

UNION OF THE VIETNAMESE STUDENT



ASSOCIATIONS OF THE MIDWEST

9<sup>TH</sup> ANNUAL

# UVSA-MIDWEST CONFERENCE

**2011 COMMITTEE DIRECTOR/STAFF  
APPLICATION & INFORMATION PACKET**



**ALL APPLICATIONS MUST BE EMAILED TO [applications@uvsamidwest.org](mailto:applications@uvsamidwest.org) AND WILL BE CONSIDERED ON A ROLLING BASIS AND DIRECTOR'S APPLICATIONS ARE DUE **AUGUST 22<sup>nd</sup>****

Dear 2011 UVSA-Midwest Conference Committee Applicant,

Since 2003 in Cincinnati, the Union of Vietnamese Student Associations of the Midwest (UVSA-Midwest) has organized annual conferences uniting and developing young, emerging leaders within the Vietnamese American community. The Vietnamese Acting as One Conference is held at different universities throughout the Midwest to not only as the host the conference but also as a showcase of the continuing expansion of the Vietnamese American community. We hope that through these annual conferences, students will not only acquire leadership and networking skills but also a starting point for advocacy and activism in the Vietnamese American community lead by attending leaders.

We hope that the desire to learn and the passion for improvement does not end at the conference itself but the passion will continue to inspire all individuals beyond the conference. By the end of the conference, our hope is for conference attendees to return to their respective communities to better lead and become an advocate for the helping the Vietnamese American community

The Vietnamese Interacting as One conference not only develops leaders during the conference but also before the conference in the planning stage. The development of the conference is an excellent opportunity for emerging leaders to apply their new skills in a regional level. We cordially invite members within the UVSA-Midwest community to participate in the upcoming VIA-1 conference to be held at the University of Illinois at Urbana Champaign on the weekend of March 18, 2011.

The following will serve as an informational resource for application for committee directors and members for UVSA-Midwest's 2011 Conference. It is our sincere hope that the UVSA-Midwest community finds this a worthwhile and challenging opportunity and the next step in shaping the direction of Vietnamese American youth leadership.

Sincerely,

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VIA-1 Executive Director  
Union of Vietnamese Student Associations of the Midwest  
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## About UVSA-Midwest

### What is UVSA-Midwest?

The Union of Vietnamese Student Associations of the Midwest, a non-profit, non-partisan, community-based organization, was founded in 2007 as a means for Vietnamese youth organizations from across Midwest United States to network with one another, share common resources, and collaborate on philanthropy projects. The UVSA-Midwest shall be an independent organization and shall not be governed or controlled by any other organization. UVSA-Midwest is committed to empowering emerging youth leaders within the Vietnamese community in the Midwest United States. Also it shall maintain and promote the Vietnamese culture. The UVSA-Midwest staff is composed of college and graduated students. Servicing the Vietnamese American community in Midwest United States, UVSA-Midwest works as an umbrella organization and collaborates with individual student associations and other related Vietnamese community related organization to conduct events and projects. To these ends, we organize conferences and retreats focused on leadership, cultural identity, social and community issues in addition to a collective philanthropy project that involves the participation of all member groups.

### What are UVSA-Midwest's organizational goals?

- Bringing together young professionals and students to build unity and solidarity among the Vietnamese Americans in the Midwest
- Encouraging and recognizing the growth of leadership and service
- Creating and maintaining a framework for established Vietnamese Student Associations and start-ups to share common resources, cross-promote regional events, and learn from one another
- Advocating Vietnamese American social justice issues
- Promoting Vietnamese American cultural consciousness
- Representing the diverse and dynamic Midwestern Vietnamese youth population by encouraging interaction, participation, and activism in the communities

### Through what activities does UVSA-Midwest accomplish its organizational goals?

- Annual conferences and leadership retreats that educate young leaders on community issues, increase cultural awareness, provide resources to become better organization leaders, and encourage them to increase participation in community service
- Annual Collective Philanthropy Project(s) that unite member organizations behind a common charitable cause
- Immediate, unspecified projects on a as-needed basis to support community issues



