

B RITISH **C** O L U M B I A **A** S S O C I A T I O N O F **S** T U D E N T **A** C T I V I T Y **A** D V I S O R S

B.C.A.S.A.A.



**B.C. PROVINCIAL
STUDENT LEADERSHIP
CONFERENCE MANUAL**

AVAILABLE ON LINE AT www.bcasaa.bc.ca

WHAT IS INVOLVED IN THIS PLANNING?

Here are the suggested timelines to follow when planning the annual student leadership conference. This timeline assumes a November conference. Details about specific activities can be found in the following sections.

*** refers to the conference date**

PRELIMINARY CONFERENCE ACTIVITIES—Ideally 1 1/2-2 years prior to your conference

Complete application forms to host a conference (This involves filling out the application package, investigating major facilities, getting letters of support from your district and host school principal) See application package for further details. A copy of the application package can be obtained on the website.

- Send completed application form to secretary of B.C.A.S.A.A. and plan to have committee chair attend the next B.C.A.S.A.A. meeting to discuss your application.
- Upon approval of your application, B.C.A.S.A.A. will assign a conference year and a liaison Director

Spring-- * minus 1 year

- Review proposed budget with assigned B.C.A.S.A.A. board member
- Set up bank accounts
- Begin COC meetings (Conference Organizing Committee)
- Delegate sub committee heads for speaker/workshops (2), accommodation./meals (2), finance (1), publicity/recognition (1) registration (2), spirit leaders (2)
- Decide conference theme

Fall-- * minus 1 year

- Plan to send as many members of your COC as possible to this year's student leadership conference in B.C.. Liaise with this year's COC (Pick their brains!!!!) Distribute advertising flyers for your conference at this conference.
- Reserve main speakers, confirm sponsors, dances, photographers
- Seek local donations after consulting with liaison Director
- Organize T-shirt design contest for students
- Sub-committee heads form working groups at their own schools and choose student reps for COC
- Continue to liaise with assigned B.C.A.S.A.A. board member

January – year of *

- Begin spirit leader selection and training process
- Distribute advertising at advisor's conference

February—year of *

- Confer with B.C.A.S.A.A. trade show organizer re possible display participants
- Order T-shirts (one colour for delegates, one for COC and spirit leaders)

March – year of *

- Confirm decorative and instructional sign needs and begin preparation
- Begin to confirm workshop presenters

June – year of *

- Finalize schools attending and payments
- Finalize corporate displays and payments through B.C.A.S.A.A.
- Set fall meeting schedule for COC and spirit leaders
- Select student co-hosts, plan opening and closing ceremonies and confirm special guests

September—year of *

- Confirm available corporate display space, arrangements with hotel
- Meet with hotel management to review and confirm all accommodation arrangements
- E-Mail out school registration packages (includes student delegate information forms, general conference information, etc.) or do on-line

* Minus 4 weeks

- Prepare/purchase all materials for registration packages

* Minus 3 weeks

- Due date for individual delegate information (follow-up)
- Confirm workshop presenters and speakers' arrangements (AV, meals, hotel)
- Prepare fee cheques for presenters

* Minus 2 weeks

- Spirit leaders sign up for workshops and prepare intro/thank you information
- Complete purchases of all presenter gifts and wrapping paper
- Phone/fax/e-mail schools for missing delegate information

- Prepare and organize all workshop tickets
- E-mail a conference update to attending schools (give last minute changes, schedule, reminder re: what to pack)

* Minus 1 week

- Send delegate rooming list to hotel
- Send A/V /accommodation list for presenters to hotel
- One-day retreat with spirit leaders
- Complete all signs and decorations
- Prepare delegate registration packages by school

* Minus 1 day

- Decorate facility with set-up crew of spirit leaders

Your conference ***

- Each evening, meet with spirit leaders to update and troubleshoot
- Distribute cheques and B.C.A.S.A.A. expense forms to presenters
- Arrange for a closing luncheon for COC and spirit leaders (need for closure is important for this group!).

* plus 1 week

- Send thank you letters to all presenters and other assistants
- Send a reference letter to all students who played major roles

* POST CONFERENCE

- Pay all outstanding bills
- Send final financial report and 60% surplus revenue to B.C.A.S.A.A. in consultation with liaison Director
- Rest!

SUGGESTED CONFERENCE COMMITTEES AND ASSOCIATED TASKS

A. Conference Organizing Committee (COC)

Duties...

- Maintain minutes of all meetings and distribute to all COC members.
- Oversee all aspects of the planning of the conference
- Ensure that chair establishes and maintains contact with liaison Director
- Develop and monitor a budget for the event. This budget should be based on a minimum and maximum number of delegates (ex. 250-400 delegates)
- Develop and adjust overall conference schedule
- Design conference theme
- Approve T-shirt design
- Organize the opening and closing ceremonies within the framework provided
- Set behaviour expectations for both advisors and students according to the standard expectations lists provided by B.C.A.S.A.A.
- Organize a meet and greet for advisors on opening night. Be sure to lay out both advisor and student expectations for the weekend
- Write student reference letters at the end of the conference
- Organize and summarize student & advisor evaluations at end of conference
- Make ongoing additions to the conference organizing manual and send electronic copy of all documents to B.C.A.S.A.A.
- Submit final financial report and cheque to B.C.A.S.A.A.

