



# PROPOSAL SUBMISSION GUIDE

2021 HLC Annual Conference  
April 5 – 9, 2021

The 2021 Annual Conference will highlight member institutions working together in innovative ways during times of adversity and uncertainty. As the national higher education landscape rapidly evolves, sharing novel practices and lessons learned will strengthen campus communities and help assure quality in a changed world.

HLC invites proposals for virtual presentations on initiatives that address emergency preparedness and crisis response, remote learning and the new digital workplace, equity and student success, and accreditation processes. Ideal proposals also will:

- Have clear and specific titles and descriptions
- Feature practical, useful advice or offer adaptable models
- Share relevant, evidence-based practices
- Highlight multiple perspectives or representatives of multiple institutions, such as presentations focusing on institutional collaborations or partnerships

**Don't delay—proposals are due October 5, 2020.**

## GENERAL PROGRAM

Tuesday, April 6 – Friday, April 9

A hallmark of the annual conference is its reliance on representatives of HLC-accredited institutions to share their experience with others. The General Program provides a forum in which member institutions and others promote best practices, showcase innovations, examine issues and challenges, and report on recent

developments affecting higher education. To ensure a balanced and inclusive General Program, HLC seeks presentations from across the sector and about collaborations among different institution types.

### Special Invitation for Academy Teams

The General Program will also highlight the work of institutions enrolled in HLC's Academies. HLC seeks proposals from Assessment Academy, Persistence and Completion Academy, and Student Success Academy teams for presentations sharing their project plans, promising practices and results.

## ACCREDITATION PROGRAM

Monday, April 5

The Accreditation Program is intended to help institutional faculty members, administrative leaders and Accreditation Liaison Officers (ALOs) learn about HLC accreditation and prepare for Reaffirmation of Accreditation reviews. HLC seeks proposals for this workshop from institutions that have recently completed an accreditation process.

The following topics are suggested, but other ideas are welcome.

- Developing the Federal Compliance Filing
- Participating in multi-campus reviews
- Including an embedded change in a comprehensive evaluation
- Building evidence to support the Criteria for Accreditation

- Organizing materials in the Assurance System’s Evidence File
- Using the team report following a campus visit
- Writing the Quality Initiative Proposal and conducting a Quality Initiative

## BEFORE BEGINNING

HLC urges submitters to note the following guidelines and recommendations before beginning:

1. The maximum number of speakers allowed for a presentation is three.
2. HLC will not select a proposal submitted by an institution if it has a focused visit, monitoring report or other follow-up activity scheduled related to the proposed presentation’s topic, or if an institution has been placed on sanction, Show-Cause, or has lost its accreditation status.
3. HLC conference attendees give lower evaluation scores to presentations that do not match their description. Be sure to submit an abstract that accurately reflects the information you will provide.
4. Proposals that feature tools, products or services available for purchase by colleges and universities are not appropriate for this proposal process. They may be submitted as showcase presentations (for more information, visit [www.hlcommission.org](http://www.hlcommission.org) in Fall 2020).

## SUBMISSION PROCESS

The Proposal Submission System requires submitters to complete several tasks in order to provide HLC with information to evaluate the proposed presentation. Submitters may save incomplete submissions and add information over multiple sessions before sending the completed proposal to HLC. After creating an account, the following tasks will be required for each submission:

### 1. Presentation Format

When submitting a proposal, choose a presentation format. If the proposal is selected, HLC will make the final decision on the format based on the needs of the conference

### How-to Presentation (30 Minutes)

A presentation providing practical advice and adaptable “how-to” models in a brief 30-minute format with time for questions. Topics such as technology tool usage, accreditation processes and forms, and small process improvements are encouraged.

### Informational Presentation (45 Minutes)

A presentation on a recent institutional experience related to an accreditation process, regulatory requirement or improvement initiative that provides the audience with applicable takeaways and advice.

### Panel Presentation (45 Minutes)

A presentation by two to three presenters, each offering a different perspective on a single topic or a collaboration. At the conclusion of the presentation, the audience is given an opportunity to ask questions of the entire panel.

Most presentations will have 150 or more attendees, while presentations on topics of particular importance or current interest in higher education may have 400 or more. The submitter should consider the potential size of the audience when choosing the presentation format.

Due to the size of the conference, HLC has limited capacity to support requests for special arrangements, such as limited audience size.

## 2. Proposal Type

When submitting a proposal, choose a proposal type to ensure it is reviewed in the appropriate manner.

