Proposal to Host
International ACAC
2020 Annual Conference

The International Association for College Admission Counseling (International ACAC) is calling for proposals to host our annual summer conference and pre-conference programming, July 12-16, 2020. This will mark the 27th time that international secondary school counselors, post-secondary representatives, and other professionals assisting students with the transition to higher education will come together for industry-leading professional development and first-rate networking on a university/college campus.

International ACAC has experienced record growth, and each year, more and more admission professionals and colleagues attend the annual conference. This year's 2018 conference will be another record year with 1,400 participants expected to gather in New Orleans at Tulane University and Loyola University New Orleans, providing a great opportunity for our hosts to showcase their campus, programs, and hospitality. With representatives from nearly 90 countries, over 900 institutions, and over 400 international high school counselors representing more than 100,000 high school students, the annual conference is an excellent occasion for a host college or university to highlight what makes their campus and community unique.

Hosting International ACAC is a great strategy to increase your international profile and enrollment. Previous hosts have reported that having hundreds of secondary school counselors on their campus has had an immediate impact on their application pool. Some have seen increases in international applications of up to 45%, and all have seen increases in diversity and quality.

Those interested in joining the list of leading institutions that have hosted International ACAC are asked to submit completed proposals to Theresa Schweser, International ACAC Executive Director, at tschweser@internationalacac.org by 5:00 pm (EST) Friday, September 7, 2018.

<u>2020 Conference Schedule:</u>
July 11 - 12   International ACAC Executive Board meeting
July 12 - 13   International ACAC Institute/Pre-Conference programming
July 14 - 16   Conference
July 17   International ACAC Executive Board meeting

<u>Minimum Attendees</u>
International ACAC Pre-Conference Institute: @ 250 (requires conference attendance)
Conference: 1300 registrants (minimum)

The 2020 International ACAC conference will include a multi-stream pre-conference institute that will offer sessions for up to 250 attendees.

The pre-conference institute is held in conjunction with the conference at the host institution site for the two days (Monday and Tuesday) prior to the conference, which begins on Tuesday afternoon.

Preference will be given to proposals/campuses that can host more than 1,300 conference attendees and those who feel that they can coordinate the required accommodation needs of the International ACAC pre-conference programming, as well as the conference itself.

   <u>Complete Proposals will include:</u>
A.   Conference Facilities Overview and Capacity
B.   Residential Hall Overview and On/Off Campus Accommodations Capacity
C.   Catering, Meals, and Reception
D.   Location
E.   Pre-Conference programming
F.   Miscellaneous
G.   Budget(s) (Pre- and post-conference and conference)

   Details outlining the above items are explained below. To prepare your institution's submission, please address the following as specifically as possible:

A. Conference Facility Overview and Requirements

Please highlight the capacity of campus and, if applicable, off-campus venues proposed to be used for the conference—including auditorium or gymnasium for opening events, receptions space(s), housing. Address the minimum attendee requirement of 1,300 and how/if your campus can accommodate a larger number (impact on facilities, costs, etc.). *Please note any anticipated limitations of use due to construction or other events. Describe how your conference facilities can accommodate the following requirements. Include all associated costs and fees for each service individually.

- Lecture room/auditorium to seat a <u>minimum</u> of 1,300 (preferably more).
- 18 or more breakout rooms to be used for education sessions; rooms should vary in size, with a minimum capacity of 100. Please supply photos of sample rooms (include pictures of smallest and largest rooms).
- Rooms for pre-conference programming workshops (up to 12 total). Rooms should accommodate 50 to 250 people; area for catering is required, as well as breakout meeting space.
- Technology to accommodate presentations; such as computers, AV equipment, Internet. This includes technical staffing support throughout the week.
- An appropriately sufficient area or room to be used for high school and college/university fairs that can accommodate up to 600 institutions (shared 6-foot tables are acceptable).
- Raffle item display area and a secure storage area for raffle items.
- Exhibitor/Vendor space (up to 40) (6-foot tables for each are acceptable).
- Wireless Internet access for duration of the conference.

