



CALLING ALL SUPERHEROES

 **NCCEP/GEAR UP ANNUAL CONFERENCE • JULY 15-18, 2018 • WASHINGTON, DC**

COLLEGE & CAREER READINESS EVENT PRODUCTION TOOL KIT

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EVENT DEVELOPMENT

QUESTIONS TO ASK YOURSELF WHEN DEVELOPING A NEW EVENT:

What –

- What are you trying to achieve with this event?
- If the event is a success, what specific outcomes will you see?

Who –

- Who do you want to come to this event? Students? What age? Parents? Just moderate-income/first-gen or a broader group? School counselors? Teachers? Administrators? Other?
- Who your target audience is will inform your content, structure, timing, venue, etc

When –

- When is the best time to reach your target audience?
- Consider time of year, testing, sports, vacations, etc

Where –

- Where is your target audience most likely to come? College? Middle/High School? Community center? Event space?
- Do you need overnight lodging?
- Does what you're trying to achieve inform the venue?

SAMPLE PLANNING TIMELINE

This represents best case scenario, and can be shortened depending on the needs and complexity of your event

12 months out:

- Define event by answering the questions above
- Identify and secure your venue
- Place a room block if your event requires overnight lodging
- Start to build your budget

- Determine committee members

9 months out:

- Determine schedule for event
- Identify and begin reaching out to speakers (start with keynote/anyone who will need to travel)
- Begin designing marketing materials (posters, postcards, event logo, etc)

6 months out:

- Continue reaching out to and confirming speakers
- Reach out to elected officials about attending
- Begin recruiting staff/volunteers
- Create/update event website
- Determine registration fees (if any)
- Build registration system
- Finalize marketing materials (posters, postcards, event logo, one pager for schools, etc)
- Book photographer/videographer if using
- Determine and order event giveaways (if possible, better pricing if you order far enough in advance)
- Send save the date to past attendees

3 months out:

- Confirm speaker details (titles, workshop description, a/v and set-up needs, presentation time, etc)
- Confirm elected officials
- Continue recruiting day of event staffing/volunteers
- Open registration
- Begin marketing push
- Develop materials (e.g. powerpoints for internal speakers, handouts, etc)
- Begin confirming details with venue (A/V, catering, certificate of insurance, etc)

2 months out:

- Finalize event program
- Finalize day of event staffing/volunteers
- Finalize details with venue (A/V, catering, etc)
- Draft pre- and post-event emails
- Continue marketing push

1 month out:

- Prepare attendee folders
- Get venue preliminary numbers
- Finalize and print signage
- Collect powerpoints and resources from speakers to upload to your website
- Design nametags

- Create event evaluations
- Continue marketing push

2 weeks out:

- Send details and reminder emails to presenters, staff/volunteers, attendees
- Begin staging materials and supplies
- Assemble staff/volunteer packets
- Print registration forms
- Continue marketing push

1 week out:

- If possible do pre-event run through with event staff and volunteers
- Continue marketing push

Several days out:

- Close registration (update event website to reflect this and note if walk-ins will be accepted)
- Get venue final meal counts
- Print nametags
- Send final reminder email to presenters, staff/volunteers, attendees
- Create a folder for yourself (printed and/or on your laptop) with all lists and files you will need for day of event
- Final marketing push if walk-ins are accepted

Day before:

- Load up materials and supplies
- Stage and begin setting up venue if possible

Day of event:

- Set up
- Check in and orient staff and volunteers
- Register/check-in attendees and presenters
- Answer questions, put out fires, oversee staff/volunteers
- Clean up, pack out, head home, relax!

Post event:

- Send post event thank you and survey to presenters, staff/volunteers, attendees
- Review and pay any remaining bills
- Debrief with committee and make notes of changes for next year
- Create event recap with attendance and survey data to share with presenters and staff/volunteers
- Begin planning for next year!

BUDGET

ITEMS TO INCLUDE:

- Venue
 - Space rental
 - A/V
 - Food and beverage
 - Security/Traffic Control
 - Interpreter/Accommodations
- Program Costs
 - Keynote speaker costs (honorariums, travel, lodging, meals, etc)
 - Other speaker costs
 - Registration system fees (if any)
 - Printing costs (programs, signage, handouts, etc)
 - Equipment rentals for items not owned or included with venue
 - Presenter/volunteer thank you gifts
 - Giveaways for attendees
 - Attendee transportation (if covering a bus for students, etc)
- Staff Costs
 - Travel
 - Lodging
 - Food and beverage
- Marketing
 - Design costs (posters, postcards, etc)
 - Printing costs (posters, postcards, etc)
 - Mailing costs (posters to schools and partners, postcards to high school students, etc)
 - Ad buys (digital, radio, etc)

