

Proposal Guidelines

FAQ, Sample Form, Scoring Guidelines

2025
NACE

We're excited to invite you to contribute to NACE25 by sharing your expertise, insights, and best practices in one of our dynamic educational tracks. Whether you're an experienced professional or new to the field, your voice is vital to advancing our collective knowledge and helping us shape the future of career services and talent acquisition. This submission guide provides you with the information you will need to submit a proposal.

FAQ

Where will the conference be held?

NACE25 will feature two unique conference experiences: one held at the Pennsylvania Convention Center in Philadelphia from June 9–11, 2025, and one held virtually from June 25–26, 2025.

How do I submit a proposal?

Submit a proposal to present at the in-person event or virtual event. Use the online proposal form to submit your proposal here: <https://www.abstractscorecard.com/cfp/submit/login.asp?EventKey=GTCKSKFX>.

The link will take you to a separate landing page for Cadmium, our NACE25 presenter platform. *Note: The online submission form is available via a separate software system. Do not use your NACEWeb.org username and password to log into Cadmium.* If you submitted a conference proposal in the past, you may log in using your previous Cadmium user account. If you have never used Cadmium before, create a new account. If you have difficulties with the submission form platform, contact Cadmium technical support.

Only proposals submitted using Cadmium will be considered.

What is the deadline to submit a proposal?

The deadline to submit a proposal is Monday, October 28, 2024, at 11:59 p.m. ET.

When will I be notified if my proposal has been accepted?

All submitters will be notified in December 2024 via events@naceweb.org if their proposal has been accepted.

Cadmium Technical Support

Hours: 9 a.m. – 9 p.m. ET, Mon-Fri

Direct Phone: 410.638.9239

Toll-Free Phone: 877.426.6323

Email: support@cadmiumcd.com

What questions are asked on the submission form and what information do I need to provide?

There is a sample presentation form with the questions at the end of this guide.

How do you choose which proposals to accept?

Presentations are evaluated by members of the 2025 NACE Conference Planning Committee, through a blind review process. This means that the committee does not know who submitted the proposal or the identities of the potential presenters. Preference will be provided to presentations that are interactive and include audience engagement, and presentations with a diverse mix of presenters from more than one organization.

Successful proposals offer programs that provide professional and educational contributions to NACE members and their colleagues. Content must contribute to the continuing educational needs of professionals involved in the college recruiting and career services functions, be relevant to the changing profession, and contribute to the knowledge of the community.

Key factors for consideration include:

- Degree to which the proposal provides relevant, timely, and educational content.
- Well-defined proposal focus.
- Quality and potential to contribute to a balanced conference program.
- Diverse mix of presenters from multiple organizations.
- Interactive audience participation.
- Immediate take-aways to the audience.

A sample proposal form and the scoring guidelines are provided below.

Note: Sessions must be noncommercial in nature. To maintain the educational integrity of the program, presenters may not use their session as a platform to promote their products and services or for monetary gain. NACE provides a unique forum for professionals to have an open dialogue and creative exchange of ideas free from commercial content.

What is the policy regarding registration, honorarium, and reimbursement?

In order to present, you must be a registered attendee — paid or complimentary. Presenter registration is not automatic. All presenters will receive an email regarding the registration process.

There are varying registration discounts awarded to presenters based on the type of session and conference (in-person or virtual). If your proposal is selected, the following will apply:

- **For in-person concurrent sessions (Traditional, Lunch 'n Learn Roundtables, Fast Tracks, or Panel Sessions):**
1 conference registration at a discounted rate of \$450
- **For in-person SMARTtalks:** 1 conference registration at discounted rate of \$750
- **For all virtual presentations:** 1 complimentary registration

The main submitter will need to designate who receives the discounted registration rate. If there is more than one presenter, the discount can be passed to another presenter in this proposal. The main submitter, should contact NACE Education & Events at events@naceweb.org to make that change. **Presenters must register for their discounted registration by the end of early-bird rate, March 3, 2025 to take advantage of this discounted rate.**

Discounted registrations for presenters are non-transferable and are valid for the 2025 NACE Conference & Expo only.