Expectations/Traditionally...

- This committee is made up of chairs from each of the sub-committees.
- Ensure that you have adequate student representation on this committee
- Registration fee is set jointly with B.C.A.S.A.A. board and covers costs of hotel food, and all fixed expenses. Any sponsorship revenue should be used to enhance the conference and contribute toward future initiatives in student leadership

Hints/Advice...

- Consider including a school trustee, district staff member, school administrator, as well as students and advisors.
- Set a supervision schedule for hotel hallways each night (sign up at meet and greet).
- Organize advisor supervision for main events (ex. maybe only 1/3 of all advisors are needed for dances, but students should ALWAYS know where advisor can be reached)
- Keep the banquet and dance as a controlled semi-formal event. Aim to have a conference spirit have a "high" on Saturday night.
- Be cautious about allowing "open mikes", unplanned performances at microphones, spirit cheers during meals

B. Speakers and Workshops

Duties...

- Create a master timetable outlining the activities and timing for each day
- Select, contact, and co-ordinate the keynote speakers, liaise with them as to the focus of their presentations, and schedule to best fit the organization and theme of the conference
- Organize a series of “break-out” workshops that follow keynote presentation and tie into the theme of the conference
- Schedule the room allocations at the conference site to best fit the needs of the speakers and workshop presenters, while being as cost effective as possible.
- Co-ordinate and schedule dances and special presentations
- Develop a program of workshops and activities for the advisors.
- Organize a non-alcoholic “meet and greet” for the advisors
- Determine speaker’s accommodation/meals, etc. needs. Inform accommodation committee.

Expectations/Traditionally...

- Try to arrange the order of each series of workshops in order to build on the previous set of workshops
- Keep in mind that there are many first time leadership students with minimal knowledge and skills. As well, there are many students with highly developed skills
- We encourage the use of student presenters in workshops

Hints/Advice...

- Have one chair in charge of the main speakers, and another in charge of the workshops
- Build into the schedule times when advisors and students can touch base with each other to debrief knowledge as well to ensure everything is okay.
- Curriculum sharing sessions, evaluations, local tours are all well received by advisors
- Non-advisor presenters should have a single room. Reimbursed expenses should include only necessary meals and accommodation unless the presenter is normally in the workshop/speaker business.
- Committee chair should be well versed in community resources (where to get free stuff!), and understand that this is a low budget event
- Use teacher presenter on Saturday (therefore no TOC costs!)
- Try to carry your conference themes through the workshops.
- Get things for free! For example, ask advisors who are bringing students to also contribute a workshop. Expenses for workshop photocopying, supplies etc. should be reimbursed, but no presenter fee should be paid.



C. Accommodation/Meals

Duties...

- Arrange and organize hotel accommodation for delegates, advisors, and speakers
- Arrange and organize hotel accommodation for Spirit Leaders and Organizing Committee
- Organize hospitality suite for advisors (check with workshops committee on when you need this)
- Arrange all meals and snacks
- Get permission from hotel to distribute donated food and drink for nutrition break (see finance committee for information re: donations)

Expectations/Traditionally...

- Delegates are 3 or 4 to a room (based on “own-bed” accommodation)
- Advisors are 2 -3 per room (based on “own-bed” accommodation)
- Presenters are accommodated in single rooms
- The final dinner on Saturday has traditionally been semi-formal, and students are expected to sit with their advisors and refrain from spirit cheers during dinner.

Hints/Advice...

- Get a quote in writing from the hotel(s) how many of each size of room they have (ex. 46 quads, 32 triples, etc). This will help with budget planning since you are charged differently for each size of room.
- Charge extra for advisors who wish a single room
- Advisors appreciate having a quiet hospitality area throughout the conference (ex. school staff room or library)
- Remember to confirm space requirement for the dance on Saturday with workshop/presenter committee to ensure enough available space for dinner seating.
- Try to get the hotel to do the rooms lists for you



D. Finance

Duties...

- Liaise with the school board, and B.C.A.S.A.A. re: support and funding
- Make corporate contacts re: local level sponsorship
- Establish a conference bank account and arrange for bookkeeping to do such jobs as:
 - Receive all monies and deposit into account
 - Maintain a set of books suitable for audit upon completion of the conference
 - Monitor all purchases and write all cheques

Expectations/Traditionally...

- The COC maximizes sponsorship to increase the possibility of surplus revenues, which are divided 60% to BCASSA and 40% to host committee
- Let all sponsors have an opportunity to offer their support for your conference. In consultation with the Board's liaison Director, the COC has the final decision on which offers to accept, but it is expected that you entertain all appropriate proposals.

Hints/Advice...

