introduce the speaker and facilitator.

SPECIAL NEEDS – Consider whether your attendees or presenter(s) may require special accommodation.

WRAP UP AND EVALUATION – Getting valuable feedback on your program takes time. Give participants at least 15 minutes, and tell them how you value their comments and how you will use their input. Ask the participants to put the completed evaluations in a box, on a table, or give to you. Give the participants a continuing education contact hour (CEU) form when you have received the evaluation. Participants must be present for the entire program to receive a CEU form.
START AND END ON TIME – Be doubly sure that your speakers are aware of how much time has been allotted to them. Tell them what is coming after their presentation, so they know how “running over” will affect the whole day. Establish “time” signals with the speaker, so you can subtly let them know they have five minutes left or that their time is up. If you are working with a speaker known for taking a long time, these points are especially important.

Below are some sample program agendas:

FULL DAY (3.5 contact hours)
9:00 AM  Registration and coffee
9:30    Introduction and icebreaker (contact time)
9:45    Videotape showing and discussion (contact time)
11:00   BREAK
11:15   Guest speaker (contact time)
12:00   LUNCH
1:00    Energizer to wake up the group (contact time)
1:15    Exercise – case studies (contact time)
2:30    BREAK
2:45    Exercise – small group discussion (contact time)
3:45    Reports from small groups (contact time)
4:00    Wrap up and evaluation
4:15    Adjourn

HALF DAY (2.5 contact hours)
9:00 AM  Registration and coffee
9:30    Introduction and icebreaker (contact time)
9:45    Exercise – Role play in small groups (contact time)
10:45   BREAK
10:55   Videotape showing and discussion (contact time)
11:45   BREAK
11:55   Small group discussion, leaders report back (contact time)
12:20   Wrap up and evaluation
12:30   Adjourn

Only agenda items that actively contribute to the achievement of learning objectives count toward contact hours.
LOCATION SELECTION

There are many things to consider when choosing a location:

- Ease of access from major highways
- Parking information and cost
- Access by persons with disabilities
- Overnight accommodations, if necessary
- Food service or nearby restaurants
- Rental fees (room, utilities, AV equipment, union labor)
- Security

Programs can be held in a variety of facilities. Most often, MLA programs are held in library meeting rooms, which usually do not charge rental fees. In addition to low cost, library meeting rooms offer the participants a chance to tour a library other than their own, and staff of the library can act as facilitator of local arrangements (they know where the restaurants are!).

Hotels and convention centers are suitable for large conferences and meetings, and are staffed with coordinators to help you plan your event. The charges for this are often quite high – you have to determine if the nature of your program makes this type of facility a viable option. College campuses are often good options – accommodations can be very reasonable.

The site you choose depends a lot on the type of program you will be having, which is why we include it as this step in the process. Questions to ask about a site include:

- Will there be several group discussions simultaneously so that “breakout” rooms (additional rooms) are needed?
- Are meals to be catered, or is site close to restaurants?
- Will the program be longer than a day? Do you need overnight lodging?

When looking at the room(s), here is a list of considerations:

- Can the room temperature be controlled? How?
- Is the lighting adequate? Can you control it?
- How are the acoustics? Soundproofing? Is there sound “bleed” from other rooms?
- Is the room flexible – can you move the chairs and tables around if you want to?
- Does the room match the size of your audience?
- Is there adequate space for registration?
- Where are the restrooms and are there enough of them?
- Is there room for exhibits, if needed?
- Can you tape flip charts to the walls?
- Is there a secure area for coats, and/or for keeping things overnight during a multi-day workshop?
- Can directional signs be posted if needed?
Room arrangement depends, again, on what you plan to do during your program. Be sure you consult your speaker(s) and facilitator(s) about what room arrangements they are expecting.

Virtual:

Some programs and activities are well-suited to be held online – discussion groups and lectures, especially. Online programs widen the program’s geographic reach, reduce the amount of travel, and simplify the planning process as location accommodations are not necessary.

Various virtual options are available to all MLA units. Contact the MLA Office for details.

Online programs are subject to the same policies and processes as other programs.

Programs in Remote Locations:

In order to provide efficient and effective organization in presenting programs in remote locations in Maryland, each program sponsor should designate a contact person in the location. This person will be responsible for providing additional publicity about the program, facilities for the program, and refreshments. This person will keep the sponsoring representative apprised of any changes in the immediate vicinity that may impact on access to the facility.

The program sponsoring unit will provide publicity to MLA members, especially unit members, and to other members of the library community, using varied methods such as Marylib, other appropriate listservs, and social media sites. An effort will be made to target potentially interested individuals and groups in the area in which the program will be presented.

The sponsoring unit will communicate in a timely manner with the location representative regarding special needs of attendees and other pertinent information.
The use of audio-visual equipment and/or internet access can sometimes enhance any type of program. Videos can stand alone, or be used to illustrate a point or to start a discussion. Additional programming aids such as computer-generated presentations and flip charts can all contribute to a lively program that is more than just “talking heads”.

Equipment can be borrowed from your own or other libraries, often at no charge. For large conventions and meetings, it must sometimes be rented from the hotel or convention center. Consider asking your presenter to bring his or her own laptop. Presenters should always be familiar with the technology they will be using, so if you are the presenter, practice!

