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2YC₃ CONFERENCE PLANNING MANUAL

Dear Conference Organizer:

Welcome to the world of Two-Year College Chemistry Conferences. The Committee on Chemistry in the Two-Year College (COCTYC) wishes to thank you for your support in planning and conducting a conference. This conference planning guide is a distillation of information and suggestions prepared by COCTYC Chairpersons, members of the Committee, and past conference organizers.

We encourage you to contact any member of the COCTYC any time you need information or assistance. The names, addresses, and phone numbers of the Committee members are listed on the front cover of every newsletter. The COCTYC wishes to do everything possible to assist you in conducting a successful conference. Toward that end, the Committee conducts occasional conference planning workshops, and also supports an active conference "mentoring" program whereby an experienced conference planner in your area visits your college and consults with you on the planning of your conference.

Past newsletters can be extremely valuable as models for programs (preliminary and final) and local arrangements (lodging, travel directions, transportation, conference maps, etc.). A preliminary announcement, which can be distributed as an advance "advertisement" at meetings prior to your conference, is highly recommended.

You will be notified by the Newsletter Editor and/or the COCTYC Chairperson for the year of your conference with regard to the specific deadlines for newsletter material. Please keep in mind that because of the lead time necessary for preparing, printing, and mailing the newsletter, **copy is due approximately four to five months prior to the actual conference**. It is absolutely essential that you adhere to the newsletter deadlines.

We encourage suppliers and publishers to become Industrial Sponsors, and also to advertise in the newsletter. Please refer your company representatives to the Industrial Sponsors Chair and the Assistant Industrial Sponsors Chair, who is in charge of newsletter advertising.

If you know of others who would be interested in hosting a future meeting, please put them in contact with the Immediate Past Chair, who is in charge of site selection.

Sincerely,

COCTYC

SITE SELECTION AND APPROVAL OF HOST INSTITUTION

Site Selection

In general, our conference sites need to be in areas that:

- ___ 1. Are near, or served by, an airport with good direct or connecting service that permits decent access to the site by attendees who come from all areas of the country.
- ___ 2. Have good (nice) reasonably priced motels.
- ___ 3. Have good, reasonably priced transportation between the airport and the motel area, as well as between the motel area and the college. Sometimes the college is able to assist in the latter by providing a van or bus.

Approval of Host Institution

It is extremely important that you get approval, in writing, from your top administration, and that they know what is involved. Most Presidents, Deans, etc., readily agree to host national conferences such as ours. However, we generally schedule about three years in advance, and individuals and circumstances change. It is important for all involved to state dates, facilities, and financial commitments in writing.

Facilities

- ___ A. Provide lecture rooms, classrooms, laboratories or conference rooms as required for various aspects of the program, workshops, committee meetings, etc. These vary with the program of each conference but are generally:
 - ___ 1. General meeting room (capacity 100-150), all day Friday and Saturday morning.
 - ___ 2. Four or more rooms (capacity 25-30), Friday afternoon and Saturday.
 - ___ 3. Areas and facilities for registration, refreshments, and exhibits, as close together as possible. Exhibit and refreshment areas need to be near each other to promote traffic through the exhibit area. Exhibit materials must have adequate security for overnight storage.
- ___ B. Adequate notice and help from A/V and maintenance staff for the conference. Remember, many of these people will not normally work on the Saturday of the conference.

Financial

The host institution:

- ___ 1. Customarily provides refreshments during registration and breaks as an added bit of hospitality. Such refreshments can also be provided by exhibitors.
- ___ 2. Covers the cost of printing and mailing of publicity fliers, the printing of programs and other materials, signs directing attendees and exhibitors, etc.
- ___ 3. Covers the operational costs of planning and executing a conference such as secretarial time, phone calls, maintenance and custodial operations, etc.

GUIDE TO PLANNING A 2YC₃ CONFERENCE

As soon as the Program Chair, Local Arrangements Chair and Exhibits Coordinator are selected, they should meet either in person or via telephone communication to discuss the availability of appropriate facilities, media and photocopy services at the conference site for paper presentations, workshops, exhibits, registration and the banquet. If workshops or the banquet are to be held off-campus, the Chairs should discuss the availability of transportation for moving conference attendees from campus to workshop and/or banquet. Once this meeting of the three Chairs has taken place, the Program Chair should inform the Chair-Elect of COCTYC, and then begin to work on the program.

Frequently, 2YC₃ conferences have been held jointly with a state chemistry association or regional ACS meeting. Such joint efforts offer potential for increased attendance, as well as the combined resources and support of both organizations in executing the program.

The goals of the program for a conference are (1) to appeal sufficiently to the interests and needs of a large number of two-year college chemistry teachers, to encourage them to attend the conference, and (2) to insure that they are not disappointed if they attend. Conferences are for their professional development.

Although the program should be organized around a major theme, it should be varied, and allow for some consideration of other topics of interest to participants.

Friday morning is mainly devoted to registration, visiting exhibits, and the Advisory Board meeting, although this latter meeting can take place over lunch, or in the afternoon. Formal meeting sessions can begin the latter part of Friday morning or Friday afternoon, and continue through Saturday afternoon. Symposia, panel discussions, poster sessions, parallel sessions, small discussion groups, workshops (both Friday and Saturday) and tours are some examples of formats that have been utilized.

A banquet with a speaker is held on Friday evening.

Workshops are an excellent attraction for attendees. They offer faculty members an opportunity, in a half-day session, to learn about a technique or teaching approach which can be incorporated into their curriculum. Skilled workshop directors are often available from area universities, as well as manufacturers or suppliers of instruments and computer hardware and software. Our Industrial Sponsors have often been quite helpful in this regard.

