# Program and Evaluation Expert

## Contractor Position Announcement

The Annual National Conference for Growing Community Foundations hosted by the Kansas Association of Community Foundations (KACF) is seeking a professional experienced in working virtually with conference management utilizing sound project management and program assessment to guide the development, delivery, and evaluation of a contemporary conference. It is a contractual position that reports to KACF Executive Director. The Program and Evaluation Expert will be required to travel to Wichita, Kansas (Covid-19 permitting) once a year to attend the Conference. Other business is conducted via e-mail, phone, zoom and other video or web conferencing programs.

See Position Primary Skills and Activities on pages 2-4.

KACF believes that equal opportunity for all contractors, volunteers, and staff is important for the continuing success of our organization and the Conference. In accordance with federal, state, and local law, KACF will not discriminate against an applicant because of race, disability, color, creed, religion, sex, age, national origin, ancestry, citizenship, veteran status, or non-job-related factors. Opportunity is provided to all applicants based on qualifications and position requirements. The position announcement and accompanying information does not constitute a contract and KACF may exercise its rights at any time.

**Timeline:**

December 22, 2020 – applications deadline

December 29, 2020 – interviews via Zoom

January 5, 2021 – contract signed, 2021 Conference planning commences

**Applicants are asked to submit:**

1. Q&A Form (see page 5)
2. Cover Letter
3. Resume
4. Three References

All required documents need to be compiled into a single PDF file in the order listed above and emailed to Svetlana Hutfles, KACF Executive Director, hutfles@kansascfs.org by December 22, 2020.

## Position Primary Skills

- o Experience in events content planning and evaluation:
  - Working with a planning committee and synthesizing their input,
  - Developing a balanced and interesting agenda,
  - Identifying, contacting, and working with speakers,
  - Developing a program to engage in-person and online audiences.
- o Ability to operate on a strategic analytical level and to switch to the technical mode when attention to details, critical thinking, and self-discipline are required.
- o Ability to work entirely in a virtual environment with minimum online supervision yet being a team-player.
- o Ability to communicate effectively. Excellent command of the English language. Writing abilities that cover a range of skills such as taking committee suggestions to developing plans, writing draft session descriptions for speaker input, and outlining plenary agendas to work with a plenary panel.
- o Advanced knowledge of MS Word, Excel, Zoom, Outlook. Proficiency in database management (statistics and graphs), Mind Manager software (project maps) and Survey Monkey (survey development and analysis). Ability to learn and use new software is a must.
- o Familiarity with the community foundation field.
- o Flexibility and ability to pivot and provide support as needed for delivery of time-sensitive materials.
- o Management of unregulated hours and staying within budget and deadlines.
- o Creativity and great problem-solving skills.
- o Ability to handle confidential information with discretion.
- o Good interpersonal skills.
- o Demonstrated capabilities in organizing: setting priorities, developing work schedules, tracking details/data/information/activities, taking the lead and self-management.
- o Exemplary planning skills: determining strategies to move forward and accomplish goals in tight deadlines. Meeting deadlines and adjusting to unexpected changes in assignments/priorities.

## Position Activities and Anticipated Timeline:

January — Meet with the Team over Zoom. Get oriented. Review 2020 evaluations, conference schedule, other templates. Populate the map with ideas from RFP, registrations, and other submissions. Prepare drafts for the National Advisory Group Meeting (evaluation summary, theme, schedule, hybrid solutions, sessions and speakers). The Group meets to review existing session ideas/proposals, make suggestions on other session topics, and plenaries as well as speakers. Discuss agenda and sessions by track.

Early-mid February — Create a Survey Monkey survey to **poll** the advisory committee members. Two weeks after initial advisory group meeting. Invite advisory committee to rate sessions within categories in order of importance by using Survey Monkey. Analyze the results, prepare documents for the next Committee meeting.

Mid-Late February—Reconvene advisory committee with revised agenda to include suggested session titles and descriptions, as well as the supporter packet. Assign committee members to contact speakers and supporters.

March—Speaker contacts handed off by advisory committee members. Create new agenda **map** by dates, session times and room assignments. Assign session leads to multiple speaker sessions.

April—**Create speaker letters** using template to include key dates of submission of materials (bio, headshot, session description, power point presentations), speaker registration along with codes, and hotel registration information, hybrid-related instructions. It is helpful to create an excel spreadsheet that contains all of the map data, plus any additional information such as session leads, to run the speaker agreements.

May—Assist WSU as needed in contacting speakers to get their information. Recruit and coach Ambassadors. Update the map. Make sure all speakers contact information is available, correct, and is in the map.

June— Edit **speaker catalogue and conference agenda** for marketing materials and website. Update the map with new session titles.

July — Answer questions as they arise and assist with speaker needs, discussions. Schedule plenary discussion calls with speakers/panels. Monitor speaker registrations and remind them to make hotel reservations early.

August—Speaker informational webinar. Assist WSU with collection of power points and speaker materials. Attend to speaker questions as needed.

September —Revise and update **evaluation surveys** in Word—Attendees, Speakers, and Supporters—and submit for editing. Upload reviewed copy to Survey Monkey. Coordinate with the App evaluations. Hold plenary calls to finalize talking points and timed agendas.

October — Using conference registration data, create attendance charts, analyze the data for the opening plenary and **conference statistics**. Participate in the Conference. Draft a new speaker thank you letter using previous template.

