Auxiliary Organizations Association
2017 Annual Conference
Call for Sessions – Membership
Deadline: May 31, 2016

The Auxiliary Organizations Association (AOA) 2017 Conference Planning Committee is committed to build upon the successes of previous conferences and our focus is to provide opportunities for training, education, and professional development for our members.

Please accept this invitation to lead or participate in a concurrent session at the 2017 AOA Annual Conference to be held in San Diego, California, January 8 -11, 2017 by submitting your educational session proposal. This is your opportunity to present your innovative solutions, experience, and practical wisdom to your colleagues.

Sessions:
1. **Concurrent Session (75 minutes):** Educational session relevant to the AOA Conference Educational tracks. (This can be a presentation with a member from an AOA Auxiliary, affiliated CSU Institution, or AOA Business Partner)

Please submit your written proposal, including any relevant documents, to Taren Mulhause, Chair, Session Planning.

**Contact Information:**
Taren Mulhause Chair, Session Planning
Email: tmulhause@gmail.com
Phone: 661.205.1304

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**Recommended Session Topics**

The following topic areas comprise core competencies needed by Auxiliary Services professionals. The Conference Program Committee is committed to offering educational sessions in each of these areas. When submitting a program proposal, please keep these suggested topics in mind.

Finance and Budgeting
- Cost Cutting Measures
- Alternative Revenue Sources
• Strategic Planning
• Benchmarking
• Performance Indicators
• Reserve Management
• Audits
• Multi-Year Planning

Marketing
• Strategy and Planning
• Market Research
• Customer Service
• Sponsorships and Partnerships
• Branding
• Reaching Today’s Student
• Card Programs

Emerging Issues In:
• Student Success
• Student Involvement – Engagement
• Athletics & Auxiliary Services
• Social Media
• Textbook Industry Changes
• Innovative Approaches to a Challenging Economy
• Social Responsibility
• Sustainability
• Healthcare Operations
• Customer Driven Excellence
• Relationships with Public Safety
• Valuing Employees and Partners
• Hotels on Campus

Technology
• Current and Future Trends
• Student and Management Tools
• Biometrics
• Security
• Procurement
• PCI Compliance
• Cloud Computing/Virtual Servers
Leadership
- Strategic Planning
- Negotiation
- Motivation
- Service Culture
- Mission
- Assessment
- Change Management
- Visionary Leadership
- Leadership style

Management
- Contract Management
- Decision Making Practices
- Crisis Management
- Project Management
- Problem Solving
- Risk Management
- Entrepreneurship

Legal
- Compliance
- Contracts
- Ethics

Student Development
- Development of Student Employees
- Communication with Students
- Auxiliary Services Role in Student Development and Retention
- Collaboration with Student and Academic Affairs

Communication
- University Culture
- Communicating with Parents and Faculty
- Town-Gown Opportunities and Issues
- Cultural Differences (i.e. Gender, Ethnic, Racial, etc.)

Human Resources
- Union/Labor Relations
- Documentation/Performance Reviews
• Staff Development and Training
• Quality Assurance
• Diversity Recruitment

**Deadlines Overview**

May 31, 2016: Proposals Due  
June 30, 2016: Presenters notified of acceptance status  
December 1, 2016: Electronic presentations due in order to be included on AOA website  
December 7, 2016: Hotel reservation deadline (or until room block sells out)

*Audio/Visual Note: AOA will provide, at no cost to presenters, a screen and LCD projector. If you are presenting an electronic presentation you will need to bring your own computer

**Important Information**

• All session presenters must register with AOA for at least one day of the conference and are strongly encouraged to register for the entire conference. Guest rates do not apply.

• Session presenters are NOT reimbursed for registrations or expenses to attend the conference.

• The Conference Program Committee in consultation with the AOA Executive Committee/Standing Committee Chairs will review and evaluate proposals based on the following criteria:
  o Meaningful content for conference attendees
  o Clearly defined learning outcomes
  o Presentation design that encourages audience participation

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