



# Short Course Guidelines

3635 Concord Pkwy Ste 500  
Chantilly, VA 20151-1110 USA



## Basic instructions on how to plan, organize, and execute a short course; and generate a *Reviews in Mineralogy and Geochemistry* volume

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## Introduction

Mineralogical Society of America (MSA) short courses and accompanying volumes have been a part of the Society since 1974. In 2000, MSA was joined by the Geochemical Society (GS) in sponsoring short courses. The courses themselves, usually given over a period of 2-3 days before a major meeting (e.g., GSA, AGU, Goldschmidt), are "taught" by several invited speakers who also write the Reviews volume that accompanies the course. Thereafter, this volume is available for sale and extends the impact of the short course well beyond the audience that attends.

Through 2009, 65 short courses have been held all over the United States, as well as the United Kingdom, France, and Germany, with approximately 2,600 professionals and 1,600 students having attended the short courses. 37,000 pages have been published in RiMG volumes that accompanied these short courses covering various aspects of mineralogy, crystallography, petrology, and geochemistry. Since Volume 39 published in 2000, the book series is titled *Reviews in Mineralogy and Geochemistry* (RiMG). Volumes 7 - 38 were originally published as *Reviews in Mineralogy* (RiM) and Volumes 1 - 6 as *Short Course Notes*.

The short courses are priced low, and the intent is only to break even on them. All too often, however, courses will spend more than they bring in. Up until 2000 MSA lost a combined total of \$54,000 on the short courses. Since then MSA and GS have taken a firm stand on insisting that courses break even. Courses that are not well planned to meet fiscal solvency will not be approved; courses that do not have a reasonable number of pre-registrants will be canceled. To say the least, cancellation is aggravating to the organizers, invited speakers and writers, and those already intending to come, and it is also terribly embarrassing to the Societies. Everyone loses.

MSA's goal is to make each short course and RiMG volume a success. This is the best reason to read, indeed study, this brief manual. If you don't, you run the risk of:

- not getting your course approved by either the Short Course Committee or the MSA Council of GS Board of Directors - a waste of your time.
- having your short course canceled sometime after it is approved and before it actually happens - a bad thing.
- having the course, but losing money (i.e, MSA's or GS's money) - a very bad thing.
- running your course with aggravating problems for participants, organizers, and societies which results in widespread unfavorable impressions in the community - the worst thing!

The sale of the Reviews volumes is a substantial undertaking. By 2008 a total of about 182,700 *Reviews* volumes have been sold. This averages to just over 4,000 copies per volume. *Reviews* volumes are sent to each institutional subscriber of *American Mineralogist* as part of their subscription. These copies are not included in the sales figure above. This same arrangement continues under the joint publishing agreement with GS. As far as we can tell any library that subscribes to *Geochimica et Cosmochimica Acta* also subscribes to *American Mineralogist*. Overall it is estimated that about 55,800 *Reviews* volumes have been sent to libraries. Thus, just over 238,000 copies of 67 different *Reviews* volumes are out there. The volume prices are low compared to books from most other science and technical presses.

Since 2005 the *Review* volumes are available in electronic versions on *GeoScienceWorld* (GSW) where they get an above average number of downloads of the journals included in the aggregate. As of June 2009, GSW had 323 subscribers of which only a fifth overlapped the MSA institutional subscribers listed as "libraries" above.

If you wish to propose and then organize a course, do your homework! It is a very large and serious undertaking. Nevertheless, most past courses have been successful from a participation and scientific point of view, with as few as 30 participants and as many as 180. All RiM and RiMG volumes have been very well received by the community. A few are considered landmark

publications. The idea is to continue this tradition, and to do it even better in the future. In a nutshell, this is what this MSA short course / RiMG guide is all about.

## **Instructions**

There are 6 steps for having a short course:

1. Formulating an Idea for a Short Course
2. Proposing a Short Course
3. Planning and Obtaining Approval of the Short Course Plan and Budget
4. Preparing for the Short Course
5. Holding the Short Course
6. After the Short Course

### **1. Formulating an Idea for a Short Course**

This is undoubtedly the most important step in the project. Without a good idea, the project may as well not even begin. Before you propose a course and book subject, ask yourself the following questions:

- Has there been a recent short course given or book published on this subject?
- Who are you trying to reach?
- Is there a wide interest in this subject?
- Is this subject one for the future, or is it burned out?
- Are you really willing to take on this responsibility? It is a lot of work!

Once you have settled on an idea, ask yourself:

1. How many professionals might come? Students? Be realistic!
2. How can you best advertise? How can you best personally reach the people that you would like to attend?
3. Can you get the best people to teach the course and write the book, even if they must pay their own way to the course?

Do not attempt to provide only your personal answers to the above questions. Get opinions from trusted colleagues. Modify your ideas as needed. Then, if affirmative, confident, and/or highly promising answers can be generated to all of the above questions, proceed to Number 2.

### **2. Proposing a Short Course**

Presumably you now believe that your idea will be a short course / RiMG volume success. It is now time to write a short proposal and send it to the MSA Short Course Committee chairperson or GS Editor for RiMG. Providing an electronic version helps to circulate your proposal among the Committee.

The MSA Chairperson can be found on the MSA Committee list on the MSA website (<http://www.minsocam.org/>). The current GS Editor for RiMG is listed on the GS website (<http://gs.wustl.edu/>). You can also contact the MSA Business Office at 3635 Concorde Pkwy Ste 500, Chantilly, VA 20151-1110, tel: +1 (703) 652-9950, fax: +1 (703) 652-9951, e-mail: [jaspeer@minsocam.org](mailto:jaspeer@minsocam.org). If it is not November, December or early January, the time of year when new Committee assignments are being made, they should know.