Always check and recheck AV equipment and internet access before the program – LONG before, so you have enough time to correct any problems. Also recheck on the day of the presentation.

If planning a virtual program utilizing the technology in the MLA Office, be sure to reserve space at the Office as early as possible.

Checklist of things to consider when using AV and computer equipment:

Power
- Electrical outlets – where are they?
- Three prong adapter plugs – do you need them?
- Power Strips - do you need them?
- Extension cords – do you need? How many? Do you need to tape them down to keep people from tripping over them?

Computer Needs
- Laptop-do facility have one, or do you need to bring your own?
- Internet projector-do the facility have one or do you need to bring your own?
- Internet connection available-wired or Wi-Fi?
- Software for the presenter?
- Ask outside presenter if they have any computer needs?

Room Arrangements
- Suitability of space - can the room be made dark enough for video or computer presentations? Do you need to adjust your seating arrangements? Can everyone see?
- Acoustics? Can everyone hear? Does sound “bleed” from room to room?
- Equipment to be provided or bring yourself – Microphone? Screens – does room have one built in?
- Projection cart or equipment table?
- Podium or table for presenter?
- Have back up project or EXTRA BULBS! Don’t leave home without them!
**PROGRAM APPROVAL FORM INFORMATION**

The Program Approval Form (PAF) is due to the Professional Development Panel according to this schedule:

- Programs scheduled for January through March – Submit by October 1
- Programs scheduled for April through August – Submit by January 15
- Programs scheduled for September through December – Submit by June 1

You can send it in earlier than that. You may find the form useful as a planning document – filling out the correct sections as you are working on that part of the program. The PAF is meant to help you plan your program in a logical way while ensuring you meet all the requirements of MLA program planning.

When the PDP members review this form, they are looking for good content, strong learning objectives, and relevance to the members’ needs. The panel carefully reviews the PAF and offers any suggestions to the division/interest group for developing the best programs possible for MLA members.

Your PDP Liaison, or the Professional Development Officer if you don’t have a liaison, is the best person to help you fill out the PAF, and to assist you in all phases of program planning. Call on them for help whenever you need it. The Liaison/Officer will also be able to answer questions from other panel members when the proposal is discussed.

The PAF includes a section on finances. Program finances are an important part of the planning process. After you have decided on the content of your program, the learning objectives, relevance, format, and speakers, then work on the financial aspects. MLA programs are expected to make money. Programs that lose money or only break-even are actively discouraged. The exception to this is discussion groups, which do not require registration. If you can make more profit, MLA will benefit and you will be contributing to the overall programming revenue goal as well as to the health of the organization.

When pricing your program, take into account not only the expenses but also the value of the program. You are offering a solid learning experience with relevant objectives and applications to the everyday work of our members.

A sample of the PAF is in the Appendix. When the form is complete, send it to the MLA Professional Development Officer and the MLA office.
PUBLICIZING YOUR PROGRAM

You must not begin to publicize your program until it has been approved by PDP! However, you may send a “Save the Date” announcement in advance of approval.

HAPPENINGS

Using the monthly Happenings is a good way to publicize your program. It is posted online each month, and lists all the upcoming programs and events.

Happenings is also used as a universal registration form for all MLA programs in the upcoming months. Members use one form to register for whatever programs they plan to attend, and send the forms and payments directly to the MLA office. Take full advantage of this registration format by getting your information in as soon as possible.

The essential information needed for Happenings is included on the PAF. You should also include additional information, such as a fuller program description, information about meals, assignments, etc.

The deadline is the 1st of the month before being posted on the website. For example, October 1 is the deadline for the November issue which is posted on or about October 15th. This is a firm deadline, so make sure your copy is sent to the MLA office in plenty of time. It’s a good idea to get your information in as soon as you have all the details – about 3-4 months prior to your program.

The Conference Committee coordinates publicity for the annual conference program. It is usually not necessary to publicize conference programs individually in Happenings.

When you are planning your program finances, budget $60.00 for the Administration Fee. It will be charged to your division/interest group program budget.

THE CRAB

The Crab is the online quarterly newsletter of the Maryland Library Association. The link to it can be found on the MLA website. An article or press release in the Crab is an excellent way to publicize your programs.

Crab deadlines for the fiscal year will be distributed by the Crab Co-Editors. The long lead time required for the Crab means that you may not be able to use it to publicize your program if you don’t have all the planning elements in place by the deadline. This is yet another reason to plan as far ahead as possible.

MLA WEBSITE (www.mdlib.org)

The Happenings online is updated monthly and includes information on programs. There are links to the division/interest group pages and registration is available online.
All MLA programs and events are listed in the Maryland Library Events Calendar found on the MLA Website. The calendar is a multi-organizational listing of events and is accessed by the library community statewide. Your programs are listed here as well as in the Happenings calendar on the Web upon receipt of the PAF with complete information for the Happenings.

MARYLIB

Marylib is a listserv for Maryland’s library professional community. It is an effective way to promote your program to a broad audience of potential attendees.

