

REFORMA, The National organization to promote library and information services to Latinos and the Spanish speaking.

August 20, 2014

Proposal for

*REFORMA National Conference VI Region
Selection*

I. INTRODUCTION3

II. TIMETABLE3

III. AGREEMENTS4

IV. RNC VI REGION SELECTION ELIGIBILITY5

V. RNC VI REGION SELECTION CRITERIA.....5

VI. RNC VI ADDITIONAL SELECTION CRITERIA.....6

VII. COMMITMENT.....6

VIII. PROPOSED BUDGET.....7

IX. SAMPLE VENUE/SITE RFP.....9

X. EVALUATION CRITERIA 13

XI. APPENDICES – DRAFT 14

I. Introduction

President Isabel Espinal, 2014, created the REFORMA National Conference Coordinating Committee (RNC-CC) to provide oversight for a process to plan REFORMA National Conferences starting with RNC VI and beyond. President Isabel Espinal appointed the following REFORMA members:

Co-Chair: Jacqueline Ayala lrite2@gmail.com

Co-Chair: Loanis Menendez loanismenendez@gmail.com

President: Isabel Espinal isabel.espinal@reforma.org

Kathryn Blackmer Reyes kathryn.blackmerreyes@sjsu.edu

Silvia Cisneros silvia.bibliotecaria@gmail.com

Selina Gomez selinagb94@gmail.com

Roxana Benavides: brooklynitegirl@gmail.com

Below is a description of the criteria by which the REFORMA National Conference Coordinating Committee (RNC-CC) will determine a region/community's suitability to host the RNC VI in 2017 and beyond, and the criteria the RNC-CC will apply when evaluating each RFP for Region selection.

One RFP will be selected for RNC VI in 2017.

Region is defined as: Geographical area, State, City, County, REFORMA Chapter, local community, and downtown area.

Venue/Site is defined as: Site, Hotel, and/or Convention Center.

One or more finalists may be requested to submit additional information. The RNC-CC reserves the right to re-open the RFP process and/or extend the timetable if submitted RFPs for Region Selection do not meet eligibility requirements and/or selection criteria.

II. Timetable

- a) RFP Time Period: August 20, 2014 to December 15, 2014. Four (4) months.
- b) ALA Midwinter 2015, Chicago, IL - January 30 to February 3, 2015
- c) RNC V San Diego, CA. April 1-4, 2015.
 1. December 15, 2014 - December 31, 2014 - RNC-CC will review proposals and will determine 3 best proposals to present to REFORMA Executive Committee.
 2. January 1 - March 15, 2015 - Executive Committee will choose 1st Proposal for RNC VI in 2017.
 3. March 20, 2015 - Executive Committee will notify selected proposals.
 4. March 25, 2015 - Selected proposals to accept final agreement with Executive Committee.
 5. April 4, 2015 - Executive Committee will announce RNC VI and RNC VII, region and venue.

III. Agreements

- a) By submitting this proposal you agree and represent to REFORMA National Executive Committee and RNC-CC that any information or data that you provide to us ("Information") is considered non-confidential and non-proprietary to you or any other party, and REFORMA has no obligation towards you or any other party to protect such information. Any information you transmit shall be considered non-confidential and non-proprietary information regardless if marked "confidential" or "proprietary." REFORMA will have no obligation of any kind with respect to such information. By communicating with REFORMA, you acknowledge and agree to the foregoing terms. Please review these guidelines before submitting a proposal.
- b) All statements submitted herein are true to the best of your knowledge.
- c) Provide the following information about the person(s) submitting this Proposal to RNC-CC:

Name:
Position:
Name of Employer:
Address of Employment:
Phone Number:
Email:

Member of REFORMA?

Yes

No

If YES, since _____

If NO, you may join REFORMA at www.reforma.org

For REFORMA Members only: Have you served in REFORMA as officer, committee chair or committee member:

Yes

No

If YES, please list position(s) here:

Print Name:

Signature:

Date:

IV. RNC VI Region Selection Eligibility

One or more finalists may be requested to submit additional information. The RNC-CC reserves the right to re-open the RFP process and/or extend the timetable if submitted RFPs for Region Selection do not meet eligibility requirements and/or selection criteria.

