Call for Proposals Submission Guide

Anthology Together 2024

Submission portal will open January 22.

Version 1 (December 2023)

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What Is Anthology Together?

Anthology Together is the can't-miss annual user conference, networking, and learning event for higher education professionals. It's where education + technology meet to power exciting new opportunities. At AT24, you'll come together with peers and experts not only to discover solutions to your most pressing day-to-day challenges, but also new possibilities that will empower you to transform what's achievable for your learners and institution. Join us to experience the power of Together.

AT24 July 15-17, 2024, at the World Center Marriott in Orlando, Florida.

Anthology Together Call for Proposals

We are seeking submissions that fit within the established themes and apply to a variety of audiences.

In short, we're looking for real-world case studies, unique research, best practices, and creative perspectives that can inspire and guide attendees worldwide. By presenting at Anthology Together, you help fill the conference (and your peers) with bold ideas, new approaches, and promising practices.

As a thank you, presenters will receive special recognition on the conference name badge and a discounted registration rate of $600.

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Key Dates

- January 2024: Submission Portal Opens

- March 10, 2024: CFP Closes

- April 2024: Acceptance/Regret Notices Sent

- Mid-April 2024: Accepted Sessions Posted on Conference Website

- May 2024: Session Schedule Released

Program Themes

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Alumni and Advancement

Description: Discover new ways to foster connections and strengthen support with alumni and donors, while using data to enhance your engagement and fundraising strategies. Sessions will include information on developing a more personalized and meaningful alumni engagement strategy, effectively stewarding current and past donors, and using your advancement CRM to proactively identify prospects and increase your team's efficiency.

Key Products and Services: Anthology Encompass, Anthology Raise

Target Audience: Institutional Advancement/Alumni Relations, Marketing/Communications (Advancement Only), Advancement Leader, AVP/Director of Alumni Relations, AVP/Director of Advancement Services, AVP/Director of Annual Giving, Director of Marketing Communications (Advancement only), Associate/Assistant Directors of Alumni Relations, Advancement Services, Annual Giving, Communications, Information Technology (IT) leader, Web Services and System Administrators.

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Corporate and Government

Description: Hear from practitioners across the government and corporate space and learn about their unique use of Anthology products, their take-aways and best practices, and how you can apply them at your organization. Additionally, hear from the team delivering new enhancements to Blackboard Learn in the coming months, and how these new features can improve and expand your current and future programs.

Key Products and Services: Blackboard Learn, Anthology Ally, Anthology Adopt

Target Audience: Academic Affairs, Data/Institutional Research, Educator, HR/Training, Information Technology (IT)/Web Services, Instructional Design, Legal/Contracts/Compliance, Online Learning/eLearning, Student Affairs, Senior Leadership.

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DevCon

Description: Anthology DevCon track is crafted for developers, engineers, and tech enthusiasts eager to lead the pack. Immerse yourself in the latest advancements through hands-on workshops, security considerations when developing and consuming APIs, and practical case studies. Explore the dynamic ways developers harness Anthology tech to prepare college and universities for the future of education, offering a glimpse into tomorrow's possibilities, discussions related to security and data protection. Stay ahead of the curve and be part of the technological forefront with Anthology.

Key Products and Services: Blackboard Learn/Ultra, Anthology Student, Anthology Finance & HCM, Anthology Reach, Anthology Ally and Anthology Illuminate

Target Audience: Data/Institutional Research, Information Technology (IT)/Web Services, Instructional Design, Online Learning/eLearning, Security/Data Protection (DevCon Added), Technology Partner (DevCon Added).

Institutional Effectiveness

Description: There's a lot of data in higher education, but data is only useful when you apply it effectively - and nobody does this better than Institutional Effectiveness teams and leaders. In this track, we'll explore the ways Anthology solutions can make your data collection and reporting processes easier and more actionable. Join your peers and Anthology experts as we discuss ways to drive collaboration across campus, support assessment, strategic planning, teaching and learning, and other functions through the effective use of data.

Key Products and Services: Anthology Accreditation, Anthology Program Review, Anthology Planning, Anthology Outcomes, Anthology Portfolio, Anthology Collective Review, Anthology Evaluate, Anthology Baseline, Blackboard Learn, Anthology Professional Services, Data & Assessment Services.

Target Audience: Academic Affairs, Assessment, Data/Institutional Research, Educator, Information Technology (IT)/Web Services, Student Affairs, Senior Leadership.

