SETA Conference Committee Handbook

Version 5.0

May 2012

SETA Conference Committee Handbook

TABLE OF CONTENTS

SETA Conference Committee Handbook

1.0 SETA CONFERENCE COMMITTEE

1.1 STRUCTURE

The Conference Committee is comprised of the following:

- The **(location) Conference Committee (CC)** includes the Conference Management Committee and the Program Committee (e.g., Orlando Conference Committee).
- The **Conference Management Committee (CMC)** includes the Conference Chair, Program Chair, SETA Board Liaison, and SETA's Meeting Planner.
- The **Program Committee (PC)** includes the Program Chair, Track Chairs (and optional Assistant Track Chairs for larger conferences or larger tracks), and one (1) Audio Visual /Technical Coordinator.

As client and business needs change, the SETA Board may revise the composition of the CMC.

1.2 ROLE

- The SETA **Conference Management Committee** (CMC) is appointed by the SETA Board of Directors (responsibilities outlined in Section 2.0).
- The role of the **Conference Committee** is to plan and deliver a well-balanced conference program, including an agenda of sessions for the various tracks at the SETA conferences (responsibilities outlined in Section 2.0). Serving on the committee does involve a commitment of both time and effort. The Conference Committee will have one meeting prior to the conference (the Conference Planning Meeting) to plan and schedule the conference sessions.

1.3 QUALIFICATIONS TO SERVE ON THE CC

- Must be a current SETA member by registering for a SETA conference, or become a member before the conference.
    - This will be accomplished by a comp registration for their registration.
- Member's institution or organization must be a client of Ellucian.
- Has presented a session at one of the past SETA or Summit conferences or has demonstrated leadership abilities with conference or meeting planning experience.
- Electronic accessibility (both email and web).
- Written approval and support of his/her immediate supervisor to serve on the committee and to participate in all activities.
- Commitment to attend the Conference Planning Meeting (excluding Assistant Track Chairs).
- Commitment to attend the SETA conference.

1.4 SELECTION PROCESS

- The Board will solicit volunteers and make all appointments to the Conference Management Committee.

- The Conference Management Committee will solicit nominations for the Program Committee and prepare a slate of appointments for Board approval, selected from the Volunteer/ Nomination Forms submitted by members.
- Whenever possible, SETA attempts to balance the types of institutions (i.e., large/small school, community colleges, public/private) represented on the committee. The full range of Ellucian products and services should be in use at the institutions at which committee members are employed.

1.5 TERM

The term of service for Conference Committee members is generally one year, from selection to post conference; however, they may serve for more than one year in succession.

1.6 REMOVAL

Conference Committee members may be removed from their position:

- If a member ceases to meet the qualifications prescribed in Section 1.3 above (qualifications to serve).
- By a two-thirds vote of the Board whenever, in their judgment, the best interest of the Association shall be served.

1.7 VACANCY

If a vacancy results because a Conference Committee member is unable to complete his/her term, the Conference Management Committee or Board of Directors may appoint an individual to fill the remaining term of that vacancy, subject to Board approval.

1.8 COMPENSATION/COVERED EXPENSES (EXPENSE FORM)

Covered expenses are defined on the SETA Travel Expense Claim form, which can be found at the SETA website under Conferences/Volunteer/Travel Expense Reimbursement Form.

- **Conference Planning Meeting:** All costs (travel, hotel, and meals) related to the Conference Planning Meeting incurred by non-vendor Conference Committee members are covered by SETA.
- **Conference:** Conference Committee members, including vendors Program Committee members, qualify for a waiver of the conference registration fee. If non-vendor committee members are asked to arrive at the conference a day (or more) early, SETA will cover the additional night(s) hotel and meal costs. *Travel, hotel, and meal expenses related to attending the conference are the expense of the volunteer's institution or company.*

