

**M.C.C.B. CONFERENCE PLANNING:**

**TABLE of CONTENTS**

1) Introduction.....1

2) Budget Guidelines.....1

3) General Suggestions for Success.....2

4) Chronological Checklist for Planning.....3

5) Registration Table Essentials.....6

6) Day of the Conference: checklist.....6

7) Speaker Form .....8

8) Conference Evaluation Form .....9-10

9) Pre-registration Form.....11

10) Vendor / Exhibitor invitation letter.....12

11) Vendor/ exhibitor registration form.....13-14

## Introduction

Thank you for agreeing to host a Michigan Community College Biologist's Conference! The purpose of this *Conference Planner* is to help you get organized in order to create as professional a conference as humanly possible. If this is the first time you hosted a conference, you are going to have questions. You will work directly with the treasurer or other designated officer.

As with any conference, the fundamental keys to success are good planning, organization, and dependable helpers. The checklist provided will help you pace yourself from the initial planning stages through the end of the conference. Make a commitment to plan ahead and everything will go smoothly. Make your colleagues, administration, and community proud of your endeavor!

Please consider the local/grassroots focus of MCCB when recruiting speakers and organizing workshops. As stated on the front page of the MCCB website: "The organization fosters communication, friendship, and unity among the biologists of the twenty-nine community colleges in the State of Michigan." We have had speakers from out of the state at prior conferences, but please try to use the resources we have in our home state, if possible. There is a huge talent pool of biology faculty at our community colleges.

## Budget Guidelines

1) **Remain within budget** - you have a pre-approved **\$2000** net expenses for your conference. Going under budget is strongly encouraged. Contact the MCCB treasurer if expenses are anticipated to exceed this amount. It is suggested to make a spreadsheet (or use one supplied by the MCCB Officers) to keep track of the NET cost of your conference. You will want to make a list of all revenues (conference fees, vendor fees, your College's contribution, etc.) and expenses (food, speaker fees, copying expense, room fees, etc.). The pre-approved \$2000 budget can be used if your expenses exceed your revenues (up to a maximum of \$2000). Conference organizer may request up to \$1000 for anticipated expenses prior to an upcoming conference. Such funds will be issued at the discretion of the treasurer. Unreceipted balance (or balance not documented with receipts) must be repaid within 30 days of conference.

2) **Conference Fees** – The suggested fee to charge for a standard on-campus MCCB Conference is \$40 for both days and \$20 for either Friday or Saturday. Members or guests pay the same amount.

3) **Speaker fees** are pre-approved by MCCB up to **\$200** per presentation. Anything that exceeds this amount must be approved by the Executive Board. Contact the President and/or Treasurer. Please note that not all speakers will request fees, so be sure to figure out if your speakers need/want one.

4) **Keep all receipts** - in order to get reimbursed by the Treasurer.

5) **Recruit vendors**. This will help you meet your budget and keep your conference fee low. The vendor fees may not exceed those outlined in the MCCB Conference Exhibitor Information Form (found on the last page of this planner). Vendor fees that exceed those outlined in this document must be approved by the MCCB Executive Board. Examples of vendors used in the past include:

\* ADAM Software, Inc.

\* Hayden McNeill

\* Morton Publishers

\* Benz Optics

\* Kendall Hunt

\* Pearson Publishers

\* Flint Scientific

\* McGraw-Hill Publishers

## **General Suggestions for Success**

1) **Two Day Conference** – Creativity is welcome in designing the conference. The traditional format begins on Friday evening with a dinner, speaker, and time for socializing. Saturday includes executive board and general membership meetings, instructional sessions, and often ends about 4:00 pm, with a field trip or campus tour.

2) **Variety of activities**. This will draw the most people. Plan on having a balanced combination of update talks, discussion panels, workshops, or field trips.

3) **Variety of topics**. In order to draw the greatest number of people, try to touch on a variety of topics within biology and education.

4) **Schedule breaks between activities**. Participants need time to talk to each other, share ideas, and compare notes. In addition, assuming you invited vendors, they will appreciate this time to showcase their products.

5) **Encourage early registration**. You may want to set a pre-registration deadline that is posted on the website or given in the newsletter. This also helps with meal planning and budget planning. A preregistration form **template** is located on **page 11** of this document. It can be modified as needed.