Details about the listserv are available on the MLA website: http://www.mdlib.org/content.asp?contentid=153.

MERLIN

“Maryland’s essential resource for library information networks” is a site devoted to getting Maryland library staff connected with each other. They have a link to the MLA Event calendar and they can also help to spread the word about your program. Use the “Contact Us” form to request tweets and “hot topics” posts. MERLIN’s URL is www.merlincommunity.org.

OTHER PUBLICITY

Advertise your program in as many sources as you can think of, including social media platforms. Consider notifying library systems for their in-house newsletters. “Talk it up” with your own co-workers. If you are co-sponsoring your program, both groups should brainstorm ways to make the program known to the most people.

Consider other library associations, as well. Programs in Western Maryland can attract participants from West Virginia; those near the District of Columbia might attract members of DCLA, etc. Programs of interest to school librarians should be publicized via the Maryland Association of School Librarians (MASL); those of interest to managers should be mentioned to the members of the Maryland Association of Public Library Administrators (MAPLA); academic programs should be publicized to the Congress of Academic Library Directors (CALD). These are just a few examples of reaching beyond MLA to get the word out.

Each division/interest group can, once a year, send a mailing through the MLA office to their division/interest group members. This is an excellent way to publicize your program, but it should not be the only way. Most division/interest group programs have appeal to MLA members in all divisions/interest groups. Don’t limit the scope of potential attendees.
**PROGRAM FINANCES**

Program Finances have already been discussed. In the appendix are other forms you will need to conduct the financial business of your program:

1. **MLA DEPOSIT FORM** – Use for any registration money or other income that your division receives. Since registration is handled by the MLA office, you should only get money for “at the door” registrations. Return this form with the money to the MLA office.

2. **MLA REQUEST FOR PAYMENT FORM** – For advances and/or reimbursements. This is submitted to the MLA office. In the case of reimbursements, receipts must be attached to the form and should total the requested amount. All invoices from vendors, service agencies, or speakers should go to the person in charge of the program, who should check them for accuracy before attaching them to this form.

3. **MLA POLICY ON REFUNDS** – Important policy to know when potential registrants have questions. Not a form, but for your information.

4. Refund deadlines are published with each program description (See page 30 for the refund policy).

5. There may be a situation where a special service, such as having an ASL interpreter, is requested. The MLA budget has a designated line for such requests. Contact the MLA Executive Director for approval, and be sure to inform the PDP if your program will be receiving this special funding. This will ensure that there is no negative effect on your program’s bottom line.

A final note on the financial side – NO sales taxes will be reimbursed. Use the **MLA Tax Exempt Number – 31062509**.
PROGRAM CHECKLIST

_____ Speaker(s) arrangements (invitation letter, map/directions, AV needs, handouts, etc.)

_____ AV Equipment
   _____ Microphone
   _____ Screen
   _____ Projector
   _____ Lap Top
   _____ Extension cords
   _____ Plug Adapters
   _____ Computer equipment
   _____ Other AV/Speakers
   _____ Use of Smartboard

_____ Room Arrangements
   _____ Seating
   _____ Podium
   _____ Flipchart, paper, markers
   _____ Nametags
   _____ Handouts
   _____ Directional Signs
   _____ Other room details

_____ Refreshments
   _____ Coffee maker and coffee (decaf, regular)
   _____ Hot water and tea (regular, decaf, herbal)
   _____ Sweetener
   _____ Cream (real or non-dairy)
   _____ Lemon
   _____ Spoons/stirrors
   _____ Cups (hot and cold)
   _____ Napkins
   _____ Plates
   _____ Forks
   _____ Tablecloths
   _____ Serving trays/cutting and serving utensils
**PROGRAM PACKS**

A few days prior to the program, the MLA office will send the contact person/program planner a “Program Pack” which will contain:

- A Program Packet Check Off Form
- Roster
- Financial Report
- Sign-in Sheet (Must be signed to receive continuing education contact hour credit)
- Name Tags and Badge Holders
- Invitations to Membership (for MLA non-members)
- CEU Forms
- Certificates for the Presenter(s)
- Presenter Checks
- Request for Payment/Reimbursement Form (Return to MLA)
- Evaluation Sheets (Coordinator Feedback Form, and Final Financial Form; Return to MLA)

Name tags and badge holders will NOT be assembled by the office. Be sure to allow enough time to burst and/or assemble prior to your program.

Items marked “Return to MLA” must be delivered to/mailed to the office within 30 days of the program.
CERTIFICATION RENEWAL CREDITS

Your program may qualify for certification renewal credits. The Professional Development Panel will assign eligible contact hours at the time the program is reviewed. You will receive a sign-in sheet with your Program Packet. Attendees must sign the sheet and the program planner must return it to the MLA office for attendees to receive the credit. The program planner must sign the sign-in sheet to verify that attendees were present for the entire program. If an attendee finds it necessary to leave early, note the time of departure and the contact hours assigned to that person will be revised.

A history of the contact hours earned is kept on file for members in the association database.

