2021 Conference Bid Packet

Dear Prospective ECAASU 2021 Hosts:

Thank you for your interest in hosting the 2021 ECAASU Conference. Bidding for, and ultimately hosting, an ECAASU conference is certainly no small feat, and we commend you for taking the first step towards bringing the pre-eminent intercollegiate Asian American and Pacific Islander student conference to your city and university in 2021.

This Bid Packet contains all of the information necessary to complete a bid for the 2021 ECAASU Conference. It contains:

• Bid Application: Bid Interest Form
• Bid Informational Sessions
• 1-on-1 with Prospective Conference Hosts
• Evaluation Criteria for Written Proposal and Presentation

The 2021 bid will take place primarily in two parts, known together as the Bid Proposal. In order to participate in the Bid Proposal, the prospective hosts must submit their initial application, the interest form, prior to the deadline. Then, only schools that have completed the interest form are permitted to move on with the bid process.

• Part I: Written Proposal (Deadline: Friday, January 31, 2020, 11:59 pm EST)
• Part II: Presentation (Friday of the 2020 ECAASU Conference)

Should you have any questions or concerns, please email me directly at kimberly.moya@ecaasu.org. We strongly encourage interested schools to introduce themselves to us so we can provide guidance and assistance when necessary!

Sincerely,

Kimberly Moya
Outreach Coordinator
East Coast Asian American Student Union
Bid Interest Form

We are seeking a passionate, highly motivated group of students in the East Coast to host the 2021 ECAASU Conference.

The Bid Interest form is used to learn more about your team, where you come from, why your organization would like to host this conference, the motivation behind bringing the 2021 ECAASU Conference to your campus/community, and what you hope bringing this conference will do within your community.

The Interest Form can be found [here](#).

1-on-1 Meetings

After submitting interest form, applicants will meet with the Outreach Coordinator to discuss their bid. They can use this time to ask any questions they may have before moving on in the process. This is an informal meeting to ensure that all applicants are equipped to submit well-written proposals. It is mandatory that the primary point of contact attends these meetings. The dates for the 1-on-1 meetings will be discussed after submission of the Interest Form.

Bid Proposal

The 2021 ECAASU bid process consists of two parts: the written proposal and the oral presentation. Each of these two parts is discussed in greater detail below.

Part I: Written Proposal

The written proposal is the most important part of the bid proposal. This written portion sets forth all of the major components of the host school’s proposal package — including theme, budget, and logistical capabilities. It is recommended that the bid proposal be around 25 pages.

The basic requirements of a Bid Proposal are:

1. Theme. The theme is the unifying denominator that ties every aspect of the proposed conference together. You can visit our website for a full list of previous conference themes. The ECAASU National Board has selected six focus points. Of these, the bid team must incorporate at least one into their conference. Do note, this is not an exhaustive list and if you have a focus point that is appropriate to your community and campus, please contact the Outreach Coordinator, Kimberly Moya.
   - Self-Care: Mental Health: Living Authentic Life; Finding Your Passion
   - Solidarity & Allyship: Addressing Whiteness / White Supremacy / Black and White Binary; Anti-Blackness; LGBTQ+; Socio-economic status; Ability
II. Conference Budget. The conference budget is an estimated line-item budget that lists all of the revenue and expenses for the conference. Several key items that you will want to consider include the cost of space rental, food, printing programs and t-shirts, and programming. Remember, to remain competitive, ensure that your budget is feasible. Be prepared to address questions about how you plan to seek sponsorship for your conference. National partnerships and sponsorships will be facilitated by the ECAASU Board of Directors and the National Board, but the Conference Team is responsible for securing local sponsorships (i.e. universities/local nonprofits/local companies/etc). A budget template will be provided by the Outreach Coordinator following the submission of the Interest Form.

III. Logistics Overview. The logistics overview lists the facilities available, and the associated characteristics at the conference location such as the capacity, accessibility, and technological resources of your venues (e.g. classrooms, lecture halls, auditoriums). This should also include a list of alternative facilities. The logistics section should also include how students will be able to get to the conference and where they can stay.

