



EduData Summit 2018

Call for Proposals Guidelines

1. Conference Theme: *HigherED Data: Opportunities and Challenges*

The EduData Summit is a well-established conference in the field of data in higher education, organized by the Intelligence Unit of QS. The 3rd edition of the conference, taking place in Boston on June 2018, aims to discuss the opportunities and challenges of the use of data in the higher education industry.

The purpose of this conference is to explore how higher education institutions can respond effectively and in time to the global changes affecting their environment by understanding the value of the implementation and efficient use of Big Data and learning analytics, to ultimately shape the future of higher education.

2. Call for Proposals Timeline:

- October 24th, 2017: Call for Proposals Opens
- February 28th, 2018: Call for Proposals Closes
- Early April 2018: Submitters will be notified about the selected proposals
- June 6th -7th, 2018: EduData Summit 2018

3. Proposals Components

Proposals should contain the following information:

- **Proposal Title:** Include the name of your presentation.
- **Main Speaker:** Add the name of the main speaker, job title and company.
- **Co-presenters:** Optionally include 1-3 additional speakers.
- **Speaker(s) Bios:** Send a short biographical sketch of each speaker.
- **Abstract (100 words limits):** Provide a brief summary of your proposal.
- **Detailed Description (1000 words limit):** Include a description on how relevant is the proposal to the Conference Theme and to one of the Thematic Tracks, by presenting

research, practices, and/or ideas to advance the field of data in higher education, and explaining the intended learning outcomes that attendees will gain from your session.

- **Thematic Track Areas:** Identify the topic area of your proposal (please refer to the Topic Area Session below.)

4. Thematic Track Areas

To promote discussions among participants, the program of the conference will be composed of a set of four thematic tracks:

Track One: Planning & Strategy – Collaboration, partnerships, industry relations and administrative decisions to improve the effective use and management of data to enhance performance.

Track Two: Research Analytics – Data-driven research practices leading to identify potential trends, analyze the effects of certain decisions, or evaluate the performance of a given tool or method to promote the innovative, scalable, and sustainable use of data.

Track Three: Marketing Analytics – Data-driven processes and technologies to evaluate the success of marketing initiatives in driving student recruitment, fundraising, brand management and alumni relations.

Track Four: Teaching Analytics – Application of learning analytics techniques based on data to understand teaching and learning processes aiming to enhance student engagement, retention, attainment and improving campus life.

5. Proposal Review Process

Proposals will be reviewed in two stages:

Pre-selection stage: During the first stage, proposals will be reviewed by three internal reviewers from QS. Proposals pre-selected during this stage, will go through the second stage of the process.

Selection stage: In the second stage, proposals will be evaluated by the EduData Summit Steering Committee, Chaired by Mr. John O' Leary, member of the QS Executive Board, as well as a number of external reviewers.

Submitters will be notified regarding the final results of the review by early **April 2018**.

Proposals will be evaluated on the following criteria:

Clarity of the proposal – How well do the title, abstract, and description align with each other.

Quality of Proposal – How will the proposal allow participants to achieve the learning objectives of the conference.

Significance of the proposal – How the proposal is relevant to the Conference Theme and Thematic Track Areas.

Under no circumstances proposals should be used to directly or indirectly promote any product, service, programme, university or other self-interest. Any mention of products, programmes, and services should only be referred to briefly and presented as examples of best practice rather than options or solutions.

6.Proposal Submission

The deadline to submit a proposal(s) is **February 28th, 2018**. Please submit your proposal via the following link: <https://goo.gl/forms/OZxpRGN0UehXOBYT2>

7.Speakers' Registration Fee:

Speakers from the selected proposals will receive a 100% discount of the registration fee to attend the EduData Summit 2018.

8.Contact Information

If you require any additional information during the process of submission of your proposal, please contact:

Natalia Burbano

Marketing Manager – QS Intelligence Unit

natalia@qs.com