

appiness is:
ne **Perfect Climate**
or **Productivity.**

UPCOMING CONVENTION ATTENDANCE PROFILE



Tuesday, July 26 – Thursday, July 28, 2022

Anticipated Attendance 5,000

Group Description

In 1980, teachers at Clairemont High School had low expectations for students bussed in from disadvantaged areas of San Diego, which caused a belief that these students could not succeed. Mary Catherine Swanson, English department head and teacher, believed if students were willing to work hard, she could teach them the skills needed to be college ready. In 1986 the AVID system proved to be so successful at Clairemont High School that the California Department of Education granted funds to disseminate the AVID program throughout San Diego County. In 1989, the Summer Institute was introduced as the core event for AVID professional learning. The first AVID Summer Institute was held at the University of San Diego, with 258 attendees. Today, AVID serves more than 2 million students and has made the dream of college a reality for countless individuals.

Attendee Profile

AVID SECONDARY

- ➔ Administrators and Coordinators
- ➔ Content-Area Teachers
- ➔ Counselors
- ➔ Elective Teachers and Coordinators
- ➔ Excel Elective Teachers, Administrators, and District Leaders
- ➔ Pre-College and Postsecondary Support

AVID K-12

- ➔ District Directors
- ➔ District Leadership

AVID ELEMENTARY

- ➔ Administrators
- ➔ Counselors
- ➔ Teachers

Room Block

Sunday, July 24	Monday, July 25	Tuesday, July 26	Wednesday, July 27	Thursday, July 28
246	3,635	3,810	3,805	407

Participating Hotels

Hotel	Guestroom Block
Manchester Grand Hyatt	1,426
Hilton San Diego Bayfront	663
Marriott Marquis San Diego Marina	554
Omni San Diego Hotel	350
Hilton Gaslamp Quarter	125
Hard Rock Hotel San Diego	122
Embassy Suites	217
Westgate Hotel	50
Doubletree Hotel San Diego Downtown	200
Westin Gaslamp Quarter	100

Schedule of Events

Date	Tuesday, July 26 th	Wednesday, July 27 th	Thursday, July 28 th
Approx. Attendee Arrival & Departure	5,000 attendees	5,000 attendees	5,000 attendees
Convention Center Activity & Meals	7:00am-8:00am Grab-n-Go Breakfast 8:00am-12:00pm Sessions 1:30pm-4:30pm Sessions	8:00am-12:00pm Sessions 1:30pm-4:00pm Sessions 4:00pm-5:00pm General Session	8:00am-12:00pm Sessions 12:00pm Conclusion
Attendee Open Meals	On own for Lunch 12:00pm-1:30pm On own for Dinner	On own for Breakfast On own for Lunch 12:00pm-1:30pm On own for Dinner	On own for Breakfast

Off-Site Scheduled Events

None scheduled.

Shuttle Information

None scheduled.

Contact Information

- Kim Borneman, National Sales Director, SDTA
- Jacqueline Scott, Senior Director of Client Services, SDTA
- Jennifer Storey, CMP, Director, Events, AVID Center