- a) Proposed Region:
- b) Proposed Region Theme/Tagline:
- c) Proposed Dates:
- d) Please describe the public transportation infrastructure and amenities that will facilitate and enable RNC VI attendee's travel and enjoyment. Is it a desirable city?
- e) Please describe the proposed region's location with respect to distance to/from airport and hub cities.
- f) Describe the proposed region's ability to offer a choice of high-quality hotels capable of housing all conference events, and as many as 500 guests, under one roof. We will not consider an RFP for Region Selection that does not provide a choice of conference hotels meeting our membership size and site quality requirements.

V. RNC VI Region Selection Criteria

The RNC-CC will evaluate a RFP to Select RNC VI Region in 2017 based on the following criteria.

Recognizing that a certain amount of subjectivity (such as perceptions of an area's attractiveness, or the desire to hold the event in different geographies) will enter into the process of selecting a region, the RNC-CC accepts this as necessary to accommodate the diverse viewpoints and objectives of REFORMA's membership. Proposals should describe in detail how a region meets the following criteria:

- a) Convenient air access from North American and international airports to accommodate national and international members travel.
- b) Describe the City, Downtown area: RNC-CC would prefer a vibrant and safe downtown with convenient access to the airport as well as to entertainment, recreation, cultural, dining and shopping amenities for attendees and guests. RNC-CC would prefer the conference take place in a downtown hotel, but if not, such amenities should be close-by.
- c) Describe any other interesting venues that showcase local history, culture, and character that would be suitable for the opening reception.
- d) List specific dates of holidays, or other scheduled conferences that could preclude REFORMA members attending RNC VI.
- e) Describe the available choices of comfortable and affordable nearby off-site hotels. Many of our attendees must adhere to strict travel budgets. While our overall objective is to house the conference under one roof, we also place a high priority on locations that can offer discounted guest accommodations within walking distance to RNC VI conference venue.

VI. RNC VI Additional Selection Criteria

The following criteria will be given special attention when selecting a region for RNC VI to provide attendees a memorable experience.

- a) RNC-CC will give particular attention to proposals that satisfy the criteria listed above and also describe how the region would help to incorporate unique and meaningful experiences into the conference program. For example, RNC-CC will give particular scrutiny to a RFP for Region Selection able to suggest and arrange keynote speakers and other conference content. The ability to suggest and help secure insightful speakers with broad national or international appeal can be a distinguishing attribute of a winning proposal.
- b) RNC-CC will look at an RFP highlighting a region that is currently facing particular challenges in promoting library and information services to Latinos and Spanish speaking or where a pattern of injustice in library and information access is emerging.
- c) The ability to demonstrate a proposed region would benefit from hosting RNC VI will be a distinguishing attribute of a winning proposal. This component will need to be solidly demonstrated.
- d) RNC-CC would also look for insights into venues and unique hospitality experiences that could be incorporated in to RNC VI and events, such as Art Shows, Festivals, etc. happening at the proposed dates of the RNC VI.
- e) We are open to suggestions for special pre-conference activities offered by invitation-only to REFORMA members, their significant others, and select host partners and investors.

VII. Commitment

Please provide detailed information regarding your commitment to host RNC VI in your proposed region.

- a) Resources Available: Sponsorships, Partnerships with local city and or Library System.
- b) Past experience hosting/planning a professional conference.

Yes

No

If Yes: Please list the name(s) of symposium(s) or conference(s), number of attendees, location(s) and year(s), and committee memberships, if any.

- c) Availability of personnel to chair, join and carry out the charge of the RNC VI Committee. (A DRAFT description of the Charge of the RNC VI Committee is included in Appendices. The Executive Committee will finalize the official charge prior to December 15, 2014.). List name and contact information of preliminary RNC VI Committee members. Please include for each preliminary member listed:
 - Name and Last Name
 - Position held in Library/University/Other
 - Institution Name and Address
 - Phone Number and Email Address
 - RNC VI Charge/Position

VIII. Proposed Budget

Prepare a realistic budget: Identify possible partners, conference sponsors, etc. who could help fund RNC VI. A final budget must be submitted to the Executive Committee if your RFP is selected to host RNC VI in 2017.

