STLHE SAPES

Society for Teaching and Learning in Higher Education
La société pour l'avancement de la pédagogie dans l'enseignement supérieur

Conference Manual

Contents

Conference Manual Overview

This manual has been prepared and updated using previous conference manuals and reports as reference. It is intended to guide and assist conference planners in managing expectations. It is expected that this manual will become a living document in that it is reviewed and updated regularly as the Conference grows and evolves, and as needs change. It has been organized chronologically to assist you in executing a successful and engaging Conference. This manual is not meant to be an exhaustive list or recipe, rather a guide to assist in planning a STLHE Conferences based on prior conference experiences and to document our conference history as we grow as a society.

The STLHE Vice-President is the main point of contact for the Conference Organizers.

An Overview of the STLHE Conference

The STLHE annual conference has a reputation for providing a relaxed, yet stimulating setting for discussing teaching and learning issues with a broad cross-section of colleagues. The conference supports the goals of the Society by:

1. Advancing the scholarship of teaching and learning in higher education
2. Providing a forum for the exchange of ideas and information on post-secondary teaching and learning
3. Celebrating teaching excellence and educational leadership
4. Contributing to the professional development of its members

The conference continues to encourage and facilitate the improvement of teaching and learning in postsecondary education in Canada.

The first STLHE conference was held in 1981 and was hosted by the University of Guelph. Since that time, the Society's Board of Directors has paid careful attention to location by deliberately rotating the conference between different geographic locations in Canada according to the following formula— Eastern Canada, Central Canada, Western Canada, Central Canada, and so on. The Conference is held over 2 ½ weekdays in June, preceded by a day of Pre-Conference workshops and meetings.

The conference is rich with information, presentations, events, and people. The program includes keynote sessions, but the main focus is on small group discussions, workshops, roundtables, panels, demonstrations, and other interactive presentations. The STLHE Board of Directors strongly recommends that an interactive component be built into the conference call for proposals.

The conference theme usually focuses on a hot topic of interest or a particular aspect of teaching and learning in higher education in order to enhance understanding and contribute to the advancement of knowledge. This theme will also influence the decision-making of the peer reviewers and judges of the poster contest. As the Society has grown, participation at the annual conference has grown. Faculty, administrators, educational developers, and students from Canada, the United States and many other countries around the world attend the conference. Several streams are interwoven over three and a half conference days through pre-conference workshops and concurrent sessions.

The conference also provides many benefits for the host institution(s); mainly, it focuses attention on the local teaching and learning centre and the critical role it plays in planning the conference. It also gives local faculty and students an opportunity to share their teaching scholarship and engage in professional development.

Environmental Footprint

The "greening" of an STLHE conference involves three basic goals:
1. Minimize waste generation and use of energy
2. Transform thinking and action on environmental issues
3. Establish lasting environmental legacies

The aim is to organize a successful conference while keeping in mind principles of environmental sustainability. Make every effort to minimize the use of plastics and non-recyclable materials by providing delegates with environmentally-friendly alternatives. This also includes not printing the full program for every delegate.

STLHE Conference Monthly Planning Calendar

Before the STLHE Conference (these are just guidelines)	
February	• Hire a Conference Coordinator or appoint a Conference Chair(s) • Form the Conference Organizing Committee and begin regular meetings • Begin fundraising/sponsorship • Book space for plenary sessions • Reserve a venue for the banquet
March	• Design a conference logo
April	• Establish conference contact information • Prepare promotional materials for June STLHE conference presentation • Prepare and submit ad for inclusion in June STLHE conference program
June	• Attend June STLHE conference • Promote next year's STLHE conference
July	• Send letter from Vice-President (Academic) to all deans, directors and department heads on campus requesting support with conference planning and preparations • Encourage participation among local faculty and graduate students
August	• Arrange translation service for printed material, if required • A translation grant of $1,000 is provided by the STLHE
September	• Site visit by STLHE President and Vice-President (provide updated budget prior to visit) • Publicize the STLHE conference on your campus • Organize conference sub-committees and outline their responsibilities • Submit final budget to the STLHE Vice-President (after Site Visit) • Submit STLHE conference advertisement to POD Network for insertion into their conference program • Sponsorship coordinator contact STLHE Chair of Partnerships to coordinate discussion of sponsorship
October	• Meet with the Conference Organizing Committee and senior administration • Email call for proposals to current STLHE members, local, national and international organizations; post to the STLHE and IDO listservs • Send publicity letters to sponsors • Use site visit to promote the conference internally launch conference website and add content as it becomes available
November	• Post the call for proposals to the conference website • Select host hotel(s) and block 125 rooms for conference delegates • Reserve a block of on-campus overnight accommodations • Select official airline and acquire a convention number for discounted fares • Send the call for proposals to all senior administrators on campus with a request to circulate the information within their academic unit in order to promote the conference to faculty and staff • Send conference announcement and call for proposals to teaching-related listservs • Recruit a team to review the proposals submitted. • Post travel information and overnight accommodations information to the website.
December	• Mail conference information to potential exhibitors and sponsors • Celebrate current accomplishments with your organizing committees

Year of the STLHE Conference	
January	• Set deadline for pre-conference workshop proposals to mid-January • Send email reminders to STLHE and IDO listservs • Reviews of pre-conference workshop proposals • Promotional materials distributed to campus faculty • Speaker(s) for opening and closing plenary sessions selected/confirmed • Set deadline for concurrent session proposals to end of January • Email reminder of upcoming deadlines throughout the month of January
February	• Review proposals and make recommendations • Meet with STLHE Vice-President to vet proposals and discuss issues and concerns of the organizing committee • Notify pre-conference workshop leaders of review committee's decision • Hang conference posters at various locations across campus • Confirm registration fee schedule
March	• Notify workshop leaders of review committee's recommendations • Set deadline for receipt of workshop descriptions for the conference program • Select an official tour company (if any) • Post conference schedule to the website • Fine tune catering plans • Set early registration deadline for exhibitors to end of March • Distribute the conference posters and other promotional materials nationally and internationally • Contact STLHE Administrator, Chair of EDC, and Chair of Council of 3M National Teaching Fellows, Chair Partnerships for June meeting requirements (e.g., SIGs), Chair Adwards
April	• Send reminder of early registration deadline via the listservs • Send a letter to all campus faculty and staff regarding conference registration • Publicize subsidy for campus faculty and staff • Early conference registration deadline is end of April • Order conference bags, t-shirts, and other promotional materials
May	• Collect tourism posters and brochures for display • Meet with audio-visual staff to finalize equipment requirements • Prepare volunteer work schedules and finalize recruitment • Send conference program to printing • Post a PDF of the full conference program to the website • Contract shuttle service (if needed)
June	• Schedule registration desk staff • Prepare and stuff registration kits • Set up exhibitor space and registration desk in a central location • Post directional signs on campus grounds • Implement full conference program
September	• Repay STLHE loan if borrowed (see Letter of Understanding) • Submit all revenues, including STLHE and EDC membership dues as part of conference registration to STLHE Administrator

18 – 24 Months before the Conference

- Submit completed proposal to the STLHE Board (through the Vice-President)
- Once proposal is approved, hire a Conference Coordinator OR appoint a Conference Chair(s)
- Form the Conference Organizing/Steering Committee and begin regular meetings
- Begin sponsorship drive
- Book space for plenary, concurrent sessions, and meetings - normally Tuesday evening (with Tuesday as pre-conference day) to Friday early afternoon. This has been found in recent years to significantly reduce attendee attrition on the last day.
- Reserve a venue for the banquet

Submitting the Formal Proposal

Commitments from Hosting Institutions: Prior to submitting a proposal to host a national STLHE conference it is essential to identify and confirm commitments from key players such as senior administrators in all institutions planning to act as conference co-hosts or partners. Ideally, this should be done at least two months in advance of preparing the proposal to host the conference (21 months in advance of the conference itself).

The first step to hosting a conference is to submit a formal proposal (see Appendix A—Sample Proposal to Host the STLHE Annual Conference) to the STLHE Board. The proposal will then be circulated to the Society's Board of Directors for their consideration and approval.

Determining Factors

The STLHE Board of Directors takes into account the following determining factors when reviewing a formal proposal:

Proposal Components	Meets STLHE Standards/Values	Promotes STLHE Values	Not Present
Rationale for host site			
Accessibility			
Attendance			
Benefit to host institution(s)			
Appropriateness of theme			
Rationale for theme			
Appeal of theme			
Adequate meeting space			
Technical support availability			
Overnight Accommodations rates			
STLHE Banquet previewed			
Proposed budget (including STLHE Administration Fee)			
List of expenses			
Registration fees for participants			

Other Important Considerations
   1. Has/have the institution(s) hosted a conference in the past?
   2. Is the university or college a current institutional member of STLHE?
   3. Is the institution able to promote STLHE membership within its communities?
   4. Is the theme relevant to teaching and learning and will it interest current STLHE members?
   5. How long will conference run?
   6. Will it be expensive to travel to the host city?
   7. Is there reasonable and adequate on-campus overnight accommodations?
   8. Are regional collaborations/partnerships being promoted?

For the first time, in 2012, a consortium of post-secondary institutions co-hosted the conference. If the municipality is home to more than one institution it may be advantageous to consider this option.

Proposed Budget

A proposed budget (see Appendix B—Proposed Budget Template) must accompany the formal proposal using the excel spreadsheet. If the proposal is accepted, a revised budget will be required the September before the conference, after more in-depth planning has occurred. The final report should contain both the projected budget and the actual figures.

STLHE Administration Costs

STLHE incurs costs for the conference that should be built into the budget, current cost projections are $10,000 which includes 2 STLHE Board members to attend a pre-conference Site Visit (typically the President and Vice-President), the costs for the STLHE Administrator to attend the conference (including travel), the costs associated with meals/room for the STLHE Board meeting, and complimentary conference registrations for STLHE sponsors and partners (i.e., 3M, MAGNA, POD).

Projecting Attendance

In order to set a realistic budget, it should be based on registrations on 500 participants attending the entire conference, and 100 attending the pre-conference, which are the average registration numbers over the past several years (see Appendix C for past conference attendance numbers).

Setting the Registration Fees

It is vital that the conference continue to be reasonably priced. It is a goal of the STLHE Board to keep overall registration fees for the full conference to a reasonable amount – between $450-550 per STLHE member, with reduced rates for students. There should be higher fees for registrants who are not STLHE current members, with the differential then given to STLHE along with a list of these registrants, who are then automatically made new members. (The only exception to this latter guideline is the daily rate, which does not include membership.) Set the daily rate so that when the daily rates are added together they are more expensive than the full-conference rate of the non-institutional member conference fee

When setting the registration fees, the following factors should be considered:
   • attendance at previous conferences
   • registration fees offered at previous conferences (see Appendix D)
   • ability of the host institution(s) to attract delegates to the region
   • financial realities of the host institution(s)
   • separated fee for the banquet
   • current economic climate in Canada

In addition,

1. All presenters must pay registration fees before the early bird deadline. Failure to do so will result in forfeiting their slot in the conference program.
2. Delegates pay an additional registration fee for each Pre-Conference workshop they attend.
3. The student registration fee is usually set at a reduced registration fee, and should at least cover the cost of food and other hard costs.
4. The host institution may consider offering their faculty and staff a discounted registration fee to encourage strong campus representation.
5. Plan for several complimentary conference registrations; the list will be provided by STLHE.

Letter of Understanding

Once the proposal has been accepted, a formal letter of understanding (see Appendix D—Sample Letter of Understanding) will be drawn up and signed by the host institution(s) and the Society.

Conference Planning Committees

Once it is determined you are hosting the conference it is imperative to strike an Organizing Committee at least one year prior to conference. This committee typically meets monthly until approximately one year prior to the conference; from then on this committee meets bi-monthly or as required. The Organizing Committee includes representatives (the chair or a designate) from the working committees, among others, and should include at least one member from each partner institution (if applicable).