You don't need to worry about detailed plans and budgets at this point. All that is needed for the Committee to get started is:

1. a 1-2 page description of the subject with justification of the course on scientific grounds
2. a list of prospective titles and authors
3. the type of audience expected (size, range of disciplines)
4. prospective date and location of the meeting
5. any unusual course requirements such as computer lab, field trips, etc., and how they will be handled. If there are field trips, special event insurance maybe needed.

Do not formally recruit speakers/writers or submit a budget at this stage. The Short Course Committee is interested in the idea and its possible success.

MSA's goal is to make each short course and RiMG volume a success and to ensure that the high quality and high impact of the series is maintained. Few people realize how much work goes into organizing a course and publishing a RiMG volume. In recent years, MSA Council has dealt with short course proposals that have been “fast-tracked” through the system because organizers did not appreciate the time it takes. This placed unbearable pressure on the system. In the worst cases, the courses are under enrolled or the RiMG volume is not ready in time. At its 2009 Spring meeting, MSA Council approved imposing deadlines for submission of MSA short course proposals. You should plan on taking at least **2 years** from submitting your proposal of the original idea through the holding of the short course and shipping of the RiMG volumes. If you wish your original proposal to be considered at the Fall MSA Council Meeting you should submit your proposal to the Chair of the MSA Short Course Committee by July 1 of that year. If you wish your proposal to be considered at the Spring MSA Council Meeting you should submit your original proposal to the Chair of the MSA Short Course Committee by December 1 of the preceding year. Specifically:

Date of Course	submit original proposal to Committee
2011 Fall/Winter	2009-12-01
2012 Spring/Summer	2010-07-01
2012 Fall/Winter	2010-12-01
2013 Spring/Summer	2011-07-01
2013 Fall/Winter	2011-12-01
2014 Spring/Summer	2012-07-01
2014 Fall/Winter	2012-12-01
2015 Spring/Summer	2013-07-01
2015 Fall/Winter	2013-12-01

The Short Course Committee chair will distribute the proposal among the Committee for comments and their opinion on whether they think the course is viable and the instructor list appropriate. The Committee may suggest or ask for modifications. Once you and the Committee have finished your work, the chair will submit your proposal to the MSA Council or GS Board of Directors for approval to proceed with more detailed plans. These bodies can give you feedback based on whatever you submit, and it's just a matter of the more you provide the more concrete and definitive their response and suggestions.

If your initial proposal is accepted, you can commence with Part 3. More often, there is a chance your proposal may be accepted with suggestions of what would make the course acceptable.

Again, the goal is a successful short course. We are guided by our perception and experience of what works, but convincing counter ideas are encouraged.

### **3. Planning and Obtaining Approval of the Short Course Plan and Budget**

The product of this stage is a full proposal for your course to the MSA Council or GS Board of Directors. This includes course content, events, list of committed course speakers and RiMG writers, dates and locations, fees, sessions at the accompanying meeting, outside contributions if any, advertising plans, special needs for the accompanying RiMG volume, and budget. This full proposal will be submitted for their approval to solidify the logistical details and budget. A short course is a significant commitment by MSA and GS.

#### *3.1 Dates*

Your primary consideration in setting a date for your short course is whether or not it is a time when your likely audience and speakers can attend. It requires about 18 months to go from full proposal to properly arranging, advertising, and holding a short course, as well as preparing the RiMG volume. Keep this timing in mind when writing your full proposal and setting the date of your short course.

The most frequent times chosen for the short courses are weekends either before or after a major meeting. Traditionally these have been GSA, AGU, or Goldschmidt meetings. However, if there are other meetings or other times and places that would be better suited to your course subject, choose those. The goal is a successful (well-attended) course.

If you decide to couple your short course with a meeting, make sure to check, and keep checking, the dates and location of that meeting with the sponsoring organization. You are planning your course 1-3 years before the event. Make sure they do not change the dates, or newly schedule special pre- and post-meeting events that will compete with your course.

#### *3.2 Speakers*

Choose speakers/writers for the course/book that are the best teachers, individuals who you know to be conscientious, and who are capable of meeting deadlines. Considering the mandate of RiMG volumes (and indeed the *Reviews in Mineralogy and Geochemistry* title itself), it is essential that these participants review a subfield and/or synthesize it, not present only their current ideas of how the world works or some of their recent research they were unable to publish elsewhere. So choose carefully. Don't worry about snubbing some top researchers who are not the best speakers, writers, or who are very lax about deadlines. Your responsibility is a successful short course. Top researchers can always be invited to the special sessions that follow the course at the general meeting and given prime slots.

#### *3.3 Selecting a meeting site*

Generally three options are open: a convention hotel, a resort, or a college campus. There are advantages and disadvantages to each:

Convention hotel:

- Advantages: A break on room rates, including conference rooms. Close and/or convenient to a major airport; no local transportation hassles. Audio/visual equipment and classroom space usually, but not always, adequate-to-good.

- Disadvantages: Mixing and thus communication amongst participants may be good at planned (i.e., prepaid) functions, but people are much more likely to wander off to other attractions or even other meetings outside the short course hours.
- Hotels will often try to offer you a “meeting package” which include “hotel room blocking” or a “room guarantee”. A “room guarantee” is a promise that you will guarantee a certain number of guest rooms will be rented by course participants. For any rooms not rented, you will still need to pay for them. Care should be taken to distinguish between a hotel blocking in which the hotel agrees to set aside rooms until a certain date in return for the our recommending those rooms to potential participants and a hotel blocking (= room guarantee) in which you are committed to use and pay for the rooms that have been set aside. Make sure you understand what the hotel representative is telling you. Avoid the “hotel blocking = room guarantee” situation, otherwise you will find yourself trying to fill rooms when you should be completing the *Reviews* volume and preparing for the course.

#### Resort:

- Advantages: Participants together for much of the time; group recreation often available; relaxed atmosphere.
- Disadvantages: Usually located relatively far from airports and the main convention site; transportation can be expensive, but is not necessarily prohibitive; resort costs can be very high and careful checking is required; large-group facilities may be inadequate -- most often we have had trouble with A/V and the auditorium itself (visibility and/or audibility; specifically for resorts, noise from the dance floor and bar in the next room(!), etc.).

