

# 2007 Missouri Library Association Conference EVALUATION SUMMARY

**49 evaluations were received during and after conference.**  
**464 individuals registered for conference.**  
**10.56% is our evaluation return rate.**

I attended the conference on:

- |   |           |
|---|-----------|
| <input type="checkbox"/> All three days   | <b>42</b> |
| <input type="checkbox"/> Individual days: |           |
| <input type="checkbox"/> Wednesday        | <b>3</b>  |
| <input type="checkbox"/> Thursday         | <b>2</b>  |
| <input type="checkbox"/> Friday           | <b>0</b>  |

Did you get financial support from your library to attend the conference?

- |                                  |           |
|----------------------------------|-----------|
| <input type="checkbox"/> None    | <b>2</b>  |
| <input type="checkbox"/> Partial | <b>10</b> |
| <input type="checkbox"/> Full    | <b>30</b> |

*PLEASE COMMENT ON & RATE THE FOLLOWING:*

*1=UNACCEPTABLE    2=POOR    3=SATISFACTORY    4=GOOD    5=EXCELLENT*

A. Quality of Conference Sessions.....	1	2	3	4	5	NA	<b>4.26</b>
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*Comments?*

**Excellent sessions and great topics!**  
**Even if I didn't learn much new info, the speakers were engaging and dynamic.**

A.1. Breadth of information and topics covered.....	1	2	3	4	5	NA	<b>4.06</b>
A.2. Depth of information and topics covered.....	1	2	3	4	5	NA	<b>3.96</b>
A.3. Opportunities for Q+A and discussion.....	1	2	3	4	5	NA	<b>4.10</b>
A.4. Number and range of social and networking activities.....	1	2	3	4	5	NA	<b>4.35</b>
A.5. Pre-Conferences.....	1	2	3	4	5	NA	<b>4.00</b>
A.6. Trade Show.....	1	2	3	4	5	NA	<b>4.14</b>
A.7. Value for the cost to register and attend.....	1	2	3	4	5	NA	<b>4.17</b>

A.8. What was the best session? Why?

**Nancy Pearl's Keynote and/or Doorways into Reading breakout session (20 mentions) – she really translates the concepts for hands-on application.**

**Care & Feeding of Performers – practical, useful tips and techniques**

**Second Life Library 2.0 – wonderful discussion about the role libraries play and how to incorporate into our services (2).**

**Web Site Usability on a Shoestring.**

**Reaching Out with Social Software – lots of interesting ideas.**

**MACRL dinner and quiz – a great break from the usual (2).**

**Get More from Your Library Databases: Using Alerts and RSS (3) – because it could be applicable, unknown to me previously, and forward thinking/moving.**

**Worst Practices (and how to avoid them) – provided valuable techniques.**

**Most were average; none stood out.**

**Web Usability on a Shoestring – very informative (4).**

**Life Outside the Lines – fun speaker (2).**

David Harrison and his paleontologist – real science alive today right here in Missouri (4).  
**MOREnet Sessions** were all very informative and unfailingly great!  
 Missouri Bugs for the group participation.  
 Building Block Picture Book Award Workshop.  
 Turning Teens with Edgy Fiction – Lynn Evarts was awesome (3).  
 Health Resources on the Web (2).  
 Viticulture.  
 Contract/Freelance Tech Services  
 Author sessions – their works are very exciting.  
 Boy Magnets (2).  
 MLNC Breakfast Speaker Jane Burke presented challenging ideas.  
 Frisco Railroad  
 Ellen Wittlinger (4).

A.9. What was the best conference feature(s)? Why?