- 6) **Enlist helpers.** You will need them. Especially on the day of the conference, many last minute details will need to be resolved.
- 7) **Registration desk.** Assign someone responsible and personable to this job. This is a good place to encourage new people to join. Take full advantage of this opportunity!
- 8) **Food Service.** Your greatest cost will be meals. Try to get the best bargain possible. Typical attendance averages around 35 - 45 people. Consider college food service, caterers or restaurants. Sometimes publishers or vendors will sponsor breakfast or snacks.
- 9) **Past Conference Coordinators.** A great source of information is from previous conference coordinators. Check the MCCB website to find previous conference hosts and contact a person from there if you need advice (<http://www.mccb.org/mccb-conferences/>).
- 10) **Environmental consideration.** As biologists, we are keenly aware of the stresses applied to the environment. Please be mindful of choices in conference planning that minimize or reduce the environmental impact of our meetings. Some suggestions might include: eliminate the use of polystyrene, make use of a food service that provides reusable table service, purchase biodegradable products when disposable must be used, and promote carpooling to the conferences.

## **Chronological Checklist for Planning**

### **One Year Prior:**

- 1) Secure commitment from administration of proposed host institution to host the conference.
- 2) Establish conference date (good to avoid NABT and MI-ASM meeting dates).
- 3) Reserve all necessary rooms/buildings.
- 4) Contact food servers and get preliminary estimate for food costs.  
(this is typically the largest conference expense)
- 5) Gather potential helpers and conduct initial planning meeting. Discuss conference format, speaker compensation, nature of dinner (optional), breakfast/luncheon and facilities.
- 6) Use the “*Speaker Form*” for potential speakers to fill out and return to you. It is located on **page 8** of this document and may be modified as needed.
- 7) Potential sources for speakers include:
 

<ul style="list-style-type: none"> <li>* Professors from local universities</li> <li>* DNR researchers (free)</li> <li>* Health field – nurses and others</li> </ul>	<ul style="list-style-type: none"> <li>* Industry - pharmaceutical companies, etc.</li> <li>* Your own community college (biology teachers, support personnel, etc)</li> </ul>
--	--

\* Place a call for presenters/speakers in the *MCCB Newsletter* or on the MCCB website (contact the webmaster via email address on the MCCB website).

8) Contact publishers reps to invite them to exhibit at the conference or to have a display add in the newsletter or conference schedule. A *vendor invitation letter* and an *exhibitor registration form* can be found on **pages 12-14** of this document. They can be modified as needed. Generally two or three vendors are typical. You cannot ask for vendor fees that exceed the amounts outlined in the forms mentioned above without prior approval from the MCCB Executive Board.

9) If a conference is going to be a joint effort with another organization, submit a written accounting of all expenses and revenues along with the delineation of payment responsibilities for each organization.

### **Six Months Prior:**

- 1) Create preliminary program schedule.
- 2) Make certain all the key people have each other's addresses, email addresses and phone numbers.
- 3) Provide webmaster (email on the website) with conference dates.

### **Two to Three Months Prior:**

- 1) Send preliminary program summary to newsletter editor, president, and webmaster. Include information about speakers and presentations, registration information and forms, deadlines, membership forms, hotel information, and maps.
- 2) Make certain all key people have each other's addresses, email addresses and phone numbers.
- 3) Create a budget spreadsheet or have the Treasurer or President email you an EXCEL spreadsheet to help you keep track of your revenues and expenses (which will be used to calculate your NET conference costs). This spreadsheet should list all of your revenues (conference fees, vendor fees, etc.) and expenses (food, speaker fees, etc.) so that we can ensure you are staying within the pre-approved \$2000 budget.

### **One Month Prior:**

- 1) Make certain all presenters receive newsletters since they may not be MCCB members
- 2) Find out room assignments for speakers or presenters.
- 3) Write final program (limit to one page) and have it edited by **several** people.
- 4) Create a pre-registration list spreadsheet. It should include:
  - Name of participant
  - School
  - Attending Friday presentation? (this helps you anticipate food you will need)
  - Conference fee (this info. can be placed in your budget spreadsheet too)
  - Membership Dues

- Total payment

5) Email the Treasurer and President your up-to-date budget spreadsheet so that they can be kept in the loop and help you with any questions you have.

### **Two Weeks Prior:**

- 1) Send conference reminders and extra registration forms to college campus representatives for distribution.
- 2) Email the Treasurer and President your up-to-date budget spreadsheet.