#### College campus:

- Advantages: Inexpensive; participants can often be together for three meals a day and at off-hours; availability of computer or other types of labs. Good large-group and A/V facilities for lectures. Local lodging and food accommodations are usually adequate and inexpensive.
- Disadvantages: Can be located relatively far from airports and the main convention site; on-campus lodging and dining can be spartan and require careful checking; dates you may want may be unavailable because of other college events; complex bureaucratic requirements.

There are always exceptions to the typical advantages and disadvantages listed above, so don't let any of this deter you from checking every possibility. Just be forewarned of the standard pitfalls.

If all your events will not be located in and handled by the same facility, planning will be more involved, and you will have to make certain everything will meld together.

Obtain costs, restrictions, set-up, etc. of the possible short course sites. Do not even consider a location unless it has an appropriate lecture room for the number of people that you expect. It is preferable that the lecture room can have a slightly larger number in case your course is very popular. Don't just ask for room dimensions with style of seating (theater vs. conference). Also ask for ceiling height, screen height, public address and audiovisual systems, etc. This is critical in your final selection of a site. Before deciding, be certain that you or someone you can trust visit the proposed site with a carefully structured checklist of your making.

All short course participants should be together as much as possible during the course. Choose a meeting site that is conducive to this goal. Choose lodging where it is possible for all participants to stay. This is important, in that as much can be learned between sessions as during them. Also, this is the best way for participants to make new contacts, a very important function of a course.

### 3.4 The Budget

Once a site is chosen, a final budget can be prepared. Forms for constructing a budget are in Appendix 1 of this guide. Get cost proposals from each of the possible vendors for meeting site, lodging, food, audiovisual equipment, transportation, etc. A draft budget can be sent to J. Alex Speer, Executive Director at the MSA business office who will review it, and will consult with MSA's or GS's current Treasurers as a further check. These individuals are there for advice and assistance in this budgeting process, not to do your work for you. As the event gets closer, budget updates and corrections may need to be made.

The most uncertain part of the budget is the estimate of how many people will be attending. Making realistic estimates of how many professionals and students are likely to enroll for your course is difficult at best. It is probably wise to make your best reasonable (not optimistic) estimate, then reduce it by 20% or so. Travel funding is becoming more and more scarce, and participants that you could count on a few years ago may be too poor now. Also think about what the likely ratio is of professionals to students. If your course is apt to attract mostly students, who pay much reduced fees, you will have to lower costs or look for income other than registration fees.

Don't forget that you can negotiate prices with hotels and resorts for the short course location. The academic community is often perceived as being relatively poor. Take advantage of it. Shop around and get the best deal, or use a lower price of one establishment as leverage on another that you prefer. Get all price quotes in writing, in business verbal agreements do not exist. When you do strike the deal, remember you do not have signature authority for MSA or GS! The Business Office and Treasurer are the only ones who can sign a binding contract for the Societies.

We ask that you add 5% of your total expenses to the expenses as a hedge against price increases or mistakes. This may seem excessive but it is a funny thing. No one has ever not needed the extra 5% and then turned it over to the society as "profit."

### *3.5 Budgeting Speaker Travel Expenses*

How speaker reimbursement is handled is entirely up to you. Your first impulse will be to pay all the travel expenses of every speaker. If your income can handle this expense, this is fine. However, it is unlikely this will be the case. You will either have to be more selective in the number of speakers or the amount of reimbursements. Speakers invariably get "free" course registration. Traditionally this is minus accommodations and food. This is one reason not to include accommodations and meals in the course fee. You can strike deals with the speakers depending on their need, and your budget. In the first contact with speakers, sound them out, be conservative on how much you can reimburse them, and indicate that more travel expenses could be covered if the course is very successful. Put a dollar amount cap on any travel reimbursement from the start, otherwise you may find yourself reimbursing first-class airline tickets that were purchased a day before your course. A word to the prudent, summarize any such arrangements with your speakers in writing and send copies to the speakers and the MSA or GS Business Office. These will act as a guide to reimbursements after the course and avoid embarrassing situations.

The second thought that occurs to organizers is to invite and pay expenses for all RiMG chapter authors, whether they are speakers or not, to attend the short course. If your income can handle this, this is fine. But once again, it is unlikely this will be the case. Keep two things in mind: (1) Lecture rooms often have a limit on the number of persons, and you may want something of an intimate setting. Each non-paying author you invite who does not participate in the short course presentations will displace one paying participant who is likely new to the topic. These newcomers are the people you really want to attend your course in an intimate setting. (2) You are putting together a short course budget, not the RiMG volume budget. The costs you cover should be related to the course and reimbursing the participation of the speakers at the short course. Most

RiMG volumes have 10-25 authors. If the short course is limited to 100 participants, your number of paying registrants drops to 90-75 or less. Compounding the problem, you are paying 10-25 others to attend!

