



**General Guidelines for Proposals to Host the  
2014 ASEE Global Colloquium**

**American Society for Engineering Education (ASEE)  
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**PROPOSALS MUST BE RECEIVED BY FRIDAY, AUGUST 31, 2012**  
Please send as a PDF document to [aseeexec@asee.org](mailto:aseeexec@asee.org)

**Decision notifications will be sent out by Monday, October 1, 2012**

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## **Purpose**

The purpose of this document is to provide guidelines for the planning, organization and execution of the ASEE Global Colloquium.

## **General Rules for Submission of ASEE Global Colloquium Proposals**

- 1) The process for selecting the ASEE Global Colloquium host organization begins at least two years prior to the event.
- 2) Those who wish to be considered as candidates to host an ASEE Global Colloquium shall send a proposal to the ASEE Executive Director at least 24 months prior to the projected opening date of the particular ASEE Global Colloquium.
- 3) Proposals need to include:
  - a) A letter of intent that includes the endorsement and support from the head of the hosting organization
  - b) Indication that the would-be Host Institution has the financial experience and wherewithal to successfully host the meeting. This includes, but is not limited to the following:
    - The three most recent audited financial statements
    - Commitment to obtain a surety bond, payable to ASEE, in the amount of \$200,000 to meet up to one-half of any unresolved ASEE Global Colloquium expenses due to either a shortfall in revenue, unanticipated expenses, or unexpected circumstances that result in the cancellation of the ASEE Global Colloquium without cancellation of incurred and irrevocable ASEE Global Colloquium obligations such as signed hotel contracts, vendor contracts, etc.
    - A detailed proposed budget (and budget explanation) for the ASEE Global Colloquium including staffing salaries and benefits costs, vendor costs, location rentals, lodging costs, catering costs, special event costs, and any indirect costs. Please include anticipated fees or honoraria for invited keynote speakers or panelists. Please also include airfare, lodging, local transportation and meal costs for a site visit by four (4) ASEE staff.
    - A detailed task and staffing plan, organized functionally, indicating number of individuals to be engaged, their title and roles, and estimated number of hours and rates.
    - Estimation of required registration fee, in the absence of sponsorships, to meet projected costs.
    - ASEE will incur staff costs of approximately \$100,000. These costs need to be reflected and offset within the proposed budget.
  - c) The academic and technological focus for the Colloquium: This section will outline the member interests that will drive the coordination of the event within the context of the strategic goals of ASEE.
  - d) The geographical aspects of travel to the hosting site including
    - Attractiveness

- Availability of an international airport hub and local flights
- e) Benefits:
- For academic members
  - For industrial members
  - For government agencies
  - For the civil society
  - For higher education students
  - For multilateral organization
  - For professional societies
  - For foundations
  - For NGOs
  - For philanthropic organizations
- f) Funding opportunities (local & regional) to support the event.
- g) Host experience and qualifications.
- h) Expected benefits that ASEE will receive.
- h) Infrastructure for meeting location(s)
- Available Personnel / Staff
  - Assembly, auditorium, conference, board, and special meeting rooms (capacity)
  - Laboratories (capacity and connections) if appropriate
  - Food concessions areas and prices
  - Catering prices
  - Transportation
  - Audio-visual equipment
  - Information and Computer Technology infrastructure (video conferencing, Internet, teleconferencing, VoIP, wired and wireless access)
- i) Commercial Vendor Infrastructure
- Conference bags
  - Badges and lanyards
  - Signage and banners
  - Etc.
- j) City infrastructure:
- Hotels in the vicinity of the hosting site including number of rooms and prices
  - Distances from hotels to hosting site
  - Options to be used for transportation of attendees to/from meeting sites and venues
- k) National/Regional and Local industry, government endorsement and the Institution's support to coordinate the events

- l) Infrastructure for Public Relations / Marketing
  - m) Promotion plan
  - n) Organizing committee; Chairs, Co-chairs (note ASEE will designate a co-chair for the program committee and will name half the members of the program committee)
  - o) Complete contact information
    - o Organizers
    - o Site of event
- 4) The Executive Director will forward proposals deemed as complete and responsive to the executive committees of ASEE, for review and consideration for selection as host.

