



Convention Guidelines

Latest update July 2019

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Western States Communication Association (WSCA) conventions are brought to life by many individuals—a Local Host school with faculty, students, and staff; the WSCA officers, particularly the President Elect; the Interest Group program planners, and the Executive Director. With the host hotel, these individuals cooperate to produce a successful convention for the WSCA membership. This document sets out the convention processes and the responsibilities of those individuals.

General Information

Convention Site

The convention site and hotel are typically selected four years in advance. The convention site shall follow as closely as possible the following plan of geographical rotation: north (Alaska, Washington, Oregon, Montana, and Idaho), central (Northern Nevada and Northern California), east (New Mexico, Colorado, Wyoming, and Utah), south (Southern California, Southern Nevada, Arizona, and Hawai'i).

Whereas from 1984, WSCA voted to discontinue a convention boycott for any State not ratifying the ERA, should another Federal ERA bill be passed by Congress and sent to the States for ratification, the boycott shall be reinstated for those States not so ratifying.

Convention Date/Days

Presidents' Day weekend in February is the preferred convention date, with the weekends on either side as preferred alternatives. However, there have been some occasions in which the convention is held the last week of February and the first week of March. Traditionally the convention is held Friday through Tuesday. However, in 2014 the Community College

Interest Group asked that the convention not be held on President's Day weekend and that it run Thursday through Monday. While resort hotels prefer to have us on weekdays, city hotels would rather have us on weekends. Therefore, in 2015 WSCA decided to do what is in the best interest of the members in terms of getting the best hotel price, allowing the Executive Director to have flexibility in negotiations. As such, WSCA is open to having the convention Friday through Tuesday or Thursday through Monday and in the last three weeks of February.

Convention Bids –Time & Place Committee

The Time & Place Committee acts as the recruiting agent for Local Hosts and makes recommendations to geographical locations based on the aforementioned rotation. If a host university does not step forward, the location and hotel may be secured first with the Time and Place Committee seeking a host second. A convention bid may be initiated by a member or members of a department who are willing to accept the responsibilities of Local Host as outlined in this document.

1. The first step is to verify that there are sufficient personnel to devote the time and energy to the planning process. Clear support and enthusiasm for the project are important ingredients of a successful bid.
2. Sometimes a single department may not have the personnel to serve as Local Host, so a consortium of departments may enter a hosting bid. With a consortium, clear responsibilities of efforts should be spelled out, and a steering committee should have at least one person from each department.
3. To request the opportunity to host, a letter from the Department Chair on department letterhead formally stating your desire to host the convention is required. Include the

- location (city) and year as well as the lead contact person's name, email address and phone number.
4. Bids are submitted to the chair of the Time & Place Committee and/or the Executive Director.
 5. The Time & Place Committee, meeting at the WSCA Convention, recommends a Local Host(s) and site(s) to the Executive Council. Selection should take into consideration issues of diversity and social justice (policy passed by the Legislative Assembly February 2001).
 6. The Executive Council, considering the Time & Place Committee recommendation, and issues of diversity and social justice, selects the Local Host and convention site four years in advance of the convention.
 7. The President presents the information to the Legislative Assembly.

Convention Hotel Selection

The Executive Director (ED) coordinates the convention hotel selection process.

1. After the Executive Council selects the Local Host and convention site for the four+ year convention, the Executive Director may contact WSCA's Helms Briscoe representative to develop a list of possible hotels for the convention. Helms Briscoe or the ED sends out request for proposals (RFPs) from the location's hotels.
2. Hotel requirements for a convention include the following:
 - a. 300 sleeping rooms and 4+ suites desirable. The same number of rooms can be at more than one hotel within a city block of the meeting facilities, but one hotel is more desirable than two or three smaller ones;
 - b. reasonable room rates;

- c. approximately 14-16 meeting rooms seating 25-70 people theater style; ballroom seating 370 for luncheon, 300 theater-style for Kickoff and Keynote, and dance floor plus seating for Sock Hop; exhibit space, preferably in a foyer, for 5-10 textbook exhibitors needing 1-3 tables each;
 - d. interaction-friendly lobby/bar areas; adequate eating facilities within hotel; coffee/continental breakfast cart;
 - e. environment-friendly policy;
 - f. audio/visual provided;
 - g. free or reasonably priced wifi;
 - h. ease of access from airport, transportation, parking;
 - i. surrounding area restaurants, grocery, liquor store, copy center; no/few inexpensive hotel alternatives in vicinity.
 - j. careful consideration of non-chain and union hotels; both can be problematic due to lack of flexibility and work requirements.
3. The ED receives preliminary/initial proposals from hotels, reviews them, and makes a list of those meeting our criteria for the Site Visit.
 4. The ED (or Helms Briscoe) arranges a Site Visit with the President and (if possible) the Local Host to examine possible hotels. The ED distributes the WSCA Site Visit Check List and a summary of hotel proposals to the President and Local Host prior to visiting the hotels. They use this check list during the visit and can make notes on the hotel summary. After seeing all the hotels, the ED, President, and Local Host chair may compile a list of strengths and weaknesses for each property and rank order the choices.
 5. Following the Site Visit the ED or Helms Briscoe can ask any of the hotels for adjustments to proposals based on the comparison.

