



**2023 Virtual Education Programs
Call for Proposals Submission Packet**

Introduction

The Call for Virtual Education Programs provides a way for you to share your experience, knowledge and skills in higher education sustainability via a virtual educational program (e.g., webinars, virtual workshops and online courses). Proposals for sessions at AASHE's annual conference are not part of this Call for Virtual Education Programs.

Review and acceptance of proposals will start after the submission **deadline of April 21**. All proposals must be submitted electronically through [AASHE's Virtual Education Proposal Submission Form](#). We strongly recommend you review this packet, the [best practices for building your session](#) and the [submission template](#). These resources provide you with all the information you need to submit a successful proposal. Please email education@ashe.org with any questions.

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 enhance 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

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 2 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 that participates using [a variety of interactive tools](#). Webinars are recorded and made available to AASHE members for on-demand viewing via the [Campus Sustainability Hub](#).

AASHE Virtual Workshops (3 hours)

AASHE Workshops are one-time events typically held on Thursday at 2 p.m. ET via Zoom. These educational opportunities provide in-depth learning experiences focused on advancing sustainability-related competencies or skills. Workshops will allow deeper dives into specific topics than otherwise provided in a webinar or conference session. Workshop facilitators receive modest compensation in acknowledgement of the time and effort that goes into organizing these programs.

AASHE Online Courses (multiple sessions of 1 hour or more)

Providing in-depth learning experiences typically spread over 6-12 sessions, courses include live education sessions and may include homework between meetings. In addition to advancing sustainability-related competencies or skills, courses also develop relationships among participants.

Course facilitators receive modest compensation in acknowledgement of the time and effort that goes into organizing these programs.

Alternative Formats

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.

Competency Areas

To help participants find programs that help them develop their professional skills, you will have the option to select from a list of competency areas that the proposed educational program will help attendees develop. The competency areas are based on the sustainability competency framework developed in [Brundiens et al. \(2020\)](#) and synthesized by [Redman and Weik \(2021\)](#). [Learn more about these competencies](#).

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.
- **Engage the audience.** Review [best practices for building your session](#) as a collaborative experience which taps into the expertise of the participants and leaves them feeling energized and inspired.
- **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 unique or novel aspects** of your proposal 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.

- **Go deep!** Many of our members are seeking 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.
- **Let AASHE consider your proposal for alternate formats.** Proposals that offer more flexibility have a better chance of being accepted in some form.
- **Become an AASHE member.** We give preference to submissions featuring people associated with AASHE member organizations and we don't accept proposals submitted by or featuring non-member businesses. Learn more about [AASHE membership](#).
- **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). To be accepted, 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 is to ensure AASHE's educational offerings include a well-balanced mix of high-quality programs 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**.

Important Dates & Deadlines*

- **Call for Proposals submission period closes:** April 21, 2023
- **Proposal review:** April/May 2023
- **Acceptance/decline notifications:** May/June 2022

*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. If you make any edits to your proposal, **you must re-submit the updated proposal for it to be considered**. If your proposal is accepted, you will be able to make **minor edits** to your program.

Thank you and we look forward to your submission!