College of the Canyons

Leap Solution Team: Magnificent Mentors

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Empowerment Conference Business Plan

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I. Executive Summary

Introduction

The Empowerment Conference at College of the Canyons community college is a highly anticipated event that aims to provide a platform for individuals to explore and engage in conversations surrounding diversity, equity, and inclusion. The conference brings together a diverse group of speakers, educators, and community leaders who will share their knowledge, experiences, and expertise on various topics such as leadership, social justice, and self-care. Attendees will have the opportunity to attend workshops, network, and participate in interactive sessions that will equip them with the tools and resources needed to create positive change in their communities. The Empowerment Conference is an inclusive and safe space where individuals can be empowered, educated, and inspired to make a difference in the world around them.

Purpose of the Business Plan

The purpose of a business plan for the Empowerment Conference at College of the Canyons community college is to outline the goals, strategies, and financial projections for the event. A business plan will provide a comprehensive roadmap that outlines the steps necessary to ensure a successful conference. It will define the target audience, marketing plan, and promotional activities necessary to attract attendees and sponsors. Additionally, the plan will identify potential partnerships and collaborations with other organizations and outline the logistics of the event, such as scheduling, venue, and staffing. A well-crafted business plan will also include financial projections and budgets that detail the estimated expenses and potential revenue streams for the conference. Overall, a business plan will serve as a valuable tool for organizers to secure funding, track progress, and ensure the success of the Empowerment Conference at College of the Canyons community college.

Mission Statement

Our empowerment conference aims to inspire, educate, and empower college students to reach their full potential. Through engaging workshops, keynote speakers, and networking opportunities, we strive to create a safe and inclusive space where students can gain the confidence and skills necessary to achieve their personal and professional goals. Our mission is to cultivate a community of driven, resilient, and compassionate leaders who will positively impact their communities and the world around them.

Vision Statement

Our empowerment conference envisions a future where all college students have the resources and support necessary to succeed academically, professionally, personally, and financially. We strive to create a platform where students can engage in dynamic conversations and workshops, learn from accomplished professionals and peers, and leave feeling empowered and equipped to overcome any obstacle. Our vision is to foster a community of lifelong learners who are committed to achieving their goals and making a positive impact in their communities. We believe that by equipping college students with the tools and knowledge needed to thrive in all areas of their lives, we can create a brighter future for individuals and society as a whole.

Goals and Objectives

Goal 1.1: To provide attendees with the tools and resources necessary to achieve academic success.
Objective 1.1: By the end of the conference, attendees will have gained insights on effective study strategies, time management, and goal setting to improve their academic performance.
Goal 1.2: To equip attendees with the skills and knowledge necessary to achieve career success.
Objective 1.2: By the end of the conference, attendees will have gained insights on resume building, job search strategies, and networking skills to enhance their career prospects.
Goal 1.3: To empower attendees to achieve personal growth and development.
Objective 1.3: By the end of the conference, attendees will have gained insights on self-care, stress management, and mental health to enhance their overall well-being.
Goal 1.4: To provide attendees with financial literacy and money management skills.
Objective 1.4: By the end of the conference, attendees will have gained insights on budgeting, investing, and debt management to improve their financial well-being.
Goal 1.5: To facilitate networking and collaboration opportunities for attendees.
Objective 1.5: By the end of the conference, attendees will have had opportunities to network with speakers, educators, and community leaders, fostering collaborations and partnerships that could lead to future academic, career, and personal growth opportunities.

Key to Success

The key to success for the College of the Canyons Empowerment Conference is to create an inclusive and welcoming environment that empowers attendees to learn, engage, and collaborate. By providing a platform for diverse voices and perspectives, the conference can offer attendees the opportunity to explore and address challenges and opportunities surrounding academic, career, personal, and financial success. Additionally, engaging and experienced speakers and

educators who can share their insights, experiences, and strategies on achieving success can inspire and motivate attendees to take action and make positive changes in their lives. Through effective planning, promotion, and execution, the conference can achieve its goals of empowering attendees to reach their full potential and create positive change in their communities.

II. Market Analysis

Data/Research

Research and data on student success and persistence are crucial factors to consider when hosting an empowerment conference. Firstly, understanding the challenges and barriers that students face is essential for designing relevant workshops and sessions that address their needs directly. By examining research findings, organizers can gain insights into the specific areas where students require empowerment the most, such as leadership development, building resilience, or financial literacy.

Below highlights relevant data on student success and persistence at College of the Canyons provided the the department of institutional research:

Average number of college-level credits earned by an Associate Degree graduate

The average number of units earned by graduates in 2018-19 was 93 for all Associate Degree earners; by 2020/21, this was decreased to 82 units. The goal for the college was to reduce this number to 79 by 2021-22 (CCCC Vision for Success).

Among the first-time cohort of students who completed an Associate's Degree in 3 years (2017/18 cohort) the average number of units earned is 75 and this number is still trending downwards for upcoming cohorts.

