

Program Committee

Toolkit

2022-2023

This document includes several other documents that, together, describe the basic operational processes for the committee. These documents provide examples of steps to be taken for each topic and should be considered as template guidelines. Not all steps are required and should be adjusted to fit the user's specific needs. However, they will likely be useful as starting points for someone unfamiliar with each topic area. They are listed in approximate chronological order for the steps used in organizing and coordinating program events. The document titles listed below are hyperlinked to their respective sections in this top-level document.

Operations Documents

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Eric Hockert

Program Committee Chair 2022-2023

1) Timelines

Part I: Overall Committee Timeline

June: Outgoing chair (the incoming UMRA president) meets with incoming chair (the incoming UMR president-elect) to discuss the position, review current status of program/workshop planning, discuss/update this document, discuss committee membership, etc. (Currently, in addition to the three people in the presidential succession, the committee has six members, each one serving a three-year term, so normally each summer two members will be rotating off and two new appointments will need to be made.)

July: Committee and workshop subcommittee memberships are finalized for the coming year and prospective members confirm their willingness to serve. (Officially, the incoming UMRA president appoints the committee.)

September: Committee holds face-to-face meeting to discuss process, review what has already been lined up by the predecessor committee, identify potential speakers, and begin planning and assigning responsibility for approaching potential speakers and workshop leaders.

Rest of year: After the initial meeting, most of the committee's business is conducted by phone, Zoom, and email, and further meetings are on an as-needed basis.

Part II: Timeline for each luncheon during the year

For each speaker, one person (most often the committee member who originally proposed him/her) generally does all of the following, although sometimes they might be divvied up among two or more people (especially when the proposer is not a member of the UMRA Program Committee). This point person should cc the committee chair on all relevant correspondence. The committee chair should remain vigilant to assure strict adherence to the timeline.

3–9 months before the luncheon:

- Gets committee approval of potential speaker or workshop leader and topic
- Approaches the speaker about willingness to give a presentation if date can be worked out.
- Firms up a date, gets final speaker commitment

At least 3 months before the luncheon:

- Gives speaker some information about UMRA and the luncheon format

- Asks speaker for biographical information (or sometimes a draft article), photo (must be high resolution; most are okay as they come out of the camera, but photos compressed for email are often inadequate), and description about thrust of talk

At least 10 weeks before the luncheon:

- Reconfirms date & topic with speaker
- Nudges speaker if photo or bio or information on content of talk is still missing
- Begins drafting newsletter article (be sure to include title of presentation)

At least 2 months before the luncheon:

- Drafts newsletter article and asks speaker for comment/corrections

At least 6 weeks before the luncheon:

- Submits newsletter article and speaker photo to editor

At least 2 weeks before the luncheon:

- Touches base with speaker to remind about arrangements concerning location, parking, luncheon format, time constraints, equipment needs, etc.
- Can we get slides a few days before event?
- Ask if there is sound on slides (such as a video) – tell Cathy/Virgil
- permission to record?
- We prefer to use our computer if the speaker doesn't mind

At the luncheon:

- Serves as lead host: Greets speaker upon arrival, introduces her/him to president & others (including technical support)
- Introduces the speaker at the luncheon

Within a week after luncheon:

- Program committee chair sends handwritten thank-you note on UMRA's behalf

2) Host responsibilities

Here's the basic list of items the newsletter editor needs for each speaker's announcement/newsletter article.

Information needed (by the 10th of the month preceding the month of the event)

- Speaker's bio (personal and professional background, organization name, their role e.g. Executive Director, VP, Chair, Head, ...)
- Speaker photo, hi res (≥ 1 MB), head shot or head and shoulders
- Article (200-300 words)
- Title of presentation
- Date and time of the event i.e. arrival, registration, lunch, presentation
- Event location (Campus Club or Zoom)

Menu will come the Host committee.

Eric Hockert August 2022

The preferred length for an article to publicize an upcoming forum or workshop is generally 200-300 words. The article should include the speaker's name, position, a brief summary of their professional background, and a compelling description of what their presentation will cover. Try to start with a "journalistic" lead rather than CV info. Write about the topic and why members will want to attend the meeting to hear the speaker or participate in the workshop. You may also want to include relevant biographical information about the speaker along with any noteworthy connection to the University they may have.

