



## 2020 Chesapeake Watershed Forum (October 30 – November 1, 2020): Call for Intensive Seminars and Classroom Session Proposals

### **Climate Resiliency in a Changing Chesapeake Watershed**

**Please read the following guidelines carefully before submitting your proposal.**

**SUBMISSION DEADLINE: 11:59pm on Friday, May 8, 2020**

#### Background and Theme

The Alliance for the Chesapeake Bay will hold the 15<sup>th</sup> Annual Chesapeake Watershed Forum on October 30 – November 1, 2020 in Shepherdstown, WV. This watershed-wide event reaches over 400 restoration and conservation practitioners annually to inspire and empower local action towards clean water. We do this by sharing successful tools and techniques, offering lessons and learnings from on-the-ground work, building the capacity of local organizations, fostering partnerships, educating on new initiatives and emerging practices, facilitating networking with each other, and celebrating our successes.

Through our theme, “Climate Resiliency in a Changing Chesapeake Watershed,” we share our responses to the changing climatic and sea level conditions that alter the natural and human systems of the Chesapeake Bay watershed. We seek proposals that highlight restoration and conservation approaches and policies that enhance the resiliency of our lands, aquatic systems, and communities to withstand adverse impacts of climate change, such as more intense and frequent storms, extreme coastal and inland flooding, sea level rise, altered weather patterns, and seasonable variability. We hope to expand our understanding of the human effects of climate change, including its ties to public health, human migration, and social justice. We will look for proposals that address climate change as an inherent issue of environmental justice, and its disproportionate impact upon communities of color and low-income communities. Finally, we seek models of resilient partnerships capable of withstanding the stressors and adversity posed by climate change.

***Please note:***

- We solicit submissions for both classroom sessions and intensive seminars through this RFP.
- Conference tracks will be determined based on the themes, practices, and target audience of the proposals.
- We will evaluate each proposal using the rubric provided at the end of this document. A maximum possible score is 30 points.
- Contact Jenny McGarvey, forum coordinator, if you seek feedback or have questions regarding a session or intensive seminar concept: [jmgarvey@allianceforthebay.org](mailto:jmgarvey@allianceforthebay.org) or 804-977-1657.

## Forum Session Guidelines:

- Successful sessions are on a topic of importance to Forum participants, build readily transferable skills and knowledge, and foster self-efficacy among participants.
- Sessions should gear toward the Forum's primary audience of staff and leadership within local/regional environmental organizations.
- We aim to serve our entire Forum audience by offering balanced content tailored to three different knowledge/experience levels:
  - Introductory or Early Career: 100 college course level or less than 5 year professional experience;
  - Intermediate or Mid-Career: 200 – 400 college course level or 5+ years professional experience; or
  - Advanced or Late Career: Graduate level or 10+ years professional experience.

**Please select the knowledge/experience level that best reflects your target audience when submitting your proposal.** If you feel strongly that your session transcends a specific experience level, and that it will offer novel and important skills and knowledge to a broad range of Forum participants, you may submit your proposal without selecting an experience level. However, you must justify your choice with a compelling explanation.
- **Proposals that demonstrate an intention to enhance the session through audience engagement 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.
- The planning team will not accept workshops with panel discussions.
- Sessions are scheduled for 60 minutes or 90 minutes.
  - For 60-minute sessions, we encourage submissions that spotlight a case study or introduce new, innovative, and/or hot topics. **This year, we will not allow more than two speakers per 60-minute session.**
  - For 90-minute sessions, we encourage in-depth presentations that facilitate discussion and application to activities and organizations at the local level.
- Ample time should be reserved in all sessions for a question and answer period. We suggest a minimum of 15 minutes.