2.0 CONFERENCE MANAGEMENT COMMITTEE: RESPONSIBILITIES

2.1 CONFERENCE CHAIR

- Coordinate with the SETA Board Liaison, Program Chair, and SETA Meeting Planner to prepare and review budget, and conference program.
- Plan and approve conference activities.
- Develop the general opening/welcome session, including serving as site liaison for and finding the conference keynote speaker.
- Coordinate with the Program Chair and SETA Board Liaison to appoint Track Chairs, with SETA Board approval.
- Assist with morning registration first day of conference. Front desk presence during conference “peak times.”
- Recruit additional volunteers to man registration desk and serve as session monitors throughout the conference.
- Coordinate AV issues.
- Coordinate door prize giveaways.
- Provide articles/blog posts and post emails to appropriate ListServs/Commons Communities.
- Coordinate with the Program Chair and Track Chairs to deliver a well-balanced conference program.
- Assist in the solicitation of vendor participants by recommending vendor contact to the SETA Board Liaison.
- Coordinate appropriate recognition of conference presenters, moderators, and volunteers.
- Conduct conference evaluation.
- Assist Program chair as needed.
- Send Thank-you emails to presenters (excluding vendors/exhibitors) two weeks after conclusion of conference.
- Other duties as assigned.

2.2 PROGRAM CHAIR

- Coordinate with the Conference Chair, SETA Board Liaison, and SETA Meeting Planner to provide a well-balanced conference program and assists in budget review.
- Serve as the central communication contact to the Track Chairs.
- Coordinate all activities with the Program Committee members for the Conference Planning Meeting.
- Provide articles/blog posts and post emails to appropriate ListServs/Commons Communities.
- Provide email templates for Track Chairs to send Call for Topics and Call for Presentations to the appropriate ListServs/Commons Communities.
- Assist Track Chairs in the solicitation of presentations, panels, etc.
- Monitor sessions submitted through SETAsource; reviews, assigns track, and sets status (see section 6.0 "SETAsource Presentation Status codes”).
- Coordinate with the SETA Meeting Planner to finalize schedule of sessions and assign sessions to appropriate meeting space.
- Assist in the solicitation of vendor participants by recommending vendor contact to the SETA Board Liaison.

- Distribute list of eligible presenters to receive honorarium to track chairs for review.

2.3 PROGRAM VICE-CHAIR (OPTIONAL POSITION – REQUIRES BOARD APPROVAL)

Responsibilities include:

- Assist the Program Chair in coordinating all the functions of the Program Committee as assigned by the Program Chair.
- Attend the Conference Planning Meeting and receives the same compensation as the Track Chairs.
- **Manage door signage during conference.**

2.4 SETA BOARD LIAISON

- Assist the Conference Chair, the Program Chair, and the SETA Meeting Planner in preparation of a conference budget and presents the budget to the SETA Board of Directors for approval.
- Review the approved budget at the Conference Planning Meeting.
- Consult with the Conference Management Committee to review the budget at least one month prior to the conference, to determine any potential or necessary adjustments.
- Coordinate the management of the conference with the Meeting Planner.
- Provide communication between the CMC and the SETA Board of Directors on matters of concern to either group.
- Assist in solicitation of presentations, volunteers, etc.
- Solicit vendor participation as exhibitors, sponsors, and presenters.
- Attend post-conference debriefing and prepares a report to SETA Board.

2.5 MEETING PLANNER

- Develop and review the budget in conjunction with the Conference Chair, Program Chair, and SETA Board Liaison based on the guidelines of SETA and the vision of the Conference Chair. The Meeting Planner also works to obtain the best solution – price, product, and service – within the conference budget.
- Assist in all aspects of planning and executing the SETA conferences.
- Serve as the main resource for communication about the conference to the SETA membership – including assisting in the preparation of notices to the membership regarding general publicity for the conference, calls for presentations, volunteers, etc.
- Coordinates Conference Registration – online and onsite.
- Solicit vendor participation as exhibitors, sponsors, and presenters.
- Serve as the central communication contact for vendors.
- Coordinate session room assignments and maintains the session program grid in conjunction with the Program Chair and Program Committee.
- Prepare all printed materials for the conference in conjunction with the Conference and Program Chairs.