The editor also needs a photo of the speaker, as described in the document I sent you earlier.

About the title of the presentation, I assume that when a member of the Program Committee reaches out to invite someone to be a guest speaker they (the member of the Program Committee) suggest what we would like the presentation to be about, i.e. we're reaching out because we've done our homework and know the expertise of the potential speaker and have reason to think it will be of particular interest to our members. There may then be a conversation between the two to fine tune the focus of the presentation. The speaker might not decide on a final title for the presentation until just before the

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event. What we need is enough information and a hook to interest members in attending.

Kris Mortensen August 2022

3) **Running Order** (template examples) (Eric Hockert April 2023)

EXAMPLE 1

with summary (no details)

April 25, 2023 Forum at Midland Hills.

- 10:30am New members pickup nametags
- 10:40am New members' welcome session (same as last month)
- 10:45am Nametags ready for pickup by attendees
- 11:15am Plated luncheon service
- 12:00pm Ron makes opening remarks and then introduces Lori Sturdevant who will introduce Scott Gillespie. Bill requested this sequence to help with timing and to have a smooth transition between speakers at the podium.
- 12:05pm Scott makes his presentation
- 12:35pm Approx. Start Q&A Bill controls questions and Eric carries the mobile microphone. Bill to request people use the mobile mike because some of us could use some help hearing and because we are recording this session.
- 12:55pm Ron thanks speaker, Lori, and Bill and makes closing remarks.

Notes

Host Team Diane Young is POC for interactions with Midland Hills staff (along with Diane Gihl). I've asked them to direct any non-facility questions or issues to me for resolution.

Slides Kris to prepare opening and closing slides with Ron's input if he wishes. She will send the slides to Virgil, Cathy, and Eric to combine with the speaker's slides. Eric's laptop will serve as a backup only if needed.

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Tech Team Virgil and Cathy are responsible for the setup of the projector, laptop (Virgil's), microphones, and any other A/V issues that come up. Eric will assist if needed. They plan to record this live session. This will be the first time doing this. There is a backup plan if technical issues come up.

EXAMPLE 2

with details

**FINAL
May 23, 2023**

Details for our internal use
version 2.1 (4/8/23)

- 10:00am Host and A/V teams arrive to setup name tag table and other welcoming items, projector, slides (Ron's and speakers'), check operation of microphones (1 lapel or podium, 2 mobile).
- 10:30am Complete set-up and final requests to Campus Club (Diane Gihl is POC with CC) e.g. A/V assistance, table arrangement, confirm 11am buffet start, begin with speaker's table.
- 10:45am Members arrive and pickup nametags
- 10:50am Start slide show with low sound level, John Anderson's slides on continuous loop (Cathy/Virgil)
- 11:00am Buffet lunch starts – Begin with speakers' table
- 11:25am Get slides and projector ready to show Ron's opening slides, have speaker's slide ready to go and easily found on the laptop's desktop. Have the speaker microphone ready to attach to the speaker or positioned (if on the podium). Start recording. Can trim and edit the video later after the meeting.
- 11:30am Start Annual meeting – Election and By-Laws amendment (UMRA/URVC) vote results, recognize the newly elected (e.g. stand up), thank Jan Morlock and the Nominating Committee, thank Bill Donohue, Jerry

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Rinehart and Deanne Magnusson for work on the UMRA/URVC reaffiliation/merger, introduce Eric (Ron). Note that Eric assumes this role July 1.

Thank Ron for his service and new President's general comments for the coming year (Eric).

11:55am End the business portion

12:00pm Ron quickly introduces Joel Maturi who will then introduce our two speakers.

12:05pm Speaker's make their presentation. We should ask them to either keep questions until the end or to keep Q&A brief during the presentation otherwise they might run out of time to complete their presentation. This will be doubly important to do since there will be two of them and, in my experience, this will take considerable effort and poise on the host's part (Bill) to keep them on time.

Q&A - approximate time (12:35pm) - End presentation to allow sufficient time for Q&A. Bill controls the selection of questions. Bill asks/encourages questioners to use the mobile microphones not because they don't have strong voices but because some of us could use a little audio boost to hear. We may also be recording so would need the microphones for that as well. Eric and Ron will carry mobile microphones to give to people to ask questions.

