



National Charter Schools Conference 2018

Session Proposal Prep Webinar

January 10, 2018

Hosted by Erin Leonard & Shaina Cook
Presentation Managers

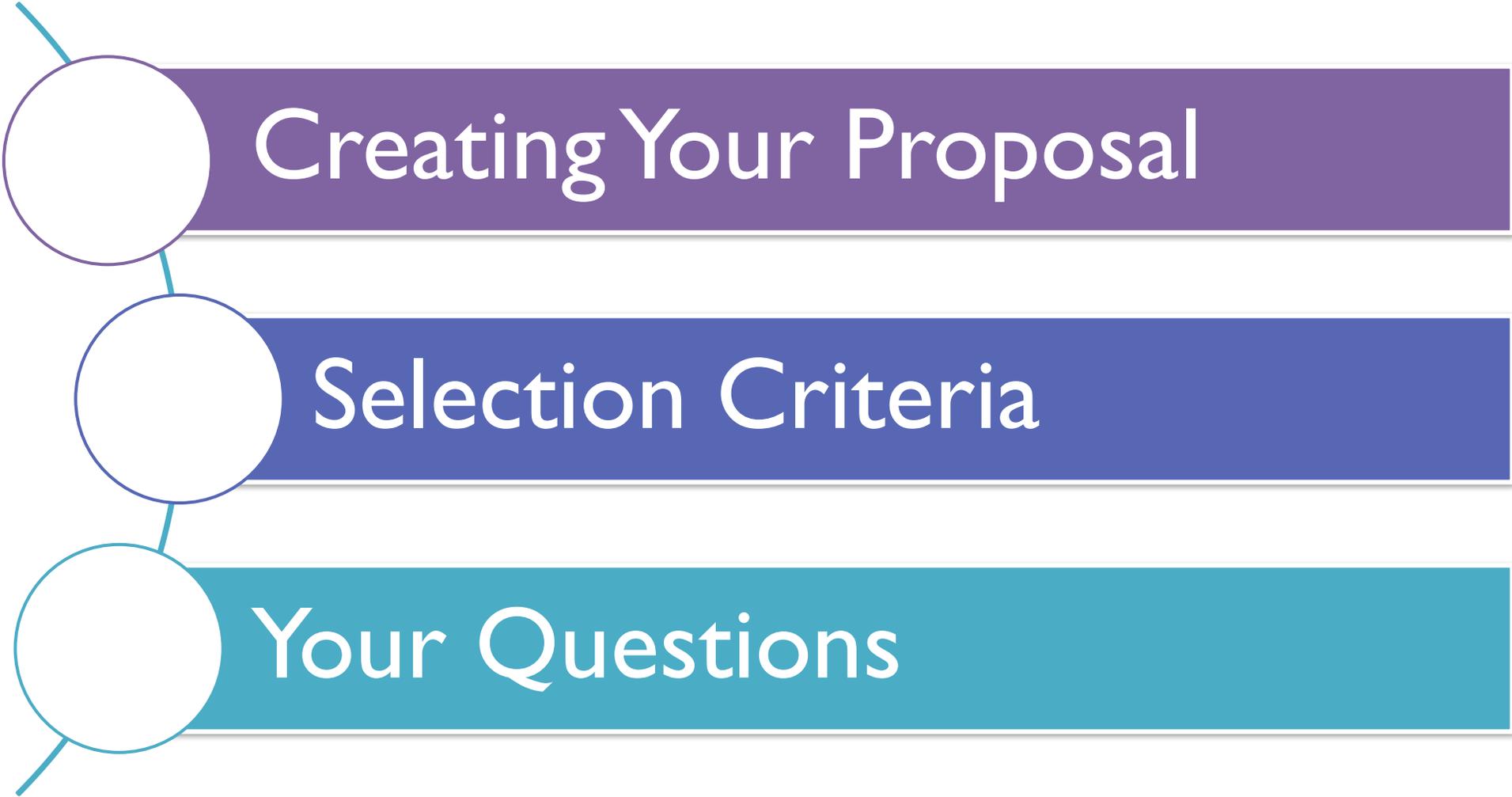
presenterinfo@publiccharters.org



Webinar Assumptions

- You've visited the **conference website**
- You're **planning to submit a proposal** for a breakout session or an alternative format session
- You've read through the **presenter webpage**
- After this, you will use the **proposal template** and submit your proposal by February 5, 2018