CCCCO Student Success Metrics

College of the Canyons Student Demographic Profile:

Gender

The distribution for gender has remained consistent with 53% male, and 46% female students. When Instructional Service Agreement (ISA) students are excluded, there is a higher representation of female students (55%) in comparison to males (44%). Fall Student Profile Viz

Race/Ethnicity

Since the college was formed, the most dramatic changes are the increases in Hispanic/Latinx students (5% to 49%) and decreases in the proportion of White students (92% to 28%); which reflect changes in the general statewide population. [Factbook](#)

Table 3. College of the Canyons Historical Changes in Student Demographics (Fall terms)

Ethnicity	1970*	1980*	1990	2000	2019	2020	2021
Asian/Pacific Islander	*	*	4%	5%	7%	7%	6%
African American/Black	2%	2%	2%	4%	5%	5%	5%
Filipino/a/x	*	*	2%	3%	5%	5%	4%
Hispanic/Latinx	5%	10%	11%	19%	50%	49%	49%
Native American	*	*	1%	1%	<1%	<1%	<1%
Other/Two or more races**	1%	7%	2%	6%	2%	3%	3%
Unknown/Declined to state	*	*	0%	7%	4%	3%	3%
White	92%	81%	79%	56%	28%	28%	28%
Total Enrollment (n)	1,141	3,589	6,502	10,891	20,018	20,207	19,707

*Asian/Pac. Isle, Filipinx, Native American and Unknown not reported as separate groups during these periods.
**Moved to Two or More Race classification in 2008, includes ISAs

<u>Age</u>

For Fall 2021, 55% of students are 24 years old or younger while 45% of students are age 25 years or older.

<u>First-Generation</u>

In Fall 2021, 29% of all students enrolled were first-generation, compared to 44% among Hispanic/Latinx students and 19% among African American/Black students. [Fall Student Profile Viz](#)

<u>Financial Need/Income-Level</u>

For the fall 2021 term among enrolled students, 43% (6,730 students) received a Pell Grant or Board of Governor's Fee waiver. 2021 Referentials usx/ust/SFAW2122

<u>Employed</u>

Across various surveys 70% - 82% of students have reported being employed. [Basic Needs Center Survey 2019](#); Completion Exit Surveys; GP Student Survey 2018 NR#317

Factors that are most important to students when deciding to enroll?

The top 3 most important factors to students when deciding to enroll are:

1) the availability of classes (90%)
2) Access to services like Admissions, Financial Aid, Counseling etc.,(45%)
3) Helpfulness of faculty/staff (45%)

Target Audience

The student demographic that attends junior colleges, also known as community colleges, in Southern California is diverse and varies from one institution to another. However, some general trends can be observed based on data from the California Community Colleges Chancellor's Office.

In terms of age, community college students in Southern California are a mix of traditional and non-traditional students. Many students are recent high school graduates who are looking to complete their general education requirements before transferring to a four-year institution. However, a significant portion of community college students in Southern California are also older adults who are returning to school to gain new skills, change careers, or pursue personal interests.

In terms of ethnicity, Hispanic/Latino students make up the largest percentage of community college students in Southern California, followed by White and Asian students. African American and Native American students make up smaller percentages of the student population.

In terms of gender, community college students in Southern California are predominantly female, with women making up approximately 60% of the student population.

Finally, many community college students in Southern California come from low-income families and are the first in their families to attend college. Community colleges in the region often provide a more affordable and accessible pathway to higher education for these students.

Market Segmentation

1. Demographic Segmentation: The target audience for the conference is primarily college students, but it may also include recent graduates, professionals, and community members. Age range could vary, but the main target is between 18-35 years old.
2. Geographic Segmentation: The conference aims to attract attendees from the Southern California region, with a focus on the Los Angeles and Santa Clarita Valley area.
3. Psychographic Segmentation: The conference is designed to appeal to individuals who are interested in personal and professional growth, social justice, and making positive changes in their communities. The target audience is likely to be motivated, goal-oriented, and seeking to develop leadership skills.
4. Behavioral Segmentation: Attendees may have a range of motivations for attending the conference. Some may be seeking to gain academic or career-related skills, while others may be interested in personal development or social justice issues.
5. Niche Segmentation: The conference could also be segmented based on interests or identities, such as individuals interested in entrepreneurship, historically underserved/represented students, women in leadership, or members of the LGBTQIA+ community. This would allow for the development of more targeted content and experiences for specific groups.

Overall, the market segmentation plan for the College of the Canyons Empowerment Conference will help to identify the target audience and tailor the conference experience to meet their specific needs and interests. This approach will help to attract a diverse group of attendees who will benefit from the conference content and contribute to a rich and vibrant experience.

Industry Trends

Empowerment conferences for students are becoming increasingly popular in California Community Colleges. Below are some of the trends that are emerging in this area:

1. Focus on diversity, equity, and inclusion: Many empowerment conferences in California Community Colleges are designed to promote diversity, equity, and inclusion. These conferences often feature sessions and workshops that address issues related to social justice, cultural competence, and inclusive leadership.
2. Emphasis on student leadership: Another trend is an emphasis on student leadership. Empowerment conferences are being used as a platform to develop student leaders who can take on roles of responsibility within their campus community and beyond.
3. Collaborations with external partners: Many community colleges are partnering with external organizations to develop empowerment conferences. These partnerships bring in additional resources and expertise to help plan and execute the conferences.
4. Virtual conferences: With the COVID-19 pandemic, virtual conferences have become a trend. Virtual conferences allow for greater accessibility and flexibility, and have the potential to reach a wider audience.
5. Integration of career and academic success: Many empowerment conferences are now integrating sessions and workshops focused on career development and academic success. These sessions aim to provide students with the skills and knowledge needed to succeed in their chosen careers and academic pursuits.

