



MEMORANDUM

To: NACEP Board of Directors
From: Adam I. Lowe, Executive Director
Re: Proposal to Change Conference Hosting Process
for 2017 and Beyond
Date: January 23, 2015

Introduction

In response to Board conversations during and after the selection of Louisville as the 2016 conference host city, the Executive Committee engaged in further discussion about changing the conference hosting process and directed me to draft the following proposal for discussion by the Board.

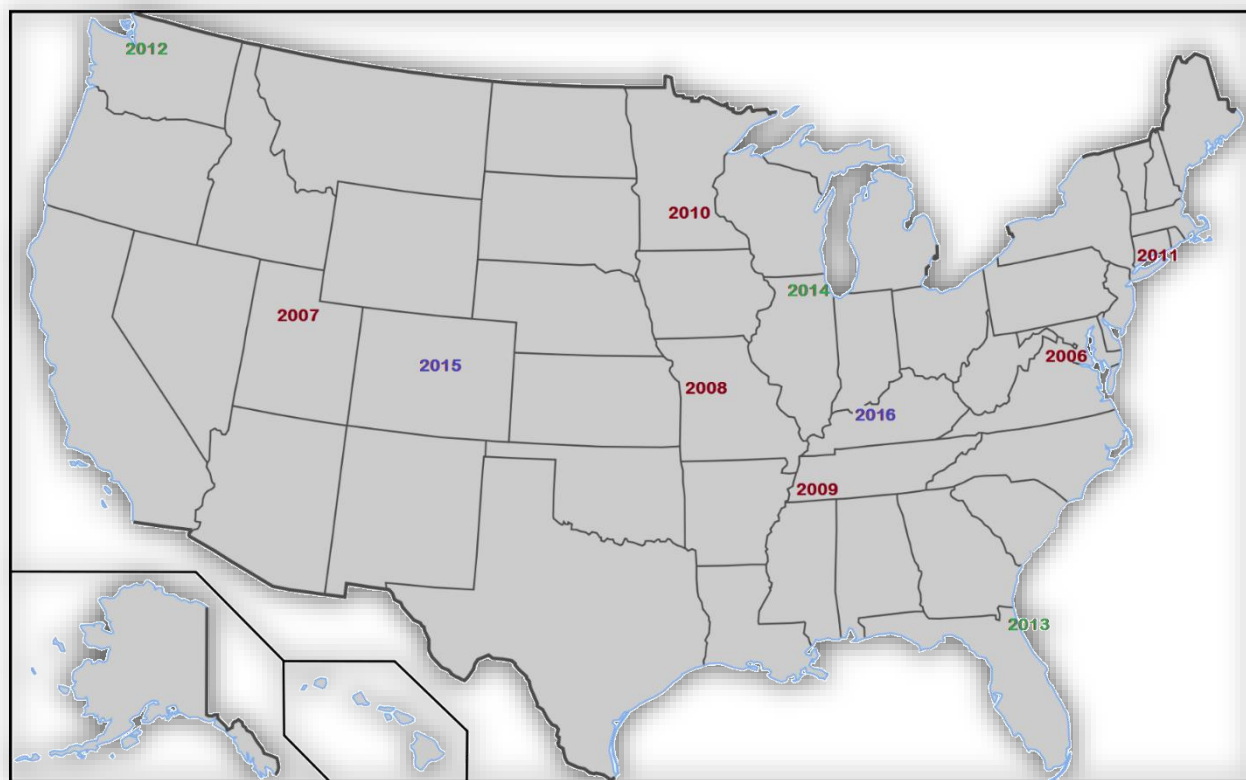
Proposal

For national conferences organized for 2017 and beyond, that:

1. The Board eliminate the Local Host Committee bidding process and direct NACEP staff to research locations and present to the Board a few options each year.
2. The location of the conference rotate each year through one of three regions of the country: East, Central, West. After Denver (west, 2015) and Louisville (central, 2016), the 2017 conference location should be in the east.
3. The Local Host Committee would be replaced by a National Conference Program Committee that would recruit and involve local members as needed for planning the conference.

Background

After a few years of organizational meetings the founders of NACEP began organizing national conferences in October 2000. That first conference, held at Indiana University, was attended by 31 individuals from 12 institutions. Over the past few years the national conference has grown considerably in size and complexity. For the first decade, the conference was organized almost entirely by concurrent enrollment staff from local host committees with some planning support from the Board. From 2010-2014 we contracted with university-based conference services teams for registration management and other logistical support, and now have assigned those functions to NACEP staff. This has reduced the role of the concurrent enrollment staff on local host committees largely to programmatic decisions such as selection of the conference theme, speakers, and breakout session presentations.



National Conference Locations by Year

Site Selection Process

Through 2013, the process for assembling a conference hosting bid was intensive and required extensive research on meeting venues and budget preparation. In many years the Board had only one proposal to review. Beginning with the bidding for the 2014 conference, we developed a two stage process with a more limited Preliminary Proposal. This facilitated competition between cities (3 for 2014; 2 for 2015; and 2 for 2016).

The past few years staff and Board leadership have recruited NACEP members to submit hosting bids, with some emphasis on varied geography in our recruitment. Other site selection factors have been ease of access and attractiveness for attendees, regions where we have significant membership base, or areas where there is potential to grow membership. Under this proposal, staff and Board leaders would shift from recruiting local hosts to building local partnerships and recruiting local volunteers to support the event.

Role of the Host Committee

One of the challenges year to year is consistency with a new host committee taking responsibility each year for shaping the program. In recent years host committees typically are engaged in:

- Setting the theme for the conference
- Recruiting and selecting local speakers
- Shaping the call for presentations and reviewing breakout session proposals
- Local/Regional marketing
- Reception planning and on site volunteering

We have also had issues with turnover of key staff and leadership – key individuals left the host institutions in Memphis, Jacksonville, and Illinois between the time of the bid and the conference. Establishing a National Conference Program Committee to shape the programming for the event would help provide greater consistency year to year, and allow NACEP to select the team of individuals involved in the conference program (and replace those who switch jobs).