

**Event Partnership Proposal between
Consortium of College and University Media Centers
And**

Executive Summary

The purpose of this document is to propose that _____ act as the host school for the _____ Fall Conference to be held _____ (date) for the Consortium of College and University Media Centers (CCUMC). To host an event such as this would provide an opportunity to not only show off the campus, but to benchmark new technology implementation with other institutions. The Host staff would also have an opportunity to interact directly with other institution representatives that perform similar roles during the campus tour. The only requirement is the CCUMC conference be held in October the second, third, or fourth week of the month. It is proposed that the campus tour take place on a Saturday unless feasible on a Friday.

The following describes the background of CCUMC, host membership participation over the past three years, a brief event description, the roles and responsibilities for the event, and the host community group event requirements.

Background

The CCUMC website (<http://www.ccumc.org/discover-ccumc>) describes the organization as the following:

The Consortium of College and University Media Centers provides sound leadership and a forum for information exchange. The mission of CCUMC is to provide leadership and a forum for information exchange to the providers of media content, academic technology, and support for quality teaching and learning at institutions of higher education. Specifically, CCUMC shall:

- a. Advocate the accessibility and effectiveness of educational media, technology, and pedagogy. Provide leadership for the effective implementation and management of instructional technology in higher education.*
- b. Foster cooperative efforts among colleges and universities and other institutions, agencies, foundations, and organizations in the solution of mutual problems.*
- c. Gather and disseminate information about educational, professional, and operational issues, including statistics important to the profession.*
- d. Develop and provide programs and services that will enable members to most effectively support the missions of their institutions.*
- e. Provide professional development opportunities for members.*
- f. Inspire, generate, and coordinate research and scholarship that advances the mission of CCUMC.*

Historically, CCUMC has partnered with a school to hold a conference for its members to network/benchmark with other individuals at higher education institutions, attend seminars to learn about trending technologies, and offer one on one review of equipment with manufacturers.

Event Description

The conference consists of meetings and seminars starting on a Wednesday and continuing through a Sunday in October. Wednesday through Sunday activities are conducted at a hotel facility with meeting rooms. Typically participants load into buses and head to the hosting school on Saturday for an afternoon of technology tours * and an organization lunch. The Sunday of the conference is spent in morning seminars back at the hotel and typically concludes at noon.

Transportation from the hotel to campus will most likely be buses (number to be determined and paid for by CCUMC), and will require temporary parking on the campus.

**Self-guided walking tours or could be guided tours. However, participants are historically given maps with key locations to review and host school employees (technicians and operators typically) wait in the designated locations to give equipment demonstrations and answer participant questions.*

Roles and Responsibilities

The CCUMC Annual Conference shall be a collaborative event managed by the following groups:

- Conference Co-Hosts (conference theme, logo, video, on-site technical support, campus tour.)

The Conference host shall be represented by a designated chairperson of the local host team or group of host participants.

- CCUMC Program Committee (program planning-sessions, speakers, showcase etc.)

The CCUMC Program Committee's authority shall be represented by the chairperson (CCUMC President-Elect) of that group.

- CCUMC Executive Office (hotel and meeting site arrangements, coordination, registration, contracts, sponsors, website, showcase)

The CCUMC Executive Office shall be represented by the CCUMC Executive Director.

- CCUMC Board of Directors (budget and program approvals)

The CCUMC Board of Directors shall be represented by its President and Treasurer.

The organization has attempted to outline the roles and responsibilities of a hosting school (Host) and the organization (CCUMC).

