

Program Committee Toolkit 2024

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

- 1) [Timelines](#)
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- 4) [Guidelines for UMRA workshop presenters](#)
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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. Julie: I can't find the basis for this. Recommend asking current members if they want to continue, likely one or two will drop off, and definitely add a couple new members, or more if needed.)

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.)

August: 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. Option to hold off scheduling fall (one year away) speakers until January. That worked well in 2024.

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/workshop 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 and possible dates.
- 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 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, including title.
- For webinars/virtual Forums and all Workshops DO MORE

Approximately 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)

Approximately 2 months before the luncheon:

- Drafts newsletter article, due dates are on 10th of each month
- Submit 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.

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)

Per Kris Mortenson:

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.

There may then be a conversation between the two to fine tune the focus and title of the presentation. What we need is enough information and a hook to interest members in attending.

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.
- 12:05pm Scott makes his presentation
- 12:35pm Approx. Start Q&A Bill controls questions and Eric carries the mobile microphone. Ask 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.

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 **FINAL with details** **May 23, 2023**

Details for our internal use

- 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 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. keep questions until the end otherwise they might run out of time to complete their presentation.
- Q&A - approximate time (12:35pm) - End presentation to allow sufficient time for Q&A. Use the mobile microphones because some of us could use a little audio boost to hear and we are recording. .
- 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

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.

A/V Team - Cathy and Virgil - 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 president and program chair. President reviews and makes changes as he determines needed, send these updates to Program Chair/Virgil/Cathy a week prior to the meeting. Program chair will be certain Virgil and Cathy get all slides. [Option: Eric will also put them on his laptop to use at the meeting as a backup.] 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 - President has responsibility to plan and run the business portion. Program Chair 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 - 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) Producing Zoom webinars (Kris Mortensen March 27, 2024)

Kris' summary of final discussions with OIT: Highlighted segments below will be done by OIT. We would use UMRA's Zoom account and give the OIT person access to do their thing from the UMRA Zoom account. This is necessary because everything related to the individual event -- the invitation, registrations, automated reminder emails, event recordings, post-event reports of registration and attendance etc. etc. are part and parcel of that Zoom account.

I (Kris) will continue to do the pre-event and post-event communication. It is interwoven with what I do as news editor.

We will still need to recruit one or more UMRA volunteers to assume responsibility for steps 1-5 listed under Zoom producer (which I will be relinquishing after May). Personally, I think this could/should be a member of the Program Committee. Perhaps it could be added to the role performed by the Q&A moderators?

Bill Donohue, Frank Cerra, and I worked with OIT when they helped us to get started with Zoom in 2020. They were terrific to work with, and provided the basis for the protocols we continue to follow today (including, not least, requiring technical rehearsals for our webinars).

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 before the month's event(s)
5. Field questions from UMRA members about Zoom registration
6. Create opening/closing UMRA slides for the event
7. Acquire and add sponsor slide to the opening/closing UMRA slide deck

Zoom producer

Pre-event production

1. Schedule 30-minute Zoom technical rehearsal for all panelists
2. Draft running order and send to all panelists in advance of technical rehearsal
3. Draft opening/closing script for event host (if not done by host)
4. Request slide deck from guest speaker

5. Troubleshoot before and during event, via chat, email, and text, as needed

Zoom host/Technical director

1. Write and email technical rehearsal instructions to all panelists
2. Convene and drive 30-minute Zoom technical rehearsal
3. Convene and drive final warm-up 20–30 minutes prior to webinar
4. Drive the webinar
5. Record the webinar to the cloud
6. Run presenter slides (if needed)
7. Convene post-event debrief via Zoom meeting with panelists (optional)

Communication, post-event

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)

5) Zoom webinar Tech process (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: Twenty 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.

OIT Commitment: Chris Wilson

Ticket #1532303

Just wanted to pass along the good news - we'll be able to accommodate the request to invoice. As for the charges, assuming 90 minutes as our standard time for support (15 minutes to tech check, 1 hour for the webinar, and 15 minutes for debrief), it will be \$260 for the first event (to cover initial setup processes) and events beyond that will be \$156 as our recurring event cost.

6) **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

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.

7) Registration Process (Cathy Lee Gierke but will be Sandy Weisberg as of fall 2024)

- a. These steps are included in a separate document
 - i. Toolkit package Registration Tasks6-2023.xlsx
 - ii. Note many people were involved in creating this process and are included in the spreadsheet.

