

MAFAA Conference Planning Committee



Standard Operating Procedures

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Monthly Meeting Information

Forming your new committee before May of each year is a good idea. This will allow you to have your first meeting near the end of May. In order to get a good start on seeking speakers and confirming speaker information, it helps to start in May. If possible, request that the MAFAA President email the MAFAA listserv during the late winter/early spring asking for volunteers for next year's committees. This will allow you more time to review possible committee members that are requesting to be on your committee. For the 07-08 year, we had 16 members on the committee. 7 were regular members and 9 were associate members. For the 06-07 year, we had 21 members on the committee. 12 were regular members and 9 were associate members. There is no written rule regarding the ratio of regular members versus associate members, however try to have close to the same amount if possible. Having 16 members worked well for us during the 07-08 year. You need to have enough members, but keep in mind the extra expense for meeting travel expenses (for regular members) and meals. It is not a huge expense, but it does add up. You should include one member from EAC and one from Great Lakes. You also need to have both the Site Selection Officer and the Web Development Officer on the committee.

For the 07-08 school year, the committee met once a month at Hennepin Technical College in Eden Prairie. This location worked out well as it was a central location for our committee.

Assigning "Coordinators" to specific subcommittees worked well for our committee.

- Technology Coordinator: responsible for knowing the A/V requirements of each speaker and making sure each room was set up correctly. The Technology Coordinator had approximately 3 or 4 helpers at each conference to help cover the rooms. In the past, Great Lakes and EAC have both volunteered to provide 2 or 3 LCD projectors each for each conference. This allows the committee to save money by not having to rent them from the Marriott and Maddens.
- Newcomers Coordinator: responsible for monitoring the newcomers registration list; emailing the newcomers to invite them to any newcomers dinners/sessions/etc. The Newcomers Coordinator takes care of all of the planning details for any newcomer activities. The Coordinator has 1 or 2 helpers.
- Registration Coordinator: responsible for having the committee sign up for time slots to work at the registration booth; bringing all registration signage, banners and lanyards; having a Master Registration List at registration hi-lighted with members that have not paid yet and sorted alphabetically. The Registration Coordinator prints and brings along the name tags or assigns this to someone.
- Moderator – A/V Check-Off Sheet Coordinator: This job can be quite time consuming as it gets closer to each conference. An example of a Moderator – A/V Check-Off Sheet is attached in Appendix A.
- Conference Booklet Coordinator: In the past, the committee's EAC representative has always been in charge of putting together the Conference Agenda Booklets. This may change in the future so it would be a good idea to discuss this with the EAC representative.

Budget

For the 2006-2007 and 2007-2008 years, Conference Planning was given \$110,000 to spend for each year. The budget actually runs from July 1st of each year to June 30th of each year. So, any expenses that you spend in May and June will actually debit last year's budget. So any meeting expenses and speaker deposits may be able to be put on last year's budget so verify how much money last year's committee left in the budget. Try to plan on leaving some extra funds in the

budget for next year's committee to use for their May and June meeting expenses. This year, we even had one speaker from the previous year who did not send us her final bill until after July 1st, after multiple requests, so this year's committee had to pay for a speaker who spoke at last spring's conference. Please keep these exceptions in mind when planning your budget.

Registration Booth

The Registration Coordinator created a sign-up sheet for the committee members to sign-up to work at the Registration Booth during registration hours. The Registration Coordinator will bring the lanyards; signs; banners; printed name tags; and the final print-out of registrants in alphabetical order with names hi-lighted by the registrants who have not paid. Anyone who tries to register and they have not paid needs to be sent to the Treasurer who will be sitting at a table directly alongside of the Registration Booth. The member will receive a receipt after paying and can then return to the Registration Booth to receive his/her name tag and conference booklet. Prior to two years ago a free gift was given away to each registered member however this was ceased starting Fall of 2006. However, the committee can decide what they want to do regarding free give-away's.

In 2007, we tried something new where we created "Speaker Packets" and had them at the Registration Booth. We informed each non-MAFAA speaker that they could stop by the Registration Booth to pick up their packet. In the packet was their name tag, an agenda, the time and room of their presentation and any other pieces of information that they may need to know such as if they are sitting at the head table for lunch.

Corporate Support should take care of contacting lenders in regards to where they should ship their conference materials to and where their lender booth will be. There has been confusion in the past regarding this and the Marriott staff have come to the registration booth inquiring so it would be a good idea to make sure the Corporate Support person has taken care of these items.