There have been several national and economic trends that have affected junior colleges in Southern California over the years. Some of these trends include:

1. Economic Downturns: Economic downturns can increase enrollment at community colleges as people look to gain new skills or credentials to improve their job prospects. Conversely, when the economy is strong, enrollment at community colleges may decline as people choose to enter the workforce or pursue higher education at four-year institutions.

2. Rising Tuition Costs: As tuition costs at four-year universities continue to rise, many students are turning to community colleges as a more affordable option to complete their general education requirements before transferring to a four-year institution.

3. Changes in Demographics: Southern California has experienced significant demographic changes over the years, including an increase in the number of first-generation college students and a growing Hispanic population. Community colleges have responded to these changes by developing programs and support services to better serve these populations.

4. Advancements in Technology: Technological advancements have impacted community colleges in Southern California, as well as across the country, by providing new ways to deliver education and support services to students. This includes online learning platforms, digital textbooks, and student portals that allow for easy access to resources and information.

5. Workforce Development: Community colleges in Southern California have been increasingly focused on providing workforce development programs to help students gain skills and credentials in high-demand fields. This includes partnerships with local businesses and industries to provide students with hands-on training and opportunities for internships and job placements.

These are just a few examples of the national and economic trends that have affected junior colleges in Southern California. However, it's important to note that every community college is unique, and the impact of these trends can vary depending on the specific college and its student population. There are several national and economic trends that may affect Junior colleges in Southern California in the future:

1. Enrollment Trends: Junior colleges in Southern California may see changes in enrollment trends due to demographic shifts, changing student preferences, and competition from other higher education institutions. For example, a decline in the number of high school graduates and an increase in the number of students enrolling in online programs may lead to a decrease in enrollment at Junior colleges.
2. Budgetary Constraints: Economic downturns can impact state and local budgets, which can result in decreased funding for Junior colleges in Southern California. This can lead to program cuts, staff reductions, and a decrease in the quality of education.
3. Technological Advancements: Technology is rapidly changing the way education is delivered, and Junior colleges in Southern California may need to adapt to stay competitive. For example, the use of online learning platforms and virtual classrooms may become more widespread, which could impact traditional classroom-based instruction.
4. Workforce Demands: Southern California's economy is diverse and continually evolving. Junior colleges may need to respond to shifts in the job market by offering programs that provide students with the skills needed for emerging industries. For example, there may be an increased demand for healthcare workers, renewable energy professionals, and technology specialists.
5. Student Diversity: Southern California is a culturally diverse region, and Junior colleges may need to accommodate the needs of a diverse student body. This includes providing support services to first-generation students, English language learners, and students from low-income households.

In response to these trends, Junior colleges in Southern California may need to take proactive steps to remain relevant and competitive. This may involve implementing new technologies, developing new programs to meet workforce demands, and providing support services to help students succeed. Additionally, Junior colleges may need to form partnerships with other institutions and community organizations to leverage resources and better serve their communities.

Overall, the trend in California Community Colleges is to create empowerment conferences that address a wide range of issues and provide students with the skills, knowledge, and networks necessary to achieve success in all aspects of their lives.

Competitive Analysis

Empowerment conferences have become increasingly popular as a means of promoting personal and professional development. Many organizations offer these conferences to their employees, but they can also be beneficial for students. In this competitive analysis, we will examine the empowerment conferences offered by California Community Colleges and compare them to those offered by other organizations.

Competitors:

National Society of Black Engineers (NSBE) - NSBE offers an annual conference that focuses on empowering black engineers and students in the field. The conference includes keynote speakers, workshops, and networking opportunities.

Women in Technology International (WITI) - WITI hosts an annual conference that focuses on empowering women in technology. The conference includes workshops, keynote speakers, and networking opportunities.

Society for Human Resource Management (SHRM) - SHRM offers an annual conference that focuses on professional development for human resources professionals. The conference includes keynote speakers, workshops, and networking opportunities.

National Association of Student Personnel Administrators (NASPA) - NASPA offers an annual conference that focuses on student affairs and student development. The conference includes keynote speakers, workshops, and networking opportunities.

Comparison:

California Community Colleges' empowerment conferences offer a wide range of topics that include personal and professional development, leadership, and career readiness. The conferences are usually held on a smaller scale and are often limited to students within the college system. In contrast, NSBE, WITI, SHRM, and NASPA offer conferences on a larger scale and attract attendees from various backgrounds and industries.

NSBE's conference focuses specifically on black engineers and students in the field. WITI's conference focuses on women in technology, while SHRM's conference focuses on human resources professionals. NASPA's conference focuses on student affairs and student development. In comparison, California Community Colleges' empowerment conferences offer a broader range of topics that appeal to a wider audience.

All of the conferences mentioned above include keynote speakers, workshops, and networking opportunities. However, the larger conferences offer more diverse networking opportunities and the chance to connect with professionals from various industries.