6. The Executive Director and President present the final proposal summary and the strengths and weaknesses list to the Executive Council at its November meeting; the Executive Council selects the hotel.
7. After a hotel is selected, the Executive Director (or Helms Briscoe) informs all hotels from which proposals were received. The ED (and Helms Briscoe) negotiates the contract with the convention hotel, and the ED and the President sign the contract when negotiations are satisfactory.
8. The Executive Director sends copies of the contract to the Local Host and the appropriate President Elect when elected.
9. The President announces the hotel, its room rate and food and beverage minimum to the Legislative Assembly.

One Year Prior Site Visit

The President, President Elect, Executive Director, and Local Host chair meet with the convention hotel conference services manager in the Spring of the year prior to the convention (April or May) for planning. At this time, rooms tentatively are assigned, menus selected, and most contractual decisions are made.

Immediate Preconvention Meeting

The President, President Elect, Second Vice President, Executive Director, ED's Assistant, Local Host chair, assistant/co-chair, and person responsible for the AV attend the preconvention meeting with the hotel staff Wednesday or Thursday before the convention starts Thursday or Friday. The meeting is arranged between the ED and the hotel convention services person.

At this meeting, introductions will take place so the hotel staff and WSCA officers and local hosts will know who is responsible for what function, e.g. catering, security, etc. Then, the group will go through the banquet event orders (BEOs). This documents EVERYTHING that was agreed upon between WSCA and the hotel. It includes AV, food and beverage, room set up, etc.

It is helpful if WSCA officers and local hosts bring the convention program and the program outline. The A/V person should have the list of A/V needs including the room, day, and time. The hotel will bring copies of the BEOs. It is important for everyone to keep these documents. This may look at first like more than you want to know, but it is invaluable when problems arise, or people have questions.

Post-Convention Meeting

If desired by the President, on Monday or Tuesday, the last day of the convention, the new Immediate Past President, new President, and ED hold a post-convention meeting with the Convention Services Manager. The local host and other presidents may attend if desired. The purpose of this meeting is to give and receive feedback to improve WSCA's operation and the hotel's convention services.

WSCA Convention Responsibilities

President

The President serves as the official representative of the Association and the Executive Council and sets the agendas for and presides over Executive Council meetings and official functions such as the luncheon. In addition, the President appoints the Credentials Committee for

the Legislative Assembly and presides over the Legislative Assembly meeting. See the President's handbook on the website.

President Elect/Primary Program Planner

The President Elect is the convention's primary program planner and is responsible for all programming decisions and the printed convention program. This person works closely with the Local Host, Executive Director, and host hotel during the planning and execution of the convention.

See the current "Guidelines for Program Planners" available from the President Elect for details of the program planning process, Interest Group program planner responsibilities, convention workshop fees policy, and the audio-visual policy. Regarding workshops, please remember that workshop fees must cover the cost of the workshop, including AV, materials, and \$5/person for WSCA administrative expenses.

Keynote Speaker

1. The keynote speaker and WSCA should have a signed contract. Many speakers have their own; if not, contact the ED for a generic version. In addition, the President Elect needs to be the point person to ensure a room reservation is made in the block for the keynote speaker, arrange for amenities in the room (flowers, cheese, fruit, wine, etc.), arrange transportation to/from airport, to/from hotel, and arrange for people to have meals with the speaker.

Convention Program

2. The printed convention program is vital to the conduct of the convention, thus care must be taken in its preparation. It constitutes a major convention expense and should be financially supported by announcements.
 - a. Production schedule of the printed program is determined by the deadlines established by the printer.
 - b. The makeup and printing of the program are the responsibility of the President Elect.
 - c. The ED solicits announcements from publishers and other commercial organizations and departments, and the Local Host solicits local announcements. All announcements go to the ED for invoicing and forwarding to the President Elect to assemble in the program.
 - d. The printed convention program should include the following:
 - 1) Cover (may design a convention logo and artwork, coordinate with the Local Host for art and/or use the WSCA logo)
 - 2) Program title page (must include the WSCA logo)
 - 3) Name and address of convention hotels
 - 4) Photo page of officers
 - 5) President's welcome
 - 6) Table of contents
 - 7) General convention information
 - 8) Convention synopsis
 - 9) Local Host events
 - 10) Map(s) of hotel meeting rooms
 - 11) Executive Council membership
 - 12) Standing committees memberships and elected Legislative Assembly reps
 - 13) WSCA departmental members
 - 14) Roster of Past WSCA Presidents
 - 15) Roster of Honorary Members
 - 16) Roster of Life Members
 - 17) Distinguished Service Award recipients
 - 18) Distinguished Teaching Award recipients
 - 19) Distinguished Scholar Award recipients
 - 20) Roster of current convention Interest Group program planners
 - 21) Local Host Committee
 - 22) Program schedule