IV. Program Overview. The program overview should include the conference line-up, which should highlight major speakers or performers who you plan to have at your conference. Quotes from their agents are highly encouraged. Please select speakers who reflect the values of ECAASU and relate to your conference theme. Additionally, the program overview should include a tentative schedule with 3 workshop sessions (an hour each), caucuses, and a networking fair. The difference between workshops and caucuses is that workshops are typically more presentation of information, whereas the caucuses are a more intimate setting designed to facilitate discussion. A sample of how the program schedule can look can be found here.

V. Breakdown of your Conference Team. This section should discuss the proposed structure of your conference team, who will be fulfilling what roles, and context of their personal and professional credentials. The bid should designate who will be serving as the Conference Director and as team leaders and delineate their unique responsibilities.
Please include a collective personal statement on why you want to host the 2021 ECAASU Conference. Members of the bid team (team leaders and conference director) should include resumes with relevant experience as a separate appendix. Limit the resume to a page per person max. Below is an overview of the ECAASU National Board. Please incorporate these roles into your Conference team hierarchy.

- **Executive Team**
  - Conference Director who will also serve on National Board
- **Logistics Team**
  - Hospitality / Accommodations
  - Registration
  - Volunteers
- **Finance Team**
  - Finances and budgeting
  - Sponsorships and fundraising
    - Local in-kind sponsors
    - Non-profit sponsors
    - Corporate sponsors
    - Internal university sponsors
- **Programming Team**
  - Workshops
  - Speakers
  - Performers
  - Action
- **Marketing and Outreach Team**
  - Social Media / Press kit
  - Programming booklet
  - Website
  - Recruitment of workshop facilitators, more attendees, etc.

**VI. Campus & Community Overview.** Finally, the Campus & Community Overview is a list of Asian American resources on campus and in the community such as Asian American student groups, multicultural affairs offices, or administrators who focus on Asian American issues. Any letters of support from campus organizations, professional staff members, university officials, community leaders, etc should be submitted in a separate appendix from the bid.

**VII. Community Coalitions.** What groups are you teaming up with to make this bid a reality. Building a coalition of organizations and AAPI leaders in your region is strongly preferred. Are you working with other AAPI organizations at different universities? Are you partnering with other AAPI organizations on your campus?
Part II: Presentation

Upon submitting your written proposal, the bid team will be assigned via email, a 60-minute time slot to present their bid proposal during the 2020 ECAASU Conference.

The bid team will be allocated 10 minutes to present a PowerPoint or Keynote that covers the written proposal and conveys why you should be selected as the 2021 ECAASU Conference host. The presentation can be executed by one or multiple members of your bid team. You should focus on the highlights of your bid, rather than a reiteration of your proposal. What are the different key aspects of your conference that were not highlighted in your bid, and/or what are the key parts of your proposal that you want to stress? All of your interviewers have already heavily reviewed your written bid, so your presentation should be nuanced. The ECAASU Board of Directors, National Board and Representatives of the Affiliate Organizations will have up to a 15-minute deliberation session after the bid presentations. After that, we will have a Q&A session of 30 minutes. We have allocated 5-minutes for set-up prior to start.

The bid presentation is an opportunity for you to share the contents of your written bid proposal with the ECAASU constituency and to highlight any key features of your proposal.

Evaluation Criteria
Each voting party will be asked to evaluate each proposal and presentation based on the following criteria:

