UNION OF VIETNAMESE STUDENT
ASSOCIATIONS OF THE MIDWEST

17th Vietnamese Interacting as One (VIA-1)
Annual Conference
2018 Bidding and Voting Information Packet

ALL BIDS MUST BE SUBMITTED TO STAFF@UVSAMIDWEST.ORG BY <u>11:59PM CST ON</u>

<u>JANUARY 14, 2018</u> FOR CONSIDERATION

Dear 17th Annual VIA-1 Conference Host Candidate,

Thank you for your interest in hosting the 17th Annual Vietnamese Interacting as One (VIA-1) Conference! The VIA-1 Conference has been an opportunity for students across the Midwest to come together in solidarity to share and learn about the Vietnamese culture, while providing an environment to develop and enhance the skills of student leaders in our communities. We are excited that your passion for the Vietnamese community has led you to take the initiative of potentially hosting the 17th Annual VIA-1 Conference.

From the organization's inception in 2007, The Union of Vietnamese Student Associations of the Midwest (UVSA-Midwest) has partnered with countless student organizations in hosting the VIA-1 Conference, which sets us apart from various national and regional student leadership conferences.

To ensure a proper and standardized selection process for the next host, this packet includes an in-depth context of the organization, bid process, guidelines, timeline, and the suggested bid proposal format. The conference has evolved tremendously from the dedication and enthusiasm of student leaders since its inauguration in 2003 and we are humbled that you have taken interests in hosting the conference this year in taking it to greater heights.

For more information on UVSA-Midwest and VIA-1, please email staff@uvsamidwest.org.

We look forward to hearing from you!

Good luck,

UVSA-Midwest
Union of Vietnamese Student Associations of the Midwest
Tổng Hội Sinh Viên Việt Nam Trung Tây
Email: staff@uvsamidwest.org
Website: www.uvsamidwest.org

ABOUT UVSA-Midwest

Mission Statement: To serve as a means for Vietnamese youth organizations from across Midwest United States to network with one another, share common resources, and collaborate on philanthropy projects.

Vision Statement: Founded in 2007, the Union of Vietnamese Student Associations of the Midwest is a non-profit, non-partisan, community-based organization. UVSA-Midwest is an independent organization and is not governed or controlled by any other organization. UVSA-Midwest is committed to empowering emerging youth leaders within the Vietnamese community, as well as maintain and promote the Vietnamese culture in the Midwest United States.

Servicing the Vietnamese American community in the Midwest, UVSA-Midwest works as an partner organization and collaborates with individual student associations and other related Vietnamese community related organization to conduct events and projects. They organize conferences and retreats focused on leadership, cultural identity, social, and community issues in addition to a collective philanthropy project that involves the participation of all member groups.

ABOUT THE VIA-1 CONFERENCE

The Vietnamese Interacting as One (VIA-1) Conference was founded at the University of Cincinnati in 2003 to create a collaborative network among organizations and individuals. Through speakers, workshops, and cultural festivities, VIA-1 aims to unite participants, promote leadership and resourcefulness to the coordinators and volunteers in preparing the conference, and most importantly, foster awareness and appreciation of Vietnamese culture. The conference is hosted by different organizations each year in order to bring the Midwest together and to promote a unique experience every year.

To maintain the original purpose of the conference and the consistency of quality, the VIA-1 Conference is collaborated with UVSA-Midwest. While the conference is hosted by the organization, the planning process is a joined effort of staff members from the entire Midwest region.

Organizations and/or individuals who are interested in hosting the conference generally begin organizing at least seven months before the conference they wish to host. There is no official rotation process throughout the Midwest, although geographic location within the region in relation to immediate past conferences will be one consideration used when evaluating a conference bid.

