

## **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 & Innovation:** How the session topic enhances the overall quality of the NACE 2018 Conference & Expo by creating an educationally diverse program and offering a new or different perspective on the topic in question.

SCORE	5	4	3	2	1
<p><b>Quality</b></p>	<p>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:</p> <ul style="list-style-type: none"> <li>The course description, practical application, and learning techniques provide ample information for reviewers to assess the quality of and for NACE to market the value of the proposal to potential attendees</li> <li>There is no indication speaker(s) will attempt to sell products or services in the session</li> <li>None of the required fields are left blank</li> <li>There are no spelling and/or grammatical errors</li> </ul>	<p>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:</p> <ul style="list-style-type: none"> <li>The course description, practical application, and learning techniques provide sufficient information for reviewers to assess the quality of and for NACE to market the value of the proposal to potential attendees</li> <li>There is no indication speaker(s) will attempt to sell products or services in the session</li> <li>None of the required fields are left blank</li> <li>One to two spelling and/or grammatical errors are noted</li> </ul>	<p>The topic to be presented and the method of presentation are moderately clear. The form contains one of the following deficiencies:</p> <ul style="list-style-type: none"> <li>The course description, practical application, and learning techniques provide only some information for reviewers to assess the quality of and for NACE to market the value of the proposal to potential attendees</li> <li>There is some indication speaker(s) may attempt to sell products or services in the session</li> <li>One of the required fields is left blank</li> <li>More than two spelling and/or grammatical errors are noted</li> </ul>	<p>The topic to be presented and the method of presentation are unclear. The form contains one of the following deficiencies:</p> <ul style="list-style-type: none"> <li>The course description, practical application, and learning techniques provide insufficient information for reviewers to assess the quality of and for NACE to market the value of the proposal to potential attendees</li> <li>There is a strong indication speaker(s) may attempt to sell products or services in the session</li> <li>More than one of the required fields is left blank</li> <li>Several spelling and/or grammatical errors are noted</li> </ul>	<p>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:</p> <ul style="list-style-type: none"> <li>The course description, practical application, and learning techniques provide little to no information for reviewers to assess the quality of and for NACE to market the value of the proposal to potential attendees</li> <li>The content is largely focused on selling products or services in the session</li> <li>Multiple required fields are left blank</li> <li>Numerous spelling and/or grammatical errors are noted</li> </ul>
<p><b>Audience Engagement and Learning Techniques</b></p>	<p>The level of meaningful interactivity* is extremely high and unique, allowing for a completely new learning experience.</p> <p>The format has never been presented at the NACE Conference &amp; Expo or other industry events.</p>	<p>The level of meaningful interactivity* is high, but not unique.</p> <p>The format has never been presented at the NACE Conference &amp; Expo and rarely presented at other industry events.</p>	<p>The level of meaningful interactivity* is moderate but not unique, following a more traditional presentation method.</p> <p>The format is occasionally presented at the NACE Conference &amp; Expo and other industry events.</p> <p>There are enough interactive elements to hold learners' interest for a moderate period of time.</p>	<p>The level of meaningful interactivity* is low and not unique, following a more traditional presentation method.</p> <p>The format is common and is regularly presented at the NACE Conference &amp; Expo or other industry events.</p> <p>There are only enough interactive elements to hold learners' interest for a brief period of time.</p>	<p>There is no evidence of meaningful interactivity* at all.</p> <p>The format is passé and, as such, is generally not included at other industry events.</p> <p>There is no evidence that the format will hold learners' attention for any length of time.</p>