Continuing education credit cannot be assigned to any program that is less than three hours in length. Credit is assigned in full hour and half hours only and only for the actual contact time for the program itself. Time set aside for registration, breaks, meals, and evaluations is not considered contact time.
Evaluation and follow up are vital parts of any program that are often overlooked. While it is a relief to have the long effort of planning over with, you still aren’t finished until the evaluations have been collected and examined.

The MLA program evaluation form is included in the Appendix. You can use this form for all programs, including annual conference programs. Additionally, you may develop your own supplemental evaluation if you wish. If the standard form does not carry the information that you need to know, develop your own supplemental form and make copies for your participants.

Summarizing the completed evaluations can be a bit tedious, but it is worth it. Once you have summarized the results, you have all the information about the evaluations at your fingertips. There is no standard form for summarizing the evaluations. Use whatever format suits you and provides a good overall picture of the program results. If you need help summarizing your evaluations – contact your PDP liaison.

Once you have summarized the evaluations, complete the Program Evaluation Coordinator Feedback Form. This form is for you, the program planner, to submit your own feedback about how the program went. It also gives MLA and future program planners valuable information about what works and what doesn’t, for future programs.

Submit your Coordinator Feedback Form and an evaluation summary to the MLA office as soon as possible after the program. The longer you wait, the harder it is to reconstruct what happened at the program.

When a program’s final reports have been received by the MLA office, the program is closed out. A Program Summary Form is generated and retained in a Division/Interest Group file which is available at any time the MLA office is open.

Get the word out! Reports of successful programs are of interest to MLA members for a variety of reasons. Consider writing an article for The Crab after your program. Instructions for submission can be found on the MLA website.
CONFERENCE COMMITTEE CALENDAR

The Conference Committee of the Maryland Library Association will meet monthly. The location and meeting date will be set each year by the Conference Chair.

ANNUAL CONFERENCE PROGRAMS

Three types:

- PROGRAMS – Speaker or workshop format, at least 60 minutes long (may be longer).

- PRE-CONFERENCE – All day or half day program, workshop format. Separate registration fee charged.

- POSTER SESSION – Visual displays with or without handouts. Division members’ staff displays to answer questions at two specified time periods.
APPENDIX

POLICIES

1. Definition of Sponsorship, Co-Sponsorship, & Cooperation Policy
2. Speakers Policy
3. Program Registration Refunds Policy
4. Cancellation Policy

FORMS

1. Deposit Form
2. Request for Payment/Reimbursement Form
3. Program Approval Forms 1 & 2
4. Presenter Agreement Forms
   A. Internal Speaker Agreement Form
   B. External Speaker Agreement Form
5. Program Evaluation Form
6. Coordinator Feedback Form
7. Final Financial Report Form
DEFINITIONS OF SPONSORSHIP, CO-SPONSORSHIP, AND COOPERATION RELATING TO PROGRAMS AND MEETINGS

All programs/activities using the name of MLA MUST be approved according to established procedures.

1. SPONSORSHIP - The unit takes complete responsibility for initiating, obtaining necessary funds, planning and executing a conference program or preconference, institute or workshop. This includes:
   A. Developing objectives and indicating scope.
   B. Identifying methods of presentation.
   C. Obtaining speakers and other resources.
   D. Handling arrangements and authorizing disbursement of funds.
   E. Handling publicity in accordance with MLA policies.
   F. Ensuring that all publicity about the event carries the name of the sponsoring unit.

2. CO-SPONSORSHIP
   A. Direct Co-sponsorship - A joint effort initiated in order to carry out an activity in which the units involved already are working together.
      1) One unit may initiate the planning, but the other(s) will be involved in the development of the budget request and/or the actual development of plans. This may be carried out by:
         a. An existing committee consisting of representatives of the units involved.
         b. A committee especially set up to plan and execute the program, which will also be made up of representatives of all units concerned.
      2) Joint responsibilities include:
         a. Developing objectives and indicating scope.
         b. Identifying methods of presentation.
         c. Obtaining speakers and resources.
         d. Handling arrangements and authorizing disbursement of funds.
         e. Handling publicity in accordance with MLA practices.
         f. Ensuring that all publicity about the event carries the name of the co-sponsoring units.
B. Secondary Co-sponsorship - The program is initiated by one unit, but at an early point in planning, the clear and close relationship of the program to activities and concerns of other units may be recognized either by the unit or by others.

1) The decision to broaden the base of responsibility for the program should be made by the originating unit, early enough for the additional units to be involved in decisions as to objectives, scope and methods of procedure and presentation.

2) The sharing of responsibility for planning, executing, and informing the membership follows the pattern of Direct Co-sponsorship.

3) The same obligation to avoid conflicts with other programs of these units is not operative in this type of co-sponsorship.

3. COOPERATION - A much looser relationship, which may come as a result of recognition of the relationship of this program or institute to those being offered by other units, or to the concerns or responsibilities of these units.

A. The motion to cooperate may come from either party, but all initiative and responsibility remains in the hands of the originating unit.

B. The decision as to the extent to which the other units will participate should be worked out in consultation between the responsible officers of the units concerned, and may be limited to:

   1) An agreement to publicize the program to the cooperating unit's membership.
   2) Avoidance of scheduling a conflicting program.
   3) Other arrangements.

