Proposal Guidelines

2024 NACE
NATIONAL ASSOCIATION OF COLLEGES AND EMPLOYERS
Conference + Expo

FAQ, Sample Form, Scoring Guidelines

NACE invites you to submit a proposal to present at the 2024 NACE Conference & Expo.
NACE24 is the premier gathering for career services and talent acquisition professionals to share their knowledge, research, and best practices, as well as to network with colleagues from across the globe. This submission guide provides you with the information you will need to submit a proposal.

FAQ

Where will the conference be held?

NACE24 will feature two unique conference experiences: one held at the Phoenix Convention Center in Phoenix, AZ from June 3-5, 2024, and one held virtually from June 26-27, 2024.

How do I submit a proposal?

Submit a proposal to present at the in-person event, virtual event, or both. Use the online proposal form to submit your proposal here: https://www.abstractscorecard.com/cfp/submit/login. asp?EventKey=KBAXUMLW.

The link will take you to a separate landing page for Cadmium, our NACE24 presenter platform. *Note: The online submission form is available via a separate software system. Do not use your NACEWeb.org username and password to log into Cadmium.* If you submitted a conference proposal in the past, you may log in using your previous Cadmium user account. If you have never used Cadmium before, create a new account. If you have difficulties with the submission form platform, contact Cadmium technical support.

Only proposals submitted using Cadmium will be considered.

What is the deadline to submit a proposal?

The deadline to submit a proposal is Wednesday, November 8, 2023, at 11:59 p.m. ET.

When will I be notified if my proposal has been accepted?

All submitters will be notified by the week of December 18th, 2023. via events@naceweb.org if their proposal has been accepted.

Cadmium Technical Support

Hours: 9 a.m. – 9 p.m. ET, Mon-Fri

Direct Phone: 410.638.9239

Toll-Free Phone: 877.426.6323

Email: support@cadmiumcd.com

What questions are asked on the submission form and what information do I need to provide?

There is a sample presentation form with the questions at the end of this guide.

How do you choose which proposals to accept?

Presentations are evaluated by members of the 2024 NACE Conference Program Committee, through a blind review process. This means that the committee does not know who submitted the proposal or the identities of the potential presenters. Preference will be provided to presentations that are interactive and include audience engagement, and presentations with a diverse mix of presenters from more than one organization.

Successful proposals offer programs that provide professional and educational contributions to NACE members and their colleagues. Content must contribute to the continuing educational needs of professionals involved in the college recruiting and career services functions, be relevant to the changing profession, and contribute to the knowledge of the community.

Key factors for consideration include:
· Degree to which the proposal provides relevant, timely, and educational content.
· Well-defined proposal focus.
· Quality and potential to contribute to a balanced conference program.
· Diverse mix of presenters from multiple organizations.
· Interactive audience participation.
· Immediate take-aways to the audience.

A sample proposal form and the scoring guidelines are provided below.

Note: Sessions must be noncommercial in nature. To maintain the educational integrity of the program, presenters may not use their session as a platform to promote their products and services or for monetary gain. NACE provides a unique forum for professionals to have an open dialogue and creative exchange of ideas free from commercial content.

What is the policy regarding registration, honorarium, and reimbursement?

In order to present, you must be a registered attendee — paid or complimentary. Presenter registration is not automatic. All presenters will receive an email regarding the registration process.

There are varying registration discounts awarded to presenters based on the type of session and conference (in-person or virtual). If your proposal is selected, the following will apply:

· **For in-person Concurrent Sessions (Traditional, Presentation and Roundtable, Fast Tracks, or Panel Sessions):** 1 conference registration at a discounted rate of $450
· **For in-person SMARTtalks:** 1 conference registration at discounted rate of $750
· **For all virtual presentations:** 1 complimentary registration

The discounted rate will automatically go to the main proposal submitter. If there is more than one presenter, the discount can be passed to a different group member. The main submitter, should contact NACE Education & Events at events@naceweb.org to make that change. **Presenters must register for their discounted registration by March 1, 2024 to take advantage of this discounted rate.**

Discounted registrations for presenters are non-transferable and are valid for the 2024 NACE Conference & Expo only.

No honorarium or funding is available. NACE does not reimburse presenters for any expenses.

Sample Proposal

Presenter Information

List all presenters involved in the session. Please note: All personally identifiable information (presenter's name, title, organization, and biography) is hidden for the blind review process, which is conducted by the 2024 NACE Conference Program Committee. NACE prefers sessions that feature a diverse representation of co-presenters and panelists.

