

AASPA

AMERICAN ASSOCIATION OF SCHOOL
PERSONNEL ADMINISTRATORS



CONFERENCE COLLABORATION

&

COORDINATION PROCEDURES

Workbook

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FOREWORD

This document has been developed to outline the method of collaboration between the AASPA National Office and the Local Conference Committee for the planning and successful implementation of the Annual Conference of the American Association of School Personnel Administrators.

The document is organized around the responsibilities of the AASPA Executive Board, the National Office, the Local Conference Committee, and the meeting planning company, (herewith referred to as Conferon). It is designed to provide each subcommittee with a general description of their committee followed by some specific duties. This handbook is to be used as a guideline, with adjustments being made as needed for different local conference planning groups. Not all Local Conference Committees will want to form the various subcommittees mentioned in this manual. Each Local Conference Committee will desire to do things as they are appropriate for that local committee and conference site.

As work progresses, the Local Conference Committee may find that points of interest and items in need of clarification are not included herein. In that instance, the Conference Committee Chair should communicate with the Executive Director.

This document will be revised as the Annual Conference changes in focus and scope. Suggestions for revisions from the Subcommittee Chairs are welcomed. The goal will be to develop a harmonious, collaborative, cooperative, and well-organized working relationship between the Local Conference Committee, the National Office, Conferon, and the Executive Board.

In this process, there are advantages to the Local Conference Committee and the Executive Board. The Local Conference Committee should develop camaraderie among its members and subcommittees with the Executive Board and Executive Director. The Local Conference Committee and the AASPA Executive Board should maintain communication throughout the entire process.

This document is designed to be user-friendly. The layout is such that it features the initial stages of the conference planning, general responsibilities and specific task checklists for each subcommittee.

The Annual Conference is the major revenue generator in AASPA's budget. Therefore, the Local Conference Committee must use caution in planning and carrying out the conference in order to stay within the established budget.

THE CONFERENCE SITE ROTATION SCHEDULE

REGIONAL ROTATION SCHEDULE FOR THE CONFERENCE SITE

Each of the six regions in the AASPA organization is expected to host the annual conference on a rotating basis. The rotation schedule calls for the conference to be rotated among sites in the east (Regions III and VI) mid-west (Regions II and V), and west (Regions I and IV). The Conference Time and Place Committee is charged with the responsibility for recommending the site for the annual conference five years hence.

ANNOUNCEMENT OF SELECTED SITE

The selected site will be announced at the annual AASPA business meeting in October five years before the conference in that city is to be held.

CONFERENCE SITE LOCATIONS FROM 1976 THROUGH 2009

1976 - Washington D.C.	- Region 6		
1977 - Milwaukee	- Region 2	1994 - Washington D.C.	- Region 6
1978 - Phoenix	- Region 4	1995 - New Orleans	- Region 5
1979 - Orlando	- Region 6	1996 - Portland	- Region 1
1980 - Detroit	- Region 2	1997 - Boston	- Region 3
1981 - Salt Lake City	- Region 4	1998 - Orlando	- Region 6
1982 - Hartford	- Region 3	1999 - Phoenix	- Region 4
1983 - Columbus	- Region 2	2000 - Minneapolis	- Region 2
1984 - Seattle	- Region 1	2001 - Dallas	- Region 5
1985 - Nashville	- Region 6	2002 - Vancouver	- Region 1
1986 - Houston	- Region 5	2003 - Baltimore	- Region 3
1987 - San Diego	- Region 4	2004 - Atlanta	- Region 6
1988 - Valley Forge	- Region 3	2005 - San Diego	- Region 4
1989 - Cleveland	- Region 2	2006 - Detroit	- Region 2
1990 - Denver	- Region 4	2007 - Kansas City	- Region 5
1991 - Atlanta	- Region 6	2008 - Seattle	- Region 1
1992 - San Antonio	- Region 5	2009 - Hartford, CT	- Region 3
1993 - Albuquerque	- Region 4	2010 - TBD	- Region 6

Planning and conducting the AASPA annual conference is a task of considerable proportions. The selection of the conference site must depend in great measure on the ability of the bidding group to establish a conference committee large enough to handle all of the details of such a conference: program, finances, publicity, registration, exhibits, tours, entertainment, spouse programs, banquet, etc.

The planning committee should be large enough to satisfy the need for many hands, but also should have the necessary skills and experience to conduct a successful conference.

ORGANIZING THE ANNUAL CONFERENCE

LOCAL CONFERENCE COMMITTEE

The Local Conference Committee will be organized after the Association has made the designation of the conference site. The Local Conference Committee should be comprised of the Local Conference Committee Chair and members who will also serve as chairs of subcommittees.

The success of the annual conference will be determined to a large extent by the effectiveness of the Local Conference Subcommittees. Therefore, it is important that these subcommittees be named as early as possible and receive direction early on. *The enthusiasm of the Local Committee Chair and his/her ability to delegate responsibilities will contribute significantly to the success of the conference.*

If possible, the state/provincial affiliate should execute the necessary paperwork from the appropriate state/provincial agency in order to receive tax-exempt status. The Constitution and Bylaws indicate that AASPA is a tax-exempt organization. The Local Conference Committee may expect substantial assistance and counsel from the Executive Director and the Executive Board.

- Planning for the Annual Conference should begin as soon as possible after the Local Conference Committee has been named.
- Periodic meetings and/or teleconferences of the Local Conference Committee should occur on an increasing frequency as the conference approaches. These Local Conference Committee meetings should be held several times the year prior to the conference and more frequently the year of the conference when meetings may be necessary on a monthly basis.
- Teleconference calls between the Executive Director, the Local Committee Chair, Conferon, the Executive Board Regional Representative, and other local conference co-chairs, if the call will involve their committee, should be held frequently the year of the conference and may be held weekly as the conference approaches. Constant communication and awareness of what is being done for the conference between the Local Conference Committee, the Executive Director, the Regional Representative, and Conferon will determine the success of the conference.

LIAISON WITH THE EXECUTIVE BOARD

Coordination with the Executive Board will be through the Regional Representative and the Executive Director.

The Executive Board will meet with the Local Conference Committee Chair at the Annual Conference preceding the one for which he/she is responsible at the debriefing meeting at the close of the conference. The conference budget will be given to the Local Conference

Chair at that time. Discussion will be held at the debriefing meeting with the current local committee relating to the conference just ended. Any recommendations for adjustments in the conference schedule and budget will be discussed.

The Executive Board will schedule their Winter Board meeting at the conference site the January before the conference. If the entire Executive Board is not able to meet due to financial constraints, the Local Conference Committee will meet with the President, Regional Representative, President-Elect, and Executive Director. The Local Committee will provide a progress report to the Executive Board members present which shall include the names of the various subcommittee chairs, the conference theme, the general format of the conference, suggested keynote speakers, etc. A tour of the conference site will be conducted.

At this January meeting, the finalized conference budget will be discussed with the Local Committee. The conference budget will have received preliminary approval at the July Executive Board meeting with final approval by the Executive Board at the October Board meeting a year prior to the conference.

During the year of the conference, the Regional Representative, the Executive Director, and/or the President may travel to the conference site to meet with the Local Conference Committee, if needed. Teleconference calls will be held throughout the year between the Executive Director, the Local Chair, the Regional Representative, Conferon, and other local subcommittee chairs, if their responsibilities are involved.

The Executive Board and the Local Conference Committee will meet again on the day prior to the start of the conference. The Executive Board will expect a complete report on preparation for the conference.

DEBRIEFING MEETING

At the conclusion of the Annual Conference, the Local Committee Chair and as many committee members as are available from the concluding conference will meet with the Executive Board and the Local Committee for the next year's conference to share ideas, procedures, and suggestions. This is known as the "debriefing." The Executive Board will submit a copy of the preliminary planning budget to the next year's Local Conference Committee Chair at this meeting. During the debriefing meeting the role of Conferon also will be discussed to apprise next year's Local Conference committee and those of future Local Conference Committees of Conferon's role and services.

CONFERENCE REGISTRATION FEES

Conference registration fees are determined by action of the Executive Board. No change in fees will be made unless the recommendation for change is presented to the Executive Board for approval no later than the winter meeting of the Executive Board in the year of the conference.

CONFERENCE BUDGET

The Executive Board will determine which meal functions, breaks, and entertainment costs will be included in the conference budget as part of the registration fee. All other activities will be optional with appropriate fees to cover the cost of the activities.