VENUES

QUESTIONS TO ASK:

- Do you have my date available? If not do you have any alternate dates available that could work for me?
- How many rooms do you have available? What are their capacities? (If you already know what you want ask for it – e.g. “I will need one large room that seats 200 banquet style for the keynote, and four breakout rooms that seat a minimum of 40 classroom or theater style”)
- Do the rooms have any restrictions on setup, A/V, etc? (e.g. long and narrow room so only classroom style works, lots of windows so projector may be difficult to see, etc)
- Do you have a lobby space that can be used for check-in/registration?
- Do you have a room off of the lobby that can be used for staging and stashing personal belongings? (not always possible but SO USEFUL when it is)
- Do you have a floor plan or site map we can use in the event program?

- Do you have parking available for attendees? Will it accommodate the size of my group? Is it free or will they have to pay for it? Is there a space for buses to drop off students and park?
- Am I able to come stage and partially set up the day/night before? (doing this makes the morning of the event run much smoother!)
- Can I come a month or two prior to the event to walk through the space?
- Here is the timeline I'm hoping for, will this work? (Remember to include set-up and breakdown timing, when you want meals served, when you will have registration open, etc)
- What is provided for A/V equipment, and what are the costs?
 - Is there an A/V contact separate from my primary venue contact that I should work with on this?
 - Projectors?
 - Screens?
 - A/V Cart?
 - Computers? If so is there a password?
 - Connector cables for computers (including macs, tablets, etc)?
 - Speakers?
 - Microphones?
 - Remote clickers?
 - Wi-fi available? What is the network/password?
 - Onsite printing facilities for last minute presenter needs? Or recommended option nearby?
- What else is provided for set-up, and what are the costs?
 - Tables?
 - Table clothes? (Usually just for registration and food service)
 - Chairs?
 - Podiums/lecterns?
 - Stage? (Usually just for keynote)
 - Flip charts?
 - White board?
 - Markers?
 - Pens?
 - Notebooks?
 - If attendance is higher or lower than expected can the room be reconfigured to accommodate?
- What are my catering options?
 - Is there a catering contact separate from my primary venue contact that I should work with on this?
 - Coffee/tea service? (Remember to ask for it to be left out/refreshed throughout the day rather than cleared immediately after registration)
 - Water? (Not always automatically provided, make sure to ask)
 - Breakfast, Lunch, Mid-Morning Snacks, Afternoon Snacks (Up to you what you want to provide, ask your venue for options and pricing)
 - Where will food be served?

- Is pricing inclusive of service and tax? Are there any added fees for servers and set-up?
- Can I bring in outside food/snacks or do I have to use your preferred caterer?
- A few tips on catering:
 - Consider a la carte options as meal packages are often more expensive
 - Buffets are typically more affordable and offer more options than plated service
 - Consider dietary restrictions (vegetarian/vegan, lactose intolerant, gluten free, nut allergies, etc)
 - Make sure to give plenty of time for meals – it can take a while for people to make it through a buffet line
 - Make sure food is setup in a space with plenty of room for attendees to form a long line
 - Consider having coffee and snacks placed in a lobby area where people can grab them and socialize in between sessions
 - If allowed consider bringing in outside snacks – you can buy granola bars and apples for much cheaper than you’ll get them through a caterer
- What kind of day of event support do you provide?
 - Will my primary venue contact be onsite day of event? If not who will be my primary contact if problems arise, and how do I get in touch with them?
 - Will I have A/V support day of event? Who will be my contact for this and how do I get in touch?
 - Do I have a separate catering contact? How do I get in touch with them day of event?
- What are your deadlines for the following:
 - Signed contract?
 - Certificate of insurance?
 - Event schedule and timing?
 - Meal guarantees (the final headcount for catering)?
 - Payment?

TERMINOLOGY:

Wireless microphone (most common, can be stationed on a podium but allows for movement and audience questions)