3.0 PROGRAM COMMITTEE POSITION RESPONSIBILITIES

3.1 PROGRAM CHAIR – see responsibilities above

3.2 TRACK CHAIRS

Responsibilities include:

- Post messages to appropriate ListServs/Commons Communities soliciting suggestions for presentation topics – message templates will be provided by Program Chair. ("Call for Topics")
- Post intermittent messages to ListServs/Commons Communities as reminders for presentation proposals - message templates will be provided by the Program Chair. ("Call for Presentations")
- Recruit former presenters/attendees to present via online SETAsource directory.
- Help to identify missing topics of importance/interest.
- Review and comment on submitted proposals; update presentation entries as needed in SETAsource. See also "Timeline of Conference Planning" below. (SETAsource presentation and track should be updated ONLY by the Program Chair; see "SETAsource Presentation status codes" below)
- Maintain continuous communication with presenters in their track – this includes exhibitor presenters. NOTE that all multi-track presenters should report to only one Track Chair.
- Assist in the solicitation of vendor participants by recommending vendor contact to the SETA Board Liaison.
- Review session presentations for quality and appearance.
- Review the list of presenters in their track who are eligible for honorariums.
- Assist with the conference bag preparation the day before the conference.

3.3 AUDIO VISUAL /TECHNICAL COORDINATOR

Responsibilities include:

- Serve as the key liaison between the presenters and the AV equipment utilized.
- Recruit LCD projectors to use at a SETA conference.
- Participate in all communications and meetings of the Program Committee.
- Is **not** responsible for recruiting session proposals.
- Assist in the solicitation of vendor participants by recommending vendor contact to the SETA Board Liaison.

3.4 ASSISTANT TRACK CHAIR (OPTIONAL POSITION – REQUIRES BOARD APPROVAL)

Responsibilities include:

- Assist a track chair after the Conference Planning Meeting
- Recruit additional sessions
- Maintain contact with presenters assigned by the Track Chair
- Collect and review presentations
- Does not attend the Conference Planning Meeting but must attend the conference
- Compensation includes hotel night and SETA shirts.
- Other duties as assigned by the Program Chair or Track Chair.

4.0 PRESENTATIONS

4.1 PRESENTATION SUBMISSION/DEADLINE

- Session presentation deadlines are established for each SETA conference by the CMC based on the timing of the conference, the Conference Planning Meeting, etc. These deadlines will be distributed to the Program Committee and will be incorporated in the annual SETA calendar available online.
- A Call for Presentations goes out electronically via ListServs/Commons Communities and SETA's online directory.
- Please refer to Appendix A within this document for help in working with presentations on SETAsource.
- Presentation submissions are made electronically via the SETA web site SETAsource.
- All presentations are officially due prior to the Conference Planning Meeting. However, SETA will continue to solicit and accept presentations as long as the schedule has availability.
- Submissions are received by SETA and reviewed by the Program Chair (and available for review by the Conference Chair and SETA Board Liaison).
- The Program Chair reviews the submission, assigns the presentation to a Track Chair, and updates the status to PENDING.
- The Program Chair and Track Chair review session submissions for appropriateness.
- **Upon receipt of a presentation submission, Track Chairs must notify the lead presenter that the presentation has been received; that the Program Committee will meet and finalize the conference program, and that the Track Chair will be back in touch after this meeting.**

4.2 SESSION TYPES

Presentation proposals may be submitted via the Call for Presentations for various types of sessions that are offered by SETA including the following:

- **Presentation** - the standard type lecture session utilizing Microsoft PowerPoint to deliver your presentation
- **BOF** - the traditional Birds-of-a-Feather type session, an open discussion format that does not require presentation materials.
- **Panel** – 2 or more individuals discussing a particular topic.
- **Demonstration** - session includes a product demo.
- **Workshops** – training that is more detailed than a session, is usually hands-on or a detailed walk through, generally at least 3-hours in length, typically provided at a separate registration fee, and is often limited in enrollment.

