



2021 Call for Educational Content

INTRODUCTION

This combined Call for Educational Content provides a streamlined way for you to share your experience, knowledge and skills in higher education sustainability at the Global Conference on Sustainability in Higher Education (GCSHE) or via AASHE's other educational programs (e.g., webinars, virtual workshops and online courses). Review and acceptance of the GCSHE proposals will start after the submission deadline of March 26 (deadline will not be extended), while review and acceptance of AASHE's other educational programs will happen on a rolling basis starting mid-February. All proposals must be submitted electronically through [AASHE's Proposal Submission Form](#). Please visit the [AASHE Education website](#) or email education@ashe.org with any questions regarding the [Call for Educational Content](#).

WHY PRESENT WITH AASHE?

- *Demonstrate thought leadership:* Gain recognition for your successes by sharing your experiences and lessons learned on the largest stage for sustainability in higher education.
- *Advance the higher education sustainability movement:* From engaging attendees with your sustainability story to empowering others with insight, tools and solutions that have helped you, your participation will help advance the community's sustainability knowledge, skills and competencies.
- *Strengthen your skills:* Each presentation is an opportunity to refine your presentation skills and to experiment with new audience engagement techniques.
- *Build community:* Sharing your work is a great way to make connections and find partners within the AASHE community. It encourages increased peer-to-peer learning, networking and collaboration to support a stronger campus sustainability community.

EDUCATIONAL PROGRAM FORMATS

GLOBAL CONFERENCE ON SUSTAINABILITY IN HIGHER EDUCATION (GCSHE) SESSION FORMATS

[GCSHE](#) (Oct. 12 - 14, 2021, Online) is the go-to place to gather virtually with thousands of other higher education sustainability leaders. With more than 5,000 participants, this annual event is the perfect place to present your ideas, research and transformative actions on a global stage.

CONFERENCE LIVE SESSION

These 45-minute sessions include a live presentation and discussion which can include video Q&A, breakout groups and/or polls. They are broadcast at a specific date and time during the live conference and will be available for viewing on-demand after the live broadcast has concluded.

CONFERENCE ON-DEMAND SESSION

These pre-recorded presentations are up to 45-minutes in length and typically include presenters from one or two institutions who share research findings, case studies and experiences about a specific topic. They are available for viewing at any time throughout the conference.

CONFERENCE NETWORKING & DISCUSSION SESSION

These 60-minute sessions are an opportunity for topical interest groups, regional networks and other affinity groups (e.g., engineers or community college representatives) to convene, network and discuss issues that are relevant to the group. They are interactive in nature and do not include a formal presentation. These live sessions will take place on a specific date and time during the main conference.

EDUCATIONAL PROGRAM FORMATS (CONT'D)

AASHE WEBINARS (1 HOUR)

AASHE Webinars provide a great way to share innovative and high impact approaches for advancing sustainability in higher education. These 60 minute interactive presentations and discussions are offered live, typically on Wednesdays at 3 p.m. ET via Zoom. Free to everyone to attend, they are engaging sessions in which a speaker, or small group of speakers, delivers content to an audience who participates by submitting questions, responding to polls and using other available interactive tools. Webinars are recorded and made available for on-demand viewing via the Campus Sustainability Hub to AASHE members.

AASHE VIRTUAL WORKSHOPS (3 HOURS)

AASHE Workshops enter the virtual space to allow for greater accessibility for anyone to attend. These one-time paid events will meet via Zoom and provide in-depth learning experiences focused on advancing sustainability-related competencies or skills. Workshops will provide attendees with a deeper dive into a specific topic than they would get in a webinar or conference session.

AASHE ONLINE COURSES (1 HOUR WEEKLY OVER 6 TO 12 WEEKS)

Courses are a new addition to AASHE's educational offerings. Providing in-depth learning experiences spread over 6-12 weeks, these courses include live education sessions each week and may include homework between meetings. In addition to advancing sustainability-related competencies or skills, courses also develop relationships among participants.

ALTERNATIVE FORMAT

To propose an educational program that doesn't fit any of the formats listed above, please select this option in the submission form and describe what you have in mind.

TOPIC AREAS

Topic areas describe the focus of your proposal and help participants find programs that are relevant to their interests. They generally align with the subcategories of the Sustainability Tracking Assessment & Rating System ([STARS](#)), as described in the [STARS Technical Manual](#) and listed in the [Campus Sustainability Hub](#). You will be required to select one primary topic area that best characterizes the focus of your proposal and will have the option to select up to two secondary topic areas.

SESSION LEVELS

All submitters self-identify their proposals as introductory, intermediate or advanced. AASHE defines each level as follows:

- **Introductory** - Material covered is foundational in nature and sessions are designed for attendees who have no prior background or are just starting in the domain of practice presented in the session.
- **Intermediate** - Material is designed for participants who have a working knowledge of the topic and a few years of experience in the domain of practice.
- **Advanced** - Material is designed for participants who have a detailed knowledge of the topic and specific experience applying or using this knowledge in a professional capacity over a long period of time.

