



# PDC!

## Bringing Programming Closer to Home

by Jean Holcomb

"Coming soon to a location near you...." Marketers of a wide variety of products employ this language to announce the local availability of new products to targeted consumers.

For the first time this July, AALL will employ similar language to announce its 1998-1999 Professional Development programming schedule. At the Anaheim Annual Meeting, members will receive a listing of the full range of PDC sponsored events which will be offered throughout the year. This listing will include the date and title of the Spring teleconference and the titles of the one-day programs that will be available for selection by Chapters and other groups for presentation in locations across the country.

The ability of our Association to develop, market, and present such an itemized listing of educational opportunities grew from decisions made by the Board in response to member requests for expanded programming options outside of the Annual Meeting format.

In July 1996, the Executive Board created the Professional Development Committee. The Board charged PDC to develop a comprehensive approach to meeting the ongoing educational needs of the membership. During its first year, the Committee drafted a three-year plan with a goal of expanding programming to include at least one educational opportunity for members each month. Building on this theme during its second year of operation, PDC has focused its efforts to create a delivery mechanism centered on the concept of offering the membership "more programming opportunities closer to home."

The Committee has created an RFP process to solicit programming proposals and to select presenters. As a first step, PDC selected programming topics that match the identified member programming needs. Then we developed a model for each RFP that includes components designed to identify the target audience, program content, intended learning outcomes, instructional

methods and course materials. The RFP model also solicits information about the proposer's qualifications and knowledge of the topic. The Committee circulated the completed RFPs in a variety of ways, including broadcasting on law-lib, targeting mailings to SIS leaders, and inviting participation from individual members and non-members with recognized areas of expertise which matched the topics chosen for development.

Following receipt of completed proposals, Committee members worked in teams to review the proposals. Headquarters staff assisted the Committee in securing agreements with the successful proposers. The Association has contracted with individual presenters for a series of presentations of their topics over a multi-year period for which travel expenses and a modest stipend will be paid.

Among the program proposals currently being developed for offering during the 1998-1999 Association year are the following: Basic Legal Research; Working with the Self Represented Litigant or Pro Se Patron; Managing Multi-Location Libraries; Training the Internet Trainer; Copyright; Space and Technology Planning for Academic Libraries; Space and Technology Planning for Private Law Libraries; and Management for Solo Librarians.

The Association will market these traveling programs to the membership starting in July. Headquarters will publicize detailed information about the individual programs. Chapter education chairs will receive information about these offerings to help them plan local and regional meetings which take advantage of these presentations. Efforts will also be made to reach out to communities to bring programs to areas which would have a potential audience for a specific topic.

In addition to the Committee's role in designing specific RFPs, the RFP process will also be open to members and non-members who wish to make a proposal to the Committee for a program for inclusion in the planning for the 1999-2000 year inventory of offerings. The generic RFP proposal form will be available on the Association's Web site and can also be requested by fax or phone from Headquarters. The Committee encourages proposals that identify a topic and describe the details about the desired educational outcomes.

We realize that competition for your professional development dollars is intense. Our goal is to provide a unique learning opportunity for you: quality programming geared to the specific needs of law library professionals in your neighborhood. PDC is investigating what will be necessary for AALL to become an authorized Continuing Education Unit sponsor and expects to make a recommendation to the Board at its July meeting. We believe that offering professionally marketed programming that meets the standards established by the International Association for Continuing Education and Training will appeal not only to AALL members, but also to those whose approval must be secured for funding our attendance at such programs.

Watch for publicity about these programs. We encourage you to take advantage of our pledge to bring more programming closer to home by selecting from PDC's list of coming attractions.

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