

Computer Technology Workshop (CTW) Proposal Guide



**2010 Joint Statistical Meetings
Vancouver, British Columbia, Canada
(CTW events held Wednesday, August 4)**

CTW Proposal Deadline: **January 15, 2010**

Submit CTW Proposals Online at:

<http://www.amstat.org/education/cecoursesatjism.cfm>

Updated: August 13, 2009

To Joint Statistical Meetings Exhibitors:

On behalf of American Statistical Association (ASA), we thank you for your participation in JSM and for your interest in the ASA Continuing Education (CE) program through the Center for Statistics Education (CSE). The purpose of this guide is to brief those JSM vendors who are interested in offering a Computer Technology Workshop (CTW) in conjunction with ASA-CE.

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I. OVERVIEW

Vendors who wish to present educational materials in a classroom setting to support their computing packages are encouraged to participate in the CTW program. Through the CTW program you are offered an opportunity to present the theoretical basis and/or an appropriate review of detailed applications of your products, especially those aspects that are considered new or novel. By utilizing the CTW program, you are assured of an audience that is genuinely interested in the presentation topic – an audience that is not distracted by the traffic of the Exhibit Hall. The ASA is responsible for placing the advertisement in the registration books and is responsible for registration material – enrollment-room assignment processes. The vendor is responsible for the costs of audio/visual (AV) equipment and refreshments (if any). ASA will coordinate the arrangements for AV and refreshments that are requested by the vendor. The vendor is responsible for all other logistics (e.g. handouts, textbooks, etc).

Note: CTW presentations are intended to be educational experiences for the participants. Participants have, historically, been upset when vendors use the time for infomercials.

II. PROCESS

In the Fall of 2009, the Center for Statistics Education (CSE) will inform via email all JSM 2009 vendors and vendors who have already signed up for JSM 2010 about the CTW program at JSM 2010. All pertinent guidelines and information related to a CTW proposals are contained in this document, the *CTW Proposal Guide* (also known as “The Green Book”).

Note: CTWs are offered by vendors. Only vendors exhibiting in the 2010 JSM Exhibit Hall are eligible to submit a proposal.

A. **Deadline**

CTW proposals for JSM 2010 are due at the ASA Center for Statistics Education by **January 15, 2010**.

B. **Review**

In early February the Advisory Committee on Continuing Education (ACCE) will review the CTW proposals. Only the proposals contributing significantly to the ASA's educational program will be accepted and the number selected will be dependent upon the meeting space available on Wednesday at JSM. **Vendors will be informed of the ASA's decision by February 19, 2010.**

All accepted CTWs will be announced in the JSM registration materials, and registration for the CTWs will be handled through the regular JSM registration process. The ASA will provide rooms for presentations. Based on the pre-registration numbers, every attempt will be made to provide adequately large

rooms. Chairs will be arranged in the standard theater style.

III. COST

The vendors will be charged \$820 per CTW offered at JSM 2010. The ASA must receive this fee by April 2, 2010. Failure to receive the fee by the stated deadline will result in cancellation of the CTW from the CE program.

The vendor assumes all costs, including:

- providing a presenter(s) and handouts,
- paying the presenter an honorarium and expenses associated with his/her travel including hotel and meals,
- paying AV equipment costs,
- paying copying costs, and
- paying refreshment costs.

IV. VENDOR RESPONSIBILITIES

A. Audio/Visual (AV) and Refreshments

Vendor is responsible for the costs of AV and refreshments. ASA handles requests from vendors for workshop AV and refreshments. ASA will provide good faith estimates of AV and refreshment costs prior to JSM, but will bill vendor the actual costs after JSM. Requests for AV equipment and/or for refreshments must be supplied with the signed contracts April 2, 2010.

B. Handouts

The CTW is an educational experience for the participant and the vendors are expected to provide handouts (not optional).

- The handouts should reflect the course overheads in the same order. Participants invariably object when there are no handouts or when the handouts do not reflect the presentation.
- The handouts and overheads should be legible. For example, a large font should be used, and plots should replace complicated tables.

After the JSM advance registration deadline the vendor may contact the CSE for the number of pre-registrants and prepare an appropriate number of handouts. To account for on-site registrants, the vendor should prepare at least 15% more handouts than there are pre-registrants.

C. Room Set-up

Rooms will be arranged in theater style unless special arrangements are requested. Vendors are responsible for room arrangement in any format other than theater style (e.g. roundtable, or meeting-style). In some instances, special assistance may be provided on a fee-for-service basis. If necessary, ASA will evaluate individual requests and determine the fees for such services. Requests should be addressed to

Rick Peterson (rick@amstat.org) as early as possible, but not later than May 15, 2010.

D. Conducting the Course

CTWs are expected to provide significant educational content. Marketing should be concentrated in the Exhibit Hall. CTWs should offer a significant educational experience.

- The duration of each CTW course is 1 hour and 45 minutes.
- CTWs are dependent on a particular software product.
- Presenters must arrive with sufficient time at the assigned classroom to set up the presentation equipment.
- Presenters must end the session on time without encroaching into the next presenter's time.
- The presenter provides books/CDs/other materials as needed.
- CTWs outcomes are not evaluated by CSE.