It is recommended to create additional committees to assist the Organizing/Steering Committee in their work. Typically, these committees elect their own Chair who reports back to the Organizing Committee. To create a committee, it is recommended that the Conference Chair or Administrator sends out an invitation for people to join various committees, attend the first meeting to provide background to the conference and describe the work of the committee, and respond to questions. The STLHE Conference Administrator is the liaison to all committees for ongoing support.

Dependent on local needs you may need to create additional committees, combine, or not use some of the committees listed below:

Recommended Committees, Memberships, Responsibilities, and Timelines

ADMINISTRATION	RESPONSIBILITIES
Conference Chair or Co-Chairs	• Oversee all conference planning activities including the budget • Conference report to STLHE • Provide recommendations to update the Conference Manual • Manage the workload of the Conference Administrator
Conference Administrator	• Manages <u>all</u> conference planning activities (conference website, online registration, registration fees, busing, budget, etc.). • Liaise with STLHE Vice-President, STLHE Constituents (3M Council and EDC), Chair of Partnership regarding Special Interest Groups for meeting requirements and LOA/MOU obligations (e.g., advertising in program), and Awards Chair (awards presentations, requirements) • Compilation, design and printing of program • Overall Conference Evaluations

COMMITTEE	RESPONSIBILITIES	TIMELINE FOR COMMITTEE WORK
STEERING COMMITTEE **10 members**	• Provide creative input to conference chair • Recruitment for planning subcommittees • Theme	Monthly meetings (as soon as proposal has been accepted) Bi-Monthly meetings in May and June
PLENARY SPEAKERS COMMITTEE **7 members**	• All arrangements concerning plenary speakers	February (16 months prior to conference)

COMMITTEE	RESPONSIBILITIES	TIMELINE FOR COMMITTEE WORK
BILINGUALISM & TRANSLATION COMMITTEE **7 members**	• Oversee and guide conference translations • Translate large portions of the website ($1,000 translation grant covers some, but much will need to be translated by committee members) • Quality Control • Simultaneous translation (if $ available)	June prior to conference
PROGRAM COMMITTEE **6 members** *Need to recruit about 65 reviewers*	• Call for proposals • Selection of pre-conference workshops • Poster and concurrent sessions • Selection committee to peer review all submissions • Proposal handling • Track submissions • "Walk & Talk" sessions/Tours of learning spaces-activity, no fee • Room assignments and AV requirements • Assigning volunteer chair to each session • Evaluation of sessions using reviewer rubric • Liaise with Conference Administrator regarding the compilation, design and printing of program	September prior to conference
SOCIAL MEDIA/PROMOTIONS COMMITTEE **6 members**	• Develop strategies for encouraging local participation • Internal promotion Connect participants in advance. Twitter, Facebook, etc…	January prior to conference (6 months)
REGISTRATION & ACCOMMODATIONS COMMITTEE **6 members**	• Conference web site • Online registration • Registration fees • Name tags • Conference packages • Registration desk • On/Off-campus accommodations • Host city Info • Consult Tourism Office	April (15 months prior to conference)
IT COMMITTEE **5 members**	• AV requirements for plenary • AV requirements for sessions • Streaming of plenary • Keynote needs	January prior to conference (6 months)
ENTERTAINMENT/SOCIAL COMMITTEE **8 members**	• Welcome event for new participants • Entertainment at opening reception • Tours/Excursions • Closing banquet	January prior to conference (6 months)
VOLUNTEERS/HELPERS	• Recruit & train volunteers & helpers	November prior to

COMMITTEE	RESPONSIBILITIES	TIMELINE FOR COMMITTEE WORK
COMMITTEE **5 members**	for AV support, campus directions and other duties • Recruit registered conference delegates to help 1-2 hours • Name tags • Conference packages and giveaways • Registration desk	conference
SPONSORS & EXHIBITORS COMMITTEE **4 members**	• Sponsorships • Exhibitors • Corporate partners	July prior to conference

Plenary Sessions and Keynote Speakers

The conference typically includes two or three plenary sessions: keynote speakers open the first and could open the second day of the conference, and on day three the newest cohort of the 3M National Student Fellowship takes the stage as the closing plenary.

1. The conference theme will determine the keynote speaker(s) you choose, as will their personal availability. The proposed budget will have a bearing on the amount you can afford to pay the speaker(s). Depending on the speaker, you may be able to negotiate the rate.

2. The keynote speaker is an effective way to attract people to the conference. Try to confirm your keynote speakers well in advance and maintain regular communication with them from the outset. Advertise keynote speakers by listing their name, title of session, photo, and a brief biography on the website as soon as possible.

3. Assign one person the responsibility for regularly communicating with your keynote speaker(s) and assisting with their needs.

4. One week before the conference begins, double-check schedules, timing and equipment needs. If PowerPoint is being used during the presentation, ask the keynote speaker to send the file in advance. Save it to a laptop computer for use during the presentation and as a backup.

5. Recommend that keynote speaker(s) meet with your local audio/visual crew and production coordinator at least one hour before the presentation to see the room set-up, test the equipment and run through the presentation (if desired).

15 – 17 Months before the Conference

- Develop the conference website
- Establish conference contact information
- Reserve blocks of overnight accommodations
- Contact air and ground travel carriers for discounts

Website Development

Development of the conference website should be done as early as possible and remain an ongoing component of the process right up to, and during, the conference itself. The importance of having an informative website cannot be overstated; the earlier a hosting institution can get their website designed and functional the better. This should definitely be set as one of the early priorities.

While the look and feel of the website is influenced by the theme of the conference, there are some consistencies which should be observed (review previous conference websites is recommended): an overview of the schedule of events for the pre-conference and the two-and-a-half days of the conference; information on registration fees; plenary speaker(s) biographies; information for presenters; a list of sponsors; a list of award sponsors (the STLHE National sponsors); information about tours and tourism; a campus map; FAQs; and contact information. The promotional video and a welcome message should also be embedded on the site.

Set up Conference-specific Email Accounts

Once the conference website has gone live there will be increased email correspondence about everything relating to the conference. It is highly recommended that a dedicated conference email account (e.g. stlhe20xxsapes@youru.ca) be set up, to be administered and monitored by the conference administrator, in order to deal with conference matters. This will also ensure that the email accounts of STLHE Administrators, the conference chair and administrator are not overwhelmed with questions specifically regarding the conference.

Also consider an email dedicated to the review process (e.g. stlhe20xxrev@youru.ca). Proposals being reviewed can be sent to and received from reviewers without clogging the conference email account.

After the conference registration has gone live, an effective approach to handling the numerous questions that will arise is to assign one person to handle those questions.

Overnight Accommodations: Hotels, Residences

Whether the conference will be held on campus, hotel, or in a convention centre, it is important to reserve blocks of rooms early (at least one year in advance), and to book rooms in a variety of configurations and price points. The conference is typically held at the beginning of tourism (and wedding) season; conference delegates deserve to have the best choice!

If the conference is not held at a host hotel, then hotels, residences and other overnight accommodations should be within a manageable (i.e. 5 – 20) minute walk from the conference venue. This will give the conference registrants the opportunity to stretch their legs, as well as to reduce the conference's carbon footprint.

Sponsor hotels and residences often offer a "conference rate" and reservation code for conference participants. Make special mention of codes, prices and booking instructions on the conference website.

Also consider listing alternative overnight accommodations (e.g. Bed & Breakfasts, boutique hotels) on the website that participants can book themselves.

Air and Ground Travel

Contact airlines and train for group travel discounts. This is a simple process and benefits delegates traveling from far away to the conference. Via Rail can be a practical alternative for travel in central Canada. The discount is usually offered as the "best available fare" at the time of booking.

Post any special discounts, codes and reservation instructions on the conference website as soon as they are confirmed. Conference delegates are anxious to book their travel arrangements early and will usually start investigating well in advance – sometimes even before they register for the conference.

Travel carriers will usually extend the discounted period to several days before and after the conference, making it easier for participants to take part in the pre-conference, extra meetings or just for vacation time in the host city.

12 – 14 Months before the Conference

- Design a conference logo
- Prepare promotional materials for June STLHE conference presentation
- Prepare and submit ad for inclusion in June STLHE conference program
- Attend STLHE conference in June
- Promote next year's STLHE conference

Initial Promotion

The Organizing Committee, particularly the Social Media/Promotions Committee, is integral in the early stages of conference planning. The immediate tasks at hand include promoting the conference at the STLHE conference the year prior as well as getting a website designed and functioning.

The Social Media/Promotions Committee begins work approximately 16 months before the conference. Early priorities include:

- The story-boarding and production of a promotional video to be played at the STLHE conference the year prior, and which can be showcased on the conference website

- The design of a conference logo. Logo design should reflect the conference theme and serves as the conference brand

- The design of a pdf promotional poster that can be sent through email

It is important to send a small delegation to the conference the year prior and have the delegation stay for the entire conference. The purpose is twofold: 1) to showcase the event in order to garner interest and, ultimately, attendees, and 2) to gain insight into the execution of a large conference. A small amount of promotional "swag" should be accounted for in the conference budget for this purpose. Typically, the next conference is provided with a table where the group can respond to questions, provide conference and tourism information. In addition, the next conference is provided a 5 minute timeslot for the organizing committee during one of the plenaries or banquet.

Opening Reception

The opening reception takes place in the evening, following a day of pre-conference workshops and meetings, and usually sets the tone for the rest of the conference. Brief and well-chosen remarks from the host Senior Administration can add momentum to the evening. Musical entertainment is often provided, but is not mandatory. Projecting attendance at the opening reception is tricky, however allow for approximately 300. Some people will expect to make a full meal from the food served, however, be aware of budgetary issues and keeping costs down.

Banquet

Conference organizers have tried to give delegates a taste of their local culture when planning the banquet. Venues have ranged from downtown hotel ballrooms, to theme parks, to Maritime kitchen parties. If the conference banquet is held off campus, shuttle service to the venue and back to hotels and campus should be arranged. The banquet costs are separate from the conference fees and individuals who attend the banquet pay a separate fee.

Awards Celebration

STLHE sponsors several award programs, most of which have award sponsors. The award presentations provide the Society an opportunity to celebrate and recognize the winners of the current STLHE Awards. These award presentations are planned with the STLHE Awards Chair. Each of the awards are divided across the STLHE conference program, for example the 3MNTF is given out during the opening plenary, the STLHE Volunteer Award during the STLHE AGM, etc. A complete list of the awards currently sponsored by STLHE can be found online at http://www.stlhe.ca/awards/

Catering

A typical conference has the following catering requirements:

1. The STLHE Board of Directors all-day meeting
2. Pre-conference workshops includes lunch and nutrition breaks
3. The opening reception
4. Conference includes breakfast, nutrition breaks in the morning, and lunch
5. The main conference banquet (a separate fee for service)

Previous conferences have had sponsors cover the cost of food and/or had only 1 break during the day. The overall goal is to minimize the actual costs that participants entail for food as these costs make up the bulk of the registration fees.

Sponsors and Exhibitors

Fiscal realities in the modern post-secondary environment are such that it has become important to attract sponsors to supplement conference revenue (see Appendix F for a sample letter for sponsors). Past sponsors have included Steelcase, Pearson, and Nelson. Please be aware that the sponsorship committee cannot solicit sponsors before the current conference has closed (STLHE 2017 cannot contact sponsors until STLHE 2016 is over).

