



## **Annual Business Meeting 2011**

### **Committee Reports**

## **Assessment and Information Management Committee**

### 2011 Business Meeting Report

#### Committee Members

- Manda Krier-Jenkins, University of Wisconsin - Whitewater, **Committee Chair**
- Abby Bauer, Kansas State University
- Carol Blade, Emporia State University
- Kevin Bruins, Luther College
- Dijon DeLaPorte, South Dakota State University
- Cindy Fendrick, Creighton University
- Lisa Jicinsky, University of Wisconsin – La Crosse
- Joelle Khairallah, University of Iowa
- David Lemon, University of Northern Iowa
- Chris Rice, Webster University
- Michelle Schamp, University of Minnesota - Morris
- Fredrick Seel, Simpson College

*Rian Nostrum, North Dakota State University, Exec Committee Liaison*

#### Committee Purpose

The purpose of the Assessment and Information Management Committee is to conduct, analyze, report, and retain research in the various areas related to student housing and residence life and maintain the membership database.

#### Committee Goals

**Communication-** Maintain good lines of communication with each other and other committees. Share the information and results of our committee through the contribution of magazine articles and putting information on the committee website. Make sure that information is communicated in a timely manner to all members of the association in understandable and user-friendly ways. Aid the rest of the association in understanding our purpose and goals, so that the committee may best serve the needs of the association. Communicate with other regional association assessment committees to determine what is being done nationally.

**Technology-** Enhance our committee website with new committee info; keep the website up to date. Place important committee documents on-line. Continue to use new forms of technology in all of our committee work, but also make sure that there is a human aspect to our dissemination of information.

**Presentations-** Submit a proposal for each survey completed plus separately sponsored and/or presented by our committee at the annual conference. Encourage people to present even if they are not as comfortable with research. Strive to make each presentation unique and interesting, possibly using one of them as a Focus Group to gain further qualitative information for a current survey topic.

**Grants-** Increase the number of applicants for research grants through an increase in publicity for this opportunity and how it works. Work towards building personal connections with grad programs and others completing research in the region. Maintain accountability for grant recipients to report their research back to the association. Have the research grant applications or information about them available at the annual conference.

**Fun-** Have fun in committee meetings; allow others to see research can be fun! Continue to present a “research can be fun” activity for other committees at Summer Meeting.

**Utilization-** Determine what research and assessment member institutions and staff members are currently completing within the region. Identify their needs and how the AIM Committee can best meet these needs. Encourage committee members to be creative when developing research/survey ideas in order to further meet the needs of the association and its members.

### Committee Progress and Accomplishments

- Developed and distributed three surveys and one general email request to investigate and review RA Training, technology usage, grant writing, and live-in/live-on definitions at UMR-ACUHO institutions. We wanted to cut back on the amount membership survey-taking, and so the committee tried to make surveys shorter and less frequent. For the fifth year, many of these surveys were conducted on-line through the use of Survey Monkey, helping increase the return rate and response time. Survey Monkey was also used to distribute the surveys, allowing for respondents not be overwhelmed with reminders emails if they had already completed the survey. Visual and written cues were offered to participants to help them to realize if they had completed a particular survey or not. This resulted in zero complaints received regarding the amount of surveys or reminders. The only email responses to the surveys were requests to have contact information updated, as primary contacts or SHO’s had changed since last year. It was then explained to the people making these requests that the updates needed to happen by the individual member institutions.
- As a means to be more effective and to have the option to more easily manipulate data, the 2010 Annual Conference Evaluation was completed on-line through Survey Monkey. As per usual, the response rate increased from the 2005 paper conference evaluation, and data manipulation and publication was much less time intensive. There were more responses in 2010 than in each of the years since moving to an online format. This endeavor will be continued with the 2011 Conference Evaluation in Lawrence, KS.
- The Assessment and Information Management Committee had articles published in each magazine. We also included publicity and/or an application for the Research Grant in two editions of the magazine and continued providing information through the efforts of Rickey Research. All current research will be presented at the 2011 conference.
- An All-Member Survey was conducted to allow the various UMR Committees to ask questions of all UMR members that will assist them in their committee-specific work. The questions were collected throughout the Winter, as formal meetings were cancelled, with the survey being conducted in early March, and the results were compiled and distributed to the Leadership Team shortly thereafter in order to aid with program solicitation for the annual conference and committee work at Summer Meeting.
- During Summer Meeting, the Assessment and Information Management Committee continued a now annual tradition and collected information from meeting participants through a fun, informational survey on a variety of information and interests. The results were presented at the closing gathering of the meetings and posted on the website as well. While it was not a formal, scientific assessment, we wanted to demonstrate that research does not need to be intimidating. Now in its 6th year, this annual tradition seems to be enjoyed by Summer Meeting participants.
- The committee focused on research grant recruitment in order to hopefully have more applications to select from. Follow up was completed with recent past grant recipients, which resulted in many of the 2009 and 2010 recipients presenting at the 2011 conference.
- The committee continued to “go green” at Summer Meetings and greatly reduced the number of document copies that had been made in the past by using laptops and distributing documents on CDs.
- An assessment committee from ACUHO-I reached out to AIM, as a “leader amongst the regions” in research. Initial discussions were had about future collaborations.

- The committee added an additional grant, focusing on departmental initiatives in research, assessment, and professional development.

### Committee Challenges

- There has been a low number of grant applications submitted in recent years.
- Some committee members expressed concern of financial constraints of committee participation. Intentional conversations were had to reduce these concerns as much as possible, but this will continue to be an issue for the upcoming year with current economic conditions.
- The committee has had very few committee members return from year to year and stay on the same committee. This has presented both opportunities and challenges for the group.
- Many member institutions do not have all of their information updated in the database. When choosing to send survey to only SHOs or Primary Contacts, this made distribution extremely difficult and likely affected the response rates on many of the surveys.
- With Winter Meetings being cancelled, the committee fell behind in various tasks. Due to the timing of research & grant reviewing, AIM is one of the committees that could likely function without being present at Summer Meetings. However, missing Winter Meetings did make it difficult to connect and plan. Because of this, Summer Meetings were mainly spent regrouping in order to catch up on a variety of tasks, including survey development.

### Anticipated Goals for the Coming Year

- The committee should continue to work on improving strategies for gathering more applications for the Research Grant.
- The committee should continue to examine when the annual committee surveys are administered in order not to over-survey the population but still capture useful data.
- The committee should more thoroughly look into what other research is being done throughout the many ACUHO-I regions.
- The committee should continue to examine financial restraints and how to effectively conduct our work, as it the timing of “heavy AIM work times” is different than many other UMR-ACUHO committees.

