

UNION OF THE VIETNAMESE STUDENT



ASSOCIATIONS OF THE MIDWEST

# Tenth Annual Vietnamese Interacting As One Conference 2012 Conference Staff Application

ALL APPLICATIONS MUST BE SUBMITTED TO [APPLICATIONS@UVSAMIDWEST.ORG](mailto:APPLICATIONS@UVSAMIDWEST.ORG) AND  
WILL BE ACCEPTED ON A ROLLING BASIS.

DIRECTOR APPLICATIONS ARE DUE BY 11:59PM EST ON OCTOBER 31, 2011.



## Union of Vietnamese Student Associations of the Midwest

Dear 2012 VIA-1 Conference Staff Applicant,

Thank you for your interest in being on staff at this year's Vietnamese Interacting as One (VIA-1) Conference. Since its conception in 2003, the VIA-1 Conference has been an annual event which has served as a unique opportunity to unite and develop young, emerging leaders within the Vietnamese American community.

The Union of Vietnamese Student Associations of the Midwest (UVSA Midwest) has collaborated with different student organizations for the past few years to add variety to each year's conference while maintaining consistency in quality as well as to showcase the continuing expansion of the Vietnamese American community in the Midwest. At this year's conference, we bring it back to where it all started at the University of Cincinnati. Being the 10 Year Anniversary, this year's conference is especially significant to the UVSA Midwest family. The conference has evolved tremendously since its inception in 2003, and we welcome this opportunity to celebrate UVSA Midwest as an organization, a community, and a family. We are extremely excited to begin planning this monumental celebration.

Through these conferences, we hope that attendees will not only acquire leadership and networking skills but also a starting point of advocacy and activism in the Vietnamese American community. The success of the VIA-1 Conference is marked by how well the weekend's events flow in addition to the resulting effects of the conference. The desire to learn and the passion for improvement should not end at the conference but continue to inspire the attendees beyond the weekend. The VIA-1 Conference also offers the unique leadership developing experience before the conference in the planning stages. The development of the conference is an excellent opportunity for emerging leaders to apply their new skills on 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 Cincinnati. The following will serve as an informational resource for applicants for committee directors and staff members for the 2012 VIA-1 Conference.

We look forward to hearing from you! Good Luck!

Best Regards,

Chan Huynh and Thuy Tran  
Co-Executive Directors  
2012 VIA-1 Conference



# Union of Vietnamese Student Associations of the Midwest

## ABOUT UVSA MIDWEST

### Mission Statement

To serve 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.

### Vision Statement

Founded in 2007, the Union of Vietnamese Student Associations of the Midwest is a non-profit, non-partisan, community-based organization. UVSA Midwest is an independent organization and is not 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 maintains and promotes the Vietnamese culture.

Servicing the Vietnamese American community in the Midwest, 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. They 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.

## ABOUT THE VIA-1 CONFERENCE

### Background

The Vietnamese Interacting as One (VIA-1) Conference was founded at the University of Cincinnati in 2003 to create a collaborative network among organizations and individuals. Through speakers, workshops, and cultural festivities, VIA-1 aims to unite participants, promote leadership and resourcefulness to the coordinators and volunteers in preparing the conference, and most importantly, foster awareness and appreciation of Vietnamese culture. The conference is hosted by different organizations each year in order to bring the Midwest together and to promote a unique experience every year.

To maintain the original purpose of the conference and the consistency of quality, the VIA-1 Conference is collaborated with UVSA Midwest. While the conference is hosted by the organization, the planning process is a joined effort of staff members from the entire region.

### History

Organizations and/or individuals who are interested in hosting the conference generally begin organizing at least seven months before the conference they wish to host. There is no official rotation process throughout the Midwest, although geographic location within the region in relation to immediate past conferences will be one consideration used when evaluating a conference bid.

Recent conference locations and host organizations include:

- 2003 | **A Standing Start** | University of Cincinnati
- 2004 | **Lead to Success** | University of Michigan
- 2005 | **Action in Unity** | Illinois Vietnamese Student Union
- 2006 | **Con Rồng Châu Tiên/Best of Both Worlds: The Merging of Two Cultures** | University of Minnesota
- 2007 | **Embracing the Past, Empowering the Future** | Purdue University
- 2008 | **Golden Dreams – Redefining Success for Our Generation** | University of Notre Dame
- 2009 | **Come Together** | Northwestern University
- 2010 | **From Possibility to Actuality** | University of Wisconsin-Madison
- 2011 | **A Story of Our Own** | University of Illinois at Urbana-Champaign



# Union of Vietnamese Student Associations of the Midwest

## EXPECTATIONS OF DIRECTORS AND COMMITTEES

The 2012 VIA-1 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' positions available for the upcoming VIA-1 Conference to be held at the University of Cincinnati. 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 (closed)*

- 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 (closed)*

- 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

### *Sponsorship*

- 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 with UVSA Midwest Tax ID to sponsors post conference

### *Programming (closed)*

- Collaboration with the UVSA Midwest Executive Board and CoSR 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 (in conjunction with Hospitality)
- Communication of venue requirements
- Committee budget request