Preference will be provided to presentations that are interactive and include audience engagement, and presentations with a diverse mix of presenters from more than one organization.

I am applying to make a presentation at:	❑ In-person only at the Phoenix Convention Center in Phoenix, AZ ❑ Virtual only ❑ Either (I am willing and able to consider either option.)
Presenter's Name	
Presenter's Title	
Presenter's Role *(select one)*	❑ Primary Presenter (maximum 1 per session) ❑ Co-presenter (maximum 1 co-presenter with 1 primary presenters) ❑ Moderator (maximum of 1 moderator per panel session) ❑ Panelist (maximum of 3 panelists per panel session)
Presenter's Organization	

Presenter's Organization Demographics (Check all that apply)

College Categories	Employer Industries	Business Affiliate Categories
❑ College, 4-Year Public ❑ Graduate School, Public ❑ College, 2-Year Public ❑ K–12 School ❑ Tech School, Less Than 2 Years ❑ College, 4-Year Private ❑ College, 2-Year Private ❑ College, Other ❑ Graduate School, Private ❑ College Online	❑ Agriculture, Forestry, Fishing, and Hunting ❑ Construction ❑ Manufacturing ❑ Nonprofit ❑ Retail Trade, Wholesale Trade ❑ Transportation and Warehousing ❑ Information ❑ Finance, Insurance ❑ Real Estate ❑ Utilities and Mining ❑ Professional, Scientific, and Technical Services ❑ Educational Services ❑ Heathcare and Social Services ❑ Arts, Entertainment, and Recreation ❑ Oil and Gas ❑ Government Sector and Public Administration ❑ Hotel, Restaurant, and Food Services ❑ Other Services ❑ Staffing ❑ Association ❑ Non-profit ❑ Government Agency	❑ Alumni/Networking/Mentoring ❑ Assessment/Metrics ❑ Career Counseling/ Career Exploration Solutions ❑ Career Fairs/Events/ Virtual Event Solutions ❑ Career Readiness/Competencies ❑ Career Services Management Platform ❑ Consulting/Research/Data ❑ Credentialing ❑ Diversity/Equity/Inclusion ❑ Housing/Relocation ❑ International Student Support ❑ Internships ❑ Interviewing/Resumes/E-portfolios ❑ Job/Candidates ❑ Recruiting Management ❑ Student Resource ❑ Student/New Hire Engagement Solutions ❑ Other _____

Demographics

NACE embraces and derives value from the variety of views that diverse organizations and individuals bring to a task at hand and creates a supportive learning environment to foster open communication of diverse perspectives and realities. In order to support our members, we ask for additional information on gender and race, which helps us as we consider the development of opportunities, programs, and services that address member needs. *Any information you disclose will remain confidential.*

Gender	Race-Ethnicity	
❑ Female	❑ Native American	❑ White
❑ Male	❑ Asian American	❑ Multi-racial
❑ Transgender	❑ African American	❑ International
❑ Gender Nonconforming	❑ Hispanic American	❑ Prefer Not to answer
❑ Prefer Not to Answer	❑ Hawaiian or Pacific Islander	

Presenter's Biography
Tell us about the presenter's expertise and what makes this person unique. (Not to exceed 4,000 characters)

Presentation History
Has the speaker presented this topic before? If so, when and where?

Co-presenter and Panelist Information
Name, title, organization, and biography. (max. 1 Primary Presenter + 1 Co-presenter or 2 Panelists + 1 Moderator)

Session Content

Describe the subject matter, target audience, and your approach to making this a transformational educational experience.

Proposed Session Title
(Not to exceed 75 characters)

Proposal Description
Describe the key elements involved in the presentation and include sufficient information for the committee to evaluate the proposal. Convince others that you have the competence and the content to satisfy the audience's learning needs. Not to exceed 4,000 characters (approximately 650 words)

Session Summary
Provide a summary of your session. This summary will be published on the conference website and the conference mobile app. (Not to exceed 300 characters)

Session Outline
Share your vision of how you will present the session content.

Session Delivery Format (Pick one)

❑ **Traditional:** Highlight your expertise in a session built on the traditional teacher–student format. Length: 60 minutes.

❑ **Presentation and Roundtable:** Start with a short presentation followed by a presenter-guided roundtable. Available in-person only. Length: 60 minutes.

❑ **SMARTtalk:** Includes TEDx presentation-style sessions for thought-provoking content focused on trends, hot topics, new ideas, and/or experimentation. Length: 15 minutes.

❑ **Fast Tracks:** Focused on how to's, project implementation, lessons learned and challenges faced with active Q&A built in. Length: 30 minutes.

