



TET INFORMATION SESSION

Hosted by VAYA E-Board

June 16, 2010

**Vietnamese-American
Youth Alliance**

**6th Annual Lunar New Year
TET Festival**

2011

Feb 4,5,6, 2010

**Balboa Park
San Diego, CA
www.sdtet.com**



VAYA



SESSION AGENDA

- Meeting VAYA E-Board
- Tet introduction
- Tet position structuring
- Position descriptions
- Position application & nominations
- Tet Rookie camp
- Q&A



VAYA EXECUTIVE BOARD



President

Nikki Lam

Vice President of
Operations

Nick Tran

Vice President of
Community

Henry Tran

Treasurer

Tracey Pham

Secretary

Alex Nguyen



VAYA/TET MISSION & PURPOSE



VAYA

○ **VAYA Background**

The Vietnamese-American Youth Alliance (V.A.Y.A), a 501(c)3 non-profit, non-partisan, community-based organization, was founded in 2004 as a means for Vietnamese American youth to organize socially and culturally within the local communities

○ **VAYA Mission**

At VAYA, we work to promote youth leadership, cultural awareness, social activism, and community development. This is our mission. Everything we do reflects this mission and the values that make it possible.

○ **TET Mission**

- Preserve & promote Vietnamese heritage and culture
- Encourage leadership growth in the Vietnamese youth
- Opportunity for Community Service and Development
- Raise funds for educational and cultural programs



WHAT WOULD YOU GET OUT OF JOINING TET?



VAYA



TET POSITION STRUCTURE



VAYA

VAYA E-Board

Tet Directors (2)

Program

Outreach

Logistics

Program Manager

Finance Manager

Project Manager

Entertainment

Ms. VN Pageant

Mr. VN Pageant

Kids' Spotlight

Golden Voice

Cultural Village

Sponsorship

Vendor Relations

Admissions

PR/Publicity

Operations

Volunteers

TAV

Web/Creative Design



TET LEADERSHIP



○ Tet Directors (2)

- Act as the Executive Chair and ensure the success of all aspects of the VAYA Tet Festival.
- Suggest a VISION for the Festival and a S.M.A.R.T. PLAN for its execution.
- The PLAN must include CULTURAL, FINANCIAL, and COMMUNITY considerations.
- Appoint appropriate committee chairs and staff - subject to E-Board's approval.

○ Tet Managers (3)

- Finance Manager
 - Outreach
 - Income & Expenses
- Program Manager
 - Overall Program
- Project Manager
 - Logistics
 - Tasks
 - SOP Development



ADMISSIONS



- Responsible for determining number of tickets needed and implementing ticketing sale strategies.
- Manage ticket booth and ticket gate during the festival, online ticket sales, and pre-sales.
- Make arrangements with Finance Manager for any cash handling.
- Train ticket sellers, execute cash handling procedures.



CULTURAL VILLAGE



VAYA

- Responsible for organizing the Cultural Village of the festival.
- To promote the VAYA mission and cultural awareness through entertainment
- Collaborate ideas with other organizations to build structures/props/ scenes representative of the culture as well as integrating cultural activities to promote and preserve the Vietnamese cultural identity; developing and organizing the program for the entertainment segment.
- Managing creation of replica Vietnamese historical structures



ENTERTAINMENT



VAYA

- Provide entertainment throughout the 3-day program on main stage
- Organize all main stage activities
- Work closely with Program Manager
- Opening Ceremony Program
- Book professional performers/performing art groups
- VAYA traditional dance/skit/hip hop team



GOLDEN VOICE/VIETNAMESE'S GOT TALENT



VAYA



- Responsible for planning and executing the contest.
- Recruit contestants, selecting judges and prizes.
- Implement a voting/scoring system



KID'S SPOTLIGHT



VAYA

- Responsible for planning and executing the contest.
- Recruit contestants, selecting judges and prizes.
- Obtain parental consent



MR. VN PAGEANT



VAYA



- Responsible for planning and executing 2nd Annual Mr. Vietnam of San Diego.
- Coordinating all aspects of the pageant
- Recruiting contestants, communicating with contestants, preparing contestants, scheduling promotional events, arranging practices, selecting judges, ordering props and prizes, implementing a voting system.



Ms. VN PAGEANT



VAYA

- Responsible for planning and executing Miss Vietnam San Diego 2011
- Coordinating all aspects of the pageant
- Recruiting contestants, communicating with contestants, preparing contestants, scheduling promotional events, arranging practices, selecting judges, ordering props and prizes, implementing a voting system.



OPERATIONS



VAYA



- Responsible for planning and arranging the Festival site infrastructure
- Set-up and operations of stages, tents, electricity, tables and chairs, portable toilets, waste containers
- Securing government permits and approvals,
- Purchasing supplies and equipments needed on Festival ground, overseeing Traffic, Security,
- Working with other committees for operational needs.



