



Tips for a Successful Educational Session Proposal

Looking for Inspiration?

- Review the CIVSA Listserv (commonly asked questions, etc.)
- What issues have you previously had to address or what problems have you solved?
- What are you most proud of in your own work? What do you or your institution do particularly well?
- Have you made any business processes more efficient?
- What are some things you *wish* you had been taught and have since learned?

The key here is finding ways to make your session content applicable to a *broad* audience.

Session Tracks

- **Initial Impressions:** Event Planning and Campus Collaboration
- **The Campus Visit Experience:** Tours and Daily Programming
- **Building and Strengthening Your Team:** Recruitment, Training, and Development for Students, Staff and Self
- **Opening Doors:** Group Visits, Community Outreach, and Building Partnerships
- **Staying Innovative:** CRMs, Event Management Platforms, and Research & Assessment
- **View from the Top:** Development for Seasoned Professionals
- **Equity & Inclusion:** Multicultural Recruitment, Events, and Campus Diversity

See 2023 Session Track descriptions [here!](#)

Writing a Great Proposal

- The abstract is extremely important in helping us review your submission. As such, you should spend a good amount of time really fine-tuning it so it best represents your session proposal
- Your abstract should clearly outline:
 - Your audience
 - The problem or issue you are attempting to address
 - Key takeaways for attendees
 - Description of any interactive elements (*if applicable*)

Tips for Writing a Great Proposal

- Take some time to briefly outline your session's content to hone your overall vision and message
- If your session will contain an interactive element, be sure to highlight that in the abstract so attendees know what to expect
- Define any terms that leave too much room for interpretation. A vague abstract will not reflect strongly on the content of your session.
- Read your abstract out loud to a colleague and ask them for feedback
Does your abstract clearly communicate and preview your content?
- Try to keep your abstract as succinct (but informative) as possible
- Think critically about who you're trying to reach and be clear in your abstract about who your intended audience is

Unsuccessful Submissions tend to:

- Lack specificity and are overly vague about the content or target audience
- Be overly ambitious, offering to cover way too much content for a 50-minute session
- Lack depth or content - you want to make sure you can fill up the full 50 minutes too!
- Appear excessively niche, making it difficult to discern how applicable or useful the content would be for a wider audience

Successful Submissions tend to:

- Address a gap covered in topics or populations (but be sure to clearly define what you mean by things like “non-traditional”)
- Provide a clear set of learning outcomes and tangible takeaways for attendees
- Use simple, easy-to-understand, conversational language

Questions?

Kristin Robbio

Programming & Education Committee, Chair

krobbio@usc.edu

Nicole Levy

2023 Annual Conference, Chair

acchair@civsa.org