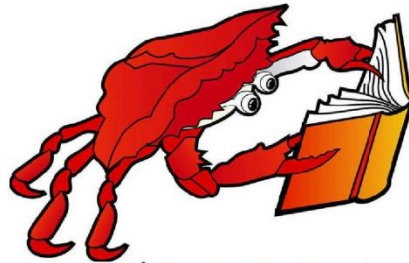


Programs and Projects Handbook

Anne Arundel County Reading Council

3/8/2016

Adapted from information from the International Reading Association
www.reading.org



Anne Arundel County Reading Council



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Council Programs and Projects

Most councils, state/provincial and local councils, conduct both programs and projects as they carry out their missions. Generally, the president-elect serves as chair of the committee that selects, plans, and conducts programs. A project is usually undertaken by a special task force created specifically to conduct the designated project.

Both programs and projects are essential to the success of the organization, for it is through them that councils are defined, services delivered, council images established, publicity achieved, new members attracted, current members motivated and involved, and future leaders identified and trained.

To be successful, all programs and projects must:

- meet the needs of the members.
- have the support and backing of the board and members.
- fit the capacity of the council in terms of personnel required to conduct the event.
- involve new members as well as "experienced hands."
- carry out the mission and goals of the organization.
- have adequate funds to complete the task.
- have designated objectives.
- be adequately publicized.



Sample Project Ideas

Here are a few program ideas you may want to consider for your council:

- A panel of students, grades 1-12, commenting on education, teaching, and learning to read. With a skilled moderator, this can be a dynamic program.
- Pot luck breakfast, brunch, lunch, or dinner with a speaker or ideas shared by members.
- Book talks by librarians or classroom teachers.
- "Chinwaggers" luncheon—no program, just an opportunity for members to get together in an informal, relaxed setting.
- Swap shop of successful teacher ideas, using a modified jigsaw process. Ideas are recorded and distributed at a later date.
- Anniversary celebrations with a review of the history of the council. Past presidents are invited to attend to share significant events during their tenure.
- Do you have a local issue or concern? Invite those concerned, e.g., parents, teachers, administrators, librarians, and higher education staff to meet and discuss the issues in small groups.
- Celebrate Literacy Night—book talks, book browsing, presenting of the literacy awards. Chamber music and a light refreshment buffet make this an outstanding event.
- BYOB night—Bring Your Own Boss or Bring Your Own Book.
- Volunteers' Night celebrating yourselves and your building representatives—a "pat yourselves on the back" event.
- Wine and cheese membership drive.
- *Stone Soup* supper.
- Book making workshop.
- "Teachers as Readers" following the suggestions outlined in the Teachers as Readers program.
- Bosses, Beans, and Books—bring your bosses for book talks and a chili dinner.

Some councils have conducted these projects:

- Reading Day at the Mall—wear a storybook costume and bring your best voice. Share your favorite books or tell your favorite stories.
- Sponsor a Family Reading Rally for parents and children—storytellers, authors, refreshments, parent brochures and tips to encourage reading in the home.
- Weekly Reader—reading to house-bound senior citizens on a weekly basis.
- Each member contributes a nominal dollar amount to have his or her name and favorite book published in a large newspaper display advertisement. Perfect for Love of Reading Week!



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- A quick moneymaker—collect books, then auction them off to your members.
- Publish a list of recommended children's books.
- Publish a professional handbook focusing on a particular issue of interest to your members.
- Children give book reviews over the radio or on TV.
- Sponsor a literacy float in a local parade.
- Collect new books for an institution such as the Ronald McDonald House.
- Reading Window—local celebrities read stories in the mall during a holiday season.
- Distribute baskets of children's books to medical offices with a large clientele of children.
- Book Swap—school children donate books they no longer want in exchange for a Book Buck, which can be used to buy books donated by other children.
- Present new books and parenting tips to new mothers in the hospital.
- Collect new books for the Toys for Tots Christmas campaign.
- Plan a drive with your local library to provide a library card to each first grader.
- In conjunction with your local newspaper, ask community leaders to tell which books made a difference in their lives and why. Publish the responses in the local newspaper.

Tips for the Program Planner

The responsibility of planning meetings requires plenty of organization. Some meeting arrangements are more complex than others. The event you plan may be a recognition dinner, a board meeting, a seminar, a council meeting, or an annual conference. Regardless of the complexity or simplicity there are some basic guidelines that will make the job less stressful.