4. SPONSORSHIP, CO-SPONSORSHIP, AND COOPERATION WITH ORGANIZATIONS OUTSIDE OF THE ASSOCIATION

A. The same definitions apply to arrangements with other organizations.

B. Financial arrangements need to be worked out in advance. Questions which should be considered include:

   1) Who is responsible for mailing (non-profit status)?
   2) How will the profit or loss be divided? What money is required up front?
**SPEAKERS POLICY**

Definitions: A “speaker” is defined as an individual who is a presenter, facilitator or a panel member of any MLA program lasting 60 minutes or longer. Speakers are not required to register for the program in which they are participating. They are eligible to have expenses covered within the guidelines below, and will receive an MLA Certificate of Appreciation. They will not receive contact hours.

Individuals who are contributing to unconferences, lightning rounds, and programs with similar formats will not be considered speakers. These “attendee contributors” do contribute content to a program of any length, but have the primary role of attendee at the program. They will register for the program and not be eligible for honorariums and expense reimbursements. They may receive an MLA certificate of appreciation at the program planner’s discretion. They will be eligible to receive contact hours.

**DIVISION OR INTERST GROUP PROGRAM POLICY**

Speaker Funding:

For any **member of the Maryland library community** - no fee offered. Each speaker will receive a certificate of appreciation from MLA. Travel expenses may be recommended at the mileage rate established by the IRS. If the distance a speaker must travel exceeds 70 miles, one night's lodging accommodations, either the night before or the night following the program, as appropriate, may be offered. Program planners may apply for this funding on the Program Approval Form. Funding will be awarded based upon the recommendation of the PDP, subject to final approval by the MLA Executive Director and Treasurer. This paragraph does not apply to the annual MLA/DLA Conference.

For **librarians outside of the state of Maryland** and **for non-librarians within the state of Maryland** there is an annual pool of $2,000.00 available for honorariums and travel expenses. Program planners may apply for this funding on the Program Approval Form. Funding will be awarded based upon the recommendation of the PDP, subject to final approval by the MLA Executive Director and Treasurer.

Program Planner Registration Fee:

There will be **ONE program registration fee waived per division/interest group for a "program planner"**. Each division or interest group will determine the individual whose fee will be waived and notify the MLA office via the Program Approval Form.
ANNUAL CONFERENCE POLICY

The Maryland Library Association Conference Committee will have some restrictions as to the payment of meals, hotel rooms, etc. for conference speakers.

Registration Fees: MLA members and members of the Maryland library community, as well as external speakers, are responsible for the payment of their own registration fees if they plan to attend any conference event other than their presentation.

Hotel Rooms: The Association will pay for a hotel room for three (3) nights for the MLA President, Conference Director, Exhibits Chair, MLA staff, and other approved support staff (i.e. IT and photographer). The Association will pay for up to two (2) nights of a single room for speakers who cannot make travel arrangements for arrival and return to home on the same day as their program. This does not apply to MLA members who would be attending the Conference.

Revised: January 2019
PROGRAM REGISTRATION REFUNDS POLICY

Purpose:

To ensure fair and consistent handling of refunds and to allow MLA program planning groups to commit for food, facilities, speakers, publicity etc., a refund policy is being implemented.

1. The date for accepting refund requests may be established by the sponsoring group based on their fiscal commitments, but the date shall be at least one (1) week prior to the event.

“MLA cannot issue refunds for any cancellations received after ____________________”

Issues:

1. The refund statement shall appear on all notices for programs that charge the attendees.
2. The sponsoring group may choose to keep a waiting list when the registration exceeds the limit, and then give full refunds to anyone who cancels, as long as the slot is filled.
3. If MLA cancels an event, full refunds shall be made.
4. Exceptions to the refund policy can be made by the Executive Director, President and/or Treasurer in consultation with the President/Chair of the sponsoring group.

Approved by the MLA Executive Committee
September 1986
Revised and Approved by the MLA Executive Board
March 18, 2003
CANCELLATION POLICY FOR PROGRAMS AND MEETINGS

Educational programs and Division/Interest Group meetings will be cancelled/postponed in the event that schools are closed due to weather in the county/city where the event is scheduled to be held. A notice will be recorded on the office phone and posted on the web site (if time permits) of the cancellation/postponement.

In the event that a decision is made to proceed with the program/meeting, the individual responsible for the program/meeting should notify the office of that decision and notify participants individually, if practical.

The individual responsible for the program/meeting must contact the office to have the notice recorded. For this purpose only, the home phone numbers for the Executive Director will be made available to you.

Rescheduling information should be supplied to the office as soon as possible to be posted on the phone and the web site. It is the responsibility of the sponsoring unit to notify the MLA office.