12:55pm End the Q&A, thank our speakers (Bill)

12:56pm Ron concludes with the closing slides and any other closing comments he'd like to make e.g. thank people for attending, welcoming new members again (if any), thank the Program, Host, and A/V Teams.

1:00pm Host and A/V teams clean up and make sure everything that needs to be done to complete the event is completed

1:30pm Event is complete and we congratulate each other for another great Annual meeting!

Host Team - Diane Young leads, responsible for interactions with Campus Club people regarding physical room arrangements, dining and menu arrangements, registration/name tag table, welcoming people as they arrive, answering their questions or directing to Eric for clarifications and other actions.

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A/V Team - Cathy and Virgil (Eric) - responsible for the room audio including lapel/podium microphone and mobile microphones (for Q&A), responsible for combining all slides on the laptop and recording the meeting's speakers and presentations.

UMRA slides - Kris prepares the opening and closing slides and sends to Ron and Eric, Ron reviews and makes changes as he determines needed, send these updates to Eric a week prior to the meeting. Eric will be certain Virgil and Cathy get all slides. Eric will also put them on his laptop to use at the meeting as a backup. Bill to get the speakers' slides to Eric a week before the event (or earlier). Eric to provide to Cathy and Virgil. Reminder to preserve formatting when combining PowerPoint slides.

Overall event - Ron has responsibility to plan and run the business portion. Eric is responsible for the coordination of all other event activities. If there are any questions not obviously appropriate for the Host Team or the A/V Team Eric has asked them to direct all inquiries to him for resolution.

Introducer (Bill) - Get speakers' slides to Eric a week before the meeting. If a week isn't feasible then get the slides to Eric at least the day before the meeting. Sits with speakers at lunch.

Head Table - This will include Bill, Joel Maturi, Mark Coyle, Jeremiah Carter, Ron Matross, Lynn Praska (if she attends), other sponsors (if any, none known today, and if they attend and would be willing or like to sit at the head table), Bev Moe (if sponsors sit at head table), (Eric, Jane, if room for both of us).

Introduction – Ron introduces Joel Maturi who will then introduce the speakers.

Q&A – Bill will moderate and control Q&A session to keep it on time and fair. Eric and Ron will handle the mobile microphones.

4) Guidelines for UMRA workshop presenters

Thank you so much for agreeing to lead an UMRA Living Well Workshop! Here are some guidelines to help make sure your presentation is a good experience.

1. You will be working with an UMRA coordinator, the person who contacted you about doing the workshop.
2. Approximately 5 weeks before your workshop, we will email you, asking for a few sentences describing what your workshop will cover, a brief summary of your professional background, and a publication quality (300 dpi or 1 mB) headshot picture of you. Please send the picture as an email attachment. The reason for this request is that we will want to publicize your workshop in our monthly newsletter.
3. Your workshop will be an hour long, starting at 1:30 pm in the Dale Shephard room of the Campus Club (unless we have told you otherwise). The Campus Club is located on the 4th floor of Coffman Memorial Union on the East Bank campus of the University. Please plan to arrive early so that we can make sure the room setup meets your needs.
4. For virtual workshops, note that there will be a half hour practice session a few days before. The workshop coordinator and UMRA Zoom team will coordinate this. If you have a slide deck, you should have it available at this time. The presentation will be Zoom webinar with Q and A at the end. UMRA will host and handle all the technical details, including operating the slides.
5. The room holds 35-45 people. If you are planning to bring handouts, bring at least 40.
6. Please tell us about your needs for audio-visual equipment. The room is equipped with a projector for PowerPoint slides. However, we don't have a laptop routinely available. If you are using PowerPoint, please plan on bringing your own laptop or letting us know in advance if you need one. With your permission, we would also like to put your slides on our website for the benefit of those who couldn't attend the workshop. If you're OK with our using your slides, send them to us as an email attachment. For those not using PowerPoint, we can provide a flip chart and markers if needed.
7. If you are coming from off-campus, parking can be a challenge. The closest parking is the East River Road Garage. If that ramp is full, the ramp for the Weisman Museum, a little further north on E. River Road, is a good alternative. Both ramps will leave you about a five-minute walk to the venue. There are many other parking areas and meters on campus, but they are likely to be 15-20 minutes away. It's best

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to leave yourself plenty of time to find a spot. You can also avoid parking altogether by taking the Green Line light rail to the East Bank station, close to Coffman.