Month	Event	Date	Speaker, Title, Affiliation	Topic	Arranged by:	Program Host/ Introducer	Confirmed for the date?	Newsletter announcement and follow up article: by	Moderator's name for Q&A	Contact Info	Notes	Registered
August 2023	River cruise	8/29/23	Mississippi River Cruise Paradise Cruises		Jan Morlock		Yes		Not needed		Jan Morlock is leading the planning team (5/5/23)	Filled studio
September 2023	Workshop Zoom	9/19/2023 11am	Meredith E. Adams, MD MS Associate Professor Chief, Division of Otology & Neurotology Department of Otolaryngology - Head & Neck Surgery	Hearing and Aging and Over-The Counter Hearing Aids	Frank Cerra	Frank Cerra with Eric Hockert as backup	Yes (9/6/22)		Mary Koppel	Dr. Meredith Adams <meadams@umn.edu> Teri Wolner <wolne006@umn.edu> (admin)	A previous topic a few years ago. Recent news on OTC hearing aids may make this quite relevant. Originally listed Liz Anderson as candidate speaker Center for Applied and Translational Sensory Science (CATSS) in CLA. Frank Cerra confirmed Dr. Adams (9/6/22)	120?
September 2023	Forum In-person	9/26/23	Jill Hasday Professor, Distinguished McKnight University Professor	Major Supreme Court Decisions of the Last Year: reproductive health, university affirmative action, student loan forgiveness, Christian web designer and LGBTQ discrimination, among others	Barbara Shiels	Barbara Shiels	Yes (11/18/22)		Not needed		The Supreme Court decision reversing Roe v Wade is the seminal decision of the Court's last term and is of great interest nationally. I recently watched a webinar where Professor Hasday was one of the speakers and I found her to be very engaging. She is widely recognized for her scholarship, has won teaching awards and is the editor in chief of the Law School's Constitutional Commentary journal. Potential alternate is former head of Planned Parenthood - Frank to send name to Barbara. Eric sent email to	95
	Special Webinar	Oct 4	New Regents	Introduce and new issues	Julie	Julie	yes		Julie Sweitzer			

October 2023	Workshop Zoom	10/19/2023 11am THURSDAY	Katie Kolodge Health & Wellness Consultant Office of Human Resources	UMN Health Insurance Update	Ron Matross	Ron Matross			Julie Sweitzer	kolodge@umn.edu	May require more than one hour. What's New in Retiree Health Insurance This has been a traditional subject for an October workshop.	std 126 partici
October	Special Session in person	Friday Oct 20	Regents Mayeron and Davenport	Leadership and Presidential Search	Julie	Julie	yes		Julie Sweitzer			18 regsted, 10 atten
October 2023	Forum In-person	10/24/2023	Lisa Van Drasek, University Librarian, and Kimberly Edson, Head of Reader Services for the Rochester Public Library, member, Minnesota Library Association Committee on Intellectual Freedom	The Alarming Trend in the U.S. to Ban Books	Barbara Shiels	Barbara Shiels	Yes (5/5/23)		Not needed		Barbara Shiels will find speaker for October 2023 Forum (4/3/23) Wendy Lougee confirmed to Barbara that Lisa and Maggie are willing to speak at the October 24, 2023 Forum(4/7/23) Barbara Shiels sent reminder note to Lisa and Maggie (5/5/23) Lisa and Maggie reconfirmed to Barbara, yes (5/5/23)	92
November 2023	Workshop Zoom	11/21/23	John Bantle, UMRA PDGR chair will recruit 3 grant recipients	Keeping Active in Retirement: Professional Development Research Grants		John Bantle	yes		Mary Koppel		Presenters available. We need programming on how to deal with caretaking, choosing assisted living places and similar issues. - Ron Matross Senior housing, outstate, Twin Cities, Elder Voices rolling out an app	30 or 40??
Summer event 1	Como Picnic	June 17	Como Pavilion									
Summer	Cruise	August 27	Jonathan Paddleford on Harriet Island, St.									
September	Workshop	Sept 17	Dr. Jon Halberg, Mill City Clinic	Art and Medicine	Ron		yes		Julie will host	through Ron		
September	Forum	18-Sep	Mark Bohnhorst	Presidential Turmoil: the	Julie		yes			markb913@h		
October 2024	Workshop	Oct 15	UMN HR usually Katie Kollodge	Health Insurance Update		Eric will host						
October 2024	Forum	Oct 16	new president?		Julie requested	Julie host						
November	Workshop	Nov 12	Robyn Birkeland, study interventionist and	The Importance of Social	Dale Blyth	Julie Host, Dale			Julie will host			

November	Forum	Nov 19	Kathryn Pearson, UMN Political Science	2024 election results	Julie	Julie host	yes				Will not be there for	
December	Holiday											
Alternatives and Backups											These are backups in	
At-a-moments-notice speakers											We should identify	
	Forum		UMRA Program Committee members?		Eric Hockert	Eric Hockert						
	Workshop		UMRA Program Committee members?		Eric Hockert	Eric Hockert						

NOTES

- Kathryn Pearson (Political Science) - invite in even numbered years for November after each election.
- Katie Kolodge (HR) - invite every year for October review of health care plan updates.
- But it also sparked recollection of a comment made to me some months ago by a long-time UMRA member who lamented the disappearance (from the list of upcoming forums) of speakers who draw attendance because of their ability to entertain and/or inspire, i.e. fun forums.
I think the menu of forums through November 2023 is excellent. In 2024-25, I hope the mix can be spiced with a few programs like these we've had in the past. - Kris

- 2017/01 Climatologist Mark Seeley
- 2017/05 Julie Schumacher, author, Dear Committee Members
- 2017/11 Pulitzer Prize-winning editorial cartoonist Steve Sack
- 2018/09 Bill Doherty, "Bridging the Red-Blue Divide"
- 2019/01 PBS NewsHour special correspondent Fred de Sam Lazaro