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Operational Efficiency with SIS/ERP

Description: Join us to explore how innovative institutions leverage Anthology's modern Student Information System (SIS) and Enterprise Resource Planning (ERP) solutions. With a holistic scope that supports you from acceptance to graduation, Anthology is enabling institutional agility at-scale with unparalleled flexibility from Products and Services. Hear from institutions that are partnering with Anthology to offer diverse learning structures; to automate finance, payroll, and human capital management processes; and to enable illuminated data-driven decision making across the institution.

Key Products and Services: Anthology Student, Anthology Finance & HCM, Anthology Payroll, Anthology Professional Services, Intergration Services, State Reporting Services.

Target Audience: Academic Affairs, Academic Operations, Accessibility/Disability Services, Accounting & Finance, Admissions/Enrollment, Data/Institutional Research, Facilities/Operations, Financial Aid/Funding/Bursar, HR/Training, Information Technology (IT)/Web Services, Legal/Contracts/Compliance, Marketing/Communications, Records, Student Affairs, Student Success/Services, Senior Leadership.

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Recruitment, Admissions and Enrollment

Description: Dive deep into sessions that highlight innovation throughout the enrollment funnel. As AI, integrated data, and sophisticated CRM technologies provide increased opportunities to add efficiency and personalization to enrollment plans, learn best practices from your peers on how these trends can drive strategic enrollment growth. Discover how institutions, like yours, are combining the power of technology and scaled operations to positively impact top-funnel enrollment growth and streamline the admissions process.

Key Products and Services: Anthology Reach, Anthology Milestone, Anthology Research & Strategy, Anthology Performance Marketing, Anthology Enrollment Management, Anthology Online Program Experience (OPX), Anthology One Stop

Target Audience: Admissions/Enrollment, Data/Institutional Research, Information Technology (IT)/Web Services, Financial Aid/Funding/Bursar, Marketing/Communications, Online Learning/eLearning, Senior Leadership.

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Student Retention, Engagement, and Support

Description: Student retention is of growing importance in higher education, as stop out rates continue to grow after the pandemic. Join experts in the field of student success, retention, and co-curricular engagement to explore the full breadth of the student experience and discover the actionable data sources available to inform meaningful student outreach and support. Learn how your peers are best integrating technologies and data to provide timely, personalized support to students when they need it most, and how to best tackle the time, resource, and budget constraints that can make these initiatives challenging to implement.

Key Products and Services: Anthology Engage, Anthology Milestone, Anthology Beacon, Anthology Occupation Insight, Anthology Baseline, Anthology Student Verification, Anthology Reach, Anthology Succeed, Anthology One Stop, Anthology Help Desk, Anthology Chatbot, Anthology Retention Coaching.

Target Audience: Student Success/Services, Admissions/Enrollment, Data/Institutional Research, Financial Aid/Funding/Bursar, Information Technology (IT)/Web Services, Student Affairs.

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Teaching, Learning and Inclusion

Description: Join institution leaders and instructors from around the world to share actionable insights on how data, technology, and innovation drive engaging learning experiences. Explore AI and other EdTech trends that are impacting modern pedagogy and learn best practices from your peers on how these are being applied to empower instructors and benefit students from diverse backgrounds. As higher education sharpens its focus on data, this track will uncover how to effectively leverage insights from learning technology to improve the overall student experience.

Key Products and Services: Blackboard Learn, Anthology Ally, Anthology Adopt, Anthology Education Services, Anthology Professional Services, Blackboard Data, Anthology Illuminate

Target Audience: Academic Affairs, Accessibility/Disability Services, Assessment, Data/Institutional Research, Educator, Information Technology (IT)/Web Services, Instructional Design, Online Learning/eLearning, Student Success/Services, Senior Leadership.

Presentation Formats
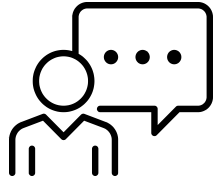
Session

This is your chance to be creative with how you share your content and engage your audience! Sessions are 45 minutes.

Panel

Ideal for sharing multiple perspectives in a more informal setting with little to no presentation content. Panels are 45 minutes.

*Recommend no more than three panelists

EdTalk (think TED Talk)

A 15-minute presentation on the exhibit hall floor. A great option for first-time presenters or those who prefer to lead a more focused presentation rather than a session.
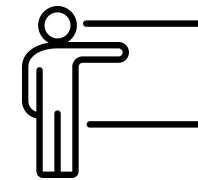
Flash Session

These 20-minute sessions are reserved for our conference sponsors.

