# Conference Services

## Non-Credit Process Documentation

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Outreach and Continuing Education at Western

**Mission**
Outreach and Continuing Education connects learners of all ages to the Western Experience. Outreach and Continuing Education collaborates with colleges, departments and the community, linking university resources with educational needs and opportunities both on and off campus.

**Vision Statement**
Outreach and Continuing Education will share the Western Experience with students of all ages through learning opportunities across time and place by expanding partnerships – campus and beyond – to build a stronger Washington.

**Statement of Quality**
Outreach and Continuing Education is committed to the same high standards of quality for which Western is well known. Programs and courses are designed and/or revised with the assistance of university faculty, aided by industry and community experts and are reviewed and approved by Western Washington University colleges, departments and academic committees.

**Unit/Program Mission**
The WWU Conference Services team’s mission is to facilitate adult academically focused events including conferences, training workshops, professional development, symposiums that coincides with the mission, vision, and values of Western Washington University.

**Description of Unit/Program**
Conference Services helps in facilitating and planning conferences and workshops for groups and organizations year-round. Services include fiscal management, registration, marketing, web development, hospitality, printing, media equipment, and general support.

**Program Development and Design Process**
Each Conference and workshop has a unique set of requirements for a successful program delivery. Conference Services confirms these needs and makes an implementation plan based on a collaborative process with the client.

**Program Approval and Implementation Process**

**Program Approval Process**
All Conferences and workshops are vetted by the Conference Coordinator and Conference Services Manager.

- They are based on specific criteria such as, confirming the event is academic in nature and meets the mission of WWU, the amount of people participating, time of year and space, resources and staff availability.
- Each inquiry is vetted by the Director of Conference Services with input from the Manager of Conference Services.

**Program Outreach and Marketing Process**
Conferences services marketing efforts will focus on achieving a goal of attracting larger conferences to Western, and the city of Bellingham. In order to achieve the goal conference services will work with Outreach and Continuing Educations Marketing department. We will focus our marketing efforts on the following areas:

- Advertise on social media
- Update the conference service website.
- Create promotional material.
Program Financial Overview

Budget Overview
Conference Services uses Millennium FAST and Excel spreadsheets for keeping track of its finances and budgets. Separate budget activity codes are used for different programs.

Establishment of Fees
Fees are established based on a formula for hours spent and the amount of staff members coordinating each aspect of an event.

Contracting Process
All clients enter into a contract with WWU.

Internal Clients - adhere to a contract that outlines all contracted fees, conference services contracted services, responsibilities of the client, schedule of payments and the general rules and responsibilities of persons holding an event on WWU campus. Each contract is signed by the client, the Dean or vice provost of the College or Department the internal client works in, the Director of Conference Services and the Vice Provost of Outreach and Continuing Education.

External Clients - adhere to a contract that outlines all contracted fees, conference services contracted services, responsibilities of the client, schedule of payments and the general rules and responsibilities of persons holding an event on WWU campus. The Client is responsible for providing a Certificate of Liability Insurance. Each contract is routed through Contract Management Module (CMM) and vetted by that department for liability and accuracy.

Contracts with external service providers for items such as offsite venue contracting are also routed through Contract Management Module (CMM).

Program Delivery Process
Conference Services uses a centralized project management tool to track and confirm all steps in the planning and delivery process for each Conference or workshop. Roughly 120 tasks are outlined and vetted by the Conference Services team to ensure the services needed for each individual event run smoothly and adhere to WWU policy. The template is reviewed by the Conference Coordinator and the Conference Services Manager yearly.

Program Wrap-Up and Evaluation Process
Each external conference is sent an after event survey. Conference Services is currently creating an internal after event survey for WWU faculty and staff to complete.

Program Reporting and Assessment Process
Reports are compiled for the overall conference statistics.

Inquiries
- Compiled data about the proposed events are recorded on Smart Sheets

Contracted Events
- Compiled data about the contracted events are recorded on Smart Sheets
- Fiscal reporting is documented with the OCE Finance Dept.