



## **MAASU Bidding Guidelines for the Spring Conference**

### **I. Spring Conference**

Presented by the Midwest Asian American Students Union (MAASU) and hosted on the campus of one of its member schools, the Spring Conference is an annual event that provides students of Midwestern colleges and universities with speakers, workshops, and discussions that focus on issues and topics pertaining to Asian American students as well as students active in the Asian American community.

The workshops for the Spring Conference are different from the workshops for the Fall Leadership Retreat. Spring Conference workshops are issues-oriented and may cover a variety of topics such as the model minority myth, stereotypes, identity, community organizing, advocacy, and activism. On the other hand, Fall Leadership Retreat workshops are focused on developing leadership abilities and should have tracks for various levels of leadership experience (i.e. beginning, intermediate, and advanced). On the other hand,

### **II. Sample Schedule**

In general, the Spring Conference has a schedule that resembles the following:

- Friday (late afternoon until midnight):
  - Registration
  - Social activities and mixers
  
- Saturday (morning until late evening):
  - Breakfast
  - Welcome remarks
  - Workshops 1
  - Small group discussions 1
  - Lunch
  - Workshops 2
  - Small group discussions 2
  - Workshops 3
  - Small group discussions 3
  - Break
  - Dinner banquet
  - Entertainment
  
- Sunday (morning until noon):
  - Breakfast
  - Closing remarks
  - Social gathering

### **III. Support from MAASU**

The host school is not alone in the planning process. MAASU provides general support and guidance throughout the process. The Executive Coordinating Committee should be the primary point of communication, followed by the Executive Director and then the Board of Advisors.



Executive Coordinating Committee (ECC) | The ECC, which consists of students from colleges in the Midwest, plays an active role in planning both the Fall Leadership Retreat and Spring Conference by maintaining constant communication with the Planning Committee at each host school. In addition to the Fall Leadership Retreat and Spring Conference, the ECC develops additional programs for and shares opportunities, news, and resources with member schools.

Executive Director | The Executive Director serves as an advisor to the ECC and can answer any difficult questions that ECC members may not be able to answer. The Executive Director also has a rich archive of past conferences and can provide valuable knowledge about these past conferences.

Board of Advisors | The Board of Advisors is a group of professionals who serve as advisors to MAASU as an organization. Members of the Board of Advisors have experience with various professional interests but they all share the common interest of working with Asian American students.

#### **IV. Key Components of the Spring Conference**

The Spring Conference has the following components:

Planning Committee | The Planning Committee consists of students from the host school who are dedicated to planning and implementing all aspects of the conference in conjunction with the ECC.

Volunteers | Assisting the Planning Committee should be a corps of volunteers who are able to help out in various ways before and during the Spring Conference.

Communication | The Planning Committee must have consistent communication with the ECC via phone calls, conference calls, emails, and other forms of communication. The Planning Committee must submit written progress reports to the ECC at a consistent frequency.

Conference Facilities | The host school must have suitable facilities on campus to accommodate Spring Conference festivities including speakers, workshops, discussions, meetings, elections, dinner banquet, and entertainment. Facilities may include—but are not limited to—classrooms, auditoriums, lecture halls, and ballrooms.

Housing | The Planning Committee should have at least two housing options available to participating students. One option is having students of the host school provide housing for one or more participating students in the campus residence halls and/or off-campus apartments. The other option should be hotels with rooms blocked at a discounted rate for participating students.

Meals | The only meal that the Planning Committee is required to provide is the dinner banquet. The Planning Committee is encouraged to provide breakfast for the Saturday morning of the Spring Conference. And for lunch on Saturday, the Planning Committee may either provide lunch or inform participating students of dining options on and off campus.

Budget | The Planning Committee must develop and maintain a budget before, during, and after the Spring Conference. The budget must be reviewed and approved by the ECC. In addition, the Planning Committee must provide budget updates during the regular progress reports to the ECC.



Fundraising | Both the Planning Committee and the ECC are responsible for raising funds to support the budget. Each party is responsible for raising 50% of the projected budget. Any profit gained after all Spring Conference expenses are covered will go to MAASU.

Programming | With advice and recommendations from the ECC, the Planning Committee is responsible for planning all aspects of Spring Conference programming including—but not limited to—speakers, workshops, discussions, meetings, elections, dinner banquet, and entertainment.