No honorarium or funding is available. NACE does not reimburse presenters for any expenses.

Sample Proposal

Presenter Information

List all presenters involved in the session. Please note: All personally identifiable information (presenter's name, title, organization, and biography) is hidden for the blind review process, which is conducted by the 2025 NACE Conference Program Committee. NACE prefers sessions that feature a diverse representation of co-presenters and panelists.

Preference will be provided to presentations that are interactive and include audience engagement, and presentations with a diverse mix of presenters from more than one organization.

I am applying to make a presentation at:	<input type="checkbox"/> In Person <input type="checkbox"/> Virtual	
Presenter's Name		
Presenter's Title		
Presenter's Role <i>(select one)</i>	<input type="checkbox"/> Primary Presenter (maximum 1 per session) <input type="checkbox"/> Co-presenter (maximum 1 co-presenter with 1 primary presenters) <input type="checkbox"/> Moderator (maximum of 1 moderator per panel session) <input type="checkbox"/> Panelist (maximum of 3 panelists per panel session)	
Presenter's Organization		
Presenter's Organization Demographics (Check all that apply)		
College Categories	Employer Industries	Business Affiliate Categories
<input type="checkbox"/> College, 4-Year Public <input type="checkbox"/> Graduate School, Public <input type="checkbox"/> College, 2-Year Public <input type="checkbox"/> K-12 School <input type="checkbox"/> Tech School, Less Than 2 Years <input type="checkbox"/> College, 4-Year Private <input type="checkbox"/> College, 2-Year Private <input type="checkbox"/> College, Other <input type="checkbox"/> Graduate School, Private <input type="checkbox"/> College Online	<input type="checkbox"/> Agriculture, Forestry, Fishing, and Hunting <input type="checkbox"/> Construction <input type="checkbox"/> Manufacturing <input type="checkbox"/> Nonprofit <input type="checkbox"/> Retail Trade, Wholesale Trade <input type="checkbox"/> Transportation and Warehousing <input type="checkbox"/> Information <input type="checkbox"/> Finance, Insurance <input type="checkbox"/> Real Estate <input type="checkbox"/> Utilities and Mining <input type="checkbox"/> Professional, Scientific, and Technical Services <input type="checkbox"/> Educational Services <input type="checkbox"/> Healthcare and Social Services <input type="checkbox"/> Arts, Entertainment, and Recreation <input type="checkbox"/> Oil and Gas <input type="checkbox"/> Government Sector and Public Administration <input type="checkbox"/> Hotel, Restaurant, and Food Services <input type="checkbox"/> Other Services <input type="checkbox"/> Staffing <input type="checkbox"/> Association <input type="checkbox"/> Non-profit <input type="checkbox"/> Government Agency	<input type="checkbox"/> Alumni/Networking/Mentoring <input type="checkbox"/> Assessment/Metrics <input type="checkbox"/> Career Counseling/ Career Exploration Solutions <input type="checkbox"/> Career Fairs/Events/ Virtual Event Solutions <input type="checkbox"/> Career Readiness/Competencies <input type="checkbox"/> Career Services Management Platform <input type="checkbox"/> Consulting/Research/Data <input type="checkbox"/> Credentialing <input type="checkbox"/> Diversity/Equity/Inclusion <input type="checkbox"/> Housing/Relocation <input type="checkbox"/> International Student Support <input type="checkbox"/> Internships <input type="checkbox"/> Interviewing/Resumes/E-portfolios <input type="checkbox"/> Job/Candidates <input type="checkbox"/> Recruiting Management <input type="checkbox"/> Student Resource <input type="checkbox"/> Student/New Hire Engagement Solutions <input type="checkbox"/> Other _____

Demographics

NACE embraces and derives value from the variety of views that diverse organizations and individuals bring to a task at hand and creates a supportive learning environment to foster open communication of diverse perspectives and realities. In order to support our members, we ask for additional information on gender and race, which helps us as we consider the development of opportunities, programs, and services that address member needs. *Any information you disclose will remain confidential.*