### Anticipated Challenges for the Coming Year

- The committee typically loses veteran members, thus limiting historical perspective. Current, and previous members, should be encouraged to continue.
- The committee should continue to work on improving strategies for gathering more applications for the Research Grant.

Respectfully Submitted,

Manda Krier-Jenkins  
Assessment and Information Management Committee Chair

## **Communications Committee**

### Business Meeting Report 2011

#### Committee Members

Linda Varvel, The University of Iowa – **Committee Chairperson**

Luis Aranda, Pittsburg State University

Bobbie Delaney, Minnesota State University, Moorhead

Kailyn Doyle, University of Kansas

Mary Duckworth, University of Wisconsin-Stevens Point

Erica Eischen, North Dakota State University

Alandis Johnson, The University of Iowa

Tim McCue, North Dakota State University

Courtney McNeal, Carthage College

Amanda Mesirow, University of Northern Iowa

Michael Perry, University of Wisconsin-Madison

Marci Weiss, University of Wisconsin-Green Bay

Marissa Wolfe University of Wisconsin-Eau Claire

*Mishelle Banas, University of Central Missouri/Monmouth College, Exec. Committee Liaison*

#### Purpose of Committee

The purpose of the Communications Committee is to develop and maintain appropriate standards for communication and information sharing via the agencies with which we outsource. In addition, this committee is responsible for the solicitation and dissemination of knowledge through various channels.

#### Committee Goals for the Year

Goals created during Winter Meeting:

- Produce three quality hard copy issues of the magazine each year in a timely and cost-efficient manner that are representative of the organization's mission values, needs and current issues
- Solicit articles from people at different hierarchical levels, areas of responsibility and years of experience including paid consultants
- Solicit articles from institutions of different sizes and scope from across the region
- Actively seek feedback from association members and Communications Committee members in order to continue to improve the look of the magazine
- Establish and maintain accurate electronic archive records of the magazine
- Establish an online archive that is accessible to the UMR region
- Actively promote the magazine as a vehicle through which members can participate in the Association
- Maintain an annotated bibliography of the magazine issues
- Maintain a positive working relationship with the designer, printer and mailing service to make the outsourcing process as smooth as possible for the Association
- Monitor and suggest changes to the web page for UMR-ACUHO and encourage other committees to maintain their content
  - Work collaboratively with other committees towards the goals of the Association
  - Provide interactive educational opportunities at the annual conference
  - Promote participation in the Communications Committee
  - Publish an online version of current issue and explore alternative media outlets for Association communications

- Develop document establishing professional standards for the magazine and award winner criteria

#### Additional Projects that surfaced through the year:

- Begin using a tab or word graphic at the bottom of the magazine page that indicates the section that the article fits in (Inside UMR, etc.)
- Check into costs for using glossy paper for printing to help magazine feel more professional.
- Outline and create a clearer submission guidelines form for use on the UMR website and for committee members use when recruiting articles.
- Add more color to the UMR magazine (spot color)
- Create a new way to divide areas better, i.e. Inside UMR vs. Perspectives
- Develop subcommittees to help the communications committee be more proactive in their work
  - The Rubric committee: Developed to help build consistency in our awards structure.
  - The Future committee: Will look at blogging and other alternative media outlets to see what the future holds.
  - The cover and design committee: Will look at the design and how it can be tweaked.
  - The guidelines committee: Will be looking at creating templates for our articles as well as internal standards for our Magazine.

#### Committee Progress/Accomplishments

##### **Progress with goals created during Winter Meeting:**

- Three issues of the magazine were produced and distributed during the 2011 UMR year. Our summer issue was very cost effective leaving us some extra budget money to produce a more robust fall issue. Timeliness was a challenge but it is a goal for the 2012 year to address this.
- Articles in the magazine were from a variety of professionals with a wide array of experience and location.
- Feedback from the association was taken into consideration when editing the look and feel of the magazine and appropriate changes were implemented.
- The committee chair is currently working on establishing online versions of the previous three magazines for access on the UMR website to members only.
- A Submissions Guidelines form can be found on the UMR webpage and each committee members has an electronic version of this form for distribution to potential authors.
- The “Awards Rubric” was created and implanted for use in determining communication committee awards for the 2011 regional conference.
- A submission form was started and worked on by the guidelines subcommittee with the hope that the form will be useable in the near future for easier submission of articles and a more unified submission format for incorporating the articles into the magazine.
- An award was established that will give the ACUHO-I foundation \$100 in the name of the author(s) to help encourage more people to write articles for the magazine.

### Challenges Faced by Committee

- As many of us know, the absence of the winter meeting was somewhat of a set-back for the committee. Although we were able to meet via conference call and other technologies, it was still difficult to hit the ground running.
- There was a lack of communication within the committee between the months of June-August. This led to a rushed effort in producing the pre-conference edition of the magazine.
- Some articles were lost or not-transitioned during the change in conference chairs in August. We've been able to retrieve some of these articles and hope to include them in the winter issue.
- We continue to be challenged with a lot of good material which stretches our budget when printing the magazine. This is a great problem to have but it has inspired the committee to re-evaluate what MUST be in the magazine, as opposed to what could be posted on the webpage, etc.
- Deadlines continue to be an issue for the magazine. The deadlines always seem to fall at inopportune times thus creating a lack in submissions until the last minute. The deadline was pushed back often this year.

### Anticipated Goals for the Coming Year

- Continue to work toward many of the same goals from 2011.
- Reevaluate unaccomplished goals from 2011 to work toward during 2012.
- Research different opportunities for a designer/printing company, as well as the mailing company we use.
- Research costs of glossy pages for the magazine

### Anticipated Challenges for the Coming Year

Although we did not anticipate turnover in committee chairs, the committee chair is new again and will be learning the chair position and all that it entails while still trying to maintain our deadlines for the magazine.

### Closing/Conclusion

The Communications Committee continues to produce a tangible product to our UMR Members three times a year. The Perspectives magazine continues to seek innovative ways to design our magazine, and is always in pursuit of producing the highest quality magazine possible. The committee has continued to find topics and themes for the magazine that are relevant to our membership, and the committee works hard to produce quality work. We are proud of the produce we present to the region three times each year.