The following is a sample budget sheet as prepared by RNC V. You may adapt this Sample Budget Sheet as necessary and/or applicable.

| Sample Budget RNC VI | | Goal: \$100,000 income | |
|--------------------------|-----------|---------------------------|-------|
| Income | Estimated | Actual | Notes |
| REFORMA seed money | | | |
| REFORMA Foundation loan | | | |
| Seed donation | | | |
| Sponsorships | | | |
| Registration | | | |
| Exhibits | | | |
| Ticketed Events | | | |
| - Preconference | | | |
| - Author events | | | |
| - Banquet | | | |
| - Other | | | |
| Online fundraising | | | |
| Fundraising - Individual | | | |
| Fundraising - Corporate | | | |
| IMLS grant | | | |
| Advertisements | | | |
| Virtual Conference | | | |
| | | | |
| Totals: | | | |
| | | | |
| Expenses/Committee | Estimated | Actual | |
| Printing - Exhibits | | | |
| Conference programs | | | |
| Honorariums - Author | | | |
| Catering | | | |
| Rentals - equipment | | | |
| Decorations | | | |
| Entertainment | | | |
| Other entertainment | | | |
| Luncheon | | | |
| Repay Seed Money | | | |
| Speaker fees | | | |
| Postage | | | |
| Printing - Publicity | | | |

| | | | |
|--|-----------|--------|-------|
| Printing - Conference | | | |
| Video | | | |
| Transportation | | | |
| Site Fees | | | |
| Swag | | | |
| Virtual conference fees | | | |
| Awards | | | |
| Hotel - guests | | | |
| Other | | | |
| Cleaning costs/deposits | | | |
| Totals: | | | |
| | | | |
| Net Income | Estimated | Actual | Notes |
| | | | |
| | | | |
| In-kind amounts detailed at the final report | | | |

IX. Sample Venue/Site RFP

Below is a sample Venue/Site RFP to assist you in selecting a hotel/conference venue. This is the RFP used by RNC V. You may adapt this Sample Venue/Site RFP as necessary and/or applicable. You may submit up to three (3) different Venue/Site RFPs with this proposal.

Request for Venue/Site Proposals REFORMA National Conference VI 2017

Organization: REFORMA, *National Association to Promote Library and Information Services to Latinos and the Spanish Speaking*

Non-profit Association – Library: Librarians, staff, graduate students, administrators, faculty, Public/Academic libraries

Meeting Name: REFORMA National Conference (RNC-VI)

Meeting dates: PREFERRED MEETING DATES – Please note specific dates of holidays, or other scheduled conferences that could preclude REFORMA members attending RNC VI. **Avoid holydays such as Easter weekend. REFORMA PREFERS meeting Wednesday (arrival) – Sunday (departure)**

Alternate date:

Meeting date flexibility:

Response due:

Decision due: (Confirm decision date with Executive Committee Calendar)

Number of attendees: 500; vendors: 30-45

Guest rooms per night: S/D occupancy

| Day | Wednesday | Thursday | Friday | Saturday | Sunday | Total |
|-------|-----------|----------|--------|----------|--------|-------|
| Date | | | | | | |
| Rooms | 40 | 70 | 150 | 150 | 10 | 420 |

Meeting Requirements

Summary of Meeting Space Needs:

- 7 Break out rooms to be used in 6 sessions from Friday-Saturday (capacity 25-100). Theater style.
- Exhibitor room – skirted tables for 30-45 vendors. Secure if possible – no air wall or service doors.
- 1 General session for 300-400 people – Theater
- 1 Closing session – banquet style (about 250)
- 2 Break out rooms on Thursday, classroom style (capacity 50)
- PREFCONFERENCE NEED – preconference sessions required
- Registration Area