Gender	Race-Ethnicity	
<input type="checkbox"/> Female	<input type="checkbox"/> Native American	<input type="checkbox"/> White
<input type="checkbox"/> Male	<input type="checkbox"/> Asian American	<input type="checkbox"/> Multi-racial
<input type="checkbox"/> Transgender	<input type="checkbox"/> African American	<input type="checkbox"/> International
<input type="checkbox"/> Gender Nonconforming	<input type="checkbox"/> Hispanic American	<input type="checkbox"/> Prefer Not to answer
<input type="checkbox"/> Prefer Not to Answer	<input type="checkbox"/> Hawaiian or Pacific Islander	

Presenter's Biography

Tell us about the presenter's expertise and what makes this person unique. (Not to exceed 4,000 characters)

Presentation History

Has the speaker presented this topic before? If so, when and where?

Co-presenter and Panelist Information

Name, title, organization, and biography. (max. 1 Primary Presenter + 1 Co-presenter or 2 Panelists + 1 Moderator)

Session Content

Describe the subject matter, target audience, and your approach to making this a transformational educational experience.

Proposed Session Title

(Not to exceed 75 characters)

Proposal Description

Describe the key elements involved in the presentation and include sufficient information for the committee to evaluate the proposal. Convince others that you have the competence and the content to satisfy the audience's learning needs. Not to exceed 4,000 characters (approximately 650 words)

Session Summary

Provide a summary of your session. This summary will be published on the conference website and the conference mobile app. (Not to exceed 300 characters)

Session Outline

Share your vision of how you will present the session content.

Session Format (Pick one)

- Traditional:** Highlight your expertise in a session built on the traditional teacher-student format. Length: 45 minutes.
 - Lunch 'n Learn Roundtable:** Start with a short presentation followed by a presenter-guided roundtable. Available in-person only. Presentations will be hosted over the lunch hour, and attendees will be encouraged to bring their lunch into the session room. Length: 60 minutes.
 - SMARTtalk:** Includes TEDx presentation-style sessions for thought-provoking content focused on trends, hot topics, new ideas, and/or experimentation. Length: 15 minutes.
 - Fast Track:** Focused on how to's, project implementation, lessons learned and challenges faced with active Q&A built in. Length: 30 minutes.
 - Panel Session:** These sessions provide an opportunity to gain insight and advice from several subject matter experts knowledgeable about a specific issue or topic. Length: 60 minutes.
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NACE Content Tracks

Below are the tracks available for submissions, each offering a unique focus and the opportunity to inspire, educate, and connect with your peers.

Tracks

□ Experiential Learning — NEW

This track explores the power of hands-on learning experiences—internships, co-ops, apprenticeships, and practicums. We're looking for strategies and success stories from both employers and educators that highlight best practices and the long-term benefits of experiential learning.

Audience: Career Services, Employers, or Both	Topic Examples: <ul style="list-style-type: none">• Building Roadmaps for Internship Programs• Expanding Opportunities for Nontraditional Students• From Internship to Full-Time: How to Build a Pipeline• Developing Effective Apprenticeship Partnerships• Measuring Outcomes: How Experiential Learning Impacts Students, Faculty, and Employers• Creating Impactful Job Shadow Programs
All Formats: Traditional, Lunch 'n Learn Roundtable, SMARTtalk, Fast Track, or Panel Session	

Note: This track may be merged with "Preparing a Career-Ready Workforce," depending on submissions.

□ Executive Leadership — NEW

This track offers a unique opportunity for senior leaders to engage in thought-provoking discussions and sessions around strategic issues. These facilitated sessions are designed to inspire, challenge, and support executives in navigating the complexities of leadership within career services and early talent recruitment functions.