8. If you have questions, please be in touch with your UMRA contact. Please make sure you exchange cell numbers in case you have last-minute issues the day of the event. You can also call the head of the workshop committee, Ron Matross,, at 651-895-9980 or rmatross@gmail.com.

Again, thank you for your efforts! We very much appreciate your generously sharing your time and expertise with us.

5) Workshop coordinator instructions

Thanks for agreeing to coordinate an UMRA workshop. Here is a checklist for making sure that the event goes smoothly.

Right after presenter agrees to do the workshop.

- Send an email confirmation of the workshop and attach the Guidelines for UMRA Workshop Presenters. If virtual, let the person know that there will be practice session a few days before the workshop.

Five weeks before the workshop.

- Send out an email requesting the presenter provide a paragraph on the workshop and a 300 dpi/1 mB headshot photo for the UMRA newsletter. Also remind them to tell you about their needs for audio-visual equipment.
- Upon receipt of their reply, prepare the newsletter article and forward to the newsletter editor, Kris Mortensen.

One week before the workshop.

- Send an email to the presenter, checking to confirm the arrangements for the workshop. Include your cell phone number so that the presenter can contact you the day of the event.
- Send an email to the Campus Club (ccevents@umn.edu) asking that they make sure that a podium with microphone and speaker is put into the room, and that someone is available to help set up (including bringing cables for the projector).
- If necessary, arrange to get a laptop for the presentation.
- Virtual workshops: Do a half-hour practice with Zoom team and presenter. Ask the presenter to have their slides ready for this practice

Day of the workshop.

- As soon as the room is available, work on setting it up. Find a Campus Club employee to help set up the podium and computer as needed. Arrange the room for listening by setting up the tables at a slant facing forward, removing extra tables, and putting extra chairs around the back.
- Do a brief introduction of the speaker, and monitor time.
- Take notes on the presentation (for use in the article on the workshop).

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Day after the workshop.

- Send a thank-you to the speaker. Also ask them to send a copy of their presentation, if they have agreed to do so.
- Write a short (350 words) article for the newsletter, summarizing the workshop.

Addendum for virtual workshops.

- About a week before the workshop, there needs to be a half hour run-through of the technical details with the presenter and the UMRA Zoom team. The UMRA Zoom coordinator will send schedule and host the meeting.

6) Producing Zoom webinars (Kris Mortensen March 2022)

Communication, pre-event

1. Schedule the webinar
2. Create a z-link for registering
3. Create the invitation and registration page
 - a. Add UMRA wordmark for “branding”
 - b. Write description and speaker bios based on information published in the UMRA News; add speaker photos
 - c. Select Registration required
 - d. Select Send reminder email one week, one day, one hour before event
 - e. Select Enable Practice Session
 - f. Select Automatically record webinar (to the cloud)
 - g. De-select Allow anonymous questions
 - h. Invite Panelists
4. Write and send 1-3 REGISTRATION REMINDER email(s) via UMRA ListServ one week before the month’s events
5. Field questions from UMRA members about registration
6. Create opening/closing UMRA slides
7. Acquire and add sponsor slide to the UMRA slide deck

Technical director and event producer

Pre-event production

1. Schedule technical rehearsal
2. **Recruit designated attendee(s), optional**
3. **Draft running order and send to all panelists in advance of practice session**
4. **Draft opening/closing script for event host (if not done by host)**
5. Request slide deck from guest speaker
6. Write and email practice session instructions to all panelists
7. Convene and drive practice session

Event production

1. Convene and drive final warm-up 30 minutes prior to webinar
2. Drive the event
3. Run presenter slides, as needed
4. **Troubleshoot before and during event, via chat, email, and text, as needed**
5. Convene post-event debrief with panelists and designated attendee(s), optional

Communication, post-event

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1. Post guest speaker slides on the website
2. Post trimmed video recording of the webinar on the website
3. Edit and post event summary article on the website; include links to slides and video
4. Log event attendance

Other

1. Trim video recording and post to YouTube (Cathy Lee Gierke)
2. Offer video recording to UMAA for Gold Mind (Will Craig)

7) Zoom meeting processes (Virgil Larson June 2022)

Registration: Kris usually creates the webinar a month or more in advance when she knows the details. Creating the webinar requires the contact information for the panelists. The unique information for each webinar is date, title, speaker contact information, and contact information for others introducing or assisting the speaker. Much of this information is needed for the webinar description in the newsletter.