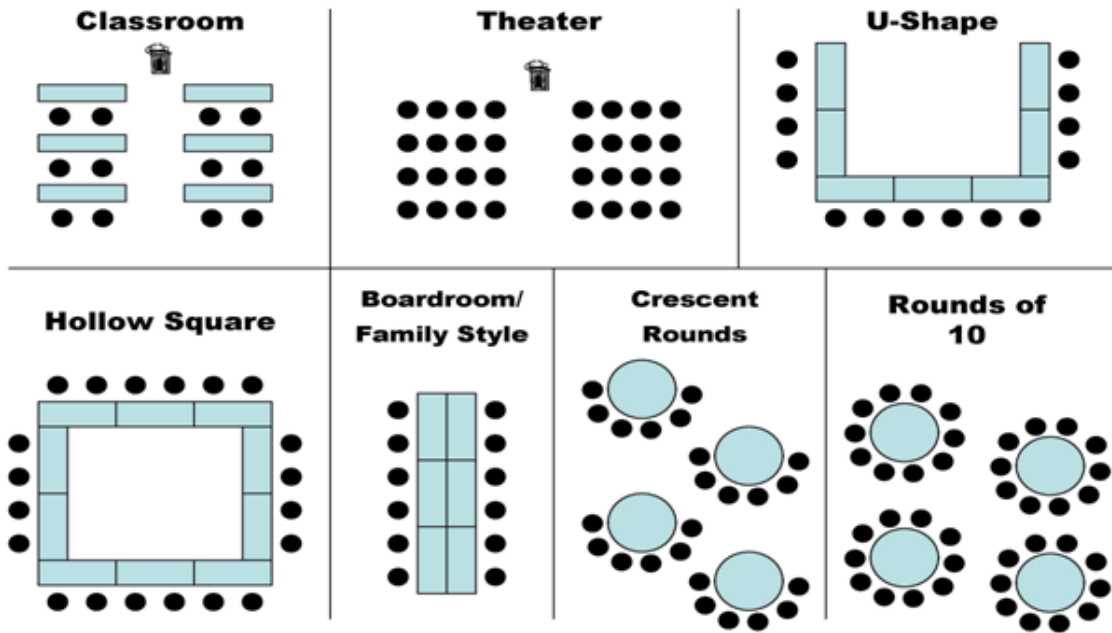


Podium microphone (less flexible than a wireless microphone set up on a podium)

Lavalier/ Lapel microphone (good for speakers who want to move a lot during their presentation)



Various Meeting Set Ups



SAMPLE VENUE OUTREACH EMAIL:

My name is [your name], I'm with [your org]. We're in the middle of planning [your event name and date], and wanted to see if you had any meeting space availability on those dates. We would be looking for one large room that could accommodate up to 200 banquet style, and two smaller break out rooms that could accommodate around 50 people theater style. If you think you might have space available for these dates please let me know and I can get you additional information on our event. Thanks!

PLANNING COMMITTEE

HOW TO CHOOSE COMMITTEE MEMBERS:

- Who on your staff do you want to include?
- What other organizations align with your goals for this event?
- Who has a network you would like to tap into for event attendees?
- Who has great connections for potential speakers?
- Who has a skill that will benefit the event?
- Who can you rely on to follow through on commitments and turning ideas into actions?
- REMEMBER: Committee members will bring their own goals and agendas to the event, make sure when choosing committee members that you're comfortable with this and that they're in alignment with the broader goals of the event.

GREAT WAYS TO UTILIZE COMMITTEE MEMBERS:

- Identifying and reaching out to potential presenters and speakers

- Identifying potential venues (and drawing off of their connections to get access to these venues if applicable)
- Promoting the event to their networks
- Day of event volunteer support
- Giving feedback and brainstorming on big picture decisions
- Knowledge and contacts that can add to the scope of your objectives
- AVOID: Running every decision by the committee. Committees tend to work best when there is an event producer making final decisions and managing all the details, and committee members are given broader, specific roles, action items, and deadlines.

SAMPLE COMMITTEE MEMBER RECRUITMENT EMAIL:

Hello,

I am reaching out to you to see if you would be interested in joining a planning committee to produce a new college and career readiness event [briefly describe your event here – the who, what, where, when]. To ensure that content is relevant and exciting, we are seeking a committee to help plan the event and reach a broad audience.

What does it mean to be on the committee:

Committee members are people who are invested in helping young people plan for college and their careers, and want to shape the content of the event. Committee members will be expected to attend monthly meetings for at most hour, on the first Wednesday of the month. Closer to the event, meetings might move to every two weeks if need be.

Each person will take on one element of helping plan or promote the event, based on skill set and available time. (Some examples: Read through submitted proposals, identify and reach out to potential speakers, promote the event through your network, assist with day of event tasks).

We are seeking 4-6 committee members.

If you would like to participate on the Planning Committee:

1. Please email me back confirming that you are interested and available to join the committee
2. [Respond to this Doodle poll to select the time that works best for you to meet.](#)

Background on the event:

[Provide a more detailed description of your event and it's history].

The event features nationally renowned keynote speakers, breakout sessions, guided workshops, prize drawings, delicious meals and all-around great opportunities for networking with other folks who share your passion for college and career readiness.

If you have any questions please let me know, I'm happy to get them answered!

