

TEDxSVSU

Final Report for Saginaw Valley State University Foundation September 19, 2015

Summary, Goals and Outcomes

The Resource Grant Program funded TEDxSVSU, a one-day event that took place Saturday, August 1, 2015. Student volunteers, local and national speakers, exhibitors and musical artists contributed to the production.

Goal: Student leadership experience. Outcome: The event developed students' real-world conference management experience. Students made direct contact with recognized innovators. Students directly contributed to increasing worldwide awareness of SVSU, enhancing the reputation of the institution from which they are receiving degrees. For a list of the student leaders, visit: <http://www.ted.com/tedx/events/15596>. Other student participants: Aaron Hooper, Andrea McGhee, Andrew Robishaw, Bradley Chippi, Amanda Cobb, Brian Cobb, Brittany Lentz, Brooke Meade, Callie Youngman, Imran Khan, Joshua Gillard, Kevin Deary, Kylie Wojciechowski, Matt Walker, Ryan Moormann, Scott Ellis (alum), Shafayat Alam, Shahamatul Alam, Sophie Butcher, Stephen Cecchini, Yan Huang.

Goal: Faculty interaction with students outside of the classroom. Outcome: A dozen faculty and staff contributed formally and informally, including Ann Garcia, Blake Johnson, Chad Dewey, Dan Goodell, Dustin Spencer, George Corser, Jason Swackhamer, Kim Lacey, Mike Major, Neil Baumgartner, Poonam Kumar, Ted Lind.

Goal: International audience for SVSU. Outcome: The event generated ten videos published to www.ted.com.

Goal: Local audience, increase breadth and depth of understanding of SVSU. Outcome: Generally positive. Some direct quotes from the TED.com audience feedback forms.

- Great event full of interesting speakers. Provided lunch and coffee were both very appreciated.
- I initially came to this event as my daughter's guest. I was surprised how much I actually enjoyed it. As this was SVSU's first go round, I would definitely give it another try and I would tell others about it.
- TQE-total quality experience
- I thought that everything was well put together. I think with a little more publicity this could be a very good thing for SVSU. I also enjoyed the speakers and I am glad I got to show case SVSU in this way to my family (who had never been to the university and who were all pleasantly surprised about what our school has to offer!)

External organizations

Larry Daly and Barbara Hoffman of Covenant bought T-shirts for the volunteers. Matt Macomber from the State of Michigan and Steve King from Kochville Township also assisted before and during the event.

Future Plans

A registered student organization (RSO) has been established and plans are under way for TEDxSVSU 2016.

Budget vs. Actual Financial Performance (Unaudited)

The project raised \$2175 and expended \$4756, a net loss of \$2581.

A meaningful comparison of budget versus actual is difficult to prepare. The initial plan was that revenues from sponsors and ticket sales would offset expenditures. But it took us longer than anticipated to develop contacts willing to provide financial support. Further, the line items did not match up with actual results. For example, post production required zero funds while speaker and volunteer food was double the cost originally planned. The fact that expenses could not be precisely estimated was known at the outset and was reflected in the several asterisks in the original budget. The original budget from the proposal is as follows.

Table 3: Proposed Budget

Budget Period: January 1, 2015 to August 31, 2015

<u>Itemized Expenses:</u>	<u>Plan "A"</u>	<u>Plan "B"</u>
Auditorium, stage, projector/engineer ¹	0*	0*
Advertising and promotional items	1,000	500
Printing, excluding advertising	500	500
Exhibitor (Lab) resources	500	0*
Speaker travel, accommodations	0**	0**
Green Room	0*	0*
Volunteer Lounge	0*	0*
Speaker and Volunteer Food ²	2,000	500
Audio/Visual Equipment Rental ³	0*	0*
Camera operator and post production ⁴	1,000	0**
Stage/set materials ⁵	500	0**
Web Services (donated by Organizer)	0	0
Equipment storage	0*	0*
TOTAL	5,500	1,500

* Asterisked items assume: SVSU will provide without charge.

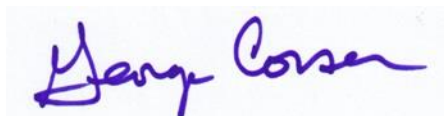
** Doubly asterisked items assume: provided only with sponsor funding.

Sources of Revenue: None confirmed or pending, yet, except SVSU Foundation Research Grant Program as specified in this proposal. However, other TEDx events have been able to secure break-even funding after the project got under way. Please see addenda for budgets for other similar projects. This proposal anticipates funding from the following sources.