- 23) Time and date should appear on each page
 - 24) Index
 - 25) “Dance Card”
 - 26) Announcements
 - 27) Information about the next convention with theme and abbreviated call for papers
- e. Proofread the printed program draft carefully.
 - f. Send workshop, preconference, and kickoff, and keynote information to the ED by October 15.
 - g. Don’t release meeting rooms until time scheduled even if panel is canceled; you might need it for something else.

Department receptions/parties

- 3. Department receptions are scheduled by the President Elect. Once they are scheduled, the ED connects the department with the hotel food and beverage manager. The department and hotel work together directly to order and pay for the services.

Audiovisual Equipment

- 4. The President Elect is responsible for providing the audiovisual equipment. AV equipment may come from the hotel’s in-house AV provider and/or an independent provider.

Audio-Visual Equipment at Conventions: The Association adopted the following policy in February 1996:

- 1. Any program that can provide its own equipment (including proper cables, knowledgeable operators, and necessary screens) is free to do so provided local union rules do not prohibit such use.

2. No audio-visual equipment of any kind will be provided to a program that fails to meet published deadlines for requesting equipment. The deadline is the same as the deadline for program proposals.
3. No computers of any kind, or accompanying electronic equipment, will be provided.
4. Under certain circumstances projectors, screens and cables can sometimes be provided.
5. All programs should consider alternatives to equipment: Can materials be duplicated? Could a flip chart be used?
6. Workshops and Pre-Conferences that absolutely require AV equipment must expect the cost of renting such equipment to be built into the fees cost of the session.
7. Regular panels for which AV equipment is absolutely necessary and for which personal equipment cannot be used will be subject to these understandings:
 - a. The request of AV equipment may not be met in all cases.
 - b. The request for AV equipment may be met in some circumstances only if the program participants are willing to pay for the rental of equipment.
 - c. The requests for overhead projectors must state a substantive reason for the equipment.

The President Elect should put all the programs requesting AV in a limited number of rooms for the entire convention so equipment does not have to move from room to room. Put a projector and screen in each of those rooms for the duration of the convention, beginning with the Friday/Saturday workshops. (These rooms will have to be secured when not in use.) AV equipment is supposed to be requested by Interest Group chairs for their programs. Be prepared for people who think they're entitled to it at the last minute with no previous request. You can provide it if it's available, but otherwise refer them to the hotel AV person and point out that they will have to pay for it themselves.

AV equipment must be secured. Rooms should be locked when not in use or equipment returned to a central, secure location. Having an AV room next to registration works well.

After the Convention

5. Immediately following the convention, the now President writes thank you letters to Interest Group chairs, the Local Host, the Executive Director's direct supervisor (dept chair, college dean or provost), the hotel, and others who helped make the convention a success.

First Vice President

The First VP assists the President Elect/Program Planner as needed. As part of the membership drive, the First VP can solicit department participation in convention receptions, encourage participation in the USRC and Graduate Programs Open House.

Second Vice President

The Second VP coordinates the Undergraduate Scholars Research Conference (USRC), the Graduate Student Workshop, and the Graduate Programs' Open House which occur on Saturday of the convention if it falls on a Friday through Tuesday OR Friday if the convention is held Thursday through Monday.

The USRC submission deadline has fluctuated but it is usually between December 1 and December 15. Notification of paper acceptance/rejection is in early January.

The USRC and the Graduate Workshop should not overlap, nor should the USRC overlap with the Graduate Programs' Open House, and the Graduate Programs' Open House should not overlap with the Welcome Reception or Newcomers' Reception (if the President Elect decides to have one).

Graduate programs represented in the Graduate Programs' Open House must be from communication departments; otherwise, the decision as to which graduate programs to accept for the Open House is the Second Vice President's and the Executive Director's.

Executive Director (ED)

The Executive Director coordinates the logistics of the convention with the President Elect, Local Host, and host hotel. The ED is responsible for all expenditures and revenue collection, and no convention expenditure can be incurred without prior approval of the Executive Director.