## Intensive Seminar Guidelines:

- Intensive seminars are an opportunity to lead a deeper discussion into a topic of choice about which the presenter(s) have special experience, knowledge, or expertise. Seminars are well suited for trainings or field trips.
- We aim to serve our entire Forum audience by offering balanced content tailored to three different knowledge/experience levels:
  - Introductory or Early Career: 100 college course level or less than 5 year professional experience;
  - Intermediate or Mid-Career: 200 – 400 college course level or 5+ years professional experience; or
  - Advanced or Late Career: Graduate level or 10+ years professional experience.**Please select the knowledge/experience level that best reflects your target audience when submitting your proposal.** If you feel strongly that your session transcends a specific experience level, and that it will offer novel and important skills and knowledge to a broad range of Forum participants, you may submit your proposal without selecting an experience level. However, you must justify your choice with a compelling explanation.
- Intensive seminars should last 3 hours, including travel. All intensive seminars will occur on the Saturday of the Forum, October 31, 2020.
- Intensive seminars may occur on or off the NCTC campus. In addition to classroom space, computer labs are available at NCTC. Note in your proposal if your seminar requires a computer lab.
- If your seminar has entrance fees or other associated costs, provide specifics in your proposal. We ask that you keep costs to a minimum.
- Include the maximum number of participants in your proposal. We will give preference to intensive seminars that accommodate 30 or more participants.
- Ensure that the intensive seminars are accessible to people of all abilities. If there are any restrictions or limitations (e.g., walking on rough terrain), the proposal should specify.
- Identify specific equipment or clothing participants should bring.
- The Alliance and their partners will work to ensure adequate transportation is available for intensive seminars, as needed.

## Session and Intensive Seminar Topics to Consider:

The following list includes suggested topics as examples only. We encourage alternative, theme-related proposals and creative ideas. However, **proposals that relate to the specific examples highlighted in bold will receive a higher ranking than others (see evaluation rubric)**. The Forum Planning Committee and prior year attendees identified these specific examples as priority topics.

Focal Areas	Topic Examples	
Restoration	<ul style="list-style-type: none"> <li>• <b>Agriculture</b></li> <li>• <b>Climate resilient best management practice (BMP) strategies</b></li> <li>• <b>Green stormwater infrastructure</b></li> <li>• <b>Emerging green technologies</b></li> <li>• <b>Invasive plant management</b></li> <li>• <b>Multifunctional buffers</b></li> <li>• <b>New BMPs</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>Practice maintenance</b></li> <li>• <b>Soil health</b></li> <li>• <b>Waterfront property, BMPs, and policies for resiliency and rising tides</b></li> <li>• <b>Wetlands</b></li> <li>• Stream restoration, tree planting, tree canopy, wildlife habitat</li> </ul>
Conservation	<ul style="list-style-type: none"> <li>• <b>Birding</b></li> <li>• <b>Chesapeake Bay 101</b></li> <li>• <b>Climate resiliency</b></li> <li>• <b>Forest and urban woodland management</b></li> <li>• <b>Landscape-scale</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>Native plants</b></li> <li>• <b>Policies and laws</b></li> <li>• <b>Wildlife</b></li> <li>• Balancing public access and recreation with conservation goals, source water</li> </ul>
Diversity, Equity, and Inclusion	<ul style="list-style-type: none"> <li>• <b>Collective impact</b></li> <li>• <b>Engaging diverse communities</b></li> <li>• <b>Policy change/advocacy</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>Traditional ecological knowledge as solutions to climate change</b></li> <li>• <b>Workforce development</b></li> </ul>
Citizen Stewardship	<ul style="list-style-type: none"> <li>• <b>Behavior change</b></li> <li>• <b>Engaging rural landowners OR absentee landowners OR non-traditional audiences</b></li> <li>• <b>Organizing grassroots campaigns</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>Youth engagement</b></li> <li>• <b>Water quality monitoring</b></li> <li>• social marketing, business engagement</li> </ul>
Organizational Development	<ul style="list-style-type: none"> <li>• <b>Diversifying funding</b></li> <li>• <b>Fundraising</b></li> <li>• <b>Introductory grant writing</b></li> <li>• <b>Large event planning</b></li> <li>• <b>Navigating multigenerational workspaces</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>Navigating multigenerational workspaces</b></li> <li>• <b>Volunteer management</b></li> <li>• Leadership/team development, board development strategic planning, organizational assessment</li> </ul>
Personal Development	<ul style="list-style-type: none"> <li>• <b>Advanced leadership training</b></li> <li>• <b>Skill development for volunteers</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>Skill development for young professionals</b></li> </ul>
Contaminants	<ul style="list-style-type: none"> <li>• <b>Air pollution</b></li> <li>• <b>Plastics</b></li> </ul>	<ul style="list-style-type: none"> <li>• Pesticides/herbicides, fish consumption, PCB's</li> </ul>
Public Health and the Outdoors	<ul style="list-style-type: none"> <li>• <b>Climate change</b></li> <li>• <b>Environmental justice</b></li> </ul>	<ul style="list-style-type: none"> <li>• Health benefits of green infrastructure, outdoor recreation, drinking water, air, healthy habits</li> </ul>
Communications	<ul style="list-style-type: none"> <li>• <b>Basic and simple graphic design</b></li> <li>• <b>Data interpretation</b></li> <li>• <b>Media engagement</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>Social media and marketing for small nonprofits</b></li> </ul>
Education	<ul style="list-style-type: none"> <li>• <b>Ecotherapy</b></li> </ul>	<ul style="list-style-type: none"> <li>• Nature sketching, lesson planning for educational field trips/trail walks</li> </ul>