DAY OF STAFF & VOLUNTEERS

SUGGESTED ROLES FOR STAFF AND VOLUNTEERS (SOME OF THESE ROLES CAN BE FILLED BY THE SAME PERSON DEPENDING ON TIMING):

- Set up (usually 2-3 volunteers)
 - Help set up registration, session rooms, etc
- Signage (usually 2 volunteers)
 - Place directional signage around venue and workshop schedule signage on room doors
- Greeters/directions (usually 2-3 volunteers)
 - Outside welcoming attendees, directing them to registration/check-in
- Check-In (usually 2-3 volunteers, 1 who stays after registration has officially closed)
 - Help attendees find nametags, offer them a program (includes site map), folder, blank paper, pen, etc
- Registration (usually 1-2 volunteers)
 - Help walk-in attendees fill out registration form, make nametag, offer them a program (includes site map), folder, blank paper, pen, etc
- Presenter Check-In (Should be a staff or committee member, stays until all presenters are checked in)
 - Give presenter folder and thank you gift, answer any questions
- Presenter load-in support (usually 2-3 volunteers, 1 stays until all presenters are checked in)
 - Help presenters find their classrooms and carry in any materials
- Room moderators (1 per room)
 - Assist presenters with any set up needs – connecting laptop, reconfiguring room, etc
 - Make sure speaker has water and see if they have any other needs you can help with
 - Answer attendee questions (“Where’s the bathroom”, “How do I get to my next session”, etc)
 - Call event producer or site contact with any problems or needs you can’t solve
 - Remind attendees to do evaluations
- Directions (number depends on complexity of venue)
 - Staggered around key intersections during transition times to provide directions
- At large (usually at least one)
 - Can fill in for no-shows in another role – usually at least one no show!
- Clean up/load-out (all hands on deck!)
 - Help clean up rooms, pack up and load out materials

SUGGESTIONS FOR STAFF/VOLUNTEERS:

- Have an in person run through a week or two prior to the event to make sure everyone understands and is comfortable with their roles
- Have staff/volunteers wear something identifiable (matching t-shirts, vests, etc) so attendees know who they can ask questions, mention this during the welcome

- Ask for cell phone numbers from staff/volunteers in advance so you know how to get ahold of them day of event
- Consider assigning staff/volunteers according to their personality (e.g. ask someone who is chatty to be a greeter where there is time to talk rather than working check-in where they need to get people through quickly)
- Put together folders with everything staff/volunteers need to be successful (schedules, locations, important contact info, commonly asked questions, etc) – share these documents in advance and bring them physical copies day of event

SAMPLE PRE-EVENT VOLUNTEER EMAIL

Thanks for helping out at the upcoming Transitions & Career Conference on Thursday, May 17. Attached is an overview of staff and committee roles at the event. You can find driving directions to the venue [here](#). We've had to shift a couple of you around to make sure we have at least one moderator for each session, but for the most part have been able to accommodate the workshops you requested.

Please take a look and let me know if you foresee any issues with your assignments as indicated on this document. The big roles for staff will be:

- Night before – If you're spending the night, helping with set up and signage after dinner
- Morning – 8-8:45am – Either assisting with attendee check-in or helping presenters load-in and find their rooms
- Throughout the day – Moderating workshops – presenters will be bringing their own laptops, so the biggest part of this job will be helping them get set up and get their laptop connected to the projector, and helping with any other setup needs or problems that arise. Cathy and I will be floating so you can call us (phone #) with any issues that you aren't able to solve.

While this schedule outlines the best case scenario for the day, it's always possible that something may come up and you may get reassigned in the moment to something more urgent, so thanks in advance for your flexibility!

I'm also attaching the full program for the day (which includes a site map) for your reference.

Day of event we'll have printed copies of these documents and nametags for you. You can either grab these from me Wednesday night during setup or Thursday morning at registration. No specific dress code for the event, please wear a staff nametag if you have it.

Let me know if you have any questions or if I can help with anything in advance to make the event run smoothly for you. Thanks!

PRESENTERS

- What kinds of topics would you like to cover with this event (remember, sometimes less is more)?
- What people or organizations do you know that would be great to lead a workshop on this?

13th Annual Transition and Career Planning Conference

May 17, 2018

Lake Morey Resort, Fairlee, Vermont

Sponsored by:

Vermont Student Assistance Corporation
Vermont State GEAR UP
Vermont ~~VocRehab~~
Vermont Agency of Education
Vermont School Counselors Association

Request for Proposals

DUE Friday, February 16, 2018

We welcome proposals for 75-minute workshops that relate to student and educator inspired coaching, teaching, and learning. We hope to engage participants by providing some tangible tools and best practices regarding transition and career planning that can be replicated in schools, agencies, and communities or can enhance existing curriculum and programs. There are three workshop time slots offering several concurrent sessions.

