For this meeting...

- All attendees will be muted upon entering the meeting.
- Please use the chat room or the “raise your hand” feature to ask questions.
- This meeting is being recorded for notetaking purposes.
- Please enable video feature (we would love to see you!).
- Please rename yourself to add where you live.
  - You may do this by selecting the “…” next to your name in the upper right-hand corner of your rectangle when you hover over with your cursor, and then select rename.
  - Example: Norma—Los Angeles
Regional Team

• Norma Reyes, Assistant Director, Regional and Engagement Programs
• Lei Wat, Manager, Regional and Engagement
Welcome ReSCeption

Program Goals

• Welcome new Trojans in the region
• Connect/reconnect with local Trojans
• Show ways to connect with USC in the region
Timeline

- **July 26**: Welcome ReSCeption host form due
- **July 31**: Venues confirmed
- **August 7**: Registration opens
- **August 8**: Promotion in *Events Digest*
- **August 16**: Targeted email invitations go out
- **August 22**: Promotion in *Events Digest*
<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>August 28</td>
<td>Two weeks prior to ReSCeption, host boxes (with name badges, decor, sign-in sheets and supplies) are mailed and current registration counts emailed to hosts</td>
</tr>
<tr>
<td>August 30</td>
<td>Last chance email invitation</td>
</tr>
<tr>
<td>September 3</td>
<td>Registration ends</td>
</tr>
<tr>
<td>September 6</td>
<td>Registration list sent to hosts; event details emailed to attendees</td>
</tr>
<tr>
<td>September 8-14</td>
<td>Time frame for holding Welcome ReSCeptions</td>
</tr>
<tr>
<td>September 28</td>
<td>Host Debriefing Meeting via Zoom</td>
</tr>
</tbody>
</table>
Host Planning Process
Selecting a Venue

• Hosts are responsible for finding local venue with capacity for 20-100 guests.
• Venue should be indoors and ideally capture the unique spirit of your city; examples include private spaces / conference rooms / restaurants / breweries. Sports bars and homes should be avoided.
• Event space should be conducive to a presentation.
• Venues with AV equipment are preferred.
• Make sure the venue has seating for at least half of the attendees.
• Ask about all of the additional fees that may impact the budget (corkage fees, audio and visual, gratuity, service charges, etc.).
Planning the Menu

When selecting items, make sure they:

- Fit the price point per person, based on attendees
- Include non-meat options
- Include a drink ticket system, followed by a cash bar
When selecting your menu, pick items that are easy for networking. They can be displayed, passed by a server or a combination of both.

Below are a few menu samples:

**Menu Sample #1**
Select 3 Items
Recommended Choices: Key West Shrimp Cakes, Spinach & Artichoke Dip, Chicken Wings
Other Popular Choices: Cheeseburger Sliders, Traditional Hummus, Soft Baked Pretzels

**Menu Sample #2**
Chicken Skewers - House Satay Sauce, Chives
Brisket Tacos - White Onion, House Salsa Verde
Smokey Mushroom Quesadilla
Sample Beverage Packages

Types of Beverage Packages

• Wine and Beer Only  
• Beer, Wine and Spirits  
• Specialty Drinks  
• Champagne Bar

Ways to purchase Beverage Packages

• Drink Tickets - Wine & Beer Only (@ fixed cost or actual price of beverage)  
• Drink Tickets - Beer, Seltzer & Liquor (@ fixed cost or actual price of beverage)  
• Call Level Drink Tickets - no shots or specialty cocktails  
• Drink tickets and cash bar during event available during event  
• Hosted Full Bar by the hour (minimum usually required)  
• Hosted Full Bar by consumption  
• No Host Bar (cash bar)
Funding a Welcome ReSCeption

• ReSCeption budget only covers venue fees, audio and visual, appetizers, corkage fee (if applicable), non-alcoholic drinks and at least one alcoholic beverage.

• Additional incurred costs for entertainment, giveaways, extra decor will have to be underwritten/donated by a third party.

• For domestic Welcome ReSCeptions, USCAA will cover the costs and sign all contracts; budget will be determined by city/location:
  • Budget per domestic reception: $50 - $100 (approximate cost per person)
  • USCAA will provide up to $2,500 for ReSCeptions with 20-50 guests
  • USCAA will provide up to $5,000 for ReSCeptions with 51-100 guests

• For international Welcome ReSCeptions, funding will be on a case-by-case basis.

• ReSCeption cost for alumni will be based on final budget, non-refundable and within the following ranges:
  • $45-$50 for early registration
  • $65-$75 afterwards
Registration

- The USCAA will handle all aspects of registration and share the attendance count with host/s one week prior to their Welcome ReSCEption
- Registration will close September 3
- A walk-up registration link will be included in the host box, for any alumni who wish to register at the door
- Registration lists will be provided by end of day September 6
Host Box

• USCAA will ship host boxes by August 25th via USPS, shipping times will vary by region.
• Host Boxes will include the following items:
  • Banner
  • Name Badges
  • Coasters
  • USCAA “Get Involved” Bookmarks
  • Walk-Up Link QR code
  • Sign-In Sheet
Day of Welcome ReSCeption
Event Timeline

**30+ minutes prior**
Alumni host (or hosts) arrives at venue and checks in with venue contact; makes sure all food and drinks are prepared; checks AV connections for video and starts USCAA marketing scroll on screens.

**First 30 - 60 minutes**
Greet and sign in alumni; alumni networking takes place during this time.

**20 - 30 minutes**
Welcome w/talking points
Show video

**60 minutes**
Networking and/or building community activity (optional)

**Last 10 minutes**
Thank guests for coming, take group photo, mention upcoming local events and provide information about staying connected.
Building Community

Possible activities:

• Panel discussion
• Learning session
• Interactive small-group activity
Building Community

Panel Discussion:

• When and why did you move to this region?
• What advice do you have for personal and/or professional success in this area?
• What do you like about living here and what are your favorite local activities?
• How have you built your Trojan community in the area?
Building Community

Learning Session:

• Professional development speaker
• Resume or cover letter workshop
• Navigating the job market
• Industry trends
Interactive Small-Group Activity

• Speak about your own experiences navigating your region
• Facilitate and encourage conversation
• Answer questions alumni may have about the area
• Encourage sharing of contact information
• Play fun interactive games that foster camaraderie
Post
Welcome ReSCEption
Post Welcome ReSCeption

- A week after event, please submit the final sign-in sheet and pictures/videos via the Wufoo link that will be provided.

- Attend a post-event host focus group via Zoom on September 28 at 5pm (PT).
Next steps are:

- Contact fellow local Trojans to serve as co-hosts.
- Decide on a welcome activity for the group.
- Submit ReSCeption application by July 24, 2024.
- Once contracts are signed and host applications approved, start sharing event details with fellow Trojans in your region.
Questions?

CONTACT NORMA REYES
AT NORMA.REYES@USC.EDU
Fight On!