Sample levels from STLHE 2014

Conference Sponsorship Levels	Platinum	Gold	Silver	Bronze
Complimentary Registration	Two registrations ($1,100 value)			
Facilitate or host a session	Yes	Yes		
Logo on Conference T-Shirt	Yes	Yes		
Recognition at speeches & events	Yes	Yes		
Signage at Conference	Yes	Yes	Yes	
Information at Registration Table	Yes	Yes	Yes	
Raffle Tickets	Yes	Yes	Yes	Yes
Exhibitor table	Yes	Yes	Yes	Yes
Logo on Conference website	Home Page	Home Page	Sponsorship Page	Sponsorship Page
Online program	Yes	Yes	Yes	Yes
	$10,000	**$5,000**	**$2,000**	**$1,000**

Important Considerations

1. Within the Sponsorship Committee, designate one individual to be in charge of sponsors and exhibitors who is experienced at working in the corporate world. Sponsors expect invoices and clear contingency plans.
2. Consider "in-kind" sponsorship. In 2014, University Affairs provided an advertisement in the print and online versions of their magazine, and the estimated value was $3,500. They also paid for half of the costs of the coffee mugs.
3. Local donations are also helpful in containing costs, for example having the campus bookstore donate bags that delegates can use, or having different departments at the host institution donate pens, etc.
4. Sponsors contribute generously to the conference; in return they expect delegates to visit their displays. Offer a visible space that enables participants to circulate easily among the sponsors. Consider holding another event (e.g. the poster session) or enticement (such as refreshments) in the same room, at the same time. Encourage participation by offering raffle tickets to the sponsors to hand out to those who visit the tables. As the combined event (sponsors' exhibits and poster session, for example) will generate a significant amount of interest, and because the sponsors deserve the recognition, hold the sponsors' event in a large space, bearing in mind the fire regulations for the room.
5. Consult with the STLHE Partnerships Chair about ideas for sponsorship that may have short- and long-term benefits or impact for future conferences and existing partnership arrangements.

The Sponsorship Letter

When writing to ask for a donation, including the following details:

1. Information about the host institution.
2. Information about STLHE.
3. Explanation of the conference theme.
4. Potential impact of conference, e.g. exposure to approximately 500 leaders in the field of higher education from across North America and abroad.
5. Sponsorship opportunities, e.g. conference bags, pens and note pads, name badges/wallets, program booklet, reusable water bottles, reusable travel coffee mugs, t-shirts for volunteers, opening reception, resource/poster session and reception, nutrition breaks, lunches, and the awards banquet.
6. Sponsorship benefits, e.g. tax receipt for cash donation, logo in conference program, a conference t-shirt, ad in conference program, logo on sponsored item, tickets to the banquet, or a display table.

Exhibitors

STLHE welcomes exhibitor displays during the conference. Tables are available at the cost of **$500.**

Marketing and Publicity

The Society assists a great deal with the publicity and promotion for the annual conference through its website, listservs, and various publications. This helps a great deal and makes the job of the host(s) institution much easier.

How and Where and to Advertise
1. Use the conference logo on all promotional materials such as business cards, postcards, bookmarks, sponsored items, and the conference website.
2. Send an email announcement to STLHE, POD, HERDSA, and ICED via their listserv. Contact the STLHE Administrator for assistance.
3. Advance publicity, internally and externally, impacts attendance, so get the word out as early and as often as possible to generate interest and gather support. Provide frequent updates on conference preparations, and send out reminders of proposal and registration deadlines. If possible, have your institutional marketing write an article or two about the conference.
4. Design posters to provide advance information about the conference.
5. Advertise in the STLHE monthly emails.
6. Know what the lead-times are for translation services, printing and news media.

Conference Bag (if using)
The conference bag should be as practical and inexpensive as possible and should display the conference logo. The bag should not be expensive or elaborate, but practical in terms of size and portability. These bags do not require the STLHE or conference logo.

Conference T-shirts or Identifier
Everyone connected with the conference should wear a T-shirt or identifier, imprinted with the conference logo and potentially gold sponsors. This is an excellent way for delegates to recognize people associated with the conference. Any surplus T-shirts can be sold during the conference.

Special Meetings

To be inclusive and mindful of the needs of the diverse groups that are part of STLHE, time and space should be made available during the conference for various groups within the Society. Please be aware that the special meetings listed below are current as of 2014 and additional special meetings might be requested, if in planning the conference you are unsure whether to schedule a meeting, please check with the STLHE Vice-President.

STLHE Board of Directors

1. The Board of Directors holds its semi-annual face-to-face meeting immediately prior to the Conference.
2. Book a meeting room that can accommodate approximately 20 people.
3. A data projector, internet access, and video conference (STLHE uses CISCO WebEX) capabilities is required for the meeting.
4. A light breakfast, lunch, and two nutrition breaks will be served. Please contact the STLHE Administrator Tim Howard to discuss catering requirements.

STLHE Annual General Meeting
1. The STLHE annual general meeting is held during the lunch break on the second day of the conference.
2. The meeting room should be located near the catering for the lunch break and allow participants to bring their lunch into the meeting.
3. The meeting room should be equipped with Digital projection, audio, and internet connections.
4. Contact person is the STLHE Secretary.

Educational Developers Caucus (EDC)

The EDC typically holds three meetings during the conference:
1. EDC Executive Meeting—normally held during the lunch hour on the day of the Pre-Conference.
2. EDC Annual General Meeting—normally held in the afternoon on the day of the Pre-Conference. 1½ hours are required. A room large enough to hold 75 people should be reserved. No catering required, unless authorized by the EDC Chair as they pay for this food. Contact the EDC Chair, for more information.
3. Starting in 2014, National Teaching and Learning Centres' Leaders were invited to attend a meeting to inform professional practice, in day to day work and in supporting each other's leadership.

Council of 3M National Teaching Fellows

1. The 3M Council Executive Face-to-face Meeting is held on the morning of the preconference. Meeting room requirements include video conferencing (STLHE uses Cisco WebEx) capabilities. Contact the Chair of the Council of 3M National Teaching Fellows
2. The AGM for the Council is held in the afternoon of the Pre-Conference, contact the Chair of the Council of 3M National Teaching Fellows for more information.
3. A "Beginning the Journey" session is organized for the new cohort of 3M National Teaching Fellows during the conference. Contact the 3M National Teaching Fellows Award Coordinator
4. The Council will organize a reunion dinner for 3M National Teaching Fellows for Council members and their guests. The local organizers might be asked to help book a suitable venue and arrange for catering. All food expenses are paid by 3MNTF.

3M National Student Fellows
1. The 3MNSF typically have a one day retreat where they meet for the first time and plan the closing plenary. Typically held on the pre-conference day. Contact the 3MNSF Coordinator.

2. Depending on the cohort, they might need space during the conference to "rehearse" the closing plenary.
3. A light breakfast, lunch, and two nutrition breaks will be served. Please contact the 3MNSF Coordinator to discuss catering requirements. All food related expenses are billed to STLHE.

Special Interest Groups (SIG)
A special interest group may request a time slot and room booking during the annual conference to hold a business meeting. A SIG meeting should not conflict with meetings of the STLHE, Council of 3M National Teaching Fellows or the EDC as many of the participants overlap. SIG meetings can be scheduled at breakfast, lunch, or alongside pre-conference workshops and concurrent sessions (in consultation with the SIG Chair). Notice of these meetings should be included in the print and online conference program and on the conference website.

Currently, the STLHE has the following special interest groups which are invited to have a general meeting and as part of that meeting they may choose to host a non-peer adjudicated plenary (concurrent session):
1. The College Sector Educators Community (CSEC)
2. Teaching Assistant and Graduate Student Advancement (TAGSA)
3. Scholarship of Teaching and Learning (SoTL Canada)

Each year, the STLHE receives requests to form a special interest group under the Society's umbrella. Check with the STLHE Chair of Partnerships for more information on new SIGs.

Vice-Presidents Teaching and Learning/Senior Administrators
1. Typically this group meets for a full-day on the pre-conference day and hosted by the local senior administrator.
2. A light lunch, and two nutrition breaks will be served.

9 – 11 Months before the Conference

- Send letter from Conference Chair(s) to all deans, directors and department heads on campus requesting support with conference planning and preparations
- Encourage participation among local faculty and graduate students
- Arrange translation service for printed material, if required
- A translation grant of $1,000 is provided by the STLHE
- Publicize the STLHE conference on campus
- Organize conference sub-committees and outline responsibilities
- Send the call for proposals to all senior administrators on campus with a request to circulate the information within their academic unit in order to promote the conference to faculty and staff
- Send conference announcement and call for proposals to teaching-related listservs
- Post the call for proposals to the conference website
- Submission of the revised budget

Call for Proposals

Circulating Notices

The call for proposals should be finalized by mid-October, and circulated in both official languages by the end of October or early November to the following groups:

- STLHE members
- STLHE listserv
- IDO listserv
- external organizations such as HERDSA, POD and SEDA
- centres for teaching and learning in Canada and the United States

The deadline for submission of proposals should be set to mid-January. It is not uncommon for the deadline to be extended by one week if necessary. All proposals must be submitted electronically online.

General Information

All submissions must indicate the submission title and the type i.e. pre-Conference workshop (half day or full day), concurrent session (short interactive workshop or research paper presentation), pedagogical speed-dating/cracker-barrel discussion, or a poster session.

Author(s)

The first author/presenter will be considered the contact for all further communication. It is up to this author to inform co-presenters of abstract submission acceptance decision. The first author must provide his/her full name, organization, department/division, position, country, and email address (required). This author must also indicate the number of co-presenters who are going to present or who are listed as authors on the session. The full name, organization, department/division, position, country, and email address of each co-presenter must be provided. Information may be provided for up to four co-presenters.

Topic Areas

To help match submissions to reviewers and sessions, presenters are asked to select one or more area(s) most applicable to the submission. It is expected that Teaching Assistant/Graduate Student will be a key topic aera, and other topics may include: Research; Teaching practices; Learning environments; Language, culture, and disciplines; Learning support services, etc.

Submission Description

The Submission Description should include an abstract and keywords that describe the session. The maximum number of words for the submission description is 400. Abstracts should include the purpose of the session, methods to be used in the session, and what the participants will learn from the session, that is, the expected outcomes. Abstracts for posters session should include the purpose of the paper, methods used in developing concepts or research, outcomes and important conclusions.

Note: Instruct authors to remove all identifying information (institution, location, authors, etc.) from the abstract *prior to submission*.

Communication

Each submission will be peer reviewed (blind) by two independent reviewers. Outcomes of this review will be emailed to the first author/presenter. This individual should inform all co-presenters of the outcomes.

Pre-Conference Workshops

1. Pre-conference workshops should feature new teaching and learning techniques or insights.
2. The number of pre-conference workshops offered is dependent upon the response from the call for proposals and the number of conference registrations.

3. Book rooms that seat approximately 20 people per workshop, unless the facilitators have indicated differently. On average, sessions have between 8-20 participants.
4. Pre-conference workshop leaders pay the regular Pre-Conference fees and volunteer their time and expertise for their workshops. The fees collected offset the full costs of the conference.
5. Plan for and offer different workshop streams, i.e. educational developers, administrators, teaching assistants.
6. Allocate space for a francophone workshop (if requested).
7. If a pre-conference workshop involves a physical activity (e.g. canoeing, hiking, kayaking), limited registration is often required. Discuss this with the workshop leader.
8. Pre-conference workshops have been cancelled due to lack of participation (typically 4 or less registered participants), but this is a rare occurrence.

Concurrent Sessions
The concurrent sessions are the heart of the conference and delegates highly value those that are interactive in nature. It is important to ask presenters to be specific about how session time will be utilized and what the expected outcomes will be through the inclusion of learning outcomes as well as the percentage of time that will be used to make use of particular techniques. Concurrent sessions may take the form of a panel, roundtable, interactive workshop, short research presentations, posters, etc. Sessions may range in length from 20 to 30 minutes for research presentations to 60 to 90 minutes for workshops, roundtables and panels. Consider a range of session types for the call for proposal process.

Bilingual Abstracts
Bilingual submissions should be encouraged. If a bilingual session is accepted for inclusion in the program, it should be printed in the same language that it will be presented.