Respectfully submitted by Linda Varvel

**Host Committee: University of Kansas (Topeka, KS host site)**  
Business Meeting Report 2011

Committee Members – Representing the University of Kansas  
Natalie Timson and Jennifer Wamelink, **Co-Chairs**

**Committee leadership team also includes:**

Raechel Kepner  
Katharine Weickert

**Full committee list includes:**

Kelly Kay Clark  
Jocelyn Crist  
Alysha Dockum  
Kailyn Doyle  
Louis Edwards  
Brianna Mae Hanson  
Chris Sowa  
Nicole Wilburn

**Other committee members who joined us in the journey**

Shruti Desai, now with Washington University  
Justin Frederick, now with Webster University  
Jayme Uden, now with Park University

*Javier Gutierrez, Hamline University, Executive Committee Liaison*

Purpose of Committee

This committee is responsible for coordinating the overall planning and logistical components affiliated with holding the annual conference at a conference site within the region.

Committee Goals for the Year

- Plan a successful annual conference that meets the needs of the members of our Association.
- Host a fun and productive summer meeting on the KU campus.
- Be sensitive to institutional and Association costs when making decisions.
- Share the entertainment and educational opportunities that can be found in both Lawrence and Topeka, Kansas.
- Document Host 2011 activities through a timeline of responsibilities and comprehensive summary report of the summer meeting and annual conference to share with Executive Committee and future host chairs.
- Positively represent the University of Kansas, UMR-ACUHO, and Lawrence and Topeka, Kansas

Committee Progress/Accomplishments

- We have had a great time planning for the 42<sup>nd</sup> annual conference. We hope by the time you are reading this, you feel as if you are participating in a successful, informative, and fun conference.
- For the first time in recent memory, the Host group hosted the summer leadership meeting on a college campus. The University of Kansas welcomed UMR-ACUHO committee members to KU and Lawrence, Kansas from June 13 – 17, 2011. 132 committee members took

advantage of the opportunity to stay overnight on the KU campus. Meeting participants stayed in the scholarship hall community, which is comprised of traditional double and suite-style accommodations. Additionally, the halls provided many community spaces to use for meetings and hanging out. Hosting the meeting on our own campus involved some additional work and resources. We developed a registration, payment, and receipt process. We paid careful attention to the facilities needs of our guests. We worked closely with our Union staff to provide lunch and larger meeting space. Additionally, we facilitated tours of the conference site for the executive committee, committee chairs, and selected committee members. Since we were not in a hotel, we arranged for a local favorite establishment, “The Jayhawk Café” to host a UMR-ACUHO social. This allowed for participants to have an opportunity to be together socially in walking distance to the scholarship hall community. All in all we had a great time “Rock Chalking in Up” in Lawrence. We appreciated the patience and positive attitude of everyone who participated.

- When choosing the conference site, proposing to host summer meeting on the KU campus, and establishing our conference budget, we very much kept cost as a top priority. We want the annual UMR-ACUHO conference to be affordable to both our institutional members and individual conference delegates, without giving up the fun and frill of a conference experience. We we’ve made decisions we aimed for simplicity and big impact.
- When bidding to host the conference we were inspired and encouraged by the close proximity of the Brown vs. Board of Education National Historic Site. We very much wanted conference participants to be able to visit this remarkable and memorable museum that documents the history of education and the civil rights movement. We are pleased that the Social Justice committee has agreed to sponsor tours to this site as a part of their annual Social Justice Café.
- We are committed to leaving good documentation for Host 2012, Kristie Feist and Manda Krier-Jenkins. We will leave them a timeline of activities and responsibilities that will further enhance the information found in the manual and transition report for Host 2012. Despite being experienced UMR-ACUHO committee members, we have found surprises along the way. We are thankful for Host 2010 for all of the information and mentoring they offered us. During summer meeting and during conference we worked to intentionally include Host 2012 in our conversations and “behind the scene craziness,” to help them prepare for this fabulous adventure we call “Hosting.” Kristie Feist, Host 2012 co-chair, attended summer meeting with the specific intention of shadowing us and we encouraged her participation.
- We wish to leave a positive mark on UMR-ACUHO and the University of Kansas. We’ve worked hard to make sure we are communicating with and supporting our fellow committee chairs. Having a clear and high impact visual identity and use of theme has been important to us. We hope you have seen the great work of our KU marketing team of Katharine Weickert and Jan Nitcher. They have been a tremendous asset to us and we don’t know what we would have done without them.

### Challenges Faced by Committee

- **Additional Work with Summer Meeting:** Hosting summer meeting on our campus was not an experience we regret; however, the experience did bring additional work. There were many logistics needed to make that experience successful. In hindsight, we fell behind a bit on our work for the annual conference as we were so focused on summer. While nothing drastic occurred and no balls were dropped, we recognize that we had some catch-up to do during the months of July, August, and September. If future Host committees look to host the summer meeting on their campuses, our hope is the timeline and the notes we leave will help them avoid the same pitfalls.

- **Schedule and format changes to conference:** Over the last two years the executive committee and leadership team have been great about trying new things to improve the UMR-ACUHO conference experience. The addition of Featured Speakers and changes in schedule were needed. These changes resulted in renegotiations with both the Capitol Plaza Hotel and the Kansas Expocentre. We are pleased to report that we were successful in making all format and schedule changes work with our 2011 venues. It has been wonderful to have great partners with the Capitol Plaza Hotel and Expocentre. Further having an executive committee that understands and is sensitive to the importance of these relationships has been appreciated and has been critical in bringing together a successful conference.
- **Updating technologies:** Finally, new technologies and web redesign have brought us the challenges of learning new ways of doing things. These have been great professional development experiences. Navigating the back end of a new web system to get a new conference registration process live and finding a way to use the smartphone application for the conference have been daunting at times, but also a thrill to accomplish.

#### Anticipated Goals for the Coming Year

Host 2011 will have completed our work at the conclusion of this calendar year. It has been a pleasure serving as your host for the 42<sup>nd</sup> annual conference. We wish our successors – Kristie Feist and Manda Krier-Jenkins well as they plan for the 43<sup>rd</sup> conference in the Wisconsin Dells!

#### Closing/Conclusion

It has been a joy to host and we encourage others to contribute to UMR-ACUHO in this way. We have learned tons, strengthened our bonds with each other and other UMR colleagues, and had a lot of fun. The “Horizon: of this conference is within our reach. Thank you for this opportunity to serve as your chairs. We hope you have had a great conference.

