**IMPACT CONFERENCE**

**Criteria for Selecting the Host Campus**

**Conference Overview**

The conference (under its different names over time) has historically been the largest convening in the nation on engaging college students in service, activism, politics, advocacy, and other socially responsible work. Since 1984, the conference has brought together student leaders and activists, campus administrators, and nonprofit professionals for three-four days of networking, training, sharing of best practices, and learning.

**Highlights of the conference include:**

* Approximately 600 participants, including college students and staff from across the country who are actively and creatively engaged in service, activism, and civic life on their campuses and in their communities. Student-led workshops on a wide variety of topics, including leadership skills, international human rights, career development, campus dialogue models, and much more. Over 50 local, national, and international nonprofit organizations offering volunteer opportunities, jobs, internships, year of service programs, and more for students and administrators of all levels
* Experiencing the power and inspiration of a national campus-based movement.

**Proposal Procedure**

Proposals should be submitted using the outline listed in the IMPACT Site Request for Proposals document. Any additional information that you think is relevant to our decision is welcome.

Please email your proposal to Julianne Dunn, Chair, Host Campus Selection Committee, jbdunn@clintonschool.uasys.edu.

**Selection Criteria**

All proposals to host the Campus Conference will be evaluated on the basis of the following three criteria:

1. **The commitment and strength of the office that will serve as the primary sponsor:** It is vitally important that the host office on campus demonstrate a commitment to the success of this event, recognizing that the event will be competing with the many other programs and priorities undertaken by that office through the course of the academic year. The office must be committed to collaborating with the Planning Committee over an 8- to 12-month period to plan, implement, and evaluate the conference. The individual staff person designated as the primary liaison would be expected to devote a substantial portion of time, increasing as the conference draws closer.
2. **Institutional commitment of the host campus:** It is important that the senior level of administration is committed to hosting the conference, understands the benefits and is willing to authorize high-level decisions to make the conference feasible (ie allow for reservation of facilities in advance of general campus procedures, waive or cover any substantial campus-related expenses, authorize time on the part of the lead service administrator to work on the conference, etc). Usually this level of support should include the president and vice president of student affairs or the key vice president responsible for service and civic engagement.
3. **The cost and logistical feasibility of hosting the conference:** The host campus and community must have local facilities and services that ensure the effective implementation of a large-scale, modest-budget conference. In past years, logistical considerations have included: the availability of large conference facilities and classroom space; the cost of meals; the presence of low-cost, local accommodations; and the proximity to a major airport. In addition, our historic experience has revealed fluctuations in total conference attendance based on the geography, ease-of-travel, and draw of the host city. Because the conference relied primarily on registration revenues, anticipated attendance is a key financial factor.

**Host Campus Roles and Responsibilities**

With guidance and support from an experienced national Planning Committee, the host campus will be responsible for a range of activities related to the planning, implementation, and evaluation of the conference, including:

* **Staff Support**
	+ Designation of a lead staff person/primary liaison(s) on campus to work with the Planning Committee
	+ Additional staff to serve on the Planning Committee or take on specific roles relative to conference planning. Host campus staff who usually become the most involved in the conference planning efforts tend to come from the community service/service-learning office, student activities, student union, and conferences/events.
	+ Campuses submitting a proposal are also encouraged to highlight any staff, AmeriCorps Vista members, graduate assistants, work-study students, and other individuals available to help with the planning effort.
* **Connection to Campus Departments/Services**
	+ Facilitation of various on-campus relationships, such as facilities, catering, residential life, student government, student activities, information technology, campus safety and other offices that will be involved with this event (once initial introductions have been made, the Planning Committee can work directly with them or in concern with the Host Campus Liaison)
	+ The lead staff person/sponsoring campus department would also be closely involved in navigating the appropriate engagement of top university officials including the college/university president
* **Facilities** -- Reservation of all facilities needed for the conference
* **Food** – Arrange for conference meals with campus dining services. The ideal arrangement is one in which participants eat in dining halls and the conference only gets charged for the meals eaten by participants. This also cuts down on waste.
* **Local Transportation –** If local transportation is needed (for instance, if the All-Conference Celebration Friday evening is held in an off-campus location), then the Host Campus would help to arrange free or low-cost local transportation to get participants to the off-campus location.)
* **Housing** – Making arrangements and reservations for housing.
	+ Arranging “low-cost” housing options for some portion of attendees (20-30%)

