Founded in 2015, the mission of The Collective is learning, networking, and kickstarting new ideas among next-generation librarians and library stakeholders where the participants determine the content.

**GOALS:**

- To dissolve the traditional conference divide between “presenters” and “attendees” by making everyone active participants at The Collective and by having everyone, even conference organizers, pay an equally low registration fee.

- To make a low-cost event—where all participant costs are subsidized and the generosity of sponsors. Participants should receive more value than the registration fee paid, as opposed to the traditional profit-generating conference.

- To eliminate vendor expo areas and create an event climate where vendors are treated as colleagues who can learn and collaborate with us to better serve our users. We believe developing relationships is far more effective than hard sales and we think sessions should contain content, not sales pitches.

- To have a practitioner-oriented gathering—aimed at librarians on the front lines rather than highlighting administrators or those in positions of top-level leadership.

- To offer interactive sessions—no “sage on a stage” with an emphasis on tangible takeaways, networking, conversation, hands-on activities, and collaboration.

- To offer transparency and fairness in the proposal review process. Session content is solicited through a public forum with a public voting process combined with a blind peer-review and committee review. We offer feedback on all submissions, including all non-accepted proposals.

- To help keep our content relevant, we shorten the lag between proposals and the actual event (ours is less than 6 months versus 15 months for the American Library Association annual conference).
Who Came in 2016

In 2016, we grew to 224 attendees thanks to a larger venue, an increase of 40% from 2015.

Where They Came From

Participants hailed from 36 states, Canada, and Sweden, representing more than 140 organizations.
2016 THEME

Our 2016 theme was *Adopt, Adapt, Evolve: Reinvigorating & Rejuvenating Our Libraries.*

Increasingly libraries are hubs where new technologies and ideas are incubated and incorporated into common practice. We adopt new tech, adapt new tools for use by our organizations and our patrons, and are constantly evolving to better serve users and become more empowered keepers of our cultural records. From eBooks to social media, 3-D printing to big data, libraries evolve through adopting the new and adapting both new and old tools for innovative and creative uses.

So, we invited session proposals that explore this evolution of libraries and librarians through conversations, hands-on workshops, skill-building sessions, and other interactive forms.

In lieu of a traditional keynote lecture, we kicked off *The Collective 2016* with an interactive gaming session that introduced attendees to new games and each other.

INFORMATION SHARING

Volunteer notetakers took notes during sessions, which were open for editing and additions from all participants.

We shared documents, handouts, and takeaways during the conference on Sched and through Google Docs post-conference.
To encourage informal networking and collaboration, our meeting space featured two pop-up “unconference” spaces, the ideaLibrary and the TinkerLab and a new addition for 2016, the quiet room.

The ideaLibrary was a space for impromptu brainstorming, networking, and discussion. We provided inspirational books on creativity, notepads, and other supplies to help participants kickstart conversations.

The TinkerLab was a mobile makerspace with some simple tools and kits for hands-on exploration and demonstrations of gaming, conductivity and DIY electronics, music-making, 3-D printing and prototyping. Available equipment included Creopop pens, Ozobot robots, 3Doodlers, Makey-Makeys, and LittleBits electronic kits.

The quiet room was a space free of cell phones and computers and dedicated to quiet reflection. The space was equipped with yoga mats, seat cushions, and meditative coloring books.
idea Library

Quiet Room

The quiet room is a space to reflect, rest, and relax. Read. Meditate. Grab a yoga mat.
INKER LAB

3D PENS
Create plastic crafts & wearables

CREEPOP INSTRUCTIONS (LIGHT-BASED)

SPARKFUN

MAKEY MAKEY

MAKEY MAKEY QUICK START INSTRUCTIONS

LEARNING SEWING & EMBROIDERY

LITTLEBITS
GETTING STARTED WITH LITTLE BITS

UNLEASH YOUR INNER ROCK STAR.
SOCIAL ACTIVITIES & NETWORKING

The night before the conference, over 70 participants chose to partake in “dine rounds,” an easy way to dine well in Knoxville and get to know attendees the night before the conference began. Local hosts arranged reservations at nearby restaurants on and around Market Square and guided the groups to and from dinner.

Opening night, all attendees were invited to a complimentary Southern Speakeasy reception at The Standard event venue in downtown Knoxville. The fifteen-piece Streamliners Jazz Orchestra performed while participants had photos taken in our photobooth, and enjoyed cocktails, a catered dinner from Rickard Ridge Barbeque, and Mag-Pies cakes.

Finally, closing night, attendees were invited to an optional “Literary Libations” pub crawl, organized in partnership with VisitKnoxville. Five local establishments offered appetizer specials and literary-themed cocktails to entice Collective attendees to come out and socialize and the party wrapped up with a Collective attendee-only event at the Oliver Royale restaurant and bar.
PARTICIPANT FEEDBACK

We polled participants through a formal survey and also kept an eye on Twitter, which was abuzz with our hashtag (#libcol16) during the conference. See a full Storify of Tweets here.