<u>Itemized Income:</u>	<u>Plan "A"</u>	<u>Plan "B"</u>
Ticket Sales (100 tickets @ \$20)	2,000	0
Sponsors (7 sponsors @ \$500)	3,500	0
TOTAL	5,500	0

The actual results are below.

Submitted sincerely and respectfully,



George Corser, Assistant Professor, CSIS

Revenues and expenditures spanned two fiscal years. The data below are from Cardinal Direct.

Fiscal Year 2015: Revenues

Budget Summary x

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Fiscal Year 2015

GL Account	U/P	Department	GL Description	Budgeted	Encumbered	Actual	Funds Available
12-132541-4500-0		TEDxSVSU	General Sales & Services : Main Campus	0.00	0.00	700.00-	700.00
			Category Total	0.00	0.00	700.00-	700.00
			Department Total	0.00	0.00	700.00-	700.00
			Fund Total	0.00	0.00	700.00-	700.00
			Grand Total	0.00	0.00	700.00-	700.00

OK

Fiscal Year 2015: Expenditures

Budget Summary x

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Fiscal Year 2015

GL Account	U/P	Department	GL Description	Budgeted	Encumbered	Actual	Funds Available
14-119835-4900-0		FRG-Corser Oct 2014	General : Main Campus	0.00	0.00	5,500.00-	5,500.00
			Category Total	0.00	0.00	5,500.00-	5,500.00
14-119835-5475-0		FRG-Corser Oct 2014	Graphic Center Usage : Main Campus	0.00	0.00	92.00	92.00-
14-119835-5499-0		FRG-Corser Oct 2014	Miscellaneous Supplies : Main Campus	0.00	0.00	651.13	651.13-
			Category Total	0.00	0.00	743.13	743.13-
			Department Total	0.00	0.00	4,756.87-	4,756.87
			Fund Total	0.00	0.00	4,756.87-	4,756.87
			Grand Total	0.00	0.00	4,756.87-	4,756.87

OK

Fiscal Year 2016: Revenues

Budget Summary x

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Fiscal Year 2016

GL Account	U/P	Department	GL Description	Budgeted	Encumbered	Actual	Funds Available
12-132541-3100-0		TEDxSVSU	Unexpended Fund Balance : Main Campus	0.00	0.00	700.00-	700.00
			Category Total	0.00	0.00	700.00-	700.00
12-132541-4500-0		TEDxSVSU	General Sales & Services : Main Campus	0.00	0.00	1,550.00-	1,550.00
			Category Total	0.00	0.00	1,550.00-	1,550.00
12-132541-5499-0		TEDxSVSU	Miscellaneous Supplies : Main Campus	0.00	0.00	75.00	75.00-
			Category Total	0.00	0.00	75.00	75.00-
			Department Total	0.00	0.00	2,175.00-	2,175.00
			Fund Total	0.00	0.00	2,175.00-	2,175.00
			Grand Total	0.00	0.00	2,175.00-	2,175.00