4.3 HONORARIA

- **Presenter Reduced Registration:** Presenters may receive a reduction in registration fee by $50 for the lead presenter during Early Bird registrations (exceptions may be considered by the Board).

- **Thank-You Gift**: Each lead presenter will receive one (1) thank-you gift.
- **Workshop Presenters:** Non-vendor Presenters of pre/post conference training workshops of 3-hours or more may receive up to $150 honorarium per workshop. If there is more than one presenter, the honorarium will be prorated equally among eligible presenters. This is in addition to any other honoraria for the same conference.
- **CMC Members:** The Conference Chair and Program Chair may receive an honorarium of $100 and a complimentary upgrade and/or complimentary accommodations (dependent on signed hotel contract). Other Conference Committee members may receive an honorarium of one paid hotel night and SETA shirts. Track Chairs may receive a complimentary upgrade or staff rate rooms (dependent on signed hotel contract).
- **Exhibitor Presenters:** Exhibitor presenters are not eligible to receive honoraria.

5.0 CONFERENCE PLANNING

5.1 CONFERENCE PLANNING MEETING

All members of the Conference Committee may be required to attend the specific Conference Planning Meeting, which is usually held on-site at the conference location. The meeting will be held a minimum of four months prior to the conference; these meetings generally involve travel on Friday, meeting on Saturday, with departures late afternoon if feasible. Details are provided when meeting place and times have been set.

The agenda/tasks for the Conference Planning Meeting include the following:

- All presentations will be reviewed.
- Prior to the meeting, each Track Chair should identify session types listed below and in the following categories:
  - Member presentations.
  - Ellucian.
  - Exhibitors.
- The committee works together to schedule the sessions into time slots, making sure to avoid topic and presenter conflicts, and will look at the mix of beginner, intermediate & advanced sessions to ensure a good balance within time slots.
- Consideration should be given to the needs of exhibiting vendors to have their sessions within exhibit days/ hours of the conference.
- If similar sessions are submitted, the Track Chairs are encouraged to talk with both presenters about possibly doing a combined session.
- Any session submitted by a client or exhibitor who is not an Ellucian Collaborative Partner must be reviewed by the SETA Board of Directors.
- The Conference Management Committee will review the budget.

5.2 AFTER THE CONFERENCE PLANNING MEETING

Track Chairs are expected to maintain regular contact with presenters. For all proposed sessions, the Track Chairs will notify the presenters with the following:

- E-mail notification of acceptance/denial of session proposals to presenter(s) within one week of the conclusion of the Conference Planning Meeting.
- Include date and time of their presentation as determined at the Conference Planning Meeting.
- Include the link to the SETA website (www.SETAsource.org) for the Presenter Handbook and PowerPoint template (under the Conferences tab, Presenter's Resources).
- Indicate that the schedule is subject to change as late as two weeks prior to the conference. This is important as presenter may make travel plans that could be problematic if they depart before the conclusion of the conference and session has to change days and/or time.
- The Program Chair will update selected sessions to "APPROVED" on SETAsource after the Conference Planning Meeting. "APPROVED" sessions are visible to the public.

5.3 SIX WEEKS PRIOR TO THE CONFERENCE

- Track Chairs will confirm all information in the *Presentation Entry* section on SETAsource a final time. This includes but is not limited to:
  - Session title (cannot exceed 60 characters)
  - Presenter(s) names/institutions
  - Description (255 characters or less)
  - AV and Internet needs
- Completed PowerPoint presentations are generally due two weeks prior to the conference.
- Presenters will load their PowerPoint presentation file, along with any additional files, to SETAsource. Files are NOT to be uploaded prior to the conference cancellation deadline.
- PowerPoint files should be reviewed for the appropriate template and basic content; presentation files are NOT to be uploaded prior to the conference cancellation deadline.
- The Conference Management Committee will review and analyze budget, and recommend appropriate updates.