## Overview

Through UVSA-Midwest's annual leadership retreat, spring conference, the CPP, and its other leadership development initiatives, UVSA-Midwest combines conceptual and hands on learning opportunities focusing on the present day Vietnamese American youth populations

### What is the Ninth Annual UVSA-Midwest Conference?

The ninth annual UVSA-Midwest conference is considered to be one of the premier youth conferences in the country. Every year, the conference would house hundreds of undergraduates, graduates, and young professionals from around the Midwest region to participate in a multi-day event to further develop their leadership skills not only on the local level but also on the regional level and national level, hold insightful discussions with speakers, and explore critical issues that the Vietnamese American community struggles with.

### Who will participate?

Undergraduate and graduate students as well as young professionals will participate in the conference. The majority of attendees are those involved or seeking to be involved in their local Vietnamese American student groups (VSAs, VSUs, UVSAs, etc.) seeking to develop personal leadership abilities, build on organizational management skills, and network with other leaders from around the region.

### Why should I participate?

Participation through the form of attendance at the conference is a great way to learn how to become a better leader and to become more educated in issues facing the Vietnamese American community and as youth of the community, what can we do to help. However, by becoming a director or to be involved in a committee, leadership and project management skills will be developed and reinforced along with an opportunity to work closely with those who are just as passionate for the development of the Vietnamese American community. Through the conference planning process, the committees will be provided with continuous guidance, training and mentoring support. This is a chance to create history and leave a legacy for future generations of Vietnamese American youth.



## Expectations of Directors and Committees

The 2011 conference staff will be broken down into the following committees. Each committee will be led by a Committee Director and be supported by multiple Committee Members. UVSA-Midwest recognizes that not everyone has had experience in conference planning and will offer every available resource to coach you in the process. Below are the committee positions and directors' position available for the upcoming Vietnamese Interacting Conference to be held at the University of Illinois at Urbana-Champaign. The following descriptions will serve as our minimum commitment level and minimum expectations of the VIA-1 directors and committee members (please note that the director's role in the following committees are all that is listed while the responsibilities of the committee members to help aid the committee directors in accomplishing their goals for the conference) to ensure a successful conference.

### *Executive Director*

- Recruitment of national conference staff: interviews, review and selection
- 360 degree feedback of conference host performance
- Project scope and mission statement definition advisory support
- Project scheduling advisement
- Resolve conference planning issues at the regional level
- Project management training
- Continuous communication with Committees

### *Finance*

- Chaired/directed by UVSA-Midwest Treasurer
- Creation and governance of master conference budget
  - Collecting budgetary requests from all committees
  - Approving/rejecting budgetary requests
- Revenue and expense management
- Financial oversight and support to other committees
- Continuous communication and status with the UVSA-Midwest Treasurer and conference Executive Directors
- Creation of new sponsorship material (i.e. – sponsorship packet)
- Outreach to local and national sponsors
- Thank you gifts for sponsors and community members
- Creation and distribution of donation recipes w/UVSA-Midwest Tax ID to sponsors post conference
- Management of on-line registration and payments



- Attendee tracking and of the room numbers
- Signage for registration room
- Inventory management for registration materials

### *Programming*

- Collaboration with the UVSA-Midwest Executive Board and CoRR for programming content selection and scheduling
  - Conference speakers
    - Shepherding presentations progress
    - Collecting speaker biographies and headshots
  - Workshops
    - Facilitating workshops
    - Collecting workshop summaries
    - Managing workshop evaluations
  - Conference Icebreakers
- Communication of venue requirements

### *Entertainment*

- Entertainment content and scheduling
  - Audition and selection of conference emcees
  - Gala
    - Invitations to up-and-coming artists
    - Hosting of performers
    - Gratuities for performers
- Venue decoration for national culture show, gala, and after hours social
- Compilation of Entertainment music
- Acquiring of any necessary supplies not provided by UVSA-Midwest
- Committee budget request