3M Welcome to My Classroom
3M Teaching Fellows are invited to propose sessions to showcase how they engage undergraduates in the classroom. The goal of each of these sessions is to replicate a "class" in their subject area. They provide time at the end of the session for reflection on the techniques and strategies used during class – why they teach the way they do.
1. Submissions for this session will be submitted through the regular conference submission process. Each proposal will be identified when submitted as *Welcome to My Classroom* in the title.
2. After all the submissions have been received the *Welcome to My Classroom* ones will be sent to the STLHE conference reviewers and at the same time will be sent to the 3M Council Chair who will have reviewers vet the submissions using the same rubric template as all conference sessions. The 3M Council Chair will inform the Conference Chair of the sessions that were accepted (maximum of three) as *Welcome to My Classroom*.
3. Those peer reviewed as accepted for the conference by the conference reviewers, however are not accepted for the Welcome to My Classroom session will be invited to participate in the regular conference

Cracker Barrel/Pedagogical Speed-dating, etc.
In this format, each session is repeated three times in a 75 minute period. Each table has a sign with the session number and there are 6-8 chairs around each table. Conference attendees receive a handout as they enter the room that lists all table numbers, names and titles of presentations. Presenters are given special instructions prior to the Conference. After 20 minutes, when the bell rings, participants move on to another table, and the presenter repeats the presentation to a new group. This format needs a large space or a series of smaller rooms with sessions that are grouped together (i.e., all the international teaching sessions in one room).

Optional Excursions

Delegates appreciate the opportunity to do some sightseeing before and after the conference, and at the end of a conference day, when time permits. A densely packed program leaves little time to explore the city, so try to accommodate requests in the following manner:

1. Provide a list/websites of local activities and attractions so that conference delegates can make plans on their own, with their family, or with other delegates.
2. Consider having teaching and learning excursions that emphasize an aspect of a course activity (field study), or a program/service/resource available to instructors (distance education and technology, faculty-specific support centre).
3. Offer recreational excursions during or immediately after the Conference, such as dinner at a restaurant, an early morning jog, a tour of a building, or a trip to a local attraction.
4. Recreational "Walk and Talks" such as Tai Chi Chuan, or walks to highlight specific parts of host institution, such as special gardens or views may be of interest.
5. Consider having a couple of organized sightseeing opportunities, such as a boat cruise, or tourist attraction as part of the registration system.

Important Considerations

1. Schedule excursions to not conflict with other conference events. Consider the time people need to get ready for an excursion and also make it to other conference events.
2. Aim for a mix of short (1 hour), medium (3 hours) and longer events so that there is something for everyone. Include a range of options (free, inexpensive) and for people of varying interests to encourage social connections during the Conference.
3. Ask for the minimum (and maximum) number of participants needed to run an excursion or local event, and how much advance notice is needed for the excursion to take place.
4. Be aware of the host university's institutional policies and timeline for payment, as well as what paperwork is involved. This can be key when organizing tour as deadlines vary dramatically.
5. Post the most up-to-date information at the registration desk. Inform delegates who have signed up for the trip to check with the registration desk to confirm that the trip will take place. Make announcements if possible, and/or put posters up where conference traffic is heavy.
6. Emphasize local specialties, i.e. organized meal on the free evening at a local restaurant.
7. Post tour information to the conference website and include links to local tour companies. Have associated brochures and maps available at the registration desk.

6 – 8 Months before the Conference

- Site visit by STLHE President and Vice-President
- Meet with the Conference Organizing Committee and senior administration
- Email call for proposals to current STLHE members, local, national and international organizations. Post to the STLHE and IDO listservs
- Send publicity letters to sponsors
- Use site visit to promote the conference internally
- Set deadline for pre-conference workshop and concurrent session proposals to mid-January
- Send email reminders to STLHE and IDO listservs
- Recruit a team to review the proposals submitted
- Post travel information and overnight accommodations information to the website
- Mail conference information to potential exhibitors and sponsors
- Celebrate current accomplishments with organizing committees

Registration System and Software

The registration system is one of the most important components of the conference. It is here that participants will go to register for the conference, choose their Pre-Conference workshops, add optional events, and indicate dietary restrictions and accommodations for accessibility. It must be clear and easy to use. We are currently using Wild Apricot for the STLHE Membership and piloting for STLHE 2016, please contact the STLHE Vice-President for current information.

Be certain that:

1. Dates are assigned to open and close online registration
2. Set a cancellation deadline—usually two weeks before the start of the Conference
3. Test the system before the link goes "live"

Important features to take advantage of include:

1. Automatic email confirmation of registration or cancellation
2. Ability to accept payments from many major credit cards using high-level online security
3. Automatic switch from "Early Bird" to regular rates, and can include a refund policy
4. Ability to set a cap on registrations
5. Ability to take registration and payment for optional events (such as extra Banquet tickets, sightseeing tours, etc.)

STLHE Membership

Please be aware we are piloting Wild Apricot (the STLHE Membership System) and the following information may have changed and you should check for current information with the STLHE Vice-President.

Participants are able to register for the conference as "STLHE Member"; however, on occasion, a participant's membership may have lapsed or they register as a Member in error.

Contact the STLHE Administrator to have an updated copy of the membership database emailed weekly once registration for the conference is open. Regularly cross-reference this updated database against participants registered as STLHE Member.

When the conference is over, compile a list of participants who registered as "Non-STLHE Member" and "Student"; email as an Excel file to STLHE Administrator. The STLHE conference organizers are collecting these fees on behalf of STLHE and are required to remit the difference in registration fees between STLHE Member and Non-STLHE Member for these participants to the STLHE Administrator.

Refund/Cancellation Policy

Cancellations received before the deadline will receive a full refund, less a $50 administration fee. Cancellations received after the deadline will not be refunded since catering requirements will normally have been confirmed by this time. The cancellation policy also applies to pre-conference workshops.

NOTE—Tragedy, illness, and misadventure can happen unexpectedly to anyone. If a notice of a cancellation is received after the refund date, use compassionate judgment on an individual basis. Kindness in the face of adversity is always remembered and will do much for goodwill within STLHE.

Pre-Conference Workshop Registration

Sometimes, the pre-conference workshops are part of the conference. Still, it is important to ask registrants to pre-register for these workshops. Workshops facilitators will ask how many people to expect and usually like to know the home disciplines and institutions of those in attendance. To engage their audience and provide them with a meaningful educational experience, prior knowledge of each participant is helpful. Pre-registration would also ensure that both presenters and the programming committee would be alerted to sessions that were attracting limited attendance.

Credit Card Payments - Merchant Account

Please be aware we are piloting Wild Apricot (the STLHE Membership System) and the following information may have changed and you should check for current information with the STLHE Vice-President.

In order to take payments by credit card, a merchant account (through your institution) must be set up. It is recommended that this process begin at least by the January prior to the conference as it involves the host institution's financial services department and merchant bank.

Credit Card Merchant Fees

MasterCard, VISA and American Express Credit card companies charge merchants many fees for the privilege of accepting their credit cards. You may be charged a discount rate of 1% to 3%+ of each transaction obtained

through a credit card. A flat per-item charge may be levied for each transaction. Merchant fees are a conference expense and should be reflected in the projected and final budget.

Transportation/Shuttle Service (if required)

If the conference is being held at a centrally-located post-secondary institution, convention centre or hotel, shuttle service is not likely required. The most convenient and economical mode of transportation is by school bus. But as the conference is typically held during the latter half of June, it is important to remember that this will be a busy time for the bus companies – schools usually hold more outings and field trips in June as they wind down formal classes. As well, conference delegates will need to be shuttled at similar times to school students, so bus companies will have to be given the opportunity to make sure they have not only enough drivers, but enough buses. As a result it is important to contact potential carriers early in order to make suitable arrangements.

Transportation companies should be given as much information as possible so that they can produce a realistic quote. Helpful information includes: times the buses will be needed, i.e. morning and afternoon; number of stops, i.e. pickups at hotels, residences, and park 'n ride lots, etc.; special requirements such as transportation for a larger number of participants to and from the opening reception and banquet facility.

Issue Call for Reviewers

All proposals are peer-reviewed by at least two external reviewers. Every effort should be made to ensure that there is no conflict of interest, i.e. member of the review committee is from the same institution as the person proposing the session. Ideally, the identity of the proposer is hidden, but there should be some flexibility with this. Special sessions offered by the host institution to showcase local initiatives sometimes do not go through a formal review process (use discretion).

The Review Committee
Reviewers are typically drawn from faculty within the host institution, previous conference presenters, and STLHE members. Reviewers are normally solicited through the STLHE and IDO listservs. The Board of Directors recommends that the review committee be careful and thorough in their evaluation to ensure that the quality of the sessions remains high.

Reviewers have found that a quantity of about 10 - 15 abstracts is manageable. Therefore if, for example, 300 abstracts are received for review, and keeping in mind that each is to be reviewed by two independent reviewers, approximately 60+ reviewers will be required.

STLHE Site Visit

The site visit typically occurs in September/October at the conference venue. The STLHE President and Vice-President typically attend and the costs for their travel any other site visit expenses should be built into the Conference budget.

The site visit is an opportunity to showcase the conference planning to date, visit the main venues of the conference, and for the STLHE and STLHE Conference Organizers to ask questions of each other. This site visit is scheduled at a time that is mutually agreeable between the conference hosts and STLHE team. Finally, the final STLHE Conference budget is submitted to STLHE within one month of the site visit.

An example itinerary is below from STLHE 2014.

Day 1

Time	Activity	Purpose	In addition to Site Visit Team
8:30 – 9:45	Breakfast at Hotel	General Welcome	
10:00 – 10:30	Meet with RMC	Tour facilities where Board of Directors meeting will be held	
10:30 – 10:45	Break at RMC	Refreshments	
11:00 – 12:00	Tour McArthur Hall at Queen's	View building where conference will be held	
12:15 – 2:15	Lunch Meeting	Meet Organizing Committee	
2:30 – 3:15	Tour Queen's	Get a feel for the Campus	
3:30 – 4:00	Hard Hat Tour of Isabel Bader Centre for the Performing Arts	Tour facility where Welcome Reception will be held	
4:15 – 5:15	STLHE Admin Team Meeting (at their hotel)	Highlight issues and concerns	
6:00	Dinner at Old Fort Henry	To see the Fort and meet with Paul Fortier	

Day 2

Time	Activity	Purpose	Attendance
8:30 – 9:30	Breakfast Meeting	Follow-Up Conversation from Day 1	
9:45 – 10:15	STLHE Committee Reports	Meet committee chairs and get updates	
10:15 – 10:30	Break		
10:30 – 11:00	STLHE Committee Reports	Meet committee chairs and get updates	
11:30 – 1:00	Lunch Meeting at University Club	University and College Presidents meet with STLHE Team	
1:00 – 2:00	Meeting with STLHE 2014 Team Rep	Site Visit Wrap Up	

5 Months before the Conference

- Review proposals and make recommendations
- Promotional materials distributed to campus faculty
- Speaker(s) for plenary sessions contacted for updates

Set Conference Fees

In setting conference fees, plan for all conference presenters, including pre-conference facilitators to pay all registration fees. Local committees can provide bursaries to offset costs, but not from the conference budget (instead, perhaps from a local sponsor or pot of money).   The one exception to this rule is any student presenters (other than the 3MNSF's, whose fees are paid from their award).   For non-3MNSF student-presenters, budget a minimum of $5000 in the conference budget for a student bursary to be divided equally among the student presenters.

Sample Fee Grid

Conference Rates from 2014*

	STLHE Member	Non-STLHE Member	Non-STLHE Member *(Institution/Preferred Rate)*	Student
Early bird By April 30**	$ 525	$650	$620	$425***
Regular**	$575	$700	$670	$425
One Day	$250	$275	$275	$200
Half Day (Friday Only)	$125	$200	$175	$100
Pre-Conference Half Day	$75	$75	$75	$65
Pre-Conference Full Day	$150	$150	$150	$130
Additional Banquet Tickets	$100	$100	$100	$100

Notes:

*13% HST to be added to all prices

**Only first two rows (Early Bird and Regular registrant prices) include a banquet ticket

***Only Early Bird student registrants are eligible to apply for a bursary. For more information on the STLHE Bursary Fund.