AASPA EXECUTIVE BOARD RESPONSIBILITIES

The Executive Board and Executive Director are responsible for:

1. Making a final selection of the host city based upon the recommendation of the Time and Place Committee.
2. Making a final selection of the host hotel based upon visitations to hotels in the approved host city. The Visitation Team may include the host state/provincial representatives and individuals designated by the Executive Board.
3. Approving the hotel contract agreed upon by the President and the Executive Director which will be signed by both the Executive Director and President.
4. Developing a preliminary budget based on the cost of the location for the Conference.
5. Setting the next year's conference registration fees at the October Executive Board meeting preceding the next year's conference.
6. Providing mailing labels of the AASPA membership to the Local Conference Committee, if needed.
7. Providing publicity through AASPA publications, the AASPA web site, and electronic messaging, based on input from the Publicity Subcommittee Chair. The marketing campaign for the conference will include mail-outs to AASPA members, notification of the conference through organizational publications and e-mail blitzes weekly for two months prior to the conference, and advertising on the organization's web page. The national office and Local Publicity Subcommittee will focus heavily on enticing regional participation from members of the hosting region, as well as national members.
8. Arranging for any AASPA sponsored conference activities.
9. Establishing a master account.
10. Providing seed money at the Local Conference Committee Chair's request to the Local Conference Committee in a timely manner so that the Local Conference Committee may use these funds to purchase items to publicize their conference at the conference the year preceding theirs.
11. Handling receipt of registration funds including pre-conference and conference

activities through the National Office. The National Office will also handle funds payable to the Local Committee if they decide to host an opening night event.

12. Receiving and reconciling all accounts payable and accounts receivable through the National Office.

The Executive Director MUST review all contracts and sign all legal contracts for any vendors.

CONFERON RESPONSIBILITIES

CONTRACT NEGOTIATION

In negotiating contracts, the following components are very important to AASPA and should be addressed in the contract. Conferon is responsible for including these items in the contract:

- Conferon will ensure the right of the hotel to review AASPA's conference attendance history and adjust the room blocks as needed. Any revisions to room blocks must be done in writing
- The check-in and check-out times should be clearly delineated with a clause that conference attendees may check in at an earlier time provided rooms are ready.
- AASPA's room rate will be no higher than the average rate of like groups for room block, space use, and food and beverage functions. Room rates shall be confirmed twelve months in advance and shall not increase more than a specified percentage each year.
- All hotel fees including taxes and gratuity should be itemized and accounted for in the contract.
- Agreed upon group rates should be extended three days before and three days following the conference based upon availability.
- If the hotel does not honor all reservations confirmed, the hotel, at its own expense, will secure comparable accommodations and provide transportation to and from such rooms for the duration of the conference or until the conferee is offered the opportunity to relocate to the conference hotel.
- The hotel shall establish a master account and make it available for review daily by the Executive Director or Conferon, Inc. Stipulation should be given of the undisputed portion of the master account paid 30 days after receipt of the final invoice.
- Meeting, banquet, and vendor exhibition space should be provided on a

complimentary basis with no set up or labor charges for utilization. The hotel and AASPA must agree in writing upon any changes in space assignments. Meeting space rental and liability is based on AASPA picking up a minimum amount of sleeping rooms. This should be clearly defined in the contract.

PREPLANNING SUPPORT

- Conferon's role is to handle the logistics and operations aspects of the Conference. Conferon's goal in working in this capacity is to provide the Local Conference Committee and AASPA consistency and support for each Local Conference Committee. This will assist in keeping within the budgetary constraints of AASPA and provide logistical staff to the Local Conference Committee.
- Once Conferon has been given the names of the Local Conference Committee Chair, Conferon will review their services with those Chairs. Additionally, the Executive Director and the Local Conference Committee will inform Conferon of the proper lines of communication.
- Conferon can assist the Executive Director and the Executive Board with developing an expense budget in terms of logistical items related to the meeting; i.e., food, audiovisual, staff expenses, entertainment, hotel shuttle transportation, etc.
- Conferon will review the space that is being held with the Executive Director and the Local Conference Committee to ensure that they understand what meeting rooms are available each day and at what times. Conferon can assist to ensure that the meeting rooms being assigned will accommodate the number of people and other requirements. If additional space is required or if space can be released back to the hotel, Conferon will contact the hotel and make the appropriate changes on behalf of the Local Conference Committee. Changes must be in writing and approved by AASPA's Executive Director.
- Conferon will generate a logistical agenda. This agenda should include all of the logistical requirements needed to present the AASPA National Conference. The National Office staff, the Local Conference Committee, the hotel, and suppliers are required to use this agenda.
- Conferon's expertise is Food and Beverage negotiation and ordering food and beverage that will match the preexisting budget, although the Local Conference Committee has the option to select the menu items based on budgetary constraints. Conferon will work closely with the Local Conference Committee to give them options at the best value for that location. Conferon will provide consulting in all areas in the planning process. The following includes some of the details that Conferon will focus on during the pre-planning process:

-
- Comprehensive agenda creation as a reference for all logistical needs

-
- Budget development and planning timelines
 - Floor plan design & function space assignment
 - Audio-visual needs
 - Communication logistics and equipment needs
 - Office equipment
 - Food & beverage menu design and ordering
 - Theme events
 - Security arrangements
 - Signage order and placement (or work with local committee to determine what signs are required)
 - Guest amenities
 - Floral arrangements
 - Entertainment
 - Transportation
 - Photographers
 - Translators
 - VIP services

ON-SITE SUPPORT

- Conferon will have one representative on site to work as the logistical staff person. Conferon's responsibilities are to ensure that all meeting and food functions are set according to the Local Conference Committee's requirements, including the correct number of seats, audiovisual, exhibits, etc. AASPA will be responsible for all travel and other justifiable expenses incurred by Conferon, Inc. The on-site Conferon fee is waived if AASPA utilizes a minimum amount of commissionable room nights. If the number of required room nights falls below, AASPA will need to pay a short fall fee or reduce the number of on-site days,
- Conferon will ensure that all food and beverage functions are set to maximize appropriate flow.

- Conferon can assist in providing the National Office with budget accountability. However, if any additional equipment, food, etc. is ordered on-site, Conferon must be notified of the name of the authorized party(ies).
- Conferon will handle general troubleshooting with any logistical items that may occur and advise the Executive Director and Local Chair where required.
- Conferon will review the master account invoice with the Executive Director to ensure that all meeting charges are correct.
- Conferon will monitor all hotel food/beverage counts and consumption along with charges for accuracy.

CONFERON

- *Conduct personnel briefings with suppliers*
- *Provide updates on guarantees and attendee counts to hotel and suppliers*
- *Monitor staffing levels at the hotel's front desk and food & beverage outlets to guarantee maximum service*
- *Validate meeting room set-ups with hotel staff*
- *Review individual function requirements with hotel staff*
- *Check placement and operability of audiovisual equipment*
- *Meet with speakers to ensure that individual requirements are being met*
- *Secure and facilitate all ground transportation if required*
- *Supervise food and beverage functions, attending to traffic flow, cost, and quality control*
- *Control costs through monitoring and inventorying food and beverage events*
- *Daily review of banquet checks and supplier invoices for accuracy*
- *Put out signage where required and any other assistance required by the National and Local Conference Committee.*
- *With our comparative rooming list process, Conferon regularly identifies registrants miscoded by hotels in order to maximize the group's total room occupancy, produce a more accurate room usage history, and limit any potential financial liabilities.*

CONFERENCE FINANCE OPERATIONS

GENERAL RESPONSIBILITIES CHECKLIST

The National Office will be responsible for maintaining a complete record of the financial transactions. This will include the following:

- ✓ An accurate record of all receipts and disbursements
- ✓ Maintenance of the conference checking account
- ✓ Payment of conference bills
- ✓ The final summary financial report of the conference

CONFERENCE BUDGET

A conference budget should be prepared by the Executive Board, Executive Director, and Conferon for the guidance of the Local Conference Committee at least one year prior to the year of the conference. This budget draft must be approved by the Executive Board the October preceding the conference. The budget should reflect the following:

1. A realistic estimate of anticipated receipts from registrations
2. Ticket sales
3. Income from exhibitors
4. Income from sponsors for underwriting various events

The budget should also provide a realistic estimate of expenditures for the following:

1. Printing and mailing of registration and other promotional materials
2. Luncheon and/or breakfast costs
3. Entertainment
4. Program talent
5. Conference packets and printed programs
6. Hospitality supplies
7. Speaker Cost
8. Other

As noted earlier, the Association depends upon conference income as the major portion of its operating costs.

ADVANCE FUNDS

1. The Association budget provides for an advance of \$2,000 to the Local Conference Committee to meet financial obligations during the planning period. The Executive Director will forward a check in this amount upon request of the Local Conference Committee Chair. The check will be made payable to: AASPA Conference (e.g.,

AASPA Georgia Conference).

2. A checking account in this name should be established by the Local Conference Committee at a local bank and the advance should be deposited in the account. It is recommended that only one signature be required on checks. Banks that are used by local school districts should be considered in order to eliminate a monthly service charge.

RECEIPTS

A careful record of funds received and expended indicating the source of funds should be maintained by the Local Conference Committee Chair. Categories into which receipts are grouped should coincide with budget accounts or categories. It is also recommended that a receipt book be procured to ensure accurate records and provide conference attendees receipts as needed at the Registration area.

