ANNUAL MEETING & CONFERENCE SESSION PROPOSAL GUIDELINES & INSTRUCTIONS

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Annual Meeting & Conference Overview

With its first workshop in October 1992, the Minnesota Alliance of Local History Museums (MALHM) has been committed to holding an annual workshop or conference as part of its core activities. For many years, there was a spring and a fall workshop, with the fall serving as the Annual Meeting. In 2013, MALHM switched to a two day conference held each June and then changed the conference to April in 2016. A half day pre-conference event was added to the 2017 conference that later grew to a full day event in 2019.

Beginning in 2013, MALHM began soliciting session proposals from speakers rather than board members or the planning committee contacting colleagues to fill slots. A formal Program Committee was formed ahead of the 2017 conference to review proposals and select a keynote speaker. This process has increased the diversity of offerings at the event and brought in a greater number of speakers than in past years.

Pre-conference educational sessions are selected by the Host Committee as a way to showcase local history and topics relevant to the history community.

As the Annual Meeting & Conference has become more formalized, attendance has been steadily increasing. Since moving to an April event, attendance has grown from 94 attendees in 2016 to 255 attendees in 2019. More organizations are attending the event as well as some organizations are sending a larger number of attendees to learn from their peers and industry experts.

Program Committee

The Program Committee is made up of seven individuals with representation from throughout Minnesota. The MALHM Board of Directors appoints six individuals for a term of three years each with a maximum of two consecutive terms. These appointments are made at the first board meeting following the Annual Meeting & Conference. The final representative on the committee is the Alliance Coordinator. Every two years, the committee will nominate and elect a chair from one of the six board appointed representatives.

Current Committee Membership

Terms Expiring April 2020
- Missy Hermes, Otter Tail County Historical Society
- Steve Penick, Stearns History Museum*

Terms Expiring April 2021
- Nicole Elzenga, Renville County Historical Society
- Andy Bloedorn, Winona County Historical Society

Terms Expiring April 2022
- Jill Wohnoutka, Kandiyohi County Historical Society
- Rebecca Ebnet-Desens, Anoka County Historical Society

Dustin Heckman, Alliance Coordinator for MALHM

*Denotes current committee chair

2020 Annual Meeting & Conference Details

The 2020 Annual Meeting & Conference will take place at the Holiday Inn Conference Center in Austin, MN beginning with pre-conference activities on April 28. Conference sessions, as submitted through this process, will be held on April 29 and 30.

Call for Session Proposal Process

Session proposals are accepted beginning September 1, 2019, until 11:59 pm on October 25, 2019.

Proposals must come from those wishing to present on the subject matter and all panelist participation should be confirmed at the time of submission. Proposal forms are available in a fillable PDF format via the MALHM website. No late submissions will be accepted unless there are more slots available than proposals submitted.

Conference Audience

This event is designed for but not limited to history museum volunteers, paid staff, board members, and history students. Topics in the conference schedule are expected to address a broad range of work typically found in small to mid-sized local history organizations (operating a museum, archives, historic site or house, etc.) as well as individuals who perform various roles within an organization.

Evaluation Process

The Program Committee will review all session proposals at their November meeting to determine a session schedule for the conference. Proposals will be compared to ensure a variety of topics is covered in the overall session schedule. Proposals that are addressing a similar topic will be compared to one another, with the strongest proposal having the best chance for inclusion in the final schedule. The Program Committee may also ask two competing proposals to merge into one session. Stronger consideration is given to proposals that address a need as identified in formal surveys completed by MALHM or other industry associations, are applicable to multiple types of local history organizations, or address a larger industry trend.

How to Submit Proposals

All proposals must be submitted by email to the Alliance Coordinator at staff@mnhistoryalliance.org.

Questions Regarding the Call for Session Proposals

Contact the Alliance Coordinator Dustin Heckman by phone at (612) 500-7460 or by email staff@mnhistoryalliance.org.