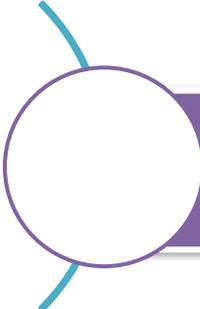
Webinar Overview



Creating Your Proposal

Selection Criteria

Your Questions



Creating Your Proposal

Key Dates

Call for Proposals Opens	January 10 – Now Open!
Call for Proposals Closes	February 5 – closes midnight ET
Session Selector Voting	February 8-28
Notification of Session Status	March 9
Confirmation Deadline	March 23
Presenter Registration Deadline	May 9
Presenter Webinar 1	May 9 (tentative)
AV Order Deadline	May 31
Presenter Webinar 2	June 6 (tentative)
Conference	June 17-20

Conference Info

June 17-20, 2018

Austin, TX

Austin Convention Center



The National Charter Schools Conference is the best learning and networking event for charter school educators, leaders, and advocates. This conference is about being part of a movement, learning from the best in the field, and learning from each other. Meeting peers that struggle with the same issues you do – or have solutions to offer you – is an incredible learning experience.

The National Alliance for Public Charter Schools plans, develops, and manages the conference.

2017 Audience: 4,200+ charter school teachers, leaders, administrators, board members, state leaders, policymakers, and education entrepreneurs, EMOs, CMOs, etc.!

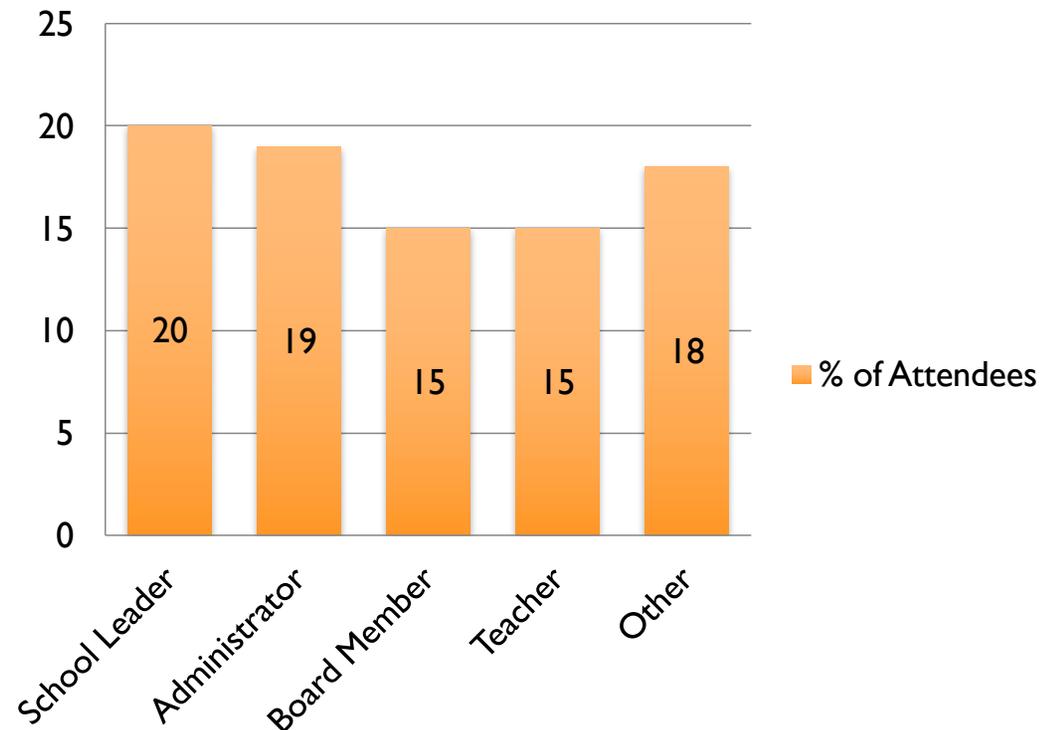
Presenter Discount:

Presenters receive discounted registration rate of \$375, but must cover their own travel, lodging, and expenses.

