Annual Conference Educational Session Proposal Submission Guide

Whether this is your first conference or you are a seasoned attendee, we encourage you to submit a proposal! This guide will share important tips and insight to help you submit a strong Educational Session proposal.

As a reminder, the deadline to submit a proposal has been extended to **Saturday, January 1, 2022**. If your session proposal is selected, you will be notified via email in **January**. Presenters must register and pay the Annual Conference registration fee by **Tuesday, March 1, 2022** to confirm participation. Presenters are paid neither honoraria nor expenses.

Submit a Conference Proposal

Here's some additional information to assist you as you plan your proposal:

Educational Program Overview

Our annual conference is attended by four-year, two-year, research, public, private, and a number of international institutions. Attendees at CIVSA conferences are professionals working in information and visitor services; this field includes admissions offices, visitor centers, campus information centers or other campus offices that execute events for campus visitors and guests.

Educational sessions are scheduled for 50 minutes and run concurrently over 10 dedicated time blocks. These may be a traditional educational session with 1-2 presenters or a panel format with the lead presenter moderating and 3-4 panelists. Presenters are expected to share knowledge, research, and experiences in a way that can be adapted by any institution. Educational sessions are not an opportunity to promote specific products or services.

We have several tracks to choose from, including:

- **The Campus Experience:** Daily Visits, Tours, and Custom Programming
- **Equity & Inclusion:** Multicultural Recruitment, Events, and Campus Diversity
- **Going Viral:** Social Media and Virtual Events
- **Initial Impressions:** Large Event Planning and Campus Collaboration
- **Navigating Turbulence:** Campus Safety and Current Events
- **Opening Doors:** Group Visits, Community Outreach, and Building Partnerships
- **Staying Innovative:** CRMs, Event Management Platforms, and Research & Assessment
- **Strengthening Your Team:** Student Development, Office Culture, and Staff Training

If you need a refresher on the descriptions of each educational session track, you can review them here.

Tips for a Strong Proposal Submission

Session Content

- Can't think of something? Take a look at recent threads on the Listserv! This will give you some insight into recent topics our members have discussed.
- Think of the problems your own institution has had to solve. How did you approach your solutions process?
- Think of things you are proud of in your work. What is something you or your institution do especially well, and how can you translate this knowledge into wider applications?
- How have you made business processes more efficient?
- What are things you *wish* you had been taught and have since learned?

Session Details

- We recommend a catchy title to catch the interest of attendees!
- When it comes to the session abstract, be sure to reference the following:
    - The audience - who would most benefit from your session? Be very clear about your audience and try to avoid vague terms.
    - The problem or issue you are attempting to solve.
    - What are some things you plan to cover? Try to highlight some key takeaways so your audience knows what to expect.
    - Will there be an interactive component to your session?
    - Pro-Tip: Take some time to briefly outline your session's content. You won't need to submit a session outline as part of your proposal, but this will help you develop a clear vision for what your session will cover.
- Take some time to workshop your abstract. Make sure it's succinct (200 words max.) and truly descriptive of what you plan to cover - this is probably the *most* important consideration, as we choose sessions based on their proposed topics and attendees should have a clear idea of what to expect. If your abstract is unclear or vague, attendees may not understand the value of your session.

Final Tips for a Successful Submission

- Successful proposals include those that address a gap in covered topics or populations in conference sessions and provide a clear abstract with tangible takeaways for attendees.
- Common points of feedback for non-selected proposals include vague or unclear descriptions, session content that seems too niche and inapplicable to a wider audience, proposals that attempt to incorporate too many topics into a short amount of time, and sessions that appear to be lacking in depth or content.

Selection Process

The Annual Conference Programming and Education Committee reviews and selects proposals that demonstrate the greatest potential for contributing to the quality of the Annual Conference. The committee is dedicated to developing a program that is of interest to advanced, middle, and entry-level professionals and looks for presentations that represent the various roles within the collegiate information and visitor services profession.

Review of submissions will be based on the following criteria:

- Overall quality
- Relevance to the collegiate information and visitor services profession
- Timeliness of topic
- Audience appeal
- Well-defined presentation vision
- Application of the material

Updated Selection Timeline

January 1	*Proposal submission deadline*
End of January	*Decision notification*
February 25	*Presenter Agreement deadline*
March 1	*Conference registration deadline*
April 15	*Presenter materials due*
May 31 - June 4	*Annual Conference in Orlando, FL*

Committee selections undergo a final review by the Executive Board to ensure the conference program represents a balance of topics and content that speaks to the diverse interests of CIVSA's constituency.

We hope that you will submit a session proposal and look forward to reviewing your ideas!

Jayne Reimel
Chair, Programming & Education Committee

Kelvin Lee
Chair, 2022 CIVSA Annual Conference