In conclusion, while California Community Colleges' empowerment conferences offer a range of valuable topics, they are limited in scope compared to larger conferences offered by NSBE, WITI, SHRM, and NASPA. These larger conferences offer a wider range of networking opportunities and attract attendees from various backgrounds and industries. However, the California Community Colleges' conferences can be beneficial for students within the college system who are looking for more personalized and focused development opportunities.

III. College Description

College of the Canyons is part of the California Community College system of 116 colleges serving more than 2.1 million students.

The college is located in Santa Clarita, Calif., about 30 miles north of downtown Los Angeles, and covers a 367-square-mile service area. It offers 242 associate degree and certificate programs**1**, and serves 33,481 students per year at campuses in Valencia and Canyon Country in 2019/20.

In addition to meeting the academic needs of students seeking transfer and career technical education, the college also plays a key role in developing the economy of its service area. On average, the Economic Development Division generates approximately $4 million per year to provide cutting-edge training for thousands of employees at numerous local companies.

The college participates in several innovative partnerships that have redefined the traditional role of community colleges. It collaborates with nearly every social service agency in the community, school districts, city of Santa Clarita, chamber of commerce and many local businesses.

The Dr. Dianne G. Van Hook University Center allows students to earn bachelor's, master's and doctoral degrees from a collection of public and private universities, improving access to education by eliminating the need for residents to commute long distances to obtain advanced degrees. As of May 2021, 29 degree programs are offered, as well as certificate and credential programs. A total of 3,798 students have completed programs here as of December 2021. The center opened in 2002.

Opened in 1969, the college has fostered a reputation for innovation, excellence, partnerships, and student success during its service to the community.

Location and Facilities:

1. Conference Rooms: College of the Canyons likely has dedicated conference rooms or lecture halls that can serve as the main venue for keynote speeches, panel discussions, and presentations. Identify suitable rooms with appropriate seating capacity and audio-visual equipment.
2. Tabling Resource Fair Area: Allocate a space for exhibitors to showcase campus programs, services, or resources related to the conference theme. This area should have enough room for booths or tables, as well as aisles for attendees to move around comfortably.
   a. Attendees will include:
      - **Campus Life & Student Engagement** provides leadership, student networking, and social opportunities via the Associated Student Government, student clubs, and student alliance groups.
      - **The Career Center** is where students go when they want help building their resumes and cover letters, or to practice their interview skills.
      - **Enrollment Services for Personal and Professional Learning** provides free classes to students.
      - **Financial Aid** assists students when they need money to help pay for college.
      - **MESA** serves to enrich the experience of students majoring in math, science and engineering.
      - **Student Employment** assists students looking to work at COC.
      - **The Student Health & Wellness Center** aims to help keep students physically and mentally healthy so that they can succeed in school and life.
      - **The Learning Center (TLC)** offers FREE tutoring to all COC students!
      - **The Transfer Center** assists with researching college/university transfer options, and helps students with their college applications and personal statements.
      - **The Volunteer Bureau** provides students and community members with the opportunity to engage in volunteerism while at COC. These experiences build student resumes while improving skill-sets through helping others.
3. Breakout Rooms: Depending on the conference program, breakout sessions or workshops may be conducted concurrently. These smaller rooms allow for more focused discussions or hands-on activities. Ensure that there are enough breakout rooms to accommodate the anticipated number of sessions.
4. Registration Desk: Set up a registration desk near the entrance to handle attendee check-ins, distribute name badges, provide event materials, and address any inquiries. The registration area should be well-organized and staffed throughout the conference.

5. Catering Services: Coordinate with the college's food services or an external catering provider to arrange meals, snacks, and refreshments for attendees. Depending on the schedule, you may need breakfast, lunch, dinner, and coffee breaks.

6. Audio-Visual Support: Confirm the availability of audio-visual equipment such as projectors, screens, microphones, and speakers in the conference rooms. Ensure that the technical team is on hand to provide technical assistance and troubleshoot any issues.

7. Wi-Fi and Internet Access: Check the availability and quality of internet connectivity throughout the conference venues. Attendees will likely need access to Wi-Fi for various purposes, including live streaming, social media engagement, and accessing online resources.

8. Accessibility: Ensure that the conference venues and facilities are accessible to individuals with disabilities. This includes wheelchair ramps, elevators, accessible restrooms, and designated seating areas.

9. Parking Facilities: Identify parking areas on or near the college campus to accommodate the expected number of attendees. Communicate parking instructions and consider any potential parking fees or permits.

10. Accommodation Options: If the conference attracts participants from outside the local area, consider providing information about nearby hotels or lodging options to assist attendees in making accommodation arrangements.

Management Team & Staffing Requirements

1. Conference Director/Manager: This individual will oversee the entire event and is responsible for overall coordination, planning, and execution. They ensure that all aspects of the conference run smoothly, manage the team, and act as the main point of contact for stakeholders.

2. Program Coordinator: The program coordinator will design and manage the conference agenda, schedule sessions, and coordinate with speakers, panelists, and workshop facilitators. They ensure a well-structured and engaging program throughout the event.

3. Registration Coordinator: The registration coordinator handles attendee registration, manages the registration process (both online and on-site), and maintains a database of participant information. They also manage ticketing, name badges, and attendee communication.