Program Announcements

1. In October before the convention, the ED solicits paid announcements from publishers and other commercial organizations and from departments for the convention program. Costs are available on the WSCA website.

Exhibits

2. Exhibits are an integral part of the convention, providing information for participants.

The ED must:

- a. Update the list of exhibitors from the prior convention, adding potential exhibitors by visiting exhibits at the National Communication Association convention.
- b. Exhibit fees are available on the WSCA website and include convention registration (lunch is an extra charge).
- c. With the President Elect, Local Host, and host hotel, determine exhibit space, preferably in the traffic flow.
- d. Solicit potential exhibitors in October.
- e. Communicate with exhibitors to get their names to add to the convention registration list allowing the local hosts to prepare badges and packets.
- f. Assign exhibitors to tables. Sponsors of events should be most prominently placed, followed by exhibitors in order of receipt of their reservation.

- g. Arrange for covers (e.g., sheets, tablecloths) for exhibits if they are in a public space.
3. The ED AA should make sure the tables are ready for the exhibitors on Friday or Saturday morning before they arrive. Many exhibitors will have shipped their books to the hotel beforehand; make sure hotel staff bring the boxes from the storage area to the exhibit area early Saturday morning. The publishers should tip (\$5/10/15/20 per publisher depending upon the number of boxes of books.) Be sure to tip the hotel staff for helping set up, respond to issues, carry materials, etc.

Registration

4. The ED sets the convention registration fees utilizing the basic fees plus the cost of the luncheon.
 - a. Basic convention registration fees (set by Executive Council) (add price of luncheon to get registration fees for that year) are available on the WSCA website.
 - b. The Convention Mentoring Fund was established by the Executive Council in 2003 to subsidize the convention luncheon for students. Donation choices, beginning at \$5/10/15, are to be listed on the registration.
 - c. Students are charged approximately ½ price for the luncheon, the difference to be subsidized by Regular Member registration fees and the Convention Mentoring Fund.
 - b. Convention complimentary registration (including the luncheon) is provided for NCA Second VP candidates, President, and Executive Director, as well as guest speakers. Exhibitors' registration is included in the exhibit fees.
 - c. The ED or the ED assistant assists the Local Host with registration at the convention.
5. In November, the ED updates the WSCA website and opens convention registration. This includes
 - a. Convention registration, meal, and workshop fees;

- b. Hotel rates and reservation link;
 - c. Travel information (shuttle, taxi) to the convention hotel (provided by local host);
 - d. Convention program synopsis;
 - e. Basic Course conference (every other year) and workshop information;
 - f. Local event registration information
6. The ED may write an article for *WSCA News* about the convention hotel: what a great place it is to stay and why attendees need to stay there.
7. The ED maintains a record of preregistrations with name and department. A list of those preregistered, a list of comp registrations, and a list of members are taken or sent to the Local Host at the close of preregistration January 30.

Complimentary Room Allocation

8. The ED, working with the host hotel's convention services manager, assigns complimentary and upgraded rooms. If negotiated in the contract, the hotel provides complimentary suites and upgraded rooms (at the convention rate) based on the contractual formula. Individuals are assigned to suites and upgrades in the following order:
- a. President
 - b. Executive Director
 - c. President Elect
 - d. Local Host
 - e. Second Vice President
 - f. *Western Journal of Communication* editor
 - g. *Communication Reports* editor
 - h. First Vice President
 - i. *WSCA News* editor
 - j. Senior Executive Council members-at-large (1)
 - k. Senior Executive Council members-at-large (2)
 - l. Junior Executive Council members-at-large (1)
 - m. Junior Executive Council members-at-large (2)

- n. Immediate Past President
- o. Finance Committee Chair
- p. Publications Committee Chair
- q. Coordinator of Speech Activities
- r. Executives Club President
- s. Honored Guests (such as keynote speaker)

Interest Group Payment

9. Interest Groups are allocated \$300/year for expenses which many use for cash awards for top papers, receptions, and/or framed certificates, etc. Interest Group planners are to email the ED and request the checks by providing the interest group, recipient's name, amount, and reason (ex: MSIG, Pat Smith, \$100, top student paper). Checks should be prepared in advance and left them for the Interest Group chairs at the hotel registration desk. When you receive receipts for other expenses, reimburse the chair.

Officer Gift

10. The ED sends a gift (usually a bottle of wine) and a thank you card to the rooms of the President, President Elect, First Vice President, Second Vice President, Immediate Past President, and Local Host.

Local Host (LH)

The Local Host is vitally important to a successful convention. Hosting duties include, but are not limited to, delivering a 10-minute presentation the year prior to hosting, organizing local events, assisting with registration, coordinating audiovisual equipment, and convention promotion. The LH serves as the liaison among the host hotel, the President Elect, and the ED and should be familiar with the hotel to answer any questions the officers may have, particularly as the President Elect allocates meeting, programs, and events to rooms.