Recent conference locations and host organizations include:

2003 VIA-1 > University of Cincinnati | A Standing Start

2004 VIA-1 > University of Michigan | Lead to Succeed

2005 VIA-1 > Illinois Vietnamese Student Union (Depaul University; combined with UNAVSA-2) | Action in Unity

2006 VIA-1 > University of Minnesota | Con Rồng Cháu Tiên – The Best of Both Worlds: The Merging of Two Cultures

2007 VIA-1 > Purdue University | Embrace the Past, Empower the Future

2008 VIA-1 > Notre Dame University | Golden Dreams

2009 VIA-1 > Northwestern University | Come Together

2010 VIA-1 > University of Wisconsin-Madison | From Possibility to Actuality

2011 VIA-1 > University of Illinois at Urbana-Champaign | A Story of Our Own

2012 VIA-1 > University of Cincinnati | A Decade of Progress

2013 VIA-1 > University of Iowa | From Today, For Tomorrow

2014 VIA-1 > The Ohio State University | Returning Tides - Forging a New Path

2015 VIA-1 > Michigan State University | Bridging Identities

2016 VIA-1 > University of Wisconsin-Madison | Shifting the Paradigm | Unity of Voices

2017 VIA-1 > University of Minnesota | Cùng Nhau Lên Tiếng - Together, Let's Raise Our Voices!

2018 VIA-1 > University of Cincinnati | Anchors Aweigh

2019 VIA-1> "Your organization name here" | "Theme of the 17th Annual VIA-1 Conference?"

Note: For past conference bid packet, please click on the conference theme

CONFERENCE SELECTION CRITERIA

Each year, the VIA-1 Conference is hosted at a different location. This ensures creativity and a new, exciting atmosphere. UVSA-Midwest has developed bid criteria to serve as a guide and a tool for potential hosts in planning and submitting proposals for future conference sites, as well as serving as a means to evaluate and/or select the next VIA-1 Conference host. The criteria will help potential hosts assess their merits and readiness to hold a VIA-1 Conference. They also make the selection process evident and transparent to UVSA-Midwest. **All conference bids must comply with conference guidelines and regulations; otherwise, the bid will be disqualified.**

Any group who would like to be considered to host a VIA-1 Conference is asked to prepare a bid proposal that provides site information in various categories and must be a university registered student group and/or a member organization of UVSA-Midwest for at least one year. Those interested in being considered to host are requested to send a complete set of information utilizing the format suggested in the Bid Packet.

CONFERENCE BID PROCESS

1. Create your VIA-1 Conference Host Bid Packet

2. Submit Letter of Intent to **staff@uvsamidwest.org by 11:59 PM CST on November 26, 2017 ([Letter of Intent form](#))**

3. Submit bid proposal to **staff@uvsamidwest.org by 11:59 PM CST on January 14, 2018**

a. In the body of the email, include the following information:

    I. Organization Information

1. Name
2. School
3. Address
4. City
5. State

    II. Conference Planning Head(s)

1. Name
2. Email
3. Phone Number

    III. (Your) State Representative Name

4. Presenting the bid proposal at the VIA-1 Staff Retreat on **Saturday, January 21st, 2018**.

- Bidder needs to be at staff retreat to present the bid to E-board and CoSR
- If bidder cannot be at staff retreat:
  - State Representative can present the bid for the respective bidder.

○ Will also able to do a live feed presentation

5. The successful bidder will be notified on **April 7, 2018 at the 16th Annual VIA-1 Conference**.

BIDDING STRUCTURE

Selection Committee

- The committee will be comprised of the UVSA-Midwest Executive Board and Council of State Representatives.
- Each position will have one (1) vote.
  - Organization with the majority of vote will host the next VIA-1 conference
- In case of a tie - Board of Directors will case one (1) vote.

Voting Process

- UVSA-Midwest Board of Directors (BOD) will assist the facilitator the voting process.
  - The facilitator will be chosen based on:
    - History of VIA-1 conference attendance
    - Non-involvement in the bid pool
- A BOD member will call a standing meeting to determine the winner.