Submission Deadline

All session proposals must be received by 11:59 pm on Friday, October 25, 2019.

When will presenters be notified?

Each potential presenter, regardless of the Program Committee's decision to accept or not accept a proposal, will be notified via email on or by Friday, November 22, 2019.

Frequently Asked Questions

Is conference registration required for presenters and panelists?

If the presenter or panelist is only attending their session, then no registration is required. They only need to check-in at the registration table to receive their badge.

If the presenter or panelist intends to attend other sessions or activities of the conference, then they will need to register for either that day or the full conference. We do recommend this option as it is a great way to learn from and network with your peers.

How long is each session?

Sessions are a total of 60 minutes, including a question and answer period.

For the first time in 2020, the Program Committee will accept proposals for Lightning Talk (up to 10 minutes total) sessions. This will need to be indicated on your proposal form. Depending on the number of viable proposals received for this session style will determine their inclusion in the final conference schedule.

What can and will be provided by MALHM in each session?

MALHM will provide a microphone, lectern, projector, screen, remote for slide progressions, and laptop (Windows operating system) for each session. A whiteboard with markers is available for use on a first come, first serve basis and should be indicated on

your proposal form. We **<u>strongly recommend</u>** that presenters or panelists use the provided A/V and computer equipment to avoid any unforeseen problems or delays between sessions, as the equipment will have been tested and ready to work by venue and MALHM tech staff.

What do I need to bring as a presenter or panelist?

Bring your presentation on a flash drive (rather than downloading from Google Drive or Dropbox) and any handouts or business cards for attendees. Also, bring a printed version of your presentation in the event of any A/V problems.

Do I have to provide handouts for my session?

No, but attendees frequently request them and expect to receive them at the beginning of the session. If you do not wish to print off and provide handouts, be sure to either include a slide at the end of your presentation with your contact information or have business cards available so that attendees can contact you after the event to receive a copy.

Does MALHM record sessions or take photographs during sessions?

Yes, MALHM does record each session (if there is available equipment) and capture photographs of sessions. By submitting a proposal, you are granting MALHM permission to record and photograph your session. This allows us to provide educational material through our member resource library as well as marketing material for future events and promotion of the organization. On the proposal form, there is an opt out of having the session recorded. This is the only opportunity given to a presenter to do so.

What happens if the focus/content of my session change or the panelists change between the submission date and the conference? Can I change that information?

A session description, session title, or the list of presenters and their affiliations may be changed for inclusion in the final conference program up to Friday, March 20, 2020. Any changes should be sent to the Alliance Coordinator by email at staff@mnhistoryalliance.org.

Filling Out the Proposal Form

Lead Presenter/Panel Facilitator Information

This section provides contact and affiliation information for the lead presenter or panel facilitator of the proposal. This will be the only person that MALHM will provide proposal decisions or contact regarding a session after acceptance.

Additional Presenter(s) or Panelist Information

Please fill out this section to identify any co-presenter(s) or panelists that will be involved with the session, if accepted.

Session Format

Select the option that best describes the format of your presentation.
- Traditional presentation – the presenter(s) will have a PowerPoint or similar visual presentation while discussing the topic.
- Roundtable discussion – there will be a facilitated discussion amongst the presenter(s) and the session attendees around a topic(s). This may include breaking the attendees into smaller groups to have a more intimate discussion.
- Panel – a group of three or more people will present case study information around a common topic. A facilitator usually leads the panel.
- Activity/Demonstration – the session will provide a hands-on activity or demonstration to teach a skill to session attendees.
- Lightning Talk – a TED-style talk that presents an idea in a very concise manner. These types of presentations are for a total of 10 minutes with no Q&A period.

Session Track

Select the appropriate track that your proposal fits. Some sessions may appear to fit multiple tracks but you are asked to select the one that it most strongly aligns. The conference will include tracks for Collections & Exhibits, Education & Outreach, and Executive Directors & Board Members. A fourth track will be chosen based on the proposals submitted, hence the additional track options listed.