EXPENDITURES

The following system should be used when issuing checks so that determining the final accounts and completing the final summary report can be accomplished in as expeditious a manner as possible. The following steps should be followed:

- The name and address of the person to whom the check is issued
- An explanation of the expenditure
- The check number and date of issue
- The amount of the check
- The account or category of the expenditure.

A procedure should be established requiring prior authorization by the Executive Director or designee for any expenditure.

IMPORTANT NOTE: All receipts and expenditures are subject to internal and/or external auditing including auditing by the Internal Revenue Service (IRS).

FINAL SUMMARY FINANCIAL REPORT

The final summary financial report should reflect receipts and expenditures by account or category as identified in the budget. Every effort should be made to close the conference books as soon after the conference as possible but no later than December 15th so as to be reflected in the calendar year financial report of the Association to the IRS. All financial records should be forwarded to the Executive Director at the same time.

AUDITING

All financial records, including bank statements, canceled checks, etc., should be forwarded to the Executive Director prior to January 1.

SPECIFIC TASKS CHECKLIST

Specific fiscal duties of the Executive Director include, but may not be limited to, the following:

- ✓ Be involved in the preparation of a budget draft. Utilize subcommittee chairs and records of past conferences to make predictions of estimated revenue and expenditures.
- ✓ Receive and receipt all funds received, sources, and amounts.
- ✓ Maintain an up-to-date financial ledger of revenues and expenditures.
- ✓ Pay all received bills by December 30th of the year of the conference.
- ✓ Monitor revenues and expenditures to make sure AASPA is meeting the approved budget.
- ✓ Keep Executive Board informed about financial position in relation to budget.

CONFERENCE SUBCOMMITTEES

The following committees have been formed by Local Conference Chairs for past national conferences. Not all of the committees listed below will be necessary for each annual conference. They are suggestions only. Each Local Conference Chair will determine which committees are needed for the conference they host.

- Local Conference Chair and Co-chair (if appropriate)
- Fund Raising Subcommittee
- Hospitality Subcommittee
- Hotel Arrangements/Meals Subcommittee
- Program Subcommittee
- Publicity Subcommittee
- Registration Subcommittee
- Special Events/Opening Night Subcommittee

Specific responsibilities are noted herein. It is important that there be complete coordination, so that there is clarity regarding responsibilities and decision-making authority.

LOCAL CONFERENCE COMMITTEE CHAIR RESPONSIBILITIES

The Local Conference Committee Chair(s) is/are the person(s) who has/have assumed leadership for local arrangements at the Annual Conference. The Local Conference Committee Chair(s) will name persons to serve as chairs for the subcommittees.

The responsibilities of the Local Conference Committee Chair(s) will be to execute the following:

1. Share responsibility for the planning and conducting of the Annual Conference with the Executive Director and coordinate all subcommittee activity.
2. Serve as an overseer for the conference.
3. Maintain a careful record of funds received and expended from any cash advance bank account indicating the source of funds. Specific tasks of the Local Conference Committee Chair involve accounting for expenditures from the conference advance and maintaining an up-to-date financial ledger of revenues and expenditures. The Local Conference Committee Chair must submit records to the National Office including checkbook(s), bank statements, receipts, invoices, financial ledgers, and any information, which accounted for a financial transaction no later than December 15th of the year of the conference.
4. Coordinate the collating of the conference packets.
5. Oversee aspects of the conference program booklet, which includes printing the program and collating it.
6. Designate persons to emcee the General Session meetings and ensure AASPA requirements are included in the overall flow of these meetings. A timeline will be developed by Conferon with the Local Committee and Executive Director's input.
7. Help to secure a parliamentarian for the business meeting.
8. Serve as the primary conduit between the subcommittees and the National Office.
9. Make final decisions at the Local Committee level.
10. Serve as a motivator of the subcommittee chairs.

SAMPLE CONFERENCE CO-CHAIRS CHECKLIST

Committee Title: **Conference Co-Chair Committee**

Co-Chair: (Names)

<input checked="" type="checkbox"/>	#	Task	Due Date
	1.	Identify Sub-Committee Chairs	
	2.	Meet with Sub-Committee Chairs: Affiliate Meeting February Affiliate Meeting May Annual Conference October (Year Before Conference) Affiliate Meeting January Affiliate Meeting February	
	3.	Schedule walk through of Conference Hotel	November
	4.	Work with AASPA on Schedule and submit to Board for approval	July
	5.	Work with AASPA Staff on Opening Event Proposal and submit to Board for approval	July
	6.	Work with AASPA/ACSA on Memorandum of Agreement and submit to Board for approval	July
	7.	Create Task List for each sub-committee	
	8.	Work with local Personnel/HR on securing additional sub-committee members and host/hostess for conference	
	9.	Work with Sub-committee to select theme	May
	10.	Secure funds from affiliate for sub-committee chairs to attend year before conference	October
	11.	Attend Year Before Conference and meet with sub-committee chairs throughout conference	
	12.	Arrange for sub-committee chairs to "shadow" committee counterpart	
	13.	Arrange for "give-a-way" at Year Before conference	
	14.	Work with Publicity to create logo for stickers for Year Before conference	
	15.	Work with sub-committee chairs on promotion of Conference at Year Before Conference	
	16.	Introduce selves to Vendors at Year Before Conference and invite to be a vendor at Conference	
	17.	Introduce selves to Vendors at Affiliate Conference and invite to be a vendor at Conference	
	18.	Contact potential sponsors who are not current vendor for AASPA and forward names to Sponsor Chair	
	19.	Revise Sponsor Letter and work with Sponsor Chair to contact sponsors	
	20.	Work with AAPSA to determine payment of bills	
	21.	Determine MC throughout Conference for general sessions and special events.	
	22.	Work with AASPA on Conference Bag	
	23.	Work with AASPA and Conferon to determine number of free nights at hotel and allot to committee members	
	24.	Designate persons to be present on the platform at general sessions	
	25.	Determine who will do welcome at special events	

FUND RAISING SUBCOMMITTEE

The Fund Raising Subcommittee has been formed at some annual conferences if there is an auction involved from which the Local Committee/Affiliate receives the profit. There have been mixed reviews on the success of having a silent auction at different annual conferences. The Phoenix Local Committee indicated that it was too much work for too little profit, while the Dallas Local Committee indicated that it was well worth the time and effort.

If the Local Committee does not choose to hold an auction, they may want to name someone to be responsible for contacting and securing local sponsors to assist with underwriting some of the conference activities so that a larger conference profit may be realized.

GENERAL RESPONSIBILITIES

The responsibility of this subcommittee will include soliciting items for the silent auction (if desired by the Local Committee) and securing local sponsors to assist with underwriting some of the conference activities (i.e. meal functions, receptions, dance, etc.). A major task is to boost the income of the conference because it is the major portion of the organization's income.

The subcommittee must work closely with the Hospitality/Meals Subcommittee, the Special Events Subcommittee, and the Publicity Subcommittee to determine the feasibility of sponsor(s) and/or underwriters of breaks, beverages at the special night out, etc. This will also alleviate duplication in the solicitation process.

Any local sponsorship of conference activities will assist in realizing a larger profit for that conference.

SPECIFIC TASKS

Specific tasks will include, but may not be limited to, the following:

- ✓ Solicit items and develop promotions for fundraisers (if the Local Committee so desires).
- ✓ Set up displays of auction items setting minimum bids, if applicable (if the Local Committee wants an auction).
- ✓ Set opening and closing dates for bids.
- ✓ Work closely with the National Office to secure local sponsorships (not previously contacted by the National Office) to underwrite various conference meal functions, receptions, etc.

- ✓ Collect funds.
- ✓ Keep accurate accounts of all funds collected and submit to the National Office.
- ✓ Coordinate all solicitations from various subcommittees to avoid duplications in requests.
- ✓ Contact local potential commercial exhibitors in advance of conference date and forward leads to AASPA headquarters for contract release.
- ✓ Insure that the Committee is following the timeline as agreed upon and working with National Office and Conferon to make adjustments as required.

NOTE: The responsibility for coordinating exhibits is a primary responsibility of the National Office. The National Office will be responsible for the following: maintaining a potential sponsor database with names of sponsor contact persons, phone numbers, addresses, etc.; supplying a standard exhibit prospectus; setting sponsorship fees including the fee charged to exhibitors; negotiating and signing the contractual agreement between the exhibit company and AASPA; invoicing sponsors and receiving fees.

