

2015 OLA Conference
Cultivating Creativity
Virtual Sessions Pilot program Proposal

Attendance for any statewide conference can be cost prohibitive for some libraries and busy professionals. Travel and staffing considerations are further challenges for small libraries and those at a distance from the Willamette Valley. The format for the yearly Oregon Library Association conference has been in-person, one location, over a 3-day period each year. At the same time, technologies have advanced in function and reliability to the point that presenting meetings, trainings, and even conferences can be done in a virtual, or online, environment. While the goal of OLA is to maintain the in-person experience of the yearly conference we propose to explore some virtual session options for appropriately formatted conference sessions.

The proposal for the 2015 OLA conference is to offer as a pilot no more than two sessions in a dual in-person/virtual format. The idea is that, at least in this inaugural year, the sessions would be available to anyone with the link and access to the learning environment at no charge. In subsequent years, depending on the success of this pilot attempt, decisions could be made to provide virtual sessions, and, if so, what rates to charge, the logistics of charging, how many to offer, etc.

For OLA 2015 the two session presenters who have agreed to participate are Katie Anderson with Reimagining Ready to Read Roadshow and Susan Gilmont with Free Choice Learning and Rural Libraries. Please see below the breakdown of costs for offering virtual sessions.

Session Option	What it includes	Cost	Notes/breakdown
WebEx full package from Hilton A/V	Interactive streaming for up to 25 remote locations using the WebEx account owned by Hilton A/V	\$525 per room per day in addition to current tech costs*	This seems like more than we need. Do we not already have access to WebEx or GoToMeeting? Breakdown= \$125 WebEx, \$125 laptop, \$200 camera, \$50 setup and take down, \$25 LAN
One-sided, video only package from Hilton A/V	Camera and laptop to provide streaming one-sided video and audio, lecture format. We would need to provide an additional laptop to access WebEx** feature for questions/discussion	\$400 per room per day in addition to current tech costs*	This seems like the most realistic if OLA wants this to work and plans to recreate this each year. The “attendees” would be limited by whatever platform we decide to use for interaction. Breakdown= \$125 laptop, \$200 camera, \$50 setup and take down, \$25 LAN
Borrowed Laptop/Webcam	We use a borrowed laptop and or webcam to stream, a borrowed laptop to communicate with remote users, and the presenter brings her own laptop for ppt, etc.	\$25 for LAN connection plus current tech costs	In each room we are already borrowing projectors for presentations and relying on each presenter to bring their own laptop for presentation. This adds, not only two extra laptops for the room for the day, but adds two additional volunteers, 1 to run the camera and 1 to manage the interaction. Plus, the video and sound quality will probably not bear this strategy.
	*the two sessions must be scheduled in the same room on the same day for this to be cost effective **Google Hangout, WebEx, GoToMeeting, etc.		