

## **CPTSC 2018 Proposal**

This proposal provides specified information relevant to holding the 2018 Council for Programs in Technical and Scientific Communication (CPTSC) conference to be hosted by University of Minnesota - Twin Cities, Metropolitan State University, and University of Minnesota - Duluth. The conference would be held on the Twin Cities campus of University of Minnesota in Minneapolis, MN.

### **Scheduling**

*Proposed date: October 4-6, 2018.* After reviewing religious holidays such as Rosh Hashanah (9/9/18 - 9/11/18), Yom Kippur (9/18/18 - 9/19/18), Skuuot (9/23/18 - 9/30/18), Navaratri / Dassehra (10/09/18 - 10/17/18), Shemini Atzert (9/30/18 - 10/1/18), Simchat Torah (10/01/18), and Diwali (11/06/18), October 4-6, 2018 seem to be the best dates. I have also checked dates for IEEE Professional Communication Society (July 23-25, 2018) and the Annual Conference of the Association for Business Communication (October 24-27, 2018) and found no conflict with those conferences. ACM-SIGDOC has not yet been announced and is TBD.

*Conflicts.* UMN Homecoming is typically the third weekend of October, so it should not conflict with the conference. Other October dates have not yet been listed on the UMN calendar. [Other conflicts?]

### **Location**

*University of Minnesota Twin Cities campus.* University of Minnesota Twin Cities campus is in the heart of the Twin Cities metropolitan area, situated between the downtowns of Minneapolis and St. Paul.

Home to 17 Fortune 500 companies, Minneapolis-St. Paul is a vibrant ecology for technical communication. Employers like UnitedHealth Group, 3M, Ecolab, and St. Jude Medical form the backbone of a vibrant community of professional technical and medical communicators, and so help sustain a vibrant local chapter of STC (STC Twin Cities, [www.stctc.org](http://www.stctc.org)), as well as strong degree programs in technical communication (at Metro State, at UMTC, Minnesota State, and just across the border in Wisconsin, at UW Stout). Holding CPTSC in Minneapolis is placing CPTSC in the crucible of technical communication, in many ways, and returning it to its birthplace, as well.

UMN-Twin Cities is close to hotels, public transportation, and many restaurants within walking distance in “Dinky Town” and “Stadium Village.” The Twin Cities campus has light rail and bus access that can be taken to attractions such as downtown Minneapolis, St. Paul, and Mall of America. The light rail also connects to the MSP International Airport.

We are currently examining options to house the conference on the East Bank campus of University of Minnesota. Two options include (1) campus facilities such as the Coffman Student Union and (2) the Commons Hotel (formerly Radisson), located on the UMN-Twin Cities campus. UMN-Twin Cities was host to CPTSC in 2008, situated at the Radisson (now Commons Hotel). Using the Commons Hotel may be advantageous because we can also reserve hotel rooms that would work against the facility costs associated with hosting. Cost estimates for both options are being gathered.

### **Access/Transportation**

#### *Airport*

The Minneapolis-St. Paul (MSP) International Airport is located off highway 494 in Bloomington, MN. The airport is serviced by the following airlines:

- Air Canada
- Air Choice One
- Air France
- Alaska Airlines
- American Airlines
- Boutique Air
- Delta Air Lines
- Frontier Airlines
- KLM Royal Dutch Airlines
- Spirit Airlines
- United Airlines
- Condor
- Icelandair
- Southwest Airlines
- Sun Country Airlines

#### *Trains and Interstate Buses*

Minneapolis is served by the Empire Builder line of Amtrak, which connects Seattle and Portland to Chicago and from Chicago to the whole of the Amtrak network in the United States. Additionally, Minneapolis is served by interstate bus service on Greyhound, Megabus and Jefferson Lines services.

#### *Rental Cars*

Rental Cars from a variety of standard agencies are available.

<https://www.mspairport.com/directions/ground-transportation>

### *Ground Transportation*

Several ground transportation options are available including

- Cars and Shuttles
- Local public transportation including light rail and metro bus
- Intercity and interstate buses

See the following web page for more information on transportation to and from the airport:

<https://www.mspairport.com/directions/ground-transportation>

### *Parking*

- TBD depending on where conference is held.
- Each hotel will charge for parking (see above for cost per hotel).

### **Lodging**

1. *University Inn*

The University Inn is located on the UMN Twin Cities campus and offers suites with kitchenettes. Costs: \$149 or \$169. <http://www.universityinnmn.com>

2. *DoubleTree Hilton Minneapolis - University*

511 Huron Blvd. SE, Minneapolis, Minnesota, 55414, USA

\$149 room rate

[https://secure3.hilton.com/en\\_US/dt/reservation/book.htm?execution=e1s1](https://secure3.hilton.com/en_US/dt/reservation/book.htm?execution=e1s1)

3. *Hampton Inn and Suites University*

2812 University Avenue SE, Minneapolis, Minnesota, 55414, USA TEL:

+1-612-259-8797

\$139 room rate

[http://hamptoninn3.hilton.com/en/hotels/minnesota/hampton-inn-and-suites-minneapolis-university-area-MSPUAHX/index.html?WT.mc\\_id=zLADA0WW1HX2OLX3DA4HWB5TABL6MSPUAHX](http://hamptoninn3.hilton.com/en/hotels/minnesota/hampton-inn-and-suites-minneapolis-university-area-MSPUAHX/index.html?WT.mc_id=zLADA0WW1HX2OLX3DA4HWB5TABL6MSPUAHX)

4. *Commons Hotel*

615 Washington Ave SE, Minneapolis, MN 55414

612-379-8888

\$169 room rate

[http://www.commonshotel.com/hotels-minneapolis-deals.aspx/?\\_vsrefdom=thecommons-ppc&gclid=CPbn4IzVoNYCFQowaQodG8wHGQ](http://www.commonshotel.com/hotels-minneapolis-deals.aspx/?_vsrefdom=thecommons-ppc&gclid=CPbn4IzVoNYCFQowaQodG8wHGQ)

5. *Days Inn*

2407 University Ave SE and Washington Ave, Minneapolis, MN 55414

612-623-3999

\$179 room rate

<https://www.wyndhamhotels.com/days-inn/minneapolis-minnesota/days-inn-hotel-university-ave-se/overview>

### **Registration**

If CPTSC does its own payment and registration process, as well as its own nametags, it will save the organization a substantial amount of money.

