

AUBURN UNIVERSITY WOMEN'S LEADERSHIP CONFERENCE

COMMITTEE CHOICE FORM AND SUBCOMMITTEE CHAIR APPLICATION FOR 2012-2013

Thank you for your interest in being a part of Auburn University's Seventh Annual Women's Leadership Conference. Being a member of the Planning Committee will not only build your resume and develop your leadership skills, but it will also allow you to expand your professional network. Working alongside the conference co-chairs and advisors, the Planning Committee will play a critical role in ensuring the success of the conference.

The various committees and their responsibilities are described below. Please review them, identify your areas of interest and return the Committee Choice Form/Subcommittee Chair Application via e-mail to Kristy Malone at kmm0021@tigermail.auburn.edu by **no later than 5:00 pm on Friday, April 6, 2012**. At that time, we will review applications and appoint Subcommittee Chairs to committees that will begin meeting in the summer. If you are not selected for a position that will need to meet during the summer you will be contacted with further instruction. We look forward to your participation in making the 2013 Women's Leadership Conference a great success!

DINING COORDINATION COMMITTEE

Objective: Determine and oversee menu selection for the awards dinner, conference breakfast, and conference luncheon as well as procure food donations for the conference.

- All events that take place at Auburn University's Student Union must be catered by Tiger Catering by Chartwells.
- Work with Tiger Catering by Chartwells to coordinate all food for the awards dinner, conference breakfast and conference luncheon.
- Work with the finance committee in obtaining food donations such as coffee, snacks, breakfast foods, etc. for the conference.
- Coordinate with AUSC and Tiger Catering for set up the day of the event.

FINANCE AND BUDGET/FUNDRAISING

Objective: Create and maintain the budget for the conference and develop an action plan for co-sponsorships, fundraising, and corporate sponsorships.

- Create a conference budget from existing spreadsheets on the J:Drive.
- Create a list of items that money will be needed to purchase and write the amount you estimate to spend.
- Create and disperse sponsorship letters to potential donors.

- Ask other colleges and units on campus for co-sponsorship including alumni.
- Maintain a running list of donors, exact donations to be expected, and donations actually received. You will oversee all solicitations and donations to the conference and work with other committees to assess their needs.
- Contact the university's Development Officer assigned to ODMA, as he can guide you about the university's guidelines when soliciting corporate or foundation funds for this type of event.
- Complete a budget reconciliation. Compare your estimated budget with actual project expenditures.

OPERATIONS COMMITTEE

Objective: Identify and implement all of the "day of" logistical requirements

- Review the logistics/evaluations from previous conferences
- Planning of the use of reserved rooms (who goes where, when, etc.)
- Responsible for making sure rooms are properly set up on day of conference (AV equipment, flip-charts, etc.)
- Responsible for all media services i.e. coordinating with video and camera services as well as media for PowerPoint's, etc.
- Coordinate with Dining Committee and other committees on day of the conference

POST CONFERENCE (FOLLOW UP)

Objective: Develop and oversee all Post-Conference objectives.

- Send thank you notes to sponsors, speakers, panelists, and volunteers.
- Ensure all follow up information is received.
- Schedule post conference meeting with all committees and discuss lessons learned.
- Update the WLC Planning Guidebook with lessons learned

PUBLICATIONS COMMITTEE

Objective: To develop all participant (student and speaker) materials necessary for the conference

- Should have some working knowledge or experience with design programs like InDesign and Microsoft Publisher.
- Work with OCM to develop graphics for the conference theme.
- Review relevant materials/evaluations from last year's conference
- Create all programs including the overall conference program and the awards dinner/luncheon programs (InDesign/Publisher Software)
- Responsible for all revisions for programs and other materials
- In charge of all printed materials such as nameplates and room signs. This entails contacting and coordinating with chosen company used to print materials.
- Make sure conference and awards dinner evaluations are printed.

PUBLICITY COMMITTEE

Objective: To get over 200 women (and men too) both on campus and in surrounding areas to attend the conference

- Review relevant materials/evaluations from last year's conference
- Create and distribute the materials and decide on approaches to reach these women: brochures, flyers, e-mail, facebook, banners and other advertisements, etc.
- You are responsible for overseeing the proliferation of these advertisements as well as writing publicity platforms.
- Contact and publicize with all available campus media like WEGL, Tiger Eye, The Plainsman, OIT, etc.
- Distribute the materials and decide on approaches to reach women off the Auburn Campus: brochures, flyers, e-mail, facebook, banners and other advertisements, etc.
- Write letters and invitations to off-campus target colleges, universities, junior colleges, and high schools to recruit attendees
- Contact and publicize with all available and pertinent off-campus media such as, OA News, Tuskegee, Montgomery, and Columbus news, etc.
- Your job is imperative! We need all assertive, fabulous, future female leaders at this conference and all of their friends too. Without this we have no conference!

SPEAKERS COMMITTEE

Objective: To Correspond with and prepare speakers for their role at the conference

- Review materials/evaluations from the previous conference
- Work with others to determine speakers
- Communicate with speakers
- Write breakout session titles
- Responsible for attaining a short bio from speakers to go in the program
- Work with Registration Committee for nametags of speakers
- Arrange for transportation and lodging for speakers (as needed basis)
- Arrange speaker's gifts

REGISTRATION COMMITTEE

Objective: Organize and implement the process from registration of participants to "day of" registration

- Review the registration materials/evaluations from previous conferences
- Develop/edit paper registration forms and work with marketing for distribution of students
- Create and print nametags for all guests and speakers
- Develop statistical information on participants for conference
- Responsible for the registration check-in system on the day of the conference
- Responsible for the assembly of materials distributed at the conference (nametags, gifts, handouts, etc.)

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COMMITTEE CHOICE FORM/SUBCOMMITTEE COMMITTEE CHAIR APPLICATION

NAME: _____ MAJOR: _____

YEAR: _____ EMAIL: _____

PHONE: _____

TOP 3 CHOICES

Please specify the committees you are most interested in.

First Choice: _____

Second Choice: _____

Third Choice: _____

INDIVIDUALS INTERESTED IN BEING CONSIDERED FOR A SUBCOMMITTEE COMMITTEE CHAIR POSITION SHOULD BRIEFLY ANSWER THE QUESTIONS BELOW.

What skills do you possess that make you a good candidate for a Subcommittee Chair? And are you prepared for the time commitment required to effectively complete this job? (Please be specific and limit your answer to 1 paragraph.)

How do you feel that your involvement in the planning process for the 2013 Women's Leadership Conference will further your leadership development? (Please be specific and limit your answer to 1 paragraph.)

Thank you for your interest in the 2013 Auburn University Women's Leadership Conference!