Short Title	Virtual and hybrid conference services
1. **Name**	Lori Hall and Jennifer Miller
2. **Email**	lori.hall@clackamas.edu and jennifer.miller@clackamas.edu
3. **Department**	College Relations and Marketing and Events and Conference Services
4. **Please briefly describe your idea**	The college is seeing more and more opportunities to offer events and classes in virtual and hybrid settings – both internally and externally. Events and Conference Services would like to partner with College Relations and Marketing to provide virtual and hybrid conference services to third parties on our campus as well as employees. We could also offer videography services to third parties (e.g., weddings, events, etc.). This would be an opportunity to bring more people and businesses to our campuses, generate more revenue, and provide a service that is lacking in the community, as well as opening up educational opportunities. This request is to ask for equipment that is not restricted by PEG regulations to offer these opportunities.
5. **Indicate the strategic priority that this project supports. (check all that apply)**	Diversity, Equity & Inclusion Organizational Health Community Connections
6. **How does your idea support the College's strategic priorities?**	Diversity, equity and inclusion – By offering virtual and remote conference and event services to the community, our partners would be able to reach those who could not attend in person whether it is due to ability, lack of transportation, or location or other reasons. We could reach broader audiences, achieve greater participation, and offer the flexibility some may need or desire. Organizational health – After covering the expense of the equipment, this would be a revenue generator. We have worked with the Business Office to determine half-day and full-day rates. This would bring more people to our campuses, making them aware of our services and offerings, and increasing use of our events and conferences services, as well as potential for enrolling in our classes. Community connections – This unique offering would provide a service to the community that is currently lacking but we see growing in demand. We would be bringing people to our campuses (virtually and in person) and raising awareness and support for the college.
7. **What contribution would this project make to the Diversity, Equity and Inclusion Strategic Plan? How does it contribute?**	The DEI Strategic Plan does not have goals that are directed toward the community and our business partners, but Goal 3.3: "Create and support instructional materials, resources, spaces, and environments that promote equitable and inclusive teaching and learning" resonates. By offering remote and hybrid services to the community, we would in essence be creating resources, space and environments that promote equitable and inclusive teaching and learning.
8. **What problem, need or gap in service will be addressed? What evidence is readily available to illustrate the need or support the goal(s) of the project? Please include links to data sources if known.**	We think there will be a growing need for businesses and community partners to offer events and conferences in more flexible formats, such as online and hybrid. However, offering these formats requires the technology and equipment to host them, as well as the knowledge and ability to run them. Many in the community will not have the resources to do this on their own. We have witnessed the need and demand for these services internally – state of the college, inservice, the Wacheno Welcome Center Dedication event.

		Early last month, we had a request from the IAEI Oregon Chapter to do a hybrid Zoom meeting in December. Half of the participants will be in the Gregory Forum, the rest would be on Zoom. With proper promotion and execution, we see this service growing in demand."
9.	What is the benefit of this project (e.g. revenue potential, impact on student enrollment, retention, completion, etc.)?	Benefits of this project include ongoing revenue potential, greater use of our campus buildings, greater visibility across the district, building relationships with business and organizations, offering a service that is lacking in the community.
10.	What activities will be proposed in the project?	The hosting of hybrid and virtual events and conferences. Also, videography services. Certain spaces can be dedicated hybrid spaces which would allow smaller events to host hybrid. Portable equipment listed could be set up anywhere for large events in large spaces.
11.	Identify stakeholders who will likely be involved in the project planning or delivery.	Events and conference services College Relations and Marketing Business Office ITS
12.	How do you think success could be measured for this project?	Success would be measured in the number of events and conferences we host and whether that number grows and if we are bringing in revenue.
13.	Describe the investment (time, funds, etc.) that would probably be needed to get this project off the ground.	JBL active PA speakers — $ 1,088.99 1 pair speaker stands — $ 115.99 2 – JBL Powered subwoofers — $ 1,770.00 Subwoofer pole set — $ 299.00 Alto Wireless system — $ 553.95 Gator bag for ALTO system — $ 94.99 Allen & Heath mixer — $ 2,799.99 Digital Snake for mixer — $ 1,299.00 Data cable for digital snake — $ 119.95 Case for Allen & heath mixer — $ 319.95 Assorted lengths of XLR cables — $ 500.00 12 – Senal Gooseneck microphones — $ 2,399.40 Sennheiser dual wireless microphone set — $ 649.00 2 – Microphone boom stands — $ 189.98 Furman A/C Power conditioner — $ 329.95 SKB 6u data rack — $ 236.99 Locking rack drawer — $ 69.99 2 – Rack Shelves — $ 39.98 2 – Rack mount power strips — $ 118.00 10 – 25' extension cords - — $ 299.50 Countryman headworn mic — $350 Sennheiser digital wireless microphone set — $ 599.00 6 – 50' extension cords — $ 291.54 Total — $ 14,535.14

	Sony Laser projector $ 3,125.00 Da-Lite folding front/ rear projection screen kit $ 7,344.00 6 – HDMI over ethernet converters $ 558.00 4 – Sony HXR NX100 cameras $ 5,992.00 4 – Tripods $ 799.96 Video capture card for Apple laptop $ 2,999.00 Macbook Pro $ 3,499.00 Laptop bag $ 34.19 USB C hub for Macbook Pro $ 69.99 2 – Thunderbolt 2 to USB C adaptors $ 99.98 Total $ 24,521.12 Grand total $ 39,056.26
14. Have you identified a grant or other funding source to help cover related expenses?	No
15. If yes to 14, please provide more information about the grant or other funding source.	
16. Beyond the start-up costs, is additional or ongoing funding required to maintain this project in the future? If so, please describe the costs (amounts, frequency, etc.) as well as if you have identified sources for ongoing funding.	Ongoing needs may be to update and replace equipment as it ages or gets outdated. However, the revenues could be a source to fund that maintenance.
17. What level of urgency best fits your idea?	Short-term, needs to be explored within next 4-12 months
18. If you answered "other" in question 17, please describe.	
19. Please include additional information you would like to share:	As the college looks to offer more flexible and innovative delivery of classes, this technology could be applied across academic and community education programs as well as across campuses. Using this model, we can help grow how the college offers virtual and hybrid offerings. With the equipment listed, we could offer hybrid options for internal events large and small, allowing faculty and staff flexible opportunities for participation. Smaller events such as College Council, Shared Governance and Department Chair meetings could have hybrid equipment in regular meeting spaces to utilize. Larger events such as Inservice, All Staff Recognition and other all staff events, could have a large

	scope of visibility and technology for a full participatory experience both in person and online.
	For smaller, internal and external events, certain spaces could be dedicated hybrid rooms, such as the Wacheno Conference Room, Literary Arts Center, Board Room. For larger events requiring larger space, such as Gregory Forum and Harmony Community Room, the ECS Team would work with our videographer to bring the best possible hybrid solutions to life.
	Our videographer has experience in this work and has been offering these services through Willamette Falls Media. So, we are confident in this request and our ability to deliver these services. The Events and Conference Services staff are able to setup hybrid equipment for smaller events and would request the assistance of ITS media support as needed.
20. Please share any questions you have for the Innovation Team:	

Survey for this Innovation Fund request: https://forms.gle/qmp3uawpENuyquqt6