Marketing | The Planning Committee and ECC share a responsibility to create and distribute marketing material advertising the Spring Conference. Marketing material may include—but are not limited to—press releases, fliers, posters, postcards, email messages, Facebook groups, blogs, and websites.

Website | The Spring Conference website will be hosted off of the MAASU server at the following website address: <http://sc.maasu.org>. The Planning Committee is responsible for developing the website design and content.

Registration | The Planning Committee is responsible for developing two registration procedures: a procedure prior to the Spring Conference and a procedure during the Spring Conference.

## **V. Bidding Eligibility**

Any college or university in the Midwest is eligible to bid to host the Spring Conference if:

- The school is a paid member of MAASU.
- The bidding group is affiliated with an Asian American student group, a conglomerate of Asian American student groups, an Asian American or multicultural student services office, and/or an Asian American Studies program at the bidding school.

## **VI. Bidding Proposal and Presentation**

Bidding schools are required to submit a written proposal and give a presentation at the Spring Conference. The presentation should be a verbal representation of the written proposal. The proposal should be submitted electronically to the ECC at least one week prior to the Spring Conference. And the presentation should be no more than 10 minutes in duration.

The proposal and presentation should address all components listed in Section IV in addition to a few other components. For each component, there are particular things to consider for the proposal and presentation, including:

- Dates
  - Propose possible weekends that your school would be able to host the Spring Conference.
  - Consider exam schedules, fall breaks, major holidays, home football games, and other conferences.
- Planning Committee
  - Propose a structure and selection process for your Planning Committee.
  - Consider the other commitments that potential committee members may have to ensure that each member is neither overworked nor overburdened.
- Volunteers
  - Propose general tasks that the Planning Committee would need assistance with before and during the conference.



- Consider benefits to offer to volunteers for their time and energy.
- **Communication**
  - Propose a general communication structure and schedule between the Planning Committee and ECC.
  - Consider multiple forms of communication.
- **Conference Facilities**
  - Propose possible facilities on campus that would be able to accommodate Spring Conference festivities including speakers, workshops, discussions, meetings, dinner banquet, and entertainment.
  - Consider centralizing a majority of Spring Conference festivities within the same building or area rather than spreading out over campus. Also consider transportation options if the dinner banquet is off campus.
- **Housing**
  - Propose possible housing options that would be available to participating students.
  - Consider affordable hotel rates and blocked rooms. Also consider parking options on campus.
- **Meals**
  - Propose all meals that your school would be able to accommodate.
  - Consider multiple dining options on and off campus for meals that are on students' own. Also consider vegetarian and vegan options.
- **Budget**
  - Propose a projected budget for the Spring Conference including expenses and revenue.
  - Consider ways to subsidize and/or contain costs.
- **Fundraising**
  - Propose a fundraising plan and timeline.
  - Consider the 50/50 split between the Planning Committee and ECC.
- **Programming**
  - Propose ideas for speakers, workshop topics, and entertainment. Also propose a sample schedule.
  - Consider demographic balance amongst speakers, workshop presenters, and entertainers (i.e. gender, ethnicity, etc).
- **Marketing**
  - Propose ideas to advertise the Spring Conference to member schools.
  - Consider various forms of marketing, especially print and electronic versions.
- **Website**
  - Propose possible content for the Spring Conference website.
  - Consider an appropriate launch date for the website.
- **Registration**
  - Propose registration procedures prior to and during Spring Conference.
  - Consider centralizing registration on the Spring Conference website. Also consider different payment options.

## **VII. Bidding Procedure**

Overseen by the Executive Director and Board of Advisors, the bidding procedure for hosting both the Leadership Retreat and Spring Conference generally entails the following:

- 10-minute presentation by no more than two representatives from the bidding school.
- 5-minute question-and-answer session by the voting body.



- The voting body consists of representatives from MAASU member schools (M-Reps) and ECC. Each M-Rep and ECC member receives one vote.
- Votes will be counted by the Executive Director.
- The bidding school with the most votes shall win the bid to host the Spring Conference.
- A tie in the votes will be broken by a simple-majority vote by the ECC.
- Any ECC member attending the bidding school is ineligible to vote.
- The host school for the next Spring Conference will be announced at the dinner banquet.