See our 2017 highlights and keynote videos:

<http://ncsc.publiccharters.org/2017-conference-highlights>

Attendee Job Titles



Conference Audience

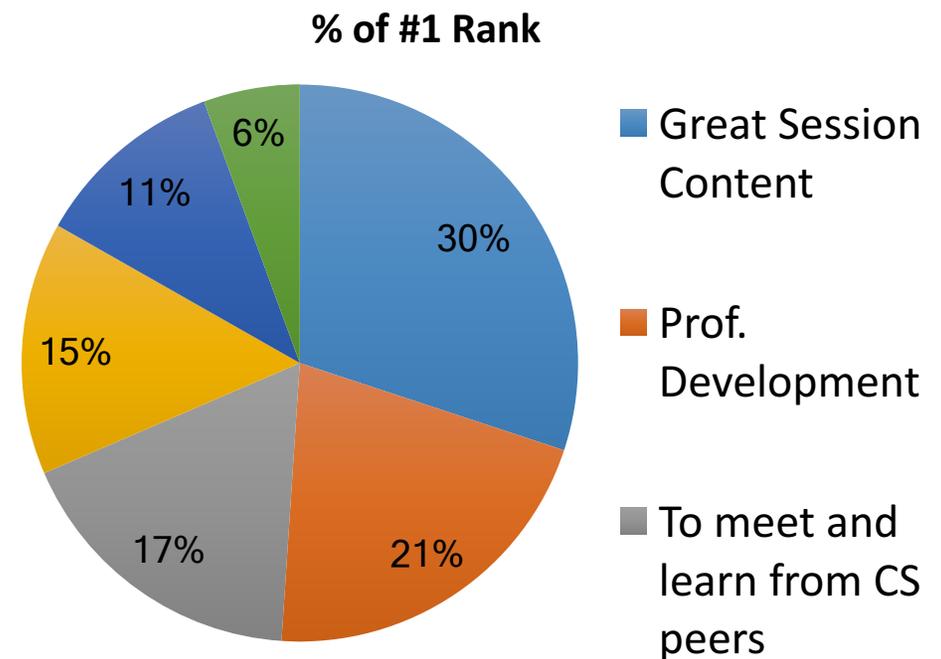
More than 50% of audience has 10+ years of experience

- Advanced-level content
- Lots of knowledge in the room
- We most need excellent, engaging advanced content

...But about 30% have 0-4 years of experience

- Many first-time board members, teachers, and leaders who need beginner-level content
- Share best practices, free tools, and practical info they can use immediately

#1 Reason for Attending



Top 10 Sessions at NCSCI17

Rank	Session Title	Presenter(s)	Strand
1	Rigor Ceiling: Seeing It in Action	Tyson Kane, Noble Network	Instruction
2	Rigor Ceiling: Intrinsic Investment	Tyson Kane, Noble Network	Instruction
3	Innovation in Compensation: Rewarding Commitment and Contribution	Kelly Reeser, Peak to Peak Charter School; Sam Todd, Peak to Peak Charter School	Operations
4	Telling the Story of Your School	Natalie Laukitis, National Alliance for Public Charter Schools; Massie Ritsch, 5e	Operations
5	Rigor Ceiling: Thinking Beyond the Classroom	Tyson Kane, Noble Network	Instruction
6	How Does Student Engagement Look, Sound, and Feel in Classrooms?	Rick DuVall, Kagan Professional Development	Instruction
7	Operational Excellence: Building Systems to Support Instruction	Sarah Logreico, NSA West Side Park Middle School; Andrew Stephenson, North Star Academy High Schools	Operations
8	Facilities Financing: Selecting the Best Option for Your Charter School	Dane Anderson, KIPP DC; John Buck, Buck Financial Advisors LLC; Brian Colon, Robert W. Baird & Co, Inc.; Justin Ellis, KIPP DC	Operations
9	Charter Schools: Breaking Ranks and Beating the Odds	Judith Marty, Mater Academy Middle High School; Bernie Montero, Somerset Academy; Fernando Zulueta, Academica	Leadership
10	Cultivating Curiosity: Engagement and Critical Thinking in the Classroom	Megan Freeman, Peak to Peak Charter School	Instruction

Attendee Quotes – Top Sessions

- This is exactly what I was hoping for from this conference. Amazing, relevant information that I can take right to my school.
- This was the most engaged audience and most interactive presentation by far.
- Great session – full of energy and engaging!
- Beautifully done, perfectly applicable, and beneficial across content areas.
- The presentation provided me with more tools to continue moving forward.