Variety and excellence of topics (5).  
 Facility, except for the fact that we had to walk outside to get to the Convention Center.  
 Social networking opportunities (2).  
 Poster session – because I could get info on many subjects quickly and spend more time on those of interest and a good way to meet people (2).  
 Trade Show provided a great opportunity to learn/network.  
 The conference book – particularly the overview tables, generous note pages, and pocket, so helpful and convenient! (9).  
 Food and entertainment (Jim Snack) at the Thursday Awards Banquet (5).  
 Piano Bar was great, fun, and entertaining (4).  
 Librarians Who Lunch.  
 Marketing info swap.  
 Stop Falling Productions exhibitor.  
 Bulgarian Jewelry exhibitor.  
 Hollywood Librarian – it was excellent!  
 Having lots of MOREnet sessions.  
 Location.  
 Easy to find things; ease of movement between rooms.  
 Doughnuts.  
 Everything was great!  
 Trade Show – got useful information from several vendors.  
 YASIG and CSRT Luncheons – most fun.  
 Pre-conference.  
 Author talks and workshops.  
 Staff was very helpful in making sure everyone was in the right session.  
 CAC/conference staff enthusiasm and hospitality (2).  
 MACRL programs.

B. Quality of Conference Arrangements.....	1	2	3	4	5	NA	<b>4.34</b>
<i>Comments?</i>							

**Credit card registration.**

B.1. Conference Web Site.....	1	2	3	4	5	NA	<b>3.94</b>
B.2. Registration Process.....	1	2	3	4	5	NA	<b>4.29</b>
B.3. Lodging and Meeting Accommodations .....	1	2	3	4	5	NA	<b>4.19</b>
B.4. Conference Meals and Catering.....	1	2	3	4	5	NA	<b>3.44</b>
B.5. Trade Show Facility.....	1	2	3	4	5	NA	<b>4.19</b>
B.6. Use of Off-Site Venues.....	1	2	3	4	5	NA	<b>4.00</b>

B.7. Advance Information.....	1	2	3	4	5	NA	<b>3.98</b>
B.8. Conference Program Booklet.....	1	2	3	4	5	NA	<b>4.74</b>

**Maintain this format for future conferences.  
Much was missing from my program booklet, like the evaluation form.**

B.9. Conference Signage.....	1	2	3	4	5	NA	<b>4.18</b>
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**Except how to get to conference center from hotel – not necessarily MLA’s fault (2).  
I didn’t see any.**

B.10. Room Set-ups and Equipment.....	1	2	3	4	5	NA	<b>4.21</b>
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**Crowded.  
Would have liked videoconferencing for Cave Detectives.**

B.11. Helpfulness of Conference Volunteers.....	1	2	3	4	5	NA	<b>4.26</b>
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C. How well did the conference fulfill your expectations?	1	2	3	4	5	NA	<b>4.30</b>
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*Comments?*

**It exceeded expectations.  
Smaller trade show than expected.  
Loved that most sessions were close together.  
National Archives session was a survey, and I was expecting a program.  
Trustee and Friends advocacy session was not well organized and didn’t address nuts and bolts of advocacy.  
Organization of this conference was fantastic.**

D. How helpful and efficient was the information and general management of the conference?

Before the conference.....	1	2	3	4	5	NA	<b>4.30</b>
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During the conference.....	1	2	3	4	5	NA	<b>4.30</b>
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*Comments?*

**It helped to have the conference help desk in the North Lobby.  
Some presenters did not know their time slot or day – depended on sponsoring org – ahead of time.  
Is it possible to extend the pre-registration period?  
Room setup seemed great; sessions were easy to find; facility was quite good for our event.**

E. What one element of the conference would you change? Or emphasize?

**Poor facility – no seats in lobby, couldn’t find trash can in lobby.  
Thursday morning breakfast coffee was too remote from food; one food table was in a remote corner.  
Need dinner restaurants within walking distance.  
More authors.  
Please send registration confirmation e-mails.  
Less sessions with sales pitches.  
Had two programs on Friday for children’s librarians during the same time period – couldn’t go to both.  
Schedule keynote later in the day (evening is desired) and provide a second First-Timer Orientation for those who can’t come on the first day.  
Cost of meals and rooms is too high for service provided.  
Water needed in trade show.  
Add lunch on Wednesday.**