# **Workplan for ASEE Global Colloquium**

## **Tasks**

### **1. - Documentation:**

#### **A) General Documents**

##### **ASEE Headquarters**

1. Complete Agenda
2. Letters to expedite Visas if needed
3. Executive Summary with different levels of funding, to solicit sponsorship

##### **Host Institution(s)**

1. Complete Proposal for the Event
2. Executive Summary for the Event (1-2 pages)
3. Complete attached Budget Spreadsheet
4. Press Releases for national and international press sources

**B) Invitations:** Since most of the invitations are sent electronically, ASEE Headquarters can coordinate this part in conjunction with Host member(s)

#### **Industries**

- Members
- In recruitment process (observers)

#### **International Organizations**

- Groups, Consortia, and regional development agencies
- Regional Science and Technology Ministries, Hospitals & Health Organizations, R&D Centers, NGOs, etc

### **2.- Logistics**

#### **A) Hotels (3 options should be available)**

- Upscale (3 to 5 star)
- Traditional (2 to 4 star)
- Economical (1 to 3 star)

#### **B) Ground Transportation**

- Airport - hotel - airport
- Hotel – Event Site – Hotel (Events include special meal venues, tourist opportunities, etc.)

#### **C) Meals**

- Welcoming / closing reception
- Lunch provided each day
- Morning and afternoon coffee breaks / snacks
- Closing dinner

#### **D) ASEE Global Colloquium headquarters**

- Decide on number of meeting rooms, sizes, and pertinent infrastructure in terms of computer projectors for the duration of the week's events
- Space for poster presentations
- WiFi and Internet connection terminals
- Telephone / fax connections, projection equipment, printers, photocopy machine, etc...
- The host institutions must also provide regular protocol items like nametags, decorations, banners, etc...

#### **E) Staffing**

- Main Coordinator
- Local Webmaster
- Technical support personnel responsible for all audiovisual and IT infrastructure for each participating room
- At least 5 administrative staff for registration, general administration, logistics, transportation, member support, etc...
- Guides, for general support

#### **F) World Wide Web Page**

- The development of the web page for the Colloquium is the responsibility of the host organization
- Connected and mirrored by the ASEE Global Colloquium webpage
- Constantly updated with the latest agenda, speakers, electronic registration (to be coordinated in conjunction with the ASEE Headquarters), flight and lodging options, visa information, etc...

### **3. – Collateral Meetings**

Collateral and/or co-located meetings may be proposed for this meeting. They will be taken on a case by case basis and if accepted will require a separate agreement.

### **4. – Meeting Plan Execution Oversight and Budgeting**

ASEE Headquarters staff will closely oversee all planned activities by the host organization and will have final approval on all vendor selections, venue and site selections, sponsorship solicitations, etc.

It is important for the host organization to send detailed budget updates to ASEE Headquarters in order to maintain continuous and open communication regarding budget and other administrative matters.

Any residual funds remaining after settlement of all Colloquium expenses will be split evenly between ASEE and the host organization.

Any deficit in funds remaining after settlement of all Colloquium expenses will be split evenly between ASEE and the host organization.

Although ASEE will cover all expenses, the host organization will act as ASEE's local agent and assume immediate responsibility for signing contracts with hotels, vendors, etc. (after approval by ASEE). In particular, the local host is expected to assume upfront responsibility for the following expenses:

1. ASEE Global Colloquium meeting rooms, lodging sites, food and beverage catering for meal and breaks to be provided during the Colloquium and technical infrastructure (internet connections, WiFi, projectors, etc.)
2. ASEE Global Colloquium operational costs (e.g, office materials, postage, phone calls, courtesy gifts for plenary speakers, etc.)
3. Local transportation for ASEE Global Colloquium attendees.
4. Airfare, hotel, meals and local transportation expenses for at least one visit by two representatives of ASEE Headquarters
5. Any upfront costs associated with invited plenary speakers, invited panelists.
6. Costs of securing support personnel
7. Creation / maintenance of the web page of the event

## **5. - Miscellaneous**

**A) Theme (SLOGAN): These should be planned jointly by the local coordinator and the ASEE Headquarters**

### **B) Electronic Registration**

All official registrations will be handled by ASEE Headquarters in English and in US Dollars. Should the local hosts wish to facilitate registrations in another language and or another currency, they may submit multiple individual registrations (in English and in US Dollars) to ASEE Headquarters. Those registrations will become official upon receipt of funds and all registration details.

### **C) Press Releases – coordinated between the host institution and the ASEE Headquarters**

Should be sent periodically to:

- Registered participants
- Special interest groups
- National and international press
- Other specialized regional lists

## **6. – Academic papers**

- What coordination procedures will be in place with ASEE and ASEE-partner societies that shall be granted reciprocal acceptance for the ASEE Global Colloquium based on their acceptance at other designated meetings?
- What is the process to be followed for requesting papers?
- What review process will be used and who will be the members of the paper review committees
- Papers shall be presented in poster format.
- Irrespective of the source, ASEE will collect a nominal paper acceptance fee of \$25. No paper shall be considered accepted until this fee is paid.