- Ensure all sponsors adhere to the B.C.A.S.A.A. Code of Ethics governing expected behaviours
- Some parts of the conference which have been sponsored in the past include:
 - Dances, speakers, nutrition breaks, lunches, registration area group photos, ID cards
- Some previous sponsors include: host school board, host city council, B.C.P.V.P.A., Coca Cola, Pepsi, Motivational Media, Sights and Sounds, Stardust, Canadian Community Reading Plan, QSP, the Legion, Jostens, Advantedge, Sunrype. Be sure to consult Board liaison Director first.
- Approach local service clubs early for donation. They set their budgets early in the year.
- End of conference slide show/powerpoint - amateur photographers are often not consistent enough to produce quality work within the timeframe available. You may wish to seek the volunteer services of several professional photographers to get these photos taken.



E. Publicity/Recognition

Duties...

- Liaise with the media regarding press releases
- Arrange promotions to provincial secondary schools through B.C.A.S.A.A.
- Write press releases to Canadian Spirit Magazine and other publications
- Contact local radio, newspapers, TV, and cable companies
- Create information packages to local councils, school boards, etc,
- Coordinate with Trade Show organizer for local sponsorship tables
- Arrange for local supply of raffle/door prizes, etc.
- arrange for the purchase of thank you gifts for presenters
- arrange to have plaque for next year's committee engraved

Expectations/ Traditionally...

- Please send all print copies of press coverage to B.C.A.S.A.A. secretary

Hints/Advice...

- The energy spent on publicizing this positive student event gives long term benefits to all student leadership programs



F. Registration

Duties...

- Advertise in the B.C.A.S.A.A. newsletter and web page (Contact secretary)
- Develop a one page school advance registration form (for group registration)
- Distribute information at prior B.C.S.L.C. and advisor conference
- Arrange a T-shirt design contest. Bring entries to COC.
- Arrange delegate ID cards through B.C.A.S.A.A./Josten's
- Use on-line registration program provided by B.C.A.S.A.A.
- Receive all registrations and create a working database of all participants
- E-mail confirmation of registration with a conference update flyer to schools indicating such information as: what to bring, a reminder about the semi-formal attire for Saturday night, and any special equipment needs, school memorabilia for draws, rules and regulations of conference.
- Plan set up and decoration of registration area
- Liaise with accommodations committee regarding the assignment of attendees to accommodation
- Develop and assemble the delegate registration packages to give out at conference
- Decorate and set up registration area (including directional signage)
- Staff the registration table(s) and distribute delegate registration packages

Expectations/Traditionally...

- In order to accommodate as many schools as possible, three student delegates may register with one advisor per school until June 30. Additional delegates for a given school may be placed on a waiting list. No more than six delegates may be permitted to attend with a single advisor, unless the express permission of the B.C.A.S.A.A. Board has been given. A maximum number of delegates per school will be at the discretion of the host committee, as long as there are enough advisors as outlined
- Most benefit is generally achieved by having delegates from grade 9 through 12, able to be independent in hotel rooms with students from different schools
- Have all delegate registration forms on file at the conference site in case of emergency.
- Organize delegate registration packages alphabetically by school to facilitate smoother registration process
- It is a good idea to have the conference emergency contact number on the back of all student ID cards.

Hints/Advice...

- Something to think about—first impression of the entire conference is made at the registration desk. It is worth the time to plan it well.
- Get 4-6 students who are well prepared to run the registration table. Any more just creates chaos.
- Choose a bright colour for your group leaders' T-shirts to make them easily identified.

- The registration chair needs to be accessible to the telephone at all times.
- The more information you get out early, the better schools can choose students who are best suited to your conference
- The tone of your registration area should say, “Welcome to our community and our conference”, not serve as a venue for commercial advertising.
- Get a computer “whiz” to work on this committee
- Make up about 10 extra conference folders as well as enough for all group leaders, COC, and workshop presenters in addition to those prepared for delegates
- When asking students to bring items to the conference, be aware of suitcase limits
- Spirit leaders should be familiar with the conference venue



G. Spirit Leaders

Duties...

- Develop an application and selection process
- Develop and implement a training program
- Co-ordinate the theme and associated activities for the spirit groups
- Co-hosts will need some additional public speaking training and preparation. These two students also help to plan the opening and closing ceremonies.
- Develop a final “lesson plan” for spirit leaders to follow during the conference.

Expectations/Traditionally...

- The Legion has been supportive over the years in providing a grant to support the training of the Spirit Leaders – apply through your local Legion branch

Hints/Advice...

- The quality of your spirit leaders will determine the success of your spirit groups.
- Constantly reinforce in your group leaders a vision of a professional performance, a “class act”.
- Have several adults watching the selection process, ideally one from each school. This will help to ensure that the students who are selected are of the quality that you need.
- Resist the temptation to train “too many” spirit leaders. Keep the spirit leaders group to about 15-20 for 300 delegates.
- Where possible, find separate accommodations for your spirit leaders. This allows them to meet every night to discuss concerns and prepare for the next day. It also allows them to remain focused on their different role at the conference.
- If your group leaders are inexperienced, investigate having professional speakers as daily kick-off’s