



International **Erosion Control** Association

IECA Course Proposal with IECA's Chapters

The International Erosion Control Association has been receiving a tremendous amount of interest for public courses. IECA encourages support from the local Chapters, as the added value of local contacts and content is very beneficial for all of us.

IECA would like all Chapters to designate an individual as the Chapter Education "Officer". IECA's Technical Resources Director will contact the Chapter Education "Officer" when education is requested within a Chapter's region. IECA's Technical Resources Director will inquire as to the level of interest from the Chapter to gauge what tasks would be beneficial for the Chapter to assist with, such as instructor suggestions, public registration, chapter volunteer activity, course development, etc.

Job Description for Chapter Education "Officer"

- Assists the Chapter and IECA in analyzing and administering education requests
- Recruits and instructs volunteers for the event
- Works directly with the Technical Resources Director on logistics of event (ie...marketing, site selection, onsite registration, etc.)
- Assists in marketing: procure mailing lists, hand out brochures, and send emails, names of local media contacts
- Assists in determining the following:

Event title
Date
Start time
Ending time
Location
Prepwork
Anticipated outcome
Materials required

Financial incentive for the participating Chapter

IECA would like to share the financial success of the Public Courses by providing the following incentive plan:

Gross – 20% Administration Fee* - Expenses = Net Profit/2 = Chapter Net Profit**

* Administration fees include registration, marketing (creation of event announcements, website updates, logistic organization...)

** Expenses include (but not limited to):

Audio/visual
Course manuals
Instructor Fee
Instructor Expenses
Food and beverage
Shipping
Classroom
Printing/mail brochures
Tables/chairs

IECA will provide:

- Registration, handing of all monies, budget management
- Marketing and all print material
- Administration of conference: getting exhibitors, all logistics and signage, working with all vendors, food & beverage, handling all speakers and workshop materials, supplies and conference evaluations will be tabulated and re-capped.

We encourage Chapter involvement in the administration of public courses, and we hope that the Chapters support this proposal. If you have any suggestions or questions about this proposal, please contact IECA Technical Resources Director Kim Kline at email: kim@ieca.org or call 800-455-4322 or 970-879-3010.