Respectfully Submitted by Natalie Timson and Jennifer Wamelink, Host 2011 co-chairs

## **Membership Involvement Committee**

### Business Meeting Report 2011

#### Committee Members

- Jeanne Keyser - University of Nebraska – Lincoln – **Committee Chairperson**
- Rob Andrews, University of Nebraska - Lincoln
- Joe Lasley, University of Wisconsin LaCrosse
- Dana Fritz, University of Wisconsin, Stout
- Julie Phelps, University of Wisconsin – River Falls
- Jen Kacere, University of Nebraska Kearney
- Steve Wisener, Carleton College
- Melissa Hulme, Iowa State University
- Alisha Scaggs, University of Northern Iowa
- Stephanie Struckhoff, College of St. Benedict
- Brian Stutz, University of Kansas
- Becky Wilson, University of Iowa
- Melissa Beisel, Pittsburg State University
- *Executive Committee Liaison: Gail Sims-Aubert*

#### Purpose of Committee

To recruit and recommend candidates for UMR-ACUHO elected office, appointed chairperson positions, committee membership, conference fee waiver recipients, and bids for upcoming conference host sites; to encourage the involvement of new and veteran UMR-ACUHO members.

#### Committee Goals for the Year

- Yield at least two candidates for each of the open elected and appointed positions.
- Yield at least two bids for the 2013 conference host site, including exploring diversity in host site locations. Encourage co-hosts or team bids involving multiple schools.
- Promote diverse representation throughout the UMR-ACUHO members in elected, appointed and committee positions.
- Facilitate a discussion between the Host Committee and Membership Involvement Committee during both the winter and summer meetings to gain a better understanding of the hosting process.
- Strive to recruit former and upcoming Host Committee members and others with a variety of UMR-ACUHO experiences to serve on the Membership Involvement Committee.
- Review, and revise as needed, the committee membership and chairperson appointment process.
- Update/maintain host site bid book.
- Welcome and acclimate new association members to UMR-ACUHO through their participation in UMR 101, which introduces participants to what UMR-ACUHO is about, including sharing the association goals and vision, explanation of the committee structure, providing opportunities for new conference attendees to make connections, recruitment of potential leaders and promoting engagement in conference activities.
- Foster the growth of the conference fee waiver program through promotion and solicitation of applicants, with the intent to present three conference fee waivers each year.
- Identify additional opportunities for membership involvement within UMR-ACUHO.
- Encourage reflection and improvement regarding committee work towards sustainability.

## Committee Progress/Accomplishments

- 1. Yield at least two candidates for each of the open elected and appointed positions.**

Even after a lot of shoulder tapping and recruiting, we did not accomplish this goal for the Chairperson positions. Only one of the open positions had two people who applied. The Executive positions applications are due after this report is due, so we cannot report on that at this time.
- 2. Yield at least two bids for the 2013 conference host site, including exploring diversity in host site locations. Encourage co-hosts or team bids involving multiple schools.**

The deadline for bid submissions is after this report is due.
- 3. Promote diverse representation throughout the UMR-ACUHO members in elected, appointed and committee positions.**

This goal is worked on through recruitment efforts for elected and appointed positions. Specifically in committee members, placements are made keeping diverse representation in mind.
- 4. Facilitate a discussion between the Host Committee and Membership Involvement Committee during both the winter and summer meetings to gain a better understanding of the hosting process.**

Membership Involvement and the Host committee had discussions during both winter and summer meetings in an effort to better understand what information is needed in the bid information and how the requirements of hosting have changed in the past few years.
- 5. Strive to recruit former and upcoming Host Committee members and others with a variety of UMR-ACUHO experiences to serve on the Membership Involvement Committee.**

There are former Host Committee members on the Membership Involvement Committee that will be participating in the bid hearings.
- 6. Review, and revise as needed, the committee membership and chairperson appointment process.**

The committee reviewed the appointment process and believes that it ensures diversity, consistency and fairness in placements.
- 7. Update/maintain host site bid book.**

We have continued to look at the needs and requirements of hosting to better facilitate successful bid writing and conference hosting. The bid book was updated over the summer.
- 8. Welcome and acclimate new association members to UMR-ACUHO through their participation in UMR 101, which introduces participants to what UMR-ACUHO is about, including sharing the association goals and vision, explanation of the committee structure, providing opportunities for new conference attendees to make connections, recruitment of potential leaders and promoting engagement in conference activities.**

We are facilitating UMR 101 on Wednesday of the conference and will include all these components. Additionally, we have written newsletter articles and sent out emails to further inform people of opportunities within UMR. And we are planning the annual Committee Fair at the conference to introduce people to each of the committees. In addition, we are hosting a Conference Connections Luncheon this year for the first time, which will occur before the Keynote Speaker on Wednesday, before the conference begins, and will provide an opportunity for those matched up as conference connections to meet and get to know each other, learn about UMR and meet the UMR leadership team.

**9. Foster the growth of the conference fee waiver program through promotion and solicitation of applicants, with the intent to present three conference fee waivers each year.**

We advertised the conference fee waiver program in the UMR-ACUHO newsletter, on our website, through an email going to all members and through word of mouth.

Applications are due after this report is due, so we are hoping to get a good number of applicants.

**10. Identify additional opportunities for membership involvement within UMR-ACUHO.**

Through all our efforts, we consistently look for ways to promote opportunities within UMR-ACUHO.

**11. Encourage reflection and improvement regarding committee work towards sustainability.**

We had a number of discussions about how to limit the amount of paper use at the conference. One of our biggest accomplishments for the year is going to an on-line committee application process.

Challenges Faced by Committee

- The cancellation of winter meetings was a big challenge for our committee; we tried to manage the basic getting to know each other and working within sub-committees as best we could, but it was a struggle at times to remember deadlines and to feel knowledgeable about our tasks and feel connected to the association and its goals since many of the group had never met face to face. Summer meetings were a bit awkward at first, and it felt like we had to play catch up really fast.
- Schools are becoming less willing to host conferences due to a variety of reasons (budgets, staffing changes, time expectations, etc.).
- Applications for Leadership Positions are down (most likely due to less professional development funding and budget constraints, family commitments, etc.).

Anticipated Goals for the Coming Year

- Yield at least two candidates for each of the open elected and appointed positions.
- Yield at least two bids for the 2013 conference host site.
- Continue encouraging involvement of a broad representation of UMR-ACUHO members.

Anticipated Challenges for the Coming Year

I expect that the current challenges faced by our committee will continue.

Closing/Conclusion

I think the Membership Involvement Committee had a successful year. We have a committed group of individuals on the committee, many of which have held past leadership positions within UMR-ACUHO. We will continue to work to promote involvement with UMR-ACUHO.

