# BbWorld 2021 Call for Proposals Submission Guide

Submissions Due: Friday, April 16, 2021 at 11:59 PM PT
Submit here: http://bit.ly/bbworldcfp2021
Questions? Contact bbworldprogram@blackboard.com
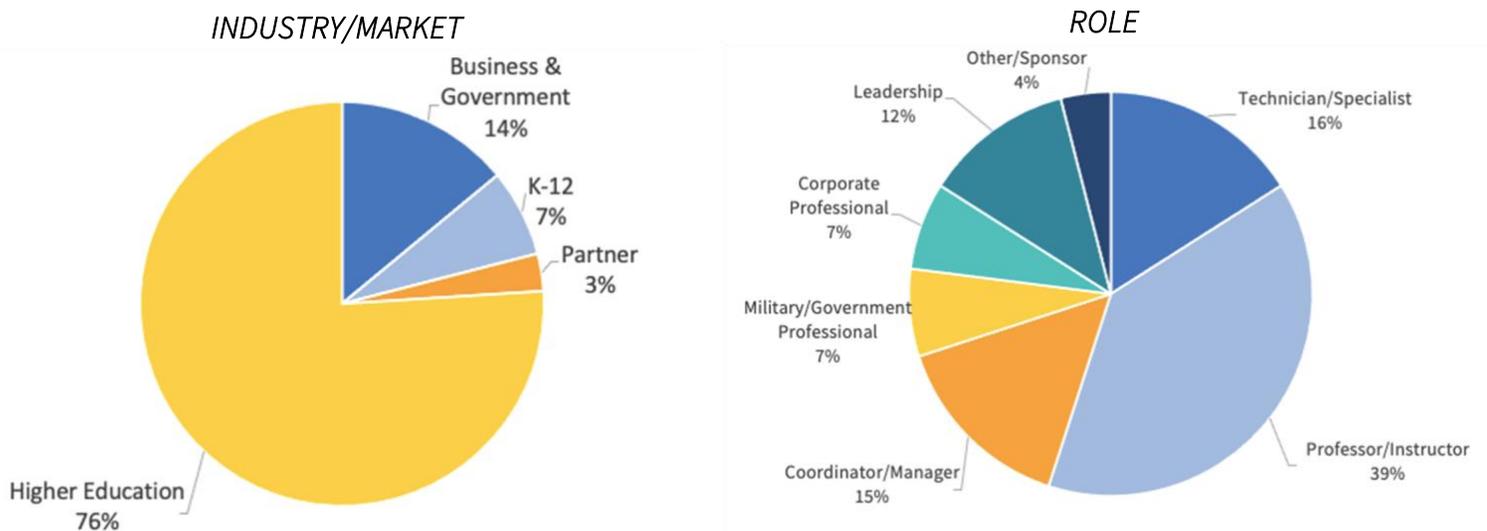
# Table of Contents

# Conference Overview

## WHAT IS BBWORLD…

BbWorld brings together the education community around the world to share best practices, discuss changes in education, and generate new ideas. At Blackboard's flagship event, we set the stage to explore trends in teaching and learning, the student experience, analytics, institutional change, accessibility, employability, and community engagement.

This year's theme is **Experience the Future of Learning**. Additionally, the BbWorld concept will be loosely structured around a TV network with channels, hosts and new formats for our mainstage general sessions! We encourage you to embrace this digital experience and bring creative, timely, relevant content to life at BbWorld 2021 this **July 13-15 and 20-22**.

## WHO COMES TO BBWORLD?

Our attendees represent higher education, K-12, business, and government institutions from around the globe.

*INDUSTRY/MARKET*



Business & Government 14%
K-12 7%
Partner 3%
Higher Education 76%

*ROLE*



Other/Sponsor 4%
Leadership 12%
Corporate Professional 7%
Military/Government Professional 7%
Coordinator/Manager 15%
Technician/Specialist 16%
Professor/Instructor 39%

# Key Dates

**Call for Proposals Closes**: April 16, 2021 at 11:59 PM PT
**Accept/Regret Notifications Sent**: Late May
**Accepted Sessions Posted on Website**: Late May or Early June
**Sessions Scheduled**: Mid-June

# Considerations

## 2021 PROGRAM THEMES

**Driving learner success through data and analytics**
How institutions, organizations, and K-12 districts are leveraging data to drive learner success.
Topics may include *data analytics; data governance; data-informed decision making; reporting; data visualization; collaboration; strategic planning*

**Embracing organizational change, excellence and leadership**
Innovative programs that support and encourage a more diverse and productive workforce as institutions and organizations modernize and strive for excellence.
Topics may include *response to the COVID-19 pandemic, instructor support and training; professional development and certification; change management; upgrading enterprise systems; moving to the cloud; creating a modern workforce; culture change; diversity, equity and inclusion (DEI) efforts*

**Enhancing teaching and learning experiences**
How leading instructors and administrators around the globe are approaching teaching and learning at their institutions.
Topics may include *response to the COVID-19 pandemic, instructional design; course design; digital learning; distance and remote learning; online and blended learning; student engagement and experience; pedagogy; teaching technology tools; product roadmaps; online program development and growth*