In the past, this has included some combination of the following options:

* + - Making available lounges in residence halls
		- Making available a gym floor (ideally with gymnastics/wrestling mats) and access to the locker room/showers
		- Organizing a campaign to get host campus students to voluntarily host 1-3 students on the couches/floors of their dorm rooms/apartments
		- Making arrangements with other organizations that might be able to provide free housing and access to showers (churches, sororities, etc)
	+ Identifying and reserving (in collaboration with the Planning Committee) blocks of rooms in nearby hotels/motels at reasonable rates (avoiding any fixed financial commitments on the part of either the host campus or the conference)
* **Recruiting/Advising Host Campus Students** – Help to recruit and advise host campus students serving on the Planning Committee
* **Coordination of visits** from Planning Committee members (if necessary) leading up to the conference
* **Host the Planning Committee Retreat in the Fall**. Each Fall we convene the National Planning Committee for a weekend retreat. It is our only face-to-face opportunity prior to the conference. The Host Campus would ideally provide accomodations, food, and meeting space for approximately 20 people over a weekend.
* **Service Day** (optional) – In some years, the conference has included an optional service project the day before the conference begins. This usually involves an additional fee charged to conference participants to cover costs and ensure commitment. If there were to be a Service Day, it makes the most sense that it be organized by the host campus’s community service program/office. We would probably only add this component to the conference if the Host Campus were really passionate and committed to the idea.

Please contact us if a more detailed explanation of these roles and responsibilities would be helpful.

**Specific Facilities Needs**

The Host Campus is responsible for reserving space for:

* An **office space** with wireless and/or Ethernet connections for a few Planning Committee members during the week leading up to the conference. This could be within the Community Service/Student Engagement office if there is sufficient room.
* **Space for preparation work the Wednesday and Thursday** before the conference begins (ideally this would be the same space used for Registration and the Opportunities Fair). Preparation involves assembling registration packets, name tags, etc.
* **Registration space** for Thursday evening and Friday morning (a room that can hold about 10 tables with lots of space for people, along with an internet access key). On Friday afternoon, registration “breaks down” into a few tables that can be used for the rest of the weekend.
* **Opportunities Fair space** (ideally a room that can hold 50 six foot long tables).
* **Thursday afternoon Forum rooms** [6-8 rooms; holding 20-40 each; 1 – 5 pm].
* **Workshop rooms for Saturday and Sunday** (15-20 rooms that can hold 40-50, and a few larger rooms that can hold 100-200). These rooms should be no more than a five- to ten-minute walk from the location of Registration and the Opportunities Fair.
* **All-Conference Sessions** (Thursday, Friday, and Saturday evenings – 6:00 to 9:00pm). Typically a theater space that can hold about 500-700. (Note: If necessary, this event could be held at another location if there isn’t a large enough space on the host campus, provided that it is walking distance or there is ample transportation for conference attendees.)
* **Space for Meals** [breakfast Friday, Saturday, and Sunday; lunch Friday, Saturday, and Sunday; dinner Friday night; Hunger Banquet Saturday night (300-500 participants)]. Breakfast and lunch are typically “grab and go.” Friday 600 attendees. This could be dining halls co-mingled with host campus students.
* **Closing Ceremony** (Sunday afternoon). This could be the same theater that is used Friday night, but it can also be a smaller facility that can hold 400, as some conference participants leave early on Sunday.

A helpful **Facilities Needs/Assignment Sheet** can be found at the end of this document and in the Application. It details the necessary facilities and the length of time they are needed.

**Costs**

Costs associated with space have varied from year-to-year. In most years, the conference has paid for all meals and the large venues for all-conference gatherings – usually at substantial discount. At a minimum, the host campus assumes the cost of all classroom space used for programming/workshops. The more that your institution can provide for free or pay for internally, the more competitive/attractive will be your application to host the conference. The IMPACT Conference can cover up to $15,000 of campus-related expenses. However, our target is to keep it below $10,000. The lower the cost that needs to be covered by IMPACT, the more competitive the application will be.

**Conference Dates**

The dates of the conference vary somewhat each year but ideally the conference is held in February or early March. The conference runs from Thursday night to Sunday afternoon. In order to secure a sufficient amount of facilities during a weekend when the Host Campus is in session, the Host Campus would need to lock-in those facilities well in advance of regular procedures for reserving facilities.

