



2019 NCAN NATIONAL CONFERENCE  
***Racing Toward  
Postsecondary Success***  
SEPTEMBER 16-18, 2019 • Indianapolis Marriott Downtown

# Answering the Call: Creating a Winning Conference Proposal

February 27, 2019



National  
College  
Access  
Network

# Today's Presenters

James B. Carrell, Member Services Associate



Sara Melnick, Deputy Director

# Conference Logistics

- Indianapolis Marriott Downtown
- September 16-18, 2019
- Over 75 opportunities to present in several formats



# Major Conference Topics

- Connecting College and Career Success
- Data into Practice
- Equity and Opportunity
- Financial Aid and Literacy
- Management and Leadership
- Policy and Advocacy
- Postsecondary Access and Attainment
- Student Success in Postsecondary Education

More information on tracks can be found at:  
<http://www.collegeaccess.org/2019MajorTopics>

# Conference Session Formats

- **Effective Practices**
  - Traditional
  - 60 minutes
  - Max. of 3 presenters
- **World Café**
  - New format
  - 15 minutes repeated twice
  - Roundtable discussion



# Audience: by Organization

- 38%: community-based non-profit direct service providers
- 21%: K-12
- 10%: higher ed
- 7%: funders
- 7%: statewide and regional networks
- 5%: government agencies
- 12%: other (e.g. research, guarantors)



# Audience: Length of Time in the Field

36%: > 10 years

29%: 5-9 years

26%: 1-4 years

9%: < 1 year



# Audience: # of NCAN Conferences

55%: 1 conference

28%: 2-3 conferences

14%: 4-5 conferences

4%: > 5 conferences





# Very Competitive Process

In 2018, we received almost 300 applications for 75 slots -- we expect the same this year.



# Purpose of the Conference

- Professional development
- Capacity building
- Skill building
- Sharing effective practices



# We are looking for effective practices session proposals that...

- Clearly identify learning outcomes
- Have no more than 3 outcomes; very specific
- Have  $\leq 3$  presenters



# Examples of learning outcomes

- By the end of the session, participants will be able to create a plan for engaging more parents and families in financial aid sessions

**NOT**

- Participants will understand the different models for engaging families with their program



# Examples of learning outcomes

- Participants will strengthen their social media skills for sustaining the engagement of more students in their success program

**NOT**

- Participants will learn about the various forms of social media that can be used with students in their program



# We are looking for effective practices sessions that...



# How will you engage your audience members?



# We are looking for World Café sessions that are....





# We are NOT looking for sessions that...



# This could work if...



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# Other Considerations

- Do you REALLY need a power point?
  - Yes? Use it to illustrate and not as a script
  - Yes? Check this out: <http://stephanieevergreen.com/>
- Provide a handout that highlights key points and references
- What can you leave behind with the audience for them to use at home?

# Questions?



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# Contact Information



James B. Carrell, Member Services  
Associate, NCAN

[carrellj@collegeaccess.org](mailto:carrellj@collegeaccess.org)



Sara Melnick, Deputy Director, NCAN

[melnicks@collegeaccess.org](mailto:melnicks@collegeaccess.org)