



## **Local Arrangement Committee (LAC) Work Group Roles & Responsibilities**

### **Program Work Group**

#### **Ministers, Greeters & Emcees**

- Identify interdenominational ministers to give the invocation and benediction at all meal functions.
- Identify prominent persons to serve as event moderators (MCs)
- Identify prominent business and community leaders to give greetings at all meal functions.
- Provide contact information for the above persons.
- Make a secondary follow-up contact with the above persons after an initial letter of invitation has been sent by the ASALH Office.
- Once persons have confirmed their participation, follow-up with them:
  - Two weeks before the event
  - The day before the event
- Serve as greeters, meeting the above persons at their designated event.

#### **Speakers & Honorary Co-Chairpersons**

- Identify potential speakers of interest that have a connection to the conference theme.
- Identify business and community leaders to serve as honorary co-chairpersons.
- Provide contact information for the above persons.
- If possible, set up meetings with potential honorary co-chairpersons and the ASALH Executive Director.

### **Publicity Work Group**

The committee should be made up of media and public relations professionals.

- Work with the National ASALH Marketing Committee to promote the conference.
- Identify media outlets – print, radio, television and social media
- Compile a master list of media outlets and contacts
- Develop story lines and a timeline for distributing press releases to media contacts
- Distribute all conference information and press releases to their individual media contacts.
- Make sure ASALH information and personnel are covered by their individual organizations. This includes:
  - Radio talk show interviews
  - PSAs
  - Coverage on news and community programs
  - Live radio remote broadcast during the conference
- Develop a list of places and events where ASALH information can be distributed. Work with the Volunteer Coordinator to make sure ASALH has representation at these events.
- Secure volunteers that will post & tweet on social media before, during and after the conference.

### **Youth Day and Teachers' Workshop Work Group**

- Youth Day
  - Youth Day is typically held on Friday or Saturday in one of the local middle or high schools.
  - Identify individuals that would like to help create a youth-centered program using local resources that would inspire and encourage young people based on their history.
  - Identify individuals in the local school district to support an assembly-style Youth Day Program.
  - Committee should work with the local Board of Education to identify what type of program(s) they will support.
  - Committee will help promote the Youth Day Program to those organizations that can support the program and generate attendance by local youth.
  
- Teachers' Workshop
  - The Teachers' Workshop is typically held on Thursday in the convention venue.
  - Identify administrators, teachers, community partners, etc. who support professional development for teachers. Continuous Education Units (CEUs) will also be given for full participation in the workshop.
  - Assist with introductions and meetings where the facilitators can promote the workshop and assist in providing the standards needed to create a custom workshop for teachers in the conference city.
  - The Teacher's Workshop is facilitated by the Co-Editors of the Black History Bulletin, a publication for teachers by teacher educators. The all day workshop provides culturally responsive teaching techniques.
  - The workshop registration fee provides teachers/administrators with
    - membership to ASALH
    - general registration to all days of the conference
    - registration for the workshop
    - continental breakfast
    - a luncheon with a featured speaker
    - ASALH Black History posters and journals and other tools that can be used in the classroom.
  - Committee will help promote the Teachers' Workshop to those organizations that can support the program and generate attendance by area teachers and educators.

### **Exhibitors and Vendors Work Group**

- Identify potential local vendors and exhibitors.
- Work with ASALH Exhibit & Vendor Coordinator to secure at least 10 local vendors and exhibitors.