



WEEK 5 - MAY 5 - 11

The Step-by-Step Guide for Submitting GLACUHO Program Proposals

Outlining Your Program and Drafting Your Title & Abstract - Advice from a Top 10 Presenter

This week is the only step left before actually filling out the submission form and submitting your proposal! It's time to outline your overall program, decide on a catchy title and draft the abstract that will appear in the conference booklet.

You've decided on your topic, determined your goals and presentation style, but do you have enough content to fill the time slot and meet your goals?

To determine this, outline your program. Think of yourself as a teacher writing a lesson plan. You want content and activities to keep the "class" participating the entire time, and you want to make sure that content meets the goals you proposed. Use the tips in the green box to formulate your outline, and then you'll be set to build your presentation.

Razzle Dazzle Pizazz Titles & Abstracts

Your amazing proposal and outline won't get you anywhere if your title and abstract don't attract attendees. Remember, the Programming & Development Committee see your entire proposal, but conference participants only read a few short sentences when deciding if they want to go to your program, or one of the 8-10 other programs happening at the same time!

Your title should be creative and catchy, but should reflect what your program is about. The title alone should inspire someone to want to read the abstract. The abstract should go a step further and inspire participants to come to your program. Your abstract should directly reflect your goals and outline and give a brief synopsis of what participants will learn, and in what style, in a fun and inviting way. It should not mention learning objectives or presentation styles you don't plan to discuss or use. Nothing is more disappointing at a conference than going to a program that doesn't match what was advertised.

Recommendation: Write a few titles and abstracts and show them to several people and ask which they are more drawn to and what they would expect from each program from the title and abstract alone, if they were to attend .

The Basics: Presenters, Title, Date, Timeframe

Learning Outcomes and Objectives: What key topics are you presenting on, sub-topics or objectives?

Articulated Take-Aways: How will you address the learning outcomes? How will you know participants learned?

Directives: Group size, target audience, presentation style, materials/supplies needed

Time Frame Breakdown: Break the entire program time into segments and designate what topics you will discuss and what presentation style you'll use in **each** segment. For example, divide your program into 10 5-minute segments, or 5 10-minute segments Every 5-10 minutes you move on to the next concept or change your presentation style. Research shows the average adult attention span is only 15-20 minutes long, so keep it fresh!

Tiffany Gonzales is the Assistant Director of Residential Services at Northwestern University. She received a Top 10 Program award in 2013 for the program "Understanding Microaggressions on a College Campus". Her catchy abstract read: "I'm not homophobic; I even have gay friends." We all know that statement is wrong, but do you know that it's a microaggression? Microaggressions are "brief and commonplace daily verbal, behavioral, or environmental indignities, whether intentional or unintentional, that communicate hostile, derogatory, or negative racial slights and insults toward others". Come to this session to learn about microaggressions, and how we as Student Affairs professionals can combat them, as well as educate our staff and students for a better campus climate.



2013 Top 10 Presenter of *Understanding Microaggressions on a College Campus*, Tiffany Gonzales, has this advice about outlining your program and drafting your title & abstract:

"When writing program proposals, I always put myself in the audience member's shoes. I remember that conference attendees pay a lot of money, sometimes out of their own pocket, to attend the conference, and I want to make sure my presentation is worth their time and money. I always think about what I want those that pick my program session to walk away with, and go from there. The hardest part for me is always picking what to present on, but once you find something you're passionate about, it will be a bit easier and [hopefully] come naturally.

When I'm working on the abstract, I have PowerPoint up on my screen and am creating the actual presentation from my outline. I want to make sure that my abstract lines up directly with what I plan on presenting, so I literally create the presentation to confirm it makes sense, is what I want to turn in [and present on], and is something I think conference attendees would enjoy and learn from. Plus, come conference prep time, I have a large portion of my visuals complete and can focus on the finishing touches. As far as catchy titles, I just encourage you to be honest in what you put in your program proposal; your words will speak for themselves!