



2019 Chesapeake Watershed Forum (November 15 - 17, 2019): Call for Field and Classroom Session Proposals

Better Together: Diverse and Innovative Collaborations for the Chesapeake Watershed

**To be considered, please read the following guidelines carefully before
registering your proposal.**

SUBMISSION DEADLINE: 11:59pm on Friday, May 24, 2019

Introduction and Background

The Alliance for the Chesapeake Bay's 14th Annual Chesapeake Watershed Forum held November 15 – 17, 2019 in Shepherdstown, WV is a watershed-wide event reaching over 400 restoration and protection practitioners annually to inspire and empower local action towards clean water. We do this by sharing successful tools and techniques, building the capacity of local organizations and governments, building partnerships, educating on new initiatives, networking amongst each other, and celebrating our successes.

Our theme, "Better Together: Diverse and Innovative Collaborations for the Chesapeake Watershed," intends to highlight collaborative models from the Chesapeake Bay Watershed that accelerate the protection and restoration of its lands and waters. We seek to understand what gives these collaborations staying power, to explore new roles for the veterans of the Chesapeake Bay restoration movement, to identify the opportunities to engage non-traditional stakeholders and work cross-sectors, and to learn how to strengthen collaborations by following the principles of diversity, equity, and inclusion.

Please note:

- Conference tracks will be determined based on the themes and practices of the proposals we receive rather than pre-determined track themes.
- We will evaluate each proposal based upon the rubric provided at the end of this document.
- Submissions for field experiences are also being solicited through this RFP process. We seek interactive, educational, and fun field trip in the area of Shepherdstown, WV. Field experiences incorporate the theme are preferred.
- We encourage sessions that highlight the diversity of our watershed and reflect the Alliance's commitment to diversity and inclusion.

Forum Presentation Guidelines:

For Classroom Sessions:

- Successful sessions are on a topic of importance to Forum participants, build readily transferable skills and knowledge, and foster self-efficacy among participants. **Even specialized topics should offer takeaways that speak to a wide range of attendees across multiple sectors.** For example, a session on agricultural landowner engagement could offer takeaways on communication and outreach strategies that are relevant to attendees from non-agriculture sectors.
- We are specifically looking for new and innovative sessions that highlight the latest research, restoration techniques, social sciences, behavior change techniques/approaches, ways to engage diverse communities, or other developing topics.
- Sessions should be geared toward the following participants: Staff, board members and volunteers with local/regional watershed conservation organizations, and local government staff.
- We are looking for both higher level (300-400 college level) and introductory level session for young professionals.
- **Proposals that demonstrate intention and enhance the session experience (i.e., not because it is suggested in this RFP) will be viewed more favorably.** Below are some example approaches:
 - Participants' interaction
 - Highly visual presentations
 - Scheduled check-ins, participants surveys, facilitated discussions
 - Written quizzes, worksheets, prepared annotated handouts to go along with the presentation
 - Role-playing, simulations, or hands-on learning
- **Each proposal will be evaluated on how well it relates to the Forum theme.** However, fitting the Forum theme is not a requirement for proposal acceptance.
- More than one session proposal may be submitted, but each proposal must be submitted separately.
- Based on past participant feedback and due to our inability to offer more than one presenter scholarship per session, the planning team will not accept workshops with panel discussions.
- Sessions are scheduled for 90 minutes or 45 minutes:
 - For 90 minute sessions, we encourage in-depth presentations that facilitate discussion and application at the local level.
 - For 45 minute sessions, we encourage submissions that spotlight a case study or introduce new, innovative, and/or hot topics.
 - Ample time should be reserved in all sessions for a question and answer period.

Forum Presentation Guidelines, Continued:

For Field Experiences:

- Trips should last 3 hours, including travel.
- Field experiences may be off the NCTC campus or outdoors, but are not necessarily so.
- They should be available for any of the 3 days of the Forum, Nov. 15 – Nov. 17.
- If there is an entrance fee or other such cost, please include in your proposal and keep costs to a minimum.
- Please include the maximum number of participants in your proposal.
- Please ensure that field experiences are accessible to people of all abilities. If there are any restrictions or limitations, the proposal should specify.
- Please identify specific equipment or clothing participants should bring.
- The Alliance and their partners will work to insure adequate transportation is available for field experiences.

Session Topics to Consider:

The following topics are examples only and creative ideas are encouraged. Submissions are not limited to the list below. However, **proposals that fall under the topics highlighted in bold will receive a higher ranking than others (see evaluation rubric)**. The Forum Planning Committee and prior year participants identified the specific examples in bold as priority topics.