*Note: 2007 Fall Conference had the following registration stats:

- 358 people registered for the conference
- Of the 358, only 5 registered for the Pre-Conference Only
- Of the 358, 51 registered for Thursday Only
- Of the 358, 302 registered for the entire three day conference

Advertising

The Conference Planning Chair or Co-Chairs should advertise the conference by emailing Conference information to the MAFAA listserv. They should also submit articles to the MAFAA Matters Newsletter.

Charity Information

The Committee should review past evaluations and brainstorm ideas for which charity organization to use for the year. In the past few years, we have switched to having the same charity for each fall and spring conference. This allows the committee to raise a larger amount of money for the charity.

Sometimes the Conference Theme can revolve around the Charity's purpose.

Previous Fundraiser ideas for fall conference have been:

- Silent Auctions
- Raffle Auctions
- Selling items that speakers have autographed
- Asking for monetary donations
- Asking members to bring in ‘Wish List’ items for the charity
- Asking members to bring in toys for Toys for Tots

Previous Fundraiser ideas for spring conference have been:

- Raffles
- Selling items that speakers have autographed
- Karaoke fundraiser

*Please note, if you solicit items from the community, the Minnesota Twins has requested that they only receive one request per year from an organization. There are guidelines and more information posted on their website

www.twinsbaseball.com/community .

*The 2007 Fall Conference Raffle raised \$2,264.

Conference Materials

In years past, EAC has paid for the printing and binding of our conference agenda booklets. The EAC representative on the committee will work with you regarding the deadline that EAC will need to have the most up-to-date agenda by to allow EAC time to edit, print, and bind the booklets before the conference begins. The Conference Booklet Coordinator should advertise the deadline date for all conference agenda booklet items. EAC will also format the pocket agendas however someone on the committee will need to volunteer to print and fold them. This year, South Central College printed and folded them for us for an approximate cost of \$229.

The Corporate Support Chair will obtain all of the lender ads and provide them to the Conference Booklet Coordinator in time for the booklets to be printed.

It is up to the committee and chairs to determine if they want to have an opening welcome write-up in the agenda booklet and if they would like to list out the committee members for the year. For 2007, we did not write-up an opening welcome, but we did list out the committee members. We also included a few pages on featured speakers and the charity. For the fall conference we included attachments for local restaurants; nightly activities; and a map of the Marriott. For spring conference we included attachments that detailed our evening and Thursday afternoon activities.

Speakers

It is very important to begin lining up speakers as early as possible. Popular speakers are booked very early. In the past two years, the most expensive speakers that have been hired we paid \$10,000 for each to present. During the 2006 - 2007 year, the total budget spent on all speakers was approximately \$32,205. During the 2007 – 2008 year, the total budget spent on all speakers was \$31,140. These amounts included their travel expenses.

When lining up your speakers, obtain as much information from them as possible early on. See Appendix B for a sample Moderator Information Sheet that each speaker should complete. Remember to tell speakers that they must bring their own laptops along if they need one.

Remember to ask the Committee Chairs if they plan on hosting a session at the conference i.e. Leadership, Access & Diversity, Technology, Loan Issues, Professional Development, etc.

Remember to ask the Professional Development and Access & Diversity Committees if they will be hosting a pre-conference workshop at the fall conference. The Conference Planning Committee does not have to do anything with the Pre-Conference Workshop except for knowing who is putting it on; what their A/V needs are; and obtaining their session information for the agenda.

Always include time for the State and Federal Update. Ginny Dodds would also like to have one Interest Session reserved for MOHE at both the fall and spring conference.

Remember to always invite the MASFAA President to either the Fall or Spring Conference. MASFAA pays for the travel and MAFAA covers the room, meals and registration costs. Ask him/her early on so hopefully they can attend the Fall Conference. It is cheaper to have them attend the Fall Conference. Ask him/her if he/she would like to speak during the conference. Sometimes the MASFAA President would like to also present an Interest Session.

Check with the Leadership Chair regarding reserving a room for the Leadership Groups Wednesday morning presentations.

Other Information

Evaluations

Work with the Web Development Officer a good month ahead of time to create the on-line evaluation that will be emailed to the MAFAA listserv immediately after the conference.

Thank You Cards

Thank you cards should be mailed to each speaker after the conference. For 2007, the Conference Chairs took care of this duty. It was easier to just have the chairs complete this duty immediately after the conference instead of assigning a speaker or two to each committee member.

Sessions

It would be a good idea to have a bell handy to ring when sessions are about to begin. We need to keep the sessions on time and several times you will find that people will linger outside the doors and the speaker is ready to present. So, having a bell to ring helps remind people that the session(s) are about to begin.