November—Close post conference surveys. Analyze and sort data into useful metrics. Use evaluation information in creating speaker thank you letters. Create **speaker thank you letters**.

December— Draft suggestions for the conference outline, theme, and any new national advisory group members. Develop list of wishes and fixes for next year. Craft the general outline and timeline for next year's conference. Issue **call for proposals** for next year. Populate the "bucket of ideas" map.

All year long - Assist as needed to recruit supporters, create meeting materials, search for new topics and speakers, cooperate with the entire Team, and promote the conference.

# 2021 Anticipated Timeline – entire Team

**Legend:**
Blue - Program and Evaluation Expert
Green - WSU Event Planner (James Brewster)
Pink - Marketing (Jenni Leiste)
Purple - IT (Noah Roberts)

| 2021 Conference Activities | Months 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Meet with James and Svetlana over zoom to answer Qs about the Conference and the process; check in with James and Svetlana through the year | ■ | | | | | | | | | | | |
| Review evaluations reports, create the list of solutions/improvements for the coming hybrid year | ■ | | | | | | | | | | | |
| Populate map with ideas from RFP, registrations, and earlier submissions | ■ | | | | | | | | | | | |
| Prepare documents for the National Committee (evaluations summary, theme, schedule, solutions, sessions and speakers) | | ■ | | | | | | | | | | |
| National Committee 1st meeting | | ■ | | | | | | | | | | |
| Create Survey Monkey Poll of Sessions by categories (committee rates in order of importance) | | ■ | | | | | | | | | | |
| Analyze the poll, update the map, prepare session and speakers document and supporter packet for the 2nd Nat. Committee meeting | | | ■ | | | | | | | | | |
| National Committee 2nd meeting (assign committee to contact speakers and supporters) | | | ■ | | | | | | | | | |
| Updated map with speaker contacts and supporters, create new map by dates, session time and room assignment, pick leads | | | ■ | | | | | | | | | |
| Website shell is updated | | | ■ | | | | | | | | | |
| Create Speaker Letters using template | | | ■ | ▩ | | | | | | | | |
| Supporters deadline | | | | ■ | | | | | | | | |
| Collect speaker bio, picture, session description. Create Speaker Catalogue, draft Agenda | | | | ■ | | | | | | | | |
| Recruit Ambassadors for Sessions, coach them | | | | ■ | | | | | | | | |
| Edit Speaker Catalogue and Agenda | | | | | ■ | | | | | | | |
| Marketing Materials Production (Website, Speaker Catalogue, Agenda, At a Glance, Mailer, Supporters), mail brochures | | | | | | | | ▩ | ■ | | | |
| Speaker assistance: Qs and needs, plenaries, monitor speaker registrations and hotel reservations | | | | | | | | | ■ | | | |
| Registrations is programmed | | | | | | | | | ■ | | | |
| Speaker informational webinar | | | | | | | | | ■ | | | |
| Collect powers points, speaker materials | | | | | | | | | ■ | | | |
| Assist James with speaker materials collection if speakers are not responding | | | | | | | | | ■ | | | |
| Registration is open for all | | | | | | | | | ▩ | ■ | | |
| Gifts for speakers, supporters, dignitaries, committee, KACF Annual meeting | | | | | | | | | | ■ | | |
| Create evaluation forms: attendees, sponsors, speakers | | | | | | | | | | ■ | | |
| Create conference statistics, analyze participants database | | | | | | | | | | ■ | | |
| Conference Statistics | | | | | | | | | | ■ | | |
| App, facilities, packets, name tags, exhibitor booths, Hotel, A/V, etc. are ready for the Conference | | | | | | | | | | ■ | | |
| Conference | | | | | | | | | | ▩ | | |
| Analyze conference evaluations, prepare reports | | | | | | | | | | | ■ | |
| Draft thank you letter for speakers | | | | | | | | | | | ■ | |
| Conference follow up (e-thanks, accounts payable, check in with speakers, supporters, etc.) | | | | | | | | | | | ■ | |
| Mail letters | | | | | | | | | | | ■ | |
| Oversee Vimeo upload and populate KACF Resources with conference materials | | | | | | | | | | | | ■ |
| Populate 2022 map "bucket of ideas" | | | | | | | | | | | | ■ |
| Plan content and improvements for next year | | | | | | | | | | | | ■ |

# Applicant's Q&A Form

| Questions | *Fill in your short answers (enter N/A if non-applicable to you)* | for KACF use only |
|---|---|---|
| First Name | | |
| Last Name | | |
| E-mail | | |
| Phone number | | |
| Mailing address | | |
| Experience in events content planning | | |
| Experience in events content evaluation | | |
| Proficiency in: | | |
| MS Word | | |
| Excel | | |
| Zoom | | |
| Outlook | | |
| Database Management (statistics and graphs) | | |
| Mind Manager (mapping) | | |
| Survey Monkey | | |
| Familiarity with the community foundation field | | |
| Written communication skills | | |
| Strategic and analytical skills | | |
| Technical skills, attention to details | | |
| Flexibility and resilience with unregulated hours and ever-evolving conference needs | | |
| Self-management, accountability, and initiative in an unsupervised online environment | | |
| Interest in a five-year commitment to this position | | |
| Availability to start on January 5, 2021 | | |