Special Concessions:

- \$5.00 rebate room night applied to Master Account
- Book Exhibits: Up to 35 complimentary tables in secure room to be set up on Thursday tear down on Saturday.
- Breakout/Meetings rooms are reserved on 24 hour hold —7 Rooms generally used from 7:00 am- midnight for breakouts (may require later as needed).
- 1 Complimentary Board Room (Capacity 12) to be used beginning Wednesday evening through Saturday afternoon continuously 24 hour.
- 1 Complimentary Storage Room/office near Registration space on level with breakout rooms.
- 2 Complimentary Suites for hospitality FYI: (Special Receptions)
- 2 Complimentary Suites at conference rate
- 1 complimentary guestroom for every 30 revenue-generating guestrooms based on pick-up
- Complimentary Wireless Internet access for all guest rooms and break-out meeting rooms
- 10 Staff Rooms at reduced rates during annual meeting
- Registration Area: 6 tables complimentary
- NEGOTIABLE: 25% attrition on room pick up
- REQUIRED: 2 Complimentary Internet connections for registration
- Complimentary or Reduced Parking on-site.
- Complimentary motor coaches for transportation to an offsite venue. (Not required but if you have off-site events, you might be able to negotiate as part of the contract)
- Complimentary Landing Page or group weblink for reservations
- Minimum 20% discount on all audiovisual equipment rental from in-house AV Company
- Minimum 20% discount off current catering menu pricing
- Food and Beverage Maximum \$25,000. (Negotiate lowest amount)
- Complimentary Airport Shuttle (If possible)
- Cut-off date 21 days prior to conference date

Sample schedule Thursday-Sunday – exact times are subject to change.

| DAY/DATE | Event | Room size/Details |
|------------------------|-------------------|---------------------------|
| Thursday | | |
| 7:00 a.m. – 6:00 p.m. | Registration | |
| 8:30 a.m. - 12:00 noon | Preconference #1 | 25 – Classroom or offsite |
| | Preconference #2 | 25 – Classroom or offsite |
| | Preconference #3 | 25 – Classroom or offsite |
| 12:00 noon -1:30 p.m. | Lunch | |
| 1:00 p.m. - 5:00 p.m. | Preconference #4 | 25 – Classroom or offsite |
| | Preconference #5 | 25 – Classroom or offsite |
| | Preconference #6 | 25 – Classroom or offsite |
| 6:00 p.m. -8:00 p.m. | Welcome/Reception | Off-site |

| Friday | Event | Room size/Details |
|-------------------------|-----------------------------|------------------------------------|
| 7:00 a.m. - 6:30 p.m. | Registration | |
| 8:30 a.m. - 10:00 a.m. | Opening Session | Continental Breakfast (?) - 300 |
| 10:00 a.m. | Exhibitor Opening | |
| 11:00 a.m. - 12:15 p.m. | Session 1 – Break out rooms | Room size varies - Theater |
| “ | “ | Room size varies - Theater |

| | | |
|------------------------|-----------------------------|----------------------------|
| " | " | Room size varies - Theater |
| " | " | Room size varies - Theater |
| " | " | Room size varies - Theater |
| " | " | Room size varies - Theater |
| " | " | Room size varies - Theater |
| 12:15 p.m. | Lunch | |
| 12:30 p.m. - 2:00 p.m. | Author Readings | Banquet/ticketed event |
| 3:45 p.m. - 4:15 p.m. | Coffee Break at Exhibits | Coffee service - 500 |
| 2:15 p.m. - 3:15 p.m. | Session 2 - Break out rooms | Room size varies - Theater |
| " | " | Room size varies - Theater |
| " | " | Room size varies - Theater |
| " | " | Room size varies - Theater |
| " | " | Room size varies - Theater |
| " | " | Room size varies - Theater |
| " | " | Room size varies - Theater |
| 4:30 p.m. -5:30 p.m. | Session 3 - Break out rooms | Room size varies - Theater |
| " | " | Room size varies - Theater |
| " | " | Room size varies - Theater |
| " | " | Room size varies - Theater |
| " | " | Room size varies - Theater |
| " | " | Room size varies - Theater |
| " | " | Room size varies - Theater |
| 3:15 p.m. -4:15 p.m. | Exhibitor no-conflict | |
| 6:30 p.m. - 8:00 p.m. | Gala Awards Banquet | Off-site |