Selection Process

- The submitted bid proposal will be reviewed by the committee
- Candidates will present their proposal and answer questions from the committee.
- The Executive board and Council of State Representative will use criteria set by the bid packet to vote for the winner.
- The winner will be announced and awarded the bid at the **16th Annual VIA-1 Conference**.
- The members of the bid committee will be asked to present conference site information including vital statistics of meeting rooms/housing arrangements, and a basic outline of proposed entertainment.
- Each bid presentation will be given time to present the information you have researched.
- Here are some helpful hints on information to be highlighted:
  - Be prepared to discuss your vision for this conference
  - What do you want attendees to leave with when they are finished with their conference experience?
  - Be prepared to discuss your strengths and weaknesses
  - Provide maps/floor plan of the potential conference sites and highlight where each events might be held
  - Reference the vital statistics page that outlines room capacities, square footage,

etc.
- ○ Highlight entertainment ideas
- ○ Highlight what potential conference sites have to offer - pool, restaurants, etc.
- ○ Highlight attractions in the local area
- ○ Be prepared to answer questions from individual board members on areas that affect their expertise
- ○ Be prepared to speak to the strength of local support (Cong Dong, affiliate organizations, etc.)
- ○ If a school was a past host, how will the current VSA members distinguish themselves from what's been done in the past?

BID PROPOSAL FORMAT

Please complete the following items and submit it to staff@uvsamidwest.org. Document must be provided in a PDF and google drive format.

A. Conference Details

Theme
- ● List your theme name and briefly describe the meaning of your theme.

Possible dates
- ● Give a projected date (multiple) or month that the event will possibly take place and how it would affect the attendees of the VIA-1 conference.

Description of event
- ● Write a brief overview on the activities and functions.

Projected attendance
- ● Low
- ● Medium (break-even)
- ● High

Budget
- ● Prepare an estimated budget for the whole conference, to the best of your knowledge.
    - ○ Prepare an estimated budget based on low, break-even, and high attendance.
- ● Include maximum school program funding, if available.

Venue(s)

- List the possible venues/facilities to be booked for the conference. Also include the maximum capacity of each venue. Then give an overall total capacity for the conference.

B. <u>Co-Hosting School/Organization Details</u>

Size of VSA or Organization
- Active members
- Non-active members

Committee Heads who will be planning
- List the (potential) Committee Heads and the name of the committees.
- Ensure that permission is asked for potential Committee Heads to be placed on bid

Strengths and Weaknesses (SWOT Analysis)
- List an overview of the strengths and weaknesses of your organization and school. **Be aware of the future of the school/hotel (i.e. Construction, Program changes and cuts, etc.).

Possible Sponsors and Donors
- List the possible sponsors and donors that may be able to support this conference.
  - Deadline to ask these sponsors
  - Likelihood these potential sponsors will donate/sponsor
  - What type of sponsorship the organization will donate (monetary, in-kind, marketing, etc.)
  - Breakdown potential sponsor list by Regional and Local

Other groups that will help out (if applicable)
- List the other organizations that will be willing or possibly helping before and during the conference.
  - Funding - Sponsorship, donation, etc.
  - Manpower - providing additional staff help with setup and other tasks.

Past events
- Describe briefly of your event including time line on planning the event, attendance, and budget information held within the past year or two.
- Describe your previous event-planning experiences by listing the title of the event, brief description, timeline of planning process, attendance, budget, and success factors. List at least 2 events.
- Describe what you had learned with your experience with these past events and how can we use these experiences to improve VIA-1

CONFERENCE GUIDELINES AND REGULATIONS

- The name of the spring conference will take on the following format:
  - The (ordinal number) Annual VIA-1 Conference Hosted by UVSA-Midwest and (Your Organization)
  - Theme Name
- The VIA-1 Conference must be its own separate entity.
- The co-hosting student organization must be officially registered with the hosting university and/or a member organization within UVSA-Midwest.
- The conference must occur between the dates of **February 15 - April 15.**
  - **The conference must not be scheduled during any nationally recognized holiday (President's day, Easter Sunday etc.) and Lunar New Year (Tết).**
- The conference must be open to students of all ethnicities.
- Contact information for all bid committee members must be provided to UVSA-Midwest.
- One bid committee member will be assigned to communicate progress and expenditures with UVSA-Midwest. A secondary contact also must be established in case the primary contact is not able to fulfill those duties.
- The following items must be approved by UVSA-Midwest:
  - Conference content and theme
  - Conference directorship
  - Conference date
  - Budget
  - Marketing material
  - Logo usage
  - Registration fees
  - Collective Philanthropy Project fundraising event
- Only current member states are eligible to host:
  - Illinois
  - Indiana
  - Iowa
  - Kansas
  - Kentucky
  - Michigan
  - Minnesota
  - Ohio
  - Wisconsin
- All funding, grants, sponsorship, and expenses must be documented and sent to UVSA-Midwest Treasurer.
- Any objections can be appealed to UVSA-Midwest.
- **All contracts (hotel and any other contracts over $200.00) must be reviewed and approved by the Board of Directors before signing and execution of contracts.**

CONFERENCE BASIC REQUIREMENTS

A standard list of details and questions that should be included in the bid proposal has been gathered to assist in the research process.

Size

- Any selected site should be capable of accommodating (at least) 300 attendees.

Time

- The VIA-1 Conference should be held between February 15 - April 15 each year. Preference should be given to mid-March dates. The Conference schedule should begin Friday afternoon and end Sunday afternoon.

Meeting Rooms

- All meeting rooms should be in the same building.
- One space for (at least) 300 people is needed for the entire duration of the conference. Theater seating is preferred.
- Six rooms seating 60 people are needed for program sessions. Rooms need to be available simultaneously.
- *One space for (at least) 300 people is needed for food breaks. Food and drinks must be allowed.
- *One room is needed for storage of supplies and materials -->conference staff room.
- *One room is preferred for program speakers.
- All spaces except ones marked with an asterisk (*) need to be AV equipped – i.e. projector and screen.

Questions to ask:

- How much will the rooms cost? What is the reservation process?
- Are we allowed to move furniture around?
- Are we allowed to bring in outside AV equipment?
- Are we allowed to bring in outside food?
- How are the building/rooms laid out? – i.e. points of exits, bathrooms, proximity to other rooms. How close is the building to the hotel?

Accommodations

- The venue should be able to provide lodging for all attendees and guests of the VIA-1 Conference. There should be at least 80 rooms with two double/queen sized beds available for Friday and Saturday evenings of the conference weekend.
- Preference given to bids where the conference is held locally, on campus

Questions to ask:

- Do you have complimentary Ballroom space available that fits (at least) 300 attendees for use during our opening ceremony, banquet dinner, and closing ceremony? If this is not

complementary, what is the approximate cost for a room to hold the capacities we need?
- What amenities are provided to each room? Is there WiFi available?
- Is there parking available? Are there any fees?
- Are there any room minimums you require?
- What is the typical minimum of a group of 300? (Most likely, only 2/3 of attendees will need housing.)
- What is the maximum number of people we could have to a room? (Normally, it is 4 to a room.)
- What other specific requirements and regulations do you have for the conference groups and attendees?

Food Service

- The facility will need to accommodate a dinner for all attendees in a facility on Saturday evening. The banquet venue needs to seat up to 350 banquet seating.
- Document all quotes with any potential banquet facilities (cost of facilities rental, chairs, food etc.)

Questions to ask:

- Can a stage be set up in this space?
- Are we able to bring in AV equipment for our banquet?
- Is Vietnamese Cuisine an option for the banquet?
- Are we able to bring in outside caterers?
- Is there a food/beverage minimum to your catering services?

Transportation

- The VIA-1 Planning Committee is not responsible for arranging transportation for conference attendees, but the information should be made available for those who cannot or choose not to drive to the conference site.

Question to ask:

- Which airport is near the hotel?
- Is there hotel shuttle bus to/from the airport?
- Is there public transportation near the hotel?
  - Cost per ride

PLANNING COMMITTEE STRUCTURE

The VIA-1 Conference Planning Committee will be structured as detailed below.

- Executive Directors
  - Programming Director
    - Staff
  - Logistics Director
    - Staff
  - Entertainment Director
    - Staff
  - Finance Director (UVSA-MW Treasurer)
    - Staff
  - Sponsorship Director
    - Staff
  - Registration Director
    - Staff
  - Marketing Director
    - Staff
  - Multimedia Director
    - Staff
  - Hospitality Director
    - Staff
  - Family Programming Director
    - Staff
  - Information Technology Director
    - Staff
  - Alumni Program Director
    - Staff
  - Collective Philanthropy Director
    - Staff

Executive Directors will be decided by the Selection Committee. Committee Directors will be chosen by the Executive Directors with UVSA-Midwest E-board approval. The remaining committee staff members will be decided by the Committee Director(s) and overseen by the Executive Directors.

CONFERENCE PLANNING TIMELINE

Goal deadlines are subject to change.

March-May

- Finalize Executive Director and committee directors
  - Selecting Executive Director by the Mid-May.
  - Selecting Committee Directors by end of May

June

- Finalize staff member
  - Selecting all staff member by the end of June

July

- Assemble list of potential speakers and entertainers
- Assemble list of potential sponsors and donors
- Prepare a preliminary committee budget
- Initial VIA-1 promotion video for UNAVSA conference

August

- Site Visit- Staff Retreat # 1
  - All directors must attend
  - Looking at hotel venue and contract
  - Review recent VIA-1 conference feedback
- Finalize letter of invitation for speakers and entertainers template
- Finalize conference theme and theme description
- Finalize the alumni invitation letter
- Finalize letter of sponsorship request template
- Finalize workshop tracks

September

- Finalize Save the Date design marketing flyer
- Finalize majority of conference venues
- Sent out sponsorship letter to all potential sponsors and donors
- Finalize committee budgets
- Sign hotel contract

October

- Finalize keynote speakers and contracts
- Finalize majority of funding
- Finalize marketing plan and materials

November

- Staffs promoting VIA-1 conference at VSA events
- Finalize CPP theme at VIA-1
- Search A/V equipment pricing

December

- Launch website and registration
- Finalize family leaders
- Finalize family theme
- Finalize banquet entertainers/performers

January

- Staff Retreat # 2
- Finalize workshop speakers and contracts
- Finalize banquet entertainers contract
- Finalize breakfast, lunch, and banquet menu

February

- Finalize hotel contracts
- Finalize workshop content and materials
- Finalize catering contracts (if applicable)
- Finalize all sponsors and donors
- Finalize A/V equipments
- Finalize banquet decoration and center piece

March

- Finalize hospitality committee materials
- Finalize registration materials
- Finalize and collect in-kind donations

April

- Sending out post conference survey to attendees
- Sending out conference "Thank you" note to all sponsors and donors
- Create a Facebook group for attendees to keep in contact with each other
- Post conference debriefing
    - Address all problems and concerns
    - Assign task to staffs to oversee improvement
- Finalize and close-out conference budget
- Finalize a post-event wrap up report (summary) of the conference to be published on the website, facebook etc.

- Finalize a summary video of the conference and upload conference picture to website and facebook for attendees to see.
- Do an inventory of all non-perishable supplies
- Finalize exit interviews & transitions with all directors
  - EDs perform exit interview with directors
  - Eboard will perform exit interview for the EDs
  - Directors and EDs provide a letter of advice for the next directors and EDs
    - What went well
    - What did not and why
    - General advice for next year
  - Organize all needed documents in their perspective folders on google drive