### 3.6 Outside Support

In the past organizers have had some success in approaching industry, government, and/or other organizations for money for student scholarships or just plain underwriting some of the expenses of the short course. The International Centre for Diffraction Data and Siemens supported the *X-ray Powder Diffraction* short course. VG and Finnigan supported the *Stable Isotopes* course. Seven oil and clay-product companies contributed scholarship money for the *Hydrous Phyllosilicates* course. US Department of Energy (DOE) contributed a substantial sum to the *Health Effects of Mineral Dust* course, as well as sixteen courses in 2001-2008. The Lawrence Livermore National Laboratory assisted the *Bio-mineralization* short course and the Argonne National Laboratory the *Synchrotron* short course. The National Science Foundation (NSF) supported the *Medical Mineralogy*, *Thermochronology*, *Plastic Deformation*, and *Theoretical and computational methods in mineral physics: applications to geophysics* short courses by grants through the organizer's home institutions. NASA's Astrobiology Institute supported the *Molecular Geomicrobiology* course. The Center for High Pressure Research (CHiPR) contributed to the *UltraHigh Pressure Mineralogy* course. The *U-Series* short course was supported by the Institut des Sciences de l'Univers, CNRS, France, the Agence Nationale des déchets Radioactifs (ANDRA), France, and Commissariat à l'Energie Atomique, France, and Thermofinnigan company, France. The home universities of convenors supported courses directly or in kind over and above the organizers time in the case of the courses on *Zircon* (Universität Freiburg), *Water in Nominally Anhydrous Minerals* (Bayerisches Geoinstitut), *Fluid-Fluid Equilibria in the Crust* (University of Cologne and GeoForschungsZentrum), and *Thermochronology* (Yale University and University of Michigan), *Theoretical and computational methods in mineral physics: applications to geophysics* (University of Michigan). The German Mineralogical Society (DMG) offered travel support to students for the *Water in Nominally Anhydrous Minerals* and the Accademia Nazionale dei Lincei (ANL) administratively supported the course on *Micro- and Mesoporous mineral phases and Amphiboles*. The University of Copenhagen, site of the Goldschmidt Conference 2004, provided the lecture site for *Epidote Group Minerals* short course. The Petroleum Research Fund of the American Chemical Society cannot support a short course; but it can assist with travel of foreign speakers to any accompanying special session at a national/international meeting. This was done in the case of the *Chemical Weathering* short course and GSA symposium.

If a grant or donation is received, you have the obligation, on behalf of MSA, to personally thank the donor, and to send to them copies of the RiMG volume generated, or whatever thoughtful gesture may be appropriate.

If you request outside support or contribution, try to get it to be general support of the course rather than something very specific. It will allow you much more flexibility. However, outside contributors like to give money for specific items, and subsidies to reduce student fees are always an attractive item.

### 3.7 Short Course Scholarships and Grants

You will get a number of student and overseas inquiries about "scholarships" and travel and accommodation "grants" to the short course. It is best to decide how to handle these early on so

that any available support can be announced in the published course description. Will any support be paid for by the short course (include as an expense budget item) or will some of the outside contributions you seek be used to cover these? Only rarely has it been possible to grant "scholarships" at the last moment if the income appears to be significantly higher than projected expenses. If the scholarships are to be funded by outside contributions, you will need to know this very early to be of any help. Receiving funding after a course is full, or after the truly needy students have been turned away or not bothered to apply is not helpful.

### *3.8 How to set up Registration Fees*

The registration fee paid by each participant needs to cover all course costs. This includes rental of lecture room and audiovisual equipment, helpers, MSA and GS office overhead, insurance if needed, possible reimbursement to speakers, break refreshments, short course volumes, any group transportation, and from zero to all meals. For MSA the difference between member and non-member registration fees is the cost of a year's membership with subscription to the online *American Mineralogist*. MSA makes these individuals members in the year following the short course. Each participant should arrange and pay for travel, accommodations, and remaining meals.

Prospective participants will be much more likely to register in a timely manner if you state that there is a limit to the number of spaces (this is usually the case anyway due to meeting facilities at hotels/resorts), and that spaces at the meeting are first come, first serve. To further encourage early registrations, set a reduced short course fee with a deadline 6-8 weeks before the course (for example, August 1 or 15 for a Fall short course before GSA). This deadline is critical in judging if the course will be successful. The MSA or GS Executive Committee reserves the right to cancel a course shortly after this deadline if the number of registrants is significantly below what was expected. It should be advertised that late registration is possible, but only with a cost penalty of approximately 30% over the normal fee. Because it is impossible to know how many late registrants there will be, this extra income should not be budgeted (i.e., counted on). The extra money made from late registrants will probably come in handy at covering unforeseen expenses or a slightly under-subscribed course.

**Do not include accommodations as part of the registration.** Ask the hotel or nearby hotels to set aside a block of rooms for the course participants until a certain date. Inform the participants in the course description that these block of rooms are being held open for them until that date and that they, the participants, are responsible for making and paying for their own reservations.

Some past MSA short courses included accommodations. This seemed like a good idea to some, but it required and tremendous amount of time and effort. There are any number of special room requests - smoking/nonsmoking, direction the windows faced, extra beds, floor size, non-participants sharing the room, single rooms, refunds for participants who wanted to stay elsewhere, requests to match roommates, cancellations after room assignments are made and having to redo much of it, and separating out the room fee MSA was to pay from room service, pay-for-view television, and telephone charges made by the participants. The hotel charged full rates while MSA or the organizers did all the work. Have the hotel do the hotel work.

If you are holding the course in a location where a variety of restaurants are easily accessible, you may want to omit almost all meals from the registration fees. This significantly reduces the registration fee, and allows participants to spend what they want on food. The disadvantage is that the participants do not spend as much time together and may take too much time eating, but this may be a relatively minor concern compared to trying to keep costs low. The other extreme occurs if you are using a resort and only one eating establishment is available. In this case, you may need to cover all meals in the registration fee. Between these two extremes are many other possibilities,

including having no meals included except a banquet on the Saturday night of a weekend course. Certainly, when shopping for a meeting site, consider all reasonable possibilities and subsequent costs to the participant. If you are paying for foods, never include bar items. Only cash bars should be available.

### 3.9 Ground transportation

You may choose a location that may not have readily available public transportation. This is especially true for resort settings or campuses far from airports. You will have to describe the local ground transportation, include the necessary instructions in the short course announcement, and determine the best way for the participants to pay for it. Only as a last resort, plan to arrange transportation yourself. If you do, determine if the transportation company's insurance provides coverage, or if MSA is expected to do so.