TIPS FOR PREPARING A SUCCESSFUL PROPOSAL

- **Start with your audience in mind.** Consider what you can offer that is likely to be relevant and useful to attendees and structure your proposal so as to make clear what they will take away from your session or program.
- **Focus your proposal on something specific** (e.g., the findings of a particular research project; a valuable skill or competency; or an especially successful initiative). We rarely accept proposals that provide a general overview of an institution's sustainability efforts.
- Highlight the aspects of your proposal that are **unique or novel** (while still being relevant to other institutions). For example, if you are proposing a session about your institution's green fund, be sure to describe any special features that distinguish your green fund from other green funds and that might be useful for other green fund administrators to implement.
- **Engage the audience.** Preference will be given to proposals that offer opportunities for audience interaction beyond the classic presentation structure (intro, presentation, Q&A). Consider submitting alternative formats like: "point/counter-point" sessions, solution labs, fishbowl sessions, storytelling, etc.
- Don't be afraid to **go deep!** Many of our members seek advanced, in-depth content.
- **Be provocative.** We appreciate proposals that thoughtfully challenge conventional wisdom.
- **Emphasize the impacts** of your research or initiative (e.g., on sustainability literacy, carbon emissions, or expenses). Proposals that demonstrate significant real-world impact tend to be reviewed more favorably.
- **Describe the evidence** you will be using to support your presentation. We especially value presentations that are well supported with evidence and/or empirical research.
- **Find partners** from other organizations. Proposals that offer insights from multiple institutions engaged in similar work tend to be well received. Posting a message to the [AASHE Member Community](#) can be a good way to find potential partners.
- **Avoid sales pitches.** All sessions must be educational in nature. Proposals that sound like advertisements of a product or service will not be accepted. If you are a supplier of products or services, be sure your proposal focuses on a relevant topic, concept, or idea – not one of your products or services. In addition, we strongly recommend including a campus representative as a presenter to help make the content applicable to participants.
- Opt to **let AASHE consider your proposal for alternate formats.** Proposals that offer more flexibility have a better chance of being accepted in some form.
- **Review the submission fields** and prepare your text in advance. Use this [template](#) to draft your proposal and remember to use a character count to make sure you don't exceed the character limits.
- **Read the review criteria** (below). Your proposal will need to score well on at least several of them.

PROPOSAL REVIEW CRITERIA

All complete proposals will be reviewed by AASHE staff. Our primary goal in preparing the educational content schedule is to ensure that it includes a well-balanced mix of high-quality sessions that will meet the diverse interests of the AASHE community. Complete proposals will be reviewed and evaluated using the following criteria (note that we don't necessarily expect proposals to be strong on every criterion):

- The proposed session provides **broadly applicable lessons, tools and ideas.**
- The proposed session introduces **new, high-impact and solutions-oriented** research or initiatives.
- The proposed session equips attendees with **new or enhanced skills.**
- The proposed session promotes **active learning** and makes effective use of audience engagement techniques.
- The proposed session reflects and/or contributes to **racial equity and social justice.**
- *For conference proposals:* The presentation is **relevant** to the conference theme: "[The Future is...](#)".

IMPORTANT DATES & DEADLINES*

- **Call for Educational Content submission period opens:** February XX, 2021
- **Call for Educational Content submission period closes:** March 26, 2021
- **For Conference Sessions:**
 - **Reviews and schedule creation:** April to June 2021
 - **Acceptance/decline notifications:** second half of June 2021
 - **Schedule announced:** summer 2021
 - **Deadline to accept/decline invitations to present:** July 30, 2021
 - **Conference dates:** October 12-14, 2021
- **For All Other Educational Events:**
 - **Rolling reviews and schedule creation start:** mid-February 2021
 - **Reviews and schedule creation end:** mid-April 2021
 - **Acceptance/decline notifications:** second half of April 2021
 - **Schedule announced:** May 2021

*Schedule and deadlines subject to change.

CREATE A PROPOSAL

All proposals must be submitted electronically through [AASHE's Proposal Submission Form](#).

- Review the submission fields and prepare your text in advance by using this [template](#).
- Remember to use a character count to make sure you don't exceed the character limits.
- You can save an incomplete proposal and come back later to submit it prior to the deadline.

CHANGING YOUR PROPOSAL

To make changes to your proposal before the submission deadline, use the link provided in the email confirmation you received when submitting the proposal. You can make any edits to the proposal and **you must re-submit the updated proposal for it to be further considered**. No changes will be accepted to proposals after the deadline. If your proposal is accepted, you will have another opportunity to make minor edits to your program.

PRESENTER ACKNOWLEDGEMENT

If your proposal is accepted, you will need to agree to presenter policies when submitting your RSVP. These policies clarify our expectations for presenters and help us deliver an exceptional educational experience. Among other things, they include the following:

- **Conference presenters (up to 4 presenters per session)** receive a discount (\$100 for non-student presenters, \$50 for student presenters) off the costs of conference registration. *The remaining registration costs are the responsibility of each presenter.* Note that by presenting at GCSHE, **you grant AASHE an irrevocable, royalty-free, exclusive and perpetual license** to use the submitted video files and you agree to not share this recording on other platforms or conferences.
- **Workshops and course facilitators** receive modest compensation in acknowledgement of the time and effort that goes into organizing these programs.

Thank you and we look forward to your submission!