Need greater variety of meal choices, quick meal choices, closer options (3).  
Make time for lunch between pre-conferences and start of conference – start at 1:30 pm so travelers have time for lunch (2).  
Please end at 12 pm on Friday so people can be back home for family activities.  
Would like trade show to be more accessible.  
More even heating and cooling.  
An official lunch break on Friday.  
What good reason is there not to provide conference bags?  
Always more for school librarians.  
More programs for academics  
Provide list of attendees, institutions, and contact info.  
Market the conference better – raise meal attendance, especially the Awards Banquet.  
No tour like the UN Library Field Trip; it was a waste of time.  
Make conference longer – 2.5 days to 4 days.  
Encourage students/new librarians to attend.  
Return Performer Showcase to evening format – provide large room, ample space for performer booths – serve wine, snacks, cookies, or desserts.  
Need more practical public library sessions.  
Provide no-conflict lunch every day.  
Add more teen performers to the Performer Showcase roster.  
Keep no-conflict periods free of all conflicts.

F. Do you have any suggestions for next year's conference?

Everything under one roof – this conference didn't seem very "disabled" friendly.  
Ask University of Missouri Press to do a presentation despite their cop-out this year.  
In St. Louis there are more off-site places of interest that could be incorporated.  
Social events planned for the evening.  
It was hard for this first-time attendee to get information before conference: The program wasn't posted until maybe a month beforehand, and I was frustrated that there wasn't a central place to call or e-mail with questions.  
Need more sessions with practical substance.  
Need duplication of sessions to accommodate conflicts.  
If you serve sandwiches and chips at luncheon, charge accordingly (2).  
A first-time attendee wasn't pre-registered and ended up missing sessions because she didn't know what to do – a "what you need to know" handout would be good to have before conference.  
Bulletin board needed for contacts, changes of schedule, etc., and should be up on Wednesday morning (2).  
Go back to bags.  
Lunch in the trade show needed in conjunction with lunch hour no-conflict period.  
Try to get Missouri Department of Conservation into the trade show hall and to do a program.  
More time for lunch.  
Post info about next location.  
Online registrations.  
Continue social activities like the piano bar.  
Need program for small academic libraries.  
Have a session on library zine collections.  
Repeat storytelling swap.  
Need a bit more clarity in session descriptions (4).

Additional comments?

This is the best conference that MLA has had in terms of MACRL and most other sessions.  
I like this hotel very much. The remoteness of the trade show was not bad; I like the walk.  
45-minute sessions can squeeze in more programs, but presenters didn't always have time for questions.  
Louise Jackson was superb.  
Don't change prize drawing times; do what you published.  
Speakers should be required to provide handouts.  
Hotel rooms were not very clean - a deep cleaning is needed under beds, around furniture.

This was one of the best conferences I've attended! Thanks.  
Great job overall!  
Great conference!  
Good going Margaret!!  
Awards Banquet food was cold and portions too large.  
Allow more free time for trade show visits.  
Conduct Performer Showcase earlier in the event.  
Hotel staff was great.  
Food was very good.  
The Springfield CAC and volunteers were excellent (2).  
Really liked table talks in trade show hall!  
MACRL trivia was fun.  
Awards meal was excellent but way too much!  
More local library tours.  
Add program details to speaker program page.  
Too much time between meal and program - have speaker begin toward end of meal/beginning of dessert.  
Hotel too cold (2).  
Avoid locating session next to meal events - too loud and disruptive.  
Provide clear explanation about dinner sign-up, e.g. MACRL.  
This conference was helpful in learning important concepts and networking with other librarians from across the state.  
Thanks, it was fun.  
Margaret Booker is awesome.  
Hotel needs to install automatic doors on at the North Lobby entrance.  
Have room volunteers and evaluation forms for each session.  
Gaming Room was 5+.  
**Event was well organized and presented.**  
**An enjoyable and useful mix.**