Invitations: About a month in advance of the webinar Kris sends the first invitation to register using the listserv. There is also a registration link in the newsletter. It helps to send repeated invitations at intervals before the webinar.

Zoom technical rehearsal: About two to three weeks before the webinar I contact the speaker and ask for a few convenient dates to meet for a technical Zoom rehearsal. I then contact the other members of the Zoom team, producer, meeting host, Q&A moderator, backup technical host, and others who introduce or assist the speaker, to choose the best time. We usually find a time during the latter part of the week before the webinar,

Zoom webinar: Thirty minutes before the webinar the speaker and the Zoom team meet for final check-up to be sure all are ready.

Post-webinar debriefing: It is useful for the Zoom team and optionally the speaker to meet to talk about the technical aspects of the webinar just finished, with a view toward further improvement.

8) Editorial guidelines (Kris Mortensen June 2022)

UMRA's Program Committee is responsible for providing news articles to promote upcoming programs. These articles are published in the monthly *UMRA News* and *eNews* and posted on the UMRA website. They are the primary means of publicizing UMRA's monthly programs. The Program Committee is also responsible for providing articles to summarize the presentations made during forums and workshops after the presentations are made.

The writing of these articles is typically done by the committee member responsible for inviting a speaker or workshop presenter, but the committee chair is ultimately responsible for making sure the assignment is made and accepted.

Deadlines

The normal deadline for a news article *publicizing* an upcoming forum or workshop is the 10th of the preceding month: August 10 for September programs; September 10 for October programs, etc.

The deadline for an article *summarizing* a forum or workshop is 1-3 days after the event.

Call for copy

By the first of the month an article is due — August 1 for articles due August 10 (for the September newsletter, etc.) — I will email everyone from whom I am expecting articles (aka copy) for the month. I ask everyone who receives the email to acknowledge receiving it and to let me know if the deadline will be a problem for them. I can (and want to) be flexible, if necessary, but I need to know; I can't plan for what I don't know.

Length and content

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UMRA Forum and Living Well Workshop. The preferred length for an article to publicize an upcoming forum or workshop is generally 200-300 words. The article should include the speaker's name, position, a brief summary of their professional background, and a *compelling* description of what their presentation will cover. Try to start with a "journalistic" lead rather than CV info. Write about the topic and why members will want to attend the meeting to hear the speaker or participate in the workshop. You may also want to include relevant biographical information about the speaker along with any noteworthy connection to the University they may have.

To summarize a forum or workshop. The preferred length is generally 150-200 words. Forum and workshop summaries recap the highlights of a presentation and may include mention of resources such as publications and websites referenced by the speaker.

I will copyedit each article for clarity, length, and style consistent with the UMRA Style Guide and the University of Minnesota System Style Guide. If requested, I will share my edited version with its author for review and approval prior to publication.

Photos

For pre-event articles, I also need a color photo of each presenter—a professional "head shot" or "head-and-shoulders," or a candid photo suitable for printing in a small format (typically 1.5"x1.5" or 2"x2"). Photos need to be high resolution and should be emailed to me at full size (generally 1mB or 300dpi). They should be sent as **attachments**: i.e., draft an email, use the paperclip icon to attach the photo, and send.

Tip: Often the simplest way to get a suitable photo of a U of M speaker is to offer to contact the communications person for their department/college/unit, whatever. The speaker will then either agree with your suggestion or offer to send a photo to you directly. Please ask whoever is sending the photo to cc me at akm@umn.edu.

This work is important and should be fun!

All these articles help to build and reinforce interest and participation in UMRA's monthly programs and should be fun to write! For inspiration, I encourage you to review past issues of the UMRA newsletter at umra.umn.edu/newsletters.

9) Registration Process (document provided by Cathy Lee Gierke)

- a. These steps are included in a separate document
 - i. Toolkit package Registration Tasks6-2023.xlsx

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- ii. Note many people were involved in creating this process and are included in the spreadsheet.