

## **ITE Student Leadership Summit Best Practices**

The intention of this document is to provide guidance to students on best practices for ITE Student Leadership Summit. The document was developed by the Student Member Subcommittee with input from current and former SLS organizers. This is a living document to be populated as needed.

### **A. Leadership Structure**

#### **a. Lead Organizer**

##### **i. Co-Organizer**

#### **b. Committee**

##### **i. Treasurer: contracts and finances**

##### **ii. Publicity: maintains social media, website, and emails**

##### **iii. Professional Liaison: arranges guest speakers, judges, and volunteers**

##### **iv. Fundraising Chair: maintains contact with companies, tracks sponsorships, arranges for company promo items to include in bags, arranges tech tour**

##### **v. Event Logistics: creates and places directional signs and banner, also coordinates printing of shirts, bags, padfolio, event map, and event calendar**

##### **vi. Volunteer Coordinator: gathers/assigns volunteers and on event weekend manages volunteers (co-organizer)**

##### **vii. Event Leaders: determines needs for meeting rooms prior to event, introduces speakers, ensures all supplies are provided in each meeting room and working properly, manages time so that events on time**

#### **c. Advice: Develop your core team early on and keep in contact with them throughout the process. Use past meeting hosts to understand the level of effort. Delegate as much responsibility and ensure that each committee member takes ownership of their responsibilities.**

### **B. Contracts**

#### **a. Contract types**

##### **i. Summit Venue: rooms, catering, AV equipment, custodial, tables, chairs, stage, podium**

##### **ii. School: liabilities, logistics**

##### **iii. Hotel: group rates, location, transportation to events**

##### **iv. Food: banquet, Friday dinner, Saturday all 3 meals, Sunday brunch, refreshments**

##### **v. Products: shirts, bags, padfolio, banner, awards**

- b. Advice:
  - i. Start early!
  - ii. Understand all charges and services provided
  - iii. Consider taxes, shipping, licensing fees in estimate
  
- C. Professional Conduct
  - a. Be respectful when interacting with all professionals
  - b. Be mindful of the time you are utilizing them for. Note that students arrive at varying times on Friday so be sure not to have professionals on-site without having a majority of your students present.
  - c. Provide a thank you note after the conference
  - d. Communicate early and often with professional speakers and attendees
  - e. Clearly state expectations in their involvement and what you would like them to do. If you are unsure and what their feedback, state that and ask, don't assume
  
- D. Finances
  - a. Investigate if your school has a department/staff for corporate gifts and work with them to develop a strategy
  - b. Note competing organizations and University departments and communicate instead of appearing to "steal their funding" from companies
  - c. Set multiple sponsorship tiers
    - i. What do the sponsors get out of providing money
    - ii. One point of contact and how to give the money
    - iii. Set up paperwork for tax deductions
  - d. Money Managing
    - i. Plan a strict budget-- think of everything
    - ii. Plan for contingencies and rush services
    - iii. Use chapter bank account
    - iv. Pay bills on time
  
- E. Branding
  - a. Create a website and update frequently as the main public source of all information
  - b. Use University advisors, ITE channels, and fellow students to get the word out
  - c. Think of questions before people ask them and have answers ready
  - d. Know who is talking to who and avoid two people contacting the same person
  - e. If needed, proof-read emails for correct information and professional tone
  - f. Understand what material needs to be public, shared with stakeholders, or shared internally
  
- F. Additional Tips
  - a. Look for concurrent events in campus to find spaces with existing set ups -- ask room reservation staff and research calendars
  - b. Ask for help

- c. Know which items can be cut if target fundraising is not reached, know which items would be nice to spend more on for a better experience then set a deadline for choosing what option
- d. Don't limit yourself, reach for the stars when asking for speakers or sponsorship
- e. Ask for feedback post-event and document properly