Audience: High-Level Decision Makers: Executive Directors, VPs, AVPs, Chiefs, Provosts, C-Suite, and Senior Leaders	Topic Examples: <ul style="list-style-type: none">• Leading Through Change: Developing Strategic Plans• Demonstrating Value to Ensure a "Seat at the Table"• Building Deep and Meaningful Employer/Higher Education Partnerships• Fundraising and Creative Revenue Generation• Managing Staff Burnout and Wellness• Navigating Budget Constraints and Department Restructuring• Strategic Positioning of Career Services and Early Career Talent Recruitment• Demonstrating Value and the Case for Additional Support and Resource• Identifying and Nurturing Partnerships• Working With an Advisory Board• Leveraging Employer Partnerships Campus Wide• Building University Partnerships to Achieve Strategic Recruiting Goals• Building Sustainable Talent Pipelines• Demonstrating Value of Higher Ed Through Early Talent Successes• Dreaming About the Future
Specific Format: Facilitated discussions accompanied by short introductory content to set context for meaningful and engaging discussion	

Tracks *continued*

❑ Inclusion and Belonging

This track is all about fostering an inclusive environment through cutting-edge practices, strategies, research, and insights that promote diversity, equity, accessibility, inclusion, and belonging. Whether you're a career services professional or working in talent acquisition, we encourage you to share how you're making an impact in this crucial area.

Audience: Career Services, Employers, or Both	Topic Examples: <ul style="list-style-type: none">• Indigenous Career Futures: Supporting Students and Tribal Communities• Exploring the Role of Unconscious Bias• Attracting Diverse Talent: If You Build It, They Will Come• Breaking Barriers for Women in Tech• Engaging Talent With Disabilities: A Roadmap• First-Generation Students: Barriers, Opportunities, and Success Stories• Creating a Culture of Belonging: All Are Welcome• Navigating State-Mandated DEI Challenges
All Formats: Traditional, Lunch 'n Learn Roundtable, SMARTtalk, Fast Track, or Panel Session	

❑ Career Services Strategies

Designed for career services professionals, this track focuses on sharing the best practices, tools, and success stories from your institution's career services. If you have effective strategies to share, we'd love to hear them!

Audience: Career Services, Faculty	Topic Examples: <ul style="list-style-type: none">• Leveraging First-Destination Outcomes for Institutional Impact• Innovative Ways to Boost Student Engagement• Building Strong Employer-Relations Programs• Engaging Employers in the Classroom• Aligning Your Course or Assignments With the NACE Competencies• Data-Driven Strategies for Increasing Institutional Support• Demonstrating Career Services ROI to Campus Leadership• Engaging First-Year, Second-Year, and Underrepresented Students• Collaborating With Faculty on Career-Readiness Initiatives• Creative and Effective Career Fairs• Scaling Student Engagement Through Campus Partnerships• Strategies for Effectively Managing Internship Programs• How To Build An Effective Branding
All Formats: Traditional, Lunch 'n Learn Roundtable, SMARTtalk, Fast Track, or Panel Session	

❑ Personal and Professional Development

This track is designed to focus on **you!** Whether you're seeking new skills, strengthened leadership abilities, or a greater professional network, we invite you to share and learn through this track focused on personal and professional growth.

Audience: Career Services, Employers, or Both	Topic Examples: <ul style="list-style-type: none">• Balancing Work and Wellness• Leadership Development and Career Pathways for Career Services and Talent Acquisition Professionals• Building a Strong Professional Network• Developing Conflict Management Skills• Mentorship: How to Build Meaningful Professional Relationships• Professional Development on a Budget
All Formats: Traditional, Lunch 'n Learn Roundtable, SMARTtalk, Fast Track, or Panel Session	

Tracks *continued*

❑ Preparing a Career-Ready Workforce

Preparing students for successful transitions into the workforce is a shared goal for both colleges and employers. This track dives into the best practices, challenges, and innovative solutions to bridge the gap between academic learning and workplace readiness, with a focus on the impact career services and employers have on a career-ready workforce.