Respectfully submitted by Jeanne Keyser, Chair of Membership Involvement Committee

## **Professional Development and Training Committee (PDT)**

### Business Meeting Report 2011

#### Committee Members-

Jennifer Tigges, University of Minnesota- Twin Cities, **Committee Chairperson**

Executive Committee Liaison: Patrick Heise, UW Lacrosse

Case Study Subcommittee- Mandie Craven, Dakota State University

Case Study Subcommittee- Justin Frederick, Webster University

Case Study Subcommittee- Aaron Macke, University of St. Thomas

Case Study Subcommittee- Tracy Gerth, UW- River Falls

Case Study Subcommittee- Torin Akey, Minnesota State University- Mankato

Featured Speaker Subcommittee- Jocelyn Crist, Kansas State University

Featured Speaker Subcommittee- Tanya Hartwig, Augsburg College

Keynote Speaker Subcommittee- Sarah Holmes, Iowa State University

Keynote Speaker Subcommittee- Elizabeth Phares, ND State College of Science

Program Committee Subcommittee- Devin McCall, Pittsburgh State University

Program Committee Subcommittee- Todd Tucker, Northern State University

Program Committee Subcommittee- Becca Peine, University of Wisconsin- Madison

Webinar Subcommittee- Nicole Wilburn, University of Nebraska- Lincoln

Webinar Subcommittee- John Gardner, Truman State University

*Executive Committee Liaison: Patrick Heise, University of Wisconsin-LaCrosse*

#### Purpose of Committee

The purpose of the Professional Development and Training committee is to design, implement and review a comprehensive professional development curriculum through annual conference programs and other sponsored venues.

#### Committee Goals for the Year

- Strive to sponsor programs in a wide variety of topics to cover curriculum and all levels (entry, mid, upper).
- Encourage all levels of presenters in the recruitment of programs.
- Focus on recruitment of Mid and Upper level presenters.
- Shoulder tap a diverse range of people to present programs and work collaboratively with the Programming Committee.
- Solicit a diverse keynote and Featured Speaker in areas of gender, race, sexual orientation, etc.
- Contract a featured speaker (by March 15th)
- Contract a keynote (by March 15th) who is an engaging speaker to speak within the designated 25–30 minute timeframe
- Solicit, record advertise and present four webinars throughout the year
- Establish AV and special needs from keynote and featured speaker by June 1<sup>st</sup>
- Sponsor and provide a book review and article for each magazine.
- Expand case study presentations from 5 to 6 minutes (20% increase).
- Increase involvement in case study, establishing a wait list to increase the honor of being involved in case study.
- Encourage entry level individuals from our institutions to participate in case study.
- Implement four webinars and be fiscally responsible in its planning.
- Establish a template for future webinars.
- Work to be inclusive in all aspects of our committee work (case study, programming, featured speaker, keynote, communication and webinar).
- Bridge the gap between upper and entry level through programs and newsletter submissions.

### Committee Progress/Accomplishments

- Goals have been met in the area of program solicitation- in the fact that we've gotten a wide variety of programs for the conference.
- We have solicited diverse Keynote and Featured Speaker
- The committee wanted to make sure there was a diverse representation of speakers and topics reflected in the keynote and featured speaker who were solicited. We are confident we achieved that goal.
- We have sent in articles and book reviews for each magazine- to support our goals this year.
- We have explored the quality of the case study and have increased involvement- with time and feedback in mind, so that each participant feels they get their proper attention.
- The Programming Subcommittee is liaising with Membership Involvement to produce a professional development opportunity at the conference for Mentor/Mentees to come together and learn more about networking and ideas for professional development.
- We have only done one webinar thus far- due to issues with funding for editing as well as issues with storage on the website.
  - However- we have solicited other Webinars and are in the process of getting those videos recorded.

### Challenges Faced by Committee

- We have only done one webinar thus far- due to issues with editing as well as issues with storage on the website.
- The committee is not equipped to edit information once we receive the webinars. We have sought out information from GLACUHO and our current website host to see what possible solutions are.
- We hope to resolve this in the upcoming year- so that Webinars can run smoothly.

### Anticipated Goals for the Coming Year

- Continue to solicit amazing Keynote and Featured Speakers.
- Solidify our Webinar goals and editing process.
- Continue to tweak the Case Study and ensure that our judges and participants are having the best experience possible.
- Explore the Programming Track for professionals of all levels.

### Anticipated Challenges for the Coming Year

- Webinar funding in the area of editing and deciding who/what is the best way to go about editing Webinars and producing a polished final product.

### Closing/Conclusion

In Summary- PDT has met a variety of its goals, with each committee person working hard to achieve the best variety of programs aimed at Professional Development, to ensure the Case Study experience for both judges and participants is enriching and to aid the Webinar process so that we may have proper editing and storage for years to come. We hope to put more support in for our Webinar series- and work with a company to help with editing. Otherwise, this year's committee persons have set the bar high for both communication and final product.

Respectfully submitted by Jennifer Tigges, PDT Committee Chair

## **Program Committee**

### Business Meeting Report 2011

#### Committee Members

Linda Garbisch – Iowa State University, **Committee Chairperson**

*Teresa Frederick – Missouri State University, Chair Elect*

Alex Abendshein – Kansas State University

Jennifer Beneke – Pittsburg State University

Brandon Blakely – University of Wisconsin Whitewater

Delcencia Collins – Kansas State University

Peter Costanza – University of St. Thomas

Paul DeCock – St. Cloud State University

Chris Durkin – University of Wisconsin Oshkosh

Louis Edwards – University of Kansas

Andrea Fults – University of Wisconsin Stout

Gavin Grivna – University of Minnesota – Twin Cities

Shawn Grygo – Gustavus Adolphus College

Tera Humphrey – Wichita State University

Raechel Kepner – University of Kansas

Alexis Olson – University of Northern Iowa

Megan Paradis – North Dakota State University

Nikki Peters – Saint Mary's University

Norma Salcedo – University of Kansas

Danny Sandberg – St. Cloud State University

Jon Tingley - Minnesota State Mankato

Sarah Vait – St. Cloud State University

Nick Winkler – Carthage College

*Javier Gutierrez, Hamline University, Executive Committee Liaison*

#### Purpose of Committee

The Program Committee is responsible for recruitment and assembly of the educational sessions presented at the annual conference. The committee is charged with developing a conference program which provides opportunity for exploration of timely and important topics to professionals within the field of student housing/ residence life.

#### Committee Goals for the Year

1. Recruit quality programs with different presentation styles by:
  - Shoulder tap/personal outreach to Mid and Senior Housing professionals.
  - Ask high rated programs to present again.
  - Consider the use of social media, like Twitter.
  - Work collaboratively with other committees to recruit sessions to create a meaningful and worthwhile experience.
2. Continue to facilitate a positive experience for those who submit and present programs.
  - Balance the programs offered in each session to make sure that there are programs of interest for professionals of all levels.
  - Identify and promote "hot topic" programs and work together with other committees to recruit presenters in these areas.