## *Logistics*

- Venue scheduling and booking
- After hours social event venue
- Audio/visual procurement and scheduling
- Stage logistics (i.e. - lighting, staging, etc.)
- Acquiring and tracking inventory
- Transportation and storage of inventory and supplies
- Creation of signage system to direct attendees to workshops
- Staff headquarters and meeting management
- Committee budget request

## *Registration (closed)*

- Management of on-line registration and payments
- Attendee tracking and of the room numbers
- Signage for registration room
- Creation and maintenance of a master check-in list for registration
- Creation of attendee packet to include:
  - Badge
  - Maps
  - T-shirt
  - Program booklet
- Inventory management for registration materials
- Committee budget request

## *Marketing (closed)*

- 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
  - Facebook
  - Twitter
  - Tumblr
- Conference program booklet & T-shirts
- Creation of VIP, staff, attendee badges
- Committee budget request



# Union of Vietnamese Student Associations of the Midwest

## *Entertainment*

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

## *Hospitality*

- Contact with hosting city conventions bureau
- Facilitating transportation of attendees from conference to afterhours social, if necessary
- Directing attendees during conference
- Arrangement of breakfast and lunch for attendees
- Night time security
- Transporting staff and VIP
- Hosting/Greeting of attendees and VIPs
- Meal management for staff
- Pre-conference lodging arrangements for staff
- Committee budget request

## *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 (in conjunction with UVSA Midwest Treasurer)

## CONFERENCE STAFF APPLICATION PROCESS

- **Review** the committees
- **Fill** in the application
- **Submit** your application to [applications@uvsamidwest.org](mailto:applications@uvsamidwest.org) by **Monday, OCTOBER 31, 2011 by 11:59pmEST** (Staff applications will be accepted on a rolling basis until the committees are full.)
- **Questions** about the process should go to [staff@uvsamidwest.org](mailto:staff@uvsamidwest.org)
- **Schedule** an interview with the Conference Executive Directors or Committee Directors.
- Conference staff members will be selected and notified within a week of their phone interview.



# Union of Vietnamese Student Associations of the Midwest

## CONFERENCE PLANNING TIMELINE

Goal deadlines are subject to change.

<b>Summer – August</b>	Finalize committee directors and staff members
<b>September</b>	<b>Site Visit</b> Finalize letter of sponsorship request template Finalize letter of invitation for speakers and entertainers template Assemble list of potential speakers and entertainers
<b>October</b>	Finalize Save the Date design Finalize majority of conference venues Finalize workshop tracks
<b>December</b>	Finalize keynote speakers and contracts Finalize majority of funding Finalize committee budgets
<b>January</b>	Launch website and registration Finalize marketing plan and materials Finalize workshop speakers and contracts Finalize banquet entertainers and contracts Finalize family leaders
<b>February</b>	Finalize hotel contracts Finalize workshop content and materials Finalize catering contracts
<b>March</b>	Finalize hospitality committee materials Finalize registration materials Finalize and collect in-kind donations <b>Day of Conference</b>
<b>April</b>	Collect and record conference and workshop surveys Issue reimbursements

*NOTE: Much of the credit for the development of this timeline goes to the VSA of UIUC from their 2011 Bid Proposal.*

## ADDITIONAL QUESTIONS OR CONCERNS

For more information, please refer to [www.uvsamidwest.org](http://www.uvsamidwest.org) and [www.via1.org](http://www.via1.org).

If you have any additional questions, please feel free to contact your local State Representative or any of us at UVSA Midwest. We can be reached at [staff@uvsamidwest.org](mailto:staff@uvsamidwest.org).



# Union of Vietnamese Student Associations of the Midwest

## COMMITTEE APPLICATION

Name: \_\_\_\_\_ City, State: \_\_\_\_\_

Phone #: \_\_\_\_\_ E-mail: \_\_\_\_\_

**Committee Choice:** \_\_\_\_\_

*If you are interested in being on more than one committee, please indicate the additional committees ranked by preference on this form. You will be required to answer a third short answer question. Please be aware that if you are selected by multiple committees, your expectations and responsibilities will be multiplied respectively.*

I am applying to be a Committee:

Director

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 Members (Expectations marked in blue are required only of directors but are highly recommended for staff members):

- 5 to 10 hours per week time commitment
- Weekly check-in conference calls with the committee
- **Weekly conference calls with the Executive Directors and the other committee directors**
- Commitment to be on-site at host city and conference on the weekend of the event
- 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 include your resume with your application.

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

1. Reference 1

a. Name:

b. Email:

c. Association with you:

2. Reference 2

a. Name:

b. Email:

c. Association with you:



# Union of Vietnamese Student Associations of the Midwest

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

1) What does UVSA Midwest and the 2012 VIA-1 Conference mean to you?

2) Why do you want to be involved with 2012 VIA-1 Planning Staff?

3) Why do you want to be part of multiple committees? Are you prepared to take on the responsibilities of more than one committee? *(Applicable only if you are applying for more than one committee.)*