Audience:

Career Services, Employers, or Both

All Formats:

Traditional, Lunch 'n Learn Roundtable, SMARTtalk, Fast Track, or Panel Session

Topic Examples:

- Building Partnerships to Foster Career-Ready Graduates
- Best Practices for Using the NACE Competency Assessment Tool
- Aligning Employer Expectations With Student Competencies
- Empowering Students to Translate Classroom Experiences Into Workforce Skills
- Creating Metrics to Measure Career Readiness Success

❑ Talent Acquisition Strategies

This track focuses on the art and science of early career recruiting. If you have success stories, innovative approaches, or practical tips on finding and hiring the best talent, we invite you to share your expertise with fellow professionals.

Audience:

Talent Acquisition, Human Resources, Recruiters and Employers

All Formats:

Traditional, Lunch 'n Learn Roundtable, SMARTtalk, Fast Track, or Panel Session

Topic Examples:

- Effective Candidate Sourcing and School Selection Strategies
- Leveraging Social Media in Recruitment
- Engaging HBCUs and Other Diverse Talent Sources
- Using Data to Demonstrate ROI
- Onboarding Best Practices and Candidate Conversion Tips
- Expanding Campus Recruitment Partnerships
- Employer Branding Strategies That Work
- Artificial Intelligence (AI)

Please note, tracks may be sponsored.

Learning Objectives (3)

Describe three learning objectives attendees will take away from this session.

(i.e., What three questions will be answered by the audience attending this session? Start your objective with a verb.)

1

2

3

<p>Which audience would find this presentation most relevant to their role? (Pick one)</p>	<p><input type="checkbox"/> Career Services <input type="checkbox"/> Employers <input type="checkbox"/> Both* <small>*Session must have presenters representing both career services and campus recruiting.</small></p>	
<p>Audience Level (Pick one)</p>	<p><input type="checkbox"/> Emerging (minimal knowledge of topic; how-to instruction of new subject matter) <input type="checkbox"/> Intermediate (basic- to mid-level knowledge of topic; sharing of smart practices and real-world application of the subject matter) <input type="checkbox"/> Advanced (considerable experience with topic; strategy and expert-level discussion of the subject matter)</p>	
<p>Audience Engagement How would you engage the audience? (Check all that apply)</p>	<p><input type="checkbox"/> Case Study Exercise <input type="checkbox"/> Hands-On Activity <input type="checkbox"/> Large-Group Discussion <input type="checkbox"/> Q&A and Roundtable Discussions</p>	<p><input type="checkbox"/> Small-Group Discussion <input type="checkbox"/> Other (please specify) _____</p>
<p>May NACE consider your proposal for other educational opportunities listed below? (i.e., <i>NACE Journal</i>, NACE newsletter, NACEWeb.org, webinars, Member Voices blog, other NACE events, etc.)</p>	<p><input type="checkbox"/> Yes <input type="checkbox"/> No</p>	
<p>Do you accept the NACE25 proposal terms and conditions? See the submission website for full details.</p>	<p><input type="checkbox"/> Yes <input type="checkbox"/> No</p>	
<p>Can you present this session in person or virtually?</p>	<p><input type="checkbox"/> In Person <input type="checkbox"/> Virtually</p>	
<p>If selected as a conference presenter, I give permission to the National Association of Colleges and Employers (NACE) to record my session. The video may be used in whole or part in NACE presentations, advertisements, promotions, and publications, live, electronic, or in print. I also give NACE the right to reproduce and disseminate the images in NACE presentations, advertisements, promotions, and publications, live, electronic or in print.</p>	<p><input type="checkbox"/> Yes <input type="checkbox"/> No</p>	

NACE believes in a world that is inclusive in approach and where equal opportunities and equitable outcomes exist for all. Read NACE's Diversity, Equity, and Inclusion Statement at naceweb.org/dei-statement.

Proposal Scoring Guidelines

Quality

The overall quality of the session topic based on the session title, learning objectives, and description provided.

Audience Engagement and Learning Techniques

Whether the session topic addresses a relevant issue faced by today's professionals, and how the content of the session provides practical solutions.