### Institutional Proposal

Proposals submitted by representatives of one of HLC’s member institutions

### Viewpoint Proposal

Proposals submitted by higher education experts from outside HLC’s institutional membership

### 3. Create Presenter Profile(s)

The presenter profile is separate from the account profile, so duplicate information may be required. If you have co-presenters, you will have the opportunity to complete a profile on their behalf or fill in their basic contact information and send an email that will prompt them to complete the profile themselves. Each proposal should have one primary presenter and no more than two co-presenters. The primary presenter serves as the main contact for HLC if the proposal is selected.

### 4. Provide Proposal Description And Supporting Information

#### Thematic Category / Track

Submitters are encouraged to propose topics that relate to the conference theme by addressing one of the thematic categories listed below.

#### 1. Emergency Preparedness and Crisis Response

- a. Concrete strategies for managing crisis response and emergency preparation
- b. Budgeting and planning through uncertainty and financial hardship
- c. Leveraging challenges to promote innovation in institutional processes
- d. Promoting mental health and resilience of students, faculty and staff
- e. Leadership, shared governance and community in crisis response
- f. Navigating crisis response, human resources, and other regulations
- g. Evolving educational and business models
- h. Working with local communities during challenging times

#### 2. Promoting Equity and Student Success in a Changed World

- a. Innovative methods to promote student success
- b. Empowering diverse communities across campus via meaningful, mission-driven changes
- c. Fostering campus community to support students through societal change
- d. Remote and face-to-face programming that encourages a holistic educational experience
- e. Ensuring access to learning for all students through a focus on equity

### 3. Remote Learning and the New Digital Workplace

- a. Program planning and assessment practices that ensure quality education
- b. Professional development strategies to strengthen remote work
- c. Implementation strategies and organizational structures for business continuity through remote work

### 4. Accreditation Processes and Outcomes

- a. Institutional experiences in key accreditation processes
- b. Engaging the campus community, developing the Assurance Argument and/or preparing for a campus visit
- c. Quality Initiative development, implementation, and impact
- d. Promoting continuous improvement through accreditation processes
- e. Meeting quality standards in a time of crisis

#### Proposal Description

Provide a concise statement (no more than 50 words) that clearly and accurately communicates the purpose of the presentation. If the proposal is selected, this description will be used in the conference program information. It should allow attendees to quickly determine what will be learned in the presentation.

#### Detailed Presentation Outline

Further describe the presentation, including the issues to be addressed and the goals of the presentation.

#### Program Implementation and Outcomes

If presenting on a program or initiative, specify when it was planned and when it was implemented, and provide a brief history of its operation and a summary of the results to date. If presenting on a different kind of topic, such as an experience with an accreditation process, provide a brief history of that experience, including dates and outcomes. Clearly describe how many full cycles of implementation have been completed thus far, and how many cycles will be complete at the time the presentation is given.

### Presenters' Relationship to Topic

Provide a brief statement about the relationship of each presenter to the topic, program or initiative.

### Accreditation Focus, if applicable

If the proposed presentation focuses on a recent experience with an accreditation process, specify the type of process, when the process began, when the process concluded or will conclude, and which pathway it pertains to (Standard or Open).

## 6. Select Target Audience

Submitters should select up to three target audience groups and institution types from the drop-down list provided in the Proposal Submission System.

## 7. Provide Additional Topic Information

### Criteria Match

To help attendees make the connection between improvement efforts and accreditation processes, submitters are asked to select one or more of the Criteria for Accreditation that the proposal most closely supports. More information about the Criteria can be found on HLC's website.

### Keywords

Submitters must select two keywords identifying the topic areas to which their proposal relates. Presentations that are selected will be published with these keywords to help conference attendees choose presentations. For a full list of keywords, please login to the Proposal Submission Site.

### Pathway Match

If applicable, please indicate the accreditation pathway to which the presentation is related

## 8. Sign Presentation Release Form

Presenters must review and electronically sign the Presentation Release Form within the Proposal Submission System. This is a required task for all presenters and will show as incomplete until all associated presenters have reviewed and signed the release form.

## ADDITIONAL INFORMATION

### Audiovisual Requirements

Each presenter will be expected to participate fully within the virtual setting. All accepted presenters will receive support to ensure successful virtual content delivery. Presenters must be able to provide their slides in PowerPoint format.

Additional information about technical presentation requirements will be provided to presenters who are selected.

### Supporting Materials

HLC conference attendees expect to have access to presenters' slides and handouts. Presenters that do not provide these materials receive lower evaluation scores than those that do. If the proposal is selected, plan to submit an electronic handout or presentation slides to be published in advance of the conference on the website

### Going Virtual

In an effort to provide essential information to attendees and ensure their health and safety, HLC is planning an engaging, informative virtual event. HLC will be providing details about the new features made possible by holding the event virtually in the coming months.



## REGISTRATION DISCOUNT

Decisions on proposals will be sent in December. Do not register for the conference until you receive a decision—presenters are eligible for a discounted registration fee for the General Program.