NACAC Conference & GWI Conference 2024

Call for Proposals Process Explained
Webinar Objectives

By the end of this webinar, you will be able to:

1. Create your account
2. Navigate the application site
3. Successfully submit your education session proposal application(s)
4. Optimize your application(s)
2024 CFP Process Changes

- We listened to your feedback from GWI & NACAC Conference 2023:
  - On the content management process
  - On the content and event schedule
  - On user experience
How to Complete Your Submission
Step 1a: Create Your Bravura Account

1. Go to the Call for Proposals Submission Portal.
   - NACAC Conference CFP Site
   - GWI Conference CFP Site

2. On the bottom-right, click Need an account? Sign up here.

3. To sign up, provide your name and email address. Then click SIGN UP.
Step 1b: Create Your Bravura Account

4. Check your inbox and junk/spam folder for an email with the information you need to log into your account.

5. Log into your account using the login information provided in the email you received.
Step 1c: Create Your Bravura Account

Once you log in, you will be prompted to set up your profile.

6. Answer the questions provided about yourself.

7. Click **Save** at the bottom of the page when you are finished.
Step 2a: Completing a Proposal Submission

1. Click **New Submission** in the navigation menu on the left.

2. Select the type of session you wish to present at the conference.

3. Click **Next**.
Step 2b: Completing a Proposal Submission

4. Answer the provided questions about your proposed session.

5. At the bottom of the page, click **Next**.
Step 2c: Completing a Proposal Submission

6. If you have co-presenters, click the **Add Co-Presenter** button and provide their information. If the co-presenter you are trying to add already has an account, find them by clicking the **Search Co-Presenter** button.
Step 2d: Completing a Proposal Submission

7. Once all your co-presenters have been added (or if you have no co-presenters), click **Submit for Review** to submit your application or **Save Draft** to finish and submit your application later.
Step 2e: Completing a Proposal Submission

8. To review any applications you have started and/or submitted, click **My Submissions** in the navigation menu on the left.
Optimizing Your Submission
For all submissions, we encourage...

- Collaborative strategies
  - E.g. CBO and school counselors, public and private, secondary and post secondary perspectives etc.

- Equity in college access

- Actionable takeaways & resources
Learning Objectives

▶ Short statements that describe what attendees will be able to do after participating in the session

▶ Proposals need to identify three learning objectives

▶ Assessed as part of your proposal submission
Tips for Writing STRONG Learning Objectives

1. Use the sentence stem
   “At the conclusion of this session, participants will be better able to: ______.”

2. Don’t forget to BLOOM!

3. Each learning outcome should include an active verb.

BLOOM’S TAXONOMY

- Create: Use Existing Information to make something new
- Evaluate: Make judgments based on sound analysis
- Analyze: Explore relationships, causes, and connections
- Apply: Use existing knowledge in new contexts
- Understand: Grasp the meaning of something
- Remember: Retain and recall information

Tips for Writing STRONG Learning Objectives

- Don’t forget to BLOOM!
- Each learning outcome should include an active verb.

NACAC
Classification system used to define and distinguish different levels of human cognition from simple to complex.
<table>
<thead>
<tr>
<th></th>
<th>Looks Like</th>
<th>Sample Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Create</strong></td>
<td>• Use existing data to create something new</td>
<td>• Developing hypotheses for solving problems</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Designing new programs</td>
</tr>
<tr>
<td><strong>Evaluate</strong></td>
<td>• Use data to support a hypothesis</td>
<td>• Success measures</td>
</tr>
<tr>
<td></td>
<td>• Establish objective measures</td>
<td>• Pros &amp; cons</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Surveys/research</td>
</tr>
<tr>
<td><strong>Analyze</strong></td>
<td>• Flips to participant-led learning</td>
<td>• Debate</td>
</tr>
<tr>
<td></td>
<td>• Structured time provides a framework investigation</td>
<td>• Research</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Flowcharts</td>
</tr>
<tr>
<td><strong>Apply</strong></td>
<td>• Includes on-the-job elements</td>
<td>• Action planning</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Own-case studies</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Gallery walk</td>
</tr>
<tr>
<td><strong>Understand</strong></td>
<td>• Explore the why</td>
<td>• Case studies</td>
</tr>
<tr>
<td></td>
<td>• Connect the dots</td>
<td>• Mind maps</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Discussions (summarizing, think-pair-share)</td>
</tr>
<tr>
<td><strong>Remember</strong></td>
<td>• Define terms</td>
<td>• Flashcards/memory activities</td>
</tr>
<tr>
<td></td>
<td>• Highlight relevant facts</td>
<td>• Reading materials</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Presentations and videos</td>
</tr>
</tbody>
</table>
At the conclusion of this session, participants will be better able to:

• **Promote** a culture within their organization that acknowledges all individuals and addresses the opportunity for change in all organizational spaces.