It should be noted that exhibits are considered to be a significant part of the conference from the standpoint of our attendees. For their benefit, and in return for the support of our Industrial Sponsors, it is important to encourage visiting the exhibit area. It is therefore necessary to allow sufficient time for this purpose during the conference.

Subsequent pages in this manual will contain more detailed information and lists of responsibilities for each of the three conference chairpersons. It is important that adequate communication be maintained between the three chairpersons throughout the entire conference planning process.

RESPONSIBILITIES OF PROGRAM CHAIR

The main function of the Program Chair is to put the program together. S/he must select the speakers for the program and banquet, decide if there are going to be any workshops or tours, and arrange for these. The following check-list will assist in the planning.

PRE-CONFERENCE

A. PUBLICITY

- ___ 1. **Eight months** before the date of the conference, send flyers to high schools and two/four-year college chemistry departments in the conference site region, informing them of the conference and asking for paper presenters.
- ___ 2. **Eight weeks** before the conference, send flyers to relevant regional institutions reminding them of the date, site, theme, final program, and local arrangements for the conference.
- ___ 3. Distribute flyers at state and local science meetings.
- ___ 4. Attend several 2YC₃ conferences prior to your conference, and distribute flyers. If this is not possible, send flyers to the conference planners to distribute.

B. PROGRAM

- ___ 1. Select a Program Committee with people from regional universities, colleges, high schools and industry. Involve as many as possible.
- ___ 2. The Program Committee should select a conference theme at least a year and a half before the conference. Consult 2YC₃ newsletters for previous themes and programs.
- ___ 3. Send the Newsletter Editor a "Call For Papers" for the 2YC₃ Newsletter. **Check newsletter deadlines!**
- ___ 4. Identify possible presenters.
- ___ 5. Invite speakers and workshop presenters to participate.
- ___ 6. Sources of speakers are the regionally located high school, two/four-year colleges, universities, and scientific corporations, as well as state, local and federal government agencies. Many federal agencies have regional offices and/or laboratories.
- ___ 7. Dynamic high school teachers will help attract high school teachers.
- ___ 8. Screen and select papers.
- ___ 9. Select workshops and/or tours.
- ___ 10. Contact each speaker and presenter regarding their media needs and their day and time preferences, while also requesting an abstract of their presentation. Standard ACS Abstract forms can be obtained from the American Chemical Society, 1155

Sixteenth Street, N.W., Washington, D.C. 20036.

- ___ 11. Communicate with the Newsletter Editor regarding the times for the submission of a preliminary and a final program for the 2YC₃ Newsletter.
- ___ 12. Periodically meet with or contact the Local Arrangements Chair and Exhibits Coordinator to review progress and discuss mutual problems.
- ___ 13. Prepare a preliminary and a final program. The final program should indicate times and rooms for papers, workshops and committee meetings.
- ___ 14. Exhibits are an essential part of the conference. Leave enough time gaps so that the attendees can visit the exhibits.
- ___ 15. Include as many community college teachers as feasible in the program. Quite often, having a part in the program will encourage attendance and enable the individual to secure travel funds from their institution.
- ___ 16. Select individuals to chair various sessions of the conference.

CONFERENCE

- ___ 1. Preside at the Conference.
- ___ 2. A good meeting adheres strictly to the published schedule. Sessions should begin promptly, and speakers must complete their presentations in the allotted time. It is a gross disservice to all who attend a conference when a session does not conform to the scheduled time. **Every effort must be made to carry out the program on schedule.**
- ___ 3. At the beginning of each session, make an announcement and encourage attendees to visit the exhibits.
- ___ 4. With the assistance of the Local Arrangements Chairperson, make appropriate announcements about program changes, local transportation arrangements, etc.
- ___ 5. Collect abstracts and/or copies of papers. Such materials can be distributed at the conference, after the conference, or published on the 2YC₃ web site.

POST-CONFERENCE

- ___ 1. Write a letter of appreciation to all presenters, with a copy to their president, principal, or supervisor, when appropriate.
- ___ 2. Write a letter of appreciation to anyone who gave you special assistance with your program. This could include staff members and administrators at your college, donors of money to fund parts of the program, suppliers of special equipment, etc.

2YC₃ NEWSLETTER INFORMATION

The conference program chair is expected to submit newsletter materials to the Newsletter Editor. Both a short preliminary program as well as the detailed final program must be submitted at the direction of the Editor. **These materials should be submitted via an e-mail attachment or on computer disk in ASCII format. In addition, the Editor should receive a hard-copy of how you would like the information to appear.** Consider the following timetable for each newsletter:

Six to nine months before the conference, the Newsletter Editor must receive the preliminary program.

Eighteen to twenty weeks before the conference, the Newsletter Editor must receive the final program and local arrangements information.

Fourteen weeks prior to the conference, the Editor begins the process of layout, proofing, printing, and labeling.

Ten weeks prior to the conference, newsletters are mailed out by bulk rate. This allows **three to four weeks** for delivery of bulk rate mail across the U.S.)

Six weeks prior to the conference, newsletters should be received by everyone.

PREPARING MATERIALS FOR THE NEWSLETTER:

- ___ 1. Model: Use a previous newsletter as a model for spacing and style.
- ___ 2. Allow two pages for a final program, 1/2 to 3/4 page for a preliminary program, in final form.
- ___ 3. For consistency, the newsletter copy should give the following information as heading for both preliminary and final program, in this order:

___ **TH TWO-YEAR COLLEGE CHEMISTRY CONFERENCE**
NAME OF HOST COLLEGE
ADDRESS OF HOST COLLEGE
CONFERENCE DATES
PROGRAM THEME

- ___ 4. A list of addresses, phone numbers (office, fax and home) and email addresses for the Program Chair, Local Arrangements Chair, and Exhibits Coordinator.
- ___ 5. List time of each presentation, presenter, institution, and title of paper or workshop.
- ___ 6. Highlight Key Speakers: To draw the attention of readers to key speakers or workshops, prepare a short summary including title and author -- in newspaper style - - to be used by the Newsletter Editor.
- ___ 7. Allow two to three pages for information concerning accommodations, travel and maps. This can vary depending on local circumstances and space allowed by the Editor.
- ___ 9. Prepare a pre-registration form following previous model. You may need to make modifications to take care of any special features associated with your conference.

