

TAKING ACTION: GUIDELINES FOR 2015 CCCC SESSIONS

Rationale

The 2015 CCCC emphasizes innovation and action, so we are trying some new things with the way panels typically work. Instead of allowing our energy and ideas to dissipate after a panel finishes, I want to encourage members to act on what they learned. Action requires gathering ideas together, which will take place in several spaces in Tampa:

- 1) The “Action Hub” (Convention Center Ballroom B), which is a large common area where members can trade ideas face-to-face
- 2) The virtual conference, which consists of social media for engaging participants nationally and internationally
- 3) Saturday sessions that will encourage scholarship, networking, and engagement both within the CCCC and outward into public policy

At the 2015 CCCC, panel chairs serve as the gathering point for their panel. Instead of just keeping time (although that function will still be important), chairs should initiate discussion, draw together the face-to-face and virtual conferences, and collect and distribute ideas that will help the membership take action based on the panel. With these new roles, chairs become much more active members of a panel.

Opening Up the Session Physically and Virtually

Virtual Conference. We are encouraging participants who cannot come to Tampa to follow the hundreds of “live-tweeters” as a way of participating to some degree. And we are also encouraging these virtual participants to scan the program, find sessions they like, and read the panel materials that have been uploaded ahead of the conference. If you are in session B.5, then questions about your session ought to appear with an advanced Twitter search “#4C15 AND #B5”. Panelists and audience members who use Twitter should be encouraged to use these hashtags to make comments and ask questions, and also to monitor those hashtags for questions/comments from our virtual participants. For example, one might write “Fascinating discussion of mentoring using blogs #4C15 #B9 #XGEN” – and this message would, in turn, be searchable by the session (B9) with “#4C15 AND #B9” or by the cross-generational tag (XGEN) with “#4C15 AND #XGEN” – for more information about advanced Twitter searches, please see <https://support.twitter.com/articles/71577-using-advanced-search>

Regardless of what sort of social media you use (i.e. Facebook, Twitter, Vine, Instagram, Tumblr, etc), please use #4C15 as the conference hashtag, and if you are referring to a particular session, use another, separate, hashtag for that session, such as #B5 in the example above. In addition, please tag your posts with meaningful and searchable terms like #L2, #WPA, #tenure, and so on.

Physical Conference. In the Action Hub, we are providing several bulletin boards where you may place index cards with key questions and To-Do items for our organization. Please code these cards with your session ID in the same way you’d do it in Twitter, perhaps labeled something like “B5 Action Items.”

In both cases, the goal is to increase action and accountability around questions/observations that arise in your session. It’s a good thing that your session is well-attended and engages in energetic Q&A. But what happens to that energy when the session is over? Let’s use the Twitter-stream and the Action Hub’s physical bulletin boards to curate these discussions, boiling down the essential observations and questions from your session into action items for the rest of the membership. I will summarize these action items for our members during and after the convention and will pass these ideas along to the Executive Committee, our Officers, and next year’s program chair, as well.

Chair Duties

All panelists will be notified of the roles of a 2015 CCCC chair:

Before the conference...

- Encourage your panelists to make their materials available online, ideally in the NCTE Connected Community, where our members (even those who can't make it to Tampa) can learn and ask questions of the presenter.
- Know the presentations: obtain outlines from your panelists, watch their PowerPoints or Prezis, or read their papers.
- Work with panelists to prepare "action items": solicit and synthesize a list of two or three questions or items that each panelist suggests the membership take from their presentation.

During the session...

- Designate someone with a smart phone (or do it yourself) to monitor Twitter for questions directed to your panel.
- Introduce Participants. Name all of them at the beginning of the session, but wait to give regular introductions until it's their turn. Audience members have trouble remembering everyone's name and key details from the first minute, and this practice should help.
- Keep time: 12-15 minutes per presenter—yes, it's tighter than last year. These panels should emphasize discussion instead of presentation. In the case of Roundtables, the chair should ensure a) everyone gets to speak and b) there is good interaction among the panelists and with the audience. Speaking of which...
- Initiate discussion during Q&A: use your panel's action items to spark discussion.
- Bring together the onsite and virtual contexts: perhaps tweeting your panelists' abstracts, responding to online questions about the panel, or paying attention to any questions coming from abroad with the hashtag #Intl with a search like this: "#4C15 AND #intl AND #B5".
- Synthesize, summarize, and build a discussion: as part of the Q&A, work with panelists and audience members to synthesize common action items that arise out of the session. Take actual time at the end of your session to work together as a gathering of interested parties to draft action items to share with the rest of our membership.

After the session...

- Gather and disseminate: post your action items to the Action Hub and virtual spaces for general consideration and for Saturday's action. Consider tagging your summaries with keywords like #Action or #Question.

Joyce Carter
Program Chair, CCCC2015