

# CoAS Seminar Series Procedure

## Summer/Fall

- **The leadership committee** approves theme for the year – Fall dates to be picked by July 15<sup>th</sup> and Spring Dates to be picked by November 15<sup>th</sup>. Time of the event is 12:30pm to 2pm.
- **Cheri** creates a poster for each semester and individual Seminars
- **Cheri** Creates 25Live reservations for each lecture
- **Cheri** Request AV support for each lecture, <https://www.ltu.edu/ehelp/av-marketing-form>
- **Cheri** Places Food Orders for each lecture – with Aramark Mceachern-Monica@aramark.com
- **Cheri** Orders Tables for each lecture - <https://ltu.wufoo.com/forms/event-setup-application/>
- **Cheri** Before each semester begins, Cheri will have 4 of the large academic semester poster printed. One will be framed and posted in the first-floor lobby or hallway by the TV, and the other 3 will be distributed to each department for posting in their department area.

## 2+ months before the event

- **Hosting Department Chair** reaches out to potential lecturers and determines a lecturer who will fit your scheduled date for the semester. Department Chair to send email invite on page 4.
- Admins are to assist the department chair in meeting this timeline as to meet the deadlines below.

## 2 months before the event

- **Hosting department Admin** reaches out to the speaker and sends the appropriate email template from page 5 for a traveling lecturer or page 6 for a local lecturer. Please be sure to attach the Guest Speaker and Video Release form with the email.
- **Hosting department Admin** Book Flight
  - Contact Motor City Travel to request a quote with the following information: full legal name, birth date, gender, and preferred times for flying (from the speaker).  
Gina Gwatts  
ginagwatts@motorcitytravel.com  
Verify that the \$35 service fee is included in the quote
  - Confirm flight option(s) with guest speaker
  - Once the guest speaker confirms the proposed flight, inform Motor City travel and complete a requisition to create a PO for Motor City Travel. As soon as you create the requisition, email the Chair to approve. Once approved, email Michelle Butkovich to complete the requisition. The quotes are usually only active for 24 hrs.
- **Hosting department Admin** Book Hotel
  - Book hotel of choice for Day(s). The hotel will need the full name and phone # of the Guest Speaker.  
LTU approved local hotels  
Comfort Suites' Southfield  
Radisson Hotel Southfield  
Courtyard by Marriott  
Westin Hotel
  - Enter the Requisition to create a PO for the hotel.  
As soon as you create the requisition, email the Chair to approve. Once approved, email Michelle to complete the requisition.

- **The hosting department Admin** Book transportation to and from the airport  
Metro Cars  
[Book online](https://www.metrocars.com/reservations) <https://www.metrocars.com/reservations>  
Give them flight details, the guest's name, email, phone number, and department credit card  
Save the itemized receipt for the CC statement
- **Hosting department Admin** Email the speaker all travel arrangements

#### 1 1/2 months before the event

- **Hosting department Admin** emails **Cheri** speaker content for the creation of the Seminar flyers. Cheri will return the flyers within 2 weeks.
- **Hosting department Admin** Once flyers are complete, Hosting department emails Yellow Flag flyers for marketing/Social Media promotion per the CoAS Event promotion information on page 7. Admin should request the content to be completed by 1 month before the event.

#### 1 month before event

- **Hosting department Admin** hangs flyers in all buildings to advertise the event. Admin should confirm that it is posted on other formats as requested as well.
- **Hosting department Admin** emails Cheri speakers' recording preferences

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#### After event

- **Hosting department Admin** issues a check request for Honorarium
  - Attach the completed W-9 form & Guest Speaker Video Release Form
  - Email completed check request to [accoutspayable@ltu.edu](mailto:accoutspayable@ltu.edu).
- **Cheri** submits video to Yellow flag to add to CoAS Seminar Series Webpage

Time frame	Leadership comm.	Cheri	Hosting Department Chair	Hosting Department Admin
By July 15th & November 15th	Date and time, theme			
		Cheri Create Posters		
		Distribute posters by the first week of classes		
		Create 25 Live reservations		
		Request AV support		
		Request Food and food service tables		
2+ months before event			Chair reaches out to the lecturer	
2 months before event				2 months before, reach out to verify: dates and itinerary, title, brief abstract, image, and recording/live-streaming permissions
				Book flight
				Book hotel
				Book transportation to and from the airport
1 1/2 months before event				Email Cheri content for Flyers, once received, email Yellow Flag and request Marketing
1 month before the event				Hang Flyers in all buildings to advertise event and confirm Yellow Flag has posted in all other formats requested. Email Cheri Flyer for TV display and newsletter.
				Email Cheri speakers' recording preferences, if any.
After event		Send Yellow Flag video for website		

**Lecturer invitation to be sent by Department Chair (email template)**

Dear \_\_\_\_\_,

I write to invite you to speak at Lawrence Technological University in Southfield, MI. Your talk, should you accept, will be a part of the College of Arts and Sciences (CoAS) annual seminar series. This series is organized around an annual theme; for 24-25, our talks focus broadly on "Experimental Curiosity."

