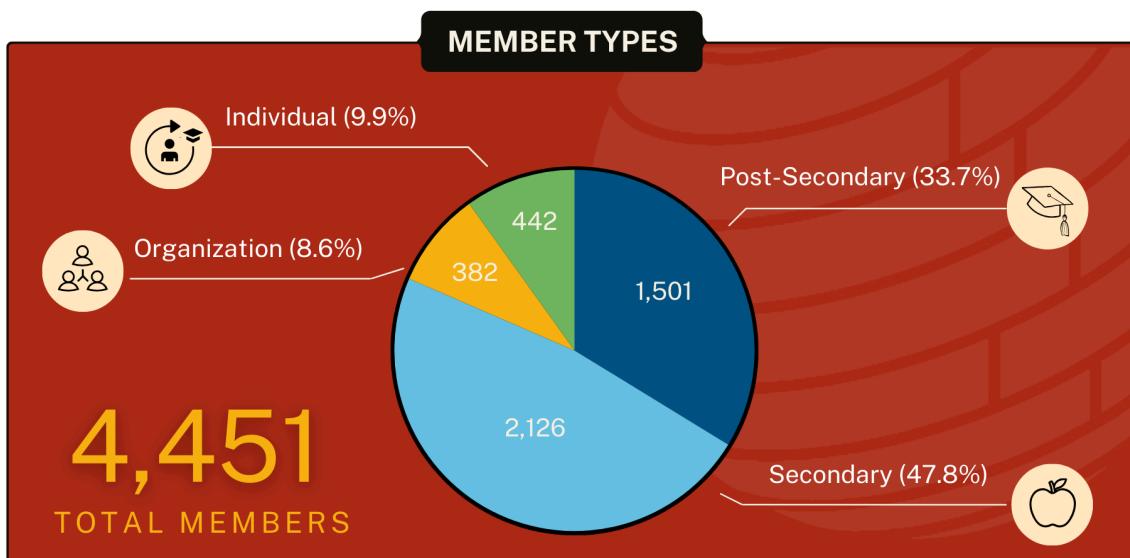


## Request for Proposal to Host the International ACAC Annual Conference

The International Association for College Admission Counseling (International ACAC) is calling for proposals to host our annual conference and pre-conference programming. A tradition spanning more than 30 years, our conference brings together international secondary school counselors, post-secondary representatives, and other professionals assisting students with the transition to higher education for industry-leading professional development and networking opportunities.

We invite you to submit your proposal for this unique opportunity to highlight your campus while hosting one of the most impactful events in the international admissions community.

### International ACAC Membership



International ACAC membership consists of over 4,400 professionals from 141 countries, dedicated to serving students making choices about post-secondary education. Our organization brings together secondary school counselors, independent counselors, college admission and financial aid officers, enrollment managers, and organizations to facilitate global interaction in support of secondary students transitioning to higher education while promoting professional standards that foster ethical and social responsibility.

## Annual Conference Attendees

Hosting International ACAC is an excellent strategy to increase your international profile and enrollment by highlighting what makes your campus and community unique. Previous hosts have reported having 600+ secondary school counselors on their campus has had an immediate impact on their application pool. Some have seen increases in international applications of up to 45%, and all have seen increases in diversity and quality.

The annual conference hosts **1400-1600 conference attendees**, all of whom are members of International ACAC. On average, the attendees are broken down in the following ways.

### Job Type in the Field

- 40% Secondary
- 45% Post-Secondary
- 10% Organizational
- 6% Independent

### World Region

- 3% Africa, Sub-Saharan
- 46% Canada & US
- 3% Caribbean, Central America, & Mexico
- 16% East Asia
- 14% Europe
- 2% Middle East & North Africa
- 4% South America
- 5% South & Central Asia
- 6% Southeast Asia & Oceania