Fall Conference

Registration Information

Registration Fees

In August 2007, Executive Council approved a \$10 increase in conference registration fees for the 07-08 year. The new fees for Fall Conference were set at:

- \$145.00 for Current MAFAA Member
- \$185.00 for non-Member (yearly membership is included)
- \$70.00 for THURSDAY ONLY for Current MAFAA Member
- \$110.00 for THURSDAY ONLY for non-Member (yearly membership is included)
- \$100 for Retirees (Retiree fee has not been listed on website registration in the past, however this could be changed)

If registering AFTER the registration has closed on November 1st or as a walk-up, a \$30 late fee is assessed:

- \$175.00 for Current MAFAA Member
- \$215.00 for non-Member (yearly membership is included)
- \$100.00 for THURSDAY ONLY for Current MAFAA Member
- \$140.00 for THURSDAY ONLY for non-Member (yearly membership is included)
- \$130.00 for Retirees (Retiree fee has not been listed on website registration in the past, however this could be changed)

Website

Try to have the Registration website live by the last day in September. Work with Scott Glime, MAFAA's Web Development Officer, with testing the site before going live. In the past, Registration closed on November 1. Scott will close the registration portion down on November 1st. Scott will provide you with weblinks for the results of the Master List; Newcomers; Name Tags; First-Time Attendees; and Pre-Conference Attendees. Email the link for the Pre-Conference Attendees to whichever committee chair is putting the Pre-Conference on. Scott will work with that committee on putting the Pre-Conference Workshop registration site on-line also. The Conference Planning Committee does not have to do anything with the Pre-Conference Workshop except for knowing who is putting it on; what their A/V needs are; and obtaining their session information for the agenda.

Site

Hotel

The fall conference is currently held at the Minneapolis Marriott. The contract with the Marriott will end in a few years however Conference Planning does not need to be involved with site selection. Site selection is left up to the Site Selection Officer and Executive Council.

The Marriott's reduced room fee usually expires 3 weeks prior to the conference so it is important to advertise this reduced rate and notify the MAFAA listserv when the expiration date is approaching.

The Site Selection Officer and the Conference Planning Chair will meet with the Marriott staff one day prior to the start of Fall Conference. During this meeting, all room set-up and A/V requirements are reviewed.

A few weeks prior to Fall Conference, the Conference Planning Chair(s) need to send the Site Selection Officer a head count for who will be sitting at the head table during any sit-down meals. The usual head tables consist of Executive Council including the Sector

Reps and any speakers who may be speaking immediately following the meal. Remind the MAFAA President to inform Executive Council that they will be sitting at the head table and also for the President to introduce the head table during the meal.

Meals

Meals are included in the conference fee. The Conference Planning committee can decide which meals will be offered at the conference. Normally, it has been Wednesday lunch, Thursday breakfast, Thursday lunch, and Friday breakfast. The Site Selection Officer will bring the menu options to the committee for the committee to vote on which meal options to serve. The committee may also just ask the Site Selection Officer to make the decisions himself/herself.

The Site Selection Officer will need a list of everyone who will be sitting at the head table (excludes breakfasts) to ensure the hotel sets up enough chairs. Confirm if there will be any speakers that will be joining us for lunch and sitting at the head table also.

For the 2007 Conference at the Marriott we had 3 scheduled breaks. One break on Wednesday afternoon and two breaks on Thursday. Assorted soft drinks and bottled waters were served.

Entertainment

For the 2007 Fall Conference the Conference Planning Committee reviewed several options for hosting evening entertainment at locations outside of the Marriott. Some possible suggestions were:

- The Louve: Does not have openings for evening events.
- The Court Yard: Determined it was too far away from the Marriott.
- The Fine Line Building: Has no fee, however net sales must be at least \$2,500 and the location is also approximately 6 blocks away from the Marriott.
- The Target Center: When we were planning entertainment options, the Target Center did not have their games scheduled yet so we were not certain if renting a suite would be a possibility because we did not want to wait to find out the game schedules as we needed more time to plan.
- Game Works: Has 2 hours of bowling/video games with pizza for \$40 per person or \$19 per person for the pizza buffet only. Game Works requires you to provide them with a head count and then we could increase/decrease by 20% when it is closer to the time of the event.
- The Mill City Museum: Uses Domingo Catering however if we booked Mill City they are also open to the general public during our reserved time. Mill City has a 200 person capacity. They do not charge to rent the room however it costs \$7 to get in. There is a menu that we could order from and there is a cash bar. Mill City is approximately seven blocks away from the Marriott.
- The University Club (Windows of MN): This is located in the IDS building. Charges \$400 to rent the room and they require \$3,300 in food/beverage for a minimum charge plus 19% service charge and 10% tax. This building is directly across the street from the Marriott.
- The Lions Pub: They have a room that will accommodate 500 people. There is no room fee and we could order hors d' oeuvres at half price during happy hour.