The category "Non-STLHE Member" includes the annual STLHE membership fee. This fee will be remitted to STLHE National after the conference has concluded.

- *Pre-conference workshops*
- *Special meetings: STLHE Board, 3M reunion dinner*
- *Welcome reception*
- *Plenaries*
- *Concurrent sessions*
- *Cracker barrel/pedagogical speed dating*
- *Banquet*
- *Award presentations*

The Review Process

When reviewing session proposals, the following factors should be equally considered:
- expertise, reputation and experience of the facilitator
- relevance to the conference theme and/or subthemes
- design of the workshop in terms of learning outcomes, interactivity and content
- level of interest to conference delegates (keep in mind the different streams of delegates who attend the conference – e.g., educational developers, faculty, students, administrators, others)

Electronic Review

Reviews of session proposals are conducted electronically. Each proposal should be accompanied by a rubric to guide the reviewers with their critical thinking. The review process usually takes approximately one month, and one person should be put in charge of coordinating the process. With several hundred proposals to review, the review team will be kept very busy.

Give careful consideration to the online process the review committee will use to read session proposals and submit their recommendations.

See below for a sample rubric and Appendix G for responses to proposal submissions.

Proposal Evaluation Rubric

Proposal number:

Session Type:

Reviewer:

Evaluation Criteria	Poor 0	Fair 2	Good 3	Excellent 4	Score /4
1. Purpose and Participant Outcomes	The session objectives and participant outcomes are not stated	The session objectives and participant outcomes are implied	The session objectives are stated and the proposal articulates what attendees will know or be able to do as a result of participating in the session	The session objectives and participant outcomes are well articulated. It is clear how they will guide the attendee's session selection	
2. Relevance of Proposal to Conference Theme	The proposal is not relevant to the conference theme	The proposal is somewhat relevant to the conference theme	The proposal is for the most part relevant to the conference theme	The proposal is directly aligned with the conference theme	
3. Informed by Theory, Practice and/or Research	The proposal is vaguely connected to theory, practice and/or research in the field	The proposal is somewhat connected to theory, practice and/or research in the field	The proposal is well connected to theory, practice and/or research in the field	The proposal makes contributions to the development of theory, practice and research in the field	
4. Contribution to the Conference and/or to the Field	The topic is not current or appropriate to the field and/or audience. It is outside the scope of the conference	The topic may not be current but addresses some important issues in the field. It may be a session worth attending	The topic is current and appropriate to the field and audience. It is probably a session worth attending	The topic is cutting-edge, relevant and highly significant to the field. It is definitely a session worth attending or recommending to others	

Total Score: _____/16

Is the level of interactivity appropriate to the session type? Please explain.

Overall Recommendation

	Accept as submitted – no revisions required
	Accept with minor revisions (e.g. – typographical errors, incomplete references)
	Revise and resubmit (proposal needs more work in some areas, e.g. – refocusing, clarification, editing for concision, or other conceptual or stylistic changes)
	Do not accept (proposal does not meet evaluation criteria, does not demonstrate sufficient understanding of the issues so as to offer participants an enriching experience or is not suitable for the STLHE conference format, mission or audience)
Comments:	

Accepting and Rejecting Proposals

Once all the proposals have been reviewed and scored, divide them into four groups:

Ranking #1—Session or poster is accepted. No changes required.

Ranking #2—Minor changes required. Specify where, what is needed and why.

Ranking #3—Significant changes required. Be specific about where revisions are necessary.

Ranking #4—Proposal does not suit this Conference.

Proposals receiving a #1 ranking are automatically accepted.

Proposals receiving either #2 or #3 ranking, should be returned to the applicant for revision and then reviewed again by the review committee upon re-submission.

Proposals receiving a #4 ranking will be rejected. Applicants that submitted a proposal for a pre-conference workshop and were not accepted may consider submitting the proposal for a regular conference session or poster.

4 Months before the Conference

- Notify pre-conference workshop leaders of review committee's decision
- Display conference posters at various locations across campus and send electronically to list-servs
- Confirm registration fee schedule
- Issue call for Volunteers

Volunteers

A well-organized contingent of volunteers is essential. In addition to providing much-needed help with nearly every aspect of conference organization, they help to create a sense of community during the conference. There are two main types of volunteers:

1. Local faculty or staff registered for the conference, but who help out for an hour here or there, as required. Their knowledge of the campus will be invaluable.
2. Graduate and undergraduate students who do not register for the conference but donate their time to help out as assigned.

Recruitment

1. Ask the conference organizing committee where help will be needed. Some jobs will "come to light" days before the conference begins, so continue to remind them that help is available.
2. Circulate a campus-wide invitation to become a conference volunteer at least three months before the conference is scheduled to begin, and before classes end in early April. Indicate the variety of tasks that will be available, how much personal time will be involved, and why it might be fun and useful.
3. Follow-up with each indication of interest. Agree to meet with people to go over details. Keep them posted to ensure that people remain committed.

Communication

1. Communicate regularly with the team of volunteers. An email address specifically for the volunteers may be helpful.
2. Volunteers should check in prior to beginning their shift in order to get updates, changes, etc.
3. Ensure that volunteers are included in emails, tweets, etc. that go out to participants so that they are aware of what is being communicated. For example, when registrants are advised of no smoking by-laws, scent allergies, etc., volunteers should also be made aware.

Assigning Tasks

1. About two weeks before the conference, meet with each volunteer. Get their contact information, give them a T-shirt, and assign them a task(s).
2. Prepare a list of jobs and include all details. Give a copy to each volunteer so they can see when and what they are all doing. Remind them that the whole team is dependent upon them.
3. Train volunteers to take notes and videotape sessions, where required.
4. Ask all volunteers to return to the registration or volunteer desk if they should find themselves at loose ends. There is always a task that needs doing.
5. Once things are underway, you will quickly find out who you want to assign to special jobs or reassign to other jobs, based on advanced skills like working under pressure and accepting responsibility.

Scheduling Suggestions

1. Don't ask volunteers if they want to attend sessions. This will make scheduling more complicated. It is easier to arrange for them to attend sessions when they are not volunteering.
2. Schedule a volunteer for a particular task or a block of time, e.g. one person is responsible for providing directions between buildings for the entire morning.
3. Give volunteers permission to trade tasks with another volunteer, as long as job is covered.

Reward and Recognition

1. Encourage volunteers to participate in one or more conference sessions of their choice as their volunteer schedule permits; they really appreciate this.
2. Highlight and value volunteers by creating name tags for them that includes their campus affiliation, i.e. department or faculty.

3. Offer banquet tickets to hard-working volunteers. Make sure they understand the meal has been pre-paid. If they are unable to attend, offer the ticket to someone else.

Handouts and Resources
1. Each volunteer should have a name tag and T-shirt so that they are easily identified by conference delegates.
2. Give each volunteer a floor plan of each building in use during the conference. The floor plans should indicate the rooms booked for the conference and the location of building telephones in case anyone needs assistance.
3. Provide training and instructions to the volunteers who are videotaping and taking notes.
4. Provide a list of general volunteer tasks and what each task involves.
5. Session summaries (or how to take web-friendly notes for posting later).
6. Volunteer schedule.
7. Shuttle bus schedule for each day of the conference.

Volunteer Roles and Responsibilities

Head of Volunteers
Appoint one person to act as Head of Volunteers. He/she will maintain this role throughout the conference and be responsible for:
1. Maintaining the master volunteer schedule
2. Ensuring that volunteers check in and check out daily
3. Modifying the schedule to ensure the most important functions are covered
4. Maintaining a record of equipment signed out
This person should not be one of the Conference organizers.

Registration Desk
- Helping with registration
- Dealing with questions and concerns on a daily basis

Special Assignments
- General role covering daily set-up and clean-up
- Includes unloading of conference materials, setting up tables, checking rooms for supplies, collecting evaluation forms, etc.

Shuttle Bus
- Provide shuttle bus information to delegates, i.e. service to and from the local airport, host hotels and special off-campus events

Directional Signs and Guidance on Campus
- Post and maintain directional signs on campus
- Assist delegates with finding rooms
- Help people who become lost or disoriented

A Post-Conference Celebration or Raffle
Acknowledging volunteers is important. In the past, conference hosts have provided the equivalent of door prizes, wherein each day a volunteer does a shift they get a ballot for a draw and the last day winners are drawn (for example, STLHE 2014 had 5 gift baskets valued at $50 each). Or, organize a post-conference appreciation event to acknowledge those people who generously volunteered three or four days of their life to ensuring the success of the conference. A thank you letter from the conference chair(s) is also a tangible way of thanking these hard-working ambassadors.

3 Months before the Conference

- Notify workshop leaders of review committee's recommendations
- Set deadline for receipt of workshop descriptions for the conference program
- Post conference schedule to the website
- Fine tune catering plans
- Set early registration deadline for exhibitors to end of March
- Finalize with the STLHE Administrator, Chair of EDC, and Chair of Council of 3M National Teaching Fellows for June meeting requirements

Presenters Confirm their Intentions

Once proposals have been accepted and the decision communicated to the authors, the presenters must confirm either that they will attend the conference or that they will have to withdraw. Emergencies will occur which prevent a presenter from coming to the conference, but generally there must be a date by which they must confirm their intention to present.

As well, there must be a date by which presenters must register for the conference; failure to register by this date will infer that they have reconsidered and will not be presenting at the conference. Because it is imperative to make this date early enough so that printing of the program (online and the program-at-a-glance) will not be impacted – **the date for the presenter to both confirm their intention and to register for the conference ideally is the date when the registration fee changes from the Early Bird rate to the regular rate.**

Advise presenters that their abstract, as submitted, will be included in the full program. However also instruct them to provide an abbreviated abstract of no more than 100 words that will be inserted into the Program-at-a-Glance.

Organizing Concurrent Sessions into the Program

Workload
Organizing concurrent sessions into a comprehensive schedule is complicated, and can best be accomplished if shared between two people in the following manner:

Person 1
- Identify and invite people to be part of the review committee
- Review the majority of proposals
- Communication with reviewers
- Prepare final copy of the conference program for printing

Person 2
- Communicate with presenters
- Coordinate timing and room bookings
- Handle audio-visual requests
- Communicate with technical assistants
- As you can imagine, people want feedback especially if they have not been accepted.
- A volunteer can help by summarizing the review committee's comments into a Word file for emailing to presenters.

Scheduling (this sounds very low tech but works)
1. Set aside one day to meet with other members of the Organizing Committee.
2. Organize each block of concurrent sessions onto flipchart paper. Insert the date, time, and the number of rooms available, including the room's capacity.
3. Summarize each proposal on a Post-it® note. Include the session number, facilitator's names, names, a short version of the title, and any requested timing conflicts. It may be prudent to keep track of all streams. Keep your original flipchart and Post-it® notes, as these are useful for double-checking your work.
4. Place each Post-it® note (or session) into a day and time slot. Assign a room, based upon your best estimate of the number of delegates that will attend. Ensure that sessions from each theme are spread throughout all the days/times of the Conference.
5. Enter the complete schedule into an Excel spreadsheet. If any changes are necessary (e.g. presenters cancelling) enter the changes directly onto the spreadsheet.
6. If you have the audio/visual equipment needs accessible, try to keep certain rooms for the same kind of equipment (this will save you lots of time during the Conference!)
7. Be prepared to make changes to the schedule, even after you have sent the final program to the printer, and on the first day of the Conference.

Showcasing Local Presenters
Send a letter to the faculty deans and heads of departments introducing the Society for Teaching and Learning in Higher Education, explaining the goals of the Conference (and a bit of history), listing the title and authors of the peer-reviewed sessions presented by colleagues in their unit, and encourage them to take part in the Conference. Provide details about how to register.

Session Cancellations
Cancellation of a session, or other change to the printed program, need to be communicated swiftly and efficiently.
- assign one volunteer to collect and post daily program changes
- list changes on a bulletin board, nearby the registration desk
- print changes on a one-page flyer, available at the registration desk

- post a notice of cancellation on door of the room where the session was to be held
- send a volunteer to the room just before the session was to begin to help delegates
- send notice via social media and email

Be sure to inform delegates where to find these changes as often as possible.