❑ **Panel Session:** These sessions provide an opportunity to gain insight and advice from several subject matter experts knowledgeable about a specific issue or topic. Length: 60 minutes.

NACE Content Track

Review the subtopics within each track, and choose the track that best fits your proposal. We understand sessions may address multiple topics and fall across multiple tracks.

Tracks	Subtopics	
☐ Developing a Career-Ready Workforce	· Programming (integrating career readiness institution-wide curriculum initiatives) · Competency/skill development · Competency/skill assessment measurement · Related research (including value of selected competencies/skills, outcomes) · Career coaching and scalability strategies · Leadership coaching	· Student/new hire engagement and program strategies · Theoretical models · Coaching and advising assessment · Infusing competencies into internships · Repositioning of career services · NEW Student Employment
☐ Measuring Impact and Outcomes Through Data Analytics and Assessment	· What/how to collect, analyze, and report data · Using data to inform decisions · Using data to demonstrate value · Leading practices and measures of impact	· Examining data biases · Measuring impact through data · Advancing outcomes
☐ Advancing Diversity, Equity, and Inclusion	· Working with special populations · Strategies for developing, supporting, and retaining a diverse workforce · Building diversity, equity, and inclusion in your operation · Leading practices and measures of impact · Trends and predictions	· Developing, supporting, and recruiting a diverse and inclusive workforce · Using data to inform your DEI efforts · Successful inclusive hiring practices · Cultivating a sense of belonging in your culture · Equity in recruiting
☐ Analyzing the Job Market	· Trends and predictions (including demographics, how the job market is changing, job market of the future)	· Student outcomes · First-destination results
☐ Developing, Supporting, and Recruiting a Diverse Workforce	· Trends and predictions (including benchmarks and research) · Branding and marketing · Essentials in recruiting · Impact of artificial intelligence (AI) automation on talent acquisition strategy	· Leading practices and measure of impact (including internship programs, info sessions, other programming) · Strategic partnerships and alliances
☐ Strategies for Career Services	· Campus-wide initiatives · Influencing skills outcomes with system-wide resources	· Navigating transition and change · Employer relations · Increasing engagement
☐ Strategies for Talent Acquisition	· Onboarding · Campus selection · Internships · Marketing and Branding	· Leadership · Ambassador programs · Training programs
☐ Integrating Technology Solutions	· Leading practices and measure of impact (including identifying solutions and providers) · Streamlining operations through technology	· Strategic partnerships (including working with service providers) · Technology solutions to enhance inclusive hiring · Artifical intelligence
☐ Advancing the Professions	· Case studies of career service offices · Case studies of recruitment functions · Developing the next generation of career services and/or talent acquisition professionals · Making the case for resources	· Cross campus/company initiatives · Strategic and initiative planning and execution · Staff recruitment and retention initiatives · Health and wellness initiatives

Learning Objectives (3)
Describe three learning objectives attendees will take away from this session.
(i.e., What three questions will be answered by the audience attending this session?
Start your objective with a verb.)

1

2

3

Which audience would find this presentation most relevant to their role? (Pick one)	❑ Career Services ❑ Employers ❑ Both* *Session must have presenters representing both career services and campus recruiting.
Audience Level (Pick one)	❑ **Emerging** (minimal knowledge of topic; how-to instruction of new subject matter) ❑ **Intermediate** (basic- to mid-level knowledge of topic; sharing of smart practices and real-world application of the subject matter) ❑ **Advanced** (considerable experience with topic; strategy and expert-level discussion of the subject matter)
Audience Engagement How would you engage the audience? (Check all that apply)	❑ Case Study Exercise ❑ Small-Group Discussion ❑ Hands-On Activity ❑ Other (please specify) ❑ Large-Group Discussion _____ ❑ Q&A and Roundtable Discussions

May NACE consider your proposal for other educational opportunities not listed?

(i.e., *NACE Journal*, NACE enewsletter, NACEWeb.org, webinars, Member Voices blog, etc.)

Do you accept the NACE24 proposal terms and conditions? See the submission website for full details.	❑ Yes ❑ No
Can you present this session in person, virtually, or both?	❑ In-Person ❑ Virtually ❑ Both
If selected as a conference presenter, I give permission to the National Association of Colleges and Employers (NACE) to record my session. The video may be used in whole or part in NACE presentations, advertisements, promotions, and publications, live, electronic, or in print. I also give NACE the right to reproduce and disseminate the images in NACE presentations, advertisements, promotions, and publications, live, electronic or in print.	❑ Yes ❑ No

NACE believes in a world that is inclusive in approach and where equal opportunities and equitable outcomes exist for all. Read NACE's Diversity, Equity, and Inclusion Statement at https://www.naceweb.org/about-us/naces-diversity-equity-and-inclusion-statement/.