Note: No certificate of participation is provided by ASA to the attendees.

V. ASA RESPONSIBILITIES

The ASA handles the advertisement in the registration book, registration materials, enrollment, admittance tickets, room assignments, AV equipment requests and refreshment requests. The cost of AV equipment and refreshments is the responsibility of the vendor.

VI. CANCELLATION POLICY

Cancellations must be received in writing by ASA on or before the cancellation dates.

Cancellations on or before April 2	Full Refund
Cancellations after April 3 but on or before May 14	50% Refund
Cancellation after May 14	No Refund

Note: Upon notification of vendor withdrawal from participation in the JSM Exhibit Hall, the CTW is canceled the same date and the above CTW refund schedule applies.

VII. FREQUENTLY ASKED QUESTIONS ABOUT CTWs

- **If a CTW is cancelled, will the ASA office contact enrollees on an individual basis?**

In case of CTW cancellation, ASA will attempt to contact each pre-registered individual prior to JSM.

- **Will ASA provide me (vendor) with the list of enrollees and their addresses prior to JSM so that I can contact them?**

No. However, vendors are free to collect contact information from attendees

during the presentation. In this manner, attendees can determine if they wish to be contacted after the meeting.

- **Will ASA provide AV equipment for my presentation?**

Yes, but vendor must assume the costs.

- **Will ASA copy handouts for my CTW?**

No. However, ASA will provide contact information for the copying facility used by ASA at the JSM site. It is the vendor's responsibility to provide an adequate number of handouts at the CTW. Vendors need to be sensitive to the fact that about 15% of the registrations occur on-site. Vendors need to plan accordingly for the number of handouts.

- **Will the ASA monitor and evaluate my CTW presentation?**

The ASA **will issue** admittance tickets to enrollees. The vendor **will monitor** entry into the classroom and provide evaluation of the course if desired.

- **Can CTWs be co-sponsored by Chapters or Sections?**

No, CTWs are not co-sponsored.

VIII. TIMELINE FOR CTW PROPOSALS

- **Year Prior to Proposed Presentation**

November, 2009 CSE informs via email all JSM 2009 vendors and vendors who have already signed up for JSM 2010 about the availability of the CTW program at JSM 2010.

- **Year of Proposed Presentation**

January 15, 2010 Deadline for CTW proposals. Workshop proposals are to be submitted online at the ASA web site no later than 11:59 p.m. EST January 15.

February 19, 2010 ASA informs vendors about the acceptance/rejection of proposals. Contracts are sent to vendors whose proposals have been accepted.

April 2, 2010 Vendors fees (\$820) with the signed contract are due to ASA to avoid cancellation of the CTW. This deadline is non-negotiable. Preliminary listing of CTWs sent to the JSM web site. AV and Refreshments requests are due.

May, 2010 Pre-registration booklets containing complete descriptions of presentations are mailed.
No refunds will be available if a vendor cancels a CTW or withdraws from the Exhibit Hall after May 9. Room set up requests, if any, are due.

July, 2010 Vendors may contact CSE after the JSM advance registration deadline to receive pre-registration enrollment numbers.

August, 2010 Vendors ship or bring handout materials to Joint Statistical Meetings. Presentations are given at the Joint Statistical Meetings on Wednesday, August 4, 2010.

During the course proposal online submission process this information must be provided. For workshop abstract, outline, learning objectives, and presenter(s) background, it is recommended that this information be cut and pasted into the online submission form.

I. TITLE OF PRESENTATION

II. NAME(S) AND ADDRESS(ES) OF PRESENTER(S): List by presentation *order*. Email and office phone and fax numbers are to be included. Please use same form of name for all JSM correspondence – including CE. *It is essential that Center for Statistics Education at ASA is notified of any changes that occur between the time of submission and the time of presentation.*

III. ABSTRACT: Provide an abstract **not to exceed 200 words** of the proposed event including the prerequisite for the anticipated audience. If longer than 200 words, ASA will truncate. If CTW is selected, this abstract will be used for advertising purposes in the registration material and on the CE web site. Prerequisite knowledge or assumptions regarding the background of the attendees must be included in the abstract.

IV. OUTLINE:

- Provide an outline of the entire program.
- Provide a description of the targeted audience.

V. LEARNING OUTCOMES:

(a) Performance objectives: The proposal must include a clear and concise statement of intended learning outcomes for the course. Learning outcomes are statements that identify what knowledge, skills and/or attitudes attendees are expected to accomplish/demonstrate as a result of the course.

(b) Content and instructional methods: The presenter should include a description of course content and instructional strategies based on the performance objectives.

VI. PRESENTER(s): Include a paragraph (maximum 100 words on each presenter) stating the background of the person(s) who will be presenting the CTW. **DO NOT** include resumes and/or curriculum vitae.

VII. SOFTWARE: Identify any software or materials that will be discussed.

The vendor will make all arrangements regarding the delivery and distribution of any demonstration materials.