<table>
<thead>
<tr>
<th>Theme</th>
<th>How does the theme or key element proposed serve as an organizing idea or principle for the conference? Does it address Asian American issues in an insightful and meaningful way? Does it incorporate topics suggested by the National Board.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Budget</td>
<td>How well has the bid team planned out their anticipated budget? Are their figures well substantiated, and do they have a plan to fundraise within the targeted amount of money?</td>
</tr>
<tr>
<td>Program</td>
<td>Are the speakers and entertainers that the bid team has proposed good representations of the Asian American community? Do they add value to the conference, and are they feasible given their anticipated budget?</td>
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<tr>
<td>Logistics</td>
<td>Is the campus or conference venue they are proposing able to accommodate their projected number of attendees? Do they have a plan to transport, house, feed, and entertain their guests?</td>
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<tr>
<td>Team</td>
<td>Is the conference team passionate and experienced enough to run a conference of this nature? Does your team reflect the diversity of the attendees you want to outreach to?</td>
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<tr>
<td>Community Coalitions</td>
<td>Does your bid teamwork with other AAPI groups on your campus and in your community?</td>
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<tr>
<td>Campus Overview</td>
<td>Does the campus have specific attributes that make it a particularly unique host of the 2021 conference? Does the bid team have institutional support, a unique campus history, or something else that makes it a unique contender?</td>
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<tr>
<td>Presentation</td>
<td>Did the bid presentation highlight the key selling points of the bid team’s proposal? Were they able to answer the questions posed by the Directorate and the National Board? Was it well prepared?</td>
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**Bid Timeline**

- **Thursday, August 22nd, 2019** - Bid Process opens
- **Monday, October 14th, 2019** - Interest Forms Due
- **Friday, January 31st, 2020** - Bid Written Proposal due
- **Friday of the 2020 ECAASU Conference** - Bid Presentation (during the 2020 ECAASU Conference)
- **During 2020 Conference** - Official announcement of the 2021 ECAASU Conference location

**Conference Bid Tips**

We want to help you create the best bids you can, so here are some tips and questions for you and your bid team to ask while creating your bid.

1. **OVERALL**
   a. Pick people that can best represent your bid.
   b. What is your vision for the 2021 ECAASU Conference and why do you think it’s important for ECAASU National to choose you as the next host?
   c. What makes your team qualified to host a conference of this scale?
   d. What are some of the biggest challenges you anticipate facing?
   e. What do you consider to be your greatest weakness (whether as a team, as a school, as a region)?
   f. In consideration of any previous conferences, including this one, what are some areas you strongly feel need improvement? How will you aim to implement these changes through your conference?
   g. What do you want your attendees to take away from the conference?
   h. Elaborate on your theme.
2. **BUDGET**
   a. How viable is your budget? (Please try to provide the Board of Directors and National Board with concrete conclusions instead of assumptions. Also expect more specific questions regarding individual line items on your budget.)
   b. Elaborate on your fundraising plan. (This segment is especially important as funding and budgets are typically a hot topic for Q&A.)
   c. Describe your action plan if fundraising goals are not met by the conference date.

3. **TEAM DYNAMICS**
   a. If your team is comprised of multiple schools, how do you plan on effectively collaborating with each other moving forward?
   b. Alternatively, if all members of the conference team are at the same school, do you already have an effective means of communication?
   c. Briefly identify and describe your individual roles during the bid process.
   d. Will the actual conference team be comprised of everyone on your bid team?
   e. How would you resolve a conflict among your board members?
   f. What does your team structure look like?
   g. Does your team reflect the diverse intersectional identities of the AAPI community? Who is at the table, and who is not represented? For the identities not at the table, how is your conference going to uplift their communities and have their voices heard.
   h. How will you divide up the responsibilities of conference planning and where do you foresee points of collaboration between teams?

4. **LOGISTICS**
   a. Will all events be held on one campus? (Please explain why or why not.)
   b. Are there any issues with administration in each of your respective schools that might pose as a problem?
   c. How will you accommodate for late comers or lost individuals?
   d. How will you streamline transportation for attendees during the conference? (For example, prepaid metrocards, shuttle buses, distribution of maps, etc.)
   e. Describe your action plan to accommodate any cancellations/delays? (Please note your plan of action specifically regarding hotels, performers, speakers.)

5. **PROGRAMS**
   a. How did you go about selecting the workshop topics?
   b. How did you go about selecting the potential keynote speakers?
   c. What sort of message or take away do you want your conference to convey and how is that reflective in all of your programming?
   d. How will you ensure attendance is spread across all workshops?
   e. Elaborate on how your theme trickles down throughout your programs.