Host Responsibilities

- Select chairperson from Host(s) with whom CCUMC will communicate.
- Create conference theme and logo (graphics) for conference to be approved by CCUMC.
- Create video presentation for CCUMC Annual Conference prior to the host year conference. Video will be posted on the CCUMC home page.
- Provide a key technical support person (Host) to partner with the CCUMC Technical Liaison to determine technology needs for the conference based on hotel, meeting rooms, CCUMC conference presentations, and local equipment availability from hotel, host institution or other sources. As directed by the CCUMC Technical Liaison the CCUMC Executive Office will facilitate in-kind donations, rentals or purchases.
- Provide technology support for conference meeting rooms with a preference to have one local technician/support person per meeting room. (CCUMC Technical Liaison, Hotel AV staff or other provider will assist as needed). Local support will assist with setup and breakdown of technology before, during and after the conference.
- Send two host representatives to attend the CCUMC conference prior to the host year.
- Recommend conference keynote speaker to the Conference Program Committee utilizing local speakers, if possible.
- During one day of the conference the Host will provide a tour of the campus and will assist CCUMC with reserving space for lunch and conference sessions. The appropriate facility managers will be responsible for reserving the spaces and working with the CCUMC Executive Director to prepare all necessary paperwork (i.e., service contracts, Facilities use agreement, etc.). CCUMC's use of Host facilities will be documented in a separate agreement, if applicable by the CCUMC Executive Director.
- Provide storage space on the local host campus prior to and after the conference, if necessary.

- Provide local travel/tourist information for attendees. Provide a local representative to host a 1-hour session on the opening evening of the conference.
- Design, print and distribute the campus map to facilitate the self-guided campus tour.

CCUMC Responsibilities

- Arrange all hotel and conference space and other facilities as needed.
- Arrange all conference scheduled meals, coffee-breaks, hospitality, and tours.
- Arrange all conference registration and collection, recording, and safekeeping of all conference fees.
- Arrange all transportation for conference event.
- Design, plan and schedule the conference program hosted on the CCUMC website.
- Duplication/printing services before and during the conference (e.g. papers, announcements, etc.)
- Call for session proposals, selection of proposals and generate conference schedule.
- Prepare and submit preliminary program announcements and marketing piece inviting registrants.
- Arrange for and staff a registration/information desk during the conference at times determined by CCUMC.
- Coordinates all sponsorship with regard to level opportunities, showcase space and facilities.
- Display of CCUMC membership information and conference marketing materials at various trade shows or organizations.
- Coordinate all technology support needed.

Joint Responsibilities

- Host will research entertainment options for conference (outing/banquet), and will make recommendations to Program Committee Chair and CCUMC ED, and assist with coordinating. CCUMC will make final selections for entertainment, negotiate, sign contracts, and pay as applicable.
- Host, Conference Technical Liaison, and Program Committee will work together to determine AV requirements for conference. CCUMC ED will negotiate with Hotel, AV Rental Company, and Corporate Members to obtain the required AV equipment for the conference.
- CCUMC is responsible for site details, local arrangements, special services and space for headquarters, duplication or printing, and special transportation, Host will assist as necessary.

Community Group Requirements

- IRS Determination Letter – *CCUMC is a not for profit organization.*
- Certificate of Liability Insurance – *CCUMC ED can provide this certificate (\$1,000,000,000 coverage) when necessary.*

Conclusion

In exchange for Host planning and organizing each Host institution will receive one free conference registration. A reasonable number of Host staff members working the conference event may attend for the cost of meals or events in which they participate. Host will provide CCUMC with list of workers by name and work schedule for approval.

Hosting this event would be an opportunity for Host to gain insight into how other institutions are tackling the challenges presented by fast moving changes in technology. The conference is a great source of continuing one's audio visual and technology education, and this is an opportunity to do so on your "home soil". Additionally, this opportunity would allow classroom technology, media production, and instructional technology staff to interact with representatives from other higher education institutions without incurring travel expenses or compromising the daily services to the school schedules.

The conference also showcases the Host institution on a national level since representatives from other institutions and agencies will be touring host facilities and interacting with host staff. In addition, the Host institution is identified in all conference promotional materials.

Host Proposal Submitted by: _____ Date: _____

Print Name and Title _____

Agreement:

Host Institution Accepted and Approved by: _____ Date: _____

Print Name and Title _____

CCUMC Accepted and Approved by: _____ Date: _____

Print Name and Title _____