Event Partnership Memorandum of Understanding (MOU) between
Educational Technology Collaborative (ETC)
And

_____

Executive Summary

The purpose of this document is to propose that_____serve as the host institution for the (year) _____Fall ETC Conference to be held_____(date) for the ETC. The Conference is typically a 4-day event, held at a conference center or hotel near the institution, with in-person professional and organizational development sessions, and site visits and/or a campus tour. It is proposed that the campus tour take place on a Saturday, however, the timing of the tour is dependent on what works best for the host institution.

To host an event such as this would provide an opportunity to not only show off the campus, but to benchmark new technology implementation to other institutions. The Host campus staff would also have an opportunity to interact directly with other institution representatives that perform similar roles during the campus tour. The following describes the **background** of ETC, host membership participation over the past three in-person events, a brief **event description**, and an outline of the **roles and responsibilities** for the event.

In exchange for Host planning and organizing each Host institution will receive **six complimentary registrations** to attend the event, **50% discount for additional attendees** from your institution (and surrounding partner institutions) and **2 VIP passes for institutional leaders**. Host will provide ETC with list of conference participants in advance of the meeting.

Background

The mission of ETC is to provide leadership and a forum for information exchange to the providers of media content, academic technology, and support for quality teaching and learning at institutions of higher education. Specifically, ETC shall:

   a. *Advocate the accessibility and effectiveness of educational media, technology, and pedagogy. Provide leadership for the effective implementation and management of instructional technology in higher education.*
   b. *Foster cooperative efforts among colleges and universities and other institutions, agencies, foundations, and organizations in the solution of mutual problems.*
   c. *Gather and disseminate information about educational, professional, and operational issues, including statistics important to the profession.*
   d. *Develop and provide programs and services that will enable members to most effectively support the missions of their institutions.*
   e. *Provide professional development opportunities for members.*

f. *Inspire, generate, and coordinate research and scholarship that advances the mission of ETC.*

Historically, ETC has collaborated with an institution to hold a conference for its members to network /benchmark with other individuals at higher education institutions, attend seminars to learn about trending technologies, and offer one on one review of equipment with manufacturers.

Event Description

The typical conference format consists of meetings and seminars starting on a Wednesday and continuing through a Saturday in October. The majority of the Wednesday through Saturday activities will be conducted at a hotel facility with meeting rooms or conference center. Some activities may take place on campus space provided on _____ campus, depending on facilities availability and event planning needs.

For the campus tour, participants are historically given maps with key locations to review and host employees (typically technicians and staff, or students) wait in the designated locations to give equipment demonstrations and answer participant questions.

Roles and Responsibilities

The ETC Annual Conference shall be a collaborative event managed by the following groups:

Conference Hosts
- Responsibilities: conference theme, video, on-site technical support, campus tour
The Conference host shall be represented by a designated chairperson of the local host team or group of host participants.

ETC Program Committee
- Responsibilities: program planning-sessions, speakers, vendor showcase etc.
The ETC Program Committee's authority shall be represented by the chairperson of that group.

ETC Executive Office
- Responsibilities: hotel and meeting site arrangements, registration, contracts, sponsors, website, logo creation
The ETC Executive Office shall be represented by the ETC Executive Director, the Education & Events Manager, the Association Administrator, and the Director of Creative Services.

ETC Board of Directors
- Responsibilities: budget and program approvals
The ETC Board of Directors shall be represented by its President and Treasurer.

The organization has outlined the roles and responsibilities of a hosting institution (Host) and the organization (ETC) in more detail below. These responsibilities may be subject to change based on the needs and requirements of the host institution.