SAMPLE FUND RAISING AND SPONSORS CHECKLIST

Committee Title: **Fund Raising and Sponsors**

Chair:

Committee Members:

<input checked="" type="checkbox"/>	#	Task	Due Date
	1.	Secure Sponsor for General Sessions Speakers/Program	
	2.	Secure Sponsor for President's Reception	
	3.	Secure Sponsor for Opening Night Event	
	4.	Secure Sponsor for Coffee/Continental Breakfast	
	5.	Invite General Session Sponsor to be platform guests	
	6.	Prepare Report on Committee Progress for meeting at Affiliate Meeting, January prior to conference	
	7.	Prepare Report on Committee Progress for meeting at Affiliate Meeting, February prior to conference	
	8.	Work with AASPA staff and Program/Sponsor Chair for signage on Program sponsors at general sessions and evening events	
	9.	Check with Conferon on tripods to display signs for sponsors of events	
	10.	Work with affiliate to survey contacts for potential sponsors	
	11.	Compile a list of potential sponsors who are not current vendor for AASPA and send letter from AASPA	
	12.	Follow up on sponsors to secure commitment to sponsor a particular event	

HOSPITALITY SUBCOMMITTEE

GENERAL RESPONSIBILITIES CHECKLIST

SPECIFIC TASKS

Specific tasks include, but are not limited to, the following:

- ✓ Deciding upon special clothing or special badges for easy identification for each member of the Hospitality/Meals Subcommittee to wear.
- ✓ Calling the convention bureau to obtain tourist information.
- ✓ Remaining visible throughout the conference to assist conferees in locating different points of interest in and around the hotel.
- ✓ Selecting and providing materials helpful to conferees in locating points of interest in the area of the conference and other helpful items such as restaurant lists, sightseeing tours, city maps, etc., for the conference packet.
- ✓ Establishing a hospitality area/information/message center at the conference site
- ✓ Assisting conferees and their spouses with any problems they may encounter
- ✓ Monitoring the number of people in each clinic

HOSPITALITY/INFORMATION/MESSAGE CENTER AREA

The Hospitality/Information/Message Center Area should be established in a location easily accessible to conferees (typically by the Registration area) and staffed continuously during the conference.

CONFERENCE PACKETS

The Hospitality Subcommittee will provide materials helpful to conferees in locating points of interest in the area of the conference and other helpful items such as restaurant lists, sightseeing tours, city maps, etc., for the conference packet. Conference packets are distributed with nametags and conference programs at the registration desk; at that point, they become the responsibility of the on-site Registration Subcommittee with assistance from the AASPA Headquarters on-site representative(s). The AASPA National Office is responsible for producing the attendee name badges.

The Hospitality Subcommittee will play a vital part in making the conferees comfortable. This subcommittee is encouraged to become very familiar with the hotel and also points of interest surrounding the hotel. The conferees will be asking for information and directions to key points in and around the host city.

SAMPLE HOSPITALITY AND MEAL FUNCTIONS COMMITTEE CHECKLIST

Committee Title: **Hospitality and Meal Functions**

Chair:

Committee Members:

<input checked="" type="checkbox"/>	#	Task	Due Date
	1.	Secure an AASPA and affiliate banner for Conference	
	2.	Prepare Report on Committee Progress for meeting at Affiliate Meeting, January prior to conference	
	3.	Prepare Report on Committee Progress for meeting at Affiliate Meeting, February prior to conference	
	4.	Secure centerpieces for General Sessions, President's Reception, Opening Night	
	5.	Secure Vans from local Districts to transport participants going to President's Reception on Wednesday	
	6.	Secure Hosts/Hostess to assist with all aspects of conference and send reminders of their commitment to help 3 months and also 2 weeks ahead of conference. Ensure all are registered for conference	
	7.	Consider assignment greeters at Airport and Hotel lobby on Wed. and Thurs. of conference	
	8.	Secure Hosts/Hostess to walk participants to President's Reception Wednesday and work with Special Events Chair	
	9.	Secure Hosts/Hostess to guide participants to buses for the Opening Night Event	
	10.	Secure Hosts/Hostess At the Silent Auction venue during conference which will be located next to hospitality and registration area and at the Thursday Night Reception	
	11.	Secure Hosts/Hostess to check name badges before entering the general sessions and meal events	
	12.	Work with Program Committee to secure facilitators for sessions	
	13.	Work with Conference Co-Chair for production of drink tickets for Wed. and Friday evening events.	
	14.	Work with hotel on special meal requests	
	15.	Advertise refreshment breaks for Wed. sessions	
	16.	Have message board in conference area	
	17.	Have job Board in conference area	
	18.	Secure a "bear" for Conference Co-Chairs to present with other "bears" to Next Year's Conference on Friday	
	19.	Contact potential Sponsors who are not current Vendor for AASPA and forward names to Sponsor Chair	
	20.	Work with Convention & Visitor's Bureau and hotel Concierge	
	21.	Work with Tours and Activities Chair to inform Concierge of special events	
	22.	Work with Program and Registration Chairs to secure copies of local visitor's magazine for registration materials.	

HOTEL ARRANGEMENTS/MEALS COMMITTEE

ALSO READ CHECKLIST ON PAGE 21 OF THIS HANDBOOK

GENERAL RESPONSIBILITIES CHECKLIST

- ✓ Work with Conferon and the National Office to establish breaks for the conference.
- ✓ Work with Conferon and the National Office to establish details for the meal functions. This includes menu selection, the cost involved, and requires a clear understanding of the amount of time necessary for making changes in numbers and when the final count will be due.
- ✓ Contact the Executive Board through the Executive Director to determine what special seating will be needed or expected and work with Conferon in planning the seating arrangements.
- ✓ Ensure that subcommittee members collect tickets as the doors are opened for seating.
- ✓ Maintain accurate meal counts.
- ✓ Plan a short program of entertainment for each general session and the meal functions. Take into consideration the representation of diversity. Typically, the Hotel Arrangement/Meals Committee will have local student groups come and perform during the meal.
- ✓ Finalize arrangements/requirements with the entertainment and send those requirements to Conferon.
- ✓ Arrange for flower arrangements or table centerpieces at meal functions within the specified financial guidelines provided for in the conference budget.
- ✓ Be responsible for moving and storing table centerpieces until needed for the next function.
- ✓ Secure fold-over name cards for people to be seated at the head table for meal functions, general sessions, and the business meeting.
- ✓ Secure a registered Parliamentarian for the business meeting.
- ✓ Secure American and Canadian flags to be displayed on the dais during the business meeting, general sessions, and meal functions.
- ✓ Secure a ballot box for any elections to be held during the business meeting.

NATIONAL OFFICE AND CONFERON RESPONSIBILITIES

The National Office will be responsible for working closely with Conferon in carrying out all of its functions relative to the following:

- Arranging for space for all conference activities excluding those designated as the responsibility of the Special Events Subcommittee and the Fund Raising Subcommittee and including clinics, seminars, general sessions, meal functions, receptions, and committee meetings.
- Conferon will establish the location of the registration area and banquet facilities.
- Good relationships with the hotel staff are critical. Changes will need to be made and emergencies will occur. The National Office, the Local Conference Committee Chair, and the Hotel Arrangements/Meals Committee will utilize Conferon as the liaison with the hotel and vendors. All hotel or vendor changes must be communicated to the hotel via Conferon.
- Scheduling all group meetings into appropriate groups. Generally, the groups to be accommodated will include the following: the Executive Board meeting before and after the conference; standing committee meetings; the orientation of new conferees meeting with the President and Board; conference facilitators meeting with the Program Subcommittee Chair; and meetings of special interest groups.

PROGRAM FACILITIES

- Conferon, with the assistance of National Office and Local Committee, will be responsible for assigning appropriate facilities for clinics, seminars, general sessions, etc. Those in charge of conducting these activities should be contacted prior to the conference to determine whether special facilities are required (i.e., projectors, screens, etc.). Other subcommittees, including Hospitality and Registration, will arrange their requirements in cooperation with Conferon and the National Office.

SEATING AT HEAD TABLES

Designations of persons to be seated at the head table during meal functions or to speak at the general sessions will be made by the Local Conference Committee Chair in cooperation with the President and Executive Director. Any fold over name cards for the persons seated at the head tables should be provided by the Hotel Arrangements/Meals subcommittee.

BUSINESS MEETING REQUIREMENTS

The facilities for the annual business meeting of the association should be such that approximately 300 persons can be seated. A head table will be needed large enough to accommodate the number of persons designated by the President to be seated at the table.

Microphone(s) should be provided for the general business meeting. A registered parliamentarian is required for the business meeting and is the responsibility of the Hotel Arrangements/Meals Committee to secure. The Hotel Arrangements/Meals Committee is responsible for securing American and Canadian flags to be displayed on the stage area during the general sessions, meal functions, and business meeting. If elections are to be held at the Business Meeting, the Hotel Arrangements/Meals Committee is responsible for securing a ballot box.

In advance planning for the conference, the National Office will execute the following:

- ✓ Hold discussions with Conferon
- ✓ Become familiar with the hotel and layout of the spaces to be used for conference attendees. Serve as the primary liaison between Conferon and the Local Committee Chair.
- ✓ Work in conjunction with Conferon to oversee space assignment for each subcommittee and notify subcommittee chairs of assigned space.
- ✓ Receive the hotel floor plan from Conferon and distribute to the Local Committee Chair and the Hotel Arrangements/Meals Chair.
- ✓ Confirm with Conferon any special needs for securing audiovisual equipment, etc.
- ✓ Conferon will arrange a tour of the facility for the Local Conference Committee Chair
- ✓ Make a thorough review of Conferon responsibilities. Conferon is responsible for the overall operations of this meeting and they offer expertise in the area of meeting planning.

HOTEL MEAL/ENTERTAINMENT INFORMATION

Work rules associated with hotel agreements determine the number of people to be seated at a table, the number of servers and supervisors, the beginning and the ending hour for the banquet, etc. These rules may affect the way in which entertainment is scheduled into the banquet program.

The agreement with the banquet office at the facility will determine the final date and time for reservations. Usually the host facility will work on a 10% margin. However, the Meals/Entertainment Subcommittee via Conferon will ensure that the facility is capable of dealing with this margin and will not run short of the selected entree or will have an acceptable substitute if they should run short.

Although rounds of eight are more comfortable than rounds of ten, the latter may be dictated by price due to the work force needed to serve and the number of rounds that may be served by one person under the labor contract. The Executive Board has traditionally opted for no head table. However, in order to expedite the awarding of certificates and other awards, the

Executive Board will request a limited number of reserved seats.

It is recommended that the cost of the banquet/lunches be included in the conference registration fee. The National Office will have tickets for this function available for sale during the conference for spouses and guests of conferees. A reception or dance is usually the culminating activity of the conference and is normally scheduled the last evening of the conference. It is recommended that the cost be included in the registration fee for members; however, spouses and non-members must pay the established fee. The Local Fund Raising Committee is encouraged to secure local underwriters/sponsors for this event.

SAMPLE HOTEL AND EXHIBITS COMMITTEE CHECKLIST

Committee Title: **Hotel and Exhibits**

Chair:

Committee Members:

<input checked="" type="checkbox"/>	#	Task	Due Date
	1.	Have food set up at back of Exhibit Hall	
	2.	Work with Conferon and AASPA staff on Vendor list and needs	
	3.	Work with Conferon and AASPA staff on opening Exhibit Hall on Thurs. am and closing on Friday pm.	
	4.	Prepare Report for Meeting at Affiliate Meeting the January before conference	
	5.	Prepare Report for Meeting at Affiliate Meeting the February before conference	
	6.	Contact potential Sponsors who are not current Vendor for AASPA and forward names to Sponsor Chair	

PROGRAM SUBCOMMITTEE

The program is the heart of the conference. The Program Subcommittee has critically important tasks. It is essential to have a detailed calendar and to stay on the timeline.

The traditional aspects of the conference program have included the following: pre-conference activities before the start of the conference; opening session on the first day with a keynote speaker and welcome from local and regional dignitaries; a "free afternoon" day for exploration of conference locale by conferees; an evening-out activity; and a reception or dance the last night of the conference.

The Program Subcommittee should plan for solicitation of program ideas and preferences from members of the Association, leaders of affiliates, Executive Board members, and any others who might contribute to the success of the conference. The National Office will make space available in a selected issue of the **AASPA Perspective** or **Best Practices** for use by the Program Subcommittee in soliciting such suggestions from members. Ideas and suggestions for programs may also be secured at the preceding annual conference.

This subcommittee must work very closely with all other subcommittees and the National Office to ensure that all pertinent activities and events are included in the printed program. For a sample of a Conference Program Booklet, contact AASPA's National Office.

SPECIFIC TASKS CHECKLIST

Specific tasks of the Program Subcommittee will include, but may not be limited to, the following:

- ✓ Prepare and distribute presenter packets and certificates to the clinic presenters.
- ✓ Communicate with the chair of the Recognition Committee and the Executive Director to coordinate the presenting of recognitions and ensure that special guests are received and escorted to the correct seats.
- ✓ Select and communicate with facilitators for clinics and pre-conferences; meet with the facilitators at the beginning of the conference.
- ✓ Provide the National Office with names of facilitators for each event for inclusion in the program brochure.
- ✓ Monitor all sessions as they are being held; ensure that audiovisual is operational, and presenter needs are met. These duties extend to the pre-conference workshops.
- ✓ Arrange for clinic presentations to be recorded; secure permission from presenter(s) to record clinics (if recording is desired).
- ✓ Send invitations to all program participants including presenters and facilitators; send thank you letters after the conference.
- ✓ Evaluate signage requirements and make arrangements for the necessary signage: directional signage; session signage; general session signage.
- ✓ Send audiovisual requirements to Conferon. Revise agenda and forward updated audiovisual requirements to Conferon.
- ✓ Distribute and collect the Conference and Clinic evaluations for the National Office (see form below).
- ✓ Distribute, and arrange the collection of evaluations for all sessions and return to AASPA National Office Staff.

SELECTION OF SPEAKERS (CLINIC PRESENTERS)

The selection of speakers is critical, and care must be taken to secure information regarding speaker effectiveness. Responsibility for selection of keynoters rests with the Local Committee Chair. Responsibility for selection of pre-conference presenters rests with the National Office. Responsibility for selection of the clinic presenters rests with the Program Committee with input from the Local Committee Chair. Since the conference budget does

not allow for honoraria, considerable ingenuity may be needed.

It is recommended that funds be expended for general session speakers and that other speakers and presenters for clinics be selected from the association membership, businesses, or government agencies at no cost.

Speakers should be screened to ensure that sensitivity to ethnic, religious, and gender issues are preserved. As the scheduling of noted speakers may be complex, this process should begin early. Keynote speakers are one of the most costly single categories; therefore, it is necessary to explore all options in an attempt to keep costs low.

CONFERENCE THEME

A theme should be selected for the conference and recommended to the Executive Board no later than January of the year of the conference. The selection of the theme is the shared responsibility of the National Office and the Local Conference Committee. The theme should reflect the focus of the conference, the goals and objectives of the Association, and/or the current concerns of school personnel staff. Since the theme will be used in publicizing the conference, it should have an appeal to as many members of AASPA and other practitioners as possible.

SELECTION OF FACILITATORS

The Program Subcommittee will coordinate facilitators to introduce clinic speakers at small group sessions as well as assistants for general sessions. The assignment of facilitators is an excellent means of getting wider member involvement in the conference. Those who have previously served the profession successfully constitute an excellent pool from which to select. It is also worthwhile to solicit volunteers from among the attendees at the previous conference.

The Program Subcommittee should compile the list of selected clinic presenters at least three weeks prior to the conference so that the Program Subcommittee Chair can send information and instructions to the facilitators. The Program Subcommittee Chair will meet with clinic presenters to provide report forms and additional instructions at the conference. These sessions should be scheduled as a part of the conference and noted in the program booklet.

AUDIOVISUAL / SETUP

The Program Subcommittee and Conferon will be responsible for ensuring set up of equipment and other requirements for small group/clinic sessions. The Request for Presenters Form (see below) should specify that the organization does not provide audiovisual equipment for the clinic speakers and that they must bring their own equipment, if needed. The subcommittee will work with Conferon and within the financial boundaries

specified in the conference budget. The budget allows for several clinic rooms to have audiovisual equipment. The Program Subcommittee is responsible for understanding what audiovisual equipment AASPA will pay for and communicate this to the clinic presenters. Program Subcommittee is responsible for obtaining audiovisual needs from speakers.

SIGNAGE

The Program Subcommittee will be responsible for signage. The subcommittee will secure and display signs for clinics, seminars, general sessions, etc., and for name cards to identify those people participating in programs or meetings. These cards should be large enough so as to be easily read. The subcommittee will be responsible for placing the name cards for each program or meeting and for collecting the name cards at the conclusion of each for use later in the conference. In many hotels there are electronic boards in the meeting room areas which can be used to list clinic sessions and meeting rooms. In some instances, the hotel will provide easels for signage at no cost.

**CALL FOR PRESENTERS
(CITY, STATE)
OCTOBER (DATES), (YEAR)**
Online Submission Form

Name:

Title:

School Dist./Organization:

Address of presenter:

City:

State/Province: Zip/Postal Code:

Phone: Fax:

E-mail:

Title of presentation:

Names of multiple presenters in the order to be listed:

#1

#2

#3

Equipment Required: Please list what audiovisual equipment is needed besides an LCD projector, which regrettably cannot be provided by AASPA.

Summary: Please summarize (maximum of 30 words) your session for reference in the Conference Program:

Check here if you are willing to present this workshop more than once during the conference.

As a presenter, I understand that conference registration, travel and accommodations are my responsibility. AASPA is unable to offer honoraria. If I represent a business entity, I understand that I must have reserved an exhibit booth in order to be considered for a presentation.

I agree with the statement above.

Be sure to review your form carefully before clicking the Send button.

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CONFERENCE EVALUATION

The National Office has designed an evaluation for the overall conference and for the clinic sessions. The Program Subcommittee will collect the evaluations and give them to the National Office. The National Office will compile the results and send a summary report to the Local Committee and Executive Board for assistance in planning the next year's conference.