4. Venue and Logistics Coordinator: This role will coordinate with College of the Canyons staff to secure the necessary conference venues, manage logistics such as room setup, audio-visual requirements, signage, and seating arrangements. They will oversee transportation arrangements if needed.

5. Marketing and Promotion Team: This team is responsible for creating awareness about the conference and attracting attendees. They manage the conference website, social media promotion, email campaigns, and other marketing activities.

6. Sponsorship and Exhibitor Coordinator: If your conference involves sponsors or exhibitors, this role involves securing sponsorships, managing relationships with sponsors, coordinating exhibition space, and ensuring exhibitor needs are met.
7. Volunteer Coordinator: If volunteers are needed, the volunteer coordinator recruits, trains, and manages volunteers to assist with various tasks such as registration, attendee guidance, session monitoring, and general event support.
8. Audio-Visual and Technical Support: Depending on the complexity of the conference, you may need a team or individuals who are experienced in audio-visual setup, troubleshooting, and technical support. They handle equipment setup, ensure smooth operation during sessions, and address any technical issues that arise.
9. Catering Coordinator: If catering services are provided, a coordinator manages the catering vendor, menu selection, food service logistics, dietary considerations, and ensures a smooth dining experience for attendees.
10. On-Site Support Staff: You may require additional staff for various on-site tasks, such as managing the registration desk, assisting with attendee inquiries, guiding participants to different locations, and providing general event support.

IV. Conference Overview

The College of the Canyons Empowerment Conference will take place over the span of three to four days and again will feature a series of innovative workshops, seminars, tabling fairs, networking opportunities that support participants in themes around academic, career, personal and financial areas.

Conference Agenda:

Day 1:

Morning Session:

8:00 AM - 9:00 AM: Registration and Welcome Breakfast

9:00 AM - 10:00 AM: Opening Ceremony and Introduction to the Conference

10:00 AM - 11:30 AM: Keynote Speaker Session: Inspiring Stories of Empowerment

11:30 AM - 11:45 AM: Break

 Afternoon Session:

11:45 AM - 1:00 PM: Workshop Session 1: Building Confidence and Self-Esteem

1:00 PM - 2:00 PM: Lunch Break

2:00 PM - 3:30 PM: Workshop Session 2: Overcoming Challenges and Resilience

3:30 PM - 3:45 PM: Break

3:45 PM - 5:00 PM: Tabling Resource Fair: Networking and Engagement

Day 2:

 Morning Session:

8:00 AM - 9:00 AM: Breakfast and Networking

9:00 AM - 10:30 AM: Workshop Session 3: Leadership Skills and Empowering Others

10:30 AM - 10:45 AM: Break

Afternoon Session:

10:45 AM - 12:00 PM: Workshop Session 4: Breaking Barriers: Gender, Diversity, and Inclusion

12:00 PM - 1:00 PM: Lunch Break

1:00 PM - 2:30 PM: Workshop Session 5: Financial Empowerment and Entrepreneurship

2:30 PM - 2:45 PM: Break

2:45 PM - 4:00 PM: Tabling Resource Fair: Networking and Engagement

Day 3:

Morning Session:

8:00 AM - 9:00 AM: Breakfast and Networking

9:00 AM - 10:30 AM: Workshop Session 6: Health and Well-being: Mind, Body, and Spirit

10:30 AM - 10:45 AM: Break

Afternoon Session:

10:45 AM - 12:00 PM: Workshop Session 7: Empowering Relationships: Communication and Boundaries

12:00 PM - 1:00 PM: Lunch Break

1:00 PM - 2:30 PM: Workshop Session 8: Advocacy and Activism: Making an Impact

2:30 PM - 2:45 PM: Break

2:45 PM - 4:00 PM: Tabling Resource Fair: Networking and Engagement

Day 4:

Morning Session:

8:00 AM - 9:00 AM: Breakfast and Networking

9:00 AM - 10:30 AM: Workshop Session 9: Goal Setting and Personal Development

10:30 AM - 10:45 AM: Break

Afternoon Session:

10:45 AM - 12:00 PM: Workshop Session 10: Empowering Voices: Public Speaking and Storytelling

12:00 PM - 1:00 PM: Lunch Break

1:00 PM - 2:30 PM: Keynote Speaker Session: Visionary Leadership and Empowering Change

2:30 PM - 2:45 PM: Break

2:45 PM - 4:00 PM: Closing Ceremony and Conference Recap

Workshop & Seminars

Financial Themed Workshops:
- Budgeting: *This workshop will cover the basic foundations of effective personal budgeting and how it can be used to control income and expenses.*
- Your Fico Score: This workshop will cover what your Fico Score means and how to improve it.
- Maximizing Your Resources: *Scholarships, Grants, and Money for College and Beyond.*

Career Themed Workshops:
- Entrepreneurial Careers in Arts: *Graduates can find many careers in art and design, including animation, fashion, graphic design, and film. Many art and design careers also include a business component, such as marketing or sales.*
- Effective Communication in a Digital Age: *Good communication skills are essential for success in today's digital world, as they help you to listen attentively and understand what is being said, craft meaningful messages that resonate with your target audience and build strong relationships that foster trust.*
- Hello Network: *A Networking Event to Meet Professionals in Specific Industries*
- Entrepreneurship: *What is involved in being an Entrepreneur.*
- Leadership vs. Management: *What is the difference between the two? What is the significance in today's organizations? Trends in Leadership.*
- Effective presentations: *Multimedia skills. Presentation Skills.*

