

Requesting \$5,500

TEDxSVSU

A Proposal for SVSU Foundation Research Grant Program

Submitted: October 20, 2014

ABSTRACT

TEDxSVSU promotes *ideas worth spreading* by hosting distinguished speakers who deliver under-18-minute, thought-provoking talks on the topics of technology, entertainment and design. TEDxSVSU serves communities in mid-Michigan and all around the world by publishing videos of the talks at www.tedxsvsu.com, the best of which are also hosted at www.ted.com. The first TEDxSVSU event will be held Saturday, August 1, 2015 on the campus of Saginaw Valley State University.

Who:

Audience: Anyone can physically attend the event, though tickets may be difficult to obtain because TED, the parent organization, imposes a 100-person attendee limit on standard TEDx events. A much broader local and international audience watches the videos online.

Speakers: Presenters include local SVSU and international experts and innovators, mostly with ties to mid-Michigan.

Exhibitors: Outside of the auditorium are displays of novel local technology, entertainment and design implementations.

Sponsors: Some corporations and other organizations provide funding to support the event. Some sponsors are also exhibitors.

Volunteers: SVSU students, staff and faculty volunteer to coordinate all aspects of the program. Whenever possible, volunteers perform event activities including planning, delivery, set-up, and clean-up.

Contractors: When necessary, essential activities may be performed by paid personnel, such as photographers, videographers, video post-production editors, stage/set designers, web designers, and caterers.

SVSU Administrators: Approvals for all campus activities must be processed through the appropriate SVSU personnel.

Organizer: George Corser, Assistant Professor, Computer Science and Information Systems (CSIS). Corser has experience serving on the Program Committee for TEDxOaklandUniversity which took place March 15, 2014. See: <http://www.ted.com/tedx/events/11405>.

What:

Auditorium: Stage, set, and seating for 140 people, possibly more.

Video and Audio Equipment: Devices for video streaming, video recording, lighting, video editing and publishing, hands-free microphone, public address (PA), etc.

Green Room: Relaxing area for speakers to hang out prior to speaking, as well as to get ready, with space for microphone set-up, mirror/make-up, food/beverages, bathroom, etc. Dedicated student volunteers are assigned to ensure each speaker is ready.

Exhibit Area: Space for tables, tablecloths, chairs, power strips, etc. This includes a registration table where participants exchange tickets for lanyards and name tags.

Lounge: Relaxing area for volunteers to eat and take breaks.

Volunteer Meeting Rooms: Physical spaces for volunteers to meet monthly in preparation for the event.

Storage Area: Sometimes items must be stored before, during and after the event.

Web Communication Infrastructure: Website and wiki tools for coordinating activities prior to the event.

Advertising and Promotional Items: It is helpful to promote the event with paper flyers, public radio public service announcements (PSAs), and promotional items. Sometimes promotional items like T-shirts and coffee mugs can be sold or awarded to sponsors to generate more revenue for the event. If there is sufficient budget it is a thoughtful courtesy to provide gifts for speakers. Printed items may also include signs, name tags, lanyards, tickets, thank-you notes for speakers, etc.

Money: Funding comes from sponsors, ticket sales, and sales of promotional items. A mechanism must be established for storing and controlling this asset. Not all support comes in the form of money. Sometimes a sponsor provides food, for example.

When: **Tentative Date:** Saturday, August 1, 2015. The event could be a full day or a half day. The duration depends on available personnel and budget. See budget section for specifics.

Where: SVSU campus (details TBA)

Why: **To promote *ideas worth spreading*:** Participants support the inspiring and entertaining mission of the event.

To promote SVSU: TEDxSVSU showcases the fact that SVSU provides an exceptional educational environment, and assembles leading innovators and educators from around the world.

How: **By coordinating committees of volunteers, following a tried-and-true format:** Committees consisting of volunteers coordinate all aspects of the event. Committees meet independently and report status to a central Steering Committee using the internal communications infrastructure, website, or wiki. A detailed manual is available at www.ted.com.

NARRATIVE

Purpose: The purpose of the grant is to fund TEDxSVSU, an activity that interests a broad audience. This showcases the inspiring nature of SVSU's intellectual community. The direct goal is to raise local awareness of technology, entertainment and design *ideas worth spreading*. The indirect goal is to raise local and even international awareness that SVSU is a great place for a college education. Local and international college seekers are likely to google SVSU when considering colleges. The popularity of TED tends to raise TEDxSVSU's position in search engine rankings. The grant is necessary because without a grant it is unlikely that TEDxSVSU could be accomplished.

