Intercollegiate

Taiwanese

American

Students

Association

ITASA

Bid Reader

2013-2014

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Introduction

ITASA National Board welcomes all schools to bid to host an ITASA Regional Conference. Bidding is a formal process for schools that are interested in hosting an ITASA Conference to explore conference planning. The process will allow you, the prospective conference director, to gauge interest on your campus, evaluate feasibility and better articulate your ideas. ITASA National Board reserves the right to decide to forgo a regional conference in any given year if it does not receive a suitable bid submission. This is to ensure that the conference bid is taken seriously and completed with thoughtful effort.

ITASA Background

Vision
As a non-profit, ITASA is a service organization at heart. ITASA strives to accomplish the following:
- Connect Taiwanese American college students from diverse socioeconomic and geographic backgrounds from universities across the country
- Inspire Taiwanese American college students to pursue their passions and positively contribute to the communities they live in, and
- Empower and develop successful Taiwanese American leaders to be proactive and responsible members of their communities and society
- Provide resources to students and student organizations promoting awareness of Taiwanese and Taiwanese American culture.

Districts
ITASA is divided into three regions:
- West Coast
- Midwest
- East Coast

Each region is divided into several districts:
- New England (Maine, Vermont, New Hampshire, Massachusetts, Rhode Island)
- Tri-State (New York, Connecticut, New Jersey, Pennsylvania)
- DMV (Washington D.C., Maryland, Virginia, Delaware)
- Midwest (Illinois, Indiana, Ohio, Michigan, Wisconsin)
- Texas (Texas, Georgia)
- Northern California (Washington and Northern California)
- Southern California

Regional Events
ITASA holds numerous events each year. These events fall into two categories: regional and district events.

During each semester, ITASA holds regional leadership retreats at various campuses that bring together the current and aspiring leaders of various campus organizations, including but not limited to TASAs. These leadership retreats enable campus leaders to network, exchange ideas and develop their leadership skills. This is also a time for new leaders to learn about ITASA and its events and opportunities.

ITASA hosts regional conferences (East Coast, West Coast, and Midwest) once a year, which are by far the largest, most comprehensive and well-attended events. The purpose of the conferences is to: provide a unique learning opportunity through lectures, workshops, forums and cultural performances; focus on retaining Taiwanese identity while living in the United States; encourage student activism on campuses, as well as in the greater Taiwanese American and Asian American arenas; and promote life-long friendships and a strong Taiwanese American network. Conferences usually span 2-3 days and have various learning and social events throughout the weekend. There are keynote speakers, workshops, small groups, cultural events, banquet, and an after party.

District events include mixers as well as cultural and philanthropic events throughout the school year. These are organized in each district by the District Governor and his or her ITASA Representatives. For more information on district events, please see the ITASA website.

Conference Bid Process

Selection Process

In order to bid, each school must submit a formal intent to bid via email to the National Conference Liaison and Assistant Conference Liaisons. This is to ensure that the ITASA Conference Liaison Department is able to provide all interested schools with necessary information and materials. Teams must submit their intent to bid at least one month prior to the conference in their region. Complete bid submissions must be received no later than two weeks prior to the conference. ITASA National Board reserves the right to disqualify late submissions.

Bidding schools must attend the regional conference they wish to host (ie. a school bidding for East Coast Conference 2015 must attend ECC 2014) and will present their proposal prior to the conference banquet. The conference planning team will arrange a time and location for the bid presentations, which will be attended by all members of the National Board present at the conference. Prior to the presentation, National Board members will interview the prospective conference director. The interview will be centered around getting to know the potential conference director from each team and why they wish to host a conference. The entire prospective conference team will then have 15 minutes to present their proposal, followed by a 10 minute Q&A session with National Board. The conference planning team will provide a projector and screen for the bid presentations. Bid teams must bring all other materials and equipment necessary. The conference director interview, bid presentation and Q&A session will be recorded and streamed on an internal server for National Board members not present at the regional conference. ITASA National Board will then hold internal discussions and online blind voting to determine the hosts of the next ITASA conference. Conference bid submissions are evaluated based on feasibility, interest and commitment of the conference team. The successive conference host school will be announced at the conference banquet by the ITASA National President and Vice President.

The National President and Vice President of ITASA reserve the right to make final executive decisions regarding the selection of submitted proposals.

Please use the timeline included below for guidance. Once you submit your intent to bid, the ITASA Conference Liaison Department will inform you of specific date deadlines.

Task	Deadline
Submit intent to bid via email	One month prior to regional conference
Final bid submission	Two weeks prior to regional conference
Conference Director interview	First full day of conference
Bid presentation	First full day of conference

Final selection announcement	During conference banquet

Bid submissions will be evaluated based on how well they address the requirements outlined in the "Conference Planning Process" section.