Like anything, local hosts can put in a tremendous amount of effort or barely any effort at all. Remember, this is a time to showcase your department, its faculty and students. If you can get an assigned time for this work, it is recommended to do so in the Spring semester or Winter quarter. While a lot of work can be done ahead of time, there is some crunch time in January and February. If you can get a two course release, then one in the fall and the other in the spring/winter is best.

There are two recommendations to make this job more feasible: (1) create a Special Topics course to have your student “volunteers” accountable and (2) solicit your colleagues to help. Several past LHs have created a Special Topics course (named “Event Management”) allowing students to earn credit for their work. In addition to having a field trip to the hotel so they may familiarize themselves with the venue, you can have guest speakers come to class explaining their careers. Moreover, you can have students study the website, learn the history of WSCA, match names and faces of officers, and then quiz them on this material. When you have a class, you can use the time to prepare registration packet materials (e.g. dining guides, local facts, local events, etc.), make signage, and stuff the registration packets. While at the convention, students serve as ushers (see Ushers section of this handbook) and attend panels. After the convention they can write reflection papers on their experience or focus their paper on the panels they attended or scholars they met.

In addition to offering a course, you are also encouraged to solicit your colleagues. For instance, if you offer a Special Topics course, then it is likely that you are responsible to oversee the ushers and registration. However, you may have one colleague responsible for organizing the AV, another who takes care of the local events, someone in charge of the sock hop, and a

colleague who teaches PR and requires students to produce publicity work for the convention. Another model is to co-local host it with one person in charge of the students and registration and the other to oversee the entire production – still employing various colleagues for the AV, local events, sock hop, and PR.

This section of the Convention Guidelines Handbook includes a comprehensive list of activities for the local host; however, they are delineated with words such as “may” versus “must.” Read carefully and ask questions if you need clarification. They are also listed chronologically in terms of what you should work on first. The most vital local host activities are helping with registration, securing AV, and planning the sock hop.

Promotion and Public Relations

The LH promotes “their” convention at the preceding year’s convention luncheon. The President allocates 10 minutes at the end of the luncheon for the LH to make the pitch. Essentially, you want to get people excited about coming to your city. Historically, LHs have played the Convention and Visitor’s Bureau (CVB) video. Unfortunately, it is a generic video that typically is not suited to our audience. Beginning in 2005 LHs have mixed it up a bit and made their speeches more interesting. Be creative and have fun. Know your audience and practice all the skills we teach in public speaking.

You may want to get promotion materials to leave on the tables at lunch. This may include flyers, stickers, pens, etc. which are often available from your Convention and Visitor’s Bureau (CVB). CVB’s might also have gifts (free spa, free night stay at the convention hotel) which you can give away at the preceding year’s luncheon. If you do have items to set up or set

out, notify the ED so he/she may get you access to the dining area before the doors open for lunch.

In addition to the 10-minute presentation, you can promote the WSCA convention at NCA. WSCA has an agreement with NCA to have a promotional table in the exhibit area. Working with the ED, you can secure the table, set up a display and encourage NCA participants to attend WSCA. If you do this, be sure to make time to stop by the table and straighten it up OR you can remain at the table to answer questions.

Another way to promote the convention is to write articles for *WSCA News* and social media about the locale--things to do, places to see, special events, etc. They should be about 500 words and emailed to the *WSCA News* and Social Media editor. Plan each topic and schedule them accordingly throughout the year. One suggestion is to make this segment of the local hosting jobs connected with a Public Relations course. The convention can be enhanced by local media coverage of selected events of general interest. For instance, prior to the convention, students can collect information of general community interest, including the keynote speaker (if applicable). They can select appropriate media outlets such as newspapers, radio, magazines, and television stations. Then, students can prepare press releases and collect media clippings of the event.

In addition to the PR aspect of promoting the convention, you can put your own personal stamp on it as well. While the President Elect is responsible for the convention theme and may provide a logo. However, the President Elect may ask if you can provide help with a logo reflecting the local area. You may hold a contest or solicit a student or faculty member from graphic arts to help. The logo should be used on the convention program cover, name badges,

signage, and other venues. CSUSB used a muted version of the CVB's logo. CSU Fresno used a life saver logo (not the candy) when hosting in Monterey. Both CSU Fresno and SDSU had t-shirts made for student ushers and also sold them to convention goers. When putting the logo on the name badges, have the "blanks" printed before February. This is for folks who register at the conference; don't try to get them done at the same time you're trying to get the names printed on the badges.

