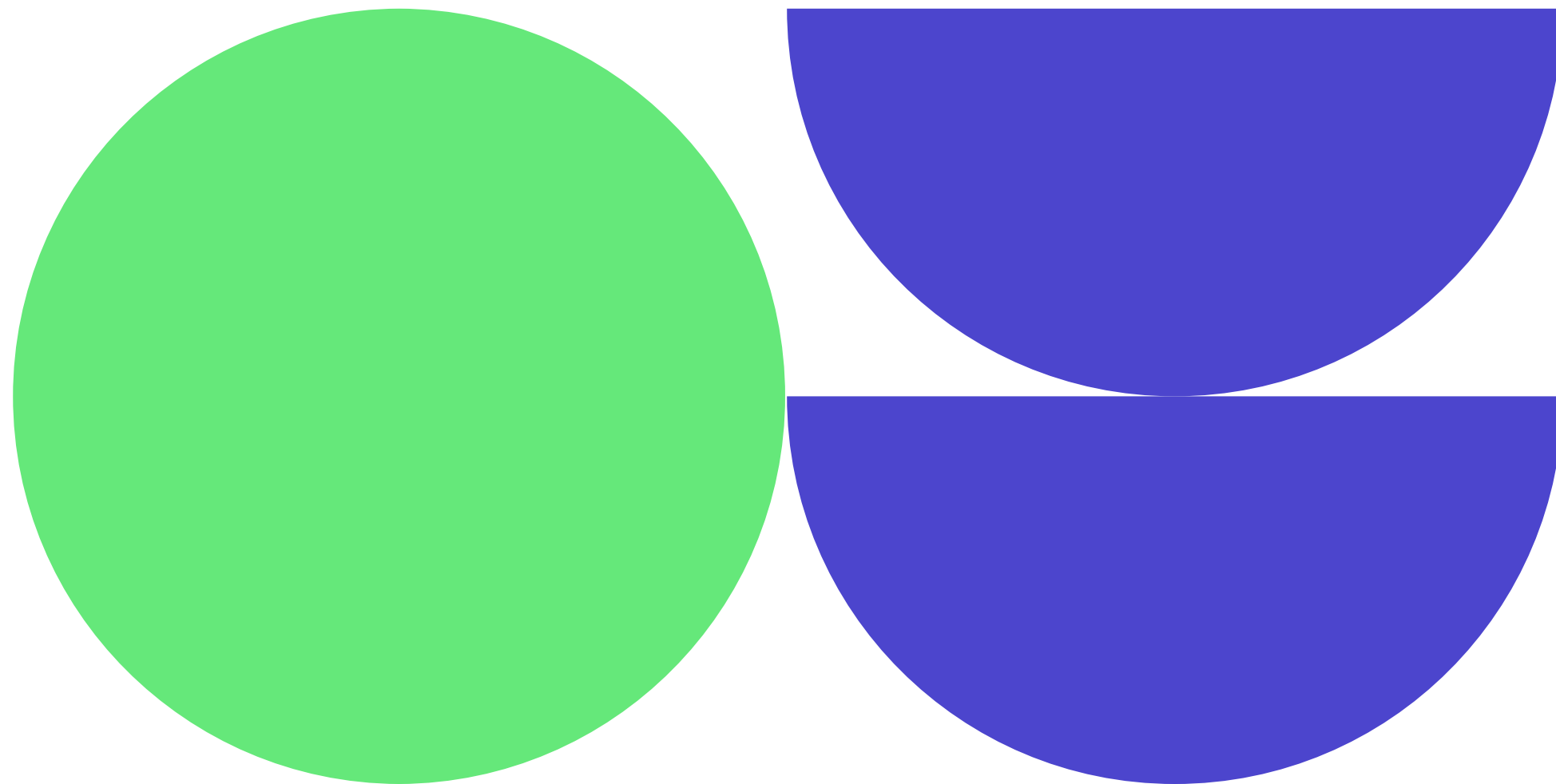


HOW TO WRITE A CONFERENCE PROPOSAL



BY SARAH HOWARD, M.A.
THE OHIO STATE UNIVERSITY

Session Outcomes



- Understand the attributes of a conference proposal: session title, presentation type, abstract, and proposal.
- Brainstorm possible topics and/or collaborations with others
- Consider possible venues for presenting
- Gain knowledge about how proposals are reviewed

What makes up a Proposal?