Getting Started

The 5 Ws can help you begin the task of planning a program.

What: Identify the type of program to be held: annual conference, board meeting, council meeting, etc.

Why: Outline the program objective(s) and expected results.

Who: Identify the target audience(s) and possible speakers.

When: Choose a date and a few alternative dates for the program.

Where: Select the type of location and facility needed for the program.



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How: Review the costs and funding source for the program: admission fee, designated council funds, sponsorship by a partner, or a combination of sources.

Your answers to the 5 Ws + H can help you develop a profile of the event and a budget that will be useful in your negotiations for a suitable facility. Think of it as a lesson plan for the meeting you are organizing. (See sample at the end of this section.)

Protecting the Council

Contracts and insurance are important considerations for any council program. A contract is a legal document which binds two or more parties to the specified terms of the agreement. It clarifies expectations, assigns responsibilities, outlines the penalties for cancellation, and often lists the method for resolution of disputes. Review all contracts thoroughly and negotiate changes in conditions or terms before it is signed.

The Anne Arundel County Reading Council has insurance through SoMIRAC. See the back of this booklet for a copy of the insurance form. This form must be completed and faxed two weeks prior to the event.



Complying with Rules and Regulations

When planning a program for the council, you should determine what local, state/provincial, or federal regulations apply to your arrangements. Some general areas of importance are described below.

Americans with Disabilities Act (ADA) was enacted to ensure that persons with disabilities are afforded the same opportunities to participate in American (USA) society as all other persons. The ADA means that people with disabilities should be able to participate fully in all aspects of your planned activities. This applies to both architectural and programmatic access. Compliance with ADA is the responsibility of the council and the facility management where you choose to have your program. The contract for the program should include a clause stipulating that the facility complies with the public accommodation requirements of the ADA.

The council should attempt to arrange materials and structures (that are not controlled by the facility) used for the program in a way that they will not hinder physical access to the room. The council should provide auxiliary aids and services where necessary to ensure effective communication of the program to persons with disabilities.

Please consult a lawyer familiar with ADA for specific details regarding the ramifications for your council.

Music licensing comes under the U.S. Copyright Act. It allows composers to collect royalties for the public performance of their music. The composers may choose to authorize performing rights organizations to sell licenses, collect royalties, and pursue unauthorized performances of copyrighted music. Two such organizations have the licensing rights for about 95% of the music in the United States. They are the American Society of Composers, Authors and Publishers (ASCAP) and Broadcast Music Incorporated (BMI).

Your council will need to obtain a license from the appropriate performing rights organizations for the public performance of copyrighted music, *whether recorded or live*. Information regarding the procedures for obtaining music licenses may be obtained from the two groups. Please remember that the licenses provided by one performing rights organization do not substitute for those provided by the other. The performing rights organizations can provide more specific information.

American Society of Composers, Authors and Publishers (ASCAP) 1-800-755-1019 (212) 595-3050

Broadcast Music Incorporated (BMI) 1-800-669-4264 (212) 586-2000

Safety of program participants should be a primary concern when choosing a location and facility for a meeting. Consider such items as lighting in the parking lots and hallways; location



and working order of water sprinklers, fire and smoke alarms, and emergency exits; and the number of security personnel. It is good practice to remind participants to be safety conscious. Some cities will provide your council with printed safety information, if requested.

Environmental issues can present some challenges and opportunities to your council. Plan your programs with an eye on the environment. Work with the facility to determine how you can reduce or recycle waste and prevent pollution.

Working Through the Plan

The logistics, coordination, and staging of the program should be handled as efficiently as possible. Many of these tasks will be delegated to other committee members, so communication among all planners is essential. All committee members should be informed of all arrangements as soon as they are confirmed to avoid conflicts. The next steps in producing a program are as follows:

- Research, inspect, and select the program site.
- Confirm proposed speaker(s) and topic outline(s); negotiate fee and travel expenses.
- Negotiate facility requirements, food and beverage rates, and services.
- Arrange air and surface transportation.
- Research, evaluate, and select support services such as audiovisual equipment, decorations, etc.
- Design and implement a promotional plan for the program, your council, and IRA.
- Produce registration and program materials.
- Incorporate a membership drive in cooperation with membership chair.
- Review menus for food and beverage functions.
- Conduct follow-up activities such as program evaluation, thank you letters to speakers, acknowledgment of the participation of special guests, and payment of bills (in cooperation with treasurer).