Conference evaluation forms should consider such facets of the conference program as the following:

1. The conference program format (general sessions, clinics, seminars)
2. Appropriateness and interest in topics covered in clinics and seminars
3. Choice of speakers (politics, personnel practitioners, general interest, etc.)
4. Balance between work sessions and relaxation activities
5. Banquet format
6. Identification of especially effective programs or program participants

SAMPLE PROGRAM COMMITTEE CHECKLIST

Committee Title: **Program**

Chair:

Committee Members:

<input checked="" type="checkbox"/>	#	Task	Due Date
	1.	Secure student entertainment for 3 General Sessions	
	2.	Prepare List of Potential Keynote Speakers for January meeting	Jan.
	3.	Work with AASPA staff to contract with Keynoters	
	4.	Prepare Report on Committee Progress for the January meeting at Affiliate Meeting	
	5.	Prepare Report on Committee Progress for the February meeting at Affiliate Meeting	
	6.	Secure student entertainment for Thursday evening Reception and Silent Auction	
	7.	Arrange for Color Guard for Opening Session on Thursday	
	8.	Arrange for person or group to sing US and Canadian National Anthems.	
	9.	Ensure American Flag is on stage for 1 st General Session flag salute.	
	10.	Get copy of CD for tunes for various functions	
	11.	Plan for New Attendee Orientation on Wednesday	
	12.	Work with AASPA Staff/Conferon on technicians for sound and music at functions.	
	13.	Create Strands and communicate in conference booklet	
	14.	Allow transition time in schedule 10 minutes	
	15.	Secure back-up presentations for clinics due to last minute cancellations	
	16.	Work with AASPA staff on program and make sure it is proofed for errors	
	17.	Work with Hospitality to secure facilitators for sessions	
	18.	Ask presenters if they would like to introduce self due to short presentation time.	
	19.	Secure ½ page bio from each speaker at least 2 months prior to conference	
	20.	Secure bio information on performing groups so they can be recognized at sessions	
	21.	Establish a system for bio's presenters and evaluations of sessions and return of evaluations	
	22.	Work with AASPA staff for call for presenters	
	23.	Work with AASPA staff to notify speakers of presentation time slot.	
	24.	Work with AASPA staff and Conferon on signage for each session	
	25.	Work with AASPA staff and Sponsor/Publicity Chair for signage on Program sponsors at general sessions and evening events	
	26.	Work with AASPA staff and Conferon on signage for directions to session rooms and reg.	
	27.	Reconfirm with Keynoters via email	
	28.	Reconfirm with Keynoters, Seminar and Clinic Speakers to ensure attendance and presentation needs	August
	29.	Work with Publicity Chair to secure a copier for communication, registration and presentation needs	
	30.	Work with Meal Function Chair to advertise refreshment breaks for Wed. sessions. Give information to Facilitators	
	31.	Work with AASPA staff and Publicity Chair to promote Keynote speakers	
	32.	Invite Local Superintendent and/or Mayor to Welcome Conference Attendees at first General Session	
	33.	Contact potential Sponsors who are not current Vendor for AASPA and forward names to Sponsor Chair	
	34.	Work with Publicity and Registration Chairs to secure copies of local visitor's magazine for registration materials.	
	35.	Encourage Presenters to bring extra handouts	
	36.	Establish a cut off date for program changes	
	37.	Work with AASPA on Program Format and Program Printing	

PUBLICITY SUBCOMMITTEE

GENERAL RESPONSIBILITIES CHECKLIST

The Publicity Subcommittee will be responsible for:

- ✓ Working in cooperation with all subcommittees to gather and coordinate the distribution of all publicity items pertaining to the conference.
- ✓ Consolidating and coordinating articles for AASPA's publications during the year.
- ✓ Coordinating a major advertisement (skit, etc.) to be presented by the upcoming conference committee at the preceding annual conference. Select, in cooperation with Local Conference Committee Chair, participants from the membership to role-play the skit or carry out the major advertisement at the preceding conference.
- ✓ Setting a deadline for applicable subcommittees to have information to the Publicity Subcommittee. Notify Subcommittee Chairs of the deadline date.
- ✓ Working closely with all subcommittees to ensure that there is adequate publicity coverage for conference information.
- ✓ Developing attractive daily update flyers to be handed out at the conference.
- ✓ Securing items and compiling souvenir packets for each registrant and spouse along with the On-Site Registration Subcommittee, the Hospitality Subcommittee, and the National Office Staff. Contact the Executive Director to determine how many packets should be turned over to the On-Site Registration Committee for the first day of registration.
- ✓ Working with the National Office to develop conference publicity materials which are distributed to AASPA members from May to October
- ✓ Assisting the Executive Director in developing conference publicity published in AASPA's publications
- ✓ Preparing of publicity releases sent to local media -- This subcommittee will have the major responsibility of "getting the word out" and will have to capture the hearts, minds, and souls to motivate everyone to look forward with great anticipation to attending the conference
- ✓ Utilizing the marketing plan from the National Office as a basis for working together.

INFORMATION PUBLICATION

The Publicity Subcommittee Chair should prepare information concerning the Annual Conference for publication in cooperation with AASPA's editorial staff. The material will be prepared for appropriate issues of AASPA's publications. Selection of the theme for the conference, featured speakers, or program innovations may be subjects for publication. Suggested attire for the various activities during the conference should be indicated in the information publicized; not only in mail-outs, but also on the AASPA Web page. Deadlines for submitting copy ready materials will be required by the AASPA editorial staff usually at least two months in advance.

The Publicity Subcommittee is responsible for submitting copy ready materials to the National Office concerning the opening night activity for publication in the AASPA magazine, Web page, and other information publications.

PUBLICITY RELEASES

The Publicity Subcommittee is responsible for developing any publicity releases to local media concerning the conference. Articles may be written and sent to the editorial staff for inclusion in AASPA publications during the year of the conference.

SAMPLE PUBLICITY COMMITTEE CHECKLIST

Committee Title: **Publicity**

Chairs:

Committee Members:

<input checked="" type="checkbox"/>	#	Task	Due Date
	1.	Work with Affiliate and Co-Chairs to Create logo	Aug.
	2.	Advertise on AASPA Website with postcard from previous conference	Dec.
	3.	Secure a database from Affiliate of all Personnel/HR administrators and managers and invite them to the conference and solicit their help. Send each a "save this date" card	
	4.	Work with AASPA staff on articles to promote the conference periodically throughout year.	
	5.	Prepare Promotional Presentation for the Affiliate Meeting with Membership Recruitment and helpers for the Conference	
	6.	Prepare Promotion for the second Affiliate Meeting with Membership Recruitment and helpers for the Conference	
	7.	Prepare Report on Committee Progress for the January Affiliate meeting	
	8.	Prepare Report on Committee Progress for the February Affiliate meeting	
	9.	Work with all sub committees to gather information for publicity	
	10.	Work with Affiliate to advertise in Region newsletter, list serves to promote membership and attendance at Conference.	
	11.	Work with Program Chair to secure the use of an on site copy machine from vendor for conference communication purposes, registration materials and presentation materials.	
	12.	Publish daily newsletter/bulletin during Conference, highlighting activities and announcements, especially special events, program changes, daily features.	
	13.	Determine distribution method of daily newsletter/bulletin	
	14.	Advertise attire for Conference and work with AASPA staff and Registration Chair to advertise in registration materials.	
	15.	Work with AASPA staff and Registration Chair to include transportation information in registration material with maps to off site venues for President's Reception and Opening Night	
	16.	Work with AASPA staff to promote evening events i.e. Wednesday President's Reception; Thursday Silent Auction and Leon Bradley Scholarship Reception, and Friday Opening Event	
	17.	Work with AASPA staff and Program Chair to promote Keynote speakers	
	18.	Work with AASPA staff to generate participant roster with name, district, email, address	
	19.	Work with AASPA staff and Sponsor/Publicity Chair for signage on Program sponsors at general sessions and evening events	
	20.	Contact potential Sponsors who are not current Vendor for AASPA and forward names to Sponsor Chair	

REGISTRATION SUBCOMMITTEE

GENERAL RESPONSIBILITIES CHECKLIST

A Registration Subcommittee should be named to be responsible for the following:

- ✓ Scheduling sufficient committee members to handle the needs of the conference registration on-site including pre-conference workshops.

- ✓ Working with the National Office in organizing a smooth registration process.
- ✓ Bearing responsibility for all on-site conference registration. The subcommittee should work out full procedures for registration at the conference site.
- ✓ The pre-conference package will contain registration for all activities and the National Office will receive and be accountable for all registration fees.
- ✓ Communicating with Conferon to determine the space requirement necessary for registration.
- ✓ Assisting in setting up the registration area.
- ✓ Preparing all registration packets and souvenir packets to be distributed at registration; work with the Publicity Subcommittee and the National Office to ensure that the proper number of souvenir packets are being prepared.
- ✓ Keeping each subcommittee chair and the National Office apprised of the number of on-site registrants for each activity.
- ✓ Selecting and orienting all registration assistants regarding the procedures and activities pertaining to registration.
- ✓ Having a receipt book on hand to write receipts for members whose districts require this documentation for payment.
- ✓ Working in cooperation with the National Office to ensure that additional tickets are available on the day(s) of registration for those attendees who wish to purchase tickets at the time of registration.
- ✓ Coordinating the responsibilities of National Office versus Local Committee in terms of registration.