This year we are focused on exploring how students' strengths and barriers influence success – how mindset, perception, and beliefs influence behavior. Through understanding thought processes and perceptions we are better equipped to build aspirations and design individual pathways that build proficiencies, strengths, and offer opportunities for our students and clients. Please consider ways in which you can tie these concepts into your session.

We strive to address a variety of interests and are looking for sessions for the following audiences: K-12 school population, Special Education, ~~VocRehab~~, and at-risk populations.

Note: the following topics are the most requested areas of interest based on our pre-conference survey (in no particular order):

- Proficiency Based Graduation Requirements
- Successful Transitions from High School to...
- Metacognition, Mindfulness, and Motivation
- Employer Partnerships and You
- Vocational Assessments
- Internships, Apprenticeships, and Work Based Learning

We are also hoping for presenters who can address the following topics:

- Career and Technical Education
- Expanded School Learning
- Career Education
- Soft Skills for the Workplace
- From Introduction to College Studies to Introduction to Career and College
- The Vermont Labor Market
- Raising Aspirations: A Vermont Perspective
- Classroom Advisory Innovations

Send to: Cathy Printon
VSAC's Career & Education Outreach Program
PO Box 2000
Winooski, VT 05404
Email address: printon@vsac.org

Proposals will be reviewed by the committee in February and early March. You will be notified of the results by the end of March. Don't hesitate to contact Cathy if you have any questions, changes, or concerns.

Presenters will have complimentary registration for up to two presenters. Any additional presenters will be asked to register at a reduced fee of \$35.

The conference committee thanks you for your interest in being part of this year's conference.

13th Annual Transition and Career Planning Conference
May 17, 2018, Lake Morey Resort, Fairlee, Vermont
Workshop Proposal

Your Name, Program, & Position (exactly as you would like them to appear in the event program):

Contact information (please include email address):

Workshop Title (please limit to 10 words or less):

Workshop Description (please share content details and intended outcomes):

If chosen, how would you like the description to read in the program?

Do you have experience presenting? Please explain:

Please list two people (and contact information) who have seen/heard you present:

Audience (circle all that apply): Elementary School Middle School High School General

Maximum # of participants:

Any requirements for room set up:

Are you willing to repeat your workshop if needed? Yes No

Do you need a projector? Yes No Please bring your own laptop.
We will provide projectors provided you have requested one. Please bring any other materials you need (laptops, flip charts, markers, etc.)

Please return your workshop proposal to:

Cathy Printon

VSAC's Career & Education Outreach Program

PO Box 2000, Winooski, VT 05404

Phone: 802-542-2293 Email address: printon@vsac.org FAX #: 802-654-3765

SAMPLE PRE- AND POST-EVENT PRESENTER EMAILS

A COUPLE WEEKS OUT:

We're looking forward to having you present at the Transition & Career Planning Conference, coming up in just a couple weeks on Thursday, May 17 at the Lake Morey Resort. You can find driving directions to the resort [here](#), parking is free onsite.

We have your workshop scheduled from 12:45-2:00pm in the Morey Room. For your reference I've attached:

- A list of the attendees currently registered for your workshop. I'll give you a final update on attendees several days prior to the event.
- Your schedule for the event based on the workshops you registered for
- The full program for the day, which includes a map of the venue.

In advance of the event, we have a few additional details and reminders for you:

- The room will be set up classroom style for 100
- You will have access to a projector, flip chart with markers, and wireless internet
- If you are planning to use the projector, please bring a laptop with your presentation loaded on it. If your laptop is a Mac please bring the appropriate connector cables.
- Please check in at the registration desk in the main lobby upon arrival. We'll get you your presenter packet and help answer any questions.
- Please plan to arrive at your room at least 15 minutes prior to the start of your workshop to get set up. You will have a VSAC staff room moderator who will be able to help with setup and any other needs during your sessions.

If you would like to make your presentation or any related resources available to attendees after the event, please send them to me and we will upload them to our website. If you have them available and can send them before the event that will give us time to get them uploaded and ready to share immediately following the event.

If you have any needs or questions in advance of the event please let me know. If you need anything during the event you can reach me by cell at [your number]. Thank you!

A COUPLE DAYS OUT:

We're looking forward to having you at the conference this Thursday! Attached is a final list of attendees registered for your workshop. I'm also reattaching your schedule and the full event program for your reference.

If you would like to make your presentation or any resources available to attendees post-event, can you email them to me by Friday so we can get them uploaded to our webpage in advance of sending out the post-event email next Monday?