PR/PUBLICITY



VAYA

- Responsible for building relationships between VAYA and the community in an effort to increase awareness of TET's mission and to increase patronage
- Serving as the main contact to other community organizations and elected officials
- Be responsible for organizing all press releases.
- Media appearances

The San Diego Union-Tribune.

[SAVE THIS](#) [EMAIL THIS](#) [PRINT THIS](#) [MOST POPULAR](#)

Firecracker good time

Vietnamese celebrate Tet Festival, honor their ancestors, look to a better year

By Elizabeth Fitzsimons
STAFF WRITER

February 11, 2007

MISSION VALLEY – The children plugged their ears in anticipation as the crowd edged closer to the hanging strands of 360,000 firecrackers.

Then the fuses were lighted, sparks flew, and noise and smoke pushed the crowd back to where the air was fresh and people could hear each other's shouts.



When the last firecracker blew, everyone who had packed the festival grounds at Qualcomm Stadium yesterday cheered. The celebration of Tet, the Vietnamese Lunar New Year, had begun.

JOHN GIBBINS / Union-Tribune
As a dragon went through the crowd at the Tet Festival at Qualcomm Stadium yesterday, Emily Tran fed it a dollar bill.



SPONSORSHIP



- Responsible for establishing a sponsorship program for VAYA TET 2011;
- Defining the levels of sponsorship associated with the amount of donations; and developing, approaching, and getting new sponsors, as well as sustaining support from existing sponsors
- Get \$\$\$



TECHNICAL AUDIO VIDEO (TAV)



VAYA

- Responsible for overseeing members who will perform TAV activities
- Identifying and selecting vendor(s) who will provide A/V equipment, as well scheduling for labor and A/V equipment use pre and at festival days
- Managing budget for A/V equipment; arranging for transportation and setup/breakdown of equipment to and from venues.
- Work with other committees for their TAV needs.



VENDOR RELATIONS



VAYA

- Responsible for securing a determined number of vendors
- Providing information to vendors and making sure their needs are met; verify that all vendor applications are complete per guidelines set by the County
- Assist vendors in obtaining necessary permits; arranging training to ensure public safety; oversee all booths at the festival.



VOLUNTEER COORDINATOR



VAYA



- Responsible for recruiting volunteers through outreach; communicating and optimally utilizing volunteers before, during, and after the Festival
- Organizing volunteer orientations to train and prepare individuals for the festival
- Serving as the main contact to all committees for providing volunteers during the Festival
- Scheduling volunteer shifts as requested by other TET committees.



WEBMASTER/CREATIVE DESIGN



Webmaster

- The Webmaster is responsible for maintaining the VAYA TET Web page by keeping an up-to-date listing of events/activities
- Working with the all chairs to promote awareness about events/activities.



Creative Design

- Designer manages the overall “look-and-feel” of various publications reflecting the upcoming VAYA Tet Theme.
- These publications will include the Festival Program Booklet, official VAYA Tet Calendar, various flyers, other promotional materials, etc.



APPLICATION



VAYA



Vietnamese American Youth Alliance (VAYA)
 Liên Hội Tuổi Trẻ Việt Nam San Diego
 P.O. Box 5737, San Diego, CA 92162
 Phone (619) 946-4727(Fax) (619) 946-4122
 Web: www.vaya.org / www.vaya.com / info@vaya.org

VAYA TET Position Application 2011

General Responsibilities

- Plan events and projects that further the organization's mission and purpose.
- Abide by the organization's policies and procedures
- Present to the VAYA Staff all communications addressed to him/her as an officer of VAYA
- Attend Staff Meetings regularly and on time to update other staffs on his/her progress
- Maintain good communication with Executive Board and other staffs.

Condition for Candidacy

- Candidate must accept the term of one (1) year working as VAYA Staff if appointed.
- Candidate must attend the biweekly/weekly VAYA & TET General Body Meeting.

VAYA E-BOARD

Tet Directors (2)



Duty Descriptions

- Tet Directors (2)**
- Act as the Executive Chair and ensure the success of all aspects of the VAYA Tet Festival.
 - Suggest a VISION for the Festival and a S.M.A.R.T. PLAN for its execution. The PLAN must include CULTURAL, FINANCIAL, and COMMUNITY considerations. Appoint appropriate committee chairs and staff - subject to E-Board's approval.
 - Uphold VAYA's Tet's image as a Youth-Engendered Community Development Special Event. Maintain and Enhance VAYA's relations with governmental agencies and community organizations to ensure future cooperation and support. Maintain a Standard of Quality and Professionalism of the Staffs; and if necessary, provide training to raise staff skill level to acceptable standard. Identify, empower, and mentor potential future Tet-chair(s) in order to secure a strong Legacy of Leadership.
- Finance Manager**
 Responsible for preparing financial reports and balancing committee budgets. Oversee all income and expenses of the festival. Supervise the Outreach segment of Tet.
- Program Manager**
 Responsible for all programming during the festival. Work with all committees to produce an interactive and entertaining experience for festival goers. Supervise the Program segment of Tet.
- Project Manager**
 Responsible for keeping all committees on task. Establish a task guideline for each position. Supervise the Logistics segment of Tet.