Proposal Scoring Guidelines

Learning Techniques	The level of meaningful interactivity incorporated into the format of the session in order to enhance learners' experience and knowledge retention.
Practical Application	Whether the session topic addresses a relevant issue faced by today's professionals, and how the content of the session provides practical solutions.
Quality	The overall quality of the session topic based on the session title, learning objectives, and description provided.
Speaker Expertise	How the speaker's skills and experience enable a dynamic session on the topic in question.
Diversity of Thought and Innovation	How the session topic enhances the overall quality of the 2024 NACE Conference & Expo by creating an educationally diverse program and offering a new or different perspective on the topic in question.

Questions?

Contact NACE Education & Events at events@naceweb.org, 610.625.1026.

Score	5	4	3	2	1
Quality	The topic to be presented and the method of presentation are **vividly clear**. The submission form is completed thoroughly without deficiencies and the following parameters are met:	The topic to be presented and the method of presentation are **clear**. The submission form is completed sufficiently without major deficiencies and the following parameters are met:	The topic to be presented and the method of presentation are **moderately clear**. The form contains one of the following deficiencies:	The topic to be presented and the method of presentation are **unclear**. The form contains one of the following deficiencies:	The topic to be presented and the method of presentation are **extremely unclear**, or the submission appears to be cut and pasted from a different, unrelated document. The form contains two or more of the following deficiencies:
	The course description, practical application, and learning techniques provide **ample** information for NACE reviewers to assess the quality of and to market the value of the proposal to potential attendees;	The course description, practical application, and learning techniques provide **sufficient** information for NACE reviewers to assess the quality of and to market the value of the proposal to potential attendees;	The course description, practical application, and learning techniques provide **only some** information for NACE reviewers to assess the quality of and to market the value of the proposal to potential attendees;	The course description, practical application, and learning techniques provide **insufficient** information for NACE reviewers to assess the quality of and to market the value of the proposal to potential attendees;	The course description, practical application, and learning techniques provide **little to no** information for NACE reviewers to assess the quality of and to market the value of the proposal to potential attendees;
	There is **no** indication speaker(s) will attempt to sell products or services in the session;	There is **no** indication speaker(s) will attempt to sell products or services in the session;	There is **some** indication speaker(s) may attempt to sell products or services in the session;	There is a **strong** indication speaker(s) may attempt to sell products or services in the session;	The content is **largely focused** on selling products or services in the session;
	None of the required fields are left blank; or	**None** of the required fields are left blank; or	**One** of the required fields is left blank; or	**More than one** of the required fields is left blank; or	**Multiple** required fields are left blank; or
	There are **no** spelling and/or grammatical errors.	**One to two** spelling and/or grammatical errors are noted.	**More than two** spelling and/or grammatical errors are noted.	**Several** spelling and/or grammatical errors are noted.	**Numerous** spelling and/or grammatical errors are noted.
Audience Engagement and Learning Techniques	The level of meaningful interactivity* is **extremely high** and unique, allowing for a completely new learning experience.	The level of meaningful interactivity* is **high**, but not unique.	The level of meaningful interactivity* is **moderate** but not unique, following a more traditional presentation method.	The level of meaningful interactivity* is **low** and not unique, following a more traditional presentation method.	There is **no evidence** of meaningful interactivity* at all.
	The format has **never** been presented at the NACE Conference & Expo or other industry events.	The format has **never** been presented at the NACE Conference & Expo and rarely presented at other industry events.	The format is **occasionally** presented at the NACE Conference & Expo and other industry events.	The format is **common** and is **regularly** presented at the NACE Conference & Expo or other industry events.	The format is **outdated** and, as such, is generally not included at other industry events.
			There are **enough** interactive elements to hold learners' interest for a moderate period of time.	There are **only enough** interactive elements to hold learners' interest for a brief period of time.	There is **no evidence** that the format will hold learners' attention for any length of time.

*Meaningful interactivity is defined as an instructional element or elements that align to the learning objectives noted in the proposal and that go beyond traditional lecture to engage the audience in active vs. passive learning.