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Submission Guidelines

❑ We suggest using a laptop or desktop computer rather than a mobile device to ensure a successful submission.

❑ You can create, save a draft, and edit your submission up until the submission deadline on March 10, 2024.

❑ The program team will communicate with the individual who submitted the proposal. It is the submitter/presenter's responsibility to communicate and coordinate all other aspects of the presentation with any co-presenters.

❑ Presenters from different institutions and organizations are encouraged to present together.

❑ We suggest waiting to register for the event until you have received the status of acceptance or regret for your submission. Accepted speakers are offered a discounted registration rate of $600. Notices will be sent out before the early bird deadline. You may still reserve space in the hotel block in advance.

❑ For Anthology submitters, make sure to get permission from your manager to submit a proposal.
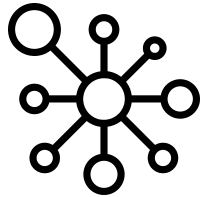
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Submission Checklist

❑ **Presenter Information:** You will be asked to provide contact information (including mobile phone number), a headshot, and a short biography (maximum 600 characters) for each presenter.

❑ **Session Title:** Use the title of your session to capture attendee attention, show your perspective, and emphasize the value of your session. Generic titles won't properly communicate your subject matter. (Maximum 100 characters)

❑ **Theme:** Select the program theme that best aligns with your presentation.

❑ **Session Format:** Choose the appropriate format for your presentation from the four options.

❑ **Session Abstract:** This summary will be included in the agenda to give attendees more information on the content of your session. This should be a clear, concise description of why an attendee should attend your session and what they will walk away with. (Maximum 500 characters)

❑ **Additional Submission Details:** This is where you will share additional details about your session with the review committee. Show your creativity, highlight high-level participant takeaways/learning objectives, identify session objectives, and describe any plans for audience engagement and session flow. Check out the evaluation rubric for more information on what we're looking for. (Maximum 3,000 characters)

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Submission Checklist (continued)

❑ **Products/Solutions:** On the event website, attendees can filter sessions by product/solution. Check off anything you will be focusing on in your presentation (if applicable) so attendees can easily find your session.

❑ **Audience:** Individuals from a variety of industries attend each year. Select from higher education, K-12, corporate, or government and military.

❑ **Role:** Attendees occupy many roles. Choose the relevant roles from the options to help attendees identify your session.

❑ **Experience Level:** Sessions have varying levels of experience to comprehend. Select the appropriate level.

❑ **Attendee Access to Session Materials:** Would you like to share the presentation slide deck and/or session recording with attendees?

❑ **Supporting Materials (optional):** Is there anything else you would like to include with your submission to assist our review committee when evaluating your session?

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Evaluation Rubric

Diversity of Thought and Innovation

We strive to curate a multi-faceted, diverse program at Anthology Together, so we encourage you to take a unique perspective on a pressing topic and/or showcase your innovation to differentiate your proposal.

Practical Application

Session topics need to be relevant. We look at whether a topic addresses a relevant issue and how the content of the session provides practical solutions to said issue.
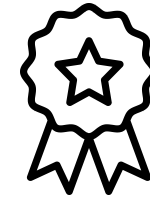
Quality

The overall quality of the session topic is based on the strength of the submission. We look for unique research, specific data and proof points, tangible takeaways, replicable best practices, inspirational stories, innovative problem-solving, and examples of strong leadership.

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Tips for Crafting Your Session Title and Description

- Session Title

  - Keep the title clear and concise; ensure it accurately reflects your presentation.

  - A catchy title can grab the audience's attention, but make sure it is relevant and describes the topic well.

  - A title with 12 or fewer words is optimal.

- Session Description (Abstract)

  - **Establish the pain point:** This is your chance to establish *what* the presentation will be about and make a connection with your desired audience.

  - **Build interest and credibility:** Provide some background in a sentence. Be specific about the challenges or benefits you plan to cover in your talk. Make your point of view clear.

  - **Tell the audience what they will learn:** Provide the main takeaways from your presentation.

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Examples

Celebrate Resilience: A Story to Highlight Techniques Used to Overcome Bulk Deletion of Users
Imagine it's early November, and half of your users are deleted from the LMS while classes are in session. Faculty, learners, course designers, and system administrators with last names A-L are all affected. What do you do? This EdTalk provides a motivational story along with the techniques needed to highlight how individuals overcome the challenges and hardships of restoring 50% of the system users, their corresponding course submissions and grades, and user portfolio privileges.