### 3.10 Registration Forms

Normally there is only one registration form for a short course, that which appears on the MSA and GS websites, is available at MSA and GS exhibit booths, or by mail if requested. If you decide to make one on your own, get it approved by the MSA and GS business office before it is used! Print on standard white 8.5" x 11" sheets in black. All instructions, deadlines, rates (registration, lodging, added events, etc., for professionals, students, speakers, members, and non-members), and remittance instructions must be clearly stated. Lay out the form so that the registrant must be specific about what they want and their method and amount of remittance.

Everyone present at the short course (participants, organizers, speakers, staff, helpers, etc.) must register. This is so no one is overlooked for badges, seating, lodging, or meal accommodations. It is also for insurance purposes. Everyone's status must be clearly defined in relation to the course.

### 3.11 Advertising

The course will be advertised on the MSA homepage, in *Elements*, and a notice included with the electronic notices sent to all MSA members when each new issue of the *American Mineralogist* goes online.

The space given to MSA in *Elements* is limited. Plan on an ad no larger than one-quarter page. However, *Elements* is printed in color and you can include a noticeable image that captures the essence of the subject of your course, along with the most essential information (event name, location, dates), and refer the reader to the website for more information and registration. The size can be 7 5/8" x 2 3/8"; 3 3/4" x 4 7/8"; 3 3/4" x 2 3/8"; or 1 7/8" x 4 7/8".

Contact Andrea Koziol. She is the events calendar "editor" for *Elements*. Also by contacting her the course will be listed in her online listing of Mineralogy and Petrology Scientific Meeting at <<http://homepages.udayton.edu/~koziolam/meetings.html>>

If the Short Course is held in conjunction with the GSA meeting, GSA lists the course in its various announcements and meeting programs. This is good advertising. You will need to provide a 300-word write-up to the MSA Business Office by March 1 so that it can be included in GSA's first and second announcement for the Fall Meeting.

Both AGI and AGU have online events calendars and are perhaps the largest earth science ones of their kind. You can submit an ad to these at no cost. Instructions for AGI's *Geoscience Calendar* are at <<http://www.agiweb.org/calendar/>>, and AGU's *Geophysical Year Calendar* through <<http://www.agu.org/cgi-bin/gycal>>.

Other society publications (*EOS*, *GSA Today*, etc.) charge substantial amounts for advertising. One or two ads are typically ineffective. Unless you can afford to advertise in a number of issues, such advertising is not cost-effective. Advertising rate cards are printed in or available from any publisher of a publication that you might consider placing an ad.

By far the best way to go is "personal" contact advertising, most easily achieved by sending a professional, thoughtful, and convincing brochure directly to groups that you know will be interested. A personal note written on the brochure, a personal cover letter, e-mail, and/or phone calls are even more effective. You can use also electronic list serves such MSA-Talk, MSA and GS membership directories, as well as the AGI Departmental directory, to great advantage here. This is time consuming for you, but it works!

### *3.12 The Reviews in Mineralogy and Geochemistry volume*

If the subject matter of your course requires something special for the accompanying *Reviews in Mineralogy and Geochemistry* (RiMG) volume, please let us know this in your full proposal. Something special can be a large number of pages, numerous halftone figures, color, accompanying software, etc. Is it now policy that proposals for short courses must contain estimates for the number of pages in the volume.

Short courses and RiMG volumes are considered separate Society programs. Each is budgeted separately. You are responsible for budgeting for the short course. MSA and GS are responsible for the RiMG volume budgets. Each is budgeted to break even. Do not budget a short course deficit and assume that it will be covered by the "profits" from the sale of the accompanying RiMG volume. There are no profits in a break-even situation. Some organizers wonder why RiMG volume prices are not increased to cover shortfalls in their short course revenue. To do so would require the organizer to guarantee that future volume sales would be sufficient at the higher price to produce the needed extra income. However, our experience tells us that the RiMG volume sales are price sensitive. That is, the higher the price, the fewer the sales. It is much easier for you to concentrate on making the short course successful instead of trying to forecast RiMG sales.

There is one circumstance where the finances of the short course and Reviews volume intersect. It is the case where your volume is not completed in time for your course. If the delay is a result of your authors not completing their manuscripts in time, you will have to decide if your short course can afford to copy what is available of the volume at the time of the course for the participants. The budget will also have to support mailing the books to participants when they are eventually printed. The extra costs of not having the RiMG volume done on time can be as much as \$3,000 for a big volume for a large course.

### *3.13 Symposia or Theme Sessions at the Associated Meeting*

Having a symposia, theme, or topical session at the main conference associated with your short course can be an effective way to increase attendance at the course. It also provides an opportunity for the participants to present results of their own research. You need to arrange for the sessions at the main conference associated with the short course. Each meeting has its own requirements for proposing sessions, check these out and be aware of the deadlines for submitting your request. Deadlines can be quite early. Proposal deadlines for special sessions at GSA Meetings are typically in early January preceding the Fall meeting. If you need advice or help, you can ask MSA's representative to the meeting. The representatives are listed on the MSA website (<http://www.minsocam.org/>) on the Committees page under "MSA Representatives to other Societies' Meetings."

Involvement of MSA and GS in a meeting depends on circumstances. The only meetings MSA and GS regularly co-sponsor are the Goldschmidt Conference and Fall GSA. This does not mean that MSA and GS can guarantee sessions, or can arrange a session for you. Rather, it means that MSA and GS can be officially listed as sponsoring the session, and, through its meeting representatives, have a voice in arranging the times for your sessions.

### *3.14 Publishing Papers based on any Accompanying Meeting Sessions*

If it is decided to publish the papers given at the session associated with any MSA-sponsored short course in some special issue, MSA Council asks that the *American Mineralogist* be given the right of first refusal on publishing this special issue. Contact the Editors of *American Mineralogist* about your plans. For GS, *Geochimica et Cosmochimica Acta* may be similarly interested. Contact the Editor to inquire.

