

School Social Work Association of America



Presenter Toolkit

SSWAA | P.O. Box 3068 London, KY, 40743 | www.sswaa.org

Presenter Submission FAQ and Tips



School Social Work
Association of America

THANK YOU!!

Thank you for considering being a presenter for the School Social Work Association of America! We are driven to provide high quality professional development for School Social Workers. If you are chosen as a presenter for our national conference, you are eligible to receive a reduced fee to attend the conference. In addition, presenting at a national conference or presenting through one of our webinars is an excellent opportunity to strengthen your leadership capacity, enhance your presentation skills, and build your professional resume.

SSWAA aims to provide a diverse body of presenters/viewpoints that effectively represents our profession; we strongly encourage practitioners of color to submit proposals. As a CE provider, we are required to meet certain standards in all our continuing education offerings. To ensure your proposal and presentation will be eligible for CEs, we have put together this quick Presenter Toolkit for you to help your proposal be successful. To review the entire ACE handbook, please [click here](#).



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1 Prepare Your Content

Ensure Cultural Humility and Cultural Sensitivity. Please be sure your content is culturally sensitive and applicable to a diverse audience.

- School Social Work Association of America (SSWAA) is committed to Anti-Racism, Diversity, Equity, Inclusion, Belonging, and Accessibility; we hold all presenters to the same standards. Content, images, and examples should be racially- and culturally- sensitive.
- SSWAA's expectation for all presenters is to AVOID political references, stereotypes, and overgeneralizations.

Structure Your Content. Presentations should include the following

- Clear introduction and objectives aligned to ASWB-ACE standards. [Click Here](#) for more support.
- Engaging Content
- Relevant Data (for CE purposes, please ensure that at least 50% of your data is current—within the past 5 years, and from peer-reviewed journal sources)
- Logical and compelling conclusion and call to action (We ask that our presenters try to include a concrete takeaway tool for School Social Workers to implement in their practice)
- Webinar Training Presentations are generally formatted at 1 hour.
- Conference Presentations can be 1.5 hours or 2 hours (depending on content)



Optimize Your Slides. Presenters with SSWAA, either Webinar or Conference Presenters, are able to use PowerPoint, Google Slides, or any other platform they desire. Tips Below for Slides.

- Order your slides: Title, Presenter Name, Date of Presentation > any needed Disclosure Statement > Learning Objectives (formatted via the ACE standards, see above) > Content > Bibliography/References List (at least 50% current)
- Only include the main points on your slides. *"Everything should be made as simple as possible, but not simpler."* -Einstein
- Use colors effectively. Stick with high-contrast colors and text that is easy to read and accessible to all.
- Minimize transitions or distracting animations.
- For recorded Webinar Presentations, do not include any copyrighted audio or video. ****You are Responsible for ensuring your submission does not contain copyrighted audio or video.**
- For Conference Presentations, if you have video or sound needs, please be sure to bring your own Bluetooth, or other, speakers needed at conference. We cannot guarantee speaker access in all conference session rooms.



2 Conference Proposal FAQ and Tips

Conference Proposal Requirements and Tips:

○ **Contact Information**

- Include **BOTH** a work and personal email address, as emailing is SSWAA's primary mode of contacting all presenters. Please use an email address that you monitor regularly. Double-check the spelling and correctness of your email address before submitting (if we cannot get ahold of a presenter we will have to move on).

○ **Session Title**

- Try to keep it short and catchy (12 words or less), while still providing a good indication of what will be covered. Some past examples include:
 - Ethical Decision making in School Mental Health
 - Black Kids Matter: Play Therapy to Address Black Youth Experiencing Racial Trauma
 - Strengths-Based Approach to Self-Harm Disorders
 - Indigenous People are Still Here: A Beginning Conversation on Undoing Educational Indoctrination
 - Beyond the Rainbow: Supporting Queer Youth in Schools

○ **Session Classification**

- **Educational Sessions** – Education Sessions allow presenters to share their practice knowledge, work experiences, and practice implications in a traditional lecture or panel format. While this presentation classification is a more traditional format, speakers are encouraged to be intentional regarding participant engagement, interactions, and audience discussions.
 - **Educational Session Features:**
 - 90 minutes total - Typically Broken Into: 5-minute introductions > 60 minutes of theoretical background and practice implications > 15 minutes for application and interactive learning > 10 minutes for Q&A
 - 1 – 3 Presenters (No more than 3 presenters).
 - Accompanied by slide presentations and handouts (Please note: Presenters are responsible for bringing own copies of any needed handouts or materials).
 - CEs are awarded for Education sessions.