Our Lessons from Feedback

- Attendees want to engage their peers and have real dialogues
- Content needs to be highly relevant
- Formats need to engage: more topic facilitators instead of expert panels

Attendee Quotes – Lowest Scoring Sessions

- Didn't let us ask any questions or share our perspectives.
- Panel just repeated each other.
- Presenters weren't aligned and jumped all over the place.
- I expected different content based on how this was marketed in the program book (title and description).
- Great speakers but discussion was dull and didn't engage the audience.
- Was more philosophical and historical than practical.
- Session could have been more interactive.
- Would have loved to receive handouts or resources.

Our Lessons from Feedback

- Presenters need to be prepared
- Engagement, clarity, and practicality are critical
- Save ample time for audience Q&A
- Session content should match session description

Turn Your Idea into a Proposal

1. Start with (and stick to) your expertise. What is it you/your school or organization do exceptionally well that needs to be shared and replicated?
2. Consider the participants' jobs, experience, needs, and questions
3. Plan your time wisely: plan 2-3 learning objectives and stick to them
4. Include practical application

Consider our main goals of the conference:

- Premier learning and networking for charter school educators, leaders, and advocates
- Highlighting the best work being done in the field on a national stage
- Leading experts from many fields to share their knowledge

Charter Talks



A compelling presentation with a story arc that shares a big idea, delves into an issue, or shares a small idea with an impact.

These special 8-15 minute presentations are held on a large stage in the Exhibit Hall Tuesday, June 19 9:00am-12:30pm.

We hosted them for the first-time ever in 2017 and they were simulcast on Facebook live to an audience of over 7,800 people.

See the talks in our 2017 highlights: <http://ncsc.publiccharters.org/2017-conference-highlights>

Note: If you are submitting a Charter Talk proposal, you **MUST** submit a video pitch to be considered.

Proposal Template



Session Proposal Template

Downloadable Word document that:

- Guides you through the full call for proposals
- Allows you to prepare your proposal offline
- Get feedback from and collaborate with colleagues, make it high-quality
- Download at <http://ncsc.publiccharters.org/speakers/information-presenters>
 - Also available in handouts box of webinar screen

Let's review the template!



Selection Criteria



Selection Criteria

All proposed sessions will be reviewed by the program committee and Alliance staff for:

- **Audience appeal and engagement.** 30% of your session rating will rest on feedback from our Session Selector process. Preference is given to engaging session formats.
- **Relevance.** Your session should focus on a topic that is both interesting and useful for one or more of the target audiences.
- **Your experience and expertise.** We are looking for speakers with success in the charter school community/presentation experience.
- **Clarity.** Session descriptions that are well written and compelling with clear objectives and audience stand out.



Selection Criteria

Critical Considerations During Review

- Will this session topic help attendees solve problems they face in their jobs?
- Have you designed an effective learning experience that engages adults?
- Is the presenter doing some of the best work in the field? Is this an area where you have particular expertise?
- Is this advanced content that will resonate with someone with 10+ years of experience?

What Our Participants Expect



Participants want:

- Sessions with a greater **depth** of content
- Best practices and **tools** they can use
- Sessions designed to **engage and educate**
- Sessions showcasing **cutting edge innovations** in the field
- Differentiated content for **veterans**
- Plenty of time for discussion and **Q&A**



Participants DO NOT want:

- **Sales pitches** and product promotions
- Sessions with **basic content**, unless listed as “beginner”
- Sessions **without practitioners** as presenters
- Sessions **without engagement** or adult learning practices
- **Unorganized & underprepared presenters**
- **To be lectured.** They want to be engaged and trained.

If 25% of attendees or more indicate in the evaluation that a sales pitch was made, you will not be invited back to present.

If fewer than 30% of attendees submit session evaluations, presenters will be less likely to present in the future.



Tips to Help You

Use Your Expertise

- Stay within your strengths, talk about what you know really well.
- Share what you are doing really well that others can learn from or replicate.
- We seek to have practitioners as presenters, as their experience in the classroom/board room/principal's office can relate directly to our audience.
- Practice is preferred over theoretical ideas.

Be Unique – Make Your Proposal Stand Out

- We get a lot of proposals on similar topics, and often only chose one.
- We seek a diverse array of content & speakers.
- Consider your unique angle, expertise, or teaching technique and focus on that.

Make all of this clear in your proposal!