Collections & Exhibits

This track focuses specifically on collection (three dimensional, archive, digital, etc.) and exhibit related material. Sessions in this track may also cover the topics of interpretation, audience development, accessibility, and research or writing.

Session Examples (not limited to)

- *Artifact conservation tips*
- *Basic cataloging steps*
- *Writing a collections management policy*
- *Starting an oral history program*
- *Designing an exhibit on a limited budget*
- *Addressing difficult topics through exhibitions*

Specific topics requested based on feedback received
- *Engaging communities in collections and exhibit development*
- *Public expectation of accessible collections*
- *Creating a manual for collection procedures*
- *Managing born digital collections*

Education & Outreach

The Education & Outreach track focuses on the creation of programming (K-12, pre-K, public), community engagement, interpretive methods, living history, and diversity and inclusion practices.

Session Examples (not limited to)
- *Using state standards to create K-12 programming*
- *Developing walking tours*
- *Interpretation training for staff and volunteers*
- *Making your museum more accessible*

Specific topics requested based on feedback received
- *Best practices for working with diverse communities*
- *Community collaborations*
- *Being ADA friendly*
- *Museums as change agents*
- *How to understand state standards for K-12*
- *Changing interpretation at a museum or historic site*

Executive Director & Board Members

These sessions focus towards the management and operation of a local history organization, whether it be by an Executive Director or Board of Directors.

Session Examples (not limited to)
- *Mission, vision, and governance training*
- *Creating a strategic plan*
- *Fundraising*
- *Board development and recruitment*
- *Human resources*

Specific topics requested based on feedback received
- *What a 1st time Executive Director needs to know*
- *Seeking funding or grant opportunities beyond Legacy funding*
- *Creating a successful gift shop and how to manage it*
- *Privacy rights in museums*
- *Succession planning*
- *Advocating for your organization with local government officials*
- *Big fundraising ideas – getting past the bake sale stage*
- *How and when to hire your first paid staff member or to know when it is time to expand the size of your staff*
- *Managing rental space*
- *How to develop a sponsorship program*
- *Accounting & Insurance for Dummies*

Marketing & Social Media

The Marketing & Social Media track provides information to organizations regarding how to use social media effectively, figure out your marketing messages, and enhance or create a brand to make your museum stand out.

Session Examples (not limited to)
- *Creating a marketing plan*
- *How to use Instagram, Facebook, or Twitter*
- *Developing your museum brand*

Specific topics requested based on feedback received
- *Marketing on a budget*
- *Staying Up on Social Media trends*
- *Marketing & Branding for Emerging Professionals*
- *Developing a press kit*

Historic Preservation & Building Maintenance

Sessions in this track will aid local history organizations in how to preserve and maintain structures (historic and non-historic) as well as advocate for historic preservation in their communities.

Session Examples (not limited to)
- *Improving HVAC systems*
- *Advocating for historic preservation*
- *Managing a National Register property*

Specific topics requested based on feedback received
- *Developing a long term maintenance schedule*
- *What is a Historic Structures Report and how can it help me?*

Session Title

Provide a catchy and exciting title for your presentation. This will be the first thing attendees will notice when reviewing sessions to attend at the conference.

Session Description

This is your opportunity to tell attendees the content of your session. Due to space considerations and to allow for a focused presentation, we ask that your description is 500 characters or less. Description provided in this space will be printed in the conference program. The committee description allows for more information to be shared with the committee regarding the concepts that you'll be discussing in the session, learning objectives, and substance of the presentation. When coming your proposal with others, which may be similar, this description will be the most helpful.

Special Requests

Presenters should indicate any special requests for their session such as the need for a white board or presenting on a specific day. The committee will do its best to honor these requests and will notify you upon proposal acceptance if these requests can be accommodated.

Session Recording

Unless you select the opt out on this question, **your session will be recorded**.

Sharing Contact Information

Unless you select the opt out on this question, **your basic contact information (name, organization, email address) will be shared with attendees.**