Project: The project is a half-day or full-day conference. The size and duration depend on volunteers and funding. Essentially, TEDxSVSU is an auditorium filled with local people interested in technology, entertainment and design, addressed by inspiring distinguished local and international speakers. This auditorium is surrounded by exhibitors who showcase novel displays relevant to the event theme. The entire event is videotaped for dissemination locally and worldwide. Ideally web streaming could serve an overflow local audience. The overall goal is to host an inspiring and educational TED-style event. The action plan is to assemble volunteers into committees to perform the following objectives. See Figure 1 for Organization Chart.

- Registration Committee: Handles all matters relating to the Audience, including promoting attendance, advertising, promotional items, radio PSAs, ticketing, Auditorium set-up (except stage), ushers for assisting attendees in seating, etc.
- Exhibitor and Sponsor Committee: Handles all matters relating to Exhibitors and Sponsors, and exhibition area tables (incl. the Registration table). Also coordinates equipment storage. Works with all other groups to ensure proper storage of items for event.
- Program Committee: Handles all matters relating to Speakers, including speaker scheduling, auditions, hotel and transportation arrangements, and Green Room set-up.
- Audio/Video Committee: Handles all matters relating to audio/video and still photography, including post-production. Works with Stage and Set Committee to ensure proper lighting and audio. Works with Web Communications Committee to ensure streaming video and digital video uploading.
- Web Communications Committee: Handles website and internet communications, especially video and photography uploads and streaming.
- Stage and Set Committee: Designs and builds the set.
- Steering Committee: Handles all money and anything not included in any other committee. This includes coordinating outside Contractors, accepting and assigning Volunteers, and establishing or removing Committees. The Steering Committee ensures Volunteer Lounge set-up and securing meeting rooms for all other committees. All committees report status to Steering Committee.

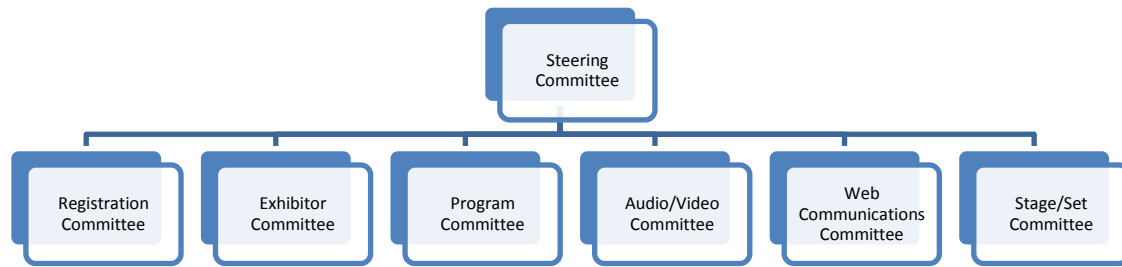


Figure 1: TEDxSVSU Organization Chart

Student Benefits: TEDx is world-renowned for inspiring intellectual and cultural presentations. Because students serve in leadership roles, the event develops students' real-world conference management experience. Students make direct contact with recognized innovators. Students directly contribute to increasing worldwide awareness of SVSU, enhancing the reputation of the institution from which they are receiving degrees. It is possible students may be selected as speakers, in which case they benefit from disseminating their ideas to the world, and inspiring other students to do likewise.

- TEDxSVSU brings together leading local and international thinkers and doers to share ideas that matter in many disciplines: technology, entertainment, design, science, humanities, business, development. *Students work directly with these leaders to prepare a spectacular production.*
- TEDx events, speakers and videos combine to spark deep discussion and lasting connections for students, local leaders and the community at large. The work is performed in the spirit of "ideas worth spreading," not for financial motives. *Students build meaningful career and life contacts based on genuine common interests. **TEDxSVSU brings the entire SVSU campus and community together working toward a common goal: inspiring education.***
- TEDxSVSU hopes to become an annual forum for ideas that inspire SVSU students to change their lives, their futures and ultimately their world.

This is an ambitious but achievable goal which builds upon past CSIS student-focused activities that have impacted only a few students. This proposal would impact more students, perhaps 40, in multiple departments. Evidence of prior success: Recent CSIS student-focused activities have led to the following undergraduate publications.

- Dustyn Tubbs and Khandaker Rahman, Saginaw Valley State University, "Exploring Movement-Pattern Based Authentication for Mobile Platforms", USENIX 2014, San Diego, CA.
- Lee, Tai-Chi, Michael Gubody, and Donovan Moore, "Session Keys for Encryption/Decryption in Elliptic Curve Cryptosystems", Forthcoming Issue of Proceedings of World Congress in Computer Science, Computer Engineering, and Applied Computing, July 21-24, 2014, Las Vegas, NV.
- Lee, Tai-Chi, Mark White, and Michael Gubody. "Matrix Multiplication on FPGA-Based Platform." Proceedings of the World Congress on Engineering and Computer Science. Vol. 1. 2013.