### **One Week Prior:**

- 1) Reminders to all the speakers and the workshop presenters.
- 2) Special reminder to treasurer. He/She must bring the following:
  - \$30 or more in change
  - Receipts for MCCB annual dues & conference fee
  - Extra checks to pay speakers, field trip fees, etc.
    - Name tags for pre-registrants and extra nametags
- 3) Parking arrangements must be confirmed. Contact campus security about what lots will be appropriate for guests. Make sure they are still open when guests will be leaving on Saturday.
- 4) Write a short introduction for each of the speakers and assign someone to read it.
- 5) Consider using the *Conference Evaluation Form* on **pages 9 & 10** of this document for feedback about the conference. It may be modified as needed.
- 6) Email the Treasurer and President your up-to-date budget spreadsheet.

### **One Day Prior:**

- 1) Double check that all rooms have the appropriate media equipment and supplies.
- 2) Post signs for MCCB Conference around the campus to direct attendees to site.
- 3) Make certain that back-up slide projectors are available (**VERY IMPORTANT!**)

### **After the Conference:**

- 1) Settle all outstanding bills and communicate with treasurer about payment.
- 2) Use your budget spreadsheet to tabulate NET cost of conference to check if you remained within the \$2000 budget. Send this updated budget spreadsheet to the Treasurer and President.
  - **Expenses** (Food, postage, copying expense, room fees, thank-you cards)
  - **Revenues** (Conference fee, vendor's fees)
  - **Net cost of Conference** - (must not exceed \$2000)
- 3) Send out thank-you notes to speakers, workshop presenters, vendors and the like.

- 4) Forward the following to the next conference coordinator:
- copy of your registration packet (to use as a guide)
  - any other info. that may help the conference coordinator

## **Registration Table Essentials**

- 1) **MCCB Banner** on table (currently being brought by treasurer).
- 2) **Registration folders** (with school logo) should include:
  - Final schedule - one page (with room numbers)
  - Map(s) of campus
  - Map(s) to any scheduled field trips
  - Conference Evaluation sheet
  - Paper and pen/pencil with college logo
- 3) **Nametags** – brought by treasurer if given pre-registered participants and speaker names
- 4) **Box or folder for conference evaluations**
- 5) **Parking tokens** (if needed)
- 6) **Current membership list** (paper or poster for updating)
- 7) **Early registration list**
- 8) **Extra membership application forms**
- 9) **Extra conference registration forms**
- 10) **Tourist pamphlets** about city (check Chamber of Commerce) showing local attractions, etc., available at registration desk.

## **Day of the Conference: Checklist**

### **Friday evening presentation:**

#### Announcements:

- \* **WELCOME!**
- \* Overview of registration packet contents
  - \* Give any special directions for Saturday morning, such as meeting times, room locations, and field trip information

### **Saturday:**

Announcements: (Consider inviting administrator to welcome attendees.)

\* **WELCOME!**

\* Overview of registration packet contents

\* Give any special directions needed (field trips, room locations, changes, etc.)

\* Remind participants to return nametags when finished

\* Mention vendors and have participants thank them for their sponsorship

\* Mention *Conference Evaluation Form* and ask to fill out and turn in

\* Introduce speakers at beginning of each session

Luncheon/ Business meeting:

\* Reminders: - Fill out *Conference Evaluation Forms!*

- Return Nametags to registration desk for reuse

\* Announce next conference

\* Plaques for outgoing executive board members



*A Statewide Network for Biology Educators*

## **MCCB insert Spring/Fall Conference**

### **PRESENTER CONTACT INFORMATION**

The **Spring/Fall** MCCB Conference is being held at **insert venue** on **insert dates**. Thank you for considering joining us and presenting a current topic in biology!

Please complete this form and return to me by **insert date**. At the beginning of **insert month**, I will send you a confirmation email and survey you about available presentation times and your audiovisual needs.

CONFERENCE HOST: **insert conference organizer**

Speaker's Name: \_\_\_\_\_

Speaker's Title: \_\_\_\_\_

Speaker's Institution: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

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

Title of presentation: \_\_\_\_\_

Audiovisual/Technology needs: \_\_\_\_\_

May we post your email address on our website? YES\_\_\_ NO\_\_\_

May we post your PowerPoint slides or other talk materials on our website? YES\_\_\_ NO\_\_\_

Summary of presentation:



## MCCB Conference Evaluation and Planning Questionnaire

The sole intent and purpose of this survey is to assure the quality and success of future MCCB Conferences.

