

ACCESSE19 Concurrent Session Topics

The following topics were crowdsourced and ranked by CESSE members. Topics include a working session title and a description for the focus of the session. Individuals interested in speaking should review this document carefully prior to submitting through the ACCESSE19 Call for Speakers. **Individuals interested in speaking should submit the Call for Speakers form by 5 pm est on Monday, January 14, 2019. Questions about ACCESSE19 or the Call for Speakers may be directed to Renee Lewis - renee@cesse.org.**

#	Topic	Working Title	Session Focus
1	Diversity & Inclusion	How to develop and implement a diversity and inclusion action plan	Participants will be able to define diversity, inclusion and equity, learn about the steps needed to develop an internal diversity, inclusion and equity plan and discuss the challenges and barriers to creating and implementing a diversity, inclusion and equity plan.
2	Diversity & Inclusion	Reducing gender inequality at scientific conferences: recommended strategies, associations that have successfully implemented strategies and experienced good results?	Participants will learn be able to identify the subtle and invisible ways in which scientific cultures privilege certain perspectives, bodies, and backgrounds and devalue others. Participants will learn about practical strategies to reduce participation barriers for women scientists at conferences and discuss the challenges and barriers to reducing gender inequality at scientific conferences.
3	Human Resources	Managing a virtual association or Engaging remotely - how to connect with staff and members known mostly as a name	Remote work can help association members and staff collaborate efficiently when properly implemented. This session will offer strategies for ensuring good communication, measuring progress, and motivating staff and volunteers who meet and work virtually to accomplish association goals. It will specifically focus on policies and practices that can help organizations overcome the limitations of remote collaboration, but not on particular tools or software.
4	Human Resources	The Future of Work (for our members and staff) - where do we do our work, how do we do our work	Research has shown that employees who have flex hours and the ability to work from home are more productive than those who come to the office. With advances in technology such as video conferencing, cloud computing, virtual reality, and even augmented reality, do we even need to come to the office anymore? is there even a reason to have a physical office when everything can be done virtually? This session will address these questions and discuss the costs and benefits of a "virtual workforce."

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5	Human Resources	Targeted tactics for overcoming staff resistance to change	Associations are changing at a rapid pace, but employees have quickly become the number one opponent of change. Let's face it: people prefer stability and comfort over change in both their personal and professional lives. This session will explore four key traits of organizations that are able to overcome resistance and effectively implement change.
6	Leadership	Step by step process or method for leading and managing change through your association	We all know we need to be open to change, but how do you really do it? What do you need to do prior to leading or managing change? During this session, we will take a deep dive into the process of how to effectively manage and lead change.
7	Leadership	How to design and implement a leadership development program for members and volunteers.	Leadership is not about a certain title or a position. Whether members are new or an established professional, developing or refining one's leadership skills allows someone to go further in their career or their volunteer role with their association. How can an association support their members and staff leadership development? Learn how to design and implement a leadership development program for your members and volunteers to prepare them for the challenges and opportunities that lie ahead.
8	Leadership	Proven successful prioritization strategies for association leaders	Association staff are constantly being downsized but the workload remains. When the CEO says, "work smarter, not harder. Focus on getting the right work done" what does that look like in practice? How do we decide if we're working on the right things? If we're doing them in the most efficient way? The ability to prioritize is a highly valued skill because it helps you stay aligned with what's important to both you and your association. This session will feature three association executives who have successfully implemented prioritization strategies over the last year. Learn how you, too can implement prioritization tactics that will take your team to the height of its ability.
9	Leadership	How to effectively bring forward new and innovative ideas within the traditional realm of associations	"We've always done it this way." "We tried something like that ten years ago and it didn't work." How many times have you heard this in working for your scientific or engineering association? Change is possible in a long established association, but you have to know how to do it and who can help you along the way. This "how to" session will not only provide you with the tactics but also the why your approach matters.

