

Doc.3 Rinconos-Diaz
4/28/10

The Future of Text Symposium (Event)

Event Overview:

ATUS and Student Tech Center will be hosting **The Future of Text Symposium (Event)** on **May 13th from 10AM-3:00PM** on Western Washington University campus in the Viking Union 565.

The symposium will include presentations and booths featuring the impact of technology on books, journals, publishing processes and the written word in general. Invited speakers and panel discussions will consider the changing form of the book and the anticipated changes in publication practices on usability, affordability, and accessibility. Attending textbooks publishers will be prepared to discuss with faculty and students their electronic offerings while eBook vendors will be demonstrating features relevant for higher education.

This event will allow students and faculty to dialogue regarding textbook technologies and answer the following questions such as:

Why are textbooks so expensive?

Are eBooks and textbook technologies the answer?

What additional ideas would you like to see represented?

What concerns do students have about textbooks?

What direction would you like to see the book industry take?

Here is a link to our forum on Viking Village: <http://forum.wwu.edu/node/12427>

Any further questions about the event contact:

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Funding:

We would like to create a joint effort with AS to help us sponsor the event by covering the costs for setup and publicity for this academic event. **The Future of Text event** is a relatively low cost event. We have scaled back Tech Tonic this year in recognition of the difficult economic climate.

Estimated Expenses:**Expenses**

VU Event Services (setup)	\$100.00
Publicity/Advertising	\$175.00
Food	\$300.00

Grand total expenses: **\$575.00**

Total funds we are requesting from AS sponsorship

-Poster printing and distribution on campus	\$100.00
-Mailbox stuffers only	\$75.00
-setup	\$100.00
	\$275.00

Total cost being provided by President's office

-Refreshments	\$300.00
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Grand total funds: **\$575.00**

Tech Tonic 2010: The Future is calling

Event Overview:

The Student Technology Center (STC) of Western Washington University in a joint effort with the Associated Students (AS) will be holding the fourth annual Technology Exposition "Tech-Tonic" at Western Washington University's Viking Union Multipurpose Room (VU MPR). The event is a showcase for technology related projects generated by the students and staff of WWU, the academic uses of technology and the partnerships that develop between our students, faculty and staff with the providers of technological goods and services. The event will also spotlight Western Washington University and Bellingham as a regional center for technology education. Proceeds from the event will provide much needed scholarship support for students pursuing a career in technology education.

The event, scheduled for **Monday, May 24th, from 10-3pm**. The event will include presentations from various companies such as Microsoft, Adobe Systems, and Apple, as well as presentations and displays by groups within Western.

Western's Student Technology Center serves the campus with daily technology workshops and one-on-one tutoring in addition to supporting a student multimedia lab for scanning, video editing, and color printing. The STC receives about 10,000 visits annually and provides training to nearly 2,000 students. The Tech Tonic Expo highlights the efforts of both academic departments as well as extra-curricular clubs. The Expo is also the only event that the Student Tech Center hosts each year. Consequently, we seek to co-sponsor the event with the Associated Students. Without co-sponsorship, the Tech Expo might become principally an academic-focused event, or functions of the Tech Center would need to be redirected to support the event.

Past Attendance:

Tech Tonic is in its fourth year. The first year recorded attendance was 750 with an estimated real attendance of 1200-1500. Second year recorded attendance was 1100 with an estimated real attendance of 1700-2000. The third year recorded attendance was 1400 with an estimated real attendance of 1600-2100. Attendance is tracked by asking attendees sign into workstations as they enter the show floor. Over the past 3 years we have had outdoor exhibits that allowed for entry into the expo without signing in as well as several large groups that attended to participate in various demonstrations. Our conservative

estimates are that we are only capturing 50-60% of the actual attendance through our sign-in procedure.

Funding

Tech Tonic is a relatively low cost event. We have scaled back Tech Tonic this year in recognition of the difficult economic climate.

Estimated Expenses:

Expenses

VU Event Services (setup)	\$100.00
Publicity/Advertising	\$250.00
Food	\$500.00

Grand total expenses: **\$850.00**

Publicity Budget:

Total funds we are requesting from AS sponsorship

-Poster printing and distribution on campus	\$150.00
-Mailbox stutters only	\$50.00
-Flyers	\$50.00
-setup	\$100.00
	\$350.00

Total cost being provided by President's office

-Refreshments **\$500.00**

Grand total funds: **\$850.00**

The promotion of Tech Tonic will follow a similar pattern to that of previous years. Promotional materials will be designed and prepared by one of the Student Technology employees, Krista Ftelms under the direction of Tech Tonic

organizers. We are looking to produce an event with our own designs and have them distributed throughout campus by having AS publicity center printing out one banner for us and copy services printing our mailbox stutters and flyers. [The flyers will be distributed by AS Publicity center]. We will distribute mailbox stuffers to increase event visibility and student/faculty attendance.

All flyers and banner will direct questions to our website which will have direct link to Tech Tonic site etc. We will utilize the Student Technology Center staff labor when possible for production tasks.