REGISTRATION DESKS

Registration desks of sufficient size in an area large enough to accommodate the registration of conferees should be established in an area easily located and clearly identified by signs. The Registration Subcommittee will staff these desks and check-in all registrants.

A small room in the registration area should be secured and monitored by the Registration Subcommittee for storage of materials until they are needed and for storage overnight. The room should be equipped with lock and key and placed under the control of the On-Site Registration Subcommittee Chair.

Personnel at the registration desks should be organized and assigned so as to make the process as smooth as possible. The registration desk should be staffed from the established

time of the day before and the first day of the conference and daily the remainder of the week with a more limited staff. The local convention bureau will sometimes provide clerical people for this purpose.

An up-to-date list of registered conferees should be maintained and made available daily. At the end of the Annual Conference, a final list of all members who registered on-site should be at the National Office.

The registration desks will ordinarily be the command center for the conference. Members of the Local Conference Committee should be in attendance at all times to provide assistance as needed. A separate desk should be stationed nearby for the National Headquarters staff.

SAMPLE REGISTRATION COMMITTEE CHECKLIST

Committee Title: **Registration**

Chair:

Committee Members:

<input checked="" type="checkbox"/>	#	Task	Due Date
	1.	Secure sufficient number of people to assist with assembling registration materials.	
	2.	Coordinate collating of conference packets	
	3.	Secure sufficient number of people to man registration desk from Wed.-Sat	
	4.	Work with AASPA staff on registration form -First time Attendees -Special meal requests	
	5.	Work with Program/Publicity Chair to secure a copier for communication, registration and presentation needs	
	6.	Prepare Report on Committee Progress for the January Affiliate meeting	
	7.	Prepare Report on Committee Progress for the February Affiliate meeting	
	8.	Work with Publicity Chair to advertise attire for Conference and work with AASPA staff and Publicity Chair to advertise in registration materials.	
	9.	Work with AASPA staff and Publicity Chair to include transportation information in registration material with maps to off site venues for President's Reception and Opening Night	
	10.	Work with AASPA staff to identify complimentary registration and determine if committee members will have complimentary registration.	
	11.	Contact potential Sponsors who are not current Vendor for AASPA and forward names to Sponsor Chair	
	12.	Work with Program and Publicity Chairs to secure copies of local visitor's magazine for registration materials.	

SPECIAL EVENTS/OPENING NIGHT SUBCOMMITTEE

NOTE: This activity is optional for the Local Conference Committee, unless a prior agreement is made with the Executive Director, the Executive Board, and the Local Conference Committee. AASPA will not sponsor, bear financial responsibility for, nor profit from an "opening night" event. Should the Local Committee elect to sponsor a special event on the opening night, the Local Committee shall receive 100% of the profits from said special event. AASPA will receive the reservations and payment for the opening night event and remit the payments and number of reservations received to the Local Committee Chair. The Local Committee will be responsible for the payment of expenses related to the special event. AASPA will reimburse the Local Committee for any complimentary tickets AASPA might issue.

This subcommittee can plan and host a special opening night event where all costs and profits are borne by the Local Committee. This event is not included in the registration fee; however, the National Office is willing to publicize the event when publicizing the national conference and will accept reservations and payment for the opening night activity. All payments received for the opening night event by the National Office will be submitted to the Local Committee.

Special care must be taken to ensure that the event is well planned and communicated to all membership in order to attract maximum participation. This main event has typically been scheduled on the evening preceding the opening of the conference. The site of the special event is very important to the enjoyment of the occasion. It should be easily accessible and careful consideration should be given to the options available such as moving an outdoor affair indoors in case of inclement weather.

GENERAL RESPONSIBILITIES CHECKLIST

The subcommittee will be responsible for the following:

- ✓ Performing a cost analysis for the evening on a per person basis so that tickets to the event will be priced so that a profit may be realized by the Local Committee. Ticket prices have ranged from \$50 to \$60 a ticket historically.
- ✓ Developing a brochure or flyer to give details of the special event and to encourage participation. (This is usually accomplished by selecting a theme for the evening and suggesting appropriate attire)
- ✓ Sending information on the opening night event in a camera ready format to the National Office so it can be included in any advertising done by the National Office to promote the conference.
- ✓ Selecting the type of entertainment
- ✓ Selecting the site

- ✓ Selecting the menu
- ✓ Arranging special entertainment during the evening (program, dance, etc.)
- ✓ Arranging transportation to and from the special entertainment site
- ✓ Maintaining an up-to-date reservation count

Some past activities have included the following:

<i>Seattle, Washington</i>	<i>A salmon bake on Blake Island</i>
<i>Nashville, Tennessee</i>	<i>Dinner aboard the General Jackson</i>
<i>Dallas, Texas</i>	<i>Barbecue and dance at Southfork Ranch</i>
<i>Baltimore, Maryland</i>	<i>Dinner, entertainment, and dancing at the National Aquarium</i>

SAMPLE SPECIAL EVENTS COMMITTEE CHECKLIST

Committee Title: **Special Events**

Chair:

Committee Members:

<input checked="" type="checkbox"/>	#	Task	Due Date
	1.	Work with Co-Chairs to select Opening Event and other Special Events	
	2.	Tour potential event sites (s)	
	3.	Secure necessary contracts with event site(s)	
	4.	Create budget for event	
	5.	Work with Sponsor Chair to secure funding, if needed	
	6.	Work with Publicity to secure adequate signage for special event (s)	
	7.	Work with Event personnel to confirm all aspects of event	
	1.	Prepare Report on Committee Progress for the January Affiliate meeting	
	2.	Prepare Report on Committee Progress for the February Affiliate meeting	
	8.	Work with event staff to confirm all aspects of Wed. evening	
	9.	Work with Caterer to confirm food and beverage for Wed. pm	
	10.	Work with band to confirm music for Wed. pm	
	11.	Determine cut off time for ticket sales to Opening Night	
	12.	Work with Hospitality to provide Host/Hostess to lead participants to Reception on Wed. pm	
	13.	Work with Tours/Activity Chair on transportation from Hotel to Opening Night Event to Hotel	
	14.	Contact potential Sponsors who are not current Vendor for AASPA and forward names to Sponsor Chair	

SAMPLE SILENT AUCTION COMMITTEE CHECKLIST

Committee Title: **Silent Auction**

Chair:

Committee Members:

<input checked="" type="checkbox"/>	#	Task	Due Date
	1.	Prepare Report on Committee Progress for the January Affiliate meeting	
	2.	Prepare Report on Committee Progress for the February Affiliate meeting	
	3.	Work with Affiliate to secure silent auction merchandise from each region	
	4.	Work with AASPA staff to secure names of state presidents for merchandise from each state to be in attendance	
	5.	Coordinate dessert for closing of Exhibit Hall on Friday and no dessert at luncheon on Friday	
	6.	Contact potential Sponsors who are not current Vendor for AASPA and forward names to Sponsor Chair	

TOURS AND ACTIVITIES SUBCOMMITTEE

This is strictly an optional committee. In fact, most Local Conference Committees no longer provide this service due to cost, amount of work and low attendance. If members and their spouses want to participate in a tour, the Hotel Concierge will have information regarding all available tours/activities in the area.

GENERAL RESPONSIBILITIES CHECKLIST

A Tours and Activities Subcommittee may be named to be responsible for the following:

- ✓ Developing and scheduling entertaining, exciting, and enjoyable activities for spouses of conference attendees. Keep in mind that there will be both male and female spouses in attendance.
- ✓ Selecting activities and/or programs that would be meaningful, entertaining and reasonable.
- ✓ Checking with vendors to validate prices and calculate the cost per spouse per activity carefully.
- ✓ Accompanying the groups to all activities wearing identification badges or special color uniforms and serving as a tour guide(s) giving directions and information as needed.
- ✓ Working in cooperation with the National Office and the Program Subcommittee for the scheduling of all activities to avoid major conflicts. Many AASPA members may wish to attend certain tours or other events.
- ✓ Arranging reliable transportation for each activity via public transportation or some other transportation company.

- ✓ Designing an attractive flyer(s) to inform and attract spouse's participation (in cooperation with the Publicity Subcommittee). The flyer must give details of activities, cost per activity and approximate time each activity will consume. It must be completed in time to be included in the May/June mailing to AASPA Membership. Full details of programs and spouse activities must be included; and the copy ready brochure should be sent to the National Office at least two months in advance.
- ✓ Making arrangements with commercial and civic organizations for tours, recreational and other activities.
- ✓ Publicizing the programs offered.