- Session Title
- Presentation Type
- Abstract
- Proposal

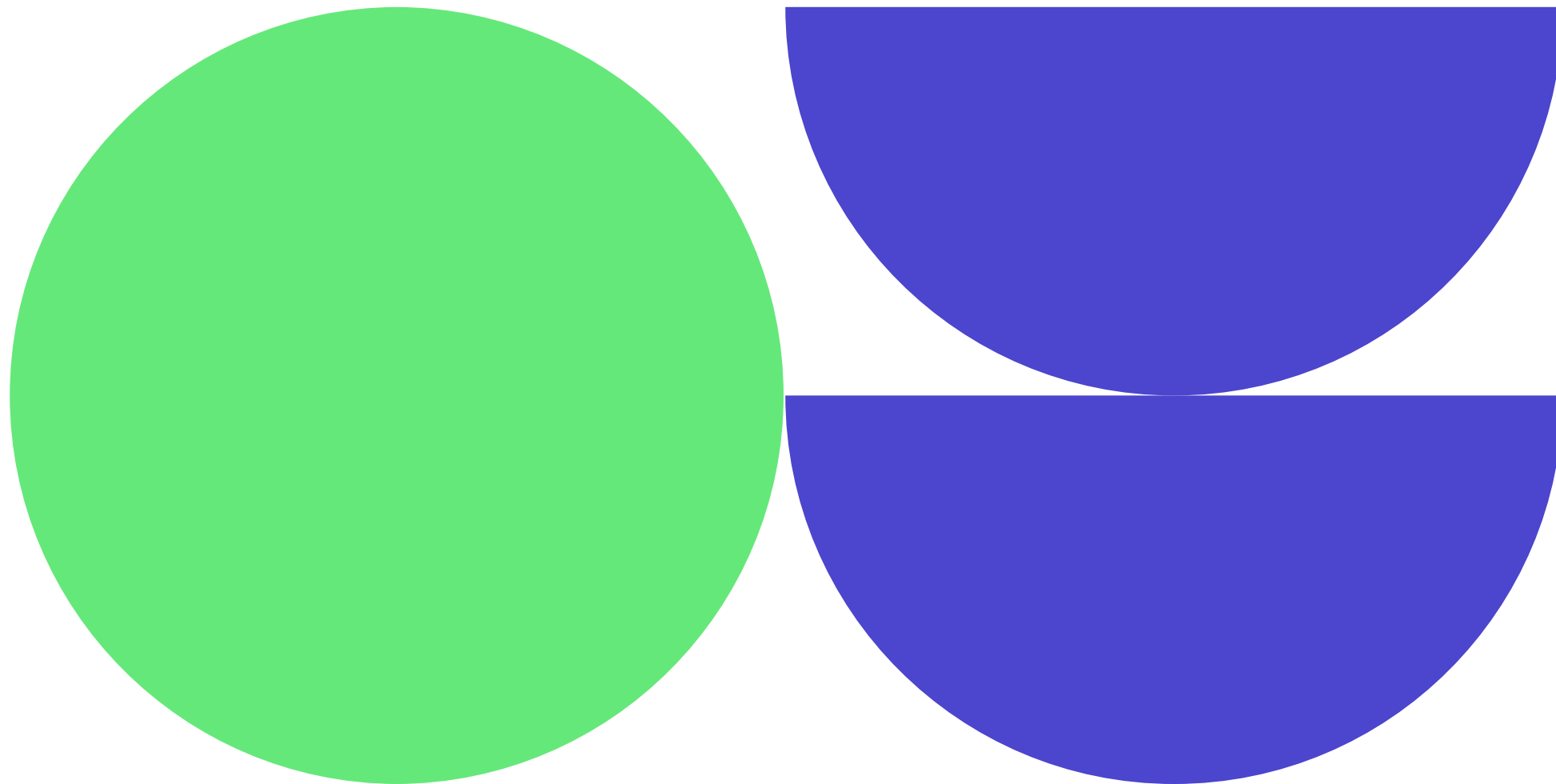
Session Title

- Clear, concise, and descriptive
- 100 maximum characters
- Does NOT have to tie in to conference theme

Presentation Format Types

- Lecture session
- Panel session
- Poster session
- Pre-conference session
- Scholarly paper session

Abstract



- Program summary or description
- This is the text that will appear on the conference program website and app.
- Effectively communicate content of session to potential attendees
- 135 maximum words

Proposal

- 750 maximum words
- Should not merely be a restatement of abstract!
- Articulate learning outcomes for session
- Agenda/outline of session
- What additional background information would be useful for the reviewers to know about your presentation?
- References to books/articles/etc are good (and there is a separate submission section for them!)



How do I come up with an idea?!

- You need to be excited about your topic!
- You don't have to be an expert on a topic.
- You don't have to do it alone.