Diversity of Thought and Innovation

How the session topic enhances the overall quality of the 2025 NACE Conference & Expo by creating an educationally diverse program and offering a new or different perspective on the topic in question.

Practical Application

Whether the session topic addresses a relevant issue faced by today's professionals, and how the content of the session provides practical solutions.

Speaker Expertise

How the speaker's skills and experience enable a dynamic session on the topic in question.

Questions?

Contact NACE Education & Events at events@naceweb.org, 610.625.1026.

Score	5	4	3	2	1
Quality	The topic to be presented and the method of presentation are vividly clear . The submission form is completed thoroughly without deficiencies and the following parameters are met:	The topic to be presented and the method of presentation are clear . The submission form is completed sufficiently without major deficiencies and the following parameters are met:	The topic to be presented and the method of presentation are moderately clear . The form contains one of the following deficiencies:	The topic to be presented and the method of presentation are unclear . The form contains one of the following deficiencies:	The topic to be presented and the method of presentation are extremely unclear , or the submission appears to be cut and pasted from a different, unrelated document. The form contains two or more of the following deficiencies:
	The course description, practical application, and learning techniques provide ample information for NACE reviewers to assess the quality of and to market the value of the proposal to potential attendees;	The course description, practical application, and learning techniques provide sufficient information for NACE reviewers to assess the quality of and to market the value of the proposal to potential attendees;	The course description, practical application, and learning techniques provide only some information for NACE reviewers to assess the quality of and to market the value of the proposal to potential attendees;	The course description, practical application, and learning techniques provide insufficient information for NACE reviewers to assess the quality of and to market the value of the proposal to potential attendees;	The course description, practical application, and learning techniques provide little to no information for NACE reviewers to assess the quality of and to market the value of the proposal to potential attendees;
	There is no indication speaker(s) will attempt to sell products or services in the session;	There is no indication speaker(s) will attempt to sell products or services in the session;	There is some indication speaker(s) may attempt to sell products or services in the session;	There is a strong indication speaker(s) may attempt to sell products or services in the session;	The content is largely focused on selling products or services in the session;
	None of the required fields are left blank; or	None of the required fields are left blank; or	One of the required fields is left blank; or	More than one of the required fields is left blank; or	Multiple required fields are left blank; or
	There are no spelling and/or grammatical errors.	One to two spelling and/or grammatical errors are noted.	More than two spelling and/or grammatical errors are noted.	Several spelling and/or grammatical errors are noted.	Numerous spelling and/or grammatical errors are noted.
Audience Engagement and Learning Techniques	The level of meaningful interactivity* is extremely high and unique, allowing for a completely new learning experience.	The level of meaningful interactivity* is high , but not unique.	The level of meaningful interactivity* is moderate but not unique, following a more traditional presentation method.	The level of meaningful interactivity* is low and not unique, following a more traditional presentation method.	There is no evidence of meaningful interactivity* at all.
	The format has never been presented at the NACE Conference & Expo or other industry events.	The format has never been presented at the NACE Conference & Expo and rarely presented at other industry events.	The format is occasionally presented at the NACE Conference & Expo and other industry events.	The format is common and is regularly presented at the NACE Conference & Expo or other industry events.	The format is outdated and, as such, is generally not included at other industry events.
			There are enough interactive elements to hold learners' interest for a moderate period of time.	There are only enough interactive elements to hold learners' interest for a brief period of time.	There is no evidence that the format will hold learners' attention for any length of time.

*Meaningful interactivity is defined as an instructional element or elements that align to the learning objectives noted in the proposal and that go beyond traditional lecture to engage the audience in active vs. passive learning.