President's Reception

Work with the MAFAA President to see if he/she would like the President's Reception in their hotel suite or in another location. In 2006, the President's Reception was located in the Marriott Ballroom and Four Shadow a capella group sang for entertainment. Light hors d' oeuvres were served. In 2007, the President's Reception was located in the Marriott Ballroom and there was no entertainment. However, heavy hors d' oeuvres were served. During the 2007 conference the Pre-function Room was used to host the reception and both high tables with no chairs and low tables with chairs were used. There were several comments that having no chair to sit in was not a good idea (something to consider if this is pursued in the future).

Newcomers Dinner

For the 2007 Fall Conference we tried something different by having an Interest Session strictly for Newcomers which immediately precedes the Newcomers dinner. The Interest Session was titled "Welcome to MAFAA / Newcomers Session". The presenters were the President-Elect and the Leadership Chair. The presenters discussed the Leadership program and the various MAFAA committees and officers. There were also ice-breakers at the session to allow the newcomers to get to know each other. Hosting this interest session would allow the newcomers to register for the Interest Session; learn about MAFAA; meet and greet each other; and then walk over to the dinner together. The Newcomers Coordinator used the registration answers to follow-up with each Newcomer via email prior to the conference to have the interested newcomers pre-register for the session and dinner. This was also the first year that we did not ask MAFAA members to volunteer to be a mentor to a mentee.

Other

Years of Service Awards

Contact the Past Vice President who is in charge of the Years of Service Awards. Make sure he/she is aware of this duty. Make sure you have a large table set up at fall conference to allow them to lay the awards on the table when they are doing the presentation. Also, check to see if he/she needs an overhead/screen to project the recipients names on.

Spring Conference

Registration Information

Registration Fees

In August 2007, Executive Council approved a \$10 increase in conference registration fees for the 07-08 year which were added on to the fall conference fee rate. The fees for Spring Conference are:

- \$100.00 for Current MAFAA Member (Current Year's Fee is already paid).
- \$140.00 for non-Member (\$100 for Conference Fee and \$40 for the current year's membership fee).
- \$100.00 for Retirees (Retiree fee has not been listed on website registration in the past, however this could be changed)

If registering AFTER the registration has closed or as a walk-up, a \$30 late fee is assessed:

- \$130.00 for Current MAFAA Member
- \$170.00 for non-Member (\$110 for Conference Fee; \$40 for the current year's membership fee; and \$30 for the late fee).
- \$100.00 for Retirees (Retiree fee has not been listed on website registration in the past, however this could be changed)

Website

Try to have the Registration website live by the beginning to middle of March. In 2007, we went live on March 13 although the goal was the first week in March. Work with Scott Glime, MAFAA's Web Development Officer, with testing the site before going live. In the past, Registration has closed around the 3rd Friday of the month of April. Scott will close the registration portion down on April 18, 2007. Scott will provide you with weblinks for the results of the Master List; Newcomers; Name Tags; and First-Time Attendees.

Site

Hotel

The spring conference is currently held at the Madden's Resort in Brainerd. The contract with Maddens will end in a few years however Conference Planning does not need to be involved with site selection. Site selection is left up to the Site Selection Officer and Executive Council.

Madden's priority deadline for housing in 2007 was Friday, April 6th. In 2008, the deadline was Sunday, April 6th. The Site Selection Officer will confirm the deadline each year so we can announce the deadline to the MAFAA listserv.

Meals

Meals are included in the room fee. Any commuters will be responsible for paying for their meals (this should be clearly stated on the registration website). They can purchase meal tickets at Madden's Registration desk. The Site Selection Officer will bring the menu options to the committee for the committee to vote on which meal options to serve. The committee may also just ask the Site Selection Officer to make the decisions himself/herself.

The Site Selection Officer will need a list of everyone who will be sitting at the head table to ensure the hotel sets up enough chairs. Confirm if there will be any speakers that will be joining us for lunch and sitting at the head table also.

For the 2007 Conference at Madden's, the Site Selection Officer worked with Madden's staff to have scheduled break refreshments in the Golf Villas outside of the vendor room. Assorted soft drinks and bottled waters were served.