5.4 AT THE CONFERENCE

- Two days before the conference, the Conference Management Committee and Audio Visual /Technical Coordinator have a pre-conference meeting with facility management.
- One day prior to opening of conference the Program Committee, will assist with preparation of bags.
- Track Chairs will attend the Presenter's Meeting to confirm that each presenter is in attendance, give presenters their presenter ribbons and thank you gifts, and will be available to answer questions.
- Conference Committee members must attend all conference events, including:
  - First Timers Meeting.
  - Opening / Welcome Session.
  - Meet 'n' Greet Reception.
  - Opening Dinner Event.
  - Presenters' Meeting.

- Conference Committee members should be available for a post-conference debriefing for the SETA Board Liaison's report to the SETA Board.

5.5 AFTER THE CONFERENCE

- The Workshop Track Chair will review the list of presenters in their track who are eligible for honorariums.
- Confirm that the final version of all presentations is uploaded to SETAsource no later than two weeks after the conclusion of the conference either by the Presenter or Track Chair.
- Notify the Program Chair of any presenters who prefer not to post their presentations online.
- Thank you emails should be sent two weeks after the conclusion of the conference accordingly from:
    - Vendor/ Exhibitors – Board Vendor Liaison
    - Presenters – Conference Chair in behalf of the conference committee and SETA board of directors
    - Conference Committee – Board President

6.0 SETASOURCE PRESENTATION STATUS CODES (FOR USE BY PROGRAM CHAIR)

- **NEW –** status of all sessions that are newly submitted to the system.
- **PENDING** – session has been reviewed and assigned to a Track Chair by the Program Chair, and has received a preliminary approval pending the Conference Planning Meeting.
- **APPROVED** – session is approved, Track Chair has contacted the presenter, and session is online for potential and registered attendees to see.
- **CANCELLED** – session status is updated to CANCELLED but will remain in the session list so the session does not simply disappear.
- **DELETE** – removes all record of the session from SETAsource.

7.0 TIMELINE FOR CONFERENCE PLANNING

ACTION ITEM	TARGET DATES
Call for Volunteers/Selection of CMC Positions	November through mid January
Orientation for CMC members -One conference call ; training for all CMCs	Mid to late January
Selection of Program Committee (Track Chairs)	Mid to late January
Development of Conference Budget	January/February
Announce Conference Committee	Early February
Call for Topics	Early February
Orientation for Track Chairs (PC)	February
Approval of Conference Budgets	March
Call for presentations	March through May
Conference Planning Meetings	Four (4) months prior to conference
Open on-line conference and hotel registration	Early June
Track chair follow –up	Two (2) weeks after Conference Planning Meeting
Track chair follow-up	Six (6) weeks before conference

CMC meeting with facility management	Two (2) days before conference opening
Pre-conference workshop(s)/Track chairs arrive/bag stuffing	One (1) day before conference
Track chair follow-up	One to two (1-2) weeks after the conference

8.0 QUESTIONS

If you have any questions or concerns relating to this manual, please contact **Jean McDaniel**.

- Toll Free: 866-938-SETA
- Office: 770-465-5522 or
- Cell: 404- 754-8153 - 24/7)
- Email: jean@SETAsource.org.