SELECTION OF PROGRAMS

Programs should be selected that are:

- Indigenous to the geographical area of the conference and involve activities which conferee spouses would not ordinarily have an opportunity to engage in at home.
- Varied enough so as to appeal to both male and female spouses.
- Within a reasonable price range. The Tours and Spouse Activities Subcommittee should consider that some of the general session speakers or other activities may be of interest to spouses and may be offered as alternatives to "outside" programs.

❖ *Note: Tour prices are not included in the registration fee.*

SAMPLE TOURS AND ACTIVITIES COMMITTEE CHECKLIST

Committee Title: **Tours and Activities**

Chair:

<input checked="" type="checkbox"/>	#	Task	Due Date
	1.	Work with Special Events Chair on transportation from hotel to Opening Night Event	
	3.	Prepare Report on Committee Progress for the January Affiliate meeting	
	4.	Prepare Report on Committee Progress for the February Affiliate meeting	
	2.	Contact potential Sponsors who are not current Vendor for AASPA and forward names to Sponsor Chair	
	3.	Work with Hospitality Chair to inform Concierge of special events	

NATIONAL OFFICE RESPONSIBILITIES CHECKLIST

1. Assist with making a final selection of the host city based upon recommendation of

Time and Place Committee.

2. Assist with making a final selection of the host hotel based upon visits to hotels in the approved host city. The Visitation Team will include the host state/province representatives and individuals designated by the Executive Board. The hotel contract will be approved by the President and the Executive Director and executed by the Executive Director.
3. Establish a format and schedule/agenda for the conference in cooperation with Conferon and the Local Committee Chair.
4. Schedule time in the printed program for the following events:
 - Leadership Breakfast or Luncheon – attendance should include Executive Board/Past Presidents, State/Province Leaders, State/Province Executive Directors
 - Program Chair's Meeting with Facilitators
 - Minority Caucus
 - Leon Bradley Reception
 - Region Meetings
 - Exhibits and Displays, etc.
 - New Member Reception and Orientation
 - Annual Business Meeting
 - Regional Map (this is for printed program booklet)
 - Other Agenda Items
5. Issue a call for presenter proposals no less than 8 months prior to the conference.
6. Assist the Local Conference Committee Chair in the selection of the keynote speakers for each general session; decide with the Local Conference Committee Chair who will be responsible for contacting the keynote speakers.
7. Provide mailing labels of AASPA membership to Local Conference Committee, if needed.
8. Provide publicity through AASPA publications in cooperation with the Local Publicity Chair.
9. Arrange for any AASPA sponsored conference activity.
10. Establish a master account.
11. Coordinate the following fiscal operations:
 - Utilize Subcommittee Chairs and records of past conferences to reach realistic figures of both estimated revenue and expenditures.
 - Record all funds received listing source and amount.
 - Maintain an up-to-date financial ledger of revenues and expenditures.
 - Develop voucher to be used by Local Conference Committee Chair when requesting payment for services or goods. Each voucher should be stapled to a

- vendor invoice by the Subcommittee Chair when requesting payment.
- Turn in records including checkbook(s), bank statement, receipts, vouchers, invoices, financial ledgers and any information, which accounted for a financial transaction by December of the year of the conference.
 - Provide seed money to the Local Conference Committee one year in advance of the conference (at the Local Conference Committee Chair's request).
 - Coordinate receipt of registration funds including pre-conference and conference activities through the National Office.
 - Receive and reconcile all accounts payable and accounts receivable for the conference.
 - Maintain an accurate record of all receipts and disbursements.
 - Pay conference bills.
 - Help with preparation of the conference budget. The budget should reflect the following:
 - ✓ A realistic estimate of anticipated receipts from school districts and individual registrations;
 - ✓ Luncheon and/or breakfast ticket sales
 - ✓ Exhibits
 - ✓ Spouse program fees
 - ✓ Anticipated financial assistance from sponsors
 - The budget should also provide a realistic estimate of expenditures for the following:
 - ✓ Printing and mailing of conference registration material as well as other promotional materials
 - ✓ Luncheon and/or breakfast costs
 - ✓ Entertainment
 - ✓ Program talent
 - ✓ Conference packets and printed programs
 - ✓ Spouse programs
 - ✓ Hospitality supplies
 - ✓ Miscellaneous Expenses (i.e. conference bags, badges etc.)

(As noted earlier, the Association depends upon conference income for a major portion of its operating costs; therefore, a balance of \$100,000+ should be reflected in anticipated income over expenditures.)
 - Prepare the final summary financial report of the conference. The final summary financial report should reflect receipts and expenditures by account or category as identified in the budget. The Local Conference Chair will work consistently with the National Office to maintain a registration count.
 - Every effort should be made to close the conference books as soon after the conference as possible but no later than December 30 so as to be reflected in the calendar year financial report of the Association to IRS. All financial records should be forwarded to the Executive Director at the same time. The National Office should be able to estimate the final balance from the conference by January 15.

12. Solicit sponsors to underwrite the cost of food and events.

13. Assist in the development of the program booklet. The format and content of the

program booklet is left largely to the discretion of the Program Chair; however a sample program can be requested from the National Office. Generally, it will carry out the same theme as the conference promotional materials and should enhance the image of the Association. The program booklet is placed in conference packets distributed at the conference registration desk.

Printing of the program booklet is one of the major costs of the conference. The size of the booklet, number of pages, type of binding, quality of stock, use of color, etc., are factors that need to be considered. In a great many instances, a local school district that has its own print shop has printed the program booklet and all printed materials for the conference, charging only for the cost of the supplies.

14. Assume responsibility for pre-registration. This includes the development of pre-registration materials. A pre-registration form should be developed to accompany conference publicity information mailed to all AASPA members in May preceding the conference. The National Office will develop a registration packet for distribution to the membership as well as develop follow-up publicity to be sent to members from May until October in AASPA's quarterly publication.
15. The May mailer should be designed to: 1) attract the attention of the recipient; 2) reflect the character of the geography or history of the conference site; and 3) reflect the theme of the conference. It should also be as complete as possible in terms of the conference program content.
16. In view of rising costs of mailing services, the registration materials should be designed with postal costs in mind. Included in the packet should be the conference registration (including pre-conference sessions, proposed clinic sessions), hotel reservation information, information concerning tours and special social activities, and any other pre-registration information needed for these activities.
17. The July/August publicity serves as a reminder to members who have not as yet pre-registered for the conference, and should be mailed to members.
18. Ship registration material, other conference materials to hotel (i.e. on-site brochure, speaker hand outs etc.)
19. Review hotel/convention center event orders (BEO's) and resumes
20. Set-up pre-con meeting with hotels, convention centers and suppliers
21. Review and determine authorized signatures to Master Accounts
22. Determine locations for:
 - Meeting rooms
 - Registration Counters
 - Storage
 - A/V Requirements
 - Headquarters' On-Site Office

- Speaker Lounge
- Message Center
- Exhibit Hall
- Local Tour Desk
- Help Desk

23. Complete preliminary agenda of day/time/location/function/titles/preliminary set-up

24. Complete credit application for hotel and other suppliers

25. Reevaluate contracted room block and meeting space and update blocking agenda with hotel

26. Create advertising campaign to increase attendance

27. Prepare food function guarantee numbers to be sent to hotel/convention center

28. Receive and reconcile all accounts payable and accounts receivable; pay conference bills

29. Prepare the final summary financial report of the conference

30. Oversee and approve Conferon activities. This does not eliminate Conferon's accountability

31. Develop and execute contracts for exhibitors

32. Set-up exhibitor registration desk

33. Develop and implement sponsorship campaign

34. Determine décor needs

35. Direct Conferon to ensure ADA Compliance with all facilities and transportation companies (when applicable)

CONCLUSION

The document is organized around the responsibilities of the AASPA Executive Board, the National Office, the Local Conference Committee, and the meeting planning company. It is designed so that each subcommittee will have a general description of their committee and some specific duties. This handbook is to be used as a guideline with adjustments being made as needed for different local conference planning groups. Not all Local Conference Committees will want or need to form all of the committees mentioned in this document. The Local Conference Committee may find that clarification on some issues is not included in this manual, and, in those instances, the Conference Committee Chair should communicate with the Executive Director.

This document will remain a “work in progress” and will be revised as the Annual Conference changes in focus and scope. Suggestions for revisions from the Local Conference Committee are requested. Recommendations expressed during the annual “debriefing” meeting after each annual conference will be incorporated into this manual so that future Local Conference Committees may benefit from situations experienced by prior year committees.

By maintaining communication throughout the entire conference planning process between the Local Conference Committee, the National Office, the meeting planning company, and the AASPA Executive Board, a harmonious, collaborative, cooperative, and well-organized working relationship will be established, which will assist in guaranteeing a successful conference.

Your Executive Director and Executive Board know how extensive the effort is to host a successful conference and you are greatly appreciated.