Adopted by the MLA Executive Board
February 15, 2000
Revised and Approved by the MLA Executive Board
September 21, 2016
MARYLAND LIBRARY ASSOCIATION
FINANCIAL TRANSACTION FORM

SUBMIT TO MLA OFFICE
ATTACH ALL SUPPORTING DATA, BILLS, INVOICES, RECEIPTS, ETC.
(Circle 1 or 2)

1. DEPOSIT FORM:

Date of Activity: _______________ Sponsoring Unit: _______________

Title of Activity: _______________________________________________

Submitted by: ______________ Email: ______________________________

AMOUNT $ _______________ DATE: _______________________________

________________________________________________________________________

2. REQUEST FOR PAYMENT/REIMBURSEMENT:

Check made Payable to: _______________________________________________

Address: ___________________________________________________________

Reason for Expense: (Please indicate program title, if applicable): _______________

________________________________________________________________________

Submitted by: ______________ Email: ______________________________

Division/Interest Group/Committee: _______________________________________

Please retain copies of all supporting data for your own records.

SUBMIT FORM TO THE MLA OFFICE
1401 Hollins Street, Baltimore, MD 21223


________________________________________________________________________
MARYLAND LIBRARY ASSOCIATION PROGRAM APPROVAL FORM #1

This form is for all divisions, committees, and interest groups. All programs must be approved by PDP prior to being advertised. It is used for all programs, including those co-sponsored with other organizations, even if there are no costs involved.

Do not make any financial commitment in writing prior to approval by the PDP. Submit the information in the Program Approval and Happenings portions of this form to PDP and the MLA Office at least 3 months prior to the program date: submit by October 1 for programs scheduled for January through March; submit by January 15 for programs scheduled for April through August; and submit by June 1 for programs scheduled for September through December 1.

PROGRAM APPROVAL FORM (PAF)

<table>
<thead>
<tr>
<th>SPONSORING UNIT:</th>
<th>PROGRAM PLANNER (fee waived):</th>
</tr>
</thead>
<tbody>
<tr>
<td>PHONE:</td>
<td>E-MAIL:</td>
</tr>
<tr>
<td>DATE:</td>
<td>SNOW DATE (if necessary):</td>
</tr>
<tr>
<td>TIME:</td>
<td>REGISTRATION DEADLINE:</td>
</tr>
<tr>
<td>PLACE:</td>
<td>URL for directions:</td>
</tr>
<tr>
<td>ADDRESS:</td>
<td></td>
</tr>
<tr>
<td>ON SITE CONTACT (for directions, etc.):</td>
<td>PHONE:</td>
</tr>
<tr>
<td>LEARNING OBJECTIVES (at the conclusion of the program, participants will be able to…):</td>
<td></td>
</tr>
</tbody>
</table>

FORMAT Check all that apply: Discussion [ ] Lecture [ ] Q&A [ ] Hands-on Workshop [ ] Webinar [ ] Other (please describe)

SPEAKERS: include name, job title, and affiliation:

Fee guidelines 1/2 day = 3-4 hours Full day = 5 hours

<table>
<thead>
<tr>
<th>Fee guidelines 1/2 day = 3-4 hours Full day = 5 hours</th>
<th>EST. NUMBER</th>
<th>TOTAL (Fee x number)</th>
</tr>
</thead>
<tbody>
<tr>
<td>MLA Members (1/2 day=$25/full day=$50)</td>
<td>$</td>
<td>$</td>
</tr>
<tr>
<td>Non-Members (1/2 day=$37.50/full day=$75)</td>
<td>$</td>
<td>$</td>
</tr>
<tr>
<td>MLA Student/Retired/Unemployed/Friend (1/2 day=$12.50/full day=$25)</td>
<td>$</td>
<td>$</td>
</tr>
<tr>
<td>TOTAL ESTIMATED INCOME:</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

ESTIMATED EXPENSES:

Facilities rental $           |
AV/computer equipment rental $                  |
Refreshments (coffee, Danish, supplies)($10 per person) $ |
Meals (including gratuities)($15 per person) $  |
Speaker fees $                          |
Administrative Fee $                        | 60.00  |
Printing costs (handouts, etc.) $            |
Supplies $                                  |
Other (Hotel, travel, or mileage – IRS rate) $ |
TOTAL ESTIMATED EXPENSES $                   |
NET GAIN OR LOSS $                          |
### ADDITIONAL INFORMATION

<table>
<thead>
<tr>
<th>PROGRAM DESCRIPTION/HAPPENINGS DESCRIPTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>FACEBOOK/TWITTER POSTINGS – SUBMIT at <a href="http://www.mdlib.org/content.asp?contentid=293">http://www.mdlib.org/content.asp?contentid=293</a></td>
</tr>
<tr>
<td>OTHER INFORMATION (meals, pre-class assignments, what to bring, etc.):</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ATTACH PRELIMINARY AGENDA FOR PROGRAM.</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>PDP USE ONLY: Approved?</th>
<th>N</th>
<th>Comments:</th>
<th>Contact hours:</th>
</tr>
</thead>
<tbody>
<tr>
<td>MLA Office – Margaret Carty <a href="mailto:mcarty@mdlib.org">mcarty@mdlib.org</a></td>
<td>PDO – Martha Zimmerman <a href="mailto:mczimmerman@salisbury.edu">mczimmerman@salisbury.edu</a></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Submit form electronically to the MLA Office and the Professional Development Officer. Revised: August 30, 2018
MARYLAND LIBRARY ASSOCIATION PROGRAM APPROVAL FORM #2
Request for Funding
(In-Person Events Only)

This form is for all divisions, committees, and interest groups. All programs must be approved by PDP prior to being advertised. It is used for all programs, including those co-sponsored with other organizations, even if there are no costs involved.