3. Critically examine each program proposal to determine its fit with the goals and mission of UMR. Consider the depth of the presentation material and how it meets the needs of conference attendees.
4. Foster a sense of inclusiveness to all forms of human diversity that are represented in our Upper Midwest Region.
5. Ensure that every presenter is informed and has the information they need to be successful, including providing clear information on the availability of audio/visual equipment.
6. Honor our responsibility to those unable to attend the conference, by working to have materials posted online, and available outside of the program session.
7. Develop a process to collect materials to have accessible online.
8. Provide program presentation materials online within two weeks of the conclusion of the conference.
9. Commit to sustainable practices, not just for programmatic sessions, but within all our committee work, and efforts.
10. Honor the feedback that we acquire and honor the needs of our attendees to the best of our abilities.
11. Evaluate the Programs from the previous year to make sure that we met the needs of all different levels at the conference with the programs that were offered
12. Ensure the Conference Bulletin is easy to use, easy to read, and error-free (grammatically & spelling).
13. Update program evaluations to provide presenters with more specific-feedback.
14. Be innovative in the ways we reach out to SHOs, mid-level, etc.; ensure there are adequate programs for professionals at all levels.
15. Promote networking & mentoring opportunities through programming.
  - Encourage more mentoring in programming, pairing programmers of different generations, as well as pairing folks during programming.
  - Consider a program session for conference mentors and mentees to meet.
16. Critically examine how top programs are selected – evaluate process to better serve the organization and presenters if needed.
17. Strive to be transparent regarding awards criteria, etc.
18. Utilize technology to be more efficient in processes.
19. Examine additional opportunities for online moderator sign-up and training.
20. Critically examine the current program tally system to see if there are ways to increase efficiency.
21. Critically examine the current program proposal form to determine if we are collecting all necessary information. Consider asking presenters to classify the content of their program on a continuum of basic skills to in-depth knowledge.

### Committee Progress/Accomplishments

1. Goal 1 & 8 Accomplishment: We had a good number of program proposals after a deadline extension and were able to choose programs that met a wide range of presentation styles, various levels of professional levels, and content areas. As a committee we did some personal outreach to colleagues on our campus and within other UMR committees to solicit programs.
2. Goal 2 Accomplishment: As a committee we slotted programs in each session that varied in topics and professional level. All presenters were contacted of their status as a presenter by July and had follow up contact with their liaison throughout the following months.
3. Goal 3 Accomplishment: The committee critically looked at the quality and content of the program proposal when selecting programs for the annual UMR conference. Each proposal was discussed among the group.
4. Goal 4 Accomplishment: We attempted to slot programs that would appeal to different levels (entry, mid, senior levels), along with different presentation styles and level of participation. We also sought out programs based on different social justice and diversity topics by working with the Social Justice Committee.

5. Goal 5 Accomplishment: Presenters were informed of audio/visual equipment available through the program committee liaisons (at press time, still working with Host on the execution of this goal)
6. Goal 6 Accomplishment: The committee plans to offer presentation materials online after the close of the conference for the first time this year. Treanor Architects donated flash drives in which moderators will use to collect presentation materials at the conference. The conference booklet will be posted online in October for those attending the conference, and those not, to be aware of the presentations offered, as well as contact information for presenters.
7. Goal 7 Accomplishment: The committee has discussed ways to be more sustainable in their practices and have decided to print a limited number of program booklets to distribute at the conference. Also, for the first time this year all program tallying will be done electronically to save on paper printed for tallying sheets. Conference attendees will be asked in the evaluation about the need for a printed program booklet or if their needs were met in other ways (booklet available online, conference application, etc.)
8. Goal 8 Accomplishment: We have looked through all evaluation feedback, talked to the executive board, and listened to our coworkers and colleagues, as well as presenters to select and slot the best programs.
9. Goal 9 Accomplishment: The program booklet will be available to view and/or print online a few weeks to the start of the conference, a conference planning guide will be available, and there will be a conference app that will have up to date info on the program sessions. The Program Committee will proof-read and spell-check everything before sending it to print. The fonts we use will be easily readable, as well as the pages will have a readable ratio print and white-space.
10. Goal 10 Accomplishment: We have updated the evaluation forms to include the program number and will be ready for use at the conference.
11. Goal 11 Accomplishment: We went out and talked to specific SHO's, we worked with the PDT Committee to recruit programs.
12. Goal 13 Accomplishment: The committee has discussed ways in which to select top programs. It will be based on a mathematical score, not abstractly. We will include a blurb in the booklet to explain the process.
13. Goal 14 Accomplishment: We are on our way to being more transparent in award criteria. The new presenter scholarship opportunity was posted on the website as well as an email sent out to presenters that indicated they were first time presenters. A scholarship evaluation form was developed and used this year to determine the recipients.
14. Goal 15 Accomplishment: Technology will be used this year for the moderator sign up through a website, the program booklet and resources will be posted before the conference, the committee is utilizing the conference app, all materials will be collected and posted online after the close of the conference, and all tallying of programs will be conducted electronically.
15. Goal 16 Accomplishment: We will be using volunteerspot.org to facilitate a smoother moderator sign up for this year's conference.
16. Goal 17 Accomplishment: The committee has created an Excel spreadsheet that will be used for tallying instead of using paper and a calculator for the first time this year.
17. Goal 18 Accomplishment: The program proposal form was reviewed and used to collect information on programs and presenters. The committee has already generated some suggestions for more improvement for next year's committee.

#### Challenges faced by the committee

- Our committee had tried to stick to deadlines for program proposals, abstract information, etc but needed to extend for each task due to low response rates.
- The winter meeting was difficult to conduct business over the phone, due to the large committee size but they did well in developing a rapport over email and in their subcommittee chats. We took some more time to get to know each other during summer meeting.

- The Chair did not serve as Chair-Elect last year and had some difficulties with transition as she did not have the opportunity to observe many things in action.
- Not having the abstract included in the program proposal was detrimental in putting the program booklet together as many presenters were being asked to still submit in September when the deadline was the end of July.
- Look at adding the abstract back into the program proposal form.

#### Anticipated goals for the coming year

- Evaluate all the new technology used for processes for the conference.
- Evaluate the Programs from the previous year to make sure that we met the needs of all different levels at the conference with the programs that were offered and then recruit quality programs for the next conference that met the needs of all conference attendees.
- Evaluating the amount of programs booklets printed, are the needs being met electronically?
- Continue to evaluate the awards and the process for selection.
- Create more mentoring in programming, pairing programmers of different generations, as well as pairing folks during programming.

#### Anticipated Challenges for the coming year

The budget for the upcoming year will need to be re-evaluated to look at the updated cost of printing the conference booklet and other expenditures that will be spent after this report is written.