1. What did you like best about this conference?

2. What features/presentation of past conferences have strongly contributed to your enjoyment, education, and continued participation in this organization?

3. Rank your interest the following course-discipline "break-out" sessions.

General biology - non-majors	5	4	3	2	1
General biology - majors	5	4	3	2	1
Botany	5	4	3	2	1
Zoology	5	4	3	2	1
Microbiology	5	4	3	2	1
Anatomy and Physiology	5	4	3	2	1
Nature Study	5	4	3	2	1
Environment Science	5	4	3	2	1

4. How might course-discipline "break-out" sessions be designed to be most helpful to you?

5. What topics/subjects would you most like to see at future conferences?

6. What teaching techniques or technologies would you like to see at future conferences?

7. Please recommend speakers or break-out session facilitators for future conferences (including yourself!).

Your Name (as contact person): \_\_\_\_\_

Your E-mail: \_\_\_\_\_

Speaker Name and Topic: \_\_\_\_\_

Speaker Name and Topic: \_\_\_\_\_

8. What could be done to enhance the value of your MCCB Membership?

9. What ideas do you have to grow MCCB Membership?

OPTIONAL:

Name: \_\_\_\_\_ E-mail: \_\_\_\_\_

College: \_\_\_\_\_

Would your college consider hosting a future MCCB Conference? Yes      No      Maybe

**Please return questionnaire during general business meeting OR mail to:**



*A Statewide Network for Biology Educators*

**(insert year) Fall or Spring Conference  
Pre-registration Form**

**Pre-registration**

**Register and submit fees before (insert date)**

MCCB memberships need to be renewed prior to or at every Fall Conference. See the membership registration form at [www.mccb1.org](http://www.mccb1.org) for more details or e-mail Susan Starr at [biologysusie@yahoo.com](mailto:biologysusie@yahoo.com) if you are uncertain of your membership status. If your address or teaching status has changed, please submit an updated membership form to Susan Starr.

The **Fall/Spring (year)** Conference is being held at **(insert community college name)** Friday and Saturday, **(insert dates)**. A schedule and conference details can be found in the MCCB Newsletter and at the MCCB website, [www.mccb1.org](http://www.mccb1.org), under *MCCB Conferences*. The website will be continually updated as new information about the meeting is received.

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Subjects taught: \_\_\_\_\_ Institution: \_\_\_\_\_

***Please indicate your activities, meals and costs below:***

Annual membership dues (*full-time \$40, part-time & retired \$15*) year begins in September \$\_\_\_\_\_

Conference Fee (both days) \$40 x \_\_\_\_\_ (number attending) = \$\_\_\_\_\_

Friday night only or Saturday only \$25 x \_\_\_\_\_ (number attending) = \$\_\_\_\_\_

***Please indicate which meals you will be eating:***

Friday Dinner \_\_\_\_\_ (number attending)

Saturday Breakfast \_\_\_\_\_ (number attending)

Saturday Lunch \_\_\_\_\_ (number attending)

Please indicate any special dietary restrictions here: \_\_\_\_\_

**TOTAL ENCLOSED: \$\_\_\_\_\_**

*Please make checks payable to MCCB or Michigan Community College Biologists.*

Send registration form and check to: **(insert name and address here)**

Questions: Contact **(insert name, email and/or phone of conference planning person)**.

Insert date

Greetings from the MCCB,

We invite you to display your products for the Michigan Community College Biologists (MCCB) Annual **Spring/Fall** Conference on **insert date**. Your products are a very good fit and we are certain it would be mutually beneficial to have you join us to Exhibit.

Our members are Biology professors from the 29 community colleges throughout the state of Michigan. We expect to have approximately **insert expected turnout** present for the Conference, most of whom have some influence to make purchasing decisions for educational supplies and materials for A&P, Microbiology, and the broad range of courses in the Biology curriculum.

Our venue will be **Insert Venue (Insert college website)**; hosted by **insert conference organizer names**. The Conference Program is a work-in-progress; however, there will be **insert how the vendor's wares will be displayed (any unopposed time for people to view the tables, for example)**. Exhibits will begin at approximately 8:00 AM and continue to approximately 4:30 PM. The exhibit fee is an exceptionally modest \$100. We extend this invitation early to allow you ample time to include us in your spring travel and Exhibit plans, and to budget the \$100 exhibit fee.