Other Organizations: No external organizations have yet been identified as exhibitors, sponsors or collaborators, because the proposed activity is specifically designed to recruit such organizations.

Timetable: The specific details of the participants and their itineraries are part of the work performed by the proposed activity. Table 1 below provides a high level overview.

Table 1: TEDxSVSU Committee Tasks

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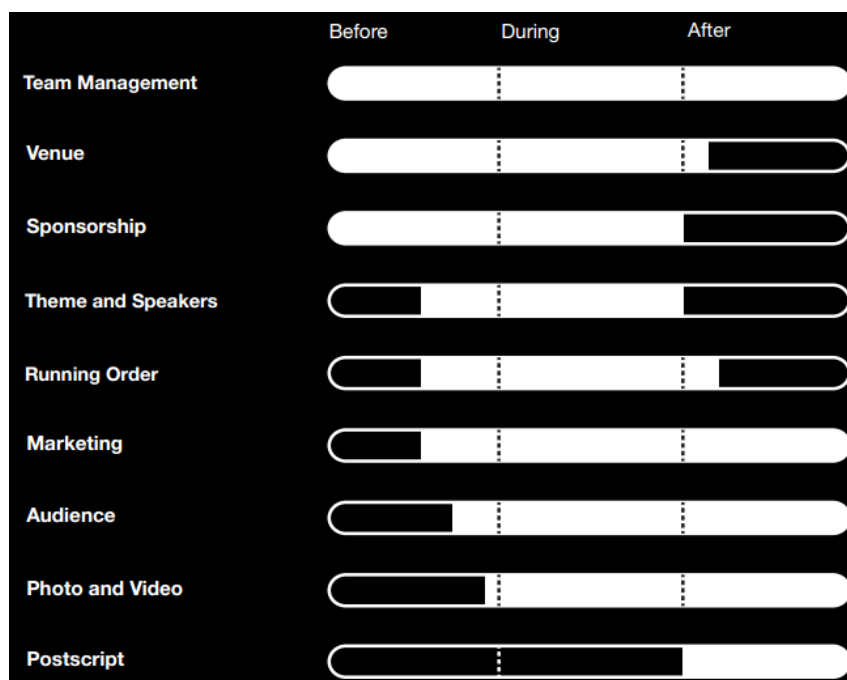


Figure 2: [TEDx Manual](#) Task Timeline

Evaluation: Performance is evaluated based on the number of views of online videos, as well as by a post-event survey of attendees and participants. See: [this link](#) for details.

Other: One rule of TEDx is that sponsor logos cannot appear on stage. However, the SVSU Foundation Research Grant Program is acknowledged in publications, signage and media coverage.

Budget: TEDx can be tailored to fit a range of budgets. There is even a package called “TEDx in a Box” for use in extremely poor areas and underdeveloped countries.

This proposal presents two budgets comparable to other top universities. (See addenda for comparison.) Both budgets assume 100 audience attendees, 12 speakers, 40 exhibitors (20 exhibits with 2 exhibitors per exhibit), and 40 volunteers, for a total of 192 people.

Plan “A” is a full-day event. Plan “B” is a half-day event. Plan “A” would include catering and professional video post-production. Plan “B” would include refreshments picked up at a grocery store by volunteers and amateur/volunteer video production.

Table 2: [TEDxSVSU Event Schedule Alternatives](#)

Plan “A” (Full Day)

7:00 Set-up

8:00 Registration

9:00 **Introduction**

9:20 Speaker

9:40 Speaker

10:00 Speaker

10:20 **Exhibit Break**

10:40 Speaker

11:00 Speaker

11:20 Speaker

11:40 Speaker

12:00 **Lunch**

1:00 Speaker

1:20 Speaker

1:40 Speaker

2:00 **Exhibit Break**

2:20 Speaker

2:40 Speaker

3:00 Speaker

3:20 **Conclusion**

3:30 Clean-up

Plan “B” (Half Day)

7:00 Set-up

8:00 Registration

9:00 **Introduction**

9:20 Speaker

9:40 Speaker

10:00 Speaker

10:00 **Exhibit Break**

10:40 Speaker

11:00 Speaker

11:20 Speaker

11:40 Speaker

12:00 **Conclusion**

12:30 Clean-up

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

CONTACT

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¹ TEDx events can be held anywhere. Plan "B" assumes a room could be secured at no cost to the project.
Rooms: <http://svsu.edu/calendar/roomschedules/>. Events: <http://www.svsu.edu/calendar/svevents/>.
Room reservations: <http://apps.svsu.edu/forms/bookroom.php>.

² Plan "B" would use food from grocery store, rather than a catering service.

³ Audio/Visual Services info link is broken at <http://apps.svsu.edu/forms/bookroom.php>.

