

**TO: APA California Chapter Board Meeting**

**FROM: Betsy McCullough, AICP, Vice President of Conferences**

**DATE: January 15/16, 2016**

**SUBJECT: RECOMMENDATION TO ESTABLISH A CONFERENCE PROGRAMS COORDINATOR POSITION**

Recommended Action:

 *It is recommended that the Board support the addition of an appointed Conference Programs Coordinator position to the Board, to report to the Vice President of Conferences for the purpose of working with the CHC, contractors, and VP during the development of the annual Chapter conference program process.*

Background:

With the increased attention to the annual conference as a primary revenue-generator for the Chapter, the time commitment and spread of responsibility of the Vice President of Conferences has grown. The Chapter has already raised the level of conference management by the hiring of HPN at the end of 2014. An additional need is more Board support to the Vice President for issues or processes handled by the VP beyond what the annual CHC and contractors are responsible for.

While all the Board tasks that are associated with the conference are interrelated, one aspect can be separated into a discrete set of responsibilities that could be handled by an additional individual: conference programs. While the Chapter bylaws identify a role for the Vice President of Professional Development in conference programming, the types of programming has expanded and requires attention from the Conferences portfolio. A Conference Programs Coordinator could work with the CHC Programs Committee on: guiding them through the session solicitation process and selection process; finding topics for, and setting up the pre-conference session topics; and working with the moderators of those; perhaps work with Mobile Workshops development; and work with the sessions that we will record for future educational use and revenue.

As with the other new coordinator position proposed for Academic Liaison South, the Chapter bylaws would need to be revised to specify responsibilities for the position.

Creating a Conference Programs Coordinator could be a natural stepping stone, or training opportunity, for an individual interested in the Board position of Vice President of Conferences. It could expand the array of individuals who might be interested in the VP position beyond recent conference co-chairs or Programs Committee chairs.