Local Events

When the convention is Friday through Tuesday, Saturday has traditionally been held for the USRC, Grad Programs Open House, Graduate Workshop, Basic Course Conference, Workshops, local events, and the convention kick off reception. As the LH, you can plan the local events which may include special tours, a golf tournament, ski trip, pub crawl, museum tours, and other activities. This is another way of putting a local stamp on the convention. In selecting local events, particular attention should be paid to the uniqueness of the events, their scheduling, costs to the members, and participation at prior conventions for similar activities.

It is up to the LH as to how many events you want to schedule but be prepared that they can be cancelled if not enough people sign up in advance. In Palm Springs, four activities were planned but all were cancelled due to low participation. In Spokane, seven activities were planned and only the most expensive one was cancelled. Three of the seven activities were free.

When selecting the events, consider transportation, the cost, and the amount of time. Most people will want to be back at the conference in time for the kick-off and reception. Work with local companies to determine if there is a minimum and maximum number of participants,

if there is a deposit required, and what the final deadline is to cancel. The LH accepts the financial responsibility for these events, so don't count on people signing up at the convention.

Once you have determined your events, prepare a brief description of each. Include the event title, cost, time, and any other details convention goers may need to decide if they will register for it or not. The registration fee should be nonrefundable unless the event is cancelled. Do not pay out of your own pocket for these events. Work with and consult the ED for your local events. The description and information should be prepared by October 1 so the ED can open convention registration which includes pre-registering for these local events.

Local Transportation

If possible and if you think it is necessary, look up various modes of transportation from the airport to the convention hotel. The hotel may provide free shuttle service. Maybe there are train, shuttle service, Uber, Lyft, or taxi options. If you can arrange a transportation discount, that would be great but not expected. Get this information to the members by sending it to the ED to post on the website and sending it to the *WSCA News* and Social Media editor to post in the newsletter.

Signage

Depending on the hotel, you may need a lot of signs. Basic signs you should prepare in advance are for the bigger events such as the Keynote Speaker, Sock Hop, Convention Luncheon, Undergraduate Scholars Research Conference, Welcome Reception, Graduate Programs Open House, Exhibits, and President's Party. Other signs can be made ahead of time are directional signs to the registration desk, to rooms that aren't instantly visible, etc. Take a trip to the hotel and walk around looking for rooms to determine if you'll need a sign and which way

the directional arrow should point. These signs can use the convention logo if the President Elect or you created one.

Also, you can shop around to get the best prices for professional quality signs. They can be made at places such as Kinkos or your own university. Then, once you've designed the print-ready sign, saved it as a PDF, and emailed it to them, they can print it up on a foam core board or some type of sturdy backing. Hotels do not allow us to attach signs to walls; therefore, plan on using easels. If you can bring some in from campus, that will save in AV fees (approximately \$25 per day per easel.)

You should also be prepared to make signs (using WORD or something similar) during the convention for canceled and moved programs. These changes can be noted on a sign board right in front of the registration desk AND at the rooms where they were originally scheduled and rescheduled. When in doubt, put up a sign! The hotel usually helps in these matters as well.

Registration

The ED normally opens convention registration in November. At that time, people may pre-register and take advantage of early bird savings. Pre-registration includes local events and workshops. Thus, at any time the ED can inform people how many attendees have signed up for an event. The ED will not cancel any of these activities but rather will keep in touch with President Elect (for the workshop planners) and the LH who determine this. Furthermore, this pre-registration will allow the LH to pre-print name tags and prepare registration packets. Generally, about 500 people register in advance and about 200 register later. Historically, conference attendance has ranged from about 400 (Couer d' Alene and Anchorage) to 800 participants (San Diego and Seattle) – usually depending on the location and the economy.

Registration packets should include:

- a. Name badge
- b. Badge holder
- c. Lanyard
- d. Convention Program – ED will have them shipped to LH
- e. Lunch ticket(s) if purchased/included (demarcate vegetarian option)
- f. Ribbon(s) – ED will provide ribbons and list of who gets what
- g. Local restaurant/bar recommendations (optional)
- h. Local area coupons (optional and a way for LH to make \$ from local vendors)
- i. Local map (optional, may be free from CVB)
- j. Tickets/instructions for local events (optional, if applicable)

These packets can be prepared and stuffed ahead of time. If you do this (highly recommended), you will need to put names on the outside of the envelop/packets to ensure the right person gets the right badge, ribbons, and tickets. Then, you can alphabetize the pre-registration packets and have them ready to hand out at the registration area. Make registration packets for exhibitors whose names and companies will be provided to you by the ED. Put the packets on the exhibitors' tables Friday/Saturday morning when they are set up. Pre-registration packets for Executive Council members can be delivered to their meeting room between 4:30 and 5:00 on Thursday/Friday.