- **Exploration Sessions** – Exploration sessions EXPAND the learning experiences to a highly engaging format. Presenters share practice knowledge followed by hands-on learning and skills-based practice. Attendees are given opportunities to learn the skill and apply the knowledge via activity-based practice opportunities, group interaction, and engaging case scenarios.
 - **Exploration Session Features:**
 - 90 minutes total – Typically Broken Into: 5-minute introductions > no more than 30 minutes of theoretical background and practice implications > 45 minutes for application and interactive learning > 10 minutes for Q&A
 - 1 – 3 Presenters (No more than 3 presenters).
 - Session activity is highly engaging, hands-on, interactive, and focused on activity-based learning.
 - May be accompanied by slide presentation and any handouts, worksheets, or materials needed for an effective session (Please note, presenters are responsible for transporting or mailing all needed materials to the Conference Hotel, Copies of Materials are to be made and brought by the presenter).
 - CEs are awarded for Exploration Sessions.

- **Expanded Sessions** – Expanded Sessions are in-depth sessions that provide for a deep understanding of session materials and enable participants to walk away with tools and techniques that can be directly applied to their practice.
 - **Expanded Session Features:**
 - 120 minutes total – Typically Broken Into: 5-minute introductions > 60 minutes of theoretical background and practice implications > 45 minutes for application and interactive learning > 10 minutes for Q&A
 - 1 – 3 Presenters (No more than 3 presenters).
 - The session is a balance of education on a topic and interactive learning.
 - Accompanied by a slide presentation and handouts. (Please note: Presenters are responsible for bringing own copies of any needed handouts or materials).
 - CEs are awarded for Expanded Sessions.

- **Poster Sessions** – Poster Sessions allow presenters to share visual presentations of the presenter’s research and data. The author will illustrate their findings with pictures, graphics, and charts accompanied by limited text. A good poster session offers useful information and provides for rich and meaningful discussion. ***Poster sessions are presented during a specified block of time (typically 1-1.5 hours).
 - **Poster Session Features:**
 - Informal presentation with meaningful questions and discussion with attendees circulating through exhibit hall.
 - 1 – 3 presenters (No more than 3 presenters).
 - CEs are NOT available for Poster Sessions

- **Session Categories**
 - **Research to Practice** – These sessions highlight School Social Work Research including innovative approaches to ways researchers and practitioners work together to evaluate practice and programs providing tangible practice implications for School Social Workers. Macro Practice – These sessions highlight macro level practice such as advocacy, campus or district system work, PBIS and MTSS, campus policies, rural SSW practice issues, urban SSW practice issues, etc.
 - **Equity Dilemma / Cultural Competence** – These sessions highlight the ways in which we can center our school social work practice within social justice, racial justice, and decolonial frameworks. Sessions focus on strategies for disrupting racialized achievement gaps and creating welcoming and equitable school environments. This is a call out for the school social work profession to take a critical lens toward systems that perpetuate systemic oppression within schools. Cultural Competence sessions highlight understanding of one’s own thoughts, beliefs, values, and behaviors, understanding a client’s cultural identity or experience, and how the practice is impacted by these factors.
 - **Specific Populations** – These sessions highlight work with specific populations, i.e. homeless, early childhood, LGTBQ, gender identity and expression, Special Education, ADHD, Autism, children in foster care, etc.
 - **Clinical Topics** – These sessions focus on the assessment, diagnosis, treatment, and prevention of mental illness, emotional, and other behavioral disturbances. Topics can include individual, group, and family therapy as common treatment modalities.
 - **General Practice Topics** – These sessions highlight evidence-based practice work with individuals, groups, families, parental involvement, violence prevention, substance abuse prevention, crisis response, mental health issues, bullying prevention, etc.
 - **Leadership Focus** – These sessions highlight topics of interest pertaining to supervisory roles or leadership roles within a district or state. Additionally, these sessions may provide guidance and insights for those attendees who are interested in moving into district or state leadership positions.
 - **Poster Presentation** – Visual presentations of research or data along with interactive discussion.

- **Content Level: Beginner, Intermediate, Advanced**
 - Per ACE protocol, we must note the content level as either beginner, intermediate or advanced. Please see below for the definition of each level and include in your proposal.
 - **Beginning Level** – courses introduce learners to a content area; include information about a condition, treatment method, or issue; and involve learning and comprehending content.
 - **Intermediate Level** – courses provide information that builds on knowledge practitioners with some experience already have. These courses focus on skill building or adding knowledge, possibly following a brief overview of basic information, and involve using information in concrete situations and understanding the underlying structure of the material.
 - **Advanced Level** – courses provide content for participants who have been working in the content area and have a clear understanding of the issues. These courses involve synthesizing materials to create new patterns or structures or evaluating material for a specific purpose.

Learning Objectives

- For Conference, Learning Objectives must be written clearly to help participants understand how the course is related to their educational goals and focus their attention on specific aspects of the course content.
- Learning objectives must use demonstrable verbs or action words that are measurable. They must state what the learner will demonstrate.
 - **Learning objectives are not acceptable with verbs that cannot be demonstrated such as “appreciate,” “believe,” “understand,” “learn,” or “know.” Make sure learning objectives are measurable or observable.**
 - They should not describe how the learner will learn or what the instructor will teach. For ideas on action verbs to use, please see review the ACE Acceptable Learning Objectives List to help guide you. [Click Here](#)
- Learning objectives that were originally written for audiences from other professions must be revised to include social workers and the social work profession.