PRESENTER LETTER OF ACKNOWLEDGMENT

Month, Day, 20__

Name
Institution
Address (Street)
City, State, Zip Code

Dear _____:

Thank you again for agreeing to participate in the program of the ___th Two-Year College Chemistry Conference on Friday and Saturday (month, day, year). Enclosed is a checklist of information needed for the final conference program and for audio-visual requirements. We would appreciate a prompt return and hope this will not be a burden.

Your presentation will take place on (day) (morning or afternoon) at (time) a.m. or p.m. (Program Chair) has already discussed the time limitations with you. Please do not hesitate to contact us if you have any questions.

Sincerely,

Name
Program Chairperson
___th 2YC₃ Conference

Enclosure

PRESENTER CHECKLIST

PLEASE COMPLETE ANY MISSING INFORMATION OR CORRECT ANY ERRORS IN THE INFORMATION BELOW.

Name _____ Title _____

Affiliation _____ Phone _____

Correspondence Address _____

PLEASE PRINT THE TITLE OF YOUR TALK/WORKSHOP OR DISPLAY:

PLEASE ATTACH THE FOLLOWING INFORMATION TO THIS SHEET

- _____ A brief abstract of your talk.
- _____ A brief outline of what will be presented in your workshop.
- _____ A brief description of your poster, paper or display.
- _____ A brief resume telling of your employment and education history, job function, current interests, etc.
- _____ A master copy of any "handout" material that you would like us to duplicate.
- _____ A list of any unusual audio-visual equipment that will be required for your presentation. (Symposium speakers will have chalkboard, overhead projector, slide carousel, podium and public address system. A/V materials will not be supplied to workshops, poster papers or displays, unless requested.)
- _____ A list of any chemicals, apparatus, etc., that you would like us to supply.

Please return this checklist and attachments no later than one month before the scheduled meeting.

Please mail to: Name, Program Chair, _____th 2YC₃ Conference, College, Address
(Street), City, State, Zip Code

ACKNOWLEDGMENTS

With the sigh of relief that undoubtedly comes after getting through the conference, it is all too easy to forget about acknowledging the services of those people who were instrumental in planning and conducting the meeting. However, it is most important to thank these people, as the success of the meeting depended on them. A list of people to thank, together with suggested forms of acknowledgment, is given below:

1. The secretarial staff that was involved in the planning, correspondence, arrangements, etc., deserves special recognition. They should be invited (with spouse) to be a guest of the committee at the Friday evening dinner (banquet).
2. Duplication, audio-visual, publicity, graphic arts, custodial, and other support personnel at your institution. Memoranda of commendation to the appropriate supervisor(s), together with a copy to the individual, are most appropriate.
3. The President of your institution will receive a thank you letter from the COCTYC Chair for hosting the conference. However, if the President, or any other officer or your school, has been particularly supportive or helpful to you in your role as program chair of the meeting, it would be appropriate for you to write a personal letter of appreciation.
4. **Program Participants** - Presenters, workshop directors, moderators or discussion leaders, session chairpersons, etc., should all be sent individual thank-you letters by the program chairperson for their contribution to the program. If you wish, and have the facilities at your print shop, you could prepare certificates of appreciation which can be sent with the thank-you letter. The letter and certificate could also be sent to any other individuals whom you feel made a significant contribution to the program.

There may well be other individuals, not included in the above list, who deserve to be thanked. It is up to you, as chairperson of the meeting, to convey your appreciation to everyone who contributed to the success of the conference.

RESPONSIBILITIES OF LOCAL ARRANGEMENTS CHAIR

While the Program Chair is working on his/her activities, the Local Arrangements Chair should make preliminary arrangements for facilities. The basic facilities that are needed for a 2YC₃ conference are:

- _____ 1. **A GENERAL SESSION ROOM** - requires one auditorium type room that will accommodate about 100-150 people. In case of possible high attendance, a larger room may be required. A lectern and microphone plus facilities for all types of media (slide and overhead projectors, videotape player, computers, etc.) will be necessary. Please double check to insure that all necessary equipment is present and in proper working order. Provide spare bulbs, batteries, etc., and have a knowledgeable person on standby to render assistance, if necessary. This room can also be used for the Advisory Board meeting on Friday.
- _____ 2. **CHEMICAL EDUCATION EXHIBITS AREA** - requires a large space (corridor, foyer, open laboratory, empty room, etc.) where 15-20 exhibitors may set up displays. Tables 2-3 feet wide and 5-6 feet long are required. Some exhibits may require electricity. Each exhibitor will send requirements directly to the Exhibits Coordinator. Ideally, the exhibits area should contain the refreshment and registration areas, or be as close to them as possible. If possible, the exhibits area should also be convenient to the general session meeting room. Exhibit materials must also have adequate security for overnight storage.
- _____ 3. **A REGISTRATION AREA** - requires one or two registration tables manned by two to four people, depending on how busy it is. It should be located in or near the exhibits area and, if possible, near the entrance to the general session meeting room. This should also serve as an information desk. Provision for posting messages and announcements would be very helpful.
- _____ 4. **A REFRESHMENT AREA** - the host institution often contributes the refreshments as an added bit of hospitality. This usually includes coffee, tea, juice, donuts, rolls, cookies, etc., as appropriate. It is **important** that the refreshment area be located **in or near** the exhibits area. If possible, it should also be convenient to the general session room. Sometimes exhibitors wish to contribute to or supply the refreshments.
- _____ 5. **WORKSHOPS OR DISCUSSION GROUPS** - require either a laboratory or rooms with a capacity for about 25-30 people.
- _____ 6. **A BANQUET FACILITY** - requires a room that will hold at least 100 people. Again, watch out for possible high registration. Be prepared to provide some audio visual help for the speaker.
- _____ 7. **ROOM FOR THE COCTYC MEETING** - requires one room or area for about 12 people. This room or area is needed for either Thursday evening from 7:00 to 10:00 p.m., if the conference is being held just prior to the Spring ACS national meeting, or, in other cases, Saturday afternoon after the conference is over, for a three hour period. Make arrangements with one of the conference motels for a **complimentary** room.

