



Educational Content Streams

The 2020 Conference Program Team will be taking a unique approach to educational sessions. In addition to accepting sessions using the traditional process, the team will curate educational content streams on specific topics. Content experts are sought to present educational sessions within specific content areas, and attendees may choose to participate in a content stream throughout the conference. The streams in 2020 will include:

- Fiscal Management
- Marketing
- Conference and Event Services
- Diversity and Inclusion
- Students and Civic Engagement

Below is a helpful outline of ideas to guide you in crafting your content stream submission. If you should have any questions, please feel free to reach out to the Educational Session Team: Neela Patel at neela.patel@rutgers.edu and Jordy Dickey at jordy_dickey@baylor.edu.

The submission deadline is September 18 and can be accessed using the following link: <https://www.acui.org/atlanta/educational-session-policies-and-submission>.

Fiscal Management

Sessions focused on fiscal management will display the core competency of developing and managing financial systems through responsible stewardship of fiscal resources by showcasing best practices in:

- Basic Accounting.
- Technology and fiscal management.
- Effective policies and procedures.
- Budget development and management.
- Contract negotiation.
- Fundraising and sponsorships.
- Leveraging data/assessment for fiscal decision making.
- Budget development for projects/construction initiatives.
- Utilization of Student Activities Fees vs. State Fees.
- Developing a business plan.
- Making difficult decisions through difficult budget implications.

Marketing

Sessions focused on marketing will display the core competency of identifying primary markets as well as developing and effectively using promotions, communications and informational pieces in a variety of media and formats by showcasing best practices in:

- Marketing & storytelling for Student Unions/ Student Activities.
- Connecting marketing strategies to assessment and evaluations.
- Creating inclusive marketing strategies.
- Marketing to Generation Z.
- Developing a marketing plan.
- Effective use of social media platforms.
- Steal This Idea concepts.
- Connecting a marketing plan to a business plan.
- Creating marketing plans for targeted program audience.
- Marketing for change implementation.

Conference and Event Services

Sessions focused on conference and event services will display effective management and execution of programs, services and spaces that extend the campus experience to constituents by showcasing best practices in:

- Marketing techniques for conferences and events.
- Event policies, procedures and navigating politics.
- Generating/increasing revenue.
- Event technology.
- Training students.
- Effective customer service.
- Partnerships with divisional and university departments.
- Protest response team for events.
- When should you pay and when should you not? Fee structures.
- Event and reservation structure - reporting structure and challenges.

Diversity and Inclusion

Sessions focused on diversity and inclusion will display effective conversations and resources, for professionals, centered around the relationship between diversity and inclusion in relation to the Role of the College Union by showcasing best practices in:

- Mentorship for marginalized groups.
- Being an effective ally.
- Building opportunities for inclusive leadership.
- Supporting staff with differing opinions, reflecting upon your own voice.
- Tools and techniques to self-care, self-advocacy for ourselves.
- Navigating personal identities.
- Conscious and unconscious bias.
- Reviewing building and space names.

Student and Civic Engagement

Sessions focused on civic engagement and students will display the core competency of effective resources to promote dialogue and understanding among persons with different perspectives and to improve humanity through college students' constructive discourse and interaction by showing best practices in:

- Protest protocol and response team.
- Controversial speaker planning.
- Active dialogue.
- Supporting students, campus resources.
- Restorative justice, restorative circle.