Let me know what you think, and if we can help with anything else pre-event! Thanks!

POST EVENT:

Thank you so much for taking the time to come present at yesterday's Transition & Career Planning Conference. We really value your willingness to share your knowledge and help the 224 educators and professionals in attendance continue to learn and think about new ways to support their students.

We value your input, and would love any feedback you have on the event. You can either email me any thoughts you might have, or fill out our brief online survey about the event found [here](#).

If you would like to make your PowerPoint or any resources from your presentation available to attendees, and haven't already sent them to us, please email them to me by end of day Monday. We will be uploading presentations and resources to our event webpage and sending an email to all event attendees next week with the link.

If there is anything else we can help with following the event please let me know. Thanks again for helping to make it a success!

ATTENDEES

REGISTRATION

- There are a variety of tools available for online registration depending on your needs – Eventbrite, SurveyMonkey, Google Sheets, Wufoo, Ungerbock, etc
- Things to look for when considering a registration system:
 - Fees – how do they compare, and do you still have to pay if your event is free to attendees?
 - How user friendly is it, do you feel comfortable using it? Is it intuitive?
 - Does it give you the option to create custom questions? Can you ask all the questions you want to with it?
 - Is it easy to pull attendee lists?
 - Is it easy to delete and refund people who cancel?
 - Does it need to be able to receive purchase order numbers?
 - Is it easy to use from the attendee perspective? Does it allow one person to register multiple people (e.g. families, colleagues)?
 - Does it offer other features you like (ability to set capacities on workshops, send emails within the system, print nametags within the system, etc)?

SAMPLE REGISTRATION FORM QUESTIONS:

- Name:
- Email address:
- Billing address:
- Card info:
- Job title:
- Organization:
- Session 1 Workshop Choice: [drop down of options]
- Session 2 Workshop Choice: [drop down of options]
- Session 3 Workshop Choice: [drop down of options]
- Will you join us for lunch: Yes, No
 - If yes, do you have any dietary restrictions: Vegetarian/Vegan, Gluten Free, Dairy Free, Nut Allergies, None of the Above

SAMPLE ATTENDEE EMAILS

CONFIRMATION:

Thank you for registering for the 2018 College & Career Pathways Conference! We look forward to providing you with more resources to think about next steps after high school.

Join our [event page on Facebook](#) and see if you know others who'll be attending. Help us spread the word with #VTCollegeCareerPathways.

Your registration details are listed below. Please be sure each person attending from your family is registered. We'll email you additional information to help you prepare for the event, including tips to consider while on campus, what to expect, directions, and check-in information. Directions and times can also be found [on our website](#).

When you arrive at the event, you'll be able to choose the workshops you want to attend (there are more than 15 workshops to choose from). If you'd like to review topics in advance, a full list of the workshop descriptions and times can be found [online here](#).

Notes on changing or canceling your registration

If you need to cancel your registration, you can do so within your Eventbrite account by selecting your event ticket and clicking on "cancel order"

Questions? Email events@vsac.org or call us at 1-888-943-7301.

We look forward to seeing you at the event!

A COUPLE WEEKS OUT:

We look forward to seeing you at College & Career Pathways on Saturday, April 7, at Castleton University!

Spread the word and bring your friends. Online registration is still available through next Wednesday at vsac.org/ccp18, and walk-ins are welcome at each event.

Directions & Parking

For directions to Castleton University, visit: <http://www.castleton.edu/admissions/visit/maps-directions/#campus>. Parking for the event is in the Stafford Lot accessed via Seminary Street.

Please allow extra time to park and check in. There will be signs and people directing you when you arrive.

Check-In

When you arrive, please pick up your registration packet at the Fine Arts Center (check-in opens at 8:30 am; the welcome begins at 9:00 am). There will be coffee and pastries to enjoy before the first session.

Your packet will include a schedule of workshops and a campus map to help you find your workshop locations. Please dress accordingly for the weather, as you'll be walking across campus to different buildings throughout the day.

Workshops

Once you arrive at the event, you'll be able to choose the workshops you want to attend during the day. If you'd like to review the workshop schedule and descriptions in advance visit www.vvac.org/ccp18. Please plan to arrive early for the workshops you're most excited to attend. In case a workshop reaches capacity, please have a second choice in mind. Resources for all workshops will be available on our website following the event.

Changing or Cancelling your Registration

If you need to cancel your registration, you can do so within your Eventbrite account by selecting your event ticket and clicking on "cancel order"

Questions? Email events@vvac.org or call us at 1-888-943-7301.

We look forward to seeing you at College & Career Pathways next Saturday, April 7!