The CoAS seminar series is intended to foster interdisciplinary conversations accessible to a broad audience of undergraduate and graduate students, faculty, and staff. Each talk lasts approximately 40 minutes, with 15 minutes of Q&A.

Your work speaks directly to our series theme, as [DESCRIBE THE RELEVANCE AND REASON FOR THE INVITATION HERE].

Our hope is that you would be willing to visit us on DATE. We are prepared to offer a \$500 honorarium, plus travel and lodging expenses.

To discuss details of this invitation with you further, feel free to contact me either via email or telephone (PHONE NUMBER). I do hope that you will be able to join us!

**Traveling lecturer Letter to be sent by Department Admin (email template)**

Dear \_\_\_\_\_,

I hope you are doing well. My name is \_\_\_\_\_, and I'm the Administrative Assistant for the Department of \_\_\_\_\_ at LTU. We are looking forward to your lecture visit on \_\_\_\_\_, \_\_\_\_\_, 12:30-2:00 PM. There are a few tasks that need to be completed ahead of your visit in \_\_\_\_\_:

1) I will be arranging your travel and lodging logistics. For all of the arrangements I'll need to make, I need the following information:

- Full legal name
- Birth date
- Gender
- Phone number
- When would you prefer to fly on \_\_\_\_\_ & \_\_\_\_\_?

I will contact you with a complete itinerary once I book all of your accommodations.

2) We will likely begin advertising your talk in the coming weeks. For this, if you could send me the following, that would be much appreciated:

- your preferred professional title,
- the title of your talk,
- your headshot,
- 75 words or less abstract (for social media and Flyers),
- 250 words or less abstract (for webpage)

Additionally, we will be marketing this talk using LTU's social media and community event pages. Do you have any social media handles, websites, etc., that you would like us to include in our marketing efforts?

3) Do you object to us recording your talk to host on our website? If you agree to be recorded, please sign the attached "Guest Speaker & Video Release Form." If you do object to recording, you will only fill out the upper section of the Guest speaker form.

Additionally, do you have any objections to being photographed during your talk to share on social media and our website after the fact?

We are so looking forward to having you on campus; thanks again for agreeing to speak in our series!

If you have any questions, please don't hesitate to ask.

**Local lecturer to be sent by Department Admin (email template)**

Dear \_\_\_\_\_,

Thank you for offering your time and expertise to deliver this talk to our community. My name is \_\_\_\_\_, I'm the Administrative Assistant for the Department of \_\_\_\_\_ at LTU. We are looking forward to your \_\_\_\_\_ lecture visit on \_\_\_\_\_, \_\_\_\_\_, from 12:30- 2:00 PM. There are a few tasks that need to be completed ahead of time:

1) We will likely begin advertising your talk in the coming weeks. For this, if you could send me the following, that would be much appreciated:

- your preferred professional title,
- the title of your talk,
- your headshot,
- 75 words or less abstract (for social media and flyers),
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Finally, do you have any objections to being photographed during your talk to share on social media and our website after the fact?

We are so looking forward to having you on campus; thanks again for agreeing to speak in our series!

If you have any questions, please don't hesitate to ask.

## How to Advertise for the CoAS Seminar Series for your department's event:

### 1. Once the flyer is received from Cheri:

- Post flyers on campus
- Submit the following requests to Yellow Flag at the following link:  
<https://ltu.edu/about/marketing/#work-with-us>
  - Request that the flyer be posted on all social media platforms (Twitter, Facebook, LinkedIn, and Instagram).
  - Request the flyer to be added to the LTU website event calendar.  
<https://ltu.edu/academics-calendar/>
  - Request the event to be posted on the CoAS Seminar series page. The 250-word Abstract and headshot should be submitted with this request  
<https://ltu.edu/arts-and-sciences/research/lectures/seminar-series/>
  - Request the event to be posted on the College of Arts and Sciences page in the CoAS News section. <https://ltu.edu/arts-and-sciences/>