## Conference Structure

| Conference Schedule Overview |  |
|------------------------------|--|
| <b>Friday</b>                | Executive Board Members and Staff Arrive     |
| <b>Saturday</b>              | Executive Board Meeting                      |
| <b>Sunday</b>                | Executive Board Meeting                      |
|                              | Registration Opens                           |
| <b>Monday</b>                | Registration Open                            |
|                              | Executive Board Meeting (morning)            |
|                              | Pre-Conference Institute                     |
|                              | Program Receptions                           |
| <b>Tuesday</b>               | Registration Open                            |
|                              | Affinity Group and Special Interest Meetings |

|                  |   |
|------------------|---|
|                  | Committee Meetings with Lunch                       |
|                  | Past Presidents' Lunch                              |
|                  | Past Board Member Reception                         |
|                  | Exhibit Hall Opens                                  |
|                  | First-Timers' Session                               |
|                  | Opening Ceremony & Reception                        |
| <b>Wednesday</b> | 5K-3K Run/Walk                                      |
|                  | Education Sessions                                  |
|                  | Exhibit Hall Open                                   |
|                  | Raffle Open   |
|                  | Counselor Fair                                      |
|                  | Evening Hospitality Events and Dodgeball Tournament |
| <b>Thursday</b>  | Yoga; Spin Class                                    |
|                  | Education Sessions                                  |
|                  | Exhibit Hall Open                                   |
|                  | Raffle Open   |
|                  | U.S. University Fair                                |
|                  | Global University Fair                              |
|                  | Closing Reception                                   |

## Needs and Requirements

### Capacity Overview

- 1400+ Main Conference attendees
- 250 Pre-Conference Institute attendees
- 25 Executive Board Meeting attendees
- 20 Past President attendees
- 600+ On-Campus Housing
- 150-300 Run/Walk participants
- 30+/- Yoga participants

### Facilities

Below is an overview of the types of spaces needed. Please note that outdoor events will need an alternate option in case of inclement weather.

### On-Campus

- Education Sessions
  - 12 classroom spaces that can accommodate approximately 100 attendees
  - AV equipment required for presentations
- Opening Ceremony
  - Auditorium/theater-style seating for 1000+ attendees
  - Stage for presenters
  - AV equipment
- College and Counselor Fairs
  - Space for at least 300 tables for each of the three fairs
  - Two institutions per table
- Membership Meeting
  - Auditorium/theater-style seating for 500+ attendees
  - AV equipment
- Networking Breaks
  - Central locations for refreshments and conversations
  - Multiple locations around campus
- Exhibit Hall
  - Space for 70+ tables that are 6-feet with 2 chairs each
  - All tables need access to electricity, ideally 2 outlets per table
- Registration/Conference Check-In
  - Open space in a central location where tables can be arranged around the edges to allow a flow of people checking-in and picking up materials
- Raffle Item Display Room
  - Separate space for 10-12 tables; must be able to lock/secure when closed
- Dining Facilities
  - Lunch distribution area for picking up lunches and drinks
  - Seating area(s) for lunches
  - On-campus facilities for meals not provided to attendees

### On- or Off-Campus

- Closing Reception
  - Large enough to accommodate nearly-full attendee participation
  - Fun and engaging location to celebrate the conclusion of the conference

### Special Activities

- Dodgeball Tournament
  - Large recreational area for dodgeball tournament with audience visibility
  - Dodgeballs and scoreboard
- Wednesday Evening Hospitality
  - Locations for group activities such as trivia, Drag Bingo, etc. accommodating 50-200 people depending on the event
  - Dinner provided
- 5K-3K Run/Walk
  - A route that is close to or on campus
- Yoga
  - Space for 30-50 participants
  - Yoga mats and/or appropriate flooring

- Spin Class
  - If space is available on or near campus with stationary bikes
  - Bikes for 15-35 participants

#### Pre-Conference Institute

- Large meeting space for 250 attendees; round tables or auditorium-style seating
- Three breakout rooms accommodating 75+ attendees
- Dining space for provided lunch and dinner reception
- Space for networking breaks

#### Executive Board Meetings

- On- or off-campus meeting location for the Board all day Saturday and Sunday and half the day on Monday
- Refreshments and meals either catered or delivered

#### Other Spaces

- Lactation Room(s)
  - Clean, private spaces for lactating mothers (not restrooms)
- Quiet Space
  - Designated quiet space for mindfulness, meditation, prayer, etc.
- Accessible Restrooms
  - Availability of gender-neutral (or single-person) restrooms, and accessible for those with physical disabilities

### Housing

#### On-Campus

- 600+ beds available (single-person sleeping space with shared bathrooms preferred)
- Breakfast provided; catered or accessible through on-campus dining facilities
- Linens provided for all rooms
- Toiletries available

#### Off-Campus

- Nearby hotels where rooms can be blocked for those making off-campus housing arrangements

### Other Arrangements

#### Transportation

Participant transportation will vary depending on local logistics, but is usually a daily shuttle service. This includes transportation to and from designated conference hotels, to and from off-campus events (such as the closing ceremony), and between on-campus event locations/housing depending on distance.