A COUPLE DAYS OUT:

We look forward to seeing you at College & Career Pathways this Saturday, April 7, at Castleton University!

Bring your friends, walk-ins are welcome!

Directions & Parking

For directions to Castleton University, visit: <http://www.castleton.edu/admissions/visit/maps-directions/#campus>. Parking for the event is in the Stafford Lot accessed via Seminary Street.

Please allow extra time to park and check in. There will be signs and people directing you when you arrive.

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Changing or Cancelling your Registration

Please refer to your confirmation email for instructions and the links to follow to change or cancel your registration.

Questions? Email events@vvac.org or call us at 1-888-943-7301.

We look forward to seeing you at College & Career Pathways this Saturday, April 7!

POST-EVENT:

Thank you again for joining us at College & Career Pathways last week! We hope that we were able to provide you with useful information as you think about your next steps after high school.

You can find presenter PowerPoints and other resources from the event online [here](#).

We value your feedback, if you haven't already, please help us continue to improve the event by filling out the evaluation found [here](#).

If you would like additional support in planning for life after high school, our resource center is open 8:00 am-4:30 pm, Monday–Friday. Resource Center staff are available to answer questions about loans, financial aid, and career and college planning. More info on how to visit and schedule an appointment available [here](#).

MARKETING


CONSIDER THE FOLLOWING FOR EVENT MARKETING:

- Posters for schools, libraries, community centers, coffee shops, grocery stores, laundromats, etc
- One page document to share with school partners (see example below)
- Postcards to mail to students and families (consider purchasing PSAT list)
- Multiple emails to students, parents, school contacts
- Multiple emails from committee member emails to their networks (provide them message to send)
- Regional radio advertising
- Regional newspaper digital or print advertising
- Local access TV
- Google search and display ads
- Facebook event and ads
- Staff posting in neighborhood groups/blogs (e.g. Nextdoor) and on social media
- Lawn signs, banners

SAMPLE ONE PAGER FOR SCHOOLS:

College & Career Pathways 2018 – Spread the word to your students & families!

Audience: Parents/guardians, high school students

Communication type	Details and sample text
<p>E-mails home, website posting & Front Porch Forum</p>	<p>Subject: Free college & career planning events 3/17, 3/24 or 4/7</p> <p>High school students & parents — attend VSAC’s College & Career Pathways 2018 for a free half-day conference to introduce and guide you through all things college and—<i>new this year!</i>—pathways to skilled trades, apprenticeships & great careers that don’t require a degree. Families can choose from 15 different workshops led by experts in the field. Topics include:</p> <ul style="list-style-type: none"> • the admissions process & college search • how to pay—applying for financial aid, scholarships & grants • campus life, internships, co-ops & study abroad • skilled trades, apprenticeships, certificate programs ... <i>and more!</i> <p>Choose a date/location:</p> <p>March 17, Saint Michael’s College, 9:00 – 1:45 March 24, Northern Vermont University at Johnson, 9:00 – 12:30 April 7, Castleton University, Castleton, 9:00 – 12:30</p> <p>It’s all free! Register at www.vvac.org/CCP18</p>
<p>Social Media</p> <p>Share VSAC’s facebook College & Career Pathways event post.</p> <p>Join us on Twitter @VSAC</p>	<p>Go to VSAC’s Facebook page and share our College & Career Pathways event or post.</p> <p>Use other social media? Please consider posting the following:</p> <p>Subject: Free college & career planning with VSAC <i>Thinking about life after high school? Wherever you’re headed, get started at VSAC’s College & Career Pathways 2018</i></p> <p>Choose from 15 different workshops led by experts in the field to learn how to search, apply, and pay for college and – <i>new this year!</i> – pathways to skilled trades, apprenticeships & great careers that don’t require a degree.</p> <p>Choose a date/location:</p> <p>March 17, Saint Michael’s College, 9:00 – 1:30 March 24, Northern Vermont University at Johnson, 9:00 – 12:30 April 7, Castleton University, Castleton, 9:00 – 12:30</p> <p>It’s all free! Register at www.vvac.org/CCP18</p>
<p>Grades/PowerSchool Systems</p> <p>link image to www.vvac.org/CCP18</p>	
<p>Phone/Robo-calls & Daily announcements</p>	<p>Don’t forget to attend VSAC’s <i>free</i> college planning event at [location] on [day of week, date] from [time].</p> <p>Go to www.vvac.org/CCP18 or call 888-943-7301 for info. Walk-ins welcome!</p>

MATERIALS

NAMETAGS

- If you have asked attendees to pre-register consider including their schedule on the back of their nametag
- Budget plenty of time for stuffing nametags – it takes longer than you expect! If you didn't ask attendees to pre-register consider stick-on nametags to save time
- You can determine the number of no-shows by counting nametags that were not collected