Strategizing Accessibility: Developing Inclusive Learning Environments That Include All Students
Creating an inclusive learning environment has been a priority for many institutions. But have you intentionally included students with disabilities? Accessibility is a journey that requires action by the whole institution, not just the disability services areas on campus. During this session, roles and responsibilities will be discussed while sharing tips and resources that can be used to formulate a comprehensive accessibility strategy that aligns with institutional mission and goals.

Maximizing Impact: Upgrading to Blackboard Learn Ultra with Limited Campus Resources
This session will highlight how Youngstown State University is going from an instructor opt-in model to a full Learn Ultra conversion. With three semesters to go and only two full-time instructional designers, we will detail how we maximized our teams' strengths to build an effective transition and training plan. This session will also delve into first-hand challenges and roadblocks of transitioning to Learn Ultra and provide practical tips to overcome them.

Getting the Band Together: A Panel of Change Agents & Integrators
Holistic student support has long been an aspiration for Academic & Student Affairs practitioners. Most technology solutions have proven too narrowly focused, either in the data they surface or the stakeholders they serve, to transform student success as promised. We recognize that holistic support requires not just a solo artist but an entire band! Hear from higher ed leaders who built a campus coalition and embraced technology to break down silos for holistic student support.

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Tips for Writing Your Professional Bio

❑ **Start with who you are and what you do.** Include your name and a brief summary of your professional endeavors and goals.

❑ **Describe what you're currently doing.** Include quantifiable information that shows how effective you are in your most recent position.

❑ **Share some professional triumphs.** This is your opportunity to showcase two or three key moments in your career, such as awards, special recognition, or significant accomplishments.

❑ **Include some personal details.** Your career doesn't completely define you. Feel free to include interests and hobbies in your bio to make you more relatable.

REMEMBER

- Be real

- Be concise

- Be relatable

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Example Bios

Bethan Jones is a senior learning technologist working on the Teaching and Learning Support Team at Bangor University. She has 20 years of experience working in e-learning and works specifically on the use of learning technology in a bilingual environment. Bethan instigated the development of the Welsh Language Pack for Blackboard Learn, originally developed by Bangor University. Presently, Bethan is involved in the adoption of Blackboard Learn Ultra at Bangor, supporting staff in making the best use of the tool and features available.

Lilian Joy is an educational adviser at the University of York. She has over 30 years of experience as a teacher, trainer, e-learning manager, and consultant. Lilian is passionate about staff development and the 'learning' in technology-enhanced learning. She has worked on several UK and European projects and continues to support colleagues across the UK through the Future Teacher 3.0 webinars. Lilian's current research interests include accessible maths, the experience of disabled staff and students, and appreciative inquiry as a model for staff development.

Dr. Asli Hassan is the director of the Center for Teaching and Learning (CTL). She received her PhD in Language, Literacy, and Culture (LLC) from the University of Maryland Baltimore County. She has been a teacher trainer in the US and most recently led a multi-phased US State Department-sponsored curriculum development and teacher-training project in Mexico. Asli is an engaging, multilingual educator devoted to research that impacts student learning and innovative professional development programs. She has over 20 years of teaching and teacher training experience in the US and UAE.

FAQs

What is the deadline for submission?
The deadline to submit a proposal for Anthology Together is March 10, 2024, at 11:59 p.m. PT.

How do I submit a proposal?
All proposals must be submitted online in our submission portal. You can start at any time and save your proposal to complete at a later date. We suggest using a laptop or desktop computer rather than a mobile device to ensure a successful submission.

Can I submit more than one proposal?
You may submit more than one proposal; however, keep in mind that we typically only accept one proposal per person.

How can I view the status of my submission?
You may log in to the CFP portal at any time to check the status of your submission.

What if there are multiple presenters in my session?
One person should take the lead in submitting the session. They will be the main point of contact for information regarding the session.

When will I find out if my proposal has been accepted?
Email notifications will be sent in April.

Do presenters get a discount?
Yes! To thank you for your time and participation, we offer presenters a discounted registration rate of $600.

Questions? Please contact togetherprogram@anthology.com

About Anthology

Anthology offers the largest EdTech ecosystem on a global scale, supporting over 150 million users in 80 countries. The company's mission is to provide dynamic, data-informed experiences to the global education community so that learners and educators can achieve their goals.

www.anthology.com

https://www.anthology.com/together

#AT24