Proposal requirements:
- The proposal must not exceed 20 single-sided pages total
- An electronic copy of your proposal must be sent to the National Conference Liaison by 11:59 PM Pacific Time of the announced deadline
- Paper copies of the proposal must be brought to the bid presentation

Conference Planning Process

The process for planning and hosting an ITASA Regional Conference is a long-term commitment that involves several factors. Please follow the guidelines below when creating your bid submission. All questions should be directed at the ITASA Conference Liaison Department.

Concept (suggested: 4 pages)
- Vision
  In order to host a successful ITASA Regional Conference, the Conference Director must have a clear vision of what he or she would like the conference to achieve. The vision should encompass the core values the conference will address and how they tie into the greater Taiwanese American and Asian American communities.
- Theme
  Every ITASA conference is planned around a theme. The theme should be integrated not only into workshops and speeches, but social events and other aspects of the conference as well. The theme should be relatable and interesting to attendees and help tie the various conference activities together.
- Team
  - Conference Director:
    The team will have **one** conference director. The conference director (CD) may choose to take an assistant director, who will not be a part of the ITASA National Board. This is to ensure that there are no conflicts related to communication, uneven workloads or personality. Conference directors are expected to demonstrate the following:
    - Relevant event-planning and team management experience/skills
    - Ability to commit sufficient time and effort into planning and running a conference
    - Involvement with and/or connections to Taiwanese American and other Asian American organizations
    - Connections within host school and community that will benefit the conference
  - Team Structure & Members:
    The Conference Director and team will agree to one team structure to be used throughout the bid and planning process. This may include specifying roles such as logistics, finance, marketing, webmaster, programs, fundraising, etc. A successful conference bid should highlight the specific responsibilities and roles as well as the core strengths of each team member. In addition, in order for ITASA National Board to better understand your team members and team dynamic, please include the following information on each team member:
    - Name, school, year, major, hometown
    - Extracurricular involvement and interests
    - Any other relevant information

In case of time, personality or commitment conflicts, ITASA National Board recognizes that conference team members may change. Please acknowledge this and demonstrate how you would replace or recruit new team members if your bid is successful.

Programming (suggested: 5 pages)
- Speaker List
Each ITASA Regional Conference invites a number of notable Taiwanese Americans and other influential speakers to hold workshops and seminars. The list included in your bid submission should reflect the speakers whom you would like to invite and will be realistically able to bring to your conference. This may include more well-known Taiwanese Americans, but may also include local leaders in your community and on campus. Speakers do not have to be Taiwanese American, but should have some level of involvement or affiliation with the Taiwanese American community. Additionally, speakers should be able to talk to or reflect the theme of the conference in their workshop or speech. Contacting and confirming speakers prior to the bid submission is allowed and highly encouraged.
- Workshops
Throughout a conference, attendees will attend several workshops. These may be split into different tracks or tiers based on the conference theme. During any workshop time, conference attendees may be given one or several workshop options. Between the various workshop options, there should be enough space and interest in each workshop for attendees to be split evenly. Therefore, it is important to acknowledge the various potential workshops you would like to include in your conference. Workshop activities should address topics relevant to the mission of ITASA and your conference. Past conferences have included cultural, philanthropic, and professional interests.
- Social Events
Social events should be dispersed throughout the conference to encourage attendees to meet new friends and build relationships between schools. These events are typically centered around the unique surroundings and traditions of the host school. On campus resources and local attractions should be used to provide the best experience possible for conference attendees. There may be large group social events or smaller scale activities. Overcrowding and popularity of certain social events should be considered in the planning process.

Timeline (suggested: 2 pages)
- Sample Schedule
The sample schedule should include a detailed agenda for the entire weekend of the conference. It should be created with conference attendees in mind and provide an overview of conference activities. Traditionally, 3 day conferences have started on Thursday evening and lasted through Saturday night, 2 day conferences have started on Friday morning and similarly lasted through Saturday night.
- Planning Timeline

The planning timeline should encompass the twelve months between the completion of the bid process and the conference. At minimum, it should reflect the month-to-month goals, tasks and deadlines that the conference team will follow while planning. It should also act as a checklist for the conference team's progress.

Operations (suggested: 5 pages)
- Logistics
  In order for the conference to run smoothly, a number of logistical considerations must be taken into account. Details such as locations, transportation, housing, volunteer coordination and registration are crucial to the success of an ITASA Conference. Please include information related to these topics to the best of your ability so ITASA National Board can determine the feasibility of your conference.
- Finances & Fundraising
  A critical aspect of the conference planning process is raising and managing funds. Please include a comprehensive conference budget and fundraising plan to demonstrate the feasibility of your proposal. This should include all costs for locations, food, speaker honorariums, conference materials and other miscellaneous costs as well as sources or quotes for these figures. Also take into account profits from registration fees and any potential donations.

Contact Information

If you have any questions regarding the bid process, please contact the ITASA Conference Liaisons.

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