All confirmations for program arrangements should be in writing.



Sample Conference Planning Estimate Form

Facilities	# Rooms @	Estimated Cost	Total	Actual Cost
Administration				
General Session				
Breakout				
Hospitality				
Complimentary				
Food	# People @	Estimated Rate	Total	Actual Cost
Breakfast				
Lunch				
Dinner				
Reception				
Breaks				
Beverages	# People @	Estimated Rate	Total	Actual Cost
Cocktail Party				
Hospitality Room				
Reception				
Meals				
Audiovisual		Estimated Cost	Total	Actual Cost
Rental				
Labor				
Production Costs				
Outside Services		Estimated Cost	Total	Actual Cost
Publicity				
Printing				
Postage				
Decorator				
Security				
Insurance				
ADA Arrangements				
Entertainment				



AACRC Mini-Conference Planning Form

Area of Need	Person Responsible	Projected Cost
Secure a conference location <ul style="list-style-type: none"> • Establish the date • Investigate Pricing <ul style="list-style-type: none"> ▪ Room fees ▪ Custodial staff • Confirm date and time w/location • Reserve time night before to set up 		
Get Presenters <ul style="list-style-type: none"> • Send out proposal forms • Work with publishing companies to secure a “name” speaker (if desired) • Honorarium? (\$10 gift card to bookstore) 		
Scheduling/Organization <ul style="list-style-type: none"> • Plan out where each presenter will be/assign spaces • Plan out rotation schedule • Decide how groups will rotate/choose where to go 		
Publicity <ul style="list-style-type: none"> • Print and Send flyers to schools • Email flyers to membership • Notify SoMIRAC officers 		
Decorations <ul style="list-style-type: none"> • Theme of Conference • Centerpieces (if desired) • Door Prizes (if desired) 		
Membership Table/Front Table —Check in arrivals, distribute materials set up info so people can join and/or learn more about the AACRC		
Refreshments <ul style="list-style-type: none"> • Arrange for order, delivery and payment for refreshments 		
Clean Up		
Total:		



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Contacts for Mini Conference

	Name	Number	Notes
Carver		410-721-8300 Facilities Use form: https://intranet.aacps.org/Dept/Facilities/Operations/Operations%20Forms/School%20Facility%20Use%20Application.pdf	Must complete form and return to Carver. We have to pay for the custodial staff if we use the whole place. School groups \$27.20/hr. Must request and pay for coffee set up.
CAT-N Pioneer Bake Shop	Mr. Akerboom	410-969-3100 Ext. 208	Need to pick up on a school day. See order form for breakfast items and costs. We spent \$116 in 2009, and had too much food left over.



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Funds Disbursement Form

Please complete the information below and attach the <u>original</u> receipt. Please send all check requests and reimbursements to the Treasurer			
Date:		Check or Debit Amount: \$	
Requested by:		Signature	
Check made payable to:		Purpose of Expenditure:	
Charge against Budget Line Item (check one)			
Archives		Membership Committee	
Community Projects/Everyone Reads		Scholarship Funds	
Board of Directors Fund		President's Fund	
Exemplary Literacy Award-Elementary		Programs	
Exemplary Literacy Award-Secondary		Teachers as Readers	
		Website	
Hospitality		Ways and Means	
Young Authors Contest :		SoMIRAC Funds:	
Elementary		Food Fund	
Secondary		International Programs	
		Conference	
		Speakers	

Rita Gaudiello
 SoMIRAC Treasurer
 233 Montpelier Ct.
 Westminster, MD 21157
 443-465-0807 • somirac.treasurer@gmail.com



Council Event Certificate of Insurance Form

James H. Billingslea Jr. Owner/Broker 410-848-4090 or 410-876-6409

Certificate Of Insurance	2 Weeks Prior to Event Mail this form	OR	1 Week Prior to Event FAX this form
	Billingslea Insurance & Real Estate, INC. 187 East Main St. Westminster, MD 21157		Fax: 410-876-6820

Name of Council	Anne Arundel Reading Council
Address	
Name of Event Chair	
Contact Phone Number	
Event	
Date / Time	
Location	
Estimate of attendance	
Additional Information	

For record keeping purposes please send a second copy (either by mail or email) to Rita Gaudiello.