⁴ Plan "B" would use volunteer camera and post-production person.

⁵ Plan "B" would use donated materials.

ADDENDUM 1: Summarized Budget for TEDxOaklandUniversity

TEDxOaklandUniversity Saturday, March 15, 2014		
INCOME		
Item	Estimated	Details
TEDx Org	1,000.00	Donation from student organization
ACM	500.00	Donation from student organization
AIS	500.00	Donation from student organization
TEDx Org	1,000.00	Donation from student organization
TEDx Org	400.00	From T-shirt sales
SECS	2,500.00	For Video, Live Stream, Video Editing
SPB	1,000.00	For Food-Green Room, Breakfast-volunteers, Name Tags, Drinks
CAS	800.00	For Lighting, stage
Total Income	7,700.00	
EXPENSES		
Item	Estimated	Vendor
a. Labs-Tables/Tablecloths	240.00	
b. Labs-Equipment	300.00	
c. Food-Green Room	150.00	Sam's Club
d. Breakfast-volunteers	250.00	Sam's Club
e. Volunteer-T-shirts	550.00	
f. Box Lunches	1,890.00	Panera
g. Drinks-Lunch	150.00	Sam's Club
h. Signs	100.00	CSA
i. Audio, pipe, drape	460.00	Classroom Support
j. Lighting	125.00	Classroom Support
k. Stage and step	128.00	OU Oakland Center
l. Video Equipment	900.00	Classroom Support
m. Live Streaming	250.00	Classroom Support
n. Name Tags and Lanyards	195.90	Classroom Support
o. Photo booth wallpaper	30.00	
p. Video editing	1,350.00	
Total Expenses	7,068.90	
Total Profit/Loss	631.10	

ADDENDUM 2: Budget for TEDxMcGill⁶

Budget for TEDx McGill

*** = can be omitted

(IK) = donated in-kind

Amount Requested:

Budget (all operations)			
Revenues	Budget	Actual	Variance
Conference Registration @ \$10.00/attendee x 280 attendees	2800.00	0.00	0
Sponsorship – Monetary	3000.00	2000.00	-1000.00
Sponsorship – In-kind	1000.00	850.00	-250.00
Total Revenues	6800.00	2850.00	
Expenses			
Venue			
Jeanne Timmins @ \$50/hr x 7 hours	350.00	0.00	0
Trottier Lobby for reception	50.00	0.00	0
Porter/Security services at reception	200.00	0.00	0
Sub-Total	600.00	0.00	0
Food & Beverages (consumption)			
Coffee/Tea & Beverages for Attendees	300.00	0.00	0
Cookies/Small snacks for attendees – 300 people	1200.00	0.00	0
Catering - Reception – 200 people	800.00	0.00	0
***Wine – Reception – 200 people	800.00	0.00	0
Sub-Total	3100.00	0.00	0
Advertising & Promotions	0.00	0.00	0
Tabling cost - Activities night	15.00	15.00	0.00
Promotional Video	100.00	0.00	+100.00
Banners - Colour/Paper	35.00	31.25	+4.75
***Banners - Colour/Vinyl	200.00	0.00	0
Posters (calls for applicants) - Colour/Paper @ 1.00/each x 50 posters	50.00	46.00	+4.00
Posters (calls for attendees) - Colour/Paper @ 1.00/each x 50 posters	50.00	56.00	-6.00
Sub-Total	450.00	146.25	
Materials & Printing	0.00	0.00	0
Conference booklets @ 1.75/each x 320 attendees	560.00	0.00	0
***Nametags	60.00	0.00	0
Speaker Gifts @ 20.00/each x 15 speakers	300.00	0.00	0
***Attendee Packages @ 2.00/each x 300 regular attendees	600.00	0.00	0

⁶ Source: http://www.mindmeister.com/generic_files/get_file/353250?filetype=attachment_file

***VIP Packages @ 4.00/each x 20 VIPs	80.00	0.00	0
Sub-Total	1600.00	0.00	0
Web site	0.00	0.00	0
Domain Name	15.00	11.82	+3.12
Template	75.00	80.88	-5.88
Web site production	200.00	(IK)200.00	+200.00
Sub-total	290.00	92.90	-42.76
Audio-Visual Equipment & Services			
Technical Help at event	100.00	0.00	0
Equipment Rental –lights, projectors, mikes	200.00	0.00	0
Live Feed	100.00	(IK)100.00	+100.00
Photography Services	150.00	(IK)150.00	+150.00
Filming services	250.00	(IK)250.00	+250.00
Post-Conference Video Editing	150.00	(IK)150.00	+150.00
iTunesU-McGill uploading	100.00	0.00	0
Sub-total	1050.00	650.00	
Total Expenses	6490.00	0.00	0
Net Income	0.00	0.00	0