Go Deep

- Even beginner-level sessions should go deep right away.
- Frame ONE problem or a question you'll answer.
- No need for unnecessary words – in your proposal or during your presentation. Keep it short and sweet.
- Edit yourself – and have others edit you as well.
- Use the session proposal template to your advantage!

Show How You Will Engage the Audience

- In your proposal, highlight how you're going to interact with the audience.
- This is extremely important with adult learners.
- There's a lot of expertise in the room – give attendees the opportunity to share their pointers.



Most Needed Content

- **Advanced content** that addresses the issues of veteran teachers, leaders, and board members.
- **Innovations** that make charter schools unique, including new ways of thinking and approaching learning.
- **Critical basic elements** – What do new staff/schools need to succeed?
- **Hot topics** – What are the topics that are discussed with your peers at the bar? What are the issues facing education that need to be discussed?
- **What you know best!** We're interested in hearing from leading experts & practitioners.

Most Needed Content (Specifics)



- Content for Independent/Single-Site Schools
- New School Start Up
- Content for Executives and Organizational Leaders – management, team building, strategy, sustainability, work/life balance
- Very Advanced/401-Level Content - Requires deep understanding of topic and background. Presentation will skip background and go straight to high-level analysis and discussion of a topic for an audience that likely have 10+ years of experience with similar content.
- Fundraising
- Talent Recruitment and Management – hiring and keeping great people
- Alternatives to College

Content Needs: Lead

Goal: Content for school leaders and executives

- Work/life balance
- Continuous improvement, benchmarking
- Fundraising
- How to manage it all
- Creating partnerships



Content Needs: Educate

Goal: Push the needle on student achievement

- Instruction trends/new approaches that work
- Cognitive science/hacking the brain
- Working with non-native English speakers and developmentally challenged students
- Standardized tests/assessment alternatives
- Teacher leaders/leading from the classroom
- Teaching students that don't look like you/teaching in a new community
- Bullying prevention
- What your school does well that others can replicate



Content Needs: Advocate

Goal: Cutting edge approaches and ideas for policy professionals and harnessing the voice and power of the charter community

- Reregulation
- Being an effective advocate
- Engage your legislator with a school tour
- Creating coalitions and partnerships
- Lessons learned from state and local policy initiatives that can be replicated or used as a model



Content Needs: Govern

Goal: Creating effective governing boards

- Standards and assessing performance
- How to run an effective board
- Recruiting and training new board members
- Addressing performance issues
- Building diverse boards
- Working with authorizers
- Fundraising



Content Needs: Operate

Goal: The nuts and bolts of running a school/organization

- Finance, fundraising, and facilities financing
- Regulations and operating with employment law
- Sexual harassment and other school policies
- Student enrollment
- Effective parent engagement
- Social media savvy students (and preventing bullying)
- Immigration student impact
- Crisis public relations management
- Your school social media plan



Formats that Go Deep



- **Workshop/Problem Solving** – sessions that lead attendees through an exercise/experience or allows them to create, role play, or use a new tool
- **Interviews/Debates/Fishbowls** – sessions that focus on a critical topic or engage key experts to drill down in a topic
- **Panels with Great Moderators** – panels benefit from a great moderator, generally with a clear opinion on the topic
- **Debate** – conversation between two opposing views

Competitive Process

- Our acceptance rate is very low, with less than 15% of proposals accepted. We host just over 100 sessions at the conference and received more than 750 proposals in 2017.
- We strive to have the best presenters with the highest level of expertise
- Make your proposal stand out by aligning it with what you know best that others can learn from to replicate – not just hear about you
- Session selector voting is your opportunity to spread the word to your networks and have them vote for your proposal. Votes account for 30% of selection criteria.
- **Don't be discouraged if not accepted, join us in Austin and submit an idea for 2019!**



Next Steps

Complete your proposal and hit submit by midnight EST on Monday, February 5

- Get in touch with any questions - presenterinfo@publiccharters.org
- We'll also reach out to you with any questions we may have

Session Selector Voting: February 8-28

- Plan to reach out to your networks (emails, phone calls)
- Utilize social media
- We'll share some social media content, but encourage you to develop your own. The Conference hashtag is **#NCSCI8**.

You'll hear back from us by March 9

- We'll contact you with your session status (accepted, declined)



Thank You!

We look forward to reviewing your proposals
and hope to see you in Austin!



Your Questions

Please send all questions via the chat box or the question function

You can also email questions to us at:
presenterinfo@publiccharters.org