### **Food**

No meals are currently planned. On the Minneapolis campus, there are many places to eat within easy walking distance.

### **Program**

The local committee will work with CPTSC to insure that the conference program is posted to the web site.

### **Team**

Lee-Ann Breuch (University of Minnesota) will serve as local host chair. We have assembled local host committee that includes several institutions across Minnesota: Victoria Sadler (Metropolitan State University), David Beard (University of Minnesota - Duluth), Abigail Bakke, Lee Tesdell, Dawn Armfield (Minnesota State University - Mankato), Lori Baker and Amanda Bemer (Southwest Minnesota State University). We will likely expand our committee to include other local representatives such as UW Stout. Our team represents different TPC programs across the state of Minnesota and just over the border in Wisconsin. In addition, we will invite graduate students from any of these programs to volunteer on the committee as they are able.

### **Contracts**

TBD: information being gathered regarding (1) university campus facilities and (2) Commons Hotel.

### **Saturday Excursion**

Several possibilities exist, which could be done individually or organized as an excursion.

*Available within Walking Distance of the Conference Site:*

- Weisman Art Museum <http://wam.umn.edu/>
- Theater in the Round (if a performance is to be held) <http://www.theatreintheround.org/>

*Available within a Light Rail Ride and Short Walk from the Conference Site, at the Mill City District Downtown*

- *Magical History Segway Tour.* Enjoy the history of the Minneapolis Riverfront area from 10,000 BC to present without breaking a sweat. Let the Segway do the work as you

cover several miles accompanied by a professional guide. | Cost: Adults, \$90 | Daily tours at 9:30 a.m. and 2:30 p.m. | <http://www.humanonastick.com/magical.htm>

- *Guthrie Theatre*. The 2018-2019 season has not yet been posted, but it is likely there will be a play: <https://www.guthrietheater.org/shows-and-tickets/> Additionally, the building itself is architecturally significant and open to the public for tours.
- *Stone Arch Bridge*. The Stone Arch Bridge is a unique stone bridge over the Mississippi River and St. Anthony Falls. It is walking distance from University of Minnesota-Twin Cities campus. Seasonal walking tours may be available. <https://www.nps.gov/miss/planyourvisit/stonarch.htm>
- *Mill City Museum*. Built into the ruins of what was once the world's largest flour mill, Mill City Museum is built into the ruins of what was once the world's largest flour mill located on the historic Mississippi Riverfront. A guided tour of Mill City Museum can be arranged. Admission \$12 adults, \$10 seniors 65+, \$6 children 5-17, free for children 4 years and under. <http://millcitymuseum.org> Saturdays in October, a Farmer's Market brings artisans, restaurants, food trucks and more to the ruins for a festival-like atmosphere.
- *Minneapolis Queen, Afternoon Sightseeing & Lock Cruise*. Narrated cruises will take you along the southern route of the Grand Rounds Scenic Byway and Heritage Trail system, along the University of Minnesota Campus riverfront, under the stunning 35W Bridge, through the lower St. Anthony Falls Lock system showcasing views of the St. Anthony Falls, the historic Stone Arch Bridge, amazing river bluffs with views of the amazing downtown Minneapolis skyline as we show you the best Mississippi River has to offer! Admission \$20 Adults, \$11 Children | Advanced reservations recommended. Walk ups are NOT guaranteed. | A full service cash bar along with hot dogs, chips, nachos, snacks, etc. are available for purchase.

*Available within a connecting Light Rail Ride (transferring downtown) and Short Walk from the Conference Site*

- *Fort Snelling*. Explore the past through tours, demonstrations, and conversations that expand the diverse stories of men, women, and children who crossed here, from Dakota and other Native American groups who lived and worked here. This outing would require coordinated effort in terms of busing and transportation. We could arrange for hotel shuttles, or shared rides. Open Sept - Oct Saturdays only, 10 am to 5 pm. Admission \$12 adults, \$10 seniors 65+, \$6 children 5-17, free for children 4 years and under. <http://www.historicfortsnelling.org>
- *Mall of America*. Mall of America® is located in Bloomington, Minnesota—only 15 minutes from downtown Minneapolis and St. Paul. As one of the most visited tourist destinations in the world, Mall of America features—520 stores, 50 restaurants and attractions galore, including Nickelodeon Universe®, the nation's largest indoor theme

park, and the American Girl store. Plus, there's no sales tax on clothing or shoes! Transportation to Mall of America is available via light rail from UMN Twin Cities campus. <http://www.mallofamerica.com/visit/visitor-information>

### **Budget**

- One estimate from Commons Hotel is about \$8000, which includes a reception. There is a minimum \$6000 for food at this venue. Other estimates are being gathered. A goal budget for the conference is \$6000.
- Doing a meet and greet at a local establishment rather than a reception will save CPTSC about \$3000. There are several possibilities.
- Rental Fees. Depending on the venue, room rental fees may cost about \$1000. Information is still being gathered regarding room rental fees for the conference.
- Registration Expenses. If we take care of registration items ourselves such as online registration, name tags, registration staffing and tables, we will save considerable money.