B. Residential Hall Overview and On/ Off Campus Accommodations Capacity

Include all associated per-person costs and fees for each service individually.

- 700-1,000 single rooms (preferable). Please be very specific and identify room type (e.g. single bedroom/bath, single bedroom/shared bath, double bedroom, triple single bedroom/shared bath, etc.) along with the number of each type of room or suite in each residence hall. Please send photos of each type of proposed rooms.
- 600-900 hotel rooms in close proximity to campus. Please include distance from host campus (walking and driving times), average room rates, and available transportation to/from each hotel to campus. Hotel blocks would be available beginning Sunday evening.

- Ideally, housing would be available from Sunday through Friday for a total of 5 nights to accommodate pre-conference programming, International ACAC Board meetings, and those attendees who arrive early.
- Air-conditioning is strongly preferred, subject to location and local climate.
- Sheets, pillows, blankets, towels, and toiletries (soap, shampoo, etc.).
- After-dinner hospitality area.
- Optional athletic/workout facilities (included in price or additional).
- Parking.
- Shuttle transportation to run in a loop from campus to off-campus hotel locations throughout the days of the conference.

C. Catering, Meals, and Reception

Please describe how your food service provider can accommodate the following requirements. Include all associated costs and fees (per person) for each service individually.

- Pre-conference meals (one lunch, one dinner)
- Tuesday evening opening reception
- Full breakfasts—Monday, Tuesday, Wednesday, Thursday, and Friday – for those guests who are staying in on-campus housing
- Mid-morning and mid-afternoon breaks on Wednesday and Thursday.
- Two lunches: Wednesday and Thursday.
- Three dinners: Tuesday, Wednesday, and Thursday (one night can be on-own, but preferably not the first night). Thursday dinner is part of the closing event.
- Late night event on Tuesday evening; Wednesday evening social events (dodgeball, trivia quiz, etc.) which includes food and beverages.

D. Location

Please describe location of the host campus in relation to airports and other transportation hubs, as well as access to local shops, restaurants, etc.
- Location/distance (transit times) to nearest airport(s). Please include type(s) and average cost of transportation to/from airports.
- Parking on campus for those driving (please indicate if additional cost).
- Information on the surrounding area, specifically highlighting restaurants, shops, and nightlife within walking or short taxi distance from the host institution.

E. International ACAC Pre-Conference Programming

As highlighted above, the annual pre-conference institute will have multiple streams from which attendees can choose, organized by International ACAC. The host campus does not need to submit curriculum, topics, or streams. We anticipate up to 250 attendees. A separate Excel budget worksheet can be found on the tabs of the budget document.

- If you have any faculty who might be interested in leading our pre-conference leadership institute, that would also be useful to know. Please share information about him/her in your proposal.

F. Miscellaneous

Please describe in your proposal how you will accommodate the following requirements. Include all associated costs and fees for each service individually.

- Conference program printing (to include design, formatting, printing, and delivery).
- Conference package assembly (packages normally include items such as T-shirts, lanyards, name tags, water bottles, tote bags)
- Conference tote bag and water bottle are provided by the campus host.
- On-site registration and campus housing check-in (including staffing).
- Creating and hosting a conference website.
- Signage as needed throughout the conference.
- Accommodations, meeting space, tech support, and catering for the International ACAC Executive Board members prior to and immediately following the conference for Board meetings. Typically, the Board meets the two days prior to the conference and a half-day immediately following.
- Security fees (sometimes charged for late-night hospitality areas).
- Host International ACAC Membership Meeting during the preceding fall NACAC Conference (food & beverage for approximately 200 people). Cost is approximately $2,500.
- Full-page advertisement in preceding International ACAC Conference Program. Cost is $2,000.
- On-campus Solutions Center to handle issues that may arise for conference attendees. In previous years, the Solutions Center has handled lock-outs, maintenance issues, forgotten items like toothbrushes and soap, and has provided extra supplies such as toilet paper and trash bags, among other things. It is generally staffed 24-hours/day throughout the conference and pre-conference.
- Provide walking times from space to space on your campus. Please give distance and minutes to the best of your ability.