Brainstorm Prompts

- What am I interested in?
- What interesting or unique thing am I doing at work?
- What voice, perspective, or experience can I add to the field of advising?

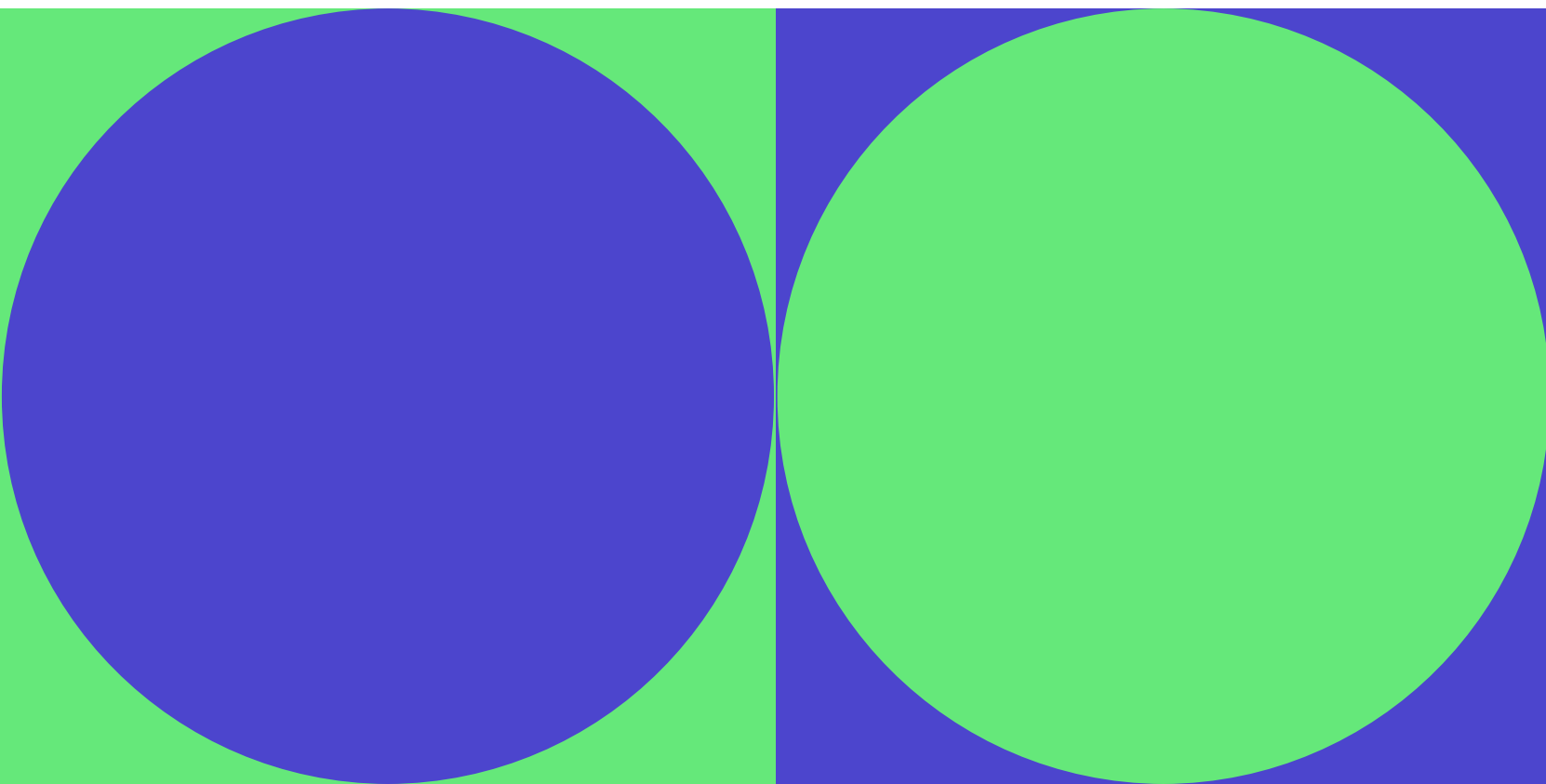
Other Key Considerations

- Who would you want to collaborate with?
- How much do you already know about the topic?
- Who is your target audience?

