

COCA 1986 National Conference
Waterloo, ON - June 1-4, 1986
Education Sessions

Block 1 – Session 1

Travel Programs For Your Campus

Where to go for your spring break? As well as monthly programs and day trips. This session will look at trips & tours that are available to your college or university. It entails info on setting up and administering a travel program as well as the legalities that must be considered. Social, cultural & recreational programs will be displayed (examined, considered).

Presenter:

Toni Urbani, Manager, Travel Cuts

Block 1 – Session 2

Film & Video Programming

This seminar will cover the process of developing a film program that meets the needs of your college or university community. Among the skills and procedures to be covered will be aesthetics, budgeting, marketing research, film history, group dynamics, resources and the ethics and obligations involved in organizing a film series.

Presenter:

Marsha Ivall, Programmer, Lakehead University

Block 1 – Session 3

The Buck Stops Here

Campus services are often expected to provide a wide range of services on a very limited budget. This session focuses on making the most out of your budget; Understanding the basic principles behind having a budget and ways of establishing controls to avoid overspending.

Presenter:

John Karr, Business Manager, Wilfrid Laurier University

Block 1 – Session 4

Associate Members Workshop

This Workshop, designed for associate members only, will address many common concerns about selling to campus buyers. It is hoped you will develop a better understanding of how the "committee structure" within student government works. As well there will be some discussion on how to "work" a COCA convention and get the most out of your investment.

Presenter:

Marty Bear, Artist/Manager

Block 1 – Session 5

Creativity

In looking at SIX NOTIONS THAT STOP MOTION, we'll discover several things about our creative selves. From there the group will learn and apply the SIMPLE method of problem solving to come up with solutions to those same old problems.

Presenter:

Rick Miller, Consultant, Designs for Developments

Block 2 – Session 1

Stage Management

This seminar will deal with artist relations, facilities, electrics, security, audio and lighting rentals, hospitality, stage crews, and safety. The lecture portion of the seminar will be followed by a backstage tour.

Presenter:

Paul Holland, Technical Coordinator - University of Guelph

Block 2 – Session 2

Motivation & Retention of Volunteers

Student volunteers are vital and necessary in the success of programs and activities. This seminar will deal with questions on how to recruit volunteers, motivate them, and keep them in your organization.

Presenter:

Rick Miller, Consultant, Designs for Developments

Block 2 – Session 3

Feasibility Study

A COCA Board of Directors Member will explain to interested delegates the results of the feasibility study conducted during the past year. The future direction of the organization and the cost to its members will be addressed.

Presenter:

Lisa Nicholson, Business Manager, Saint Mary's University

Block 2 – Session 4

One Minute Management Styles

Delegates to this session will learn the basic theory presented by Blanchard and Johnson in their best-seller "The One Minute Manager". Participants will then relearn their "ABC's" and how to pay the "PRICE". The theory of situational leadership will be examined so that delegates may become more effective leaders.

Presenter:

John Karr, Business Manager, Wilfrid Laurier University

Block 2 – Session 5

Theme Programming & Special Events

Special events on campus provide a unique opportunity to incorporate a central theme to a group of events. This workshop will use brain-storming techniques to give participants a list of possible themes to take back to their campuses. It will also provide first-hand experience in developing a theme to give specific details of an event (i.e., entertainment, costumes, decorations, types of food & drink, etc.)

Presenters:

Wayne Hepburn, Programming Manager- University of Guelph
Marie Gilkinson, Programming Director- Wilfrid Laurier University

Block 3 – Session 1

Successful Lecture Series Development

Presently, the lecture series is growing in importance and popularity. There is a need to be more creative in program format and we will explore Circuit Speaking, Brown Bag and Thematic Topical as approaches to creativity. Also included will be ideas on ways to obtain supplementary funding for your programming.

Presenter:

Paul Russell, Canadian Programming Services

Block 3 – Session 2

Communication & Active Listening Skills

As a student leader you will have to communicate with a large group of people from administration and staff, to students and faculty, to outside business people and politicians. It is essential that you be an active listener so that you can better interpret what people are saying to you and, in turn, make your position more clear to them. Negotiation skills, as well, will be included.

Presenter:

Glenn Carroll, School of Business, Wilfrid Laurier University

Block 3 – Session 3

Innovative Student Government Services

This seminar examines innovative ways to better accommodate your student body. It is ideal for the Student Union Administrator who is seeking new services to provide to the students. We will be highlighting 2 unique services from Wilfrid Laurier University and University of Waterloo.