APPENDIX A WORKING WITH PRESENTATIONS ON SETASOURCE.ORG

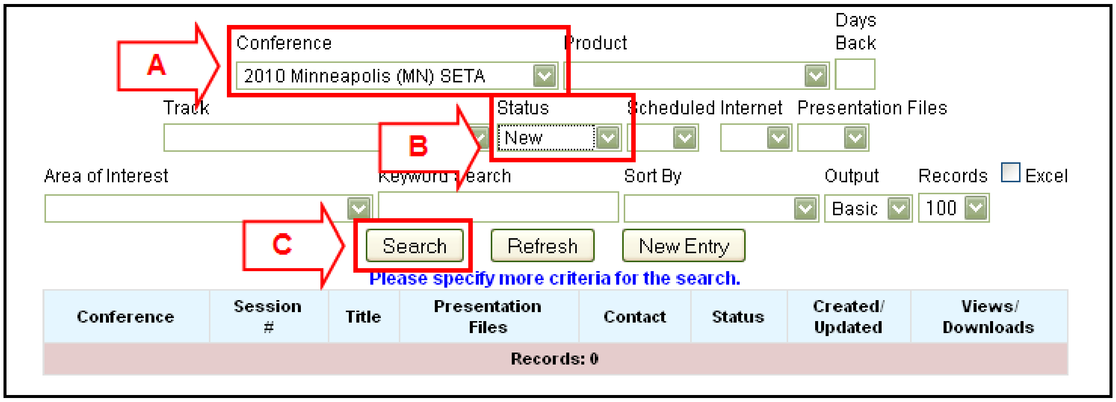
1. Go to http://www.setasource.org. Log in using the **Logon** link in the menu bar.

2. Enter your email address and password, click **Sign In**.

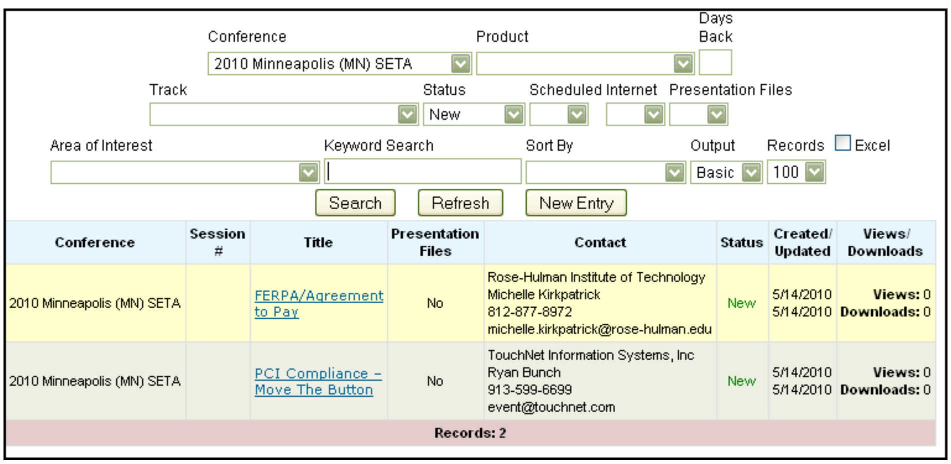
3. In the menu bar, go to **Conferences** > **Presentation Search**. The *Presentation Search* screen will appear.

1. Using the dropdown arrow/fields:
   - *Conference*: select the **conference** you're associated with
   - *Status*: select particular **status** you're interested in seeing (leave blank if you'd like to see all presentations)

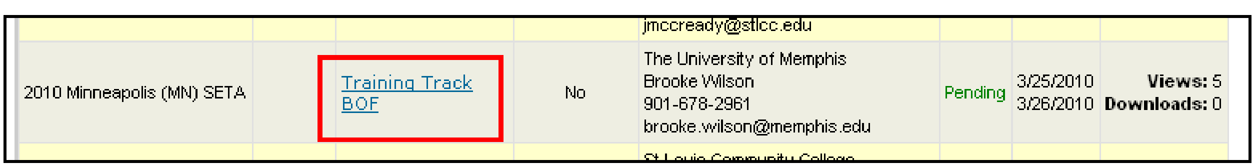
   Click **Search**.



   The results of your search will appear at the bottom of the screen:



2. Click on the title link of a presentation to display the *Presentation Entry* details page.

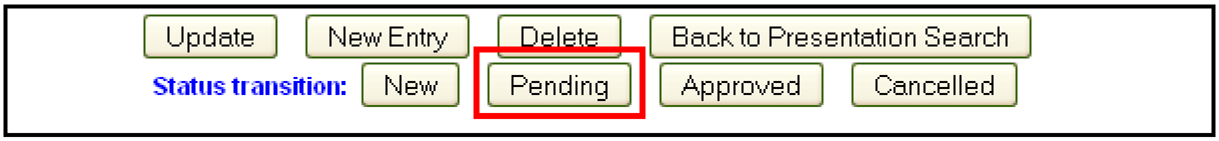


3. Check to see if there are any typos within the text of the **Description** and **Benefits**.

4. Ensure that at least one **Area of Interest** is checked. You can have more than one here.

5. Under **Track**, verify a track has been selected. If one hasn't, use the dropdown box to select the appropriate track for the session.

