

Sample Proposal

Presenter Information

List all presenters involved in the session (*replicate this section as needed*)

Presenter's Name	Kathleen I. Powell	
Presenter's Title	Associate Vice President for Career Development	
Presenter's Role Pick one	<input checked="" type="checkbox"/> Solo-presenter <input type="checkbox"/> Co-presenter (max. 2 per session) <input type="checkbox"/> Panelist (max. 3 panelists per panel)* <input type="checkbox"/> Moderator (for panel only, max. 1 per session) <small>*A panel session consists of 1 moderator + a maximum of 3 panelists. All panelists must be confirmed to complete the proposal.</small>	
Presenter's Organization	William & Mary	
Presenter's Organization Demographics Check all that apply.	College Categories <input checked="" 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	Employer Industries <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

Presenter Information *continued*

<p>Presenter's Biography</p> <p>Tell us about the presenter's expertise and what makes this person unique. (Not to exceed 4,000 characters)</p>	<p>Kathleen I. Powell is the Associate Vice President for Career Development at William & Mary. Kathleen has more than 25 years of progressive experience in higher education career services. She is an engaged speaker, effective leader, and creative programmer; able to create, develop, and implement programs supporting office vision and strategic planning. She is dedicated to strategic visioning and management, collaborative partnerships, and faculty engagement. Kathleen has a solid understanding of career development, student development, and organizational and leadership theories, as well as association management. She has more than 40 presentations, 20 published articles, and a multitude of blog posts to her credit.</p> <p>Kathleen holds a M.S. in Student Personnel Services from Miami University of Ohio and a B.A. in Psychology from the University of Akron. Kathleen began her tenure in university career services in 1985 at Ashland College, now Ashland University. Her career services work included positions at Knox College (IL), Marietta College (OH), Grinnell College (IA), and The University of Akron (OH). Immediately prior to her appointment as Assistant Vice President for Student Affairs and Executive Director of Career Development, now Associate Vice President for Career Development, at William and Mary, she served as the Director for Career Exploration and Development at Denison University in Granville, OH.</p> <p>Kathleen has authored chapters in several different publications and served as an academic advisor and adjunct faculty member at Marietta College. She has taught career planning, leadership development, and communication. Most recently, Kathleen was named the Faculty Lead for the <i>Strategic Planning for the Emerging Leader</i> session at the Management Leadership Institute (MLI) through the National Association of Colleges and Employers (NACE).</p> <p>Currently Past-President for the National Association of Colleges and Employers (NACE), Kathleen has also served as the President, Vice President-College, and Director-College, as well as chairing and serving on many NACE committees. Kathleen has also served as President of the Midwest Association of Colleges and Employers (Midwest ACE) and President of the Illinois Small College Placement Association. Kathleen is the recipient of the Founders Distinguished Service Award and J.W. Paquette Award for Superior Leadership Award (Midwest ACE), Charles Sumner Harrison Award, and Teacher Appreciation Award, Sigma Kappa, (Marietta College). In addition, Kathleen holds a Management Leadership Certificate for Career Services Professionals.</p>
<p>Presentation History</p> <p>Has the speaker presented this topic before? If so, when and where?</p>	<p>No</p>
<p>Additional Speaker Information</p> <p>(i.e., Links to articles, blogs, or online information that can be shared)</p>	<p>www.nacweb.org/about-us/board-of-directors</p>