## **4. Preparing for the Short Course**

Once your full short course proposal is approved by the MSA Council or GS Board of Directors, you can begin implementing it.

### *4.1 Facilities*

You will have a proposal from the facility where you proposed to hold your course. It will likely be in the form of a contract for facilities, services, and meal events. A deposit may be required. In order to reserve the dates you want, this contract will have to be signed and returned. Send a copy of the unsigned contract to the MSA or GS Business Office. They will sign it and send it to the host facility with any requested deposits. You are not authorized to sign contracts on behalf of the societies.

If you have included in your plans, blocked rooms, ground transportation, etc., go ahead and make these reservations. If contracts need to be signed, or deposits are required, contact the business office.

### *4.2 Sessions at Accompanying Meeting*

Make any needed applications or proposals for having special sessions at the accompanying meeting.

### *4.3 Speaker Care and Maintenance*

Confirm, in writing, with the speakers and chapter authors their willingness to participate. Include any understandings you have about reimbursing their short course and travel expenses in your note. Send a copy to the Business Office.

Remind your speakers that short courses are for teaching! The speakers are not there to report only on their latest, greatest research, but to teach a subject in as broad and encompassing way as possible. Speakers should not give conference-style research lectures, and should not try to cram in as much as possible. They should be teachers, encourage and ask for questions at any time, stop to explain things better, use simple and supremely illustrative visual aids, and guide participants in marking parts of their course notes as they go. In case you have not guessed, the accompanying RiMG book comprises the course notes.

#### *4.4 Course Description and Registration Form*

At least 8 months before your course is offered, the Business Office will send you a draft Course Description and Registration Form. Examples are given in Appendices 2 and 3. The Business Office can supply you templates for these. These will be placed on the website, sent to mail and e-mail inquires, and given out at meetings.

#### *4.5 The Reviews in Mineralogy and Geochemistry Volume*

This subject falls under the expertise of Jodi Rosso, Editor of the Reviews Series. Consult directly with Jodi at least one year before the course happens. More lead time for you and your authors is even better. She can be reached at.

Jodi J. Rosso  
101101 N Horn Rapids Dr.  
West Richland, WA 99353-6207 USA  
Telephone: (509) 967-9970 (Pacific Time Zone)  
E-mail: [jrosso@minsocam.org](mailto:jrosso@minsocam.org)

Jodi will give you all the relevant details for putting a book together, including deadlines specifically for your course, and tips for keeping your authors in line. Talk to her early! Remember - avoid choosing authors who are notoriously late in fulfilling obligations.

There is a published Style Manual on the MSA website, in the "Reviews in Mineralogy and Geochemistry" section ([http://www.minsocam.org/MSA/RIM/Rev\\_StyleGuide.pdf](http://www.minsocam.org/MSA/RIM/Rev_StyleGuide.pdf)).

#### *4.6 Advertising*

Implement your advertising plan. Through-out the registration period, the Business Office will send you lists of registrants for the course. Check these lists for individuals who should register, but have not. You can send them a personal note. Do not be embarrassed about doing this. It has been the key to successful courses.

#### *4.7 Short Course Schedule*

Make a schedule of the short course. Provide a copy of this schedule to the speakers, participants, and the MSA or GS Business Office. Include seminar times as well as discussion/question times. Talks should be scheduled for no more than 50 minutes (45 is better), and no more than two should be scheduled in a row with a 10-15 minute question/discussion session after each. Speakers must be warned to stay on schedule before the meeting.

Discussion times and coffee breaks must not be shortened, and meals cannot be moved. Coffee breaks should be 20-30 minutes in length, allowing time for everyone to leave the room, go to the restrooms, have a coffee or coke and a chat, and get seated back in the room.

Morning and afternoon sessions are fine. If recreational facilities are available, particularly outside ones, consider morning and evening sessions instead.

#### *4.8 Business Office Tasks*

The MSA Business Office will have copies of the *Reviews in Mineralogy and Geochemistry* volume sent to the short course location. The number of copies sent will equal the number of

registrants. The MSA or GS Business Office, depending on which one handles the registrations, will also send you name badges and a participant list for each registrant.

#### 4.9 Finally

The rest of preparing is taking care of the many details that surface during the several months before the course. J. Alex Speer will help, but don't bug him too much. He is the Society's PhD-level Executive Director, not a secretary. Nor does the MSA or GS Business Office have the staff to do more than the course registrations. Besides, you know what you want, have seen the location of the short course, and know the speakers and participants. They do not.

Your course will not work well unless it is carefully, thoughtfully, and properly prepared. Remember: you, through the course, are representing MSA and GS, and their international reputations.

### 5. Holding the Short Course

It is a good idea to hire someone (preferably one of your students or someone else you know that will be at the course) to help you at the course site. They can run a registration/information desk during participant arrival times, pass out name tags and books, handle the audiovisual equipment during the course, and otherwise help to put out fires. Organizers will not have time to do much of this. Don't forget to budget for this at a reasonable wage.

Organizers must keep speakers on schedule. Give ample warning with 10 minutes to go, then 5 minutes. Yank if necessary. Discussion/question sessions and coffee breaks are vital. Talks should not go over 50 minutes, including clarification questions during the talk, which should be encouraged as if in a classroom.

Start getting participants back into the speaker room from coffee breaks and meals at least 5 minutes before the session starts. This is often a slow, frustrating (for the organizer) process.

Problems with audiovisual equipment systems are so common as to be predictable, annoying, and sometimes infuriating. Hotels and resorts often have less than optimum equipment and staff for this sort of thing. Beware, and be prepared! Check all audiovisual equipment well before the start of each session, and have speakers acquaint themselves with it before starting their presentations. Don't forget appropriate pointers and spare bulbs.