#### Closing/Conclusion –

Overall we felt as though we had a successful year with the number and quality of programs that were recruited and slotted for the annual conference. There were many advances made to be more sustainable and utilize technology more to meet the needs of our members. We are continuing to implement feedback provided from the conference attendees to improve our offerings. Overall the conference programs are of top quality and we will have a high quality conference.

Respectfully submitted by Linda Garbisch

## **Social Justice Committee** Business Meeting Report 2011

### Committee Members and Institutions

Beth Miller, University of Wisconsin Oshkosh, **Committee Chair**

- Featured Speaker Subcommittee
  - Jessica Coombs, University of North Dakota
  - Lorissa Lieurance, Drake University
  - Stephanie Hedge, Dakota State University
- New Initiatives Subcommittee
  - Adam Ludwig, University of Wisconsin-Stout
  - Amber Carter, South Dakota State University
  - Heather Nicole Saladino, College of Saint Benedict
  - Laura Vietmeyer, University of Wisconsin-Green Bay
  - Melissa Griffith, Simpson College
  - Nicol Corcoran, Truman State University
- Social Justice Café
  - Ben Markl, University of Wisconsin-Stout
  - Corey Young, Morningside College
  - Kate Demerse, University of Wisconsin-La Crosse
  - Maryne Taute, University of Wisconsin Oshkosh
  - Shane Britt, Cloud County Community College
- Workshop/Program/Awards
  - Brock Severson, Iowa State University
  - Chas Lietaert, North Dakota State University

*Mickey Fitch, University of Wisconsin-Superior, Executive Committee Liaison*

### Purpose of Committee

The purpose of the Social Justice Committee is dedicated to providing educational opportunities and resources related to Social Justice to the Association and its members.

### Committee Goals for the Year

- a. Members will have access to relevant social justice resources, including, but not limited to: programming, training, and educational opportunities.
- b. Outstanding individual, programmatic, and institutional social justice efforts will be recognized.
- c. Members will be provided with safe spaces and opportunities to ask questions, take risks, and learn from and with one another through various Social Justice Committee efforts.
- d. Members will have access to professional development in the areas of social justice.
- e. History will be preserved for future support of committee growth.
- f. Through collaboration with the other UMR-ACUHO committees, we will work to create an inclusive environment in order to promote future and continued involvement with the association of persons from diverse populations.
- g. We strive to be reflective, intentional, responsive, meaningful, and relevant to the UMR-ACUHO membership, and will create opportunities for engagement throughout the year.

### Committee Progress/Accomplishments

- a. This year the committee decided to create a session on the historical impact of Brown v. Board of Education (to coincide with our visit to the historical site), and a roundtable session for Mid-Level and SHOs on engaging their entry-level staff in Diversity and Social Justice topics through the use of a book title The Inclusion Paradox. We did not put on any workshops for this year's conference.
- b. The program subcommittee worked in conjunction with the UMR Program Committee to identify social justice programs to sponsor and followed up with those individuals to see how they could be of continuing support and assistance as they prepared for their sessions.
- c. We provided 2 awards, one for individuals (Commitment to Social Justice Award) and one for a programmatic effort (Social Justice Action Award). We put a lot more effort into marketing the awards this year through blurbs in the magazine.
- d. We solicited one featured speaker, Colleen Bell. She will be speaking on a topic to be determined.
- e. New this year, we decided to get rid of the display boards that had previously been present in the social justice room. Our New Initiatives committee has worked hard to put together ways for members to interact using Twitter, a Blog, and a YouTube channel. It was important for us to be more current with the means in which we get out our messages, and it is great to be able to continue to provide resources throughout the year (not just at the conference) and for individuals who cannot make it to the conference.
- f. Our goal was to create a Café space that would be welcoming to attendees to hang out before and after taking a trip to the Brown v. Board of Education National Historic Site. We tried to provide a comfortable atmosphere where they could reflect on their experiences, interact with their colleagues, and engage in the other aspects of the room (such as the multimedia items listed above). We also wanted to provide more experiences, so we created a "Walk a Mile in Their Shoes" experience and created a timeline of social justice events for the walkway leading from the hotel lobby to the conference rooms.
- g. It was important for us to serve as advocates for our membership. Therefore, we were very intentional about finding restrooms that we could make into Gender Neutral restrooms. We provided information about gender neutral restrooms, as that may be something that individuals are unfamiliar with. Additionally, this space happens to be in a great area with a lounge in the area, so our committee decided to take that over and to create a welcoming safe space for people to hang out in.
- h. We have a jump drive that helps us preserve history that we consistently save documents to for future reference. Additionally, I have saved all email correspondence in case we need examples for next year (for example, in contacting the featured speaker).
- i. Our committee has been absolutely exceptional. I cannot stress enough how wonderful each of them has been and how committed they have been to taking steps forward to progress the committee. I am so exceptionally proud to say that I have been part of this group.
- j. We spent our time working on our goals rather than talking about different definitions of social justice/diversity. I think this assisted us in being extremely productive and focused on meaningful projects and experiences that will enhance our membership's experience with UMR.

### Challenges Faced by Committee

- a. We did not realize at the onset the history behind having Social Justice Sponsored Programs. As a result, next year we need to work to actively solicit and recruit programs, as well as continue to develop our own. This way the people who have sponsored programs will be sponsored from the first ideas of the programs through their completion.
- b. We transitioned to a new website and the magazine went out late, so we were unable to stick with our October 1<sup>st</sup> deadline. Next year, we hope to keep this at October 1<sup>st</sup> and to recruit more nominations.

- c. Our original featured speaker decided not to serve as our featured speaker in mid-September. This led to the huge challenge of trying to find a replacement speaker.
- d. Our committee has struggled with putting all of our stuff in one room. They feel social justice programs should be spread out throughout the conference in different rooms. They would also like a different room for the Café, as it is important for that space to be easily accessible to encourage people to come to the Café.
- e. We had talked about putting together a silent auction to benefit tornado victims in a nearby community that was too small to receive federal funding. Ultimately, I as their chair did not have enough time to help them make this a reality for this year.
- f. We really want to find a way to do a service project, and one of the reasons we did not submit a workshop proposal was so we could have time to complete one. However, this did not come together for this year, but it is something we hope to do in the future.
- g. While we have a jump drive with previous years' records on it, there was not a great transition provided and many documents were not available. We are working to make sure this does not happen for future committee transitions.
- h. The committee this year had many strong leaders on it with different visions for how things should be. While this led to many exciting changes, I think it has been difficult for others that are not a part of these conversations to really understand that we're embarking on a change. This leads to challenges, as others make decisions that they believe will be in our best interest, but their decisions are based on what the committee has done in the past. All transitions are difficult, and we have been supported in our efforts throughout this time. However, it has led to logistical difficulties. Next year we hope to have better communication with other committees to share our vision so we can work together to make it successful.
- i. We did not have Winter Meeting this year due to a huge snowstorm. I cannot state how devastating this was to our committee work. We have felt behind for the whole year. We communicated through email and conference calls, but that proved to be exceptionally challenging. If this happens in the future, I would consider either re-scheduling it to the following week or making Summer meeting longer to make up for the lost time.
- j. We are still working on how to provide more resources on the website. The committee used to hand out a Diversity Action Resource Kit (DARK) CD, but we want to make it all available through online mediums.