Focal Areas	Specific Examples
Restoration	Stormwater, agriculture, soil health, stream restoration, maintenance, new BMPs and green technologies, edible landscaping, tree planting, tree canopy, wildlife habitat
Conservation	Forest management, landscape-scale, birding, Chesapeake Bay 101, public access, source water, climate resiliency, wildlife.
Diversity, Equity, and Inclusion	Workforce development, engaging diverse communities, collective impact
Citizen Stewardship	Water quality monitoring, social marketing, environmental leadership, business engagement
Organizational Development	Liabilities and insurance for non-profits 101, leadership/team development, fundraising, board development strategic planning, organizational assessment,
Personal Development	Career advice for young professionals, burnout prevention
Contaminants	Plastics, air pollution, pesticides/herbicides, fish consumption, PCB's
Public Health and the Outdoors	Health benefits of green infrastructure, outdoor recreation, environmental justice, drinking water, air, healthy habits, climate change,
Communications	Media engagement, social media and marketing for small nonprofits, basic and simple graphic design, data interpretation
Education	Teaching about the environment through the arts, nature sketching, lesson planning for educational field trips/trail walks

Online Proposal Submission Guidelines:

Each proposal must include:

- Title of proposed session/field experience (6 words or less).
- Is this a session or field experience?
- What topic will your session/field experience focus on?
- A short summary/abstract (100 words or less). If your proposal is accepted, this will be inserted into the printed Forum booklet to describe your session.
- Describe your target audience, including their knowledge and experience level.
- Please list the practical lessons and/or skills the participants will take away from this session/field experience. Are these lessons and/or skills relevant and transferable across sectors? If so, how?
- How will you engage participants in your session/field experience? Do you intend to share your content beyond the traditional lecture format? If so, how?
- How does your session/field experience relate to the theme?
- How does your session/field experience address the topic of diversity, equity, and inclusion?

Session Only Content:

- Is this a 45 or 90 minute session?

Field Experience Only Content:

- Description of Field Experience (including maximum number of attendees, cost, accessibility for participants of all abilities, and specific equipment/clothing the participants should bring).

Speaker Information:

- Biography for each presenter (100 words or less). If your proposal is accepted, this will be inserted into the printed Forum booklet to describe your session.
- Have you presented at the Forum before? If so, how many times?

For guidance on how to best prepare a presentation for the Forum, please visit our [Forum webpage](#).

Where do I go to enter my session proposal?

[Click here](#) to submit your proposal. Please plan to prepare your proposal ahead of submitting your session via the online portal.

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For further information or questions about the guidelines please contact Jenny McGarvey at jmcgarvey@allianceforthebay.org or (804) 977-1657.

Chesapeake Watershed Forum Scoring Rubric for Proposals (Sessions and Field Experiences)

Evaluation Criteria	Poor (1 Point)	Fair (2 Points)	Good (3 Points)	Very Good (4 Points)	Excellent (5 Points)
Timeliness, importance, and appropriateness of the topic to the field and participants' interests and priorities (based on abstract)	The topic is not current or appropriate to the field or to the Forum participants. I would not attend this session.	The topic is somewhat relevant to the field and/or the Forum participants, but is not current. I probably would not attend this session.	The topic may not be current, but is a priority topic to Forum participants (as noted in the RFP). I may attend this session.	The topic is current, immediately relevant, and important to the field, but it does not focus on a priority topic for Forum participants. I would probably attend this session.	The topic is cutting-edge, relevant, and groundbreaking to the field. It also is a priority topic for Forum participants. I would definitely attend or recommend this session.
Practical Application and Transferability (e.g., skill building, problem solving, action planning)	The proposal content is unlikely to fill any Forum participant's knowledge gap.	The proposal content appears to be intended for a subset of Forum participants, and the lessons and/or resulting skills for this session are too generic and/or self-evident to be valuable to this subset audience.	The proposal content appears to be for a broad range of participants, but lessons are too broad and/or self-evident to be valuable.	The proposal content illustrates a clear practical application to a subset of participants. It includes valuable resources and clearly transferable lessons and skills that this subset would highly appreciate.	The proposal content illustrates a clear practical application to a broad range of participants. This content is novel and important, and participants cannot find similar content elsewhere. It includes valuable resources that many an attendee would highly appreciate.
Participants' Engagement	There is no evidence of meaningful interaction with the participants beyond the traditional lecture format.	The proposal includes some vague or poorly defined activities to engage the participants beyond the traditional lecture format, and/or the activities proposed are inappropriate for the session type and use of time.	The proposal includes at least one clearly defined activity to engage the participants beyond the traditional lecture format, and is appropriate for the session type and use of time.	The proposal includes several clearly defined activities to engage the participants beyond the traditional lecture format, and are appropriate for the session type and use of time.	The proposal includes several clear, compelling, unique, and well-detailed activities to engaging the participants, and are appropriate for the session type and use of time.
Relevancy to the Forum theme	The topic is not relevant to the Forum theme.	The topic is related only tangentially to the Forum theme.	The topic may not be current or groundbreaking, but is relevant to the Forum theme.	The topic is current, important, and relevant to the Forum theme.	The topic is cutting-edge, relevant, and groundbreaking and relevant to the Forum theme.
Relevance of topic to Diversity, Equity, and Inclusion (DEI)*	There is no connection made to DEI in the proposal.		A connection to DEI is made, but it is tenuous and/or only superficially reflects the Alliance's Diversity and Inclusion Statement.*		The proposal topic clearly demonstrates and reflects the Alliance's Diversity and Inclusion Statement, with DEI deeply integrated into the presentation content and format.

***The Alliance's Diversity and Inclusion Statement:** *At the Alliance for the Chesapeake Bay, we recognize that diversity is an asset and we welcome people of all backgrounds regardless of race, religion, political affiliation, age, disability, veteran-status, socio-economic status, gender variance, or sexual identity. We are committed to making diversity and inclusion integral in our organizational structure, policies, board of directors, staff, strategic goals, grants, partnerships and program delivery. The Alliance believes a broad base of participation and partners reflecting all of society is needed to be successful in the Chesapeake Bay Watershed restoration effort.*