In the past, the conference has taken place either the first or second weekend of the host campus’ spring break because facilities are more available. However, the disadvantage of holding it during the host campus spring break is that fewer students from the host campus will be able to attend. In addition, with the rise and growing popularity of service-oriented alternative spring breaks, holding the conference during dates when many campuses are on spring break poses a conflict for many students engaged in service.

**Student Involvement**

In keeping with the values of high student involvement, the Planning Committee eagerly invites students from the host campus to be a central part of the planning process by joining a subcommittee of the Planning Committee. The Planning Committee works diligently in the months leading up to the conference, directing every aspect of the event from the program content to the social events to the keynote speakers.

Subcommittees of the Planning Committee include: outreach, sponsorship, on-campus logistics (facilities, meals, AV equipment, signage), workshops, keynote speakers, and marketing. Students are more than welcome to join these subcommittees as a member or a chair, and will be supported by Planning Committee members from campuses and organizations across the country.

With support and direction from the host campus staff, students at the host campus play an especially important role. Welcoming over 500 conference attendees from Florida to Alaska, the students “on the ground” at the host campus serve as expert hosts who welcome folks to their campus and to their city. It is an exciting leadership opportunity for these students to see their campus as a leader in a national student movement, and some of the most innovative and creative features of the conference have been implemented by students at the host campus!

**IMPACT CONFERENCE**

**Facilities Need/Assignment Sheet**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Type of space needed | Specifications for space needed | Location(s) & Capacity(ies) | Cost (if any) | Key Contact to Reserve | Other Notes(Technology available in the room, etc) |
| Office space(1 week leading up to event) | Space for up to three people to work; high-speed wireless internet connection; ability to lock door and stow equipment/supplies(can be the campus’ community service/student engagement office if there is room) |  |  |  |  |
| Prep space(Wed and Thurs before event) | Ideally the same space used for Registration and the Opportunities Fair |  |  |  |  |
| Registration(Thursday evening and Friday morning only) | Space that can hold up to 10 tables for check-in, with lots of space for foot traffic; high-speed wireless internet access |  |  |  |  |
| Information Desk(Fri, Sat, Sun) | Space that can hold three tables for continued check-in throughout the weekend; high-speed wireless internet access |  |  |  |  |
| Opportunities Fair(Fri, Sat, Sun) | Space that can hold up to 50 six foot tables for sponsors/exhibitors |  |  |  |  |
| Thursday Forum rooms(afternoon only) | Up to 8 rooms of larger capacity – ranging from 20-50. All should have high-speed wireless internet access and A/V equipment (or the ability to have A/V equipment, such as an LCD projector) |  |  |  |  |
| Workshop rooms(Fri, Sat and Sun) | Up to 20 rooms; ten should have a capacity of 30-40; ten should have a capacity of 40-60; five should have a capacity of 60-90; all should have high-speed wireless internet access and A/V equipment (or the ability to use A/V equipment such as an LCD projector); should be within 5-10 minute walk of Registration and the Opportunities Fair |  |  |  |  |
| All-Conference Sessions(Thurs, Friday and Saturday evenings – 6:00 to 9:00pm) | Space in a theater/auditorium/lecture hall that has a capacity of at least 500-700; has an LCD projector and sound system |  |  |  |  |
| All-Conference Closing(Sun afternoon) | Can be same space as opening, but only needs to hold up to 400 people (since many people leave early to travel home) |  |  |  |  |
| Dining space(Fri, Sat, Sun) | Space for masses of people to eat the following meals: breakfast on Fri, Sat, Sun; lunch on Fri, Sat; Hunger Banquet on Fri or Sat – can be “grab and go” (can be dining halls co-mingled with host campus students) |  |  |  |  |
| Free or Low-Cost Housing\*\*Not a requirement | Free or low-cost housing options such as lounges in residence halls, a gym floor (ideally with gymnastics/wrestling mats) and access to the locker room/showers, agreeing to allow host campus students to voluntarily host 1-3 students on the couches/floors of their dorm rooms/apartments, arrangements with other organizations that might be able to provide free housing and access to showers (churches, sororities, etc). |  |  |  |  |
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