Session Content

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

<p>Proposed Session Title (Not to exceed 100 characters)</p>	<p>Choose Happiness! Your Carbonation for Work.</p>
<p>Proposal Summary 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)</p>	<p>Don't worry, be happy! We all come to the workplace with more than our job description on our minds. Each generation has its own values, not to mention expectations, of the world around them. Nowhere are these differences more apparent than in the workplace. Millennials have a complicated relationship with work; those who are seasoned have a mindset of how work should be approached. Shift happens! Participants who attend this session will leave with tangible ways for their office and team to harness the happiness factor for a positive ROI, increased team engagement, and a healthier workplace!</p>
<p>Proposal Description A short summary that focuses on what the session will cover and what the audience will learn (i.e., What would you say to attract attendees to your session?). If your proposal is selected, this description will be used to promote your session in the registration brochure, app, and conference program. Not to exceed 100 words.</p>	<p>After attending the Fifth World Congress on Positive Psychology conference in Montreal, listening to researchers discuss happiness and its effects on work, performance, engagement, relationships, and health benefits, I started to conduct my own research on how to implement pathways/models that would require change in supervision, leadership, and management delivery. Happiness isn't just a good idea, it's good business.</p> <p>The science of happiness is changing the way we work, think, and live. Happy means feeling happy, feeling engaged, and feeling like life and work have meaning and purpose. When unhappy employees outnumber happy workers by two to one, according to the latest Gallup global workplace report, it's time for organizations to take happiness at work seriously!</p> <p>According to Shawn Achor, author of <i>The Happiness Advantage</i>, the greatest advantage in today's economy is a happy and engaged work force. In research conducted over the past decade, happiness raises nearly every business and educational outcome: increasing sales by 37%, productivity by 31%, and accuracy on tasks by 19%. In a landmark meta-study of more than 200 studies conducted on 275,000 people worldwide, positive psychologists Sonja Lyubomirsky, Laura King, and Ed Diener, found that happiness leads to success in nearly every life domain, including work performance, health, longevity, relationships, sociability, creativity, and energy. Research shows that happy employees lead to high performance. Study after study shows that happier employees are more engaged, more motivated, innovate, give better customer service, play more effective roles in teams, and make better leaders.</p> <p>This proposal will spotlight the breadth of research and utilize available data to take a deep dive around happiness, its benefits, advantages, and tangible outcomes. Key performance indicators will be shared and discussed, and participants will leave the session with an ROI calculator to determine pathways to happier employees, various models, and tools to use to increase productivity and team.</p>
<p>Session Delivery Format Pick one</p>	<p><input checked="" type="checkbox"/> Traditional: Highlight your expertise in a session built on the traditional teacher-student format. Length: 60 minutes.</p> <p><input type="checkbox"/> Deep Dive: These 90-minute sessions plunge into the nitty-gritty of key issues. Attendees should emerge with a deeper understanding of the topic.</p> <p><input type="checkbox"/> SMARTtalk: SMARTtalks are quick learning sessions. Length: 20 minutes.</p> <p><input type="checkbox"/> 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.</p>



Session Content *continued*

NACE Content Track	TRACK	SUBTOPICS
<p>Review the subtopics within each track, and choose the track that best fits your proposal. We understand sessions may address multiple topics and fall across multiple tracks.</p>	<input checked="" type="checkbox"/> Coaching	<ul style="list-style-type: none"> • Career coaching • Leadership coaching • Student/new hire engagement and program strategies • Theoretical models • Assessment
	<input type="checkbox"/> Competencies & Skills	<ul style="list-style-type: none"> • Programming (integrating career readiness institution-wide and curriculum initiatives) • Competency/skill development • Competency/skill assessment/measurement • Related research (including value of selected competencies/skills; outcomes) • Personal competency/skills development for career services and URR professionals (including staff training)
	<input type="checkbox"/> Data Analytics & Decision Making	<ul style="list-style-type: none"> • What/how to collect, analyze, and report data • Using data to inform decisions • Using data to demonstrate value • Best practices
	<input type="checkbox"/> Diversity & Inclusion	<ul style="list-style-type: none"> • Working with special populations (including programming) • Strategies for developing a diverse work force • Building diversity and inclusion in your operation • Best practices • Trends and predictions (including demographics, research)
	<input type="checkbox"/> Job Market	<ul style="list-style-type: none"> • Trends and predictions (including demographics, how the job market is changing/job market of the future) • Student outcomes • First-destination results • Compensation
	<input type="checkbox"/> Legal Issues	<ul style="list-style-type: none"> • Laws and regulations (including those affecting internships, immigration, international students, and privacy)
	<input type="checkbox"/> Sourcing & Recruiting	<ul style="list-style-type: none"> • Trends and predictions (including benchmarks, research) • Branding and marketing • Impact of artificial intelligence (AI) automation on talent acquisition strategy • Best practices (including internship programs, info sessions, other programming) • Strategic partnerships and alliances
	<input type="checkbox"/> Technology Solutions	<ul style="list-style-type: none"> • Best practices (including identifying solutions and providers) • Streamlining operations through technology • Strategic partnerships (including working with service providers)



