REGIONAL EVENTS GUIDELINES FOR FACILITATION

ACCCA has established the Regional Member Council as a two-way communication network from ACCCA to the members and wider administrative workforce, and back again. In fulfilling its purpose the RMC also facilitates regional meetings and activities

Each of the ten council members are the leaders of their region in connecting ACCCA to their colleagues—the members and administrators in the region. One of the most effective ways to do that is to convene the regions administrators for impactful, topic-driven discussions, presentations, training and networking opportunities.

ACCCA can sponsor these events to keep costs low for participants, and to leverage the Association's connection to professional speakers, administrative content leaders, and business member sponsors. These events also provide a unique opportunity for ACCCA to engage potential members and creates a platform to discuss the advantages of membership and can range from providing a coffee service for a regional meeting, to funding a full day workshop or evening dinner presentation event.

Regional events may be initiated in two ways:

1. **Initiated by the Region.** Any member of the Regional Member Council may propose a regional event for consideration by ACCCA. Proposals should include a sign off by the college/district in which the event will be facilitated, and be vetted to the Regional Council prior to being submitted to ACCCA for development.

2. **Initiated by ACCCA.** ACCCA may approach any Regional Council member to propose hosting an event at a campus in their region and enlist the Council member's assistance in connecting with the Campus Contacts in their region to facilitate the event. Such proposals must also be vetted and endorsed by the Regional Member Council.

Elements of a Successful Regional Event:

For a Regional Event to be successful, whether initiated by a region or by ACCCA, the proposal must include some basic elements:

- *What's the plan?* The Council will need to see that development of the event plan occurs well in advance of the anticipated event date [6-8 weeks in advance minimum] with a clear articulation of planning leader roles and functions of assigned individuals.
- *What's the conflict?* The Council will need to know the specific date of the event and any potential or known conflicts. For example, events listed on the Professional Learning Network [PLN} PD calendar, or any other content providers bringing the same or similar training to the market [i.e., who is our competition?]
- *Where is the Venue?* Every proposal must confirm a location for the event, preferably a campus, and show terms for an agreement with the venue for space. Accessibility, capacity for attendees and access to catering should be considered.
- *Who's paying for this?* The proposal must have an event budget that includes a nominal fee for participation to offset costs and/or identification of a business/corporate sponsor.

- *How do we get the word out?* The Council should be able to see a communication plan to engage as many regional members/administrators as possible, and a plan to publicize the activity post-event.
- *What's in it for the participant?* Each proposal must have a defined purpose, goal or articulated content that is deemed by the Council to be beneficial to the members and administrators in the region.
- *How can ACCCA benefit?* Each event must have space on the agenda for an ACCCA membership presentation and recruitment opportunity and a discount on membership fees in the first year should be offered to anyone who signs up at the event.

PROPOSAL CURRENTLY IN DEVELOPMENT:

Event: One day workshop on either: *"Project Management Skills for Administrators" or "Project and Change Management"*

Presenters: Either a presenter from ARC; the American Management Association AMA [cost factor] Or Marcelina Nowosadzki, NelNet Large Campus Solutions [no cost offer on the table.]

Sponsor(s): AMA [unconfirmed] or Nelnet Business Solutions

When: Late Summer/Early Fall Date **ACTUAL DATE TBD;** 3-4 hour workshop 10 a.m. to 2 p.m.

Where: **REGION TWO:** American River College Campus, Sacramento, CA

Event Leads: Region 2 Council Rep: Steve Wylie, Yuba CCD;
ACCCA Staff Member: Susan Bray
Campus Contact(s): Thomas Greene, President and Frank Kobayshi, ACCCA Campus
Contact at ARC

Potential Conflicts:

- Campus Safety Conference West (7/30 to 8/1)
- SHEEO Exec Officers Assn Conference (8/7-8/10)
- Board of Governors (9/17-18)
- NCWE Workforce Conference (9/26-27)
- RP Group/Strengthening Student Success (10/3-10/5)
- ACHRO (10/10-10/12)
- ACBO (10-22-10/24)
- CCCAOE Occupational Educators Conference (10/10-10/12)
- AACU Conference (10/11-10/13)

Capacity: Crowd size between 50-75 administrators [TBC] depending on venue

Budget: Campus catering for coffee/refreshments; luncheon; copying or materials costs

Promotional: Advance notification to campuses in Region 2; advance online registration.

Event Goal: Provide project management best practices to administrators, feature ACCCA membership advantages presentation and a sponsorship acknowledgement.