Call for Proposals Assistance Guide
2016 Business Operations Conference

As you prepare to submit your program proposal for the 2016 Business Operations Conference, we have established this document to assist you in developing your proposal more fully. Program proposals are blind-reviewed by a committee in a variety of areas, and this handout is designed to both strengthen your proposal, and your presentation, if selected.

For the 2016 Business Operations Conference, the Planning Committee is soliciting program proposals that address the following issues:

- Innovative ways to increase revenue
- Cost savings measures/Doing more with less
- Streamlining processes
- Addressing competitive markets
- Design thinking
- Best communications practices
- Innovation in Public/Private Partnerships
- Occupancy management - forecasting and/or strategy

We certainly welcome proposals for educational sessions on other topics as well; however, the list above includes areas in which we would like to expand or especially focus our curriculum to ensure the needs of our participants have been met and current issues are addressed.

Before you submit your proposal, here are a few overall tips and hints:

- Please fully review this handout. Even if you have submitted proposals to the Business Operations Conference before, some things have changed with the new system. Knowing what to expect will help make your submission process flow smoothly.
- Please gather all of the information you may need prior to starting the online proposal submission process. This will ensure that you don't lose valuable work, or submit duplicate proposals.
- As you develop your proposal, consider your audience. Who do you intend this presentation to help? How can you focus your presentation (from description, to learning objectives, to the outline of what you will be doing during your session) to ensure that the right participants are in the room, and that they are learning what you intended?
- We can learn a great deal about the experiences of our colleagues on one campus, or in one situation. However, it is critical for the presenters to help the participants to connect the content of the presentation to other campus types or situations. Use your unique experiences to help each participant generalize to other situations.
- Review sample program proposals from previous conferences. Links to these sample proposals are available on the Business Operations Conference Call for Programs webpage.
- Additional resources for presenters are available online at ACUHO-i.org. Check out the Business Operations Conference Call for Programs page for access to these resources.
Your Submission

To assist you in developing your proposal, following is a brief overview of each section of the proposal you will submit online. Even if you have submitted proposals in the past, please take a few minutes to review this information as things may have changed in the new submission process.

**Title.** This is the title that will appear in the program guide and the mobile application. The title is limited to 70 characters or less and should draw the participant’s eye while accurately capturing the essence of the presentation. Titles that draw the eye, but do not actually identify the point of the session often leave the participant frustrated!

**Program Description.** The Program Description is an abstract of the session you will present. Please note this information will be available for participants in the conference program guide, and this description should effectively and concisely inform the participants what content and experience level to expect in the presentation. Program Descriptions are limited to 500 characters or less.

**Presenter(s).** As the person submitting the proposal, your name and contact information is already entered for you from your profile. If you have more than one presenter, simply begin to type their name in the presenter’s box, and it will search our membership records for the individual. Select the correct person, and he/she will be added as a presenter to your session. Please note that it is important that all presenters have updated membership profiles in the ACUHO-I database. If you have not updated your profile recently, we encourage you to do so before you begin submitting your proposal.

**Learning Objectives.** You will identify three learning objectives for your program (150 characters or less for each learning objective). Learning objectives are statements that indicate what the participant will know or be able to do as a result of participating in your session. While your program description above is a general sketch of what you will be doing in your session, the learning objectives are an extension of that description by indicating what the participant will actually get out of your session. These learning objectives are used extensively in the review process to select programs that meet the needs of our participants. There is no need to number or use bullet points for your learning objectives, simply copy and paste one learning objective into each of the three boxes, as appropriate. The Learning Objectives will not be published and will only be used by the Program Committee to determine a proposal’s merit in the selection process.

**Brief Outline.** Please identify a brief outline of how you plan to achieve the learning objectives of your session. Be specific about the learning strategies you plan to use so that participants are actively engaged with the content, and indicate the amount of time you will spend on each section of your outline. As you are planning your session, it’s important to remember that if you are using the experiences of your individual campus, you should clearly identify how the lessons learned and strategies used on your campus can be applied to a variety of campus settings and different situations in your presentation. Your outline should be limited to no more than 750 words, and be easily understood by reviewers. Additionally, it should be clear to the reviewers that the plan for your session will clearly allow participants to achieve the three learning objectives for the session. Your outline will not be published and will only be used by the Program Committee to determine a proposal’s merit in the selection process.