### *Marketing*

- Development and execution of conventional marketing
- Formal invitations to schools and organizations nationwide, local and national government officials, and community members
- Multimedia development and distribution
- Media invitation to the conference
  - Video/Radio (e.g. – SBTN, Little Saigon TV/Radio, etc.)
  - Slideshows
- Contact and host local media and news publications



- Development and execution of Guerilla marketing with updates on following media:
  - UVSA-Midwest general & conference website
  - YouTube
  - MySpace
  - Xanga
  - Facebook
- Conference program booklet & T-shirts
- Creation of VIP, staff, attendee badges
- Committee budget request

### *Logistics and Hospitality*

- Venue scheduling and booking
- After hours social event venue
- Contact with hosting city conventions bureau
- Audio/visual procurement and scheduling
- Facilitating transportation of attendees from conference to afterhours social, if necessary
- Stage logistics (i.e. - lighting, staging, etc.)
- Acquiring and tracking inventory
- Night time security
- Committee budget request
- Transporting staff and VIP
- Facilitate transportation of supplies and equipment
- Contacting and scheduling pick up and drop offs
- Hosting/Greeting of attendees and VIPs
- Directing attendees during conference
- Creation of signage system to direct attendees to workshops
- Arrangement of breakfast and lunch for attendees
- Meal management for staff
- Staff headquarters and meeting management
- Pre-conference lodging arrangements for staff
- Creation and maintenance of a master check-in list for registration
- Committee budget request
- Creation of attendee packet to include:
  - Badge
  - Maps
  - T-shirt
  - Program booklet



### *Information Technology*

- Creation of conference website
- Creation of Automated Registration system (e.g. – PayPal, Google Checkout, etc.)
- Automated Housing/Rooming matching
- Listserv management
- Assist Communications with Multimedia
- Actively work with Marketing & Media to upload marketing materials, videos, photos, etc. onto website
- Management of on-line registration and payments



## Application process, timeline, and due dates

- **Review** the committees
- **Fill** in the application
- **Submit** your application to [applications@uvsamidwest.org](mailto:applications@uvsamidwest.org)
- **Questions** about the process should go to [staff@uvsamidwest.org](mailto:staff@uvsamidwest.org)
- **For Director positions**, schedule an interview with the conference Executive Directors and UVSA-Midwest Executive Board
- **Director applications** are due **Sunday, August 22, 2010 @ 12 PM CST**
- Conference staff members will be selected and notified on a rolling basis



## COMMITTEE APPLICATION

**Name:** \_\_\_\_\_ **City, State:** \_\_\_\_\_  
**Phone #:** \_\_\_\_\_ **E-mail:** \_\_\_\_\_  
**AIM/Google/etc. username:** \_\_\_\_\_  
**Committee Applying for:** \_\_\_\_\_

**Applying as:**

Committee Director

Committee Staff Member

**Expectations:**

UVSA-Midwest understands that a successful conference involves commitment from the conference planning team. In the past, UVSA-Midwest conferences have been most successful with the following guidelines for Committee Directors and Members:

- 5 to 10 hours per week time commitment
- Weekly check-in conference calls with the Executive team
- Commitment to be on-site at host city a few days prior to the first day of the conference (lodging will be provided)
- Have availability to constantly communicate via e-mail, AIM, phone, etc. and always be responsive
- Have a willingness to learn and apply new skills
- Have a willingness to work with other youth leaders around the nation on your team
- Have a willingness to share a vision to shape the future generation of Vietnamese American youth

Do you feel comfortable meeting these expectations?

Yes

No

Not completely—let's talk



Please answer each question in no more than 1-2 paragraphs to give us a better idea of who you are:

1) What experience do you have that best qualify you for the position? (Résumé acceptable)

2) Why do you want to be involved with 2011 VIA-1 Conference?



In addition to the questions, please provide two references (name and contact information) below.

1. Reference 1

- a. Name:
- b. Email:
- c. Association with you:

2. Reference 2

- a. Name:
- b. Email:
- c. Association with you: