



2018-19 Spring Conference Committee Action Plan

SPRING CONFERENCE LEADERSHIP

Stephanie Handley, Chair

Susan Dumon, Vice Chair

Kristen Howard, Board Liaison

COMMITTEE MISSION: To provide an informative and educational Spring Conference of value to all AAED members and affiliates.

GOAL #1: Attract students and those who normally could not attend to the conference

ACTION:

- Coordinate with UA and ASU to provide the opportunity
- Look into funding such as a scholarship or student rate
- Create application that only interested students would apply for

TIMELINE FOR COMPLETION: November 2018

BUDGET IMPACT (Income/Expense):

Income: stays the same as 2018

MEASURABLE RESULTS:

- Application submittals from students
- Coordinate relationship with universities

GOAL #2: Secure nationally recognized speaker to raise the profile of Arizona nationally

ACTION: State Action

- Maintain funding in the budget for speakers
- Research to ensure appropriateness and effectiveness of speaker(s)
- Work closely with AAED PR Committee to most effectively promote the conference
- Coordinate with national news/media outlets to promote the speaker and raise awareness

TIMELINE FOR COMPLETION: November 2018

BUDGET IMPACT (Income/Expense):

Expense: \$16,000

MEASURABLE RESULTS:

- Land a nationally recognized media outlet that promotes the speaker at AAED
- Attract attendees from other SW States
- Promote national speakers to give Arizona more recognition

GOAL #3: Create cohesive theme and message with EDDE Awards and EDDE Banquet Committee

ACTION: State Action

- Reach out to chairs and vice chairs for input on programming
- Schedule EDDE Awards Banquet meetings next to Spring Conference meetings
- Communicate with Events and Education Committees to share session topic ideas and eliminate duplication in monthly program
- Work with Workforce Symposium, Retail Symposium and Fall Forum committees using information gathered at 2016 Conference

TIMELINE FOR COMPLETION: May 2019

BUDGET IMPACT (Income/Expense):

None

MEASUABLE RESULTS:

- Increase communication and cohesiveness of the organization
- Encourages member participation

2018-2019 Possible Action Items

GOAL #1: Continue with dynamic speakers and topics to make sure AAED is the chosen conference over others we will compete with in the future

ACTION: State Action

- Stay on top of what's going on in the industry nationwide
- Book dates for conference early and get a save-the-date out early
- Know when competing organizations are holding their events and plan accordingly
- Keep the pulse of the membership and make sure to cover areas that important to membership

POTENTIAL BUDGET IMPACT (Income/Expense):

None