### 6. After the Short Course

Prepare a summary of what went best and what went bad at your source, and any suggestions that you may have for the future (including changes to this document!). These will be included in the MSA Short Course Guide for future organizers to read. The evaluation form is in Appendix 4. Send it to J. Alex Speer, MSA Executive Director at the MSA Business Office.

If you have arranged for some sort of external funding, there may yet to be items to be worked out in securing the funds, paying the expenses, and submitting reports. The details of this will vary from course to course.

The MSA Business Office will need from you a list of journals where you may wish to have the *Reviews in Mineralogy and Geochemistry* volume reviewed. The Business Office has a small list of journals that we usually send books for review, and who actually publish reviews (*American Mineralogist*, *Canadian Mineralogist*, *Mineralogical Magazine*, *Clays and Clay Minerals*, etc.), but additional journals may be appropriate. This is particularly true for interdisciplinary topics. Because MSA does not have a geological library, it will need the names and addresses of these

journals. It also increases the chances the book will be reviewed if we have the name of the person responsible for book reviews. Depending on the subject and how you feel about doing it, many journals appreciate lists of suggested reviewers.

## Appendix 1. MSA Short Course Budget form

"Your Proposed" Short Course		Budget
<b>Income</b>		
registration fees		
professional members (x at \$XXX.xx each)		
students members (x at \$XXX.xx each)		
contributor 1		
contributor 2		
grant 1		
grant 2		
<b>TOTAL INCOME</b>		<b>\$ -</b>
<b>Expenses</b>		
facilities		
meals, refreshments		
audiovisual equipment rental		
helpers		
ground transportation		
participant and author RiMG volumes (x at \$15.00 each)		
RiMG volume freight to course		
participant and author RiMG volume mailing		
advertising		
Supplies and Services		
registration, newsletter ads, office costs (\$3,000)		
field trips (if any)		
subtotal course expenses		\$ -
<b>Speaker Reimbursements</b>		
Speaker 1		
Speaker 2		
Speaker .....		
subtotal speaker expenses		\$ -
<b>Student Reimbursements</b>		
Student 1		
Student 2		
Student ....		
subtotal student expenses		\$ -
contribution to editorial costs (editor + copyright fees)		
contribution to printing costs (required if any color or other special aspects)		
subtotal printing expenses		\$ -
<b>Expenses</b>		<b>\$ -</b>
5% of Expenses (Hedge for cost overruns or unanticipated expenses)		\$ -
<b>TOTALEXPENSES</b>		<b>\$ -</b>
<b>Difference (The course must break even!)</b>		<b>\$ -</b>

## Appendix 2. Example of a Short Course Description

### Mineralogical Society of America and Geochemical Society Short Course **Biom mineralization**

December 6-7, 2003

Silverado Resort, Napa Valley, California, 94558, U.S.A.

Over the course of Earth history, organisms have developed the ability to produce a wide variety of complex inorganic minerals. These biominerals often have sophisticated structures and can possess chemical compositions that reflect their environments of formation. The abundance of biominerals in modern water columns, sediments and the rock record extensively chronicle the intertwined roles of biota and environment. An example of the extent and impact of biomineralization processes is clearly demonstrated in the global balance of carbon. Biomineral precipitation has sequestered a significant portion of the earth's carbon into an inert geochemical reservoir over the course of 3.5 by. This link between earth and life has governed critical shifts in ocean and atmospheric chemistry throughout earth's history.

The immense complexity of natural systems has thwarted efforts to construct a fundamental understanding of the processes employed by organisms to control mineralization. The advent of powerful new experimental and theoretical methods in geochemistry and molecular biology has enabled the scientific community to witness the first glimpses of a revolution that will unravel the complexity of mineral assembly in biological and inorganic systems. These approaches will be required to obtain unambiguous models of mineralization that are rooted in kinetics and thermodynamic properties. Linking mineralization models with the biological processes will give a fundamental and microscopic understanding of how organisms organize elements into minerals and materials. With this understanding, we will be able to overcome many of the limitations on our ability to interpret and predict longer length- and time- scale phenomena that occur in biogeochemical systems.

The subject of biological mineralization is a growing research area, as new and more established scientists focus upon biogeochemical problems at the interface between earth and life. The earth sciences are uniquely positioned to play a central role in advancing this field. To this end, a primary goal of the short course is to bring the subject of biological mineralization into an educational forum that will establish the state of the field and show new avenues for research. Our approach is to introduce the concepts that are common to biological mineralization phenomena and then to examine the major mineralization processes and their impacts on earth history. We encourage the participation of scientists from a wide cross-section of earth, biological, and materials disciplines. The short course will be followed by Biom mineralization Special Sessions at the American Geophysical Union Meeting in San Francisco, California. Topics and Speakers/Authors for the short course:

#### *Establishing Cross-Disciplinary Communication*

- Overview of biomineralization: Interface between earth and life - *Steve Weiner (Weizmann Institute) and Patricia Dove (Virginia Tech)*
- Principles of molecular biology and protein chemistry - *John Evans (New York University)*
- Principles of nucleation and growth - *Jim De Yoreo (Lawrence Livermore National Laboratory)*

#### *Biological Processes and Mechanisms*

- Biologically induced mineralization (with focus on microbes) - *Richard Frankel (California Polytechnic State University)*
- Boundary organized (with focus on microbes) - *Dennis Bazylinski (Iowa State University)*
- Mineralization in an organic matrix framework (with focus on vertebrates) - *Arthur Veis (Northwestern University)*
- Supplying the ions for biomineralization (with focus on corals/forams) - *Jonathan Erez (Hebrew University)*
- Mineralization inside vesicles (with focus on coccoliths) - *Jeremy Young (Natural History Museum of London) and Karen Henriksen (University of Copenhagen)*
- Silicification (with focus on diatoms, sponges) - *Carole Perry (Nottingham Trent University)*

#### *Biom mineralization Impacts on Earth Environments*

- Biom mineralization and evolutionary history of organisms - *Andrew Knoll (Harvard University)*
- Impacts of biomineralization on biogeochemical cycles - *Philippe Van Cappellen (University of Utrecht)*

**Organizers:** *Patricia M. Dove*, Department of Geological Sciences, Virginia Tech, Blacksburg, VA, *James J. De Yoreo*, Lawrence Livermore National Laboratory, Livermore, CA, and *Steve Weiner*, Department of Structural Biology, Weizmann Institute, Rehovot, Israel.

