Submitting a Winning BbWorld + DevCon Presentation
February 2020
GALAXY of LEARNING
Blast off to the future of education
Quick facts:

- 35+ countries
- 240+ presenters
- 150+ educational sessions
- 700+ institutions
- 1,500+ attendees
- Over 60% of sessions are led by customers
GET TECHNICAL
Talk nerdy at DevCon with detailed technical conversations for system administrators, IT professionals and developers.

FOCUS ON THE MECHANICS
Technical content will range from the basics of REST APIs and backend management to SaaS migration and system administration.

EXPLORE NEW TECHNOLOGIES
Whether your institution uses Blackboard Learn, Collaborate, Analytics, or any other Blackboard product, DevCon has something for you.

FIND YOUR CREW
Make connections with peers and experts - especially at the DevCon social event!

DISCOVER TAILORED SESSIONS
We will again be working with a group of DevCon attendees to select submissions from our Call For Presentations.
BbWorld Audience
BbWorld 2020 Themes

Designing robust training programs
As today’s workforce changes, so too do employees’ expectations of professional development programs. Learn how businesses and government organizations are building a more diverse and productive workforce through innovative programs that attract the best talent.

Fostering inclusive education
Emerging technologies continue to change how we support all learners, regardless of learning style. Explore methods for ensuring you are building an inclusive learning environment, and that pedagogy, content, technology and services are accessible for everyone.

Preparing for change
Upgrading enterprise systems, adopting new technologies, or moving to the cloud can be a daunting tasks as you think about change management for educators and students. Hear best practices and tips from other institutions about how they approached these initiatives and improved the teaching and learning experience for their faculty, students and staff.

Enhancing the teaching and learning journey
Learners’ expectations are ever-evolving as the world and learning opportunities continue to rapidly change. Find out how leading instructors and administrators around the globe are approaching teaching and learning at their institutions.

Optimizing the student experience to support growth and retention
By optimizing people and process, institutions can better identify students at risk, increase enrollment, improve retention, and enhance the overall educational journey. Learn how organizations are easing the student’s responsibilities outside of the classroom through process re-engineering, use of emerging support technologies, and nurturing faculty/staff interactions.

Using analytics to drive learner success
You make institutional choices every day that may change the course of a learner’s life. Now, find out how to make data-informed decisions to close achievement gaps and improve student learning outcomes. Learn how institutions, organizations, and K-12 districts are leveraging data to drive learner success.
Session Types

**Standard 50-minute lecture:** Have a good amount of content and visuals to share? Select this option when submitting.

**Panel discussion:** Want to collaborate with other peers on a particular topic? Select this option and indicate in your submission whom you are collaborating with. See page 9 for FAQs.

**Unconference:** A 50-minute open conversation at DevCon about any topic. These will be voted on by clients via the community site. By submitting, you agree to be the facilitator.

**90-minute workshop:** Want your session attendees to walk away with new skills to take back to their institutions? This is the format for you! Be sure to include in your submission any required skills, software, or browsers your attendees will need in order to benefit from your presentation.

**Lightning talk:** Interested in leading a shorter and more focused discussion? This is a great option for first-time presenters or those who prefer to lead a conversation rather than a traditional lecture. Lightning Talks are hosted in Community LIVE and should range from 15-30 minutes. You can present as an individual or lead a discussion with a group of your peers.
“Standard Sessions” ≠ Lectures

- Debate Format
- Brain-Dates
- Multimedia
- Campfire
- Demos / Show Your Innovation
- Quiz Show
Early Acceptance Window

- Deadline: Friday, February 14
- Notified: Early March
- Make Plans Earlier!
BbWorld + DevCon 2020 Program Timeline

- FEB
  - CFP Close
- MAR
  - Session Selection
  - Early Accept Sent
- APR
  - Acceptances Sent
  - Sessions Posted on Web
- MAY
  - Session Timeslots Assigned
- JUN
  - Speaker Training
- JUL
  - BbWorld 2020
Creating a Winning Submission
How to **NOT** Get Noticed During the CFP Process*