We sincerely hope that you will join us for a fun and productive day. Please reply **insert date**; and, if you think you may be interested please notify me **insert email address** by email as soon as possible to help us with our planning.

Thank You,

**Insert name of conference organizer**

PS- Though we hope to see you there for the full day of Conference, we are flexible and you may depart early if need be. Further, if you want your products displayed but cannot be there in person we will consider the possibility of setting up a Display Table of products shipped in advance.

**MCCB Executive Committee:**

- **Insert board members (see MCCB website for current officers)**

**MCCB Website URL** <http://www.mccbio.org/>

**For a current list of the MCCB campus representatives for the 29 Michigan community colleges, visit the MCCB website at:**  
**<http://www.mccbio.org/membership/>**

# Michigan Community College Biologists

## MCCB Conference Exhibitor Registration Form

Conference Venue & Dates: **Insert venue and dates**

Exhibiting Company: \_\_\_\_\_

Location & Mail address: \_\_\_\_\_  
\_\_\_\_\_

Phone/Fax/Website: \_\_\_\_\_  
\_\_\_\_\_

Office  
Contact/Phone/Email: \_\_\_\_\_

Michigan  
Reps/Phone/Email: \_\_\_\_\_

Name of Each Person to attend  
MCCB: \_\_\_\_\_

Description of Products & Services:  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Special Notes on this Exhibit (new products; special pricing; etc)  
\_\_\_\_\_  
\_\_\_\_\_

Note any Display requirements (electricity; Internet connection; lighting; etc)  
\_\_\_\_\_  
\_\_\_\_\_

**Notice: Display accommodations consist of one (1) table-top display (approx. 2' x 6') and special arrangements must be made for any additional needs or alternate form of display. Exhibitor is entirely responsible for the display and all items on display; neither MCCB nor the hosting institution assume any responsibility for loss or damage in any form. Exhibitor agrees to remit Exhibit fee in advance of Conference; fee schedule on the next page of this form. Special display requirements are not guaranteed, but every effort will be made to accommodate. **Electrical outlets and internet access will be available.****

---

Signature of Company (Exhibitor) Representative \_\_\_\_\_ Date \_\_\_\_\_

# Michigan Community College Biologists

## MCCB Conference Exhibitor Information

**Insert conference venue and dates**

**Edit the following as necessary:** Exhibit Hours are from 8:30 AM to about 4:00 PM on the Saturday of the Conference. There will be at least 2 half hour periods during the day when no other activity is planned, so exhibitors will have unopposed exhibit time. Talks during the day will include: **insert talk names**. You are welcome to attend any talks that interest you, as well as lunch. There are no Exhibit Hours on Friday evening during the Dinner; however, the display may be set-up Friday evening *with prior request granted* and with the understanding there will be no overnight Security.

Exhibitor representatives may join us for Friday night Dinner and a talk on **insert topic** with prior reservation and pre-payment for the cost of the meal. Contact **conference organizer** for cost, if interested.

Exhibit Fee Schedule: one (1) table-top display.....\$100.00  
Display Ad in Conference Program (with paid exhibit fee)..... \$50.00  
Display Ad in subsequent Newsletter (with paid exhibit fee)..... \$50.00  
Display ad in either program or newsletter without paid exhibit fee .....\$100.00

Please send completed form and remit payment in full, payable to MCCB, to **conference organizer**, at the address below, on or before the due date of **insert date**. If you are purchasing ads, please send an electronic copy of ad to **insert conference organizer's email** and [sdentel7@mac.com](mailto:sdentel7@mac.com), indicating whether the ad is for the program, the newsletter, or both.

Several potential Exhibitors have expressed interest in donating a door prizes for drawings which will be held **insert appropriate time**. This is strictly optional. Items donated must be approved by **conference organizer** and submitted to **him/her** at **insert time/place**. Examples of door prizes could include a books, models, t-shirts, briefcase etc. Company products (such as mugs) could also be a door prize.

We are most grateful for your support and for the opportunity to learn about your products and services and how they can assist in our classrooms and laboratories.

**Insert conference organizer's name, address and email.**

*Updated conference details can be found at the MCCB website:  
<http://www.mccbio.org/mccb-conferences/>*