## **7. - General Comments**

2) Please direct any questions or comments to the ASEE Executive Director.

## Timeline for Colloquium Coordination

2-3 year before Colloquium	Contact ASEE Headquarters identifying available dates.
12 - 8 months before Colloquium	Create working committees for (1. Logistics, 2. Agenda, 3. Technical papers); create criteria and standards for technical paper submittal, and other pertinent tasks. Draft tentative agenda; prepare invitations, press releases, budget, and sponsorship information (get a list of potential supporters and send out sponsorship documents). Send out information regarding the call for papers and the student contest if pertinent. Invite speakers and key attendees. Solicit sponsorship.
7 months before Colloquium	Publish the event website (event information, speaker's information, tentative agenda, and electronic registration), confirm speakers, and continue to contact industry and send out sponsorship information. Send out all invitations; continue to send out call for papers.
6 months before Colloquium	Coordinate all the event materials and obtain prices for bags, promotional materials, programs, and other related information. Start coordinating logistics for the attendees and the event in general (tours, meals, arrivals and departures, etc).
6 months before Colloquium	Send out general email to target audience with a "Save the Date" reminder and latest agenda and speaker confirmation. Personal calls to key industries and Board of Directors. Send special reminders to local industries.
5-4 months before Colloquium	Technical Committees makes a final evaluation of papers to be presented. Include this in the latest version of the agenda. Compile a list of local, national and international press sources that can assist with publicity.
3-2 months before Colloquium	Prepare the press release and other information related to the event, and send it to the Calendar section of various local, national and international publications. 2nd reminder for "Save the date". Continue to confirm sponsors and speakers.
2 weeks before	Request copies of presentation to post to web
<b>Week of Colloquium</b>	<b>ASEE GLOBAL COLLOQUIUM EVENT</b>  Make sure to get all the information needed for the final report
Week after Colloquium	Conclusions and send thank you notes to all the participants
1 month after	Publish all the conclusions and recommendations. Send them to all parties involved as well

## **ASEE Global Colloquium Contract**

The University/Industry/Organization (name of host organization), herein called the Host Organization, located at (address), herein represented by its Rector/President/CEO. \_\_\_\_\_, and the American Society for Engineering Education, herein called ASEE, located in 1818 N Street, N.W., Suite 600 Washington, DC 20036-2479, USA, herein represented by its Executive Director, enter into this agreement to coordinate the 2013 ASEE Global Colloquium, ruled by the following clauses and conditions:

### **CLAUSE I – Purpose of the Agreement**

The purpose of this agreement is to enter into an agreement to coordinate the ASEE Global Colloquium between the Host Institution(s) and ASEE.

### **CLAUSE II – Ownership of Intellectual Property**

The proceedings of the Global Colloquium, are the intellectual property of ASEE.

### **CLAUSE III – Format of the ASEE Global Colloquium**

1. All speakers and presentations, written documents, and signage at The ASEE Global Colloquium shall be in English.
2. The ASEE Global Colloquium will follow the established format, which includes the coordination of workshops in conjunction with ASEE Headquarters.

### **CLAUSE III- Responsibilities**

#### **1. Host**

- i. The Host Organization will appoint a coordinator to execute its responsibilities under this Agreement.
- ii. The coordinator will be the main contact for all individual and group activities related to this agreement. S/he will plan and coordinate all activities on behalf of her/his organization, as well as serve as ASEE's local representative to all vendors and service providers.
- iii. Representatives of the Host Organization and ASEE will periodically meet and consult with each other in order to evaluate past activities and to plan future activities, all of this according to the work plan for Colloquium (see attached).
- iv. The Host Organization will be responsible for finalizing, with ASEE approval, the identity of all vendors and service providers including those for lodging, ground transportation, meals, and staffing.
- v. The Host Organization will be responsible to sign any and all contracts needed to secure the organization and coordination of the event, spaces, equipment, people, goods, services, transportation, and anything else needed for the ASEE Global Colloquium. The Host Organization will sign these contracts in its name and on its behalf and shall not represent ASEE in this regard.