G. Budget

The budget submitted with your narrative is a critical piece of the proposal. Please use the attached budget document to prepare and submit your proposal.

- Please ensure that all anticipated costs are documented, providing a per-person breakdown when appropriate.

- Please note that the average per-person cost quoted to International ACAC by host institutions for previous conferences has been between $250-$300 per person. Preference will be given to bids that offer the highest quality experience at the lowest per-person cost. Note that International ACAC charges delegates a registration fee that allows for revenue for the Association, and International ACAC expects to realize a profit from this conference, i.e. if the per-person cost is $285, International ACAC may charge $400 per person to realize revenues for the Association. This is the largest source of revenue for the Association. Proceeds from the conference contribute to covering the annual operating expenses for International ACAC.
- Keep in mind that the conference registration fees will cover many of the expenses.
- Please note, the host institution typically provides a significant measure of tangible financial support for the conference. For the 2020 proposals, we are requesting a minimum contribution of $50K. For reference purposes, of the bids we received for recent conferences, the average contribution was approximately $68,000. Most successful bids in the past have contributed much more than the minimum.
- What is the rain contingency plan, and what are the costs associated with this?
- International ACAC is responsible for identifying sponsors (such as other member institutions, national, and international sponsors). Sponsorship is a key factor to ensure that the conference does not operate at a loss. The host institution may choose to find additional local sponsors, such as local businesses, to help underwrite their costs. It is expected that International ACAC and the host institution will work collaboratively in these discussions.

Please make sure you address the following questions in your budget reply:

- General conference charges (on a per-person basis).
- Transportation costs to any off-campus site.
- Will other offices on your campus be charging for services provided, such as a publications office assisting with the program, or a buildings and grounds office doing setup for the College/High School Fairs?
- Will there be rental charges, such as the tables (@300) for the Fairs?
- Have you included all costs for event space, equipment, custodial services, labor costs, and facilities (including tables, chairs, linens, etc.)?
- How will meals be charged? Will a count be taken, and will we be charged for each person eating a meal?
- Will alcohol and beverages be charged on a consumption basis (i.e. number of bottles of wine/beer/soda) consumed cumulatively? International ACAC has instituted a policy of utilizing drink tickets for Tuesday late-night and Wednesday evening activities (2 tickets per-night are provided to each registrant. The host institution will be required to provide a system for attendees to purchase additional tickets at each event; special campus licensing may be necessary.

- Are there any other expenses your college/university charges for a conference?
- Are there any local taxes or otherwise we would have to consider?
- If your institution is not located in the US, what conversion rate will you be using for billing?

Please note that if selected as a host, in the MOU there will be a warranty clause that ensures the venues at the time of proposal are the same as those used at the time the conference is held. In addition, please note there will be terms prohibiting construction and requiring advance notice of any projects.

Past International ACAC Conferences

(Should you wish to contact people who have been involved with the conferences listed below, we will provide you with their contact details.)

1994 – George Washington University
1995 – Loyola University, Chicago
1996 – Univ. of Central Florida
1997 – College of Notre Dame
1998 – Dartmouth College
1999 – Duke University
2000 – Villanova University
2001 – Clark University
2002 – Cornell University
2003 – Brown University
2004 – University of Toronto
2005 – University of Washington, St. Louis
2006 – Texas Christian University
2007 – University of British Columbia
2008 – Michigan State University
2009 – Chapman University
2010 – Northeastern University
2011 – University of Calgary
2012 – University of Denver
2013 – Marist College
2014 – University of South Florida, Eckerd College, University of Tampa
2015 – University of Oregon
2016 – Rutgers, The State University of New Jersey
2017 – Case Western Reserve University
2018 – Tulane University, Loyola University New Orleans