Entertainment

Thursday morning and afternoon Activities:

In the past, Bremer Bank has sponsored a Fun Run / Walk on Thursday morning from 6:30 a.m. – 7:45 a.m. For 2008, Bremer Bank preferred to not coordinate the Fun

Run/Walk. In 2007, approximately 24 – 32 bottles of water were handed out to runners/walkers.

Prior to 2006, Thursday afternoon activities included:

- Golf Scramble – US Bank
- Fishing – Wells Fargo
- Stamping – EAC
- Pontoon Rides – Nelnet

(Having these activities being sponsored by lenders was discontinued in 2007 due to the current financial aid environment). However, Conference Planning now has the option to sponsor these activities themselves. In 2008, Conference Planning did host Bingo, Golf and Jewelry Making.

Evening Activities

Prior to 2006, Wednesday evening free time activities have included the following:

- Shot in the Dark – Wells Fargo and GLHEC
- Bingo – Student Loan Xpress

(Having these activities being sponsored by lenders was discontinued in 2007 due to the current financial aid environment). However, Conference Planning now has the option to sponsor these activities themselves. In 2008, Conference Planning hosted an evening of bowling and another evening of karaoke.

In the past, it has been common practice to have entertainment immediately following the Thursday evening banquet. Some of the entertainers in recent years have been comedians. In 2007 and 2008, they followed the comedian with a Karaoke sing-off fundraiser.

Newcomers Dinner

In the past, the newcomers were emailed and invited to a social hour prior to Wednesday's supper. In 2006, a tour and history of Madden's was given however this was not well received on the conference evaluations. In 2007, a social hour was held in one of the marketing representative's suites. This was not well received due to limited seating so the newcomers felt uncomfortable. In 2008, it was decided to not host any newcomers events however we took all members who registered as a "New MAFAA Member" (not new to Maddens) and gave them a welcome package when they arrived at registration.

Other

Leadership

Check with the Leadership Chair regarding reserving a room for the Leadership Groups Wednesday morning presentations. Remember to add time for the Leadership Chair to announce the Leadership graduates prior to the President's Welcome and the first keynote speaker beginning on Wednesday.

MAFAA Conference Session Form Example

Session Name: _____ Date: _____

Time: _____

Session Description: _____ Room: _____

Moderator: _____

Number of Session Attendees: _____

Presenter(s):

Name: _____

Name: _____

Title: _____

Title: _____

School/Business: _____

School/Business: _____

Address: _____

Address: _____

Phone: _____

Phone: _____

Email: _____

Email: _____

Presenter(s) Bio (exactly how the presenter(s) would like to be introduced by the moderator):

Speaker Fee: _____ Due: _____ (any deposits? _____)

Does the speaker want payment in full prior to the conference / at the conference / or mailed after the conference? _____

Travel Fees: _____

Other Fees: _____

Will the presenter(s) need lodging? Y / N If yes, please list all nights: _____

Will the presenter(s) need meals? Y / N If yes, please list which meals: _____

Will the traveler need transportation from the airport to the conference location? Y / N If yes, who will be transporting the presenter? _____

Who will be meeting the presenter prior to their session? _____ Where and what time will they meet? _____

Please list the presenter's cell phone number (if possible) in case of an emergency: _____

Please provide the presenter with a committee member's cell phone number in case of an emergency. Who's number was given? _____

Audio/Visual Needs:

- Overhead Projector
- Hand Held Microphone
- Lapel Microphone
- LCD Projector
- Screen
- Podium/Table
- Internet Connection
- Other

***Presenter should provide their own laptop. If not possible, please inform "Technology Coordinator" asap so we can plan for this.**

Form completed by: _____

*After completing this form, please email to "_____" (for check-off list information) and copy "_____" (for agenda information). Thank you.

2007 – 2008 MAFAA Conference Planning Committee Members

Michelle Ahrendt, Co-Chair	Gustavus Adolphus College
Nichole Lien, Co-Chair	Mayo Clinic College of Medicine
Dick Battig	Student Loan Finance Corporation
Diane Borchardt	Education Assistance Corporation
Carin Bullerman	Wells Fargo
Jessica Crotty	Rasmussen College
Scott Glime	Metropolitan State
LuGail Hamel	TCF Bank
Katie Hendrickson	South Central College / Mankato
Kerry Lurken	Dakota County Technical College
Doug Minter	Student Capital Corporation
Michelle Richardson	Sallie Mae
Nate Rosckes	University of Minnesota, Twin Cities
Jessica Sidla	Citibank
Carol Swenson	Great Lakes Educational Loans
Jo Woodward	EdAmerica

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