#### Anticipated Goals for the Coming Year

We will likely keep the same goals, but we may modify the means in which we go about accomplishing those goals. We want to work on enhancing the things that went well this year and on addressing the challenges we faced to do even more next year.

#### Anticipated Challenges for the Coming Year

I think the coming year will be far less challenging, as it will be my second year as the chair of the committee. I think it would be difficult to have such an outstanding committee again, so that could be challenging if next year's group isn't as self-motivated as this year's group has been.

#### Closing/Conclusion

This committee has been absolutely spectacular to work with. They have been so dedicated and self-driven, and our success is due entirely to their efforts, energy, and expertise.

Respectfully submitted by Beth Miller, Social Justice Committee Chairperson.

## **Sponsors & Exhibits Committee**

### Business Meeting Report 2011

#### Committee Members

Deb Newman- University of Wisconsin-Eau Claire, *Committee Chairperson*

Tom Krueger Jr. – St. Cloud State University  
Lindsay DiPietro – Kansas State University  
Dick Pfarrer – Iowa State University  
Allie Esperanza – Truman State University  
Brian Faust – Fort Hays State University  
Amber Moreyra – Beloit College  
Andy Thompson – Kansas State University  
Tara Schwinger – South Dakota State University  
Kristen Carlisle – South Dakota State University

*Executive Liaison: Tina Sheppard – Missouri University of Science & Technology*

#### Purpose of Committee

The purpose of this committee is to solicit corporate sponsor support and involvement; coordinate exhibits; solicit sponsorship of UMR-ACUHO activities; and foster an environment to promote a positive relationship between corporate sponsors and Association members.

#### Committee Goals for the Year

- Maintain current vendors while increasing diversity in the types of new vendors we recruit and bring to the conference.
- Evaluate vendor needs and adjust vendor participation options accordingly.
- Educate vendors on UMR-ACUHO expectations and guidelines for conference participation.
- Educate Association members on the importance and value of the vendors to the Association.
- Solicit sponsorship for UMR-ACUHO events.
- Encourage a diverse array of exhibitors, particularly recruiting educational, programmatic, non-traditional, and new vendors.
- Implement new ideas to increase delegate participation with vendors in the vendor area.
- Foster, develop, and maintain long-term relationships with vendors.
- Provide committee contact persons for vendors at the conference to add a personal touch.
- Make a conscious effort to get vendors involved in conference activities (i.e. programs, socials, banquets, etc.)
- Work to get more mid-level and upper-level administrators to visit the vendor area.
- Solicit vendors to advertise in all UMR-ACUHO publications.
- Increase quality face-time between vendors and conference attendee participants.

#### Committee Progress/Accomplishments

- a. Maintain current vendors while increasing diversity in the types of new vendors we recruit and bring to the conference.
- b. Evaluate vendor needs and adjust vendor participation options accordingly.
  - i. Created 1 day vendor schedule
  - ii. Continued to make dedicated vendor time a priority by creating vendor fair after banquet

- c. Educate vendors on UMR-ACUHO expectations and guidelines for conference participation.
  - iii. Again created separate vendor schedule
  - iv. Personal connections at ACUHO highlighting personnel attending UMR and opportunity to exhibit
  - v. Hand written thank-yous again this year
  - vi. Info sheet explaining value of connecting with new professionals
- d. Educate Association members on the importance and value of the vendors to the Association.
  - vii. Article in newsletter
  - viii. Announce at banquet
  - ix. Work on other ways to get to know vendors and why important if not a buyer
- e. Solicit sponsorship for UMR-ACUHO events.
  - x. Continued and revised package options and created vendor packet
  - xi. Solicited nearly 200 vendors at ACUHO-I.
- f. Implement new ideas to increase delegate participation with vendors in the vendor area.
  - xii. Event after banquet with prizes, refreshments, and fun
- g. Make a conscious effort to get vendors involved in conference activities (i.e. programs, socials, banquets, etc.)
  - xiii. Will continue offering drink tickets if possible
- h. Work to get more mid-level and upper-level administrators to visit the vendor area.
  - a. Notices in registration packets to visit during the day on Wednesday and e-mails to SHOs and other primary contacts about vending area just prior to conference.
- i. Solicit vendors to advertise in all UMR-ACUHO publications.
  - a. Part of most conference packages.
- j. Increase quality face-time between vendors and conference attendee participants.
- k. Revised signature card to require some notes on products they look at to be eligible for drawing.

#### Challenges Faced by Committee

We lost many committee members this year, which made it challenging to keep track of who was completing various projects. A winter meeting by phone may have made it more difficult for the group to feel like a team as well. The new schedule is a challenge in that there is a learning curve and going into the conference, some concern about how it will work. The committee members seem up to making this work well.

#### Anticipated Goals for the Coming Year

We will likely keep the same goals for the following year with a few modifications. In terms of projects, we will work on reviewing the vendor evaluations to determine the best vending experience for both the attendees and the vendors. Adjustments to the new schedule may be necessary once we go through this for the first time as well.

#### Anticipated Challenges for the Coming Year

The main challenge from year to year is the difference in costs at each location. Space, wireless, electricity and other vendor area costs vary dramatically from location to location and that can be challenging to provide consistence ongoing service to our vendors while staying within budget. The executive committee may want to decide whether carpet in the vendor area should be priority, as common practice may be different from what we are doing. Another challenge is sometimes location. Location changes can sometimes force vendors out of the conference based on transportation, shipping and other variables. I anticipate that recruitment of more northern region businesses will bring back some of the vendor business we had at the Minneapolis conference, so it would be worthwhile to recruit the long form of the list again!

Closing/Conclusion

As I write this, our numbers are not where they will be at the time of the conference which induces some stress, but I am confident that we will provide a great vending experience for both our vendors and our attendees. We have great long standing relationships with many of our vendors and we will work diligently to develop relationships with those who are joining us for the first time this year.

Respectfully submitted by Deb Newman, Sponsors and Exhibits Chair 2011