## Online Proposal Submission Guidelines:

### **Each proposal must include:**

- Title of proposed session/intensive seminar (6 words or less).
- Is this a session or intensive seminar?
- Under which focal area (see page 4) does your session/intensive seminar fall? What topic will your session/intensive seminar focus on?
- A short summary/abstract (100 words or less). If your proposal is accepted, this will be inserted into the printed Forum booklet.
- Describe your target audience, including their knowledge and experience level.
- List the practical lessons and/or skills your target audience will take away from this classroom session or intensive seminar. Please be specific as to why these are practical lessons and/or skills best suited for the target audience's knowledge/skill level. Are these lessons and/or skills relevant and transferable across sectors? If so, how?
- How will you engage participants in your session/intensive seminar? Do you intend to share your content beyond the traditional lecture format? If so, how?
- How does your session/intensive seminar relate to the theme?
- Does your session/intensive seminar address diversity, equity, inclusion, and justice issues in the environmental sector? If so, how?
- Does your presentation include diverse voices? If so, how? Including, but is not limited to, underrepresented communities, unique partnerships, farming/agriculture sector, community groups, etc.
- The default classroom set up is rows of tables and chairs. If you seek a different setup, please explain. We cannot guarantee your requested room setup will be made available.

### **Session Only Content:**

- Is this a 60 or 90 minute session?

### **Intensive Seminar Only Content:**

- Description of intensive seminar (include length, maximum number of attendees, cost, accessibility, 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.
- 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 submit 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](mailto:jmcgarvey@allianceforthebay.org) or (804) 977-1657.

## Chesapeake Watershed Forum Scoring Rubric for Proposals (Sessions and Intensive Seminars)

Evaluation Criteria	Poor (1 Point)	Fair (2 Points)	Good (3 Points)	Very Good (4 Points)	Excellent (5 Points)
<b>1. Timeliness, importance, and appropriateness of the topic to the field and participants' interests and priorities (based on abstract)</b>	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.
<b>2A. Practical Application and Transferability (e.g., skill building, problem solving, action planning) <u>IF PROPOSAL TARGETS A SPECIFIC KNOWLEDGE OR EXPERIENCE LEVEL</u></b>	No stated practical application in the proposal, or no attempt to connect practical applications to their target audience.		The practical applications appears to be for the target audience, but lessons are too broad and/or self-evident to be valuable.		The proposal content illustrates a clear practical application to target audience. The learning outcomes are novel and important, and participants cannot find similar content elsewhere. It includes valuable resources that specific set of attendees would highly appreciate.
<b>2B. Practical Application and Transferability <u>IF PROPOSAL IS FOR GENERAL AUDIENCE</u></b>	No stated practical application in the proposal or the practical applications appear to be for a subset of attendees, not a broad range of participants.		The practical applications 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 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.
<b>3. Participants' Engagement</b>	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.
<b>4. Relevancy to the Forum theme</b>	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.
<b>5. Proposal addresses DEIJ issues in the environmental sector.</b>	There is no connection made to DEIJ in the proposal.				The proposal content clearly addresses one or more DEIJ issues in the environmental sector.
<b>6. Presentation includes diverse voices. This includes, but is not limited to underserved communities, unique partnerships, farming/agriculture sector, etc.</b>	There is no apparent representation of diverse voices within this proposed presentation.		The proposal is vague and fails to mention specific actions for incorporating diverse voices into the presentation.		The proposal details how the presentation will incorporate diverse voices. These voices are integrated well into the presentation content and format.