

Parents Association Grant Proposal

Prepared by

Heather Roundtree, Conference Advisor
Coordinator for Leadership Programs

Michelle Perez, Director, Center for Student Involvement & Leadership

Department/Organization: The National Collegiate Leadership Conference in the Center for
Student Involvement and Leadership

Phone Number: (520) 626-0255

University Email: hroundtr@email.arizona.edu

Mailing Address: Arizona Student Unions, Rm. 404
P.O. Box 210017
Tucson, AZ 85721-0017

Proposal Distributed on April 2, 2008

Prepared for
The University of Arizona Parents Association

Program Overview

The National Collegiate Leadership Conference is a student-run annual conference that serves as the cornerstone of the leadership experience and training for hundreds of college students from the University of Arizona and institutions across the nation. The conference spans three days at the University of Arizona, offering over sixty workshops, community service projects, teambuilding and networking activities, motivational speakers, and a dinner with a nationally recognized keynote speaker.

The conference is open to all current and emerging college student leaders. Participants come from diverse backgrounds and, in past years, have come from over 50 institutions across the nation. The conference is rapidly expanding in scope and size because of student interest and demand across the country. The National Collegiate Leadership Conference celebrated its 20th anniversary in February of 2008 and is now the largest student-run collegiate leadership conference in the nation.

Proposal Detail

The philosophy of The National Collegiate Leadership Conference is that service, social justice, and leadership are all connected. Thus, the programming for this conference offers students a variety of opportunities to learn, understand, interact with, experience, participate, engage in, and reflect on service, social justice, and leadership. The skills that students learn from this conference can be applicable in student organizations, families, campuses, job settings, and local and global communities. Workshops are offered on variety of different leadership topics that reflect one of four themes: personal leadership development, a new idea or program, issues in leadership, or leadership transformation. Students who attend seven workshops are also awarded a Leadership Enrichment Certificate

The National Collegiate Leadership Conference also offers a number of programmatic elements that are of benefit to all conference attendees including service projects with guided reflection, all conference teambuilders, motivational and keynote speakers, and networking opportunities. One of the lasting benefits of this conference for University of Arizona students is the unique opportunity to meet students from diverse backgrounds, gain an understanding of their experiences, and learn leadership skills from students representing many different campuses and cultures.

Beyond attending The National Collegiate Leadership Conference, University of Arizona students are involved in multiple roles both planning and implementing conference activities:

1. National Collegiate Leadership Conference Planning Committee:

Students gain hands-on event planning and management skills by joining The National Collegiate Leadership Conference Planning Committee. The Planning Committee is comprised of approximately sixteen Planning Chairs and four advisors. This co-curricular experience offers students the opportunity to be involved in all aspects of conference planning such as marketing, logistics, workshop selection and placement, and numerous others.

In addition to planning the conference, students enroll in an Event Planning Class offered at the University of Arizona. This course trains students involved on event planning and management by learning skills such as how to work with teams, develop marketing strategies, manage budgets, network and create a vision.

We have introduced National Workgroups for the 2009 National Collegiate Leadership Conference which allows students from campuses outside of Arizona to be part of the Planning Committee. These Workgroups focus on such areas as program review, awards selection, Exhibitor Fair, and external relations. Beyond their involvement in planning, this benefits both these students and our students at Arizona by facilitating cross-campus collaborations, friendships, and idea sharing with students from a wide variety of backgrounds.

2. Presenting workshops at The National Collegiate Leadership Conference:

Students have the unique opportunity to present and facilitate workshops at The National Collegiate Leadership Conference. This is an excellent experience for gaining public speaking experience, as well as presenting to a national audience. Students are encouraged to develop a workshop on a variety of leadership topics that reflect one of four themes: personal leadership development, new ideas/ new programs, issues in leadership, and leadership transformation. Following the conference, students are given evaluative feedback on their workshop, presentation techniques, and overall success of the program. This information is especially useful for future presentations and other public speaking opportunities.