Academic Themed Workshops:
- Building Realistic Plans: Strategies to Help Students Navigate College and Life Effectively And Realistically: *This workshop will help students gain a comprehensive toolkit to effectively plan their college journey and navigate the complexities of life. They will leave with a deeper understanding of themselves, a clearer vision of their goals, and the skills necessary to create realistic plans that align with their aspirations while embracing the realities they may encounter.*
- Tips & Tricks to Excelling As Students: *This workshop is an interactive and engaging learning experience aimed at empowering students to reach their full potential. This workshop aims to empower students to become proactive, self-directed learners who can confidently navigate the challenges of their educational journeys and excel in their chosen fields.*

Personal Success Themed Workshops:
- Embracing Technology: The New Working Society: *This is an insightful workshop that explores the impact of technology on the modern working society. Students will discover how to harness the power of technology, adapt to the evolving digital landscape, and thrive in a tech-driven world through practical strategies and valuable insights.*
- When the Going Gets Tough – Problem Solving: *Students will equip themselves with the essential problem-solving skills needed to navigate challenges and overcome obstacles with confidence. This interactive workshop provides practical techniques and strategies to analyze problems, generate creative solutions, and effectively implement them, empowering you to thrive in the face of adversity.*
- Personal Budgeting: *Students will gain the knowledge and skills to take control of their finances with their comprehensive personal budgeting workshop. Students will discover practical strategies for budget creation, expense tracking, and financial goal setting, empowering them to make informed decisions and achieve financial stability.*

Keynote Speakers:

The Empowerment conference will develop a key-note selection committee themed around personal resilience and success and success in academic, personal, professional, and financial topics/discussions. Titless of prospective key-notes are the following:

- "Unleashing Your Inner Power: Embracing Self-Confidence and Overcoming Limitations"
- "From Adversity to Empowerment: Harnessing Resilience and Finding Strength in Challenges"
- "Leading with Purpose: Empowering Others and Making a Difference"
- "Breaking Barriers: Empowering Diversity and Inclusion in the Workplace and Society"

- "Financial Empowerment: Taking Control of Your Finances and Building Wealth"
- "Empowering Health and Well-being: Nurturing Your Mind, Body, and Spirit"
- "Empowering Relationships: Effective Communication, Boundaries, and Self-Care"
- "Activism and Advocacy: Using Your Voice for Positive Change"
- "The Power of Authenticity: Embracing Your True Self and Living Your Passion"
- "Visionary Leadership: Inspiring Others, Driving Innovation, and Empowering Change"

V. Marketing and Sales Strategy

Marketing Plan

1. Define target audience: Identify the specific group of students who will benefit most from the conference. This may include first-generation college students, students from underrepresented communities, and students who are looking for resources and support to achieve their academic, personal, professional, and financial goals.
2. Create a conference website: Develop a website that provides detailed information about the conference, including the date, location, keynote speakers, workshops, and registration details. Make sure the website is user-friendly and mobile-responsive.
3. Use social media: Promote the conference on social media platforms like Facebook, Twitter, Instagram, and LinkedIn. Use hashtags to increase visibility and engage with potential attendees. Create visually appealing graphics to highlight the conference's key features.
4. Leverage email marketing: Send regular emails to students, faculty, and staff to promote the conference. Provide updates on speakers and workshops and remind them of important registration deadlines.
5. Collaborate with campus organizations: Partner with student organizations and clubs to promote the conference to their members. Offer them special discounts or incentives for registering early or attending in groups.
6. Host information sessions: Host information sessions on campus to give students an opportunity to learn more about the conference and ask questions. Offer giveaways or prizes to attendees to encourage participation.
7. Reach out to local media: Contact local newspapers, radio stations, and TV stations to promote the conference. Offer to provide a spokesperson or invite a reporter to attend the event and write a feature story.
8. Offer early bird discounts: Provide a discount for students who register early to encourage early sign-ups. This can be advertised on the conference website and social media.
9. Use paid advertising: Consider using paid advertising on social media or Google to reach a wider audience. Target ads to specific demographics or geographic locations to maximize the impact.

10. Follow up after the conference: After the conference, send a follow-up email to attendees thanking them for their participation and asking for feedback. This can help improve future events and build a loyal community of attendees.

Sponsorship Opportunities:

1. Corporations with a focus on diversity and inclusion: Companies that prioritize diversity and inclusion initiatives may be interested in sponsoring a college empowerment conference aimed at empowering underrepresented students.
2. Financial institutions: Financial institutions, such as banks or credit unions, may be interested in sponsoring a conference that focuses on personal finance and budgeting for college students.
3. Non-profit organizations: Non-profit organizations that support education, youth development, and career readiness may be interested in sponsoring a conference that aligns with their mission.
4. Local businesses: Local businesses may be interested in sponsoring a conference that promotes education and workforce development in their community.
5. Government agencies: Government agencies that support education and workforce development initiatives may be interested in sponsoring a college empowerment conference.
6. Educational institutions: Other educational institutions, such as universities or trade schools, may be interested in sponsoring a conference aimed at empowering college students.
7. Industry-specific organizations: Professional organizations and associations related to specific industries may be interested in sponsoring a conference that aligns with their mission and values.