**Fostering an inclusive learning environment**
Inclusive strategies, best practices, and pedagogical approaches designed to mitigate barriers to access and create a more inclusive learning environment for all learners.
Topics may include *accessibility; digital inclusion; universal design; digital learning; policy and law; equity and access; culture change; institutional success*

**Modernizing and maintaining enterprise IT**
Best practices in IT service delivery, digital transformation and the more technical aspects of working with Blackboard products.
Topics may include *analytics; efficient IT service management; agile; DevOps; data security; data protection; compliance; maintaining, configuring and integrating technologies with Blackboard products; hosting integrations in the cloud; implementing IT standards; cost containment; workforce management*

**Optimizing the student experience**
How institutions can support students, remove barriers to success in and out of the classroom, and improve outcomes throughout the student lifecycle.
Topics may include *student engagement and experience; AI and automation; digital student experience; design principles and approaches; data-driven insights*

**Recruiting and retaining learners**
How institutions plan for growth and keep students on track through data-driven research, with marketing, enrollment, and retention strategies and best practices.
Topics may include *research & market analysis; recruitment; enrollment management; marketing; retention strategies; online program management*

## PRESENTATION FORMATS

Most BbWorld presentations will take place live on their scheduled day. Depending on circumstance (internet connectivity issues, time-zone challenges), some may prefer to pre-record their panel or session. Please note we are limiting the total number of presenters on any one breakout to four (4).

**Session:** A 30-minute presentation on a topic of your choice. This is your chance to be creative with how you show your content and engage your audience! Best for sessions where only a single person would need to be on screen at a time. Sessions can be done live or pre-recorded and will include text-based chat and Q&A.

**Panel:** A 30-minute discussion between up to 3 presenters and a session moderator on a specific topic. Good for sharing multiple perspectives in a more informal setting with little-to-no presentation content. Panels can be done live or pre-recorded and will include text-based chat and Q&A.

**Ed Talk:** A brief, 10-minute *pre-recorded* presentation on a topic of your choice. You're encouraged to use graphics and visuals to demonstrate your point in a concise, engaging way. One 30-minute session slot will consist of three (3) Ed Talks. While this will not be presented live, there will be a text-based chat to engage with the audience.

# Submitting Your Proposal

## 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 of Friday, April 16, 2021.
- The program team will communicate with the individual who submitted the proposal. It is their responsibility to communicate and coordinate all other aspects of the presentation with any co-presenters.
- Presenters from different organizations are encouraged to present together!
- There are a maximum of four presenters on any one session or panel.

## SUBMISSION CHECKLIST

To facilitate a more robust agenda navigation process, we have updated our CFP submission form. Please take note of the fields below prior to submitting your proposal for consideration.

**Presenter Information**
Make sure you have contact information (including mobile phone), headshots, and bios (max 600 characters) for each of the presenters.

**Session Title**
Use the title of your session to grab the attendee's attention, show your perspective and the value of your session. Generic titles won't communicate anything! (Maximum 120 characters)

## Session Abstract
This is what will be listed in the agenda to give attendees more information on what your session will be about. This should be a clear, concise description of why an attendee should attend your session and what they will get out of it. (Maximum 500 characters)

## Presentation Description
This is where you can share the content of your session with the review committee. Here is where you will show your creativity, highlight participant takeaways, identify session objectives, lay out plans for audience engagement and session flow. Check out the evaluation rubric for more information on what we're looking for. The more detailed information, the better! (Maximum 3,000 characters)

## Theme
Select which of the program themes that aligns best with your presentation. Not sure? Select "Help Me Pick" and we'll help to place your session into the appropriate theme.

## Session Format
Choose the appropriate format for your presentation from the three options.

## Session Keywords
To help narrow the agenda down for attendees, you'll be able to select from a list of keywords if relevant to your session.

## Blackboard Products
Attendees have asked to be able to filter sessions by product. Check off any products you will be focusing on in your presentation (if applicable), so attendees can easily find your session!

## Audience
We have a range of individuals who attend BbWorld each year. Select from Higher Education, K-12, Corporate or Government & Military.

## Role
Who would benefit most from your session? Our attendees span a range of roles that include academic leadership, administrators, communications/PR, educators and instructors, instructional technologists/designers, IT/technology leadership, technology professionals and training professionals.

## Attendee Experience Level
Help direct attendees to the right sessions for them. Choose between beginner, advanced, or all levels.

## 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?

# Evaluation Rubric

We value and appreciate your time in submitting your proposal. When choosing sessions for this virtual experience, we will consider the following criteria:

- **Engagement techniques**: With the virtual format, it is more important than ever to engage attendees. We look at how meaningful interactivity is incorporated into the format of the session in order to enhance the attendee's experience and knowledge retention.

- **Diversity of thought and innovation**: We strive to curate a multi-faceted, diverse program at BbWorld, 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 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.

# FAQs

**What is the deadline to submit?**
The deadline to submit a proposal for BbWorld is Friday, April 16, 2021.

**How do I submit a proposal?**
All proposals will be submitted online here: http://bit.ly/bbworldcfp2021 You can start at any time and save your proposal to complete at a later time. 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 can submit more than one proposal, however, keep in mind we typically only accept one proposal per person.

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

**What if there are multiple presenters on my session?**
One person should take the lead for 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 late May.