

## Volunteering for APPAM's 2014 Fall Research Conference

You're receiving this document because you've indicated an interest in volunteering for this year's conference in Albuquerque, New Mexico. This is an outline of what APPAM's expectations are from our volunteers. If you have any questions, please contact the Communications Manager (CM), Ben Rome, at [brome@appam.org](mailto:brome@appam.org).

### Expectations

Volunteers are expected to, during their shift:

- Use social media to convey relevant quotes, excitement, information, and buzz about the conference
- Take candid photos and video throughout the conference and post to the APPAM conference app or appropriate social media page (and notifying APPAM's accounts) with the #2014APPAM tag, if possible.
- Assist APPAM members and conference staff as needed. Some tasks may include: bag stuffing, random room counts, escorting leadership or important guests to conference locations, taking tickets at select events, directing members to shuttle transportation, registration assistance, transporting supplies in a timely manner, etc.
- Dress presentably
- Conduct themselves with proper online and social decorum at all conference events and sessions
- Represent the Association through personal professionalism
- Work your entire shift
- Maintain contact with APPAM's CM throughout the day
- Attend sessions of the volunteer's choice, with the understanding that a written piece (or possibly video) will need submitted (see next bullet) about the session
- Submit, in a timely manner, a number of session summaries, blogs, or other written pieces for publication on the Association's website (more information on this below)
- Submit, in a timely manner, optional video "spot" interviews for posting on the Association's website and social media channels

### Compensation

APPAM will provide the following compensation for student volunteers

- Free registration to the 2014 Fall Research Conference in Albuquerque, New Mexico
- Reimbursement for Wi-Fi access room charge, for up to three days
- Reimbursement of one night of hotel room charge for every 2 article submissions AND 8 hours worked (reimbursement will be authorized after receipt of all submitted materials). Video interviews can be substituted for an article but MUST be discussed with the CM first.
- Access to the conference staff room, which will include snacks and beverages throughout the day

Please note that four volunteers for bag stuffing are needed on Tuesday, November 4; this shift is 6 hours. **If you work this shift, the article requirement will be waived for the first night's compensation.** (You will still need to work an additional two hours on Wednesday to meet the 8 hour minimum, however.)

### Shift times

*Shift times can be flexible; discuss with CM beforehand.*

You're not obligated to work every shift. But you'll need to work at least two 4-hour shifts to qualify for one night's hotel reimbursement. Please let the CM know what shifts you'd like to work.

#### **Tuesday, November 4**

Noon – 6 pm\* (bag stuffing and other work)

#### **Wednesday, November 5**

4:00 – 8:00 pm

8:00 – 10:00 pm (*only for those who worked Tuesday, Nov. 4*)

### **Thursday, November 6**

8:30 am – 12:30 pm

12:30 – 4:30 pm

4:30 – 8:30 pm

### **Friday, November 7**

8:30 am – 12:30 pm

12:30 – 4:30 pm

4:30 – 8:30 pm

### **Saturday, November 8**

8:00 am – Noon

1:00 – 5:00 pm

*\*If you work this shift, you'll be asked to work during the New Member Reception on Wednesday evening, from 8 – 10 pm.*

### **Working your shift**

It is important that you check in with the CM at the start and end of your shift. If possible, please do so in person. If the CM is unavailable, you can check in via email ([brome@appam.org](mailto:brome@appam.org)) or text (571.232.8153 – be sure to begin your text with your name). During check in, please indicate your plans for your shift: what sessions are you attending, what articles or video are you considering, and what the status is on your materials due. The CM will provide you with any additional instructions as needed, such as if your help will be needed at a certain event.

When your shift is over, simply let the CM know you're finished and if possible, when any materials can be expected.

You can also check in with Tristanne Staudt (Membership Manager) or Jocelyn Mason (Meetings Manager), but please make sure you see the CM at some point during your shift and provide an update.