PRE-CONFERENCE

Once the meeting areas have been identified, the Local Arrangements Chair should:

- _____ 1. Clear the use of all facilities required and services needed for dates of the conference with campus administrators. Confirmation in writing is highly desirable.
- _____ 2. Contact the 2YC₃ Newsletter Editor regarding deadline for submission of all local arrangements for publication in the 2YC₃ Newsletter.
- _____ 3. Select a committee of chemistry or science faculty to assist in local arrangements.
- _____ 4. Contact local motel and hotel establishments regarding prices for accommodations for conference attendees. **NEGOTIATE!**
- _____ 5. When motels are selected, try to arrange transportation between motels and campus for attendees. Also inquire about transportation between the airport and the motels.
- _____ 6. Prepare a map of the campus and local area to assist attendees who will be coming to the college by auto. (See suggestions for preparing a conference map on page 15 in this manual.)
- _____ 7. Prepare written instructions for traveling to the college and motels by auto. Also provide information for driving from the airport. Include the cost of taxis, limo service and buses from airport to motels, and indicate the frequency of service. If a college van is available, indicate pick up times at airport.
- _____ 8. Periodically contact Program Chair and Exhibits Coordinator to discuss progress.
- _____ 9. Arrange for the banquet, with attention to price per person and minimum number required. **BEWARE OF THE HAZARDS IN GUARANTEEING MINIMUM NUMBERS!**
- _____ 10. Submit all information on local arrangements information to the Newsletter Editor by the required deadline. **(See Page 6)**
- _____ 11. Prepare signs for directing conference attendees from parking lots to the registration area and various sessions.
- _____ 12. Prepare a list of various priced restaurants that are convenient to the campus or motel area.
- _____ 13. Prepare a registration folder for all conferees, including presenters and exhibitors, that includes, a name tag, parking permits (if needed), final program with locations and times for all talks, workshops, exhibits, refreshments, etc., a list of pre-registered conferees, maps of the campus and city, a list of convenient restaurants with approximate price, tickets for pre-paid lunches and banquets, and receipts for same. Optional in this folder is information about your college, local attractions, flyers for the next several 2YC₃ conferences, and a note pad and pencil.

- ____ 14. Set up an account in conference site's bursar office for deposit of registration and banquet checks. (It is wise to indicate a deadline for sending in banquet checks.) (See section on "**FINANCING A CONFERENCE**".)
- ____ 15. Contact Chair of COCTYC and find out time and day of COCTYC business meeting. Arrange for a room, preferably at the primary motel or hotel.
- ____ 16. Receive checks and preliminary registration and banquet reservation forms. Send an acknowledgment of receipt of registration form, indicating workshop assignments, if any, and, if necessary, enclose parking permit.
- ____ 17. On the night prior to the conference, post all signs and directions on campus.

CONFERENCE

- ____ 1. On the morning of the first day of the conference, assign several persons to the registration desk.
- ____ 2. Assist Program Chair in conducting the conference. Make any necessary announcements about local transportation or other arrangements for the conference.
- ____ 3. Prepare a list of all who have attended the conference, for distribution at the Saturday afternoon session.

POST-CONFERENCE

- ____ 1. Pay all bills.
- ____ 2. Send to COCTYC Membership Chair a list of all new members who registered at the conference.
- ____ 3. Send to COCTYC Treasurer a check in the amount of \$15 for each new member registered at the conference.
- ____ 4. Send a letter of appreciation to all those who gave you significant assistance in preparing for and conducting the conference. Consider members of your local arrangements committee, administrators, secretaries, and staff members (personnel in duplication, audio-visual, custodial, departments, etc.) at your college, donors of funds, refreshments or equipment, etc.

FINANCING A CONFERENCE

A. SETTING UP ACCOUNTS

- ___ 1. Work with business office at your school.
 - ___ a. Set up expense accounts.
 - ___ b. Set up income account.
- or**
- ___ 2. Set up your own checking account.
 - ___ a. DO NOT use the account name of 2YC₃; instead use "YOUR NAME/2YC₃."
- ___ 3. Keep good records.
- ___ 4. Send a financial statement to the 2YC₃ Chair and Treasurer.

