



The Higher Education Web Professionals Association is an organization of professionals working to advance the Web at institutions of higher education. We design, develop, manage and map the futures of higher education digital communications and services. In addition to several other publications and events, the Association uniformly coordinates regional conferences as a complement to the HighEdWeb Annual Conference.

HighEdWeb is currently accepting proposals for 2015 regional conferences.

The purpose of regional conferences

Past regional conferences have been held with the following goals in mind:

- To promote the professional association by encouraging membership and involvement.
- To allow local Web professionals the opportunity to engage in low-cost and convenient professional development.
- To focus on networking opportunities within local higher education markets.
- To provide a space for less experienced speakers the opportunity present in front of a friendly audience of peers, with the hope of continuing higher-level involvement at the HighEdWeb Annual Conference.

Past attendance metrics

The Regionals held in 2013 and 2014 were very successful. Overall, local leadership has been exceptional, and attendees and planners have been satisfied with the outcomes from each of the regionals.

The breakdown of our registration numbers for 2013:

- New England - 165
- Florida - 137
- Michigan - 189
- West – 123
- Arkansas – 60

The breakdown of registration numbers for 2014:

- Pittsburgh - 76
- New England - 125

- Michigan - 168
- Southeast - 48

Association-provided resources

The Association will provide up to five grants to teams in different regions of the country who respond to our request for regional conference proposals. These grants will include funding and resources to enable the regional teams to organize and hold a 2015 HighEdWeb Regional Conference.

In addition to funding, HighEdWeb will also provide:

- a mentor with past regional conference experience,
- a detailed planning calendar,
- branding and naming guidelines,
- suggestions on soliciting local sponsorship,
- conference program templates,
- templates and instructions on maintaining the conference website, and
- a list of Association support contacts.

All regional conference committee members will be required to attend a series of training sessions (via Skype or other video-chat technology) to become more familiar with the HighEdWeb regional conference process. Following these training sessions, planners will schedule a meeting with the Association's treasurer to outline budget and reimbursement requirements. Each event's mentor will provide support in outlining a prospective conference budget. Once the mandatory budget meeting takes place, the Association will then move forward with the remaining planning needs.

Proposals

Interested members of HighEdWeb should submit proposals with complete information about each of the categories/questions below. Incomplete responses will not be considered. The deadline for proposals is Nov. 27, 2014 at 5 p.m. EST. Completed responses should be formatted as Google Documents and shared with marleymomLR@gmail.com.

Proposal questions

- RFP submitter: name, title, institution, department, email
- Regional Conference Chair: name, title, institution, department, email
- Regional Conference Vice-Chair: name, title, institution, department, email
- Event Date: First and second choices (Note: Regionals should be held between February-June 2015.)
- Location: name and address (Note: Planners should strive for locations that charge no space rental fees, or that will donate use of space as an in-kind sponsorship/donation.)
- Number of projected attendees (Note: Maximum is 150 individuals, including presenters and/or sponsors.)
- Number of sessions/tracks (Note: All presentations should take place in NO MORE than a day and a half of conference programming.)

- Networking: Attendees often value having networking opportunities outside of presentations and sessions. Though not required, can you host such an event within your planned budget, and what type of events are possible? Do you plan to hold this type of event?
- Sponsorship: HighEdWeb will provide primary grant funding; any third-party sponsorships (if desired) will need to be solicited by the planning group. Do you plan on soliciting local sponsors? If so, please outline what local sponsorships – either cash or in-kind – are possible.
- Justification: Why is your location, team, etc. the right fit to hold a Regional Conference in 2015? Please tell us more, and tie your answer to the Association's strategic plan when possible (<http://www.highedweb.org/about/2014-16-strategic-plan/>).

Timeline

- Regional conference proposals will be accepted until Nov. 27, 2014.
- Proposals will be reviewed through the month of December. Members of the Association's Regional Conference Committee may contact proposal submitters for more information if necessary before the end of 2014.
- The Association will contact the authors of the winning proposals during the first week of January 2015.
- The Association will announce the locations of the 2015 Regionals at the end of January 2015.
- Regional conferences will be held between February-June 2015.