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10	Leadership	Environmental sustainability for Operations and Programs	As scientists and engineers, many individual members of CESSE organizations are actively involved with addressing environmental challenges. How can we, as societies, also make an impact? This session will address ways that associations can make their own activities more sustainable, such as reducing the waste created at meetings.
11	Marketing	Digital Marketing to increase membership, attendance and more!	Email campaign, web content, social media, oh my! How do organizations leverage these platforms to develop a comprehensive digital marketing strategy to recruit new members, engage and retain existing ones, and more importantly stay relevant and competitive in its space. This session will offer insights and strategies on how to utilize these powerful tools, and know the differences between each.
12	Marketing	How to Integrate Communications and Marketing for Better Engagement	Has your organization established more engaging content and new programs to engage members, but with only mixed results? Aligning your marketing and communications to support and complement engagement strategies is necessary. Some of the success of engagement can be addressed through marcomm technology. Still it is imperative to understand how relationships impact engagement and develop a strategy to use a human approach to marketing in combination with technology.
13	Marketing	Business Strategy for Entering New Markets	Moving into a new market (whether it be geographically, with a new audience or product "line") requires a significant amount of due diligence and strategy to be successful. Understand the strategies, what factors your organization evaluate before moving forward and hear the lessons learned from CESSE members who have entered new markets.
14	Meetings	Ways To Earn Loyal Event Attendees - Making your event the "must attend" choice every year	The cost of retaining a meeting attendee is a small fraction of the cost of acquiring a new one. So how do associations successfully retain meeting attendees? This session will focus on five things you (yes, you!) can implement now to promote audience loyalty and increase retention at your association's next event.
15	Meetings	The successes and challenges of trying new creative event formats and concepts.	We all want to deliver impactful, memorable experiences. This session will cover new event formats and concepts from those who have tried them. Attendees will discuss which ideas work best for STEM conferences.

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16	Meetings	Virtual conference - the many formats and the reasons to consider adding them (or NOT) to your association programs	Adding a virtual component to your association's meeting(s) can expand and enhance audience engagement and reach. This session will discuss the pros and cons of virtual conferences and strategies for providing a comprehensive learning experience for those attending remotely. In this session, attendees will learn and discuss options for virtual conferences including entirely virtual conferences, webcasting live events, hybrid models with synchronous live and virtual components and the pros and cons of each. Attendees will hear from a variety of associations and partners on how to implement these programs successfully. Budget considerations and how to deliver a cost-effective virtual component will also be addressed.
17	Meetings	Disaster/crisis response planning for your event and your association	Sure we all have the Force Majeure clause in our contracts (and if you don't, then you better get it NOW!), but what if the the hurricane comes during your convention or what if the wildfire happens during your citywide, are you ready? Are you REALLY ready? This session will provide important information and strategy on how we can best response to a natural or man-made crisis during an event. Not only will these recommendations save the event, but more importantly, they can save lives.
18	Membership	Engaging members with multiple ways to get involved with content creation	How can CESSE associations effectively tap into members for interesting content beyond the traditional journal article or event presentation? How do we stimulate and nurture a culture of content exchange through social media, webinars, interviews, Q&As, wikis, podcasts and more to both facilitate information exchange and create intrinsic value for members.
19	Membership	Member value proposition: Matching Services to Member Demand	How compelling is your association's value proposition? In a recent MGI survey, only about 50% of all associations believe they have a compelling value proposition. If your value proposition is not compelling enough, then you might have trouble with retention and recruitment. This session is designed to help you conduct ongoing value proposition research and then develop and refine the value proposition based upon the research results.
20	Membership	Strategies for working effectively w/ volunteers; Do's and don'ts of working with member volunteers: teaching volunteer management	This session will help provide approaches to defining roles between staff and member volunteers for the goal of creating a strong, collaborative partnership that results in improving organizational effectiveness and planning.

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21	Publishing	Capturing and monetizing content	Scientific and Engineering associations are well versed at generating revenue from publications and events. However, paywalls and the development of subscriptions servicesg
22	Publishing	Plan S	The plan consists of ten principles. The key principle is that research funded by public grants must be published in open access journals or platforms. Journals that are currently subscription-based will need to become compliant by 2020. Technical aspects to implementing Plan S: https://scholarlykitchen.sspnet.org/2018/12/07/plan-s-a-mandate-for-gold-oa-with-lots-of-strings-attached/
23	Technology	Artificial Intelligence versus Anticipatory Intelligence	Artificial Intelligence and Anticipatory Intelligence – What is the difference? Why should it matter? How will it impact associations? And what actions should engineering and scientific associations take now to prepare for the future?