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Score	5	4	3	2	1
Diversity of Thought & Innovation	Two of the following criteria are met:	Two of the following criteria are met:	Two of the following criteria are met:	Two of the following criteria are met:	Two of the following criteria are met:
	Content is **highly unique** and has **not been presented** at the NACE Conference & Expo or other industry events before;	Content is **unique** but **has been presented** at least once at the NACE Conference & Expo or other industry events within the last two years;	Content is **somewhat unique** but has been **regularly presented** at the NACE Conference & Expo or other industry events within the last two years;	Content is **not unique** and **has been frequently presented** at the NACE Conference & Expo or other industry events within the last two years;	Content is **outdated or irrelevant** and would not likely be selected for inclusion at other industry events;
	Content was developed using evidenced-based research **conducted by the speaker(s)**; or	Content was developed using evidenced-based research **conducted by the speaker(s)**; or	Content was developed using evidenced-based research **conducted by someone other than the speaker(s)**; or	Content was developed using evidenced-based research **conducted by someone other than the speaker(s)**; or	Content was developed without reference to evidenced-based research **conducted by the speaker(s) or others**; or
	The speaker(s) have **already implemented** the process or innovation as described in the proposal at their own organization.	The speaker(s) have **already implemented** the process or innovation as described in the proposal at their own organization.	The speaker(s) have **already implemented** the process or innovation as described in the proposal at their own organization.	The speaker(s) have **not yet implemented** the process or innovation as described in the proposal at their own organization.	The speaker(s) have **no intention of implementing** the process or innovation as described in the proposal at their own organization.
Practical Application	The topic is **likely to be of interest** to the majority of conference attendees and there is reason to believe that the session room will be **completely full**. Two of the following criteria are met:	The topic is **likely to be of interest** to a subset of conference attendees and there is reason to believe that the session room will be **moderately full**. Two of the following criteria are met:	The topic is **likely to be of interest to a small subset** of conference attendees and there is reason to believe that it will attract a sufficient number to **satisfy the need** to include the content within the program even if the room will not be full. Two of the following criteria are met:	The topic is **likely to be of interest to a small subset** of conference attendees; however, there is **no significant need** to include the content within the program. Two of the following criteria are met:	The topic is **unlikely** to be of interest to any attendees and there is **no reason** to include the content within the program.
	Content is **very timely**; learning can immediately be applied to resolve a common, work-related problem;	Content is **timely**; learning can be applied in the near future to resolve a common, work-related problem;	Content is **timely**; learning can be applied in the future to resolve a common, work-related problem;	Content is **not timely**; learning cannot easily be applied in the foreseeable future to resolve a common, work-related problem;	Content is **not timely**; learning can hardly ever be applied to resolve a common, work-related problem;
	Content is **very relevant**; issues discussed are **very common** in the field;	Content is **relevant**; issues discussed are **common** in the field;	Content is **somewhat relevant**; issues discussed are **somewhat common** in the field;	Content is **irrelevant**; issues discussed are **not common** in the field;	Content is **completely irrelevant**; issues discussed **do not occur** in the field;
	Content fills a **very significant** knowledge gap (i.e., professionals cannot find similar content elsewhere); or	Content fills a **substantial** knowledge gap (i.e., professionals can find some similar content elsewhere); or	Content fills a knowledge gap (i.e., professionals can find a substantial amount of similar content elsewhere); or	Content **does not** fill a knowledge gap (i.e., professionals can easily find similar content elsewhere); or	Content **does not** fill a knowledge gap (i.e., professionals can easily find similar content elsewhere); or
	Content will likely be perceived as **must know** by program attendees.	Content will likely be perceived as **should know** by program attendees.	Content will likely be perceived as should **probably know** by program attendees.	Content will likely be perceived as **nice to know** by program attendees.	Content will likely be perceived as **unnecessary** to know by program attendees.
Speaker Expertise	Speaker(s) demonstrate(s) **very strong topic knowledge** through a combination of extensive speaking experience and significant history of volunteerism, career experience, and/or publication of articles or blogs.	Speaker(s) demonstrate(s) **strong topic knowledge** through a combination of substantial speaking experience and/or history of volunteerism, career experience, and/or publication of articles or blogs.	Speaker(s) demonstrate(s) **sufficient topic knowledge** through either extensive speaking experience or significant history of volunteerism, career experience, and/or publication of articles or blogs, but not both.	Speaker(s) demonstrate(s) **limited topic knowledge** through either some speaking experience or some history of volunteerism, career experience, and/or publication of articles or blogs, but not both.	There is **no evidence** that the speaker has even limited topic knowledge.

For any criterion, if the submission meets parameters in two different scoring levels, always choose the lower of the two scoring levels.