Stacey,

As requested, here is a proposal from Beth and I. It is intended to help SMS recipients compose a post-conference review article for the blog that includes some critical depth. We propose these changes because the reviews substantially have been timeline-like summaries of all the meeting activities and the participants' positive comments on them. Maybe with a little more guidance, reviews will more clearly delineate key points about the practical value of the meeting to recipients, their customers, their employer, and current and prospective HSLI members. There are two parts to the proposed plan. Part one is for revision of the application form, and part two is for instructions for the recipients about what to include in the article. Thank you for considering this proposal.

Joyce and Beth

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Part 1 - Application Form

(A) Add a section asking the applicant to list 2 or 3 quantifiable reasons for wanting to attend. Example:

Please list 2 or 3 measurable objectives that will be met by attending the conference. A few examples of measurable objectives are:
- Meet with vendor(s) from [description] to see a demo(s) of [product name/type]
- Interview 3 librarians that are using [product/service name] to help with a collection development choice
- Complete the CE session [session name] to meet a goal set with my manager to learn about [description]

(B) Retain the free text section of the application and add/modify
instructions asking the applicant for comment on their objectives and/or other expectations they have for their professional development, or to benefit their customers or employer.

Part 2 - Instructions for Recipients
After recipients are selected, provide instructions for the post-conference review article.

Example:
• Please formulate an article that articulates outcomes for the objectives stated on your application. If they were met, what is the professional benefit to you, your customers, and your employer? If not met, please explain why. Reasons an objective may not have been met can be just as helpful to know; maybe the objective had to be altered, something done instead was beneficial.

• Please include any other key high points in your experience as they relate other expectations and/or something unexpected that was particularly useful.

• Helpful review articles will include statements such as, "the speaker said [description], and it inspired me to [explanation], or the class improved my skill and I implemented it with positive results), rather than a timeline-like summary of all the meeting activities and your participation in them. Your revies can help existing and prospective members of HSLI.

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