

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.**



PRESENTER

NACAC
Conference 2024 **80th**

CALL FOR PROPOSALS

Welcome to NACAC's Proposal Submission Portal!

Thank you for considering submitting a proposal for inclusion in NACAC Conference 2024. NACAC is accepting proposal applications that focus on topics pertinent to the field of college admission counseling.

For additional information, please refer to our [Call for Proposal page](#) on NACAC's website.

Please Note

SIGN IN

Email

Password

LOG IN

Need an account? Sign up here.

[Forgot password](#)

An orange arrow points to the "Need an account? Sign up here." link.

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Please Note

SIGN UP

First Name

Last Name

Email Address

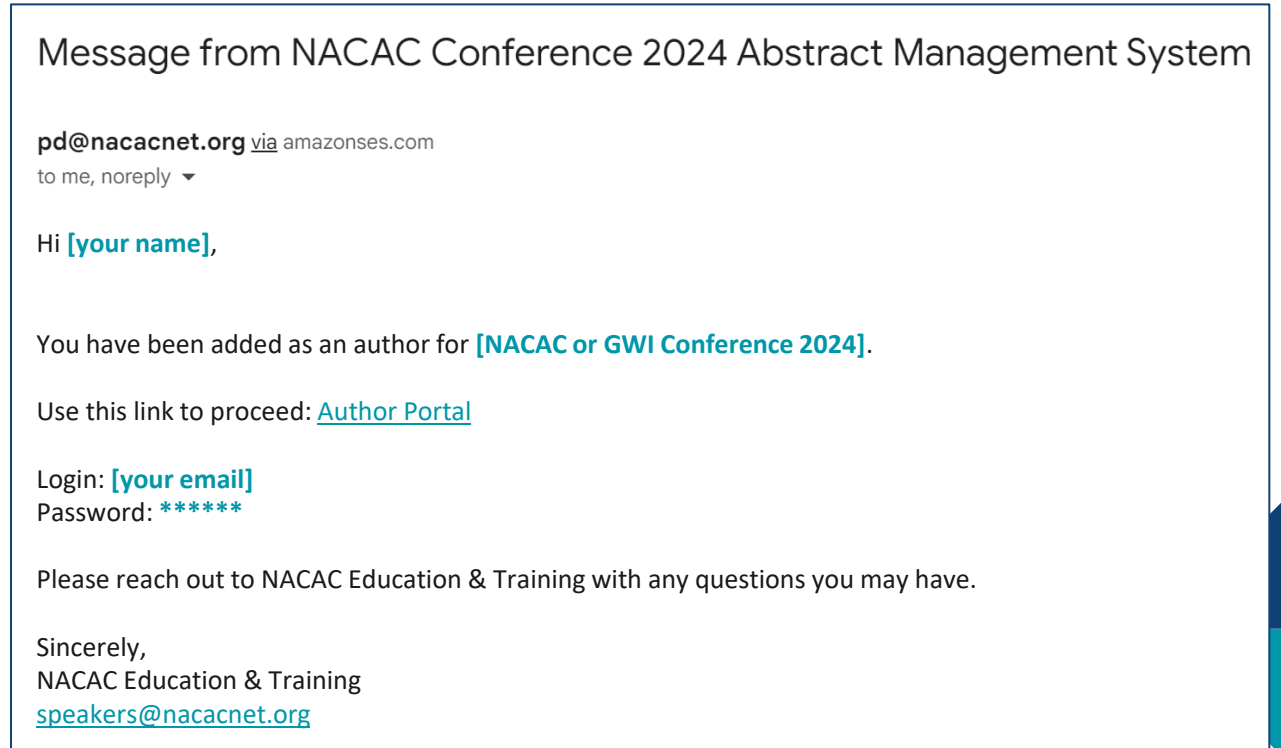
Confirm Email Address

SIGN UP

An orange arrow points to the "SIGN UP" button.

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.

My Profile

Setup your profile
Please fill all the mandatory properties to enable My submissions and Create submission menu

Presenter Information

First Name*
(Maximum 200 characters allowed)
Please enter a valid input.

Middle Name
(Maximum 200 characters allowed)

Last Name*
(Maximum 200 characters allowed)
Please enter a valid input.

Suffix (Includes degrees and certifications)
(Maximum 200 characters allowed)

Gender Pronouns ▾

Primary Phone Number*
(Maximum 200 characters allowed)
Please enter a valid input.

Backup Phone Number
(Maximum 200 characters allowed)

Professional Biography*
(Maximum 2000 characters allowed)
Please enter a valid input.

NACAC Membership Status * ▾
Please enter a valid input.

Save

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**.