For those who register later, you will need generic packets available as well. Obviously, you will have to be able to make badges on the fly and provide lunch tickets and ribbons as needed. Thus, extra lunch tickets, badges, and generic packets must be prepared in advance for in-person registrations. Put a box or bowl with a sign on it on the registration table for lunch tickets that people don't intend to use. Then you may give them to students or new members who haven't bought a lunch ticket as they register.

It is a good idea if registration **workers/ushers** are recognizable in some way. They could all wear bright colored school t-shirts, Polo shirts, or an obviously identifiable object so they can be located easily. If this is part of a class, purchasing matching shirts could be a course requirement.

Registration workers/ushers should:

- a. Be prepared to give directions to the area surrounding the hotel.
- b. Know where all the rooms are.
- c. Be prepared to handle complaints and problems.
- d. Always be patient, responsive, good natured, and listen when confronted with difficulties.

If a person says they are preregistered or already a member, but you cannot find a record, have them speak with the ED's assistant who will be at the registration area the entire time registration is open. People on invited panels or giving invited papers must register at least for the day if complimentary registration has not previously been arranged.

The LH determines how the badges will look. This includes the font, color, last name, first name, size, etc. However, if the President Elect has a logo the LH needs to consult with that person. You can look through previous convention program indexes to find a long last name and try different styles to make sure it fits, is readable, and aesthetically attractive. The ED will send the LH a membership roster in Excel, so you easily create badges and labels for the envelopes. Bring in a laptop and printer or a label maker for making name badges on site for people who register late. Some people who preregistered may want/need a new name badge as well.

Make printed name tags for everyone pre-registered. You can print name tags for everyone in the program, even if they aren't preregistered. Use the convention program index for

the list. There will be some waste when the fourth author doesn't come to the convention, but it will be easier and people like it when their tag is preprinted.

Check the program to see the exact **hours of registration**. Normally, registration opens Thursday/Friday 5:00 - 9:00 pm, all day Friday/Saturday beginning at 7:00 am going in to the evening, all day Saturday/Sunday beginning at 7:00 am going in to the late afternoon, and Sunday/Monday about 8:00 - 11:00 am. Thursday/Friday evening can be very busy; Sunday/Monday morning is often very slow.

It is a good idea to be at the registration about one half hour prior to opening. Inevitably early birds show up and want to pick up their registration packets. You can determine how many hours you want to **schedule your staff**. The Local Host chair and/or assistant/co-chair should be at registration at all times and be accessible to hotel staff. Remember if registration workers have a long shift give them a break, allow them to get something to eat, get some homework done or attend a panel. Previous LHs suggest that you schedule two or three people on Thursday/Friday evening, all day Saturday, and Sunday morning to hand out pre-registration packets, one to hand out late registration packets, and one to prepare name badges. Then Saturday/Sunday afternoon and Sunday/Monday morning three people should be enough (one to hand out pre-registration packets, one to hand out late registration packets, and one to prepare name badges). It's a good idea to have a separate area for people to pick up their preregistration packets.

LHs may sell t-shirts or other items, but if you choose to do so, keep that money separate from the convention registration cash. Finally, it is a good idea to have a box full of office supplies such as tape (all shapes and sizes), staplers and staples, paper clips, pens, blank paper for signs, scratch pads for notes, markers, etc. Since the registration area is usually the "go to"

area, convention attendees may come ask for any of these items. You may also need them yourself.

Sock Hop

The Sock Hop is also a LH responsibility. While the room, time (9:00 pm - midnight), and day (Saturday/Sunday) will be decided by the President Elect, the LH gets to decide everything else. This includes whether you want to book a DJ or a band, if you want to have a particular theme (Country line dancing, Prom night, Monte Carlo night), decorate the room, or have snacks available. WSCA schedules a no host bar and water stations. WSCA also makes sure there is a dance floor and plenty of larger tables and chairs around the room.

The recent contract with Taylor and Francis specifies that they will donate \$2000 annually to the sock hop. Check with the ED to ensure this is the case. If so, this is your budget or you can spend more at your expense. More details about the budget is in the finances section of this document.

The sock hop usually has about 200 people that come and go through the 3-hour event. While the age range and musical tastes widely vary, you are safe to have a selection of music from the past 30-40 years. Participants will leave if the music is all from one era (1990s) or all the same genre (bluegrass).

Ushers

Ushers are normally the student volunteers who are responsible for making sure that each person attending a session has a convention badge (i.e., is registered) and for taking a head count of people attending each session. Other usher jobs include serving as runners (to the main LH), assisting with registration, taking lunch tickets at the doorways, providing directions and other

information to convention participants, preparing signage, changing/updating signage throughout the convention, ensuring the exhibit area is tidy, etc.