Joint Responsibilities
- Work together to develop conference budget. Budget should include all known costs to determine needed income from registrations and sponsorships to cover the costs of the event. ETC will be responsible for maintaining the budget agreed upon by both parties. The host institution may claim approved expenses, per predetermined budget, for reimbursement through ETC.
- Host provide local entertainment options for conference outing and make recommendations to Program Committee. ETC Executive Office will make arrangements for outing including entertainment, negotiate, sign contracts, and payments as applicable.
- Host, Conference Technical Liaison, and Program Committee will work together to determine AV requirements for conference. ETC Executive Office will negotiate with Hotel, AV Rental Company, and Corporate Members to obtain the required AV equipment for the conference.
- ETC is responsible for site details, local arrangements, special services and space for headquarters, duplication or printing, and special transportation, Host will assist as necessary.

Host Responsibilities
One Year Out
- Select chairperson from Host(s) with whom ETC will communicate.
- Develop conference theme for conference to be approved by ETC and work with Executive Office, Director of Creative Services on logo design concept.
- Create video presentation for ETC Annual Conference prior to the host year conference. Video will also be posted on the ETC home page at least 6 months before the scheduled event.

Approximately 4 months out
- Recommend conference keynote speaker to the Conference Program Committee utilizing local speakers, when possible.

Prior to and During Event
- Provide a key technical support person to collaborate with the ETC to determine technology needs for the conference-based meeting rooms, ETC conference presentations, and local equipment availability from conference center and host institution or other sources. As needed the ETC Executive Office can facilitate working with member partners to secure additional equipment needed beyond what may be available at the host institution.
- Coordinate and facilitate technology support for conference meeting rooms with a preference to have one local technician / support person per meeting room (ETC Volunteers, Hotel AV staff or another provider will assist as needed). Local support will coordinate and

facilitate setup and breakdown of technology before, during and after the conference.

- During one day of the conference (typically Saturday), the Host will provide a tour of selected spaces of the institution and will assist ETC with reserving space for lunch and conference sessions. The Host will be responsible for reserving the spaces and working with the ETC Executive Office to prepare all necessary paperwork (i.e., service contracts, Facilities use agreement, etc.). ETC's use of Host facilities will be documented in a separate agreement, if applicable, by the ETC Executive Office.
- Provide storage space on the local host campus prior to and after the conference, if necessary.
- Provide local travel / tourist information for attendees.
- Design and distribute the campus map to facilitate the self-guided campus tour.

ETC Responsibilities (Program Committee, Executive Office, Board of Directors)

One Year to 4 Months Out

- Arrange all hotel and conference space and other facilities as needed.
- Facilitate and execute any necessary contracts with hotels, vendors, speakers, etc.

Approximately 4-6 Months Out

- Call for session proposals, selection of proposals and generate conference schedule. Arrange all conference scheduled meals, coffee-breaks, hospitality, and off-site events.
- Prepare and submit preliminary program announcements and marketing piece inviting registrants.
- Arrange all conference registration and collection, recording, and safekeeping of all conference fees.
- Arrange all transportation for conference event.
- Design, plan and schedule the conference program hosted on the ETC website.
- Coordinates all sponsorship with regard to level opportunities, showcase space and facilities.

30 days Prior and During the Event

- Duplication / printing services before and during the conference (e.g. papers, announcements, etc.)
- Arrange for and staff a registration / information desk during the conference at times determined by ETC.
- Display of ETC membership information and conference marketing materials at various trade shows or organizations.
- Coordinate all technology support needed.

Conclusion

Hosting this event would be an opportunity for members to gain insight into how other institutions are tackling the challenges presented by fast-moving changes in technology. The conference is a great source of continuing one's audio visual and technology education, and this is an opportunity to do so

on your "home soil". Additionally, this opportunity would allow classroom technology, media production, and instructional technology staff to interact with representatives from other higher education institutions without incurring travel expenses or compromising the daily services to the school schedules.

The conference also showcases the Host institution on a national level since representatives from other institutions and agencies will be touring host facilities and interacting with host staff. In addition, the Host institution is identified in all conference promotional materials.

Host Institution Signature: _____ Date: _____

Print Name and Title _____ _____