#### Printing

- Signage is an important part of the attendee experience. Many signs will be needed to assist attendees in navigating campus and identifying key locations.

- Printed Conference Programs are offered to attendees who opt-in during registration. In total, roughly 900-1000 printed programs will be printed.

### Communications

- The host will provide a conference website with information about campus, the local environment, and links to International ACAC webpages.
- International ACAC contracts with an app provider, and the host will designate staff to assist with building content and managing this app.
- The conference logo is designed by the host institution in collaboration with the International ACAC Conference Chair.

### Staffing and Volunteers

Many local volunteers will be needed at various points throughout the conference. This volunteer list can include staff, students, or volunteers from the host institution or nearby institutions. It is the responsibility of the host to solicit, train, and manage these volunteers.

### Safety and Emergency Response

Collaboration with on-campus safety and emergency response personnel is critical as injuries, illnesses, and safety concerns may occur.

## Proposal Components

### **1. Proposal Document**

Please complete the proposal template provided or include the same information in a similar format.

### **2. Budget**

Conference expenses are largely covered by International ACAC through the conference registration fees. We do ask that the host institution contribute in funds or in kind for a portion of the expenses (equivalent to \$250,000 or more recommended).

Please provide an overview of the anticipated expenses in the proposal. A full budget template is also provided to assist in calculations. The budget template will be used to plan the actual budget.

### **3. Additional Materials**

Pictures are very helpful for the Executive Board to envision the conference on your campus. If possible, please include photos of the proposed conference spaces, the local area, and anything else of note.

School brochures or other documents may already exist with pictures and information about the area. You are welcome to include them if they would help the Executive Board better understand your campus and location.

# Submission and Selection Process

## Submitting the Proposal

Proposals should be emailed to International ACAC Executive Director, Margaret Andrade, at [mandrade@internationalacac.org](mailto:mandrade@internationalacac.org).

Proposals are accepted at any time of year, although proposals for a specific year must be received by September 1, two years prior to the conference.

## Selection Process

The Executive Board will receive all eligible proposals in early September. During the Executive Board meetings prior to the NACAC Conference, the Board will discuss and select a conference host for the conference two years beyond. Proposals not selected may be offered the opportunity to host the following year (three years beyond).

The selected host(s) will receive a phone call that week to notify them of their selection. The selected host will be announced at the International ACAC General Membership Meeting at the NACAC Conference (Thursday evening) and if possible, we enjoy having representatives from the selected campus to be present, either in person or virtually, for the announcement.

# Past Conference Hosts

Past hosts are often happy to share their experiences with future hosts. If you would like to contact previous hosts, please email Margaret Andrade at [mandrade@internationalacac.org](mailto:mandrade@internationalacac.org) for contact information.

1994 – George Washington University  
1995 – Loyola University Chicago  
1996 – University of Central Florida  
1997 – College of Notre Dame  
1998 – Dartmouth College  
1999 – Duke University  
2000 – Villanova University  
2001 – Clark University  
2002 – Cornell University  
2003 – Brown University  
2004 – University of Toronto  
2005 – Washington University, St. Louis  
2006 – Texas Christian University  
2007 – University of British Columbia  
2008 – Michigan State University  
2009 – Chapman University  
2010 – Northeastern University  
2011 – University of Calgary  
2012 – University of Denver  
2013 – Marist College  
2014 – University of South Florida, Eckerd College, & University of Tampa  
2015 – University of Oregon

2016 – Rutgers, The State University of New Jersey  
2017 – Case Western Reserve University  
2018 – Tulane University & Loyola University New Orleans  
2019 – Western University  
2020 – Virtual due to the COVID-19 Pandemic  
2021 – Virtual due to the COVID-19 Pandemic  
2022 – University of New Mexico  
2023 – Florida International University  
2024 – Western University  
2025 – Northeastern University