Poster Sessions

All posters are eligible for the Pat Rogers Poster Prize. The aim of this event is to promote the importance of posters as opportunities to disseminate research results in an interactive way and to explore creative, effective and innovative teaching and learning practices. Articles based on posters will be eligible for submission to the annual journal Collected Essays on Learning and Teaching (CELT), a publication drawing largely from the work of Conference presenters (also including workshops, concurrent sessions, and roundtables).

The number of poster sessions offered during the conference is dependent upon the number of submissions received.

1. Advise each poster author when and where the poster session will be held, and if it will be combined with another event (i.e. Cocktail hour or other social/networking event.)
2. Let each author know when they can set up their poster. Provide details such as maximum poster dimensions, templates, etc. Poster templates developed at the University of Alberta by Academic Information and Communication Technologies can be downloaded as PowerPoint files and customized from there, and have proven helpful to poster authors. Have a volunteer available to help set up posters. Offer to have supplies available, i.e. pins, tape, etc.
3. Consider the amount of space that is realistically needed for delegates to comfortably view posters, mingle, and move around. Poster boards that are facing each other take up less room than those arranged around the perimeter of a room.

If possible, schedule a time when delegates can discuss posters with the authors, e.g. during a special reception that has its own time slot.

Offer the following presentation tips:
- Treat it as a professional encounter
- Be prepared to describe your project in 2-3 minutes - "Shall I give you the bottom line?"
- Be prepared to answer questions
- Be prepared to explain in non-technical language. Keep in mind that your audience includes participants who may not be familiar with your topic
- Be prepared to speak about how your work links to teaching and learning in higher education
- If you wish to provide more detailed information, consider a handout, electronic mailing list, website, or other forms of extension

Award Criteria

1. Conceptual Depth and Content: The poster demonstrates originality, substance, and depth, as well as a robust conceptual basis.
2. Clarity: The poster communicates its message effectively. It avoids large amounts of difficult-to-read text and adopts innovative and visual approaches to communicating information. The poster may incorporate supplemental electronic media, and presenters may provide more detailed explication in a handout.
3. Design: The visual design and use of images and diagrams effectively reinforce the themes and concepts explored.
4. Potential for Engagement: The poster demonstrates potential to inspire active learning, by fostering greater interaction between viewer and presenter.

Pedagogical Speed Dating/Cracker Barrel Sessions

Format
Conversation sessions are a great opportunity for you to be creative. Think of fun ways to get people together and keep the energy alive.

- "Inquiry groups" meet regularly during the conference
- "Walk and talk" sessions, organized during lunch
- Lunch time roundtable sessions have also been used successfully in the past. Delegates pick up their lunch and gather at an outdoor location to discuss pre-determined topics of interest with other colleagues. Each group has a facilitator who acts as partly as a tour guide and partly as a discussion leader. If the weather is inclement, these sessions can be held indoors in a designated room.
- Cracker Barrel sessions: In this format, each session is repeated three times in a 75 minute period and is held in a large room that has 36 tables. Each table has a sign with the session number and there are ten chairs around each table. Conference attendees receive a handout as they enter the room that lists all table numbers, names and titles of presentations. Presenters are given special instructions prior to the Conference. After 20 minutes, when the bell rang, participants move on to another table, and the presenter repeats the presentation to a new group.
- Pedagogical Speed Dating:
  Less formal than other types of concurrent sessions, this format is ideal for either spreading the word quickly about new innovations in teaching and learning related to the conference theme or for seeking input from colleagues on new projects or inquiries. This fast-paced roundtable format will take place at the same time in one large room or in grouped topics in smaller rooms. Similar topics should be grouped together for continuity, and to allow participants to move easily amongst tables between sessions. Within one concurrent timeslot, presenters are expected to present/facilitate their session three times in a row, allowing delegates to sit in on three different table discussions. Each table will accommodate 6-8 individuals. Given the shortness of time, resource handouts (as appropriate) are recommended. No audio-visual equipment will be provided. We encourage delegates to collaborate in preparing their proposals and partner with colleagues to present to their peers, recognizing the synergies and professional development opportunities that come through an integrated, collective process.

A successful session is one where the entire group is involved in the conversation, where delegates share their perspectives and where networking occurs. Pay particular attention to sound issues when organizing these sessions.

Review Process
Based on the call for proposals, delegates can be encouraged to present a conversation session. Proposals should be reviewed by at least two members of the review committee. Use a similar review process for roundtables and concurrent sessions to show that both formats are valued and to provide constructive feedback to help presenters prepare.

Important Considerations
1. Associate a fun atmosphere with conversation session in any publicity that is generated.
2. Have the same meeting spot for "walk and talk" session so that everyone can find it.
3. Plan lunchtime roundtable sessions so folks can get their grub and still join in.
4. Door prizes can be awarded at the "walk and talk" sessions to provide an extra incentive to arrive on time.
5. Establishing a central gathering place to eat allows registrants powerful support for networking.
6. Some organizers have experienced challenges in arranging tables at lunch so that participants can hear each other talk.

Student Bursary

The STLHE Student Bursary Fund, minimum value $10,000.00 should be budgeted in the STLHE conference budget; in previous years sponsors have been found to offset this cost. The conference hosts will budget $5000 in the conference budget and STLHE will match the $5000 from funding donated by the hosts of STLHE 2015 SFU and UBC.

Below is sample text that went on the STLHE conference website and emailed to students registered for the conference. The one student exclusion for this bursary is the 3M National Student Fellows as their conference fees are paid for through STLHE/terms of the award.

> All full-time college and university students are invited to apply to the STLHE bursary fund to receive financial assistance to attend the conference. The bursary covers up to 100% of the registration fee, including pre-conference sessions. The exact amount of the individual awards will depend on the number of successful bursary applications. To apply to the fund, the student must register by the early bird deadline and provide: name and contact information, name of institution, diploma or degree, and academic program. Also, a 250-word statement indicating why the student wishes to attend the conference and how his/her attendance will further his/her professional development and career planning is required.

> The student must be registered for the **full conference** in order to be eligible for the bursary. Students will be notified by six weeks prior to the conference regarding the outcome of his/her application. Bursaries will be processed as a refund against the student's registration once he/she has checked into the conference.

2 Months before the Conference

- Send reminder of early registration deadline via the listservs
- Send a letter to all campus faculty and staff regarding conference registration
- Publicize subsidy for campus faculty and staff (if local committee provides it)
- Early conference registration deadline is end of April
- Order conference bags, t-shirts, and other promotional materials (ideally funded/donated by sponsors)

Survey for Volunteers

[Fluid Surveys](#) (or any online survey tool available at the host institution) can be a useful tool for surveying volunteers about their interests and availability. Rather than sending out a number of emails, one survey can gather the information needed.

Consider listing all sessions and having volunteers choose the one(s) they are available to monitor. The survey can also be used to gather T-shirt sizes, dietary requirements, etc.

Sample Volunteer Survey

Personal Information
First Name

Last Name

Email

Institution

Please indicate what shirt size you will need

☐ S

☐ M

☐ L

◉ XL

☐ XXL

☐ 3XL

☐ 4XL

☐ 5XL

☐ 6XL

Availability

Are you willing to be a moderator?
A moderator serves as the room facilitator, verifying that the AV works, announcing the topic of the session, and ensuring that the session starts and ends on time.

☐ Yes

☐ No

Moderator

Please select which Pedagogical Speed Dating Room you would like to moderate
Wednesday June 18, 2014, 11:00 a.m. - 12:30 p.m.

○ ** No Longer Available**Room A227: Learning From Each Other

◉ Room A241/A242: Integrating Educational Tools in Teaching and Learning

○ …

○ None of the above

Please select which Concurrent Session 1 you would like to moderate
Wednesday, June 18, 2014, 1:30 p.m. - 2:20 p.m.

○ CON1.01 – Learning English as a Second Language in a Blended Online and 3D Virtual Environment

○ CON1.02 – Transforming the First Year Experience in the Faculty of Science Using a Student Peer-Mentoring Group

○ …

○ None of the above

Please select which Concurrent Session 2 you would like to moderate
Wednesday, June 18, 2014, 2:30 p.m. - 3:20 p.m.

○ CON2.01 – Welcome to My Classroom: Integrated First-Year Experience, Day 1: Frames and Foundations

○ CON2.02 – Delivering an Interdisciplinary Curriculum Via Research Projects: How to Make it Work

○ …

○ None of the above

REPEAT THE ABOVE QUESTIONS TO MATCH THE NUMBER OF CONCURRENT SESSIONS OFFERED.

If not a moderator, in what area were you able to volunteer in?
☐ Registration Desk

☐ Floaters/Hallway assistance

☐ AV Support

Availability
Please let us know what dates/times you will be available

	Morning	**Afternoon**	**All Day**
Tuesday, June 17	☐ Morning	☐ Afternoon	☐ All Day
Wednesday, June 18	☐ Morning	☐ Afternoon	☐ All Day
Thursday, June 19	☐ Morning	☐ Afternoon	☐ All Day
Friday June 20	☐ Morning	☐ Afternoon	☐ All Day

Program Booklet

The program should be posted on the Conference website as soon as is feasible – approximately six weeks prior to the Conference. Subsequently a downloadable pdf version should be made available on the website in advance of the Conference and should be updated as necessary; cancellations and room changes at the last minute are not unheard-of.

Full Program:
A small number of full-sized print programs are a handy reference item at the registration table. Ease of use is the primary consideration for the conference program. The following format is suggested:
1. Size—8 ½" x 11".
2. 3-ring binder
3. Conference logo on cover.

The program should contain:

1. Daily agenda for the Pre-Conference and each day of the Conference
2. Schedule of all Pre-Conference workshop and Conference sessions
3. Plenaries
4. Awards presentations
5. SIG meetings
6. Other meetings
7. Acknowledgement of sponsors and STLHE partners (check with the Partnerships Chair)
8. Map of host city with venues and sites of interest highlighted (as appropriate)
9. Maps(s) of Conference venue(s)

Important Considerations
1. Printing of the conference program is expensive. Try to solicit an "in-kind" donation from a private company.
2. The time between the selection of proposals, contact with presenters, design layout, proofreading, and printing is tight, so this is often a stressful period. It is essential that all people involved in this process clearly understand their deadlines and the importance of meeting them.
3. Consider printing on recycled paper to help reduce our carbon footprint.

Delivery Format
The conference program can be made available to delegates in different formats—printed in hard copy and a complete version online as a downloadable .pdf on the Conference website and ideally on a web-based platform, STLHE 2013-2015 have used sched.org which costs approximately $600. The full-sized print program and online versions should be identical.

A smaller version of the printed program (3 ½" x 5"), designed to fit into the conference lanyards and known as "Program at a Glance", is the preferred program format. It provides a less-detailed version of the program: the title of each session, the author(s), the location, and the time. For the convenience of conference participants, list the Wi-Fi login and password information prominently on the inside cover.

1 Month before the Conference

- Collect tourism posters and brochures for display
- Meet with audio-visual staff to finalize equipment requirements
- Prepare volunteer work schedules and finalize recruitment
- Send conference program to printing
- Post a PDF of the full conference program to the website
- Confirm shuttle schedule (if needed)

Schedule and Train Volunteers

Schedule a convenient time to orient the team of volunteers to the conference venue. Although maps will be available during the conference it is helpful if they have toured the site beforehand.

For those volunteers who will be assigned to rooms where concurrent sessions will be held, ensure they know how the technical equipment works, and who to contact in case of trouble.

Provide each volunteer with their T-shirt, schedule and contact information should they have to cancel or switch their shift.

Send Program-at-a-Glance Booklet to Print

Keep the online schedule updated with information regarding cancellations; this way delegates will be kept informed of changes via software such as sched.org and can also access and/or print information using campus computers and printers.

