



Local Arrangement Committee (LAC) Work Group Roles & Responsibilities

Program Work Group

Ministers, Greeters & Emcees

- Create a contact list of:
 - Interdenominational ministers to give the invocation and benediction at all meal functions.
 - Chaplains of local colleges and universities, especially HBCUs.
 - Major congregations and their pastors in the area
 - Presiding elders or denominational leaders in the area
 - College presidents in the area, especially HBUCs
 - Elected officials who have been supportive of our community, especially members of Congress and area mayors or their representatives
 - Presidents of the NAACP, Urban League, Southern Christian Leadership Conference (SCLC), Divine 9 and other influential organizations in the area
 - Trade association leaders in the local area
 - Prominent persons to serve as event moderators (MCs)
 - Prominent business and community leaders to give greetings at all meal functions.
- 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.

Entertainment

- Create a list of:
 - Music and performing arts departments in local colleges, universities and community centers
 - Prominent musicians from local churches, theatres, etc.

Speakers & Honorary Co-Chairpersons

- Identify:
 - Potential speakers of interest that have a connection to the conference theme.
 - 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.
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Media Relations 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.

Volunteer Recruitment

- Work with our Volunteer Coordinator to identify and contact local organizations, companies and educational institutions to help recruit persons to volunteer during the conference.
- Volunteer duties include but are not limited to:
 - Registration
 - Academic session monitors
 - Meal functions
 - Welcome and information
 - Office staff support
 - Bag stuffers
 - Film festival
 - Bus tour monitors