When reaching out to potential sponsors, the marketing team will highlight the specific benefits of sponsoring the conference, such as brand exposure, community outreach, and the opportunity to support a cause that aligns with their mission.

VI. Financial Plan

Event Expenses:

The 4-day Empowerment Conference at College of the Canyons community college, potential event expenses to consider are:

1. Venue Rental: The cost of renting conference rooms, lecture halls, or other spaces at the college for the duration of the event.
2. Audiovisual Equipment: Expenses related to renting or providing audiovisual equipment such as projectors, screens, microphones, speakers, and sound systems.

3. Keynote Speaker Fees: If you plan to invite external keynote speakers, consider their speaking fees, travel expenses, accommodation, and any additional requirements they may have.
4. Workshop Facilitators: If you are bringing in experts to facilitate workshops, allocate a budget for their fees and any travel and accommodation expenses.
5. Catering: Budget for providing breakfast and lunch for each day of the conference. Consider dietary restrictions and preferences of attendees when planning the menu.
6. Tabling Resource Fair: Allocate funds for tables, chairs, signage, and promotional materials for the resource fair.
7. Marketing and Promotion: Expenses related to advertising, printing promotional materials, designing banners or posters, and online marketing efforts.
8. Registration System: Consider the cost of using an online registration system to manage attendee registrations, payments, and check-in.
9. Staffing: If additional staff or volunteers are required to assist with event coordination, registration, or logistics, account for their expenses or stipends.
10. Event Materials and Supplies: Estimate the costs of printing conference programs, name badges, handouts, and any other required materials or supplies.
11. Insurance: Check with the college administration about insurance requirements for the event and allocate funds accordingly.
12. Miscellaneous Expenses: Consider any additional expenses such as signage, decorations, attendee gifts, and transportation arrangements if needed.

Financial Plan:

1. Income:
   - Registration Fees: Determine the registration fee per attendee based on estimated costs and desired revenue. Project the number of attendees and calculate the total registration income.
   - Sponsorships: Seek sponsorship opportunities from local businesses, organizations, or partners interested in supporting the empowerment conference. Set sponsorship levels and provide corresponding benefits such as logo placement, recognition, or exhibition space. Estimate the potential sponsorship income.
2. Expenses:
   - Venue Rental: Contact the college administration to inquire about venue rental costs for the conference rooms, lecture halls, and other required spaces.
   - Audiovisual Equipment: Research rental costs for audiovisual equipment such as projectors, screens, microphones, speakers, and sound systems.
   - Keynote Speaker Fees: Determine the fees and travel expenses associated with inviting keynote speakers. Consider their expertise, popularity, and availability.

- ○ Workshop Facilitators: Allocate a budget for workshop facilitators' fees, travel, accommodation, and any additional requirements they may have.
- ○ Catering: Estimate the cost of providing breakfast and lunch for each day of the conference. Obtain quotes from catering services or explore options for in-house catering.
- ○ Tabling Resource Fair: Budget for tables, chairs, signage, and promotional materials for the resource fair.
- ○ Marketing and Promotion: Allocate funds for advertising, printing promotional materials, designing banners or posters, and online marketing efforts.
- ○ Registration System: Consider the cost of using an online registration system to manage attendee registrations, payments, and check-in.
- ○ Staffing: Account for any additional staff or volunteers required to assist with event coordination, registration, or logistics. Determine whether stipends or expenses are necessary.
- ○ Event Materials and Supplies: Estimate costs for printing conference programs, name badges, handouts, and any other required materials or supplies.
- ○ Insurance: Inquire about insurance requirements from the college administration and allocate funds accordingly.
- ○ Miscellaneous Expenses: Account for additional expenses such as signage, decorations, attendee gifts, and transportation arrangements if needed.

3. Budget Tracking:
   - ○ Create a detailed budget spreadsheet to track income and expenses throughout the planning and execution phases of the conference.
   - ○ Regularly update the budget with actual costs and income to maintain an accurate financial overview.
   - ○ Monitor and analyze budget variances to identify areas of overspending or potential cost savings.

4. Contingency Fund:
   - ○ Set aside a contingency fund to account for unexpected expenses or emergencies that may arise during the conference.
   - ○ Allocate a percentage of the total budget as a contingency, typically around 10% to 15% of the overall estimated costs.

5. Financial Reporting:
   - ○ Generate financial reports at regular intervals, such as weekly or monthly, to provide a transparent overview of the conference's financial status.
   - ○ Share financial reports with stakeholders, sponsors, and college administration to demonstrate financial accountability and facilitate decision-making.

6. Post-Conference Evaluation:
   - ○ Evaluate the conference's financial performance by comparing actual income and expenses against the initial budget.

○ Identify areas for improvement or cost-saving measures for future conferences.

VII. Implementation Plan

Timeline:

The College of the Canyons Empowerment Conference Planning Team will meet ideally 1 year in advance to plan all conference logistics and structure all areas needed to effectively meet targeted goals and objectives highlighted in the business proposal.