It is not unusual for one or more presenters to register at the last minute. If possible, refrain from sending the Program-at-a-Glance to print until all presenters have registered. Because the program goes to print approximately three weeks prior to the conference, there may be sessions listed in the program that are subsequently cancelled.

The online schedule can be kept updated and information regarding cancellations posted at Registration and outside each of the rooms where the sessions were originally scheduled to be held.

As noted above, delegates are able access a more complete program (including abstracts) on sched.org (using mobile devices or campus computers), and a PDF of the program is made available for download on the conference website.

Print Signage

It is helpful for both registrants and volunteers if there are signs outside each room stating what is taking place there each day. Include the conference logo and make the font large enough for easy reading, yet small enough to fit all necessary information.

Confirm Shuttle Schedule

Determining the shuttle schedule is a daunting, yet essential task. Decisions will have to be made regarding availability of the buses: Only morning and evening (before and after sessions), or at mid-day also? Accommodate extra riders to and from the welcome reception and/or banquet in case guests want to leave their cars at their hotels? Stops at all hotels and residences, or only a few that are centrally located?

It is helpful if registrants have a few options to choose from for their arrival at the conference as some are early birds and some prefer to arrive just in time. On day 1, expect the Registration desk to be very busy first thing in the morning, and so arrange for buses to "loop" between the conference venue and hotels/residences non-stop.

Alert contacts at host hotels of the bus schedule, as guests will undoubtedly ask hotel staff when and where transportation is available. Also ensure the schedule is posted on the conference website.

Also consider contacting local taxi companies to let them know that the conference is happening, and when calls for taxis may be heavier than normal. (i.e. Mid-day for trips back to hotels, after sessions end on the final day for transportation directly to bus, rail and air terminals if there is no allowance for shuttle bus transportation there, etc.). It is ideal to include local transportation such as taxi phone numbers on the STLHE conference website.

Online Schedule

- An inexpensive web-based solution called "sched.org" can be used for an online program to complement the small, printed pocket program. An online program is important because increasingly people are using mobile devices.

- A significant benefit of the 'sched' app is that it is dynamic and reflects up-to-the-moment changes, such as room changes or cancelled sessions.

- The app is compatible with multiple devices and can be viewed as an app or on a website.

- It can be viewed in multiple formats (simple, grid, by venue); is relatively intuitive to use, colourful, and visually appealing. 'Sched' can be integrated with various social media platforms, making it easy for conference delegates to tweet or post about their favourite activities or presenters.

1 Week before the Conference

- Schedule registration desk staff
- Prepare and stuff registration kits
- Double-check schedules, timing and equipment needs for plenary/keynote speakers

Stuff Name Badge Holders (or other Registrant Packages)

Conference goers are relying more heavily on small, portable packages containing conference essentials rather than large, bulky bags full of excess material. Consider fitting everything a registrant needs into the name badge holder or lanyard. Items to be inserted may include: name tag; banquet ticket; complimentary drink tickets; program-at-a-glance, etc.

Gather and Transport Material for Registration desk

It is incredibly helpful to be able to transport material for the registration desk to the venue before the conference begins – there will be enough to be done without having to arrange for moving at the last minute!

Take everything that will be required, including:

1. Name badges/lanyards – arrange in alphabetical order in small, easy to manage containers such as plastic baskets or file boxes
2. Computer and printer, with name badge inserts
3. Pens, paper, tape, pins, and other office supplies
4. Emergency First Aid Kit
5. Full conference programs
6. Conference swag
7. Extra Programs-at-a-Glance
8. Tourism information
9. Raffle tickets, prizes and drum or other container

Many venues will provide access to a central room for the storage of conference material and volunteers' personal belongings. This room may also be a convenient and secure place for delegates to store their luggage on the final day if they will be leaving the conference and going directly to the train, bus or air terminal.

Week of the Conference

- Set up exhibitor space and registration desk in a central location
- Post directional signs on campus grounds
- Implement full conference program

The Registration Desk

1. The registration desk is the central hub for communication during the conference. Volunteers should be available throughout the conference to answer questions and provide assistance to delegates. Consider having the same team on the registration desk throughout the conference. This provides continuity and the opportunity to develop cohesion that will result in a smoother check-in process; registrants come to appreciate seeing familiar faces and become acquainted with who to approach to solve what problem or question.
2. Plan to have the registration desk completely ready by at least 30 minutes prior to when registrants are expected at the venue. There are always some delegates who will arrive early in order to pick up the best swag, get into the breakfast line, etc.
3. Have team members at the desk until after the sessions end for the day. Questions will develop during the day, taxis will need to be called and lost items will need to be reunited with their owners.
4. Ensure there are team members available to attend the banquet and other events outside conference hours so that delegates will have someone to turn to for assistance.
5. Have an emergency first aid kit available at the registration desk. Make certain volunteers are aware of what to do in an emergency situation.
6. Provide a list of all the rooms in use during the conference and make note of the equipment available in each of the rooms. Leave a copy of this information at the registration desk.
7. Be prepared for on-site registrations. While most participants register before the conference begins, there will be some who register at the last moment. Ensure the technical equipment necessary to register latecomers and issue them with their name badge, lanyard, etc. is available.
8. Post sign-up sheets listing local restaurants so that single people can connect with others over dinner on a free evening.
9. Have a telephone available at the registration desk.

Recognize Volunteers

Volunteers are essential to the conference – so recognize and appreciate them! Volunteers are often a humble group and do the work for the love of it and not for the recognition. However it is still essential to thank them in some way:

- If their volunteer schedule permits, allow them to attend concurrent workshops and other sessions included in the full conference
- Make allowances in catering numbers for the volunteers who will be on shift during meal and break times
- When quantities permit, allow volunteers to choose conference swag
- Think about a raffle or giveaway specifically for volunteers. As this is a conference expense, consider options carefully; as well, the host institution(s) may have guidelines regarding gifts. Consider a budget of $250: for each day/shift that a volunteer gives, present them with a raffle ticket for one of five gift baskets.
- If you have asked registrants who are unable to attend the banquet if they will consider donating their ticket to a volunteer, hold a draw or some other equitable way of distributing those tickets

Post-Conference

- Repay STLHE $5000 loan if borrowed (see Letter of Understanding)
- Submit Conference Revenue, CELT Fee, STLHE and EDC membership dues collected as part of conference registration to STLHE Administrator
- Forward a 5-7 page report to the STLHE Board within 90 days of the completion of the conference.
- Recommendations to improve the Conference Manual for future years should be provided (if appropriate) in a separate document.

STLHE Conference Feedback Survey

Within one month of the conference distribute an online survey regarding the overall conference experience. Check with the STLHE Administrator to determine if there are any additional questions they would like to be asked. Below is a sample of the questionnaire used at STLHE 2014.

Sample Questionnaire from STLHE 2014

Thank you for your attendance at all or part of STLHE 2014. In order to help us plan for future conferences, please take a few minutes to provide feedback on your experience.

A. OVERALL CONFERENCE EVALUATION:

A.1: Overall, STLHE 2014 was a valuable experience

○   Strongly Agree

○   Agree

○   Neutral

○   Disagree

○   Strongly Disagree

A.2: The value of conference components

Please rank each item below with regards to its value for yourself as a delegate.

	Very Valuable	Valuable	Somewhat Valuable	Little Value	Very Little Value	Did Not Attend
Awards Ceremony	○	○	○	○	○	○
Banquet	○	○	○	○	○	○
Concurrent 50-Minute Workshops	○	○	○	○	○	○
Concurrent 30-Minute Research Paper Sessions	○	○	○	○	○	○
Opening Reception	○	○	○	○	○	○
Pedagogical Speed Dating	○	○	○	○	○	○
Plenary I - Eric Mazur	○	○	○	○	○	○
Plenary II - John Smol	○	○	○	○	○	○
Plenary III - 3M National Student Fellows	○	○	○	○	○	○
Poster Sessions	○	○	○	○	○	○
Pre-Conference Workshops	○	○	○	○	○	○
Round Table Discussions	○	○	○	○	○	○

A3: Please provide any comments that are important to contextualize your ratings above:

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A.4: What did you find most valuable about this conference?

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A.5: What did you find least valuable?

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A.6: What suggestions would you make to future STLHE conference organizers?

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B. CONFERENCE LOGISTICS

B.1: The effectiveness of conference logistics

Please rank each item below with regards to its effectiveness to yourself as a delegate.

	Excellent	Very Good	Good	Fair	Poor
Accommodations (location)	○	○	○	○	○
Accommodations (variety)	○	○	○	○	○
Advance information about the Conference	○	○	○	○	○
Duncan McArthur Hall (conference venue)	○	○	○	○	○
Helpfulness of staff and volunteers	○	○	○	○	○
On-Site Information	○	○	○	○	○
Registration Form	○	○	○	○	○
Sched.org Program APP	○	○	○	○	○
Shuttle System	○	○	○	○	○
Sponsor Exhibits	○	○	○	○	○

B.2: Please provide any comments that are important to contextualize your ratings above:

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Remit STLHE and EDC Membership Fees, CELT and STLHE Revenue

If the conference registration included a category of Non-STLHE Member in the registration system, the STLHE Membership portion of the fee will have to be remitted to STLHE National.

Send an Excel file (exported from the conference registration report "Registrant Ad Hoc" for the category "Non-STLHE Members") to STLHE National. This will enable them to contact these new STLHE members.

Submit the $4000 for CELT (the conference proceedings).

Finalize the balance and submit to STLHE for Board approval.

Final Conference Report

The final conference report should be submitted 120 days after the conference is completed. The general length should be approximately 5-7 pages and include a summary of feedback received from conference participants (registrants and organizers) and should include an analysis of:

Conference Experience
- conference theme
- conference committee structure

Conference Program – Number of Sessions and Types

Registration Numbers and Statistics (descriptive)

Conference Logistics

Communications (Correspondence, Publicity, and Promotion)
- external promotions
- internal promotions

Overview of Volunteers
- recruitment
- scheduling
- training

Conference Evaluation Summary

Appendices (if needed)

Appendix A—Sample Proposal to Host the STLHE Annual Conference

SUBMISSION FROM [*host institution(s)*] to host STLHE [*enter year*]

Institutional Presence [Setting the Context]
- Experience (rationale for this host site)
- Location (accessibility of institution(s) for participants)
- Attendance (where will delegates come from?)
- Benefit to host institution(s) / STLHE Membership

Conference Theme
- Stated theme and rationale
- State how the theme will appeal to the different groups within STLHE (Educational Developers Caucus, 3M National Teaching Fellows, faculty, administrators, and teaching assistants)

Facilities
- Meeting Space/ Learning Spaces (Total space requirements are 15 – 17 rooms: 11 - 14 workshop spaces plus rooms for meetings, lounges, special events, and sponsored workshops. Also note that facilities and sessions must be accessible to those with disabilities and must comply with the Canadian Human Rights Code)
- Technical support and services
- Conference food and beverage service
- Overnight Accommodations (include rates for residence accommodations)
- Banquet

Other Considerations
- Recreation
- Campus amenities
- Transportation/parking

Financial Projections (Preliminary Budget – see template in Appendices)
- Anticipated revenue (including non-membership dollars)
- Anticipated expenses
- Projected profit
- STLHE Administration Fee

Appendices (Optional)
- Quotes for overnight accommodations and meal packages
- Quotes for banquet
- Sample meal menus
- Tourist promotional information if special packages are being offered

Appendix B—Proposed Budget Template (see excel file template)

REVENUE
- conference registration fees (based on 500 registrants)
- pre-conference workshop fees
- STLHE membership fees
- EDC membership fees
- contribution from host institution(s)
- sponsorships
- loans
- grants

EXPENSES
- STLHE Administration Fee
- room bookings
- audio-visual equipment
- catering
- promotional materials
- design and printing
- signage
- conference program
- entertainment
- conference bags
- guest speakers
- staffing
- loan repayment
- STLHE and EDC membership fees
- cancellations/refunds
- credit card fees
- office supplies

Conference contingency fund (10% of projected revenue)
Break even budget recommended

Appendix C—Past STLHE Conference Attendance

Year	Host Institution(s)	Number of Participants
2015	Simon Fraser University and University of British Columbia	750
2014	Queen's University (Conference Partners: St. Lawrence College, Royal Military College, and Canadian Defence Academy)	579
2013	Cape Breton University	431
2012	McGill (conference partners: Concordia University, Université de Montréal, Champlain College Saint-Lambert)	698

NOTE—in the final report, do not include volunteers unless they attended conference sessions. Include participation from the host institution(s) but indicate if there were any registration incentives.

