



MLA 2023 Spring Institute
CALL FOR DIGITAL POSTERS
March 30-31, 2023
Sheraton Hotel, Ann Arbor

Submissions welcome through February 3, 2023
This deadline is firm and will not be extended.

MLA's Spring Institute for Youth Services highlights the brilliance of Michigan's library professionals every year. From early literacy to teen programs the work you do matters, and we want to help you showcase it.

Ultimately, we need you. We need your best practices. We need your engaging ideas. We need your input. In turn, this is an excellent opportunity for you to develop as a library professional, and to have a definitive positive impact on the library community. Submit your ideas and help take your library skills to the next level. Your idea may extend the learning opportunities for library professionals across Michigan.

Are you working on a new project, but don't have results ready to present a formal program? Have you worked on something really cool that you think others want to know about? Consider submitting a digital 'poster', where you can discuss important topics with peers in a fun and informal setting.

Digital Posters are short videos, **5-minutes or less**, that share an idea, program, or story about your library with the conference attendees. A good poster session focuses on one main theme, presents useful information, and is funny and engaging. It's a great way to jump into presenting without building a full-blown program.

Digital Poster Submission General Guidelines

- Submitter may or may not also be the presenter. Either is acceptable. You do not need to be an MLA member to submit.
- Digital Poster presenters do not need to attend the conference.
- Posters should have no more than 2 presenters and may not exceed 5 minutes in length. MLA reserves the right to edit video submissions.
- Presenters are not reimbursed or compensated for presentation time, mileage or any other expense related to their production of a digital poster or participation in the conference.
- Presenters, including MLA members, must register and pay for the day(s) they attend Spring Institute.
- Digital Posters will be edited together played during an All-Conference lunch on Thursday, March 30th, 2023.

Agreements and Selection Notification

- MLA will contact each submitter in writing with regards to final decisions of the acceptance process by February 10, 2023.
- Digital Poster Presentations should be submitted as .mp4 files to an MLA Dropbox and are due to MLA no later than March 3, 2023

Selection Criteria

The MLA Annual Conference workgroup will use the following criteria in assessing the viability of including a digital poster in the schedule. The work group retains the right to reject, modify, or combine proposals.

Purpose	Does the proposal clearly identify one focus or idea?
Practicality	Is the topic appropriate for a digital poster session in content and target audience?
Engagement	Will the presenter(s) keep the audience's attention through engaging visuals and useful or relatable content?
Relevance	Is the topic of current interest, bringing new ideas and a fresh perspective to its intended audience and theme?
Time Allotment	Can the idea or focus be addressed in 5 minutes or less?

Timeline

- February 3, 2023 — **Final day** to submit proposals. *This deadline is firm and will not be extended.*
- On or before February 10, 2023 — **Selection notifications** distributed via email from MLA to digital poster presenters.
- March 3, 2023 — **Digital Poster Videos Due** to be submitted as .mp4 files to MLA
- Thursday and Friday, March 30-31, 2023 — **MLA 2023 Spring Institute**, Sheraton Hotel, Ann Arbor

Digital Poster Specifications

- Poster presenters are required to produce their own digital poster video. MLA will not produce the video but reserves the right to edit for time. Videos over 5-minutes that cannot be edited for length will not be accepted.
- MLA will provide a Dropbox link in which presenters may submit their digital poster video in .mp4 format.
- Videos should be filmed in landscape format, ideally in 16:9 aspect ratio, *special consideration may be given to TikTok style videos that require portrait orientation.*
- Digital posters can address a wide range of topics, but should be informal, funny, and engaging.
- Digital Poster videos will be played during the All-Conference lunch on March 30, 2023. Attendance is not required but is encouraged.
- MLA retains ownership of Digital Posters and may share the recordings on the event website

Questions

Please feel free to contact MLA's Amber Sheerin or Jocelyn Levin, Spring Institute 2023 Conference Chair, with any questions you may have prior to your submission. Contact info:

Amber Sheerin, Michigan Library Association: asheerin@mlibraries.org

Jocelyn Levin, Lyon Township Public Library: jlevin@ltpl.org