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<p><b>Diversity of Thought and Innovation</b></p>	<p>Two of the following criteria are met:</p> <ul style="list-style-type: none"> <li>• Content is highly unique and has not been presented at the NACE Conference &amp; Expo or other industry events before;</li> <li>• Content was developed using evidenced-based research conducted by the speaker(s); or</li> <li>• The speaker(s) have already implemented the process or innovation as described in the proposal at their own organization.</li> </ul>	<p>Two of the following criteria are met:</p> <ul style="list-style-type: none"> <li>• Content is unique but has been presented at least once at the NACE Conference &amp; Expo or other industry events within the last two years;</li> <li>• Content was developed using evidenced-based research conducted by the speaker(s); or</li> <li>• The speaker(s) have already implemented the process or innovation as described in the proposal at their own organization.</li> </ul>	<p>Two of the following criteria are met:</p> <ul style="list-style-type: none"> <li>• Content is somewhat unique but has been regularly presented at the NACE Conference &amp; Expo or other industry events within the last two years;</li> <li>• Content was developed using evidenced-based research conducted by someone other than the speaker(s); or</li> <li>• The speaker(s) have already implemented the process or innovation as described in the proposal at their own organization.</li> </ul>	<p>Two of the following criteria are met:</p> <ul style="list-style-type: none"> <li>• Content is not unique and has been frequently presented at the NACE Conference &amp; Expo or other industry events within the last two years;</li> <li>• Content was developed using evidenced-based research conducted by someone other than the speaker(s); or</li> <li>• The speaker(s) have not yet implemented the process or innovation as described in the proposal at their own organization.</li> </ul>	<p>Two of the following criteria are met:</p> <ul style="list-style-type: none"> <li>• Content is outdated or irrelevant and would not likely be selected for inclusion at other industry events;</li> <li>• Content was developed without reference to evidenced-based research conducted by the speaker(s) or others; or</li> <li>• The speaker(s) have no intention to implement the process or innovation as described in the proposal at their own organization.</li> </ul>
<p><b>Practical Application</b></p>	<p>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:</p> <ul style="list-style-type: none"> <li>• Content is very timely; learning can immediately be applied to resolve a common, work-related problem;</li> <li>• Content is very relevant; issues discussed are very common in the field;</li> <li>• Content fills a very significant knowledge gap (i.e., professionals cannot find similar content elsewhere); or</li> <li>• Content will likely be perceived as must know by program attendees.</li> </ul>	<p>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:</p> <ul style="list-style-type: none"> <li>• Content is timely; learning can be applied in the near future to resolve a common, work-related problem;</li> <li>• Content is relevant; issues discussed are common in the field;</li> <li>• Content fills a substantial knowledge gap (i.e., professionals can find some similar content elsewhere); or</li> <li>• Content will likely be perceived as should know by program attendees.</li> </ul>	<p>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:</p> <ul style="list-style-type: none"> <li>• Content is timely; learning can be applied in the future to resolve a common, work-related problem;</li> <li>• Content is somewhat relevant; issues discussed are somewhat common in the field;</li> <li>• Content fills a knowledge gap (i.e., professionals can find a substantial amount of similar content elsewhere); or</li> <li>• Content will likely be perceived as should probably know by program attendees.</li> </ul>	<p>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:</p> <ul style="list-style-type: none"> <li>• Content is not timely; learning cannot easily be applied in the foreseeable future to resolve a common, work-related problem;</li> <li>• Content is irrelevant; issues discussed are not common in the field;</li> <li>• Content does not fill a knowledge gap (i.e., professionals can easily find similar content elsewhere); or</li> <li>• Content will likely be perceived as nice to know by program attendees.</li> </ul>	<p>The topic is unlikely to be of interest to any attendees and there is no reason to include the content within the program.</p> <ul style="list-style-type: none"> <li>• Content is not timely; learning can hardly ever be applied to resolve a common, work-related problem;</li> <li>• Content is completely irrelevant; issues discussed do not occur in the field;</li> <li>• Content does not fill a knowledge gap (i.e., professionals can easily find similar content elsewhere); or</li> <li>• Content will likely be perceived as unnecessary to know by program attendees.</li> </ul>

SCORE	5	4	3	2	1
<b>Speaker Expertise</b>	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.*

\*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 versus passive learning.