OK

Fiscal Year 2016: Expenditures

Budget Summary x

Go back

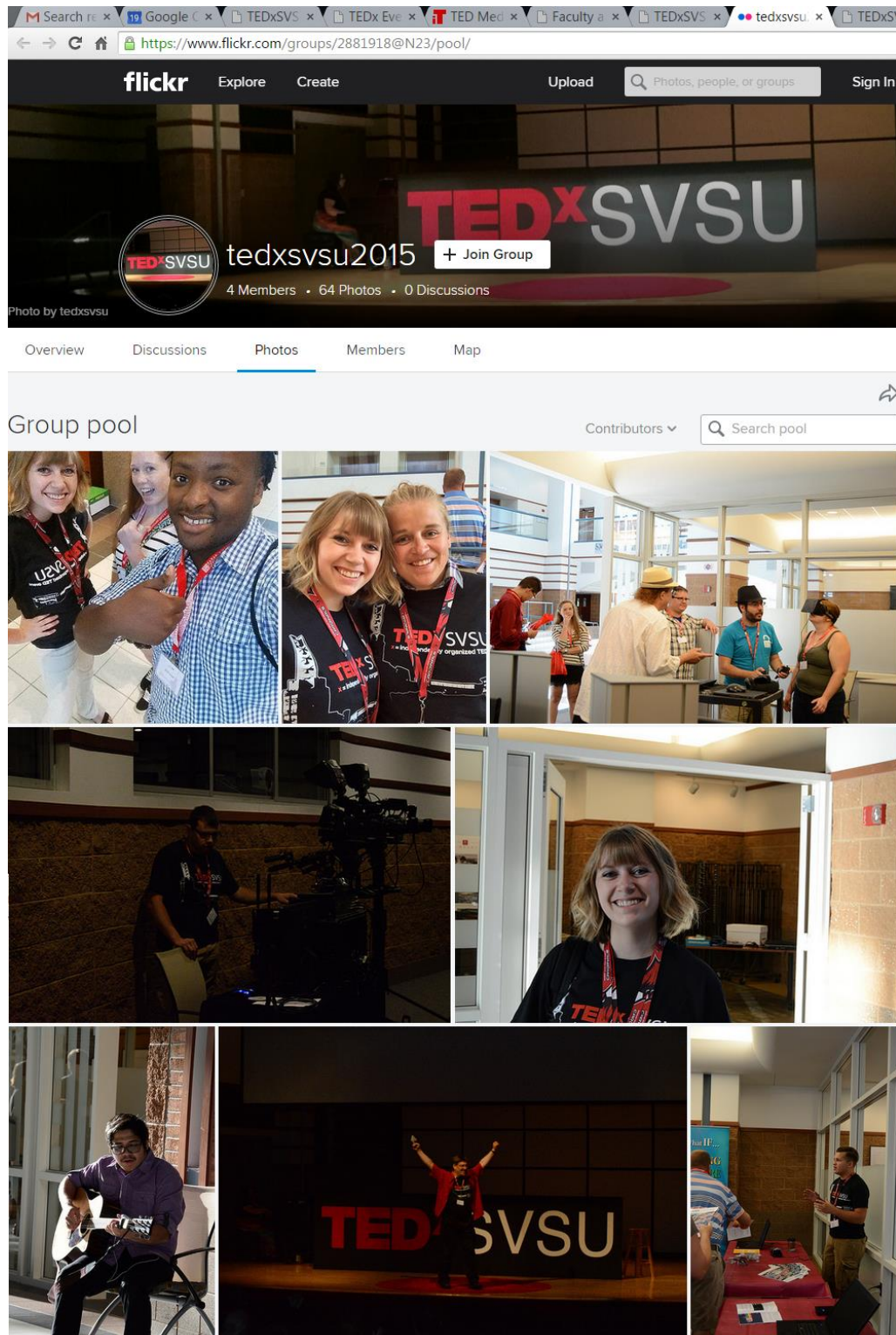
Fiscal Year 2016

GL Account	U/P	Department	GL Description	Budgeted	Encumbered	Actual	Funds Available
14-119835-3100-0		FRG-Corser Oct 2014	Unexpended Fund Balance : Main Campus	0.00	0.00	4,756.87-	4,756.87
			Category Total	0.00	0.00	4,756.87-	4,756.87
14-119835-5470-0		FRG-Corser Oct 2014	Food Service & Conf. Usage : Main Campus	0.00	0.00	3,397.20	3,397.20-
14-119835-5499-0		FRG-Corser Oct 2014	Miscellaneous Supplies : Main Campus	0.00	0.00	742.60	742.60-
			Category Total	0.00	0.00	4,139.80	4,139.80-
			Department Total	0.00	0.00	617.07-	617.07
			Fund Total	0.00	0.00	617.07-	617.07
			Grand Total	0.00	0.00	617.07-	617.07

OK

Two samples of materials from the project

Flickr photo page and TED webpage



TEDxSVSU

x = independently organized TED event

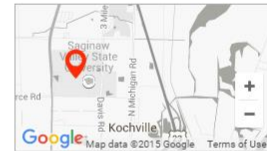
Theme: Roots and Wings

*This event occurred on***August 1, 2015****8:00am - 4:00pm EDT**
(UTC -4hrs)**University Center, MI**
United States[TEDxSVSU](#)[f TEDxSVSU Facebook Page](#)[t TEDxSVSU Twitter Page](#)

The first TEDxSVSU was held August 1, 2015 on the campus of Saginaw Valley State University. Our theme, Roots & Wings, was chosen, not to focus talks on a particular topic, but to express our desire as a local community to share "ideas worth spreading" with the world. Presenters were chosen with ties to the local community (roots) and topics that apply to broad, even international, audiences (wings).

There were two types of presentations, speakers and exhibitors. Speakers presented talks from 9:00 am to 3:00 pm in the Rhea Miller Recital Hall on a wide range of topics from citizen science to overcoming regrets to horse wisdom. For a complete list of speakers, see below.