| Saturday | Event | Room size/Details |
|------------------------|-----------------------------|----------------------------|
| 7:30 am - 3:30 p.m. | Registration | |
| 8:00 a.m. - 5:00 p.m. | Exhibits Open | |
| 8:00 a.m. - 9:30 a.m. | Breakfast | |
| 9:45 a.m. - 11:00 a.m. | Session 4 – Break out rooms | Room size varies - Theater |
| " | " | Room size varies - Theater |
| " | " | Room size varies - Theater |
| " | " | Room size varies - Theater |
| " | " | Room size varies - Theater |
| " | " | Room size varies - Theater |
| " | " | Room size varies - Theater |
| 12:00 noon | Lunch | |
| 12:15 p.m. - 1:45 p.m. | Author Readings | Banquet/ticketed event |
| 1:45 p.m. - 2:15 p.m. | Coffee Break Exhibit Area | Coffee service - 500 |
| 2:00 p.m. -3:15 p.m. | Session 5 - Break out rooms | Room size varies - Theater |
| " | " | Room size varies - Theater |
| " | " | Room size varies - Theater |
| " | " | Room size varies - Theater |
| " | " | Room size varies - Theater |
| " | " | Room size varies - Theater |
| " | " | Room size varies - Theater |
| 3:30 p.m. - 4:45 p.m. | Session 6 – Break out rooms | Room size varies - Theater |
| " | " | Room size varies - Theater |

| | | |
|------------------------|------------------|----------------------------|
| " | " | Room size varies - Theater |
| " | " | Room size varies - Theater |
| " | " | Room size varies - Theater |
| " | " | Room size varies - Theater |
| " | " | Room size varies - Theater |
| 8:00 p.m. - 11:00 p.m. | Noche de Cuentos | Off-site |

| Sunday | Event | Room size/Details |
|-------------------------|---------------------------|-------------------|
| 8:30 a.m. - 10:00a.m. | Breakfast | |
| 10:00 a.m. - 12:00 noon | Closing – General Session | 250 - Theater |

Audio visual requirements

- LCD Projector, screen, WiFi
- Microphones for general sessions, receptions, dance floor

Food and Beverage program

| Date | Event | Type of Meal | # People | Seating Style |
|----------|------------------------|------------------------------|----------|---------------|
| Thursday | Reception | Light reception /no host bar | | |
| Friday | Opening Session | Continental breakfast | 500 | banquet |
| | Exhibit hall | Coffee break | 500 | |
| | Lunch /Author Readings | Buffet, cold | 100 | Banquet |
| Saturday | Lunch /Author Readings | Buffet, cold | 100 | Banquet |
| | Exhibit Hall | Coffee break | 500 | |

Number of exhibits: 35

Exhibit set up – skirted table with 2 chairs

Thursday set up at 1:00 –p.m. to a Saturday tear down at 5:00 p.m.

Hall is open Friday 7:30-6:30 Saturday 7:30-5:00

History of meetings: This is FYI

Year, Hotel, City, Rate Paid

| | |
|--|--|
| RNC-V- 2015: Omni San Diego, San Diego, CA | \$144.00 (\$5.00 rebate)/\$119.00 staff rate |
| RNC-IV- 2011: Westin Downtown Denver Hotel, Denver, CO | \$ Not available |
| RNC-III- 2008: Camino Real, El Paso, TX | \$105 (\$7 rebate) |
| RNC-II- 2000: Holiday inn City Center, Tucson, AZ | \$87 s/d |
| RNC-I- 1996: Austin, TX | \$ Not available |

Area(s) of city to consider:

What is the guest room rate range? \$100.00 to \$129.00 (may be higher with higher per room rebates to Association, or with Association making reservations to extract rebate)

Other cities being considered: (If you are looking at other cities in the area, list here. If no other cities are being considered enter NONE)

Decision making process: Review of proposals and site visit.