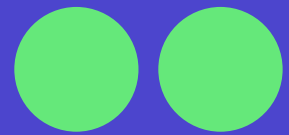


Possible Venues for Presenting

- Campus professional development workshops/conferences
- Affiliated state advising organizations
- Regional NACADA conferences
- Annual NACADA conference
- International NACADA conference
- Other higher education/student affairs conferences (local or global)



Timeline for NACADA Call for Proposals

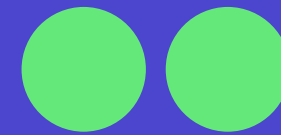


Regional Conferences:

Call for proposals opens mid-October and closes late November

International Conference:

Call for proposals opens mid-October and closes late November



Annual Conference:

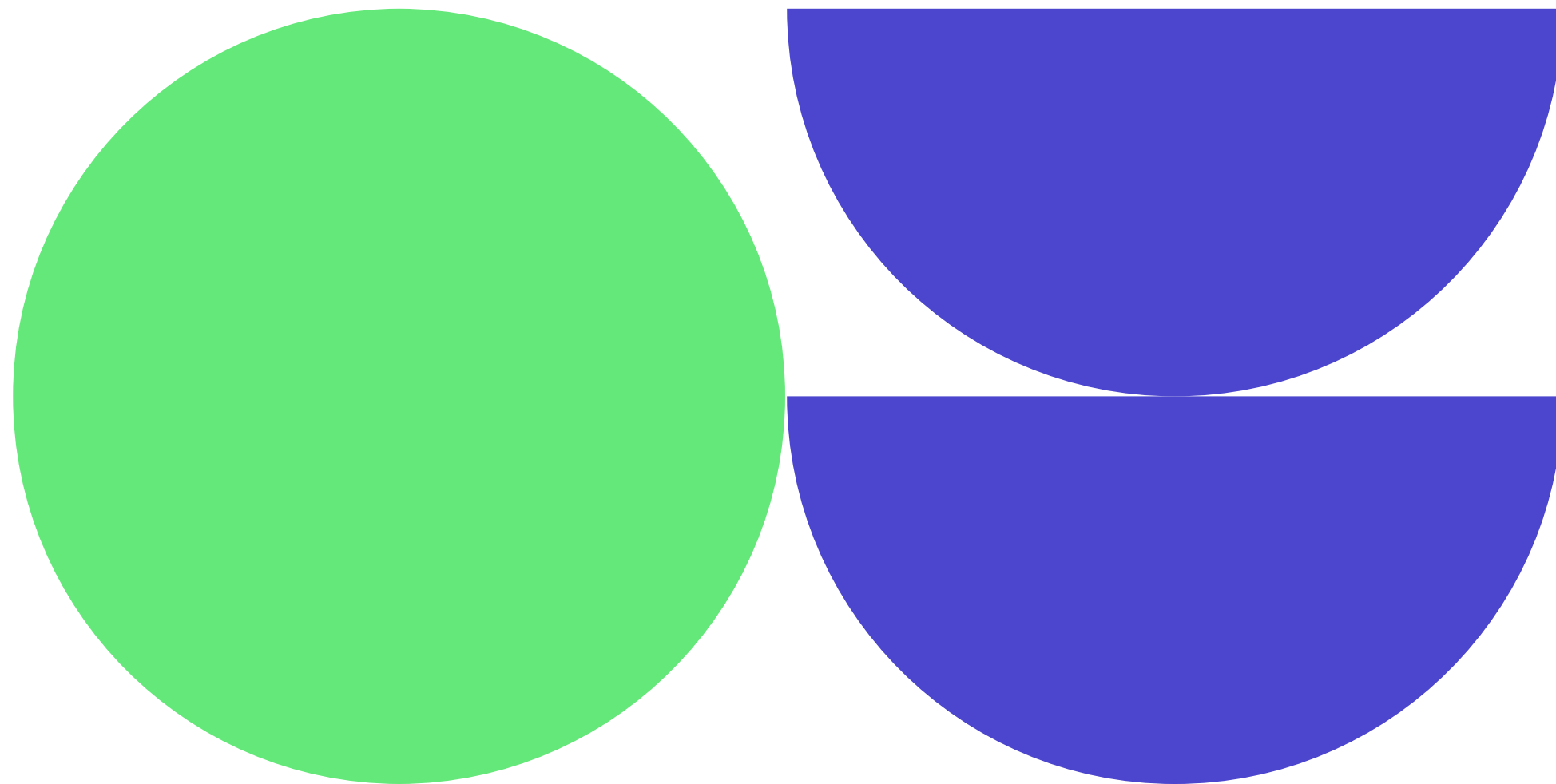
Call for proposals opens mid-December and closes mid-February

How are Proposals Reviewed

- Three-round process (for Annual Conference):
 - First by volunteer reviewers
 - Second by Advising Community Chairs
 - Third by Conference Committee
- Rubric for evaluation used for scoring
- Approximately 1/3 of submitted proposals are accepted for the Annual Conference