Ushers should be stationed in the entry-way area to meeting rooms and politely ask people without a convention badge if they're registered for the convention. When the individual says yes, the usher should ask the person to please wear the badge as registration is required. When the individual says no, the usher should politely ask the person to register, giving directions to the registration desk. We don't want to strong arm anyone, but we do want them to register.

They should also take a head count of people attending each session, including workshops on Friday/Saturday, about 10-15 minutes after the session begins and report it back on a master list which is given to the President Elect and Executive Director at the end of the convention. When they enter and exit the rooms, they should be discrete and ensure that the door closes quietly. They should not have their cells phones make noise or cause a distraction.

Be sure to schedule two ushers at every doorway to the luncheon area about 20 minutes before the lunch program begins. Few people are allowed entrance to the luncheon before the doors are open. Generally, it is the President, ED, and next year's LH to set up and get ready. Ushers should be collecting the lunch tickets as people enter the room. If convention goers say they left it in their hotel room, they need to go get it for entry. If there are any leftover lunch tickets given away at registration, ushers can hand them out to those who don't have a lunch ticket, particularly students and new members.

Finances

As of 2019, the Executive Council decided to alleviate the local host stress regarding the finances and AV in an attempt to encourage others to want to host.

Revenues include the following:

1. 100% of the fees from local convention program announcements sold by the LH;
2. Taylor and Francis sponsorship for the Sock Hop (\$2000 – collected by the ED);
3. \$2000 for registration materials (lanyards, badges, badge holders, envelopes, signage, lunch tickets, etc.);
4. \$3000 flat fee for services rendered.

There is no page limit for convention program announcements. Announcement sizes are based on 8.5 by 5.25 inch page size and should be no larger than 7 ½" by 4 5/8" for a full page. WSCA sells full page and half page announcements to publishers. Frequently due to the convention date (Valentine's Day, President's Day Weekend), the use of ad agencies by many of the restaurants and local attractions, and other reasons, no local convention program announcements are sold. [However, you might sell "cards", for example, in a booklet of local information, and a class or club might take the sales on as a project. The LH can sell "ads" or coupons and insert them in the registration packets.] Each person selling locally will need (1) a letter of authorization on letterhead to sell announcements, and (2) information about the conference (expected attendance, demographics of those attending, descriptions of special events planned, etc.). Camera-ready or PDF file announcements for local convention program announcements are due to the ED about December 1st.

The money allocated for the sock hop and the registration material are paid out by invoice or reimbursed with receipts. For example, the ED will pay the DJ or band when an

invoice is rendered. The LH dollar will stretch more if you order registration materials through your department office (tax exempt). Then the department can invoice the ED for reimbursement. Local office supply stores may donate badges, badge paper, envelopes, labels, etc. Whatever money is not used for the sock hop and registration materials remains with WSCA. If the LH decides to offer food at the sock hop, work with the ED to fall within budget. The ED will place the order and pay for it through the master account.

The \$3000 flat rate is to pay the LH for their time and labor. You may use it however you want such as a pizza packet stuffing party for your students, pay student hotel rooms, purchase volunteer shirts, or donate to the department. If the ED writes the check to a person, that person will be taxed on it at the end of the year. If the ED writes the check to the department, there is no tax.

Miscellaneous

1. The President Elect and anyone that person solicits must proofread the program before it goes to the printer. Any errors you can catch will save you the time and effort of making signs, answering questions, etc.
2. Students working registration can be comped a Student (NO luncheon) registration for working one 4-hour shift.
3. Local Host faculty who have worked a reasonable amount of time on the convention can be comped a Regular registration but receive no luncheon ticket.
4. You may have a suite that includes one bedroom. The Local Host chair usually stays in the suite and lets registration workers/ushers use the living room for breaks, etc. It can also be used for storage.
5. Monday/Tuesday morning is very quiet; use the time to collect and pack up all the materials and supplies.
6. Monday/Tuesday afternoon you may go to the post-convention meeting with the hotel and WSCA officers.
7. Provide the new President and the Executive Director with head counts for all programs if you haven't already.

8. Pay bills and balance budget; send copies of final revenues, receipts, and expenditures to the Executive Director as well as any additional or revised information for these Guidelines.
9. As noted, if you receiving a check from WSCA, if it is written to you personally is over \$600 and is not a reimbursement (receipts must be provided), you will be taxed on it. Talk to your department about routing it through them to buy (partially buy?) yourself out of class, earmark for your future professional development. You can also use this money to buy a WSCA Life membership, buy your colleagues WSCA membership and/or next year's convention with lunch.

Good luck and have fun!