The following nametag was designed on avery.com using Avery Product 5392



CONSIDER THE FOLLOWING SIGNAGE:

- Directional signage to registration/check-in from parking
- Check-In (Alpha sorted – e.g. A-H, I-P, Q-Z)
- Walk-In
- Presenter Check-In
- Directional signage to session rooms
- External signs on buildings listing the rooms inside (if sessions are spread out among different buildings)
- External signs to place by entrance to session rooms listing workshop schedule for the day
- Directional signage to restrooms, elevators, etc

PROGRAMS/FOLDERS

- Can be as simple or complex as you want
- At a minimum should include timing, locations, and a site map
- Attendee folders will likely want to include (these can be separate documents or combined into one):
 - Event program with timing, locations, sitemap
 - Workshop descriptions
 - Link to online resources

- Evaluation (or link to online evaluation)
- Blank sheet for note taking
- Any additional career & college planning resources you want to include
- Area restaurants/points of interest
- Staff/moderator folders will likely want to include
 - Nametag
 - Event program with timing, locations, sitemap
 - Workshop descriptions
 - Assignments with tasks and timing
 - List of attendees in the sessions they're moderating (or sheet to take headcount if attendees were not asked to pre-register)
 - Evaluation (or link to online evaluation)
 - Detailed map showing where they should be located if assigned to providing directions
 - Full list of attendees if assigned to check-in
 - Contact sheet
 - FAQ sheet
 - Blank sheet for note taking
- Presenter folders will likely want to include
 - Nametag
 - Event program with timing, locations, sitemap
 - Workshop descriptions
 - List of attendees in their sessions
 - Evaluation (or link to online evaluation)
 - Blank sheet for note taking
- Organizer folder will likely want to include
 - Event program with timing, locations, sitemap
 - Workshop descriptions
 - Staff assignments with tasks and timing
 - Detailed map showing where staff should be located if assigned to providing directions
 - Contact sheet
 - FAQ sheet
 - Full list of attendees
 - Venue contract
 - Catering agreement
 - Certificate of insurance
 - Extra business cards
 - Any other key lists or documents you have created for the event

HANDOUTS

- Consider having a resource table where you can include any handouts you or your partner organizations think will be relevant for attendees

DAY OF EVENT

TIPS ON EVENT TIMING:

- Depending on the size of your event give 30-60 minutes for registration and check-in
- Assume that attendees will arrive at least 30 minutes before and after your stated registration/check-in time and staff accordingly
- It's common to open with a welcome and a keynote who can kick-off and set the tone for the day
- Consider your audience and whether they are most likely to attend a full or half-day event
- Remember to leave 10-15 minutes of transition time between each session for attendees to change rooms, grab coffee, take a bathroom break, etc
- Plan on approximately an hour for lunch – this is a good time for networking or another keynote speaker
- Consider live streaming or webinar for people who can't attend in person

SAMPLE EVENT SCHEDULE (FROM COLLEGE & CAREER PATHWAYS):

Day Before

3:00 – 5:00pm **Pre-event unload and staging**

Day of Event

7:00 – 8:00am **Staff and volunteers arrive, set-up registration, classrooms, signage around campus**

7:30 – 8:00am **Catering sets up donuts, coffee, tea service and ice water (250 people*) – Dibden Lobby**

8:00 – 9:00am **Registration & Check-In Open – Dibden Lobby**

9:00 - 9:30am **Welcome – Dibden Stage**

9:45 - 10:30am **Session 1**

- Financial Aid & Managing College Costs – Dibden
- Strategies for the SAT & ACT – Bentley 207
- Keep Calm & Prepare for the First Year of College – Bentley 206
- Intercollegiate Sports & the College Search – Bentley 309
- Vermont Career Outlook – Bentley 307

10:45 - 11:30am **Session 2 (volunteers set up snacks outside of session rooms during this time)**

- Save Money with College During High School – Bentley 309
- The College Search: Finding the Right Fit – Bentley 207
- The Admissions Process Step by Step - Dibden
- Making the Most of College: Internships & Study Abroad - Bentley 206
- Apprenticeships – Bentley 307

11:45 - 12:30pm **Session 3**

- Scholarships – Bentley 207
- Writing the Admissions Essay – Dibden
- Managing Your \$\$\$: Tips for Students - Bentley 206
- Campus Support for Students with Disabilities – Bentley 309
- Pathways to a Great Career – Without a College Degree – Bentley 307

12:30 – 1:30pm **Breakdown, load out and clean up**