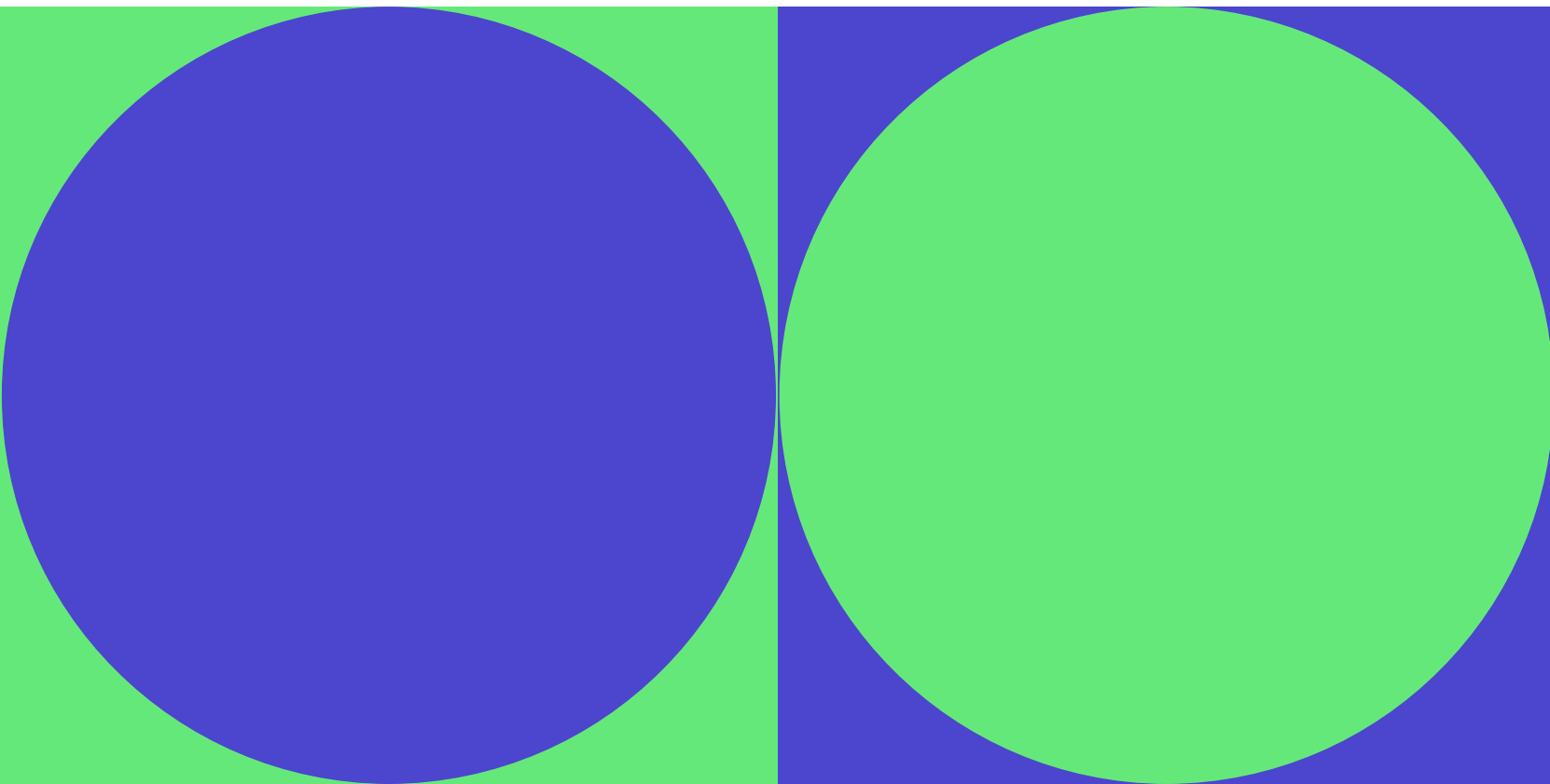
Next Steps



- Brainstorm long list of possible topics
- Narrow down focus on topic you're excited about
- Start to draft learning outcomes
- Create draft of proposal
- Find a partner who will give you critical feedback on your proposal

Still not quite ready to present?

- Volunteer to be a proposal reader for next year's annual conference (call for volunteers will come out in January, reading happens late February/early March)
- Read books, articles, etc, about higher education and/or advising (or anything that might be relatable to the field!)
- Talk with others who have presented before



How to Write a Conference Proposal

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