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- Advertisements**
 Responsible for creating the ticket design as well as implementing marketing strategies. Manage ticket booth and ticket gate during the festival, collect ticket sales, and pre-sell. Make arrangements with Finance Manager for any cash handling.
- Cultural Village**
 Responsible for organizing the Cultural Village of the festival. Collaborate ideas with other organizations to build structures/propaganda representative of the culture as well as integrating cultural activities to promote and preserve the Vietnamese identity, developing and organizing the program for the cultural segment.
- Entertainment**
 Responsible for coordinating the schedule events during the festival for the main stage, to recruit and book all entertainment performers, stage managers, and M.C.
- Golden Voice/Cultural Village Talent**
 Responsible for planning and executing the contest. Recruit contestants, selecting judges and prizes.
- Kid's Spotlight**
 Responsible for planning and executing the contest. Recruit contestants, selecting judges and prizes. Obtain parental consent.
- MC/VN Program**
 Responsible for planning and executing 1st Annual MC Vietnam of San Diego.
- MC/VN Program**
 Responsible for planning and executing Miss Vietnam San Diego 2011; coordinating all aspects of the pageant including but limited to: recruiting contestants, communicating with contestants, preparing contestants, scheduling promotional events, arranging practices, selecting judges, selecting proper and prizes, implementing a voting system.
- Operations**
 Responsible for planning and arranging the Festival site infrastructure, set-up and operations of stages, tents, electricity, tables and chairs, portable toilets, waste containers, securing government permits and approvals, purchasing supplies and equipments needed on Festival ground, overseeing Traffic, Security, Trash removal team, working with other committees for operational needs.
- PR/Publicity**
 Responsible for building relationships between VAYA and the community in an effort to increase awareness of TET's mission and to increase patronage, serving as the main contact to other community organizations and elected officials, be responsible for organizing all press releases.
- Sponsorship**
 Responsible for establishing a sponsorship program for VAYA TET 2011, defining the levels of sponsorship associated with the amount of donation, and developing, approaching, and getting event sponsors, as well as marketing support from existing sponsors.
- Technical Audio Visual (TAV)**
 Responsible for recruiting members who will perform TAV activities, identifying and selecting vendor(s) who will provide A/V equipment, as well scheduling for labor and A/V equipment use pre and at festival days, managing budget for A/V equipment, arranging for transportation and setup of equipment at and from venues.
- Website/Promotion Design**
 Responsible for securing a determined number of vendors, providing information to vendors and making sure their needs are met, verify that all vendor applications are complete per guidelines set by the County, assist vendors in obtaining necessary permits, arranging training to ensure public safety, oversee all booths at the festival, manage info booth.
- Volunteers**
 Responsible for recruiting volunteers through outreach, communicating and optimally utilizing volunteers before and during the Festival, organizing a volunteer oriented on to train and prepare individuals for the Festival, serving as the main contact to all committees in providing volunteers during the Festival, scheduling volunteer shifts as requested by other TET committees.
- Website/Promotion Design**
 The Webmaster/Creative Design team is responsible for maintaining the VAYA TET Web page by keeping an up-to-date listing of events/activities, working with the Publicity Chair to promote awareness about events/activities. Team also manages the annual "look-and-find" of various publications reflecting the upcoming VAYA Tet Theme. These publications will include, but definitely NOT limited to: the Festival Program Booklet, official VAYA Tet Calendar, various flyers, other promotional materials, etc.



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VAYA TET Position Application 2011

Declaration of Candidacy

Full Name: _____

Position Ranking: _____ Main Role: _____ Supporting Role: _____

Address: _____ Phone: (____) _____

_____ Email: _____@_____

How many years have you been a VAYA/Tet member? Which VAYA/Tet events had you participated and whom leadership position? Which staff/executive positions had you held in VAYA/Tet?

Describe your VISION for this year's Tet festival and how you plan to achieve it.

What are your FINANCIAL GOALS for this year's Tet festival and how you plan to achieve them.

What are your CULTURAL OBJECTIVES for this year's Tet festival and how you plan to achieve them.

What other committees do you have interest in beside this one? Other goals and objectives.

I hereby declare my candidacy for _____ as a member of VAYA 2010-2011 staff. I have read and understand my responsibility listed above and agree to accept VAYA's bylaws, terms and condition once selected to be a member of the organization.

Candidate's Signature: _____ Date: _____





VAYA

IMPORTANT DATES AND DEADLINES

- Applications due June 30th, 2010.
 - Turn the last application page to any E-board members
 - Sydney Tran/Tim Ho
- Tet Rookie camp: July 9th – 11th, 2010
 - Free room & board
 - Food fee
 - Friday nite: dinner & carpool to site
 - Saturday: fun activities
 - Sunday morning: carpool back & lunch
- Inaugural and Fundraising Banquet: July 24th
- Q&A