6. At the bottom of the page, click the **Pending** button.



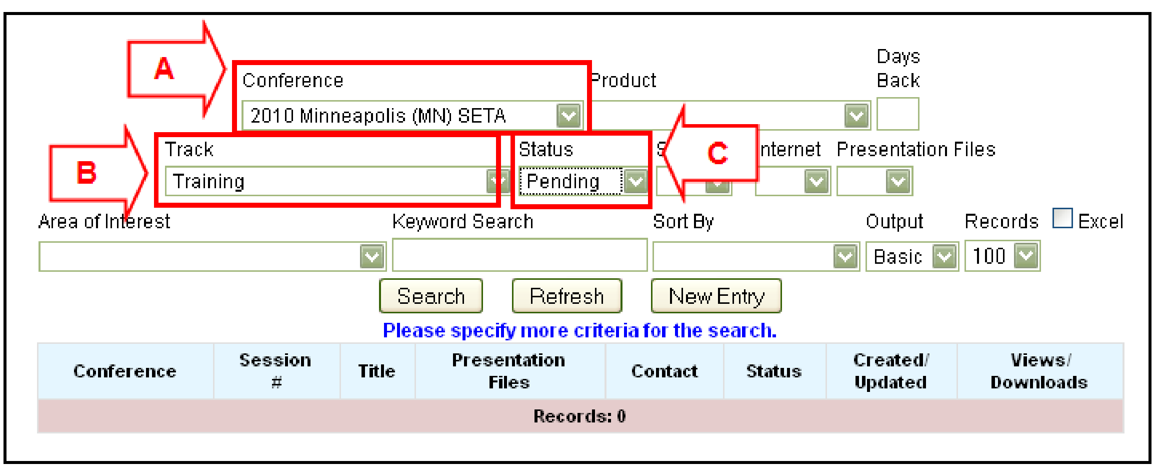
7. Send an email to the Track Chair to inform him/her that a new proposal has been submitted.

   Be sure to check often for new submissions!

TRACK CHAIRS

1. After logging into the SETA website, go to the Presentation Search page.

2. Using the dropdown arrow/fields:
   - *Conference*: select the **conference** you're associated with
   - *Track*: select the track you're associated with
   - *Status*: select particular **status** you're interested in seeing (leave blank if you'd like to see all presentations)

