

## **TACUSPA 2020 - Board Updates and Information**

*Theme: "Reimagining Representation and Diversity in our Work"*

### **Delivery of TACUSPA 2020:**

- TACUSPA 2020 will be delivered virtually through one of the following platforms:
  - **Zoom:** <https://zoom.us/pricing>
    - \$19.99 a month for a minimum of 50 hosts and up to 500 participants.
    - Zoom is HIPPA compliant.
    - It has unlimited cloud storage.
    - And the background of the presenter can be changed.
    - Zoom also has a webinar portion for \$40 a month for one host with 100 attendees.
    - Zoom has a phone package too for \$10 a month for individuals who may not own a personal laptop or a computer.
  - **GoToWebinar:** <https://www.gotomeeting.com/webinar/pricingb>
    - Standard Pricing: \$129/mo (monthly package) or \$99/mo (annual package)
      - 150 Participants
      - Custom Branding to display our logo on the screens
      - We would be able to record our presentations online or locally
      - Provides unlimited cloud storage
      - Has essentially all the similar features of Zoom except for attendees capability and functions the same way Zoom does when you receive a link (i.e. no download needed)
      - 1 Channel Page which serves as a landing page for participants to be able to watch all recorded webinars
    - Pro Pricing: \$249/mo (monthly package) or \$199 annually
      - 500 Participants
      - Same services as Standard Pricing
      - Additional services include the ability to deliver and present certificates within webinars
      - A video editor feature within the webinars and recordings as well as downloadable transcripts (can be searched, edited and downloaded)
      - Custom URLs and recorded events where you can use the same features of a webinar while doing a live recording.

- **Hopin:** <https://hopin.to/>
  - Monthly Plan. Starting at \$99/organizer/month, the monthly plan comes with 100 free registrations included and \$.50 per registration above 100 that month. You receive an additional 100 included registrations per month for each organizer added to your Hopin organization. If you charge for tickets, Hopin's platform fee is 7%, not including Stripe fees.
  - Networking Events: Connect people online with ease through one to one meetings in succession via video
  - Expo and Exhibitions ability to create vendor booths where attendees can interact and demo products - would work well with the silent auction so we can still fundraise
  - NOTE: hop.in costs 15% of your ticket price

**Finances:**

Currently, the only funds that we are expecting to be withdrawn are for \$4000.00 for Dr. Michael J. Sorrell's speaking fee. Still negotiating that fee at the moment with a possibility for a free speaking fee in 2021 if we are wanting to have him in person.

**TACUSPA Conference 2020 Schedule:**

Time:	Session:	Format:
9:00 a.m. - 10:00 a.m.	Opening - Dr. Ruth Simmons	45 Minutes   15 Minute Q&A
10:00 a.m. - 10:50 a.m.	Educational Sessions Block 1	30 - 60 Minutes
11:00 a.m. - 11:50 p.m.	Educational Sessions Block 2	30 - 60 Minutes
12:00 p.m. - 12:45 p.m.	<i>Virtual Resume Review</i>	<i>45 Minutes</i>
1:00 p.m. - 2:00 p.m.	TACUSPA Panel <ul style="list-style-type: none"> <li>● Dr. Soncia Reagins-Lilly</li> <li>● Dr. Mary Gonzaelz</li> <li>● Kyle Clark</li> </ul>	45 Minutes   15 Minute Q&A
2:00 p.m. - 2:50 p.m.	Educational Sessions Block 3	30 - 60 Minutes
3:00 p.m. - 3:50 p.m.	Educational Sessions Block 4	30 - 60 Minutes
4:00 p.m. - 5:00 p.m.	Closing - Dr. Michael Sorrell	45 Minutes   15 Minute Q&A

**Membership and Registration:**

- \$75 for Membership Registration Rate
- \$90 for Non-Members
- \$50 for Membership Registration Rate
- \$80 for Non-Members

**Marketing and Promotion of TACUSPA 2020:**

- Deliverable Packages for Promotion:
  - Facemasks with cacti and TACUSPA Logo
    - This can either be masks to cover our nose and mouth
    - Or it can be facemasks for the entire face (self-care approach)
  - Succulents with TACUSPA Logo on Pots
  - Hand Sanitizer from FedEx or other possible sponsors
  - Succulent seeds to be planted
- Online Marketing:
  - Trailer Teasers with Speakers
  - Trailer Teases of Educational Sessions
  - Social Media Campaign
- Virtual Engagement:
  - Virtual Resume Reviews → Can ask institutions for support on this from Career Services
    - Can happen from 12 - 12:45 p.m. while people get lunch and so on
  - Happy Hour/Social → Develop TACUSPA Signature Drinks people can make at home

**Proposed Timeline:**

Date:	Subject	Delivery Method
6/17/2020	Open Program Proposals	Mass Email & Social Media
6/22/2020	Open Registration	Mass Email & Social Media
7/31/2020	Close Program Proposals	Mass Email & Social Media
Ongoing	Marketing with Keynote Speakers	Mass Email & Social Media
Ongoing - (10/9/2020)	Sending Conference Packages and TACUSPA Marketables	FedEx, UPS, Etc.

10/5/2020	Close Registration	Mass Email & Social Media
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