Timeline for Implementing a 4-Day Empowerment Conference at College of the Canyons:

6 to 12 Months Before the Conference:

- Determine the conference theme, objectives, and target audience.
- Form an organizing committee or team to oversee conference planning and execution.
- Secure necessary approvals from the college administration.
- Define the conference budget and explore potential funding sources.
- Research and book the venue spaces required for the conference.
- Identify potential keynote speakers and workshop facilitators.
- Begin outreach and discussions with potential sponsors and partners.
- Develop a marketing and promotion strategy for the conference.

4 to 6 Months Before the Conference:

- Finalize keynote speakers and workshop facilitators, and secure their participation.
- Confirm venue bookings and technical requirements for audiovisual equipment.
- Establish sponsorship agreements and finalize sponsorship levels and benefits.
- Create a conference website or landing page for online registration and information.
- Begin promoting the conference through various marketing channels.
- Develop a call for workshop proposals and open the submission process.
- Set up an online registration system to manage attendee registrations.
- Begin designing conference materials such as programs, signage, and name badges.

2 to 4 Months Before the Conference:

- Review and select workshop proposals, and notify accepted presenters.
- Continue marketing efforts, including social media promotion and email campaigns.
- Coordinate with keynote speakers and workshop facilitators to finalize session details.
- Arrange catering services and menu selection for the conference meals.
- Continue sponsorship outreach and follow up on pending agreements.
- Monitor registration numbers and make adjustments as necessary.
- Begin creating a detailed conference schedule and agenda.

1 Month Before the Conference:

- Send out reminders and updates to registered attendees.
- Finalize logistical details such as room setups, audiovisual equipment, and signage.
- Confirm catering arrangements and any dietary requirements of attendees.
- Print conference materials, including programs, name badges, and handouts.
- Conduct a final review of the conference schedule and agenda.
- Prepare on-site logistics, including registration check-in procedures and volunteer assignments.
- Coordinate with speakers and presenters to collect their presentation materials.

1 Week Before the Conference:

- Conduct a final walkthrough of the venue to ensure everything is in order.
- Confirm final attendance numbers and adjust catering and room setups accordingly.
- Distribute detailed schedules and instructions to speakers, facilitators, and volunteers.
- Test audiovisual equipment and troubleshoot any technical issues.
- Prepare registration materials, attendee packets, and badges.
- Brief the organizing team, volunteers, and staff on their roles and responsibilities.

During the Conference:

- Execute the conference according to the planned schedule and agenda.
- Oversee registration check-in and provide information and assistance to attendees.
- Ensure smooth transitions between sessions and monitor session attendance.
- Manage any on-site issues or unexpected challenges that arise.
- Coordinate with catering staff to ensure meals are served as scheduled.
- Facilitate networking opportunities and engagement during breaks and resource fairs.
- Collect feedback from attendees through surveys or evaluation forms.

After the Conference:

- Gather feedback from attendees, speakers, and volunteers for post-conference evaluation.
- Assess the conference's success in achieving its objectives.
- Review financial reports and evaluate budget performance.
- Send thank-you notes to sponsors, speakers, and volunteers.
- Document lessons learned and areas for improvement for future conferences.
- Follow up with attendees through email or post-conference communications.
- Share conference highlights and success stories through social media and college communications channels.

Adhering to this timeline will help ensure a well-organized and successful empowerment conference at College of the Canyons. Adjust the timeline as needed to accommodate specific requirements and circumstances.

VIII. Conclusion

In conclusion, the Empowerment Programs Conference at College of the Canyons holds tremendous potential to create a transformative and impactful experience for attendees. Through a carefully designed agenda, featuring workshops, a tabling resource fair, keynotes, and networking opportunities, this conference aims to empower individuals, foster personal growth, and promote success in various areas of life.

By hosting this conference, we recognize the importance of addressing the unique challenges and barriers that students and individuals face on their paths to success. Through research and data, we have gained valuable insights into the specific areas where empowerment is most needed. Our aim is to provide attendees with the tools, knowledge, and inspiration they need to overcome obstacles, develop confidence, and cultivate a mindset of resilience.

The collaboration and support of College of the Canyons, our sponsors, and partners will be instrumental in bringing this vision to life. By engaging renowned keynote speakers, experienced workshop facilitators, and a diverse range of exhibitors at the tabling resource fair, we can create an environment that encourages meaningful connections and a vibrant exchange of ideas.

Moreover, we recognize the significance of financial planning and budget management to ensure the success and sustainability of the conference. By carefully monitoring expenses and seeking sponsorships, we aim to create a financially viable event that maximizes the value for our attendees while maintaining affordability and accessibility.

The Empowerment Programs Conference at College of the Canyons serves as a platform to promote personal growth, foster leadership, and empower individuals to achieve their full potential. We believe that by investing in empowerment, we can inspire positive change, strengthen our community, and contribute to the success and persistence of our students and beyond.

We are excited to embark on this journey of empowerment and look forward to the collaboration and engagement of our attendees, speakers, sponsors, and partners. Together, let us create a conference that ignites inspiration, cultivates resilience, and empowers individuals to thrive in all aspects of their lives.