Exhibits of broad interest were on display during registration, lunch and coffee breaks in Groening Commons. These included Oculus Rift, Arduino-controlled robotic cars and bitcoin miner. For a complete list of exhibits, see: [TEDxSVSU 2015 Exhibit List](#)



Saginaw Valley State University
7400 Bay Road
University Center, MI
United States

Event type: University ([What is this?](#))[See more TEDxSVSU events](#)

Articles from local media

Limited tickets remaining for inaugural TEDxSVSU event

Tuesday, July 21, 2015, 3:15 pm

By the Midland Daily News

Saginaw Valley State University will host the first TEDxSVSU, an independently organized TED event, this August.

TEDxSVSU will take place on Aug. 1 in the Rhea Miller Recital Hall on the main campus of SVSU, focusing on the theme “Roots & Wings.”

“Our goal is to introduce our audience to these larger-than-life, thought-provoking ideas and concepts (wings) while revealing their connections (roots) to the Saginaw Valley community and the Great Lakes Bay Region,” said George Corser, assistant professor in SVSU’s computer science department and faculty advisor for TEDxSVSU.

Tickets for TEDxSVSU are now available, but seating is limited. Only 100 tickets will be sold for this event. For more information about tickets, speakers and TEDxSVSU, visit www.tedxsvsu.com. Lunch at SVSU’s Marketplace at Doan is included with each ticket purchase. Stay up-to-date with the latest from TEDxSVSU by liking it on Facebook and following it on Twitter @TEDxSVSU.

TED, which stands for technology, entertainment and design, has presented inspirational and educational conferences worldwide since 1984 under the theme, “ideas worth spreading.” TEDx extends TED to support independent organizers who want to host TED events in their own communities. TEDxSVSU will promote ideas worth spreading by presenting short, thought-provoking talks from distinguished local, regional and national speakers.

In brief

SVSU planning TEDx event for next August

UNIVERSITY CENTER – Saginaw Valley State University is organizing a new event called TEDxSVSU.

George Corser, Assistant Professor in SVSU's computer science department and organizer of the event said that he's always enjoyed TED talks and is excited that TEDx is becoming something local.

TED, which stands for technology, entertainment and design has presented educational conferences worldwide since 1984 under the theme, "ideas worth spreading." TEDx is aimed at extending TED to support independent organizers who want to host TED events in their own communities.

The first TEDxSVSU event will be held Saturday, Aug. 1, 2015 on the Saginaw Valley State University main campus. Currently, TEDxSVSU is in the process of recruiting speakers, music and dance performers, corporate sponsors and student volunteers to help with the event.

Those interested in helping or want more information are encouraged to contact the organizers at tedxsvsu@gmail.com.

Thursday, December 11, 2014

TEDxSVSU seeks speakers, performers, exhibitors and volunteers

Saginaw Valley State University (www.svsu.edu) will host TEDxSVSU (www.tedxsvsu.com), an independently organized TED event. The first organizational meeting will be held Wednesday, January 14 at 2:30 pm in classroom SE-116. That's right across from Starbucks. The meeting will (1) review the overall process of delivering a TED event and (2) assign volunteers to committees. New volunteers are very welcome.

"We are thrilled that TEDx is coming to SVSU," declared George Corser, Assistant Professor in SVSU's computer science department and organizer of the event. "I've always enjoyed and admired TED talks and I'm absolutely delighted that TEDx is becoming a local activity."

TED (www.ted.com), which stands for technology, entertainment and design, has presented inspirational and educational conferences worldwide since 1984 under the theme, "ideas worth spreading." TEDx extends TED to support independent organizers who want to host TED events in their own communities. Now, here in Saginaw, TEDxSVSU will promote ideas worth spreading by presenting short, thought-provoking TED talks from distinguished local and national speakers.

"We need speakers, of course, but we're looking for singers and dancers, too," said Corser. "TEDxSVSU will focus on education, but it will definitely include pure entertainment. And there will be booths featuring thought-provoking exhibits by faculty, students and corporate sponsors."

The target audience is SVSU students and their families, but anyone interested in TED-style talks is welcome to attend TEDxSVSU. Only 100 tickets will be sold, but speakers and other volunteers are guaranteed a reserved seat in the audience when they are not speaking or volunteering. Ticket prices are expected to be about \$25. Tickets will go on sale a few months before the day of the conference.

The project is supported by the SVSU Foundation Research Grant Program. All communications regarding the event should be emailed to tedxsvsu@gmail.com.

Materials acknowledging the SVSU Foundation Grant Program

TEDxSVSU

x = independently organized TED event

Speaker and Exhibit Event Saturday August 1, 2015 Saginaw Valley State University

What is TED?