B. INCOME SOURCES

- ___ 1. Your college
 - ___ a. Printing and mailing costs
 - ___ b. Room and demonstration costs
 - ___ c. Other costs
 - ___ d. Donations
- ___ 2. Industry
 - ___ a. Industrial Sponsors
 - ___ b. Other local chemistry-related industry
- ___ 3. Aseed@ money from 2YC₃. These are limited funds which can be used only for certain functions. It is expected that seed money be repaid to 2YC₃ from monies collected from authorized Conference registration fees. ****ACS prohibits payment of honoraria or travel expenses to speakers****
- ___ 4. Registration fees:
 - ___ a. Every attendee will pay a Conference fee directly to the host institution. Presently the COCTYC authorizes a \$15.00 Conference fee. It is expected that monies raised from the collection of this fee will be used to repay 2YC₃ for Aseed@ money advanced to the organizers of the conference. Any monies collected above the Aseed@ amount may be kept by the host institution to defray expenses. **Send the Treasurer of 2YC₃ a check to cover the Aseed@ money received by the organizers of the conference.**
 - ___ b. New 2YC₃ members and members renewing their dues may submit membership fees.
 - ___ b. Send the list of new and renewing members to the Membership Chair of 2YC₃.
 - ___ c. **Send the Treasurer of 2YC₃ the membership fees collected (\$15 for each new and renewing member registered).**
- ___ 5. Banquet and luncheon fees
 - ___ a. Charge enough to cover your costs and some of your smaller expenses.

C. EXPENSES

- ___ 1. Pay all bills as soon as possible.

D. PROFIT

- ___ 1. Use this for the betterment of your department.
 - ___ a. Don't forget to recognize those who have helped you, department members, lab assistants, secretaries, etc.
- ___ 2. If enough money is left over, you may want to establish a chemistry department scholarship, or to find some other ways to use the money to help students.

SUGGESTIONS FOR PREPARING A CONFERENCE MAP

Conference participants typically arrive by car or by air. In order to find their way to your city, your campus, and the hotel by car either from out-of-town locations or from your city's airport, a map showing **clearly** the locations of the airport, the campus, the hotel, and the suggested routes to get from one location to the other will be required. This map is published in the newsletter and is among the materials that is needed by the Newsletter Editor well ahead of the conference.

Some of the maps provided for our conferences have been of very poor quality, and we would like to make a concerted effort to correct this situation. Following is a suggestion as to how to create a clear, easy to follow map.

To prepare a good map, start with a good master, such as a AAA map or equivalent. If you can "borrow" a first semester drafting student, or get the help of your graphics arts department, you are in excellent shape.

To prepare your map, we suggest using a light box. Cover the master map with a sheet of paper (or vellum), and trace the interstate highways plus some other main routes and boundaries in ink. Be sure to use pen points that will give lines that are thick enough so that they will not break up on photo reduction to page size. A template for interstate and U.S. highway shields can be obtained at a local drafting supply store or they can be inked in freehand, after which the route numbers are added. Insets of the campus and local area can also be traced or photocopied from good existing maps, which may have to be reduced or expanded as necessary to fit the available space. Be sure to include such things as the airport, a North indicator, and a scale of miles. After the large original is prepared, it should be photo reduced to page size. Either your graphics people or a local blueprint or drafting place can do this very reasonably.

Captions can be inked in on the original tracing (before reduction to page size), or printed labels (a variety of techniques can be used) can be affixed (glued) to the original tracing or the reduced page-size copy. Labeling should be extensive enough to designate all key locations as well as properly show the connection of your map (in all directions) to the larger surrounding area. After labeling, a page-size black and white glossy print (a PMT) is made (you keep the original) and sent to the Newsletter Editor for photo reproduction and printing in the Newsletter.

The above procedure does not mean to imply that there aren't other suitable means of making a good map. Frequently, schools already have nice printed maps for visitor or conference use. However, we respectfully ask that you avoid the copying of maps from telephone books, or the use of maps which are crowded, blurred, fuzzy, impossible to read, etc. Please be sure that adequate directions and map locations, etc. are provided for **BOTH** the motels and the meeting place (college campus).

Finally, let your own experience with conference maps guide you. Look at example maps found in past newsletters, perhaps for a conference that you attended. What are the good and bad points about these maps? Did you have any difficulty using the map? Were you able to get around satisfactorily? Design your map based on the shortcomings and strengths of maps that you have used or have seen.

SUGGESTIONS FOR LODGING & TRAVEL

HOTELS

The two major considerations for hotel selection are cost and convenience. Most two-year college faculty are not prepared to pay for a room at a pricey hotel. If the cost is prohibitive, attendance at your conference will suffer. This, however, must be weighed against the convenience factor. The hotels selected must be easily accessible to both the airport and the college. Your conference mentor or Chair-Elect can offer an opinion on the available hotels.

Give the conference participants a choice of hotels if possible. Most conference planners provide a list of three or more possibilities. The information provided to the Newsletter Editor should clearly show the cost (both single and double occupancy), location, and phone numbers of each. Again, refer to past newsletters for examples. Be sure to reserve a block of rooms for the conference at each hotel. Also list the deadline for making reservations at the discounted rate. If conference participants need to mention the 2YC₃ conference when making the reservation, be sure to include in the newsletter information. If there is a tax to be added to the daily rate, be sure to indicate that in the newsletter information.

Depending on special circumstances such as rate negotiations, local transportation arrangements, location of the banquet, etc., it may be desirable to designate one of the motels as a "suggested" or "main" motel.

AIR TRAVEL INFORMATION

Clearly state what airlines serve your city and the airport(s) that would be most convenient. Also give clear directions from the airport to the hotel in the event that someone chooses to rent a car. These directions should be in written form as well as indicated on the map.

GROUND TRANSPORTATION

Please explore the options of those who will need transportation to and from the airport. In some cases, the hotels provide transportation. In other cases, a limousine service or other form of public transportation may be useful. The information provided to the newsletter should clearly delineate the possibilities and/or the most recommended method of ground transportation between the airport and the hotel. Such information should also provide the cost and the time involved. If car rental is available, information regarding rental companies and rates may be useful. Besides the map, it is important to spell out the directions between the airport, major routes, hotel, and college.