Do not make any financial commitment in writing prior to approval by the PDP. Submit this request to PDP and the MLA Office at least 3 months prior to the program date: submit by October 1 for programs scheduled for January through March; submit by January 15 for programs scheduled for April through August; and submit by June 1 for programs scheduled for September through December 1.

Type of Speaker

I. Member, Maryland Library Community
   (travel by car, 1 night’s lodging if required and travel 1 way exceeds 70 miles)

II. A. Non-Maryland Librarian
    B. Non-Librarian within Maryland
    (honorarium, transportation, 1 night’s lodging)

Please write your justification for funding below (250 words maximum); attach second sheet if necessary. Please note that final authority for granting and payment of speaker funding rests with the Executive Director and Treasurer of MLA.

Request for funding granted: Yes  No  Amount: _____________________
MLA PRESENTER AGREEMENT FORM  
Speaker Internal to Maryland Library Community

This agreement is made and executed by and between the Maryland Library Association (MLA) and the Presenter/Speaker.

__________________________________________________ agrees to serve as a presenter/speaker

at the following program: ____________________________________________________________

(TITLE OF PROGRAM)

Date of program: _________________________________________________________________

MLA agrees to reimburse the speaker for the following, at the conclusion of the program:

TRANSPORTATION:
   Mileage reimbursement: (IRS Rate) Miles: _____________ $: _______________

LODGING: One night if travel exceeds 70 miles.

This contract includes the right for the Maryland Library Association to copy and distribute enough copies of your material, whether copyrighted or not, to meet the objectives of the program for which such materials are furnished. This agreement also allows for the right to take still photographs during your presentation that can be reprinted in print or electronic form. This contract does not allow for audio or videotaping of any presentation unless otherwise stated in an agreement separate from this contract.

I agree____ I do not agree ____

Approved by:

______________________________ (SIGNATURE OF PRESENTER) (DATE)

______________________________ (PRESENTER'S MAILING ADDRESS)

______________________________ (SIGNATURE OF MLA EXECUTIVE DIRECTOR) (DATE)

SUBMIT FORM TO THE MLA OFFICE  
1401 Hollins Street, Baltimore, MD 21223

Revised: August 30, 2018
MLA PRESENTER AGREEMENT FORM
Speaker External to Maryland Library Community

This agreement is made and executed by and between the Maryland Library Association (MLA) and the Presenter/Speaker.

______________________________________________________________________________________________________ agrees to serve as a presenter/speaker at the following program: ____________________________________________ (TITLE OF PROGRAM)

Date of program: __________________________________________________________________

MLA agrees to reimburse the speaker for the following, at the conclusion of the program:

HONORARIUM: $ __________________

TRANSPORTATION:
   Mileage reimbursement (IRS Rate): $ __________________
   Other * $ __________________

* Receipt must be provided for reimbursement other than self-driving

LODGING: One night if travel exceeds 70 miles.

MLA reserves the right to cancel the above described program with no remuneration due to low enrollment. Said cancellation to be made no later than two weeks before the scheduled program.

This contract includes the right for the Maryland Library Association to copy and distribute, without additional compensation, enough copies of your material, whether copyrighted or not, to meet the objectives of the program for which such materials are furnished. This agreement also allows for the right to take still photographs during your presentation that can be reprinted in print or electronic form. This contract does not allow for audio or videotaping of any presentation unless otherwise stated in an agreement separate from this contract.

I agree____ I do not agree ____

Approved by: ____________________________________________ (SIGNATURE OF PRESENTER) (DATE)

(PRESENTER’S MAILING ADDRESS) (PRESENTER’S SSN - Required if honorarium is over $600 – do not email form, fax or mail only)

(SIGNATURE OF MLA EXECUTIVE DIRECTOR) (DATE)

SUBMIT FORM TO THE MLA OFFICE
1401 Hollins Street, Baltimore, MD 21223

Revised: August 30, 2018
MARYLAND LIBRARY ASSOCIATION
PROGRAM EVALUATION

Program Title: ________________________________________________________________

Program Sponsor: ____________________________ Date: __________________________

YOUR EVALUATION OF TODAY'S PROGRAM WILL BE VERY HELPFUL IN
DESIGNING OFFERINGS FOR THE FUTURE. THANK YOU FOR YOUR THOUGHTFUL
INPUT.

Please circle the number that reflects your rating of the program, from 5 (excellent) to 1 (poor).

1. Overall rating
   Excellent 5 4 3 2 1

2. Clarity of objectives?
   Excellent 5 4 3 2 1

3. Quality of content?
   Excellent 5 4 3 2 1

4. Relevance to your needs?
   Excellent 5 4 3 2 1

5. Suitability of format?
   Excellent 5 4 3 2 1

6. Appropriateness of facility
   Excellent 5 4 3 2 1

7. Please write the presenter(s) name(s) below and rate their effectiveness by circling the
   number that reflects your rating, from 5 (excellent) to 1 (poor).