### **Registration and hotel reimbursement**

Your registration will be taken care of by the APPAM office **prior** to the conference. Please provide to the CM your contact information and expected times of arrival/departure, as well as what shifts you would like to work, as soon as possible.

Your hotel reimbursement, including your Wi-Fi charge (if necessary), will be processed **after** the conference and only if the CM has received all of your agreed-upon materials.

### **Written submissions**

**Volunteers are expected to produce at least one written piece for every 4 hours of volunteering.** (There will be some exceptions to this, as determined on an individual basis between the volunteer and the Communications Manager.) Pieces may be one of the following topics and should be communicated to the CM in a timely manner, so content can be scheduled:

- A **summary** of a session you attended, including the topic, main points covered, and policy implications to consider.
- **Point of view** article: This blog-style article is about your experience(s) at the conference, including statements or sessions that had an impact on your/your study (and what that impact entails), impressions, discussions with peers or other attendees (and how you see that discussion as impactful or important), or an overall 'experience' piece that looks at how the conference has impacted you in some fashion.
- A provoking **thought piece** based on a session, paper, or individual you heard, read, or talked with, discussing something you find important in the public policy arena.

Of these, summary articles are the easiest to accomplish, as they can be written quickly and posted in a timely manner. As such, these must be submitted to APPAM within 24 hours of the session's end. These articles should be an average of 300 words, with 500 being the upper limit.

POV and thought pieces take more time, but often provide a richer context that finds a wider audience outside of the conference. As such, please submit these articles no later than November 15, 2014. Both of these articles should be a minimum of 500 words and a maximum of 1,500 words.

## Video interviews

These can be conducted using available video equipment (see CM for availability and coordination) or through your smartphone. These submissions should be short in length, averaging 2–5 minutes, and involve minimal camera movement, if possible. We recommend keeping the interview to a maximum of 3 questions (unless it is going well).

Interview subjects can be a session participant, a student or young professional, a poster presenter (having them present their poster in 90-120 seconds is popular), or even yourself.

Please make sure you get the interviewee's full name, institution, and policy area of expertise (if any). This can be done on-camera; it can be edited later. Videos should be submitted to the CM, either through a flash drive, using Dropbox (see CM for details if you would like to do this), or email (if less than 10MB in size). If the video is posted to your Vine or YouTube account, make sure you email the link to the CM.

Suggested questions for spot member interviews (not limited to, however):

- How has APPAM helped you in your career?
- How is your experience at this year's conference?
- What do you enjoy about the annual conference?
- What do you like about your APPAM membership?
- What policy areas are important to you (outside of your own)?
- Any advice you want to share with a fellow APPAM member, professional, or student?
- What topic today did you find relevant to your research/field of study/interest, and why?
- What type of impact do you think this information will have on future public policy decisions?

## Social media

Volunteers should like/follow APPAM's Facebook page (<https://www.facebook.com/appamdc>) and Twitter page ([https://twitter.com/APPAM\\_DC](https://twitter.com/APPAM_DC)) if possible. When posting about the conference, please use the conference hashtag **#2014APPAM**. The CM will be monitoring that hashtag and retweeting various posts, as well as including them in website blog posts. The Association will also have a "Twitter wall" at the APPAM Central booth (located in the Exhibit Hall), where attendees and staff can follow conference trends.

## Photos and video

Candid photos are encouraged throughout the conference. We ask that any photos or video to be posted to social media not include anything that can be obviously seen as alcohol, and that individuals should be presented in the best possible light (i.e. no incriminating poses, rude gestures, or poor expressions).

You may post photos and video to YouTube and other social media sites as soon as you like; please make sure to tag APPAM or reference the Association website in these posts. If you post anything outside of Facebook, Twitter, or LinkedIn, please email the CM with a link to the post.

We request that all raw video footage and photographs taken during a volunteer's scheduled block be provided to the CM within a week of the end of the conference for future use. Proper credit to the originator will be provided when possible.

There is a video camera that can be borrowed from the Media Office; please see the CM for details and directions.