PRE-REGISTRATION ACKNOWLEDGMENT LETTER

Month, Day, 20____

Dear Colleague:

Thank you very much for pre-registering for the ____th 2YC₃ Conference. Your courtesy in responding to our appeal for pre-registration is greatly appreciated.

In accordance with your request and registration capacity, you have been enrolled in the workshop on _____.

We would also like to take this opportunity to ask your help in publicizing the meeting, and suggesting to high school and college colleagues that they join you in attending the conference. Car pooling and/or sharing a motel room can significantly reduce the expenses involved.

Please note that the General Membership meeting for this region will be held on Friday morning, Month, Day, 20____, at _____ a.m. in room _____.

We are looking forward to seeing you at the conference and are anticipating a stimulating and enjoyable meeting.

Sincerely,

Name
Local Arrangements Chair
____th 2YC₃ Conference

POSSIBLE ADDITIONS TO ABOVE LETTER

- 1) Mention and enclose parking permit, if appropriate.
- 2) Indicate time and place of optional Thursday evening mixer, if one is held.

RESPONSIBILITIES OF EXHIBITS COORDINATOR

PRE-CONFERENCE

- ___ 1. Contact the Local Arrangements Chair and appropriate campus administrators regarding the availability of exhibit area and tables for dates of the conference.
- ___ 2. Request recruiting packets from the COCTYC Industrial Sponsors Chair, and recruit new sponsors from the local area of the conference site.
- ___ 3. Obtain a list of 2YC₃ Sponsors from the COCTYC Industrial Sponsors Chair, and send a letter or telephone the regional representative in the area, alerting him/her of the conference and its dates. Send a copy of the "EXHIBIT REQUEST" form.
- ___ 4. Arrange for a locked room to store books and other materials for exhibit. Some exhibitors will send materials prior to the conference.
- ___ 5. Receive requests from exhibitors and work on layout of exhibit area. Some exhibitors will request electrical outlets.
- ___ 6. Make arrangements for appropriate refreshments to be set up in the exhibit area on the morning of both conference days and during the coffee breaks. The Local Arrangements Chair needs to include the cost of refreshments in the financial arrangements for the conference. However, it is frequently possible to get donations from the exhibitors for the refreshments, and your contacts with the exhibitors can be of assistance in this regard.
- ___ 7. Tables for exhibits should be set up and in place the day prior to the conference. Material shipped prior to the conference should be placed under the respective exhibitor's table. A registration packet and name plate should be placed on the table.
- ___ 8. Make sure the exhibit area has adequate security for overnight storage.

CONFERENCE

- ___ 1. Laboratory carts or similar equipment should be available to help exhibitors transport exhibit material.
- ___ 2. During the conference, encourage attendees to visit the exhibits. Remind the Program Chair to make such announcements at the beginning of each session. It helps greatly if the exhibit area is easily accessible to the rooms where papers are presented.
- ___ 3. Periodically check the exhibit area and talk to exhibitors to see if everything is going well. This is an excellent opportunity to enhance relations with our Sponsors. Take care of problems as they arise.
- ___ 4. Hold a raffle with ticket stubs obtained by attendees as they visit each exhibit. Exhibitors and sales representatives of your suppliers are usually quite willing to donate books or equipment for raffle prizes.

POST-CONFERENCE

- ___ 1. Collect evaluation sheets from the Sponsors immediately following the meeting. Send these along with a list of exhibitors to the COCTYC Industrial Sponsors Chair. Add appropriate comments or observations encountered during the course of carrying out your responsibilities. Your suggestions are invaluable for planning future conferences.

EXHIBIT REQUEST

Firm Name _____ Date _____

Address(Street) _____

(City) _____ (State) _____ (Zip) _____

Exhibitor's Representative at Conference _____

Dr. Mr. Ms. Miss Mrs. Title: _____

Address (local, if possible) _____

Telephone (Area Code) _____ (Number) _____ (Ext.) _____

1. Nature of exhibit or description of items to be displayed _____

2. Space required for exhibit (square feet of table top) _____

3. Services required: *Gas _____ *Water _____ Electricity _____
(Approx. _____ amps at 115 volts)

*Please note that depending upon the host institution and the area provided for exhibits, it may not always be possible to provide gas and water.

You will need to furnish your own industrial gases such as helium, nitrogen, oxygen, carbon dioxide, or others specific to your needs.

4. Special requirements _____

Within the limits of the facilities available, we will endeavor to meet your requirements.

Please return this form as soon as possible, but no later than **Month Day, 20**____, directly to:

Name (Exhibits Coordinator)

Department of Chemistry

College Name Phone: (Area Code) Number, Ext. _____

College Address (Street)

City, State, Zip Code

All further correspondence relative to your exhibit should be directed to the above person.

UPON RECEIPT OF THIS FORM, YOU WILL BE SENT AN ACKNOWLEDGMENT OF YOUR REQUEST TO EXHIBIT, TOGETHER WITH FURTHER INFORMATION REGARDING THE SHIPPING OF EXHIBIT MATERIAL AND SETTING UP YOUR EXHIBIT.

ACKNOWLEDGMENT OF REQUEST TO EXHIBIT

To: Name
 Title
 Firm
 Address (Street)
 City, State, Zip Code

This is to acknowledge your request to exhibit at the forthcoming 2YC₃ meeting.

The facilities and services that you have requested will be available, and we do not anticipate any difficulty with regard to your exhibit.

We anticipate the following difficulty with regard to your exhibit:

Please contact me as soon as possible so that we can work out satisfactory arrangements for your exhibit.

Exhibits will be displayed in **(Room and Building, or other location)**

Normally, it is anticipated that exhibits will be set up on Friday morning and dismantled on Saturday, before the end of the Conference. If you desire other arrangements, please contact me.