Score	5	4	3	2	1
Diversity of Thought & Innovation	Two of the following criteria are met:	Two of the following criteria are met:	Two of the following criteria are met:	Two of the following criteria are met:	Two of the following criteria are met:
	Content is highly unique and has not been presented at the NACE Conference & Expo or other industry events before;	Content is unique but has been presented at least once at the NACE Conference & Expo or other industry events within the last two years;	Content is somewhat unique but has been regularly presented at the NACE Conference & Expo or other industry events within the last two years;	Content is not unique and has been frequently presented at the NACE Conference & Expo or other industry events within the last two years;	Content is outdated or irrelevant and would not likely be selected for inclusion at other industry events;
	Content was developed using evidenced-based research conducted by the speaker(s) ; or	Content was developed using evidenced-based research conducted by the speaker(s) ; or	Content was developed using evidenced-based research conducted by someone other than the speaker(s) ; or	Content was developed using evidenced-based research conducted by someone other than the speaker(s) ; or	Content was developed without reference to evidenced-based research conducted by the speaker(s) or others ; or
	The speaker(s) have already implemented the process or innovation as described in the proposal at their own organization.	The speaker(s) have already implemented the process or innovation as described in the proposal at their own organization.	The speaker(s) have already implemented the process or innovation as described in the proposal at their own organization.	The speaker(s) have not yet implemented the process or innovation as described in the proposal at their own organization.	The speaker(s) have no intention of implementing the process or innovation as described in the proposal at their own organization.
Practical Application	The topic is likely to be of interest to the majority of conference attendees and there is reason to believe that the session room will be completely full . Two of the following criteria are met:	The topic is likely to be of interest to a subset of conference attendees and there is reason to believe that the session room will be moderately full . Two of the following criteria are met:	The topic is likely to be of interest to a small subset of conference attendees and there is reason to believe that it will attract a sufficient number to satisfy the need to include the content within the program even if the room will not be full. Two of the following criteria are met:	The topic is likely to be of interest to a small subset of conference attendees; however, there is no significant need to include the content within the program. Two of the following criteria are met:	The topic is unlikely to be of interest to any attendees and there is no reason to include the content within the program.
	Content is very timely ; learning can immediately be applied to resolve a common, work-related problem;	Content is timely ; learning can be applied in the near future to resolve a common, work-related problem;	Content is timely ; learning can be applied in the future to resolve a common, work-related problem;	Content is not timely ; learning cannot easily be applied in the foreseeable future to resolve a common, work-related problem;	Content is not timely ; learning can hardly ever be applied to resolve a common, work-related problem;
	Content is very relevant ; issues discussed are very common in the field;	Content is relevant ; issues discussed are common in the field;	Content is somewhat relevant ; issues discussed are somewhat common in the field;	Content is irrelevant ; issues discussed are not common in the field;	Content is completely irrelevant ; issues discussed do not occur in the field;
	Content fills a very significant knowledge gap (i.e., professionals cannot find similar content elsewhere); or	Content fills a substantial knowledge gap (i.e., professionals can find some similar content elsewhere); or	Content fills a knowledge gap (i.e., professionals can find a substantial amount of similar content elsewhere); or	Content does not fill a knowledge gap (i.e., professionals can easily find similar content elsewhere); or	Content does not fill a knowledge gap (i.e., professionals can easily find similar content elsewhere); or
	Content will likely be perceived as must know by program attendees.	Content will likely be perceived as should know by program attendees.	Content will likely be perceived as should probably know by program attendees.	Content will likely be perceived as nice to know by program attendees.	Content will likely be perceived as unnecessary to know by program attendees.
Speaker Expertise	Speaker(s) demonstrate(s) very strong topic knowledge through a combination of extensive speaking experience and significant history of volunteerism, career experience, and/or publication of articles or blogs.	Speaker(s) demonstrate(s) strong topic knowledge through a combination of substantial speaking experience and/or history of volunteerism, career experience, and/or publication of articles or blogs.	Speaker(s) demonstrate(s) sufficient topic knowledge through either extensive speaking experience or significant history of volunteerism, career experience, and/or publication of articles or blogs, but not both.	Speaker(s) demonstrate(s) limited topic knowledge through either some speaking experience or some history of volunteerism, career experience, and/or publication of articles or blogs, but not both.	There is no evidence that the speaker has even limited topic knowledge.

For any criterion, if the submission meets parameters in two different scoring levels, always choose the lower of the two scoring levels.