**Session Type.** You may select one of the following options for your session:

- Interest Session (60 Minutes)
- Roundtable (60 Minutes) *(Note: Only a limited number of roundtable sessions will be accepted)*
- Panel Presentation (60 Minutes) *(Note: Only a limited number of panel presentations will be accepted)*
Knowledge Domain. As you submit your proposal, you will also self-identify which ACUHO-I Knowledge Domain best fits the content of your presentation. For assistance in better understanding how the affinity groups that meet during Business Operations Conference connect directly to the broader ACUHO-I Knowledge Domains, we have included the specific knowledge domains, affinity groups, and a description of the kinds of programs that fit in that area in the table below. The ACUHO-I Knowledge Domains outlines those core content areas that are unique in housing and residence life when compared to other fields or areas in student affairs.

Please note that depending on your Affinity Group, your session may relate to one or more knowledge domains (e.g., Assignments may be focused on Occupancy Management (most), but could also be focused on Ancillary Partnerships (some)). Select the combination of your Track and Knowledge Domain that best fits the content of your presentation.

Generally, you should select one Track/Knowledge Domain that best fits the content of your session.

<table>
<thead>
<tr>
<th>Knowledge Domain Options</th>
<th>Affinity Group Area</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Occupancy</td>
<td>Assignments</td>
<td>Programs in this area can include topics related to housing projections, occupancy management, housing policies, roommate matching, and content related to housing selection software and processes.</td>
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<tr>
<td>Ancillary Partnerships</td>
<td>Assignments</td>
<td>Sessions focused on working with or navigating public-private partnerships in providing housing and other residential services are appropriate for this category.</td>
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<tr>
<td>Human Resources</td>
<td>Human Resources</td>
<td>Programs in this area could broadly relate to human resources, collective bargaining, health insurance and other benefits, personnel management systems, and other staff-related issues.</td>
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<tr>
<td>Evaluation &amp; Planning</td>
<td>Business</td>
<td>Topics in assessment and evaluation of programs and services, as well as the application of data in the decision-making process in strategic planning would be appropriate for this area.</td>
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<tr>
<td>Conference Services</td>
<td>Conference Services</td>
<td>Topics could include staffing/organizational model; contracted dining services; menu enhancements; conference amenities; specific software applications; dining trends, external marketing &amp; sales, facilities, and financial considerations.</td>
</tr>
<tr>
<td>Fiscal Resources &amp; Control</td>
<td>Finance and Administration</td>
<td>Topics in this area will address issues related to organizational structure, master planning, financial management, and governmental and legal issues.</td>
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<tr>
<td>Information Technology</td>
<td>Information Technology</td>
<td>These programs will focus on issues related to the acquisition and management of hardware, software, and/or data security. The use of emerging technologies to support business operations and how to address the technology demands of today's college students.</td>
</tr>
<tr>
<td>Evaluation &amp; Planning</td>
<td>Evaluation &amp; Planning</td>
<td>Programs submitted in this area are focused on using assessment and evaluation data.</td>
</tr>
<tr>
<td>Evaluation &amp; Planning</td>
<td>Marketing</td>
<td>Programs submitted in this area are focused on use of different marketing strategies; developing a marketing and/or communications plan; and use of emerging technologies in marketing, branding, and sustainability in marketing.</td>
</tr>
<tr>
<td>Cross Over/Other</td>
<td></td>
<td>Any program that doesn’t naturally fit in one of the above categories, or can realistically be included in two or more of the above options. Please note there will be very few of these.</td>
</tr>
</tbody>
</table>

Target Audience. Please select all appropriate target audiences from the following choices:

- **New Professional** (1-3 Years)
- **Advancing Professional** (3-7 Years)
- **Mid-Level Professional** (8+ Years)
- **CHO/ Senior-Level Professional**
Level of Expertise. Please select the best answer from one of the following three choices:

- **Beginner.** Introductory sessions for professionals who have little to no experience in the subject area.
- **Intermediate.** Sessions for professionals who have moderate experience in the subject area.
- **Advanced.** Detailed sessions for professionals who have extensive experience in the subject area.

AV Requests. Please select the different AV needs you believe you will actually use during your session. Note: Many of these AV materials have a considerable cost in a conference hotel environment. Please select what you need, but don’t select if you aren’t really going to integrate it into your final presentation.

- Flipchart and Markers
- LCD Projector and Screen (computer and connectors not provided)
- Internet Connection (subject to review and approval)*
- High Capacity Internet Access (subject to review and approval)*
- Computer Audio (subject to review and approval)*
- No AV required

*If you select High Capacity Internet Access, Computer Audio or Internet Connection as an AV Request, please indicate clearly in your brief outline section how and why it is needed for an effective presentation.

*We hope this Assistance Guide will help your proposal submission process move smoothly and quickly!*