Appendix D—Sample Letter of Understanding

In agreeing to host the [year] STLHE annual conference, the [host institution(s)] will:

1. Appoint a Conference Chair(s). This person would normally be the Director of the educational development office of the host institution, and a member of STLHE. If the Conference Chair elects to hire a person(s) to assist with organizing the Conference, this expense should be included in the proposed Conference budget.

2. Form a Program Committee to provide guidance on the program and registration fees. The Committee will include a member of the STLHE Board of Directors.

3. Collect a registration fee from each Conference participant.

4. Collect non-membership fees for STLHE (as appropriate).

5. Remit the $4000 to support CELT, the conference proceedings

6. Accept a loan of up to $5,000 (if needed) from the Society for early expenses, and repay this loan within 60 days from the end of the Conference.

7. Provide evidence of liability insurance.

8. Prepare Conference announcements, call(s) for proposal, registration materials, and general information in the program booklet in both official languages of Canada. STLHE will provide a grant of $1,000 to offset the cost of translation expenses.

9. Prepare a final budget that is approved by STLHE the September before your conference. No additional expense items will be allowed in the actual financial report than those included in the revised budget.

10. Divide equally, between the [host institution(s)] and STLHE, any financial surplus or loss resulting from the Conference, and remit this amount within 120 days from the end of the Conference.

11. Prepare a Conference Report including:
    - An itemized financial statement.
    - A summary of Conference evaluations/feedback.
    - Other items that might be useful to future Conference preparations.

Please Note - The Conference Report will be submitted to the Society within 120 days from the end of the Conference. Failure to meet this deadline (unless an extension has been agreed to by STLHE) will result in the following penalties: ½ of the host institution(s) share of the surplus if the remittance is received after 120 days but before 150 days from the end of the Conference, all of the host institution(s) share of the surplus if the remittance is received after 150 days from the end of the Conference.

Signed on behalf of [host institution] Signed on behalf of STLHE

_____   _____

Date: _____   Date: _____

Society for Teaching and Learning in Higher Education Conference Rates 2012-14

		STLHE Member	Non-STLHE Member	Non-STLHE Member Host Institution	Retired***	Student
STLHE 2014	Early Bird**	$475	$600	$570	$425	$375****
	Regular **	$525	$650	$620	$450	$375
	One Day	$225	$225	$225	$175	$150
	Half Day (Friday only)	$125	$125	$125	$100	$75
	Pre-Conf Half Day	$75	$75	$75	$65	$65
	Pre-Conf Full Day	$150	$150	$150	$100	$100
	Add. Banquet Tickets	$100	$100	$100	$100	$100

Notes:

*13% HST to be added to all prices

**Only first two rows (Early bird and Regular registrant prices) include a banquet ticket

***Retired amounts on request only (not to be published)

****Early bird student registrants only are eligible to apply for a bursary

		STLHE Member	STLHE Member Host Institution	Non-STLHE Member	Non-STLHE Member Host Institution	Retired	Retired Host Institution	Student	Student Host Institution
STLHE 2013	**Early Bird**	$450 +13% hst	NA	$525 +13% hst	NA	$290 +13% hst	NA	$235 +13% hst	NA
	Regular	$500 +13% hst	NA	$570 +13% hst	NA	$335+13% hst	NA	$270 +13% hst	NA
	One Day	$225 +13% hst	NA	$225 +13% hst	NA	$225 +13% hst	NA	$120 +13% hst	NA
	Half Day	$110 +13% hst	NA	$110 +13% hst	NA	$110 +13% hst	NA	$55 +13% hst	NA
	Pre-Conf Half Day	$55 +13% hst	NA	$55 +13% hst	NA	$55 +13% hst	NA	$30 +13% hst	NA
	Pre-Conf Full Day	$110 +13% hst	NA	$110 +13% hst	NA	$110 +13% hst	NA	$55 +13% hst	NA
	Add. Banquet Tickets	$75 +13% hst	NA	$75 +13% hst	NA	$75 +13% hst	NA	$75 +13% hst	NA
STLHE 2012	**Early Bird**	$475 +14.5%	$435 +14.5%	$590 +14.5%	$550 +14.5%	$325 +14.5%	$325 +14.5%	$250 +14.5%	$250 +14.5%
	Regular	$515 +14.5%	$475 +14.5%	$630 +14.5%	$590 +14.5%	$375 +14.5%	$375 +14.5%	$300 +14.5%	$300 +14.5%
	One Day	$125-$250	NA	$125-$250	NA	$125-$250	NA	$50-$100	NA
	Half Day	NA	NA	NA	NA	NA	NA	NA	NA
	Pre-Conf Half Day	$65 +14.5%	NA	$65 +14.5%	NA	$65 +14.5%	NA	$65 +14.5%	NA
	Pre-Conf Full Day	$125 +14.5%	NA	$125 +14.5%	NA	$125 +14.5%	NA	$125 +14.5%	NA
	Add. Banquet Tickets	$100 +14.5%	$100 +14.5%	$100 +14.5%	$100 +14.5%	$100 +14.5%	$100 +14.5%	$100 +14.5%	$100 +14.5%

Appendix F: Sample Sponsorship Letter and Letter of Intent

November 1, 2013

Dear Future Sponsor,

Sponsorship Opportunity

Would you like to join 600 top educators, administrators, students, educational developers and partners from post-secondary institutions to exchange ideas and innovations in teaching? Queen's University, in partnership with the Royal Military College of Canada, and St. Lawrence College are proud to host the Society for Teaching and Learning in Higher Education1 (STLHE) 2014 Annual Conference in Kingston Ontario 2 on 17- 20 June and we welcome your involvement.

This international conference offers you an excellent showcase for products and services that relate to the broad conference theme: "Transforming Our Learning Experiences". Dr. Tom Russell, recent Chair for Teaching & Learning at Queen's University describes it this way:

STLHE is THE premier conference for all who are interested in improving the quality of teaching and learning in post-secondary education. The presentations are consistently outstanding.

Barry Brennand, Steelcase Regional Education Leader says :

STLHE is a great event … sponsorship of STLHE provided Steelcase with the opportunity to share its research, applications and solutions with top Teaching and Learning professionals from across Canada and beyond.

We would like to extend an invitation for you to join our Conference. There are sponsorship opportunities for every level of interest and every budget. Please complete the attached Letter of Intent before March 31, 2014, and email/mail it to reserve your participation. For direct inquiries about sponsoring the conference, please contact Valerie East at St. Lawrence College (613 544-5400 ext. 1127 or veast@sl.on.ca).

Thank you for considering support of the 2014 Society for Teaching and Learning in Higher Education Conference, returning to beautiful Kingston Ontario after 25 years!
Yours Sincerely,
Denise Stockley, PhD
STLHE Conference Chair
Professor of Education
Interim Director, Centre for Teaching and Learning
1 http://www.stlhe.ca/
2 http://www.queensu.ca/stlhe2014/stlhe2014sapes/

Our company is pleased to support the following conference through a sponsorship at the level indicated below. **Conference name**: 2014 Society for Teaching and Learning in Higher Education

Sponsoring Company :

Contact :

Address:

Phone: Fax: Email:

Please indicate the   **Platinum**   **Gold**   Silver   **Bronze**
sponsorship level: **$10,000+**   **$5,000 +** $2,000+   **$1,000+**

Tuesday, June 17 (Pre-Conference)	Wednesday, June 18	Thursday, June 19	Thursday, June 19
Breakfast ($1,100)	Breakfast ($3,500)	Breakfast ($3,500)	Breakfast ($3,500)
Morning Break ($1,000)	Morning Break ($6,000)	Morning Break ($6,000)	Morning Break ($6,000)
Lunch ($2,200)	Lunch ($12,000)	Lunch ($12,000)	Other (Describe Below)
Afternoon Break ($800)	Afternoon Break ($3,000)	Afternoon Break ($3,000)	
Welcome Reception ($20,000)	Chocolate Festival ($10,000)	Fort Henry Banquet ($47,000)	

Please indicate your Exhibitor requirements:

> 4' x 3' table and two chairs with Wi-Fi
> (Bronze Level Minimum Sponsorship)
> With a power outlet (Silver Level
> Minimum Sponsorship)

> In an area where a demonstration for a small group can be offered (Gold Level Minimum Sponsorship)

Please indicate the day(s) you will be attending as an Exhibitor:

> Wednesday, June 18   Thursday, June 19

Please make cheques payable to: Queen's University with memo to 2014STLHE
Contact information: Denise Stockley, Conference Chair, stockley@queensu.ca

Appendix G: Responses to Proposal Submissions

Accepted Proposal

SAMPLE TEXT

Dear XXXXXX:

It is our pleasure to inform you that your proposal **XXXXXXXXXXXXX** (as a 25-minute research paper presentation) has been accepted for the Society for Teaching and Learning in Higher Education **(STLHE) 2014: Transforming our Learning Experiences** conference, June 17-20. There was a strong competition and proposals were evaluated with peer reviewers in a double-blind process.

We are looking forward to your presentation and to welcoming you at the conference and as such are asking that you <u>confirm your attendance via email by March 10, 2014</u>. Registration will be open on March 14, and we recommend that you register early.   Although we are asking that you confirm attendance by Monday, if we do not receive your registration by May 1, 2014, we will assume that you are not attending the conference and will remove your presentation from the program. If you know before May 1 that your plans have changed, please let us know so that we can re-assign the program slot.

Kingston is a bustling city in the summer, so we urge you to book your travel arrangements early. Please take advantage of our special arrangements with Air Canada, West Jet and VIA Rail: http://www.queensu.ca/stlhe2014/visiting-kingston/getting-here

We also encourage you to explore what Kingston has to offer during your visit in June: http://www.cityofkingston.ca/explore

Sincerely,

Klodiana Kolomitro and Laura Kinderman, Co-Chairs, Program Committee
STLHE 2014: Transforming our Learning Experiences

Revise Proposal

Dear XXXX:

Your proposal submitted to the 2014 Society for Teaching and Learning in Higher Education (STLHE) Conference has been reviewed. There was a strong competition and proposals were evaluated with peer reviewers in a double-blind process.

You provided an interesting proposal on **XXXXXXXXX** (as a facilitated poster session) and the Program Committee is requesting the following revisions before including it into the conference program:

- XXXXXXXXXXXXXXXX
- XXXXXXXXXXXXXXX

We trust that you find these revisions will strengthen the proposal. **Please provide a revised proposal by March 15, 2014**. If we have not heard back from you by then, your proposal will no longer be considered for the program. We hope that you are able to make the revisions. If we can help in any way, please let us know.

Sincerely,

Klodiana Kolomitro and Laura Kinderman, Co-Chairs, Program Committee
STLHE 2014: Transforming our Learning Experiences

Rejected Proposal

SAMPLE TEXT

Dear xxx:

The Society for Teaching and Learning in Higher Education (STLHE) Conference for 2014 received a significant number of strong proposals that were evaluated by peer reviewers in a double-blind process.

Unfortunately, due to the large number of submissions received and space limitations, we had to limit the proposals accepted for the program. We regret that your proposal XXXXXXXX was not selected.

Thank you for submitting a proposal. We would encourage you to submit a proposal for STLHE 2015 and we still hope to see you as a conference attendee at Queen's University in June.

Sincerely,

Klodiana Kolomitro and Laura Kinderman
Co-Chairs, Program Committee, STLHE 2014