



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 to said issue.

Quality: The overall quality of the session topic based on the session title, learning objectives and description provided.

Speaker Expertise: How the speaker's(s') skills and experience enable him/her/them to deliver a dynamic session on the topic in question?

Diversity of Thought & Innovation: How the session topic will enhance the overall quality of the NACE 2014 Annual Conference & Expo by creating an educationally diverse program and, and its ability to offer a new or diverse perspective on the topic in question.

	Score of 5	Score of 4	Score of 3	Score of 2	Score of 1
Quality	<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"> • 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 • There is no indication that speaker(s) will attempt to sell products or services in the session • None of the required fields are left blank • There are no spelling and/or grammatical errors 	<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"> • 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 • There is no indication that speaker(s) will attempt to sell products or services in the session • None of the required fields are left blank • One to two spelling and/or grammatical errors are noted 	<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"> • 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 • There is some indication that speaker(s) may attempt to sell products or services in the session • One of the required fields is left blank • More than two spelling and/or grammatical errors are noted 	<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"> • 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 • There is a strong indication that speaker(s) may attempt to sell products or services in the session • More than one of the required fields are left blank • Several spelling and/or grammatical errors are noted 	<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"> • 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 • The content is largely focused on selling products or services in the session • Multiple required fields are left blank • Numerous spelling and/or grammatical errors are noted
Learning Techniques	<p>The level of meaningful interactivity* is extremely high and unique allowing for a completely new learning experience.</p>	<p>The level of meaningful interactivity* is high, but not unique. The format has never been presented at the NACE Conference & Expo and</p>	<p>The level of meaningful interactivity is moderate but not unique, following a more traditional presentation method. The format is occasionally</p>	<p>The level of meaningful interactivity is low and not unique, following a more traditional presentation method. The format is common and is regularly presented at the</p>	<p>There is no evidence of meaningful interactivity at all. The format is passé and, as such, is generally not included at other industry events. There is no</p>

	The format has never been presented before at Annual Meeting or other industry events.	Rarely presented at other industry events.	presented at the NACE Conference & Expo and other industry events. There are enough interactive elements to hold learners' interest for a moderate period of time.	NACE Conference & Expo or other industry events. There are only enough interactive elements to hold learners' interest for a brief period of time.	evidence that the format will hold learners' attention for any length of time.
Diversity of Thought and Innovation	Two of the following criteria are met: <ul style="list-style-type: none"> Content is highly unique and has not been presented at the NACE Conference & Expo or other industry events before; Content was developed using on evidenced-based research conducted by the speaker(s); or The speaker(s) have already implemented the process or innovation in described in the proposal at their own organization. 	Two of the following criteria are met: <ul style="list-style-type: none"> 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 was developed using on evidenced-based research conducted by the speaker(s); or The speaker(s) have already implemented the process or innovation in described in the proposal at their 	Two of the following criteria are met: <ul style="list-style-type: none"> Content is somewhat unique but has been regularly presented at the NACE Conference & Expo or other industry events before within the last 2 years; Content was developed using on evidenced-based research conducted by someone other than the speaker(s); or The speaker(s) have already implemented the process or innovation in described in the proposal at their own organization. 	Two of the following criteria are met: <ul style="list-style-type: none"> Content is not unique and has been frequently presented at the NACE Conference & Expo or other industry events before within the last 2 years; Content was developed using on evidenced-based research conducted by someone other than the speaker(s); or The speaker(s) have not yet implemented the process or innovation in described in the proposal at their own organization. 	Two of the following criteria are met: <ul style="list-style-type: none"> Content is outdated or irrelevant and would not likely be selected for inclusion at other industry events; Content was developed without reference to evidenced based research conducted by the speaker(s) or others; or The speaker(s) has (have) no intention to implement the process or innovation in described in the proposal at their own organization.
Practical Application	The topic is likely to be of interest to the majority of attendees and there is reason to believe that the session room will be completely full. Two of the following criteria are met: <ul style="list-style-type: none"> Content is very timely; learning can immediately be applied to resolve a 	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: <ul style="list-style-type: none"> Content is timely; learning can be applied in the near future to resolve a 	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: <ul style="list-style-type: none"> Content is timely; learning can be 	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: <ul style="list-style-type: none"> Content is not timely; learning cannot easily be applied in the foreseeable future to resolve a common, work-related problem; 	The topic is unlikely to be of interest to any attendees and there is no reason to include the content within the program. <ul style="list-style-type: none"> Content is not timely; learning can hardly ever be applied to resolve a common, work-related problem; Content is completely

	<p>common, work-related problem;</p> <ul style="list-style-type: none"> • Content is very relevant; issues discussed are very common in association management; • Content fills a very significant knowledge gap (i.e. association management professionals cannot find similar content elsewhere) • Content will likely be perceived as <i>must know</i> by program attendees. 	<p>common, work-related problem;</p> <ul style="list-style-type: none"> • Content is relevant; issues discussed are common in association management; • Content fills a substantial knowledge gap (i.e. association management professionals can find some similar content elsewhere) • Content will likely be perceived as <i>should know</i> by program attendees. 	<p>applied in the future to resolve a common, work-related problem;</p> <ul style="list-style-type: none"> • Content is somewhat relevant; issues discussed are somewhat common in association management; • Content fills a knowledge gap (i.e. association management professionals can find a substantial amount of similar content elsewhere) • Content will likely be perceived as <i>should probably know</i> by program attendees. 	<ul style="list-style-type: none"> • Content is irrelevant; issues discussed are not common in association management; • Content does not fill a knowledge gap (i.e. association management professionals can easily find similar content elsewhere) • Content will likely be perceived as <i>nice to know</i> by program attendees. 	<p>irrelevant; issues discussed do not occur in association management;</p> <ul style="list-style-type: none"> • Content does not fill a knowledge gap (i.e. association management professionals can easily find similar content elsewhere) • Content will likely be perceived as <i>unnecessary to know</i> by program attendees.
Speaker Expertise	Speaker(s) demonstrate(s) very strong topic knowledge through combination of extensive previous speaking experience and significant history of volunteerism, career experience and/or publication of articles or blogs.	Speaker(s) demonstrate(s) strong topic knowledge through combination of substantial previous 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, previous 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 previous 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.