Post-test Questions (if applicable)

- Completion of a post-test is required if the participant is watching a recorded version of a training. Your SSWAA point of contact will notify you if a post-test is required.
 - The standard posttest for a 1.5-hour to 2-hour presentation must include 15-20 questions (multiple choice or true/false).
 - Per ACE Standards, your posttest cannot be comprised of more than 50% True/False Questions,
 - Answers cannot include ALL of the Above or NONE of the above. Please review the full ACE Standard 4.10 for more details. [Click Here](#)

List of Approved Topics Guide

- Course topics must clearly fall within the scope of practice for social workers and be directly applicable to social work practice, relating to one or more of the following social work educational areas:
 - Theories and concepts of human behavior in the social environment
 - Social work practice, knowledge, and skills
 - Social work research, programs, or practice evaluations
 - Social work agency management or administration
 - Development, evaluation, and implementation of social policy
 - Social work generalist practice
 - Social work clinical practice
 - Diversity and social justice
 - Social work ethics

Bibliography / References List

- The Presenter must create bibliography, also called a reference list, that includes all source material used, consulted, referenced, or quoted for each course or conference session.
 - The bibliography must include all sources used in the creation of the course.
 - Participants must have access to the bibliography.
 - At least 50% of five of the references cited, whichever is less, must reflect research published within the past five years from scholarly, peer-reviewed sources.
 - If the bibliography includes writing the course instructor authored, it must also include relevant, current references from writings of other authors.
 - The bibliography's entries must follow current, APA (7th edition) formatting.
 - Presenters must include their full Bibliography for review with their submissions.



3 Conference FAQ

How are speakers Chosen?

Once the deadline for submissions has passed, the Conference Committee reviews all proposals and ranks the submissions. Names and photos are omitted from this process to ensure sessions are selected without bias. Once the appropriate number of sessions have been selected, presenters are then contacted for next steps. Practitioners of color and practitioners of diverse backgrounds are highly encouraged to apply.

The following criteria will be used when session proposals are peer-reviewed.

- Do the title and description clearly articulate the session content?
- Is the topic timely and/or pertinent to the field?
- Are the session goals and objectives clear and appropriate?
- Will this session positively contribute to the conference program and the profession?
- Is the session intended to be interactive and engaging?

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What do I need to apply?

When you are ready to submit your proposal for conference, please be sure to have the following:

- Updated Resume
- Brief Biography
- Current, Professional Headshot
- Session Title
- Session Description
- Session Learning Objectives
- Additional Presenter Information (No more than 3 presenters are allowed for any session)

What if I Need to Cancel?

If you are selected to present at our national conference, you will be required to register to attend the full conference by a given date. Please make attending the conference a priority. If you cancel unexpectedly without reasonable cause or we are unable to get in contact with you, you will not be considered for future conferences.

ACE Approval Statement

School Social Work Association of America SSWAA, #1789, is approved to offer social work continuing education by the Association of Social Work Boards (ASWB) Approved Continuing Education (ACE) program. Organizations, not individual courses, are approved as ACE providers. State and provincial regulatory boards have the final authority to determine whether an individual course may be accepted for continuing education credit. School Social Work Association of America SSWAA maintains responsibility for this course. ACE provider approval period: 07/27/2022 – 07/27/2023.



4 Webinar Training Presenter FAQ

What Virtual Platform will be Used?

- **Microsoft TEAMS Webinar**
 - SSWAA uses the program **Microsoft Teams Webinars** for all virtual webinars. If this program is new to you, we strongly recommend requesting a trial run with a staff member before your event. We cannot practice on the day of the event, before the event starts as this often results in issues with the live event.
 - If you need support, please reach out to our Professional Development Coordinator: Dr. JR Bullard-Batiste, PDlearning@sswaa.org

Will I be Able to Interact with Attendees?

- **Attendees**
 - Attendees will have access to a chat box for questions throughout the webinar and during Q&A time attendees can be promoted to speak to the presenter via microphone; however, they will be in "Listen Only" mode for most of the content presentation.
 - During the Webinar Training, SSWAA staff members facilitating the Teams Webinar with you will monitor the Chat Box.
 - You and the staff member are able to determine the best ways to share these questions and what level of interaction is possible/needed for your presentation.
 - If you need support, please reach out to our Professional Development Coordinator: Dr. JR Bullard-Batiste, PDlearning@sswaa.org

What do I need to Propose to Present for a SSWAA Webinar Training?

- Updated Resume
- Brief Biography
- Current, Professional Headshot
- Session Title
- Session Description
- Session Learning Objectives (Be sure to meet ASWB-ACE requirements—see above)
- Additional Presenter Information (No more than 3 presenters are allowed for any session)

***Please reach out to SSWAA's Professional Development Coordinator: Dr. JR Bullard-Batiste for all questions and proposals to be a Webinar Training Presenter at: PDlearning@sswaa.org and fill out our SSWAA Members: Areas of Expertise Survey to get you started! [Click Here](#)



For More Information:

- Please visit www.sswaa.org
- Contact Us at contactus@sswaa.org



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