**Ineffective Submission Headlines:**

- “Course Design”
- “Building Blocks”
- “Training for Course Building”
- “Placeholder for Something Later”

**Ineffective Abstracts:**

- “Show what is important when instructors are building courses.”
- “This session will cover techniques for effectively using [tool] into online courses.”
- “Abstract.”
- [Blank]

*Titles and wording have been changed to protect the innocent*
Creating a Winning Submission

Know Your Audience

Grab OUR Attention

Support Your Position
Know Your Audience

Choose the best format and structure

Speak to what motivates your target audience

Make sure that your proposal is aligned to the right theme

Focus on what’s hot in the industry and community now
Creating a winning submission

Know Your Audience

Grab OUR Attention

Support Your Position
Grab our attention

Use creativity: title (but don’t overdo it!), engagement techniques, etc.

List the takeaways

Include how people use what they’ve learned after the conference

Make sure your abstract provides a point of view

Tell us about yourself: what makes you stand out? (Speaking opportunities, unique background, perhaps a video?)

Spellcheck
Creating a winning submission

- Know Your Audience
- Grab OUR Attention
- Support Your Position
Support Your Position

- Cite experts
- Use statistics – we love numbers!
- Provide case studies
- Talk about institutional buy-in
Accepted Submissions from the Past

• “Leading change: Appraisal, Readiness Strategies, and Tackling Challenges that Derail Assessment Initiatives.”
• “The Top 10 Things in [TOPIC]”
• “Your Momma Only Wished She Had These Tools! Maintaining Academic Integrity in a Digital Age.”
• “Make It Personal--Creating Meaningful Instructor-to-Learner and Learner-to-Content Connections in Online Courses.”
• “From Meh to WOW! Employing the ECP Rubric and Principles of Individualized Instruction to Help Faculty Develop Excellent Online Courses.”
• “Escape BbWorld! The Use of Escape Rooms in Higher Education.”
Accepted Submissions from The Past

Abstracts that Got Our Attention

In 2015, the American Association of Colleges of Nursing (AACN) identified 679 RN-to-BSN programs nationwide in existence to advance graduate education in the nursing profession.

Of these programs, more than 400 were offered at least partially online. Distance learning not only accommodates access to higher education but aides in increasing the number of bachelor prepared nurses who would have not normally enrolled in traditional programs thus helping to boost enrollment and further alleviating the nursing shortage (AACN, 2015; O’Neil, Fisher & Newbold, 2009).

With a shift for increased use of online teaching in colleges and universities, this has presented nursing faculty to re-examine best practices in dealing with a multitude of challenges, including academic integrity. An informative panel consisting of nursing faculties and the director of distance learning will highlight the multifaceted aspects related to academic integrity.

Solutions that will be discussed include: Medatrex, Safe-assign, Turnitin and Respondus.
“E-learning market size was valued over $165 billion in 2015 and is likely to grow at over 5% from 2016 to 2023, exceeding $240 billion” (Forbes, 2017). The offering of online courses at Syracuse University increases every year. Why? Convenience, technology, comparable learning experience, same academic rigor and objectives as a campus class. How? Supportive administration, faculty buy-in, resources and enthusiasm.

The process may not begin with the technology, but it’s woven throughout. Director, Faculty Center for Teaching and Learning will outline techniques to inject new life into your classroom, to include creative teaching tips, strategies, and best practices for infusing technology into the curriculum. The Online Learning Services Instructional Technology Analyst will display various designed courses in Blackboard and its many features that can be used to your advantage. We will describe obstacles that may arise throughout the development process, both pedagogical and technological, so you can avoid them.
Recap: What Gets Our Attention

- A timely, relevant topic (Obviously!)
- Panels, workshops and “non-traditional” lecture sessions
- Ideas for session engagement
- Clear, articulate titles and abstracts
- Sessions with multiple perspectives (institutions, roles, etc)
What Should You Do Next?

- Download the **2020 submission guide**
- **Engage with your peers** to come up with ideas and joint session submissions
- **Brainstorm with us** if you want to get our help
- Join the **Blackboard Community** on community.blackboard.com
- **Email us for help** at bbworldprogram@blackboard.com
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