The screenshot displays the 'New Submission' interface. On the left, a dark blue navigation sidebar contains links for 'My Profile', 'Checklist', 'My Submissions', 'New Submission' (highlighted with an orange box), and 'User Guide'. The main content area has a blue header 'New Submission' and a light gray background. Below the header, there's a text prompt 'Start here with your submission'. A tabbed interface shows 'Category', 'Submission Details', and 'Additional Presenters'. The 'Category' tab is selected, showing a 'Select a category' section with two radio button options: 'Education Session (60 minutes)' (selected) and 'Learning Lounge (30 minutes)'. Each option includes a brief description and a submission deadline of 1/7/2024. At the bottom right, a blue 'Next >' button is visible, with an orange arrow pointing to it.

Step 2b: Completing a Proposal Submission

4. Answer the provided questions about your proposed session.
5. At the bottom of the page, click **Next**.

The screenshot shows a web form titled 'Submission Details' with three tabs: 'Category', 'Submission Details', and 'Additional Presenters'. The 'Submission Details' tab is active. The form contains the following sections:

- Enter your submission details**: A large text input area.
- Session Information (Education Session)**: A section header.
- Presentation Title***: A text input field with a red border and a red asterisk. Below it, the text '(Maximum 300 characters allowed)' is displayed.
- Presentation Description***: A text input field with a red border and a red asterisk. Below it, the text '(Maximum 5,000 characters allowed)' is displayed.
- Who is your primary target audience? ***: A dropdown menu with a red asterisk.

At the bottom of the form, there are two buttons: '« Previous' and 'Next »'. An orange arrow points to the 'Next »' button.

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.

Category Submission Details **Additional Presenters**

Add additional presenters

Name	Email	Is Author
No Results Found		

Add Co-Presenter **Search Co-Presenter**

« Previous Save Draft Submit For Review

Add Co-Presenter x

Presenter Information

First Name* (Maximum 200 characters allowed) Middle Name (Maximum 200 characters allowed)

Last Name* (Maximum 200 characters allowed) Suffix (Includes degrees and certifications) (Maximum 200 characters allowed)

Gender Pronouns Primary Phone Number* (Maximum 200 characters allowed)

Backup Phone Number (Maximum 200 characters allowed)

Search Co-Presenter x

Enter Presenter Email

Search

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.

Category Submission Details **Additional Presenters**

Add additional presenters


Name	Email	Is Author
No Results Found		

Add Co-Presenter Search Co-Presenter

« Previous Save Draft **Submit For Review**

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.

Presentation Title	Presentation Description / Summary	Status
---	---	Submitted, awaiting review 



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

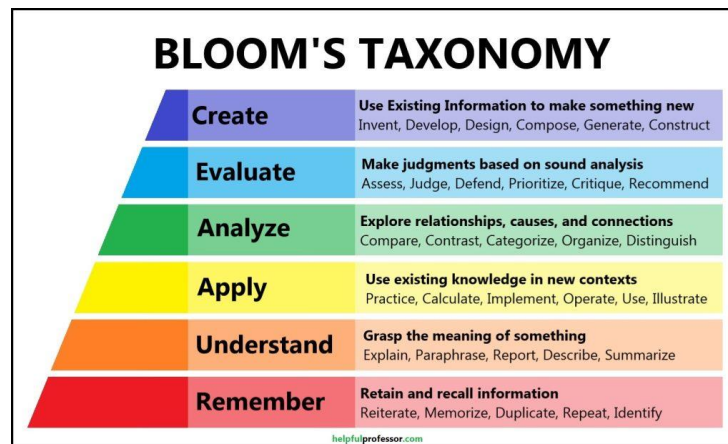
Tips for Writing STRONG Learning Objectives

1

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

2

- ▶ Don't forget to BLOOM!