"TED is a nonprofit devoted to spreading ideas, usually in the form of short, powerful talks (18 minutes or less). TED began in 1984 as a conference where Technology, Entertainment and Design converged, and today covers almost all topics — from science to business to global issues — in more than 100 languages. Meanwhile, independently run TEDx events help share ideas in communities around the world."

What is TEDx?

"TEDx was created in the spirit of TED's mission, 'ideas worth spreading.' It supports independent organizers who want to create a TED-like event in their own community."

What is TEDxSVSU?

TEDxSVSU is an independently organized TED-style event, a full day of local, national and international speakers, music and artistic presenters, and also sponsors and exhibitors who showcase novel displays and activities.

The target audience is SVSU and the surrounding community, especially students, parents, families, staff, faculty, and administration. The event attracts educated people throughout mid-Michigan and beyond. Anyone interested in TED-style talks is welcome to attend TEDxSVSU.

Organizers and leaders of the event include SVSU students, faculty and staff. The project is supported by the SVSU Foundation Research Grant Program.

What are exhibitors?

Exhibits are booth-style displays of novel local technology, entertainment and design. Exhibitors could be sponsoring corporations, students or local technologists or artisans.

Please sponsor TEDxSVSU

The project is supported by the SVSU Foundation Research Grant Program, but also depends on corporations, individuals, and other organizations also provide funding. Please support this event by donations, exhibits, or both.

Inspiring Talks
Ideas Worth Spreading

Intriguing Exhibits
Novel Tools and Technologies

George Corser
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TEDxSVSU
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989-671-7269

www.tedxsvsu.com

TED^xSVSU

x = independently organized TED event

Saturday, August 1, 2015
8:00 am to 3:30 pm

Rhea Miller Recital Hall
Saginaw Valley State University
7400 Bay Road
University Center, MI 48710

www.tedxsvsu.com



Schedule of Events

08:00	Registration / Exhibit Viewing
09:00	Introduction by emcee George Corser
09:10	Jason Pockrandt
09:30	Franz Schneider
09:50	Dr. Basil Clark
10:10	Salvatore Iaconesi (TED video)
10:25	Dr. Frank Hall
10:45	Coffee Break / Exhibit Viewing
11:00	Dr. Tracy Weber
11:20	Drew Korpai
11:40	Clint Smith (TED video)
11:45	Margaret Arnold
12:05	Lunch (at Doan Marketplace) / Exhibit Viewing
13:05	Judge Darnell Jackson
13:25	Lord Nicholas Stern (TED video)
13:45	Mike Mosher
14:05	Matthieu Ricard (TED video)
14:25	Kate Cardinali
14:45	Joshua Smith
15:05	Glenn Daniels
15:25	Conclusion

"In addition to live speakers, a minimum of two official, pre-recorded TED Talks must be shown at events less than half a day in length. For longer events, 25% of the total number of talks must be official, pre-recorded TED Talks from the TED.com/talks library." (See: www.ted.com)

Exhibits

Arduino-controlled robotic cars
Pixy camera
Makey Makey
Oculus Rift
Google Cardboard
Raspberry Pi
Wi-Fi Pineapple
Bitcoin Miner
Glockenspiel and oscilloscope

Volunteers

(Alphabetical by first name)

Aaron Hooper	Kevin Deary
Andrea McGhee	Kim Lacey
Andrew Robishaw	Kylie Wojciechowski
Bradley Chippi	Matt Macomber
Amanda Cobb	Matt Walker
Brian Cobb	Mike Major
Brittany Lentz	Neil Baumgartner
Brooke Meade	Poonam Kumar
Callie Youngman	Ryan Moormann
Chad Dewey	Scott Ellis
Dan Goodell	Shafayat Alam
Dustin Spencer	Shahamatul Alam
George Corser	Sophie Butcher
Imran Khan	Stephen Cecchini
Jason Swackhamer	Ted Lind
Joshua Gillard	Yan Huang

TEDxSVSU sign by J. Blake Johnson

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"TEDx was created in the spirit of TED's mission, 'ideas worth spreading.' It supports independent organizers who want to create a TED-like event in their own community." Source: www.ted.com.

What is TEDxSVSU?

TEDxSVSU is an independently organized TED-style event, a full day of local, national and international speakers, music and artistic presenters, and also sponsors and exhibitors who showcase novel displays and activities. Official website: www.ted.com/tedx/events/45506

Organizers and leaders of the event include SVSU students, faculty and staff. The project is supported by the SVSU Foundation Research Grant Program and the Covenant HealthCare Foundation.



To support next year's TEDxSVSU 2016, please email George Corser: gpcorser@svsu.edu