• **Develop** leadership skills through the lens of social justice.

• **Describe** ways that we struggle between prioritizing our well-being and meeting the expectations of our profession.

• **Plan** for and **implement** strategies to feel more empowered to continue to create change while putting themselves first.

• **Assess** inequitable practices in their application review process and **recommend** changes.

• **Illustrate** the need to push for and implement antiracist practices in their application evaluation processes.
Tips for Writing a STRONG Session Proposal

- Proposals are more than simply a synopsis of your presentation topic
- Look carefully at the selection criteria before you start writing and reference that information in your session description
- Keep your proposal focused and well organized
- Clearly define your intended audience
- Consider audience engagement
- Proofread
Example of STRONG Session Description

“In 2023, over 300 anti-LGBTQIA+ bills were introduced in statehouses across the country with the vast majority targeting transgender youth. Thus, the landscape for transgender students has quickly become a minefield that has left many counselors unsure of how to assist students. This workshop will provide tangible actions to support transgender, non-binary, and gender-expansive high school and college students to navigate the current political landscape and find resources to support their educational journey. Hear from Sam, a transgender student who transitioned in high school and now works in college admission along with his mom, who was his high school counselor. Additionally, you’ll hear from leaders at Occidental College and the human rights campaign and walk away with concrete steps to empower transgender students and their families as they navigate the shift from high school to college.”
Application Rubric

Application Completion

1. Compliance & Accuracy
   The proposal application is complete. All the information is accurate and up to date.
   - Yes
   - No

2. Content & Application
   The correct intended audience and content level were selected. The submission matches the selected content strand(s).
   - Yes
   - No

3. Deliverable Tools
   There are deliverable tools that would be of value to attendees.
   - Yes
   - No
## Application Rubric

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Ranking</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Speakers’ Professional Experience</strong>&lt;br&gt;The speakers’ experience match what is required to present.</td>
<td>Strongly Disagree Disagree Neutral Agree Strongly Agree</td>
</tr>
<tr>
<td><strong>Session Summary</strong>&lt;br&gt;The description of the session is clear and well thought out.</td>
<td>Strongly Disagree Disagree Neutral Agree Strongly Agree</td>
</tr>
<tr>
<td><strong>Session Topic</strong>&lt;br&gt;The topic is relevant and timely to the industry.</td>
<td>Strongly Disagree Disagree Neutral Agree Strongly Agree</td>
</tr>
<tr>
<td><strong>Learning Objectives</strong>&lt;br&gt;The learning objectives are clear and would be of value to attendees.</td>
<td>Strongly Disagree Disagree Neutral Agree Strongly Agree</td>
</tr>
<tr>
<td><strong>Attendee Engagement</strong>&lt;br&gt;The proposed session would be engaging for attendees.</td>
<td>Strongly Disagree Disagree Neutral Agree Strongly Agree</td>
</tr>
<tr>
<td><strong>Overall Session Rating</strong>&lt;br&gt;The proposed session should be presented at the conference.</td>
<td>Strongly Disagree Disagree Neutral Agree Strongly Agree</td>
</tr>
</tbody>
</table>

*Rubric subject to change*
Important Dates & Resources
# Call for Proposals Timelines*

*NTimelines subject to change

## NACAC Conference 2024

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>November 7</td>
<td>Call for Proposals opens</td>
</tr>
<tr>
<td>January 7</td>
<td>Call for Proposals closes</td>
</tr>
<tr>
<td>January-February</td>
<td>Proposals are reviewed</td>
</tr>
<tr>
<td>Late February</td>
<td>Notifications sent to applicants</td>
</tr>
</tbody>
</table>

## GWI Conference 2024

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>November 15</td>
<td>Call for Proposals opens</td>
</tr>
<tr>
<td>February 5</td>
<td>Call for Proposals closes</td>
</tr>
<tr>
<td>February-March</td>
<td>Proposals are reviewed</td>
</tr>
<tr>
<td>Late March</td>
<td>Notifications sent to applicants</td>
</tr>
</tbody>
</table>
Resources

- CFP Information Page on NACAC Conference Site
- CFP Information Page on GWI Conference Site

- Additional Resources
  - Quick Guide to Submitting Your Application
  - Rubrics
    - NACAC Conference 2024 CFP Rubric
    - GWI Conference 2024 CFP Rubric
  - Lists of Past Sessions
    - List of NACAC Conference 2023 Sessions
    - List of GWI Conference 2023 Sessions
  - Education Strands Explained
  - Examples of Strong Session Descriptions