Session Content *continued*

<p>Learning Objectives (3)</p> <p>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?)</p>	<ol style="list-style-type: none"> 1. Identify work-related pathways around happiness to engage employees for increased production, performance, customer service, and positive impact. 2. Leave with activities and exercises to use with their team to promote well-being at work, moving toward or shoring up a culture of transparency, positive intelligence, fostering empowerment, and accountability. 3. Understand the dynamics and impact of happiness, from a grounded research model, to create a work environment that supports employees—from baby boomer to millennial and the X in between!
<p>Target Audience</p> <p>Pick one</p>	<ul style="list-style-type: none"> <input type="checkbox"/> All <input checked="" type="checkbox"/> Career Services <input type="checkbox"/> University Relations & Recruiting
<p>Audience Level</p> <p>Pick one</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Emerging (minimal knowledge of topic; how-to instruction of a new subject matter) <input checked="" 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)
<p>How would this topic challenge the audience's perceptions and help expand their expertise in the subject matter?</p>	<p>Participants will take a deep dive in an area that has a scientific, research-based model to uncover and discover the power of engagement, work performance, and team enhancements, not only for those they supervise, but for themselves. This research is a new way for those in the higher education space to think differently about their management and supervision, how they bring themselves to the workplace, and how to engage in a new way of meaning-making. Work is a commodity, and we must value our work by the values others place on it. Higher education and career outcomes, whether attached to career services or not, is in the spotlight. This session will allow those who attend to find ways forward during times of change, uncertainty, as well as celebration. The evidence is clear, understanding human dynamics in the workplace contributes to the success of an organization.</p>
<p>In what way does this topic relate to the future of the work force?</p>	<p>The pursuit of happiness is a right given to us by the U.S. Constitution. Is there any human being who does not yearn to be happy? However, what does happiness have to do with the future and that of the work force? It could be everything! We hear about doing more with less—happiness makes one more productive. Happy worker, happy life, begets success in all areas of life. Happiness makes us healthier, kinder, encourages creativity, improves analytical abilities, and can undo negative emotions. As we think about all the constituents that cross our paths, it makes sense to harness the energy of happy to lower health costs, to have more productive employees, and to help with succession planning. The research is clear and with the understanding of the research and methods to apply the research, the work force will be positively impacted.</p>



Session Content *continued*

<p>Session Outline</p> <p>Share your vision of how you will present the session content.</p>	<p>60-minute presentation</p> <ul style="list-style-type: none"> • 2-3 minutes to introduce the topic • 5 minutes to introduce the research, high-level overview • 10 minutes for a self-discovery exercise (happiness) • 40 minutes for a case-lite-study activity, interactive dialogue that includes a deliverable/take away for each participant to utilize in their office (including an ROI Happiness Calculator and Rejuvenate at Work Mapping exercise) 	
<p>Audience Engagement</p> <p>How would you engage the audience? Check all that apply.</p>	<p><input checked="" type="checkbox"/> Case Study Exercise</p> <p><input type="checkbox"/> Hands-On Activity</p> <p><input checked="" type="checkbox"/> Large-Group Discussion</p> <p><input checked="" type="checkbox"/> Self-Discovery Exercise</p>	<p><input type="checkbox"/> Role-Playing</p> <p><input checked="" type="checkbox"/> Small-Group Discussion</p> <p><input type="checkbox"/> Other</p> <p><input type="checkbox"/> None</p>
<p>Resources</p> <p>NACE requires that all submissions be accompanied by supporting presentation slides and/or resources you will provide the audience.</p> <p>A minimum of three PowerPoint slides are required.</p>	<ul style="list-style-type: none"> • Preliminary Slide Deck for Choose Happiness Proposal.pptx • Slide 2 Choose Happiness Carbonation for Work.pptx • Slide 3 Choose Happiness Carbonation for Work.pptx 	
<p>May NACE consider your proposal for other educational opportunities not listed?</p> <p>(i.e., <i>NACE Journal</i>, Spotlight e-newsletter, NACEWeb.org, webinars, NACE Blogs, etc.)</p>	<p>Yes</p>	
<p>Do you accept the NACE19 proposal terms and conditions?</p> <p>See the submission website for full details.</p>	<p><input checked="" type="checkbox"/> Yes</p> <p><input type="checkbox"/> No</p>	