

# Proposal Submission Guide

Thank you for your interest in submitting a proposal for the SCCPA 2020 50th Anniversary Conference. The conference theme this year is “Navigating the Past, Charting the Future” The information below is designed to help you submit the best proposal possible.

## Conference Theme

In 1970 a group of college personnel came together to host the very first conference in South Carolina focused on “Future Developments In Higher Education.” This forward thinking group of individuals intuitively knew that much change was to be expected in higher education and they wanted to be advocates for the students in their institutions. And they were right, much has changed in the past 50 years of higher education in South Carolina. While much has been learned during the past 50 years, there is value in examining our past as a way of informing our future.

The conference theme, *Navigating the Past, Charting the Future*, pays tribute not only to the hard work of so many professionals over the last 50 years, but also sets the tone for how we can move forward together. This conference offers a chance to reflect on our history, examine our current practices, and plan together how we will advocate for our students and our institutions for the next 50 years.

## Review/Selection Process

Each proposal will be reviewed by a team of four committee members. Every proposal program description should clearly indicate how the program is connected to its target audience and to the conference theme.

There are four sessions with three presentation slots each (12 slots in all). Each session is 50 minutes long. When selecting proposals, the committee will consider:

- ☐ Relevance to theme
- ☐ Session format
- ☐ Topic
- ☐ Engagement
- ☐ Learning outcomes
- ☐ Integration of diversity, inclusion and/or social justice
- ☐ Target audience
- ☐ Collaboration
- ☐ Practicality

## **Submission Policies**

Things to keep in mind:

- ☐ Each proposal will require a primary presenter and the form also provides an option to provide additional presenters. Individuals may submit as many proposals as they'd like, but only a maximum of two proposals per primary presenter will be considered
- ☐ The number of presenters should match the format chosen for the presentation
- ☐ We will do our best to accommodate your reasonable technology needs and room set-up

## **Title**

The title of your program is the first way you grab the audience's attention, thus the best program titles include the following characteristics:

- ☐ Concise and clearly delineate the purpose of your program
- ☐ Identify potential target audience(s)
- ☐ Creative incorporation of the theme

## **Target Audience**

Overarchingly, the two major audiences for this conference are full and part-time staff members and graduate students. In the program proposal form there are four options for audience: graduate professionals (any student currently in a graduate program), new professionals (1-3 years of full time experience), mid-level professionals, and senior student affairs administrators. When determining your target audience(s) for your program consider the learning outcomes you are addressing with your program and who would benefit most from the content of your presentation. You can also narrow down your target audience(s) by considering what stakeholders will benefit from the content of your presentation via the information professionals take away from your presentation. Stakeholders include university faculty and staff, undergraduate and graduate students, families, community representatives, and donors to name a few.

All proposals should clearly delineate proposed target audiences by checking all target audience(s) that are applicable.

## **Program Description**

The description provides a deeper look at the proposed program content. The program reviewers will rely heavily on a well-written description in understanding the program goals and what strategies will be implemented to meet those goals. A well-written description includes background information, what content will be covered in the presentation, an explanation of the format and any learning strategies or activities

employed. Every proposal program description should clearly indicate how the program is connected to its target audience and to the conference theme.

The description should be less than 2000 characters (roughly 400-500 words).

## **Learning Outcomes**

Every program proposal should include 2-4 learning outcomes which are derived from the goals of your presentation. Learning outcomes not only helps the presenter easily assess the level of engagement and understanding of the audience throughout the program, but they also help participants determine what they can learn from the session. Please utilize the following guidelines when creating the program's learning outcomes:

- ☐ Begin all outcomes with the intended audience, for example, "Participants will..."
- ☐ Use Bloom's Revised Taxonomy (Remembering, Understanding, Applying, Analyzing, Evaluating, Creating) as verbiage in describing the depth of thought or action required by the participant
- ☐ Identify how and to what degree the participants will achieve the outcome

Examples of learning outcomes:

- ☐ Participants will identify three stress management strategies and create a plan to implement the aforementioned strategies.
- ☐ Participants will use case studies to evaluate the effectiveness of current crisis management practices at their institutions.
- ☐ Participants will be able to explain the differentiation between the function of financial aid at a private versus public institution.

## **NASPA/ACPA Competencies**

In the proposal form, you will identify the competencies that best align with the program's content. Please familiarize yourself with the Professional Competency Areas for Student Affairs Educators prior to selecting which competencies the program will address.

## **Proposal Submission Tips**

- ☐ Read thoroughly through the committee's expectations and submission policies and procedures
- ☐ Consider your presentation's target audience and be sure it aligns with the target audience of the conference
- ☐ Make sure your title, program description and learning outcomes accurately depict the content of your session
- ☐ Incorporate the spirit behind the conference theme into your learning outcomes and abstract

- ☐ Be certain you can feasibly present your content in a 50-minute session, including any time for questions and answers.

Sample proposal topics could include:

- ☐ How college access programs collaborate with campus partners to help high school students transition to college
- ☐ How campus mentorship programs can partner with mentorship programs in the community (e.g. Big Brother, Big Sister)
- ☐ How academic advisors collaborate with learning centers to provide students with success strategies and greater accountability
- ☐ Tools to navigate the interview process for grad students transition into full-time staff members
- ☐ Bridging the disconnect between new professionals and seasoned professionals
- ☐ How to make the transition from a mid-level manager to the senior level

**All proposals must be submitted to via the Google form (<https://forms.gle/4t7N61k2KgbnAcH89>) by 11:59 pm on December 20, 2020. Any questions should be directed to Danielle Stevens ([dsteve3@clemson.edu](mailto:dsteve3@clemson.edu)).**