- vi. The Host Organization will be responsible for creating the Internet site for the event
- vii. The Host Organization shall be responsible for on-site registration and integration of the local registration system with ASEE's registration system.
- viii. The Coordinator shall ensure that the Program Committee completes planning such that the Program for the ASEE Global Colloquium is finalized at least 6 months prior to the event.
- ix. The Host Organization will be responsible for having the homepage ready 6 months prior to the Colloquium and information regarding weather, hotel, transportation, and local attractions should be made available
- x. The Host Organization and ASEE will work together to identify and grant a limited number of discounted and complimentary registrations for sponsors, high level society leaders, etc. (Each will be individually responsible for the costs associated with the discounted or complimentary registrations that they request.)
- xi. Coordinate sponsor solicitation with appropriate ASEE staff (ASEE will identify the total set of sponsorship opportunities that are available and allocate solicitation of sponsorship between ASEE and the Host Organization. ASEE and the Host Organization will each be individually responsible for raising the sponsorships allocated to each of them.) Sponsorship solicitations shall be specific to the ASEE Global Colloquium.
- xii. Create Proceedings CDs for academic papers (The Host Organization will provide ASEE with electronic copies of individually accessible papers either from an unlocked CD via direct file transfer.)
- xiii. Subject to ASEE approval, the design and production of badges, bags, lanyards, signage, etc. and associated sponsorship acknowledgement/fulfillment (Should sponsorships allocated to ASEE include naming opportunities on badges, etc., ASEE will provide the Host Organization with artwork for incorporation on badges, etc., and the Host Organization will provide final proofs of badges etc. to ASEE for approval. The Host Organization will provide ASEE with bids from three (3) alternate vendors for production of badges, etc.)
- xiv. Design and production of signage for ASEE Global Colloquium site including attention to sponsorship acknowledgement/fulfillment
- xv. Development , production, and printing of an English language Program booklet allowing ASEE to review and approve the draft booklet for English language corrections prior to printing
- xvi. Development and production of an English website
- xvii. Production of signage that lists all sponsors (whether solicited by ASEE or the Host Organization) according to sponsorship level
- xviii. The Host Organization will provide all the necessary personnel and materials to manage all on-site activities.
- xix. The Host Organization shall organize tours (funded by fees to participants) to expose participants to local culture

## **2. ASEE Responsibilities**

- i. ASEE shall pay all invoices presented by the Host Organization that are consistent with the agreed upon budget for ASEE Global Colloquium
- ii. ASEE will be responsible for preparing the Agenda
- iii. ASEE will be responsible for sending invitations
- iv. ASEE shall have final approval of all vendor and site selections, implementation plans, etc.
- v. Development and production of an English language website on the ASEE Meetings website with links to Host Organization's English language website.
- vi. Work closely with Host Organization to develop ASEE Global Colloquium Program and identify Program chairs/co-chairs
- vii. Via the program committee, suggest individuals to serve as paper reviewers to be incorporated into the Host Organization managed paper review process
- viii. The Host Organization and ASEE will work together to identify and grant a limited number of discounted and complimentary registrations for sponsors, high level society leaders, etc. (Each will individually responsible for the costs associated with the discounted or complimentary registrations that they request.)
- ix. ASEE will pay the conference rate for any hotel rooms that it wishes to provide on a complimentary basis to any individuals.
- x. Coordinate sponsor solicitations with appropriate Host Organization staff (ASEE will identify the total set of sponsorship opportunities that are available, allocate individual opportunities between the Host Organization and ASEE, and be individually responsible for raising the sponsorships allocated to each of them.)
- xi. For those sponsorships allocated to ASEE that include naming opportunities on badges, etc., ASEE will provide the Host Organization with artwork for incorporation on badges, etc., and the Host Organization will provide final proofs of badges etc. to ASEE for approval. The Host Organization will provide ASEE with bids from three (3) alternate vendors for production of badges, etc.
- xii. From the Sponsorship Opportunities allocated to it, ASEE will raise and retain Sponsorship Revenue to cover its costs for organizing, overseeing, and executing the ASEE Global Colloquium and ASEE staff travel.
- xiii. Providing information to the Host Organization for production of signage that lists all sponsors (whether solicited by ASEE or the Host Organization) according to sponsorship level

#### **CLAUSE IV – Exceptions**

Any case not mentioned herein and any mutually agreed modifications in this Letter of Intent will be analyzed and reviewed in common agreement by both parties before the changes are made.

This reciprocal agreement has been accepted and signed on the (day) of \_\_\_\_\_ in two copies by \_\_\_\_\_, Representative on behalf of the Host Organization, and \_\_\_\_\_, representative of ASEE.

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ASEE Executive Director

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Host Organization Representative(s)