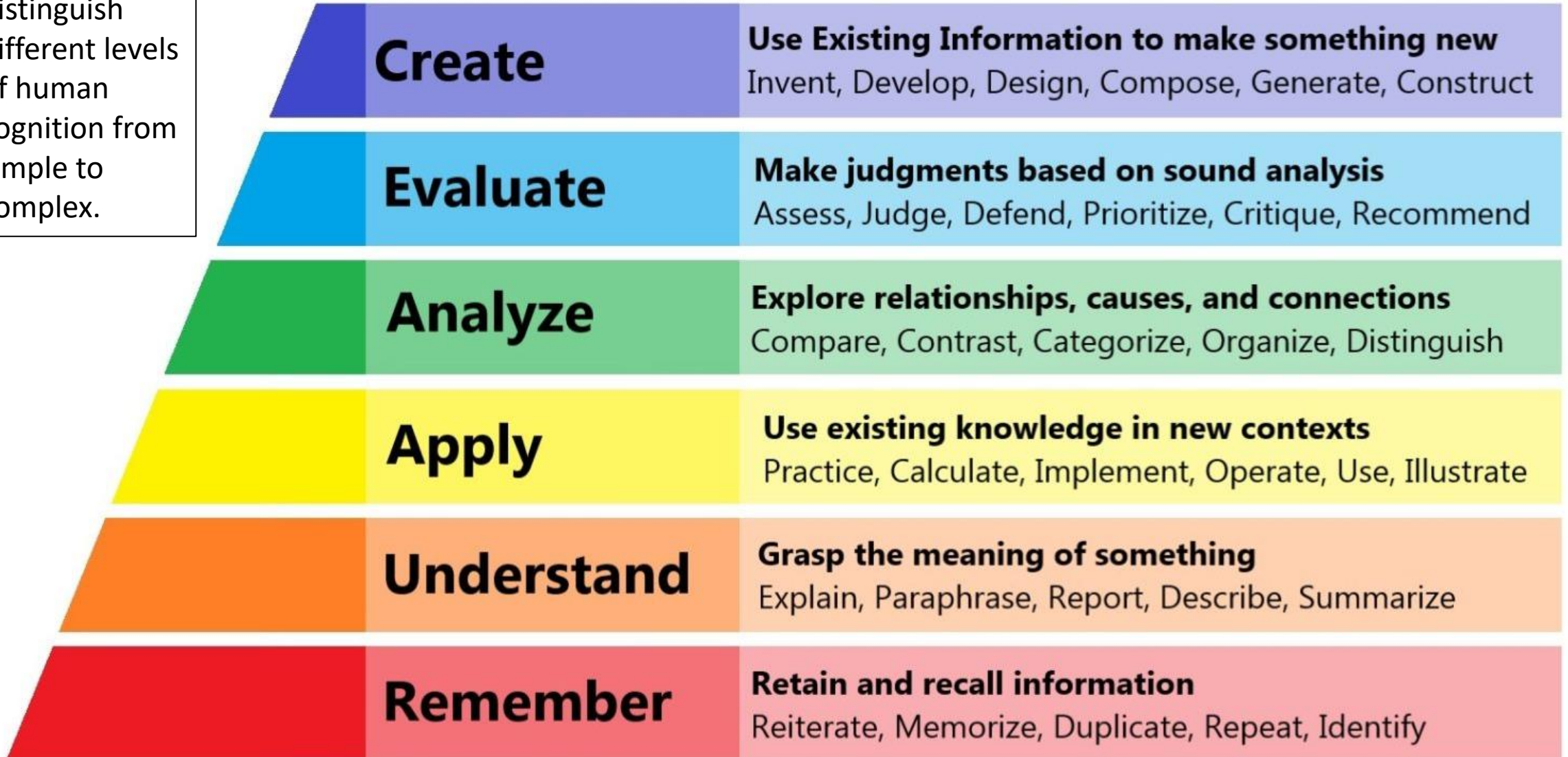


3

- ▶ Each learning outcome should include an **active** verb.

BLOOM'S TAXONOMY

Classification system used to define and distinguish different levels of human cognition from simple to complex.



Connecting Sessions to Bloom's Taxonomy

	Looks Like	Sample Activities
Create	<ul style="list-style-type: none">• Use existing data to create something new	<ul style="list-style-type: none">• Developing hypotheses for solving problems• Designing new programs
Evaluate	<ul style="list-style-type: none">• Use data to support a hypothesis• Establish objective measures	<ul style="list-style-type: none">• Success measures• Pros & cons• Surveys/research
Analyze	<ul style="list-style-type: none">• Flips to participant-led learning• Structured time provides a framework investigation	<ul style="list-style-type: none">• Debate• Research• Flowcharts
Apply	<ul style="list-style-type: none">• Includes on-the-job elements	<ul style="list-style-type: none">• Action planning• Own-case studies• Gallery walk
Understand	<ul style="list-style-type: none">• Explore the why• Connect the dots	<ul style="list-style-type: none">• Case studies• Mind maps• Discussions (summarizing, think-pair-share)
Remember	<ul style="list-style-type: none">• Define terms• Highlight relevant facts	<ul style="list-style-type: none">• Flashcards/memory activities• Reading materials• Presentations and videos

Examples of STRONG Learning Objectives

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.”

- Highlight the problem being addressed
- Possible solutions to be presented
- Voices we will hear from
- Action items

Application Rubric

**Rubric subject to change*

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

**Rubric subject to change*

Application Content

Criteria	Ranking				
Speakers' Professional Experience The speakers' experience match what is required to present.	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Session Summary The description of the session is clear and well thought out.	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Session Topic The topic is relevant and timely to the industry.	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Learning Objectives The learning objectives are clear and would be of value to attendees.	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Attendee Engagement The proposed session would be engaging for attendees.	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Overall Session Rating The proposed session should be presented at the conference.	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree



Important Dates & Resources

Call for Proposals Timelines*

**Timelines subject to change*

NACAC Conference 2024

Date	Event
November 7	Call for Proposals opens
January 7	Call for Proposals closes
January-February	Proposals are reviewed
Late February	Notifications sent to applicants

GWJ Conference 2024

Date	Event
November 15	Call for Proposals opens
February 5	Call for Proposals closes
February-March	Proposals are reviewed
Late March	Notifications sent to applicants

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](#)

Questions?