All further correspondence relative to your exhibit, as well as any material shipped prior to the Conference, should be sent to:

Name (Exhibits Coordinator)
Department of Chemistry
College Name Phone: (Area Code) Number, Ext. _____
College Address (Street)
City, State, Zip Code

Material sent should be clearly marked "**EXHIBIT MATERIAL FOR TWO-YEAR COLLEGE CHEMISTRY CONFERENCE--DELIVER UNOPENED TO ADDRESSEE**". All such material should be preceded by a separate cover letter indicating the number of boxes or items to be expected.

ACKNOWLEDGMENT OF RECEIPT OF MATERIAL FOR EXHIBIT AT 2YC₃ MEETING

To:Name

Title

Firm

Address (Street)

City, State, Zip Code

This is to acknowledge receipt of _____ boxes of material sent for
exhibit at the forthcoming 2YC₃ meeting.

Sincerely,

Name (Exhibits Coordinator)

College Name

DATA FOR CONFERENCE CALENDAR

Conference No. _____ Region _____ Date _____
 Host College and *Address:

Phone No. () _____ (main switchboard)

Program Theme: _____

Program Chair: _____ Dept. _____

Office Phone () _____ FAX () _____ Home () _____

College and *address if not host college; otherwise write same.

Local Arrangements Chair: _____ Dept. _____

Office Phone () _____ FAX () _____ Home () _____

Exhibits Coordinator: _____ Dept. _____

Office Phone () _____ FAX () _____ Home () _____

College and *address if not host college; otherwise write same.

***For all addresses, please furnish the complete street address, including zip code, as this will be necessary for UPS to deliver parcels. If you wish to add a P.O. Box put a / and the P.O. Box after the street address.**

TO ALL 2YC₃ REGISTRANTS

The Committee on Chemistry in the Two-Year College (COCTYC) is always seeking suggestions to improve our conferences and meet your needs. Please help us in this task by filling out the questionnaire printed below and turning it in to any staff member or secretary of the host institution before you leave the conference. Thank you very much for your courtesy and assistance.

INSTRUCTIONS: Please answer each of the following questions by circling all answers that apply.

1. Employment: Faculty Member Administrator High School 2 Yr. College
4 Yr. College or University Other _____
2. Sessions Attended: Friday AM Friday PM Friday evening Saturday AM Saturday PM
3. Employment Location: City _____ State _____
4. Are you a member of any of the following organizations?
2YC₃ ACS Division of Chemical Education (DivCHED)
5. Is this your first 2YC₃ Conference? Yes No
6. How often do you attend 2YC₃ conferences? 1/yr 2/yr 3/yr 4/yr
7. Would you attend future 2YC₃ conferences? Yes No

Instructions: Rate each of the following by circling a number from (5) excellent to (1) poor.

- | | Excellent | | | | Poor |
|--|-----------|---|---|---|------|
| 1. The pre-meeting publicity and communications. | 5 | 4 | 3 | 2 | 1 |
| 2. Local arrangements (motels, travel help, meals, etc.) | 5 | 4 | 3 | 2 | 1 |
| 3. Conference facilities (rooms, acoustics, A/V, etc.) | 5 | 4 | 3 | 2 | 1 |
| 4. Quality of Friday morning program. | 5 | 4 | 3 | 2 | 1 |
| 5. Quality of Friday afternoon program. | 5 | 4 | 3 | 2 | 1 |
| 6. Quality of the Friday evening banquet meal. | 5 | 4 | 3 | 2 | 1 |
| 7. Quality and interest generated by the
Friday evening speaker (or program). | 5 | 4 | 3 | 2 | 1 |
| 8. Quality of the Saturday morning program. | 5 | 4 | 3 | 2 | 1 |
| 9. Quality of the Saturday afternoon program. | 5 | 4 | 3 | 2 | 1 |
| 10. Quality of the workshop(s) you attended. | | | | | |
| Workshop _____ | 5 | 4 | 3 | 2 | 1 |
| Workshop _____ | 5 | 4 | 3 | 2 | 1 |
| 11. Overall quality of the entire conference. | 5 | 4 | 3 | 2 | 1 |
| 12. The best part of the conference? _____ | | | | | |
| The poorest? _____ | | | | | |
| 13. How did you hear about this conference? _____ | | | | | |
| 14. What topics or workshops would you like included in future 2YC ₃ programs?
_____ | | | | | |
| 15. Comments: _____ | | | | | |

COMMITTEE ON CHEMISTRY IN THE TWO-YEAR COLLEGE
Division of Chemical Education
American Chemical Society

FACILITIES AND OTHER NEEDS FOR CONFERENCE ACTIVITIES

1. General Session Meeting Room:

Friday Meeting(s): Hours: _____ Saturday Meeting(s): Hours: _____

Location: _____ Capacity: _____

Requires one auditorium type room that will accommodate about 100-150 people. In case of high attendance, a larger room may be required. A lectern and microphone plus facilities for all types of media (slide and overhead projectors, videotape player, etc.) will be necessary. Please double check to insure that all necessary equipment is present and in proper working order. Provide spare bulbs, batteries, etc. and have a knowledgeable person on standby to render assistance, if necessary. This room can also be used for the Advisory Board meeting on Friday morning.

2. Chemical Education Exhibits Area:

Friday Hours: _____ Saturday Hours: _____

Location: _____ Exhibits Coordinator: _____

Requires a large space (corridor, foyer, open laboratory, empty room, etc.) where 15-20 exhibitors may set up displays. Tables 2-3 feet wide and 5-6 feet long are required. Some exhibits may require electricity. Each exhibitor will send requirements directly to the Exhibits Coordinator. Ideally, the exhibits area should contain the refreshment and registration areas, or be as close to them as possible. If possible, the exhibits area should also be convenient to the general session meeting room. Exhibit materials must also have adequate security for overnight storage.