**Fees & Registration:** All inclusive registration fee covers short course sessions, hotel room for two nights (double occupancy), refreshments at breaks, Saturday lunch, evening banquet at Napa Valley Grill, transportation to restaurant, and *Reviews in Mineralogy and Geochemistry* volume. Professional Registration on or before 11/1/03: Member \$420; Non-member \$475; Student Registration: Member \$220; Non-member \$240. You can register online at the MSA Home Page (<http://www.minsocam.org>). Forms are available from the MSA Business Office, 1015 Eighteenth Street NW Suite 601, Washington, DC, 20036-5212, USA. Tel: 202-775-4344, Fax: 202-775-0018, e-mail: [business@minsocam.org](mailto:business@minsocam.org).

The course is sponsored in part by the U.S. Department of Energy, Office of Basic Energy Sciences, Chemical Sciences, Geosciences and Biosciences Division, in honor of Dr. William C. Luth. The Lawrence Livermore National Laboratory and Department of Geological Sciences at Virginia Tech are also providing support for the short course and graduate student registration waivers, respectively.

### Appendix 3. Example of a Short Course Registration Form

Registration Form  
Mineralogical Society of America and Geochemical Society Short Course  
**Biomineralization**

Silverado Resort & Conference Center, Napa, California – December 6-7, 2003

Complete and return this registration form to the MSA Business Office, 1015 Eighteenth St NW Suite 601, Washington, D.C. 20036-5274, USA. Voice: (202) 775-4344. Fax: (202) 775-0018. Please type or print. Use one form per registrant. Registration is limited to 100 people on a first-come, first-served basis. Payment must accompany this form, which will be fully refunded if cancellation is received in writing prior to November 9, 2003.

Name \_\_\_\_\_  
(first) (middle) (last)

Address \_\_\_\_\_

\_\_\_\_\_ (city) \_\_\_\_\_ (state/Province) \_\_\_\_\_ (zip/postal code) \_\_\_\_\_ (country)  
Telephone (Voice) \_\_\_\_\_ (Fax) \_\_\_\_\_ E-mail: \_\_\_\_\_

All-inclusive registration fee covers Short Course session costs, hotel room for two nights (double occupancy), Saturday lunch, refreshments, banquet at Napa Valley Grill, and the *MSA/GS* volume. All Short Course sessions will be held at the Silverado Resort, 1600 Atlas Peak Road, Napa Valley, California, 94558, U.S.A. Voice: (707) 257-0200. There is an informal welcoming reception at 6:00 pm Friday evening, December 5, Silverado Resort. Information on the Short Course location, ground transportation, and course updates are on the MSA Home Page (<http://www.minsocam.org>).

**Registration.** Mark the appropriate registration category [X] and write the appropriate fee on the cost line.

Professional Registration:	<i>on or before 11/1/03</i>	<i>after 11/1/03</i>	<b>Cost</b>
<input type="checkbox"/> Member	\$440	\$490	\$ _____
<input type="checkbox"/> Non-member	\$495*	\$545*	\$ _____
<input type="checkbox"/> Speaker	no cost no cost	\$ _____	
Student Registration:	<i>on or before 11/1/03</i>	<i>after 11/1/03</i>	
<input type="checkbox"/> Member	\$260	\$290	\$ _____
<input type="checkbox"/> Non-member	\$280*	\$310*	\$ _____

\* includes MSA membership dues/electronic access to *American Mineralogist* for 2004

**Room Assignments (based on double occupancy).** Mark [X] all preferences that apply.

- |                                     |                                       |
|-------------------------------------|---------------------------------------|
| <input type="checkbox"/> Male       | <input type="checkbox"/> Female       |
| <input type="checkbox"/> Nonsmoking | <input type="checkbox"/> Smoking      |
| <input type="checkbox"/> Student    | <input type="checkbox"/> Professional |

Roommate preference (both parties must state) \_\_\_\_\_  
 I prefer a single occupancy room (add \$176.00 up-charge to obtain a single room) \$ \_\_\_\_\_

**Total Due** \$ \_\_\_\_\_

**Amount Enclosed.** Indicate the payment method and amount of payment enclosed.

Enclosed is a check (in US\$ drawn on a US bank) or money order in the amount of \$ \_\_\_\_\_

Charge my: \_\_\_\_\_ Visa \_\_\_\_\_ Mastercard \_\_\_\_\_ Discover \_\_\_\_\_ American Express card  
(Your credit card will be charged when the registration form is received) in the amount of \$ \_\_\_\_\_

\_\_\_\_\_ (card number) \_\_\_\_\_ (name on card -- please print)

\_\_\_\_\_ (exp. date) \_\_\_\_\_ (Card Verification Value\*\*) \_\_\_\_\_ (signature)

\*\*last 3 digits above signature panel on the back of the Visa/MC card, 4 digits to upper right of number on front of Amex card.

**Appendix 4. Post Short Course Evaluation Form for the Organizer(s)**

[Send completed form to J. Alex Speer, Mineralogical Society of America, 3635 Concorde Pkwy Ste 500, Chantilly, VA 20151-1110, USA, e-mail: jaspeer@minsocam.org.]

Convener(s): \_\_\_\_\_ Date: \_\_\_\_\_

Short Course title: \_\_\_\_\_

Dates of course and location: \_\_\_\_\_

What was best about your course?:

What problems did you have?:

Suggestions/words of wisdom for future organizers and courses:

(Append additional pages if needed.)