Alyse M. @4luvofLAM
I have to agree with those who said @lib_collective was a valuable conference. So much hands-on practical learning! #libcol16 yay profdev

Brandon West @BWestLibrarian
So far, #libcol16 has exceeded all my expectations. I will be shamelessly promoting it to my colleagues!

Von Canon Library @SVULibrarian
The #libcol16 conference, with no sages on stages but interactive classes instead, has been a great learning experience so far!

Jon Reed @JonJosephReed
Messing with synth making via the @korg_inc Little Bits at #libcol16. Super intuitive, very fun!

Terri Artemchik @terriartem
The Standard #libcol16 knoxrocks speakeasy AMAZING!!!!

anita kinney @Anitalifedotcom
#libcol16 conference is even cooler than it looked on Twitter last year

Ray Maxwell @hsfnihplod
#libcol16 off to a roaring start with series of thought-provoking breakfast conversations. Every table is abuzz.

anita kinney @Anitalifedotcom
Board game plenary sesh at #libcol16 - where on earth did they find a Crazy Cat Lady game??

10:02 AM - 3 Mar 2016

Playing Letter Tycoon at The Library Collective 2016--best.conference.ever!!! #libcol16
Over 90% of participants would attend again & here’s what their surveys had to say:

“It delivers. Small conference, high interaction, great people.”

“I wanted to find something new and different than your average conference. This more than exceeded my expectations!”

“Interesting, innovative, and exciting!”

“I’ve been a librarian for thirty years. This conference is the first time in twenty years that I’ve felt energized.”

“It was awesome last year and doubly so this year.”

“Most useful conference ever - tons of ideas I can start implementing immediately!”

“The amount of human interaction and engagement with thoughtful colleagues is outstanding. Well organized, fun, and freeing.”

“AMAZING energy and collegiality!”

“Best conference I’ve ever attended.”

“Very high-quality engaging program. I was never bored or disengaged, a welcome contrast with many library conferences!”


“I love the type of audience The Collective attracts. I met some great librarian friends from around the US and the world!”
PROGRAMMING
Jason Evans Groth
Elena Feinstein
Ashley Maynor - Co-Director
Anna Sandelli

LOGISTICS & TECH
Corey S. Halaychik - Co-Director
Monica Ihli
Steven Milewski
Keila Zayas-Ruiz

TINKER LAB
Michelle Brannen
Caroline Zeglen

EVENTS TEAM
Kenya Flash
Allie Roberts
Ingrid Ruffin

SOCIAL MEDIA
Emily Krug

VOLUNTEERS
Niki Kirkpatrick
Shelley O’Barr
Christine Reynolds
Participants

Jessica Adamick, University of Massachusetts Amherst
Melanie Allen, University of Tennessee - Knoxville
Terri Artemchik, Coastal Carolina University
Amanda Aubrey, Holston Valley Middle School
Erika Behling, College of Lake County
Heather Beirne, Eastern Kentucky University
Charlie Bennett, Georgia Tech
Natalie Bennett, University of Tennessee at Chattanooga
Robert Benson, Roane State Community College
Johanna Berglind, Stockholm University Library
Ryan Bernard, King University
Bridgett Birmingham, Florida State University
Brandy L Brady, Northwest Missouri State University
Erika Brammer, King University
Michelle Brannen, University of Tennessee - Knoxville
Mackenzie Brooks, Washington and Lee University
Sherri Brown, Georgia Tech Library
Katherine Bryant, Nashville Public Library
Anne Burke, North Carolina State University
Betsy Byrd, Presbyterian College
Kyley Caldwell, Alexander Street
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Nicole Carney, University of Tennessee - Knoxville
Andy Carter, American Theological Library Association
Dana Casper, Middle Georgia State University
Magdalena Casper-Shipp, Illinois State University
Sharon Clapp, Central Connecticut State University
Patty Clark, Virginia Wesleyan College Hofheimer Library
Alston Cobourn, Washington and Lee University
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Jodi Jameson, The University of Toledo
Jennifer Jelinski, Sage Publishing
Ken Johnson, Appalachian State University
Barbara Kaplan, f1000
Sheeji Kathuria, Mississippi State University
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Samantha Kennedy, Rowan University
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Susan Martel, Pellissippi State Community College
Dana Maselli, John Wiley & Sons
Melanie Masserant, Springer
Sue Maszaros, Belmont University
Tracy Matthews, Thomson Reuters
Raymond Maxwell, American University
Ashley Maynor, University of Tennessee - Knoxville
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Beth McDonough, Western Carolina University
Marcella McGowan, Johnson C. Smith University
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Stephanie Rodriguez, Nashville Public Library
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Matthew Smith, American University
Christina Spencer, JSTOR | ITHAKA
Gene Springs, Ohio State University Libraries
Blair Stapleton, Young Harris College
Jacob Starks, Philadelphia - Neshoba County Public Library
Heather Sterman, Viacom
Kathy Stevenson, SAGE Publishing
Megan Stevenson, Taylor & Francis Group
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