3. A Registration Area:

Friday Hours: _____ Saturday Hours: _____

Location: _____ Personnel: _____

Requires one or two registration tables manned by two to four people, depending on how busy it is. Should be located in or near the exhibits area and, if possible, near the entrance to the general session meeting room. This should also serve as an information desk. Provision for posting messages and announcements would be very helpful.

4. A Refreshment Area:

Friday Hours: _____ Location: _____

Saturday Hours: _____ Location: _____

The host institution often contributes the refreshments as an added bit of hospitality. This usually includes coffee, tea, juice, donuts, rolls, cookies, etc., as appropriate. It is **important** that the refreshment area be located **in or near** the exhibits area. If possible, it should also be convenient to the general session room.

5. Rooms for Workshops or Small Group Meetings:

Friday:		Saturday:	
Hours: _____	Group: _____	Hours: _____	Group: _____
Location: _____	Host: _____	Location: _____	Host: _____
Hours: _____	Group: _____	Hours: _____	Group: _____
Location: _____	Host: _____	Location: _____	Host: _____
Hours: _____	Group: _____	Hours: _____	Group: _____
Location: _____	Host: _____	Location: _____	Host: _____
Hours: _____	Group: _____	Hours: _____	Group: _____
Location: _____	Host: _____	Location: _____	Host: _____

6. Friday Banquet: Please indicate location and cost: _____

7. Room for the COCTYC Meeting:

Day & Date: _____ Time: _____
 Location: _____ Host to see for access: _____

Requires one room or area for about 12 people. This room or area is needed for either Thursday evening from 7:00 to 10:00 p.m., if the conference is being held just prior to the Spring ACS national meeting, or, in other cases, Saturday afternoon after the conference is over, for a three hour period. Make arrangements with one of the conference motels for a **complimentary** room.

8. Lunch:

Friday - It is presumed that the college cafeteria will be open and available to conferees. Please make recommendations for handling this meal.

Saturday - Can arrangements be made on campus? If not, provide directions and recommendations for restaurants that are convenient to the campus.

9. Workshops: Day: _____ Location: _____

Cost: _____ How to Register: _____

Other: _____

10. Special Campus Facilities: What hours can facilities be open for visiting by conferees?

Chemistry Labs: Days & Hours: _____

Learning Resources Center: Days & Hours: _____

Other: Days & Hours: _____

11. Hotel and Motel Accommodations: Please indicate the three or four motels nearest to the college that you would recommend.

A. Name: _____ Phone: _____
Address: _____
Rates: _____
Travel Comments: Airport to motel and/or motel to college:

B. Name: _____ Phone: _____
Address: _____
Rates: _____
Travel Comments: Airport to motel and/or motel to college:

C. Name: _____ Phone: _____
Address: _____
Rates: _____
Travel Comments: Airport to motel and/or motel to college:

D. Name: _____ Phone: _____
Address: _____
Rates: _____
Travel Comments: Airport to motel and/or motel to college:

Any Additional Comments About the Motels: _____

INFORMATION FOR TRAVEL TO THE CONFERENCE SITE

12. From the Airport:

- A. By Car

- B. By Public Transportation

13. By Car:

- A. From the North:

- B. From the East:

- C. From the South:

- D. From the West:

14. Directions for Parking at or near the College:

15. Directions for Travel Between the College/Motel Area and the Downtown Hotels/ACS Meeting Area:

- A. By Car

- B. By Public Transportation

16. Maps:

- 1. Wide area map showing College, motels, airport, etc.
Enclosed? Yes No

- 2. Is campus map enclosed? Yes No

17. Other Comments or Instructions:

CONFERENCE DO'S AND DON'TS

DO'S

Start recruiting speakers at least nine months before the conference.

Space your presentations at good intervals. Well-paced sessions receive better response.

Contact the Industrial Sponsors at least two times by phone, if possible.

Allow for audience participation, either as question-and-answer session or discussion.

Encourage Industrial Sponsors to have raffles and free tokens to encourage participants to visit exhibits.

Make sure there is a variety of topics to attract a good cross-section of attendees.

An abstract of each paper presented will be a handy item for industrial sponsors. This allows Industrial Sponsors whose products are being discussed by a speaker at the conference to interact with the speaker and to act as a reliable source.

Schedule out-of-state speakers to increase the number attending the conference.

Make frequent and timely contacts with local community colleges and high schools. Provide incentives for their attendance.

Program Chairperson should make available to the Exhibits Coordinator information about products to be discussed by speakers.

Include at least one panel discussion on a popular topic.

Get local community college faculty to participate in the panel.

Exhibits Coordinator should make available to the Program Chairperson information about Industrial Sponsors who wish to give talks, as well as exhibit.

Invite college administrators to address the audience on a few occasions; this will provide access to administrative support.

Attend a 2YC₃ regional meeting before planning a meeting.

Tap the local industry for financial support to provide refreshments and/or complimentary lunch.

An abstract of each paper presented would be a handy item for the participants.

Provide enough time for participants to visit the exhibits area.

Include location and room numbers of exhibits, presentations, etc., in the program. Also print it in the Newsletter, if possible.

Use "Community Activities" section of local newspapers to publicize the conference.

Make the exhibit area available to exhibitors the afternoon before the conference begins.

DON'TS

Do not cram too many sessions.

Do not schedule long, "theoretical" sessions right after lunch. Attendees may lose interest in the entire afternoon program.

Do not let any session run overtime; the remainder of the program will be delayed with loss of attendees' interest.