   A. __________________________ 5 4 3 2 1
   B. __________________________ 5 4 3 2 1
   C. __________________________ 5 4 3 2 1
   D. __________________________ 5 4 3 2 1

8. The strengths of this program were:

9. The weaknesses of this program were:

10. Will you use this training on the job? If yes, how?

11. What other program topics would be useful to you?

12. How have you benefited from the programs offered by MLA?
MARYLAND LIBRARY ASSOCIATION
PROGRAM EVALUATION COORDINATOR FEEDBACK

Program Title: __________________________________________________________

Sponsoring Division/Interest Group: __________________________________________

Location: ___________________________ Date: ________________

Coordinator’s Name: ___________________________ Phone: ___________________

Number of MLA members attending: ________________ Non-members: ____________

1. Did the program meet its planned objectives? Please explain:

2. Give your opinion of the responsiveness of the participants to the program:

3. Was the presenter responsive to the needs of the participants? Please explain:

4. Would you use this presenter again? Why and why not?

5. How appropriate was the facility (parking, access, food, space, etc.)?

6. If you were to do this program again, what changes would you recommend?

7. Was there adequate MLA support in planning and executing this program? Please explain:

SUBMIT FORM, ALONG WITH SUMMARY OF PARTICIPANT EVALUATIONS,
WITHIN FOUR WEEKS AFTER PROGRAM TO THE MLA OFFICE
1401 Hollins Street, Baltimore, MD 21223

Revised: September 2000
# Maryland Library Association
1401 Hollins Street, Baltimore, MD 21223

## Final Financial Report

<table>
<thead>
<tr>
<th>SPONSORING UNIT:</th>
<th>PROGRAM DATE:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PROGRAM TITLE:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
</tbody>
</table>

## Revenue

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td># MLA Members x Member Fee</td>
<td>$</td>
</tr>
<tr>
<td># Non-members x Non-member Fee</td>
<td>$</td>
</tr>
<tr>
<td># Students x Student Fee</td>
<td>$</td>
</tr>
<tr>
<td><strong>Total Revenue:</strong></td>
<td>$</td>
</tr>
</tbody>
</table>

## Expenses

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facilities (room rental)</td>
<td>$</td>
</tr>
<tr>
<td>Refreshments (coffee, Danish, supplies)</td>
<td>$</td>
</tr>
<tr>
<td>Meals (include gratuities)</td>
<td>$</td>
</tr>
<tr>
<td>Speaker Fee(s)</td>
<td>$</td>
</tr>
<tr>
<td>Administrative Fee</td>
<td>$ 60.00</td>
</tr>
<tr>
<td>Printing Costs (handouts, etc.)</td>
<td>$</td>
</tr>
<tr>
<td>Supplies (pencils, etc.)</td>
<td>$</td>
</tr>
<tr>
<td>Other (specify)</td>
<td>$</td>
</tr>
<tr>
<td><strong>Total Expenses:</strong></td>
<td>$</td>
</tr>
</tbody>
</table>

**Net Gain (or Loss):**

<table>
<thead>
<tr>
<th><strong>Net Gain (or Loss):</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>$</td>
</tr>
</tbody>
</table>

**Submitted by:**

**Phone:**
INDEX

Activities for Programs 10
Agenda Samples 12
Appendix Table of Contents 25
Audio-Visual and Computer Equipment 15
Brainstorming 10
Cancellation Policy for Programs and Meetings 31
Case Studies 10
Certification Renewal Credits 22
Conference Committee Calendar 24
Co-Sponsorship (relating to programs and meetings) Definitions 26
Cooperation (relating to programs and meetings) Definition 26
Coordinator Feedback Form 39
Crab 17
Date Selection 6
Definitions of Sponsorship, Co-sponsorship, Cooperation 26
Deposit Form 32
Evaluation Form 38
Final Financial Report Form 40
Formats of Programs 9
Forms - Deposit Form 32
Forms - Evaluation Form 38
Forms - Final Financial Report Form 40
Forms - Program Approval Form 33
Forms - Coordinator Feedback Form 39
Forms - Program Evaluation Form 38
Forms - Program Planning Timetable Worksheet 5
Forms - Request for Payment/Reimbursement Form 32
Happenings 17
Index 41
Information for Happenings 17
Introduction 3
Large Group Discussion 10
INDEX

Layout of Programs 10
Learning Objectives 8
Program Formats 9
Lecture 11
Location Selection 13
Needs Assessment 7
Objectives 8
Panel Discussion 11
Payment Request Form 32
Program Approval Form 33
Program Approval Form Information 16
Program Checklist 20
Program Evaluation - Coordinator Feedback Form 39
Program Evaluation Form 38
Program Finances Information 19
Program Layout and Activities 10
Program Packs 21
Program Planning Timetable Worksheet 5
Program Registration Refunds Policy 30
Publicizing Your Program Information 17
Refunds for Programs 30
Registration Refunds 30
Request for Payment Form 32
Role Play 10
Room Considerations 13
Sample Program Agendas 12
Small Group Discussion 10
Speakers Policy 28
Sponsorship (relating to programs and meetings) 26
Definitions Topic Selection 7