Presenter:

Nova Glover, Typing Services Manager, Wilfrid Laurier University
Jennifer Dubois, Birth Control Clinic, University of Waterloo

Block 3 – Session 4

The Business of Contemporary Entertainment

This seminar attempts to identify "who's who" in the business world of contemporary music, business relationships and commissions. The relationships between artist and manager, manager and agent, agent and middle-agent, and agent and school, will be operations of the current music industry. Panelists will explain expectations of record companies, radio support and other financial considerations.

Presenter:

John B. Young, Building Manager/Programmer, Fanshawe College

Block 4 – Session 1

Show Planning A to Z

Participants in this seminar will receive an adequate checklist of what is necessary in running a basic concert, pub or dance function. This seminar will reinforce the basic, but often forgotten concepts in event planning for the college or university campus. Everything from date selection and whom to contact, to event evaluation will be covered in sequential order.

Presenters:

Gerry Stoll, Programs Manager, University of Alberta

Tom Dertinger, Director of Programming, McMaster University

Block 4 – Session 2

Alternate Funding For Your Campus

Budgets are limited for school programs and it is therefore necessary to examine alternative resources for funding. This seminar will give you a chance to know what is out there for you to take advantage of and how to go about getting alternative funding.

Block 4 – Session 3

Life After Student Activities

How effective is the programming profession and student services involvement when you feel that it's time to move on? What does this experience prepare you for and what are your options? In this seminar participants will become able to identify the concept of transferable skills, carry out a process of skills assessment on themselves, and distinguish between a self-concept based on job titles and a self-concept based on knowledge of one's skills and how these relate to alternative work environments.

Presenter:

Neil Gibson, Mature Student Career Advisor, Placement Career Services, Wilfrid Laurier University

Block 4 – Session 4

Managing Your Stress & Time Better

This seminar focuses on the reality of "burn-out" which usually strikes at least once each year. It will give you some ideas on time management and constructive usage of time. Ways of coping with stress will also be looked at and taught.

Presenter:

Lucille C. Peszat, Director, Canadian Centre for Stress & Well-Being

Block 5 – Session 1

Program Sharing & Reverse Exhibit Hall

This is an opportunity for all of the delegates to come together and break into small groups and share your program ideas. The reverse showcase also encourages each college or university to set up a display of a program that they feel is unique or successful in their school. You'll be able to attain many new creative and innovate ideas from this session. Schools Participating in Reverse Exhibit Hall can set up 9:30a.m. 1st Prize \$100.00

Presenter:

Ed Stercel, Manager of Student Activities, Mohawk College of Applied Arts & Science

Block 5 – Session 2

Becoming a World Class Programmer

This session will illustrate to you a model of the utopian “world class programmer”. Participants will identify their own strengths and weaknesses based on the model. It will also focus on strategies and resources aimed at developing participant's skills to make them a well-rounded "world class programmer"

Presenter:

John B. Young, Building Manager/Programmer, Fanshawe College

Block 5 – Session 3

Effective Bar Management

This seminar will deal with the hiring process, staff training, staff manual, inventory, control and general problem solving skills. A question and answer period will follow the main presentation. The focus will be for new managers, both students and staff.

Presenter:

Francis Ronald, Beverage Manager, University of Guelph
Ken Withers, Lounge Manager, Wilfrid Laurier University

Block 6 – Session 1

Contracts & Music Legalities

A chance for you to learn about your rights and obligations upon the execution of a contract. Is a verbal agreement as binding as a written contract? What part does the rider form? Learn how to star out of trouble and what should be done in case of cancellations. Also, be informed about preforming rights (CAPAC and PRO).

Presenter:

Clark Miller, Barrister & Solicitor

Block 6 – Session 2

Promotions & Advertising

An in-depth discussion on the need for on campus and community promotions as well as the actual development of marketing campaigns. Sub topics include: design and layout, creative promotions, and publicity. This seminar will focus on both event and service marketing.

Presenter:

Peter Nosalik, Past Vice - President of Student Activites, Wilfrid Laurier University

Block 6 – Session 3

Alcohol Awareness

With the increased awareness of alcohol issues on campuses across the country, we are forced to examine the role activities play in this issue. Are we part of the problem or the solution? What role can we take in an effort to complement the organizations involved in campus awareness problems?

Presenter:

Carmi Camicata, Bacchus National Director,
Barry Howard, President, Ryerson

Block 6 – Session 4

Common Hour Programming

Recently, many campuses have implemented common hours in which some form of entertainment is offered for the student body. In this session we look at existing programs of this nature as well as giving you some innovative ideas to take back home. Bring your own ideas to this seminar.

Presenter:

Hank Thibideau, Student Activities Coordinator, Georgian College

Leatrice Spevak, Programmer, Ryerson University