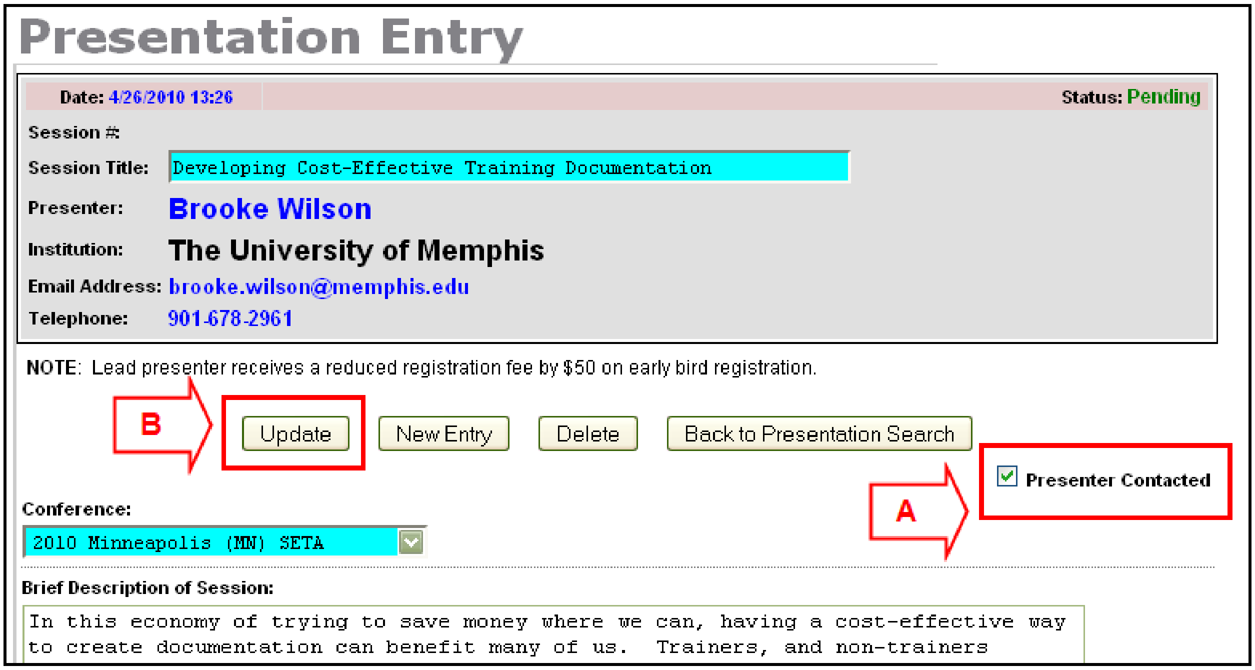


3. Review the text for any typos.

4. Send the presenter the template email. Be sure to verify all aspects of their presentations, including internet access needs.

5. Near the top of the *Presentation Entry* screen, place a check in the **Presenter Contacted** box (A).

   Click **Update** (B).



DOWNLOAD PRESENTATIONS TO EXCEL

On the Presentation Search screen, after you have done a search (information on how to search is at the top of the screen), you can download this data to an Excel spreadsheet.

Two types of downloads can take place. Each includes the following:

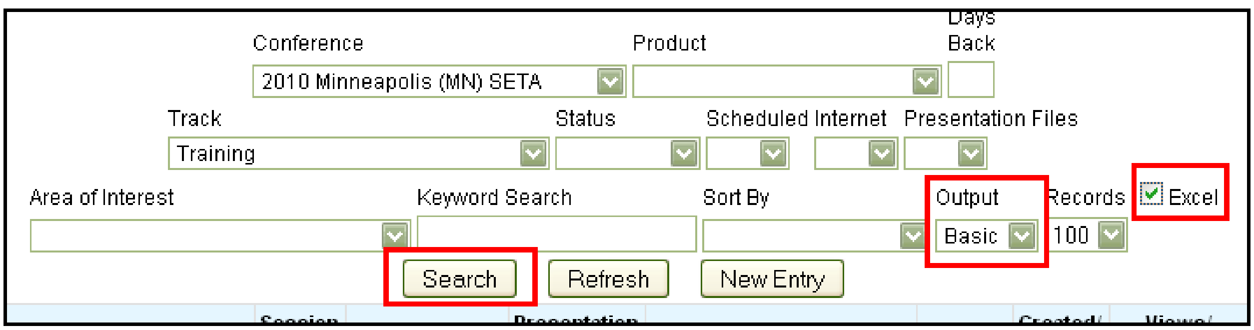
- **Basic**: Conference, Session #, Title, Contact, Status, Created/Updated
- **Detail**: Session #, Title, Presenter, Institution, Additional Presenters, Internet, Product, Areas of Interest, Track, Presentation Files, Session Slot, Room Assignment, Day, Time, Brief Description, Presenter Contacted

TO DOWNLOAD A FILE:

1. Using the drop-down arrow under *Output*, select **Basic** or **Detail**.

2. Place a checkmark in the box **Excel**.

3. Click **Search**.



Your computer's typical file open/download box will appear. Proceed with the normal steps to open the file.