Decision makers: REFORMA Board of Directors Executive Committee

What are the deciding factors involved in the decision making process? (Not in ranked order).

- Cost of lodging
- Concessions
- Comp Meeting Space at 75-80% of contracted pick up
- F&B: \$25K or less
- Preferred dates

Deadline for receipt of proposals: (Identify when you want to be notified)

Site Inspections Dates: (Identify your preferred dates to do the site visits)

Decision Date: (Contact Executive Committee for exact dates)

Deciding factors: Meeting space – dates and prices

Contact Information: (For Your Contact Person)

Website: <http://www.reforma.org>

Attendee Profile: Librarians (Public/Academic) 65%; Library Staff 20%; Teaching faculty 5%, Administrators 7%, Graduate Students 3%

X. Evaluation Criteria

The RNC-CC will review the RFP for Region Selection. The Criteria below will be used to evaluate proposals for the purpose of ranking them in relative position based on how fully each proposal meets the requirements of the RFP.

| Criteria | Max Worth - 1000 | Points Awarded |
|----------------------------|------------------|----------------|
| Eligibility | Pass or Fail | |
| Region Selection Criteria | 300 | |
| RNC VI Additional Criteria | 200 | |
| Commitment | 300 | |
| Proposed Timetable | 100 | |
| Proposed Budget | 100 | |
| | Total | 0.00 |

XI. Appendices

- a. Executive Committee to draft official Charge: RNC VI Committee Charge: The REFORMA National Conference VI Committee will plan and develop the bi- annual REFORMA National Conference in 2017.
 1. 2015-2017 DRAFT Charges:
 - i. Develop the annual National Conference and strive to include best practices in providing an educational and cultural enrichment for all participants.
 - ii. Seek corporate and other contributions to offset expenses for the National Conference, when appropriate.
 - iii. Provide a forum for librarians, staff, graduate students, administrators, faculty, Library Board of Trustees and Friends of the Library members to discuss information needs, literacy and library services.
 - iv. Prepare reports to be presented to the membership and Board of Directors at regularly scheduled intervals. Administer the Best Paper Awards program.
 2. Chair Charge:
 3. Members Charge:

b. REFORMA National Conferences Coordinating Committee Charge

1. The REFORMA National Conferences Coordinating Committee Chair is appointed by the Vice President/President-Elect. The committee should include past conference chairs and future conference chairs and is responsible for the national organization in the following areas:
2. To ensure the coordination and scheduling of REFORMA National Conferences (RNC), with a schedule of an RNC every two years (2015, 2017, 2019, etc.)
3. To ensure at each Mid-Winter meetings that there are Specific Conference planning committees for the next two conferences
4. To recommend to the REFORMA Board of Directors policies guiding the selection of conference and meeting sites and dates, as well as any RFP (Request for Proposals) process so that all REFORMA Chapters and areas of the country have a fair opportunity to participate.
5. To review recommendations of specific sites and dates prior to their presentation to the REFORMA Executive Board.
6. To recommend to the REFORMA Board of Directors and to REFORMA staff and Operational Committee Chairs a means for communications with the membership to hear their concerns about conference and meeting procedures and policies.
7. To ensure that conferences are fiscally sound and bring in the projected and necessary revenue for the proper functioning of the actual conference and extra revenue for other REFORMA operations as recommended by the REFORMA Finance Committee
8. Also:
 - a. Serves as a member of the Board for two (2) years.
 - b. Appoints added committee members and determine membership size of committee beyond the required members.
 - c. Submits name of committee members to the REFORMA President and Secretary once committee has been established.
 - d. Provides a written committee mid-year report to the REFORMA Board at the ALA Midwinter meeting and a final annual report at ALA Annual Conference.
 - e. At the end of the term, forwards records to the California Ethnic and Multicultural Archives (CEMA) for inclusion in the REFORMA Archives.