3. Volunteering at The National Collegiate Leadership Conference

The National Collegiate Leadership Conference is not possible without the help of dedicated student volunteers. Volunteers are involved in a variety of ways throughout the conference. Students can also receive free conference registration for meeting a minimum number of volunteer hours throughout the conference. Students can take advantage of this opportunity to be involved in many of the behind the scenes workings of The National Collegiate Leadership Conference. Types of volunteer opportunities include being a room host, service project site leader, teambuilding facilitator, and assisting with conference check-in and logistics. Volunteer opportunities are developed each year based on conference activities. Students also receive pre-conference training on their various volunteer responsibilities.

Analysis of Need

The National Collegiate Leadership Conference seeks support from the Parents Association in the amount of \$10,000. The philosophy of The National Collegiate Leadership Conference is to provide the best quality conference to any and every student that would like to attend so that leadership development is financially accessible to any and all students on campus. Our limited budget consistently challenges this philosophy. The following outlines the attendance trend over the past 5 years:

- In 2003 the conference was provided to students at the cost of \$25.00, in this year over 700 students attended
- In 2004 the price rose to \$60.00 and attendance dropped to just over 200 students

- From 2005-2007 the price has remained at \$50.00 and attendance has increased each year to over 400 participants in 2007.
- In 2008 the price remained at \$50.00 and attendance soared to 531. There were 50 campuses in attendance from 22 states and 4 countries.

Students responded very negatively to the initial price increase and chose not to participate in the conference citing the cost as the determining factor. The attendance rose by 50% when the price was reduced by only \$10.00 the following year. Conference attendees continue to provide feedback that the low cost of registration is what allows them to attend the conference, even when coming from institutions as far as New York, Illinois, Missouri, and South Carolina.

The University of Arizona Parents Association supported the 2008 National Collegiate Leadership Conference by providing a \$6000 grant for the keynote speaker. With that funding, we were able to bring in notable speaker, Herman Boone, the coach whose life was depicted in Remember the Titans. The conference participants found this part of the program to be one of the most beneficial aspects of attending the conference and 49.4% of the participants evaluated rated the speaker as excellent. Students noted that “the speakers were really amazing and inspirational”. Because of the generous support of the Parents Association, we hope to continue to offer outstanding programming for our students.

While we firmly believe in keeping our registration fee at \$50, our limited budget is a challenge to continue to provide the services and opportunities that make The National Collegiate Leadership Conference the powerful experience that it is. Each year we subsidize most of the cost per participant, with their registration primarily covering their materials, t-shirt, and a meal. However, we believe that all students should have the opportunity to learn about and develop their own leadership potential and be given more tools to be successful academically, socially, and professionally. The funding awarded through the Parents Association would allow us to continue to offer exceptional programming for students who are not typically exposed to this type of leadership development experience.

Budget Detail

The following budget is a breakdown of funds allocation:

<u>Item</u>	<u>2008-2009 Projected</u>
Entertainers/Performers	\$ 300
Financial	\$ 390
Lecturer's Fees/Stipends	\$ 6,000
Postage and Mailing	\$ 75
Communication Equipment Charge	\$ 537
Toll Usage Charge	\$ 100
Communication-Other	\$ 35
Advertising-Publications	\$ 1000
Parking Services	\$ 200
Rentals-Vehicles	\$ 400
Licenses/Rentals/Royalties/Other	\$ 1000

Printing & Mimeo	\$	2,925
Printing & Photo	\$	100
Office Supplies	\$	1,500
Uniforms & Clothing	\$	3,000
Operating Supplies-Other	\$	350
Business Entertainment	\$	10,000
Misc.	\$	1,450
Admin. Service Charge	\$	1,225
Total	\$	30,587
<u>NCLC REVENUE BUDGET BREAKDOWN</u>		
Item		
Registration Fees (350@\$50)		\$17,500.00
NCLC Budget Variance		(\$13,087.00)

Evaluation and Assessment

The National Collegiate Leadership Conference planning team will conduct internal and external assessments of the costs and benefits of any funds awarded. Each year the planning team conducts surveys and evaluations to measure participant's experiences and satisfaction in various aspects of the conference:

- Conference registration and check-in
- Marketing and communication
- Workshop presentations
- Keynote and motivational speakers
- Meals
- Entertainment and Teambuilding
- Opening and Closing Sessions
- Service opportunities

Such evaluations include both quantitative and qualitative conference evaluations, follow-up testimonials, and student self reflection. At the end of the 2009 academic year a summary of internal and external assessments will be submitted to the UA Parents Association.